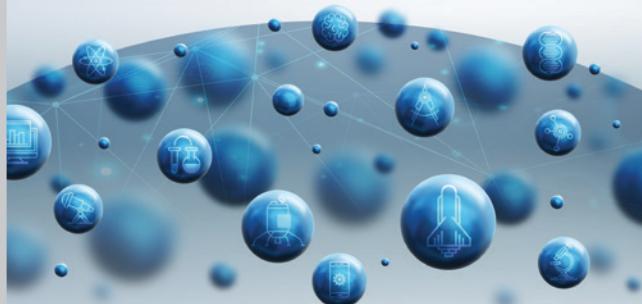


FOREWORD BY  
**SIR RICHARD BRANSON**

# Moonshots

Creating a World of **Abundance**



**Naveen Jain**

with John Schroeter

“ In this wonderful book Naveen shows how living in possibility, embracing uncertainty, and pursuing your dreams with passion can lead to manifesting any vision you have. Read and be enlightened and successful. ”

— **Deepak Chopra, MD**

“ Every entrepreneur should read this book! ”

— **Sir Richard Branson**

“ In *Moonshots*, Naveen Jain shows you how to unlock the secret ingredients needed to take your own moonshot. He reinforces the vision of Abundance and the fact that we are alive at the best time ever! Read this book and be prepared to take action. ”

— **Peter H. Diamandis, MD**

Founder, XPRIZE & Singularity University  
Author, NYTimes Bestsellers, *Abundance* and *BOLD*

# Moonshots

CREATING A WORLD OF **ABUNDANCE**

*How Entrepreneurs are  
Enabling Life without Limits*

**By Naveen Jain**

With John Schroeter

**Foreword by Sir Richard Branson**

**World-changing Secrets of the  
Entrepreneurial Mindset Revealed**

*Learn how curiosity, imagination, and exponential  
possibility are remaking an anxious world*

**B**illionaire entrepreneur Naveen Jain is leading disruptions today that will reshape the world—and beyond. From redefining civilian space exploration to creating a path to free energy to reinventing healthcare and education, Jain is at the forefront of the exponential technology developments that will forever change how we live and work. In *Moonshots*, Jain reveals the secrets of the “super entrepreneur” mindset—the catalyst for creating an exciting and abundant future. He then walks readers through the application of these powerful concepts in three moonshot initiatives that he is leading today—one of which is Moon Express, a private lunar venture that promises to open up the moon’s vast resources for the betterment of humanity, while another, Viome, is working to eradicate chronic disease at its very source. In Jain’s world, the term “moonshot” is meant both literally and figuratively! **Journey** with Jain through these illuminating pages and awaken your own moonshot potential. It’s a discovery that will change your life—and quite possibly the world.



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**W**E WILL REALIZE EITHER the world we fear to imagine or the world we dare to dream. The difference maker? Whether we will operate from the collective mindset of scarcity and its insidious companion known as sustainability, or one of abundance and unlimited possibility. In *Moonshots*, Naveen Jain lays out urgent and compelling arguments in support of the latter as the only path for realizing an amazing, abundant, peaceful, and prosperous future for all of humanity. **Can this be something more than science fiction?**

“Someone once asked me” Jain muses, “which science fiction technologies are not likely to become reality. I answered by saying that the question you should be asking is, *what is it that science fiction has not yet imagined?*” Indeed, the uniquely human qualities of curiosity, imagination, possibility, and an optimistic outlook comprise the cardinal points of the moonshot—the seemingly impossible entrepreneurial dream that shatters the prevailing paradigms. That’s what a moonshot does: it challenges the very foundations of what everyone has simply taken for granted, openly defying the majority opinion that keeps us trapped in an inherently unsustainable and oppressive economic model.

**Moonshots demonstrates that the true scourge of the world is a mindset of scarcity.** “It is at the root of all the greatest challenges that humanity faces,” Jain says. “It is the direct cause of war, poverty, crime, anxiety, disease, famine, hunger, illiteracy, a sense of hopelessness and helplessness, and nearly every other source of human suffering. And it is big business.” In taking on such grand challenges, the moonshot entrepreneur dares to ask the big “what if” questions—dreaming dreams that are so big that people wonder if they might be crazy. **“But what’s actually crazy,”** Jain responds, **“is the short-sighted incrementalism and linear approaches to problems of exponential proportions—and believing they’ll make any difference at all!”**

In the end, well-meaning programs of sustainability serve to reinforce the value of scarce commodities. But there’s another problem: sustainabil-

ity is actually not sustainable. The fact is we have to create more of what we need rather than consume less of what we have. And only entrepreneurs—leveraging exponential technologies—can do it.

**Like so much else that is surprisingly counterintuitive in Moonshots, Jain shows that everything works backward:** “We don’t invent answers, we reveal them when we discover the right questions. And we perpetually question our way forward. The fact is we are drowning in knowledge but thirsting for questions. Can we count on the experts to ask the right questions? I don’t think so.” Nor, Jain says, can we look to governments to solve the massive problems in the world. This is why he believes **the next set of superpowers is most likely to be entrepreneurs**—entrepreneurs who are not waiting on governments to solve problems or address the things that they care about. “A government mired in gridlock wrapped in bureaucracy is the entrepreneur’s opportunity,” Jain says. “Governments are not wired for responsive agility. Entrepreneurs are. The status quo is not moving us forward, so we—the entrepreneurs—must invert the model.”

In the process, Jain challenges the core assumptions of not

**Naveen Jain**  
is an entrepreneur driven to solve the world’s biggest problems through innovation. He is the founder of several successful companies including Moon Express, Viome, Bluedot, TalentWise, Intelius, and InfoSpace. He is a trustee of the board at the XPRIZE Foundation, and is on the board of Singularity University, where he is focused on educating and inspiring leaders to address humanity’s grand challenges. He has been awarded many honors for his entrepreneurial successes and leadership skills.

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only sustainability, but of “settled science,” energy production, the health-care industry, the education system, expert opinion, the established world order—even philanthropy. **The key to it all? A mindset open to radical possibility.** To this end, *Moonshots* is a first and most vital step in awakening the virtually unlimited capacity of the human mind and its astounding potential to remake our world. A tour de force that brings a distinctly human focus to the amazing possibilities of exponential technologies, *Moonshots* takes readers on an awe-inspiring journey of emerging developments that span brain-computer interfaces to mining the moon for unlimited energy production; to making illness optional to reinventing education. Indeed, technology has the potential to solve the world’s greatest challenges—but only when harnessed by a well formed entrepreneurial mindset, the ultimate platform for previously unimagined possibility.