

The Social Book

Subtitle: Pyramids

Author: Bilal Ahmed

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As I was studying the tier systems within the venture capital industry, I made my realization through music with Snoop Dogg. I studied and lyrics and exploited the music industry. In that realization, I saw a multi tier system, within the music industry. I listened to Notorious B.I.G. and understood the music genius behind the music in P Diddy. Soon enough, shows like Mr Robot on USA Networks and Silicon Valley on HBO appeared. Their story mimicked me building mytweetmark, as a growth hacker and full stack developer. Growth hacking is the ability to exploit social networks from technology and look for patterns. Music industry is closely tied to the software industry. Social networks are bridging the gap, and everyone is building their social brands. There are monopolies. However, to fix the problem, we have to see it first, from a first hand experience. Pretty soon, our influence together, Snoop Dogg and P Diddy, together with some of the venture capitalists on twitter, @pmarca, Marc Andreessen, founder of Netscape. One of the first internet browsers in the mid 90s that also build web servers. The company was later purchased by AOL. @startupljackson, Dave McClure, founder of 500 Startups is another mentor, who saw, while the social hacking took place, in summer of 2015. The venture capital industry, going through it's own set of disruption, similar to music industry in 2015. Due to the Mr Robot show, wall street took a tremble, which was predicted. There was also a shooting in Virginia, mimicking the Finale of Mr Robot. The show moved forward for one week, because the scene needed to be deleted. Soon after, I saw Hillary Clinton, who I admire the most, as the most courageous woman, fighting political campaigns on Twitter. My company and I decided to support Hillary Clinton fully, and start doing growth hacking with her, which she realized immediately. Pretty soon, we were all tweeting in sync together, at different locations, but completely understanding each other's meaning. Me being the glue, between the rap artists, Snoop Dogg, P Diddy, and technology venture capitalists, Marc Andreessen and Dave McClure. Hillary Clinton, meanwhile watching all of us, as a mother and a leader. I am

street gangs?

There is another pyramid, from the rap artists down to the street beggars. Money is a great tool and many rap artists are rich with money. The rap artists, with their work for the community, are very connected with social events and they donate a lot of money. They can choose where to invest the money. Security is always a concern as fame arrives. Hence lots of time, the artists donate money towards the hood, to help the poor. In connection with the street, the gangs rule them with power. These are poor people, and for the survival of their families, do whatever is required. There are various degrees of crime, according to the law, killings, kidnappings, girl trafficking, drug dealings and all sorts of threats and violence. There are many projects to correct the behavior for the offenders. The beggars are the eyes and ears of the street gangs. There is always affiliation with the streets gangs because they run the show. There are color codes, tattoos and all sorts of symbols for representation. The connection between all levels of society and artists go way back. No matter what the race, there is always affiliation. The connection is caused especially by music artists because their lyrics and composition operates way deep in the psyche. The inspiration is deeply rooted, not just for this lifetime but many lifetimes to come. One has to question whether there is reincarnation and the connection of the artists and people is so deep, that awakening happens. Many artists are enlightened and deal with the consequences with mostly drugs, to substitute the pain it causes. However, never to forget all the students that they create. Each student represents themselves in their own way, sometimes as entrepreneurs, sometimes as street gangs. The opportunity is always evenly distributed. It's about making choices. Be the snake and sidder through all the bullshit. Never get into trouble. Never get caught. That is the key for success. If we fail, we end up in jail. If we succeed, we go to hollywood. Many artists, like Snoop Dogg and P Diddy, always keep a connection with the street. This is to help the young generation that is coming along. To be able to see the midst, but still be able to see the light. This allows new entrepreneurs to develop. To inspire them for tomorrow. The law of karma is always in action. A teacher today gets reincarnated and becomes a student tomorrow, and gets taught by the student of the past life, teacher of today. Hence humility, no matter what level of greatness. Only brilliance can recognize somebody else's brilliance. We have great teachers and masters alive today, for example Snoop Dogg, P Diddy, Hillary Clinton, Dave McClure, Marc Andreessen that continue to help people, no matter what the social level.



Chapter: What is the music industry pyramid?

The music pyramid describes the industry through various times, from classic, rock to rap. The social media is at the highest level, for rap music and currently twitter, facebook, youtube, instagram are flooded with illegal and legal music content. Currently, the garage and small artists

are utilizing social media to advance distribution. However, the mega stars, like Snoop Dogg and P Diddy work with influence, having to already established themselves as popular brands on all social media channels. The general audience is searching for music on youtube, if they want to watch videos. The artists are promoting themselves on facebook and twitter, so in case if the audience wants to connect with them, and download the most recent tracks. Meanwhile, the garage musicians are storming with massive illegal content and distribution, which will eventually be stopped by the social media companies. For the popular brands, it's most important to spend the least amount of money, for distribution and social media channels. Rather use the social influence and social currency, in forms of business contacts and posting for one another on twitter and facebook, to increase visibility and followers. Paying for social media is death, if the revenue is below money spend. Straight Outta Compton movie was just released, blending music industry with hollywood. They utilized social media advertising heavily, to promote the movie across all major channels, and also used blog sites, TV, radio and other outlets.



Chapter: To create change, why the social influence is key?

For any amount of disruption, there needs to be truth. Truth is the hardest thing to find, when there is so much information around us. However, the truth is bright. I reaches to the mass population easier. Hence the people that actually worked themselves up to the level, where they can have any social influence is key. For example, to be a president of a country is huge. To be able to hold any level of executive position is huge. To build a startup and be an entrepreneur is also huge. Never underestimate the amount of work these people put in, the amount of pain and sorrow they have to go through to get to those higher ranks. Hence the powerful people know how to use influence. It takes years of practice, not just knowledge, but people skills to create social influence. To be a likeable person, but not just by the books, rather by action. No matter how much negative the shadow provides, they are able to tackle it, as a challenge to themselves. That is leadership, which causes social influence, and hence key. There is no amount of money you can pay for that.



Chapter: How does enlightenment play within social pyramid?

Social change happens with enlightenment and truth which cannot be duplicated. The founder of a movement, whether startups or yoga, define a new way, an enlightenment in it's own perspective. As the leaders define the new role, which contains people, change starts to happen and it's goes viral. If the truth is missing, the information is short lived. Everyone always works within the energy of consciousness, without knowing. Hence where truth is, that's where growth is. It only takes 3% of the massives to believe in something bigger than themselves. Once that happens, the viral mechanism in the message, through any media, gets the disruption distributed, through technology, word of mouth and mass media. Anytime a change happens to mass population, it is termed a disruption. The results of a disruption cannot be measured immediately, because social change is a process. However, the first reaction is always people. Has the mental image of an industry, whether music or startups has changed by people, i.e. venture capitalists, founders and employees? People's emotions are best test of a disruption. However, few have the ability to see the disruption and make the right financial decisions to capitalize on the trends and momentum. Facebook was a result of disruption in the social networking space, where the need for communication and allow self expression became so large, that Mark Zuckerberg disrupted the technology industry. Perhaps got enlightened in the process.



Chapter: Once a person is a star of the pyramid, why do they become immortals?

We live in a global world, where east and west are one. I have family in Pakistan, while I live in United States. While I am sleep, they are awake, so their energy projection is on me while I am resting. Physically, the body has to create the proper shield to handle all of these projections aggregated together. The more people that are followers, the bigger the projection. Add all the people ever helped and their projections. I picked up yoga, because this helped me deal with these society projections, especially coming from facebook. There were many family members in anger, because I was building my own startup. Hence there was constant set of jealousy towards me. Through yoga, I meditated on OM, nada, the sounds of silence and I was able to distinguish energy, the feminine aspect of yoga, shakti, with nada, the immortal sound. According to Vedanta, Patanjali Sutras, once the person reached the soul and accepts It, the soul is 'moksha' or liberated or jivamukta, the person that is liberated. Once the person reaches that state in yoga, there is completion. No more searching. There is peace. There is contentment. However, the society projection continues to increase, because they realize your greatness. Once a person reaches any amount of success, the society projection will always be on, hence the state of immortal. The realized souls see the pyramid clearly, as well as ghosts.



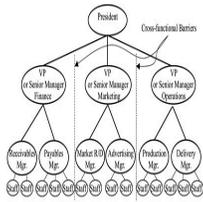
Chapter: What is a snake or serpent within the social pyramid?

The snake is the most auspicious symbol, that reflects back to Adam and Eve, in the garden of Eden. The snake is nothing much than abundance of energy that is received by a person, based on the social projection, for example major label artists, presidents, or anyone with large social presence. What most people fail to realize is that due to a twenty four hour projection of people, seven days a week, always in the psyche of the famous person, the psychic snake becomes active. The result is most common symptom of insomnia. Because of constant projections, the person cannot sleep. All famous people have to deal with a way to encounter the snake. Once the snake is reached, yoga and meditation needs to be in practice, otherwise the projection becomes too loud. Many famous people result in drug or alcohol overdose, as a means to cope. The medication is temporary. All important decisions are made in reflection of a snake. The Doors, one of the most popular bands of the 60's recorded, The End, song that reflects the snake that Jim Morrison was feeling. Kurt Cobain, Jimi Hendrix, although born in different decades, still had issues dealing with the kundalini snake. However, the kundalini snake is well documented in yoga and vedanta. Most San Francisco ashrams and yoga workshops provide classes to calm the kundalini energy of the serpent.



Chapter: What is the presidential pyramid?

The presidents and lawmakers at the highest rank look at society in the form of a pyramid. In United States, we have upper class, middle class and lower class. This represents a simplified version of the pyramid. However the presidential pyramid is much more complicated than ever documented. The president has direct reports, which range from defense, finance, social, technology and many other sectors. The structure is similar to corporate tree, however the roles and reports are very different. The corporate America and wall street has influence on decisions, based on revenue, however the president paradigm is not just responsible for finance.



Chapter: What are the functions of power circuits within a pyramid?

The power circuits are a group of synergy influencers. The sum of the group, much larger than the individuals. Each component has own role in the pyramid. The functions are relative to the influence. Nowadays, the social media influence is so large, that if a synergetic bond is formed in between the power players, their influence themselves can change the outcome of any scenario. However, for a power circuit to form, there needs to be mutual goals, realized by the individuals. The divide and conquer approach, where the individuals work exclusively to provide results to the whole. Depending on the complexity of the pyramid, the most important aspect is realization of power players in any organization. Then apply drink beer with your boss pattern, to fully connect, full heartedly. If the heart is not there, the magic doesn't happen. Hence connect deep with power circuits, and find a role. This creates synergy, to be later applied to the mass population within the pyramid.



Chapter: Why is social currency more valuable than money in forming new pyramid?

The social currency is connections with people. When deep bonds and connections are formed, everyone beliefs towards a goal. With the synergy principle, everyone benefits because everybody can perform great in their own domain and hence provide value collectively. If the social currency is not available, then the task needs to be bought by money. In technology, if a startup is struggling, and they need a growth engineer, full stack developer, the rate is \$250/hour. However, if a network of contractors is available and the resource, or engineer is outsourced to India, the rate is \$30/hour. Hence with connections and networks, social currency is established in forms of introductions and connections. If an introduction carries a \$1 million deal later, the introduction has a social currency figure attached to it. The monetization and collection of such introduction results in cash incentives, or stocks.



Chapter: How can leaders today implement the pyramid through technology?

Transparency is a major problem nowadays and life has gotten much more complicated. In order for a system to work, there needs to be clear communication. Most of the logic needs to move from manual, which is information passed around in documents that have no validation or authority of important decisions. Rather, a system needs to be implemented that has a perfect logical view of the world, for example analytics that should show how much money was spent in various areas. From the analytics dashboard, we can easily tell where the money is going and whether there is profit or loss. Time intervals for data chunks can be implemented, through graphs and charts, from there the future trends can be predicted. The analytics pattern matching, based on historic trend data is huge and nobody in the startups world have been able to implement them correctly, yet. Analytics is complicated and it's the eye of the beholder. Rather human eye, a system for pure transparency into key data metrics, with demographics, like age, gender, country, etc. information where the social trends can be established. The more we invest in technology, the better, especially in the social media, social networking, social commerce areas, where individuals can turn into brands and make money. It's essential to make money in whatever we pursue because that's the validation what we are doing is correct.



Chapter: Why synergy is key for forming a new pyramid across key influencers?

For anything real to happen, with truth and love, needs synergy across various areas of the pyramid. The mass population only accepts when the solution applies to them. The masses are the customers and satisfaction is needed. Synergy is defined as a cohesive unit, where one plus one is ten. The truth is felt within, rather with words. In a pure synergetic environment and relationship, the trust is beyond belief. It's not something money can buy, rather the money required to convince the mass population that this is their truth. The truth in the synergy has to apply, to the present day. For a new whole to appear, in the pyramid, there are many moving components, however it takes time for the various pieces to align. But that's what synergy is. Allow others to come onboard by their own time, rather forcing them, or with fear. Synergy is

formed on the basis of love. Once the synergy is established, each unit within the pyramid can operate on its own. Each part knows its own role very clearly. If everyone does their part in synergy, the whole pyramid is much brighter and affective. The technology representation of a pyramid is a tree, in computer science. Any organization, is part of a tree, hence the tree of knowledge in the vedanta and yoga mythology. Trust is a major component of synergy. Where there is love and truth, there is mutual respect and goal. Trust is very important for synergy to operate and take greatness to a new level. The unconditional love and trust in synergy, among people of various areas of expertise, the key influencers, are needed to form a new pyramid.



Chapter: What are the key metrics to be obtained by software for a pyramid and what industries?

For social networks, the key formulas for viral analytics are viralfactors, which defines the user acquisition growth, user retention which measures whether the users are coming back to the site and engagement metrics, which is how often they are using the product. The conversion funnel is also looked at for items being sold. Measure how much traffic came to the site and what percentage buys the product. The average social media advertising conversion is 3%. Business have to run lots of advertising to sell their products at cover their cost at 3% conversion and the social networks invest a lot of time in optimizing the funnels for better conversion. The key formulas are spread across demographics, which are primarily age, gender, location, email domain and various other information related to the users. For optimization, for any part of the pyramid, the software analytics can be setup, that produces charts and reports, every day, or as frequent as desired.



Chapter: Why is that fame brings lots of energy, and forcefully opens kundalini in stars of the pyramid?

The social media is giving rise to many new personal brands, people becoming famous, like Coca Cola. When we think about Coca Cola, there is a sensation we get. This is because of the mass media advertising that goes behind the sales of Coca Cola. They control the distribution for flavored beverages. As people become brand, they have followers. The followers in social media

are always checking on their favorite brands. This creates a flux of energy, especially nowadays when the world is global. The east, India and China, are melted in the west, United States, so while people in United States are awake, people in India and China are sleep. So when affects the other. The body has to generate equal amount of energy, or prana to parse this new media driven projected energy and create own space to perform actions. This opens up the kundalini, or the internal chakra energy, to create the new space, if the social media projection, or the fanbase is too large.



Chapter: What part does social media play in the pyramid?

The social media is the awareness, voice and distribution part of the pyramid. We are living in a world of mass population broadcast. The authenticity of the material matters, based on the subject matter expert, and the experience they carry in the domain. With social media, it's easy to determine, by the number of followers and the content being published. The economy is hungry for opportunity and startups. Everyone is brand hungry. This creates lots of opportunity for the middle class, where everyone rises up and becomes a brand, a personal brand which can still compete with major brands, by the sound of the authenticity. The model works for leadership as well where the proven leaders can create their own following and spread the message. It's very difficult to shut down massive broadcast. However, it's also important to have a view within the data. The analytics dashboard described previously can also have social media hooks, so various data can be filtered correctly and perhaps even create trigger events, in emails or alerts.



Chapter: What is a social pyramid?

The social pyramid is the most important aspect of society. It is the core aspect of sociology. The pyramid has been defined for thousands of years. It gave a structure in how to govern and assign responsibilities. We are all aware of this pyramid, and somehow incline towards which tier suits us best. However, it is very important to study the pyramid as a whole and not just various tiers or sections. Our economy is based on the pyramid. The power pyramid is a structure that we follow today for wall street. The money and investments for the working class, through

retirement while helping with social costs. Startups are formed, and taken through public offering to wall street. The class society pyramid displays the hierarchy by high priests, council, nobles, merchants, farmers and slaves. The Indian pyramid is defined by the four main classes, brahman, kshatriyas, vaisyas and sudras. The European feudal system is defined by king, noble, knights and peasants. The startup pyramid is defined by founders, investors and employees.



Chapter: What is the startup industry pyramid?

The startups industry is booming and will always for technology. Most businesses are coming online, for example Amazon, where you can buy anything and have it shipped to your door. This mean all business will need to transition to technology, whether desktop or mobile. Music industry and technology came together with Myspace, Youtube and will continue to use social media channels for distribution. The startups are built by founders. A person gets the idea, either build in house or bootstrap, till scale becomes a problem. The venture capital money is suitable option, if the investors are investing and scale will generate much more revenue. Without revenue, but scale, for example Twitter, the scaling costs can go up very high and could put the company in red, in proportions to revenue. In between bootstrap and scale, the founders have to determine “product market fit” or “most viable product”, to prove that the business model is sustainable. Various investment funds measure the success of a startup by pure growth, however if the ratio between scale and revenue is not maintained, the startup could be in jeopardy. The venture capitals have a tier system which is measured by the fund size. The money could be allocated from various sources, and maintain a risk level. A guaranteed return is required, however from seed stage to public offering is ten years, so it’s gives much more freedom to the early stage startups to not produce revenue. When some of these startups, struggling to produce revenue reach IPO, they take a beating on Wall Street.

