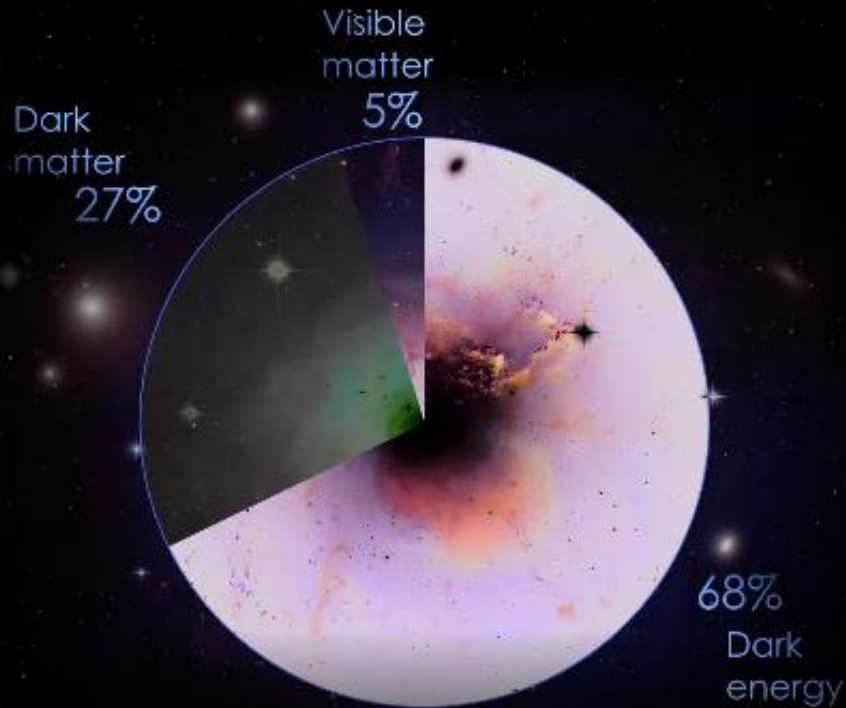


# A Pie Chart of the Universe or a Universal Pie Chart?



**5%**

- The real money in the economy
- The WWW that we see
- The global % of rich humankind
- What we think Google, Facebook and Amazon know about us
- The “coalition of the willing” for changing
- What I think my wife knows about me
- The organizations that make a difference
- ...

**95%**

- The bank deposits
- The WWW that we don't see
- The global % of poor humankind
- What they really know about us
- The ones that resist change
- What she really knows
- The ones going for business as usual
- ...

**What is our 5% and our 95%?**