

CARLOS MOREIRA

Founder, Chairman and Chief Executive Officer of WISeKey, former UN Expert on cybersecurity

François Barrault, Founder and Chairman of FDB Partners, Chairman of IDATE DigiWorld

We are now going to talk about us, tech for good and good for tech, technology and humans or humans and technology. Carlos will talk to us about this.

Carlos Moreira

Thank you, François. It is a pleasure to be at this prestigious forum again; I was in Marrakech. Although I am 100% a technology person, the geopolitics of technology is going to be disruptive, and this is actually that something needs to be understood. That is how technology can be inspired by geopolitics and how geopolitics can be inspired by technology.

In 20 years' time, we will have completely forgotten the Covid virus and the only thing we will have learned is that in 2021 we entered a digital society where humans have laws that control their digital identity. That has amazing and profound consequences. I was in the UN when the World Wide Web was developed in Geneva, working at the time on the first node ever developed. It was basically what Bitcoin is now so there were zero nodes. I was very young and excited to see that for the first time knowledge and content would be distributed globally so that people would no longer have to go to centralized databases. However, even at that time and this is 34 years ago, we discovered that humans do not exist inside the architecture of the World Wide Web; it does not know what they are. The Web makes no distinction between a human, a dog, a tree or a computer. At that time, nobody realized that would have consequences but now those consequences are detrimental to humanity. There is a simple reason for this, and I actually wrote a book that is a bestseller in the United States, called *The transHuman Code*, that is transHuman because that is what we are becoming, and we are going to be enhanced. However, there is a code, which is our humanity. Humans cannot and should not be replaced, but that needs action. We cannot just remain idle and see the Fourth Industrial Revolution expanding without putting the brakes on; we need to accelerate but we also need brakes.

Now, everybody talks about acceleration but what is the brake? Acceleration is a USD 10 trillion economy with Facebook, Apple, Google, Amazon, which had zero value a few years ago and now they are sitting in a monopolistic position and expanding 40% to 50% a year. What is their product? What do they sell? They sell us and that is because they do not treat us as humans, they treat us as consumers. We are consumers for them, and consumers do not have feelings, or care whether you have family or not. Consumers are something you dispose off the minute they stop consuming. This enormous platform that has been created is actually

growing exponentially. Humans are linear so for me to go from here to there I have to go step by step, I cannot just jump and get somewhere. Technology is exponential, 12, 24, 64, 128, and this exponentiality is accelerated by the fact that technologies are converging for the first time. It is similar to where we were in the Renaissance, where you had geometry, architecture, etc., converging. Now we are in that process of converging, with blockchain, artificial intelligence, and IoT now connecting one trillion devices a year and expanding to about 30 trillion devices; everything will connect. The question is where those things are connecting and what role humans have in that interconnection.

Actually, they are connecting into the metaverse and maybe that is the first time you are hearing that word. The metaverse is going to be like the Web in your kids' ears every day. They already live in the metaverse and maybe the only people who do not are the people here because of our age and maybe the fact that we do not even know what it is. The metaverse is the destination where all those NFTs, non-fungible tokens, are actually going towards. The metaverse is that virtual space where our kids are playing games many hours a day and where we think they are wasting their time. They can reply that we actually do not understand, what is going on is that they are living in the next generation evolution of the Internet. The metaverse is the Internet 3.0. In that metaverse or 3.0, everything connects and if you are not in the metaverse you do not exist. Companies are actually creating themselves for the metaverse with zero staff, no CEO, no CFO, no CTO, the metaverse is their living space.

What is the role of humans in that metaverse and how can humans be there maintaining an evolutionary control that we have had during the last 2 000 years? The only way is if we design and rearchitect the machine. The problem is that because the product is the consumer and this USD 10 trillion economy is actually growing exponentially due to consumer behavior and because consumers give them data they can sell, there is nothing else. There is no alternative. There is no plan B, only a plan A. The countries that are hosting those companies have zero interest in making it different because they will destroy their digital economy. I mentioned the United States and China up to that point, but the only place on earth that you can create a plan B is Europe. That is because we were late and being late has actually been an advantage because we are not addicted to the business model of data mining and monetizing consumers. Since our companies do not have that business model, because otherwise they would have been acquired by Americans or Chinese, it is possible that an architecture could be built where the humans are the center of gravity and where the motto is we are sharing humanity between ourselves. It means that you will not develop technology that will go against humans. You will not develop microchips and encryption that will be detrimental to humans. You will protect human jobs, not necessarily by protecting the ones that machines can do better but just by benefitting from the diversification provided by the Fourth Industrial Revolution.

Europe already has success stories and some of them have been mentioned. GDPR is a success story, it blocks the possibility of American companies taking your database and transferring it to their servers. It also has eIDAS, digital identification that is essential to protect humans because if you do not have one you do not exist, or you might have a consumer identity but not a digital one. Therefore, if you do not have a digital identity, which is not your credit card, passport, or fitness card, it is actually your birth certificate. Just as you have a birth certificate from the place you were born, one day you will have a digital birth certificate



the moment you enter the Internet. That belongs to you and stays under your consent while you need it. If one day you decided to retire or that you no longer want to be bothered with this digital life, you should have the possibility of revoking that digital identity and that is back to your control.

This morning, everyone was talking about the Cold War and we are actually no longer in that, we are in an invisible war. The invisible war between countries that want to control the metaverse. Imagine the metaverse is like a massive Cloud, if your country is not there and that Cloud does not have a space for it, you are colonized by others, you do not exist. The Fourth Industrial Revolution was a concept launched at Davos in 2016 by the World Economic Forum and Klaus Schwab. I was part of that work and at the time, we had been working to try to create the awareness necessary for countries to take the right decision about having their own presence on that metaverse. I think this is an area where this forum can help internationally, to create the kind of diversification that is essential to protect humans as we move forward in the Fourth Industrial Revolution. Thank you.

François Barrault

Thank you for these very inspiring ideas, so humans have a future, I hope for our kids. I was also very interested in the metaverse, which looks like the neuronal topology of the brain. There is no boss but if you are not part of the system you are out.

Carlos Moreira

Exactly.