



Being+

WHAT IS IT?

Being+ is an offshoot of **Hyperawareness of Health** and **Brand Me**, in which the natural human drive for mental, physical and practical self improvement is accelerated by a host of data tracking services.

HOW HAS IT BEEN DEVELOPING?

Daily improvements in biotech hint at what the far future will be like. But for now, it's about careful management and understanding of inherent flaws – such as greed, fear and laziness – and becoming a 'better' person at every level. It's about vigorous self experimentation and testing, 'leveling up' in different areas of your life - whether time management, health, or volunteering. This accelerated pace of learning means that education seldom ends when school does. Whether seeking to map your genetic code or trace ancestry, this is deeply personal data collection. For brands, it's about selling an easily achievable dream, giving consumers the tools to **Being+**.



Who & Where

Connected consumers worldwide, and increasingly in emerging markets. Also particularly relevant for those who believe in evolution.



"Our search history, friend networks and status updates allow us to be analyzed by machines in ways we can't always anticipate or control. It's natural that we would want to reclaim some of this power: to look outward to the cloud, as well as inward toward the psyche, in our quest to figure ourselves out."

Gary Wolf, Contributing Editor, *Wired*



educational resource
Khan Academy has delivered
42,655,875
42,655,876
42,655,877 lessons online

 and counting
 (Source)

WHAT ARE THE SIGNS?

Quantified Self

The first site to gather together the diverse tools for data tracking and self improvement. Its strapline is 'self-knowledge through numbers.'

Fitbit.com

An affordable, sleek gadget which, when worn, automatically tracks your sleeping patterns and fitness in one holistic set of wellness data.

H+ Magazine

Full title *Humanity Plus*, this transhumanist publication tracks current cultural, technological and scientific shifts that will "change human beings in fundamental ways."

Green Goose

A series of sensors that monitor daily activities and allow the wearer to play life as a role playing game. Players get points for brushing their teeth or completing 5k.

Lifehacker

This hugely popular site revolves around the goal of improved personal productivity in all areas of life.

Gympact

An idea which taps into the theory that people are more motivated by loss than gain – users pay a fee when they don't stick to fitness goals.