

Modelos mentais para sistematizar tração e ter resultados agressivos sem precisar de recursos

CEO Unfair Advantage
@moritzneto

Olá Humanos,

Moritz Neto



- Engenheiro pela UFSC, UNSW, STANFORD and ZHE.
- Primeira empresa levantou 2.5 M USD in China
- Autor de “How to issue your token tutorial”, #1 on Google, mais de 1M de usos.
- Fundador do grupo Unfair Advantage - 40M+ BRL em menos de 3 anos.
- Coleções de NFT q venderam mais de 13M BRL.
- Cometedor profissional de erros.

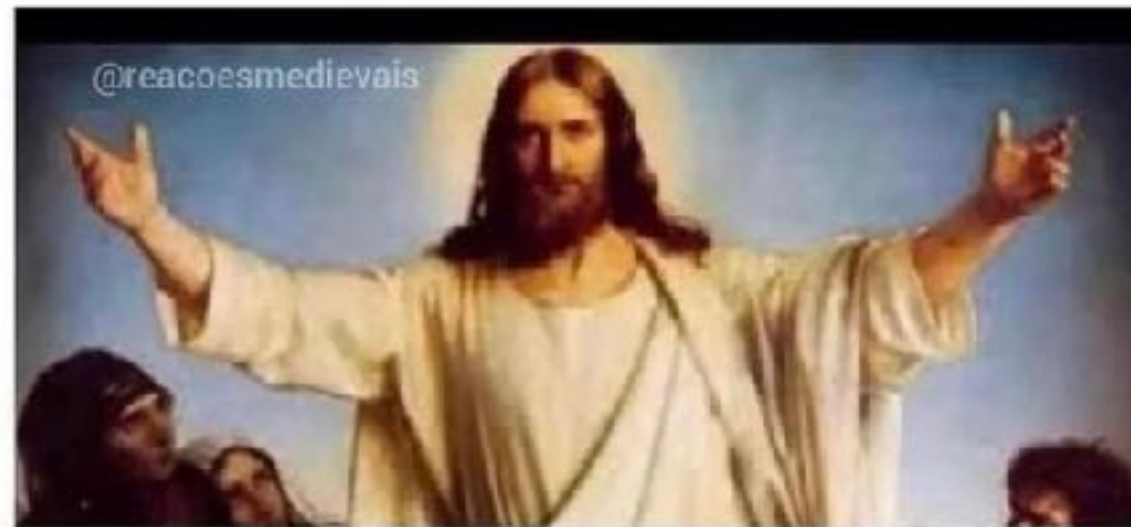
Disclaimers

💎 Não tem regra

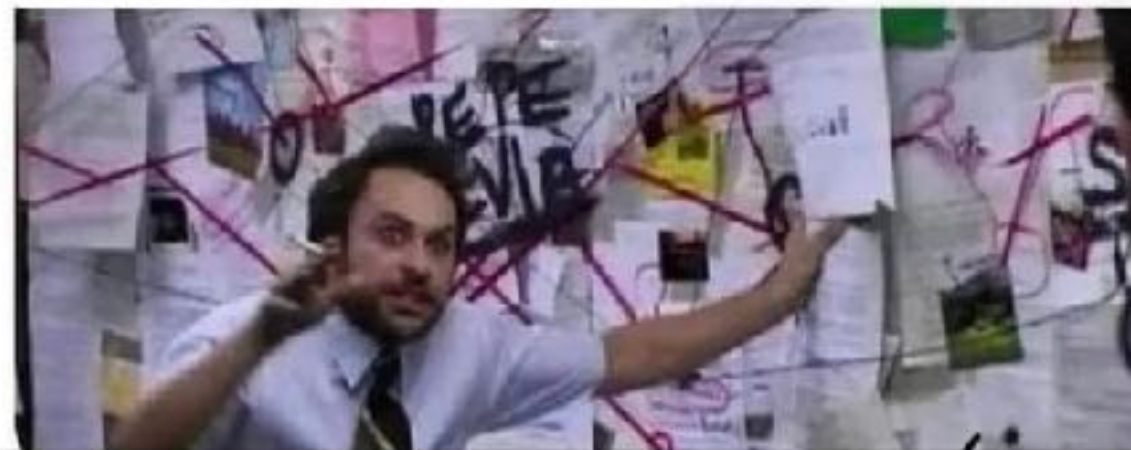
🔮 Level 1 x Level 30

🦂 Eu ainda estou improvisando

como eu acho que pareço quando conto
coisas que aprendi com a vida



como eu realmente pareço



O que temos para hoje?

 Como chegamos aqui?

 Perguntas difíceis

Long story short...

2015



2015



2016-2017



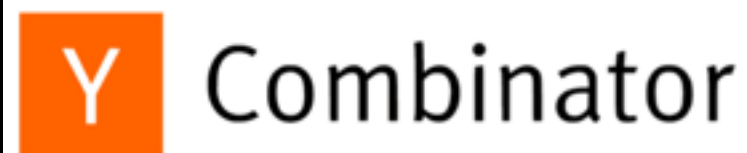
**#1 na competição de
empreendedorismo e
negócios em Stanford**



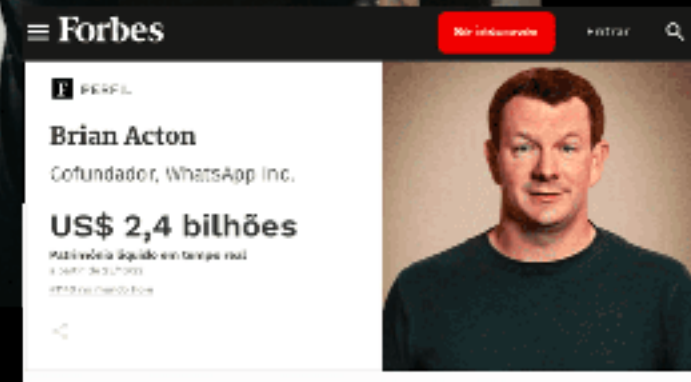
2016-2017



Mentoria com CEO/
Presidente YC
1 Investidor COINBASE



Mentoria com criador
do Whatsapp



2016-2017



Mentoria com maior
Investidor Tech da CHINA

Forbes

PROFILE

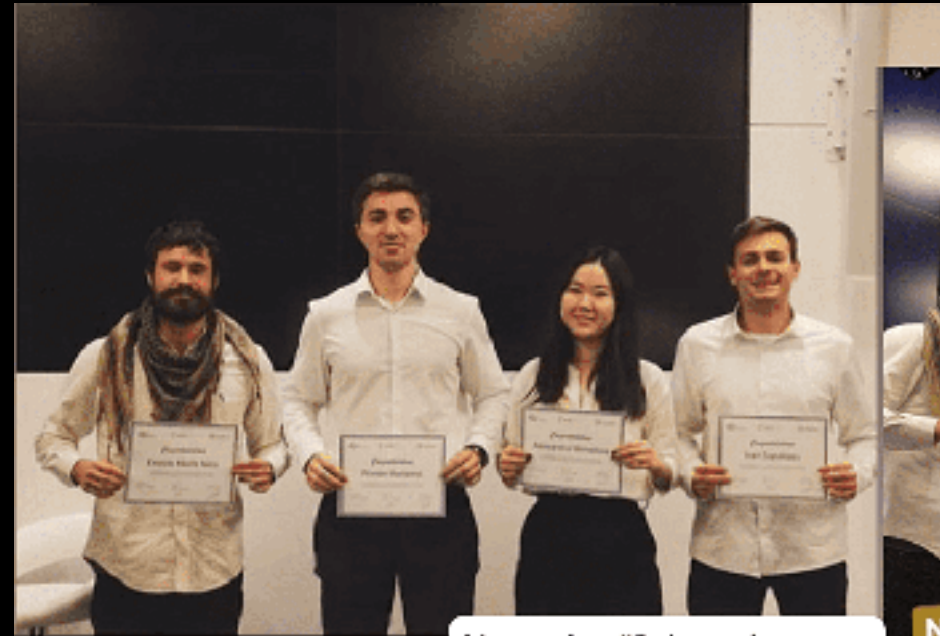
Xiaoping Xu

Managing Partner, ZhenFund

#24 The Midas List: Top Tech Investors (2020)



2017-2018



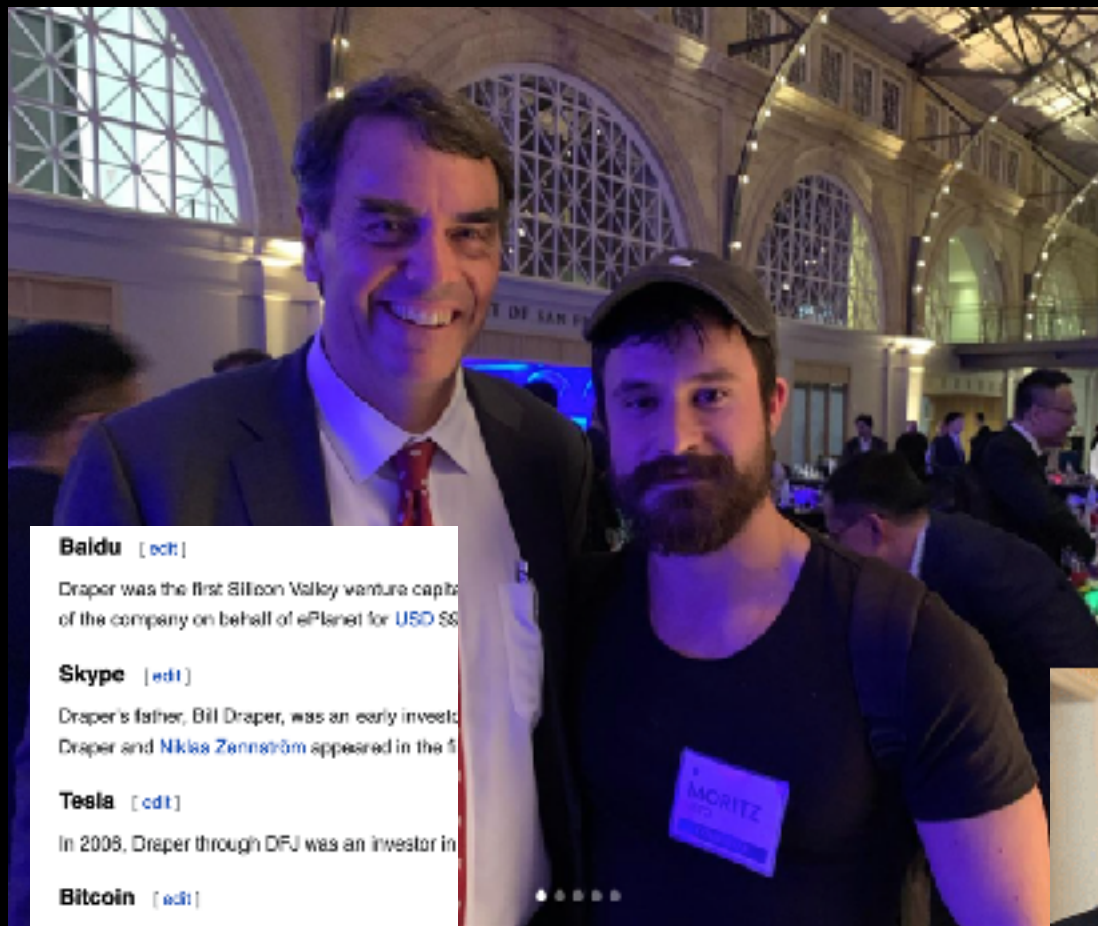
Vencedor #1 da maior
competição de Inovação e
criação Digital da Rússia



No win this time, but
the Oscar goes to

@MORITZNETO

2018 (catastrofe)



Baidu [edit]

Draper was the first Silicon Valley venture capitalist of the company on behalf of ePlanet for USD \$50 million.

Skype [edit]

Draper's father, Bill Draper, was an early investor in Skype. Draper and Niklas Zennström appeared in the film.

Tesla [edit]

In 2008, Draper through DFJ was an investor in Tesla.

Bitcoin [edit]

On June 27, 2014, Draper paid about US\$19 million for Bitcoin.

On September 23, 2014, Draper told Fox Business that the bitcoin will reach \$200 price.

In December 2019, he predicted that bitcoin will reach \$1 million.

Cruise Automation and Twitch [edit]

After funding Twitch, which was sold to Amazon, Draper funded Cruise. Cruise went on to be sold to General Motors.

Theranos [edit]

Draper was one of the first investors in the blood test company. SEC had already charged Holmes, Draper continued to invest.



Jantar com Ex Primeiro Ministro da Estônia e atual investidor tech

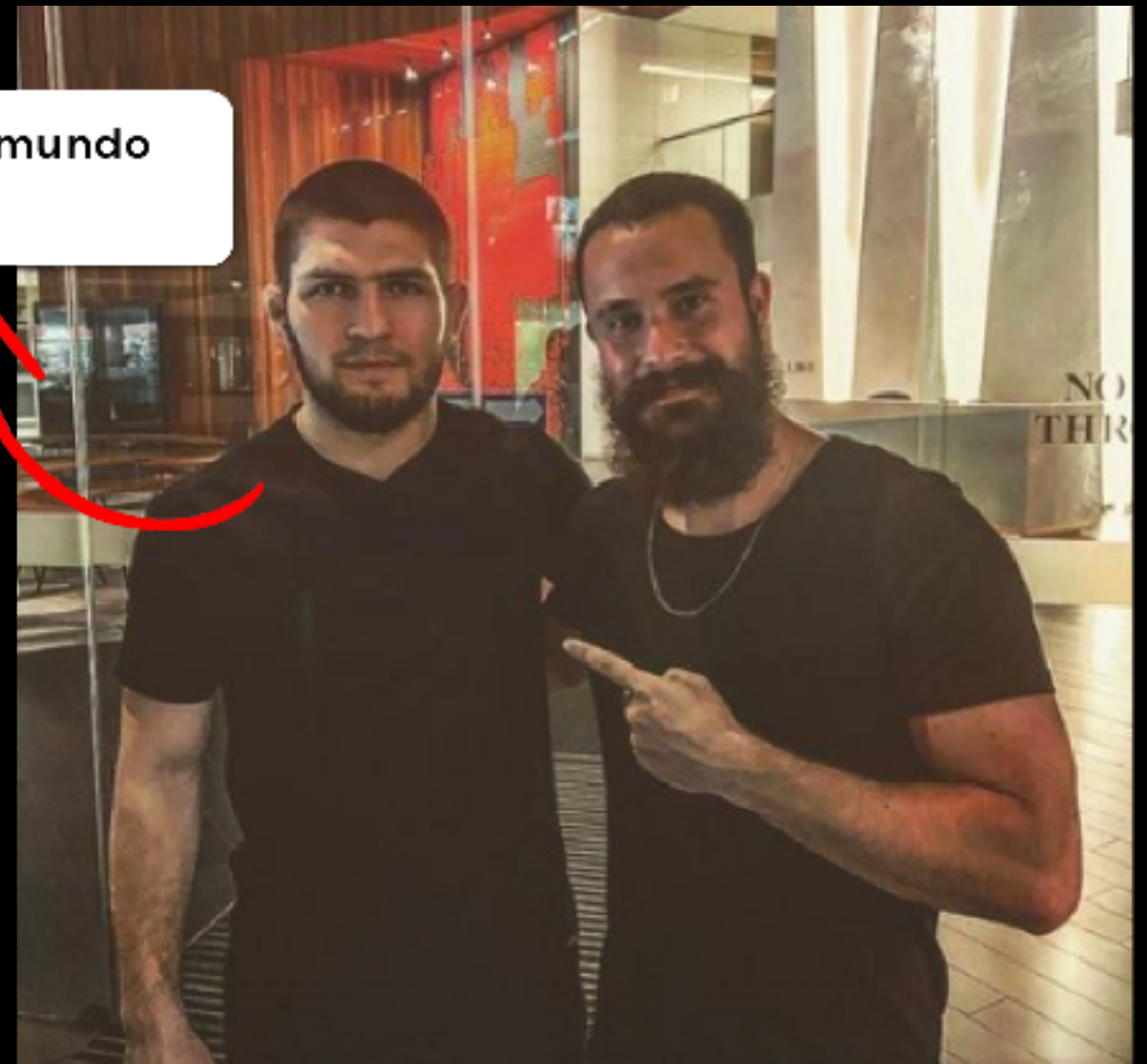


2019-2022



Mentoria sobre criação e arte digital com Daniel Kaluuya, vencedor do Oscar 🏆🏆🏆🏆

Número #1 do mundo no UFC 🏆



2019-2022

Unifali Advantage

NEWS FEED

- # -aviso
- # calendário
- # bem-vinda

COMUNIDADE

- # general
- # online status
- # wisdom
- # dúvidas
- # sugestões
- # hits
- # memes
- # cube-do-time
- # beco

FUNCIL ACQUISITION

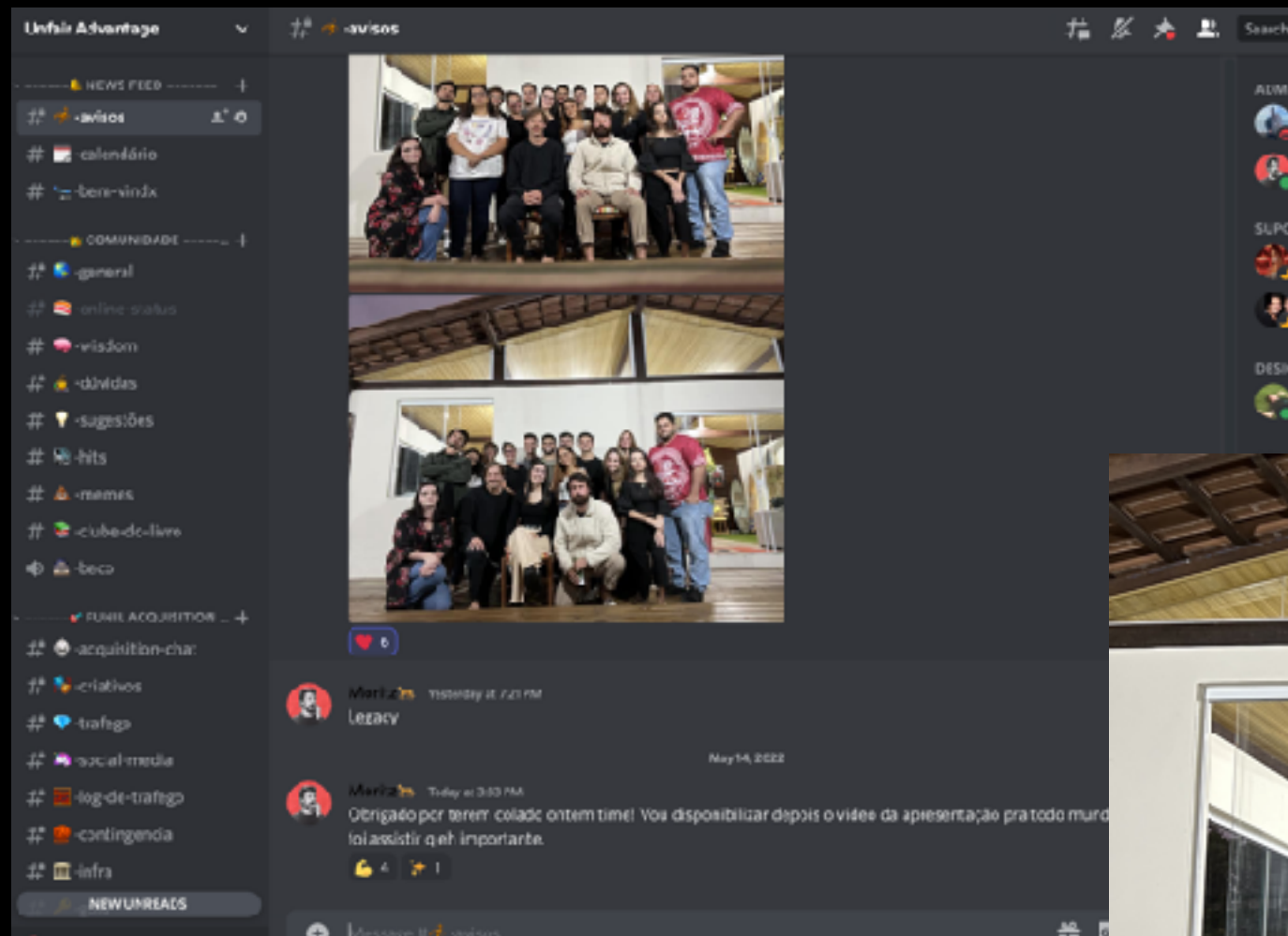
- # acquisition-char
- # criativos
- # trafego
- # social media
- # log-de-traffic
- # contingenda
- # infra

NEWUNREALS

Mariluz Yesterday at 7:21 PM
Lezacy

May 14, 2022

Mariluz Today at 3:53 PM
Obrigado por terem colado ontem time! Vou disponibilizar depois o vídeo da apresentação pra todo mundo lá assistir q eh importante.



Análises

1 de jan. de 2019–14 de mai. de 2022 em comparação

Total de vendas [Ver relatório](#)

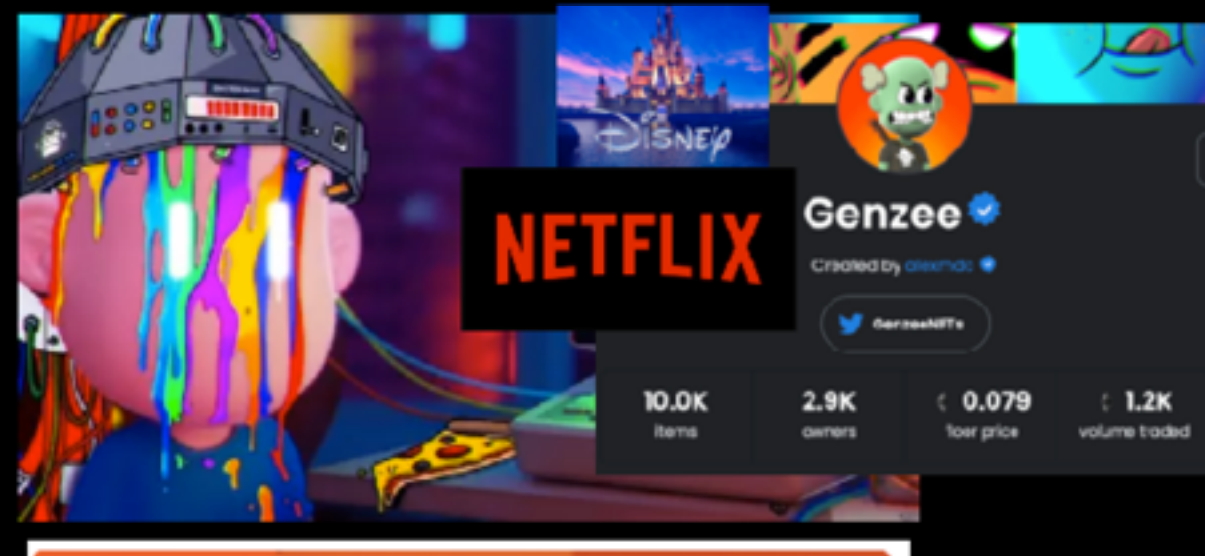
R\$ 29.031.861,76 -



2019-2022



- GenzeeNFT - ETH collection generation and full technology implementation -
- Collection Revenue: USD2.5M+



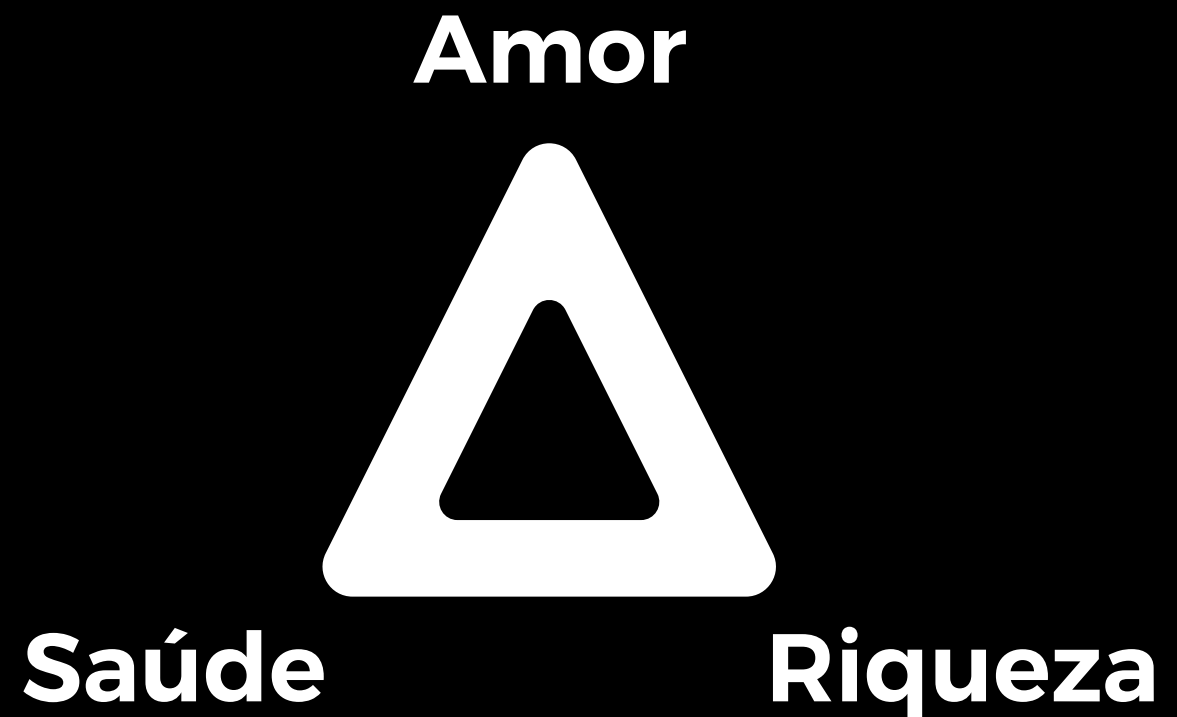
A man with a full beard and a woman are smiling for a photo. The man is wearing a black short-sleeved button-down shirt and light-colored pants. The woman is wearing a bright pink, long-sleeved, wrap-style dress. She has her arm around the man's shoulder. In the bottom right corner, there is a small, square inset photo showing a close-up of a woman's face, wearing a pink headband and looking towards the camera. The background of the main photo is an indoor setting with a textured wall and a doorway.



Ok, e agora a primeira pergunta...

**Como vai ser sua
experiencia na terra?**

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**Quanto valeria uma bússola que vai te levar
para tudo aquilo que você sempre sonhou?**



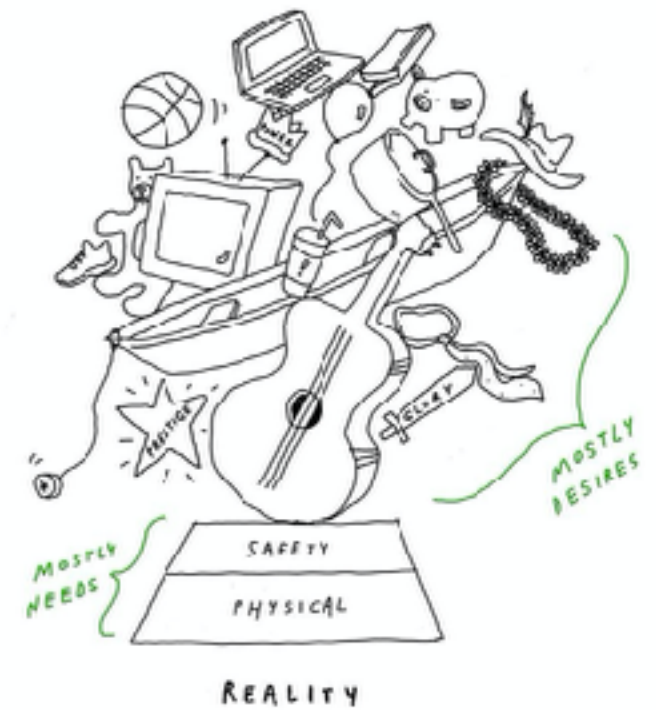


Principio 1:
Medo é a bússola da **matrix**

Como fazer dar tudo errado?

Siga os sonhos de **outras pessoas**

Princípio 2. Desejo é um fenômeno **social**



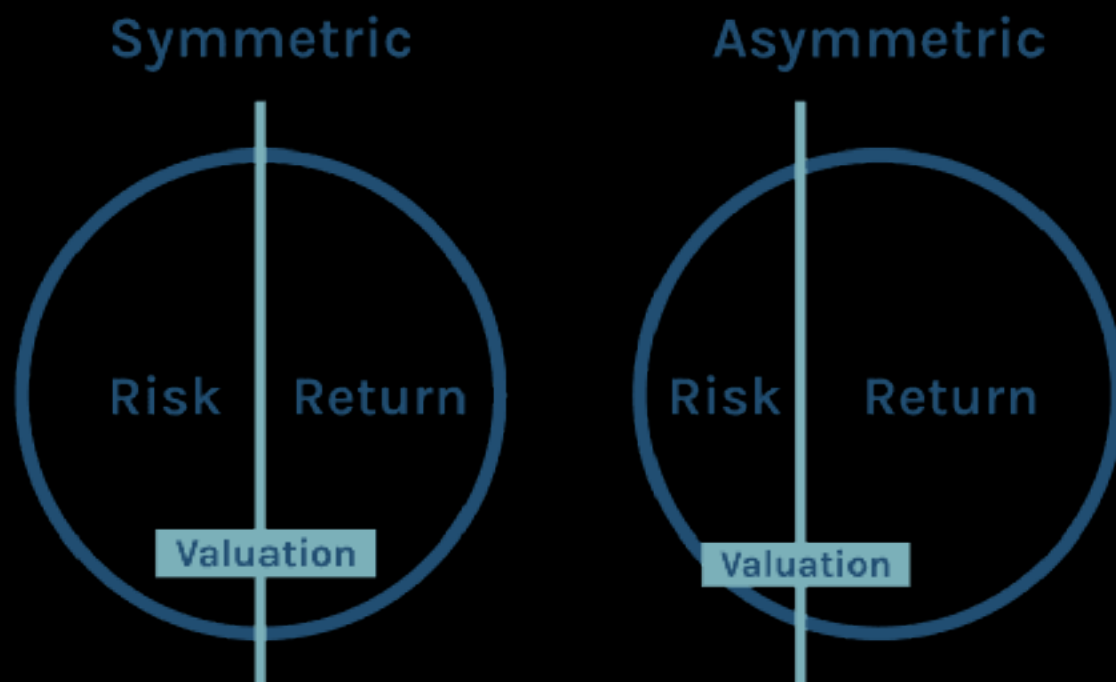
‘Man is the creature who does not know what to desire,’ wrote Girard,
‘and he turns to others in order to make up his mind.’

O que for a profundidade do teu ser, assim será o teu desejo;
O que for o teu desejo, assim será tua vontade,
O que for tua vontade, assim serão teus atos,
O que forem teus atos assim será teu destino.

UPANISHADS

3. Acredite em segredos.

Assimetrias



Naval

@naval

Replying to @JamesClear

Asymmetric opportunities:

Invest in startups
Start a company
Create a book, podcast, video
Create a (software) product
Go on many first dates
Go to a cocktail party
Read a Lindy book
Move to a big city
Buy Bitcoin
Tweet

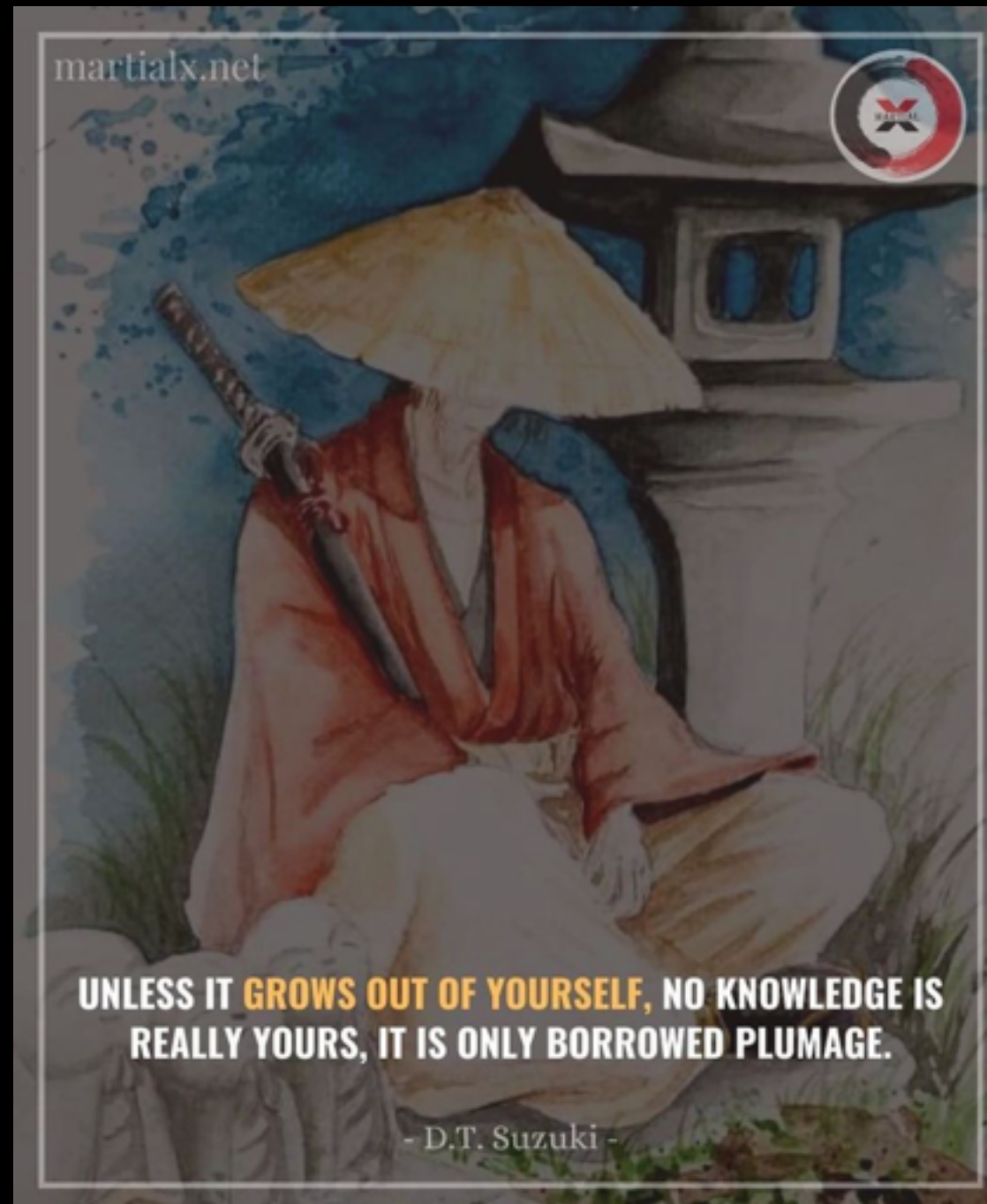
11:36 PM - 23 Oct 2018

4. 目に見えないものを知覚し、知る

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Perceba e conheça aquilo que os olhos não conseguem ver.

Conhecimento X Sabedoria



Tawakkul
Amor Fati
Devoção

Trust, reliance in Allah.
He is the best of planners.

Última ideia



Namaste

CEO Unfair Advantage
IG: @moritzneto

- **Podcasts**
- **Guias**
- **Vibes**