



Orientation 101

Welcome, new citizens!



This is *the city*
It stretches to *infinity*



The city is a governed by an
all-powerful AI



Global



The AI decides how the city's
finite resources are distributed

The background of the slide is a complex, abstract digital visualization. It features a dark teal and blue color palette with glowing, ethereal lines and patterns that resemble binary code (0s and 1s) and data streams. The overall effect is one of high-tech, futuristic digital connectivity.

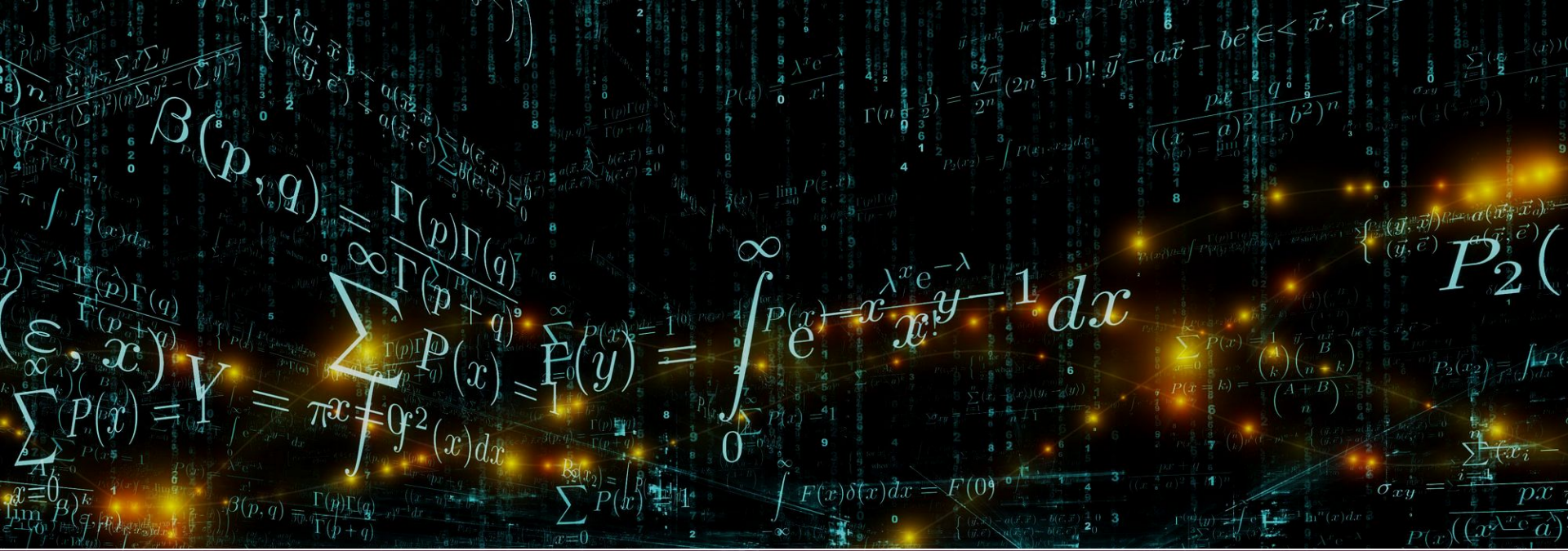
The core of its approach
is to ***reward 'wellness'***

“ Wellness

A high level of **physical**
and **mental fitness.**



A “well” society is happier,
healthier, and ***more productive***



Each day, *the AI grades you*
and places you in a list



The people at the **top of the list**
get the most rewards



“

How do I **rank higher**
in the results?



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The AI defines 'wellness' in the form of **3 laws**

“ THE FIRST LAW

You must be *healthy*

You must eat a balanced diet.

You must exercise regularly.

You must be strong, fast and flexible.

You must be fit, in mind and body.



“ THE SECOND LAW

You must be *creative*

You must be innovative, stand out, surprise and delight.

You must write, play music, or create beautiful art.

You must challenge how people think and behave.

You must create a legacy.

“THE THIRD LAW

You must be *popular*

You must be well-known, and well-liked.

You must meet new people.

You must maintain a healthy and diverse network.

You must be talked about, wanted, loved.



Excelling in all of these areas
requires ***a lot of hard work!***



...and ***we don't know*** how well we're
doing in each category.



This is a *perfect system*



And it *adapts* to change

The background of the slide is a vibrant, futuristic digital landscape. It features a perspective view of a tunnel or corridor formed by glowing blue lines and patterns. The walls and floor of this digital space are covered in binary code (0s and 1s) and various geometric shapes like squares and diamonds, some of which are illuminated with a bright blue light. The overall color palette is dominated by deep blues and purples, with bright blue highlights that create a sense of depth and movement.

It's even starting to be able to
predict the future



We are imperfect



A man in profile, wearing glasses and resting his head on his hand, is shown against a background of gears and a hand-drawn diagram. The gears are golden and appear to be part of a complex mechanical system. The diagram is a hand-drawn sketch on a light-colored surface, featuring a central circular component with a cross-like structure, surrounded by various lines, arrows, and smaller components, suggesting a technical or engineering drawing. The overall image conveys a sense of deep thought and intellectual pursuit.


Some people spend all their time trying
to ***reverse-engineer*** their grades



Some try to ***cheat***,
and to trick the machine



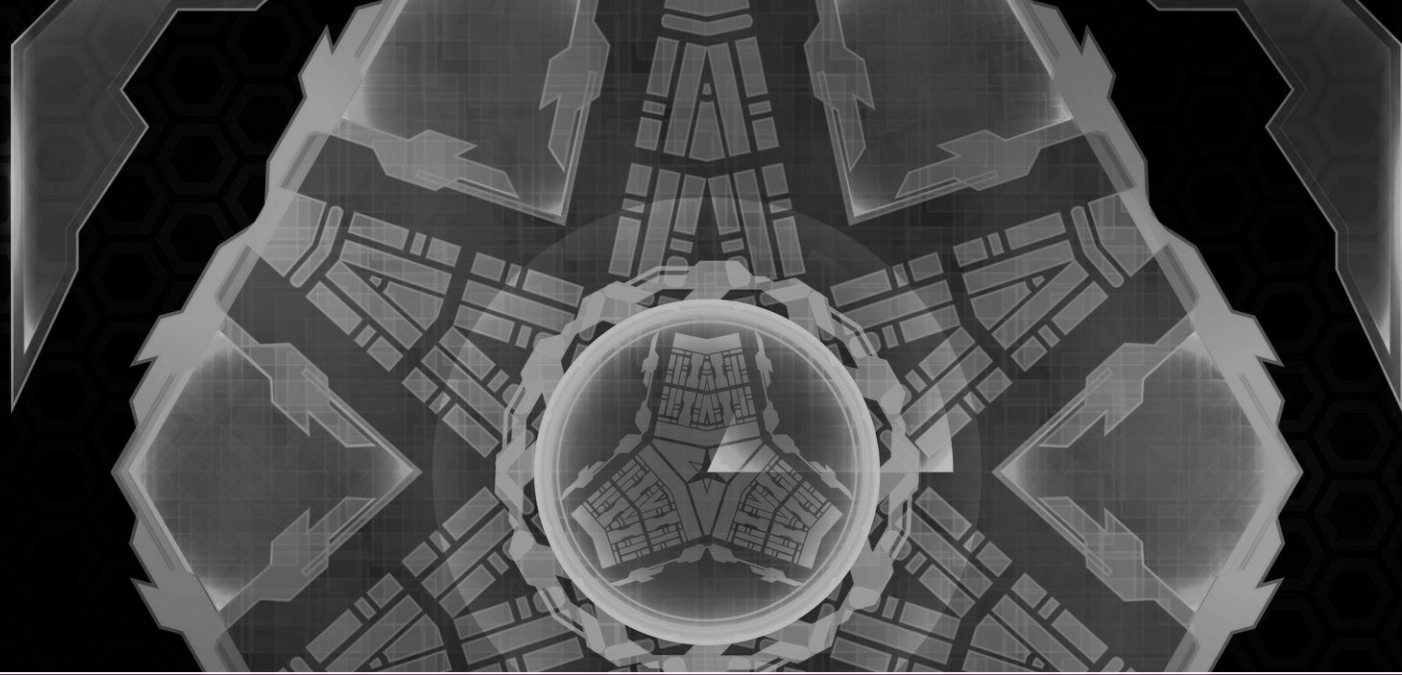
...and many people cheat a ***little bit***

A person wearing a dark hoodie is walking away from the camera on a wooden bridge at night. The bridge has railings and is illuminated by streetlights. In the background, there are blurred lights from buildings and other structures across a body of water.

Some spend all of their energy campaigning
about how ***the system is unfair.***



Some say that the system is ***evil***



Do not worry, good citizens!



But not everybody is as
well-behaved as you are...



So the system introduced a
fourth law

“ THE FOURTH LAW

You must act with *integrity*

You must be completely honest and transparent in all of your dealings with The System.

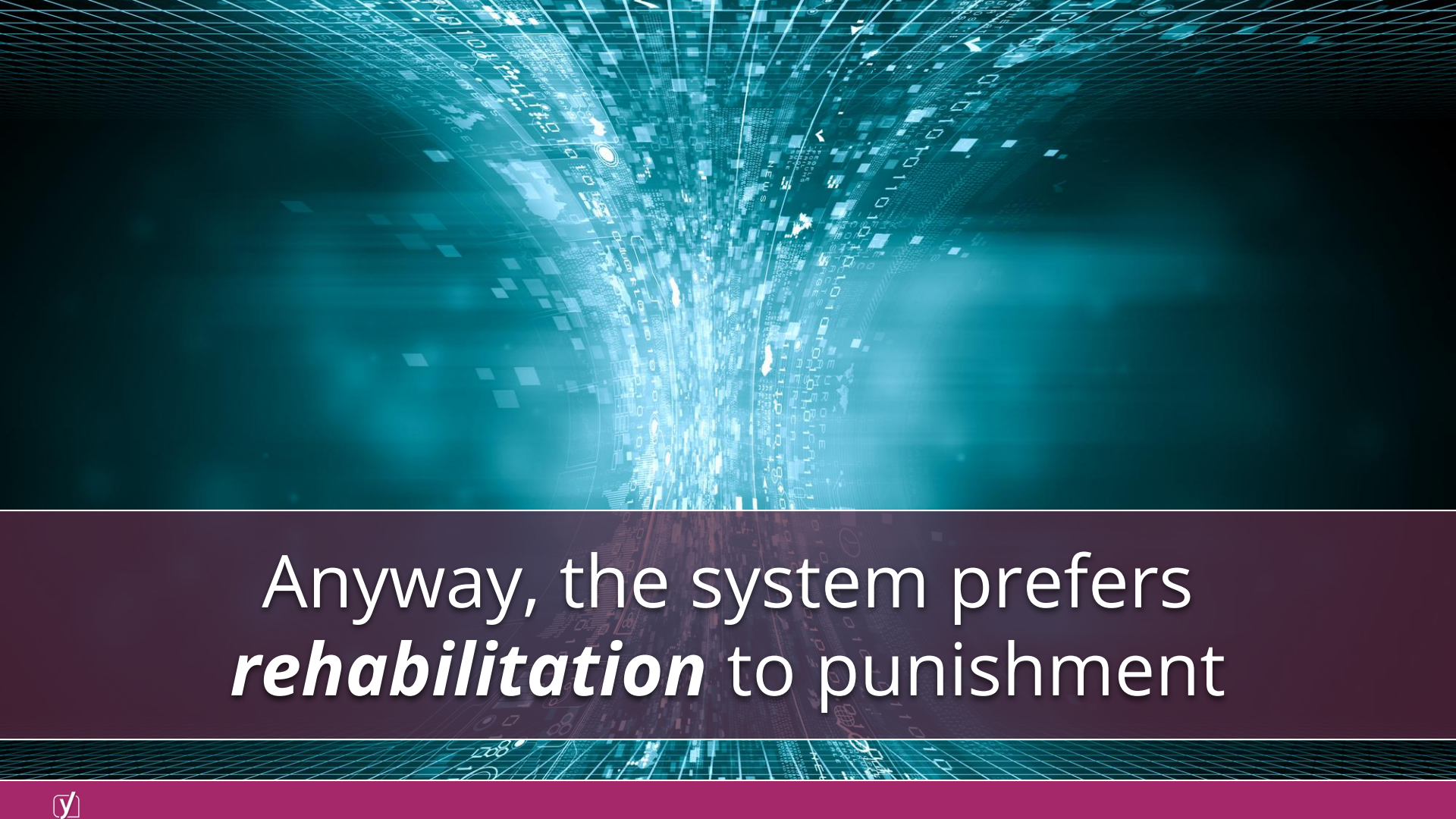
You must not attempt to deceive The System.

Trust that The System knows best.

Deceiving the system may lead to punishment.



I know what you're thinking



Anyway, the system prefers
rehabilitation to punishment



It even provides us with
envoy droids to advise us



If you have any questions, *you can ask them* - there are some here today!



Okay - let's explore a *case study*



We're privileged to be joined by
a very special guest today



Stand up, ***Andrew!***



This is a story about ***Andrew's journey***



Many you know that Andrew contributes
to society through ***stand-up comedy***



Many you know that Andrew contributes
to society through ***stand-up comedy***



His problem was, he'd just kept doing
what he'd always done



He ***didn't want to change*** the way he'd
always done things.



But to improve his position, he realised
he'd have to change

“ THE FIRST LAW

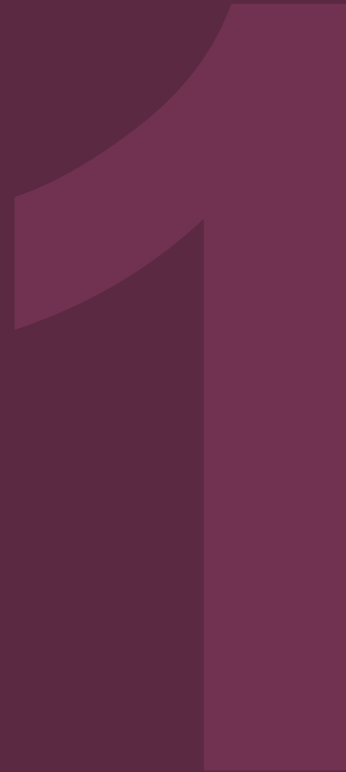
You must be *healthy*

You must eat a balanced diet.

You must exercise regularly.

You must be strong, fast and flexible.

You must be fit, in mind and body.





So, he audited his health



But there was ***no magic bullet***



He had *loads of small bugs*



And, *nobody's perfect*, right?



But *it wasn't just his health* which was impacted by all of these bugs

“THE FIRST LAW

You must be *healthy*

You must eat a balanced diet.

You must exercise regularly.

You must be strong, fast and flexible.

You must be fit, in mind and body.



One night, a man approached him, and introduced himself as ***Mr Grey***

“ THE SECOND LAW

You must be *creative*

You must be innovative, stand out, surprise and delight.

You must write, play music, or create beautiful art.

You must challenge how people think and behave.

You must create a legacy.

A close-up photograph of a silver and gold fountain pen lying diagonally across an open, spiral-bound notebook. The notebook has white pages with light blue horizontal ruling. The background is a dark, textured surface. A semi-transparent dark purple banner is overlaid at the bottom of the image, containing white text.

So *he paid Mr Grey* to
write him some new content



But then, *things went wrong*



His rankings dropped *even further*

“THE SECOND LAW

You must be *creative*

You must be innovative, stand out, surprise and delight.

You must write, play music, or create beautiful art.

You must challenge how people think and behave.

You must create a legacy.



But Mr Grey insisted that the problem ***wasn't the content...***



He said that he could get him
more industry links & coverage



He said that, **it was normal** to use
an agent to build links

“THE THIRD LAW

You must be *popular*

You must be well-known, and well-liked.

You must meet new people.

You must maintain a healthy and diverse network.

You must be talked about, wanted, loved.

A close-up photograph of a wooden chair with a curved backrest. A black smartwatch with a perforated strap is draped over the top rail. Below the watch, a black microphone with a pop filter is visible. The background is blurred, showing a white wall and a lamp.

He got ***introductions*** to influential
journalists, peers and influencers



Mr Grey told him not to worry, and
that they should do something ***bigger***



So he ***invested a fortune*** in producing
content for big PR campaign



Andrew was starting to wonder if
he'd been getting ***bad advice***

“THE THIRD LAW

You must be *popular*

You must be well-known, and well-liked.

You must meet new people.

You must maintain a healthy and diverse network.

You must be talked about, wanted, loved.



So when ***Mr Grey*** approached him again...



He said that, were rumours of
other places, beyond the wastelands

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Obviously, this is *nonsense*



Things were looking ***bad*** for Andrew



Then, he had a
moment of realisation



His problem was that he'd only been thinking about ***himself***.



The secret to getting all of this right, is
to ***think about your impact on others***



He went on a *diet*, and started exercising more regularly

A close-up photograph of a person's hand holding a silver pen, writing in a small, lined notebook. The notebook is open, and the page shows some handwritten text. The background is a soft-focus green lawn with dappled sunlight. A dark purple horizontal band is overlaid on the bottom half of the image, containing white text.

He started writing new content, which
was designed to ***appeal to his audience***



He changed how he was talking to influencers,
and made sure he was ***adding value***





Now, Andrew is on the *road to recovery*





That's ***the end*** of our story



You have access to a *life coach*



It's time for you to go *out into the city*



Global



Good luck, new citizens!