

AARON

Bare

Enabling the Changemakers

Bestselling Author | Exponential Theory

“Have fun!”

Aaron Bare is an exponential thought leader and author, who is set to create waves. The Enterprise World is proud to introduce him as one of The Most Successful Business Leaders To Watch Out For.

Aaron Bare is a highly accomplished individual who has made significant contributions in the fields of business and technology. He is an author, Managing Director of X3 Capital, and founder of the XMBA program. His book, Exponential Theory: The Power of Thinking Big, has been highly regarded and has become a bestseller in the USA Today and Wall Street Journal.

As the Managing Director of X3 Capital, Aaron invests in exponential AI and web3 solutions that focus on sustainability and inclusion. This venture studio specializes in identifying and supporting high-growth companies that have the potential to create a significant impact on society. By investing in these types of companies, Aaron is able to promote innovation and encourage positive change in various industries.

One of Aaron's most notable achievements is the creation of the XMBA program. This talent accelerator is designed to help individuals develop the skills they need to succeed in the fast-paced world of business. The program focuses on developing skills such as critical

thinking, problem-solving, and collaboration. By helping individuals to develop these skills, Aaron is helping to create a pipeline of talented and highly skilled professionals who can help drive the future of business and technology.

In his book, Aaron introduces several concepts that are intended to help individuals and organizations to think big and pursue exponential growth. These concepts include the Rhodium Rule, which states that the most valuable assets are those that are both rare and highly in demand, the Mars Shot, which is a metaphor for pursuing ambitious and audacious goals, and Thrivability, which is a term used to describe the ability of an organization to thrive in a rapidly changing world.

Aaron provides valuable insights into how to build a sustainable enterprise for the future. He emphasizes the importance of focusing on sustainability and inclusion and encourages businesses to pursue high-growth opportunities that have the potential to create a positive impact on society. He also stresses the importance of developing a strong culture and building a team of talented and passionate individuals who are committed to achieving a common goal.

Overall, Aaron Bare is a highly accomplished and influential individual who has made significant contributions in the fields of business and technology. Through his work as an author, investor, and creator of the XMBA program, he is helping to create a better future for all of us.

The Versatile Visionary

Aaron Bare's multifaceted personality has enabled him to make significant contributions in various fields. As a versatile visionary, he embodies the qualities of creativity, adaptability, and a commitment to lifelong learning. His work has inspired countless individuals to think big and pursue their passions, and his impact on business and technology is likely to be felt for years to come.

Change Agent

As a Change Agent, Aaron Bare is a leader who strives to make life easier for those around him. His work involves collaborating with some of the most influential people on the planet to facilitate their decision-making processes and help them bring about positive changes. Throughout his career, he has worked in almost 100 different countries, which inspired him to write his magnum opus, "Exponential Theory: The Power of

Thinking Big," during the global shutdown of 2020. The book quickly became a bestseller, earning glowing reviews and testimonials from leading figures in the exponential community.

For Aaron, his shift in perspective to an exponential mindset and abundance is what makes his life easier. He attributes this transformation to his study abroad experience with Semester at Sea during his senior year of college. It was his first time traveling abroad, and the circumnavigation of the world helped him step out of his comfort zone and learn to thrive in ambiguity.

After graduating, Aaron landed a coveted job at Accenture, but soon after, he decided to take a leap of faith and launch his entrepreneurial career. His goal was to innovate industries, which led to the creation of an award-winning digital strategy firm. His company worked with prestigious clients such as Google, Coca-Cola, and Harley-Davidson, and Aaron went on to build and sell 12 different companies that he spun out of his firm's accelerator.

Aaron Bare's versatile career has taken him on a journey of personal and professional growth, where he has evolved into a Change Agent who facilitates progress and helps others thrive in the face of change. His experiences as an entrepreneur and author reflect his entrepreneurial spirit and ability to think big, and his commitment to promoting innovation and sustainability has made him an inspiring figure in the business community.

Innovation Facilitator

Aaron became an Innovation facilitator by working with some of the most exponential companies and thinkers worldwide.

Aaron is equally comfortable leading discussions in Silicon Valley or New

York as he is in Shanghai or Tel Aviv. His work involves helping leadership teams navigate digital transformations using exponential technologies, new business models, strategic directions, and innovation.

He is a voracious learner, often devouring two to three books a week, and can be described as a polymath who delves deep into subjects ranging from philosophy, quantum physics, psychology, and neuroscience.

Aaron's ability to facilitate innovation and drive change across a wide range of industries is a testament to his broad knowledge and commitment to personal growth.

Future Leader

Aaron Bare is a visionary leader who is driven to create a better future for all stakeholders. His extensive experience in facilitating and advising leadership teams of global companies and exponential startups has made him a go-to person for those who are paralyzed by complexity and uncertainty.

Aaron's energy and passion for exponential thinking are palpable to those who meet him. His unique ability to challenge others to think bigger has helped him become a trusted advisor and coach to CEOs of some of the world's most influential companies.

Despite his success, Aaron remains grounded and intentional in his approach to making a difference. He knows that every decision, or indecision, can have unintended consequences and works tirelessly to help leaders understand the full impact of their actions.





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The Game Changer

Exponential Theory: The Power Of Thinking Big

The book "Exponential Theory" examines the value of large thinking and the effects it may have on both organizations and people. The book focuses on how to achieve exponential development and success by accepting change, taking measured chances, and thinking large.

To succeed in the long run, businesses must strike a careful balance. Leaders can no longer overlook the demands of the many for the benefit of the few. The secret is to take a global perspective of the company and its effects on society.

This entails taking into account every part of the company, including its clients, vendors, and workers as well as the effects they have on the community and the environment. By doing this, businesses can identify areas where they can make a positive impact.

This not only benefits the world, but also leads to increased customer loyalty, talent retention, and improved brand reputation, which can drive profitability in the long run.

Exponential thinking is a mindset that focuses on embracing the changing world, digitizing business models, making decisions, and learning quickly from mistakes, while iterating on feedback, thinking big, and growing into the opportunities the market creates for first adopters.

Aaron adds, “It’s important for businesses today because the world is changing at an exponential rate, and businesses that don’t embrace change and adapt to new technologies will be left behind. By embracing exponential thinking, businesses can stay ahead of the curve, identify new opportunities, and achieve greater success and impact in the world.”

Into the world of Exponential Theory

Aaron introduces three concepts in his book, Exponential Theory: The Power of Thinking Big. Let’s take a closer look at them.

1. Rhodium Rule

Aaron says, “The Rhodium Rule is a term that I coined in my book to emphasize the importance of considering the entire ecosystem when making decisions. The idea behind the Rhodium Rule is that leaders must think beyond just their own interests and the interests of their stakeholders, and consider the impact of their decisions on the wider world. This includes the environment, society, and future generations.”

The Rhodium Rule, named after the precious metal, emphasizes that leaders must aim for excellence and longevity in decision-making. Leaders should think beyond the golden and platinum rules and consider the long-term impact of their decisions on the environment, society, and future generations. The rule requires making choices that benefit everyone, not just oneself.

2. Mars Shot

The phrase Mars Shot is based on the idea of Moon shots. It has come to mean big, audacious objectives, but the Mars Shot pushes this concept much further. Elon Musk inspired Space X by setting a long-term objective that extended beyond the moon.

The purpose of the Mars Shot is to challenge and inspire leaders to go for the stars by inspiring them to think even greater about what is achievable. It is all about pushing the envelope of what is conceivable and coming up with innovative solutions to the world's most pressing problems.

It’s about encouraging leaders to consider possibilities for the future rather than just what is currently attainable. Leaders can motivate their teams, mobilize resources, and spur innovation to build a brighter future for all by thinking bigger and embracing the Mars Shot.

3. Thrivability

“The idea behind thrivability is that we must go beyond just survivability,

maintainability, and sustainability, and strive to create a world that is thriving.”

The goal of thriving is to forge an abundant, resilient, and regenerative future. Today’s leaders need to embrace the idea of thrivability and seek to forge a future that is not merely sustainable but genuinely thriving. To do this, one must change their perspective from one of reducing harm to one of maximizing benefit. Leaders



can improve everyone's future and guarantee that the world we create is bountiful by embracing thriving.

Set To Fly High

X3 Capital

X3 Capital is a venture studio that specializes in investing in startups that are focused on developing AI and web3 solutions with a strong emphasis on sustainability. The company is known for its unique approach to venture capital, which involves providing extensive support and resources to the companies it invests in.

As the Managing Director of X3 Capital, Aaron plays a critical role in identifying promising startups and helping them to achieve their full potential. He works closely with the portfolio companies to provide strategic guidance, networking opportunities, and access to resources such as legal and financial expertise.

This hands-on approach to venture capital has helped X3 Capital to build a strong reputation as a partner for early-stage startups that are focused on creating positive social and environmental impact.

Aaron adds, “At X3 Capital, we believe that technology has the power to solve some of the world's biggest challenges and we invest in companies that are making a positive impact on people, planet, and their purpose.”

Carbon Offsets

X3 Capital has invested in carbon offsets , which will play a crucial role in every company in the near future. X3 Capital is dedicated to helping large corporations reduce their greenhouse gas (GHG) emissions through the use of carbon offsets.

They achieve this by protecting forest lands in the United States that serve as

carbon sinks and generating offsets from them. They use blockchain technology to store and retire their offsets as immutable assets, ensuring transparency and security.

X3 Capital is committed to supporting companies that make a positive impact on people and the planet, and companies that have a massive transformative purpose. X3 provides companies with the resources and support needed to scale their operations, such as financial assistance, access to its extensive network of contacts and resources, and strategic guidance to accelerate their growth.

The Future Of The Carbon Offset Market

“I see a bright future for the carbon offset market as the world will demand companies recognize the importance of reducing their carbon footprint.”

Aaron's book is becoming more relevant as leaders around the world show an increased awareness of the need to include the planet in their decisions, as indicated by COP 28 and the World Economic Forum in Davos.

X3 Capital, is ideally positioned to contribute to this market by investing in companies that create solutions to offset carbon usage. Through continued innovation and scaling of operations, X3 can make a significant impact in the fight against climate change and help create a better future for all.

A Step Ahead With X3

In today's rapidly changing world, companies that prioritize sustainability and social impact are increasingly seen as leaders in their industries. X3 Capital, under the leadership of Managing Director Aaron, recognizes the immense potential for these companies to drive positive change and

is committed to supporting them through strategic investments.

“Our goal is to provide these companies with the resources and support they need to scale their operations and bring their solutions to the global market.”

By focusing on companies that leverage technology for good and have a strong social and environmental mission, X3 Capital is helping to create a future where profit and purpose go hand in hand. With its forward-thinking approach, X3 Capital is helping to shape the landscape of sustainable business and investing for years to come.

Unlocking Potential with XMBA

Aaron created the XMBA, short for eXponential Mindset, Beliefs, and Attitudes, as a leadership accelerator that provides a framework and course for leaders to develop an exponential mindset and reach their full potential.

The program equips leaders with the necessary tools and techniques to thrive in a rapidly evolving world, focusing on topics such as innovation, leadership, and exponential thinking. By helping leaders develop the skills and attitudes they need to embrace change and think big, the XMBA supports them in applying these concepts to their personal and professional lives.

It serves as a practical application of the recommendations in Aaron's book, Exponential Theory, to keep up with the world's acceleration. The XMBA is an asset to X3 Capital, where it sources talent and leadership for portfolio ventures, as well as partner enterprises, to assist in exponential thinking at a team level. It is also open to individuals seeking to develop their leadership skills and attain their goals.

Staying Ahead of the Curve with XMBA

The XMBA offers significant benefits for both Fortune 500 companies and exponential startups.

First, it provides a comprehensive understanding of critical skills like exponential thinking, innovation, and leadership that are essential for success in today's rapidly changing business environment. With the XMBA, leaders at these companies can stay competitive and adapt to the ever-accelerating marketplace.

Moreover, the XMBA helps develop the skills and attitudes needed to embrace change, take calculated risks, and think big, particularly for Fortune 500 companies operating in industries undergoing rapid change and disruption.

As a flexible and scalable tool, the XMBA can be used with entire teams, departments, or even the entire organization, helping to develop the skills and competencies of the entire workforce.

Finally, the XMBA is designed to be practical and applied in real-world situations, making it a valuable tool for these companies. Participants can use the XMBA's set of tools and techniques immediately to make a positive impact in their personal and professional lives.

With the XMBA, Fortune 500 companies and exponential startups alike can develop their talent and leadership to stay ahead of the curve and maintain their position as industry leaders.

Vision for a Sustainable Future

Aaron's work and initiatives in the field of sustainability have been instrumental in driving positive change and creating a better future for us all. Through his various ventures, he has been a leading force in shaping a more sustainable and equitable business landscape. Aaron's unwavering commitment to using technology and innovation for good has earned him recognition and respect from leaders across various industries.

As the world continues to grapple with complex challenges, Aaron's passion and vision for a better future will undoubtedly inspire more individuals and companies to take bold actions toward a more sustainable and equitable world.

