

# Evolution 2.0 Prize

Breaking the Deadlock Between Darwin and Design:  
Confidential Newsletter & Investor Update  
July 2017

## Last Call Before the Rocket Ship Takes Off!

**You're invited: At 3pm August 28 at Arizona State University, Biodesign Auditorium, 727 E. Tyler Mall, Tempe, AZ 85287, I will officially unveil the Evolution 2.0 Prize.** Arizona State's BEYOND program is perhaps the most ambitious research program in the world for exploring the cutting edge of origin of life and the foundations of physics and science. I'm presenting as part of their lecture series.

BEYOND is spearheaded by the world-famous physicist Paul Davies. Please read on because this is a momentous occasion.

This will be the first time I have presented the Prize "above the radar" to the general public. If you're considering becoming an investor, this is your last opportunity to engage *before* the whole world knows about it. Up to this point, I have never sent out a press release, never contacted a news outlet. It's a watershed moment.

I don't care who you are or what you do – *this is the biggest thing that has crossed your desk* – or probably ever will. You get pitched on all kinds of deals, I know. But nothing quite like this. If Evolution 2.0 has ever seemed even remotely interesting to you, you need to drop whatever you're doing right now, sit down and read this entire newsletter word for word.

Before I tell you more about the ASU gig, some vital information and backstory.

On March 2-4 2017, I hosted the first annual Evolution 2.0 Investor meeting at the Kahala Resort in Hawaii.

This was no ordinary occasion. To celebrate the fact that we are attempting to solve the most fundamental question in biology and perhaps all of science, we chose the Kahala Resort, which is just a couple of miles from Diamond Head.

The Kahala is no ordinary hotel. In the 1960s, the Kahala was the most expensive resort in the world. The hallway where we held our meeting sports photographs of Barack Obama, Bill Clinton, Angelina Jolie, and Burt Reynolds.



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Along with Robert Redford, Christopher Walken, Dean Martin, Elizabeth Taylor, Henry Fonda, Janet Jackson, Justin Timberlake, Michael J. Fox, Whitney Houston, Elton John, Frank Sinatra, the Rolling Stones, and Queen Elizabeth.

## Our First Evolution 2.0 Investor Meeting: Photo Gallery



Queen Elizabeth at the Kahala



Dan Akroyd and Alec Baldwin at the Kahala



Barack Obama at the Kahala in 2015



Diamond Head w/ Irene & Kevin Ham



Irene and Kevin with event organizers Brian and Susan Kruger



Spectacular View of O'ahu from Diamond Head



Above: The inimitable David Jellins pontificates. Left: Evolution 2.0 Investors at our Catamaran on O'ahu



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We did many fun things together, like sail the Pacific Ocean in a catamaran. And climb Diamond Head and go biking. We ate fantastic cuisine. Breakfast each day was on the ocean.

It was also a mastermind, where each member had a chance to discuss their current challenges and opportunities... and a time for us to wrap our arms around this great undertaking.

We're looking to unlock what is perhaps the deepest question of all time. Because life is not about the hardware... it's about the software. It's not about the chemicals... it's about the code. We're going after the heart of this question.

**Evolution 2.0 is either bigger than Google or more enduring than Aristotle.** If we solve it then it will be one of the biggest scientific and technical discoveries of all time. If we don't solve it then, 500 years from now, it will still stand as one of the great unsolved mysteries of the universe, just like problems in mathematics that have baffled the greatest minds for hundreds of years.

2,500 years later, nobody knows how to prove Euclid's parallel postulate even though, so far as anyone can tell, it's absolutely true.

## Shark Tank for Biological Ideas?

Everyone agreed the probability of solving this problem soon is low. You never know; someone could solve it tomorrow; but I'd say we have a 10% chance of solving this in my lifetime.

**All agreed that what we really have is a 'Shark Tank for biological ideas' because people are already coming out of the woodwork with interesting proposals.**

"Perry, I haven't solved Origin of Information... but I have discovered this *other* thing, which I think could be very useful. Would your investors be interested in seeing *that*?"

One such person was a tenured researcher at a major U.S. university. His discovery is an evolutionary algorithm which may have powerful implications for Big Data or machine learning.

We're interested in stuff like that. Our investors have money. They know all we have to do is hit pay dirt with ONE idea and our whole endeavor could pay off 100X.



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The other members are:

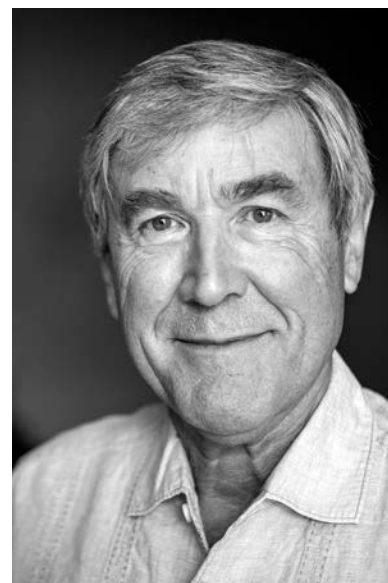
- **Gary Klopfenstein** - Managed \$60 billion of assets for Berenberg Asset Management in Chicago up until earlier this spring when he left to pursue private asset management endeavors. Berenberg is the 2nd oldest bank in the world. Gary is a Chemical Engineer with 30 years of currency trading expertise. Chicago, IL, USA.
- **Kevin Ham MD** - Got his MD but never practiced medicine because his domaining business took off. Serial entrepreneur who also owns a priceless collection of old Bibles, including the very first King James Version and the 1536 Tyndale. Vancouver, Canada.
- **David Jellins** - Founder of Adrenalin.com.au, the #1 adventure travel site in Australia. Serial entrepreneur with an Electrical Engineering background. Sydney, Australia.
- **Gene Kelly** - Owner of Kelly Vineyards in Napa California and founder of American Gunsmithing Institute. Napa, CA, USA.
- **Jon Correll** - Founder of the online consulting firm Conversion Voodoo and serial entrepreneur. San Diego, CA, USA.
- **Myself.** I hold one of the positions, thus exposing me to the same risks with respect to securing the patent etc. as you and everyone else. Skin in the game.

So, when ideas come across my desk, worthy ones do get presented to our investors and those who are interested are free to participate. What if the prize is never won, but we find an anti-gravity machine? Or a breakthrough formula for Artificial Intelligence? Or some fundamental insight about cells or cancer or aging?

Our next meeting will be March 8-10, 2018. It will be hosted in Napa, CA by Gene Kelly who owns a vineyard there. If you come on board as a backer, you can join us. It will be a blast.

Never mind the financial opportunity, it's worth being a backer of Evolution 2.0 just to have access to the other members. There is no place in the world where you can walk up and pay money to belong to a group like this. It is totally unique. But that's not all. I'm only getting started.

## World Renowned Physicist Invites Evolution 2.0 to Arizona State University



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Paul Charles William Davies is a world-famous physicist, writer and broadcaster. He's a professor at Arizona State University and the Director of BEYOND: Center for Fundamental Concepts in Science.

He's the author of over a dozen books including *The Mind of God*, *From Matter to Life* and *How to Build a Time Machine*. He's a recipient of the Templeton Prize and The Faraday Prize. He was named a Member of the *Order of Australia* by Queen Elizabeth II.

He's working on a new book, *The Physics of Life*. He's even got an asteroid named after him: 6870 *Pauldavis*.

I got an email from Paul a few weeks ago. Paul said, **"I agree with you whole-heartedly that the fundamental mystery of life is the origin of coded information storage and processing.** I wrote about this in my book *The Fifth Miracle*. It is exceedingly hard to see how a code came to exist, not so much because we lack knowledge of the chemical steps, but because coded semantic contextual information is a higher-level concept just not there at the molecular level. **It is about software, not hardware."**

He invited me to speak at Arizona State University's "Coffee@Beyond" lecture series. I'll be appearing there at 3pm August 28. You're invited to participate.

This is the official liftoff for Evolution 2.0 – it's the first time we will have announced the Evolution 2.0 Prize to a public audience. Paul asked me to explain the prize, the reasoning behind it, and invite the public to apply and win.

At the moment, I have \$6 million of backing. Thus, I plan to announce a \$5 million prize. IF I can raise an additional \$2 million (clock is ticking!) I'll announce a \$7 million prize. The prize application process will be administered by Peter Diamandis' organization HeroX.com. Which is why I'm sending this newsletter. If you or someone you know is interested, it's time to climb on board NOW. Because once this goes above the radar I anticipate intense interest.

I only have three private investor slots available; one is being held open for an institution or corporation. So, if you think you *might* be interested in backing the prize, the time to get in touch and settle your questions is NOW. Email me at [perry@perrymarshall.com](mailto:perry@perrymarshall.com).

And there's so much to tell – so much has happened in the last few months since my previous newsletter.

I wrote *Evolution 2.0* at a level that any reasonably ambitious high school student can understand. The text reads at a 9<sup>th</sup> grade level. But, ultimately, my aim was not to deliver a "popular science book" that the unwashed masses would eagerly consume.

No, my ultimate aim was to write a book that even the most ardent molecular biologist could not dispute. Because if science itself is to move forward, you *have* to get buy-in from members of the scientific profession. At least a strong minority.

This is why I included over 350 scholarly references and footnotes and four appendices. This is why I hired a dozen editors, both literary and technical. And this is why I organized the Evolution 2.0 Prize: because



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*money talks*. It reduces one of the most profound and complex question in the universe to ONE question and ONE answer:

## “DID ANYONE WIN THE EVOLUTION PRIZE?

### YES OR NO?”

That’s it. Black and white.

This prize is the ultimate Proposition Simplifier. You may or may not understand information theory or Claude Shannon or bioinformatics. You may not even know exactly how DNA works or what the genetic code is.

**But every six-year-old can understand: *Did anybody claim the dinero, or not?***

That is why I have organized this group of investors.

Paul Davies, in his email to me, also said:

I think I agree with most of what you say in terms of the downplaying of non-random mutations and epigenetics. My recent foray into cancer biology has convinced me that cancer is a pre-programmed response to stress, not the result of random mutational damage which is the orthodox explanation.

Much of the cancer response is epigenetic, but I have long been open to the idea, picked up from Jim Shapiro, of Natural Genetic Engineering in cancer. So I like the possibility of read-write genomes and aspects of Lamarckism in evolution.

Pay attention folks, because in chapter 26 of *Evolution 2.0* I proclaim that we’ll never solve cancer until we switch to a more accurate model of evolution. Cancer is evolution run amok. Paul Davies’ latest research supports this. This is a prime opportunity to solve some very fundamental problems.

## Evolution 2.0 in Paperback This Fall

The original book has sold well in Hardcover, Kindle and Audible audiobook. The publisher is releasing the book in paperback this fall. So, I’ve secured additional endorsements.

John Torday is a Professor of Pediatrics and Obstetrics/Gynecology at the Evolutionary Medicine Program at UCLA. He’s the Director of the Perinatal Research Training Program, where he has researched the effects of second-hand smoke on children for the last 30 years. Oddly, second hand smoke turns out to be an intensely *evolutionary* question.



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John found that there are 300 effects of second hand smoke on children. And you would *never* guess which effect tops the list: It is *epigenetic changes inherited from a smoking grandmother*. Epigenetics is a high-speed “graying out of genes” that alters your body’s function without editing the DNA itself.

The woman smokes so her body massively switches genes on and off to deal with the poison. These changes are passed to daughter, then further amplified in the granddaughter.

Please notice that the granddaughter need not have even *met* her smoking grandmother, or inhaled any smoke. She inherited those changes through the evolutionary adaptive mechanism of epigenetics!

Please pay attention. Because Torday is saying that *the worst effect of second-hand smoke is genetic evolutionary adaptation*. It is the 200-year-old “Lamarckian” idea that learned traits can be passed to offspring... an idea that got a sound thrashing 100 years ago... laughed out of the academy. For a century, it was considered heresy but, as it turns out, it’s a major lever in basic everyday health.

Epigenetics is why all creatures on earth are so apparently customized to their environment, wherever they live – because real-time adaptations can be passed to children immediately.

John is an evolution genius. I met with him after our January Roundtable meeting in Redondo Beach, California. We spent an afternoon at a coffee bar discussing his years of research... and the desperate crying need for a superior evolution model. This is what he has been working on for most of his career.

Here’s the endorsement John wrote for *Evolution 2.0*:

Evolution 2.0 is engaging, thought-provoking, and challenges us to 'reboot' the riddle of evolutionary biology. By re-examining Darwin, Marshall asks us to reconsider the most important question we face - what is Life?

I have Oxford Professor Denis Noble on board as prize judge and technical advisor. Denis was the first person to build a computer model of an organ. It was the heart. His discoveries made pacemakers possible and led to the drug Ivabradine.

He holds a Commander of the British Empire from Queen Elizabeth (she keeps coming up again and again, doesn’t she?) and he’s a Fellow of the Royal Society, the oldest scientific body in the world. He’s the man who organized the November 2016 Royal Society meeting in London which I attended.

That was the meeting where I felt like Forrest Gump because I was witnessing something that would have been unimaginable just five years ago: An inauguration of “Third Way” evolutionary concepts *which were virtually uncontested by traditional Neo-Darwinists*, at a world-class scientific meeting. In fact, many old-schoolers declined the invitation. Though they vigorously opposed the conference itself, almost none of them showed up to defend their outdated theory. The ones who did experienced tough sledding.

At age 80, Noble is one of the top 100 scientists in the UK. Denis wrote to me:

When you asked me to provide an endorsement, I realised that I would have to do what I could not have done [earlier] which is not just to skim your book, but to actually read it slowly and



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carefully. I have already discovered that you are also a cautious rebel in the sense in which I am using that expression. After just a few chapters, I can see and admire how you test each statement almost to destruction through carefully looking at the evidence. Hence the note of congratulation. I have learnt a lot from the way in which you develop your argument and case.

He wrote this endorsement for the cover of the book:

*Evolution 2.0* is a remarkably meticulous dissection of the *experimental evidence* on evolution. Forget the dogmatic Neo-Darwinist *assumption* that new species originated only through gradual accumulation of random mutations. Weismann and Wallace were demonstrably wrong and their theory needs to be replaced with an integrative synthesis. Perry Marshall and I have entered this debate from entirely different fields. He starts from information theory and practice, I started from research on the heart's pacemaker, but we have come to almost identical conclusions.

We met for breakfast in May and had a delightful three-hour conversation. Denis released his book *Dance to the Tune of Life: Biological Relativity* at the beginning of 2017 and the book is making its rounds in UK academia. Denis is making headway.

I would say that if *Evolution 2.0* is the first book to explain the new model of evolution in plain English, Denis's book is the second. Denis is a capable historian of science, tracing major ideas to their origins. It also brings the very unique perspective of a physiologist – a heart researcher.

As such, Denis is an outsider to the conventional views of evolution. His heart research eventually led him to conclude: *The current Neo-Darwinian view cannot possibly be right. This dog don't hunt. Genes don't work the way they say they do. It's time for a new model.* I heartily recommend his book.

I am in conversation with a number of other prominent scientists about judging and technical advisory positions for the prize.

Every New Renaissance is ushered in by outsiders. We are renewing the world. Dear reader, this is the time. It's time to stop thinking and act. Clock is ticking.

Prize backing is \$6 million. Goal \$10 million. I'm reserving one seat for an institution. Only three individual seats remain and a couple of people are considering those now. Email me at [perry@perrymarshall.com](mailto:perry@perrymarshall.com) and jump on board *before* this goes live at Arizona State University. If there are any remaining slots after August 28 at all, competition for them will be thick.

Seize the Century. *Now.*

Perry Marshall

P.S.: You're invited to join us at ASU. We'll bring the camera crew, but you can't say you were there unless you were there. This is historic. Don't miss it. And don't miss this chance to back the prize and get a private, front row seat to the action.



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