



Enterprises & Humanity

Zhang Yue
BROAD Group
September 7, 2017



BROAD Is An Enterprise that Solely Does Disruptive Innovation

BROAD Has Never Copied Any Technologies since Its Inception in 1988

- In 1992, non-electric air conditioning driven by natural gas doubles the energy efficiency
- In 1999, cooling-heating-power system consumes zero energy during cooling & heating operation
- In 2008, clean fresh air actualizes indoor air 100 times cleaner than the outdoors
- In 2009, factory made sustainable buildings can be erected at a pace of 3 stories per day, and provide 5 X savings in energy
- In 2016, stainless steel core tubular slabs provide super strength & limitless life span while being extremely light

4



Has Humanity Fallen into An Unprecedented Dilemma?

While the Internet and AI are Developing Rapidly, Humanity Is Heading toward A Dangerous Precipice

- Climate Change – The earth's temperature will rise 4-6°C by the end of this century if the current trend continues, leading to a drastic decrease in agricultural production, large areas of submerged coastline, and frequent extreme weather patterns
- Terrorist Threat – Climate change has led to a surge in abject poverty, with the widespread resentment being turned into violence, violent groups can control nuclear facilities and trigger nuclear disaster
- Health Crisis – With air and water polluted by fuels and wastes, and every mouthful of food contaminated by chemicals and fertilizers, humanity has suffered from the strange syndrome of "the wealthier, the sicker"

1



Core Tubular Slabs, the Best Disruptive Innovation for Humanity of This Age

Heat Flow Copper-Brazing Stainless Steel Core Tubular Slabs Have Triggered A Global Revolution in Materials

- Infrastructure Revolution – Reinforced concrete replacement, 10 times lighter in weight, 100 times longer life span
- Vehicle Revolution – Steel keel plate replacement, 60% lighter in weight, 40% less fuel
- Aircraft Revolution – Replacement of aircraft fuselage & wings made of glued honeycomb aluminum, 40% lighter in weight, 20% less fuel, double safeness, 100 times longer life span

Breakthrough Technological Highlights:
Replacing heat radiation with hot air shoots the trouble of high-temp deformation and sky-high cost
Replacing honeycomb structure with core tubes allows hot air copper-brazing production to be a reality

Note: the weight & fuel deduction data above are theoretical, no experimental data can be provided yet

5



Lack of Excellent Enterprises Is One of The Root Problems that Have Plagued Humanity

Excellent Enterprises Exist for Humanity's Future

Excellent Enterprises –	Average Enterprises –	Poor Enterprises –
Innovation-Oriented	Little Innovation	Plagiarize
Better Products	Average Products	Pollute
Less Pollution	Small Market Share	Bribe
Sustainable Profit	Little Profit Margin	Debt-ridden

2



Unveil the Mystery of Disruptive Innovation

Disruptive Innovation Would Never Happen Unless the No. 1 Decision Maker Take the Lead

- Foresee the Future – The wisest man in the excellent enterprises must be the No.1 decision maker
- Accept Failures – There would be no disruptive innovation if there were no numerous failures
- Dare to Invest – There would be no disruptive innovation if no one was willing to risk everything financially
- The Right to Destroy – There would be no disruptive innovation if something seemingly perfect could not be destroyed

6



Lack of Disruptive Innovation Is One of the Root Problems that Have Plagued Humanity

Traditional Technologies Should Be Disrupted

- Such as:
- 2000-years of unchanged concrete infrastructure
- 100-years of unchanged vehicle fuel consumption
- 50-years of unchanged aircraft materials
- ...

Traditional Lifestyle Shouldn't Be Disrupted

- Such as:
- Organically cultivated food
- Durable products
- Knows happiness is having just enough
- ...

3



Break the Curse of Disruptive Innovation

Disruptive Innovation Benefits Humanity, yet Always Ends up in Tragedy

- No Lenient Civil Law – Plagiarizing intellectual property is as bad as stealing money, and must be applied to the criminal law
- Eradicate Bogus Patents – Government tries to encourage innovations by subsidizing patent fees, which always backfires since a lot of copied or plagiarized works are dressed up and presented as "patents"
- Constraint Hypocrite – So called "experts" use excuses such as "in accordance with the laws and regulations" as the "valid cause" to block disruptive innovation
- Protect Entrepreneurs – Entrepreneurs are different than "businessmen", they have a sense of honor and a sense of mission, and never bow to difficulties

7