Answers

1. **(00:00-00:24)** What do all of Scott Galloway's 6400 students have in common?
   They have all seen the same first and last slide over the last 15 years.

2. **(00:24-00:32)** What is the significance of the brain, heart, intestines and reproductive organs on Scott Galloway's slide?
   If you want to be a multibillion-dollar organisation, you have to be clear exactly which organ you are targeting.

3. **(00:32-00:50)** Why do human beings need a super-being to pray to?
   Because our brain can ask some really difficult questions, but it doesn't have the processing power to answer them.

4. **(00:50-01:04)** What is prayer?
   Prayer is sending a query into the universe, and an all-knowing, all-seeing super-being can give us authority that this is the right answer.

5. **(01:29-01:58)** What shocking statistic does Scott Galloway give about Google searches?
   1 in 6 Google search queries have never been asked before in the history of mankind.

6. **(01:58-02:15)** What does Scott Galloway say about children who grew up with poor nutrition?
   Children with poor nutrition but a lot of affection go on to have better life outcomes than children with good nutrition and poor affection.

7. **(02:15-02:54)** What are the 3 main signals which determine whether you will live to be 100 years old?
   1. **Your genetics (the 3rd most important)**
   2. **Lifestyle (the 2nd most important)**
   3. **How many people you love (the most important)**

8. **(02:54-03:11)** Why is Facebook so popular?
   Because it taps into our instinct to love and be loved.

9. **(03:11-03:54)** Why do humans like to consume so much, and which company exploits this need in its business strategy?
   Because the penalty for not having enough is so much greater than the penalty for having too much.

10. **(03:54-04:23)** Why does Scott Galloway wear an expensive watch?
    He doesn't use it to tell the time, in fact he hasn't wound it in five years. The watch is really a symbol to say that if a woman wants to have children with him then their children will have a greater chance of survival than if they had children with someone who had a cheap watch.

11. **(04:23-05:25)** According to Scott Galloway, what is the number 1 source of wealth creation?
    Appealing to your reproductive organs.

12. **(05:25-05:58)** What surprising statistic does Scott Galloway give about the 4 companies he has talked about?
    There are now only five nations in the world that have a GDP greater than the combined market capitalization of those four firms - Amazon, Facebook, Apple, Google.