

KNOX LABS PRESENTS

Welcome to World 2.0

The world before was broken. Francis Knox fixed it. Ours is **warm, bright and peaceful** — built for you in the Alternet, filled with everything you want, whenever you want it.

- Be anyone. A princess, a superhero, even a machine.
- Everything you want, whenever you want it.
- No one is alone. Not even you.
- Your own Utopia, available at a swipe.

It's magic.

ARE YOU GOOD ENOUGH?

YOUR Cup. YOUR favourite games. Challenges chosen for you. Just you. You could win your perfect life.

It only costs you your dreams.

World 2.0™ and the Alternet are products of Knox Labs. By entering the Alter you agree to live in perfect bubbles, close but never touching. Attention, memory, time and the occasional dream may be consumed during use. Boredom not included. Real world sold separately. Francis Knox is always with you. World 3.0 is your salvation — believe in Francis Knox.

How to use. Display this card, or print one per group. In Lesson 1, use it to hook the debate — what is World 2.0 promising, and what would you give to have it? In Lesson 2, annotate it for persuasive technique: direct address, imperatives, capitalisation, personalisation, and the promise hidden in the small print.