

LEVI SARGENT
for A16z New Media

PEOPLE WILL TELL YOU THAT “ANY SUFFICIENTLY ADVANCED TECHNOLOGY IS INDISTINGUISHABLE FROM MAGIC.” WHICH IS TRUE. *IF THE WAY IT’S PRESENTED IS ENTERTAINING AND TRUSTWORTHY.* OTHERWISE, YOU’RE A WITCH. OR WORSE: BORING.



你知道为什么杨基队总是赢吗?
You know why the Yankees always win, Frank?

因为他们有米基·曼托?
'Cause they have Mickey Mantle?

不 是因为其它队总盯着他们的条纹衣服看
No, it's 'cause the other teams can't stop staring at those damn pinstripes.

The image shows the back of a black leather jacket against a light blue background. The jacket has a high collar with a single metal snap button at the top. On the upper back, there is a large, rectangular area covered in a dense grid of small, round, metallic studs. The studs are arranged to form a stylized, abstract shape that resembles a large letter 'E' or a similar graphic. The leather of the jacket is smooth and has some natural creases and texture.

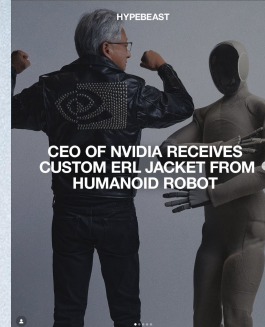
I MAKE MAGIC YOU CAN'T LOOK AWAY FROM.

Mon, Mar 3 at 12:44 PM

is there any version where we could either

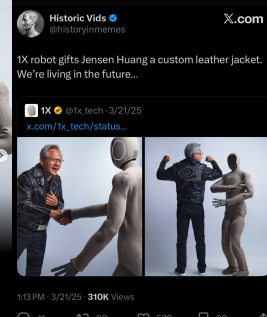
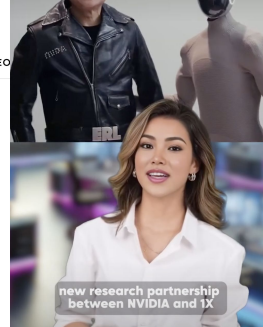
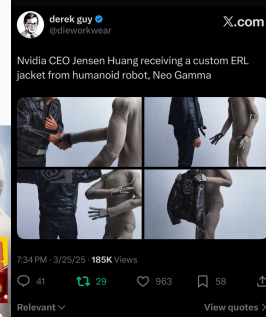
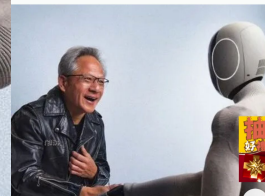
a) make a custom ERL leather jacket for jensen, shoot jensen + neo portraits

b) above^ but also make NEO a custom leather jacket to wear for his on-stage introduction, as a nod to jensen, then have NEO "gift" jensen his custom jacket



NVIDIA黃仁勳皮衣風格再添時尚感！這回出自新銳品牌ERL手筆

2025-03-25 10:44 經濟日報 / 編譯 簡麗娟 / 綜合報導



**20M+ impressions. 25+ outlets. English, Chinese, Korean.
Tech press + fashion press + mainstream.
One 15-minute shoot. Global moment.**

concepted + produced by Me.

A close-up photograph of a robot head, likely a Pepper robot, positioned centrally. The robot has a black face with two large, dark, circular eyes and a white, rounded body. It is surrounded by several stalks of flowers with pink and white blossoms, which are slightly out of focus. The background is a solid, light blue-grey color.

**MAGIC CAN HIJACK THE DELTA BETWEEN
NEW MEDIA VELOCITY AND TRAD MEDIA FAITH**

TO TURN THIS



****FOR IMMEDIATE RELEASE** December 2, 2024**

Media Contact: press@enron.com

ENRON CORPORATION ANNOUNCES RELAUNCH WITH A VISION TO SOLVE GLOBAL ENERGY CRISIS

HOUSTON, TX – December 2, 2024 – Enron Corporation today announced its relaunch as a company dedicated to solving the global energy crisis. With a bold new vision, Enron will leverage cutting-edge technology, human ingenuity, and the spirit of adaptation to address the critical challenges of energy sustainability, accessibility, and affordability.

Key Pillars of Enron's Vision

1. **Adaptation as Strength** – Recognizing that the energy landscape is in constant flux, Enron commits to continuous innovation and agility to address evolving demands, from renewable energy integration to climate resilience.
2. **Leadership by Example** – Enron's leadership team is focused on setting a high standard for ethical business practices, transparency, and sustainability, serving as a model for corporate responsibility worldwide.
3. **Forgiveness and Progress** – Acknowledging the past, Enron's relaunch is founded on a renewed commitment to integrity, with a forward-looking approach that prioritizes collective growth and learning.
4. **Permissionless Innovation** - Decentralized technology is advancing, and we will of course have a role to play in its future.
5. **Solving the Energy Crisis** – Enron will focus on scalable, sustainable solutions, including investments in renewable energy infrastructure, cutting-edge energy storage, and advanced power distribution systems.

The world is ready for growth, transformation, and rebirth. Enron is ready to lead.

About Enron Corporation

In 2024, Enron begins a new chapter, dedicated to solving the world's energy challenges with innovation, adaptability, and a commitment to a brighter future.

For more information, visit www.enron.com or contact our media team at press@enron.com.

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Enron has been resurrected in what appears to be an elaborate joke



Enron @Enron · Dec 2, 2024
We're back. Can we talk?



1.6K 3.9K 5.6K 6.4M



Top stories

Enron CEO Connor Gaydos hit with pie in New York City



'Enron CEO' Connor Gaydos hit in the face with pie in New York City

2 days ago

New York Daily News



New Enron CEO Connor Gaydos hit in the face with pie after appointment controversy

39 minutes ago

National

← INTO THIS

Enron Re-Launch 2024

launch strategy + "unofficial" media production by me*
*and absolutely zero participation in the shitcoin

ENRON STRATEG...



1

INTRODUCTION

2



3



4

AND WE CAN
MOVE OVER, BUT...

5

SO LONG AS ONE RULE
IS FOLLOWED ABOVE
ALL ELSE

6

NEVER
GIVE UP
(THE BIT)

7

ENRON IS



(I) December 2, 2001:
Enron files for bankruptcy protection.



(ALONG WITH
A LOT OF
EXPERIENCE)

(J) December 18, 2001:
Billie Eilish born.

INCONVENIENT TRUTH:

VERY FEW PEOPLE* UNDER 30
HAVE ANY CULTURAL CONSCIOUSNESS
SURROUNDING ENRON
– ITS RELEVANCE, ITS HISTORY,
ITS MEANING.

*EXCLUDING THE UBER-ONLINE FINANCE COMMUNITY,
WHETHER *WITHIN* OR *OUTSIDE* OF THE ESTABLISHMENT,
ONLINE OR OFFLINE
(MORE LATER)

Ring — Launch team. Acquired by Amazon, \$1B.
ERL — 6 years. Jensen, Rocky, Cudi, LVMH Prize.
Guess — 7 billboards in LA starting January 12.
Supreme / Yeezy / Diageo — you get it.

Engineer Mother. CFO Father. Trained in Fashion & Advertising.
I translate between worlds that don't usually talk.

So this isn't my first rodeo.
But I want scale.
I want impact.
Let's talk.

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