

## **The Philosophy of Risk**

Greater risks, greater fates:

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### **The risk is the reward**

Upon much thinking and consideration, the interesting innovation that I have is that the risk is the reward. That is, you don't risk in order to gain a greater reward, but instead, attempting to risk, the risk itself is the thrill, adventure, and the fun.

### **What is real life?**

Real life is risk exposure. And this is where virtual reality is uninteresting; if in fact, all of life were in fact just a simulation, real life would have no savor.

For example, in a video game, there is really no downside. At worst you lose, but then you could just click a button and just start again. Maybe what is interesting is at least when your playing time crisis as a kid, and each game cost a dollar, losing your money and dying actually is a downside as a kid. But still, at worst you lose a dollar, you are not physically harmed.

### **Conquering the fear of shame of failure**

Something that also holds people back is fearing this abstract notion of "failure". For example, a lot of people who are interested in starting their own business don't because they're afraid of being labeled as a "failure". However, this is nonsensical because failing just means to fall. As long as you're not physically falling down, you are not failing.

## Success is not the goal

Some thing that I've learned from weightlifting is that ultimately, it almost doesn't really matter whether you succeed or fail, what is more interesting is the attempt. The grandeur of the attempt and weight or is the only thing which is interesting. This means, how much personal courage did you have to put out, and overcome?

For example, the other day I attempted a squat rack hold of six plates, a 35, and a five on each side (665 pounds in total). You know things are getting interesting once you see the bar bending. Like Hugh Jackman a.k.a. the Wolverine said, "If the bar ain't bendin, you pretending."

Ultimately I was able to get the weight up, being able to push my legs up, and actually being able to successfully unrack it from the rack, hold onto the weight on my shoulders and spine and then place it down. The interesting thing is after being successful at it, I almost didn't really care so much that I was successful. What I was more proud about was having the strength, courage and the chutzpah to even attempt it in the first place. Also the great joy that after doing it, I was fine.

## Seeking risk in everyday life

Then it seems that the path to the greatest life existence is the life with the maximum amount of risk exposure. For example,

1. Social risk-taking: having the courage to approach strangers, and interact with them in such a way which is unique. Talking differently, and interacting differently.
2. Entrepreneurial ventures; becoming self-employed, a solo entrepreneur, a sole proprietor. Refusing to work for someone else or a corporation, even if it is Apple, Amazon or Google, and even if you are being paid \$1.5 million a year.
3. Weightlifting risk-taking; the type of weightlifting is only interesting if you're not 100% sure what the outcome will be.

## **You are the risk-bearer**

Self pride means to know that you are the risk bearer that means, you take the epic risk, you put yourself on the front lines, this is the heroic way.

For example, just think of yourself like king Leonidas. You have your spartan 300s behind you. By being in the front lines, you display your courage, and you actually motivate your troops. This is the only real way to be authentic, to be a leader, to lead in the front lines.

For example, the one Korean General who invented the armored turtle boat. He himself was always on the front lines, and put his own life at risk. And in one battle, he actually got killed. In order to continue motivating the troops, they pretended that he was still alive, putting in a dummy guide to keep motivating the troops. And now Koreans glorify him Centuries later.

## **What is the greatest good?**

For us men, the greatest good is to seek immortal fame amongst mortals.

For example, Elon Musk will definitely be a name remembered at least 300 years from now. The same thing goes with Kanye West.

A simple thing; seek to be remembered 300 years from now.

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## Who do we forget?

We forget or never remember people who have never done interesting things in their life. For example, nobody will ever remember the name of any tech CEO. For example even right now, nobody has any idea who Larry Page or Sergey Brin is. Even one of the greatest founders of all time, Steve Jobs, young kids really don't know who he is.

Or even consider the genius of a Howard Hughes, nobody really knows who he is anymore.

Or Edwin Land who invented the Polaroid camera, very few people know who he is.

And then seems that the simple formula is to live a long time, and to keep innovating. Persistence and longevity is key.

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## Don't die, don't sell your company

Some simple things include first of all not dying. For example, any rapper who is addicted to drugs is bad. It seems that the only good sober rappers include Kendrick Lamar, Pusha T, and Jay Z.

Also, under no circumstances should you ever sell your company. Like Jeff Bezos says, are you a missionary or are you a mercenary? A missionary is so into their vision, under no regard what they ever sell their company, even for \$1 trillion dollars.

A mercenary is somebody who just wants to flip a company, make a public an IPO, make a bunch of money, and then peace out.

## **Employment is base**

What holds back human potential? Employment. As long as you obtain some sort of salary from somebody or somewhere, you are not free.

For example, even though Jony Ive was the mastermind designer at Apple, as long as he still got a salary from Apple, he was not free. Props to him for leaving Apple, and becoming self owned.

Even Tim Cook, CEO of Apple, is not free.

Any CEO, irregardless of how rich they are, are not free.

No impressment with any foreign company employment.

## **More risk in photography**

Street photography is all about loving risk in the realm of photography. Street photography is king because it is the ultimate risky photo endeavor.

Then, in order to enjoy photography more, or street photography more, add more risk.

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## **How to add more risk to your photography or your street photography**

Some basic ideas involve going to where the people are, and shooting more people photos, either with permission or without. There is always a risk, or it feels risky to shoot photos without permission. Therefore try to expose yourself to more situations in which you desire to make a photo, but feel a little bit of fear.

Another thought includes when you find somebody that you really want to make a portrait of, have the courage to ask them for a street portrait. Often times asking

people for permission to make a photo of them actually takes more courage than shooting without permission.

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### **Think risk.**

In life, seek more risk. Seek more risk when it comes to social situations, living life situations, entrepreneur ideas etc. Love risk.

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### **EK EXPERIENCES**

Risk a new experience:

1. BOSTON March 25th
  2. Berkeley April 15th
  3. June 19-23rd: HADONG SOUTH KOREA
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### **Risk taking in the streets**

1. ERIC KIM WRIST STRAP MARK II
2. ERIC KIM NECK STRAP MARK II

EK SHOP

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## **Risky thoughts**

When you talk to other people, choose the more risky option in ways of interacting with them, which may go south.

Or, write about things what you consider risky, but interesting to you.

Or when it comes to investing and speculation, invest in speculate on what is interesting to you.

Also when it comes to purchasing decisions, is there any real risk involved with a certain purchasing decision? Typically not. For example, it doesn't really take any risk to buy a Lamborghini, nor does it take any risk to buy a Tesla.

Or, does it take any risk to buy a new iPhone? No.

The life with the most maximal risk is the most beautiful life.

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*"Better to risk boldness than triviality." - Peter Thiel*

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## **Share your love of risk!**

Feeling risky? Feel free to forward this to a friend!

ERIC KIM NEWS

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