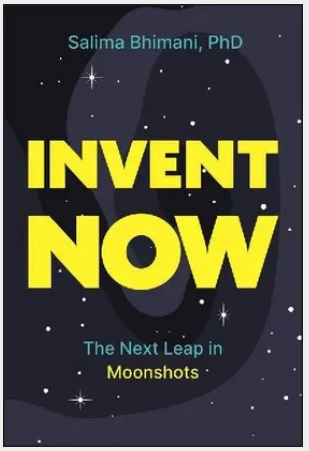
Bhimani

Invent Now

The Next Leap in Moonshots



Decoding how moonshots are built and who gets to build them What if you could build solutions that unlock entirely new realities for millions of people? Dr. Salima Bhimani has firsthand experience with moonshots of extraordinary ambition. As Alphabet's (Google) first Chief Strategist for Responsible Tech, Business, and Leaders, she helped shape billion-dollar moonshots like Waymo, Wing, DeepMind, and Google X. She lived both the brilliance and contradictions of how world-changing innovation and breakthroughs are created. Through firsthand stories and hard-won lessons, Bhimani reveals a deeper truth: we have narrowed the horizon of possibility, wasted global genius, and diminished what technology can help humanity unlock. For too long, we have built technological solutions for the world rather than with the world. Invent Now: The Next Leap in Moonshots provokes a paradigm shift: The Third Space—a frontier where advanced technologies, vast unseen systems, and globally distributed human ingenuity converge. Here, readers step into what it takes to unlock the next generation of ecosystem-level moonshots—and the opportunities, markets, and new realities they can bring forth. What gives Invent Now its urgency is the technological trajectory we are on, colliding with the shifting dynamics of our world. As AI and emerging technologies collapse the cost and complexity of building sophisticated systems, the bottleneck is no longer technology alone. The question is shifting from "Can we build it?" to "Do we have the vision and audacity to see what others cannot?" Part insider story, part field guide, part provocation, Invent Now brings readers into the Moonshot Dojo—to activate the instincts, audacity, and practice of becoming a moonshot maker, building the unprecedented. Inside the Dojo, readers will spar with: - Defiance of Inherited Assumptions — Discover how Iceland's geothermal revolution, the Open Insulin Project, and SELCO Solar reveal that the most durable moonshots begin by rejecting standard market logic - The $100K Moonshot — A radical thought experiment that redefines what is now possible in the age of AI - Creative Friction — Challenges designed to confront your instincts around technology, invention, and solution-building - What the Next Generation of Leadership Requires — The audacity to lead where certainty ends and new possibilities begin This is not a playbook for launching an incremental product. It is a provocation to act beyond inherited innovation—and build the next generation of moonshots. Invent Now is for anyone ready to build them—including those who never thought they could. From inventors and creatives to technologists seeking to expand their impact, entrepreneurs moving from insight to action, and leaders across industries and sectors—it's time to take the next leap.

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