



WE CONDENSE INNOVATION

DIFT

DIGITAL INTRAPRENEURS FAST TRACK

EXPLORE



SESSION 01

Macro Trends

**How is our world evolving?
What are the change signals that
we cannot ignore?**

Trend

WHAT

A tendency, an evolutionary direction, that can be identified collecting and interpreting evidence that shows a pattern of change.

A trend implies:

- Something new
- Something in progress
- Something (about to become) relevant



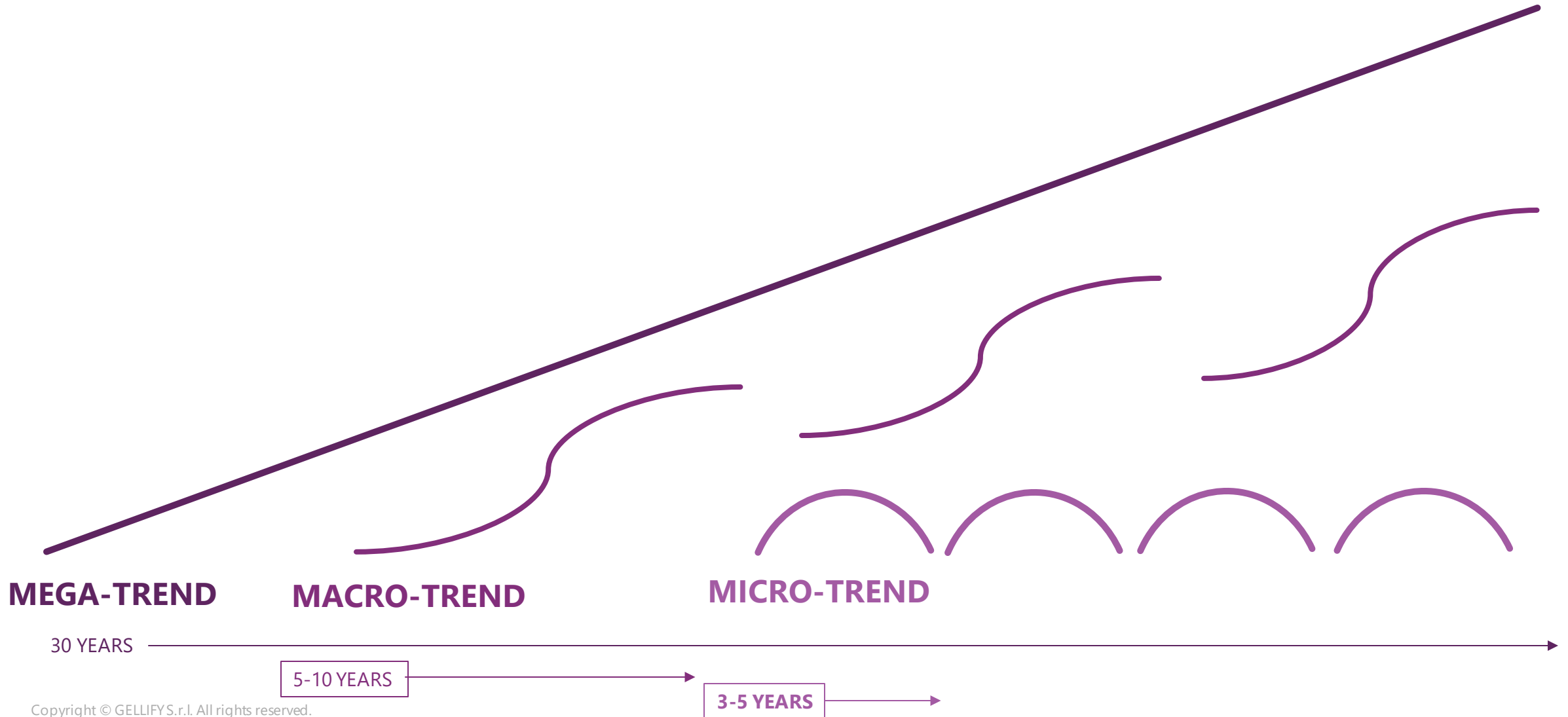
Trend

WHY

Identifying a trend allows us to:

- Understand how a sector or business context is evolving
- Identify new opportunity areas
- Create a better solution because you understand what could happen in the future, and move forward to it
- Contextualize your solution into the Zeitgeist
- **Stay relevant**

It is possible to identify 3 sizes of trends



15 TRENDS TO WATCH

Key areas to investigate

DEMOGRAPHY & GEOGRAPHY

The basic descriptors of human society and activities: how many we are and where things take place.

SOCIO-TECHNICAL SYSTEMS

How society is organized in formal and informal structures and which ways we use to solve problems (processes and artifacts).

ECONOMIC TRANSACTIONS

How value is created and exchanged and by whom, how transactions take place and which are the business models.

1. Older, healthier, richer

DEMOGRAPHY & GEOGRAPHY

For quite all of human history, most of the people tended to die young and in poverty. However, over the last 50 years, the world has made fundamental improvements in how long people live, general health conditions and available financial resources per person.

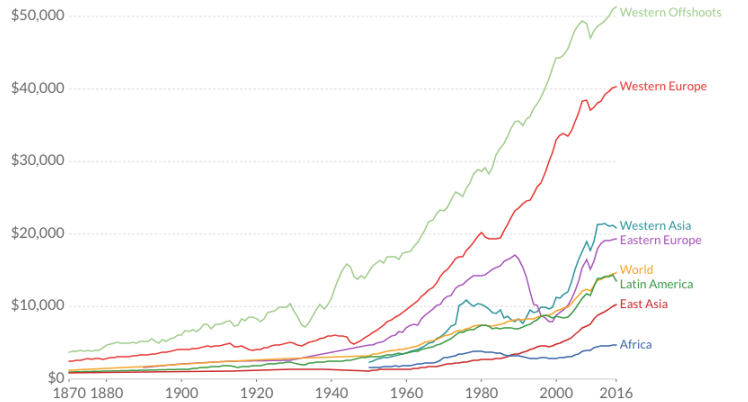
In the next few years we will face a very different world. We will not be talking about “the good old days” but about how the days have become good for the old.



1. Older, healthier, richer

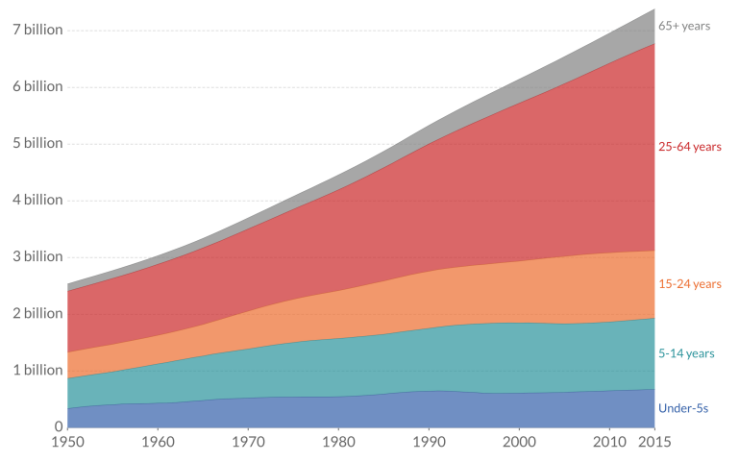
GDP per capita, 1870 to 2016

GDP per capita adjusted for price changes over time (inflation) and price differences between countries - it is measured in international-\$ in 2011 prices.



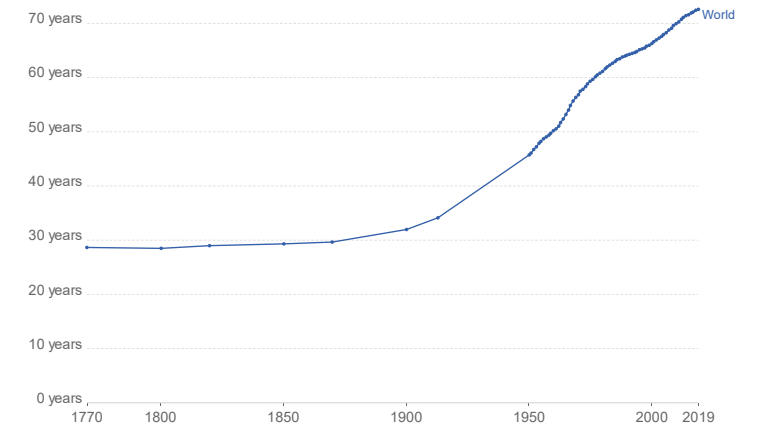
Source: Maddison Project Database (2018) OurWorldInData.org/economic-growth • CC BY
Note: These series are adjusted for price differences between countries using multiple benchmark years, and are therefore suitable for cross-country comparisons of income levels at different points in time.

Population by broad age group, World, 1950 to 2015



Source: UN Population Division (2017 Revision) OurWorldInData.org/world-population-growth • CC BY

Life expectancy, 1770 to 2019



Source: Riley (2005), Clio Infra (2015), and UN Population Division (2019) OurWorldInData.org/life-expectancy • CC BY
Note: Shown is period life expectancy at birth, the average number of years a newborn would live if the pattern of mortality in the given year were to stay the same throughout its life.

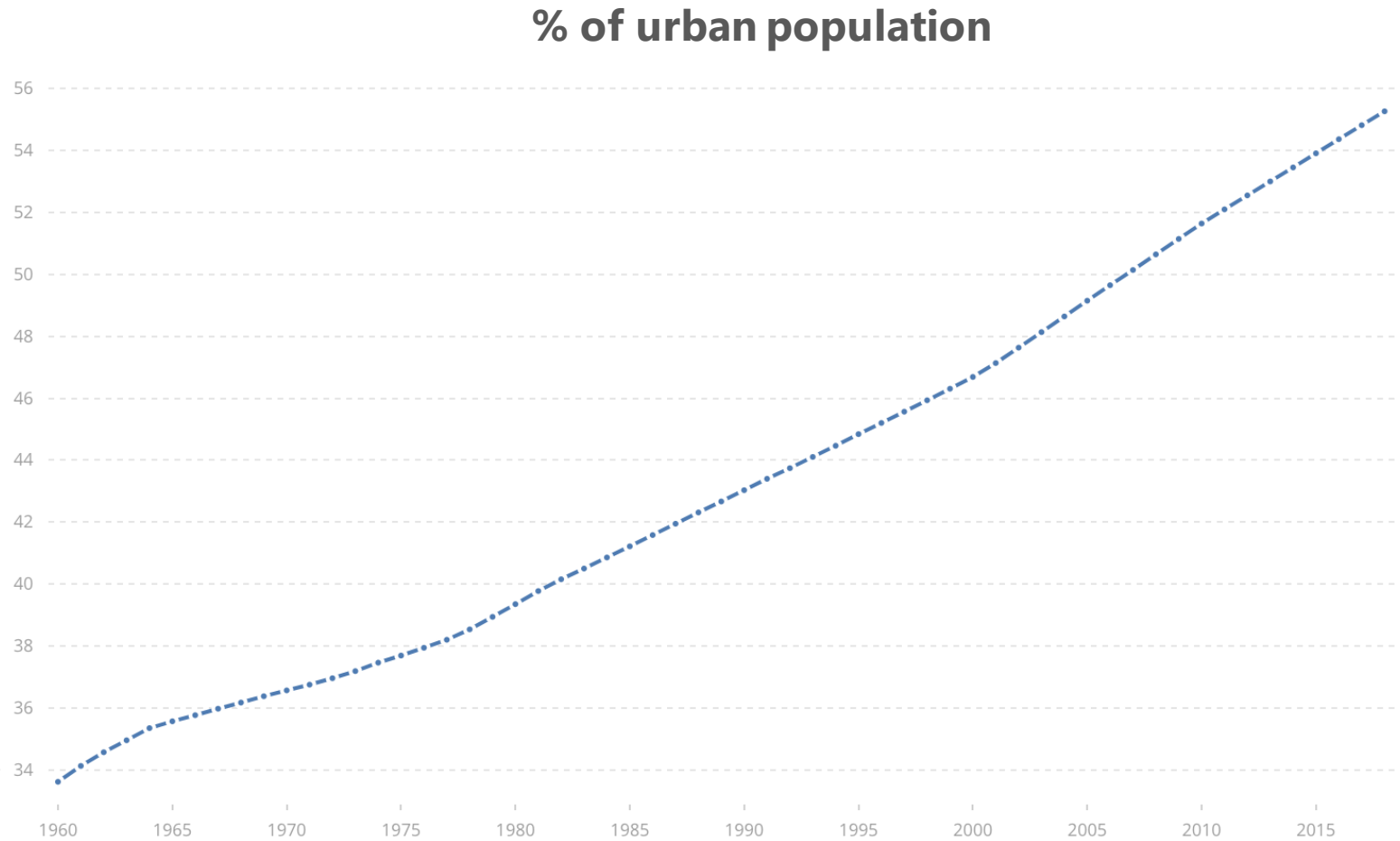
2. The rise of city-state

DEMOGRAPHY & GEOGRAPHY

By 2050, almost 70% of the world's population will live in cities.

The future impact of city development on mobility, working life and societies is going to be tremendous. The mega cities, mega regions and mega corridors will be in a constant race to attract the world's brightest talents and best companies and will compete in the geo-political chessboard with nation states. As the cities become crowded, they will put pressure on infrastructure and on the planet. This will be a driver for the development of smart cities.

2. The rise of the city-state



Source: World Bank

3. A bigger world

DEMOGRAPHY & GEOGRAPHY

Thanks to the widespread access to connectivity and the democratization of civil aviation, distances are no more relevant.

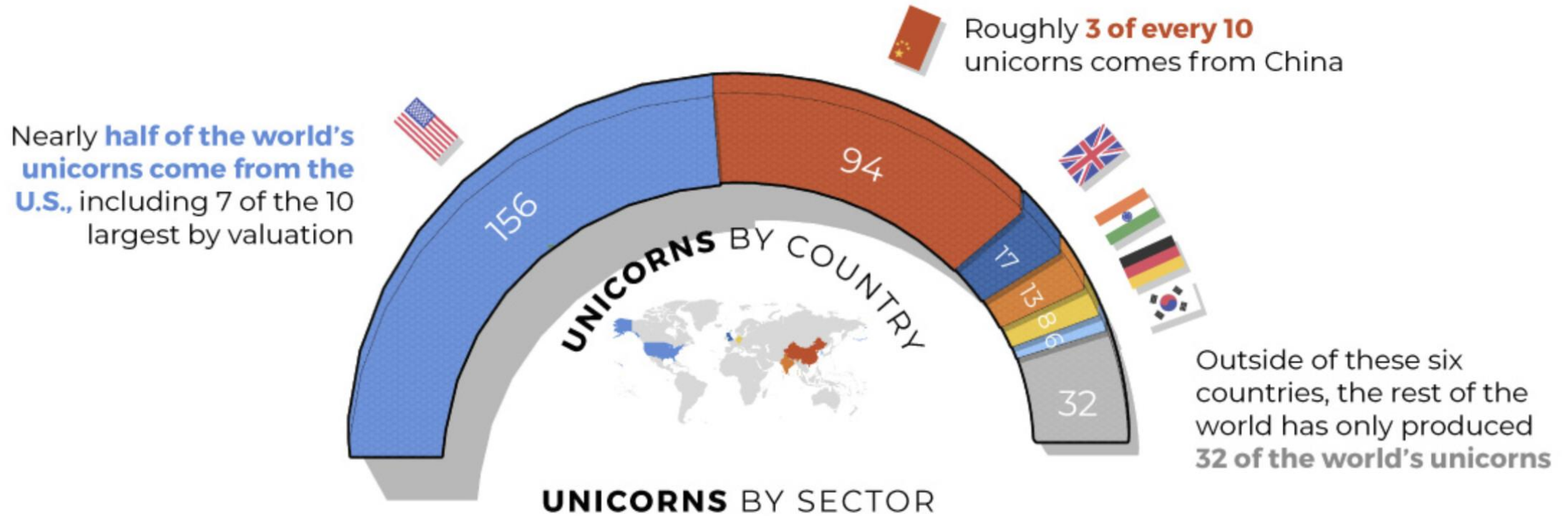
Global supply chains have made the world interconnected and «flat».

Knowledge, resources, talents, innovation and competition are everywhere around the planet.



3. A bigger world

ALL 326 UNICORNS, SORTED



Source: Visual Capitalist on CB Insights data

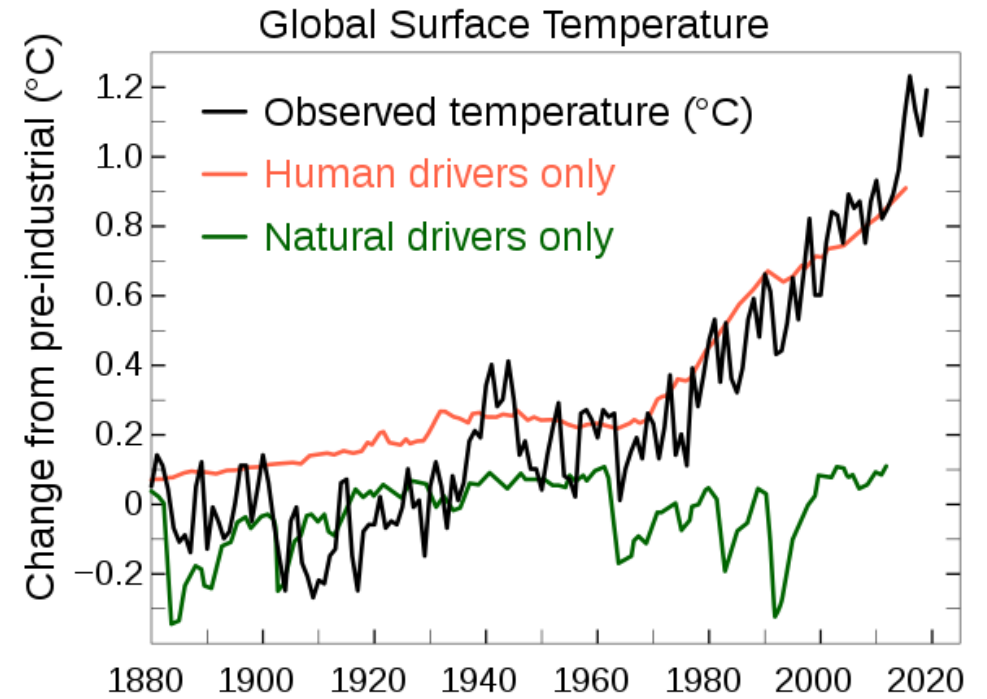
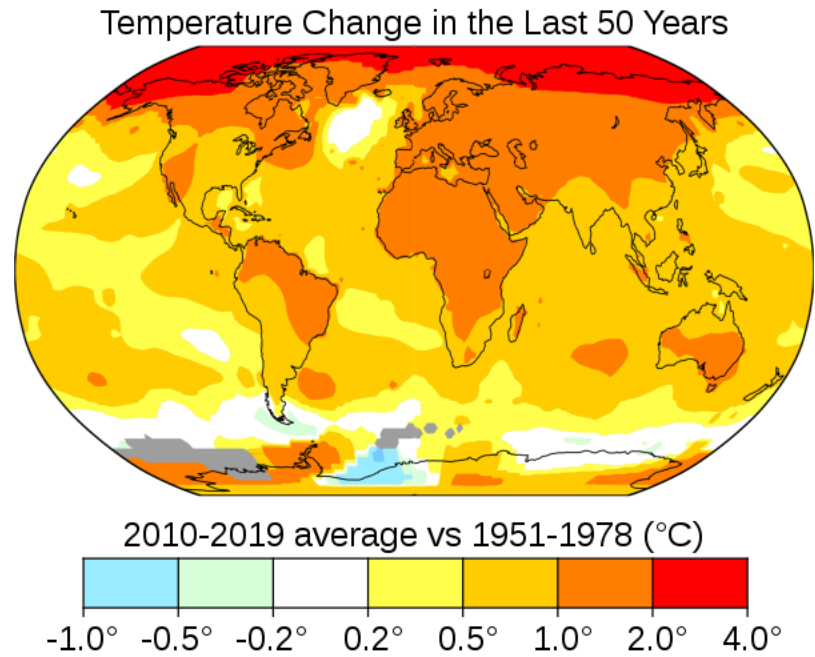
4. Hot stuff

DEMOGRAPHY & GEOGRAPHY

Global warming is the rise of the average temperature of the Earth's climate system and has been demonstrated by direct temperature measurements and by measurements of various effects of the warming. Such change is accelerating as a result of human activity.

This will pose new risks in terms of human health, environmental degradation, loss of biodiversity, increase in sea levels, extreme weather conditions.

4. Hot stuff



5. Life beyond Earth

DEMOGRAPHY & GEOGRAPHY

Since the cold war, the space has been a frontier for technological advancement. The new global powers are active in the space industry and also private companies are investing in the commercial exploration of space, with the goal of setting up stable space activities beyond Earth. We can expect space-related services to become a concrete reality in the next years.



5. Life beyond Earth

SpaceX



Source: CB Insights

6. Internet of people

SOCIO-TECHNICAL SYSTEMS

Society is re-organizing around communities of interests, practices and passions.

Groups of people with common values that are not bound by belonging to the same region, organization or social class.

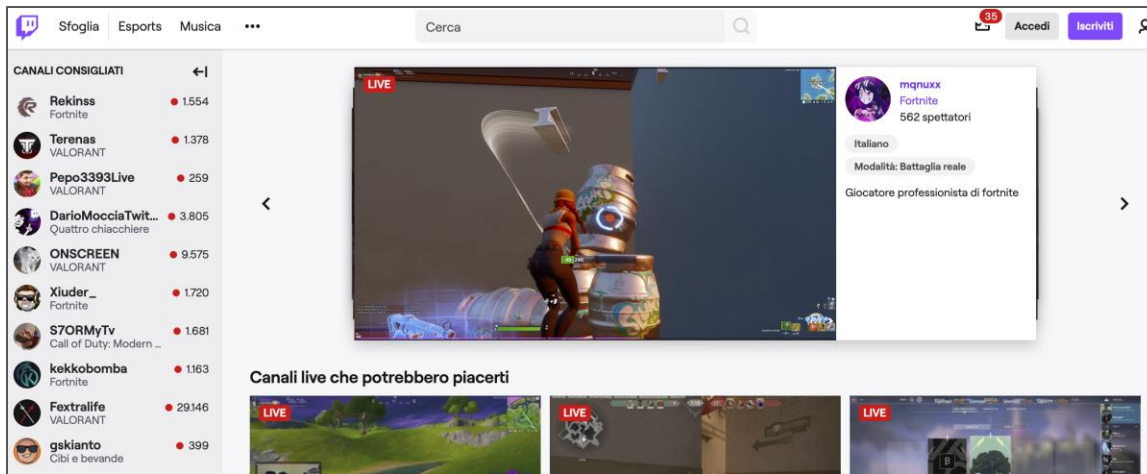
The internet is the glue that allows these community to share common experiences and exchange value.

Communities also meet physically in shared spaces where individuals feel part of a wider network, such as coworking spaces.



6. Internet of people

Twitch



The largest online gaming community

Impact Hub



Global community with physical spaces, dedicated to sustainability

7. Mobiquity

SOCIO-TECHNICAL SYSTEMS

We are always and everywhere connected and expect anything to happen «on demand».

We want to access everything just in time in any given location: booking of a service, banking, product information, other people's opinions, mobile commerce, entertainment.

It's no more out of home and at home, it's no longer the device that determines the motivation of an online behavior, it's the need state.



7. Mobiquity

5.19
Billion

Mobile unique users globally in 2020 (67% penetration)

70%

Consumers using mobile during shopping (2019)

70%

B2B queries made on mobile (2020)

Near me

Fastest growing search query on mobile



8. User-generated everything

SOCIO-TECHNICAL SYSTEMS

The second wave of the Internet, after the big connectivity race, was about social media and user generated content.

Now, new technologies and widespread knowledge, allow everyone to contribute with ideas, money, content, design, objects,

...

People are not passive consumers anymore, they are *prosumers* (producers + consumers), they want to create and share.

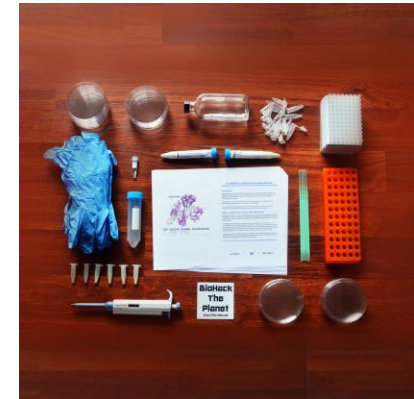
8. User-generated everything



300 hours of video are uploaded on Youtube every minute



Waze uses the input from users to create real time updated maps



Bio-hacking kits available for a few dollars



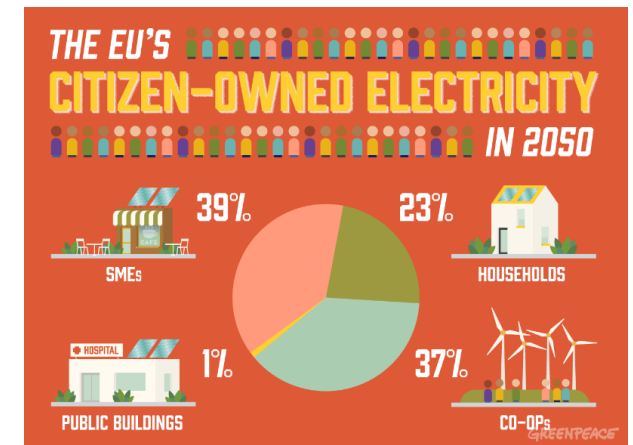
Arduino is a DIY kit to build interactive objects



WordPress is a leading open source Content Management System that allows anyone to create a website



Kickstarter, Indiegogo and YouPin are leading crowdfunding platforms that support independent inventors, startups and producers raise the capital and exposure to launch new products



Microgrids and energy cooperatives produce their own electricity



9. Bits & Atoms convergence

SOCIO-TECHNICAL SYSTEMS

Objects can be designed and engineered digitally, be turned into physical artifacts with 3D printing systems, be connected and monitored with low cost IoT technology and coexist with their digital twins.

The same phygital lifecycle can be applied to machines, buildings, robots,...

2. Bits & Atom convergence

A simple tech stack for phygital products

GE Network Digital Twin



3D modeling software



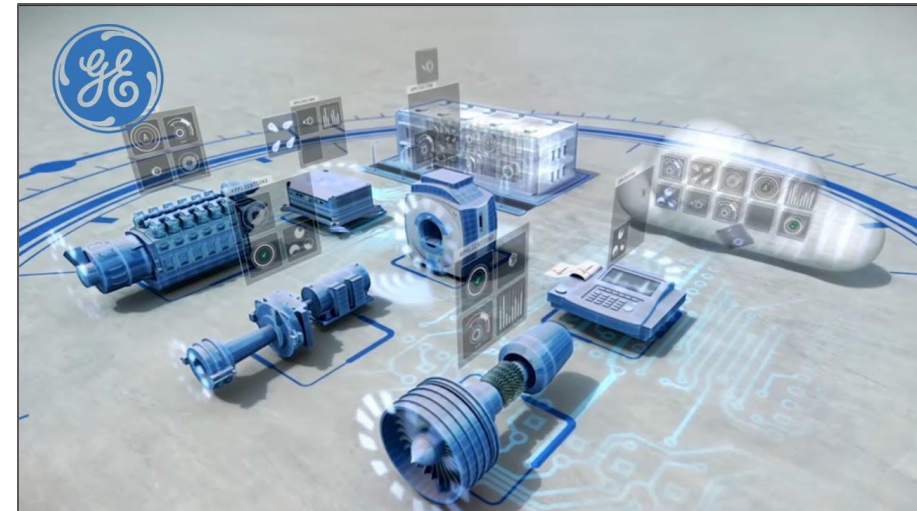
3D printer



3D printing software



Raspberry Pi



10. Hyper-Personalization

SOCIO-TECHNICAL SYSTEMS

Hyper Personalization implies a large paradigm shift for consumers who increasingly expect it to be easier to find 'the right thing' instead of being bombarded by 'the best thing'. Hyper-personalization takes personalization to the next level by leveraging advanced technologies — such as AI, machine learning, IoT, DNA-sequencing— to deliver more relevant offers and experiences to each user.

10. Hyper-Personalization

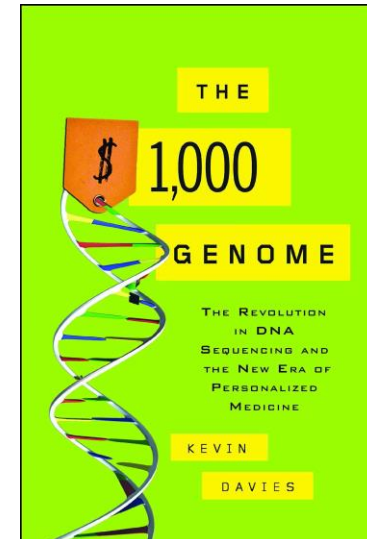


Stitch Fix is an online retailer that offers customers access to personal stylists who help them find clothing based on their sartorial tastes.

Personalization in personal goods such as fashion and beauty products is becoming widespread.



Personalized ads and offerings are becoming increasingly popular and we can expect also the physical environment (such as shop windows or screens) to react to different people with personalized content.

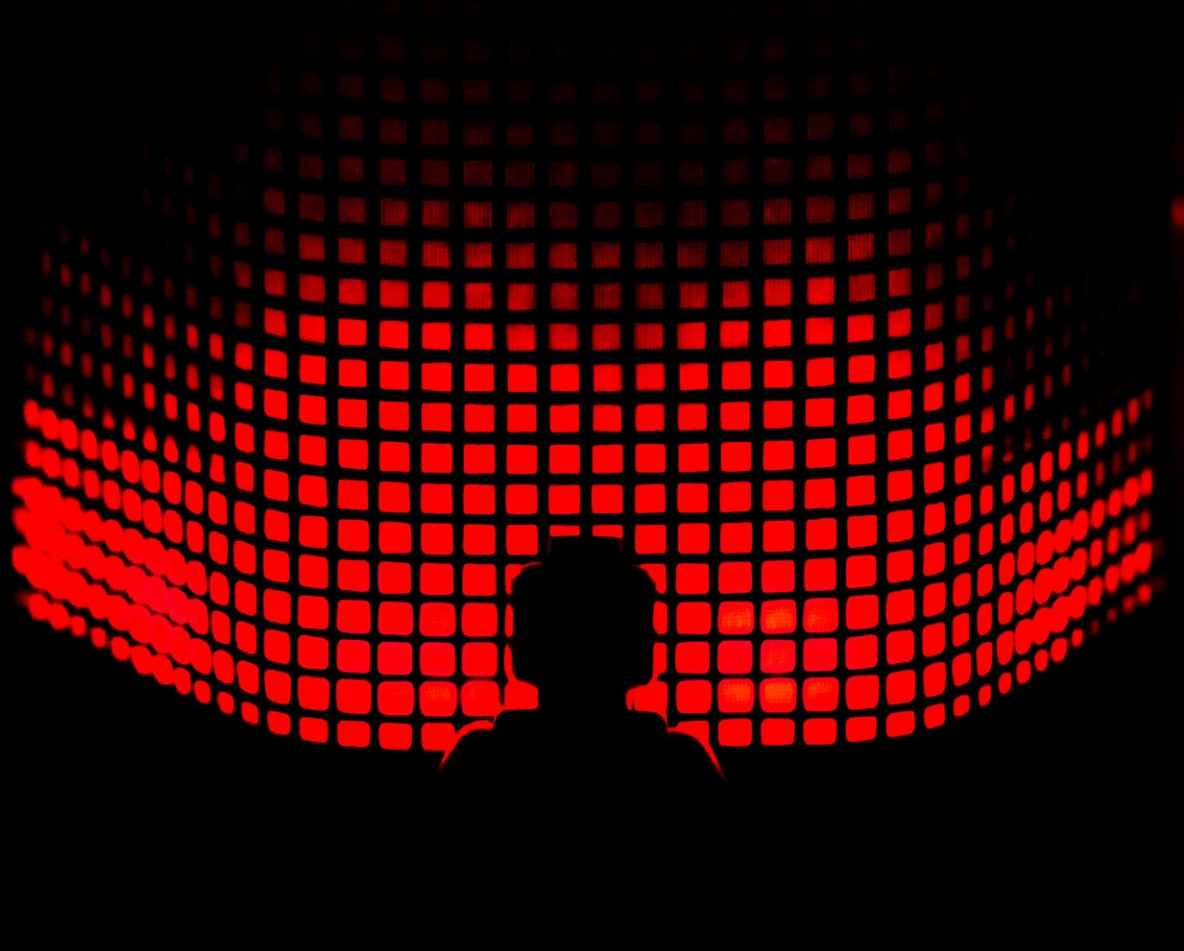


An increasing number of services are offering DNA-based diets and a truly personalized medicine is in the foresight.

11. Data as a service

SOCIO-TECHNICAL SYSTEMS

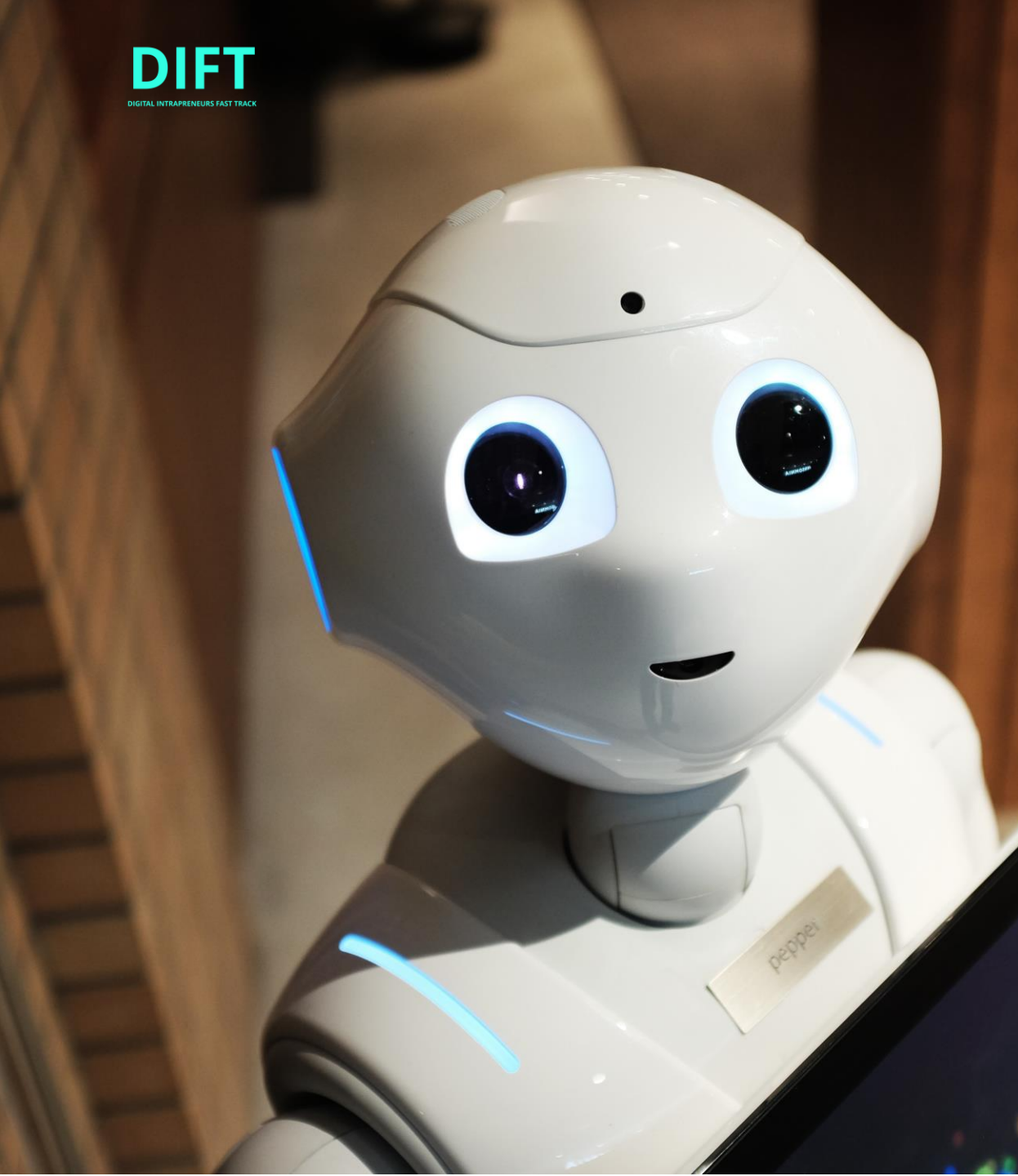
Over the last 2 years, we have produced more than 90% of all data in human history. Our online behavior, connected things and cities are constantly generating data. Many companies are already using data to boost their marketing or to generate innovative business models. Governments are releasing open data for public good. Expect everything that is related to making sense of data and turning them into value for the users, also by means of APIs, to become central in our society. Included data protection and privacy.



12. In BOT we trust

SOCIO-TECHNICAL SYSTEMS

Robots are in various forms entering our lives, and people are happy with it. Our lives and work will change and discussion about the social, economic and political consequences are on the agenda.



12. In BOT we trust



Vocal Assistant



Lawn mower



Floor cleaning



Self driving car



Automated Guided Vehicle



Humanoid Robot



Industrial robot



Exoskeleton

13. Cyberwarfare

SOCIO-TECHNICAL SYSTEMS

The reliance of our society on digital infrastructure, software and connected products for critical services and every day activity opens governments, companies and citizens to new vulnerabilities. New forms of crime will emerge and digital technologies will be used as a new form of weapon.





14. Company as a service

ECONOMIC TRANSACTIONS

A big shift in economic transactions is taking place. Limited resources and new consumption patterns for consumers and strategic focus for companies, are pushing for service-based offerings.

Ownership is not the only relevant aspect of an economic transaction, rather companies tend to organize around the provisioning of access to a good or an outcome.

15. Unbundling disruptions

ECONOMIC TRANSACTIONS

Every sector is undergoing strong competition by digital startups. Traditional companies try to manage many processes, but new generation startups are extremely focused, try to solve one specific problem in the best way possible. The result is a disruptive storm of many single-feature startups.



15. Unbundling disruption

Example of unbundling disruption for a traditional bank



Source: CB Insights

SESSION 01

Macro Trends