



**MOBILE
WEEK
BARCELONA**
ART, SCIENCE & TECHNOLOGY

An event of



The Future is now: 9 Future Principles



techvshuman.com



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gerdtube.com



gerdcloud.com

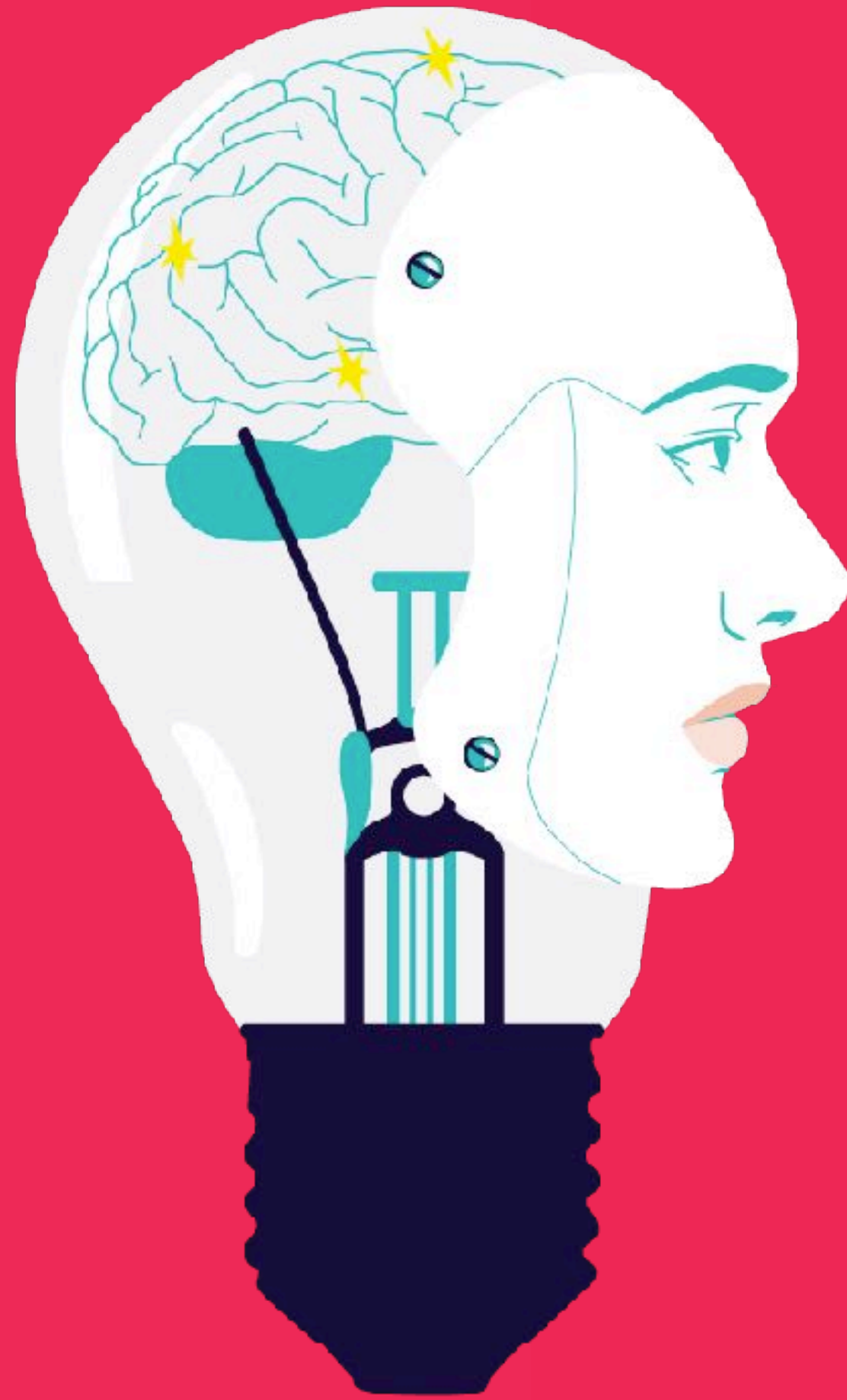


futuristgerd.com

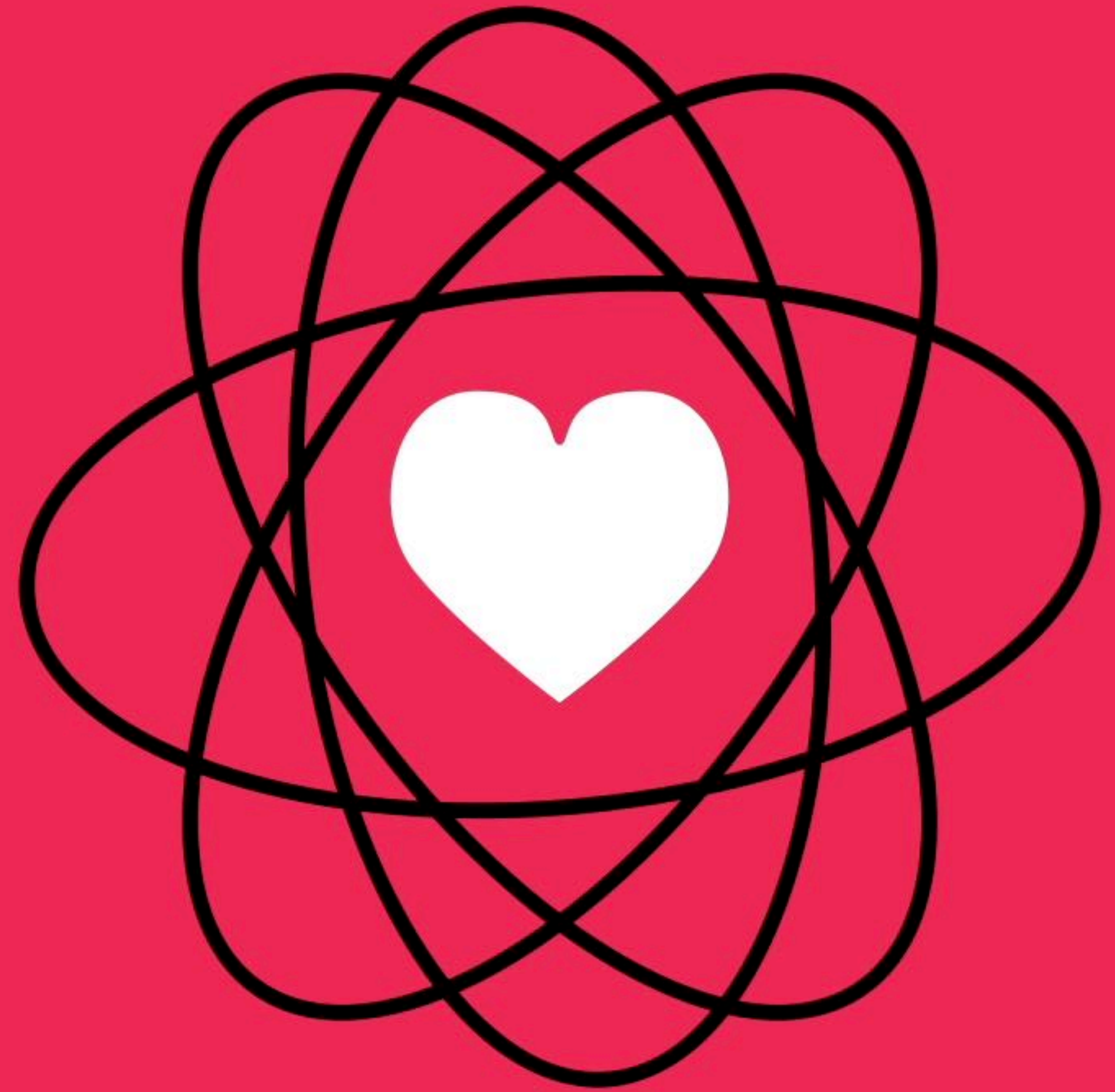
Striking the right balance between technology and humanity is critical to our future

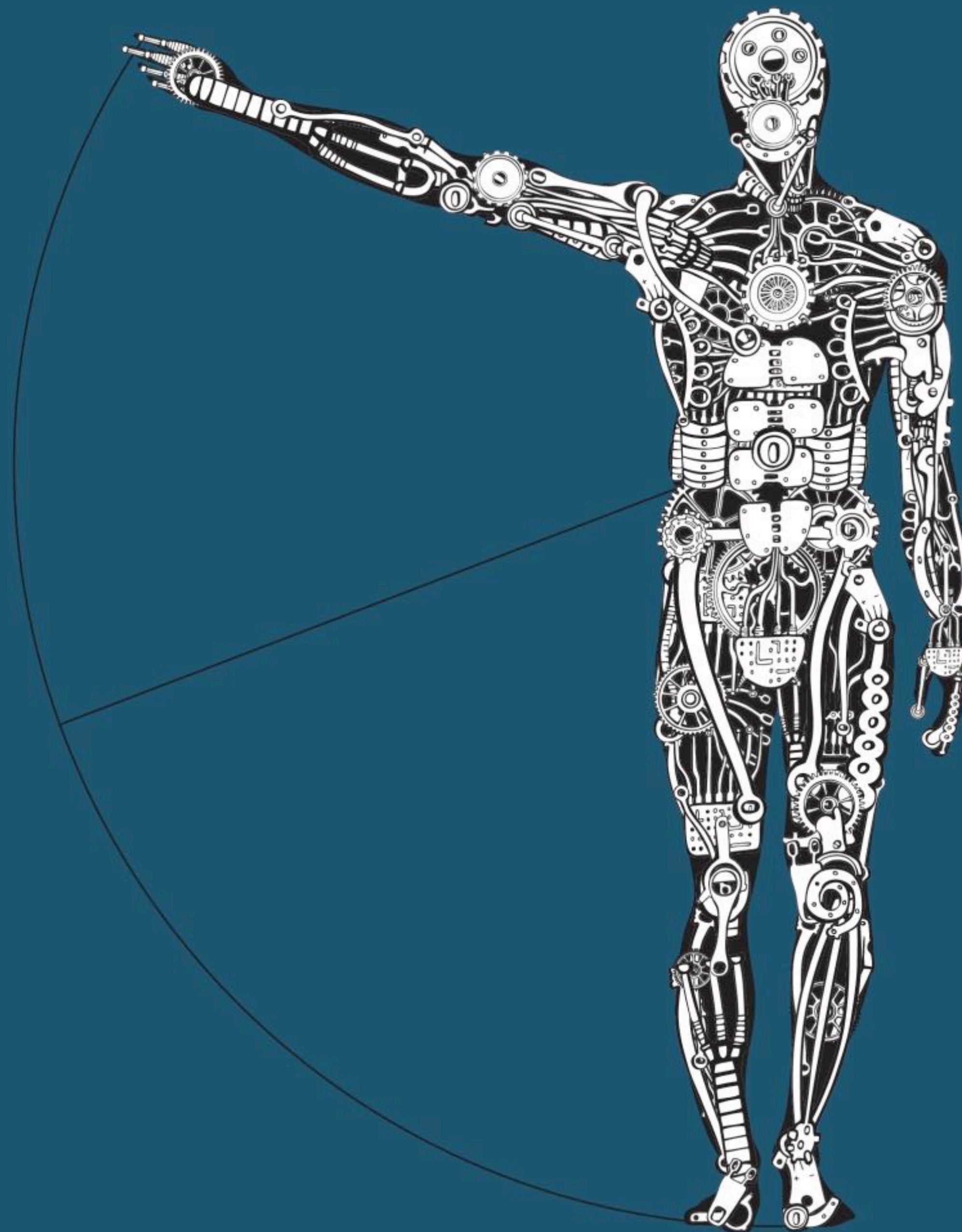


Technology



Humanity










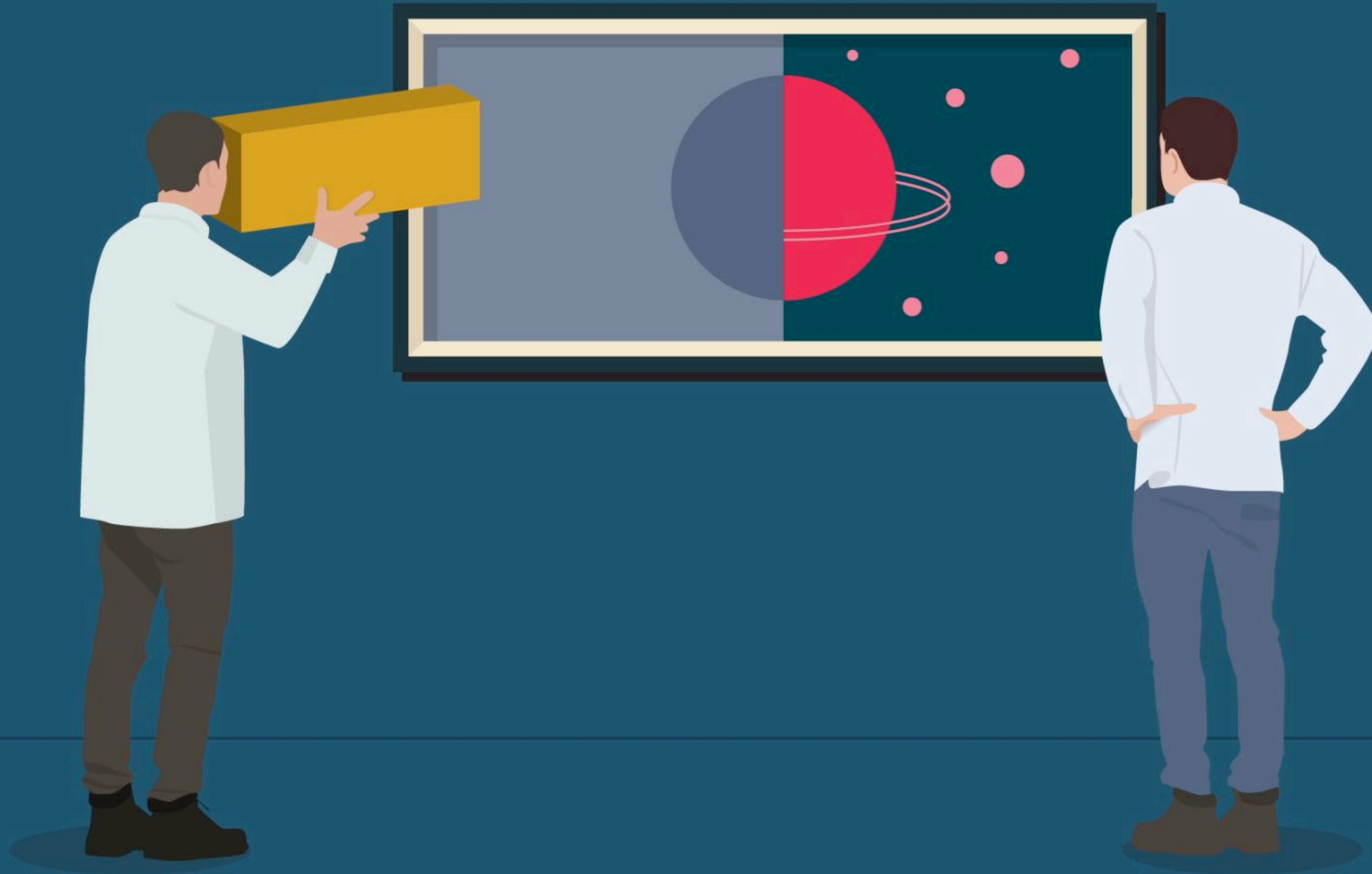
**Future Principle 1: Embrace technology
but don't become it**

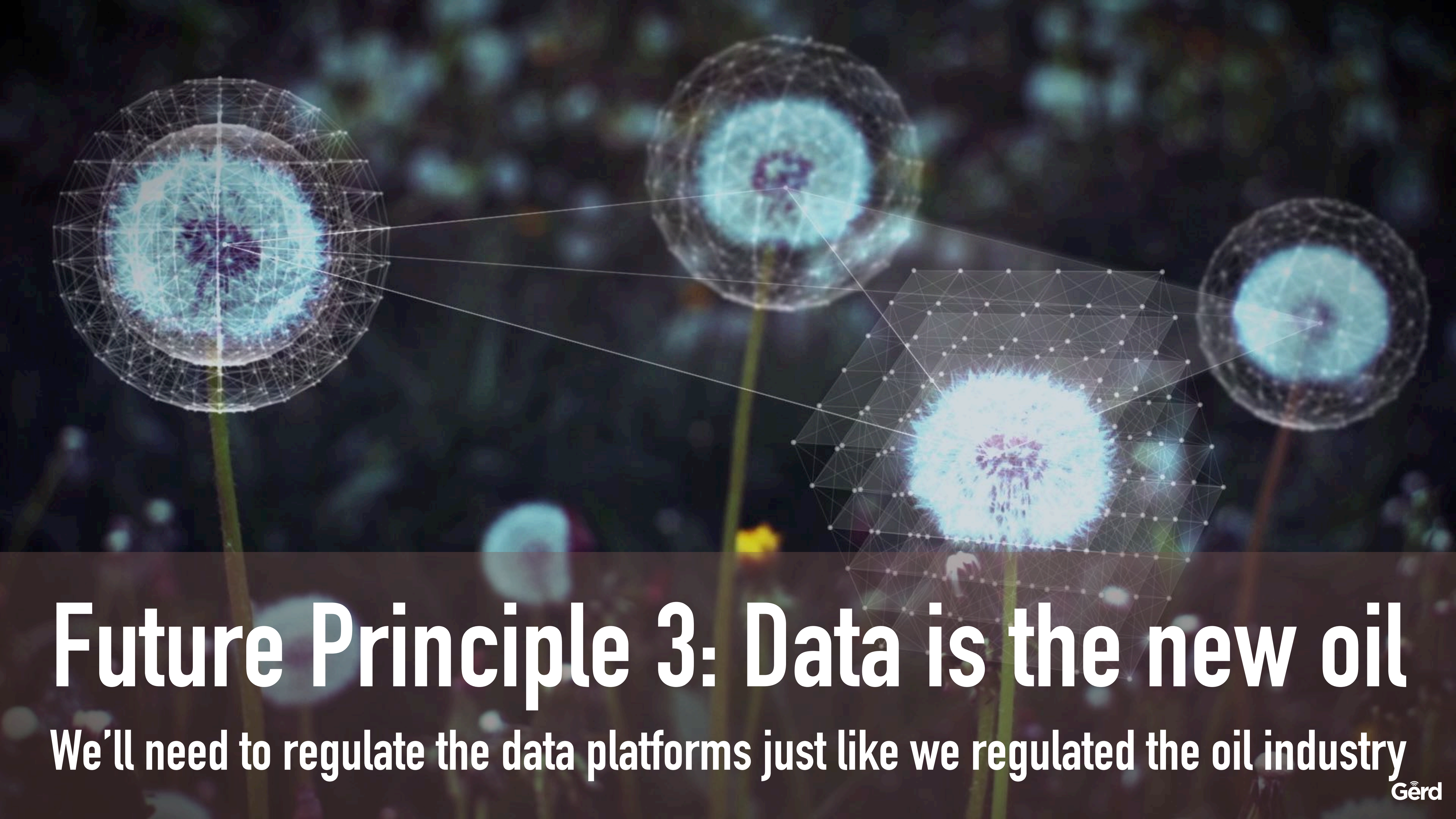


Future Principle 2: The future is a
mindset not a timeframe

EXP
COMBINATORIAL
N
E
INTERDEPENDENT
T
I
ABUNDANT
HOLISTIC

Take a broader view: business as usual is dead, or dying





Future Principle 3: Data is the new oil

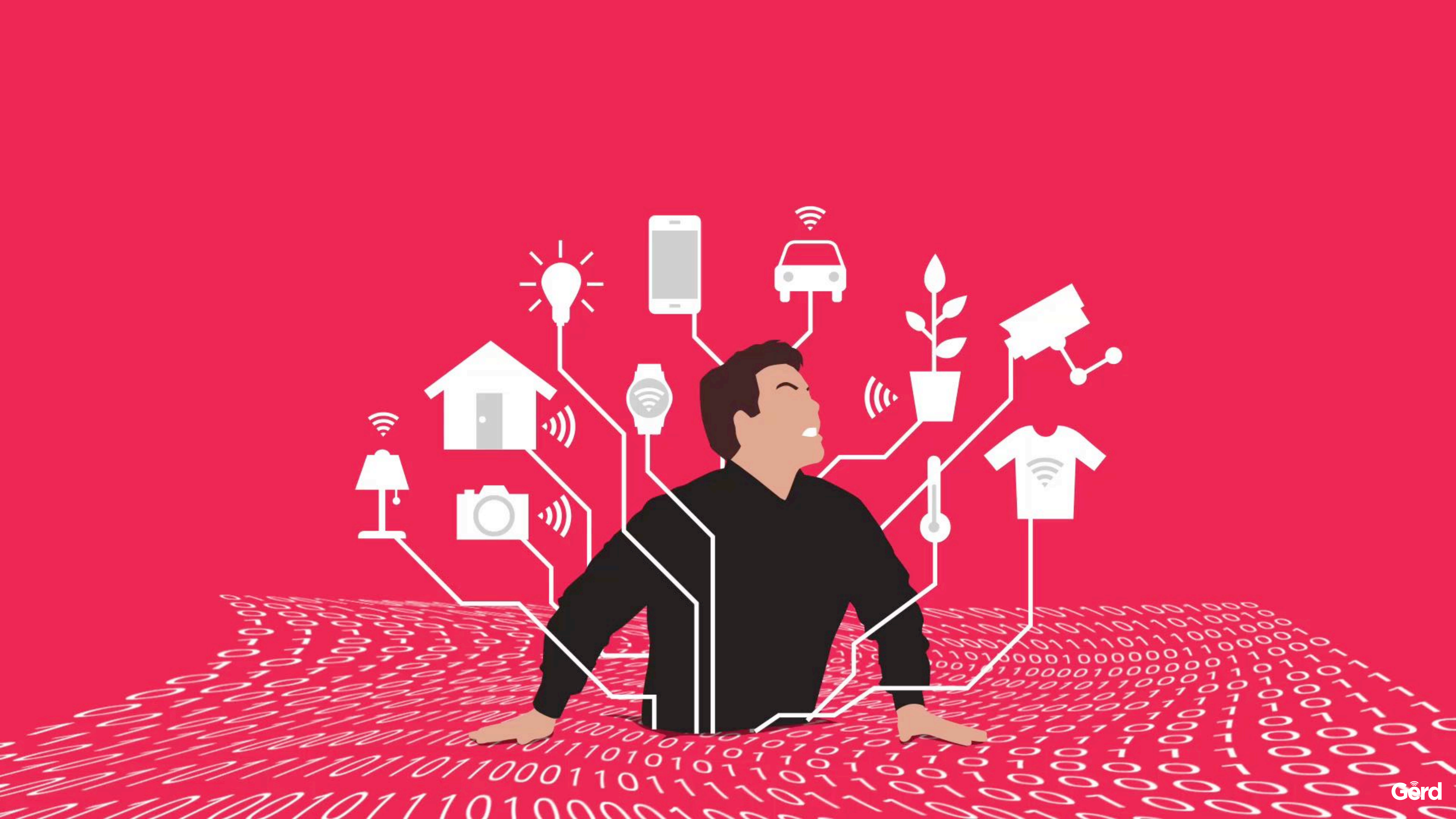
We'll need to regulate the data platforms just like we regulated the oil industry

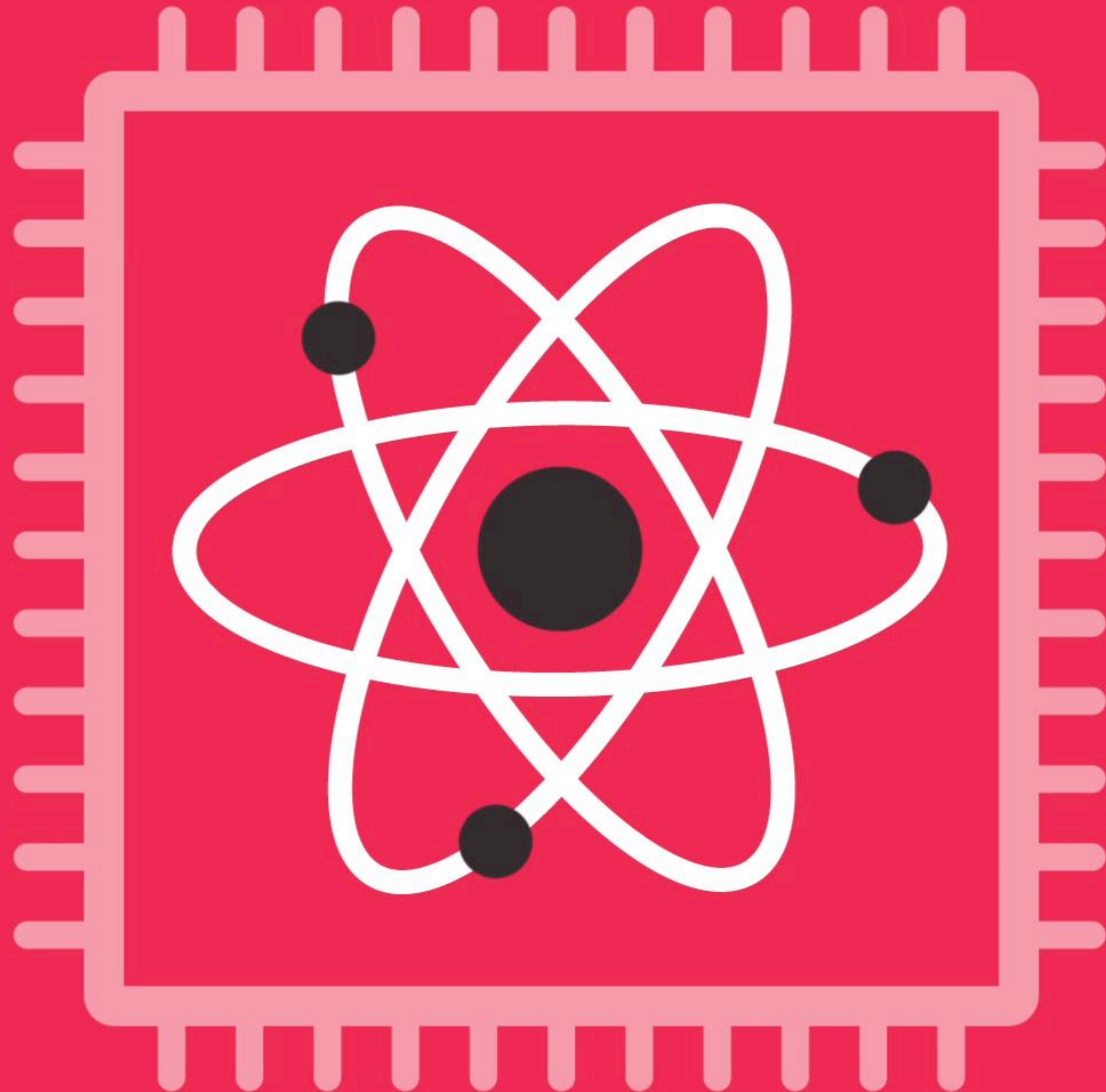
2017 Global Market Capitalization Leaderboard = Tech = 40% of Top 20 Companies...100% of Top 5...

Meet
the
new
rulers

Rank	Company	Region	Industry Segment	Current Market Value (\$B)	2016 Revenue (\$B)
1	Apple	USA	Tech – Hardware	\$801	\$218
2	Google / Alphabet	USA	Tech – Internet	680	90
3	Microsoft	USA	Tech – Software	540	86
4	Amazon	USA	Tech – Internet	476	136
5	Facebook	USA	Tech – Internet	441	28
6	Berkshire Hathaway	USA	Financial Services	409	215
7	Exxon Mobil	USA	Energy	346	198
8	Johnson & Johnson	USA	Healthcare	342	72
9	Tencent	China	Tech – Internet	335	22
10	Alibaba	China	Tech – Internet	314	21
11	JP Morgan Chase	USA	Financial Services	303	90
12	ICBC	China	Financial Services	264	85
13	Nestlé	Switzerland	Food / Beverages	263	88
14	Wells Fargo	USA	Financial Services	262	85
15	Samsung Electronics	Korea	Tech – Hardware	259	168
16	General Electric	USA	Industrial	238	120
17	Wal-Mart	USA	Retail	237	486
18	AT&T	USA	Telecom	234	164
19	Roche	Switzerland	Healthcare	233	51
20	Bank of America	USA	Financial Services	231	80
Total				\$7,207	\$2,497





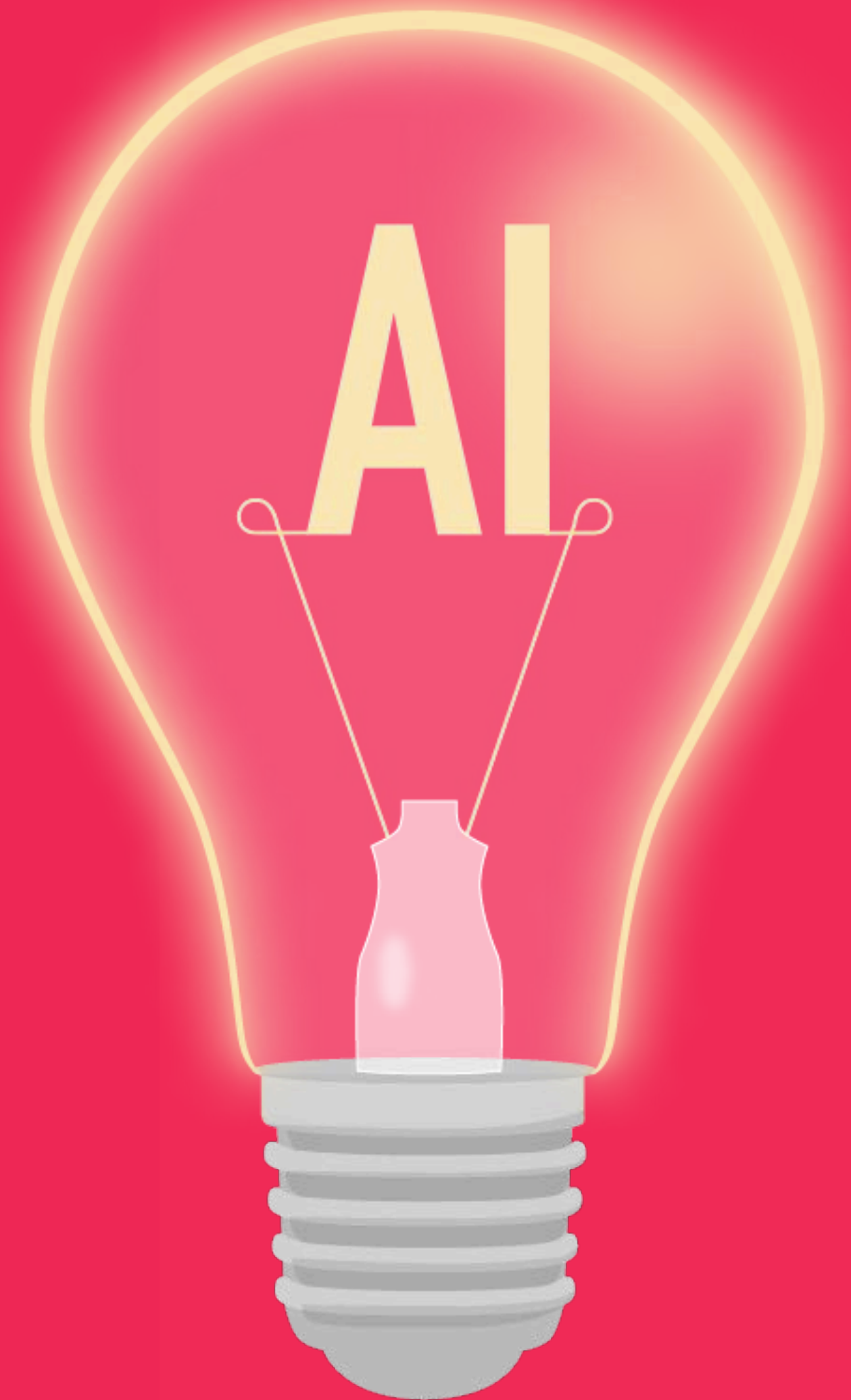


The image features a dark, blurred background of dandelions. Overlaid on the image are several dandelion heads, each encased in a glowing blue and white wireframe mesh. Thin white lines connect the centers of these wireframe heads, creating a network-like structure. The overall aesthetic is futuristic and technological, suggesting a connection between nature and artificial intelligence.

Future Principle 4: Artificial Intelligence will have more impact on humanity than the industrial revolution

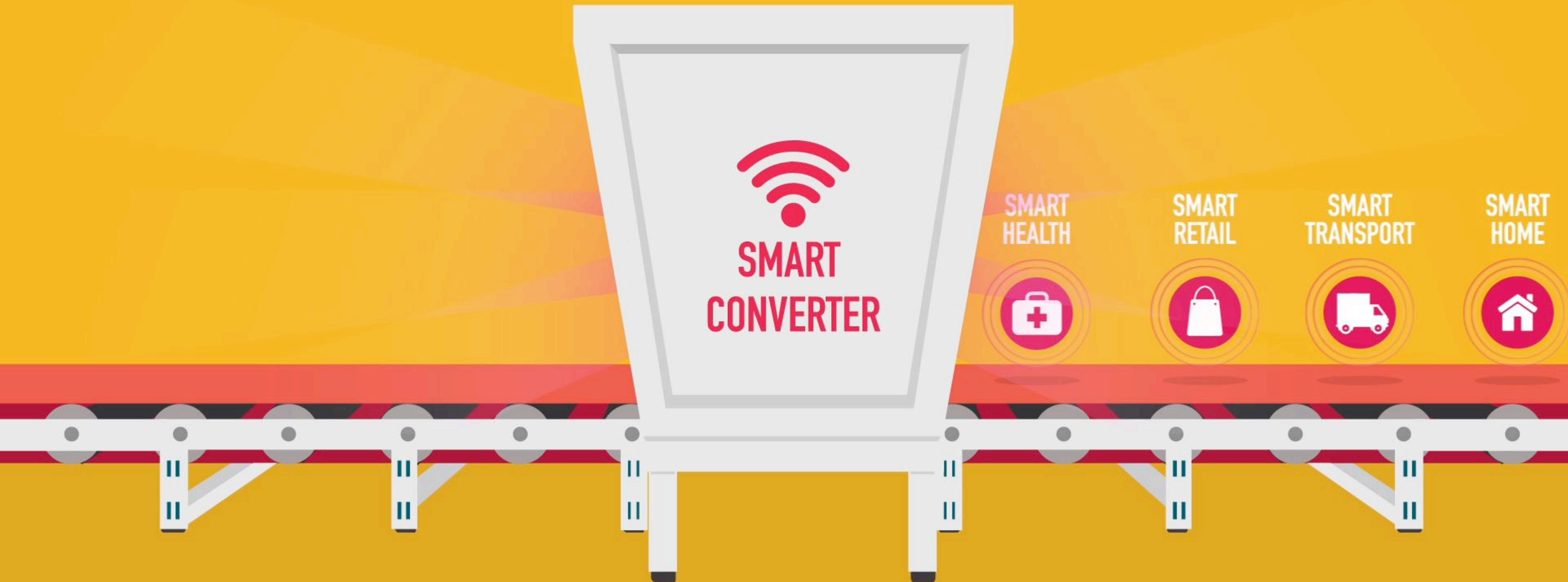
First we electrified, then we digitised, now we cognify

(riffing off Kevin Kelly)

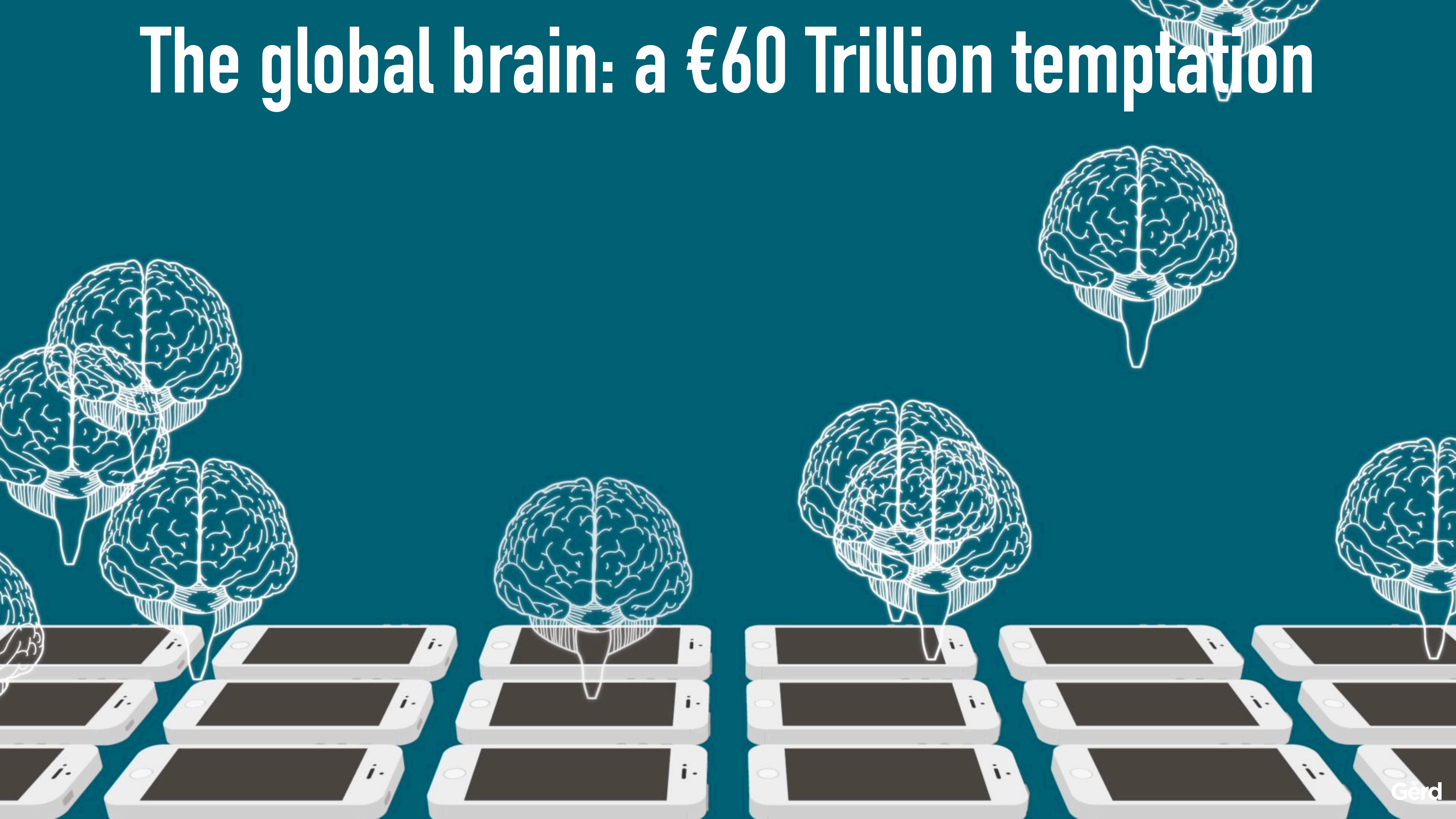


First we electrified, then we digitised, now we cognify

(riffing off Kevin Kelly)



The global brain: a €60 Trillion temptation



So, tell me more
about your fear
of AI....





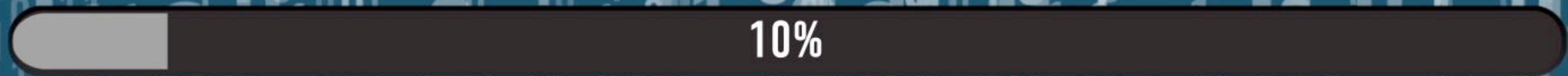
Social intelligence (human)

Emotional intelligence (human)

Intellectual intelligence (human)

Artificial intelligence (machines)

Uninstall the fear, but keep the caution!



**For now, the biggest danger is not that machines will take over
but that we become too much like them**





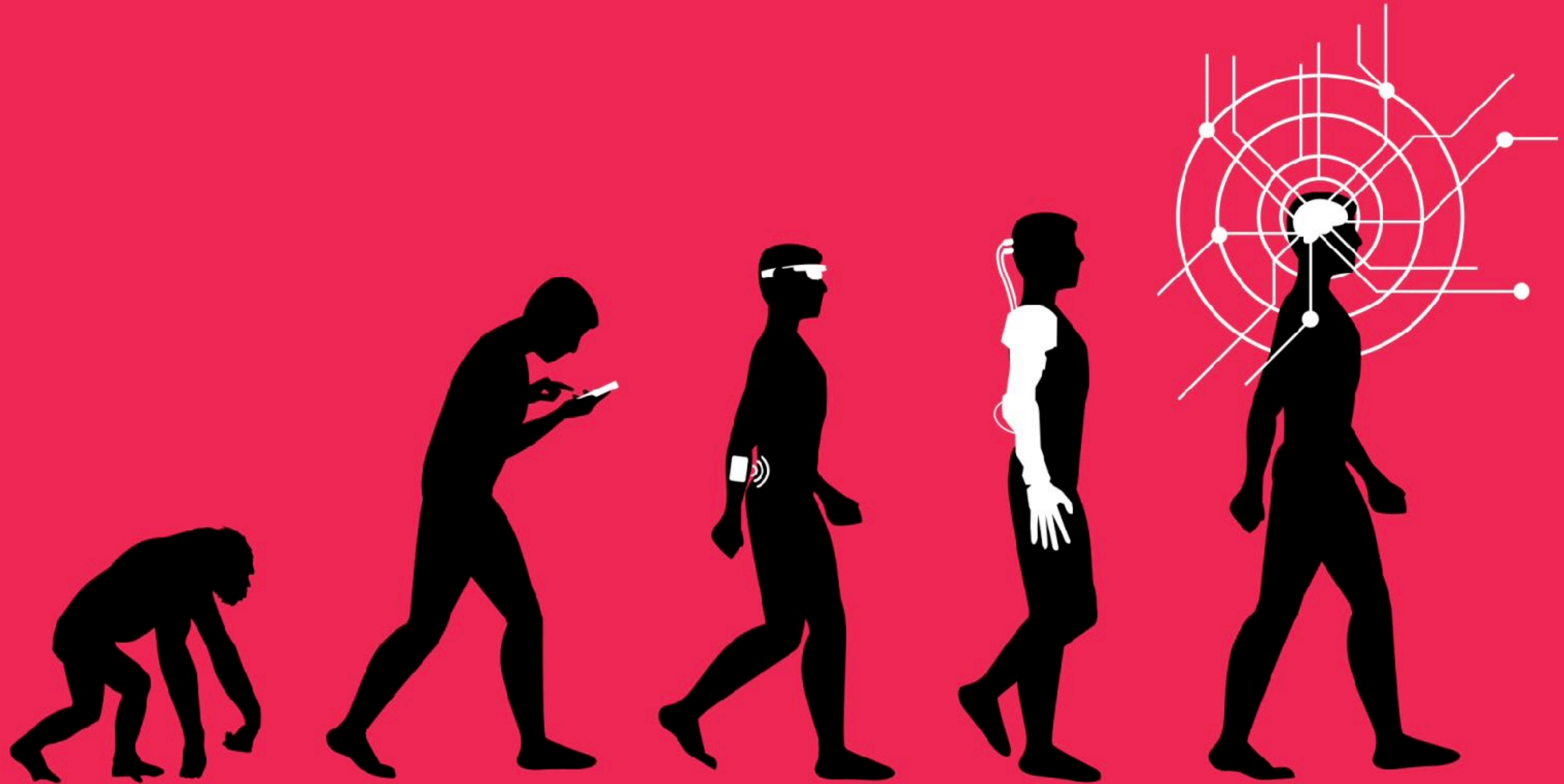
**Future Principle 5: All technological
progress must result in **human flourishing****

Technology is exponential but humans are not

How will we leave room for inefficiency, imperfection, mystery, mistakes...?

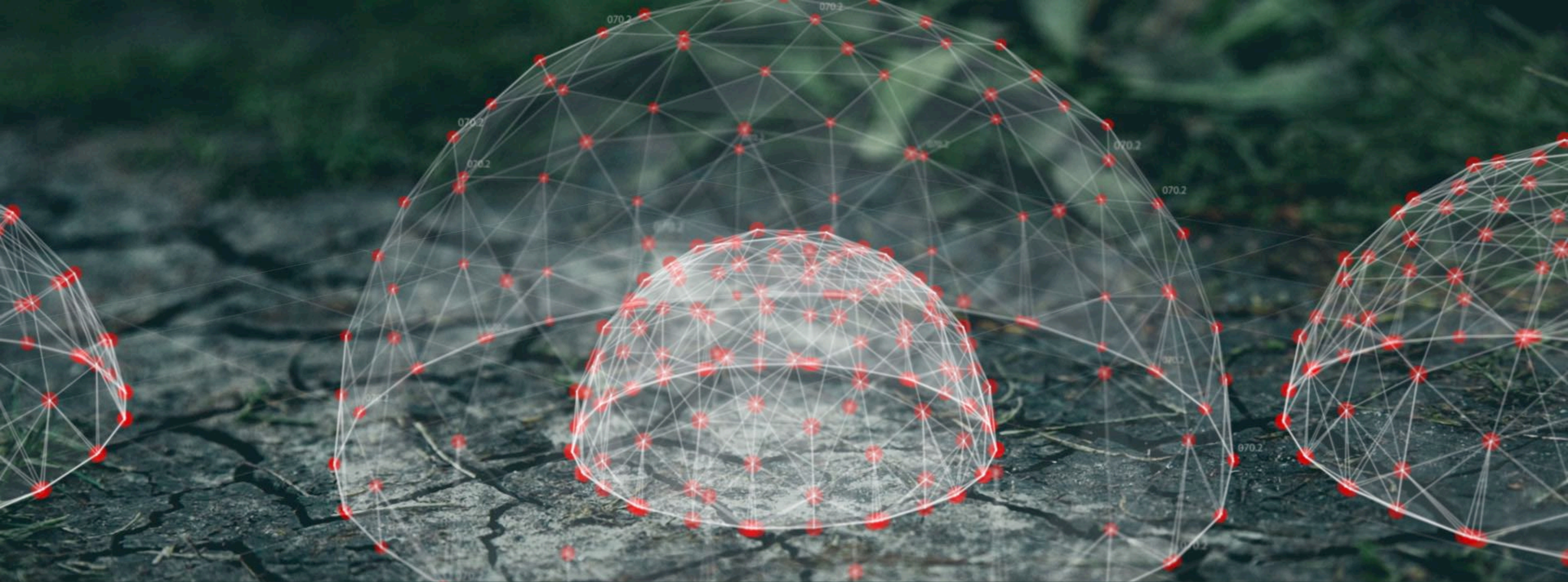


Humanity will change more in the next 20 years than the previous 300 years



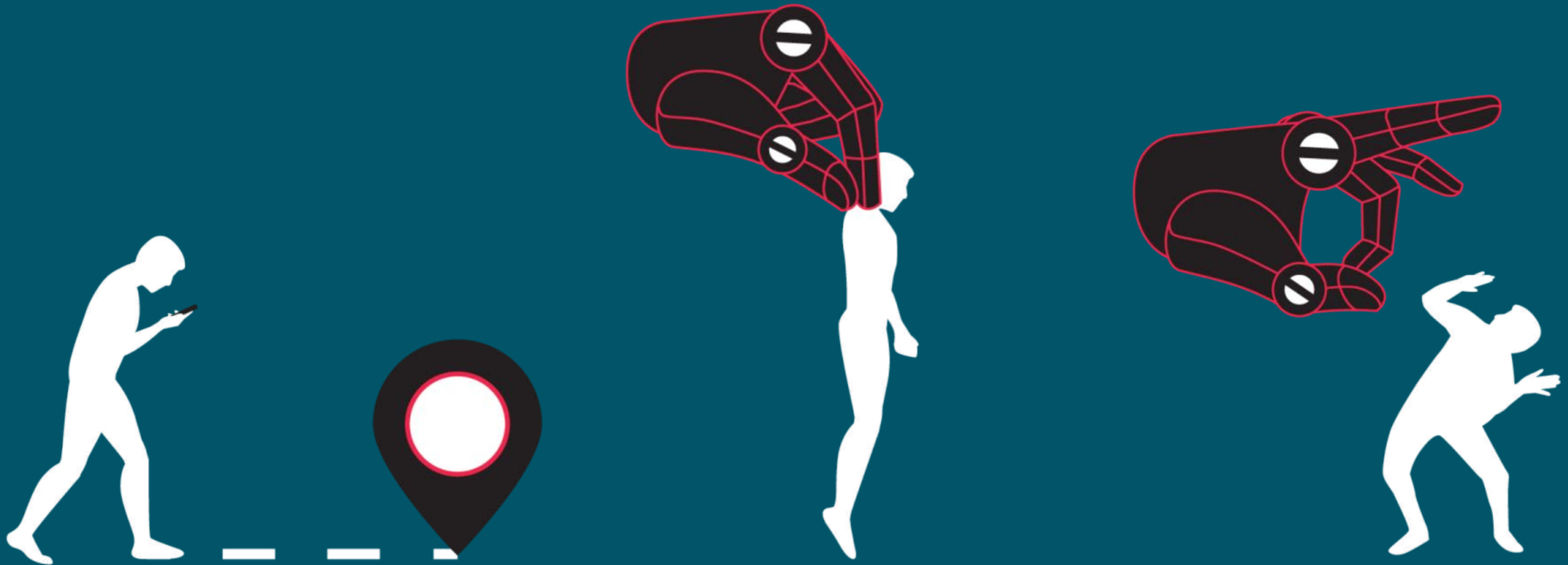
The 2017 Asilomar AI principle: great overall guidance for the future of technology

- **Human values:** all systems should be designed and operated to be compatible with ideals of human dignity, rights, freedoms and cultural diversity
- **Shared benefit and prosperity:** to benefit & empower as many people as possible
- **Ecosystem thinking:** ethical, economical and societal issues need to be included
- **Responsibility:** those that design/build/run these systems are moral stakeholders



**Future Principle 6: Not including externalities
in all business models is becoming unsustainable**

Facebook 2012: “Move fast and break things”



Facebook 2018: Broken!

We Can't Trust Facebook to Regulate Itself

By SANDY PARAKILAS • NOV. 19, 2017



Graphics of Facebook pages were displayed at a hearing on Capitol Hill about Russia's interference in the election. Shawn Thew/European Pressphoto Agency

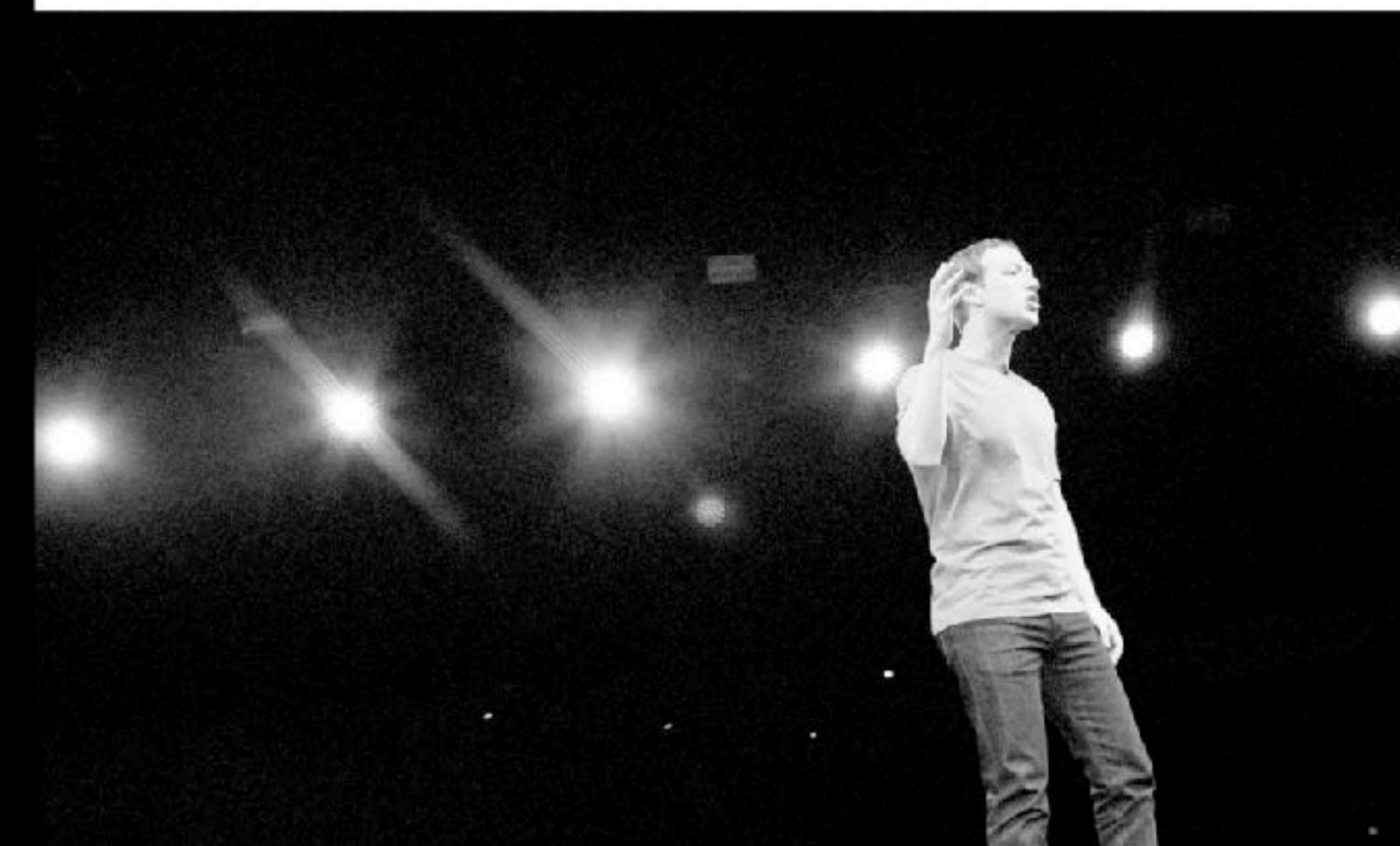
I led Facebook's efforts to fix privacy problems on its developer platform in advance of its 2012 initial public offering. What I saw from the inside was a company that prioritized data collection from its users over protecting them from abuse. As the world

"This Is Serious": Facebook Begins Its Downward Spiral

Facebook was always famous for the sign that hung in its offices, written in big red type on a white background, that said "Move Fast and Break Things." Every time I think about the company, I realize it has done just that—to itself.

Nick Bilton • January 23, 2018 6:21 pm

Facebook



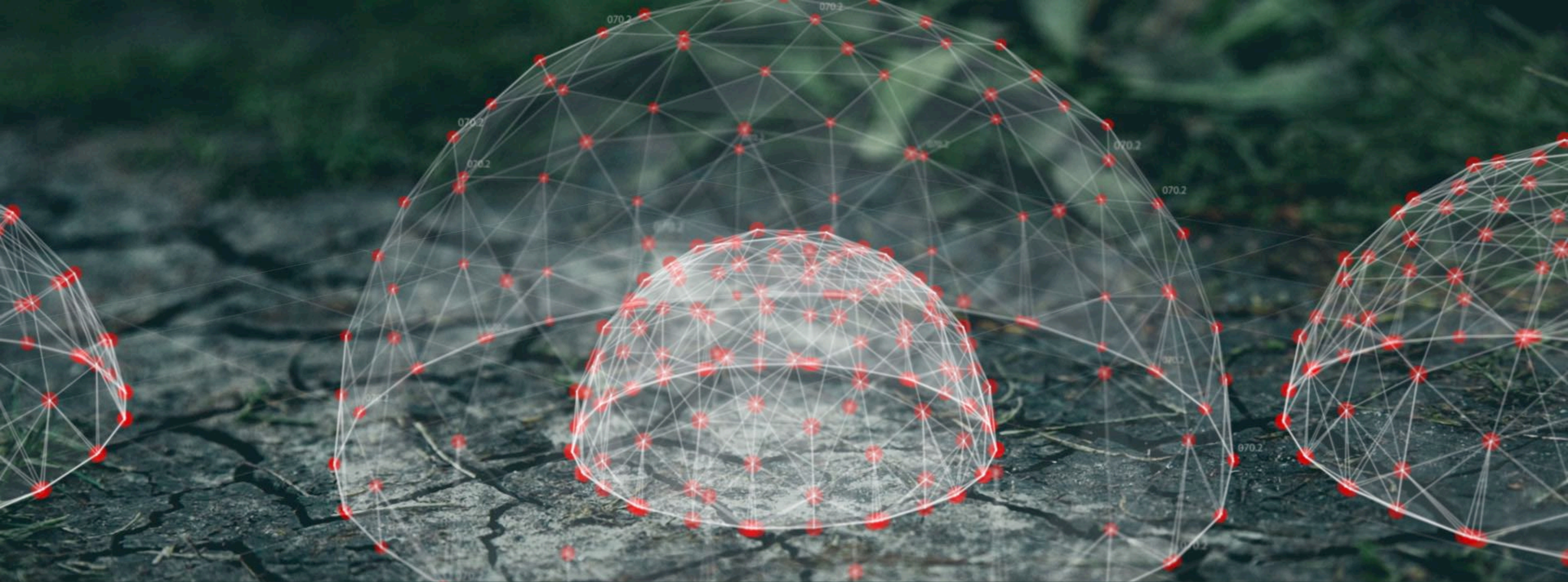
Software . . . **ch**eating the world?











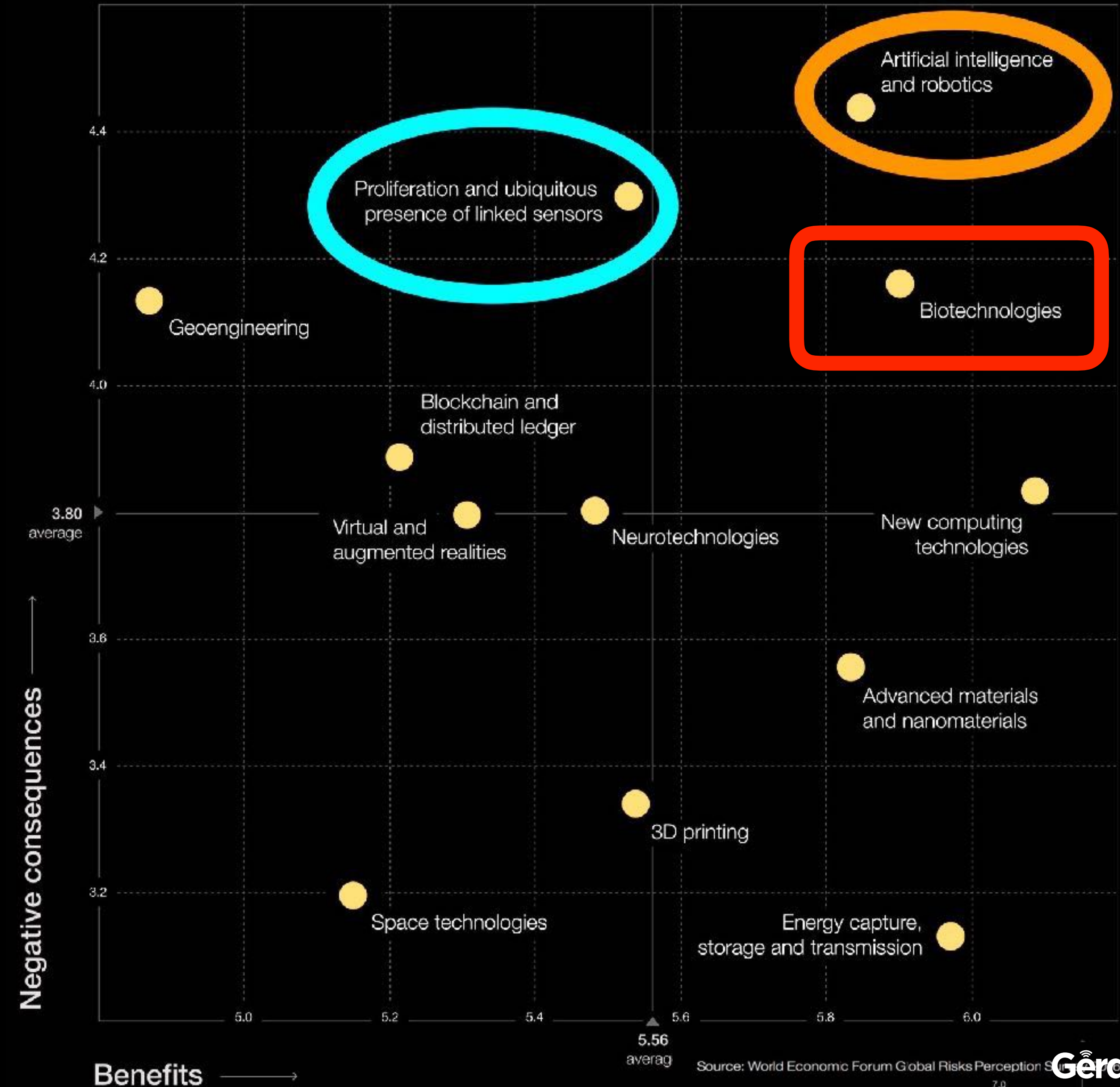
Future Principle 7: Leadership in Digital Ethics
will be a key competitive advantage

Everything-in-the-intelligent-cloud: who will be **accountable**, beyond 'making it work'?



Would you agree that we have an **ethical imperative** to harness the power of the IoT, AI, Robotics and Bio-Technology for the collective good of mankind?

Figure 3.1.1: Perceived Benefits and Negative Consequences of 12 Emerging Technologies





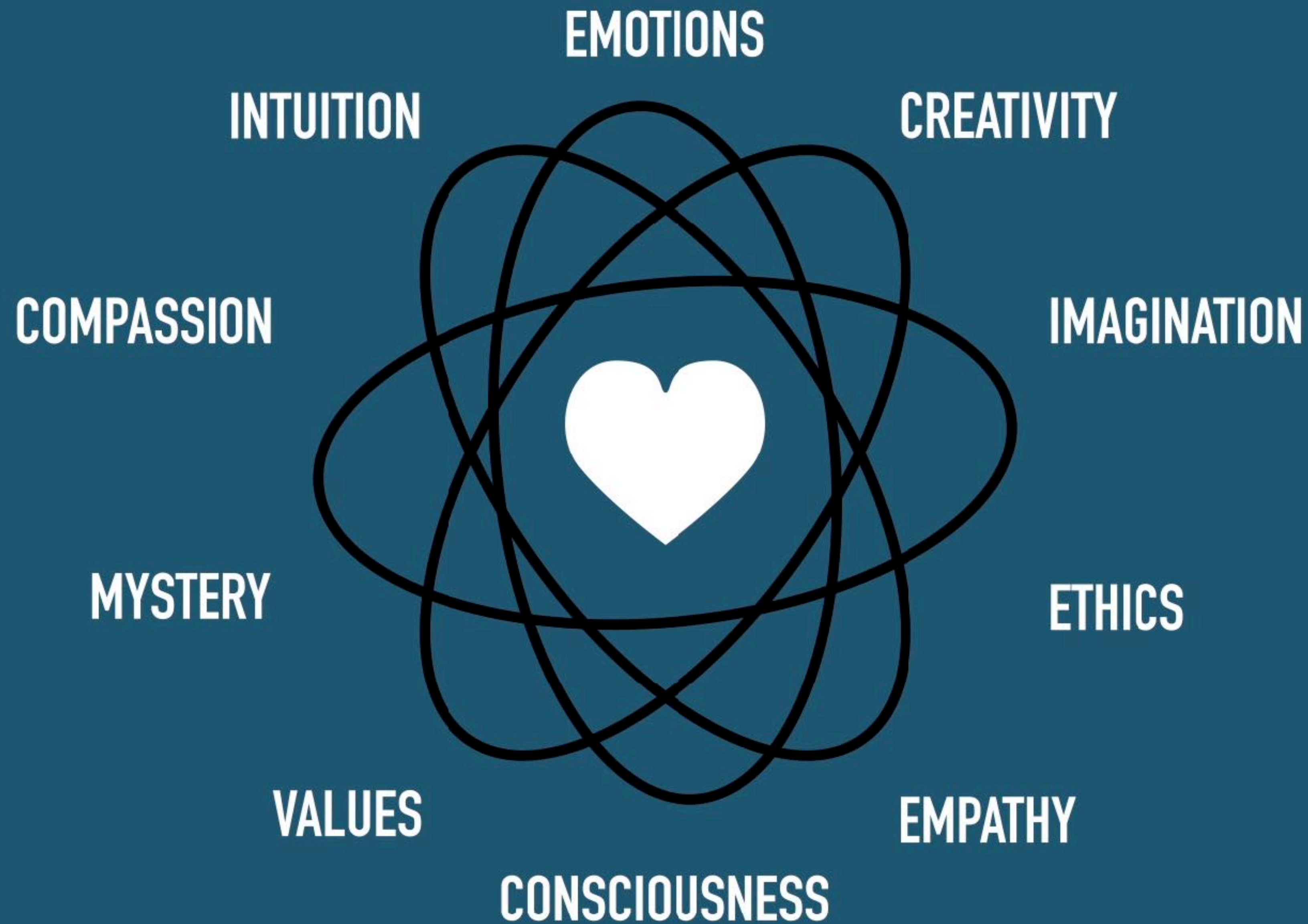
Future Principle 8:

Goodbye routine, hello **human-only work**

Anything that can be digitized, automated or virtualized, will be...



But anything that cannot be digitized or automated will become much more valuable

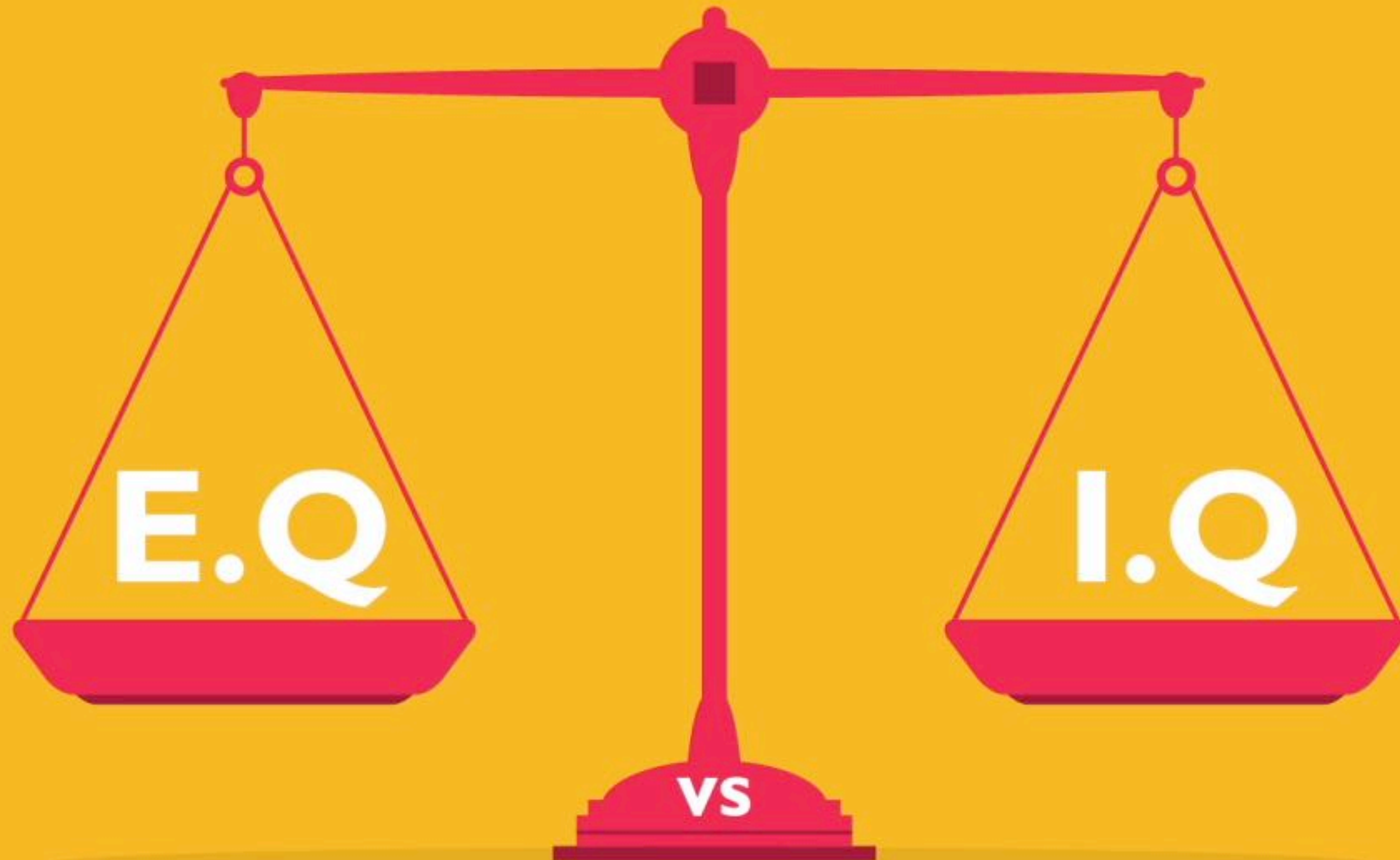


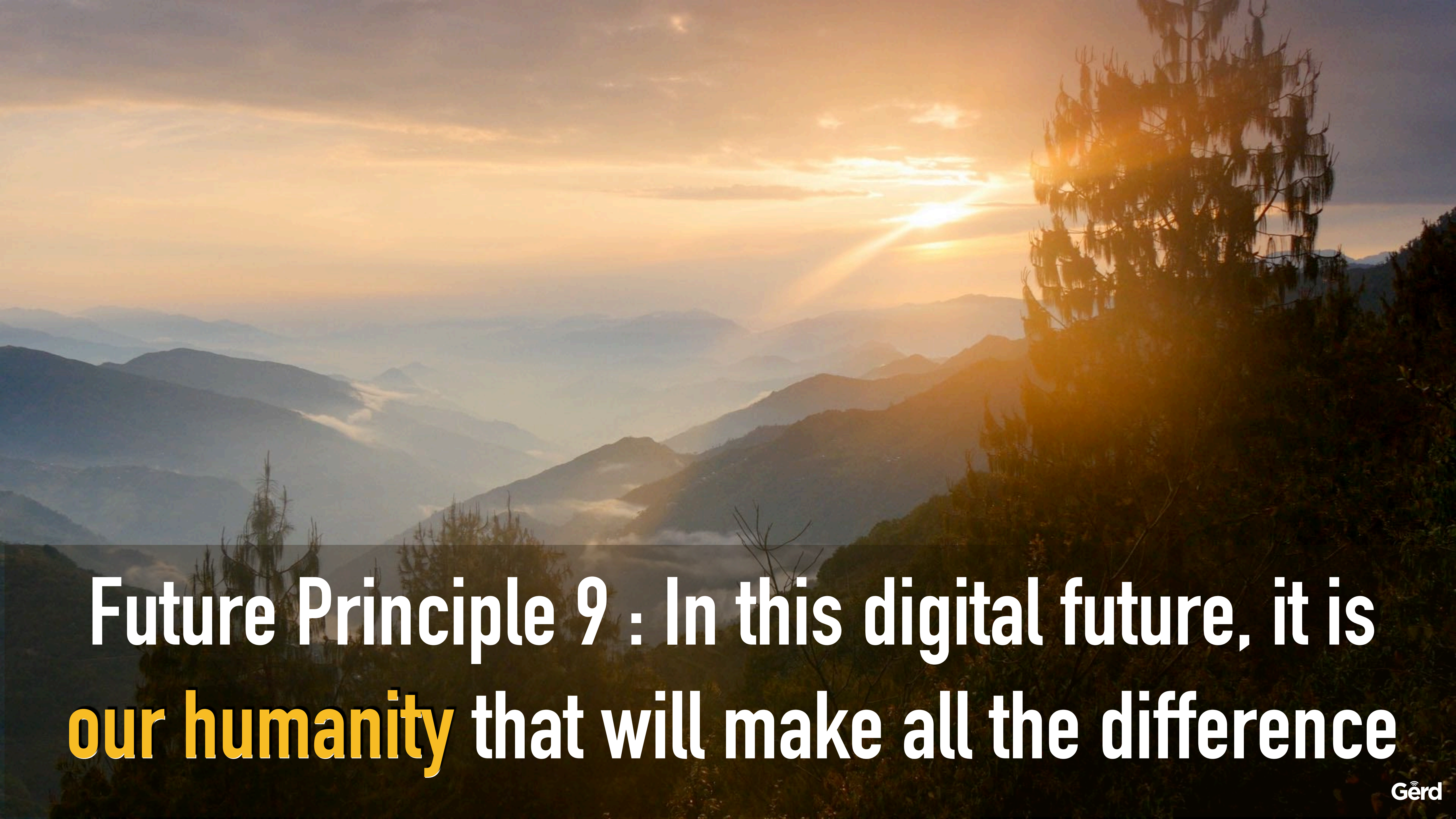
2015

- 1 Complex Problem Solving
- 2 Coordinating with Others
- 3 People Management
- 4 Critical Thinking
- 5 Negotiation
- 6 Quality Control
- 7 Service Orientation
- 8 Judgement and Decision Making
- 9 Active Listening
- 10 Creativity

2020

- 1 Complex Problem Solving
- 2 Critical Thinking
- 3 Creativity
- 4 People Management
- 5 Coordinating with Others
- 6 Emotional Intelligence
- 7 Judgement and Decision Making
- 8 Service Orientation
- 9 Negotiation
- 10 Cognitive Flexibility





Future Principle 9 : In this digital future, it is
our humanity that will make all the difference





Conclusions and key take-aways

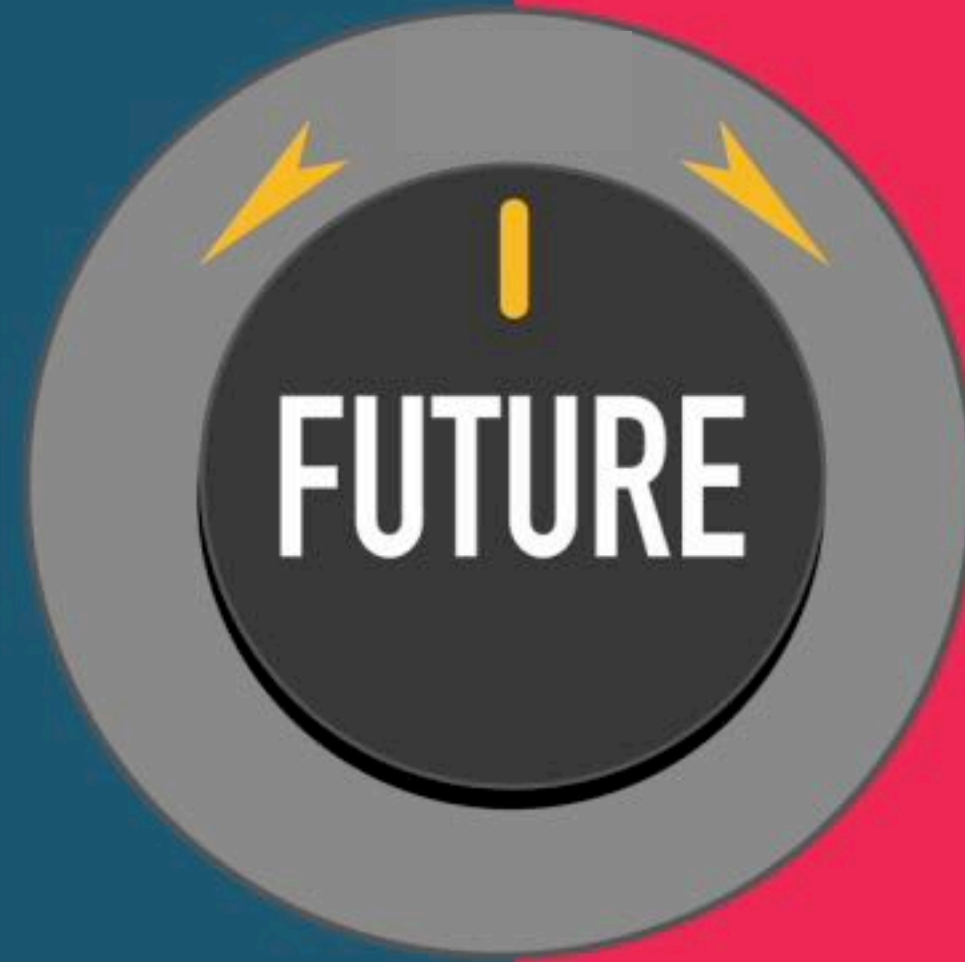
Key take-aways

- 1. Develop a future-mindset: exponential, combinatorial, holistic...**
- 2. The end of routine: the future of work is humanity on-top of technology (EQ/IQ)**
- 3. Data is the new oil; AI is bigger than the industrial revolution: time to regulate**
- 4. Thought-leadership in digital ethics and 'digital humanity' is a big opportunity**
- 5. Embrace technology but don't become it: all tech should bring human flourishing**

Heaven or Hell: our choice!



We must invest as much in humanity as we invest in technology



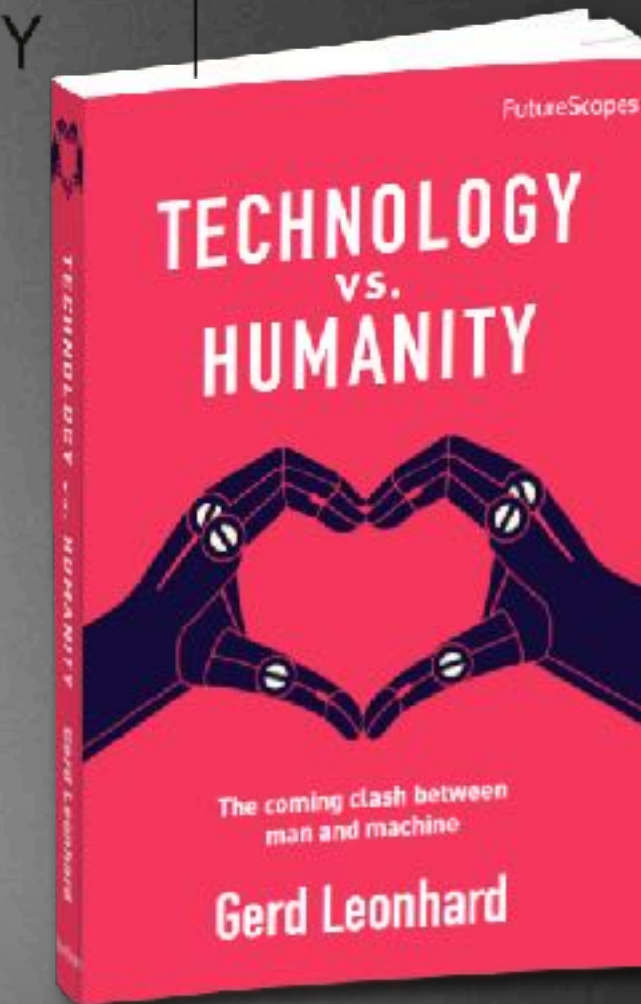


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