



In collaborazione con:

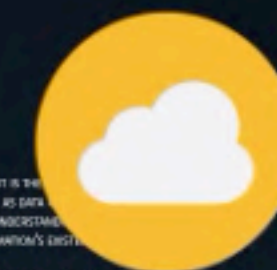
Il Sole

24 ORE

THE 10 THINGS YOU NEED TO KNOW ABOUT THE FUTURE, TODAY (AND WHAT THEY MEAN FOR YOUR INDUSTRY)



techvshuman.com



gerd.cloud



gerdtube.com



@gleonhard



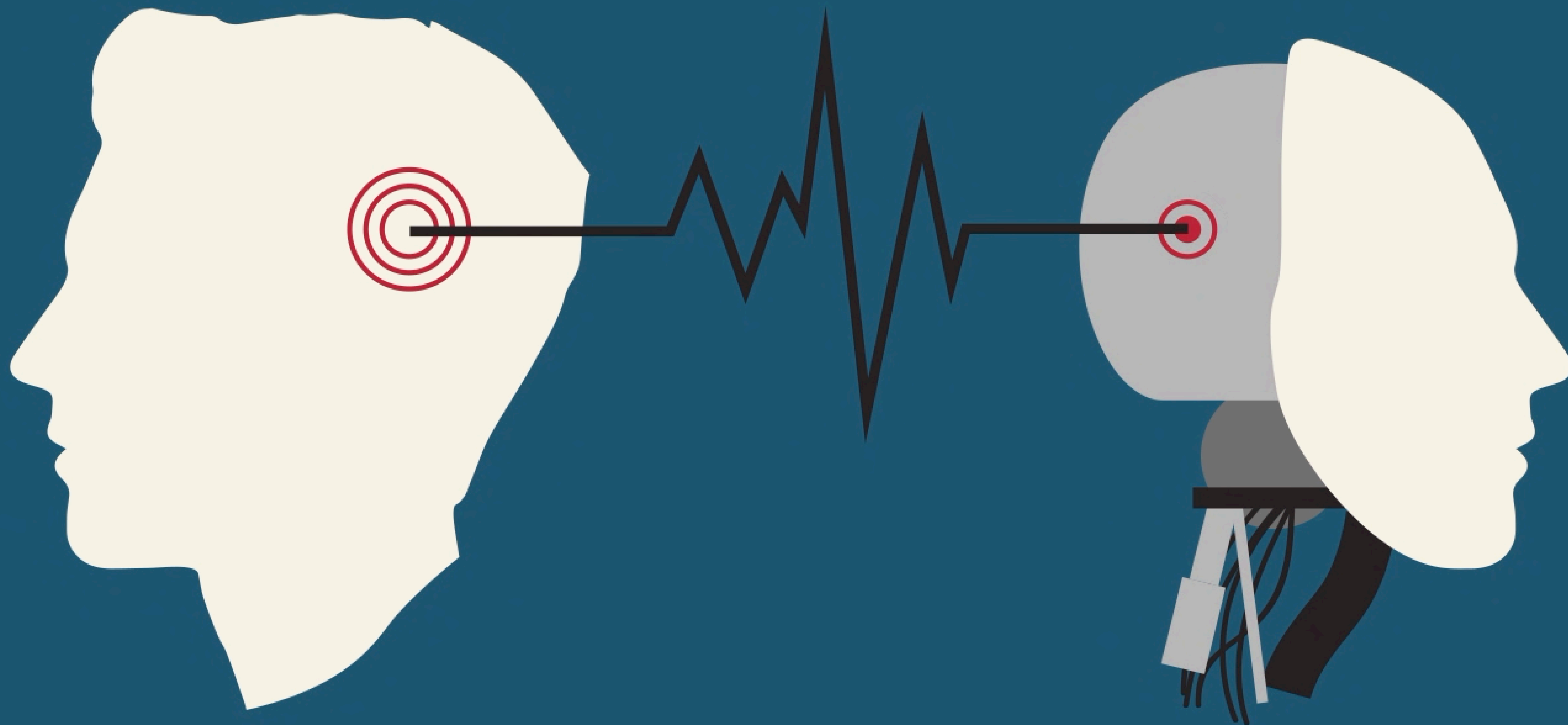
futuristgerd.com

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

Waves of scientific breakthroughs
At the knee of the exponential curve
Converging industries, globally
Human-machine 'symbiosis'

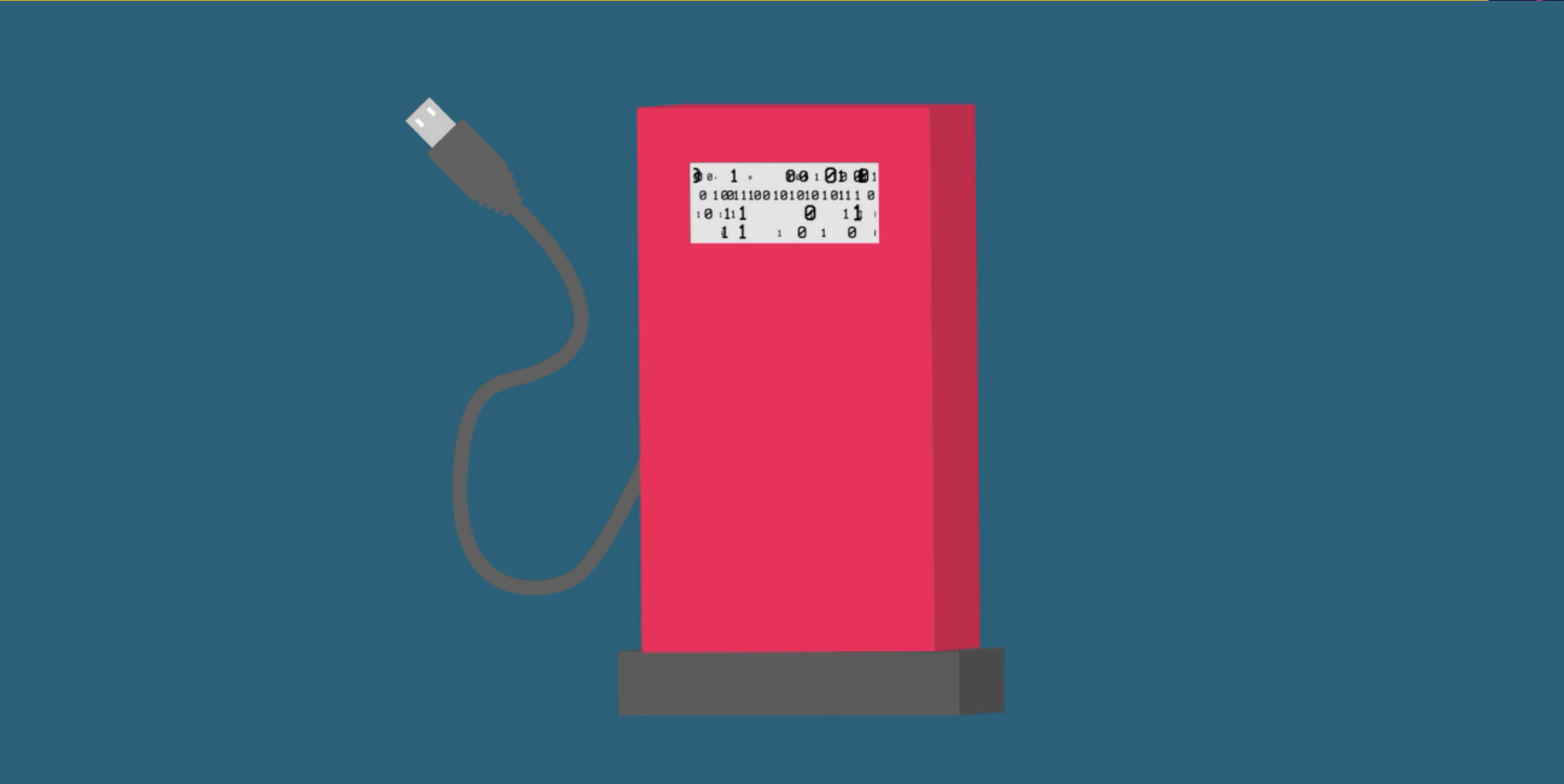


Humans Technology



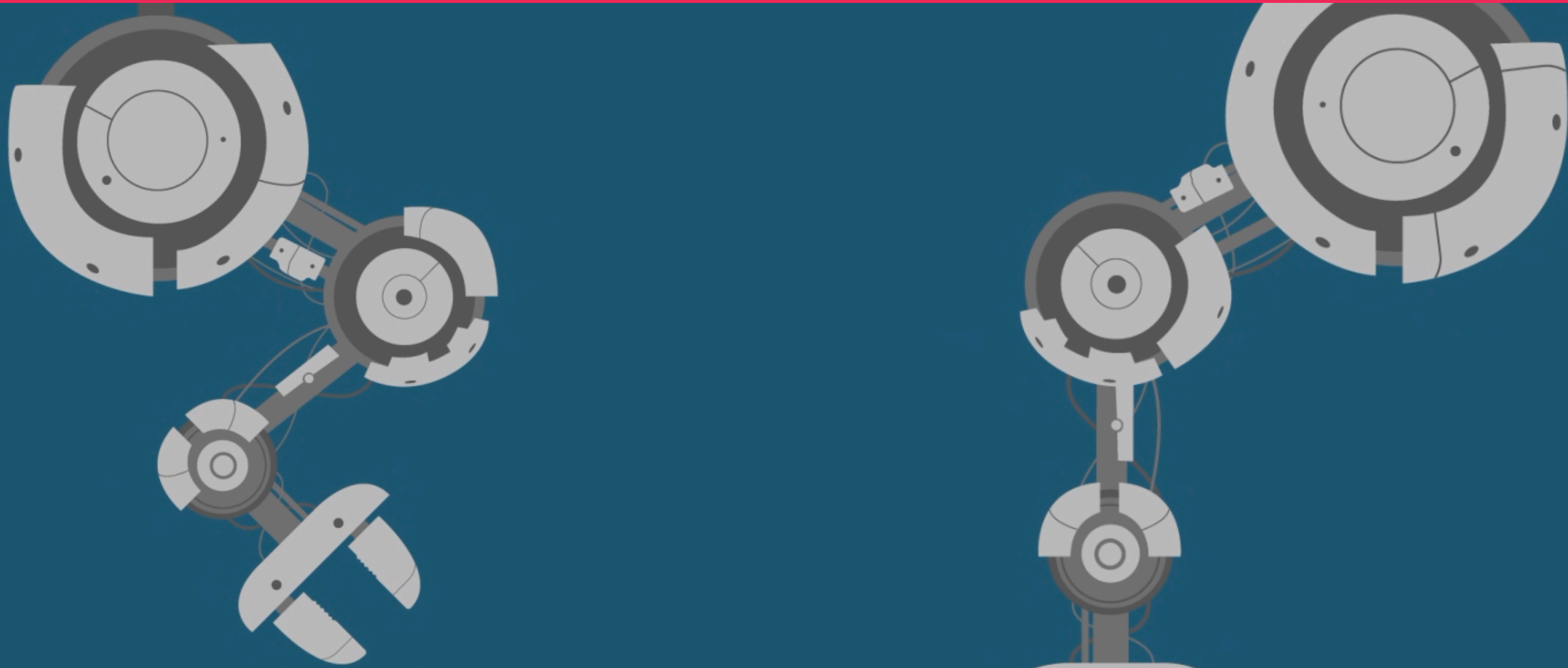
Online  **Real-Life**





RANK	COMPANY	REGION	CURRENT MARKET VALUE (\$B)
1	Apple	USA	\$964
2	Amazon	USA	783
3	Microsoft	USA	753
4	Google / Alphabet	USA	739
5	Facebook	USA	538
6	Alibaba	China	509
7	Tencent	China	483
8	Netflix	USA	152
9	Ant Financial	China	150
10	eBay + Paypal*	USA	133
11	Booking Holdings	USA	100
12	Salesforce.com	USA	94
13	Baidu	China	84
14	Xiaomi	China	75
15	Uber	USA	72
16	Didi Chuxing	China	56
17	JD.com	China	52
18	Airbnb	USA	31
19	Meituan-Dianping	China	30
20	Toutiao	China	30
TOTAL			\$5,788

As networks rise and platforms proliferate, centres and silos recede



ABUNDANCE

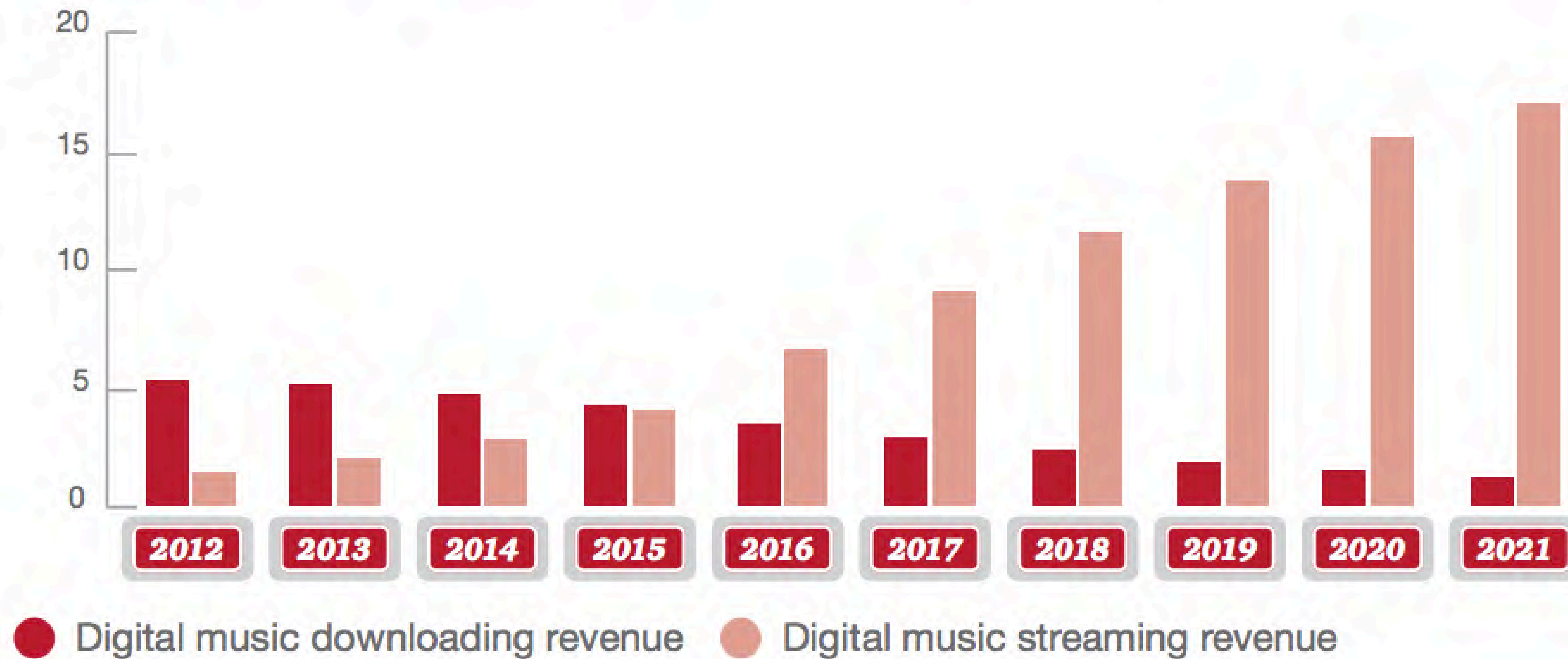


The future is NO LONGER an extension of the present



The future is NO LONGER an extension of the present

Exhibit 15: Global digital music downloading revenue vs. digital music streaming revenue (US\$ billions)



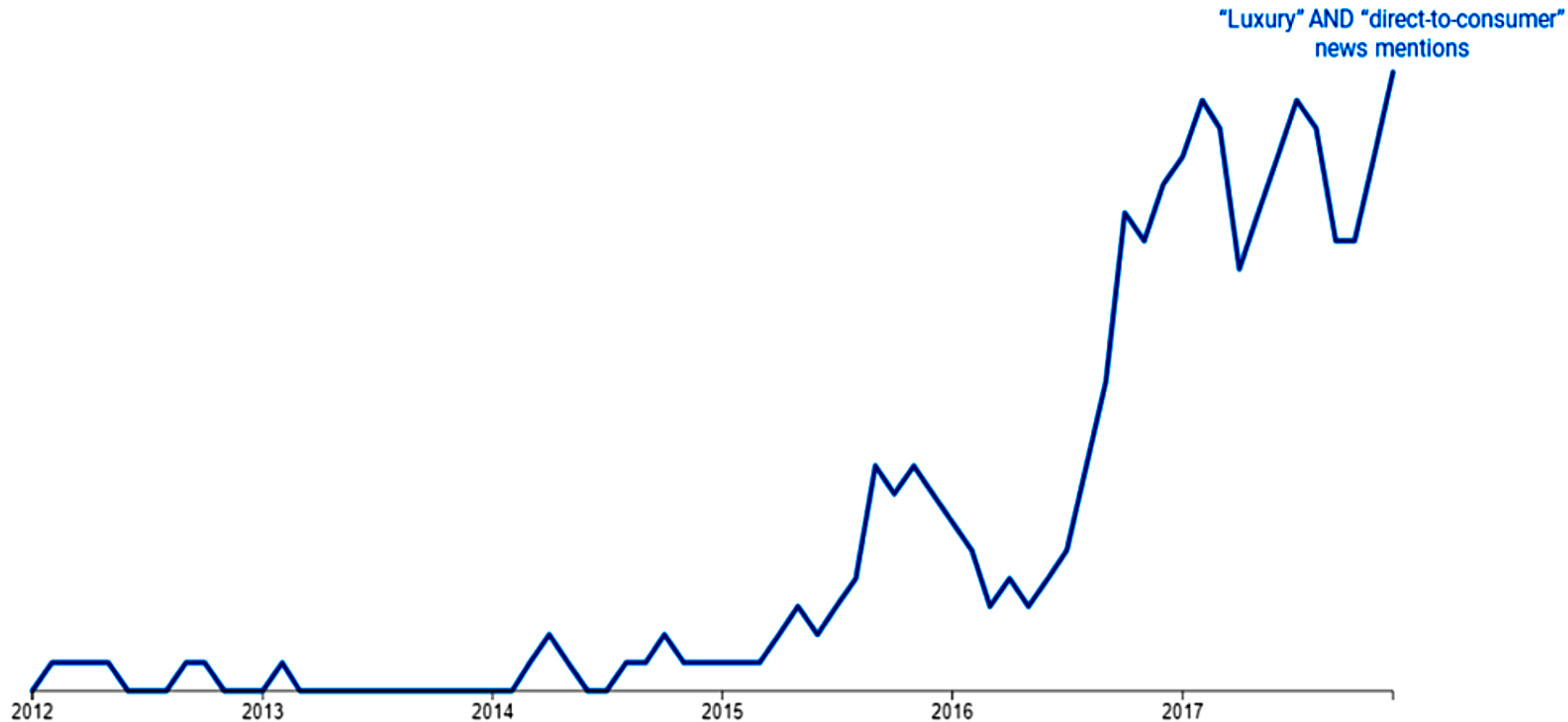
Source: Global entertainment and media outlook 2017–2021, PwC, Ovum

The future is NO LONGER an extension of the present



Luxury brands are betting on direct-to-consumer model

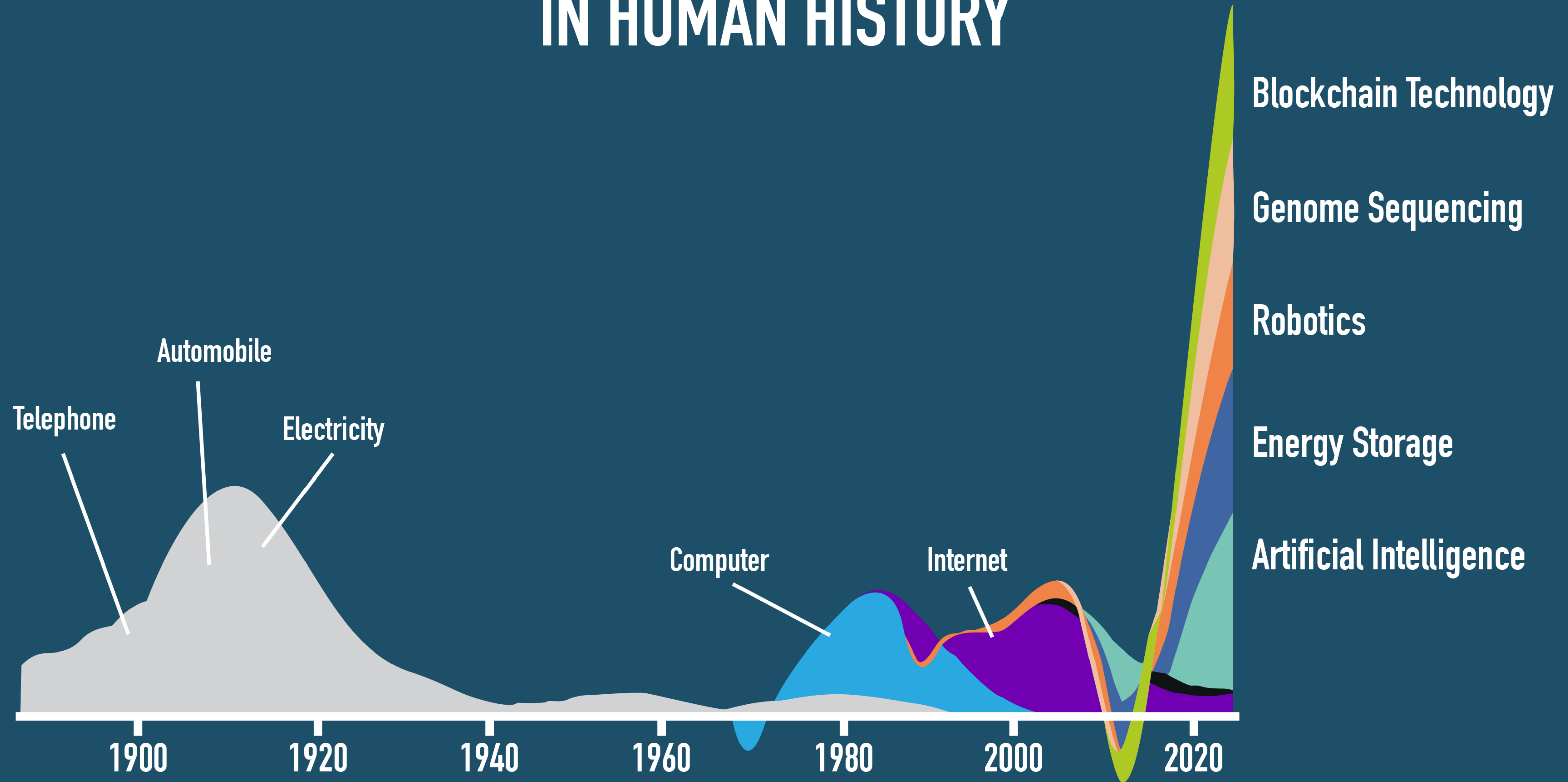
Number of news mentions of "luxury" and "direct-to-consumer" (2012 – 2017)



VUI (voice-based user interfaces) will change the buying habits of EVERY consumer, regardless of age



THE LARGEST TECHNOLOGICAL TRANSFORMATION IN HUMAN HISTORY



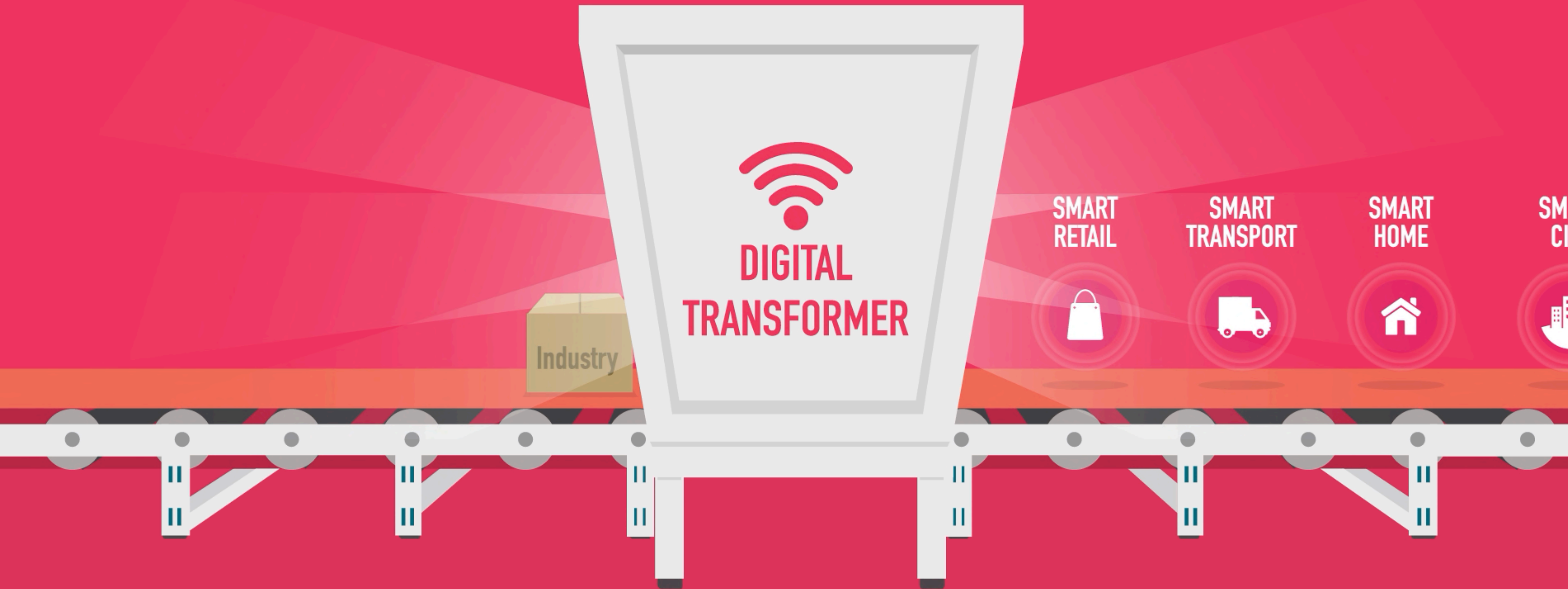
“Gradually, then suddenly” (exponential)

e^x



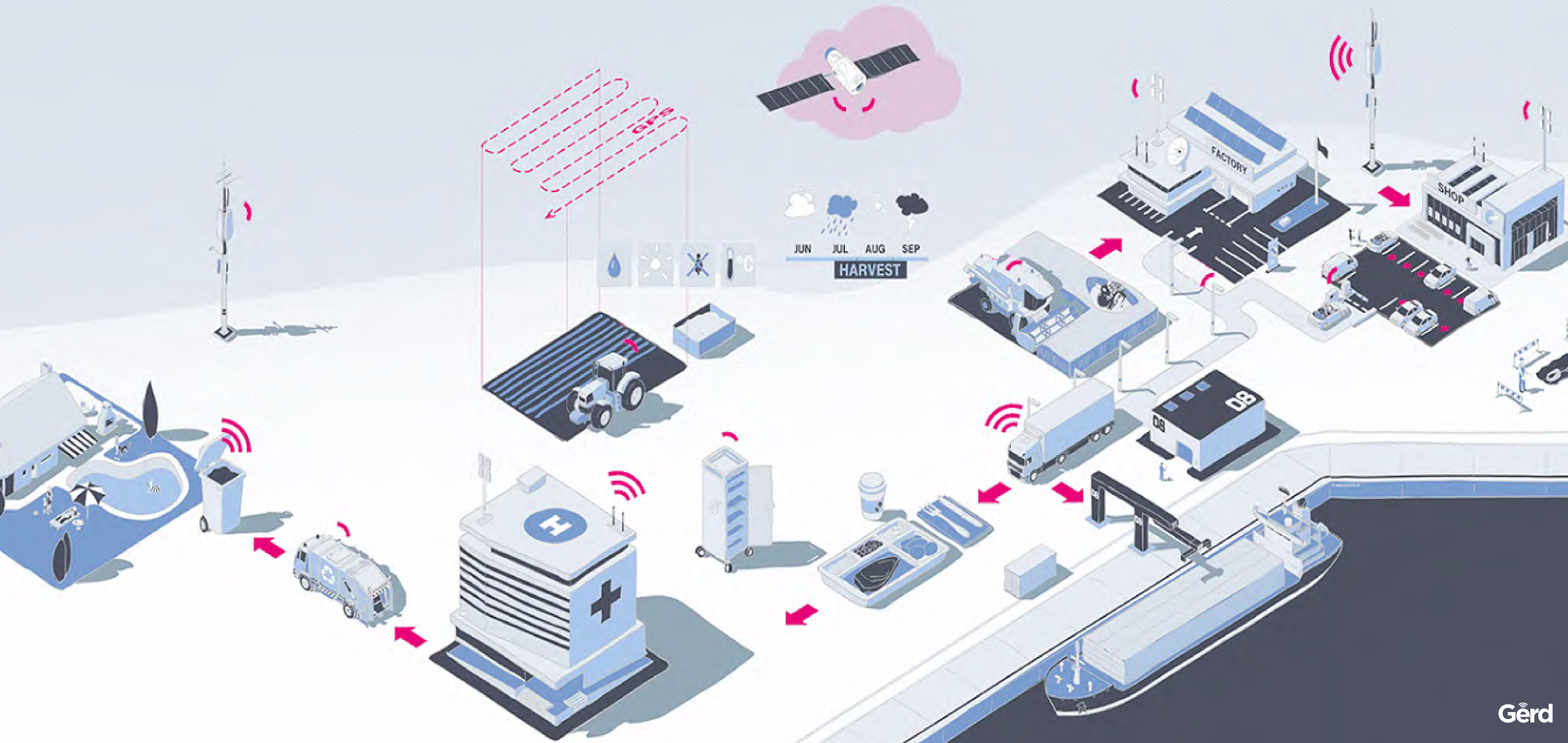
1 2 **4** 8 16 32 64 128 256 512

Connected Everything | Smart Everything



Everything should be as connected and as smart as necessary, but not more!

(riffing off Albert Einstein)



Everything should be as connected and as smart as necessary, but not more!

(riffing off Albert Einstein)



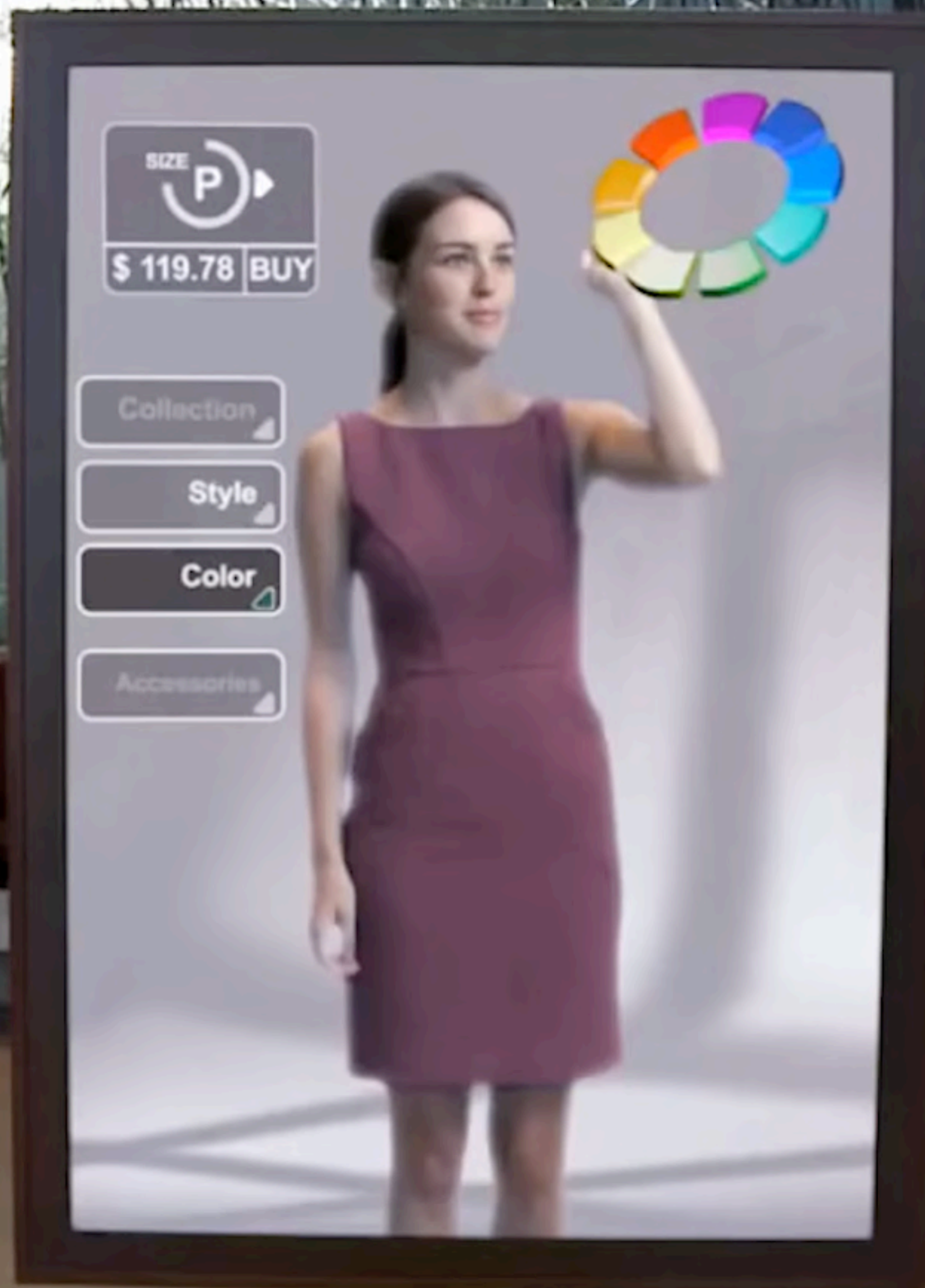
The Amazon Go logo, featuring the word "amazon" in a small, white, sans-serif font above the word "go" in a larger, white, sans-serif font, both set against an orange square background.

amazon
go

A man in a brown jacket and a grey baseball cap is walking through a store, looking to his right. He has a backpack on. In the background, there are other people and store shelves. A large, stylized white 'Z' shape is overlaid on the image, pointing towards the right. A pink rectangular box is in the top right corner containing white text.

**NO LINES,
NO CHECKOUT
JUST GRAB AND GO!**

SMART MIRRORS TECHNOLOGY



VIRTUAL DRESSING ROOM



Request Sizes/Colors

PAYMENT WITH FACIAL RECOGNITION



Tencent 腾讯

吴女士
电子发票

人脸支付 · 轻松结算

智慧零售
人脸支付



human
inside

The key question is no longer IF / HOW but WHY & WHO (Purpose, Meaning, Trust)

If?

How?

The key question is no longer IF / HOW but WHY & WHO (Purpose, Meaning, Trust)

Why?

Who?

Relationships, engagements and experiences define human happiness



POSITIVITY



ENGAGEMENT



RELATIONSHIPS



MEANING



ACCOMPLISHMENT

The future of luxury fashion? Getting to know your shoemaker

Arno wants to bring transparency to high-end design. One part of it? Letting consumers send their shoemaker a thank-you card.



1/8 [Photo: courtesy Arno Cooperative]

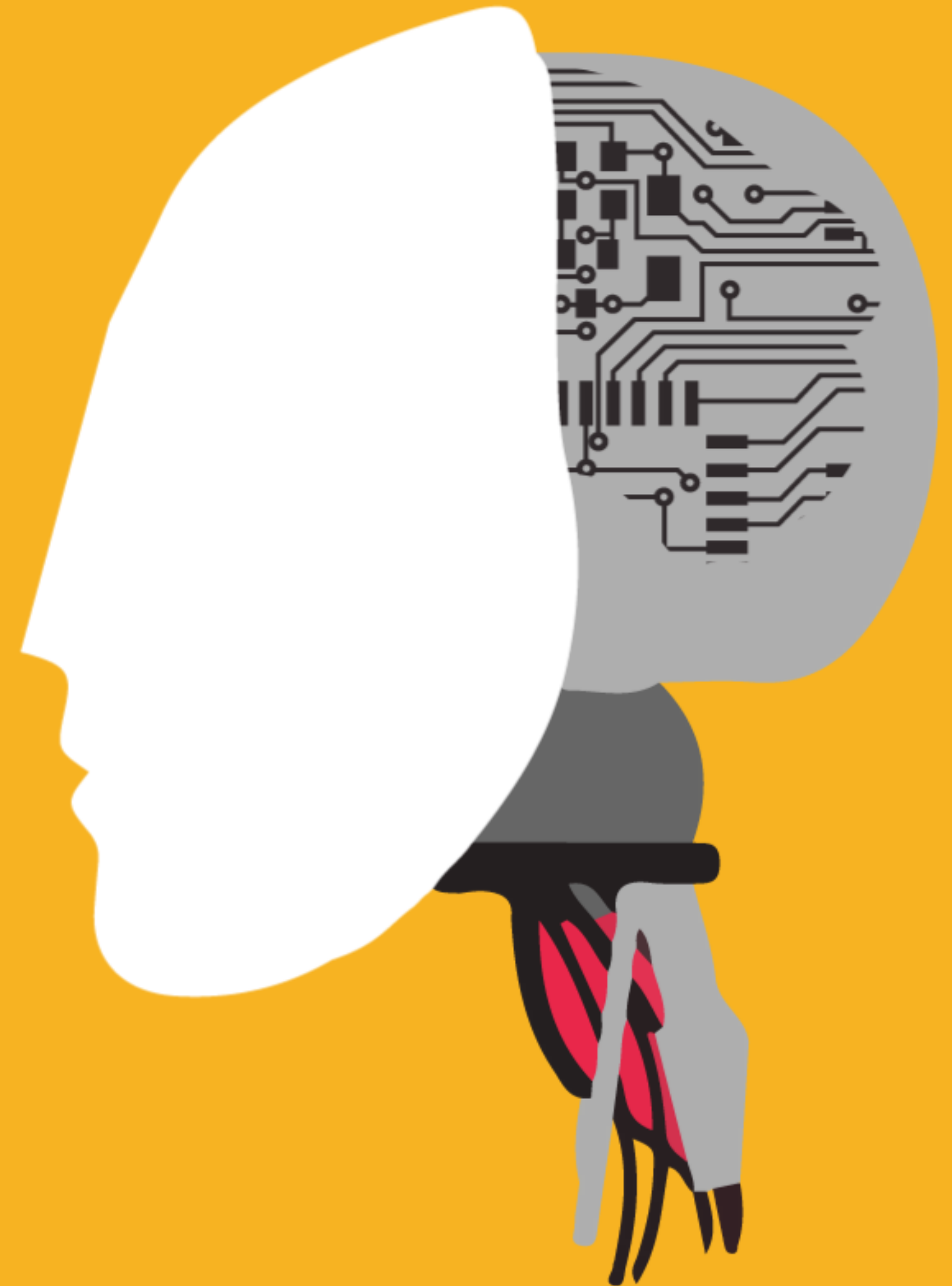


BY ELIZABETH SEGRAN 5 MINUTE READ

As the world
goes totally digital,
it will be
YOUR STORY
YOUR PEOPLE
YOUR PURPOSE
YOUR EXPERIENCES
that differentiates you –
not just your products!

“Whatever is very simple for a human is very hard for a computer, and whatever is very hard for a human is simple for a computer”

(riffing off Hans Moravec)



“We know a lot more more than we can tell” (Use it or lose it)



...Sure thing



Passion, persuasion, imagination and storytelling will remain essential to our future

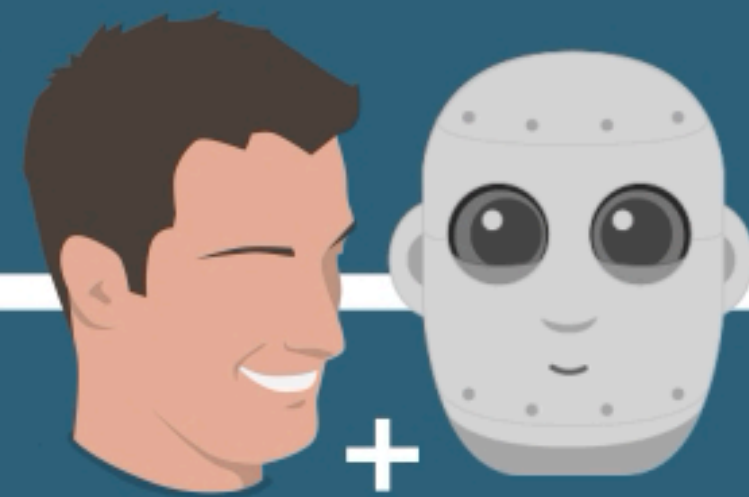


**Machines
don't do
relationships!**

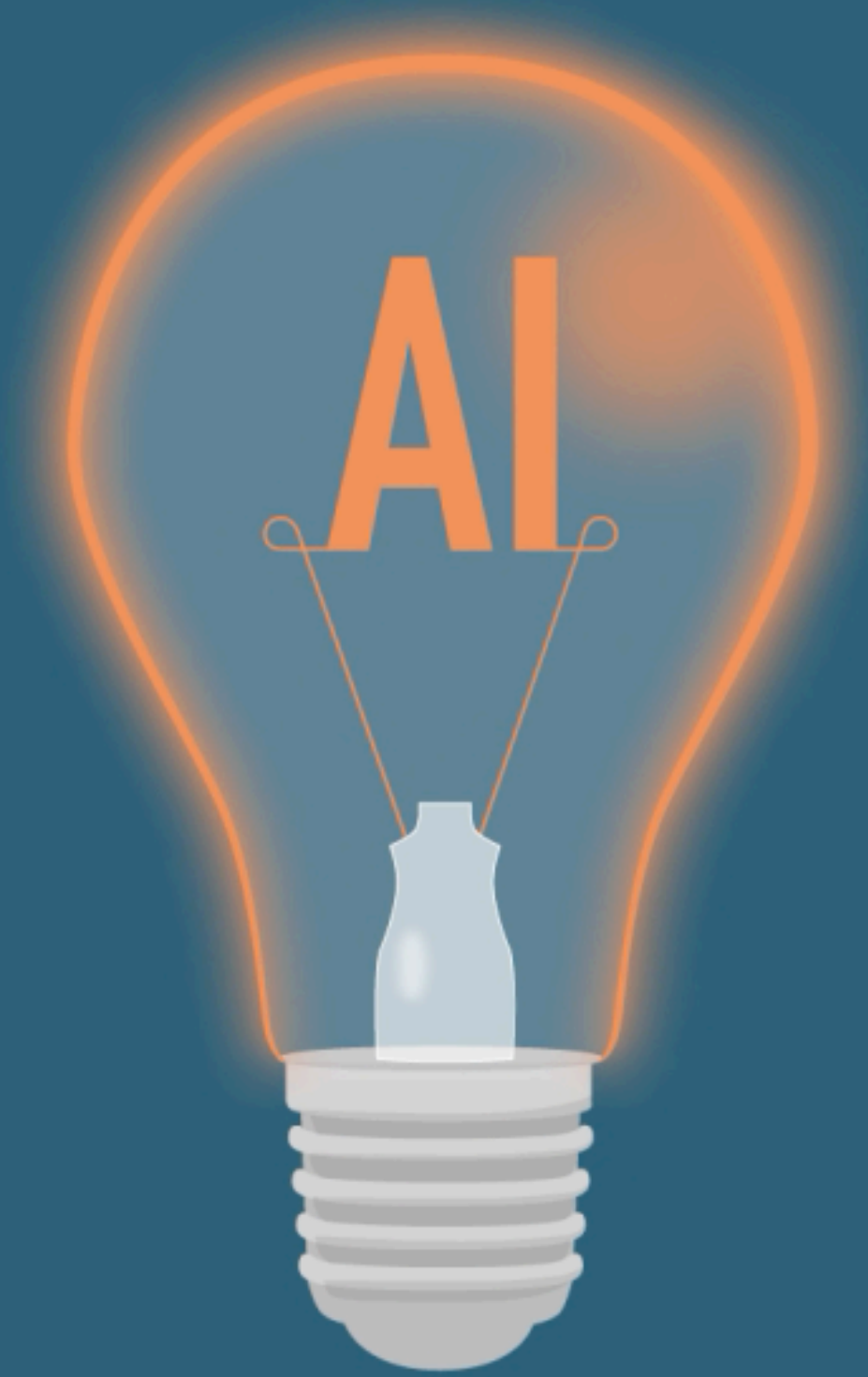
Algorithms can outperform human intelligence when it is NOT about understanding emotions, intentions, interpretations, consciousness, self-awareness aka **#androrithms**



Our immediate future: Intelligent Assistance (IA) rather than AI



AGI??

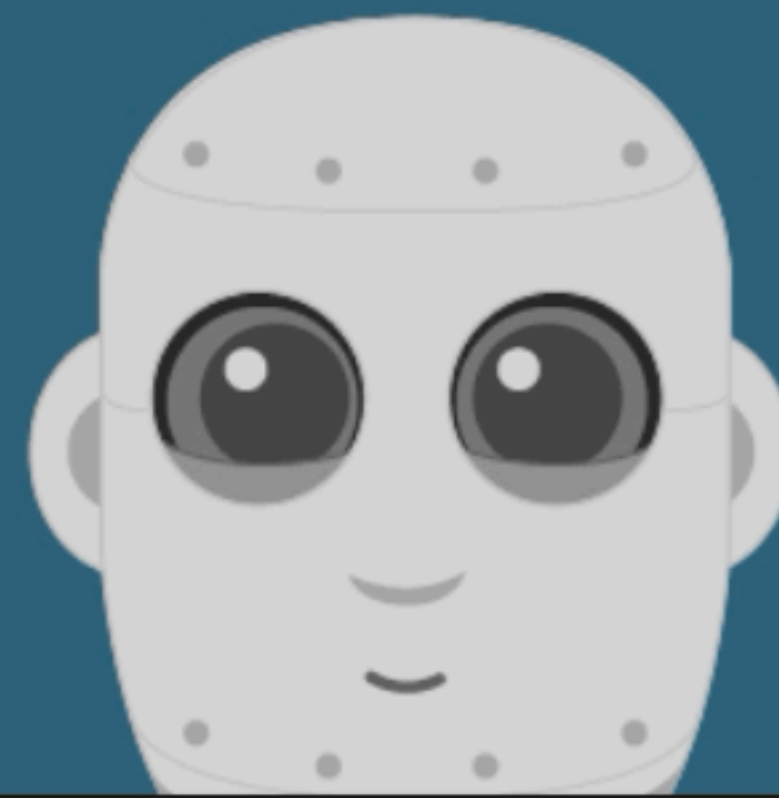


Technology has no ethics but your future depends on them



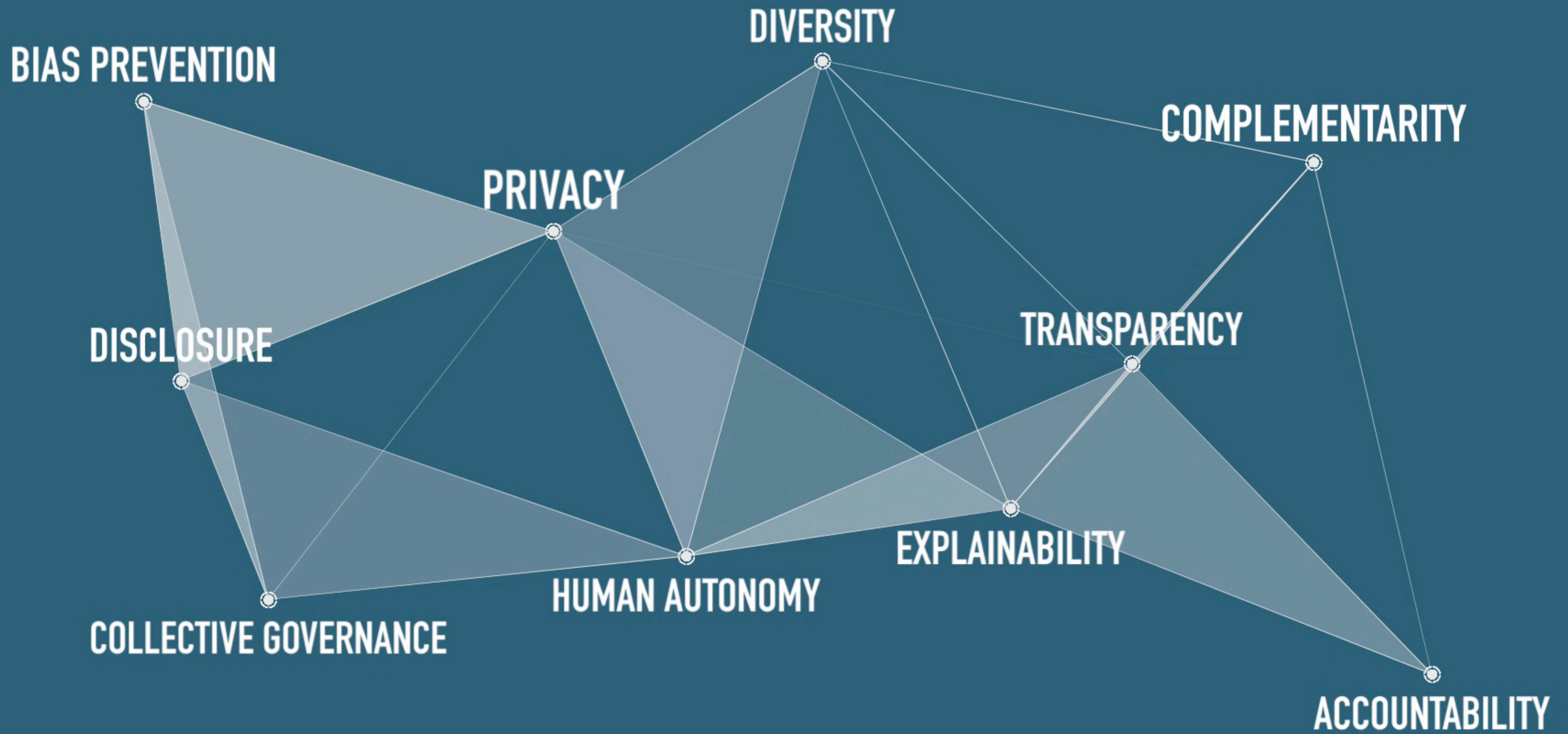
TECHNOLOGY HAS NO ETHICS

Digital Ethics is the #1 Technology



Topic for 2019 (Gartner Research)





What Millennials and GenZ are expecting from you

Holistic business models. Circular economy. Human well-being.



HOLISTIC



CIRCULAR



HUMAN

How New, Sustainable Retail Models Are Shifting Market Dynamics

by **Natalie Yiasoumi** | May 20, 2019



Among other aspects, consumers no longer see luxury as a forever purchase, but as an investment.

Consumers are starting to wake up to the destructive effects of excessive shopping habits and shifting their mindset regarding the concept of buying luxury.

Prada announces it is to go fur-free

The Italian luxury fashion house is the latest to announce it will ban fur, starting with its SS20 collections



▲ Prada's Milan store. Photograph: Miguel Medina/AFP/Getty Images

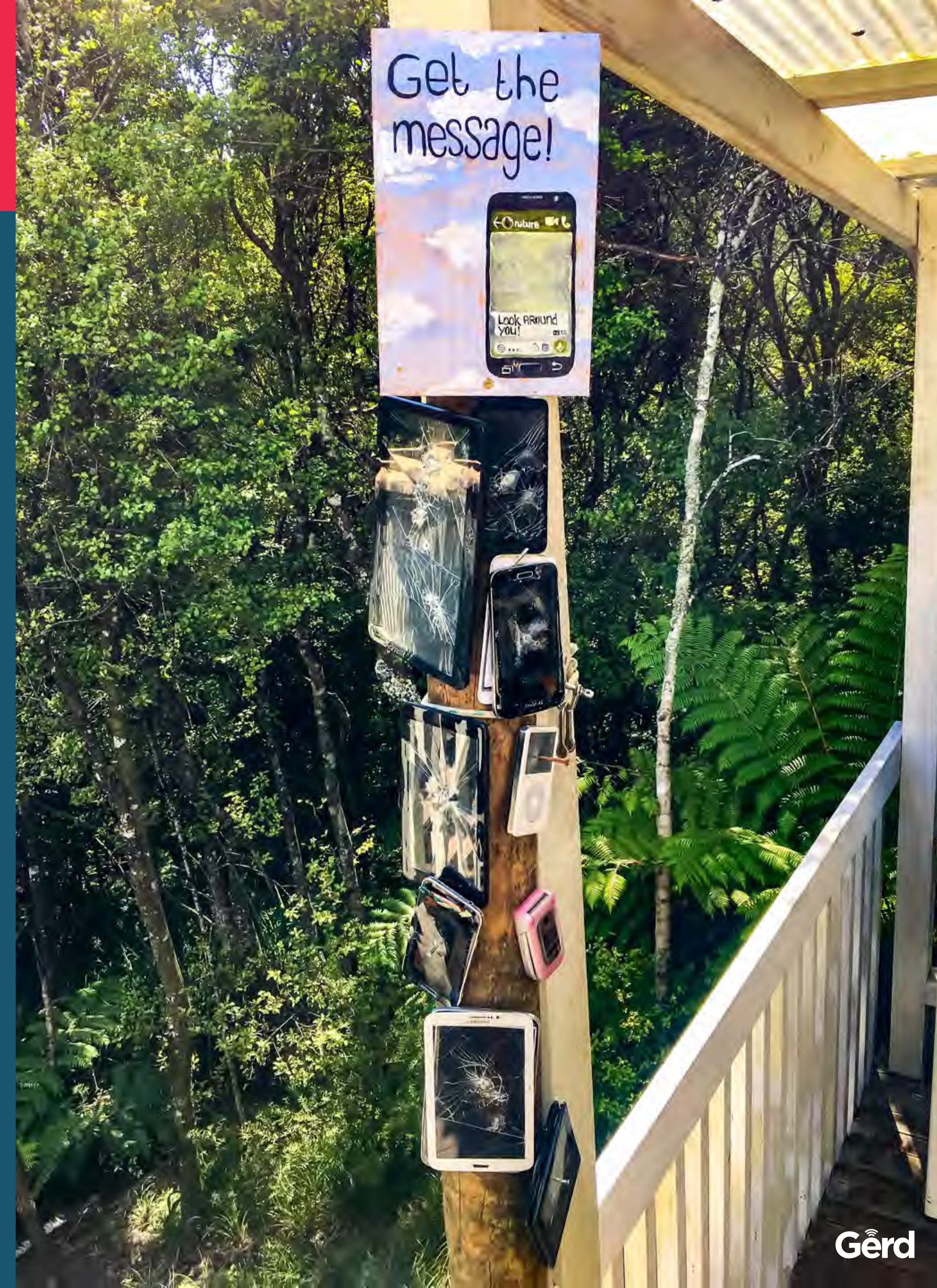
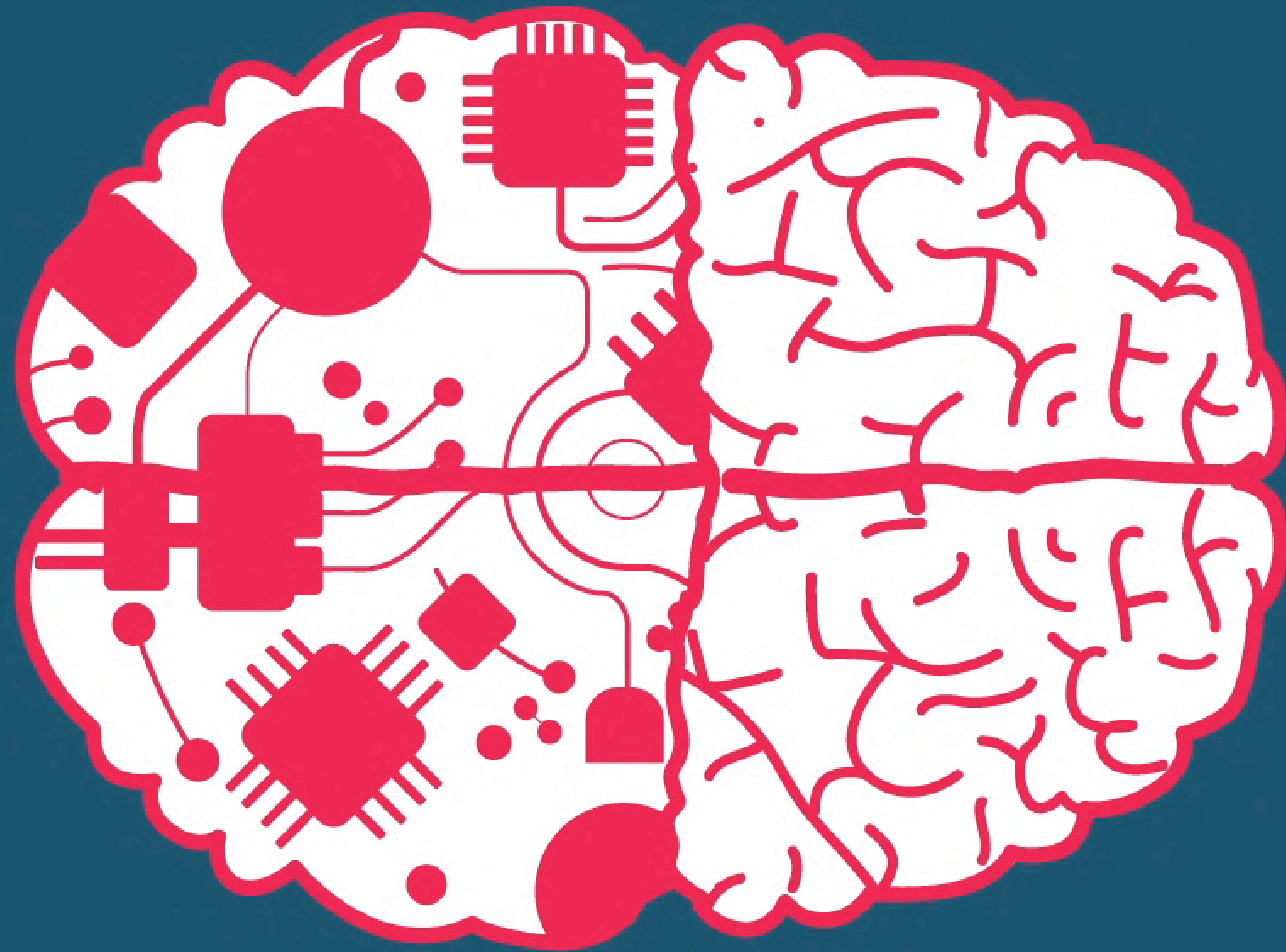
The Italian fashion house [Prada](#) has announced it will stop using fur in its collections. The ban will come into effect this September for its spring/summer 2020 women's collections, although items that have already been made will continue to be sold.

A new economic logic is coming... PLANET

...prepare today!



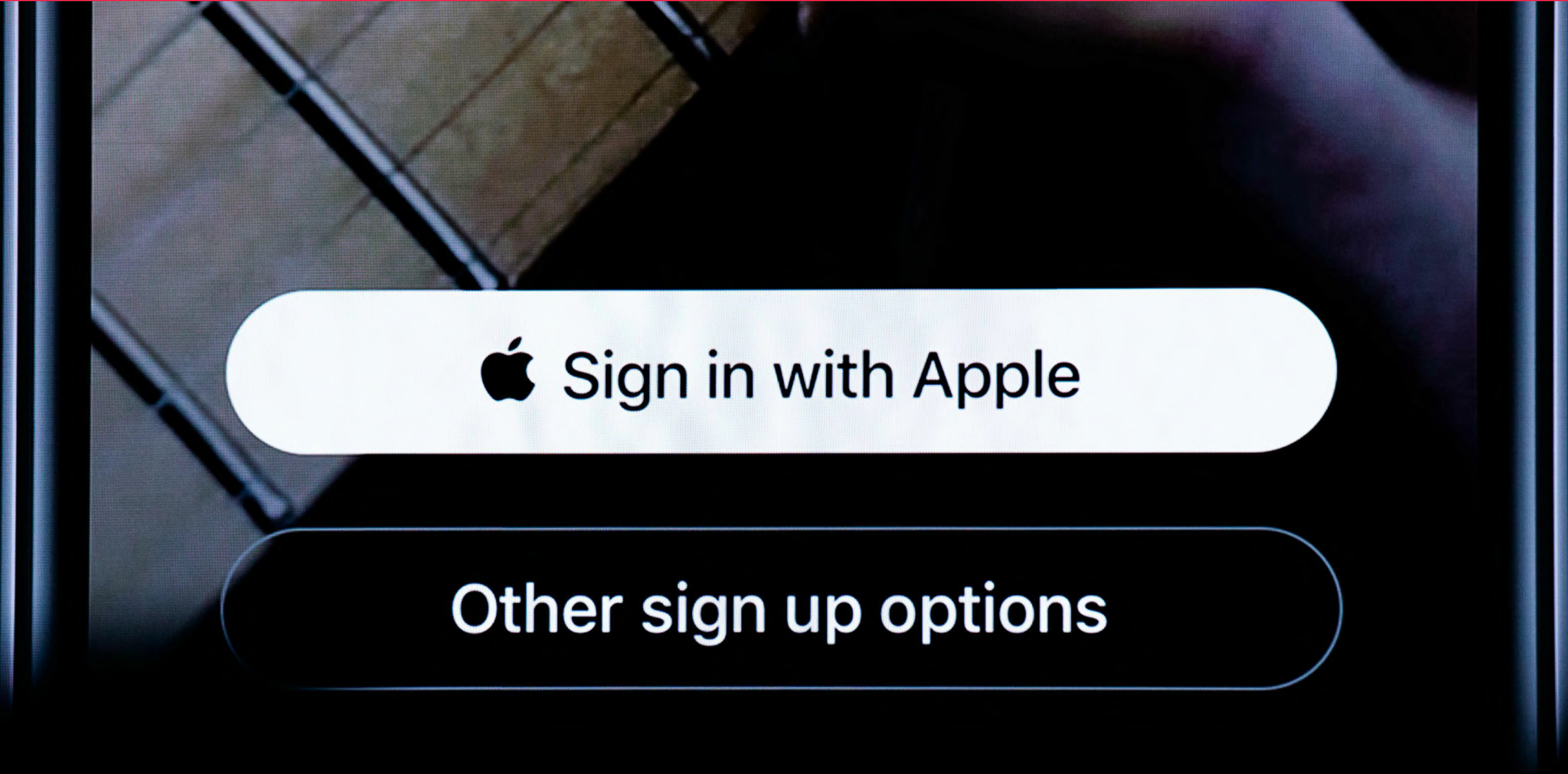
OFFLINE is a new luxury




'Surveillance Capitalism' is not sustainable: a crucial junction for retail



Privacy is becoming a new luxury



 Sign in with Apple

Other sign up options

Privacy is becoming a new luxury

fd433ad8de@privaterelay.appleid.com
78d6ac94fa@privaterelay.appleid.com
fc452bd5ea@privaterelay.appleid.com
99239cba8f@privaterelay.appleid.com
36ef6ba962@privaterelay.appleid.com



Privacy is becoming a new luxury

Apple's Newest Luxury Product Is Privacy

Adam Clark Estes • Today 10:40am



Graphic: Apple

Apple wants to sell you all kinds of new services: music, magazines, a TV show about the Russians [landing on the Moon first](#). But with the announcement of iOS 13, it looks like the company is turning one of its classic features into a service all its own. Next-level privacy is about to be the best thing you get by paying the Apple tax.

@privaterelay.appleid.com
@privaterelay.appleid.com
@privaterelay.appleid.com
@privaterelay.appleid.com
@privaterelay.appleid.com



'Not exponential' ie 'natural' or 'not-enhanced' becomes a new luxury



Is remaining HUMAN becoming a new luxury....?



NEWS ANALYSIS

The New York Times

Human Contact Is Now a Luxury Good

Screens used to be for the elite. Now avoiding them is a status symbol.



Abundance on
the outside,
scarcity on
the inside

Human experiences . . . new luxury?

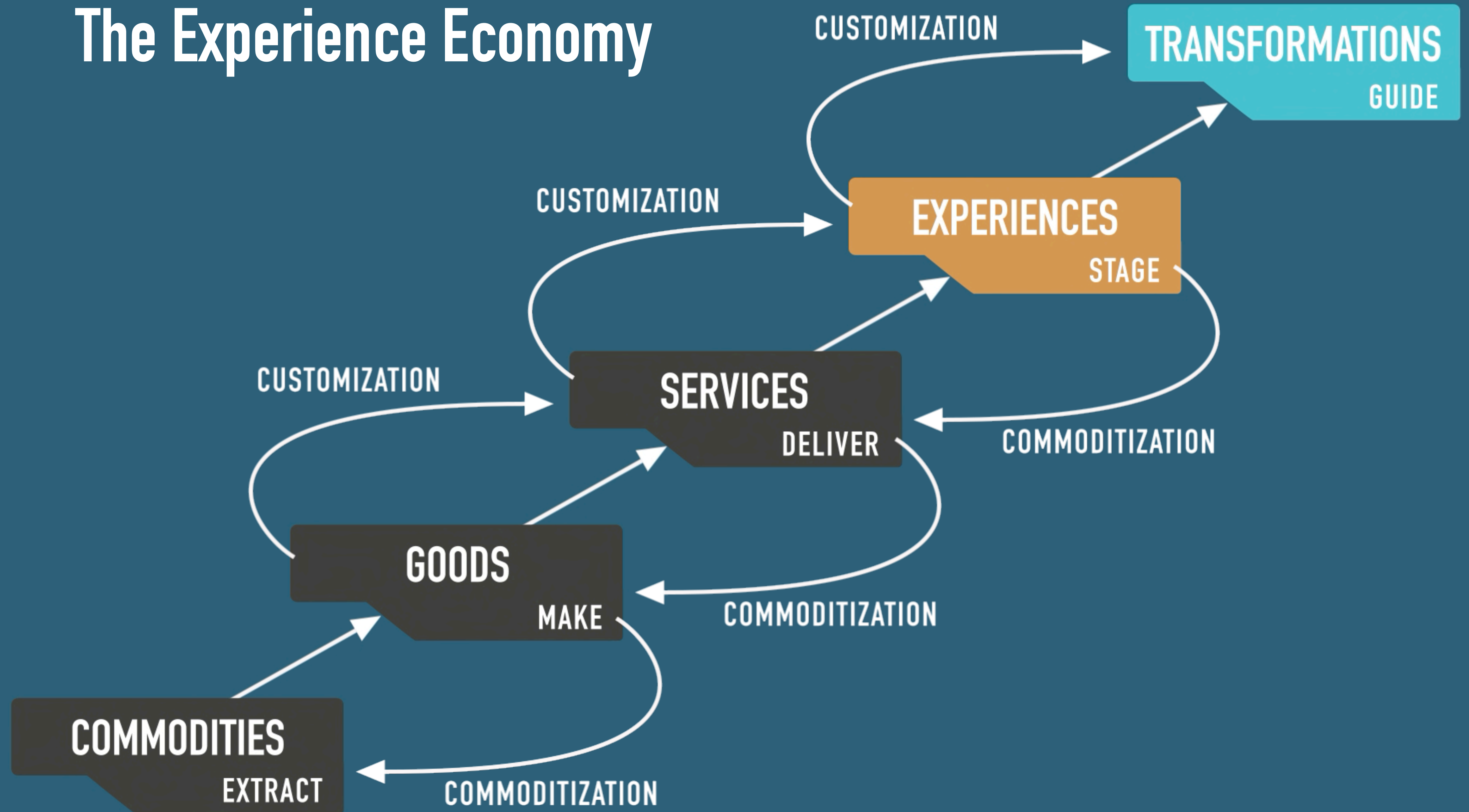
MATERIAL vs. EXPERIENTIAL PURCHASES



A romantic scene at sunset on a rocky beach. A man in blue patterned swim trunks carries a woman in a pink one-piece swimsuit. They are walking away from the camera towards the ocean. Another woman in a black swimsuit is walking ahead of them. The sky is a soft orange and pink, and the water is calm. The beach is covered in dark, wet rocks.

HOMES ARE JUST THE BEGINNING

The Experience Economy



09:06

Discover Weekly

FOLLOWING

BY SPOTIFY

▶ SHUFFLE PLAY

Available Offline

All My Friends

📌 Dylan Kelly • All My Friends

Can't Deny My Love

📌 Brandon Flowers • Can't Deny My Love

1000

📌 Ben Khan • 1000

What You Want

Toro Y Moi

09:06

PLAYLISTS

Edit

Discover Weekly

📌 by Spotify • 30 songs

Workday – Pop

by Spotify • 134 songs

Country Blend

by Spotify • 33 songs

Indie Chill »» Covers

by Spotify • 69 songs

Country BBQ

by Spotify • 47 songs

Dark Dance Floors

by Spotify • 52 songs

Coffee Table Jazz

by Spotify • 50 songs

Feel Good Indie Rock

by Spotify • 267 songs

Mood Booster

What You Want

Toro Y Moi

PLAYING FROM PLAYLIST

Discover Weekly

What You Want

Toro Y Moi

1:43

-1:43

What You Want

Toro Y Moi

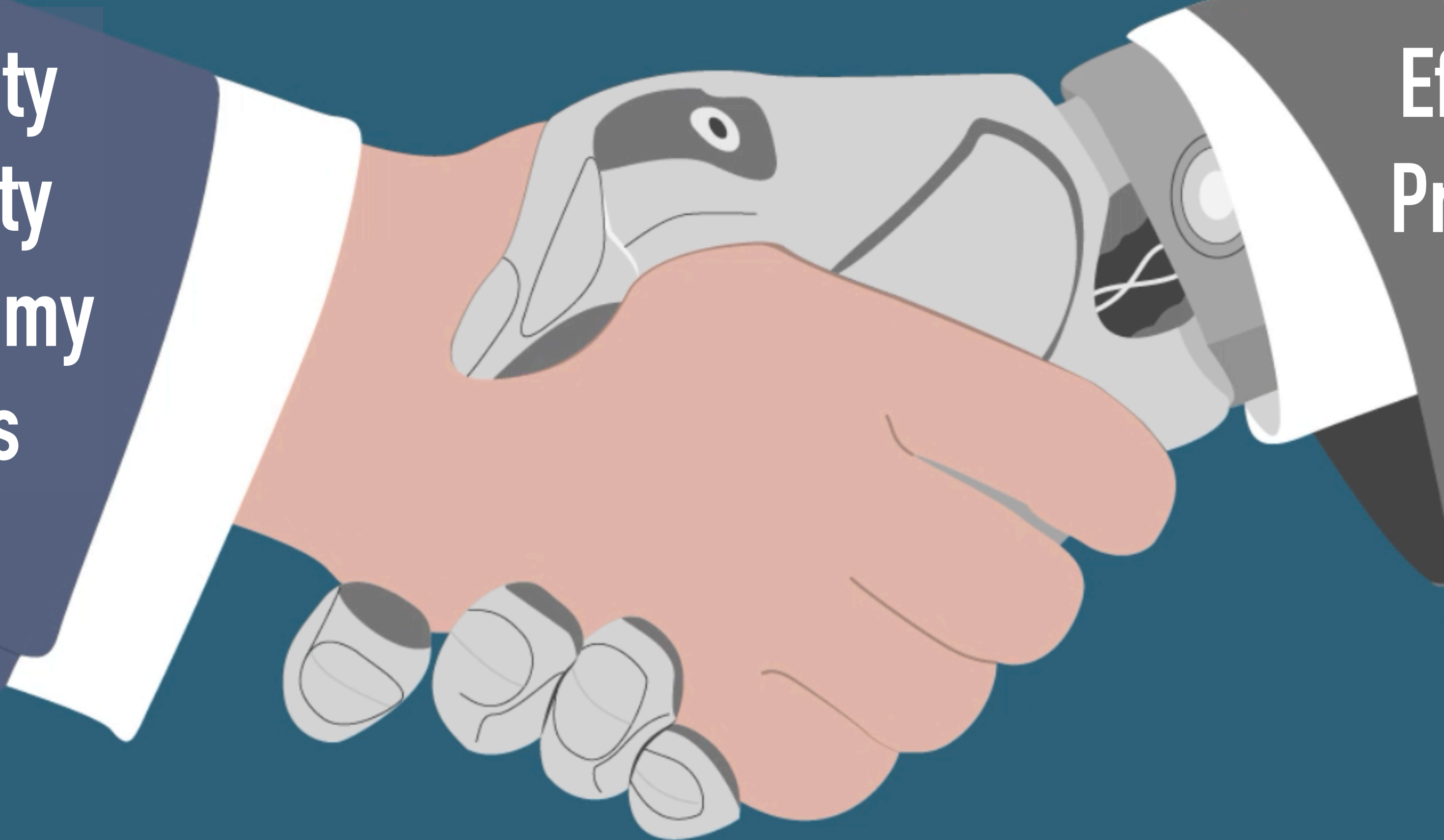
SPOTIFY CONNECT AVAILABLE

Gerd

Getting this balance right is crucial to your future success

Privacy & Identity
Security & Safety
Agency & Autonomy
Rights & Ethics

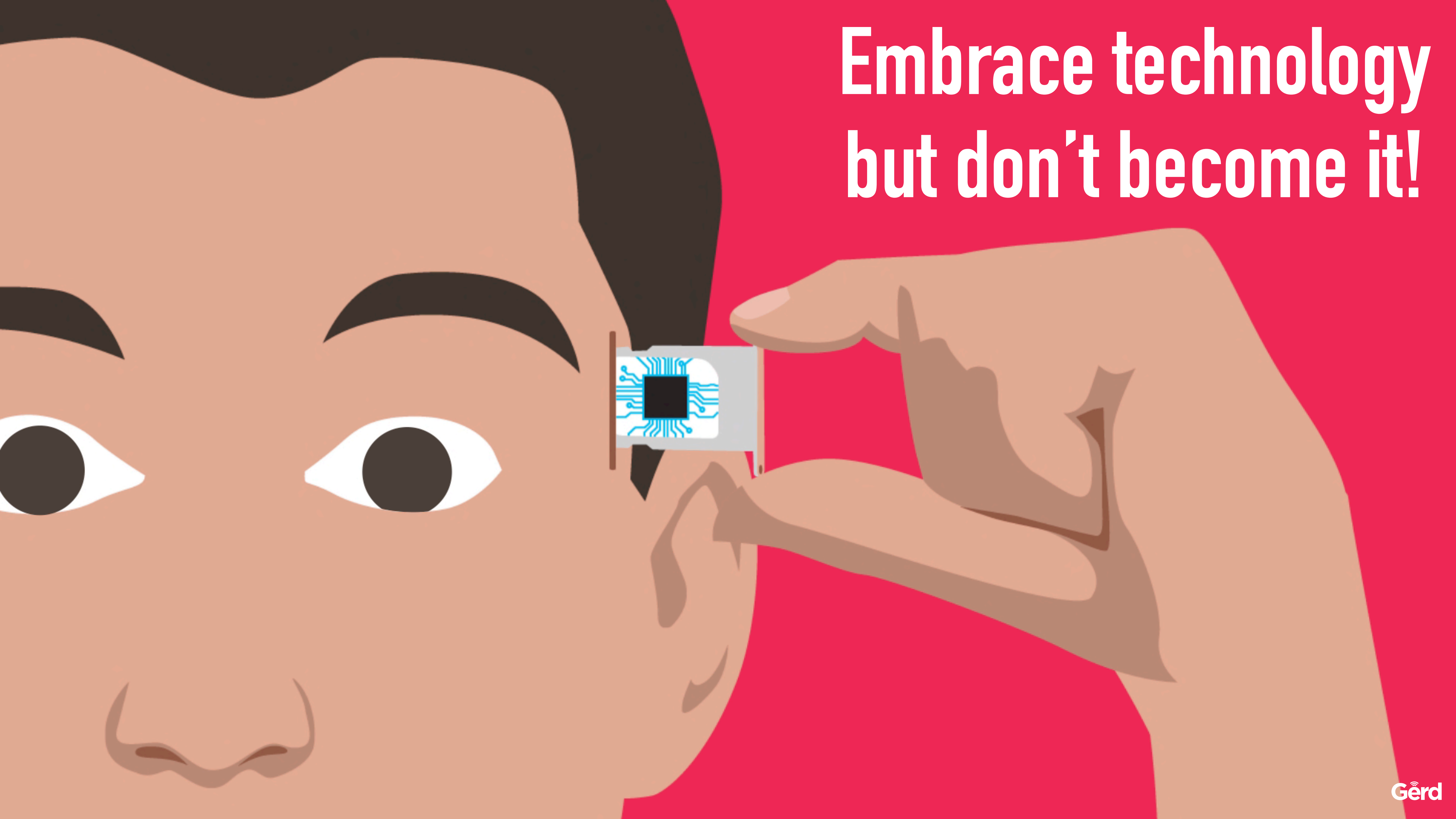
Liquidity & Flow
Efficiency & Speed
Productivity & Ease
Network Effects



In a world of total connectivity, increasing abundance and more affordable choices, **MEANING, CONTEXT** and **PURPOSE** will win



**Embrace technology
but don't become it!**





In collaborazione con:

Il Sole

24 ORE



THANK YOU
FOR YOUR TIME

amazon.com



techvshuman.com



gerd.cloud



gerdtube.com



@gleonhard



futuristgerd.com