

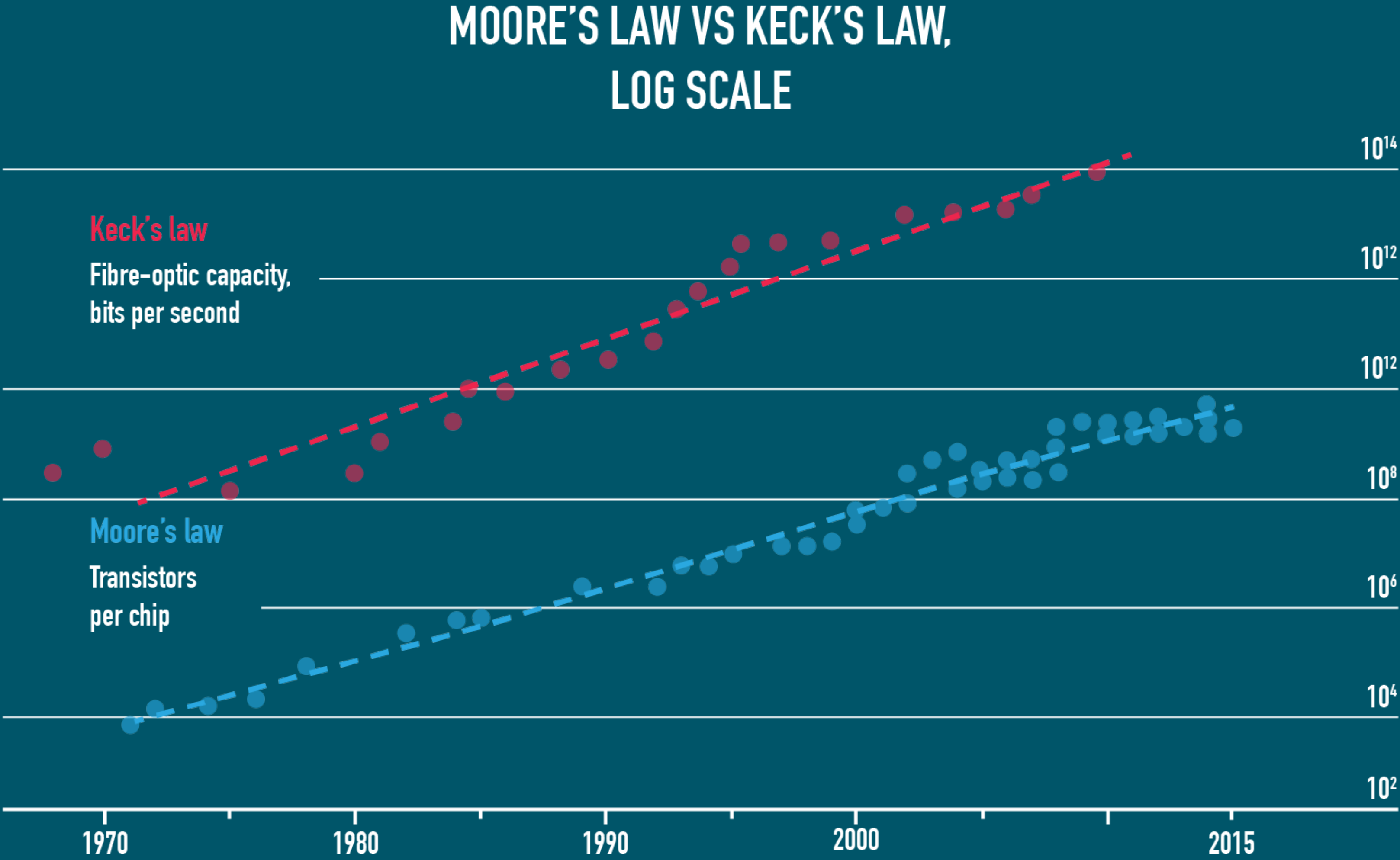
# The next 10 years: A World Beyond Covid, The USofE and the Rehumanisation of Media & Technology

Virtual Presentation  
Gerd Leonhard  
Futurist & Humanist





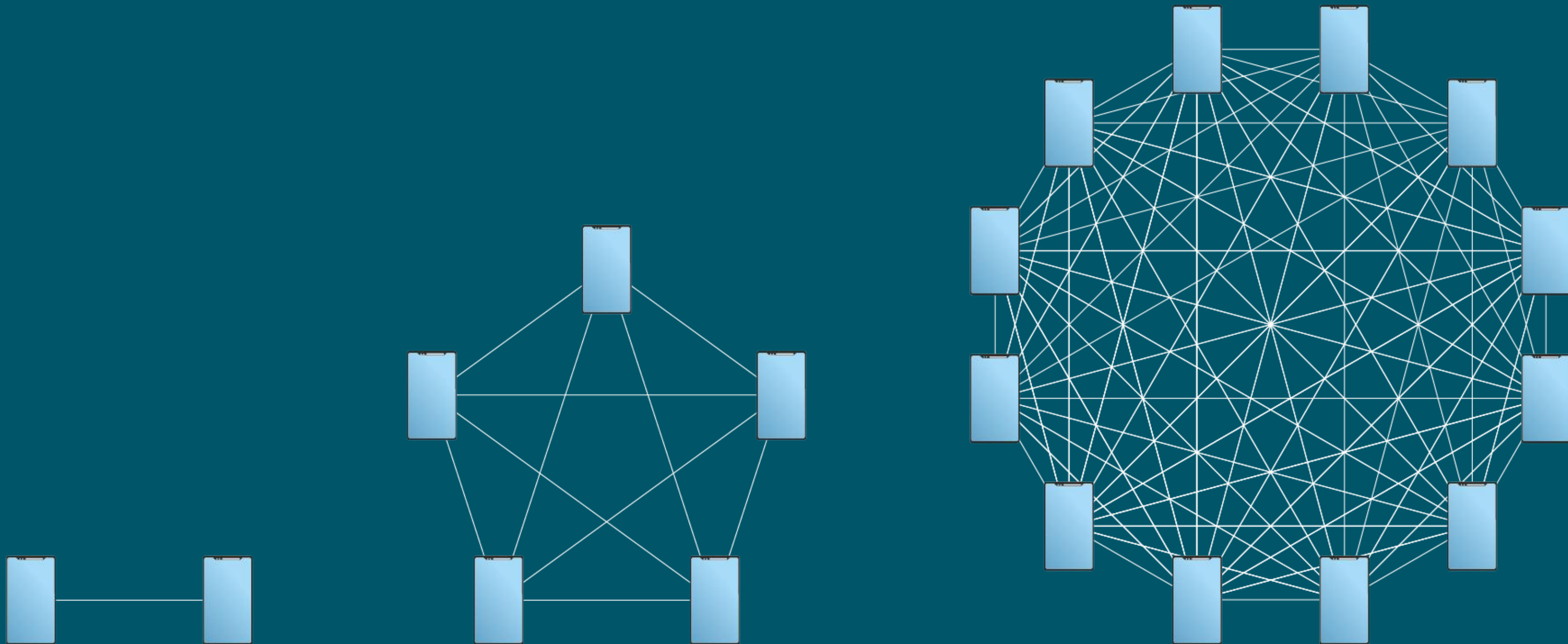
# Moore + Keck + Metcalf + Wright +++ = WARP-DRIVE Change



Source: Intel; Donald Keck - Via: The Economist

# Moore + Keck + Metcalf + Wright ++ = WARP-DRIVE Change

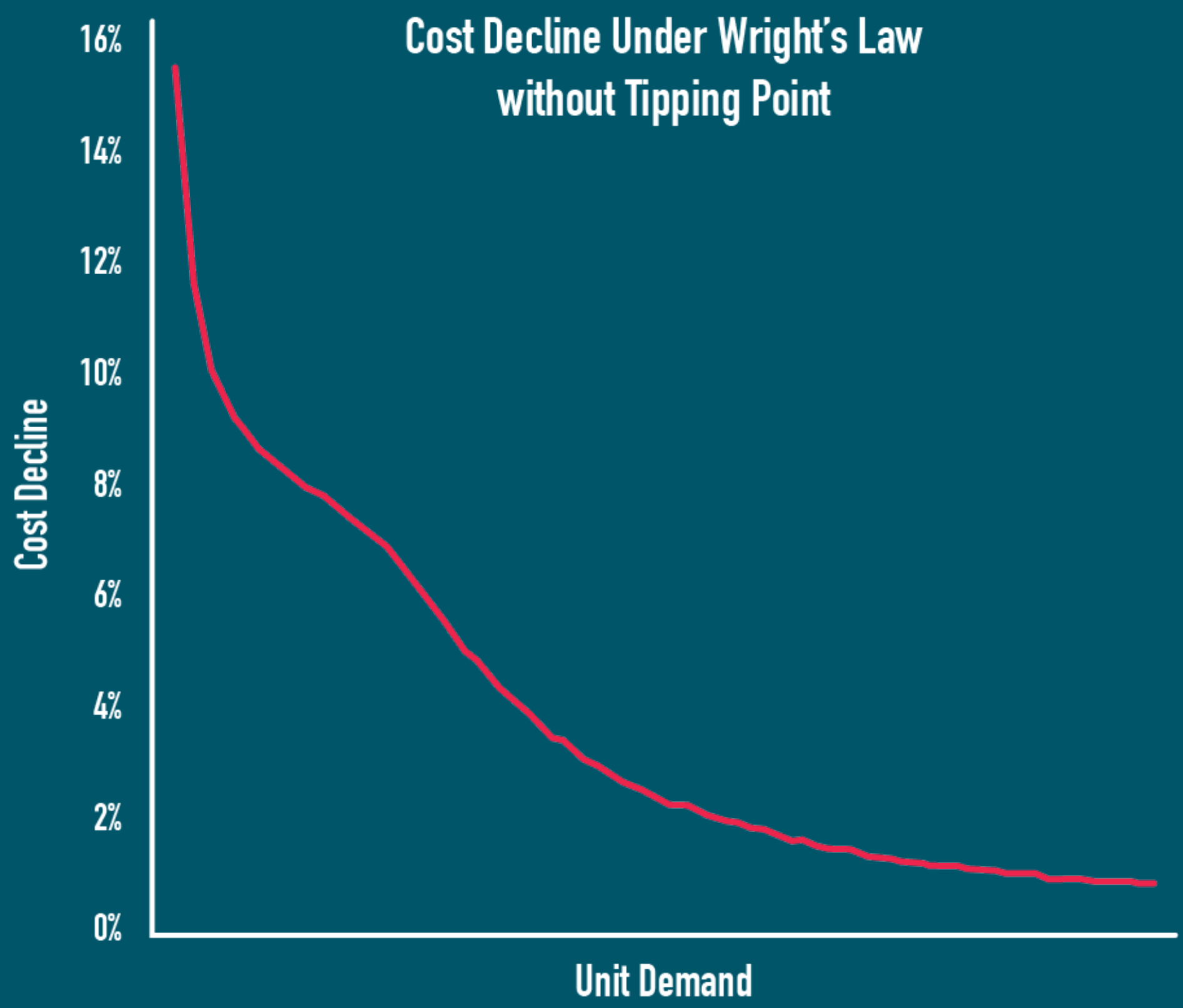
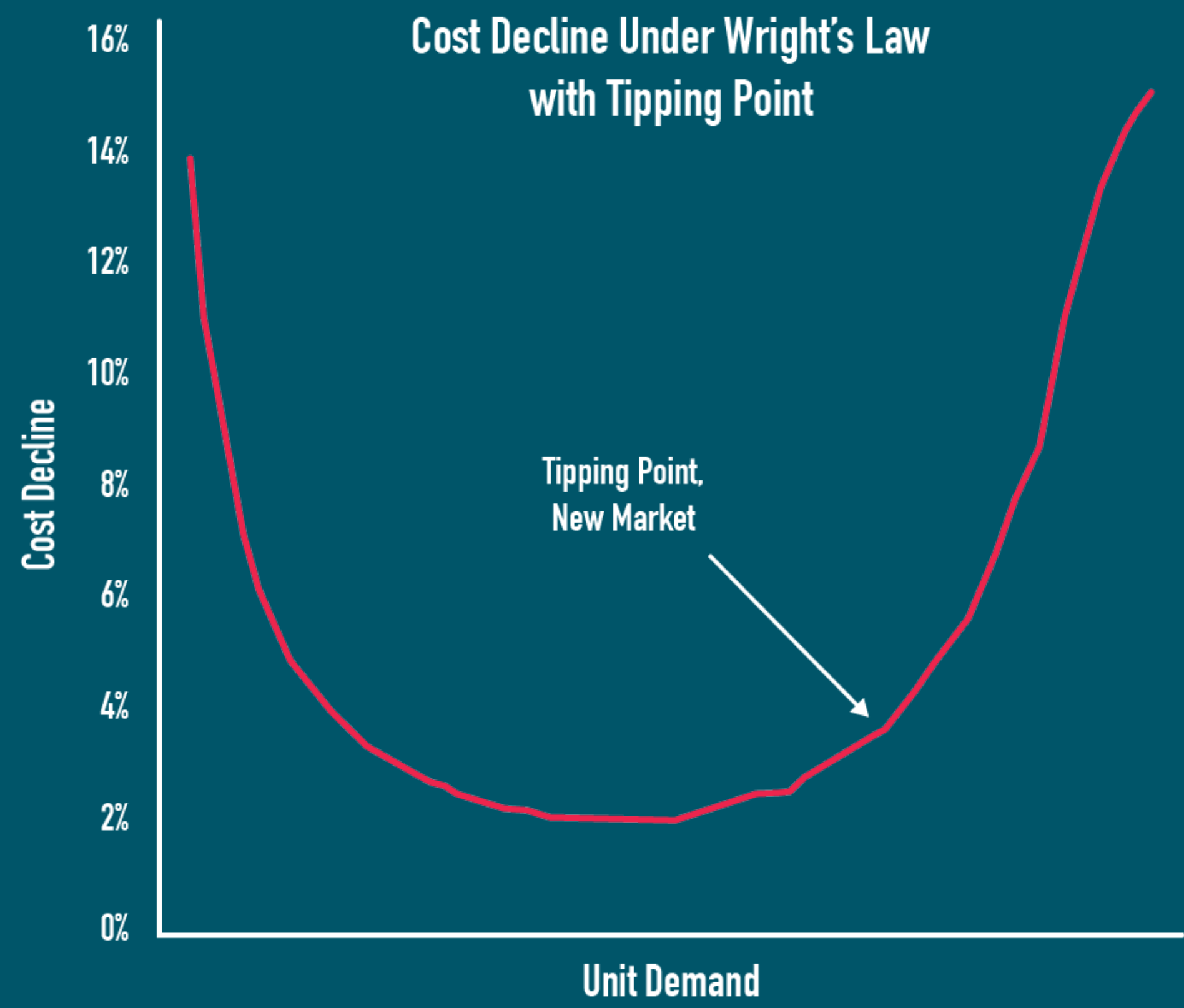
METCALFE'S LAW  
VALUE INCREASES WITH  $N^2$



# Moore + Keck + Metcalf + Wright ++ = WARP-DRIVE Change

## WRIGHT'S LAW

COST DECREASES AS A FUNCTION OF CUMULATIVE PRODUCTION





# Moore + Keck + Metcalf + Wright ++ = WARP-DRIVE Change

30 LINEAR steps will take you  
30 meters from the starting point

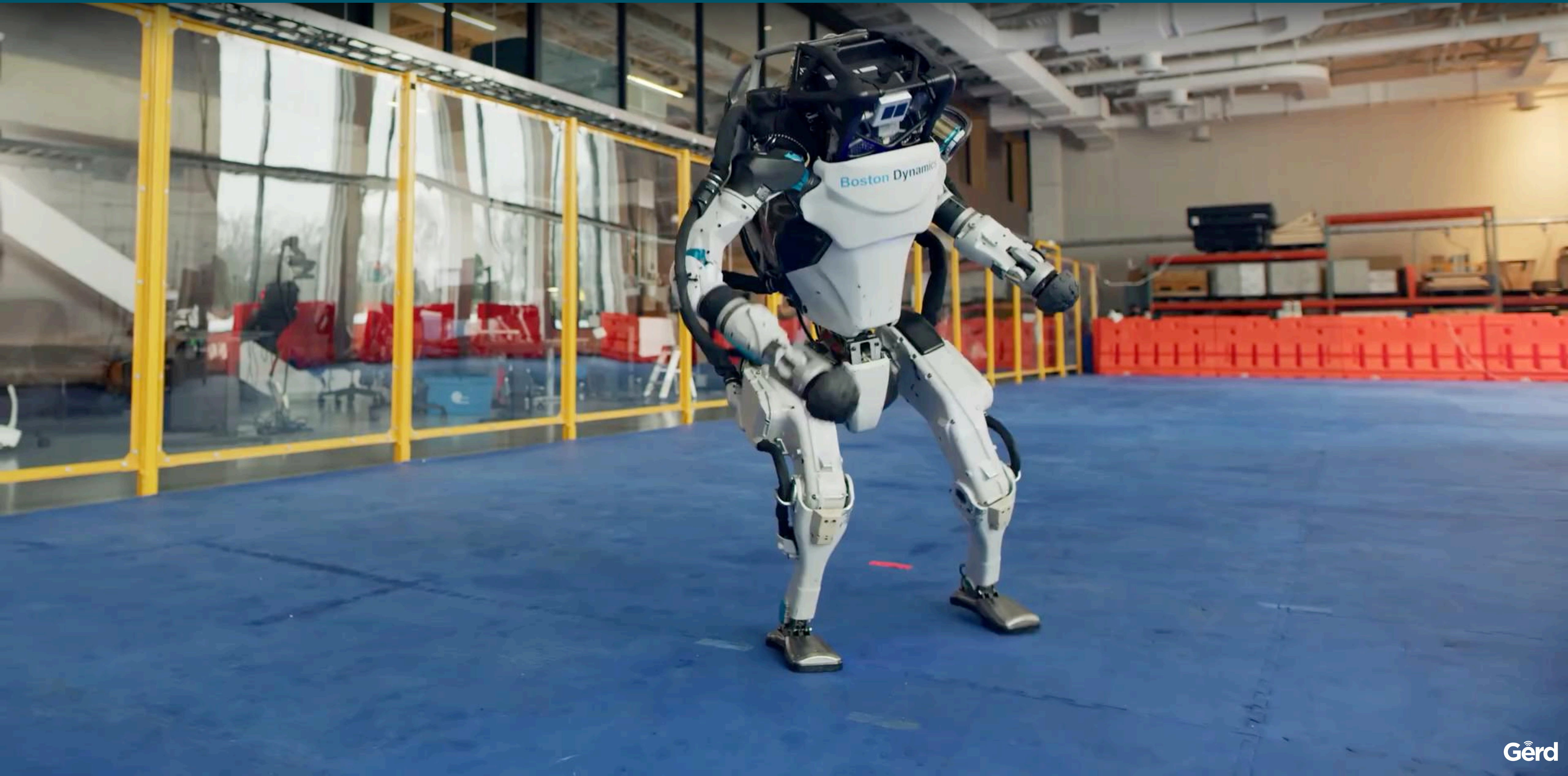


30 EXPONENTIAL steps will take you  
26 trips around the world!





# Say goodbye to gradual change: We're at the **Tipping Point**





~~'What will the future bring'?~~

**WHAT DO WE WANT OUR FUTURE TO BE?**

## **THE FUTURE:**

- Is defined by the **CHOICES** we make today
- Is **NO LONGER** an extension of the present
- Will arrive '**GRADUALLY, THEN SUDDENLY**'



# WHAT DO WE WANT OUR FUTURE TO BE?

Radicalisation vs Collectivism

Monetisation vs Conversation

Loneliness vs Togetherness

Algorithms vs Androrithms

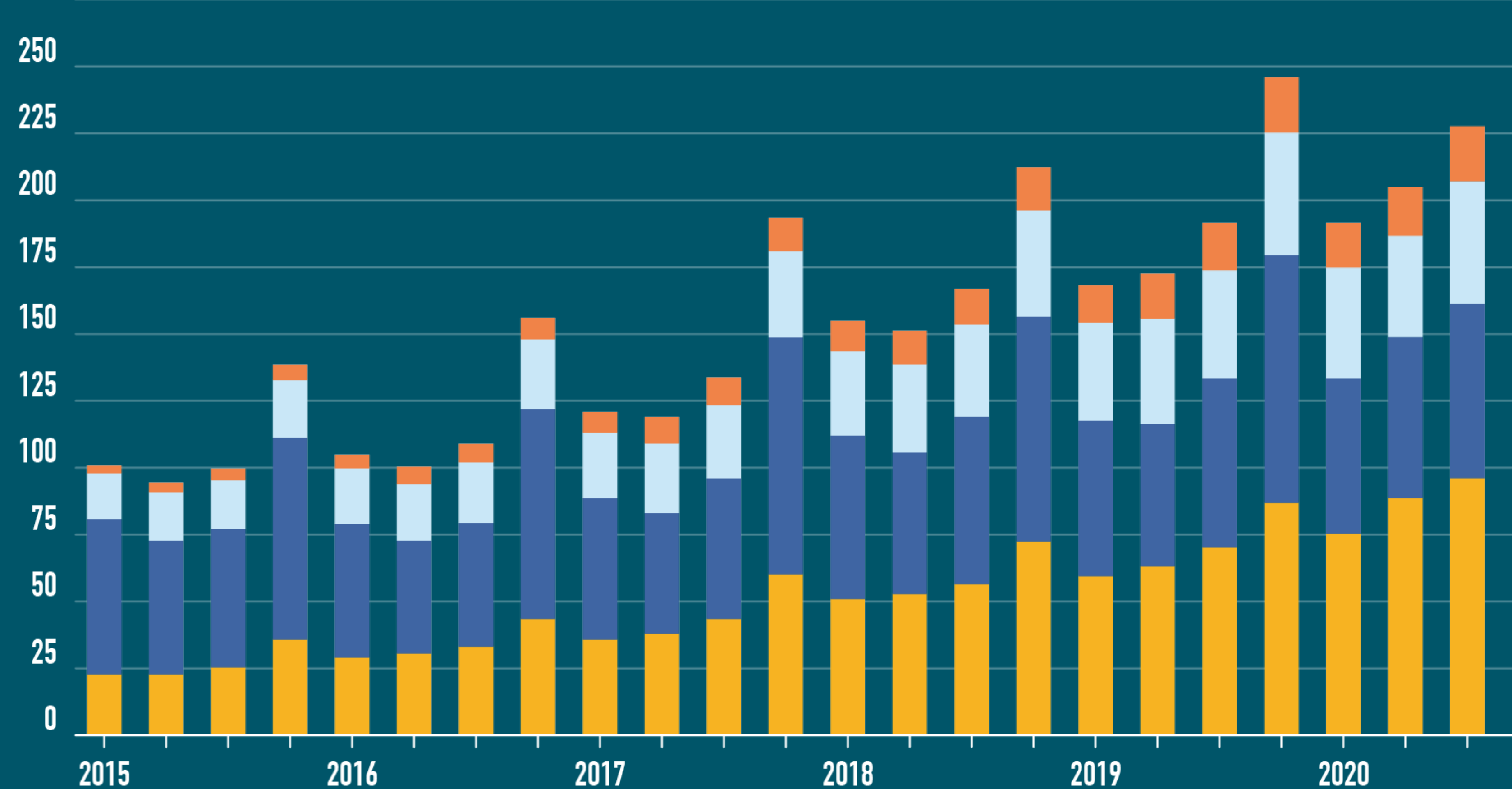




# SCALE BUSTERS

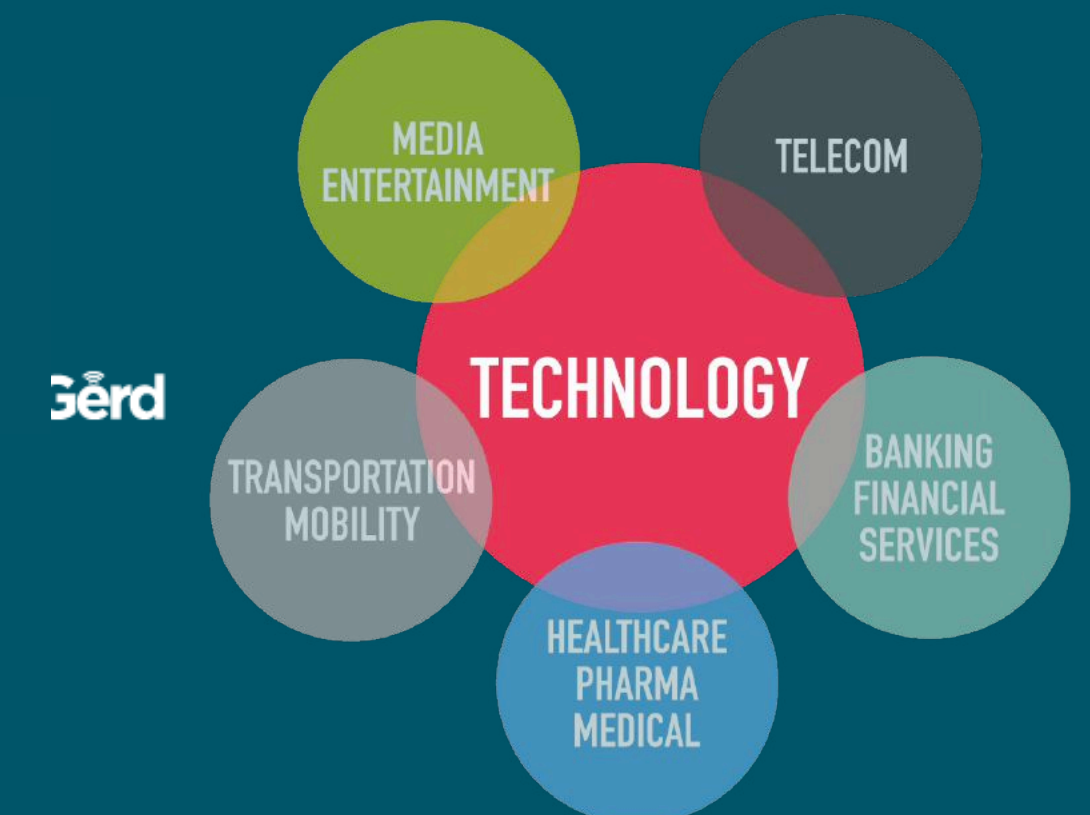
## REVENUE PER CALENDAR QUARTER

\$275 Billion



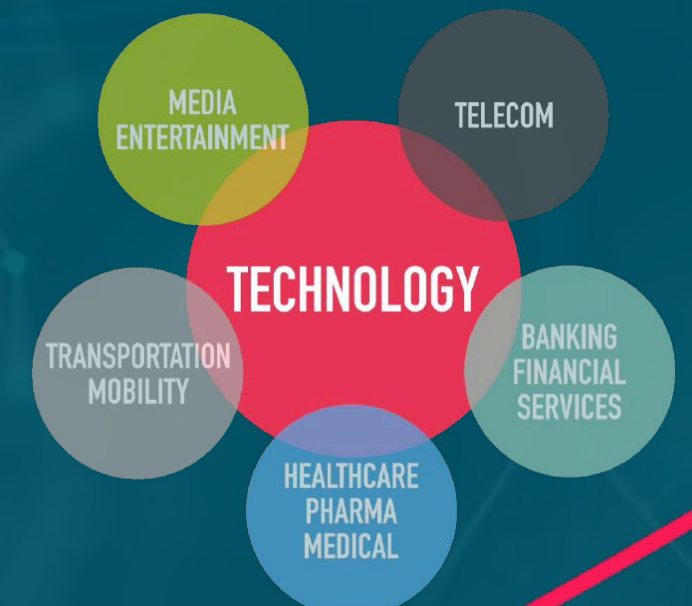
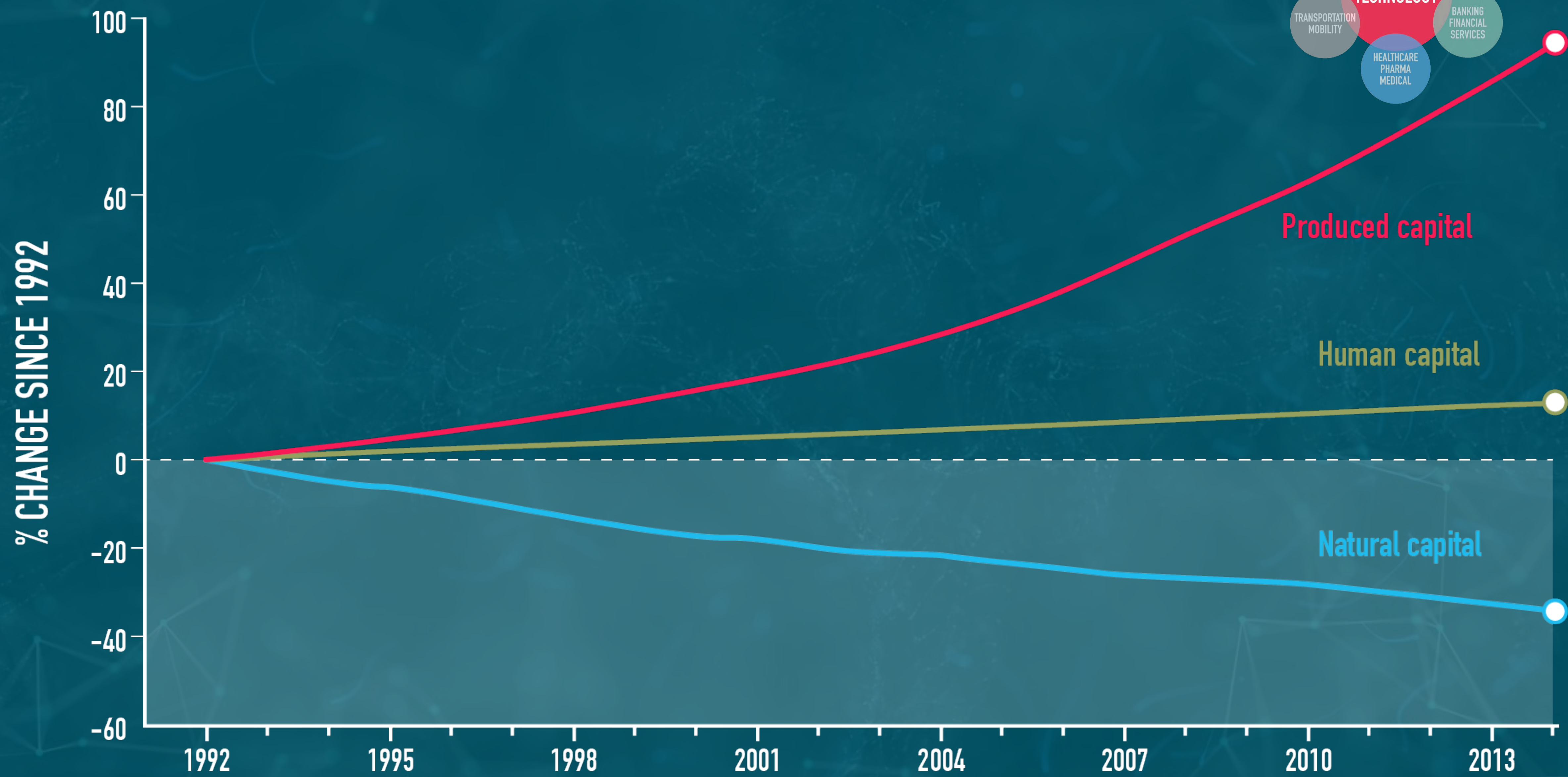
Source: Company Data

In August 2020,  
U.S. technology  
stocks were  
worth more than  
ALL EU STOCK  
MARKETS PUT  
TOGETHER





# GLOBAL CAPITAL STOCKS PER CAPITA



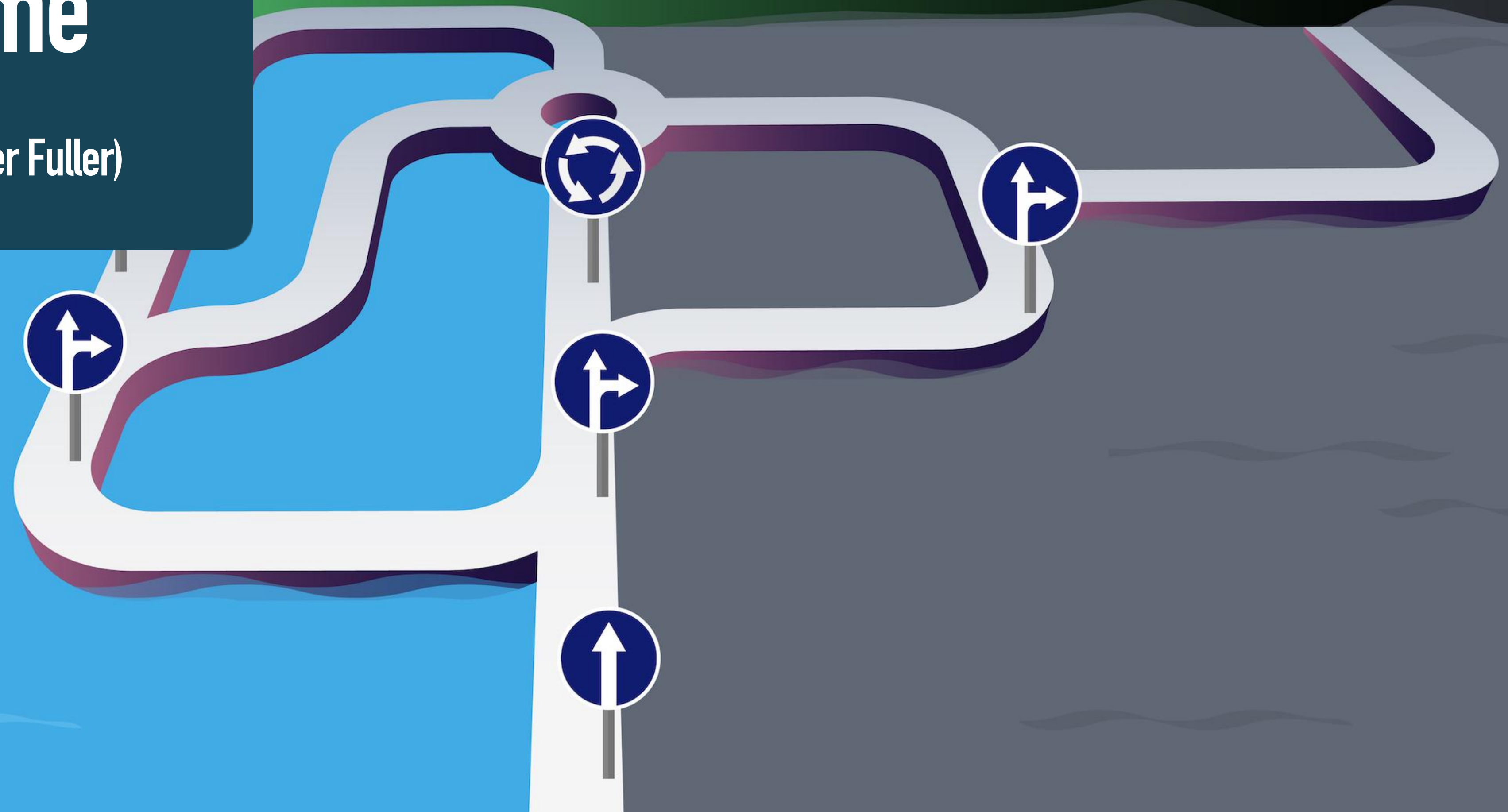
Source: The Dasgupta Review/HM Treasury



As we see our future,  
so we act; as we act  
so we become

(Barbara Hubbard \*Buckminster Fuller)

“Fork in The Road”

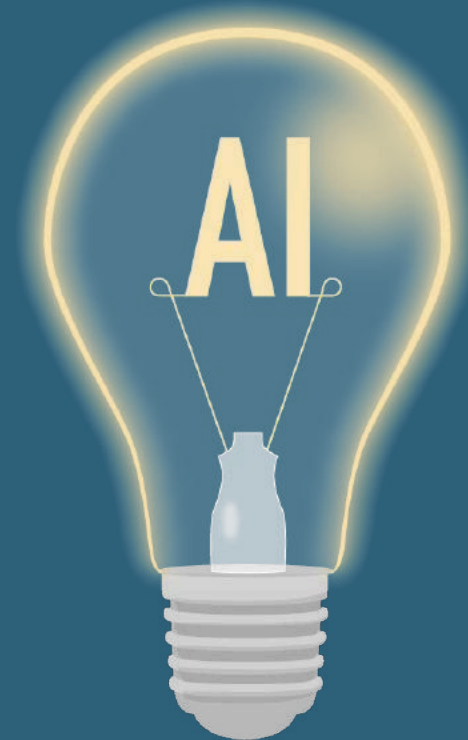




# A Decade of Radical Change and Transformation is ahead







## Learn From Anyone

Teacher

Elon Musk

Me: Teach me about rockets!

Elon Musk: Alright. Rockets can be used for launching objects into space, including people and satellites. Rockets are typically powered by rocket fuel, such as liquid propellant rocket engines which have liquid fuel in the form of liquid hydrogen and liquid oxygen. They may also be powered by solid propellants such as solid rocket boosters. The rocket engines are sometimes used for other propulsion purposes, such as spacecraft maneuvering, sometimes

Me: What kind of rockets do you build at SpaceX?



Respond

I

Go

Created by [Mckay Wrigley](#)



```
Terminal Shell Edit View Window Help
gpt-3_for_finance — python main.py — 60x38

-----
Welcome to the Balance Sheet Maker, powered by GPT-3.
Your transaction -> python code -> Google Sheets file
-----

Generating new balance sheet...

Tell me about your transaction:
I put $20000 in cash into t
```

yash-dani (yash) x New Balance Sheet - Google x +

docs.google.com/spreadsheets/d/1L1tZWbGA7IUFEh4UEP-eKbaiM3dkF1G3mhqMSkaFig/edit#gid=1...

### New Balance Sheet

File Edit View Insert Format Data Tools Add-ons Help Last edit was seconds ago

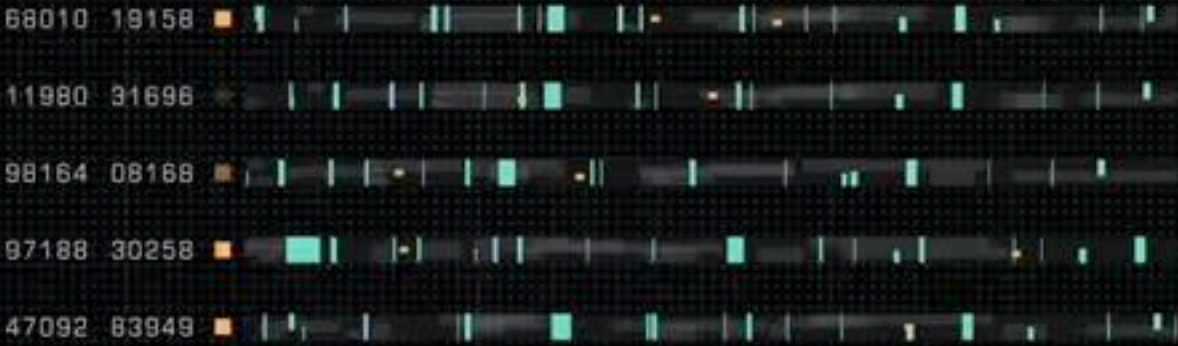
100% \$ % .0 .00 123 Default (Arl... 14 B I A

	A	B	C	D	E	F	G
1	Balance Sheet		Date:	2020-07-20			
2							
3	<b>Assets</b>			<b>Liabilities &amp; Owner's Equity</b>			
4	<b>Current Assets</b>			<b>Current Liabilities</b>			
5	Cash			Accounts Payable			
6	Accounts Receivable			Short-Term Loans			
7	Inventory			Income Taxes Payable			
8	Prepaid Expenses			Accrued Salaries and Wages			
9	Short-Term Investment			Unearned Revenue			
10	<b>Total Current Assets</b>	0		Current Portion of Long-Term Debt			
11				<b>Total Current Liabilities</b>	0		
12	<b>Non-Current Assets</b>			<b>Non-Current Liabilities</b>			
13	Long-Term Investments			Long-Term Debt			
14	Property, Plant, Equipment			Deferred Income Tax			
15	(Less Accumulated Depreciation)			Other			
16	Intangible Assets			<b>Total Non-Current Liabilities</b>	0		
17	<b>Total Non-Current Assets</b>	0		<b>Owner's Equity</b>			
18				Owner's Investment			
19				Retained Earnings			
20				Other			
21				<b>Total Owner's Equity</b>	0		
22							
23							
24							
25							
26				<b>Total Liabilities &amp; Owner's Equity</b>	0		
27							
28							
29							
30							
31							
32							
33							
34							
35							
36							
37							
38							
39							
40							

+ Copy of Sheet1



11099 32696  
90165 07255



ENCODING DATA FEED  
463898 34 42356 34 4561

DATA ANALYSIS	DATA ANALYSIS	DATA ANALYSIS	DATA ANALYSIS	DATA ANALYSIS
90.64%	72.82%	43.77%	38.11%	
[Detailed data rows follow]				

49

DCS - 062

DATA ANALYSIS

CORE DATA - 04

67

DCS - 062

DATA ANALYSIS

CORE DATA - 04

90

DCS - 062

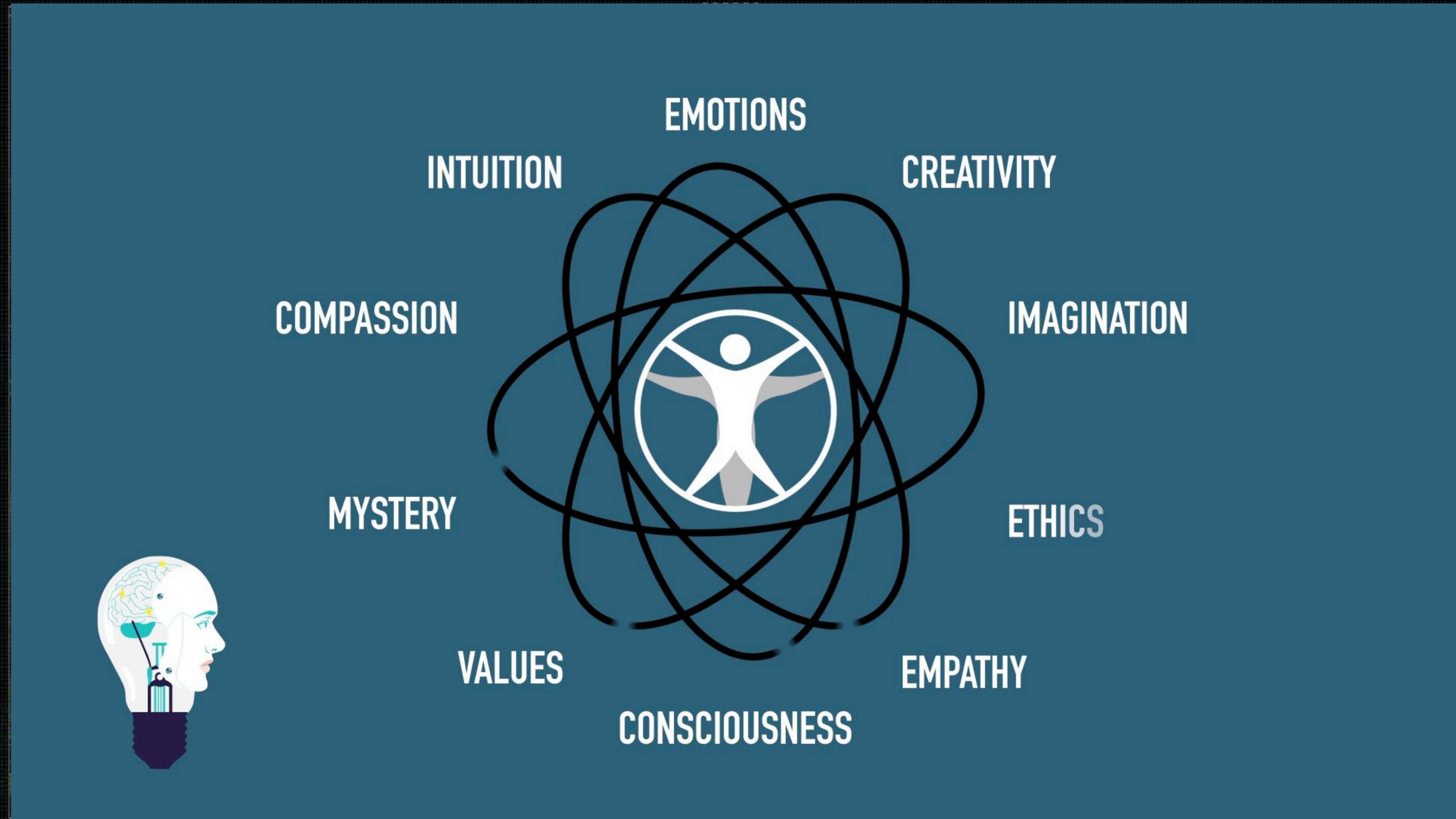
DATA ANALYSIS

CORE DATA - 04

Decoding DATA : 6570

ANALYSIS PROCESSING DATA  
188 8644972 992813 80

038889934 304 421909



93

DCS - 062

DATA ANALYSIS

48

DCS - 062

DATA ANALYSIS

90

DCS - 062

DATA ANALYSIS

76066 19357 08 921 530739 68071 208  
58087 97444 95 0281399 32310 86260 21 007041

SEQUENCE : 00173 - 5

ACC - TZA 0481  
NODE - 374510  
DATA : 226 9422 8002

SYS : 001 - SECTOR 98042

SYS : 002 - SECTOR 68317

SYS : 003 - SECTOR 17358

93

DCS - 062

DATA ANALYSIS

48

DCS - 062

DATA ANALYSIS

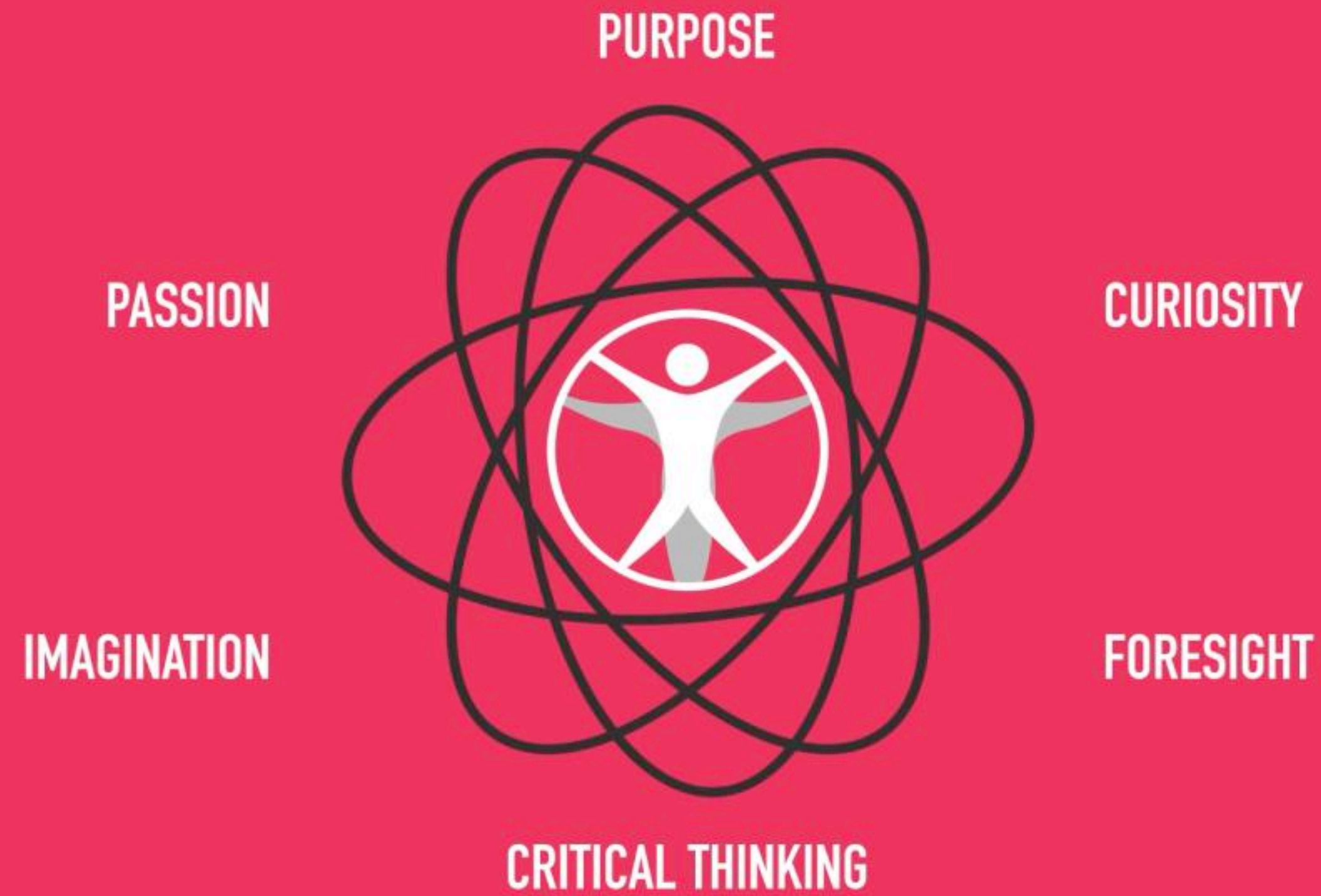
90

DCS - 062

DATA ANALYSIS



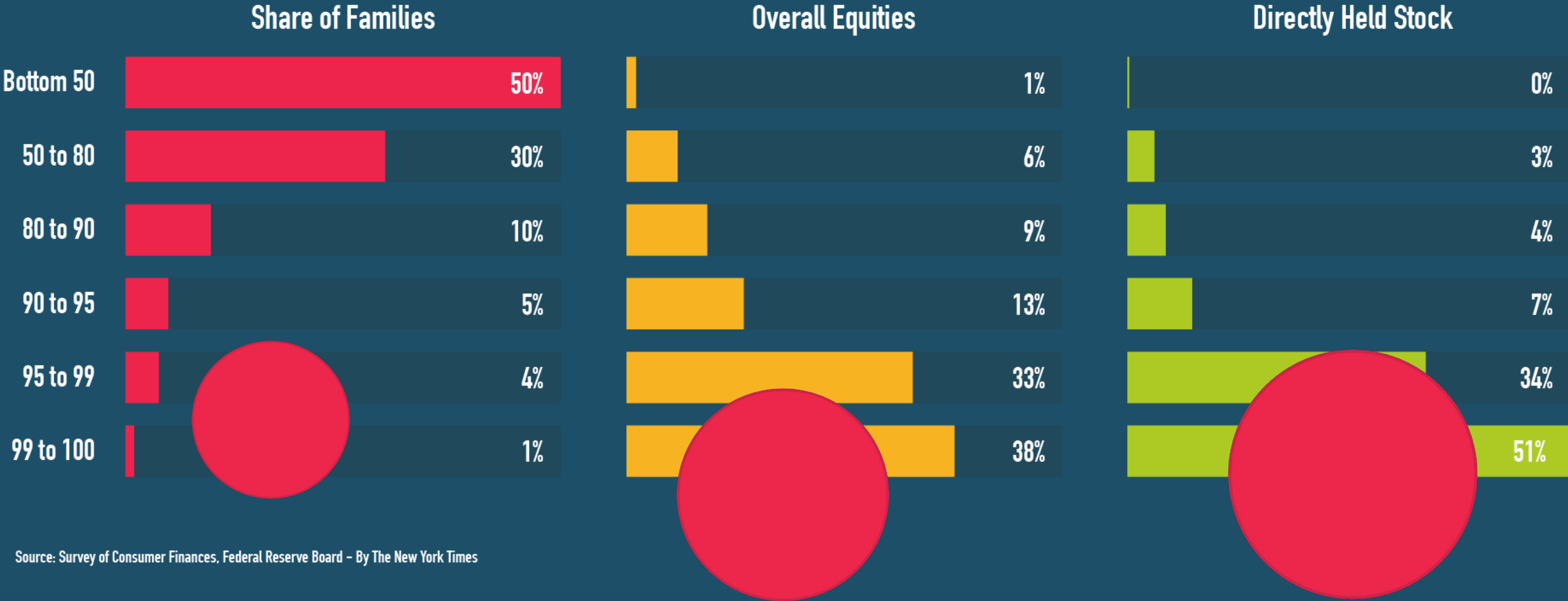
# Algorithms vs Androrithms: it's all about the **BALANCE**





**WHEN THE STOCK MARKET RISES, SO DOES INEQUALITY**  
**MANY AMERICANS BENEFIT FROM RISING STOCK PRICES, BUT WEALTHIER FAMILIES**  
**OWN A FAR GREATER SHARE OF OVERALL EQUITY HOLDING**

Families grouped by percentiles of net worth:



Source: Survey of Consumer Finances, Federal Reserve Board - By The New York Times



# We need a NEW OS





**We won't really tackle the existential global issues such as climate change until we collectively decide what REALLY MATTERS TO US, and pursue a 'New Capitalism'**

**1**

**"I believe that the pandemic has presented such an existential crisis — such a stark reminder of our fragility — that it has driven us to confront the global threat of climate change more forcefully and to consider how, like the pandemic, it will alter our lives"**

**Larry Fink, Black Rock, Jan 2021**



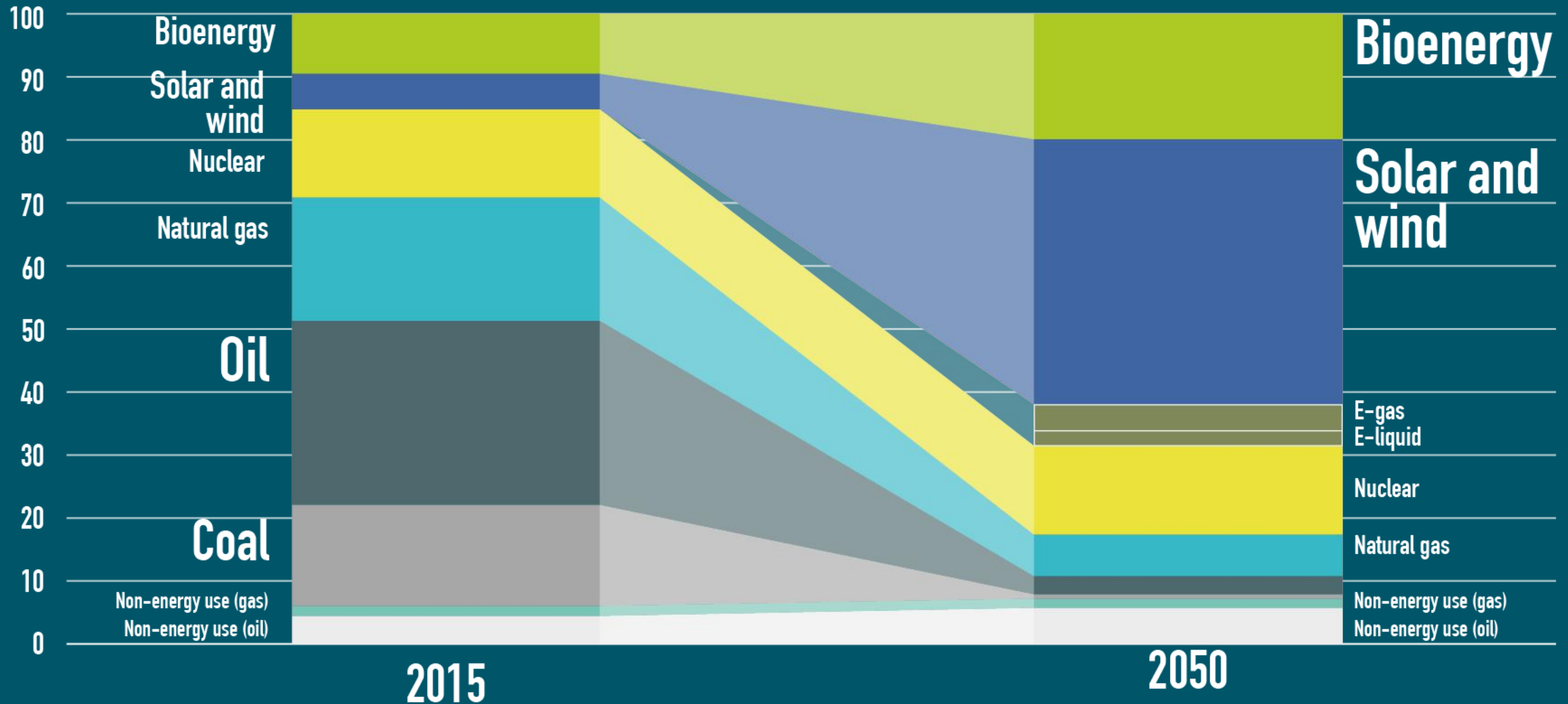
The DECARBONISATION of the Global Economy is one of our biggest OPPORTUNITIES





# EU ENERGY MIX EVOLUTION (2015–2050)

TODAY, 3/4 OF THE EU ENERGY SYSTEM RELIES ON FOSSIL FUELS. THE EUROPEAN GREEN DEAL HAS TO UPTURN THIS BY 2050





# UNTHINKABLE

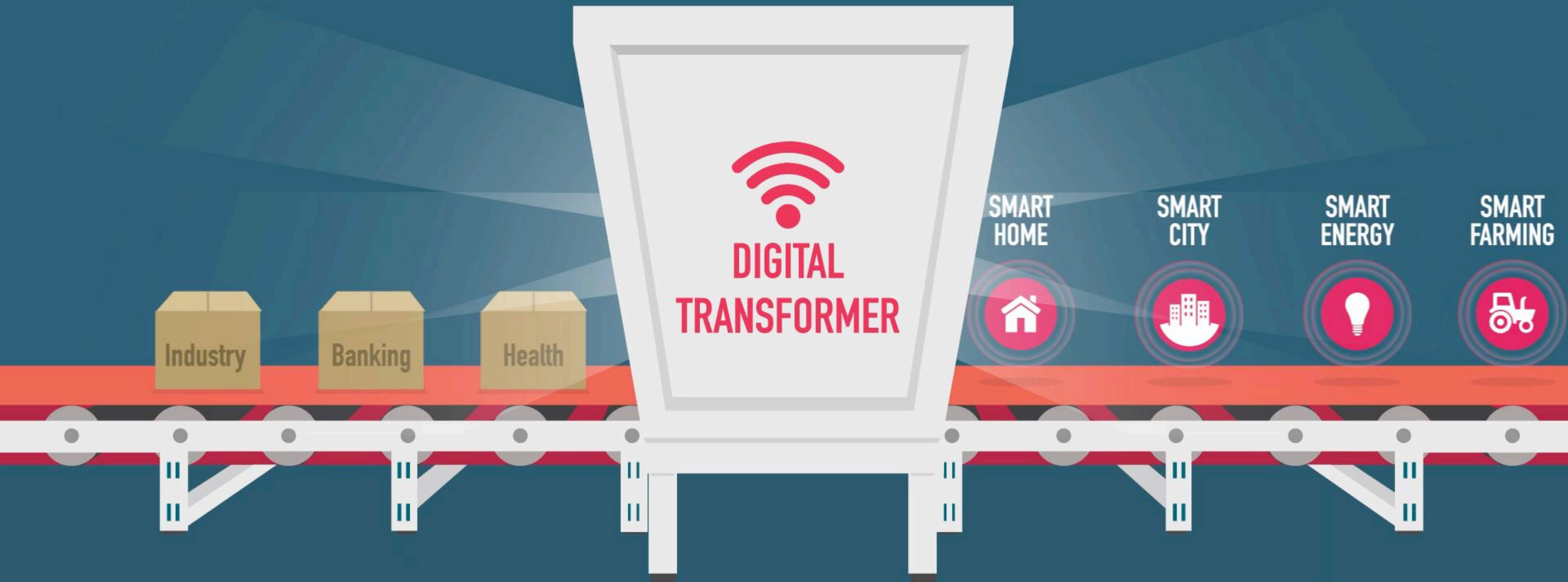
## ...NEW NORMAL





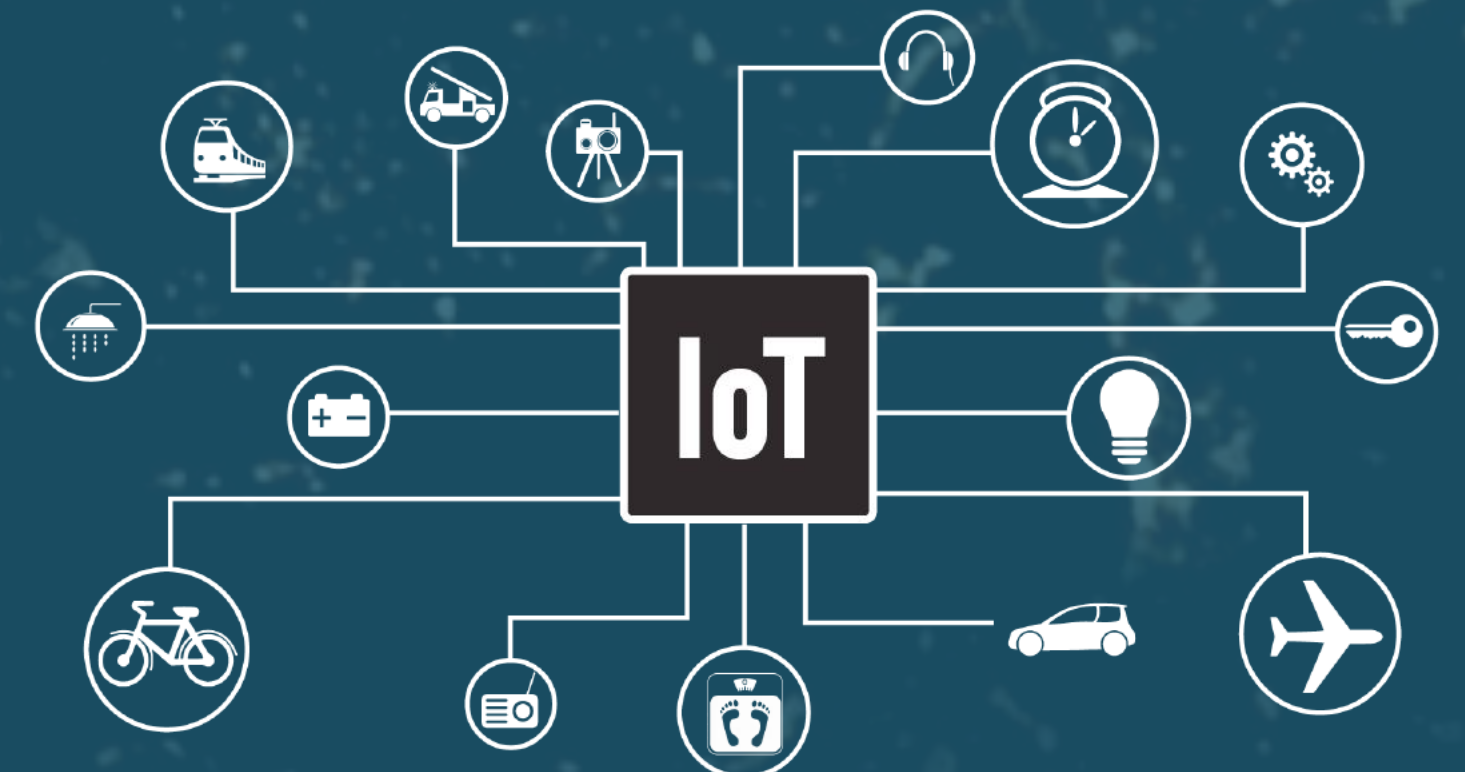
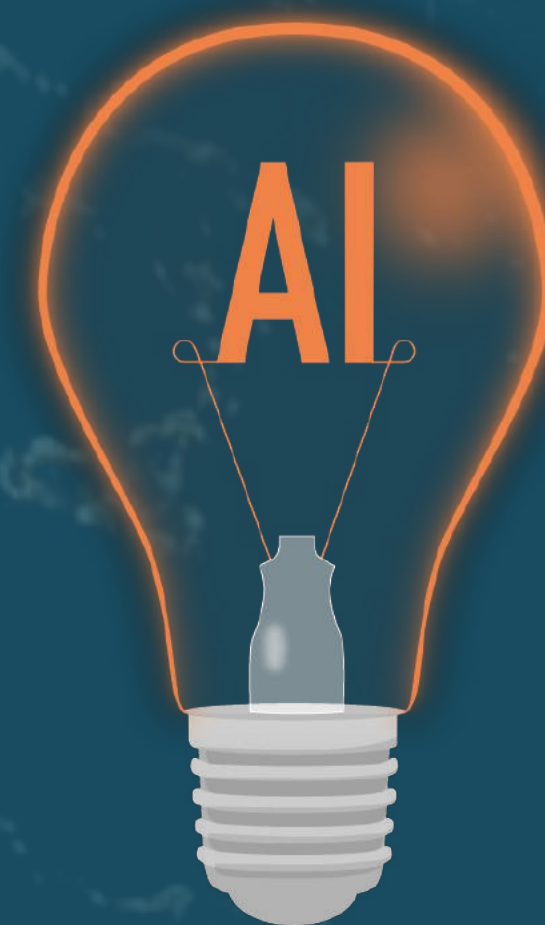
# Connected Everything | Smart Everything

2

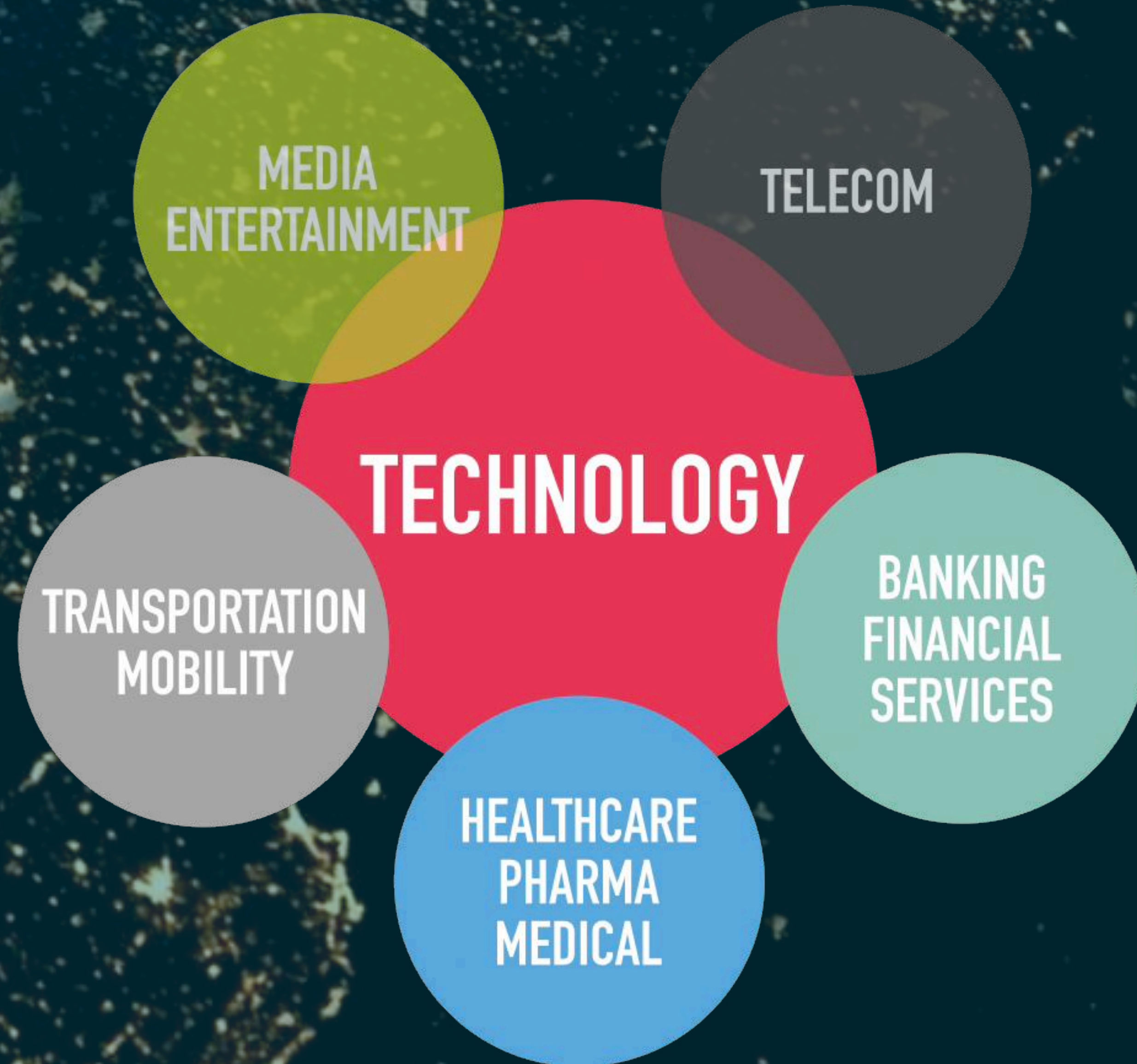




# We're building a new Meta-Intelligence









# Imagine the power THIS kind of GATEKEEPER would have



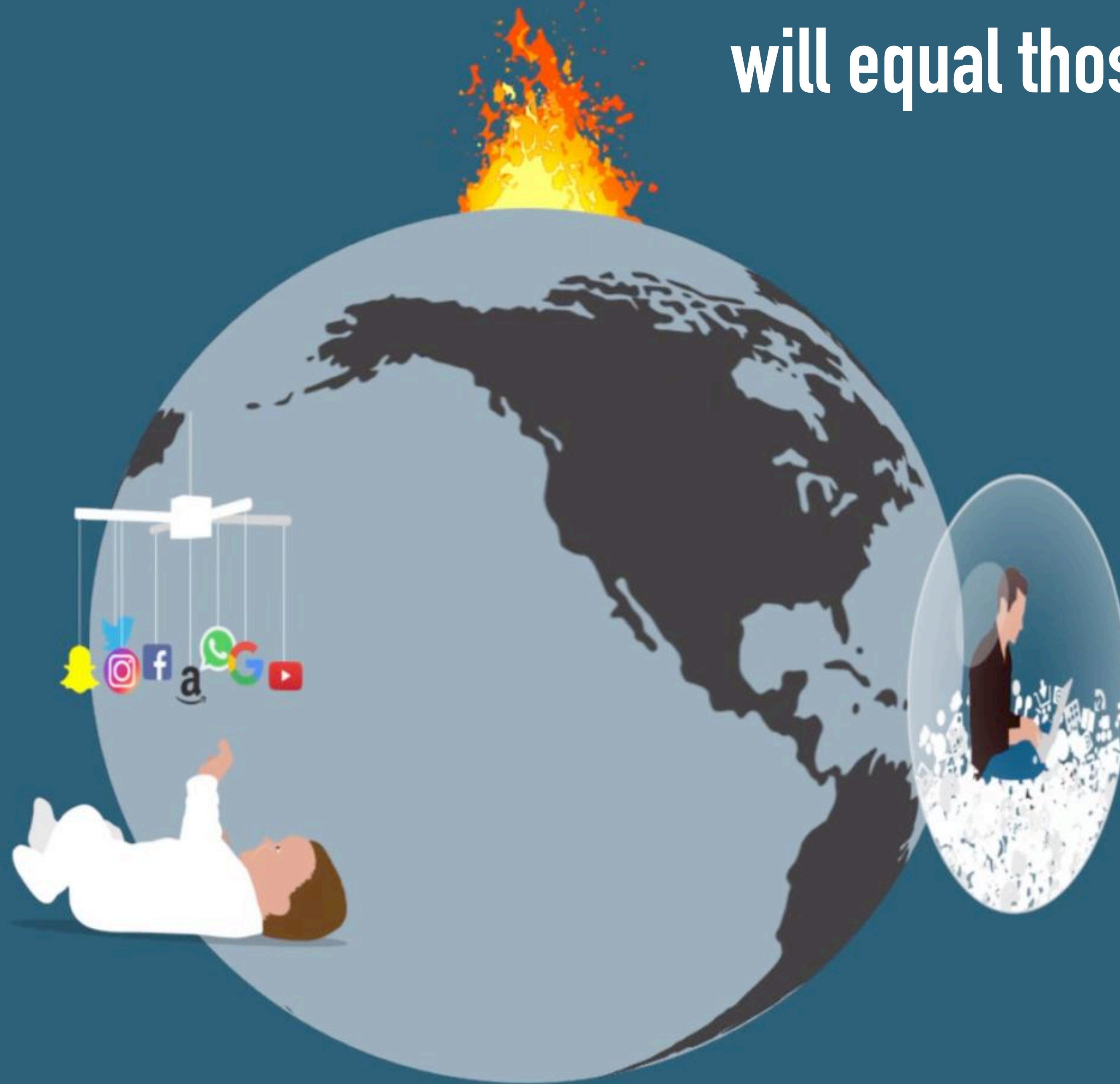
Futurism

**THE BRAIN-HACKING DEVICE IS MUSK'S  
WAY OF KEEPING HUMANS AHEAD OF AI**

© PBS NewsHour



Unless we act now, the externalities and the (un)intended consequences of exponential technological change  
will equal those of the fossil fuel industry





Expect tidal waves of technology regulation, anti-trust actions, data and privacy protection, digital ID measures...

3







INSIDER

Login

# The regulation of tech monopolies will decide the fate of Western democracies

Johannes Reck, Opinion Contributor Feb 8, 2021, 9:13 PM



# UNTHINKABLE

# ...NEW NORMAL



# How Solid Pods work



## Users

Users control which entities and apps can access their data.



## Apps

Apps can access rich stores of data from any Pods, with user permission.



## Pods

Pods store user data in an interoperable format and provide users with permissioning controls.

## **SOLID** THE NEW INTERNET

PROF. TIM BERNER LEE  
THE FATHER OF INTERNET



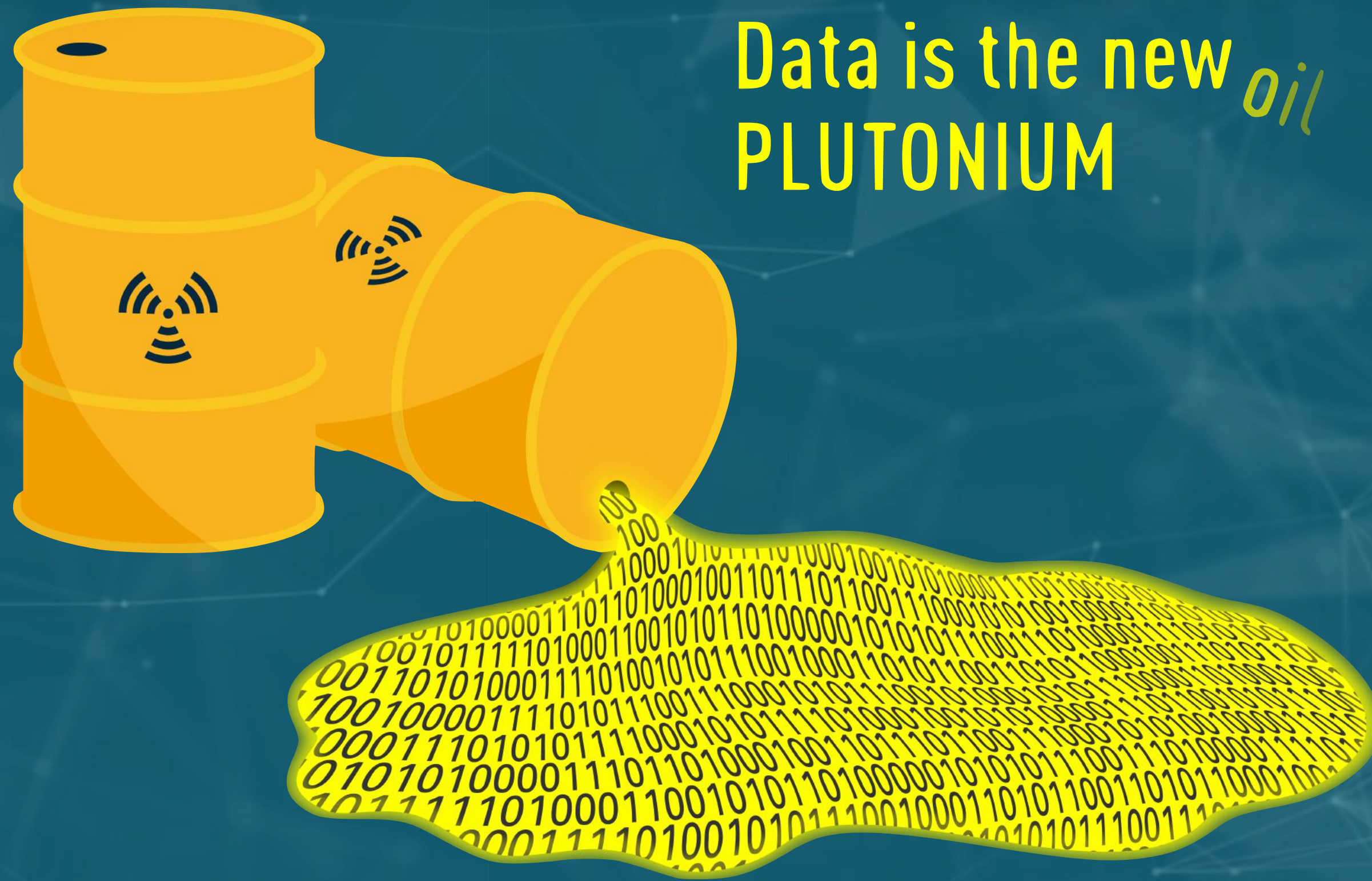
### Solid

Sir Tim Berners-Lee's vision of a  
vibrant web,  
*for all*



# 'Digital Ethics Councils' everywhere (gov, industry, brands)

4



Data is the new *oil*  
**PLUTONIUM**





# 'Too much of a good thing' can be a very bad thing





# The Coming Re-Humanisation of Media

5

# DEHUMANIZATION





# The Coming Re-Humanisation of Media

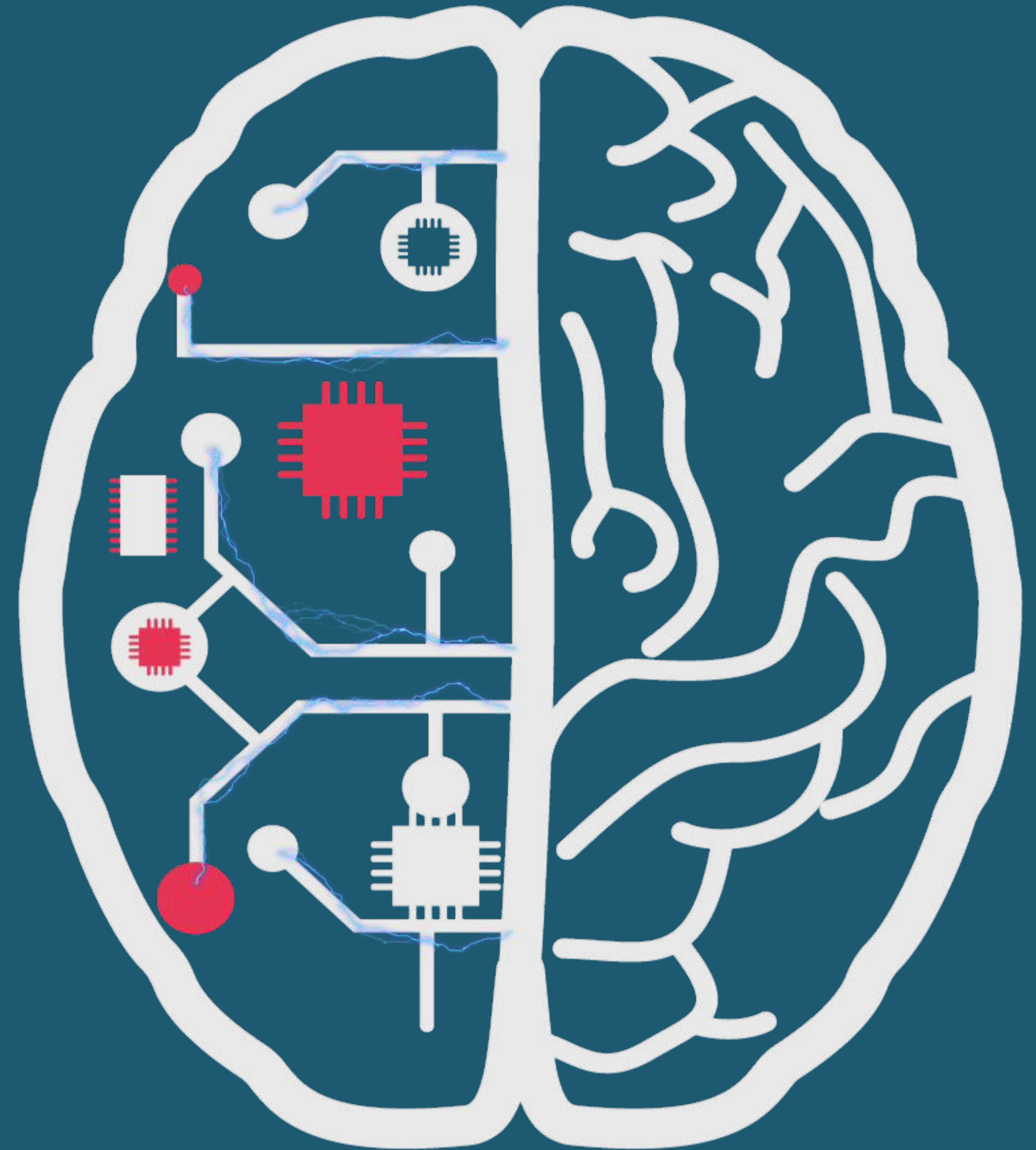
RE-HUMANIZATION



# Dataism

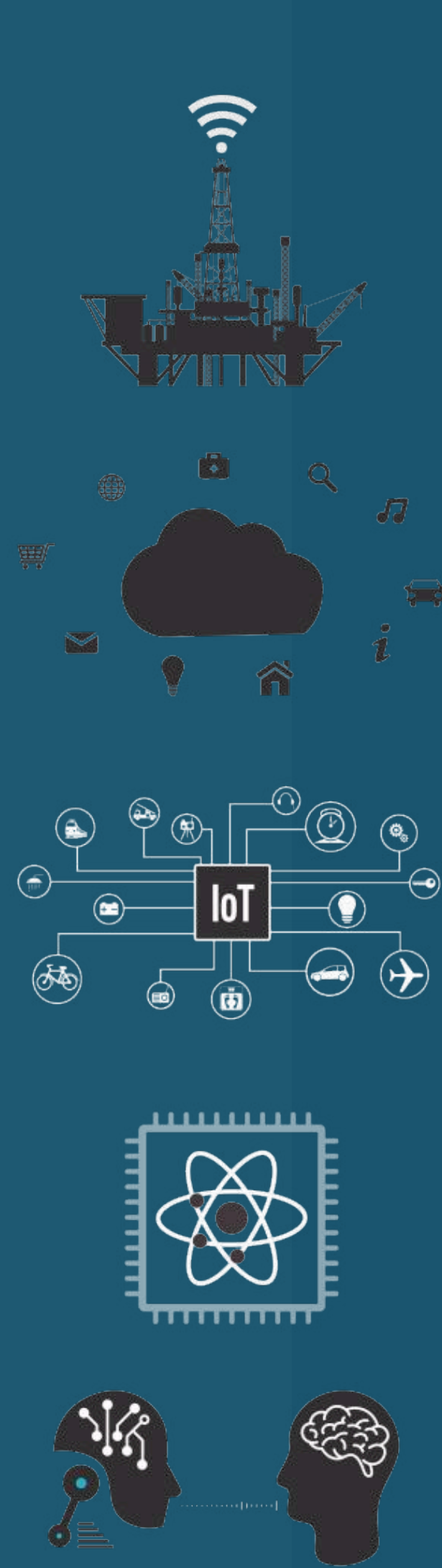


# Reductionism





# As we see the future... so we act... so we become





# The wolf you feed is the wolf that wins

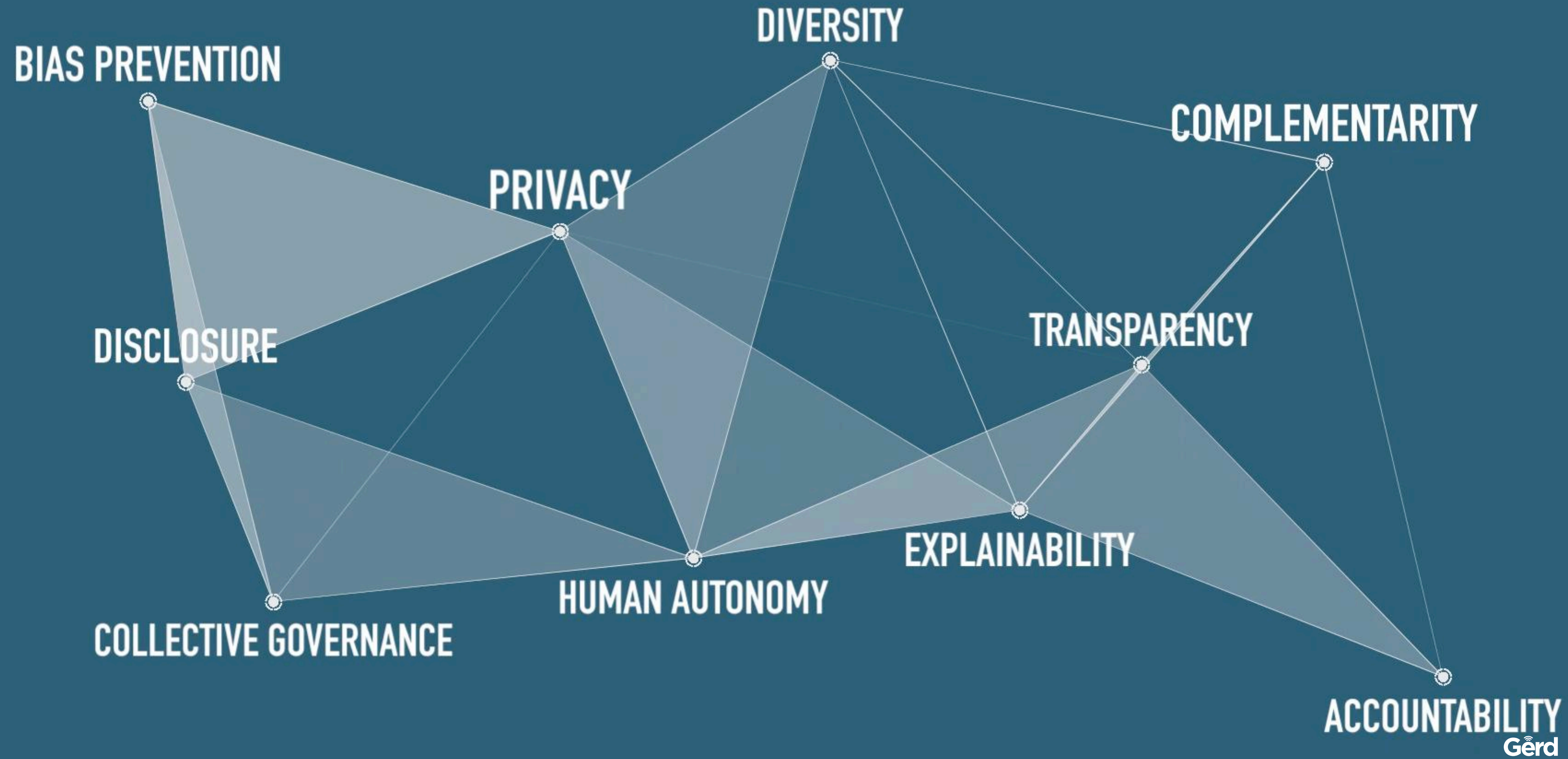






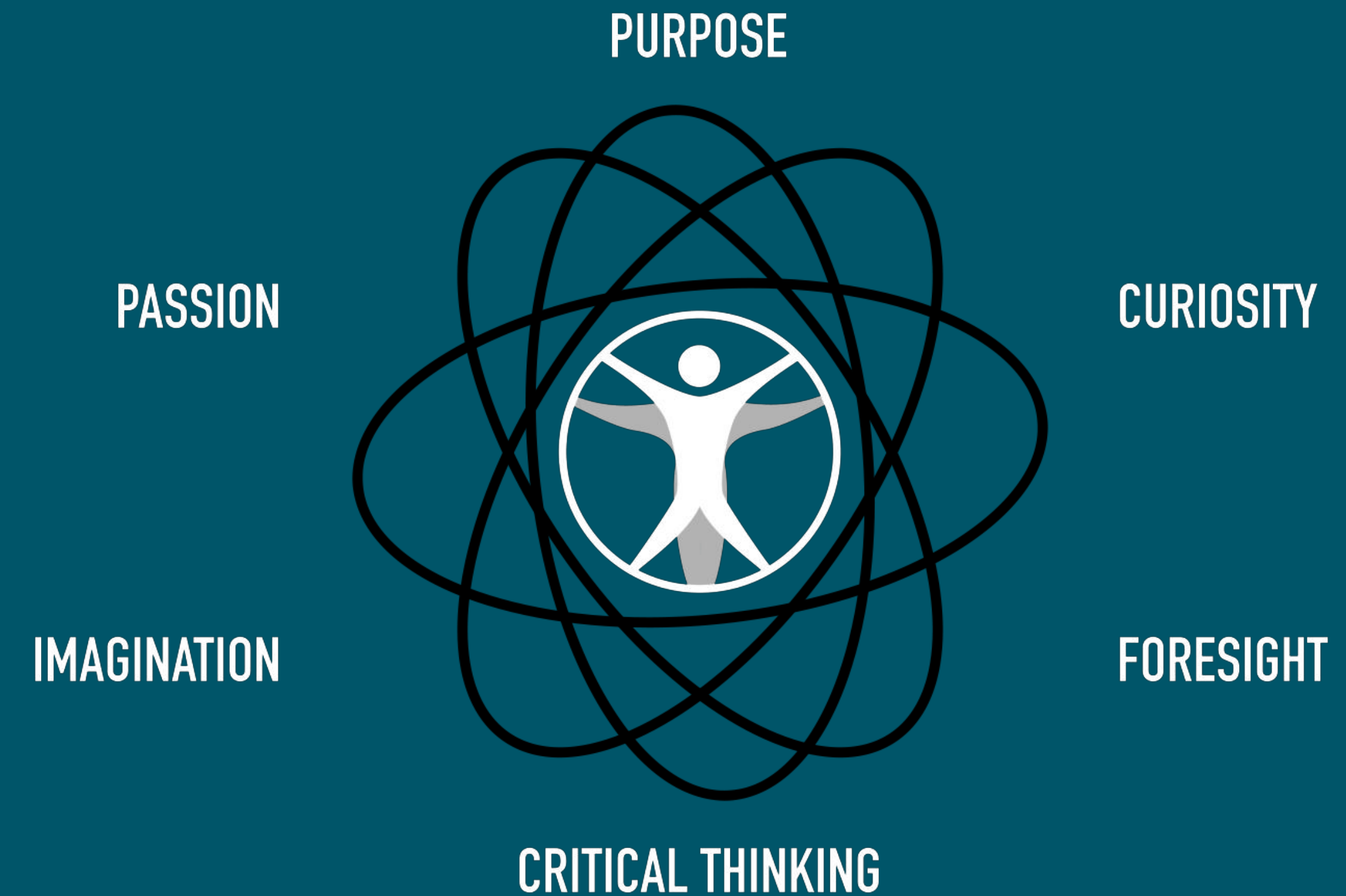


# Keep Humans in the Loop!





# Reboot Media

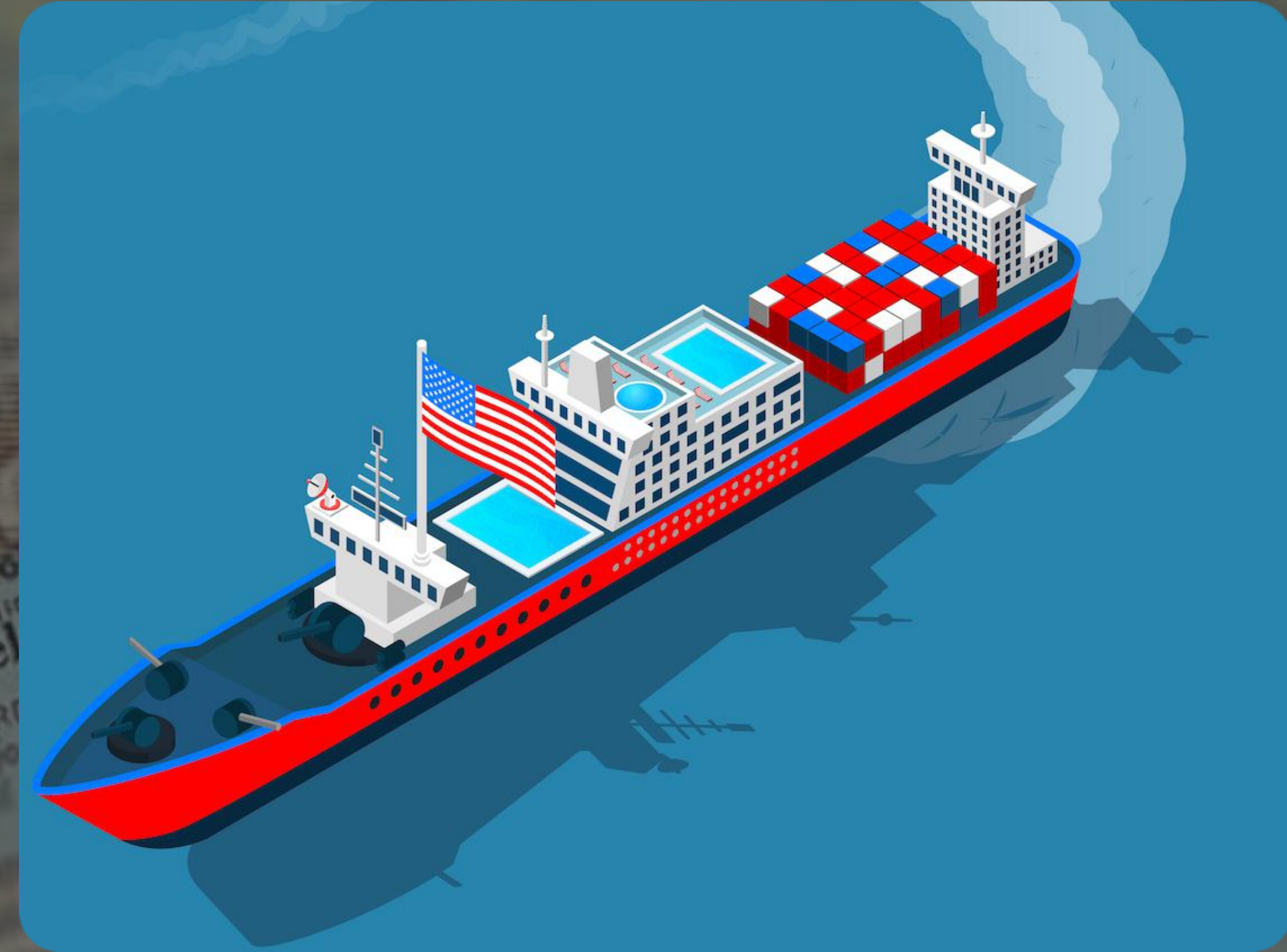




# 2030: The United States of Europe, and a dramatically pivoted USA

6

UNITED STATES  
OF EUROPE



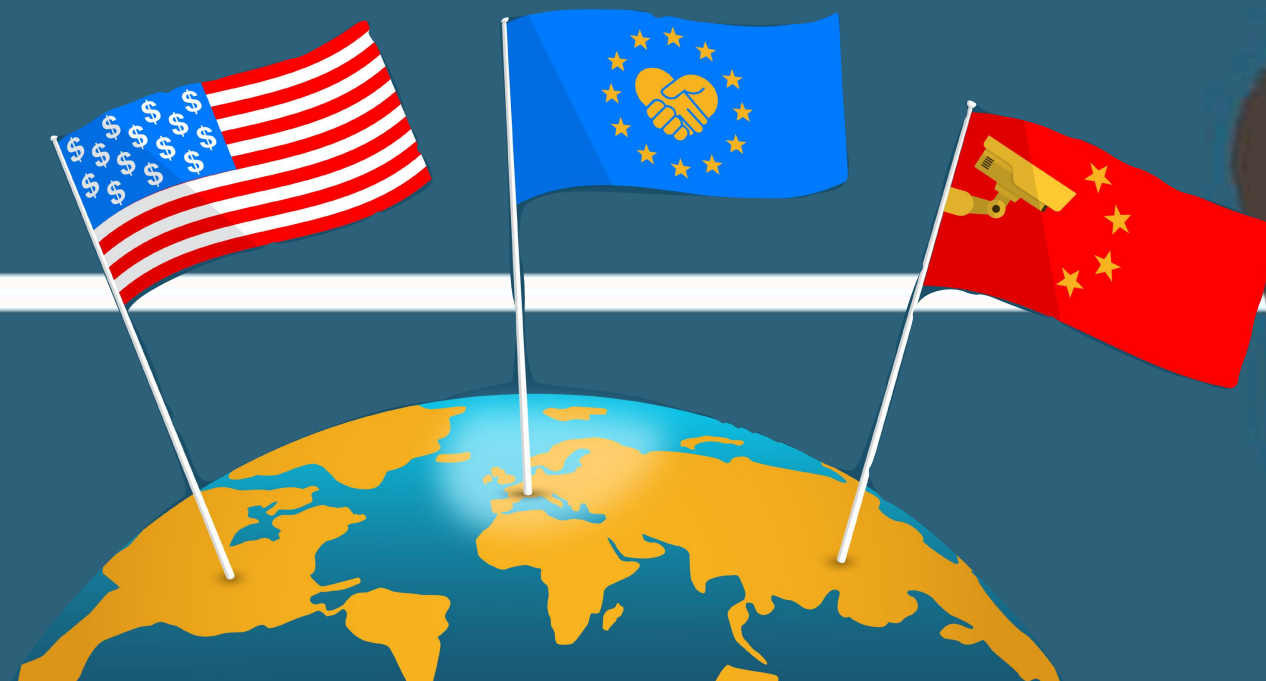
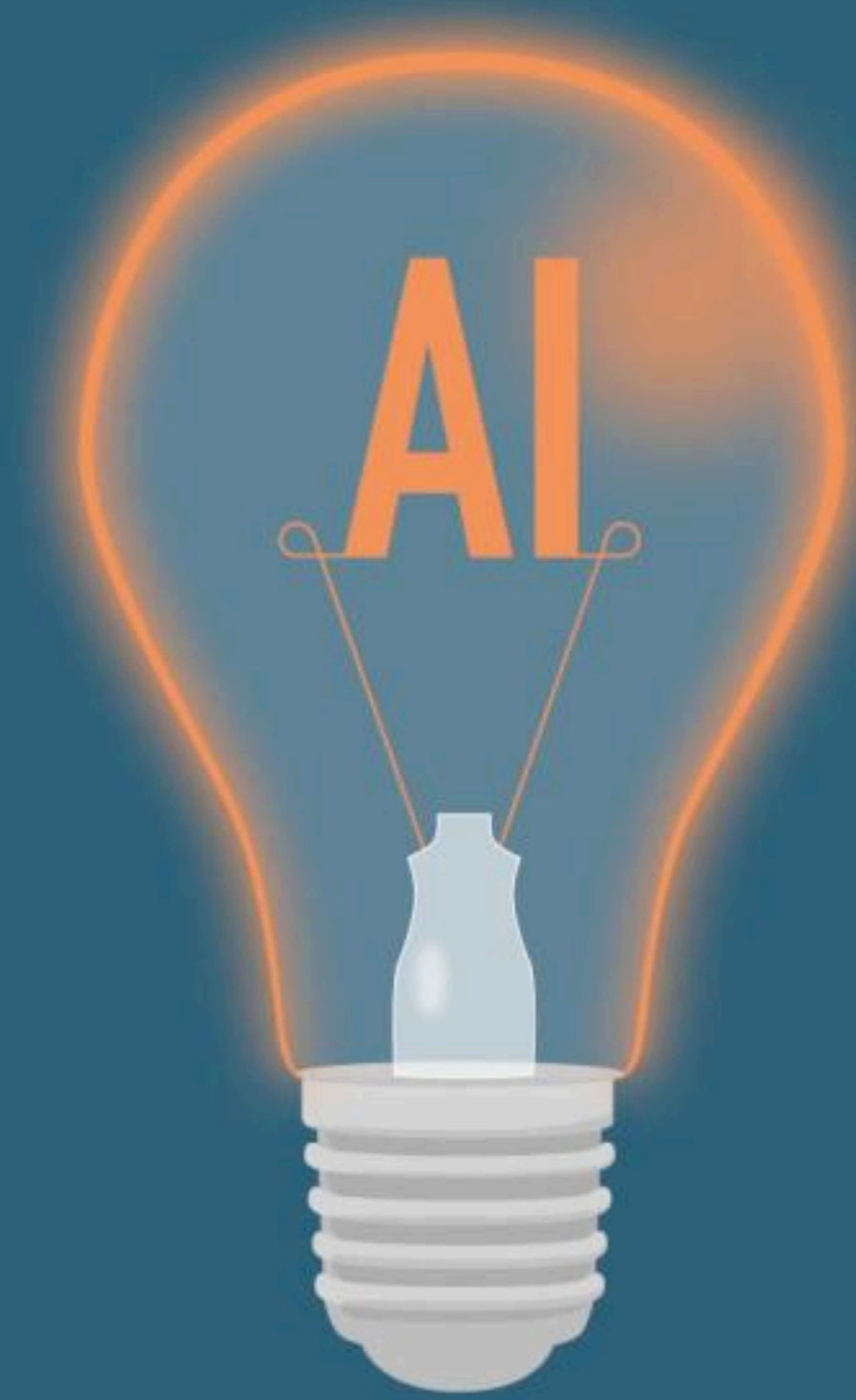


# Europe is in the hot-seat, both with the U.S. and with China



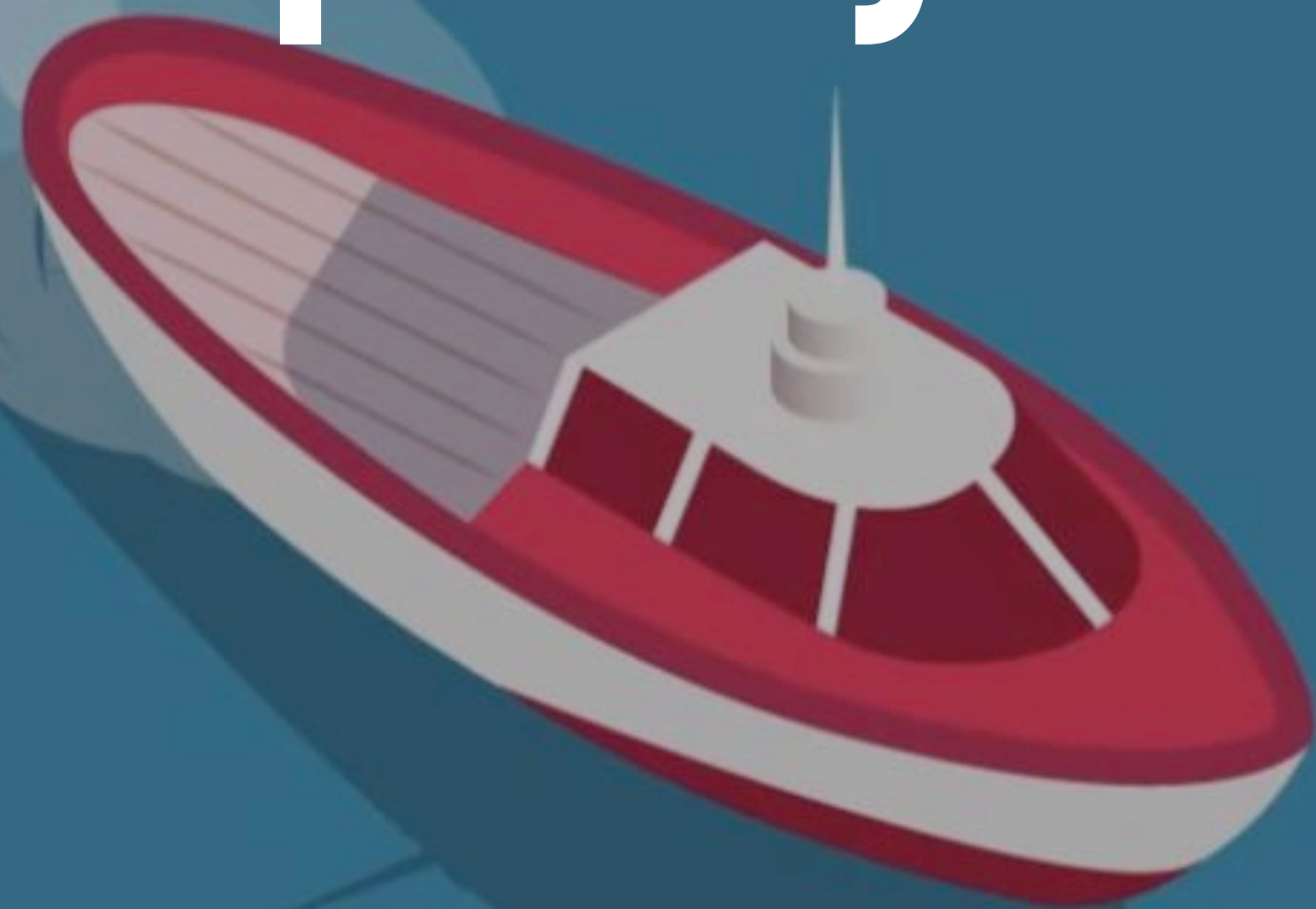


# A global memorandum on AGI / ASI (Artificial Super Intelligence)





# The new OS: People Planet Purpose Prosperity





PEOPLE  
PLANET  
PURPOSE  
PROSPERITY





**In 2030, the  
circular economy  
WILL BE THE ONLY  
ECONOMY**





4 existential Crises ☾ Opportunities

Decarbonization

Wise Governance of  
Exponential Technologies

Rehumanisation (Media +)

A Renewed 'Social Capitalism'

People Planet Profit Prosperity





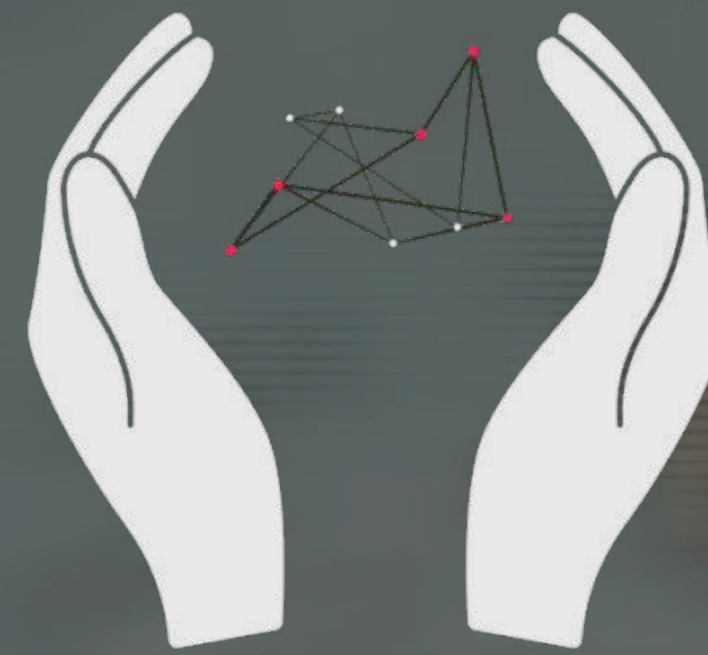
Claim Thoughtleadership on  
'The Future' (Narrative!)

EU 'SUSDAQ'

Carbon Taxes /  
(Dis)incentives

Data Protection /  
Privacy / Digital ID

Social Media Revenue  
Share with Public Media



HOLISTIC



CIRCULAR



HUMAN





# We will have all the TOOLS (tech) we need – but will we have the TELOS?

Telos τε.λος/; Greek: τέλος: "end, 'purpose', or 'goal". A term used by philosopher Aristotle to refer to the full potential or inherent purpose or objective





Thanks for your time  
and your attention.  
Now let's talk!



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[@gleonhard](https://twitter.com/@gleonhard)



[gerdtube.com](http://gerdtube.com)



[gerd.cloud](http://gerd.cloud)



[futuristgerd.com](http://futuristgerd.com)

Gerd