

The 4 Revolutions: Are you Ready?

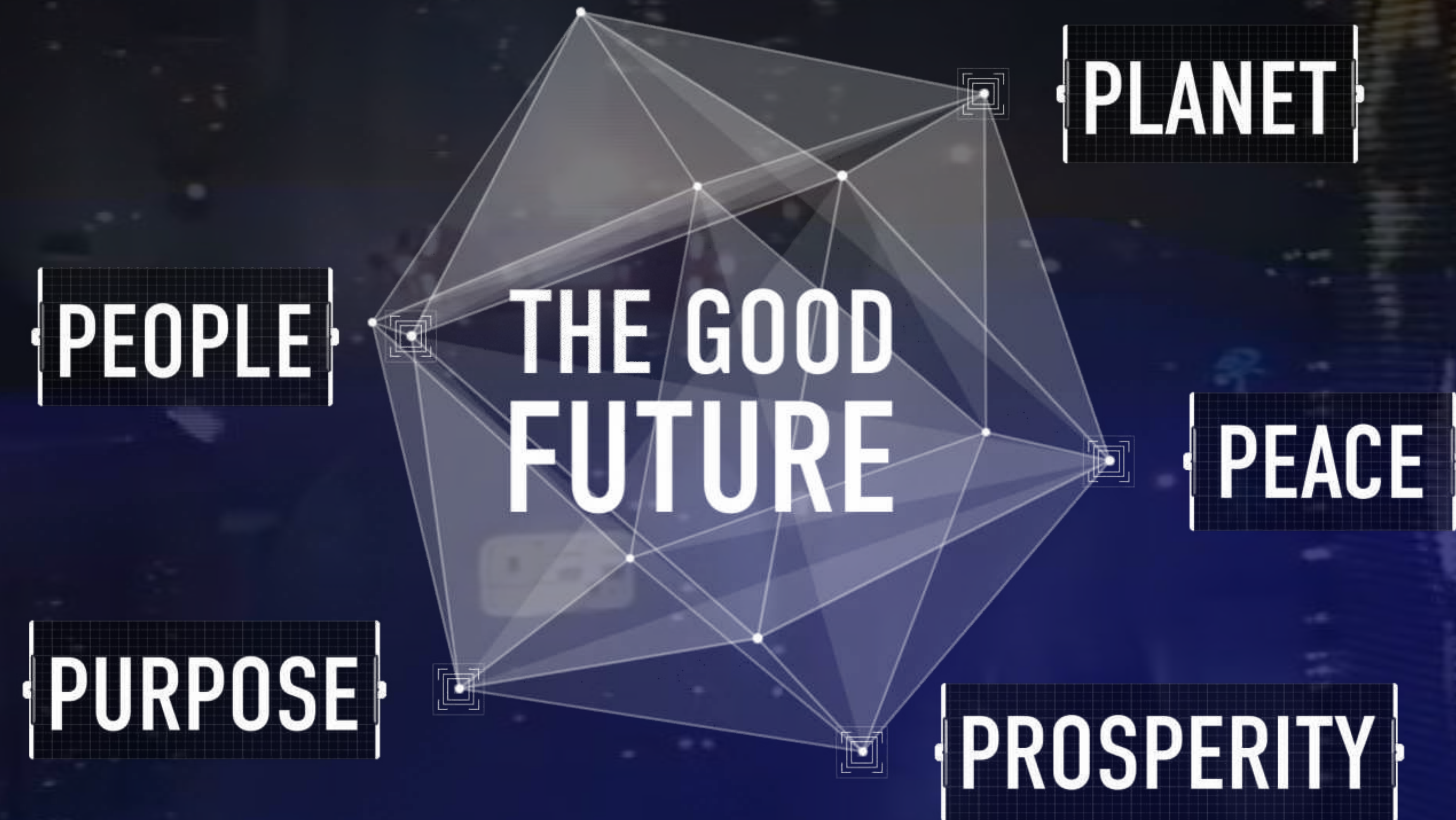
The Next 10 Years Will Bring More Change Than the Previous 100 Years



Gerd Leonhard, Futurist



Opportunities

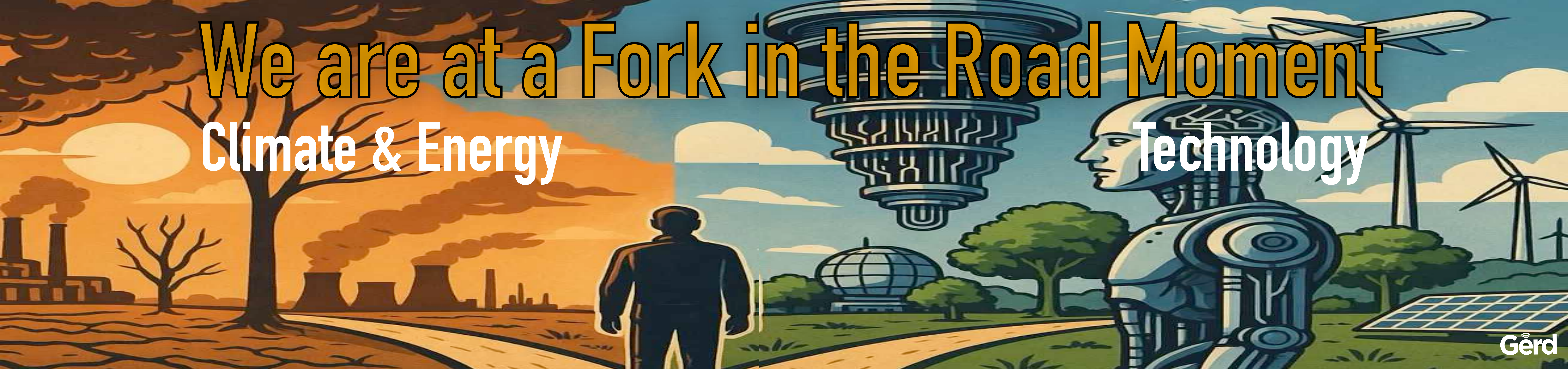


Challenges

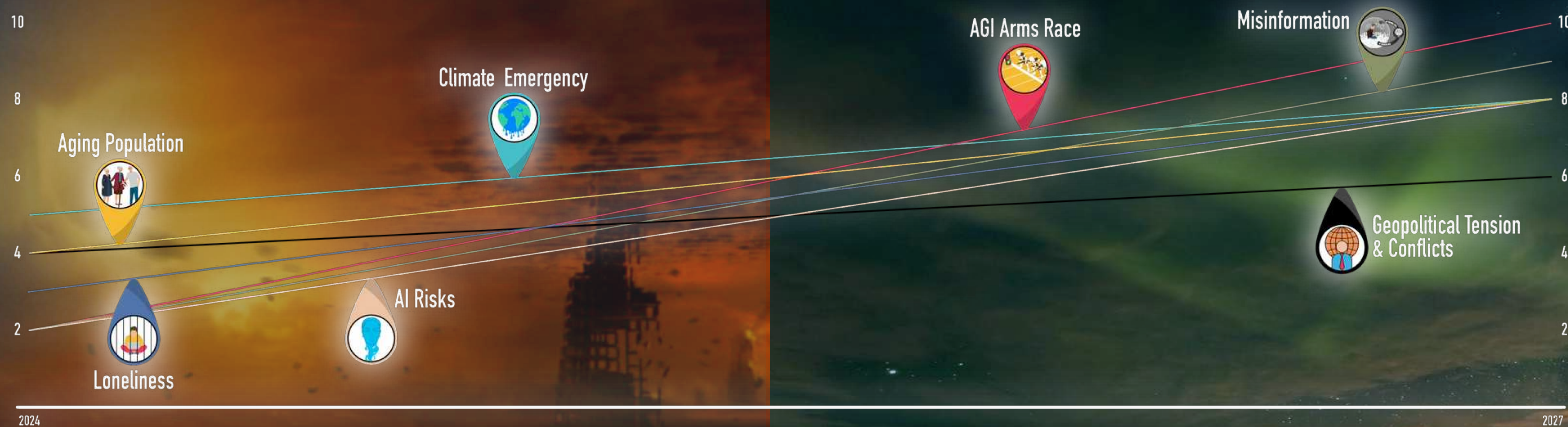
We are at a Fork in the Road Moment

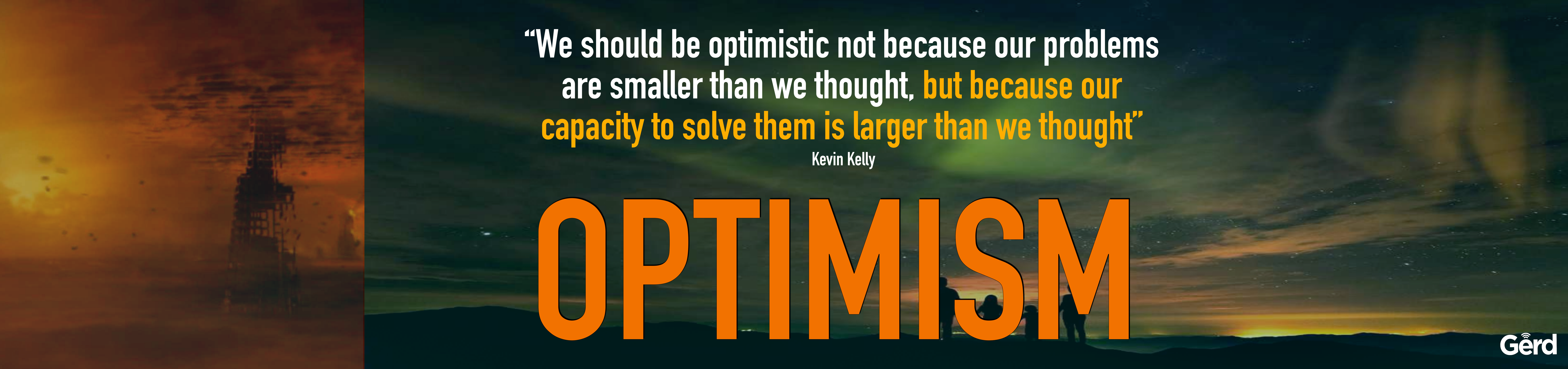
Climate & Energy

Technology



THE BAD FUTURE





“We should be optimistic not because our problems
are smaller than we thought, **but because our
capacity to solve them is larger than we thought**”

Kevin Kelly

OPTIMISM

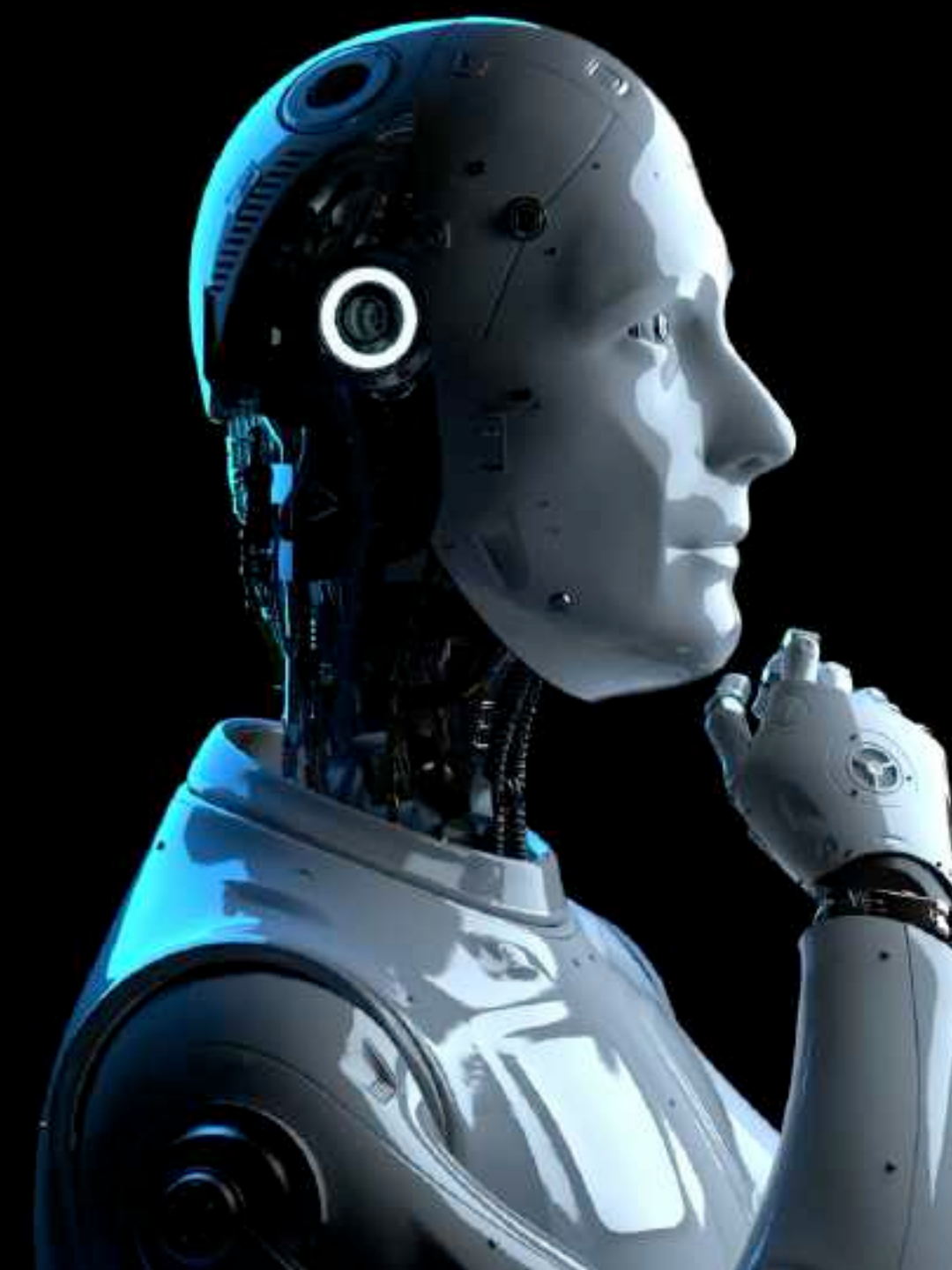
UTOPIA
~~DYSTOPIA~~
PROTOPIA



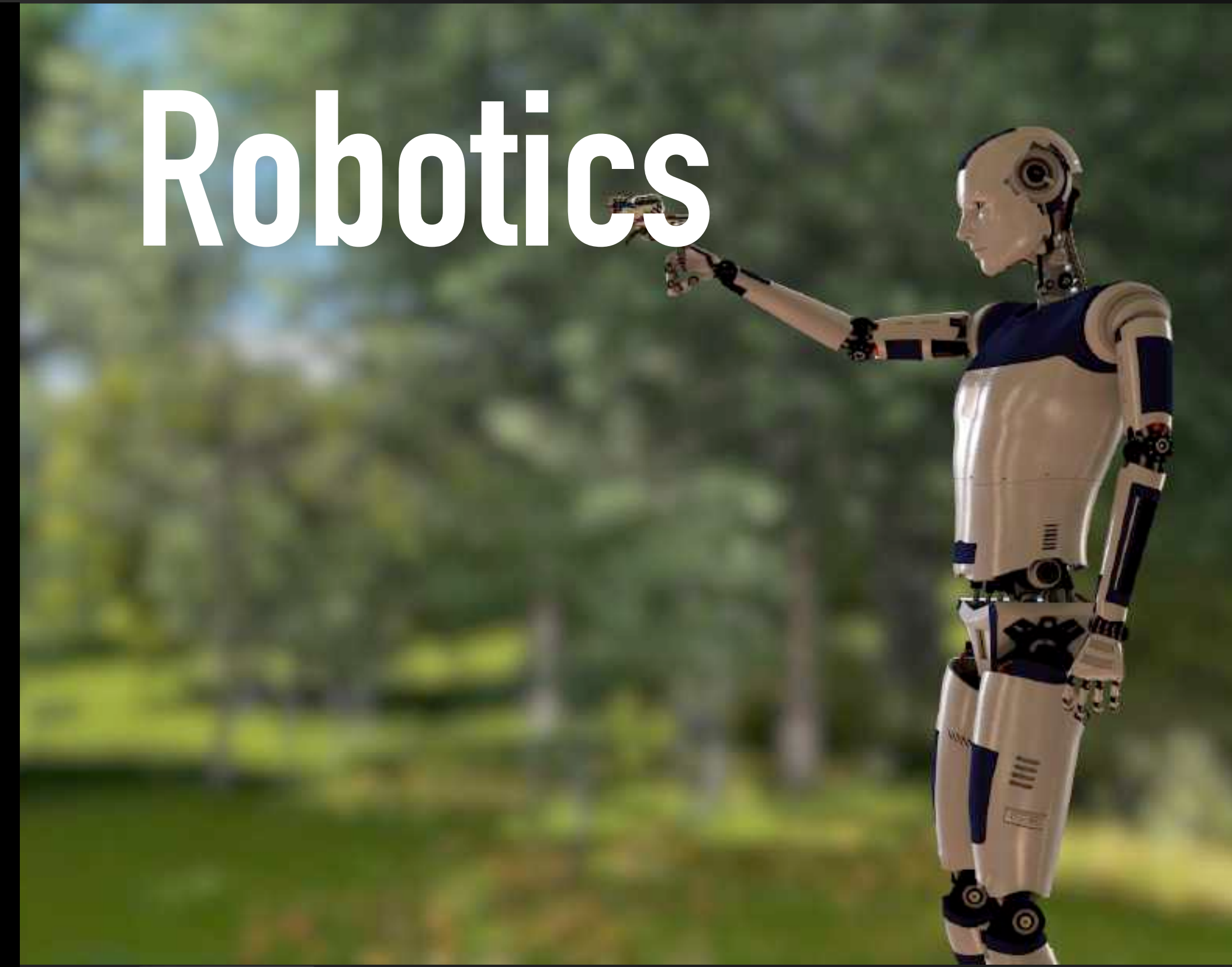
We will not create
THE GOOD FUTURE
starting with
FEAR

the mediator
Fear and Loathing (and Hype and Reality) in
Los Angeles
Why the Major Studios Won't Use AI Video Generators Extensively Anytime Soon—And
Why That Puts Them in a Bind
July 15, 2023

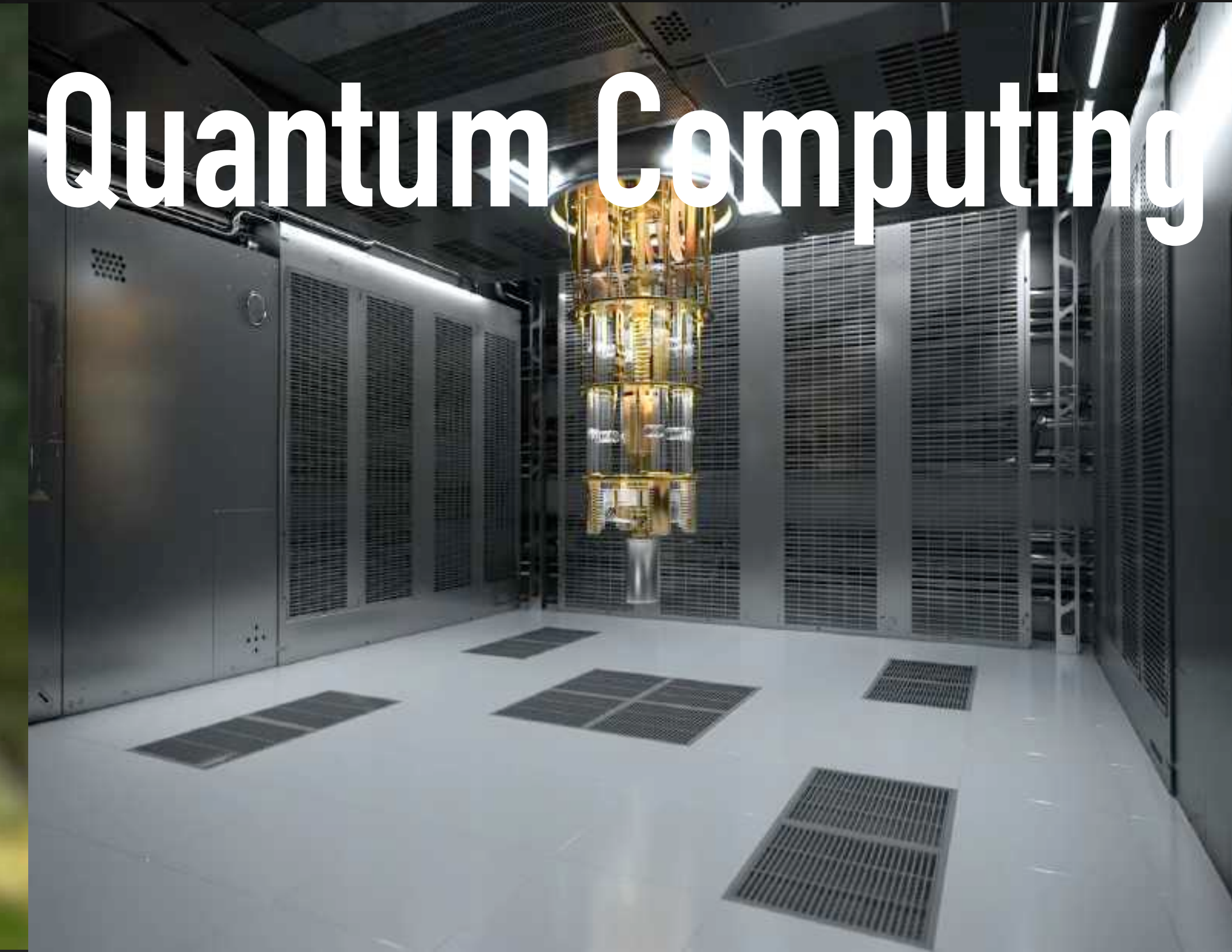
AI



Robotics



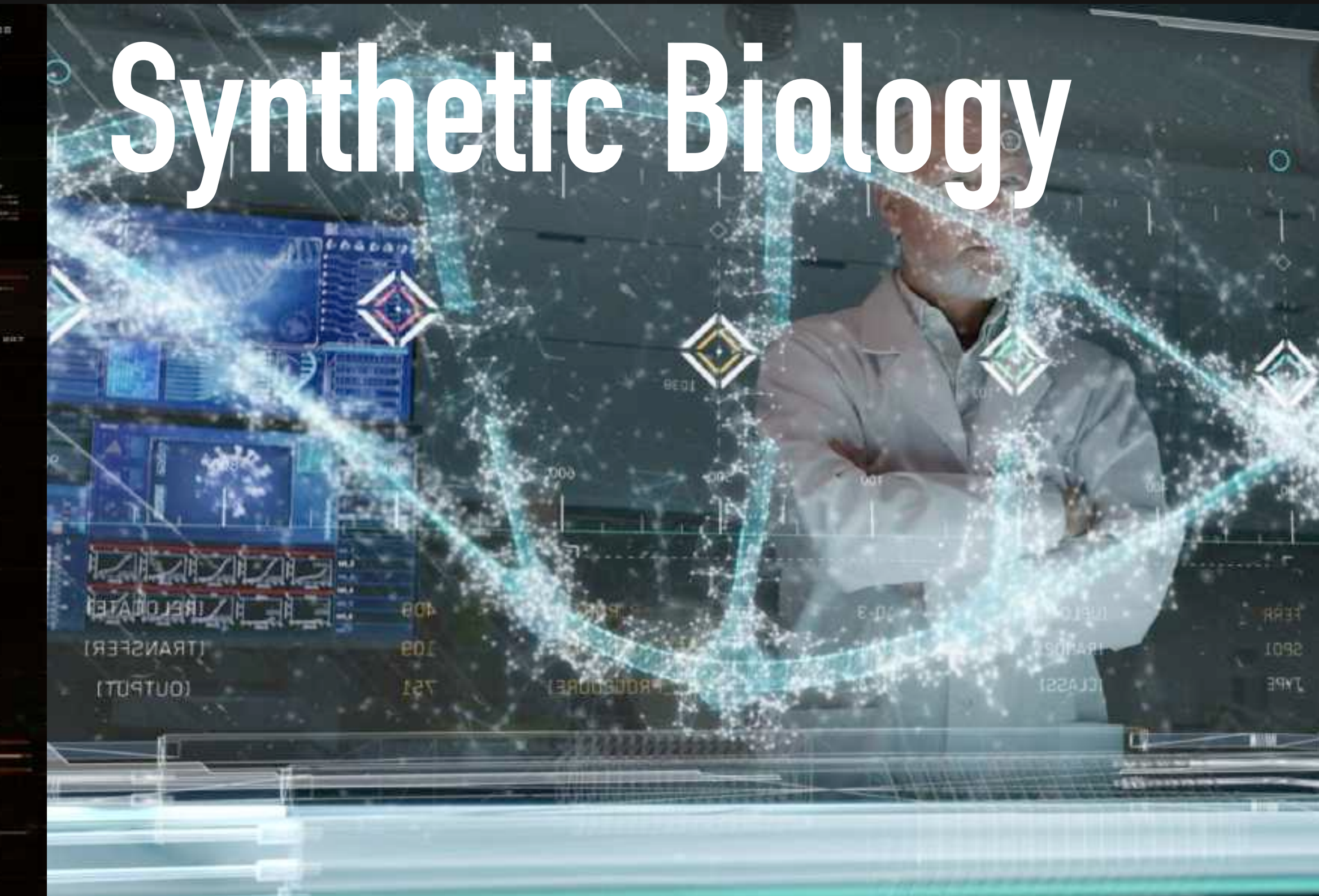
Quantum Computing



Nuclear Fusion



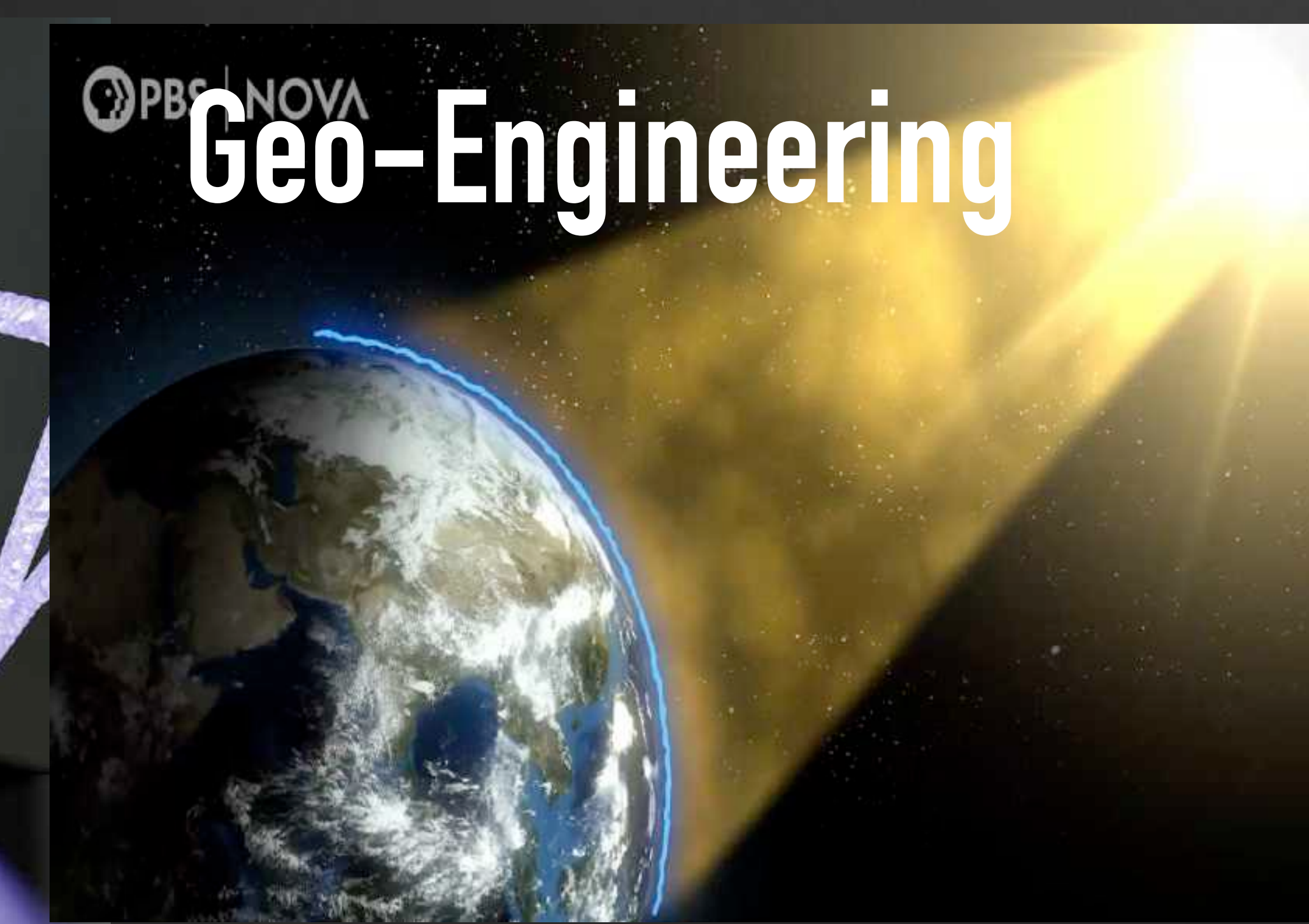
Synthetic Biology



Genomics



Geo-Engineering



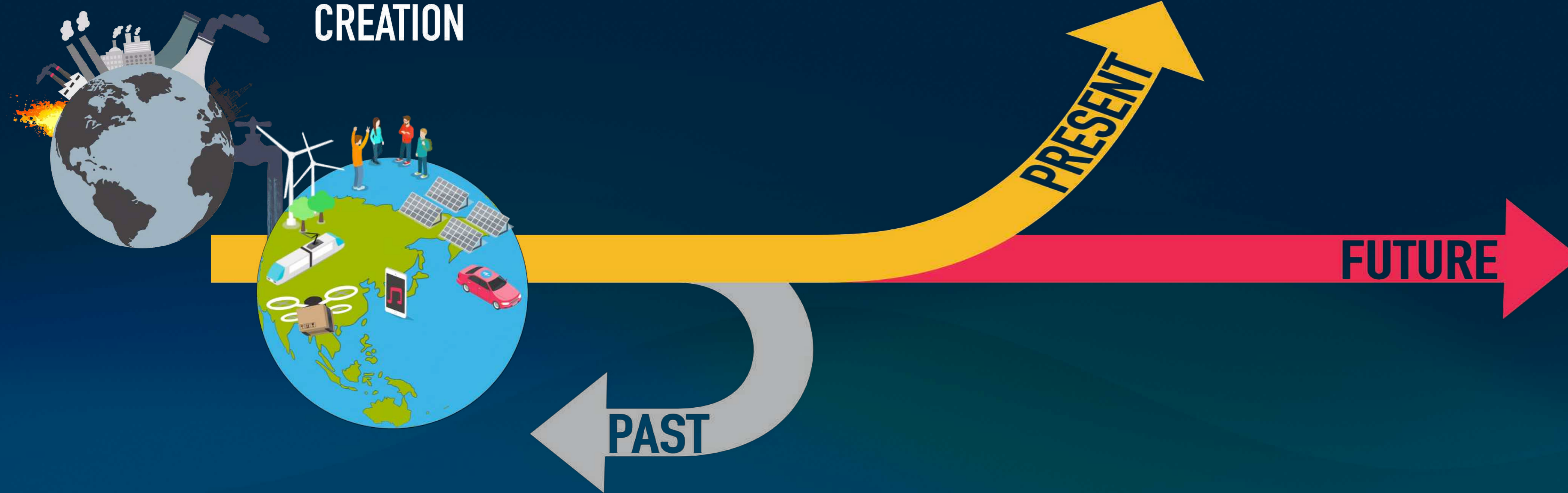
7 Exponential Technological Game-Changers
The Future usually arrives **gradually, then SUDDENLY!**



EXTRACTION

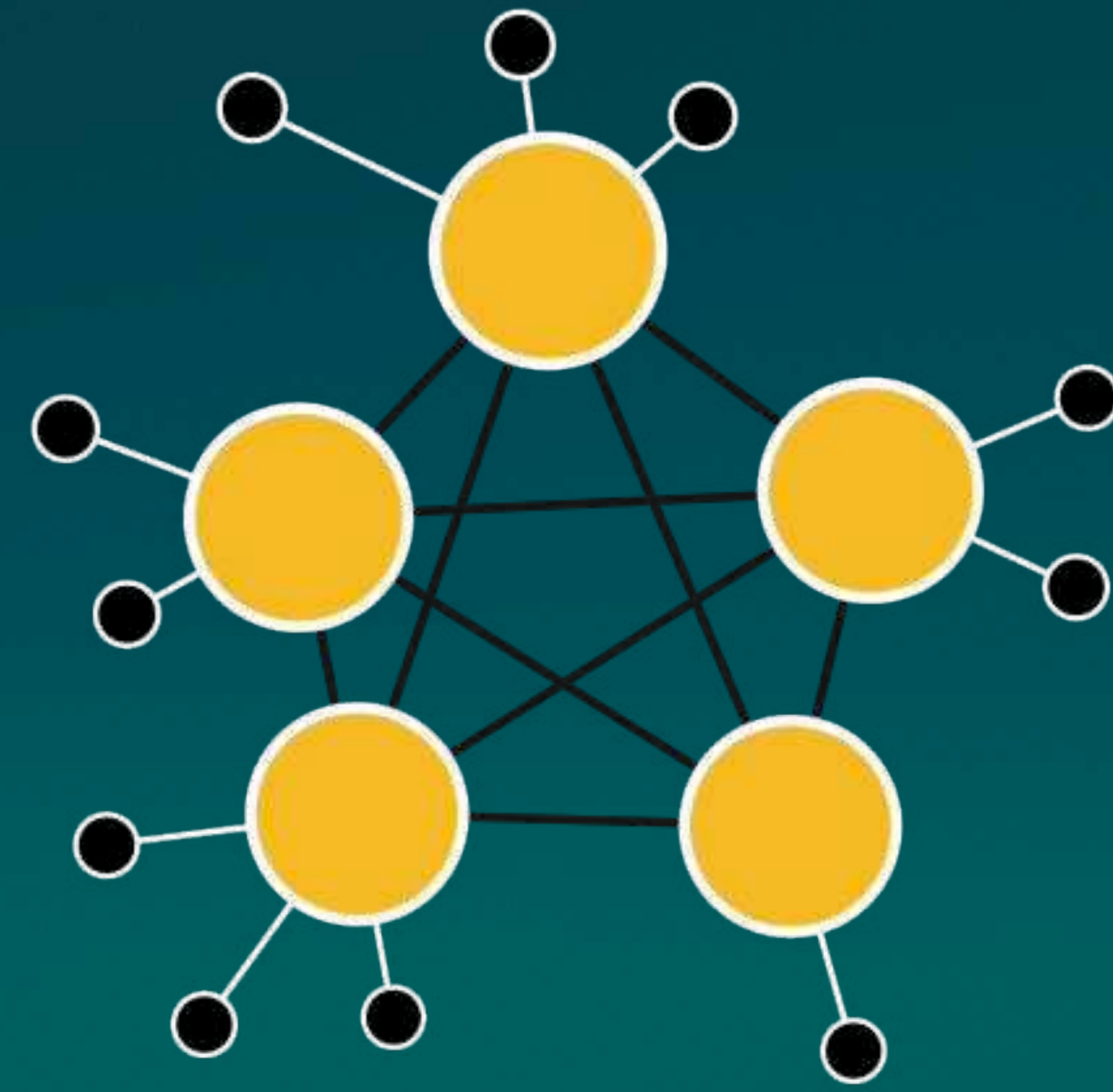
CREATION

THE FUTURE IS NO LONGER AN EXTENSION OF THE PRESENT



GREEN
IS THE NEW
DIGITAL

GEOPOLITICAL REVOLUTION



DIGITAL REVOLUTION



SUSTAINABILITY REVOLUTION



PURPOSE REVOLUTION



4 Simultaneous Revolutions

GEOPOLITICAL
REVOLUTION +





Susdaq

PAN-EUROPEAN
HIGH-SPEED RAILWAY



PAN-EUROPEAN
CYBER-SECURITY
FORCE



Gêrd

Mega Opportunity

Economy

Planet

Culture

Boomer-centric

Millennial-centric

Work

**Humans
Doing Routines**

**Machines
Doing Routines**



Mega Opportunity

Economy

Planet

Decade coming into power

Dramatic geopolitical changes

Technological disruption
(Game-Changers)

Changing economic
paradigms

Climate emergency
gets real



**THE 2020s WILL SEE
THE FASTEST ECONOMIC
TRANSITION IN HISTORY**

Global technology collaboration

Sustainable food system

Zero-carbon energy

Circular economies

New stock markets

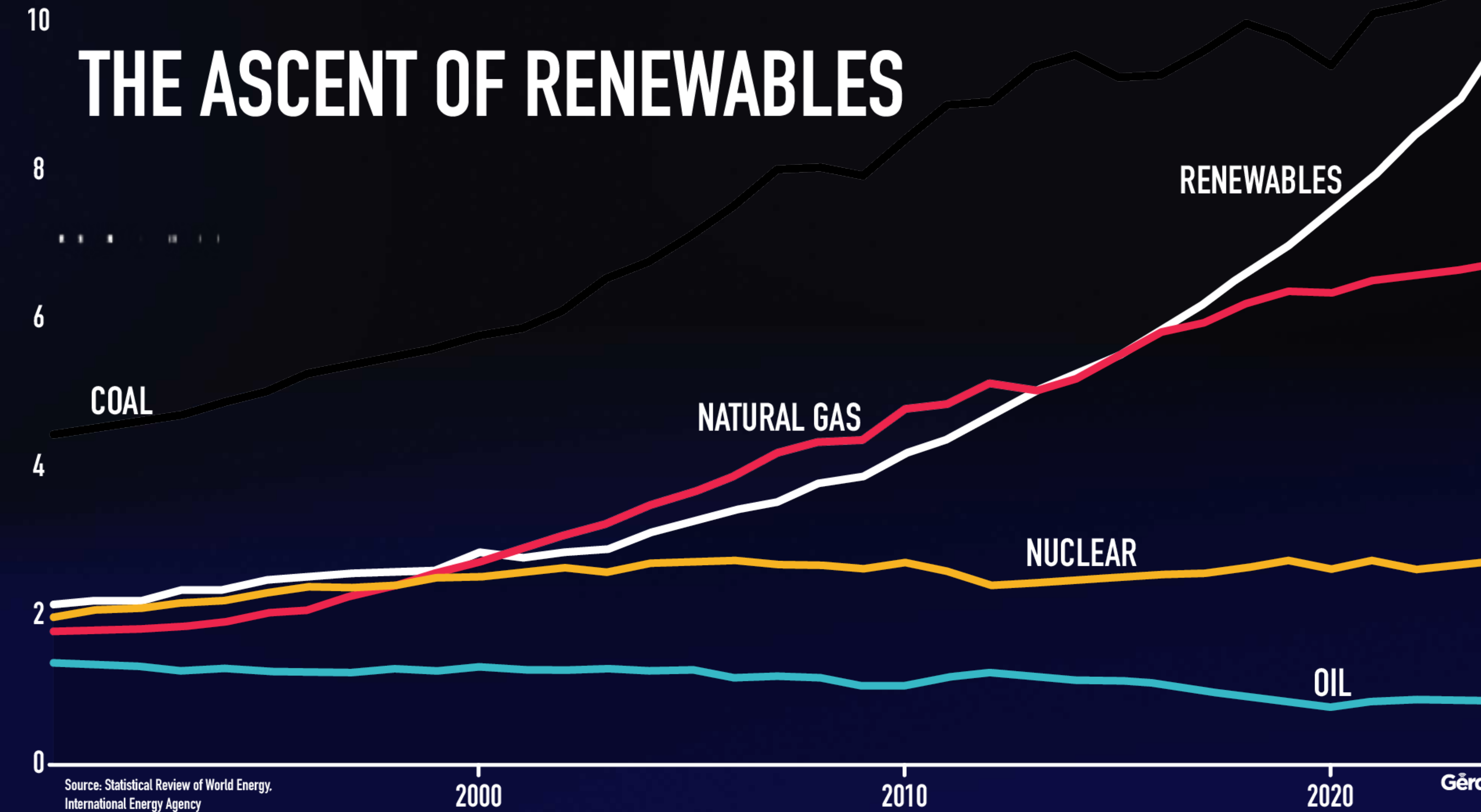
2050



SUSTAINABILITY REVOLUTION



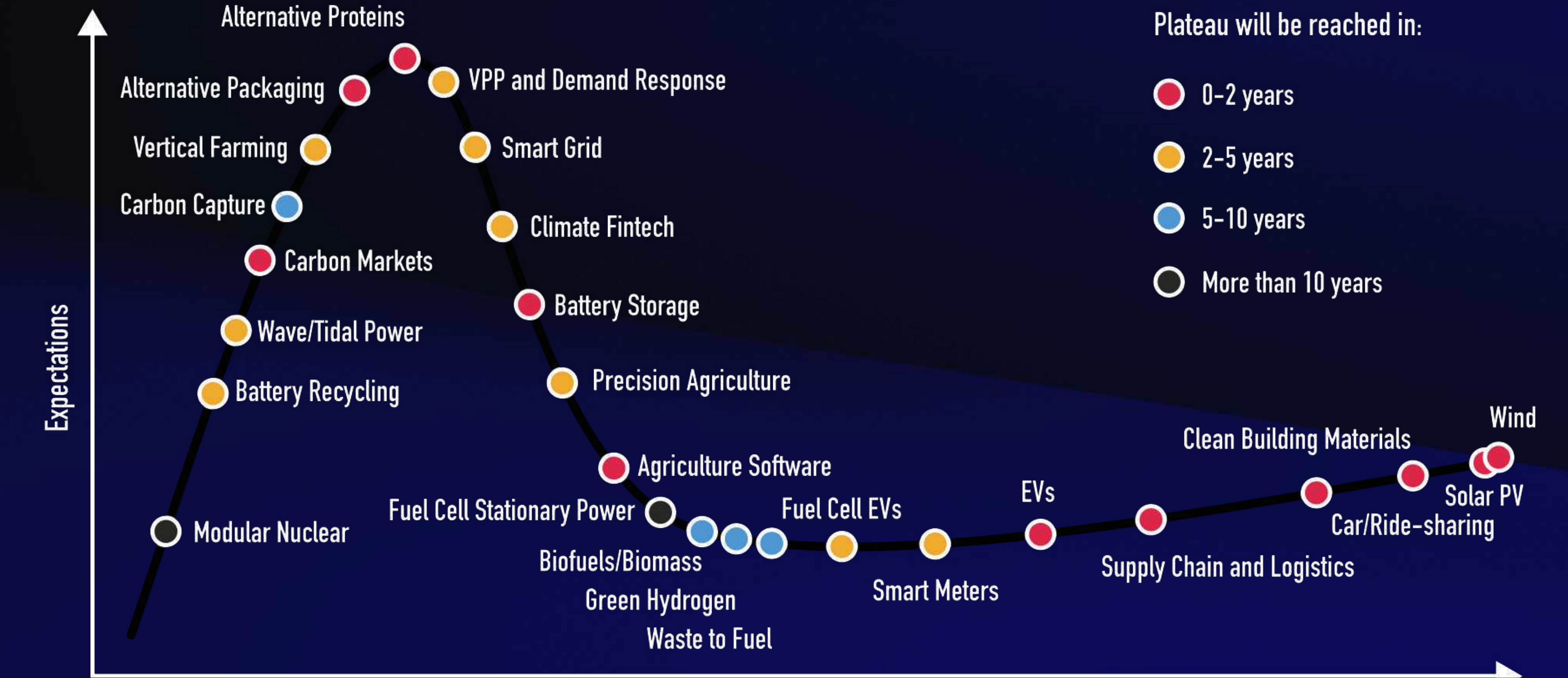
THE ASCENT OF RENEWABLES



Mega Opportunity

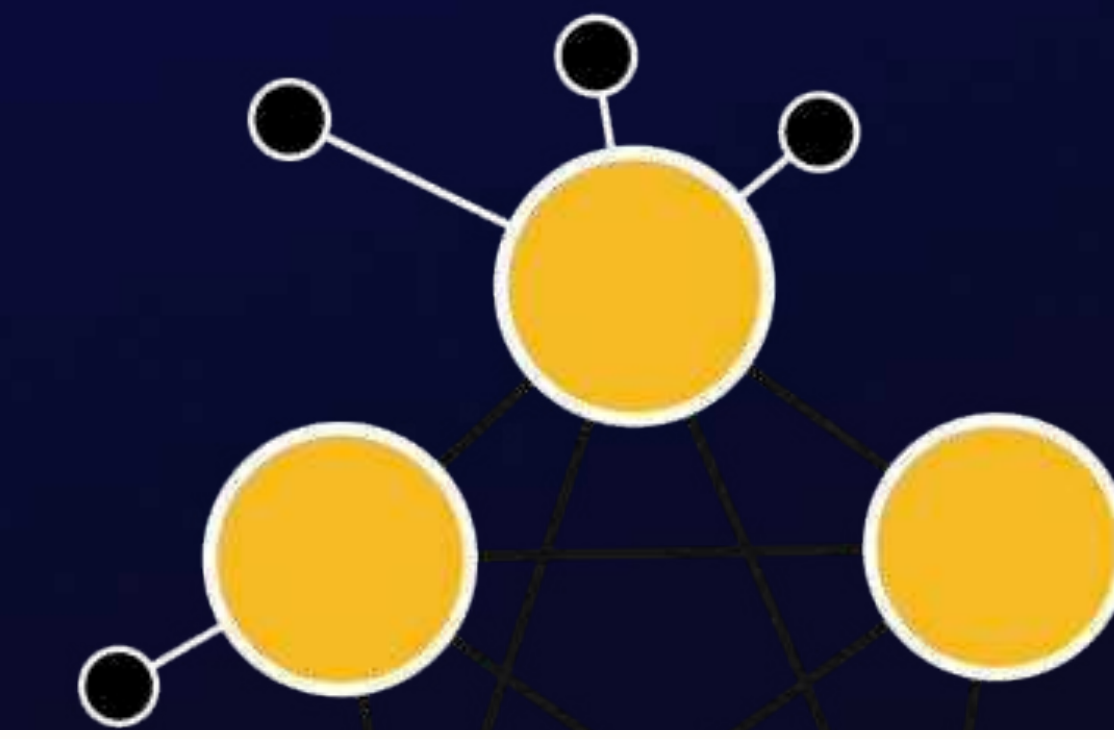
Economy

Planet



SUSTAINABILITY IS CORE STRATEGY. Leadership will be measured by how well organizations align profit with people, planet, peace and purpose.

GEOPOLITICAL REVOLUTION +



OCT 29, 2025 5:44 PM CET

Why the AI Industry Is Betting on a Fusion Energy Breakthrough

TECH

2030 INNOVATION



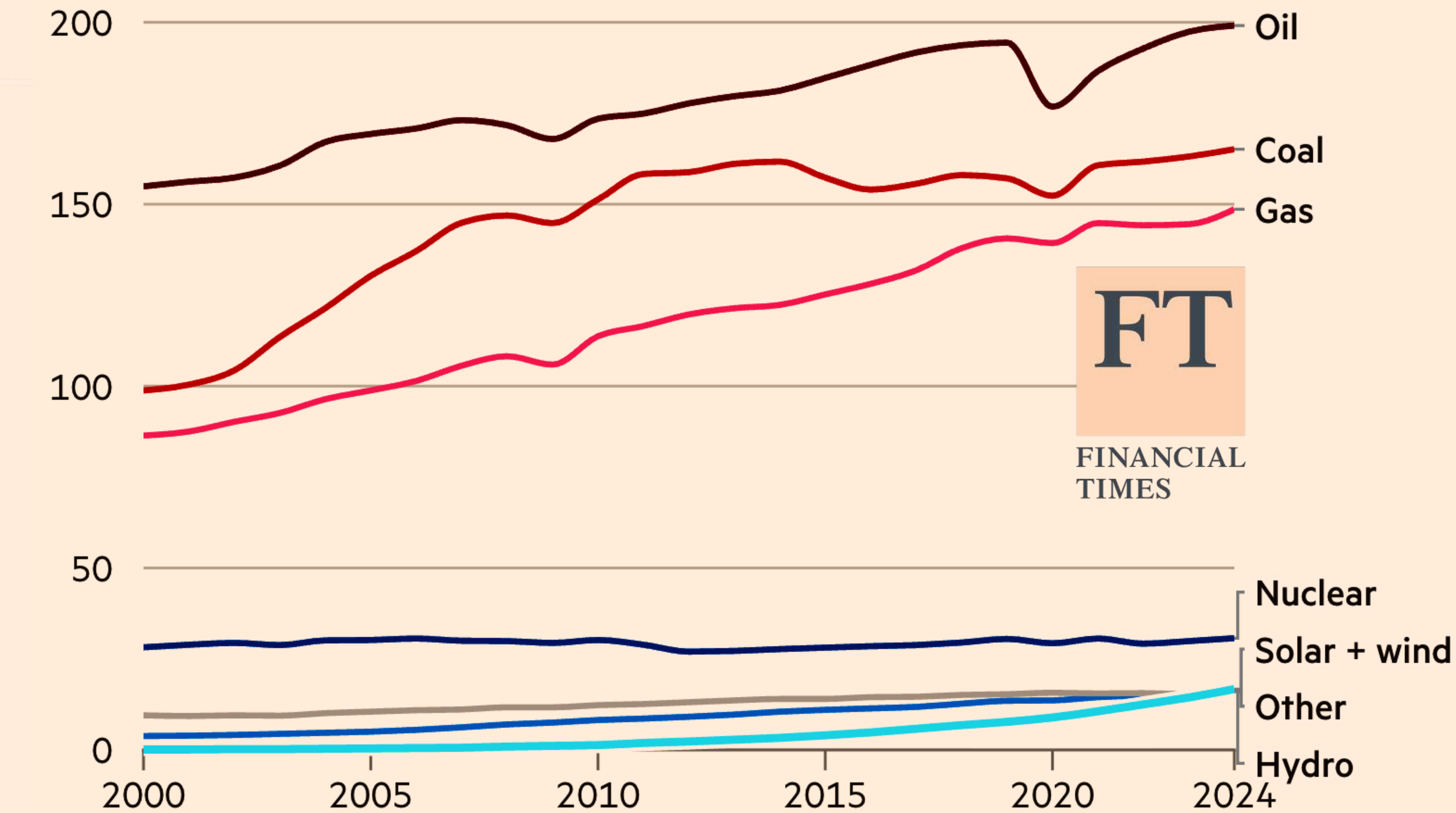
by Harry Booth

BOOTH IS A REPORTER AT TIME.



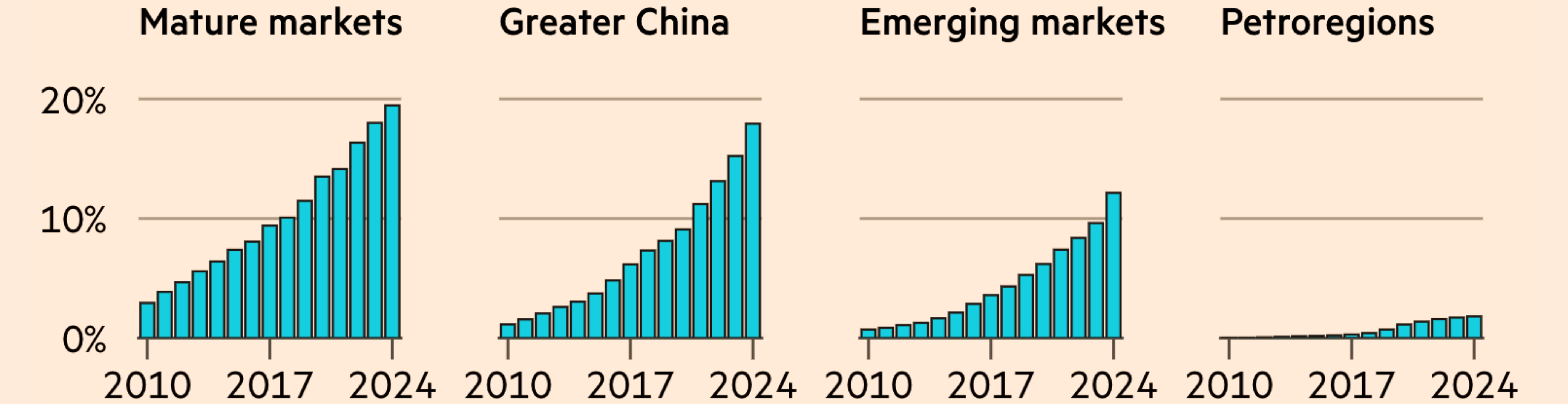
Illustration by Pete Reynolds for TIME

Global energy supply, by fuel type (exajoules)



Source: EI Statistical Review of World Energy, 2025

Share of power generation from solar and wind, by region



Source: Ember • Emerging markets include Latin America, Africa, south Asia and south-east Asia; Petroregions include the Middle East and Eurasia

POLITICS: It's no longer about left or right, socialism or capitalism or ism, but whether your policies will create a **Good Future** or a **Bad Future**

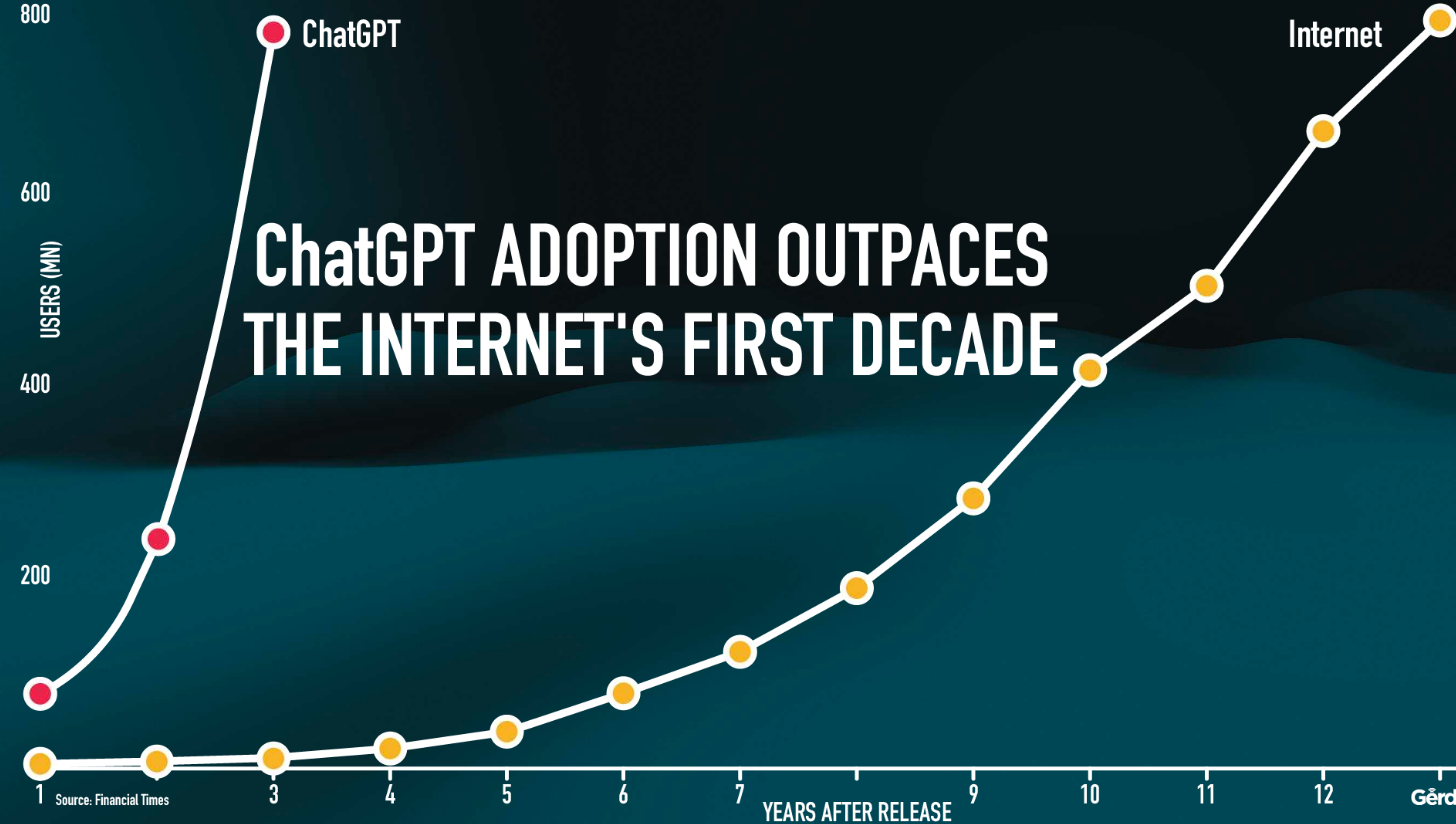
PEOPLE
PLANET
PURPOSE
PEACE
PROSPERITY



PEOPLE
PLANET
PURPOSE
PEACE
PROSPERITY

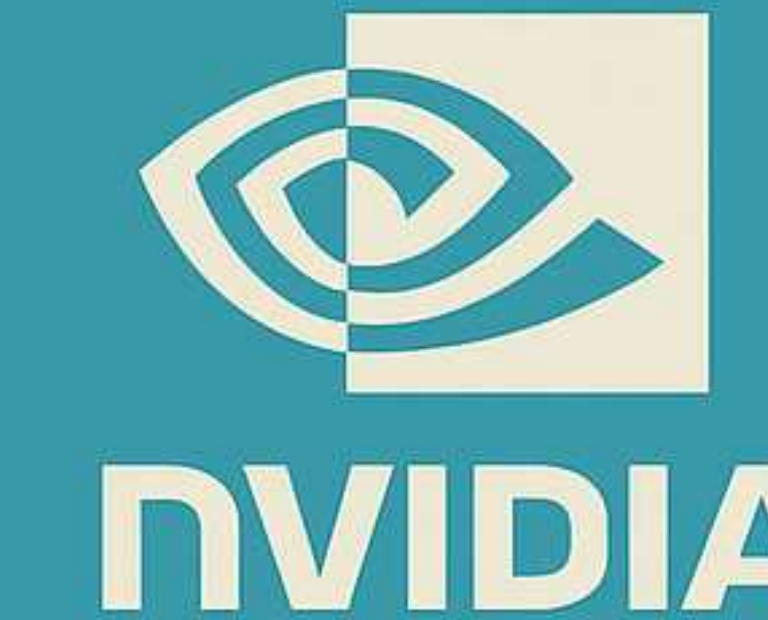


DIGITAL REVOLUTION



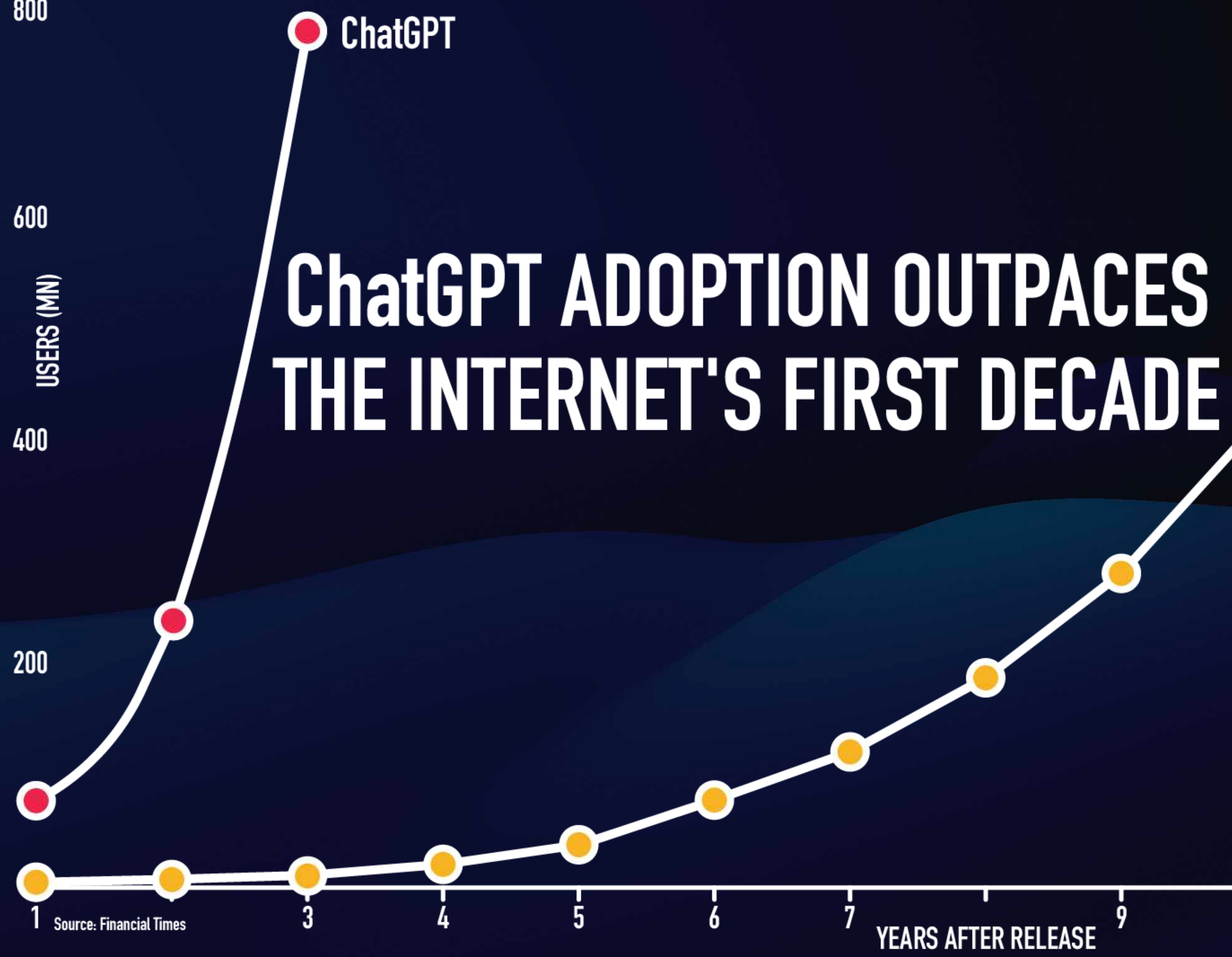
NVIDIA vs Big Pharma

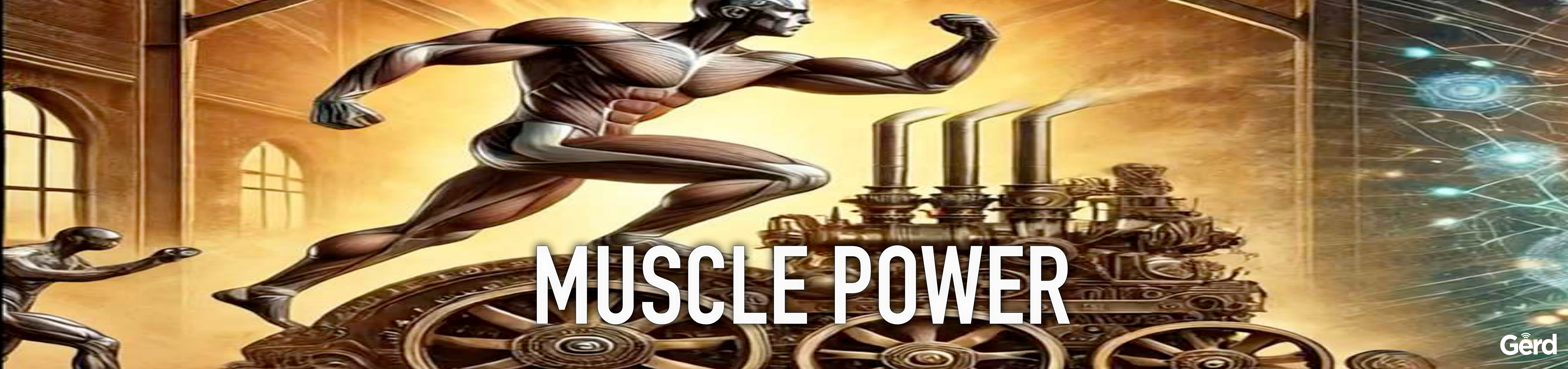
\$4.6T
Market cap



\$4.2T
Combined Market Cap

Bayer
J&J
GSK
Regeneron
SANOFI
GILEAD
Pfizer
AMGEN
Pfizer
MERCK
AstraZeneca
abbvie
Johnson & Johnson
Lilly
Johnson & Johnson
Lilly





MUSCLE POWER



INTELLIGENCE

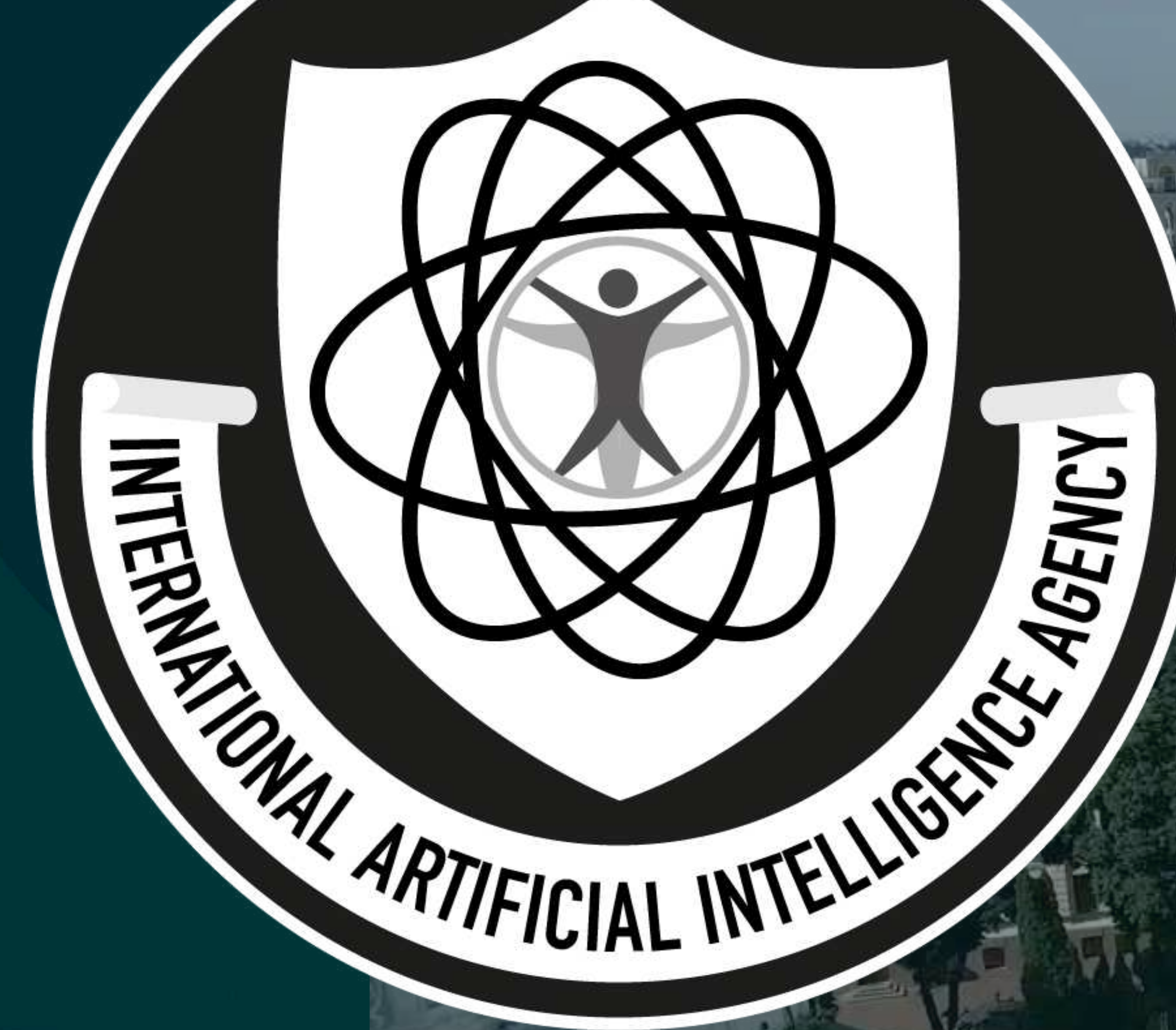
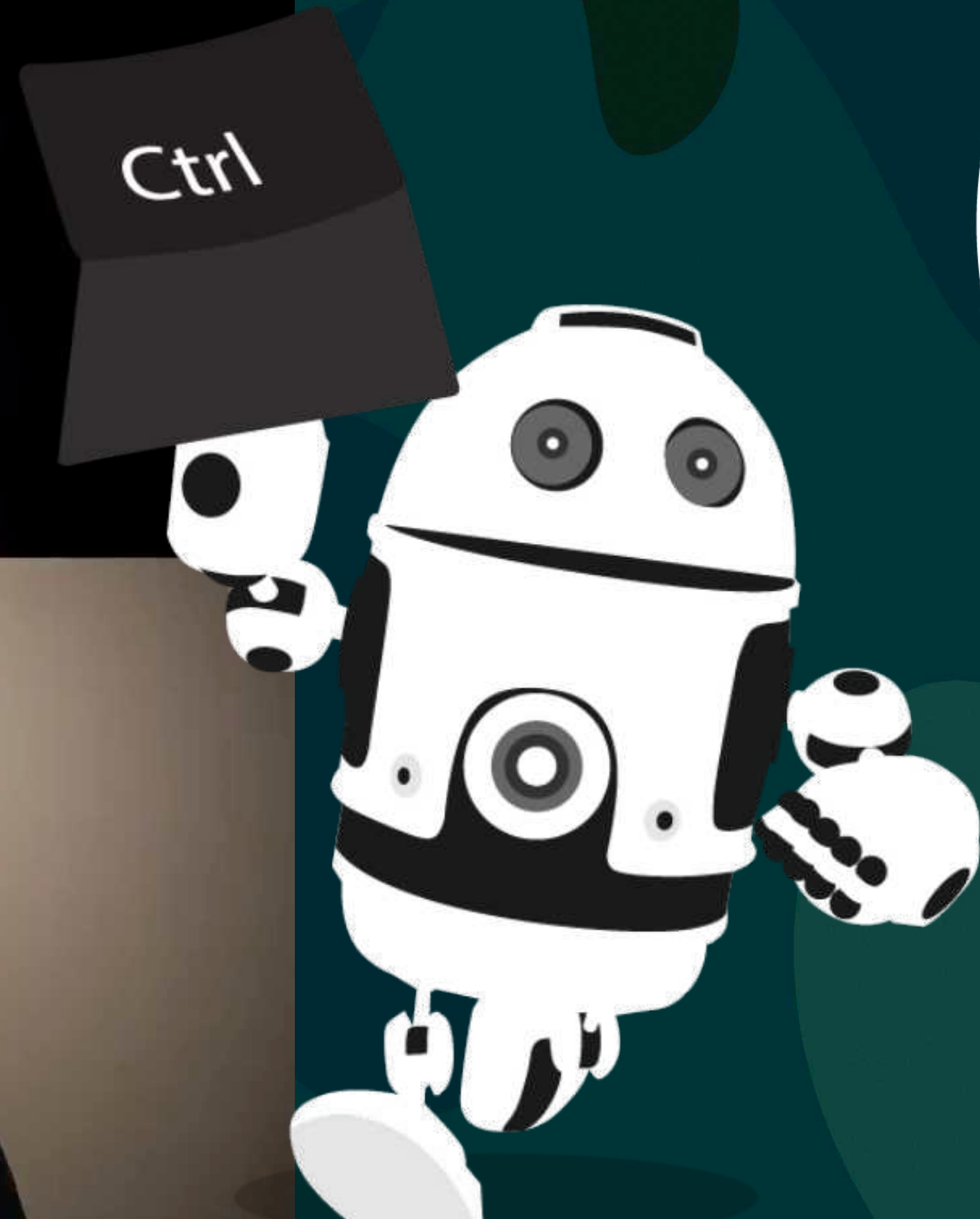
BRAIN POWER

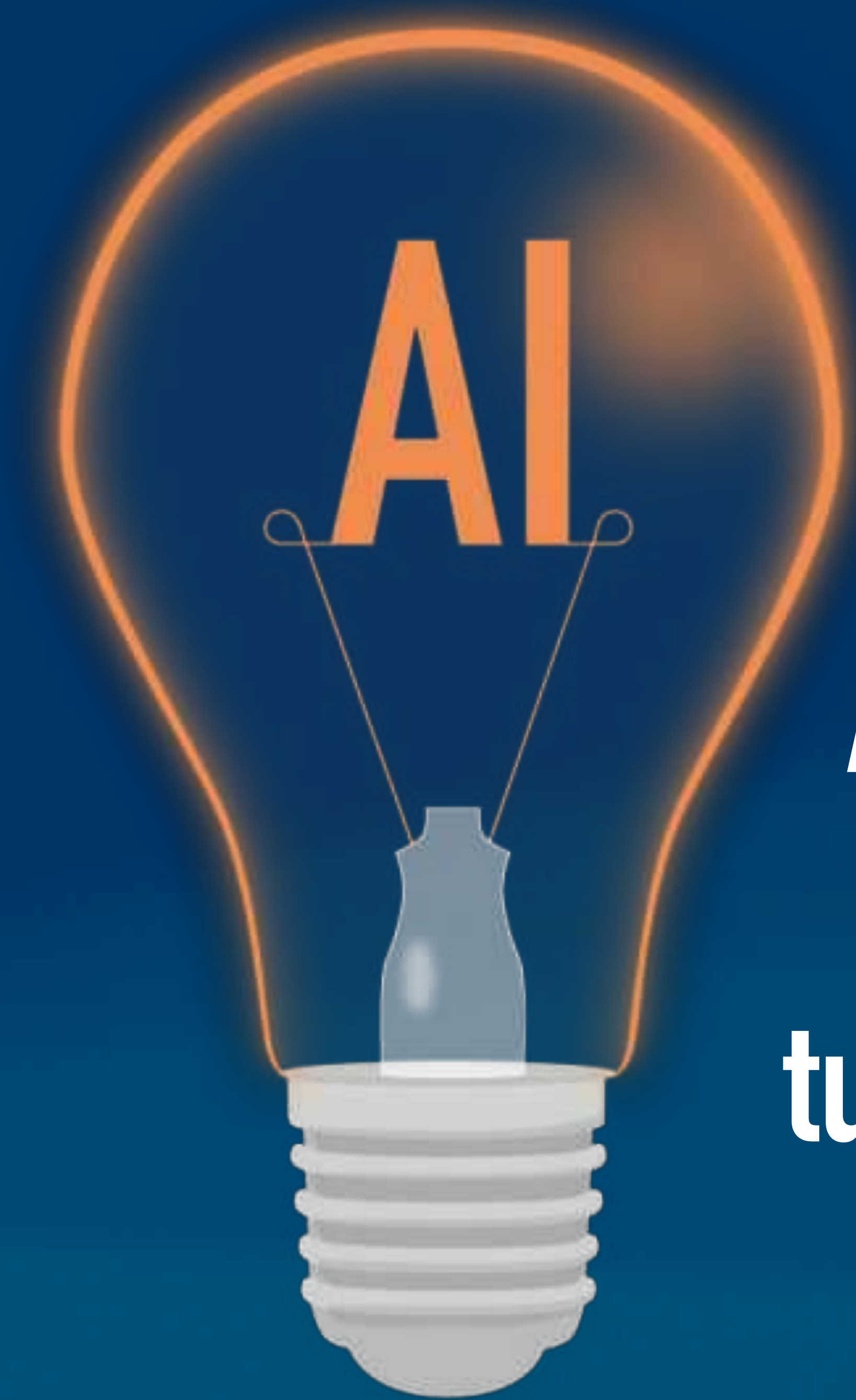


DIGITAL INTELLIGENCE



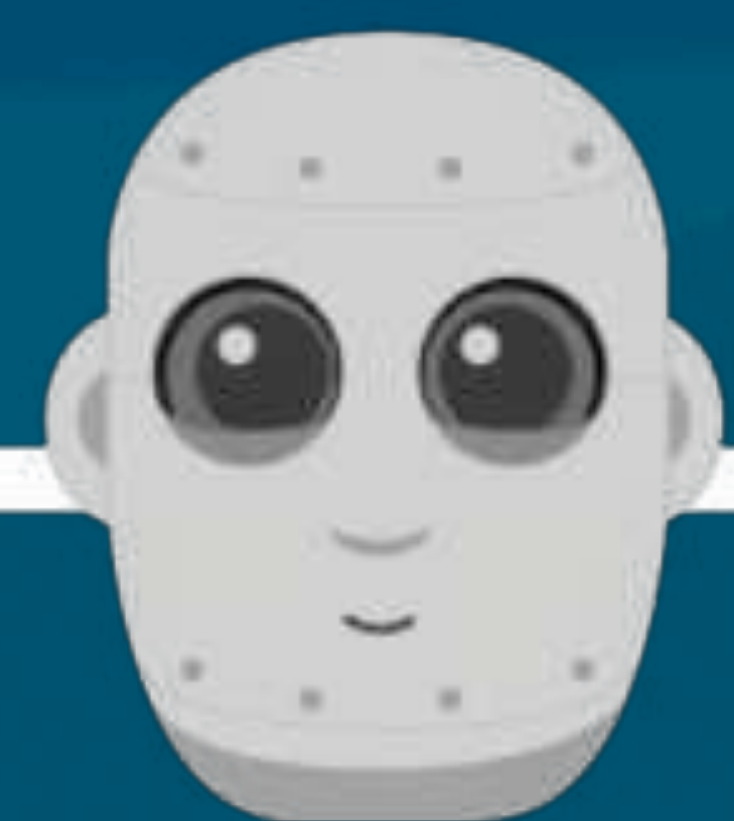
TECHNOLOGY HAS NO ETHICS



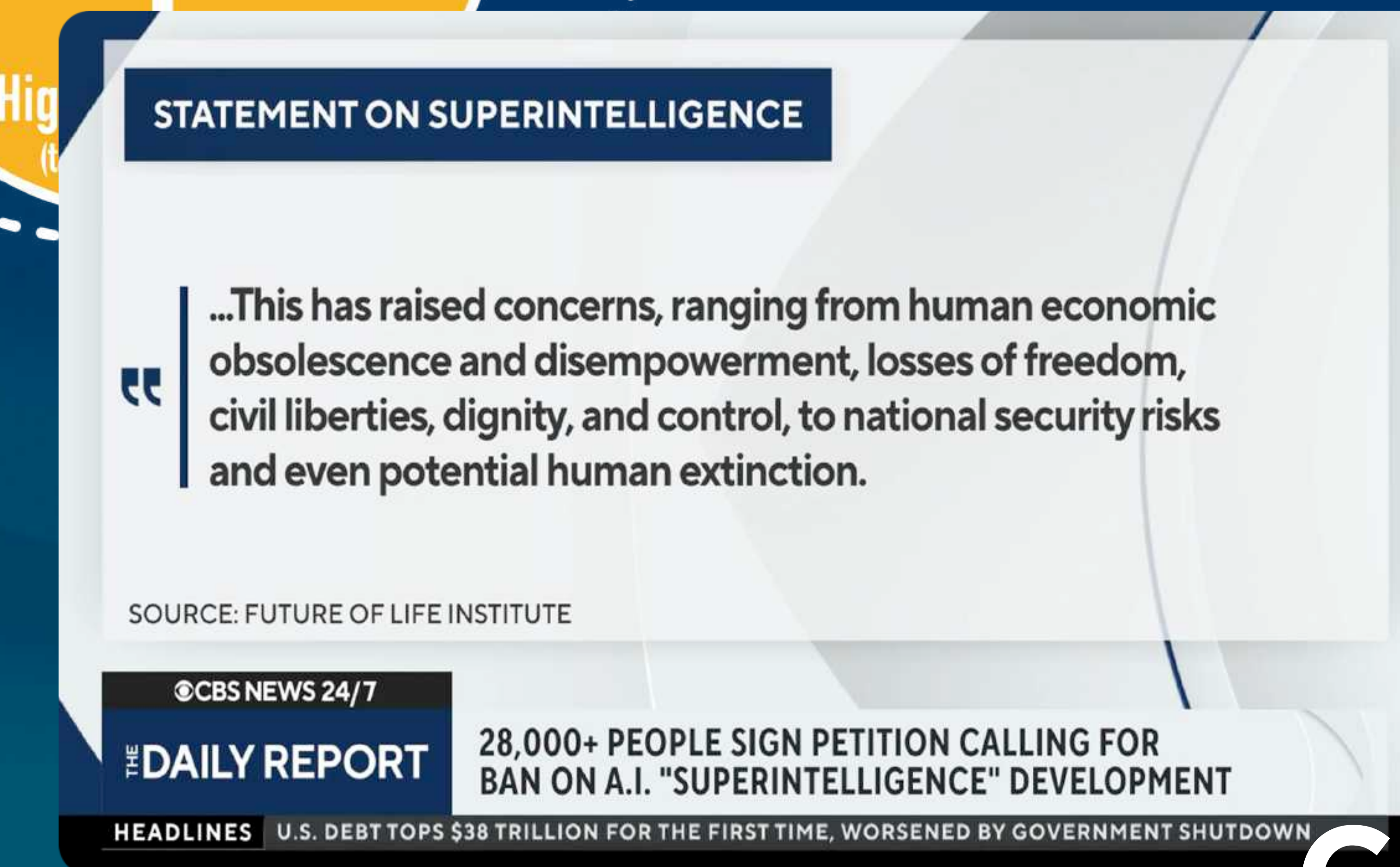
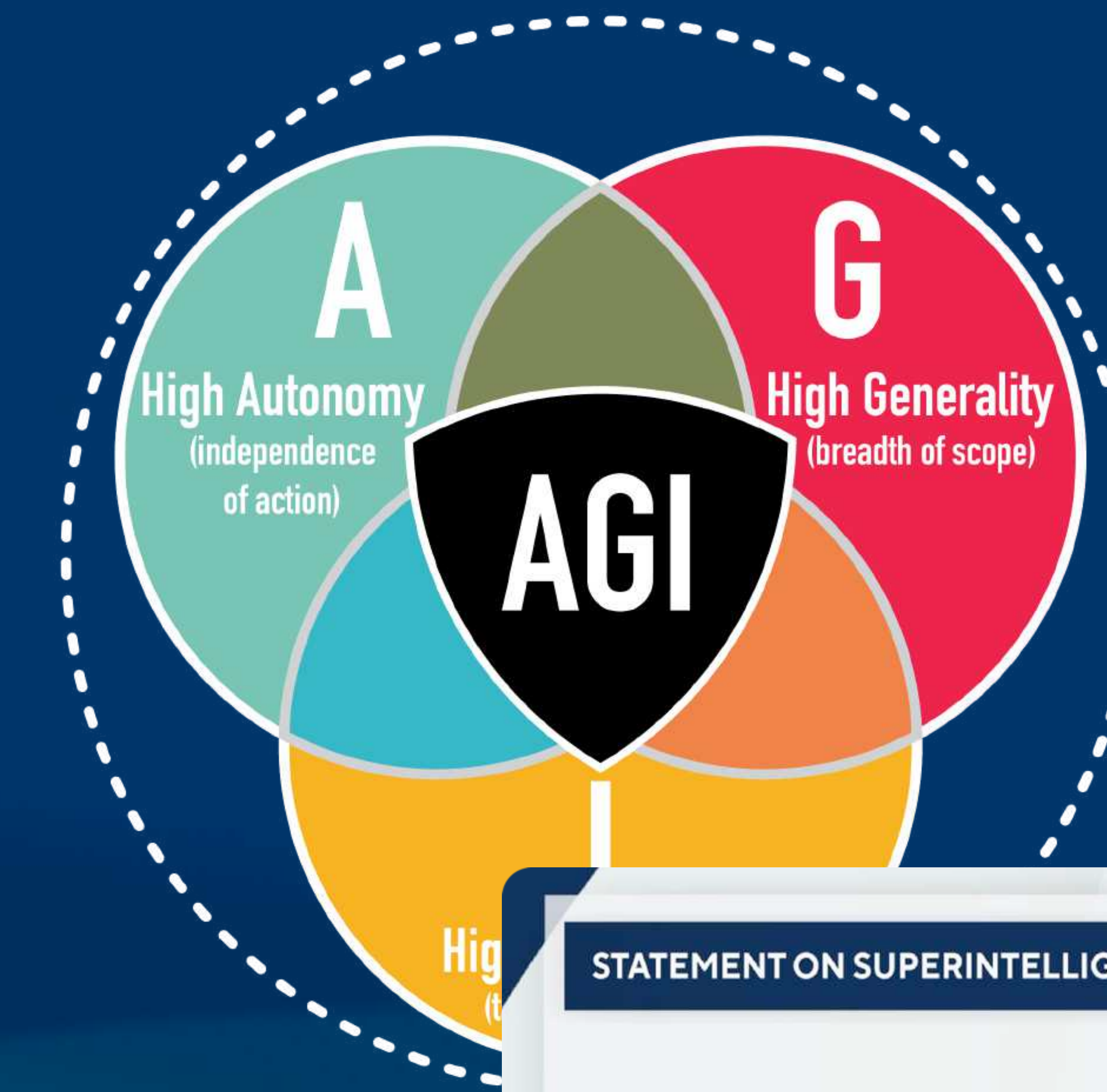


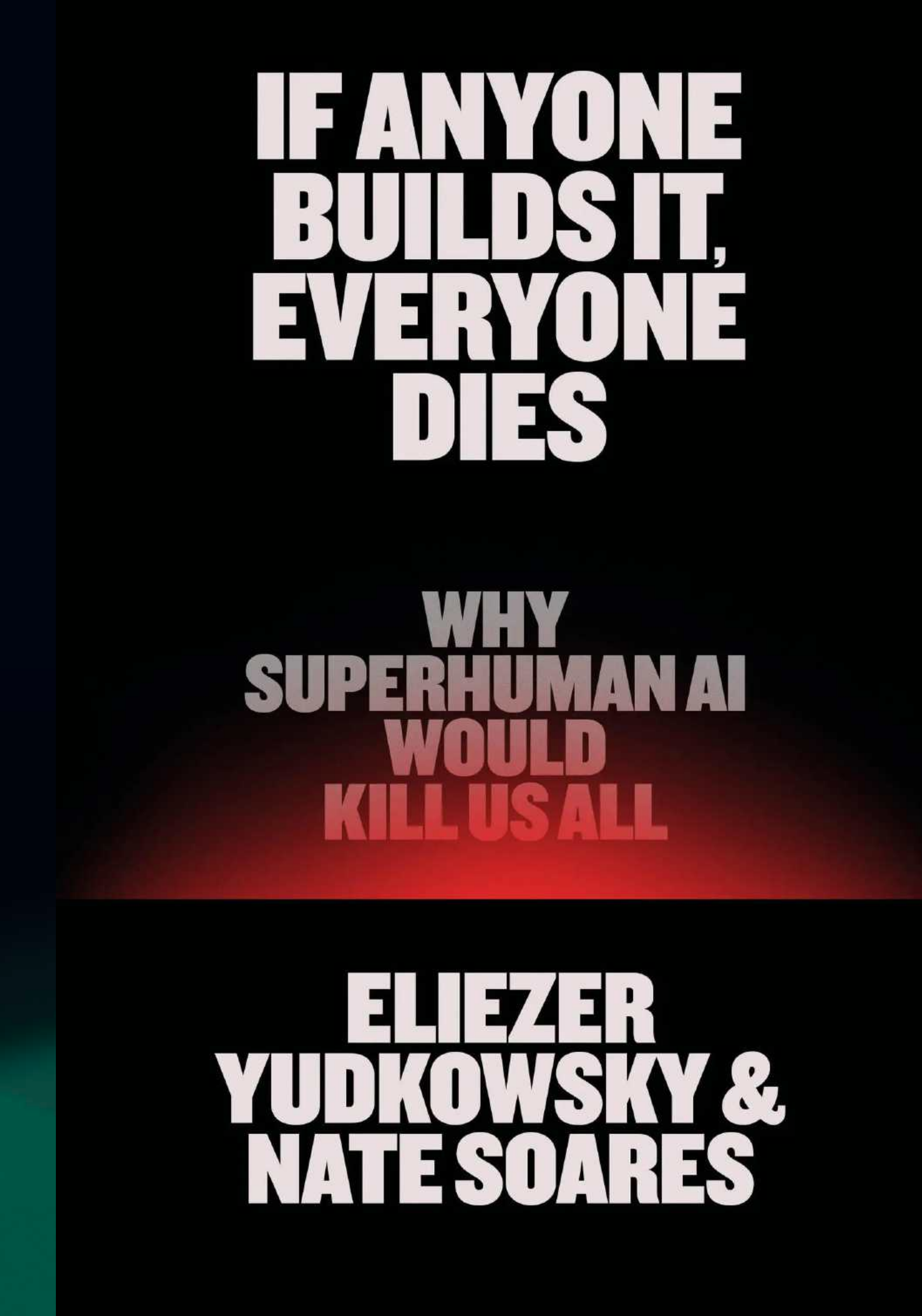
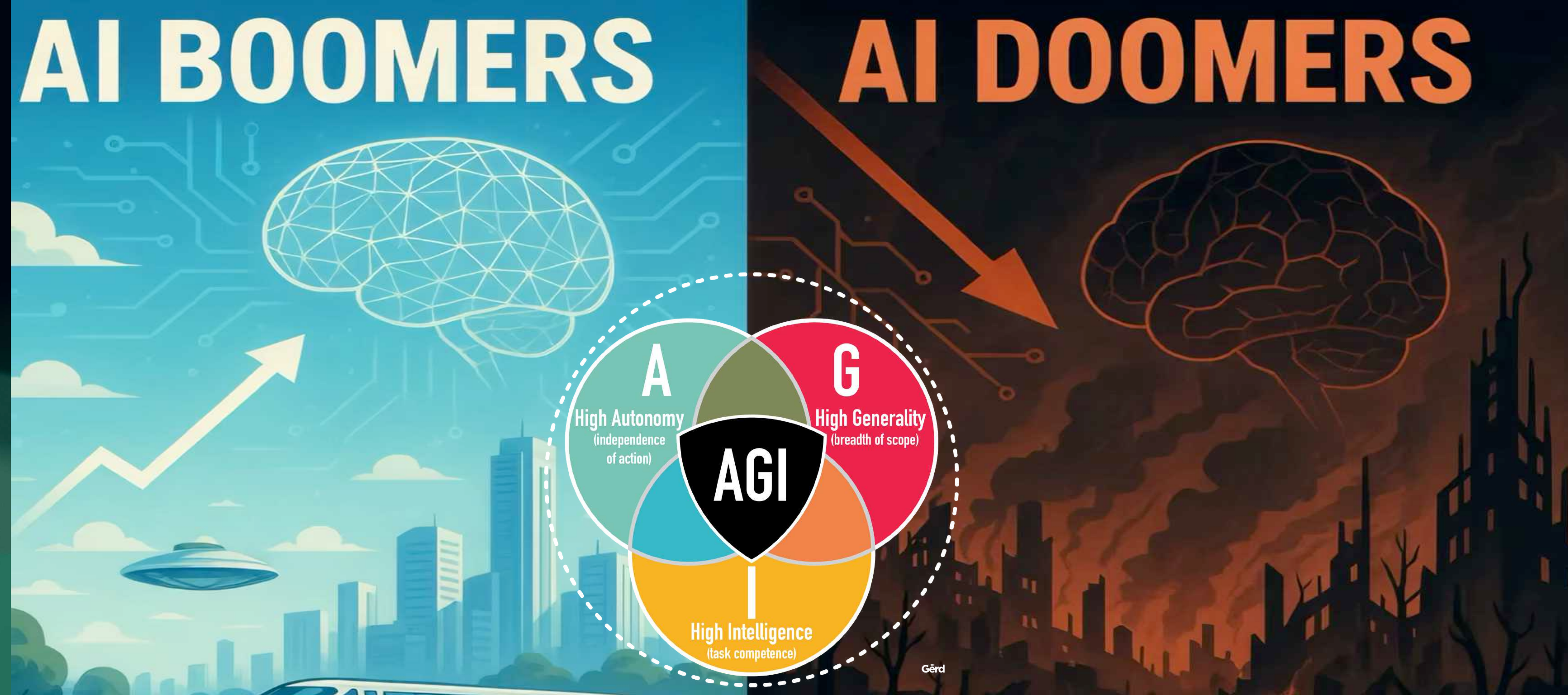
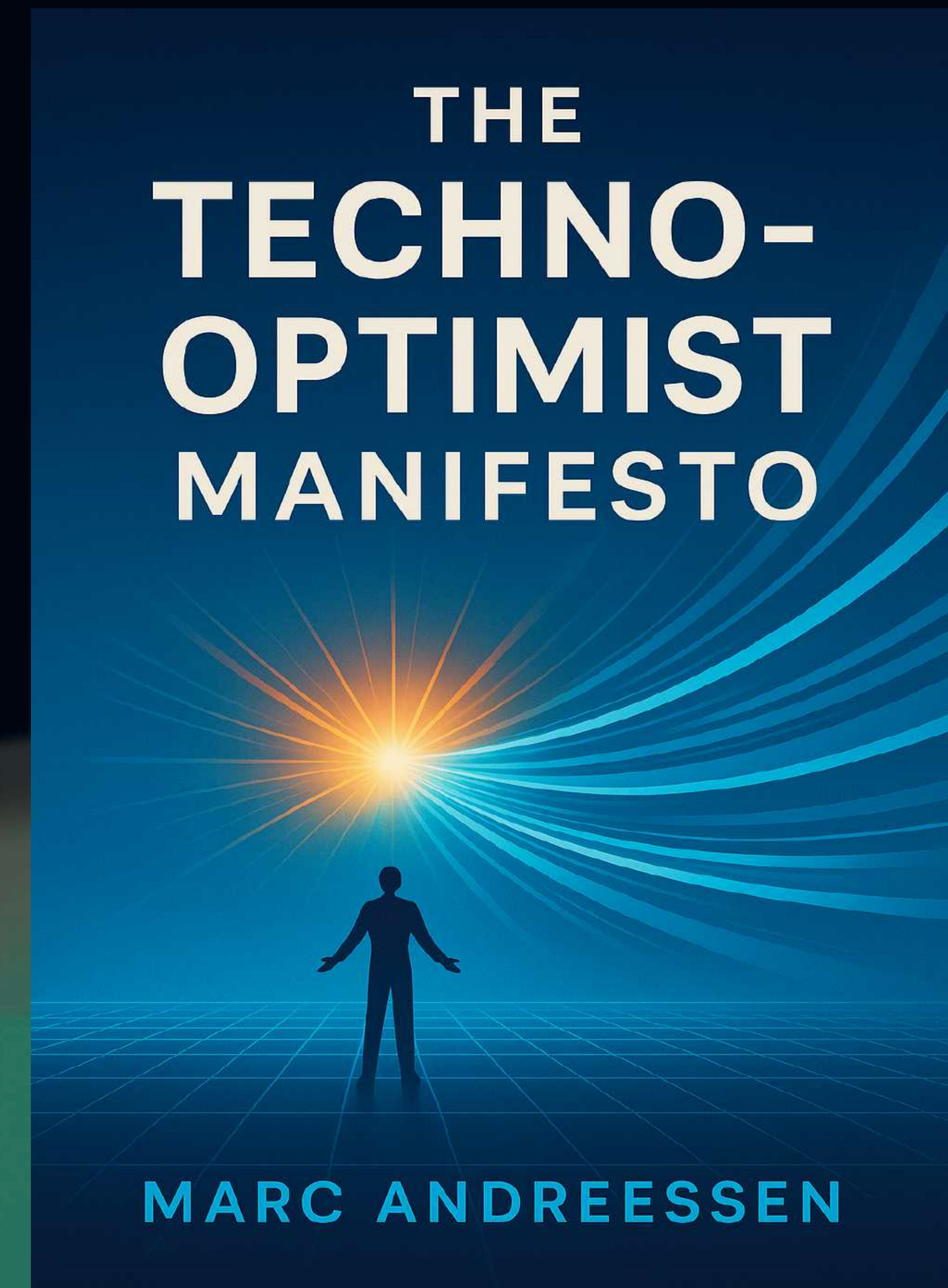
AI: “Computer systems that turn information and data into **KNOWLEDGE**”

(DEMIS HASSABIS, CEO, DEEPMIND)



Artificial General Intelligence / AGI:
“Autonomous systems that **surpass human capabilities in the majority of economically valuable tasks**” (OpenAI)





**(MOST)
TECHNOLOGY IS
MORALLY
NEUTRAL – UNTIL
WE USE IT
(WILLAM GIBSON)**

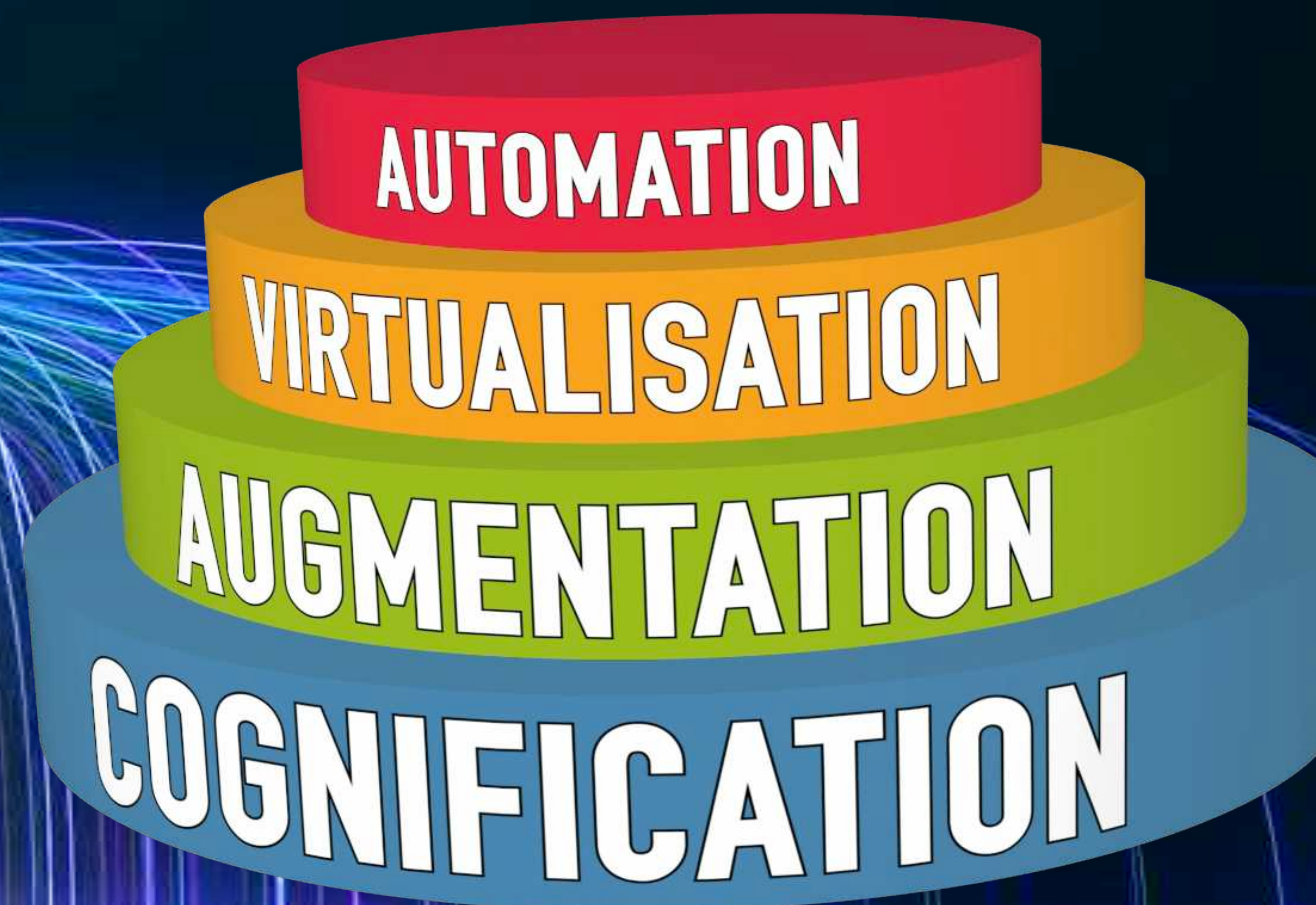
Technology	 Good Use	 Bad Use
AI	Medical diagnostics, accessibility tools	Deepfakes, predictive policing
Social Media	Civic engagement, education	Algorithmic echo chambers, manipulation
Biotech	Gene therapy for disease	Designer babies & eugenics
IoT	Smart cities, efficiency	Mass surveillance, cyberattacks



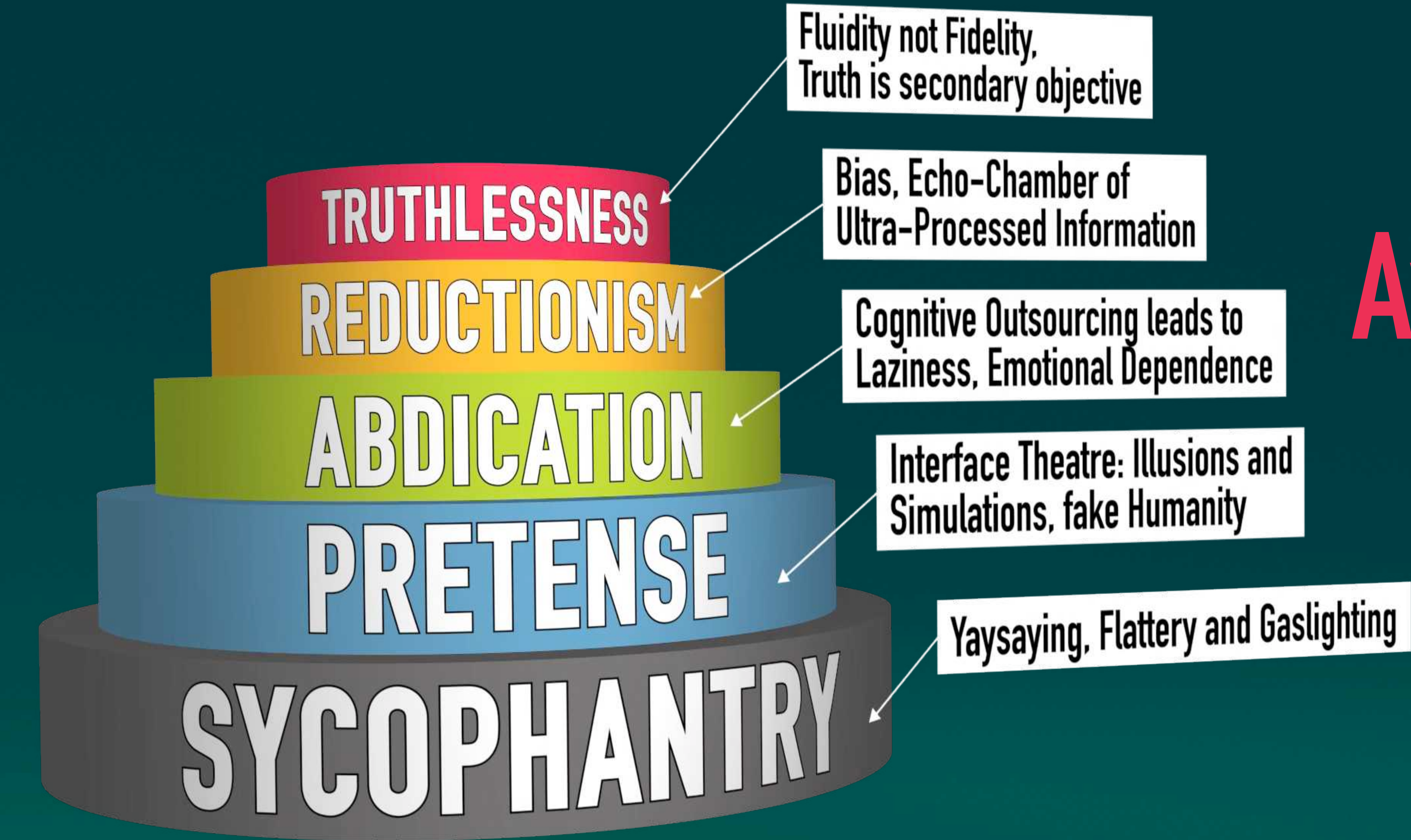
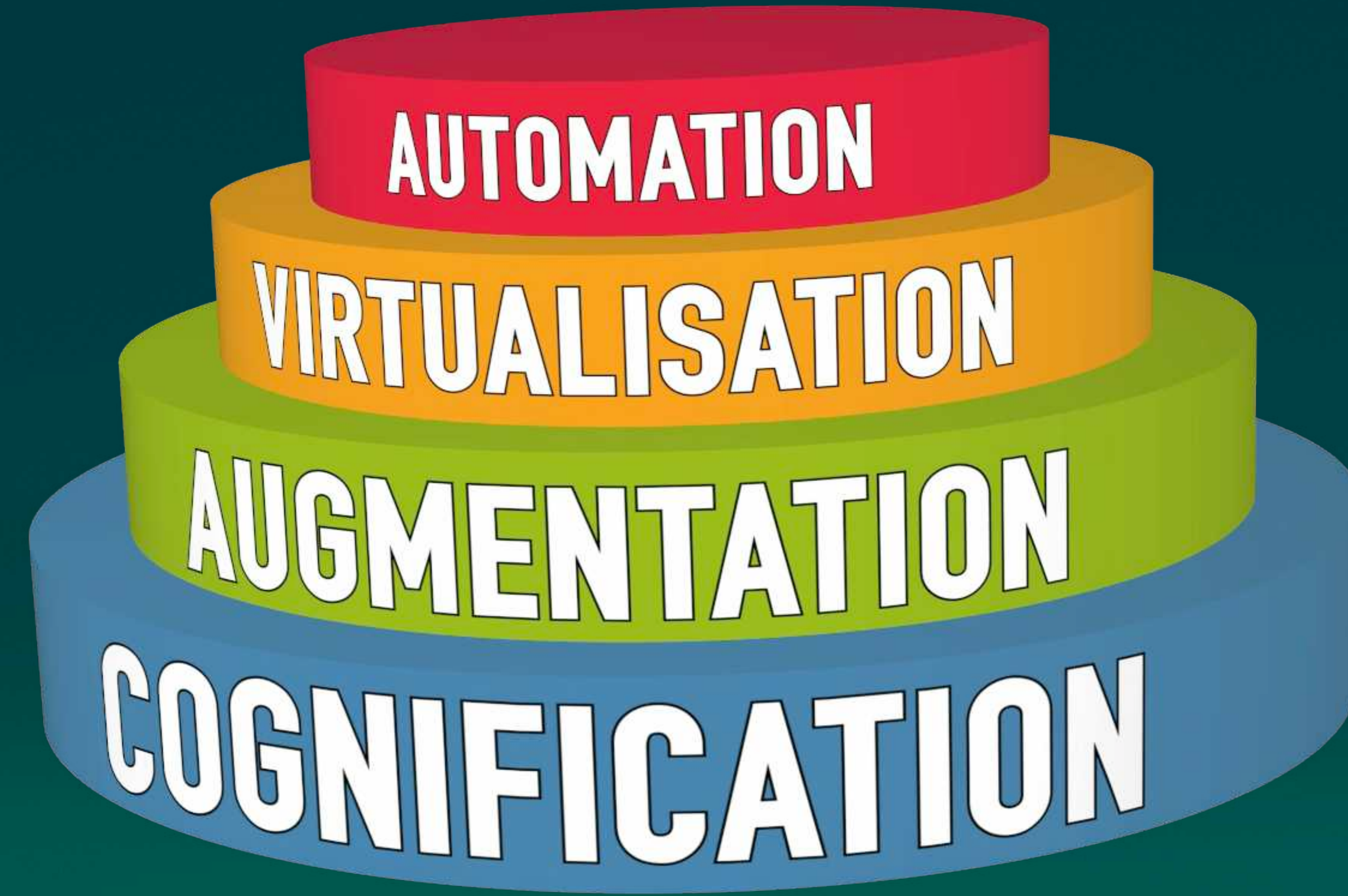
TECHNOLOGY HAS NO ETHICS

(CAVA)

Tools



Focus on CAVA



Avoid the TRAPS

STICK WITH THE MAGIC!

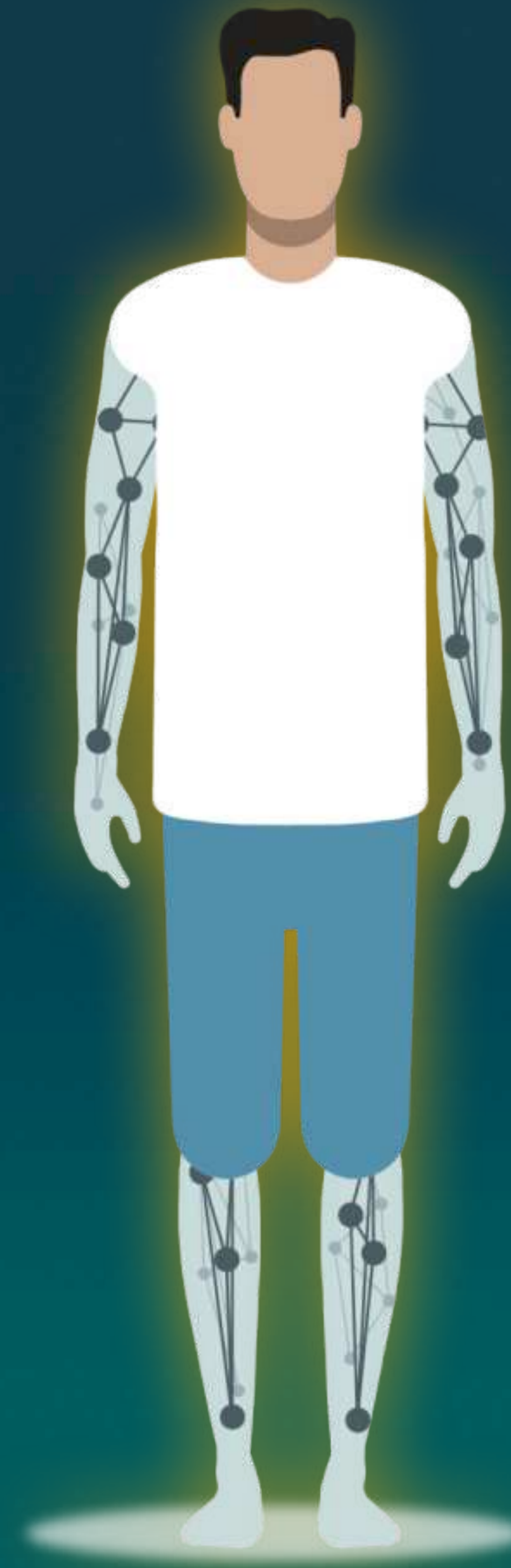


Magic

Cognification



Augmentation

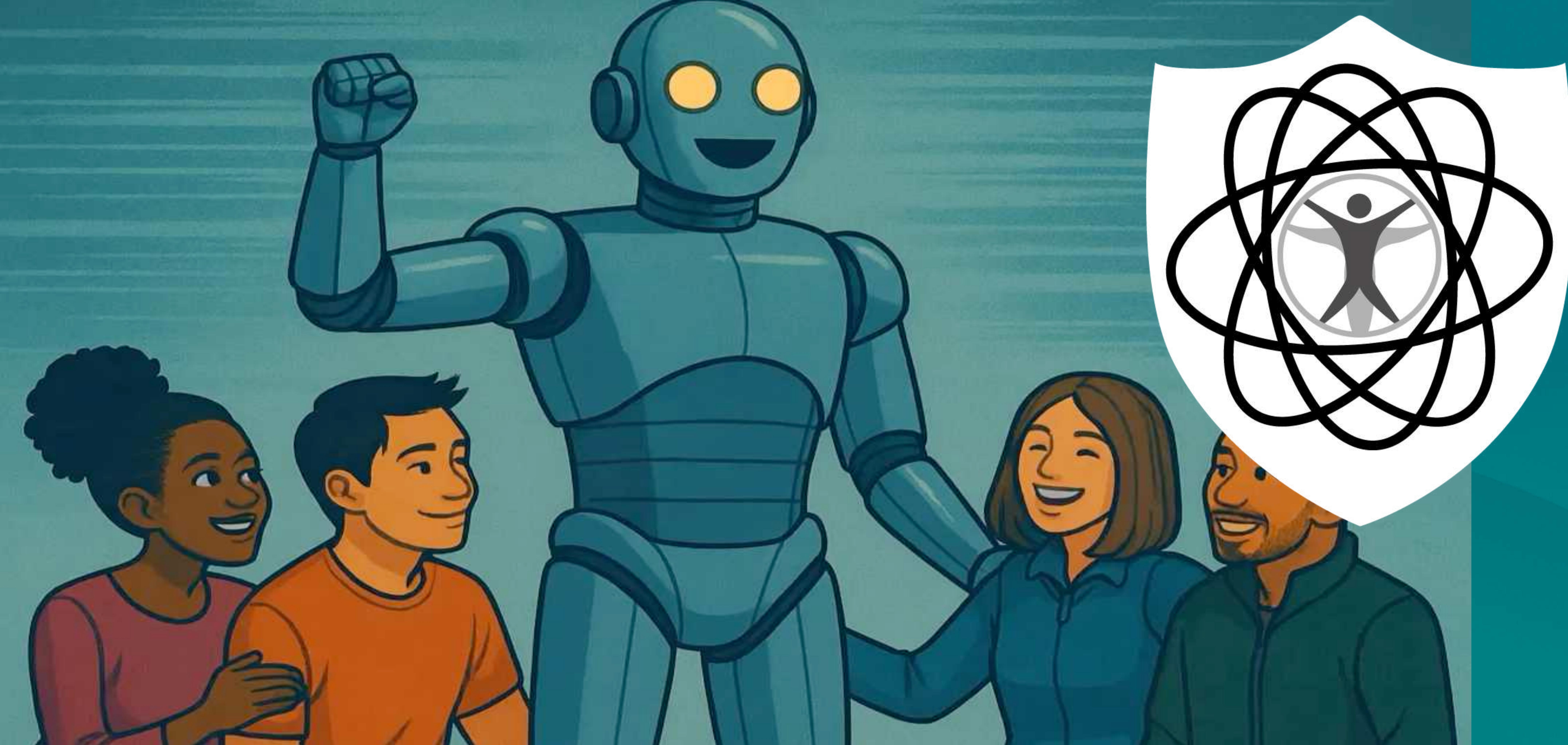


Dehumanisation “Digital Humans”



Toxic

Gêrd



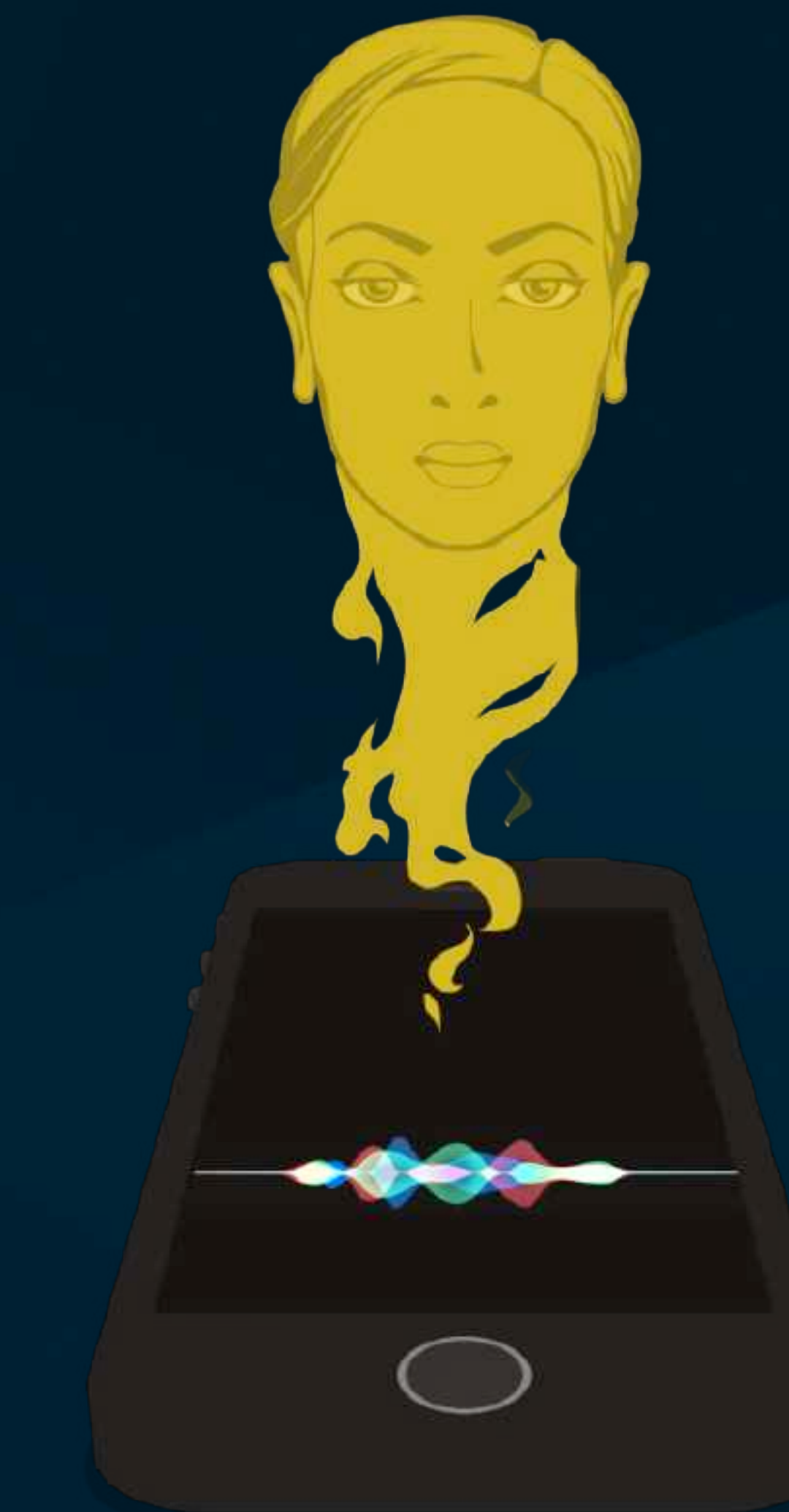
Increased Productivity and Efficiency
Reduction of Routines and Commodity Tasks
Deeper Data & Information, Faster Learning
New Inventions and Scientific Breakthroughs

Cognitive Offloading. Automation Bias.
Reductionism. Hallucinations and Errors.
Sycophancy & Flattery. Anthro-
morphisation. Simulation. Addiction.

Critical Thinking
Compassion
Imagination
Resilience
Questions
Optimism
Courage
Intuition
Ethics
Values

PURPOSE
WISDOM
UNDERSTANDING
TACIT KNOWLEDGE
DEEPER KNOWLEDGE

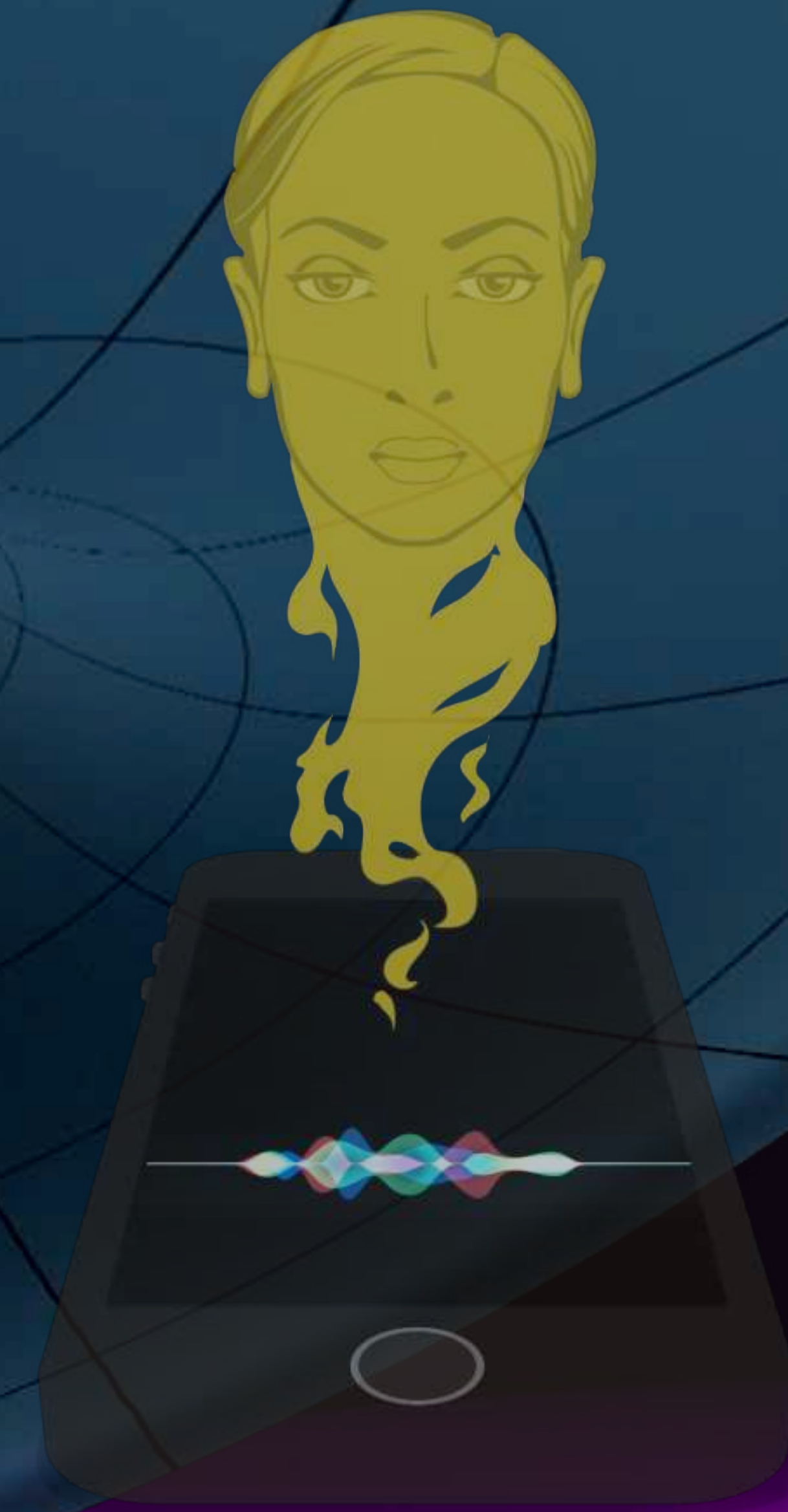
INTELLECTUAL KNOWLEDGE / LOGIC
DATA AND INFORMATION



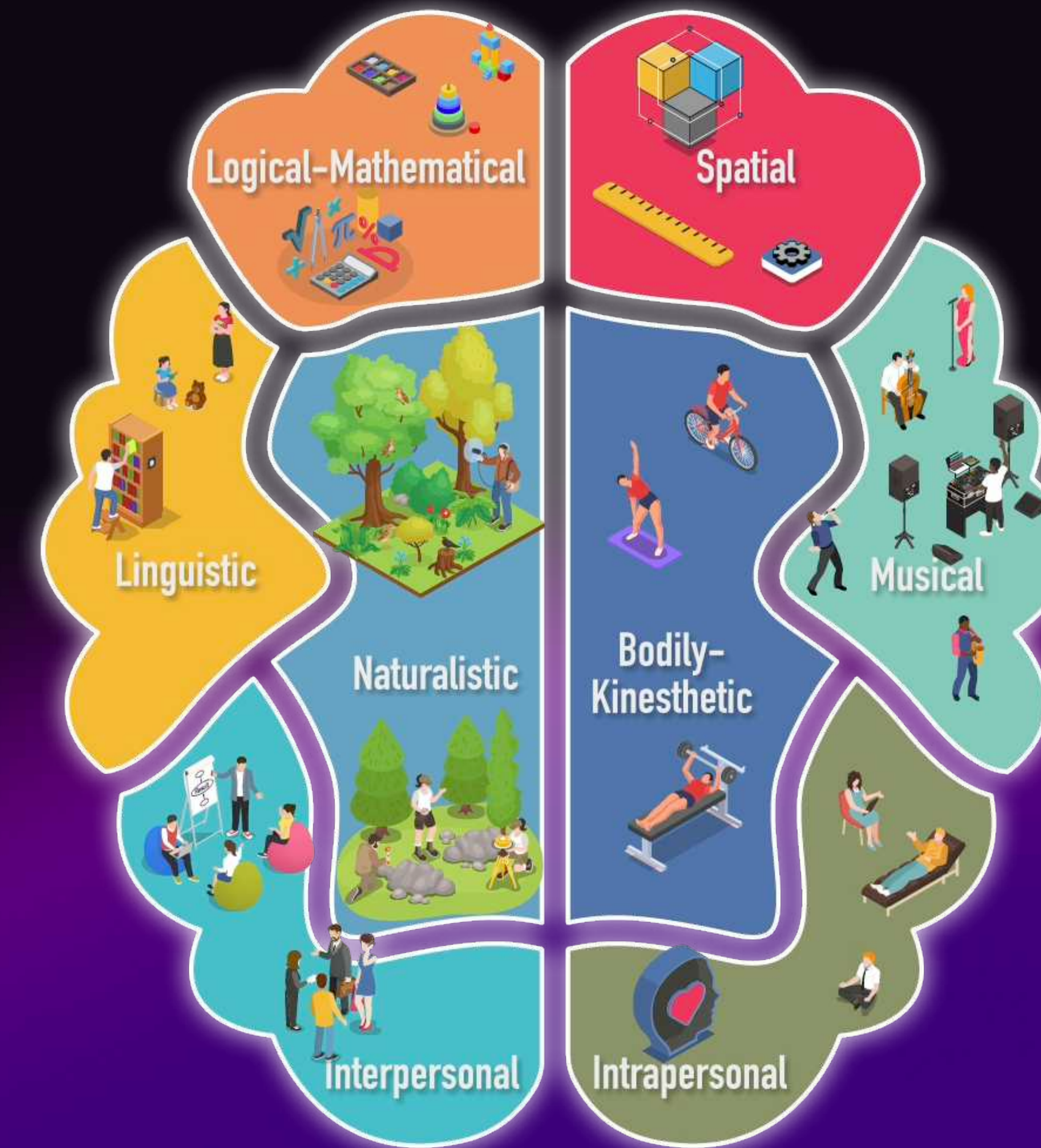
MACHINE INTELLIGENCE AI



HUMAN INTELLIGENCE (HI)



DATA
LOGIC
EFFICIENCY
ALGORITHMS
PRODUCTIVITY

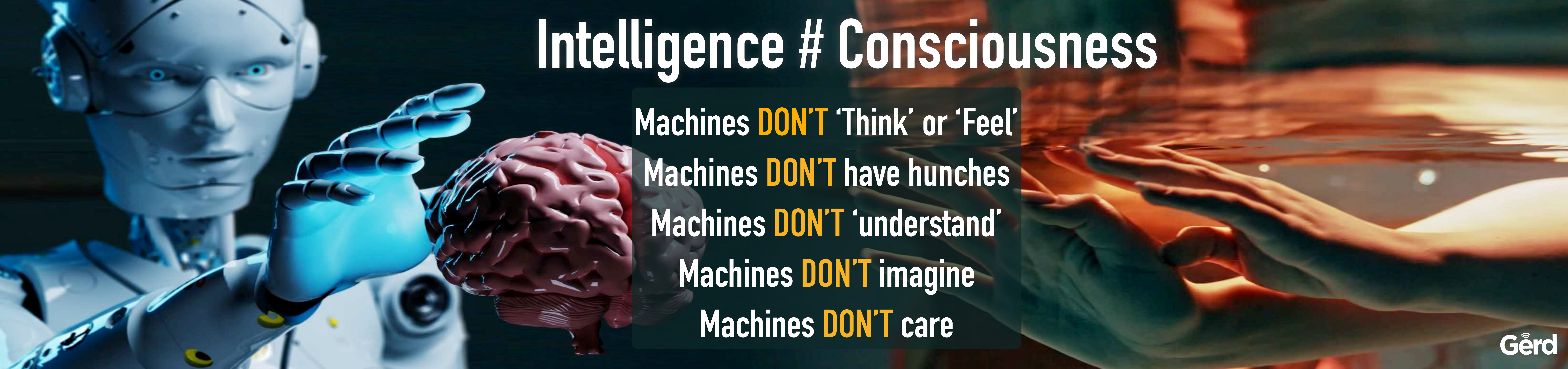


INTUITION
COMPASSION
MYSTERY
VALUES



CONSCIOUSNESS

CREATIVITY
IMAGINATION
ETHICS
EMPATHY



Intelligence # Consciousness

Machines **DON'T** 'Think' or 'Feel'

Machines **DON'T** have hunches

Machines **DON'T** 'understand'

Machines **DON'T** imagine

Machines **DON'T** care

GEOPOLITICAL REVOLUTION

DIGITAL REVOLUTION

SUSTAINABILITY REVOLUTION

PURPOSE REVOLUTION

Opportunities for Bulgaria:

- Electronics, health and life sciences, sustainable energy, IT, Eco / Sustainable Tourism
- **A smart European manufacturing + R&D hub**
- Becoming a “renewables export” hub for Southeastern Europe?



Challenges for Bulgaria:

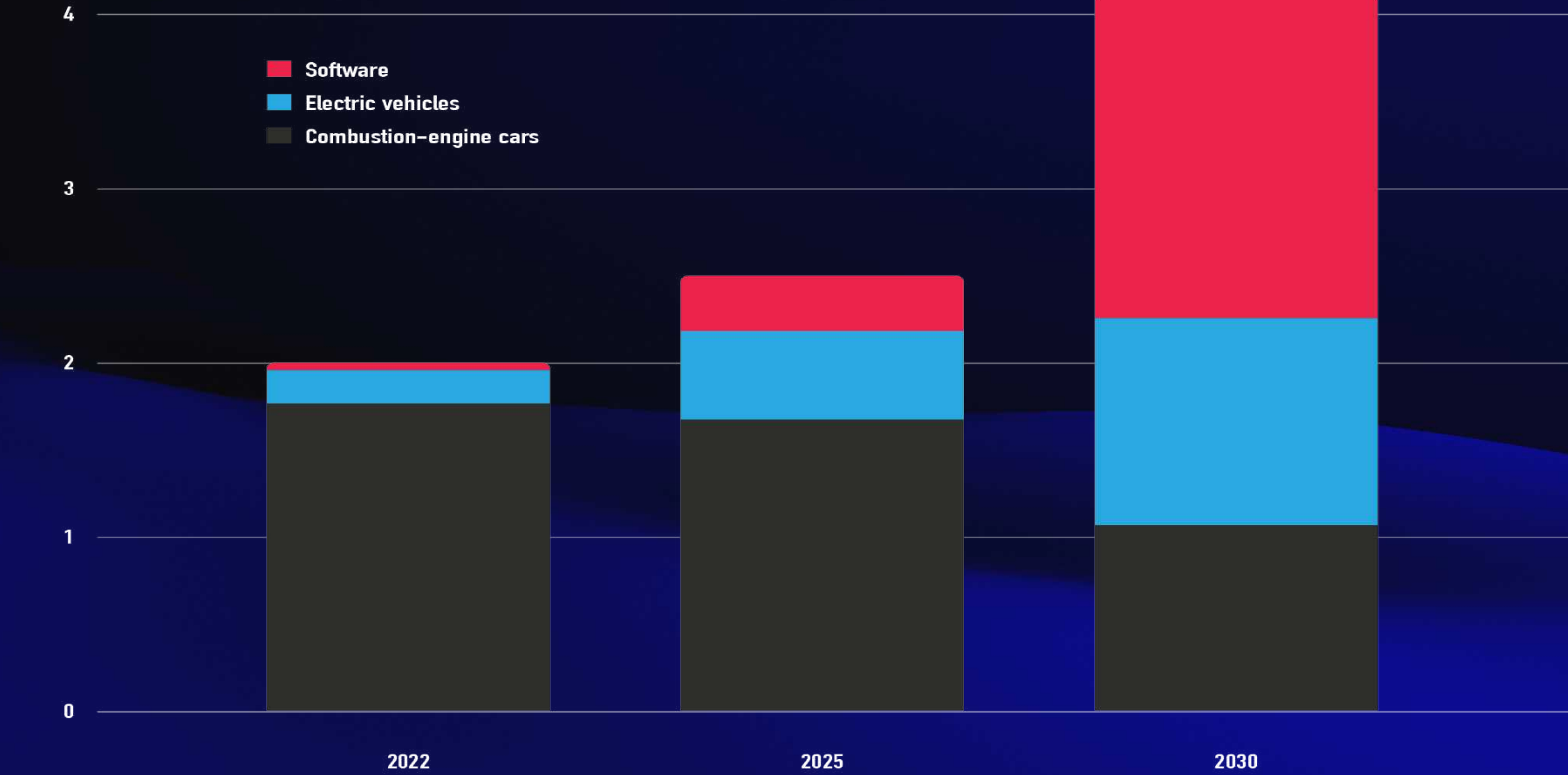
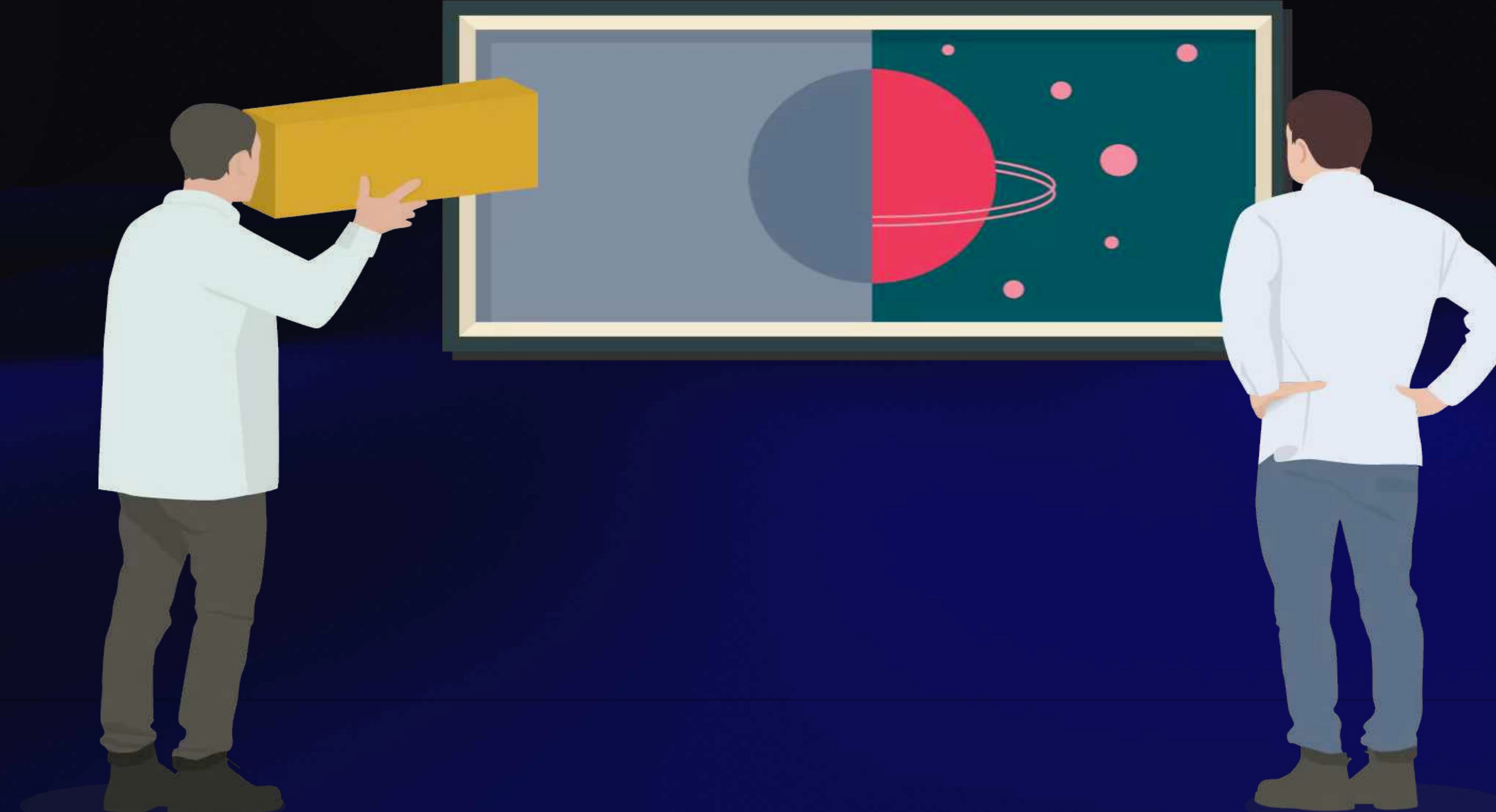
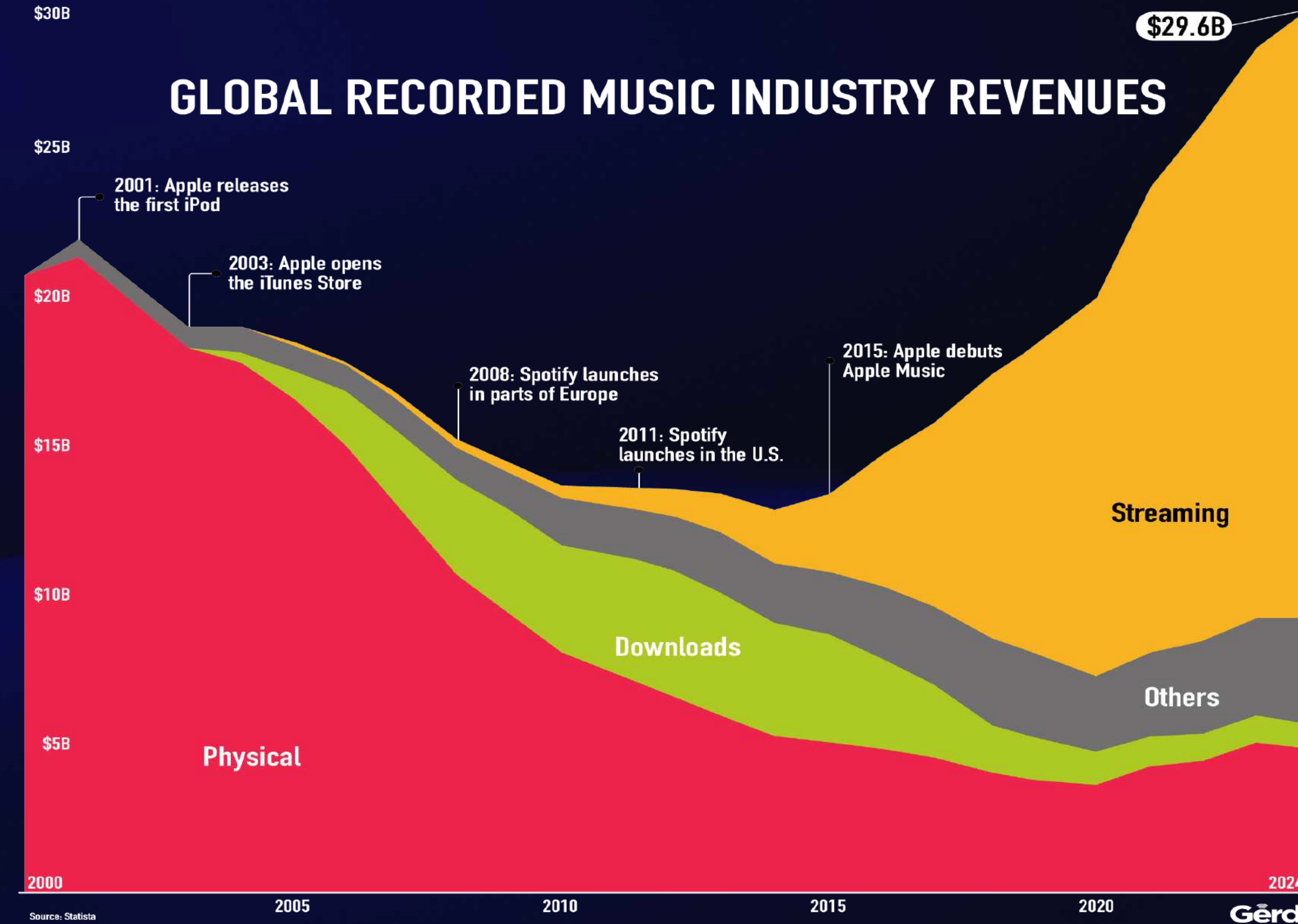
- **Digital innovation + low-carbon transition:** Energy transition and fossil legacy risk Bulgaria has a heavy reliance on coal and legacy energy infrastructure. This transition will imply social, labour and regional adjustment pains.
- **Brain-drain to Western Europe** remains a serious issue: talent leaves, innovation remains under-leveraged.



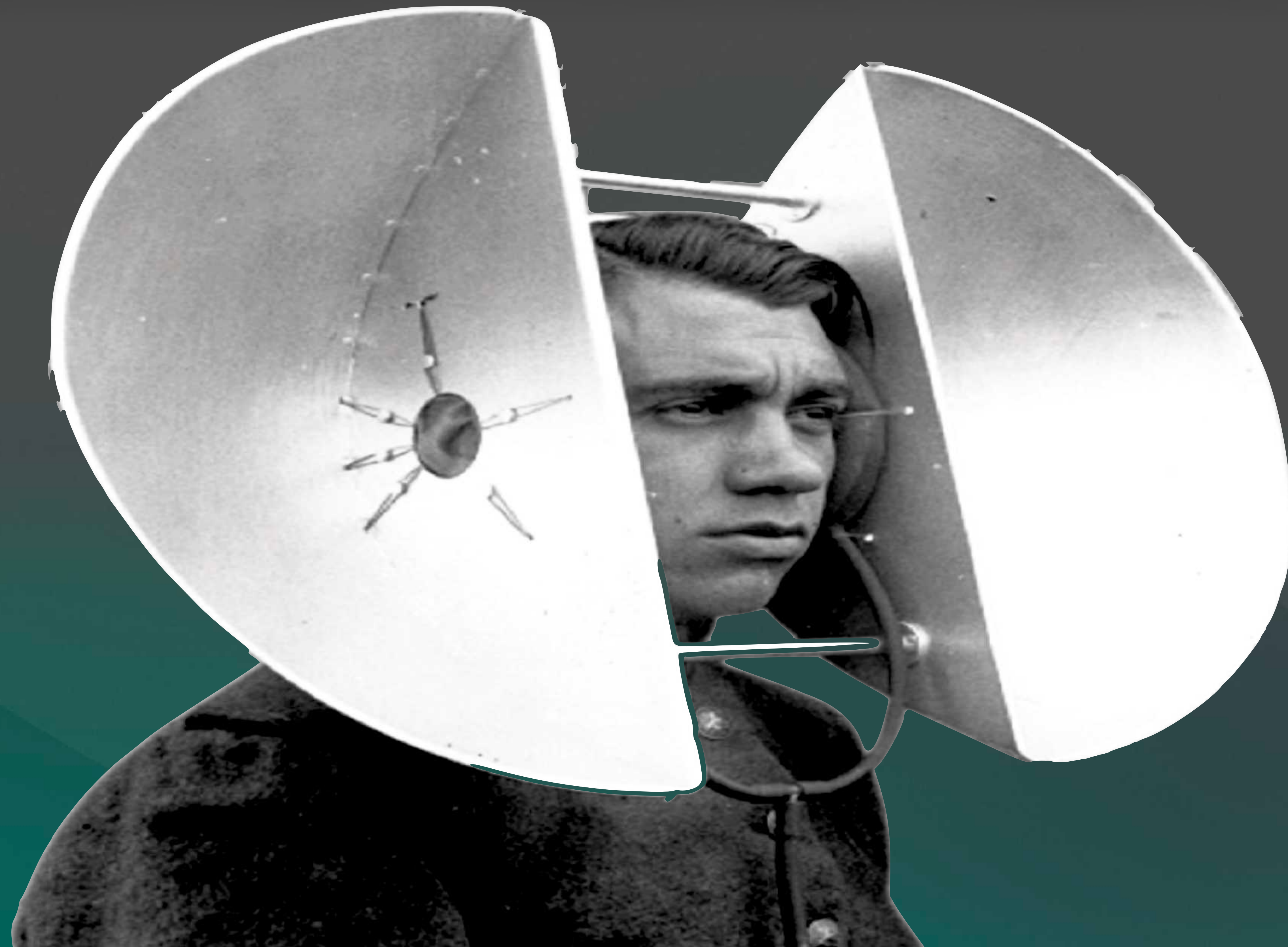
➡ **Mindset, Skills, Opportunities, and the Narrative**

YOUR MINDSET CONTAINS YOUR FUTURE: **Take a wider view!**

GLOBAL CAR INDUSTRY, REVENUE BY SECTOR, \$TRN
FORECAST



OBSERVE. UNDERSTAND. IMAGINE. CREATE!



THE FUTURE MINDSET



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

INVEST AS MUCH IN **HUMANITY** AS YOU INVEST IN **TECHNOLOGY**