



GERD LEONHARD: FUTURIST, KEYNOTE SPEAKER, AUTHOR
& CEO, THE FUTURES AGENCY



The Future is already here – what to expect in the next 5 years

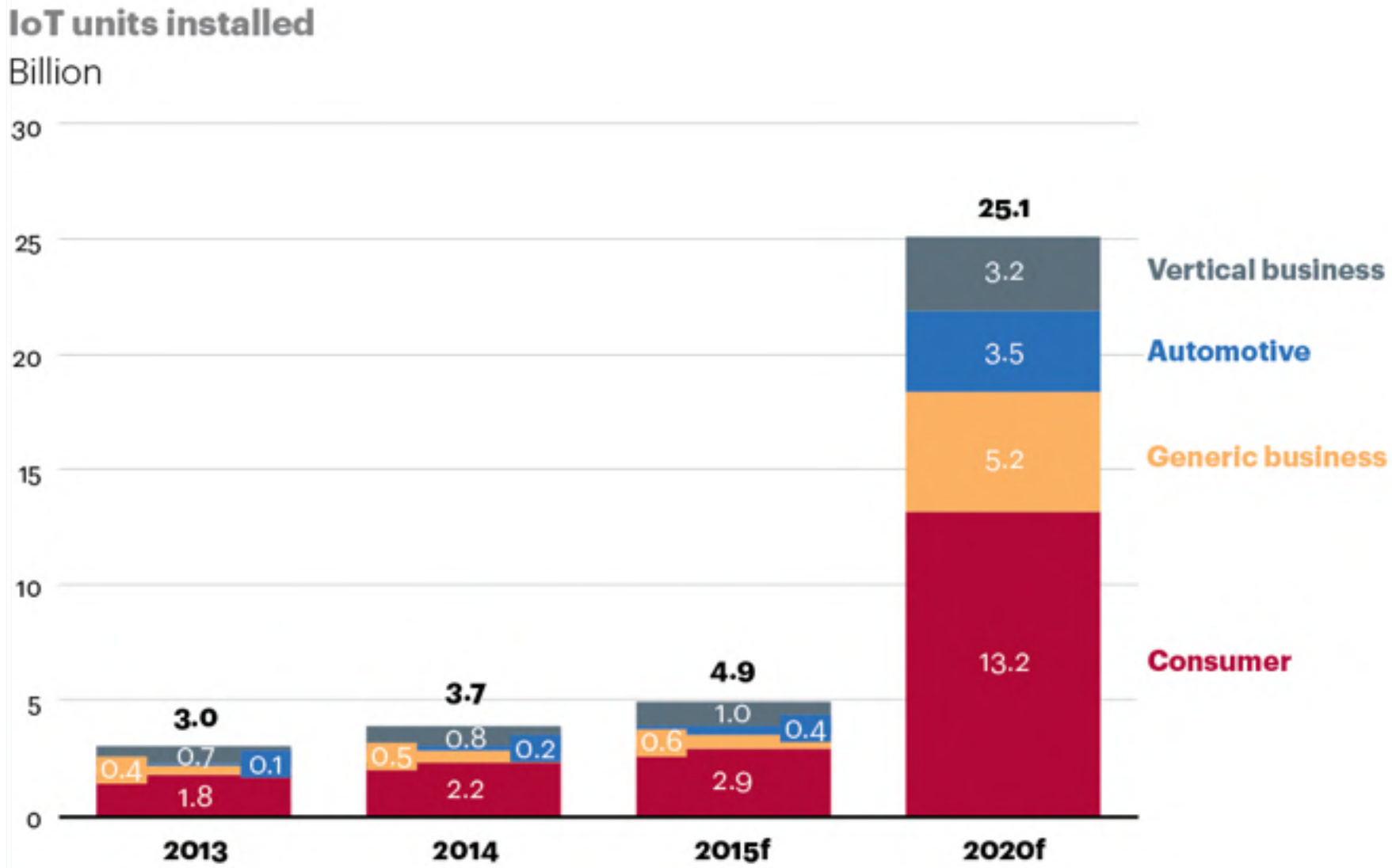
**Humanity will
change more
in the next 20
years than in
the previous
300 years**



We're at the take-off point on the exponential curve: the next step is 8 not 5!



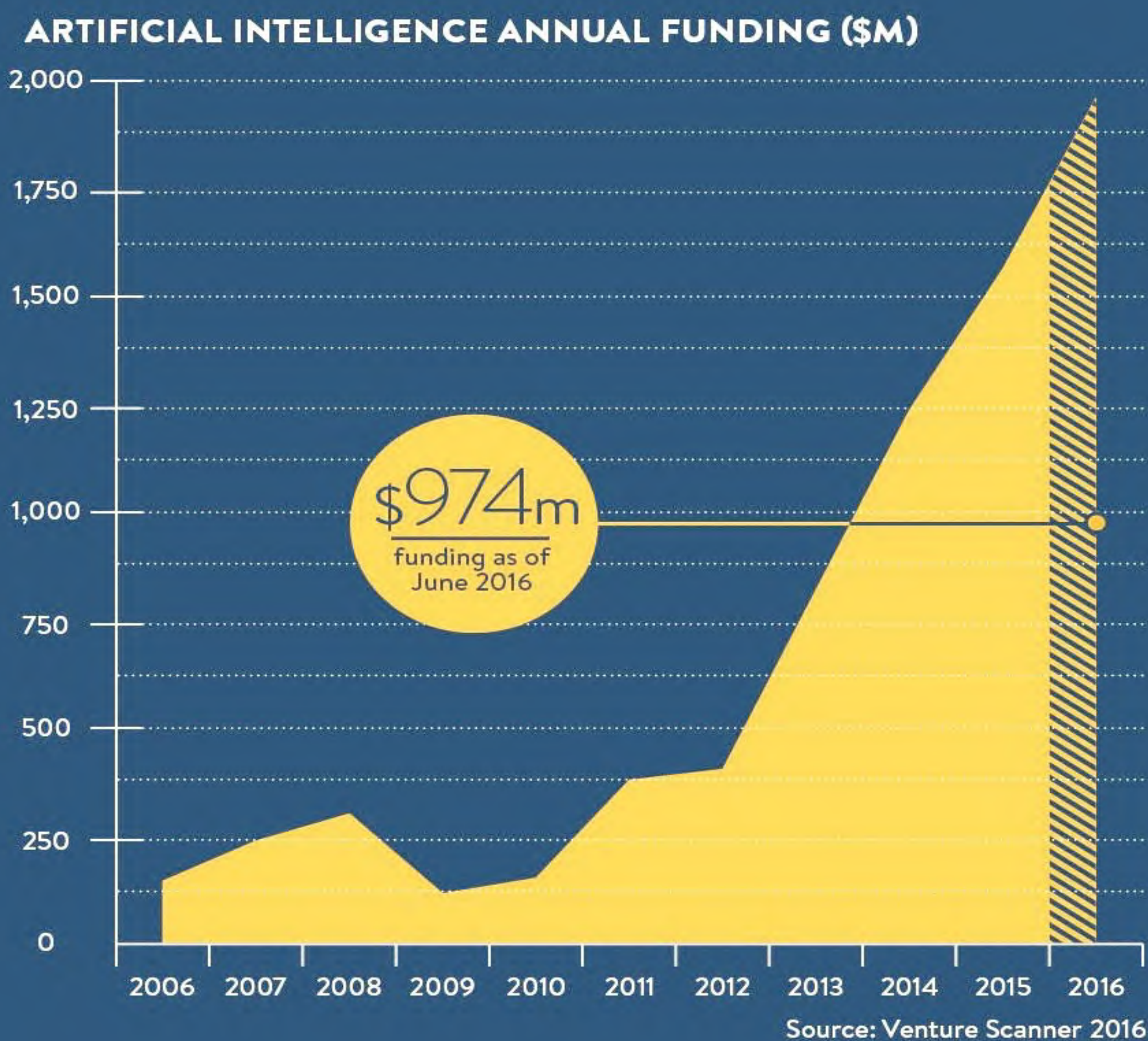
Figure 17
Staggering growth of the Internet of Things (IoT)



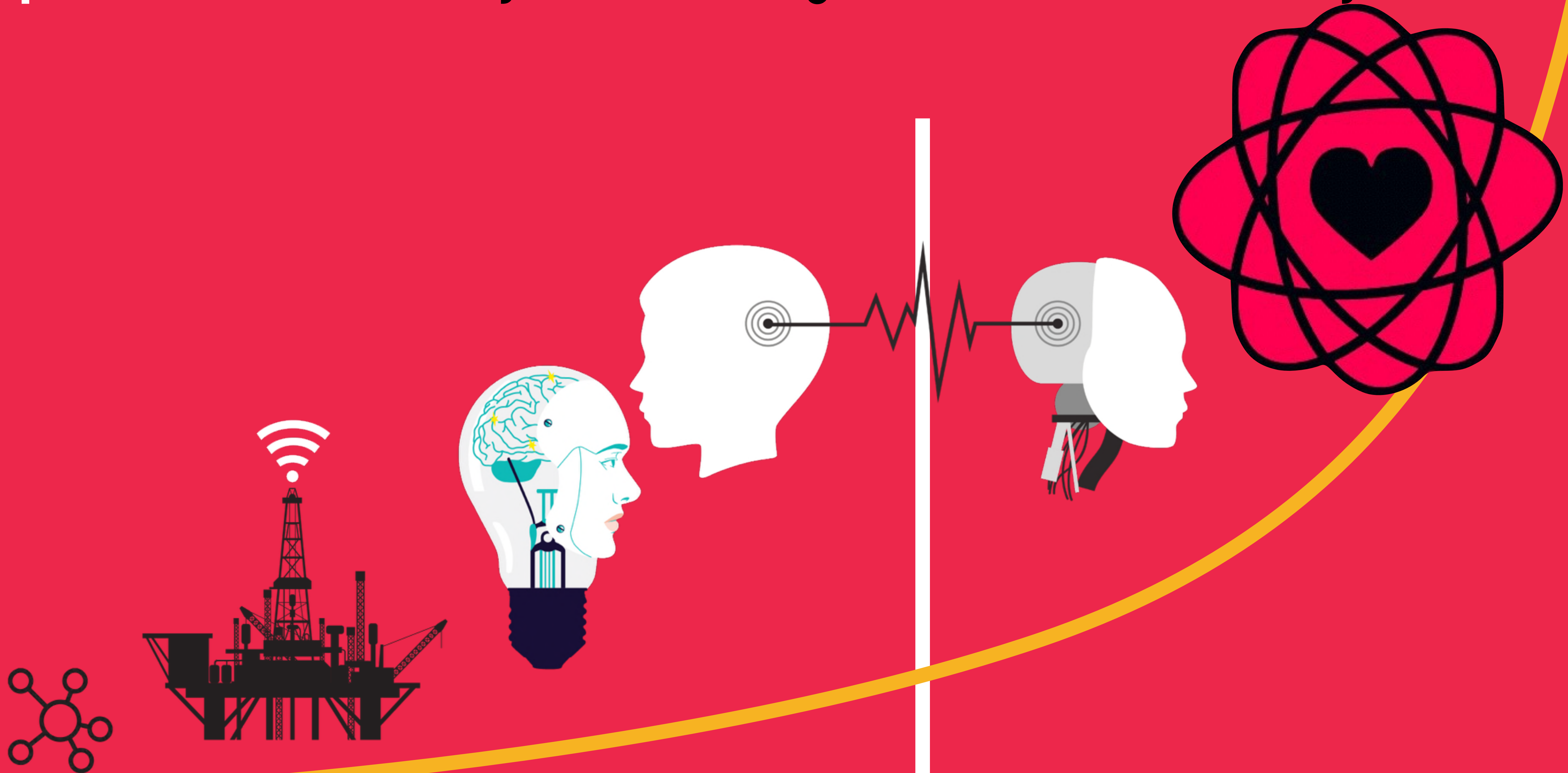
Sources: Gartner Symposium/ITxpo; A.T. Kearney analysis

1 2 4 8 16 32 64 128...

We're at the take-off point on the exponential curve: the next step is 8 not 5!



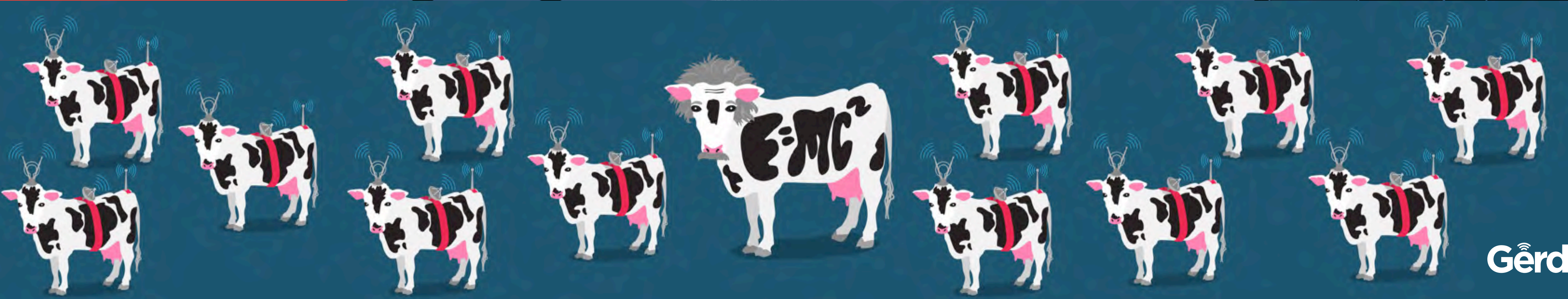
Exponential connectivity, data, intelligence, man-machine symbiosis





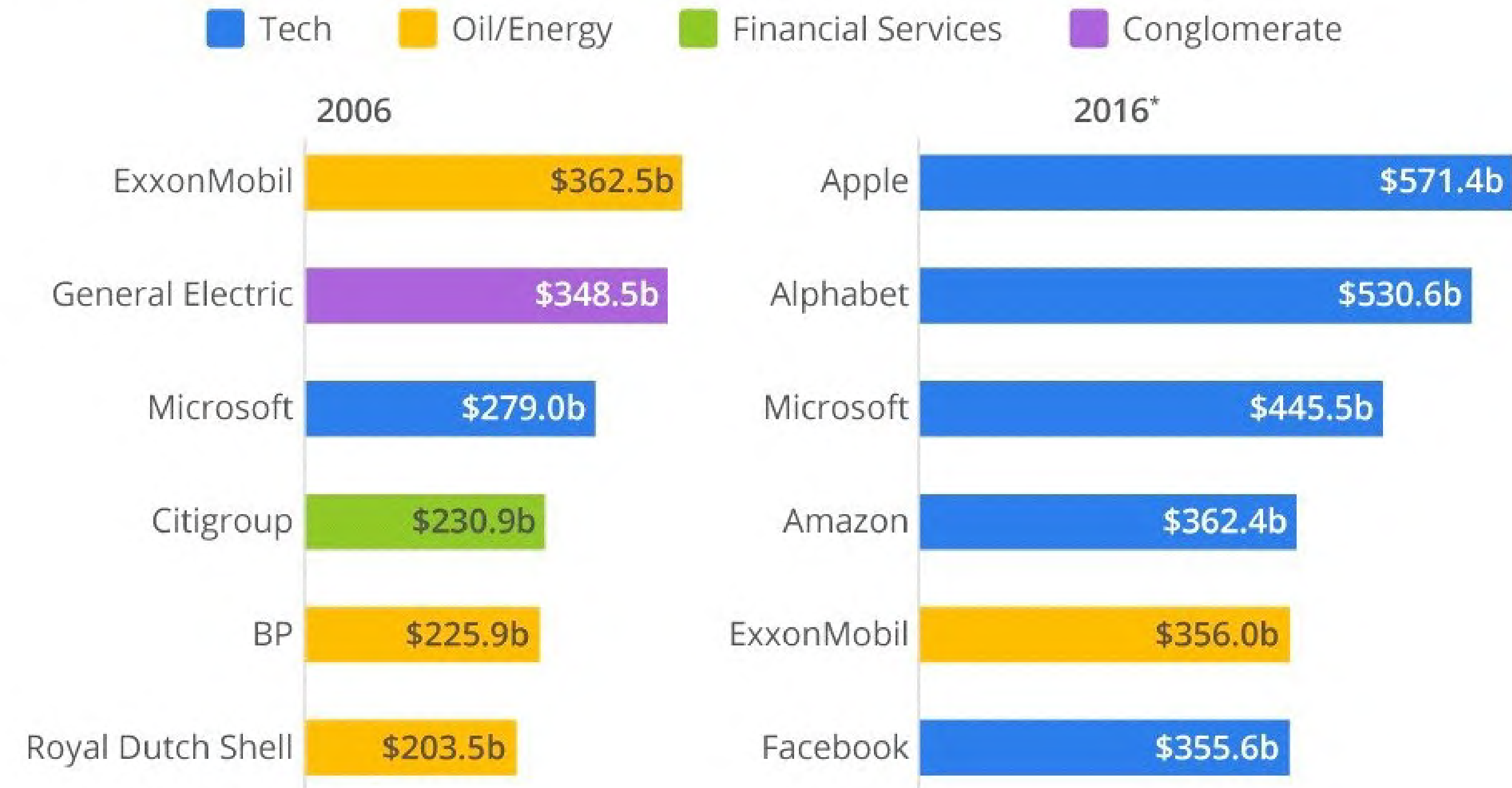
Pretty much everything is becoming connected, smart, real-time

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The Age of Tech

Market capitalization of the world's most valuable public companies



* as of August 1, 2016

@StatistaCharts

Sources: Yahoo! Finance, Forbes

statista

Data is the new oil

**ARTIFICIAL
INTELLIGENCE**



From physical to digital, gradually then suddenly !

Information

Media & Entertainment

Money & Finance

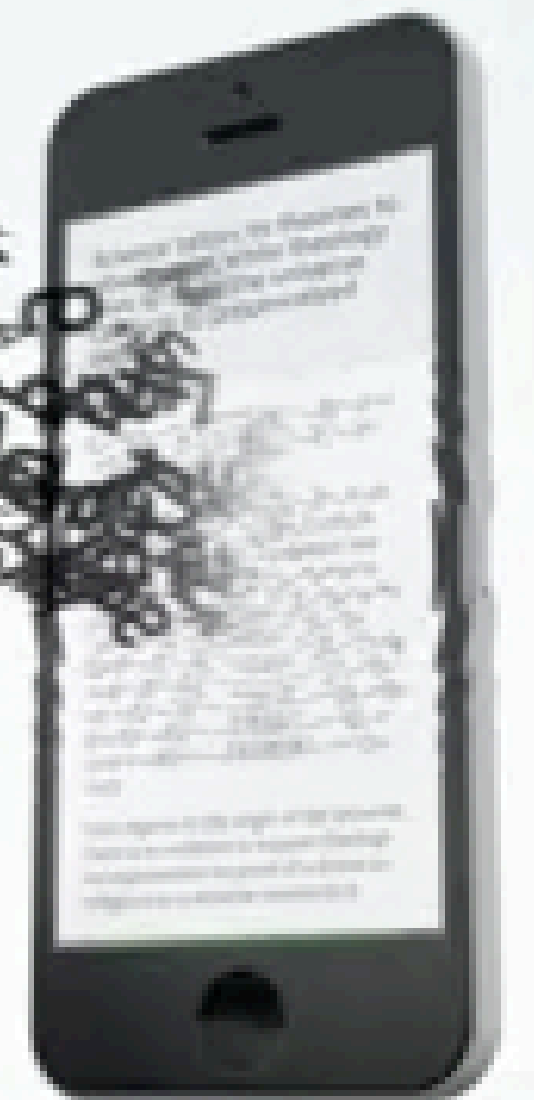
Transportation, Mobility, Logistics

Pharma, Health & Medical

Military, Security & Defense

Energy & Utilities

Water & Food

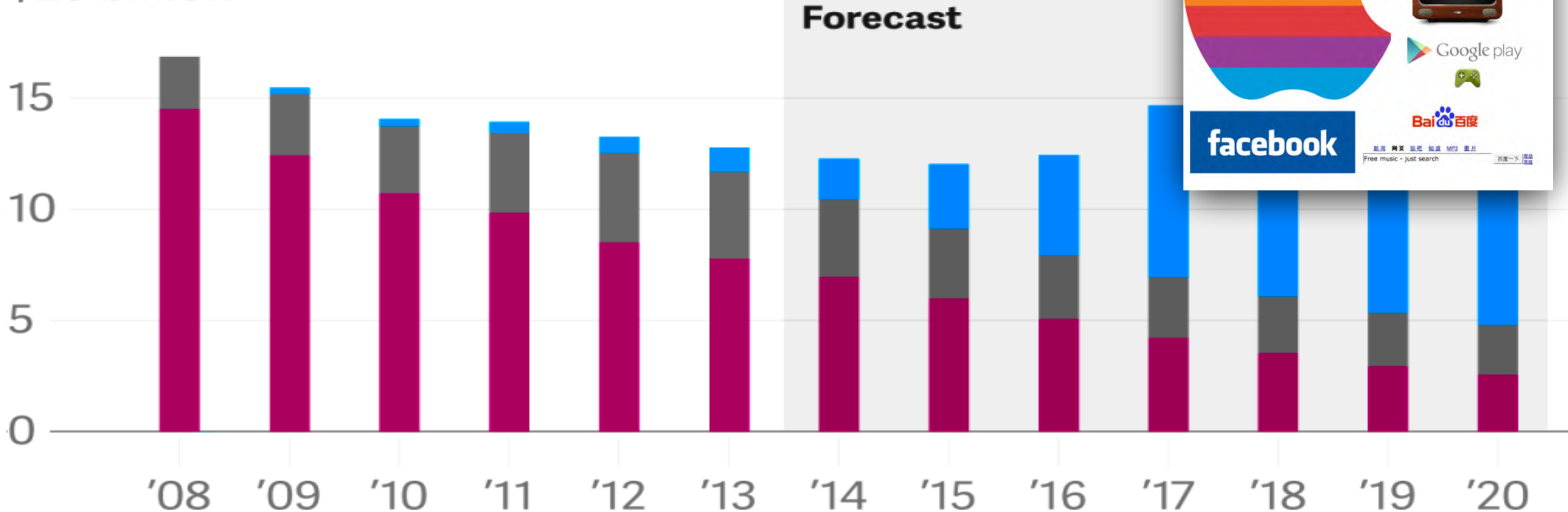


Disrupted, diminished, dis-intermediated... done

Global recorded music revenue

■ Physical ■ Downloads ■ Streaming

\$20 billion



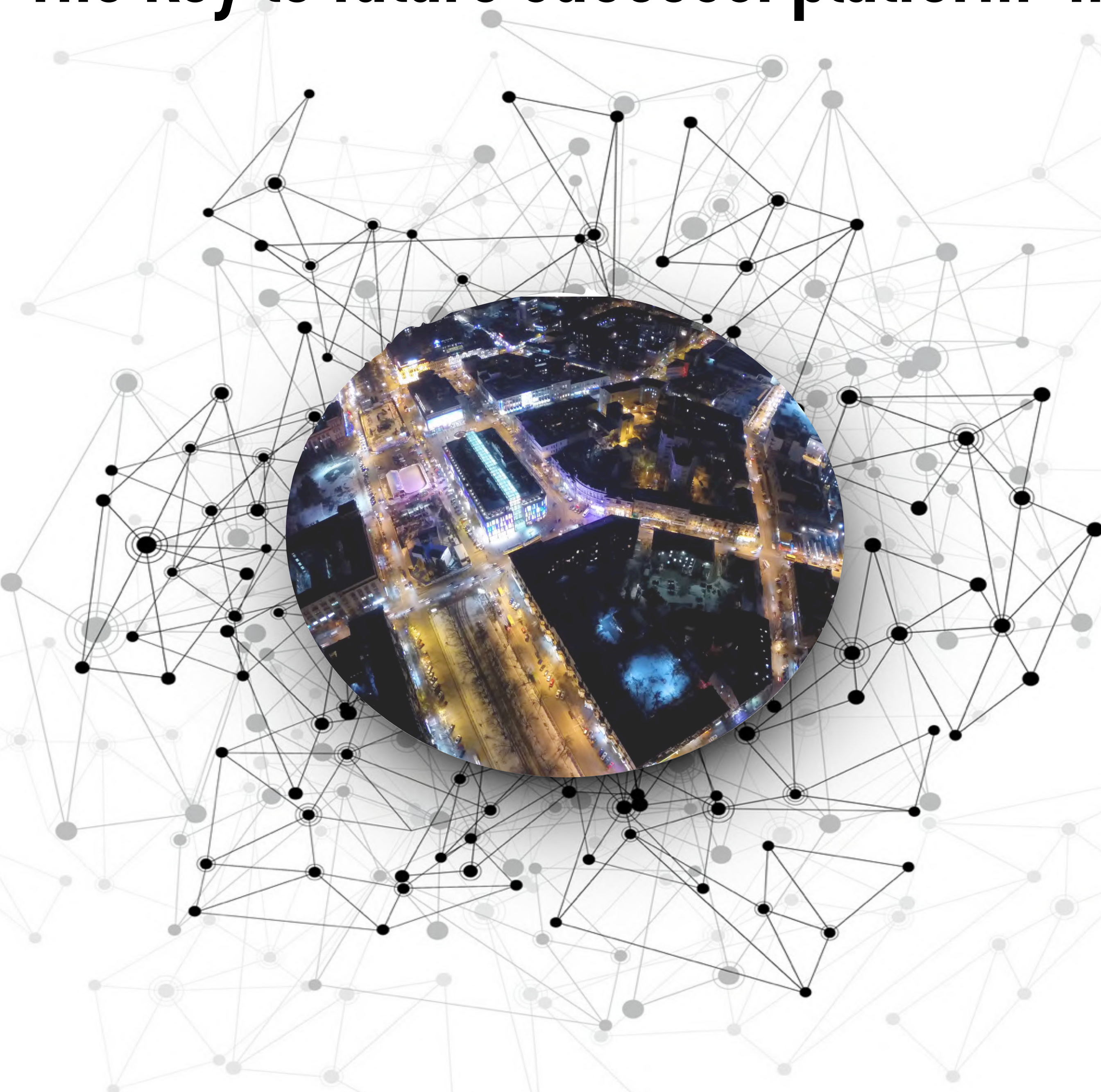
The digital transformation of all industries: new consumer behaviours, new models, new € streams



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B B 2 B

The key to future success: platform-models and **liquid new ecosystems**



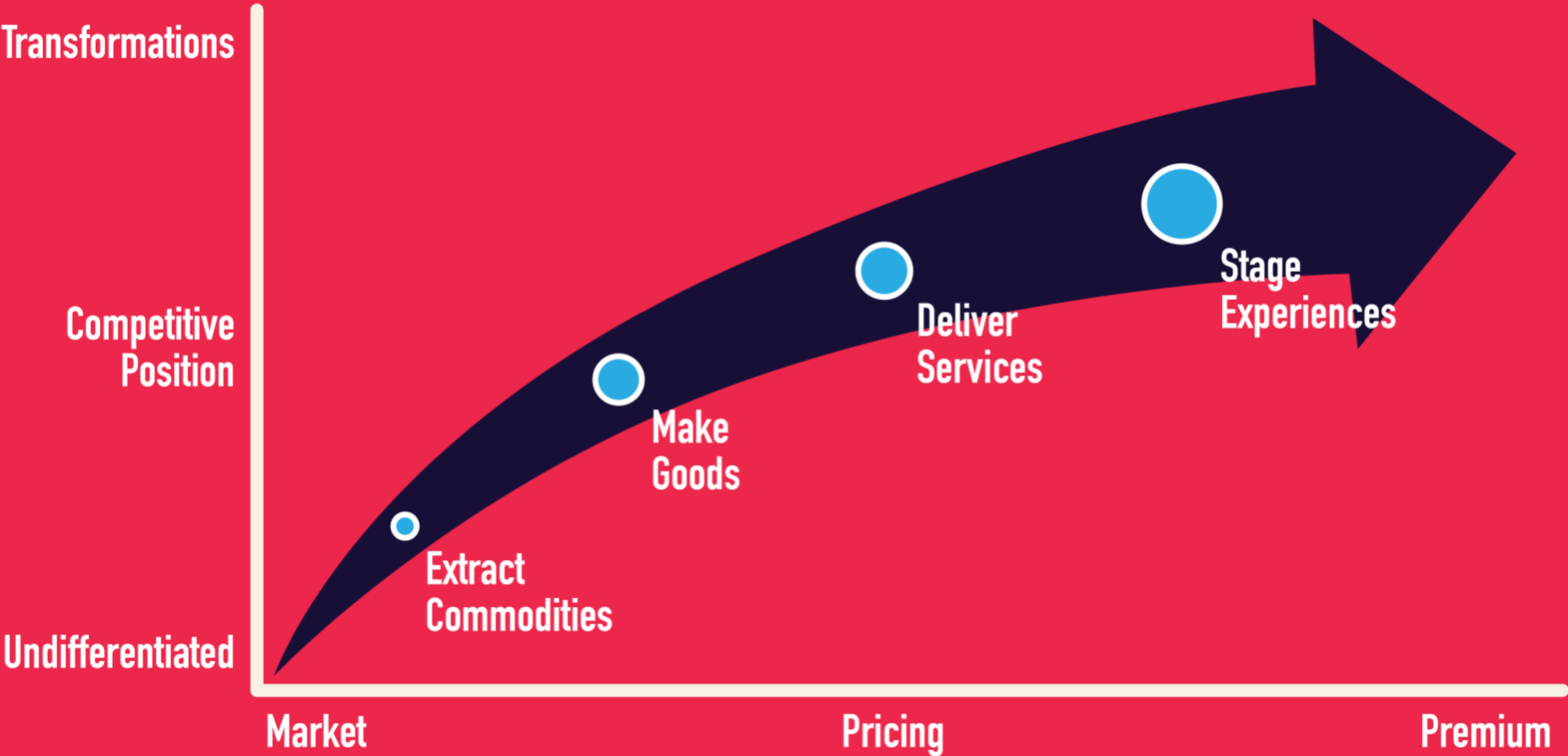
Google amazon.com



The key to future success: platform-models and **liquid new ecosystems**



We are going from products to services to experiences



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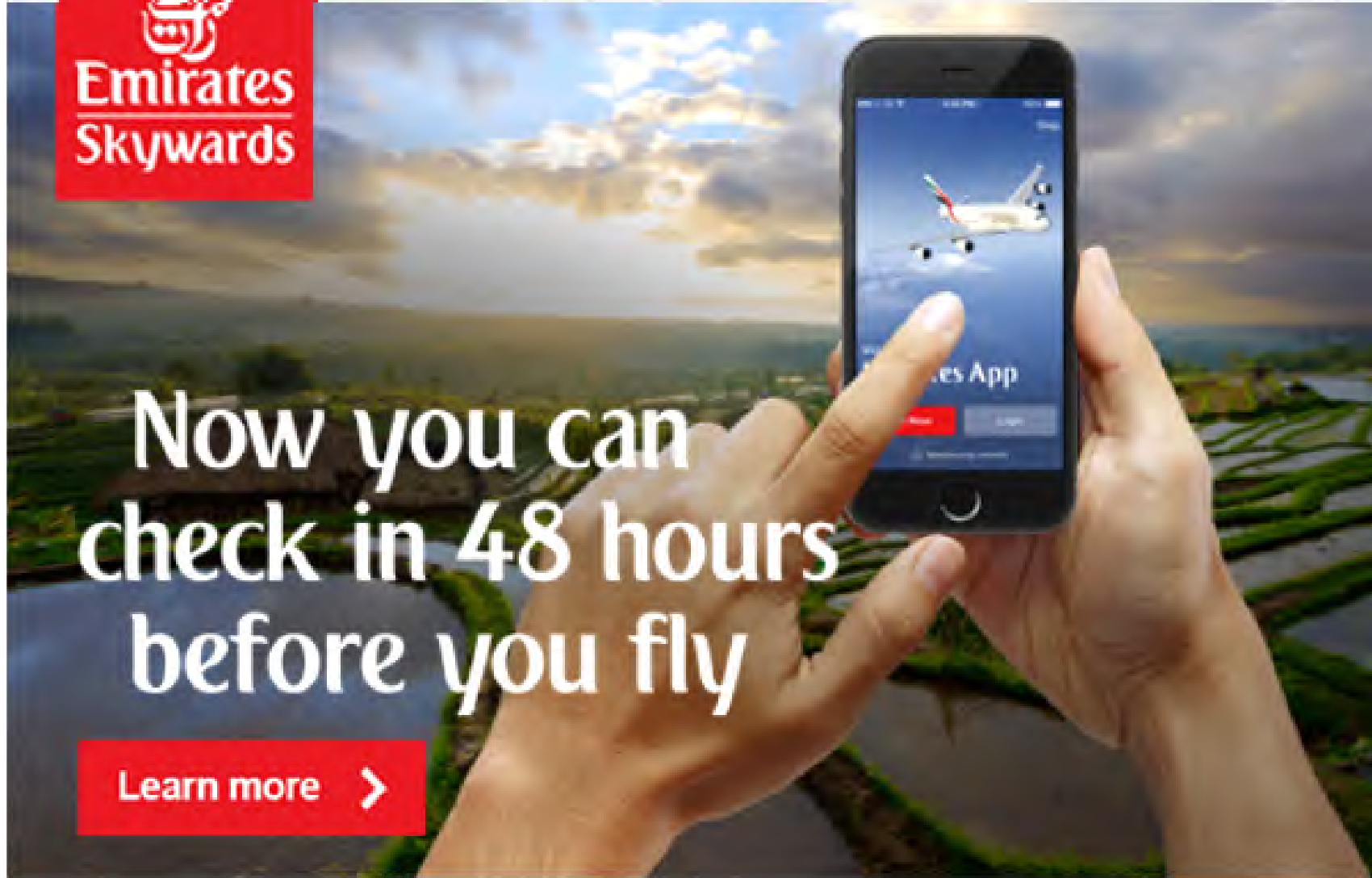


Special Offers

Earning Miles

Partner Offers

Member Benefits



Now you can check in 48 hours before you fly

Learn more >

Dear Mr Leonhard,

Now you have double the time to check in for your flight. We listened to your feedback and extended our online check-in time to 48 hours, rather than 24 hours, before your flight.

If you've never used online check-in, you're missing out on a convenient way to travel. Save time at the airport by printing your boarding pass, or use a mobile boarding pass on your phone.

Market



Pricing



Premium

Liquid experiences: B2B is next!



*The world's largest accommodation provider,
owns no real estate.*



*The world's most popular media owner,
creates no content.*



*The world's largest taxi company,
owns no vehicles.*



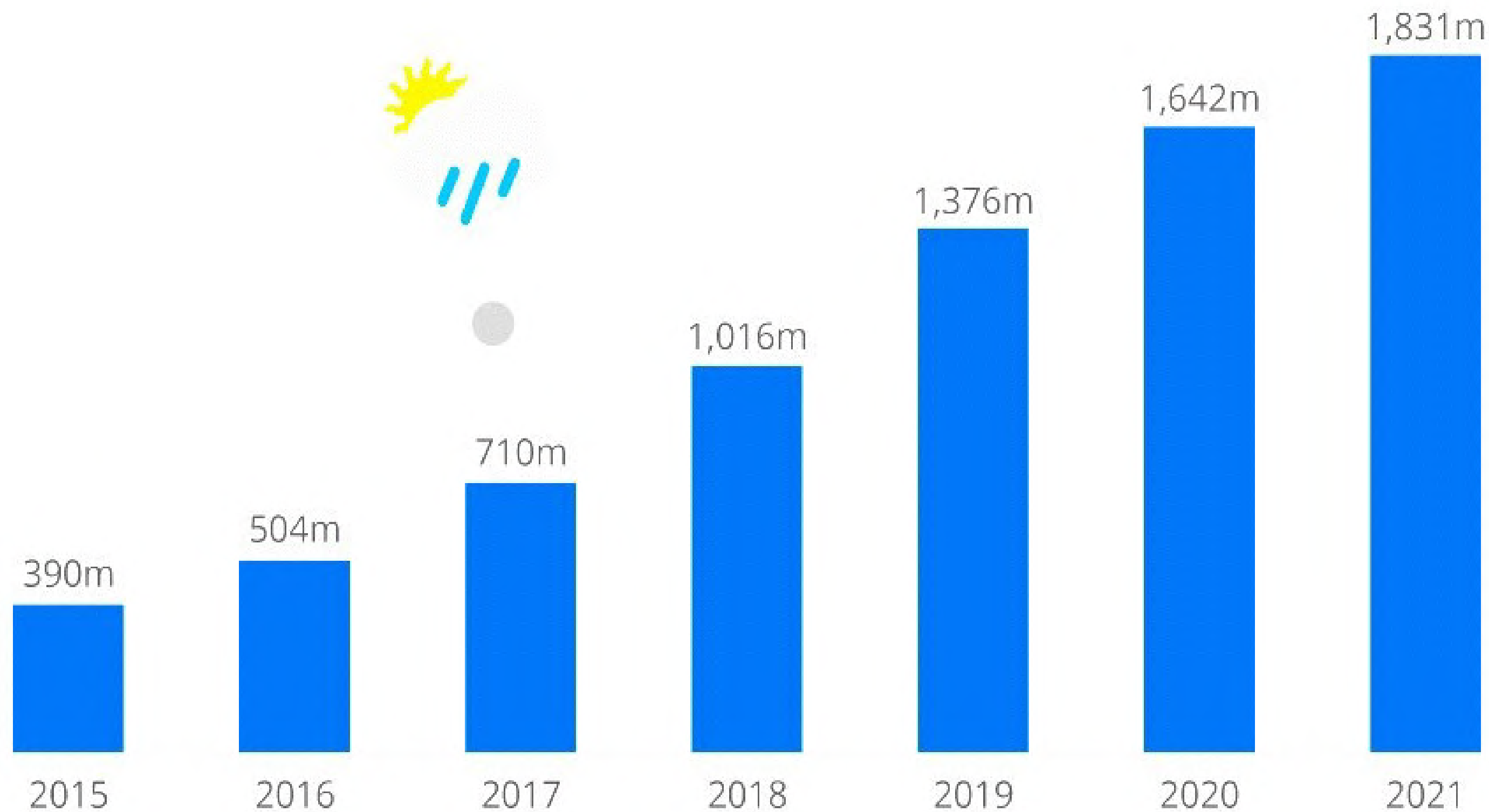
*The most valuable retailer,
has no inventory.*



Intelligent Digital Assistants will become as common as smartphones

Digital Assistants - Always at Your Service

Estimated number of users of virtual digital assistants worldwide*

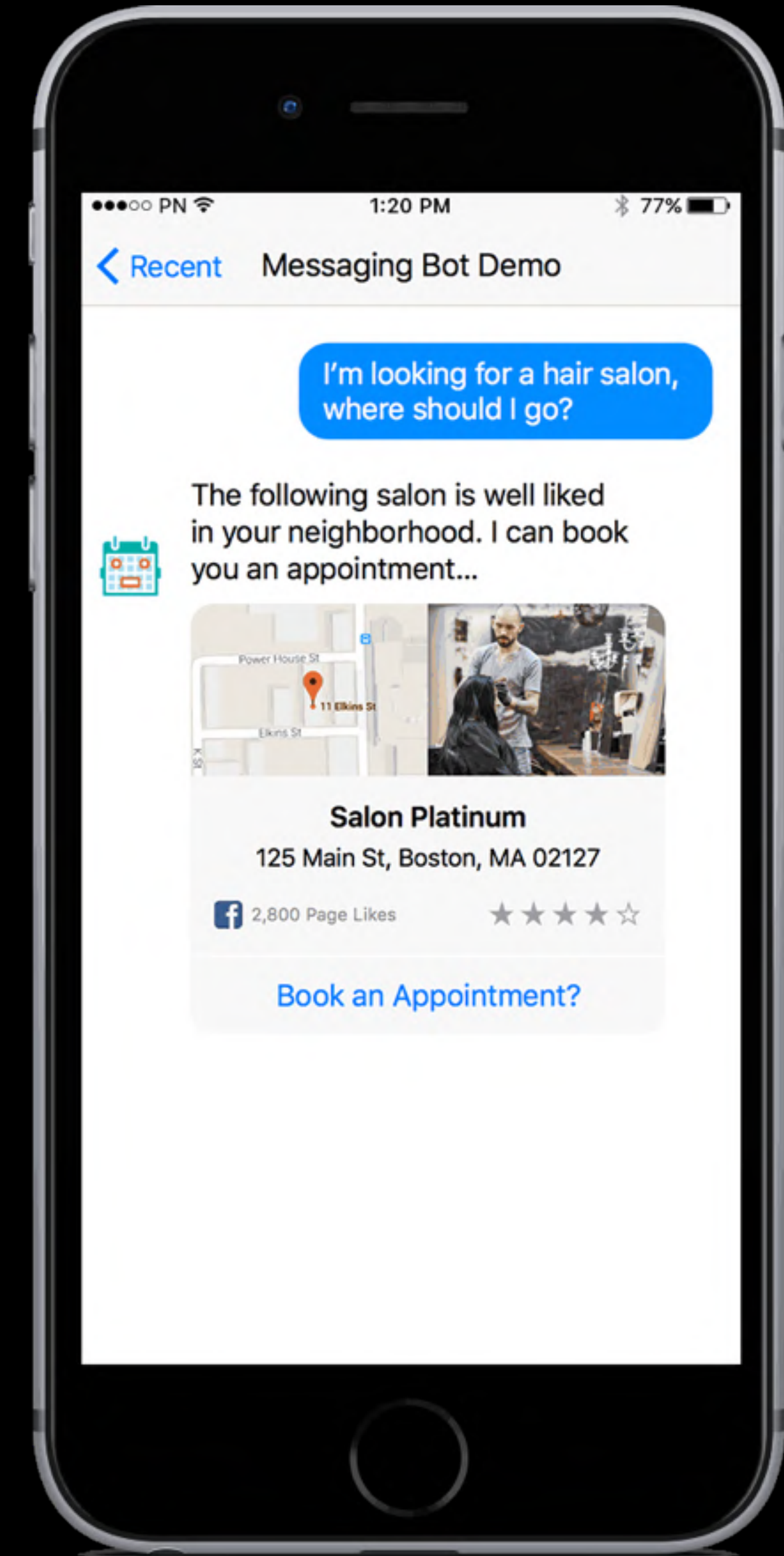


@StatistaCharts

* e.g. Cortana, Siri, Alexa and Google Now; figures do not include enterprise usage

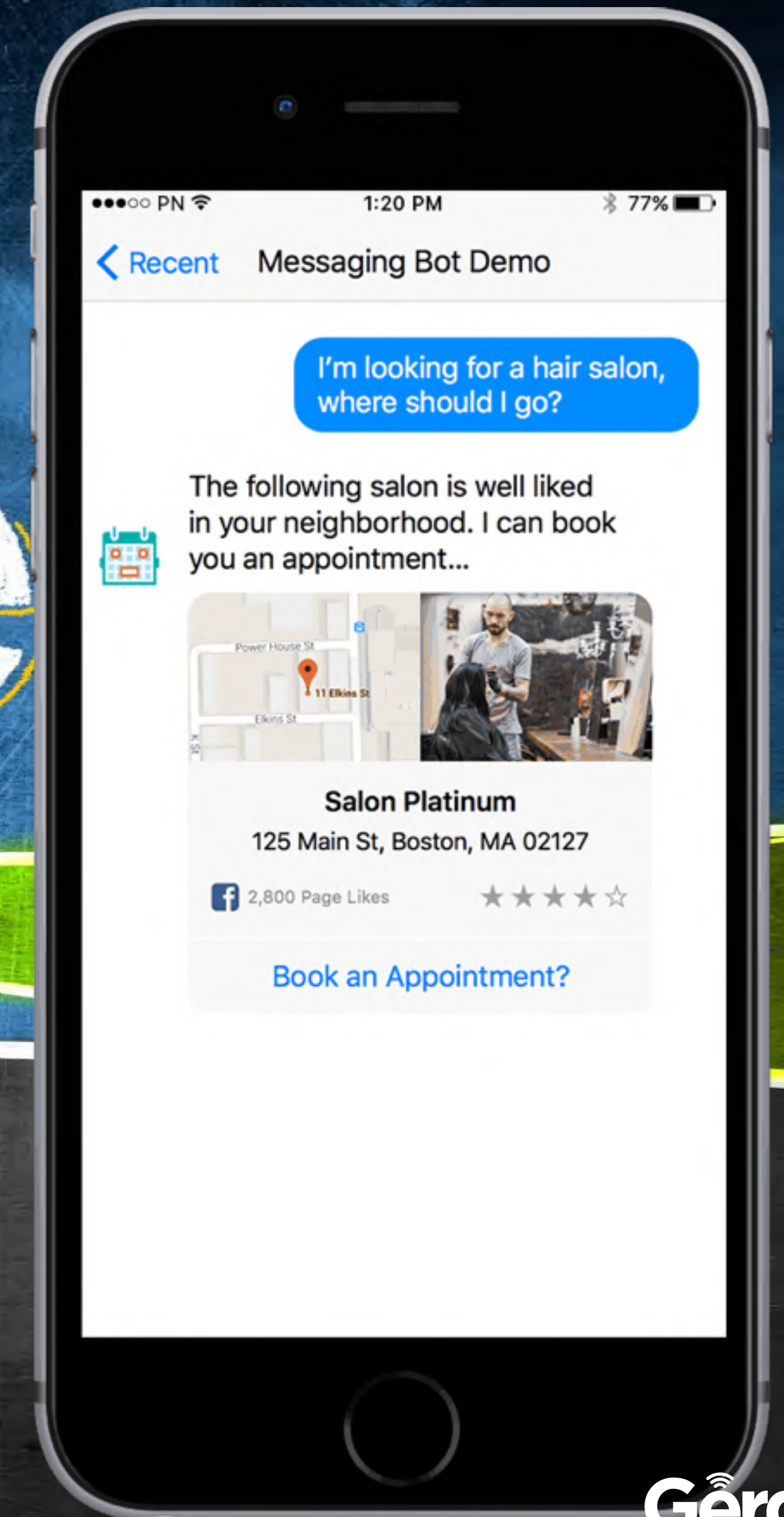
Source: Tractica

statista

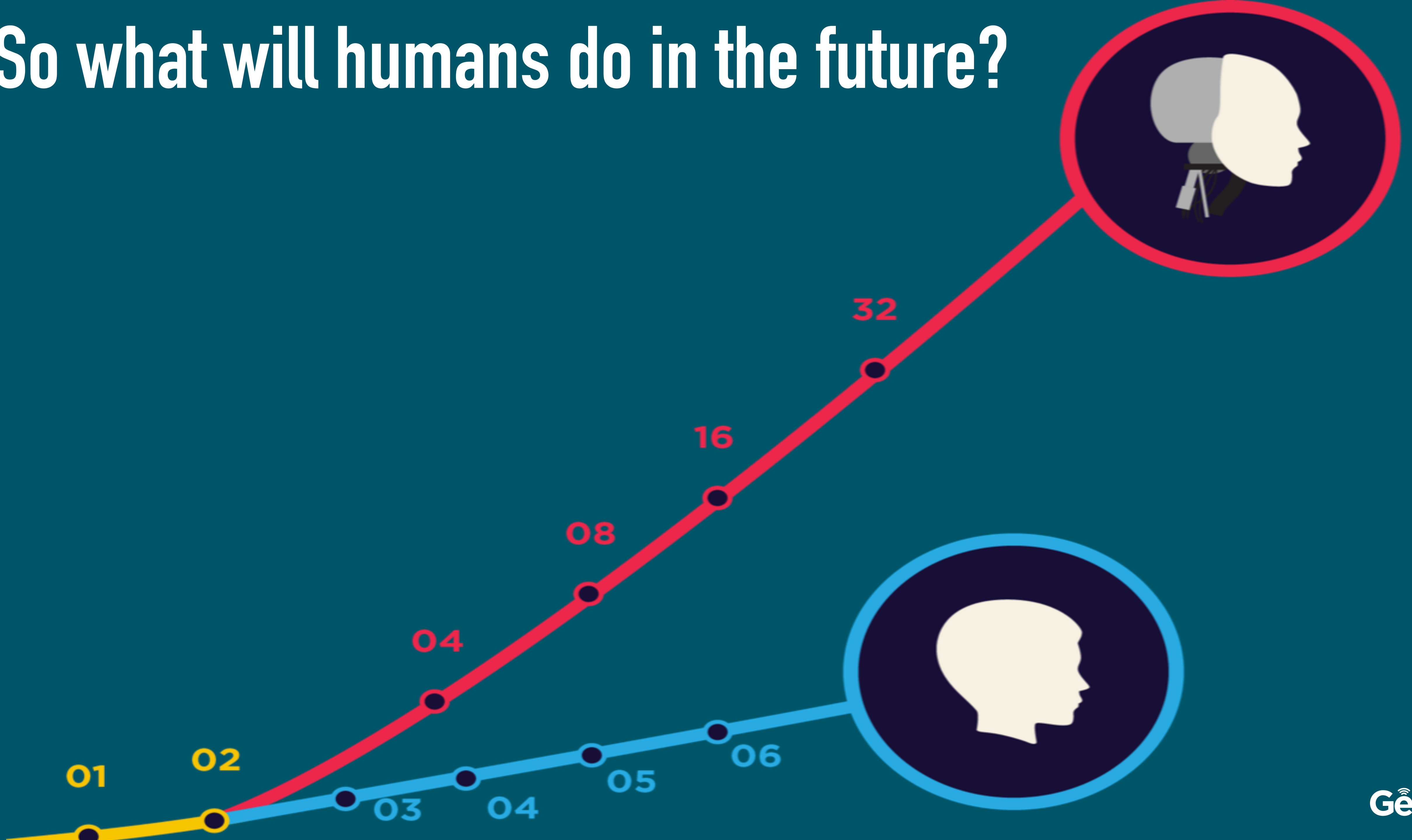


Intelligent Digital Assistants will become as common as smartphones

past
future



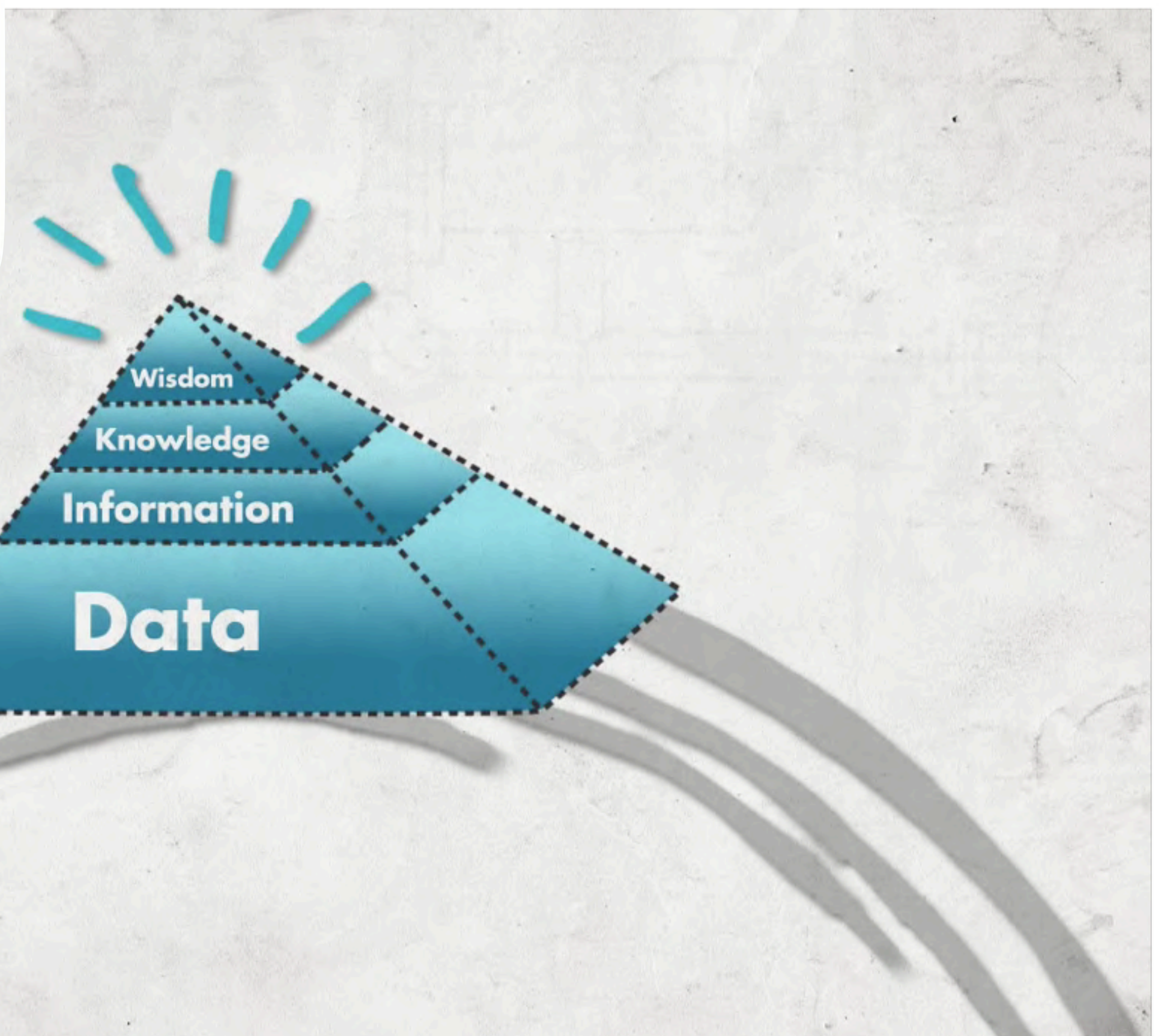
So what will humans do in the future?



So what will humans do in the future?



**EMOTIONAL
INTELLIGENCE**



Algorithms (Technology)

Androrithms (Humanity)

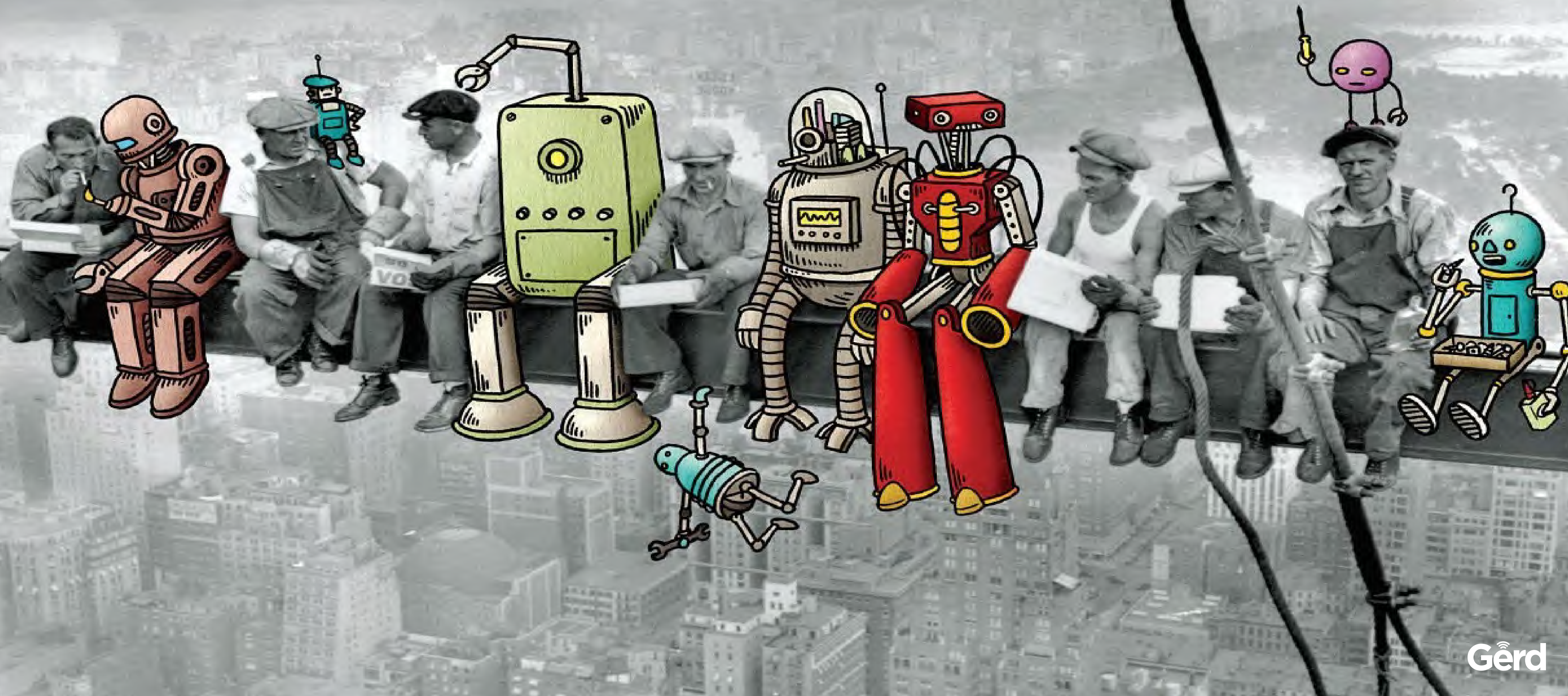


A word cloud of human traits and concepts. The words are arranged in a roughly rectangular shape, with some words appearing more frequently or in larger fonts than others. The background is a dark blue gradient with a faint, repeating pattern of binary code (0s and 1s) in a lighter blue color.

WORDS INCLUDED:

- VALUES
- MEANING
- RESPECT
- BELIEFS
- PASSION
- EMOTION
- DREAMS
- HUMOR
- HOLISTIC THINKING
- STORY TELLING
- CONSCIOUSNESS
- HUMAN-ONLY
- IMAGINATION
- EXPERIENCE
- EMPATHY
- BEING
- DELIBERATION
- AWARENESS
- KNOWLEDGE
- FORESIGHT
- PASSION
- CRITICAL THINKING
- PERSUASION
- KINDNESS
- TRAIT
- LOVE
- BELIEFS
- INSPIRATION
- SERENDIPITY
- ENTHUSIASM
- RELIABILITY
- SELF-CONSCIOUSNESS
- MISTAKES
- ETHICS
- COMPASSION
- SYNTHESIS
- PRESENCE
- DREAMS
- JUDGEMENT
- MYSTERY
- CURIOSITY
- EMOTION
- VALUES
- EMBODYMENT
- INTUITION
- PURPOSE
- CURIOSITY
- MEANING
- INSIGHTS
- PASSION
- RANDOMNESS
- EMOTION
- VALUES
- EMBODYMENT
- INTUITION
- PURPOSE
- CURIOSITY
- MEANING
- INSIGHTS
- PASSION
- RANDOMNESS

**We will increasingly work with smart machines,
freeing up our time for more human-only, non-routine tasks**

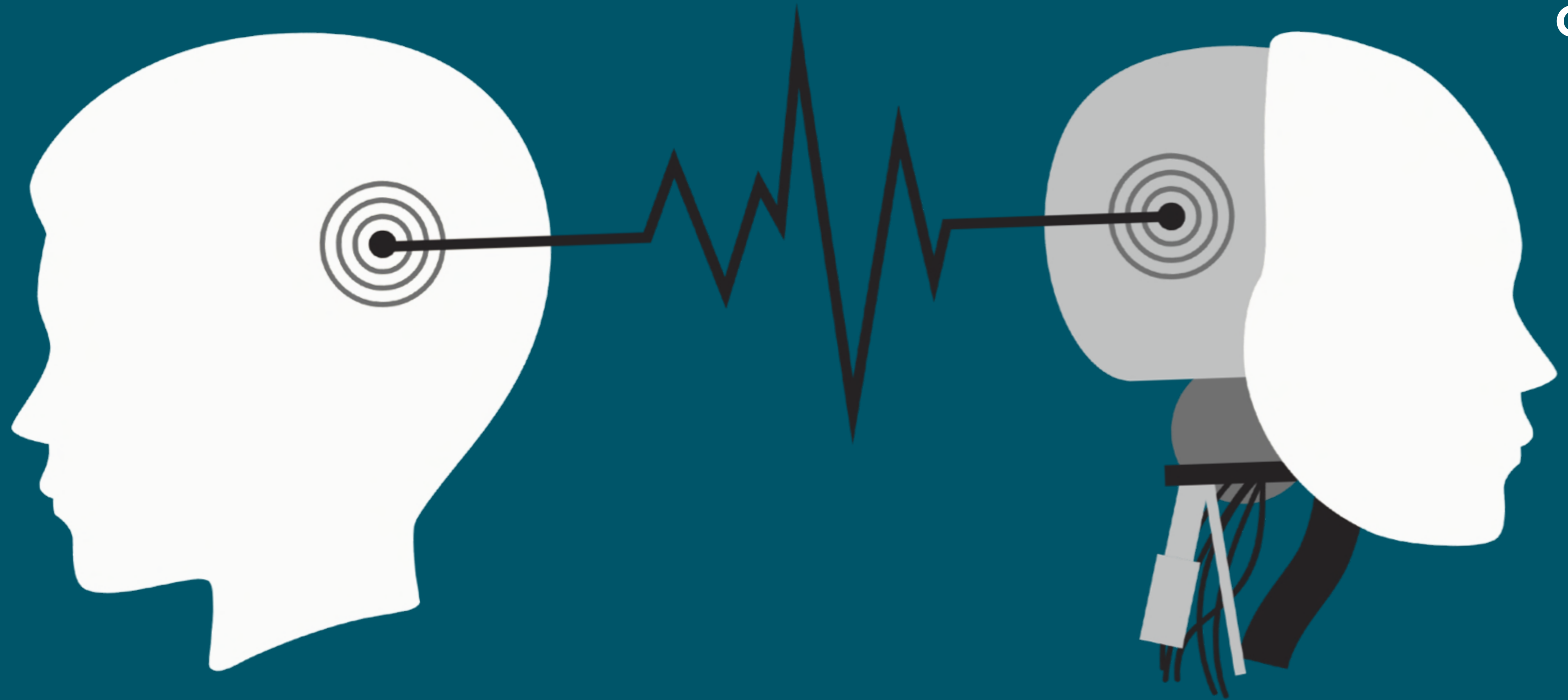


Anything that can be digitised and automated... will be

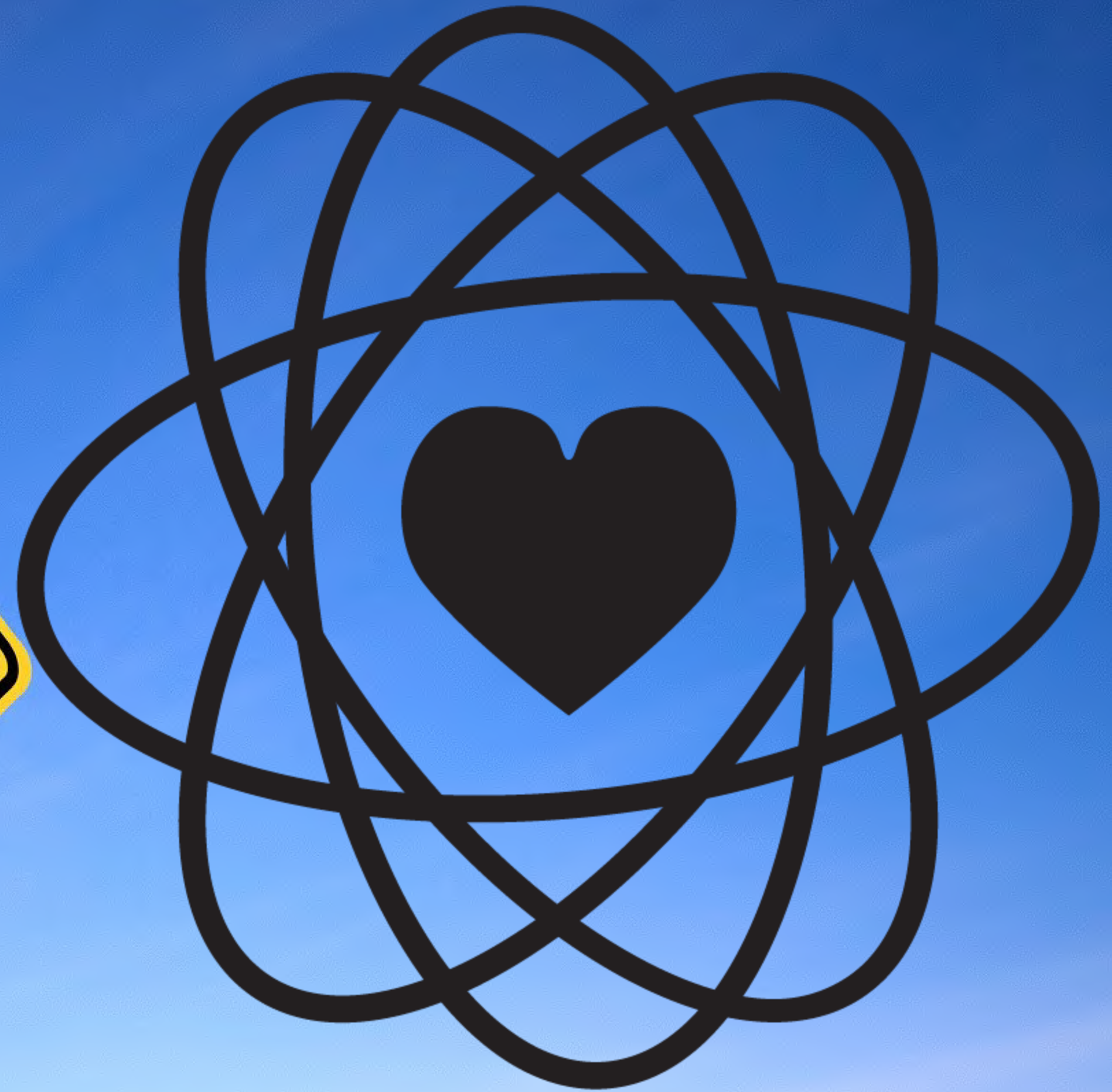
Gerd



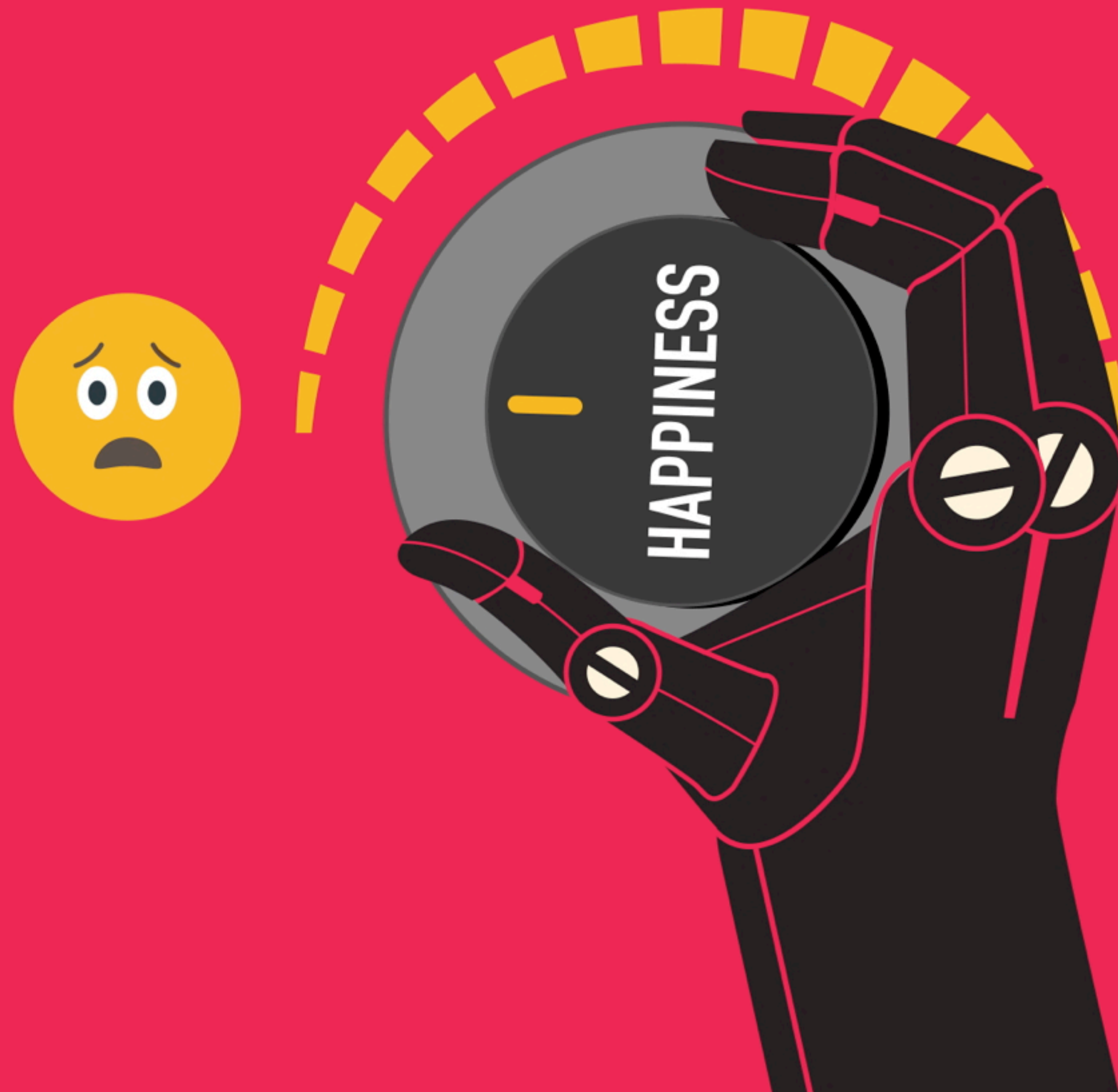
Anything that cannot be digitized or automated becomes extremely valuable!



Computers are for answers – people are for questions (Kevin Kelly)



Humanness remains absolutely essential because relationships, trust, customer happiness, values and ethics cannot be automated





 +  +  = **THE
FUTURE**

Tomorrow belongs to those who can hear it coming

David Bowie

