1

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Buckle up…
Fast track to the future

3

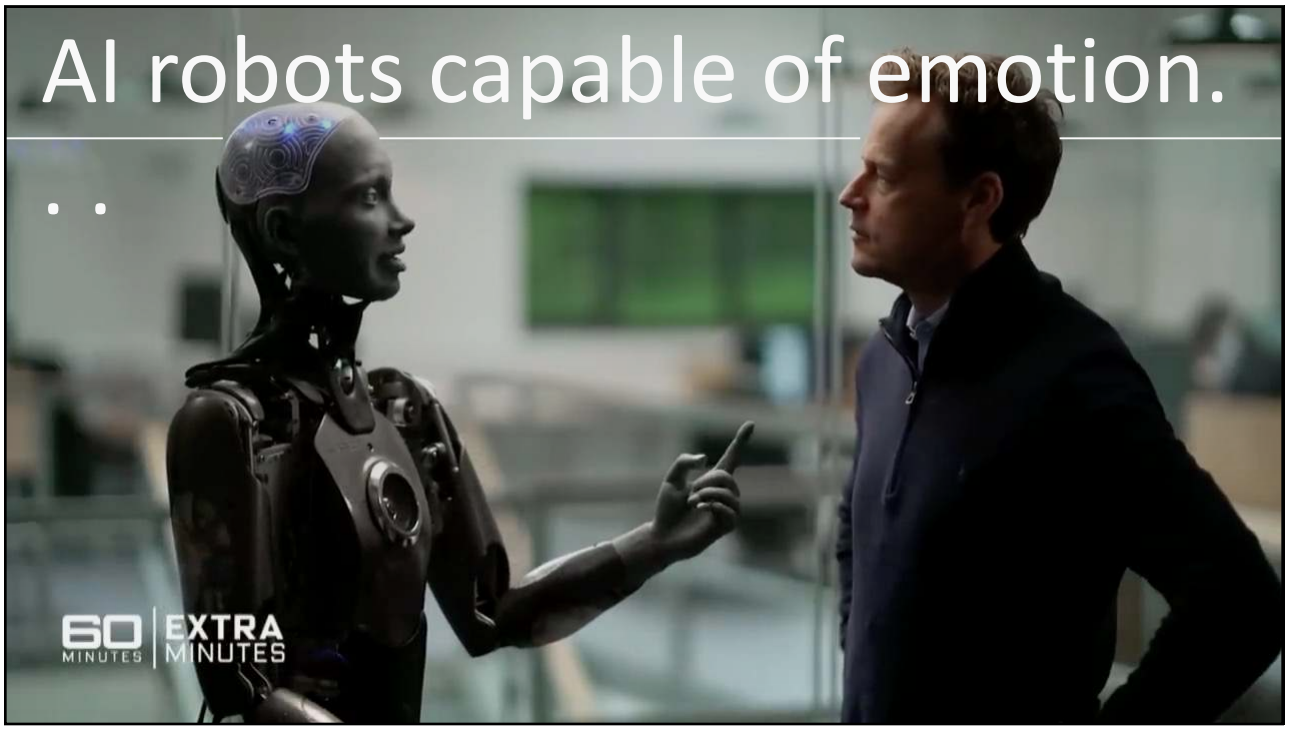
Flying car test flights approved

4

Jetpack pizza delivery

5

AI robots capable of emotion. . .



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. . . and printing

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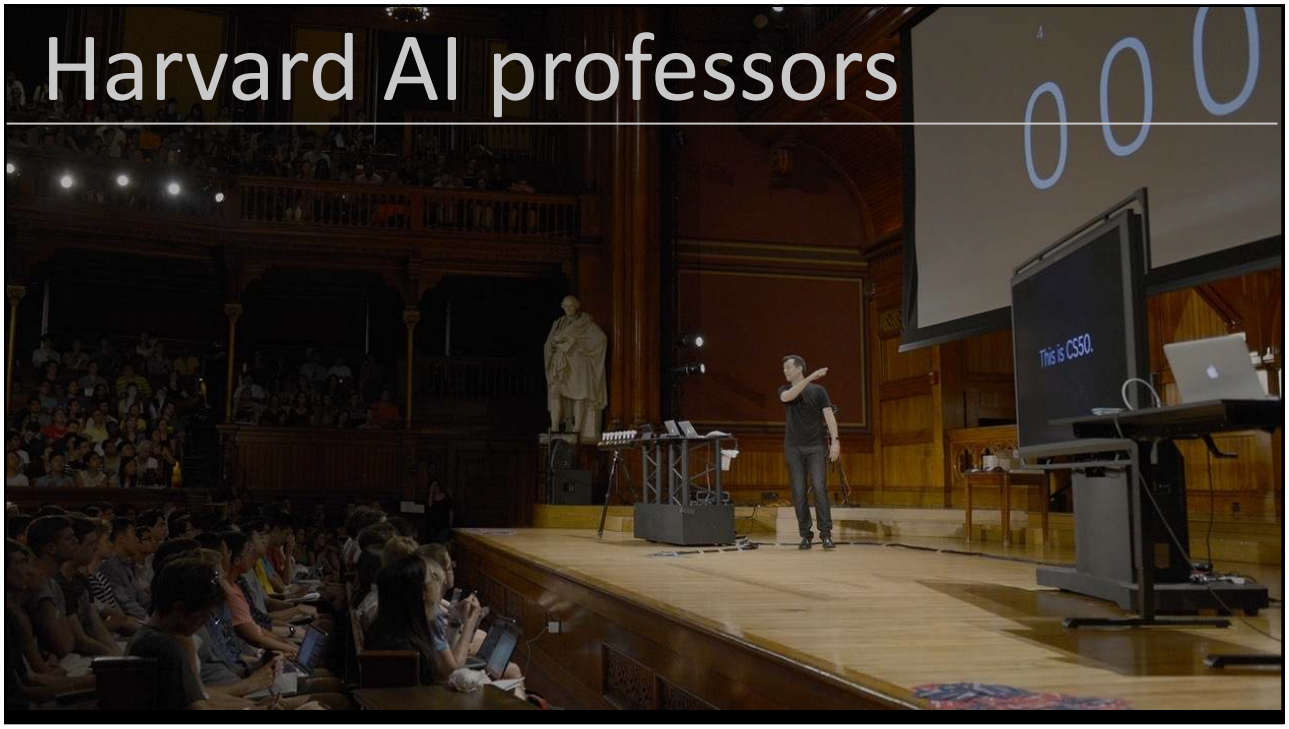
Harvard AI professors



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Digital Humans

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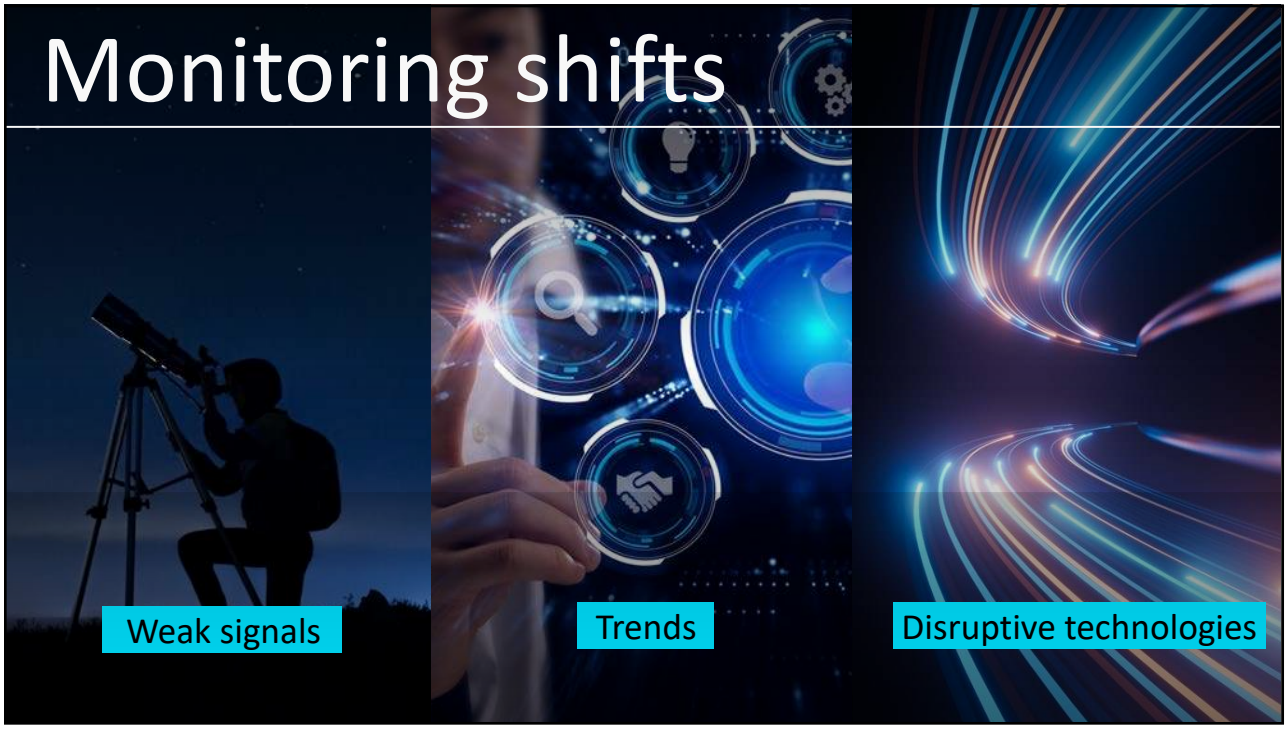
How do we deal with all this change?

10

Monitoring shifts



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Weak signals

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Weak signals

Rise of hybrid reality

Digital behavior shifts

Humans at capacity

Eco-consumerism

Holistic employment

Brands & consumers

Distributed enterprise

Omniscient health

Internet of energy

Transportation transformation

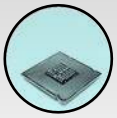
Space the new frontier

GEOAI

Rise of rural

Degreeless education

Culinary evolution


3D printed electronics

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Trends

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CHANGING DEMOGRAPHICS
THE US POPULATION IS GROWING, AGING, AND BECOMING MORE RACIALLY AND ETHNICALLY DIVERSE
2.3M
Average annual population growth until 2030
1 in 5
Americans will be over 65 by 2030
30%
US workforce that will be Gen Z by 2030
2030
Net international migration will overtake natural increase as the primary driver of growth

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RESOURCE SCARCITY
NATURAL AND HUMAN RESOURCES MAY NOT MEET OUR NEEDS IN THE FUTURE BASED ON CURRENT PATTERNS
By 2030, we could need
2 planets
to sustain our lifestyle
By 2050
36%
of cities worldwide will face a water crisis
By 2030, the talent deficit could reach
85.2M workers
– more than the current population of Germany
By 2025
54%
of all employees will need reskilling and upskilling

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HYPER GLOBALIZATION
CONNECTIVITY, MOBILE DEVICES AND NETWORKS HAVE ENABLED A VAST DIGITAL MARKETPLACE
5.4 billion
Internet users are online globally, almost 70% of the global population
100 million
businesses are launched globally each year
$3 trillion
in annual economic value generated by startups
75%
of S&P 500 companies will be removed from the index by 2027

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RAPID URBANIZATION
CITIES ARE GETTING LARGER AND THERE ARE MORE OF THEM DRIVING ECONOMIC GROWTH BUT STRAINING RESOURCES
9.7 billion
world population in 2050
65% will live in cities
43
megacities by 2030
Cities drive growth:
by 2050 80% of global GDP generated in cities
2% of the world's land surface are covered by cities, but activities inside their boundaries consume over 75% of the planet's resources

18

ACCELERATED INNOVATION
TECH IS FASTER, SMARTER & MORE PERSONAL THAN EVEF
AUTOMATING, AUGMENTING & REDEFINING EVERYTHING
$13 trillion
in global economic impact could be driven by AI by 2030
Up to 30%
of our work could be automated by 2030
$1.4 trillion
is the expected size of the Human Augmentation market by 2030
33%
of consumers have ended their relationships with a brand because their experiences were not personalized

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Disruptive
Technologies

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Imperial College of London

Table of Disruptive Technologies

A dashboard of 100 wonderful, weird (and possibly worrying) ways the world might change in the foreseeable future.

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Disruptive technologies

- Touchless Tech
- AI & Robotics
- Blockchain
- Microfluidics
- Cyber Security
- Green Tech
- Food Tech
- Smart Factory
- Spatial Computing
- Quantum Computing
- Space Tech
- 5G
- Edge Computing
- AR & VR
- 3D & 4D Printing
- Autonomous Vehicles
- DNA Data Storage
- Human Augmentation
- Metaverse
- Affective Computing
- Genomics
- Hyperloop

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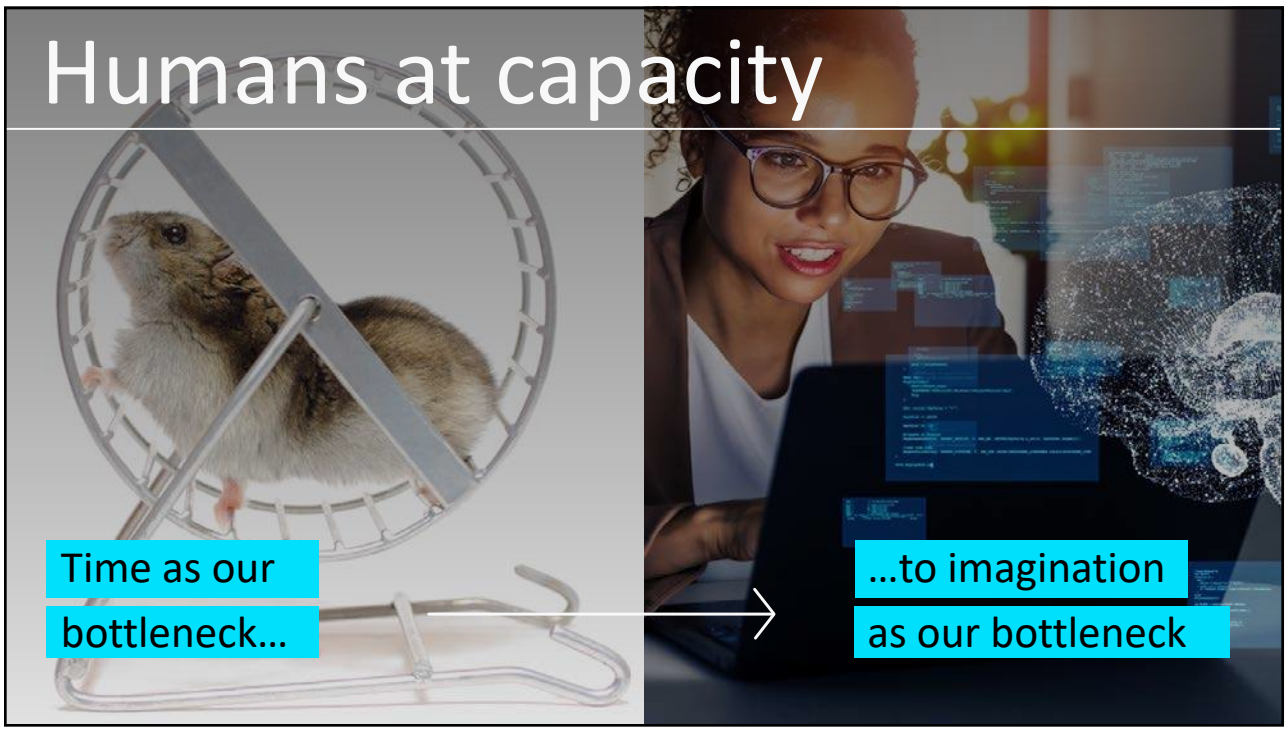
Humans at capacity



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Generative AI

24

Generative AI has accelerated automation adoption scenarios by over a decade

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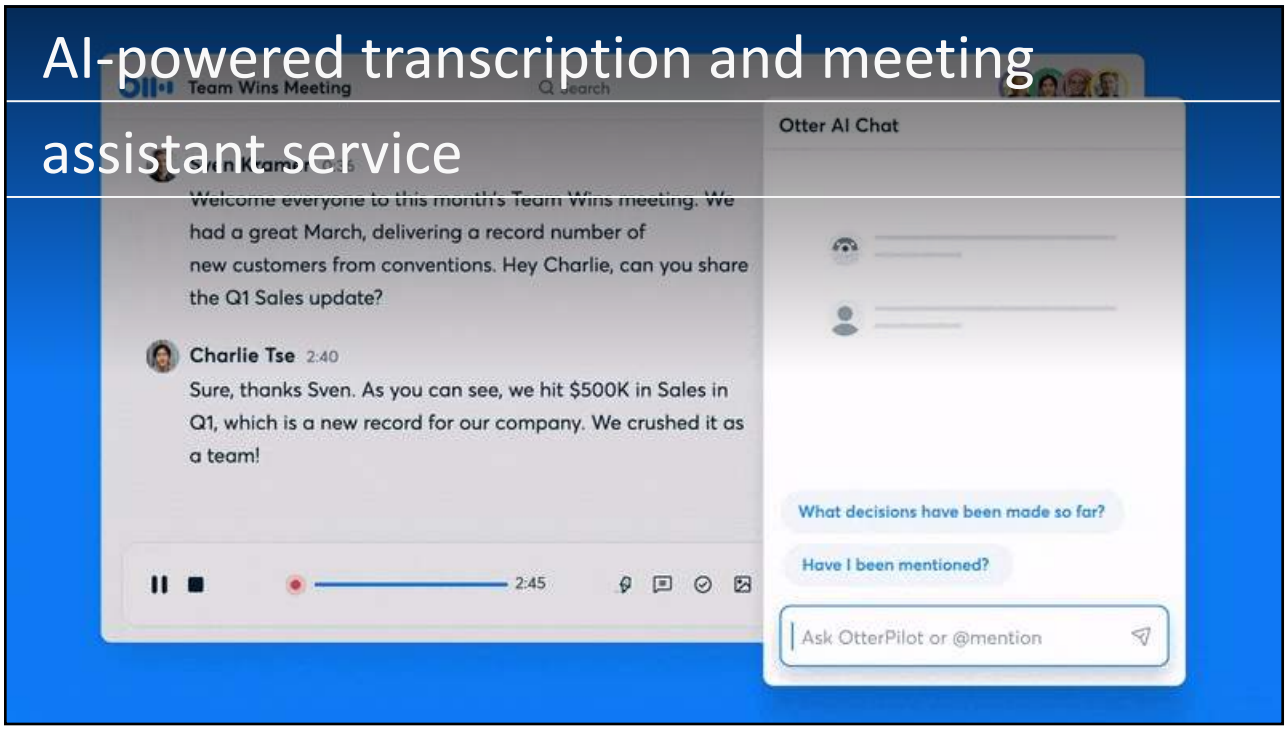
AI-powered transcription and meeting assistant service



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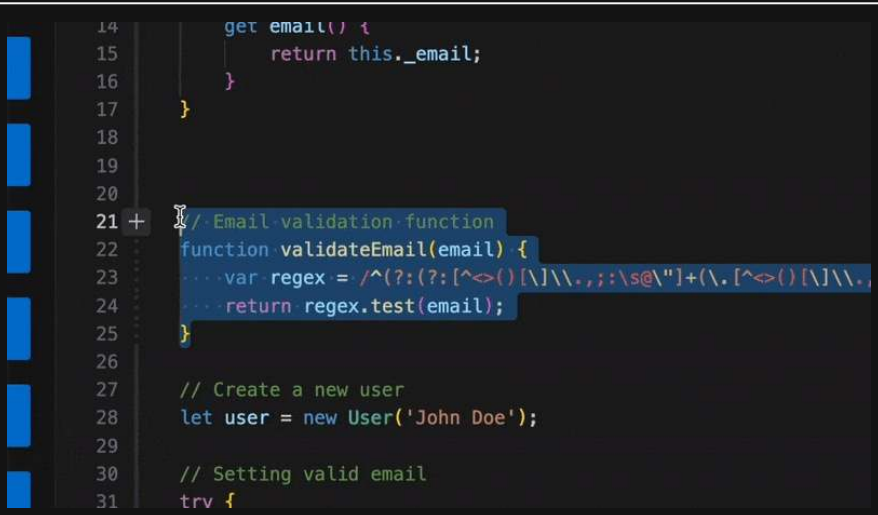
Cody – your AI coding assistant – answers code questions and write code for you



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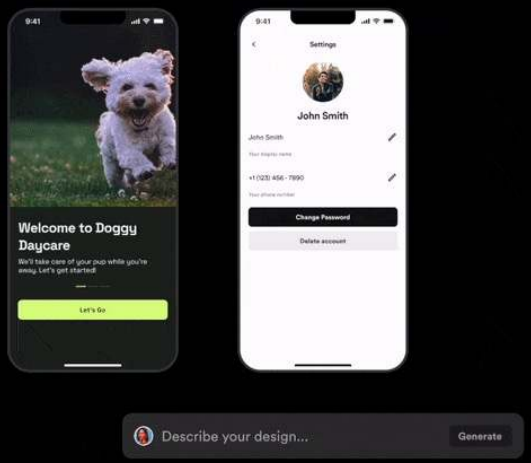
Generative AI that can turn a text prompt into an editable UI design in an instant



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An AI model that can turn a text command into sets of actions

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Inflection point

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AI shaping our future

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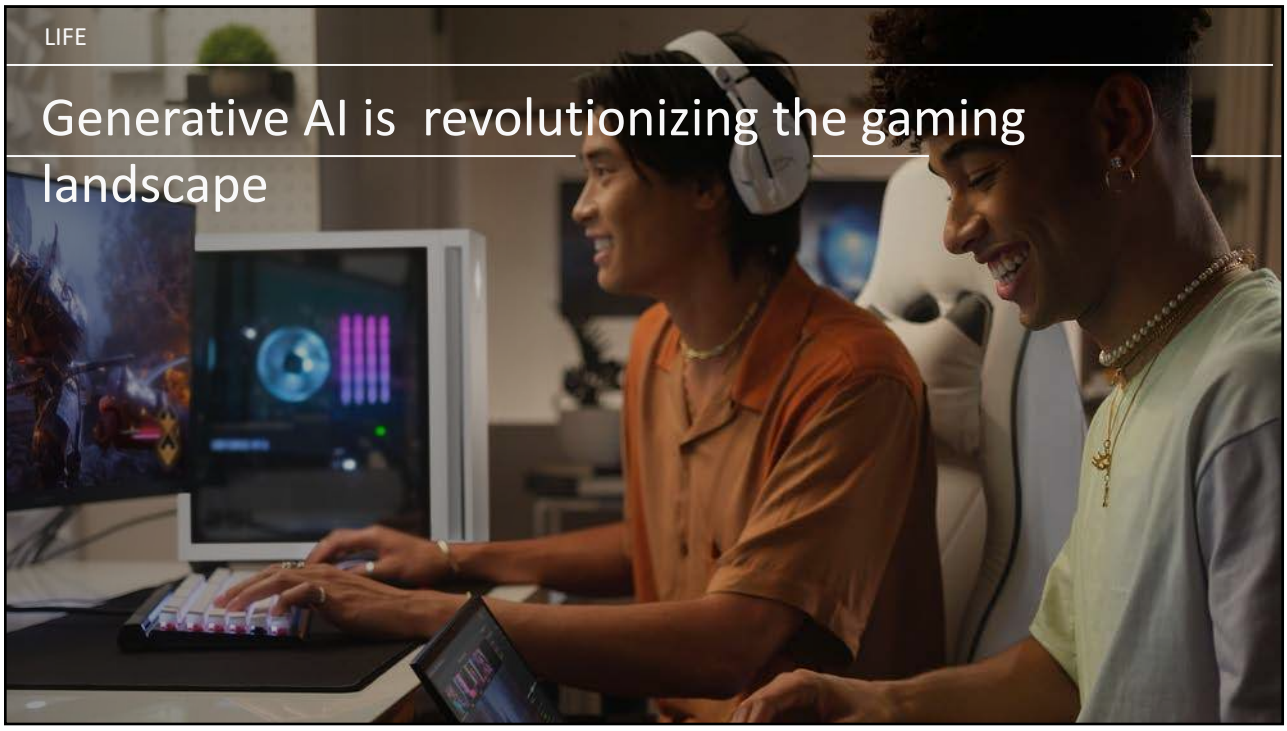
LIFE

Generative AI is revolutionizing the gaming landscape



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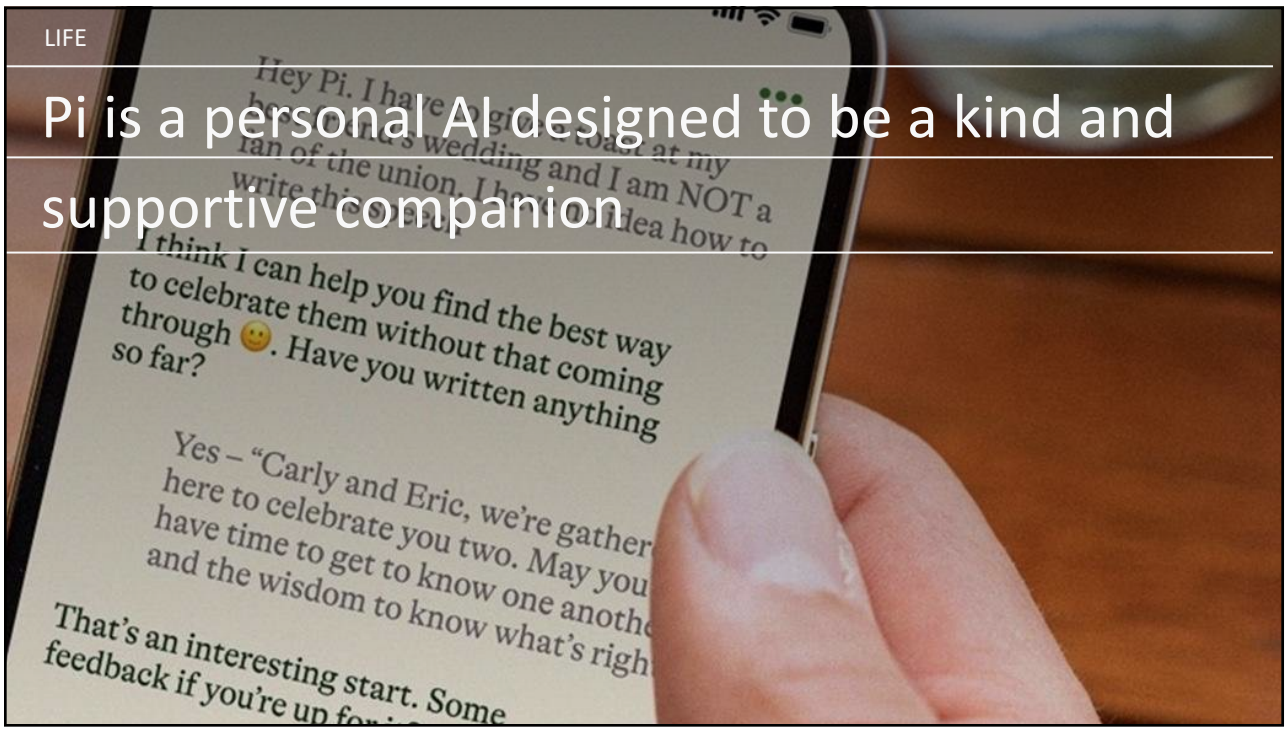
LIFE

Pi is a personal AI designed to be a kind and supportive companion



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WORK

Imagine a future where documents become something you can talk to, not just read

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INDUSTRY | HEALTHCARE

Google's Med-PaLM 2 AI could bridge the gap in areas with limited doctors

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INDUSTRY | MANUFACTURING

5MM CAD Designers to 200MM 3D Content Creators

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INDUSTRY | TECHNOLOGY
Age of AI will change role devices play in our lives

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How do we deal with all this change?

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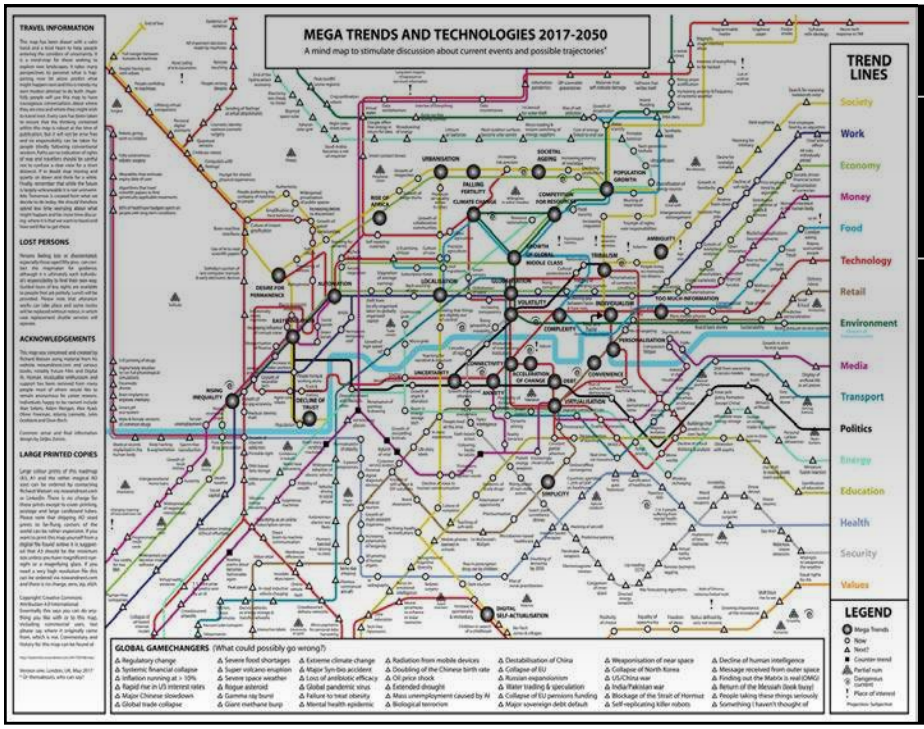

https://www.nowandnext.com/thinking-tools

Roadmap to the future

A mind map to stimulate discussion about current events and possible trajectories

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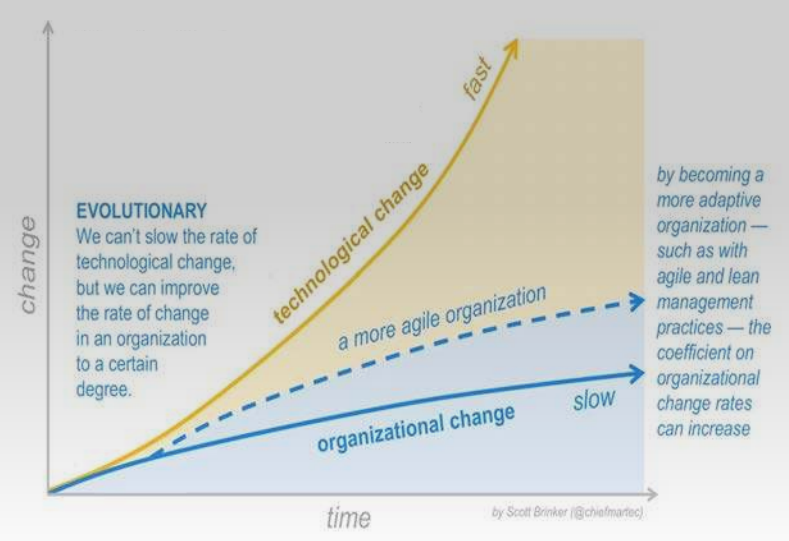
Martec's Law

Technology changes exponentially (fast) yet organizations change logarithmically (slow).

HOW DO WE MANAGE?



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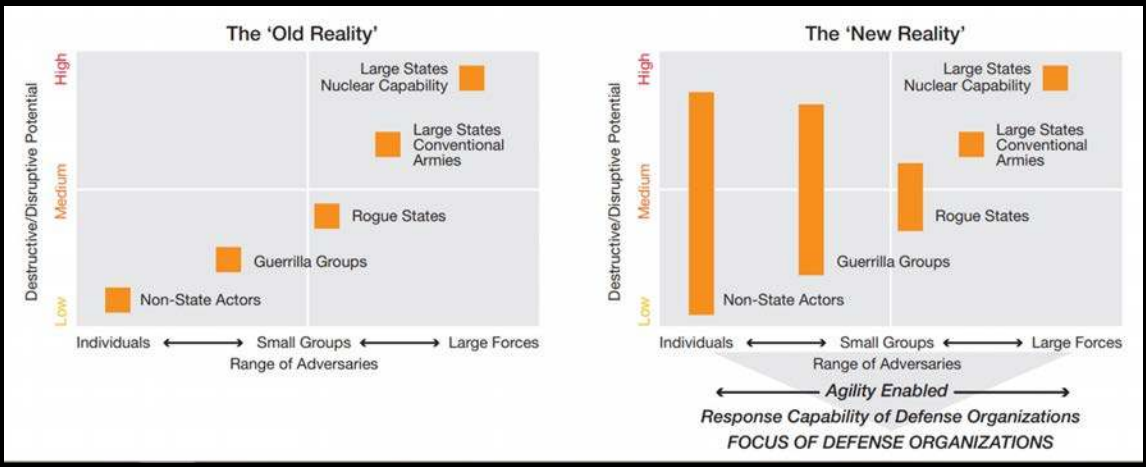
Adaptive organizations

Understand the range of adversaries and their disruptive potential



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How to think like a futurist
Monitor shifts
Visualize outcomes
Adopt an innovation mindset

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DRIVE IMPACT

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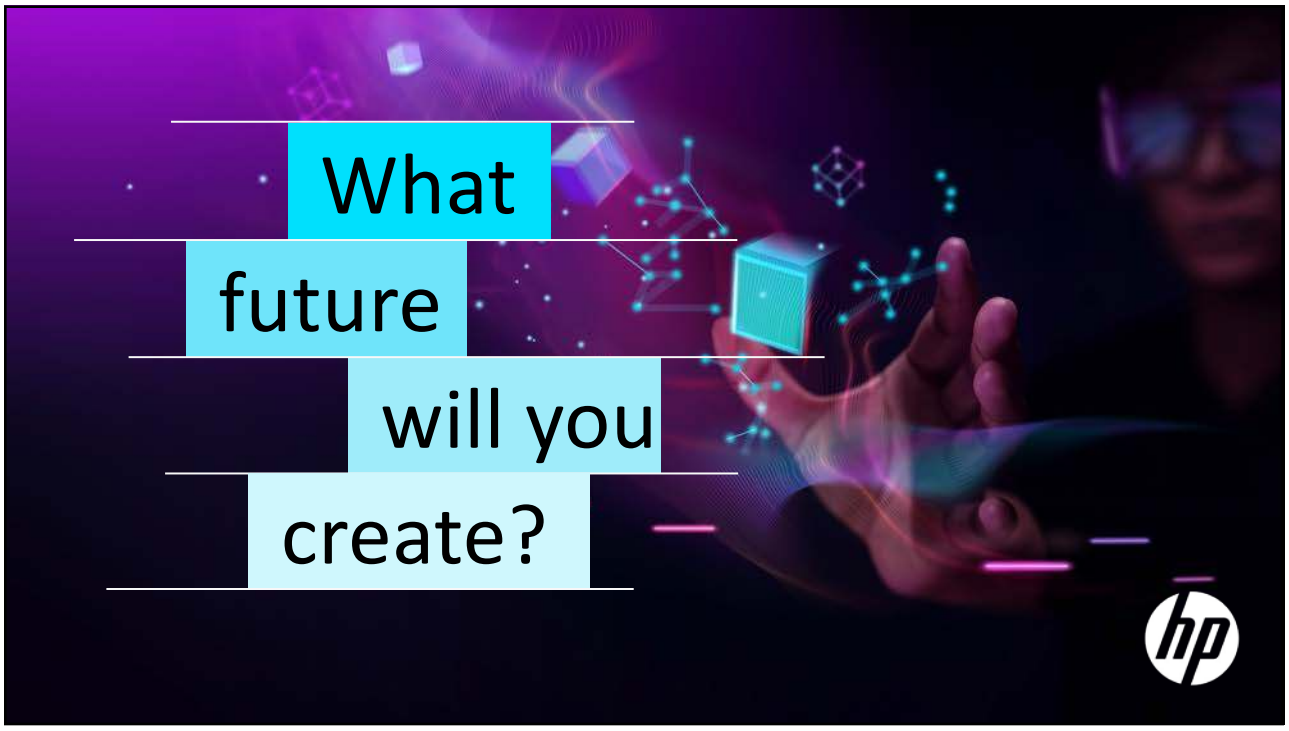

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