

THE FUTURE BEGINS NOW

Erica Orange · @ErOrange
Jared Weiner · @JaredWeinerNYC

February 29, 2016

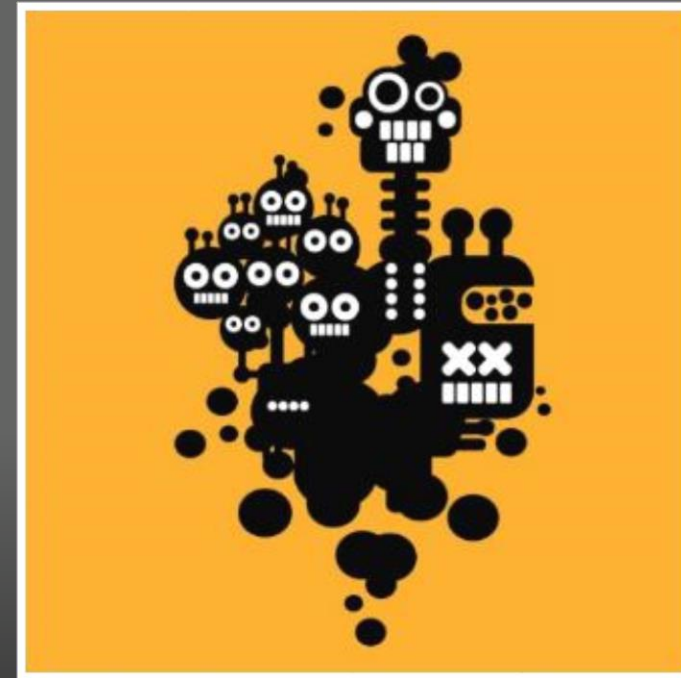
DID YOU PICTURE THIS GUY??



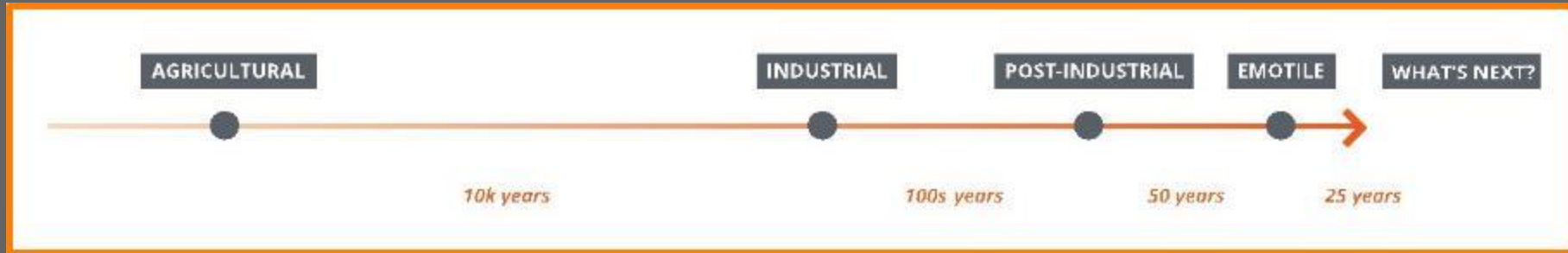
THINKING TECHNOLOGY: THE RECOGNITION OF EDUCATED INCAPACITY

We all know so much about what we know, that we are the last to see the futures of our respective fields differently.

- Everyone suffers from this.
...even futurists!
- Expensive baggage vs. Agile backpack
- Use **Alien Eyes**



THE EVOLUTION OF ECONOMIES



The “Great Recession” was not a recession...

It was a fundamental, global transformation of the economy

Three Major Observations:

1. Confluence of disruptive technologies at each transition – Erosion of profit margins
2. Economies do not *replace* each other... they layer on top of one another
3. The amount of time between transitions is collapsing

THREE QUESTIONS

Question #1:
Where Are Jobs Being Created?



THREE QUESTIONS

Question #2:

Where is Disposable Income Going?



THREE QUESTIONS

Question #3:

What is the Operating System (O.S.)
of the Economy?





**THE METASPACE
ECONOMY™**



THE METASPACE ECONOMY™

10 Growth Areas of the Future

...all of which will serve to influence, shape and inform the future of shipping, supply chain management, distribution & transportation.





**TIME
SPACE**



TIME SPACE: TEMPLOSION

Templosion: The exponential implosion of “big” time into smaller and smaller chunks

- Lifespan of companies
- Rapid competition
- Rise of startups
- Rapid product iteration and versioning
- Abbreviated R&D/planning cycles
- Shrinking executive tenure
- Quantum computing (Moore’s Law)
- And...food morphing into nutrition??



GENERATIONAL COMPRESSION

- Because of tech, generations change every 2-3 years
- Changing nature of research and segmentation
- Generational names (e.g., X, Y, Z) don't mean anything
- Transition From Millennials (Gen-Y) to Cybrids (Gen-Z) . There are ~2 billion Cybrids globally. They represent around 1/4 of the North American population.



THE RISE OF CYBRIDS

- Far Beyond “digital natives,” they have a fully symbiotic relationship with technology
- Well-educated, yet...
- Place less value on the “value” of higher-education
- Industrious
- Collaborative
- Entrepreneurial (62% of American high-schoolers want to be an entrepreneur vs an employee)
- Community-oriented
- Financially prudent
- Eager to build a better planet



THE RISE OF CYBRIDS

- More tolerant than Millennials of demographic diversity
- They, themselves, are more ethnically and culturally diverse
- Less likely to subscribe to traditional gender roles
- Decreased brand loyalty
- Shifting purchasing habits
- Increased spending power (By 2020, they will make up 40% of consumers in the U.S., Europe and BRIC countries, and 10% in the rest of the world.)
- But, interestingly...they are more frugal
- Expect the brands they interface with to use sophisticated technology, but...
- They do not want to be tracked and they want to retain control over their own data



NON-LINEAR LIFE TRAJECTORY

Time is moving from:

Linear



Multi-Layered

Sequential



Simultaneous

- Layering of traditional life stages
- Collaborative consumption → Collaborative society

TIME SPACE: "OTHERSOURCING"

Othersourcing: The increasing ability to have work done not only off-site and by other entities (even competitors), but by non-humans



TIME SPACE: "OTHERSOURCING"

- Non-Carbon Life Forms as an emerging demographic
- The robotics revolution
- Radically modernized logistics & delivery systems
 - Driverless vehicles
 - Mass disintermediation
- But where humans are still an integral part of the equation...
 - Humans = the new "infrastructure"





**INTER
SPACE**



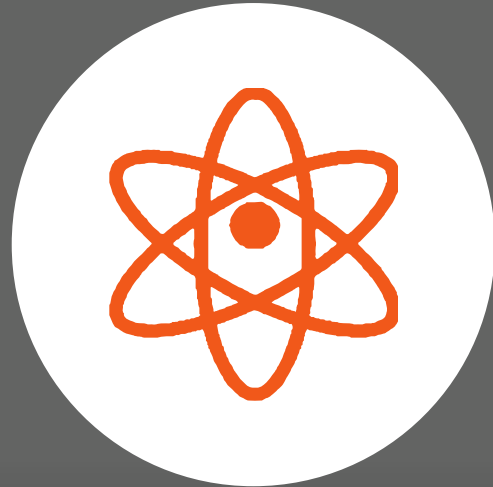
INTER SPACE

Designers & engineers are using the basic architecture of the Internet itself as inspiration for entirely new “nets” of many things...

The Internet of Things (IoT)

- **Platformia:** The future may be many separate Intranets of things
- “Smarter,” sensor-based supply chains
- Smart objects/systems will use available data to auto-purchase items
- Industrial Internet (of Things) & Industrial Apps





MICRO SPACE



MICRO SPACE: 3D PRINTING



- Democratization of manufacturing
- Democratization of innovation
- Revamping the supply chain
- Copyright & IP-related issues
- Future of 4D printing



GREEN-TO- BLUE SPACE



GREEN-TO-BLUE SPACE

1) DOING GREEN



2) BEING GREEN



3) BEING BLUE



**PLAY
SPACE**



PLAY SPACE

- **Gamification:** The application of game mechanics to traditionally non-game settings (making the serious more fun)
 - Training, learning & development
 - Work
- **Gaming & the Rise of E-Sports**
- **Bored Games**
- **Adult Play**





CYBER SPACE



CYBER SPACE: BIG DATA & CYBER INSECURITY

- We are fast approaching the “yottasphere” of big data
- Issues of IP theft, data breaches, denials of service, grid attacks and malware
- Cybercrime likely costs nations more than \$400B annually
- American losses count for about a quarter of that
- Today, the U.S. may only have 1,000 top-tier cybersecurity experts with the advanced skills needed. Some estimate we need between 10,000 to 40,000.
- More important than ever to enforce employees following proper protocols



CYBER SPACE: VIRTUAL REALITY (V.R.)

Virtual Reality (VR)

- Product Testing; Prototyping
- E.g., Oculus Rift & related applications



CYBER SPACE: AUGMENTED REALITY (A.R.)



CYBER SPACE: WEARABLE TECHNOLOGY





If I had asked people what they wanted, they would have said faster horses.

—Attributed to Henry Ford



THANK YOU

Erica Orange · @ErOrange · Erica@TheFutureHunters.com
EXECUTIVE VICE PRESIDENT & CHIEF OPERATING OFFICER

Jared Weiner · @JaredWeinerNYC · Jared@TheFutureHunters.com
EXECUTIVE VICE PRESIDENT & CHIEF STRATEGY OFFICER

THE FUTURE HUNTERS

200 East 33rd Street, Suite 9I
New York, NY 10016
(212) 889-7007
@future_hunters

