



In collaborazione con:  
Il Sole



- 1. ETIMOLOGIA
- 2. INFORMAZIONE: STRUTTURAZIONE
- 3. IL CONTESTO
- 4. IL RENDIMENTO E LA COMPLESSITÀ
- 5. IL RENDIMENTO CHE LEVA A UN TRASPARENTE

# THE 10 THINGS YOU NEED TO KNOW ABOUT THE FUTURE, TODAY (AND WHAT THEY MEAN FOR YOUR INDUSTRY)



techvshuman.com



gerd.cloud



gerdtube.com



@gleonhard



futuristgerd.com

Information is that which informs. In other words, it is the answer to a question of some kind. It is thus related to data and knowledge, as data represents values attributed to knowledge without understanding of real things or abstract concepts. [1] As it requires data, the information's existence is not necessarily coupled to its being an event horizon, for example, while in the case of knowledge, the information requires a code.

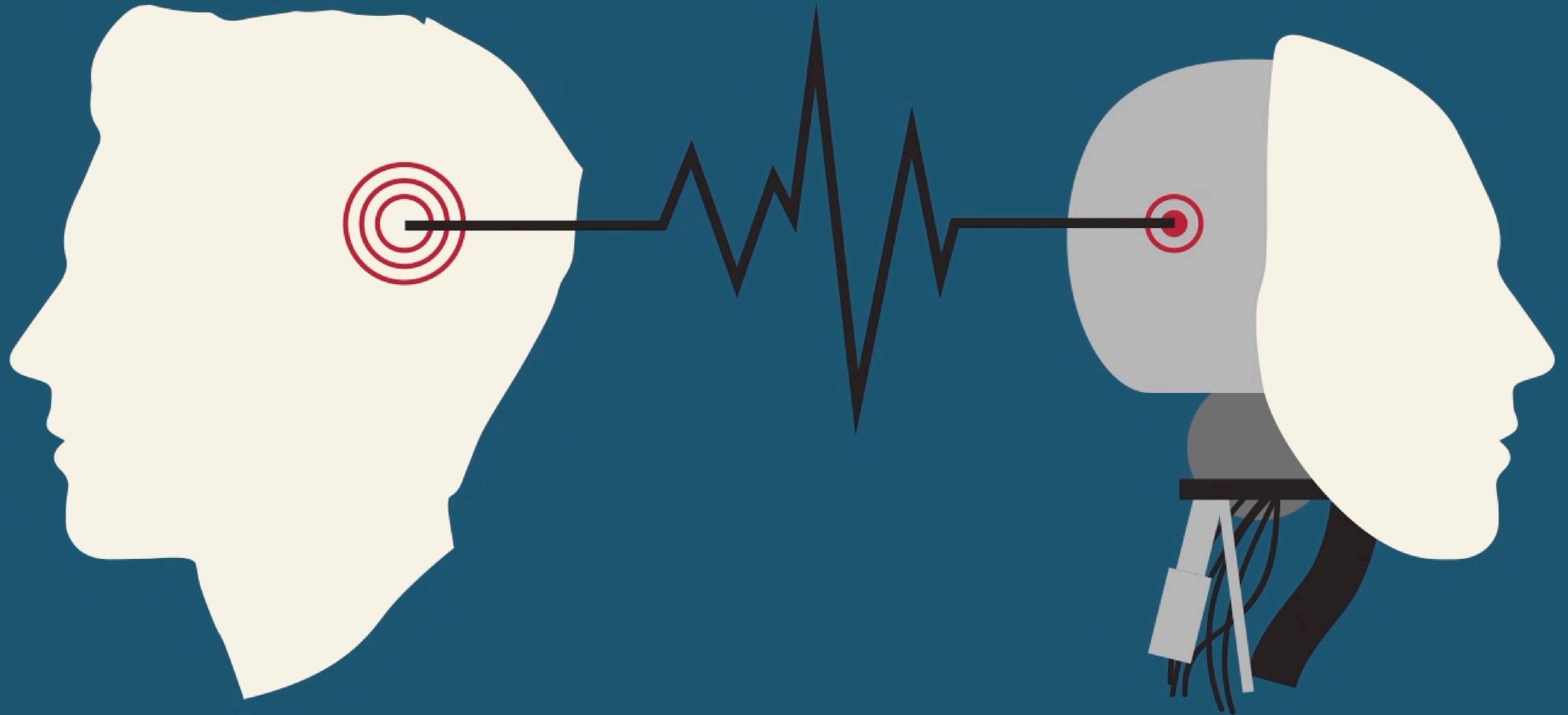
Information is that which informs. In other words, it is the answer to a question of some kind. It is thus related to data and knowledge, as data represents values attributed to

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

**Waves of scientific breakthroughs**  
**At the knee of the exponential curve**  
**Converging industries, globally**  
**Human-machine 'symbiosis'**



# Humans Technology

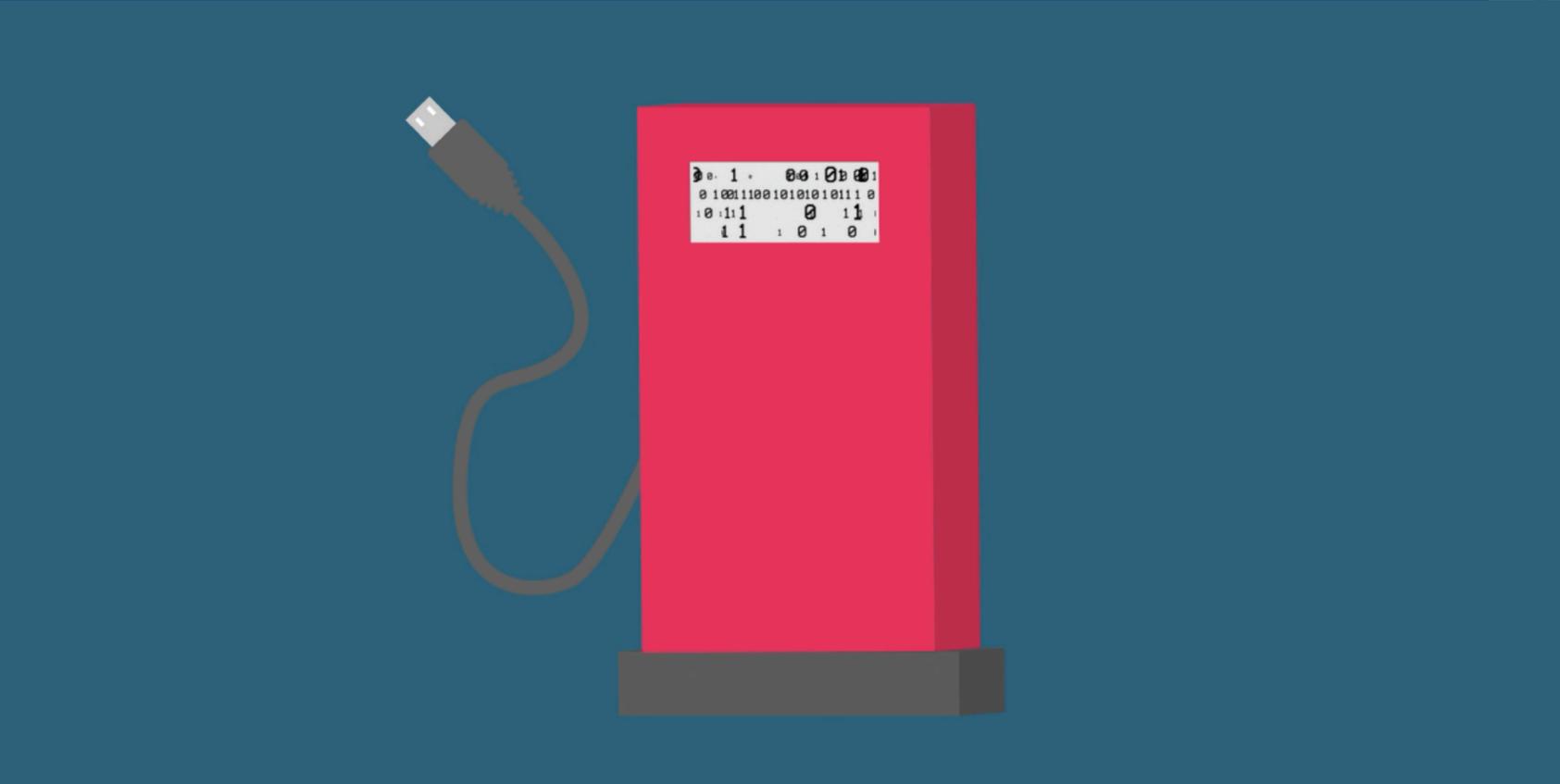


**Online**



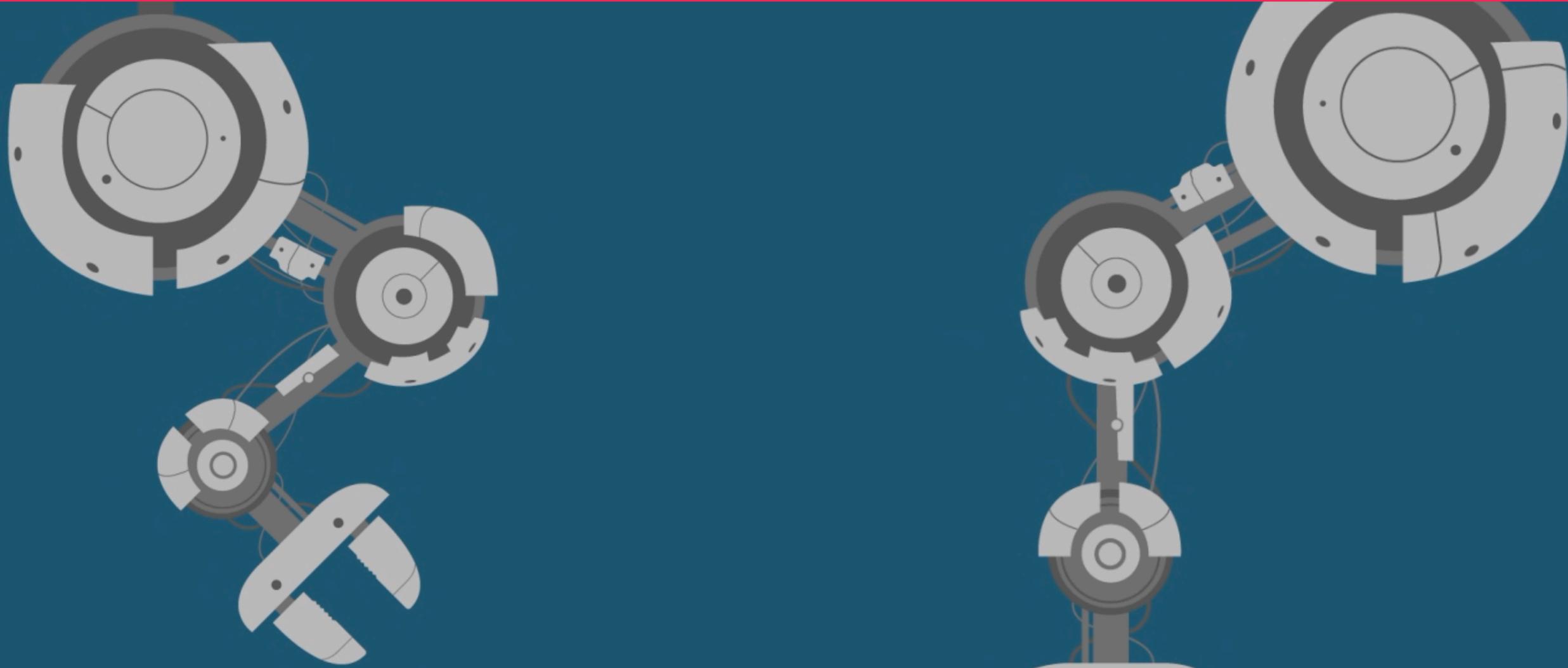
**Real-Life**





RANK	COMPANY	REGION	CURRENT MARKET VALUE (\$B)
1	Apple	USA	\$964
2	Amazon	USA	783
3	Microsoft	USA	753
4	Google / Alphabet	USA	739
5	Facebook	USA	538
6	Alibaba	China	509
7	Tencent	China	483
8	Netflix	USA	152
9	Ant Financial	China	150
10	eBay + Paypal*	USA	133
11	Booking Holdings	USA	100
12	Salesforce.com	USA	94
13	Baidu	China	84
14	Xiaomi	China	75
15	Uber	USA	72
16	Didi Chuxing	China	56
17	JD.com	China	52
18	Airbnb	USA	31
19	Meituan-Dianping	China	30
20	Toutiao	China	30
<b>TOTAL</b>			<b>\$5,788</b>

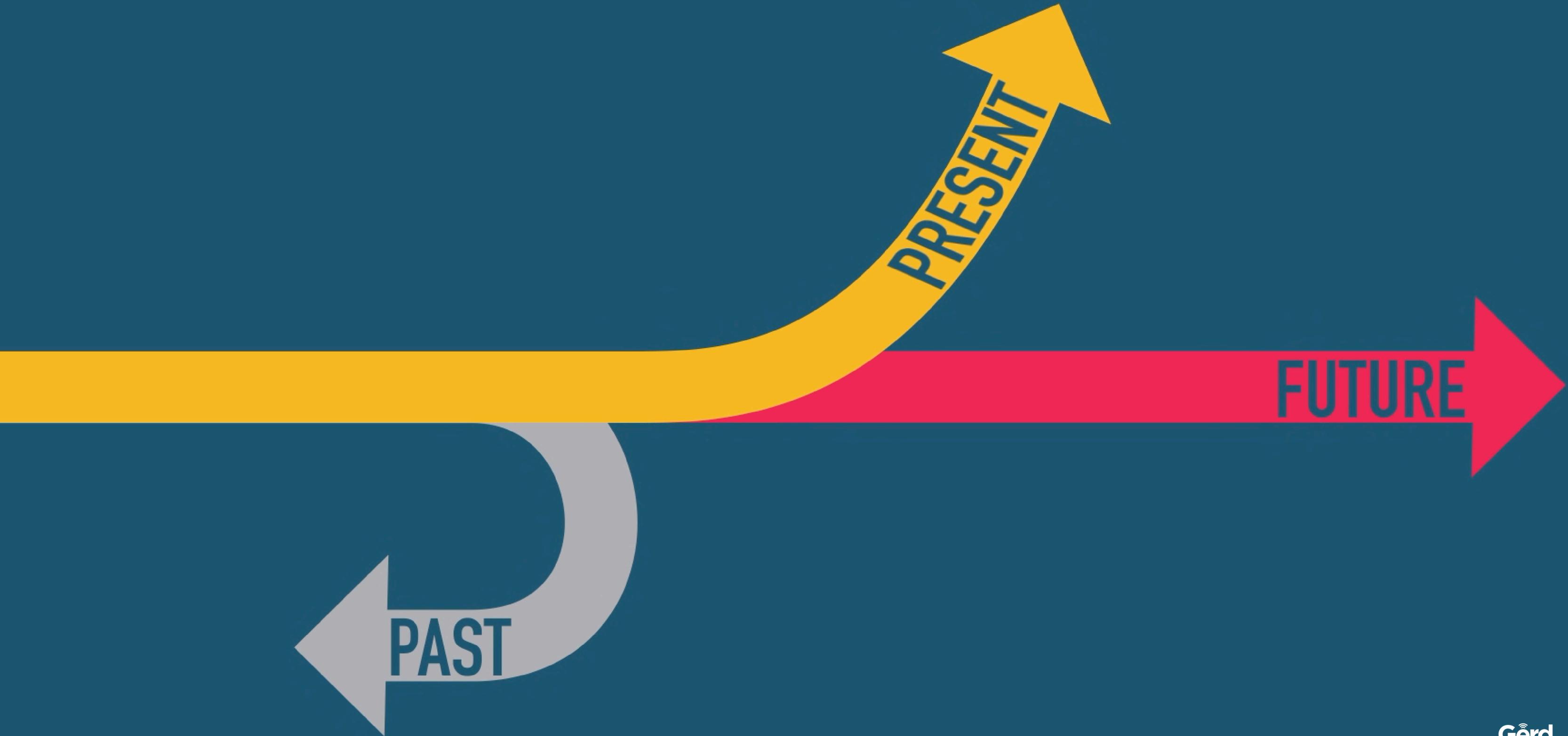
As networks rise and platforms proliferate, centres and silos recede



**ABUNDANCE**

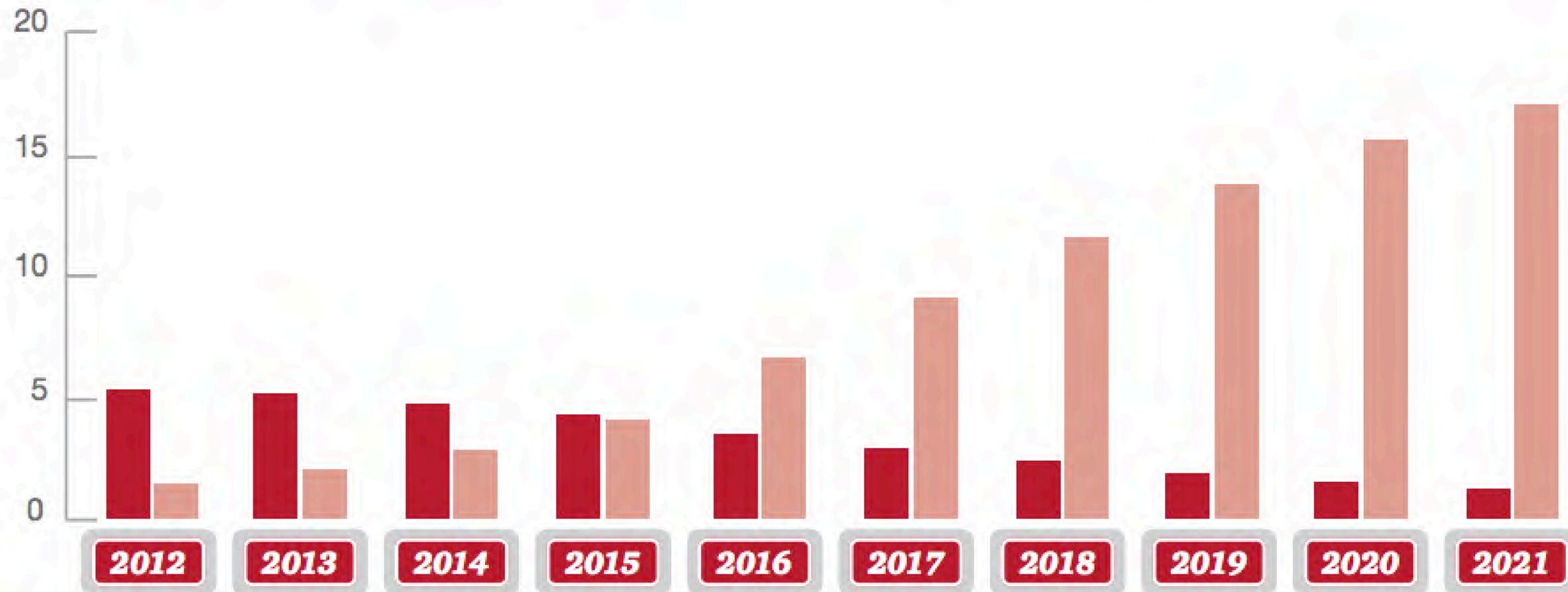


**The future is NO LONGER an extension of the present**



# The future is NO LONGER an extension of the present

**Exhibit 15: Global digital music downloading revenue vs. digital music streaming revenue (US\$ billions)**



● Digital music downloading revenue ● Digital music streaming revenue

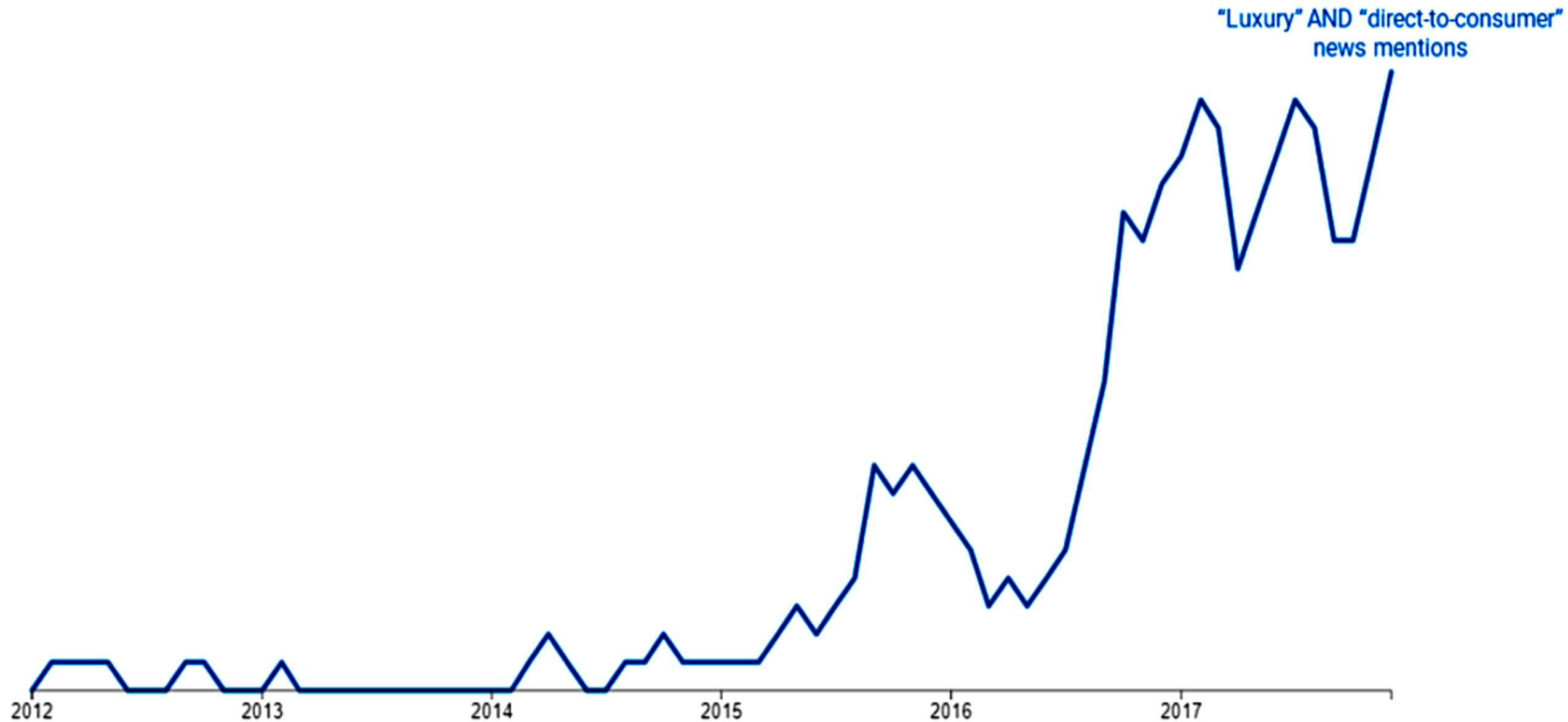
Source: Global entertainment and media outlook 2017–2021, PwC, Ovum

# The future is NO LONGER an extension of the present



## Luxury brands are betting on direct-to-consumer model

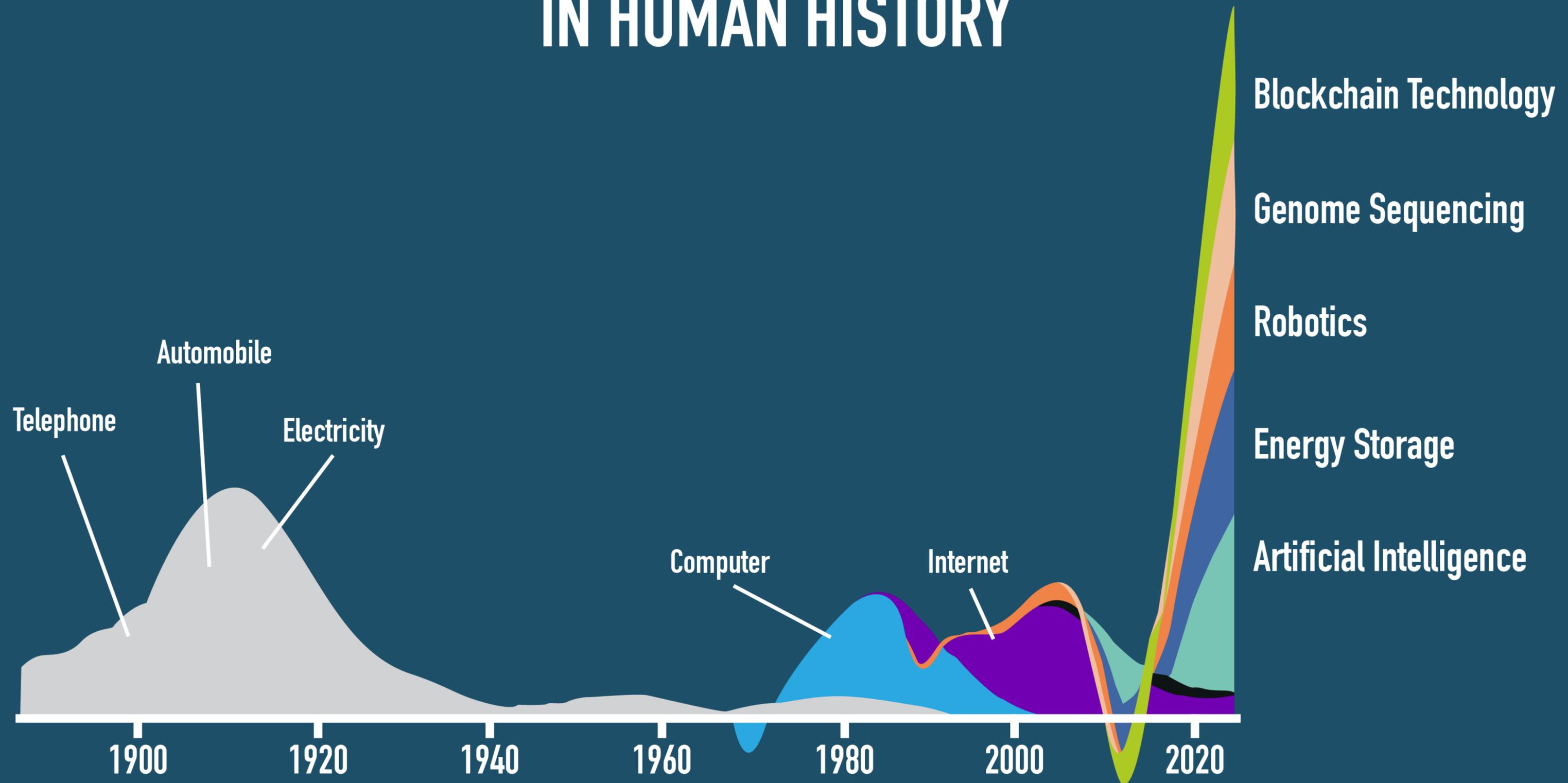
Number of news mentions of "luxury" and "direct-to-consumer" (2012 – 2017)



**VUI (voice-based user interfaces) will change the buying habits of EVERY consumer, regardless of age**



# THE LARGEST TECHNOLOGICAL TRANSFORMATION IN HUMAN HISTORY



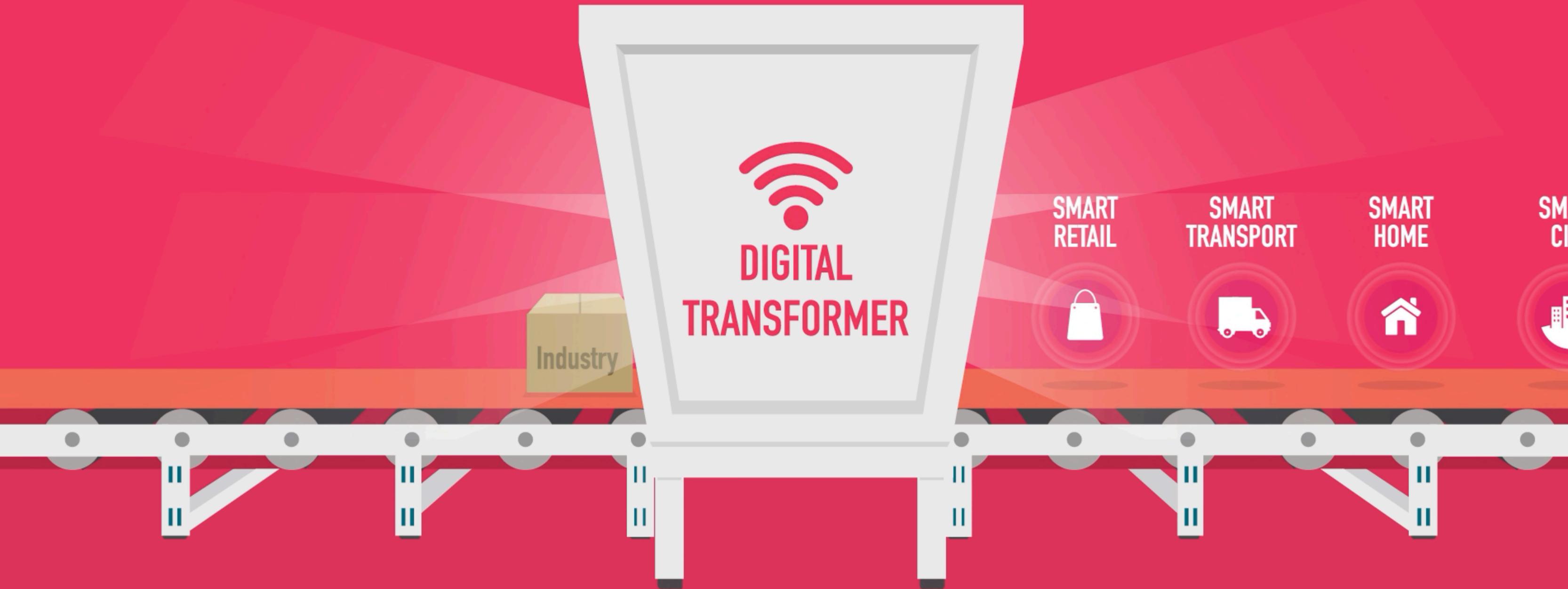
“Gradually, then suddenly” (exponential)

$$e^x$$



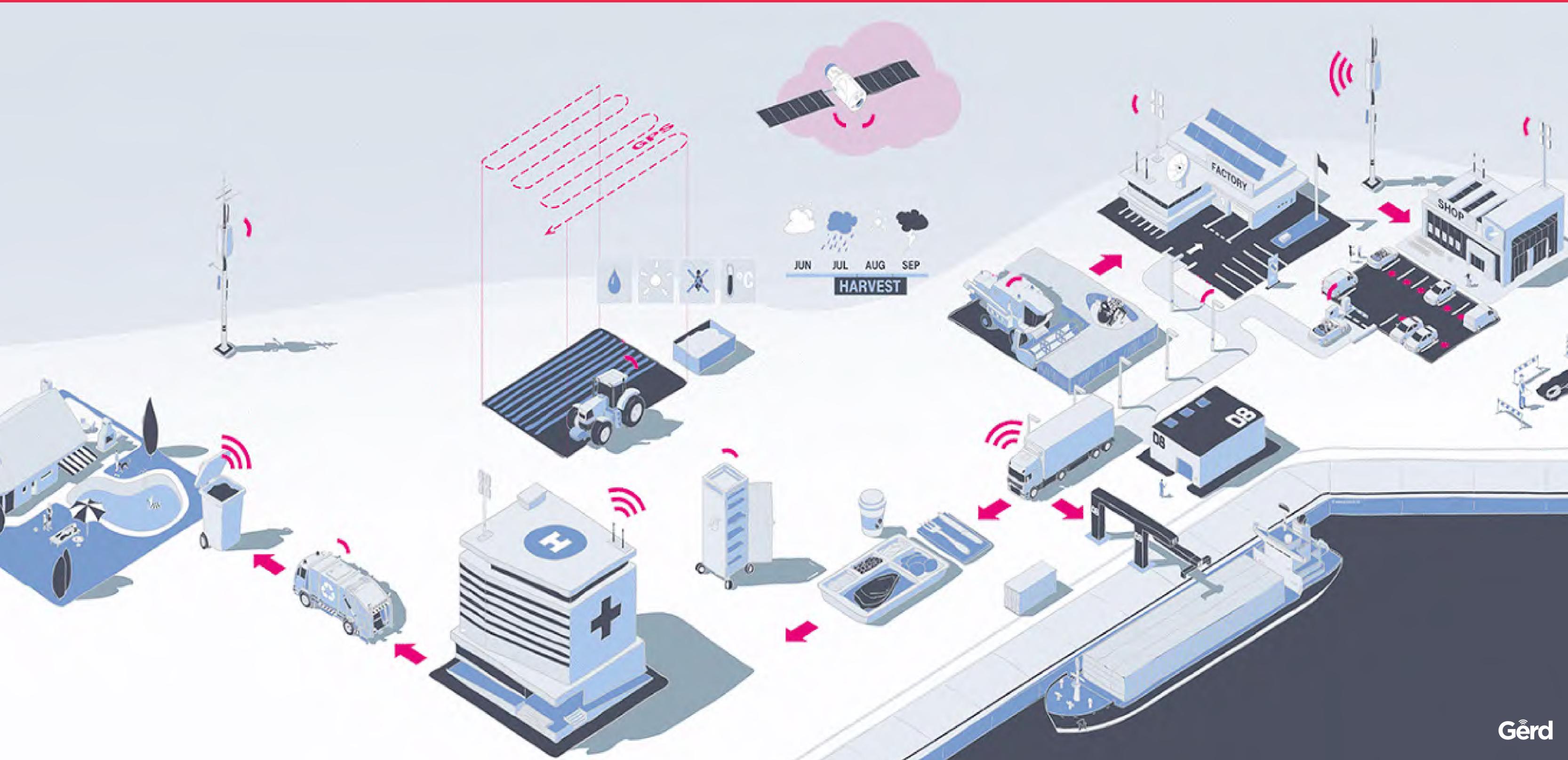
1 2 4 8 16 32 64 128 256 512

# Connected Everything | Smart Everything



# Everything should be as connected and as smart as necessary, but not more!

(riffing off Albert Einstein)



Everything should be as connected and as smart as necessary, but not more!

(riffing off Albert Einstein)



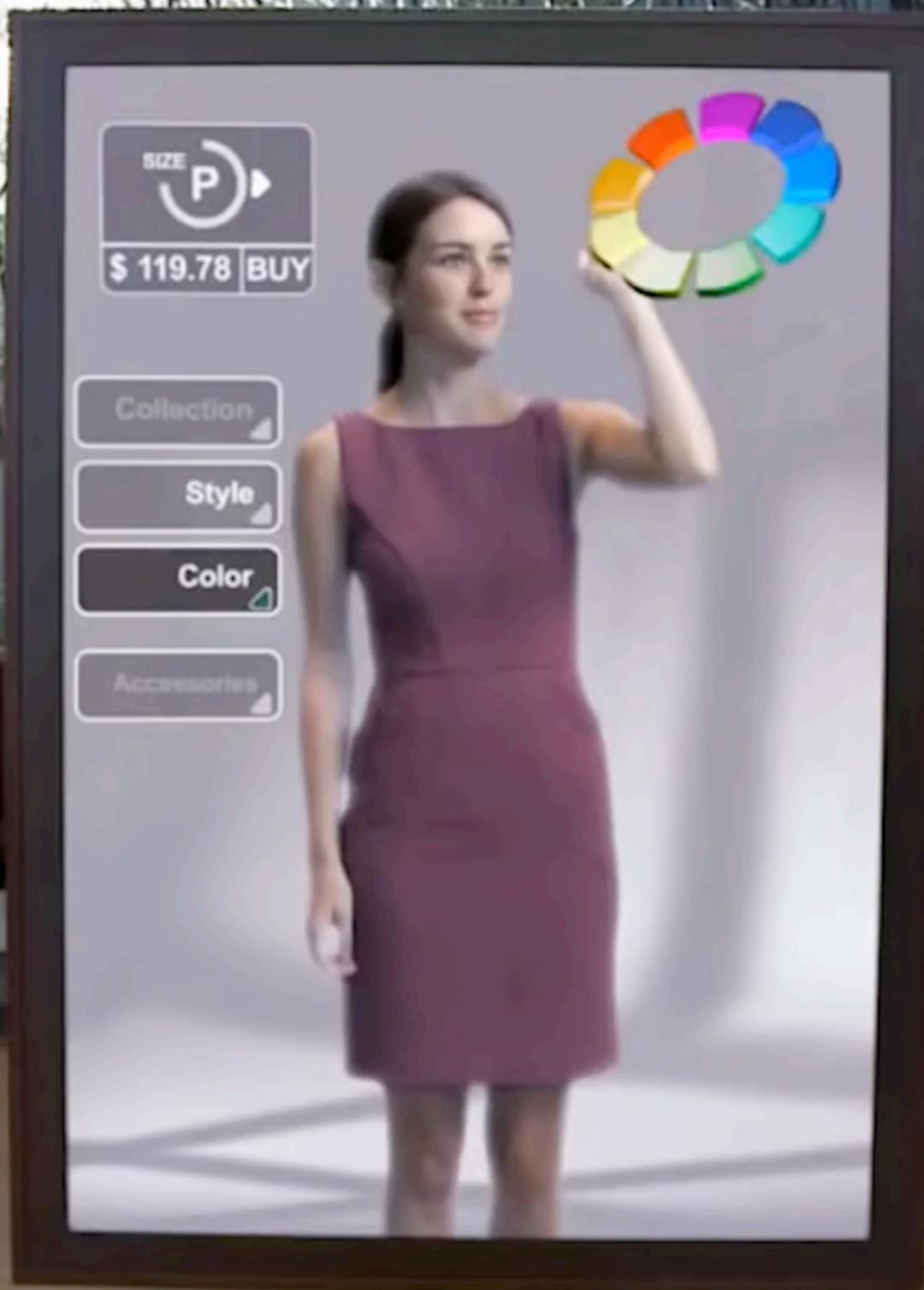
The Amazon Go logo is displayed in white text on an orange square background. The word "amazon" is in a smaller font above the word "go", which is larger and features the Amazon smile arrow above the letter 'o'.

amazon  
go

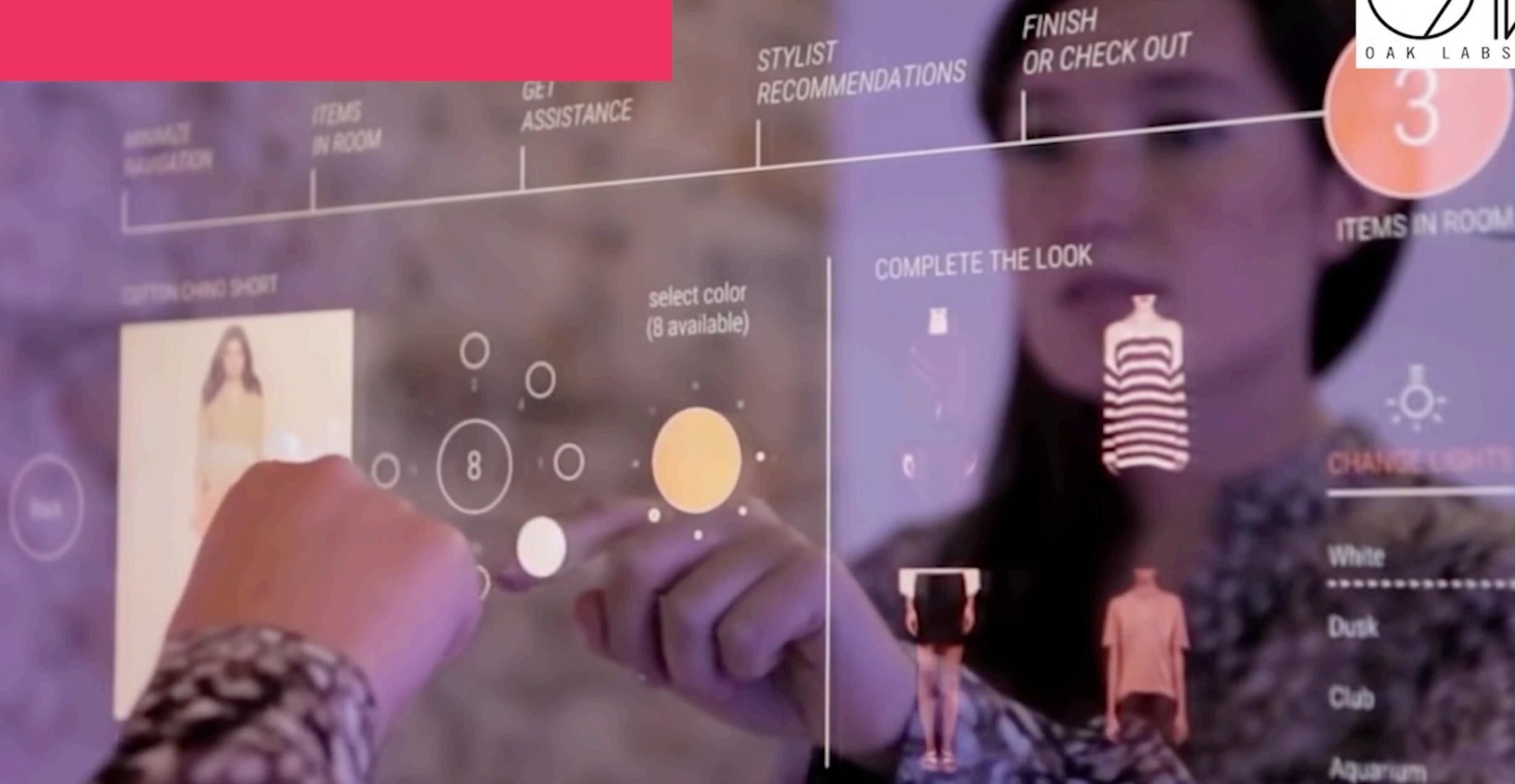
A man in a brown jacket and cap walks through a store aisle. The background is filled with shelves and other customers, but the focus is on the man. Several glowing white lines are overlaid on the scene, pointing towards the right side of the frame. A pink rectangular box is positioned in the upper right corner, containing white text.

**NO LINES,  
NO CHECKOUT  
JUST GRAB AND GO!**

# SMART MIRRORS TECHNOLOGY



# VIRTUAL DRESSING ROOM



Request Sizes/Colors



Tencent 腾讯

吴女士  
电子发票

# PAYMENT WITH FACIAL RECOGNITION

人脸支付 · 轻松结算

智慧零售  
人脸支付



human  
inside

The key question is no longer IF / HOW but WHY & WHO (Purpose, Meaning, Trust)

If?

How?

The key question is no longer IF / HOW but WHY & WHO (Purpose, Meaning, Trust)

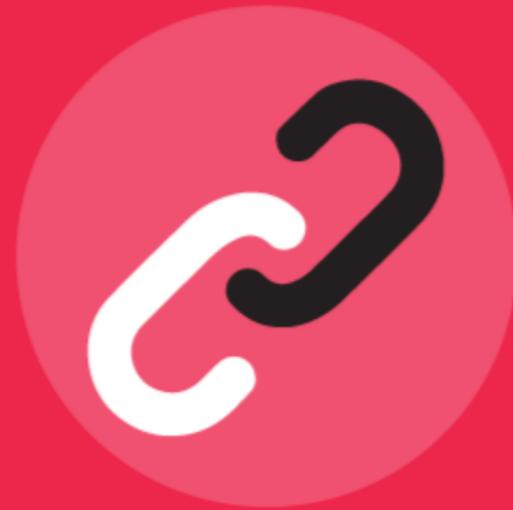
Why?

Who?

# Relationships, engagements and experiences define human happiness



**POSITIVITY**



**ENGAGEMENT**



**RELATIONSHIPS**



**MEANING**



**ACCOMPLISHMENT**

# The future of luxury fashion? Getting to know your shoemaker

Arno wants to bring transparency to high-end design. One part of it? Letting consumers send their shoemaker a thank-you card.



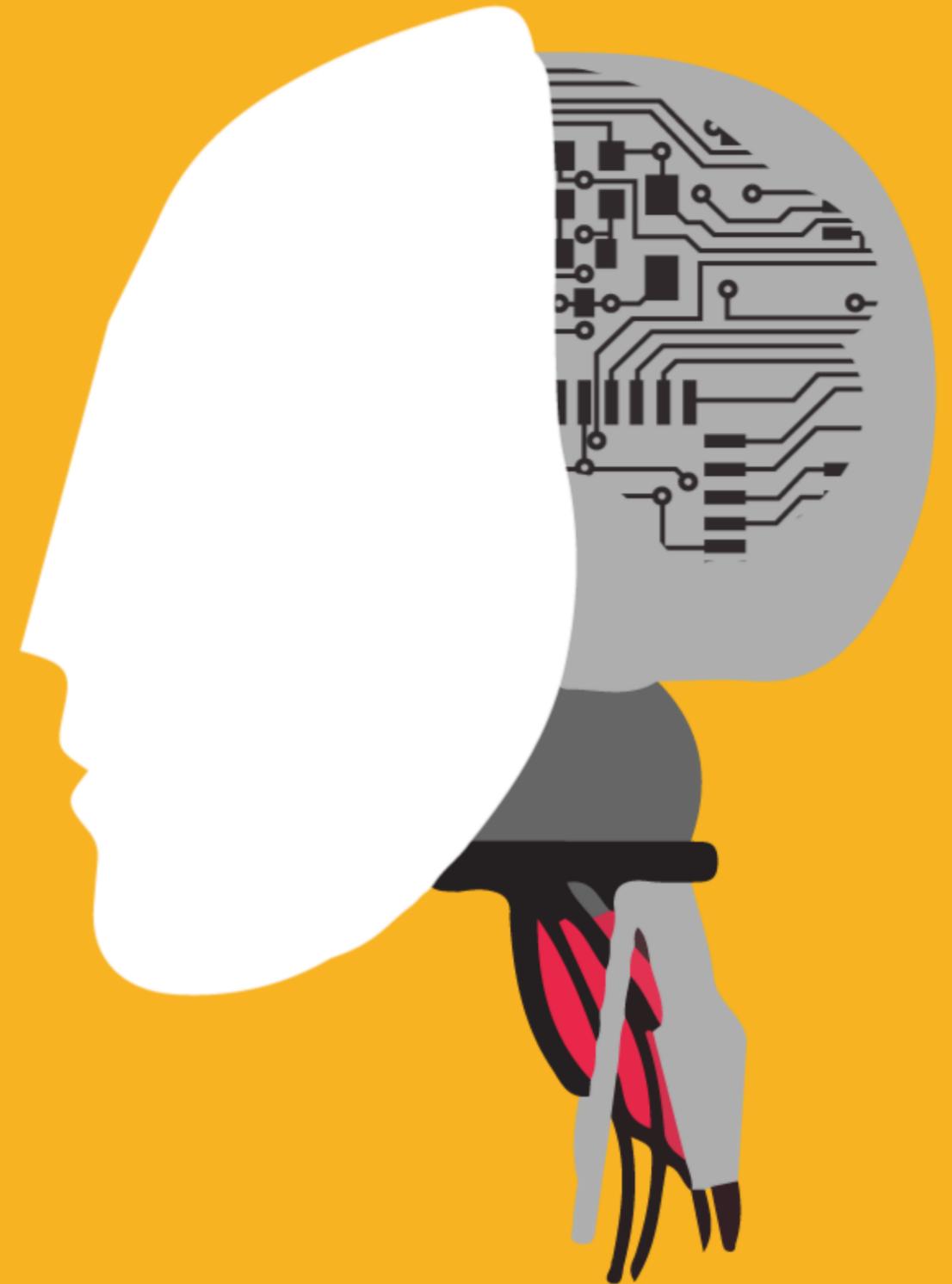
1/8 [Photo: courtesy Arno Cooperative]

As the world goes totally digital, it will be  
**YOUR STORY**  
**YOUR PEOPLE**  
**YOUR PURPOSE**  
**YOUR EXPERIENCES**  
that differentiates you –  
not just your products!



**“Whatever is very simple for a human is very hard for a computer,  
and whatever is very hard for a human is simple for a computer”**

(riffing off Hans Moravec)



“We know a lot more more than we can tell” (Use it or lose it)



...Sure thing



Passion, persuasion, imagination and storytelling will remain essential to our future

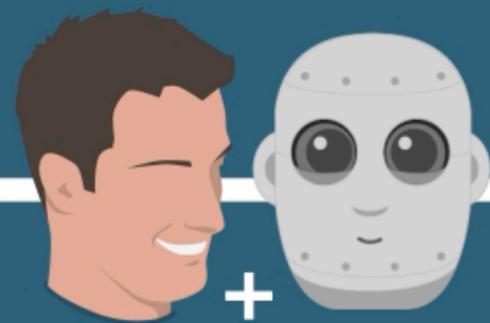


**Machines  
don't do  
relationships!**

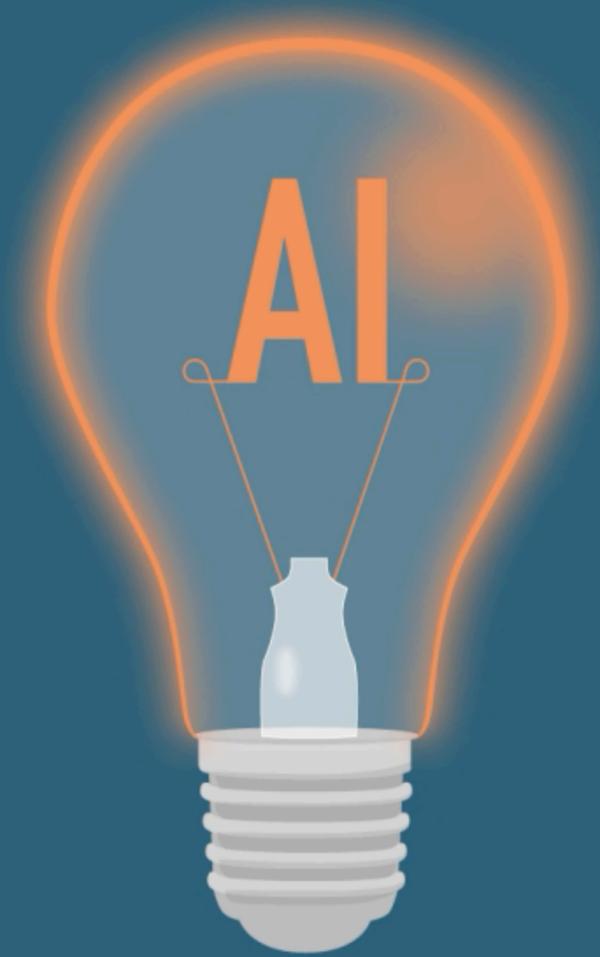
Algorithms can outperform human intelligence when it is NOT about understanding emotions, intentions, interpretations, consciousness, self-awareness aka **#androrithms**



# Our immediate future: Intelligent Assistance (IA) rather than AI



# AGI??

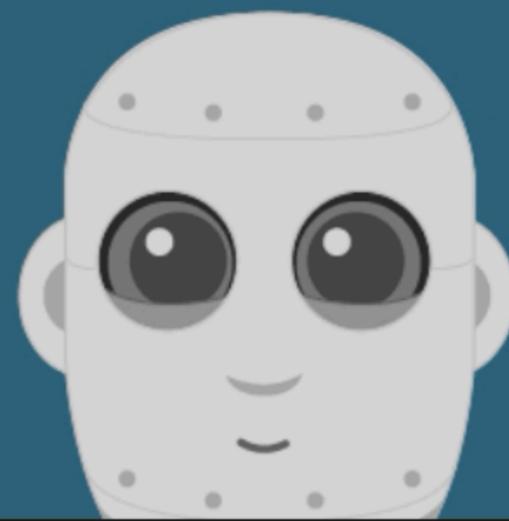


**Technology has no ethics but your future depends on them**



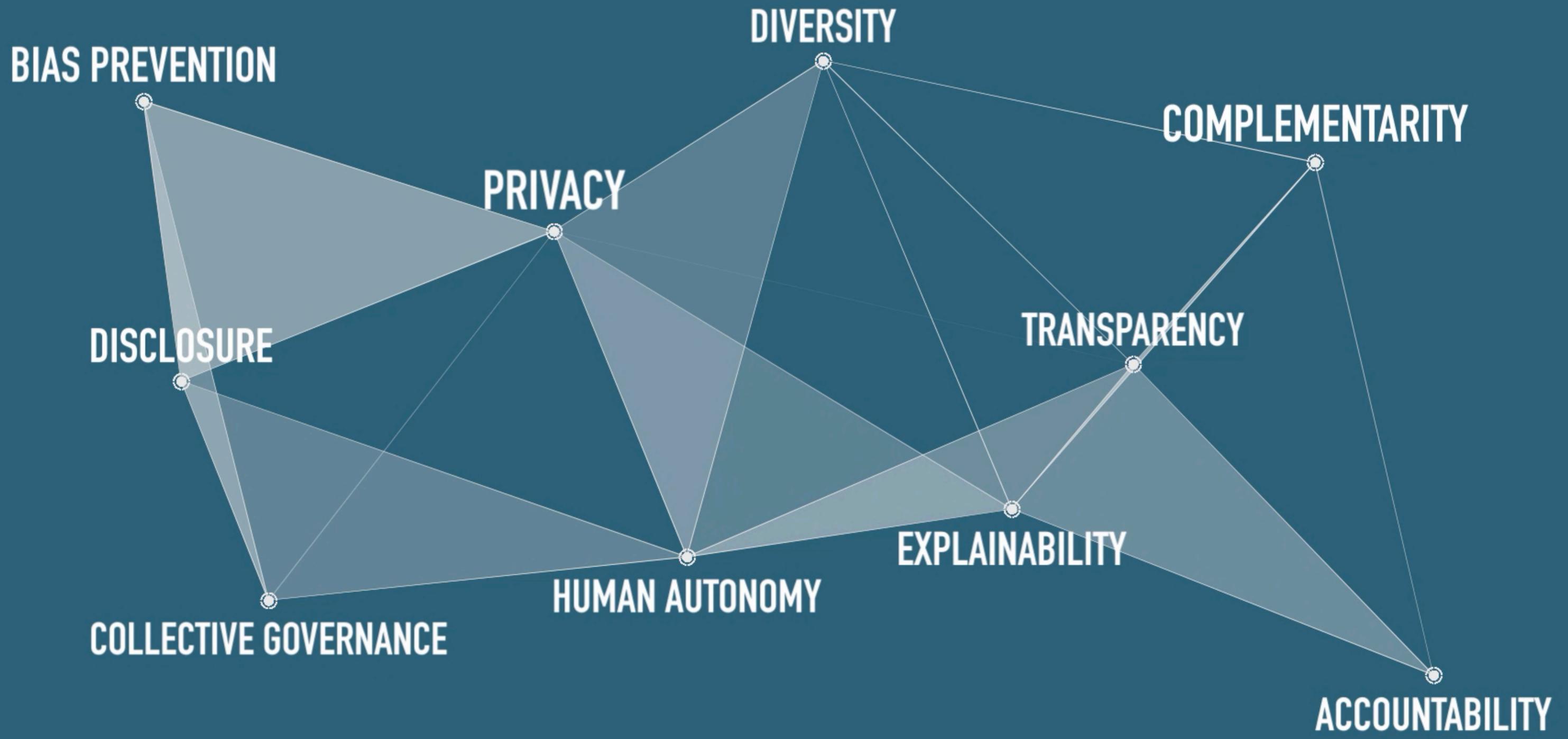
**TECHNOLOGY HAS NO ETHICS**

Digital Ethics is the #1 Technology



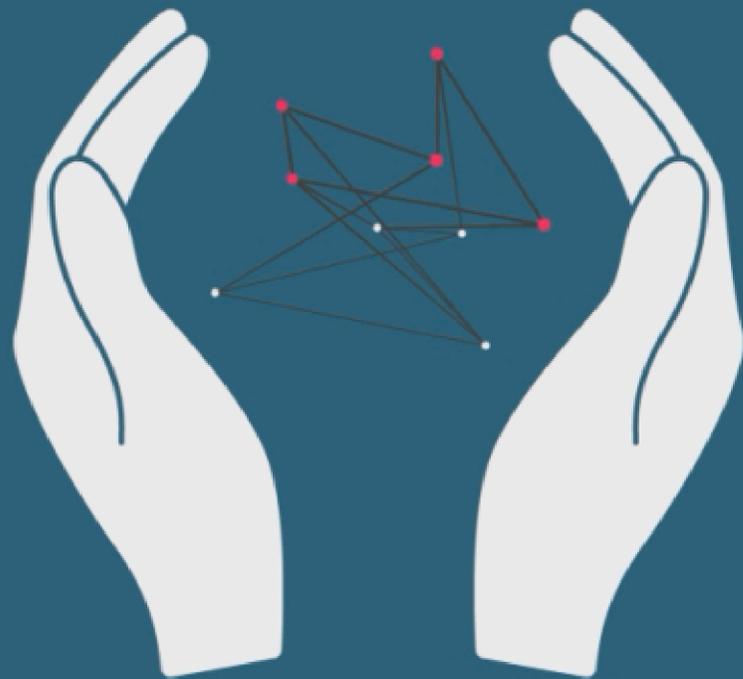
Topic for 2019 (Gartner Research)





# What Millennials and GenZ are expecting from you

**Holistic business models. Circular economy. Human well-being.**



**HOLISTIC**



**CIRCULAR**



**HUMAN**

# How New, Sustainable Retail Models Are Shifting Market Dynamics

by **Natalie Yiasoumi** | May 20, 2019



**Among other aspects, consumers no longer see luxury as a forever purchase, but as an investment.**

Consumers are starting to wake up to the destructive effects of excessive shopping habits and shifting their mindset regarding the concept of buying luxury.

## Prada announces it is to go fur-free

The Italian luxury fashion house is the latest to announce it will ban fur, starting with its SS20 collections



▲ Prada's Milan store. Photograph: Miguel Medina/AFP/Getty Images

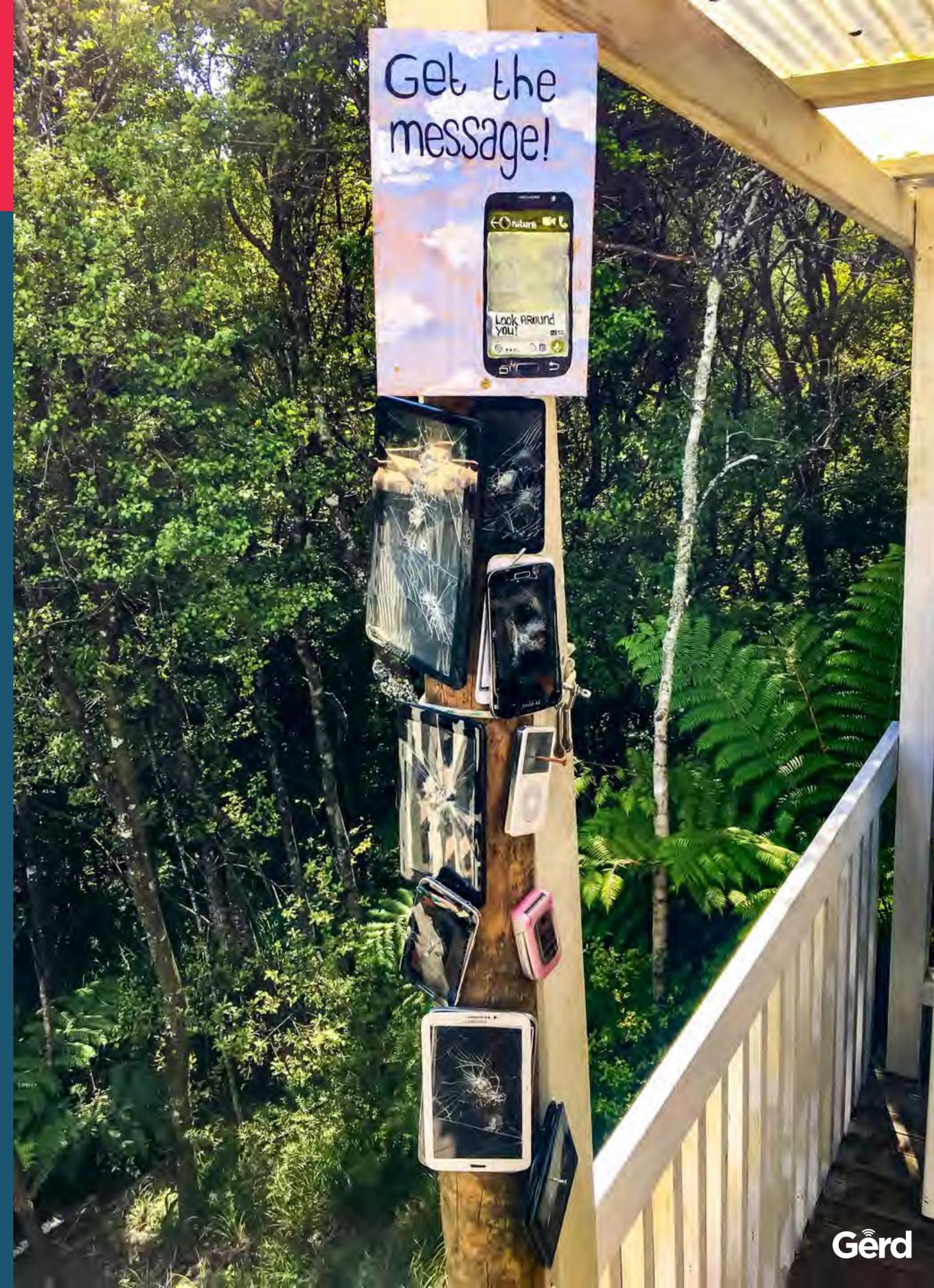
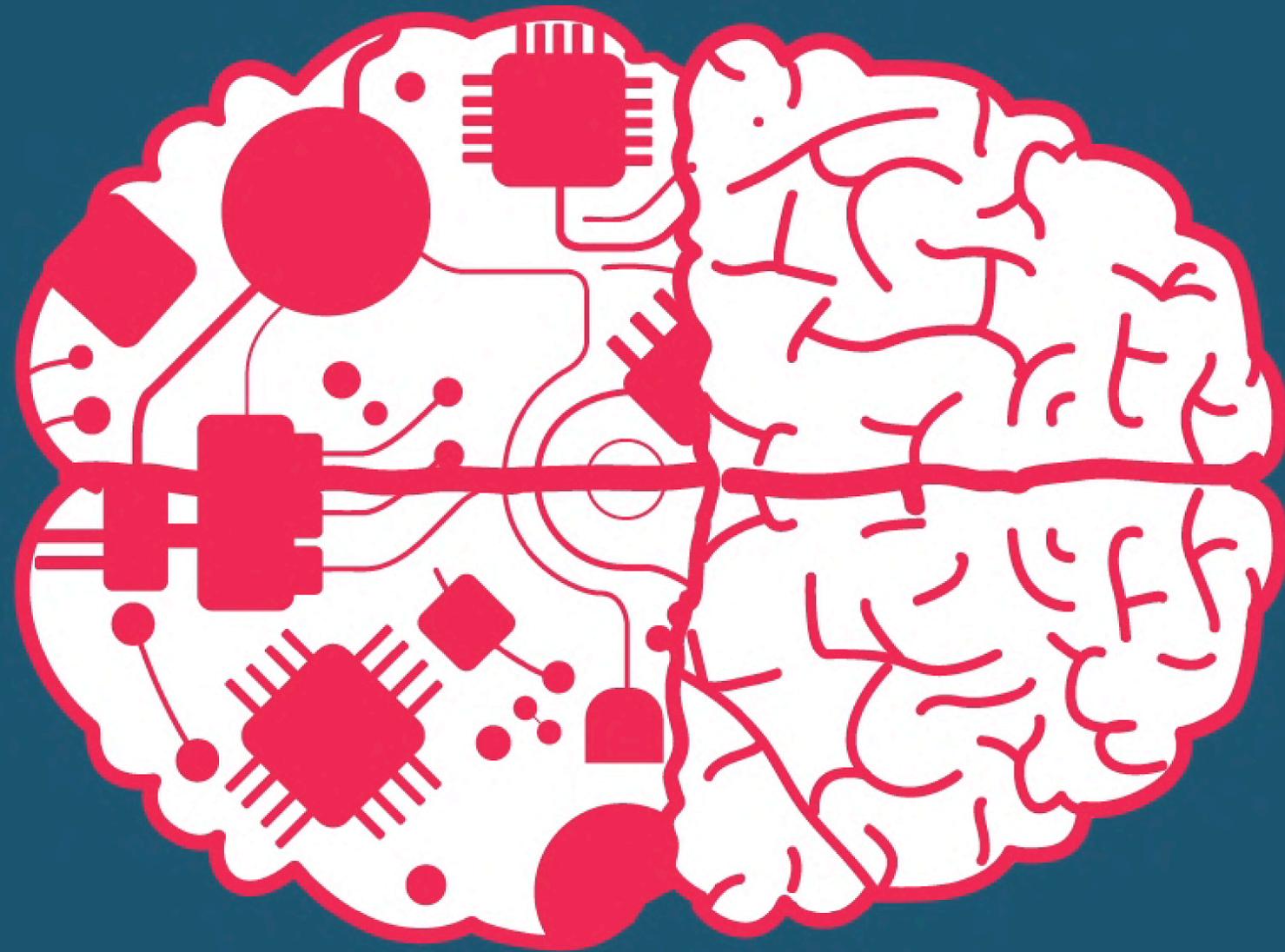
**T**he Italian fashion house [Prada](#) has announced it will stop using fur in its collections. The ban will come into effect this September for its spring/summer 2020 women's collections, although items that have already been made will continue to be sold.

A new economic logic is coming... PLANET

...prepare today!



# OFFLINE is a new luxury



# 'Surveillance Capitalism' is not sustainable: a crucial junction for retail



# Privacy is becoming a new luxury

 Sign in with Apple

Other sign up options

# Privacy is becoming a new luxury

fd433ad8de@privaterelay.appleid.com  
78d6ac94fa@privaterelay.appleid.com  
fc452bd5ea@privaterelay.appleid.com  
99239cba8f@privaterelay.appleid.com  
36ef6ba962@privaterelay.appleid.com



# Privacy is becoming a new luxury

## Apple's Newest Luxury Product Is Privacy

Adam Clark Estes • Today 10:40am



Graphic: Apple

Apple wants to sell you all kinds of new services: music, magazines, a TV show about the Russians [landing on the Moon first](#). But with the announcement of iOS 13, it looks like the company is turning one of its classic features into a service all its own. Next-level privacy is about to be the best thing you get by paying the Apple tax.

@privaterelay.appleid.com  
@privaterelay.appleid.com  
@privaterelay.appleid.com  
@privaterelay.appleid.com  
@privaterelay.appleid.com



# 'Not exponential' ie 'natural' or 'not-enhanced' becomes a new luxury



# Is remaining HUMAN becoming a new luxury....?



# Human Contact Is Now a Luxury Good

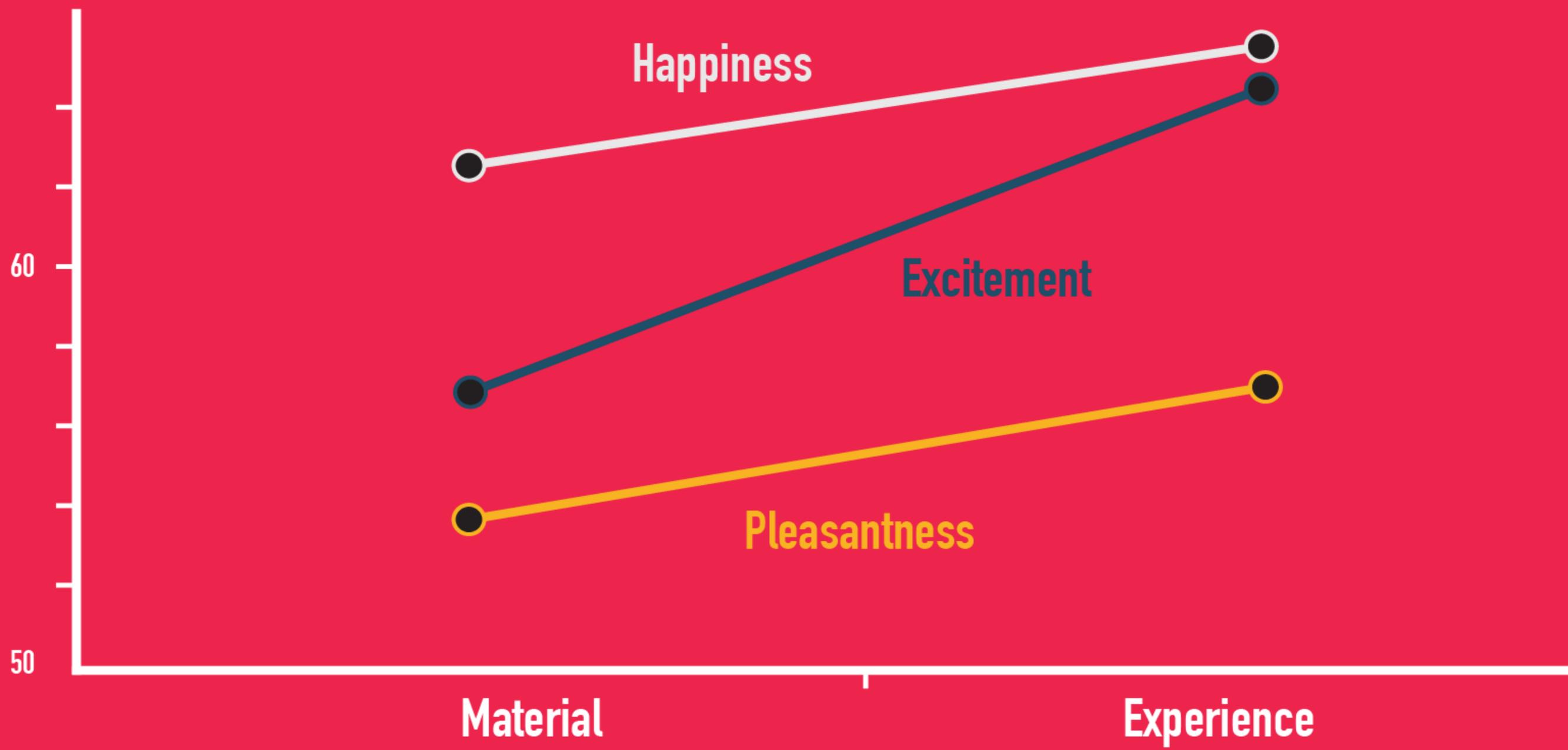
Screens used to be for the elite. Now avoiding them is a status symbol.



Abundance on  
the outside,  
scarcity on  
the inside

# Human experiences ... new luxury?

## MATERIAL vs. EXPERIENTIAL PURCHASES

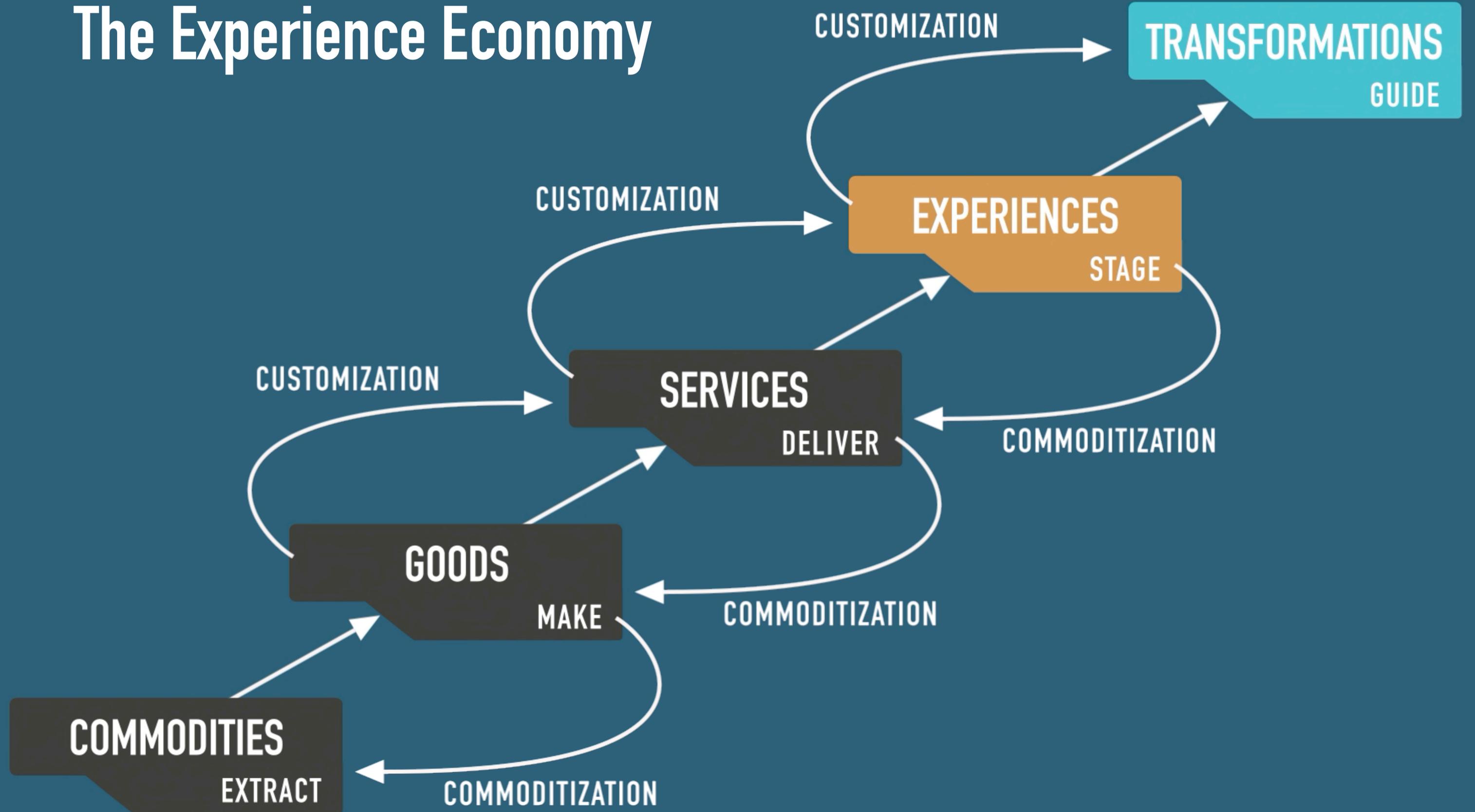


Source: Kumar et al, Psychological Science/The Atlantic

A romantic scene at sunset on a rocky beach. A man in blue patterned shorts carries a woman in a pink swimsuit on his back. Another woman in a black swimsuit walks ahead of them. The background features a calm sea and distant mountains under a hazy sky.

HOMES ARE JUST THE BEGINNING

# The Experience Economy



09:06

< ...



Discover Weekly

FOLLOWING  
BY SPOTIFY

▶ SHUFFLE PLAY

Available Offline

All My Friends  
Dylan Kelly • All My Friends

Can't Deny My Love  
Brandon Flowers • Can't Deny My Love

1000  
Ben Khan • 1000

What You Want  
Toro Y Moi

09:06

< PLAYLISTS Edit

- Discover Weekly  
by Spotify • 30 songs
- Workday – Pop  
by Spotify • 134 songs
- Country Blend  
by Spotify • 33 songs
- Indie Chill »» Covers  
by Spotify • 69 songs
- Country BBQ  
by Spotify • 47 songs
- Dark Dance Floors  
by Spotify • 52 songs
- Coffee Table Jazz  
by Spotify • 50 songs
- Feel Good Indie Rock  
by Spotify • 267 songs
- Mood Booster

What You Want  
Toro Y Moi

PLAYING FROM PLAYLIST  
Discover Weekly



What You Want  
Toro Y Moi

1:43 -1:43

⏮ ⏪ ⏸ ⏩ ⏭

SPOTIFY CONNECT AVAILABLE

Gerd

# Getting this balance right is crucial to your future success

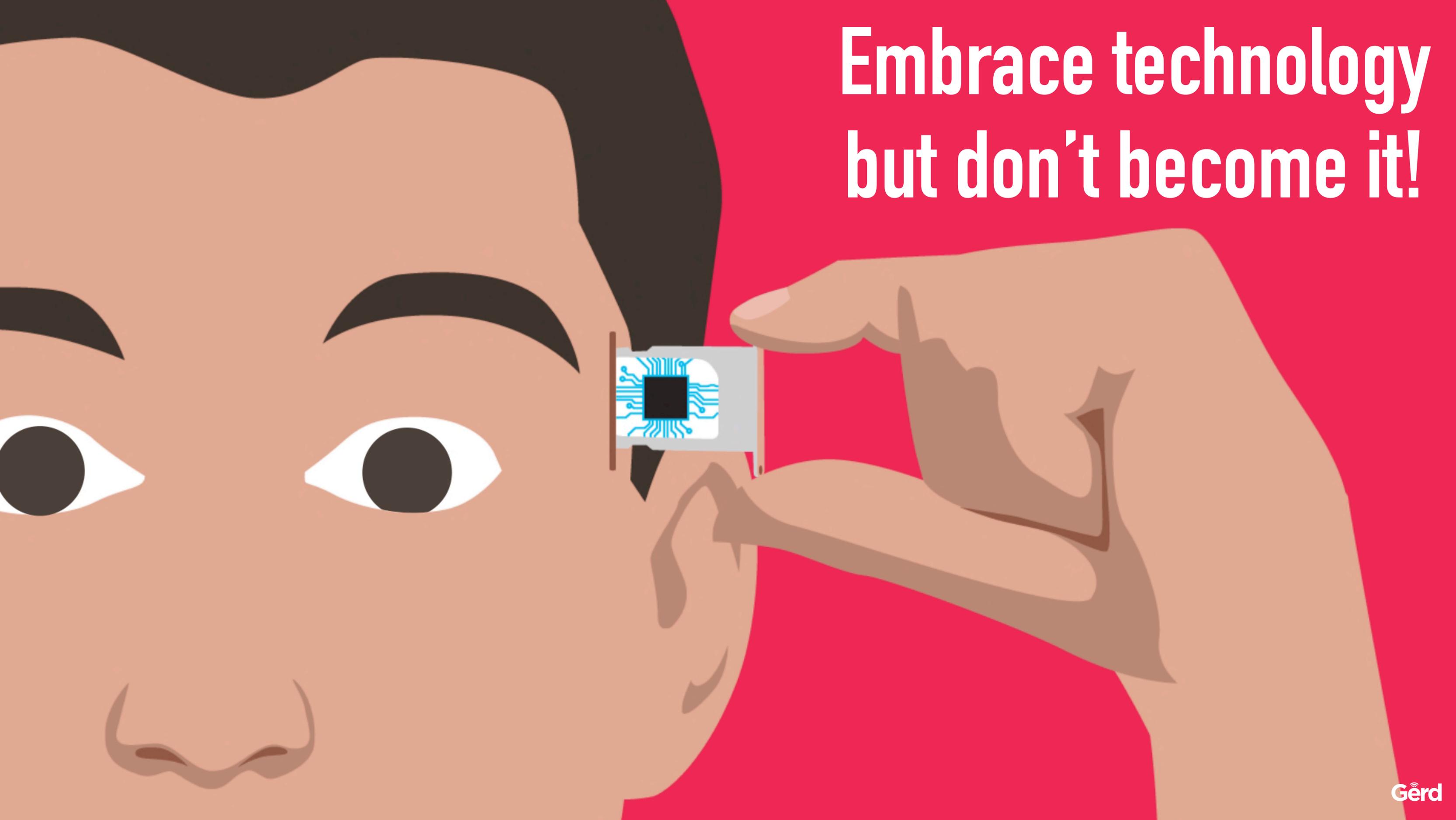
Privacy & Identity  
Security & Safety  
Agency & Autonomy  
Rights & Ethics

Liquidity & Flow  
Efficiency & Speed  
Productivity & Ease  
Network Effects

In a world of total connectivity, increasing abundance and more affordable choices, **MEANING, CONTEXT** and **PURPOSE** will win



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



**24ORE  
BUSINESS SCHOOL**

In collaborazione con:  
**Il Sole**

**24 ORE**



**THANK YOU  
FOR YOUR TIME**

**amazon.com**



**techvshuman.com**



**gerd.cloud**



**gerdtube.com**



**@gleonhard**



**futuristgerd.com**