ACCELERATION IN THE ERA OF CHAOS & CHANGE
CONTENT

THE IMPACT OF INDUSTRY 4.0

COIN THE BUSINESS TRENDS

FUTURE OF REAL ESTATE

RECAP & TIPS
CONTENT

THE IMPACT OF INDUSTRY 4.0
INDUSTRY 4.0
A CRUCIAL MOMENT IN HISTORY
A TURNING POINT FOR THE WORLD
“It is not the strongest of the species that survives, nor the most intelligent that survives. It is the one that is most adaptable to change”.

Charles Darwin
EVERYONE WANTS INNOVATION, NO ONE WANTS TO CHANGE
OUTSIDE YOUR COMFORT ZONE IS WHERE THE MAGIC HAPPENS
ADVERTISING MAY WIN QUARTERS, INNOVATION WINS DECADES

@IGORBEUKER
MATH MEN

Google

Tesla

Amazon

Facebook

Alibaba.com
MAD MEN
ADDICTED TO ADVERTISING
RELY ON IBM, MCKINSEY
R&D, BACKWARD-LOOKING RESEARCH
LINEAR MINDS, TECH IGNORANT
POLITICS, RISK AVERSE
BUY NOT MAKE CULTURE
WAITING FOR THE BUSINESS CASE
SHORT TERM, PROFIT

MATH MEN
TREND-DRIVEN INNOVATION
SIXTH SENSE, RADICAL VISION
TREND FORESIGHTS, HYPE CYCLES
NON LINEAR MINDS, TECH-SAVVY
BEST IDEA IS BOSS, RISK TAKING
START-UP, MAKE, BUY CULTURE
BEING THE BUSINESS CASE
LONG TERM, PURPOSE
BLOCKBUSTER SWIPED NETFLIX OUT 3 TIMES
IT’S A HYPE AND WE DON’T NEED THEM
IF THEY HAD UNDERSTOOD THE TRENDS THEY COULD HAVE LAUNCHED INSTAGRAM
Nokia CEO ended his speech saying this “we didn’t do anything wrong, but somehow, we lost.”
WHY DO RETAILERS GO THROUGH A LONG, PAINFUL PERIOD OF DENIAL BEFORE THEY REALLY ACCEPT IT’S ADAPT OR DIE?
THE AMAZON-EFFECT?
OR RETAIL’S LACK OF CUSTOMER CENTRICITY?

RETAIL ONLY KNOWS 30% OF ITS CUSTOMERS
BYE BYE CRM, CUSTOMER SERVICE & ARPU
NO ONE WAS EVER FIRED FOR HIRING IBM. OR MCKINSEY. PUBLISHERS STILL DON’T HAVE SOLID DIGITAL STRATEGIES.
CHAOS CREATES PREDICTABLE OPPORTUNITIES

FORTUNE 500 LIFE EXPECTANCY

1950: 75 YEARS
2010: 15 YEARS
2025: 10 YEARS

GROWTH BY ENTERING A NEW BUSINESS

1950: 95% FAILS
2010: 99% FAILS
2025: (unfilled box)
THE ROI OF INNOVATION

RETURN ON INVESTMENT

RISK OF INACTION
There's a tremendous bias against taking risks. Everyone is trying to optimize their ass-covering.
MODEL3’s first week: 325,000 orders. $14 billion implied future sales.
THE **Willingness** to exploit chaos & change is about company culture and people *

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* Innovation is a culture, not a department
MARKET CAP ACCELERATION TO $1 BILLION
MILLION DOLLAR QUESTION
WHAT’S YOUR GAME PLAN TO COIN CHAOS & CHANGE?
EXPLORE TRENDS
THROUGH A MATH MEN LENS
CONTENT

COIN THE BUSINESS TRENDS
MINI SCREENAGERS
HYPERCONNECTED ALWAYS-ON TECH NINJAS
THE NEW BEHAVIOR?
DIGITAL NARCISSISM, SOCIAL STATUS, SELFIES
ALIBABA VISION
SELFIE AS PAYMENT SYSTEM
$17.8 BILLION. ALIBABA SALES ON SINGLES’ DAY 11.11.2016

950 MILLION PACKAGES. 2 MILLION DELIVERY MEN. 500K CARS. 300 AIRPLANES.
VOICE WILL BE THE NEXT BIG GATEWAY

TO BRANDS, COMMUNITIES AND COMMERCE
50+ BILLION CONNECTED DEVICES. THE INTERNET OF EVERYTHING?
IN GOD WE TRUST. ALL OTHERS MUST BRING DATA.
VIRTUAL REALITY? THAT’S A GIMMICK FOR GAMERS...
VIRTUAL REALITY

THE REAL DEAL FOR RETAIL, REAL ESTATE, ENGINEERING ETC.
CONNECTED, ELECTRIC & DRIVERLESS CARS. WHO’S BEHIND THE WHEEL BY 2025?
CONTENT

FUTURE OF REAL ESTATE
WORLD POPULATION

2017: 7.5 BILLION
2037: 8.5 BILLION
2050: 10 BILLION
MUST HAVE TRANSFORMATION
PLANET EARTH 2.0?
OR ALL MOVE TO MARS BY 2037?
URBANIZATION 2030
60% OF US WILL LIVE IN URBAN AREAS
NEW LAW IN 2023
ALL OFFICES MUST BE CERTIFIED
CAR INDUSTRY DISRUPTIONS BY 2035

WITH ENERGY LABEL C IN 2030 LABEL A?
ABN & ING IN 2017
NO LONGER FINANCE BROWN OFFICES
RABO’S GREEN ROI?
RENT 10% UP. MARKET VALUE 9% UP.
MATH MEN REAL ESTATE?
RE-ENGINEER CITIES: SMART, SAFE & SUSTAINABLE
COPENHAGEN CONNECTING

CITY FLOW DATA
ASSET TRACKING
SENSOR PLATFORM
DATA CONNECTIONS

- Sensors monitor water, air, noise, weather, waste and condition of sewer system
- People movements patterns are known and are used in the city planning, security and optimization of city resources
- Buildings energy data are collected and usage is optimized in real-time
- Traffic is monitored and regulated in real-time reducing CO2 emissions
- Fleet management of citizen, municipality and companies is hosted in real-time
- Tourist are offered free Wi-Fi
- Free parking spaces are known in real-time
SMART CITY

- Next-generation vehicle center (operation center)
- Battery storage systems
- Wind farm
- Environment-friendly design buildings
- Regional EMS (Control center)
- Smart Buildings linked through Regional EMS
- MegaSolar
- Smart House
- Biomass fuels
- EV car sharing
- Smart House
- Electric bus
- Small/Medium-scale Smart Buildings
- Solar panel
- Offshore wind farm
- Multi-energy station
- Intelligent Transportation System (ITS)
Global Smart Cities Market Value Share (%) by Application (2016)

- **18.5%** Smart Energy
- **XX.X%** Smart Security
- **XX.X%** Smart Transportation
- **XX.X%** Smart Governance
- **XX.X%** Smart Building
- **XX.X%** Smart Healthcare
- **XX.X%** Smart Water Network System
- **XX.X%** Smart Education

2016 – 2026 at a **CAGR of 18.8%**

Source: Persistence Market Research, 2016
REVOLUTION
IN BUSINESS & BUILDING HABITS
BIGGER THAN THE INTERNET
“INNOVATION DISTINGUISHES BETWEEN A LEADER AND A FOLLOWER”
“OFTEN TIMES INVENTION REQUIRES A LONG TERM WILLINGNESS TO BE MISUNDERSTOOD”
“BE NICE TO NERDS.
WE WILL ALL END-UP WORKING FOR ONE”
THANKS A LOT & GOOD LUCK!

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