



ACCELERATION IN THE ERA OF CHAOS & CHANGE

IGOR BEUKER

EARLY STAGE EXPLORER

KICKED OUT OF PRO FOOTBALL

EXPELLED FROM COLLEGE

SPEAKER | PUBLICIST | RTV HOST

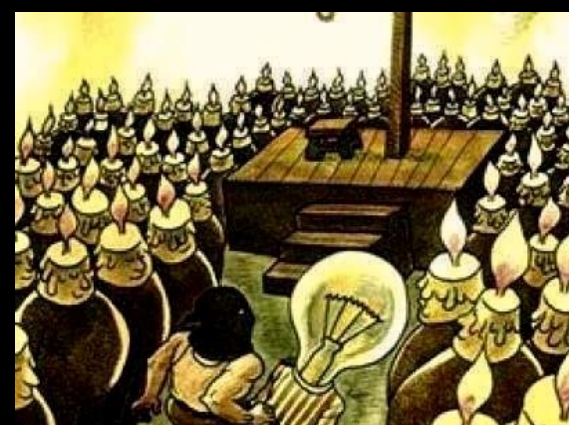
ENTREPRENEUR | ANGEL INVESTOR

MARTECH STRATEGIST

@IGORBEUKER



IGORBEUKER.COM



**It is never too late to be
who you might have been.
-- George Elliot**



SCIENCE FICTION

THE SIX MILLION DOLLAR MAN

COURAGE – EDUCATION





COURAGE – EDUCATION

OLD

NEW

STABILITY

VOLATILITY

CERTAINTY

UNCERTAINTY

SIMPLICITY

COMPLEXITY

CLARITY

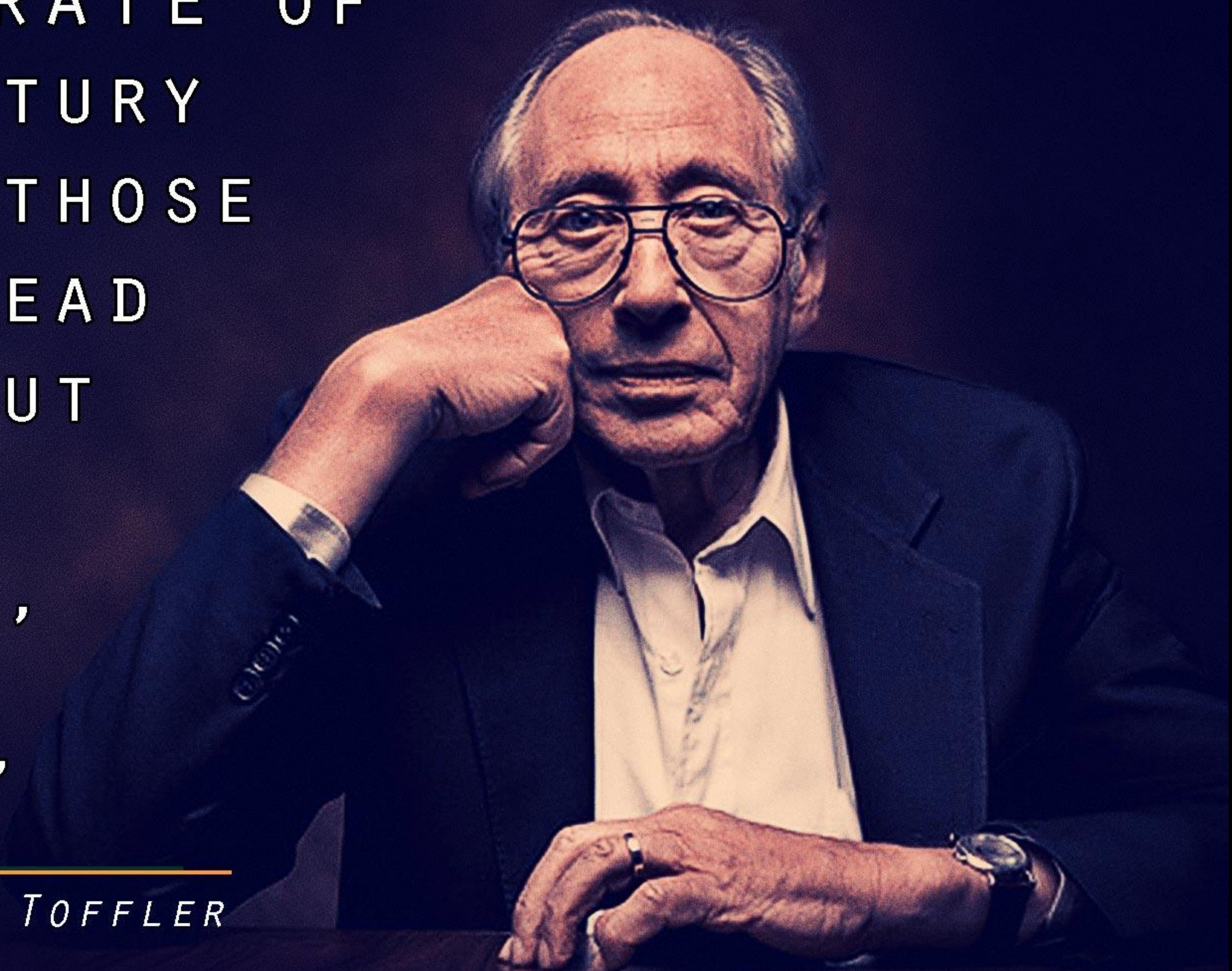
AMBIGUITY

COMFORT

DISCOMFORT

“THE ILLITERATE OF
THE 21ST CENTURY
WILL NOT BE THOSE
WHO CANNOT READ
AND WRITE, BUT
THOSE WHO
CANNOT LEARN,
UNLEARN,
AND RELEARN.”

~ALVIN TOFFLER











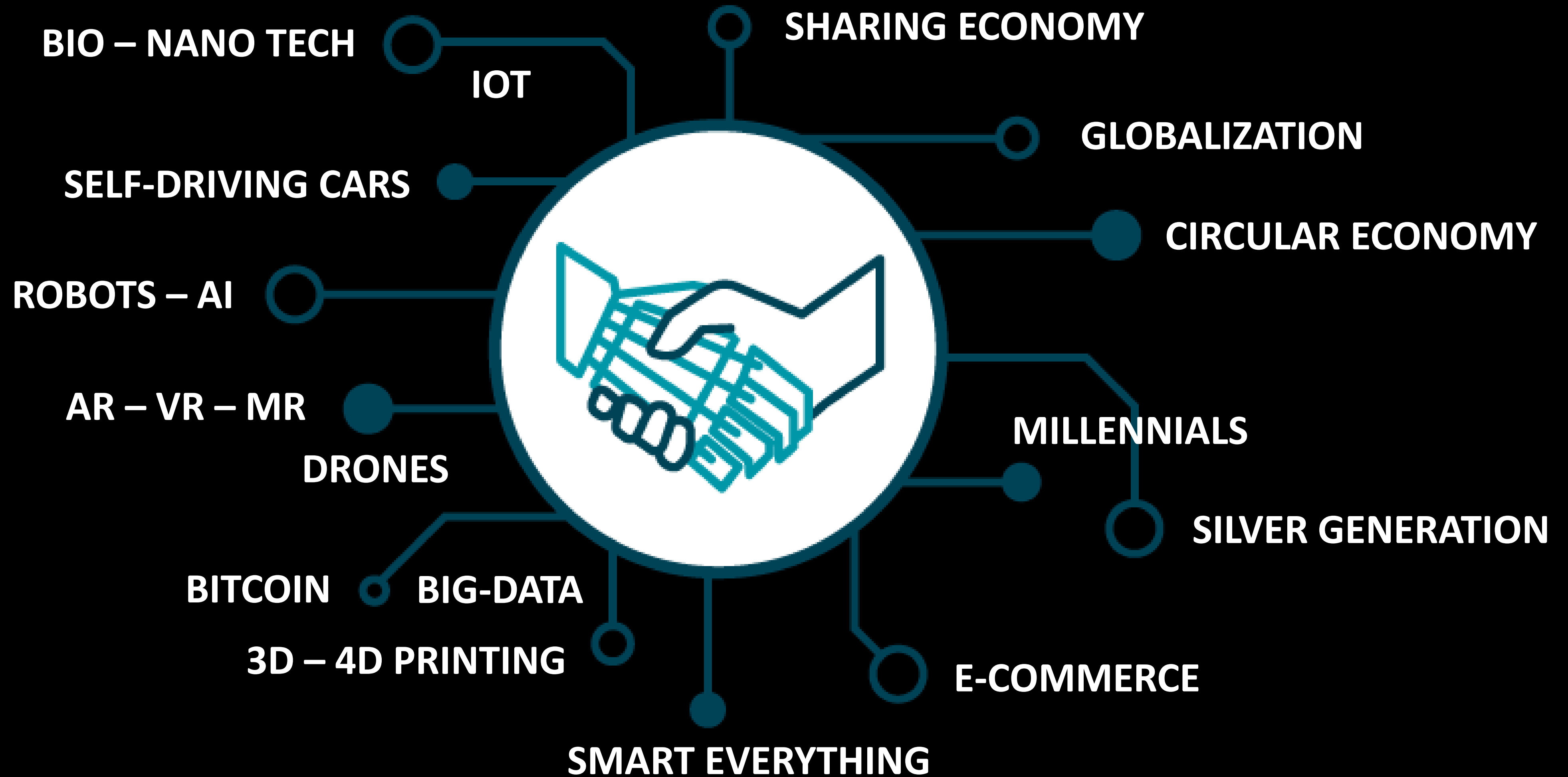


INDUSTRY 4.0

A CRUCIAL MOMENT IN HISTORY

TURNING POINT FOR OUR WORLD

TOMORROW'S TECH & TRENDS



OUTSIDE YOUR COMFORT ZONE

IS WHERE THE MAGIC HAPPENS

2%

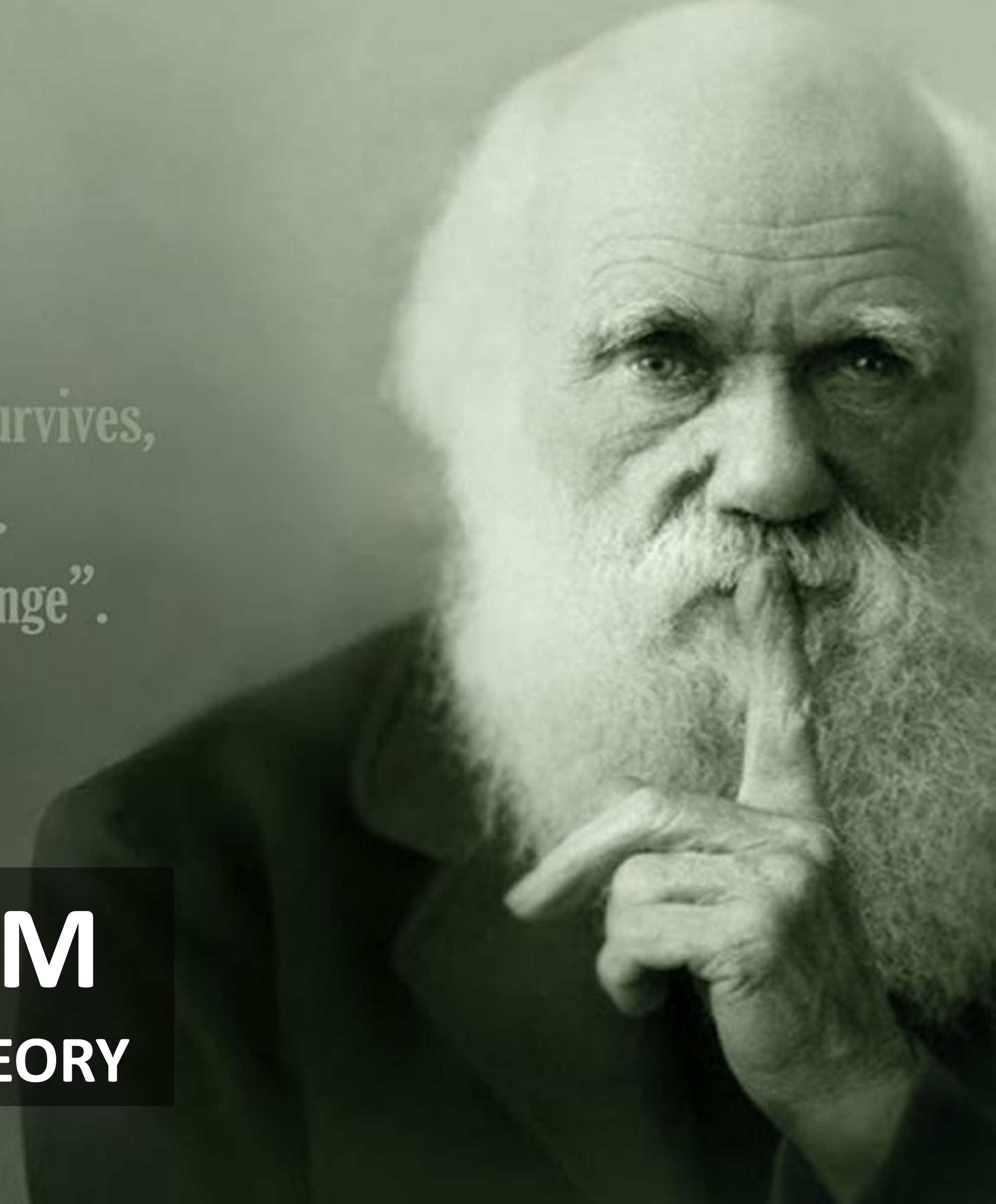


“It is not the strongest of the species that survives,
nor the most intelligent that survives.
It is the one that is most adaptable to change”.

Charles Darwin

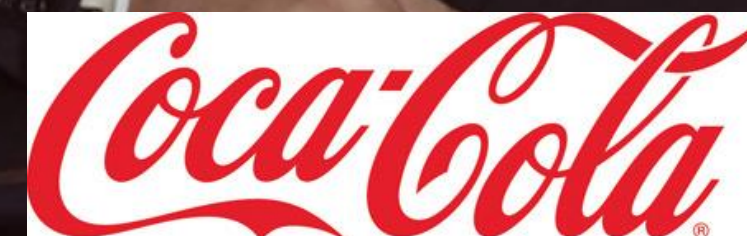
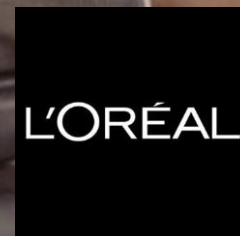
DIGITAL DARWINISM

THIS TIME IT'S A REVOLUTION THEORY



“ADVERTISING MAY WIN QUARTERS, INNOVATION WINS DECADES”

MAD MEN



MATH MEN

1-21 →
WALL ST



MAD MEN

RELY ON IBM, MCKINSEY

R&D, BACKWARD-LOOKING RESEARCH

LINEAR MINDS, TECH IGNORANT

CORPORATE POLITICS, RISK AVERSE

WAIT FOR CASE STUDIES

SHORT TERM, PROFIT

MATH MEN

SIXTH SENSE, RADICAL VISION

TREND FORESIGHTS, HYPE CYCLES

NON LINEAR MINDS, TECH-SAVVY

TALENT ATTRACTION, RISK TAKING

ARE THE NEW CASE STUDY

LONG TERM, PURPOSE



EXPLORE TRENDS

THROUGH A MATH MAN LENS





Price per share

IF THEY HAD UNDERSTOOD THE TRENDS
THEY COULD HAVE LAUNCHED INSTAGRAM

1965

1997

2012





6310



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 LACK OF CUSTOMER CENTRICITY?

KNOW ONLY 30% OF YOUR CUSTOMERS?
GOOD LUCK WITH CRM & OMNICHANNEL



**NO ONE WAS EVER FIRED FOR HIRING IBM. OR MCKINSEY
WE OPTIMIZE OUR ASS-COVERING, NOT OUR DIGITAL STRATEGY**



CHAOS CREATES PREDICTABLE OPPORTUNITIES

FORTUNE 500
LIFE EXPECTANCY

75 YEARS

15 YEARS

10 YEARS

1950

2010

2025

GROWTH BY
ENTERING A
NEW BUSINESS

95% FAILS

99% FAILS

+



THE ROI OF INNOVATION



RETURN ON INVESTMENT

RISK OF INACTION

THE WILLINGNESS TO EXPLOIT CHAOS & CHANGE IS ABOUT COMPANY CULTURE AND PEOPLE *

	WILL	NO WILL	
SKILL			
NO SKILL			

* INNOVATION IS A CULTURE, NOT A DEPARTMENT!

LET'S DISCUSS A FEW MORE TRENDS AND TECHNOLOGIES



MINI SCREENAGERS

HYPERCONNECTED ALWAYS-ON TECH NINJAS

A woman with long dark hair, wearing a black top and a gold necklace, is taking a selfie. She is holding a camera on a tripod in the background. The camera has a lens cap and a flash. The background is a plain white wall.

TECH CHANGES BEHAVIOR

DIGITAL NARCISSISM, SOCIAL STATUS & SELFIES

JACK MA VISION

SELFIE AS A PAYMENT SYSTEM



\$25.3 BILLION IN 24 HOURS, ALIBABA SINGLES DAY 2017

> 1 BILLION PARCELS, > 80% ON A MOBILE PHONE



A close-up, high-angle shot of a computer keyboard. The central focus is a bright yellow key with the word 'Buy' printed on it in a bold, black, sans-serif font. A small, silver-colored metal shopping cart with green wheels and a green handle is perched on the yellow key. Surrounding the yellow key are various standard black keyboard keys with white text: 'Backspace' with a left-pointing arrow, 'Insert', 'Delete', 'End', 'Shift' with an upward-pointing arrow, and 'Print Screen SysRq'. The lighting is dramatic, casting soft shadows and highlighting the textures of the keys and the metallic mesh of the cart.

E-COMMERCE

GO BIG, GO NICHE OR GO HOME



AUGMENTED & VIRTUAL REALITY? GIMMICKS FOR GAMERS...

OR A GAME-CHANGER FOR SO MANY OTHER INDUSTRIES?

VIRTUAL REALITY





BITCOIN MINING – SCIENCE FICTION TURNED REALITY

PUTTING BITCOIN & THE CRYPTO MARKET IN PERSPECTIVE



FACEBOOK

\$496 BILLION



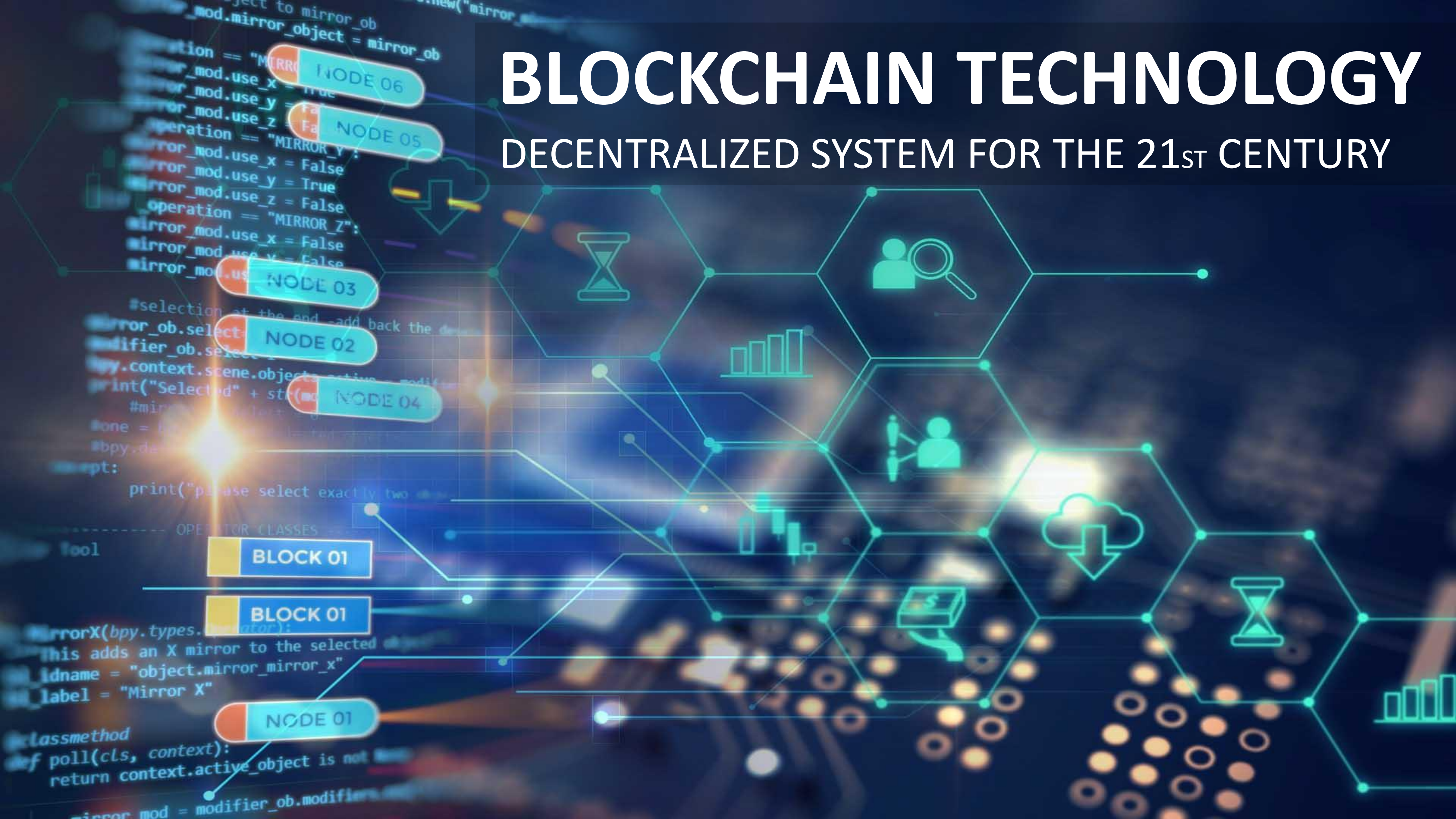
ALL CRYPTO CURRENCY

\$486 BILLION

12.12.2017

BLOCKCHAIN TECHNOLOGY

DECENTRALIZED SYSTEM FOR THE 21ST CENTURY



TESLA



MODEL3 IN 1ST WEEK

325,000 ORDERS

\$14 BILLION SALES

FOCUS ON NEXT QUARTER OR ON NEXT GENERATIONS?

A person wearing a full-body hazmat suit and a gas mask stands in a dark, smoky environment. They are holding a glowing green globe of the Earth in their right hand. The globe is surrounded by wisps of green smoke or vapor. The background is a dark, cloudy sky with a yellowish-green glow. The overall mood is one of environmental crisis and the need for sustainable energy.

ELON HAS A CLEAR & BOLD PURPOSE
ACCELERATING THE WORLD'S TRANSITION TO SUSTAINABLE ENERGY



**DON'T TELL ELON SKY IS THE LIMIT
WHEN THERE'S FOOTPRINTS ON THE MOON**

A photograph of Elon Musk speaking at a podium. He is wearing a dark jacket over a blue and white plaid shirt. Behind him is a large, illuminated SpaceX logo on a dark background with blue light effects. To the left, there are red-lit structures, possibly part of a stage set or exhibition.

SPACEX

OUT OF THIS WORLD OR OUT OF HIS MIND?



BEZOS AND BRANSON ARE IN SPACE TOURISM



A composite image of space. In the upper right, a blue and white Earth is visible against a dark background with a bright orange and yellow nebula. In the lower left, the reddish, cratered surface of Mars is shown, with a bright sun rising over its horizon. The text "BUT ELON WILL MOVE US TO MARS BY 2037" is overlaid in white on a dark horizontal band.

BUT ELON WILL MOVE US TO MARS BY 2037

A detailed black and white illustration of a space mining operation. A large, complex station is positioned next to a massive, dark, and heavily cratered asteroid. The station consists of a central hub with several long, thin arms extending outwards. To the left, a series of cylindrical modules are connected by a central beam, with some modules featuring the letters 'DSI'. The entire scene is set against the dark, textured surface of the asteroid.

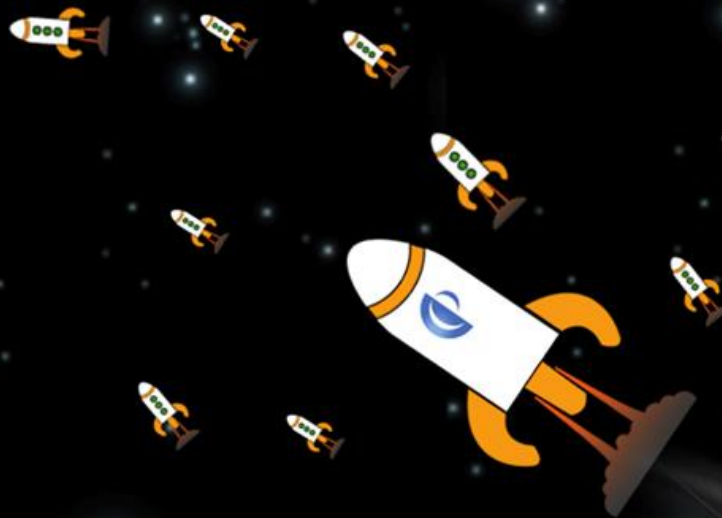
THE SPACE ECONOMY – MODERN DAY GOLD RUSH

ASTROID MINING WILL CREATE A TRILLION DOLLAR INDUSTRY

As our **population grows** we need to find a **sustainable supply of natural resources** to fuel exploration in space and prosperity on Earth.



MORE ASTEROIDS DISCOVERED NEAR EARTH EVERYDAY



USES OF WATER IN SPACE



ROCKET **FUEL**



BREATHABLE **AIR**



DRINKABLE **WATER**

PLATINUM-RICH ASTEROID

Could contain more Platinum Group Metals than **what's been mined on Earth** in all of history

NEAR-INFINITE SUPPLY OF PRECIOUS RESOURCES

WATER-RICH ASTEROID

One water-rich asteroid could produce **enough fuel** for every rocket launched in history.

ONE SINGLE 500M water-rich asteroid

\$ 5 trillion

would produce over \$5 trillion worth of water for use in space.

It currently costs **\$20,000** to send a liter of water from Earth to Deep Space

USES OF PLATINUM GROUP METALS ON EARTH

REDUCE COST OF ELECTRONICS



ELECTRIFY TRANSPORTATION



DRIVE INNOVATION, AND CREATE A GREENER EARTH



ONE SINGLE 500M platinum-rich asteroid

At current market prices, one ounce of platinum is valued over **\$1,500**

Worth \$2.9 Trillion

174 times

more than the yearly world output of platinum

50 %

More than the known world-reserves of PGMs

Asteroid mining will open a trillion-dollar industry and provide a **near-infinite supply** of Platinum Group Metals and water to **support our growth** both on this planet and off.

WHILE COMMERCIAL AIRLINES STRUGGLE WITH ON BOARD



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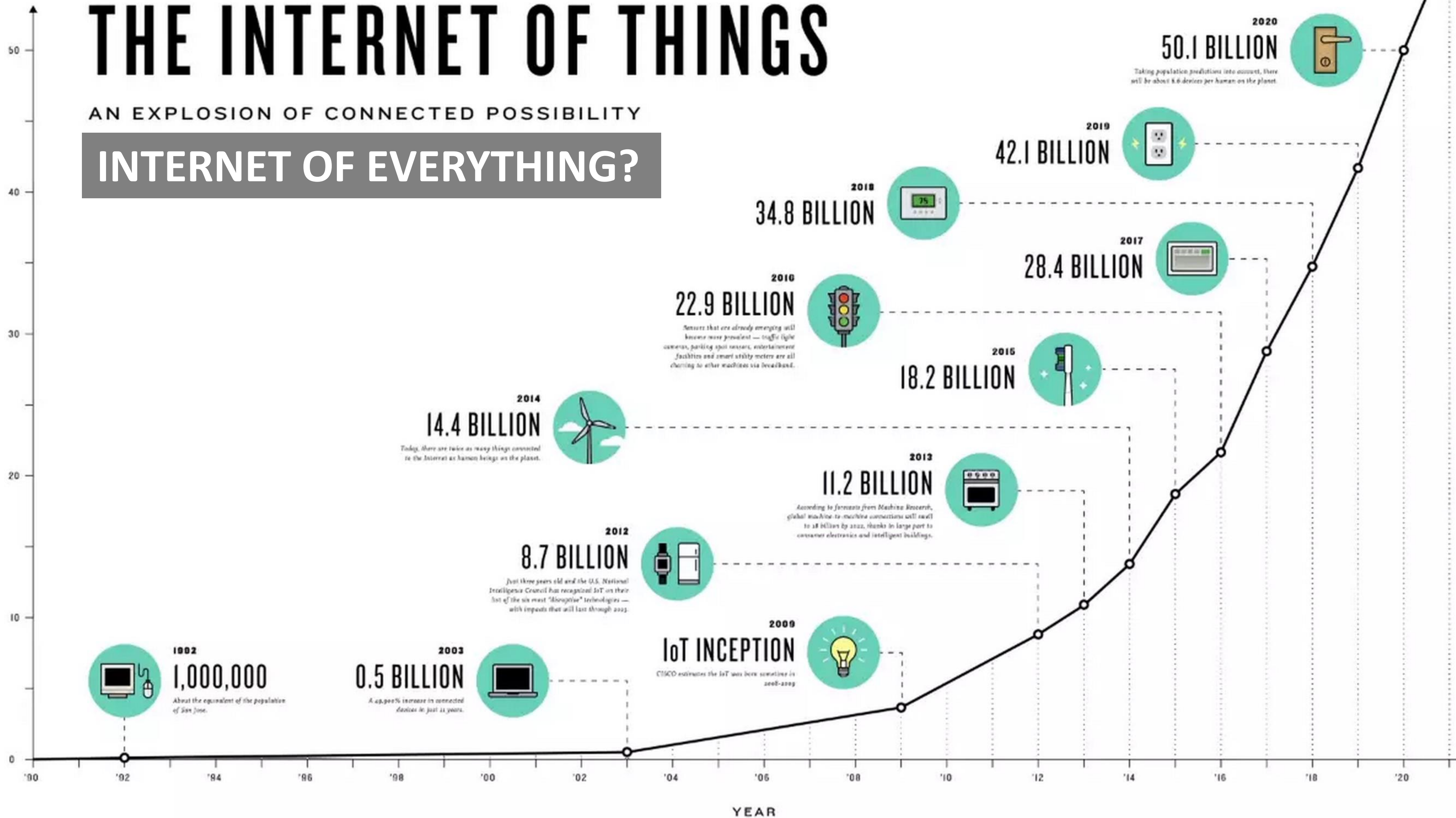
MATH MEN ARE FLYING BACK-TO-BACK WITH NASA

THE INTERNET OF THINGS

AN EXPLOSION OF CONNECTED POSSIBILITY

INTERNET OF EVERYTHING?

BILLIONS OF DEVICES





IN GOD WE TRUST
ALL OTHERS MUST BRING DATA

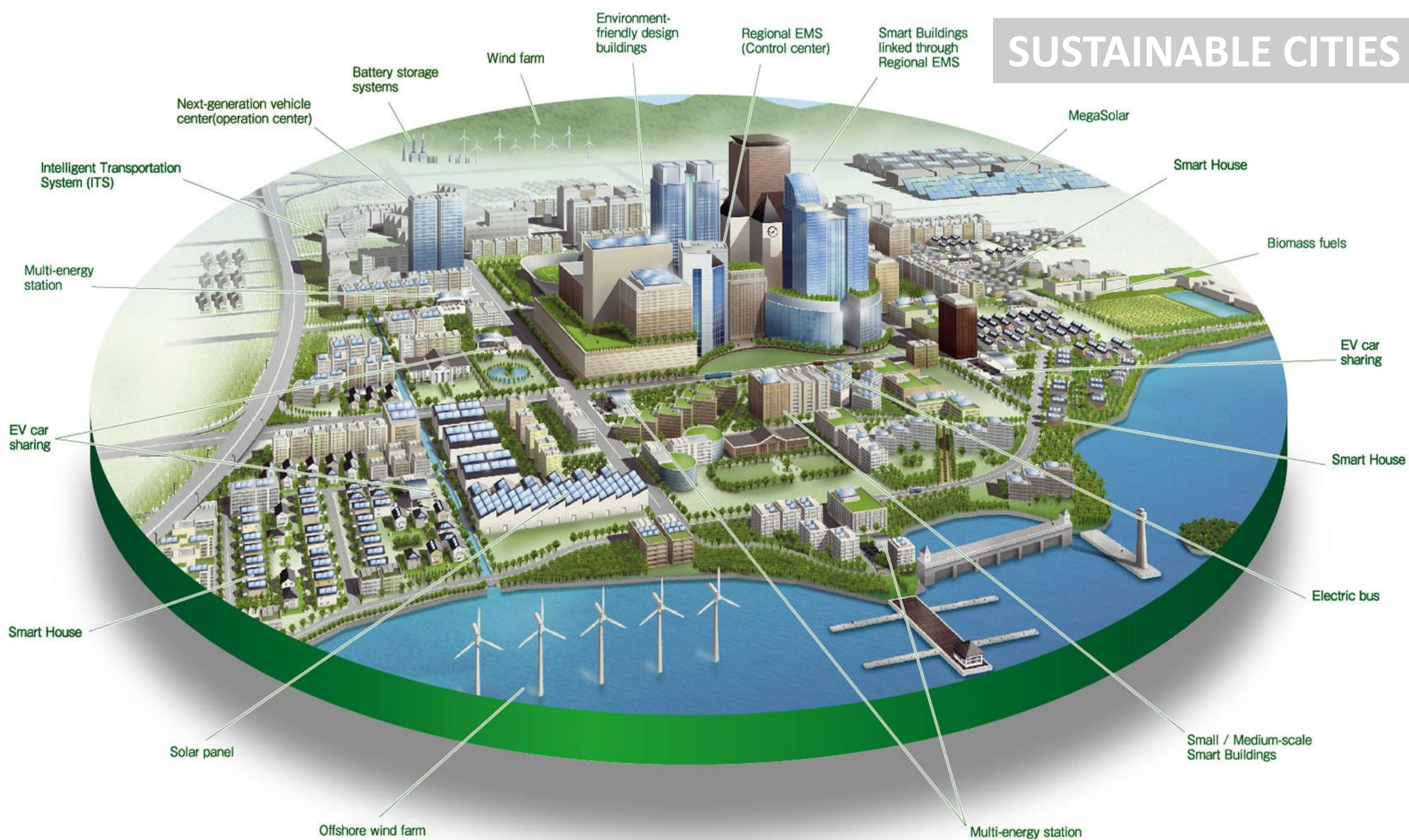


CONNECTED, ELECTRIC, AUTONOMOUS CARS

SMART CITIES



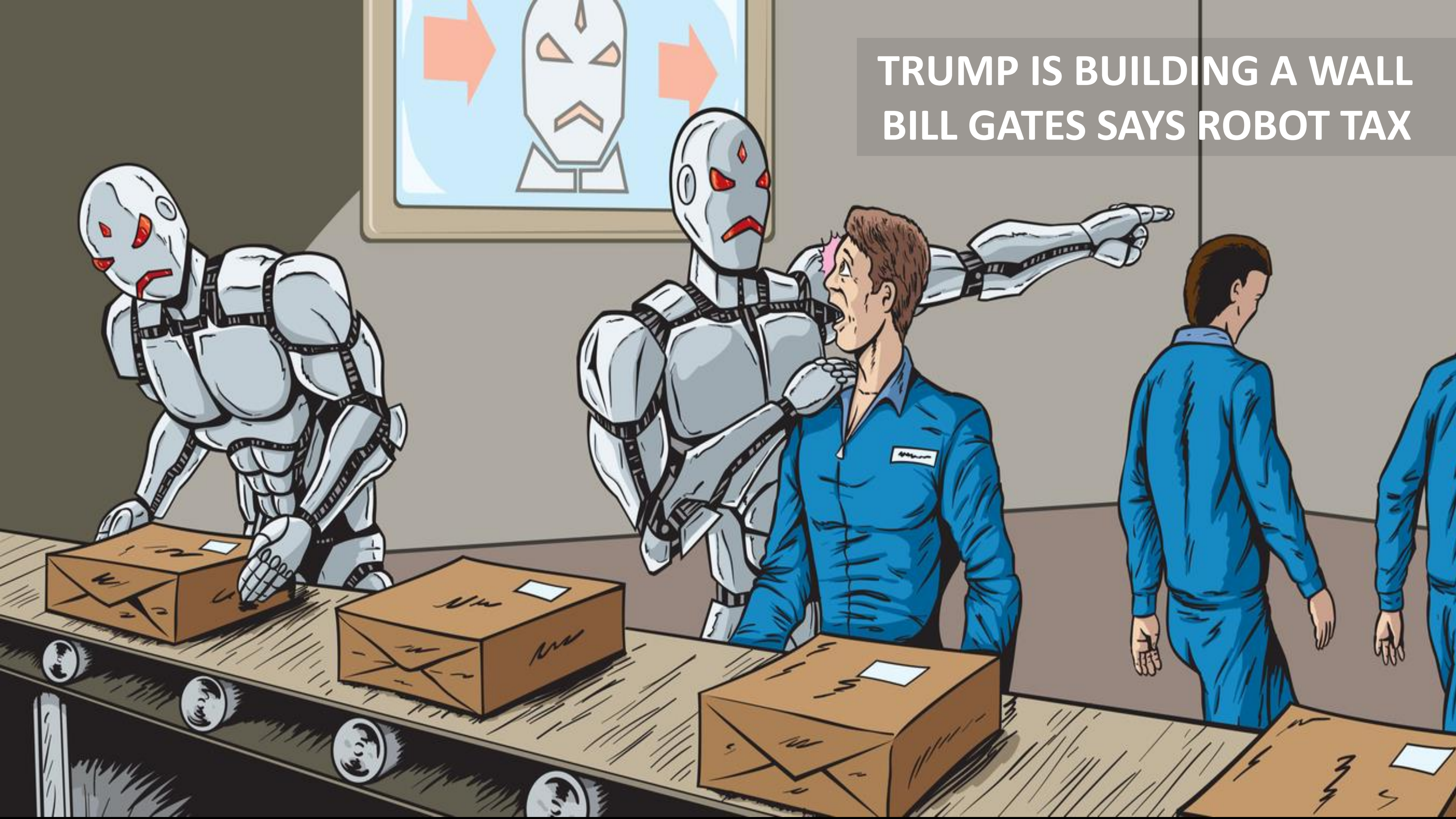
SUSTAINABLE CITIES



ARTIFICIAL INTELLIGENCE



TRUMP IS BUILDING A WALL
BILL GATES SAYS ROBOT TAX





VOICE WILL BE THE NEXT BIG GATEWAY



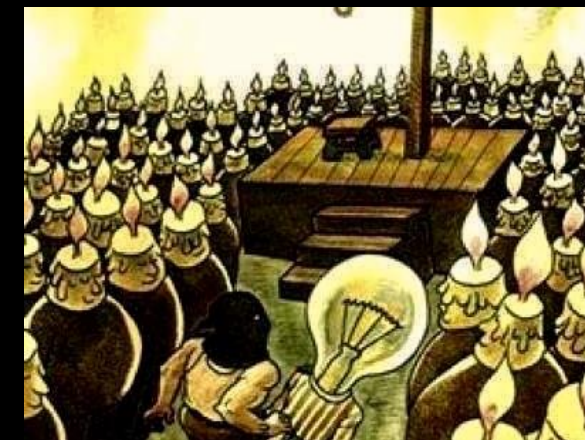
TO FRIENDS, BRANDS, CONTENT, COMMUNITIES AND COMMERCE

A woman with curly hair is shown in profile, holding a smartphone to her ear and looking off to the side. The background is a blurred office or public space with other people and large windows. The lighting is warm and soft.

EVOLUTION OF UI AND THE TYPING ERA

THE NEXT ONE BILLION MOBILE USERS WILL RELY ON VOICE AND VIDEO

SUMMARY & CONCLUSION



VUCA WORLD

CURIOSITY & LIMITLESS MIND

COIN TRENDS? MATH MAN LENS

FORGET STRIPES & EGOSYSTEMS

ONLY CONSTANT IS CHANGE

WILLINGNESS ABOVE SKILLS

INNOVATION = ACCELERATION



INDUSTRY 4.0

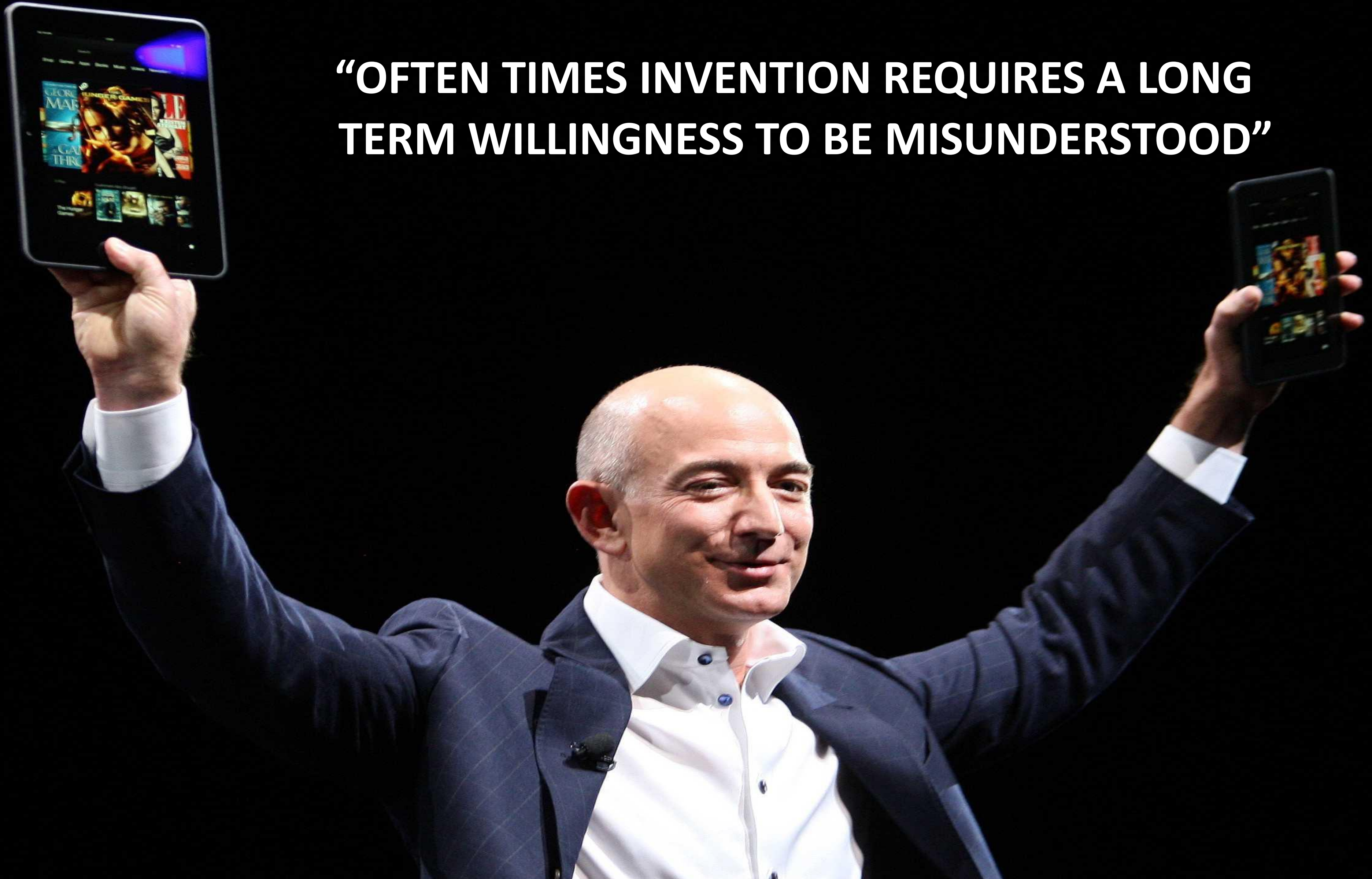
REVOLUTION IN BUSINESS HABITS

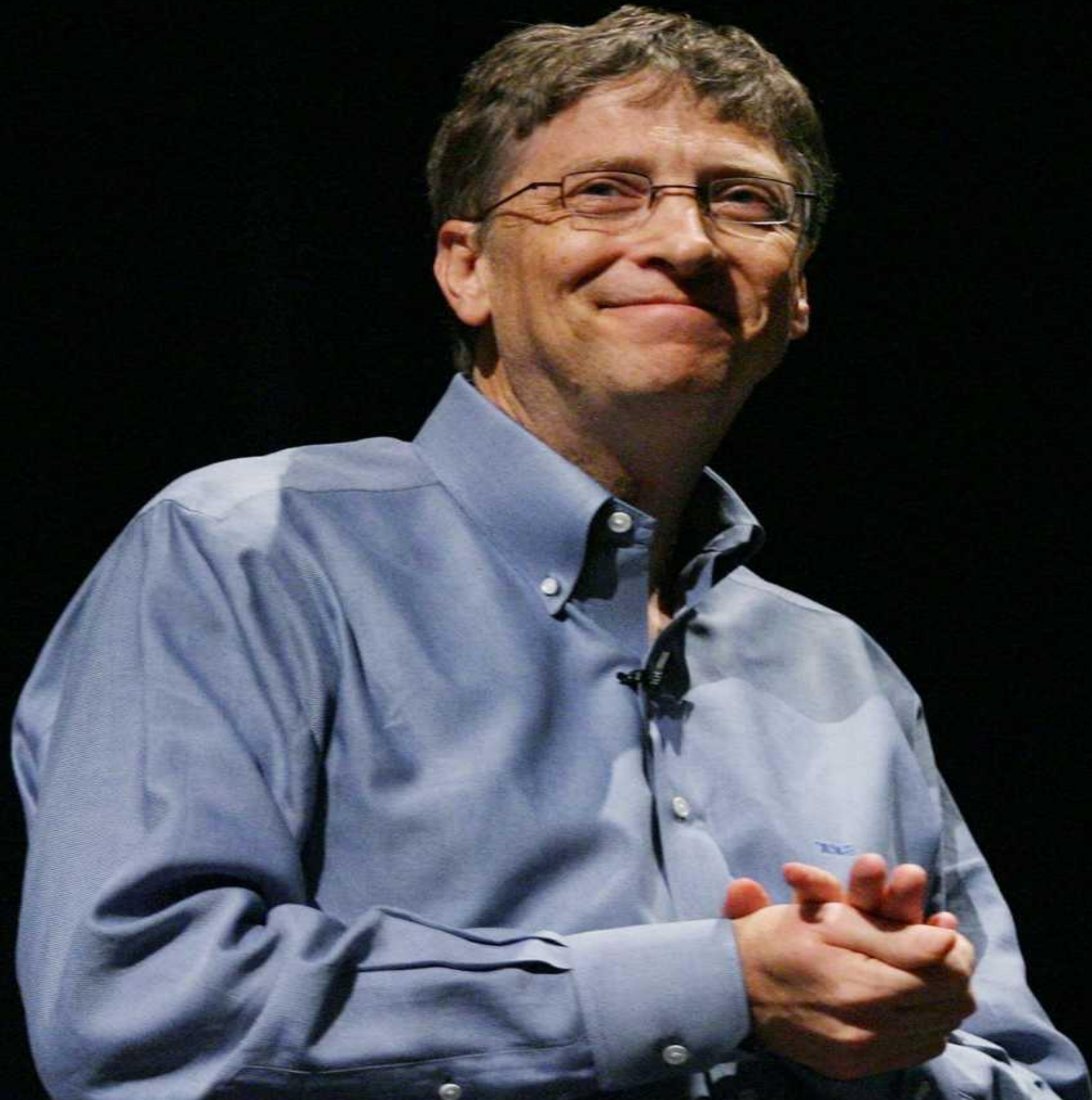


BIGGER

THAN THE INTERNET

**“OFTEN TIMES INVENTION REQUIRES A LONG
TERM WILLINGNESS TO BE MISUNDERSTOOD”**





“BE NICE TO NERDS...

**WE WILL ALL END-UP
WORKING FOR ONE”**



THANK YOU VERY MUCH

ENJOY THE REST OF YOUR STAY

TIME FOR Q&A