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
THE SIX MILLION DOLLAR MAN
COURAGE – EDUCATION
“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

- BIO – NANO TECH
- SELF-DRIVING CARS
- ROBOTS – AI
- AR – VR – MR
- DRONES
- BITCOIN
- BIG-DATA
- 3D – 4D PRINTING
- SHARING ECONOMY
- IOT
- GLOBALIZATION
- CIRCULAR ECONOMY
- MILLENNIALS
- SILVER GENERATION
- E-COMMERCE
- SMART EVERYTHING

SMART EVERYTHING
OUTSIDE YOUR COMFORT ZONE IS WHERE THE MAGIC HAPPENS
“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

- 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
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 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
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: +

CHAOS create PREDICTABLE OPPORTUNITIES
THE ROI OF INNOVATION

RETURN ON INVESTMENT

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

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* INNOVATION IS A CULTURE, NOT A DEPARTMENT!
LET’S DISCUSS A FEW MORE TRENDS AND TECHNOLOGIES
MINI SCREENAGERS
HYPERCONNECTED ALWAYS-ON TECH NINJAS
TECH CHANGES BEHAVIOR

DIGITAL NARCISSISM, SOCIAL STATUS & SELFIES
JACK MA VISION
SELFIE AS A PAYMENT SYSTEM

Please smile to the camera
$25.3 BILLION IN 24 HOURS, ALIBABA SINGLES DAY 2017

> 1 BILLION PARCELS, > 80% ON A MOBILE PHONE
E-COMMERCE
GO BIG, GO NICHÉ 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
MODEL3 IN 1ST WEEK  
325,000 ORDERS  
$14 BILLION SALES
FOCUS ON NEXT QUARTER OR ON NEXT GENERATIONS?

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
BEZOS AND BRANSON ARE IN SPACE TOURISM
BUT ELON WILL MOVE US TO MARS BY 2037
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.

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

**Uses of Platinum Group Metals on Earth**
- Reduce cost of electronics
- Electrify transportation
- Drive innovation, and create a greener Earth

**More Asteroids Discovered Near Earth Everyday**
- 1,300+ Easier to reach than the Moon
- 8,800+ Discovered to date
- Nearly 1k+ found every year

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

**Uses of Water in Space**
- Rocket fuel
- Breathable air
- Drinkable water

**One Single 500m Water-rich Asteroid**
- It currently costs $20,000 to send 1 liter of water from Earth to deep space
- Would produce over $5 trillion worth of water for use in space

**One Single 500m Platinum-rich Asteroid**
- At current market prices, one ounce of platinum is valued over $1,500
- Worth $2.9 Trillion
- More than the yearly world output of platinum
- 17x times 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 MATH MEN ARE FLYING BACK-TO-BACK WITH NASA
THE INTERNET OF THINGS

AN EXPLOSION OF CONNECTED POSSIBILITY

INTERNET OF EVERYTHING?

BILLONS OF DEVICES

2020
50.1 BILLION
Taking population projections into account, there will be about 50.1 devices per human on the planet.

2019
42.1 BILLION

2018
34.8 BILLION

2016
28.4 BILLION

2015
18.2 BILLION

2014
14.4 BILLION
Today, there are over 14 billion connected things on the Internet, the vast majority of them or connected to the Internet by mobile devices.

14.4 BILLION

2010
22.9 BILLION
"Things" that are already emerging will become more prominent in the Internet of Everything. Falling costs and ever-increasing capabilities will result in a vast expansion of the Internet of Everything.

2010
22.9 BILLION

2009
11.2 BILLION
According to Frost & Sullivan estimates, global machine-to-machine connections will total 11.2 billion by 2013, thanks in large part to consumer electronics and intelligent buildings.

2009
11.2 BILLION

2008
8.7 BILLION
Just three years old and the U.S. National Intelligence Council has recognized IoT as a core trend of the next "decade." Technologies will drive the impact that will grow through 2013.

2008
8.7 BILLION

2006
0.5 BILLION
A spurt in connected objects is just 10 years away.

2006
0.5 BILLION

'95
'92
'90
1,000,000
About the population of the city of Los Angeles.

1,000,000

'01
IOT INCEPTION
Cisco estimates the IoT will soon consist of over 50 billion devices.

'01
IOT INCEPTION

'94
INTERNET OF EVERYTHING?

'94
INTERNET OF EVERYTHING?
IN GOD WE TRUST
ALL OTHERS MUST BRING DATA
SUSTAINABLE CITIES

- 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
- Electric bus
- Smart House
- Solar panel
- Offshore wind farm
- Multi-energy station
- Small / Medium-scale Smart Buildings
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
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