

# Reinventing the future

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Chief Disrupter, HP Inc





The background of the image is a deep blue space filled with white stars. A large, glowing blue tunnel structure dominates the center, receding into the distance. The tunnel's walls are composed of concentric, glowing blue rings. Inside the tunnel, there are numerous bright blue and white light streaks and lines that create a sense of rapid motion and depth. The overall aesthetic is high-tech and futuristic.

# Buckle up

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## Fast track to the future



Example

# Travel between cities in minutes



Example

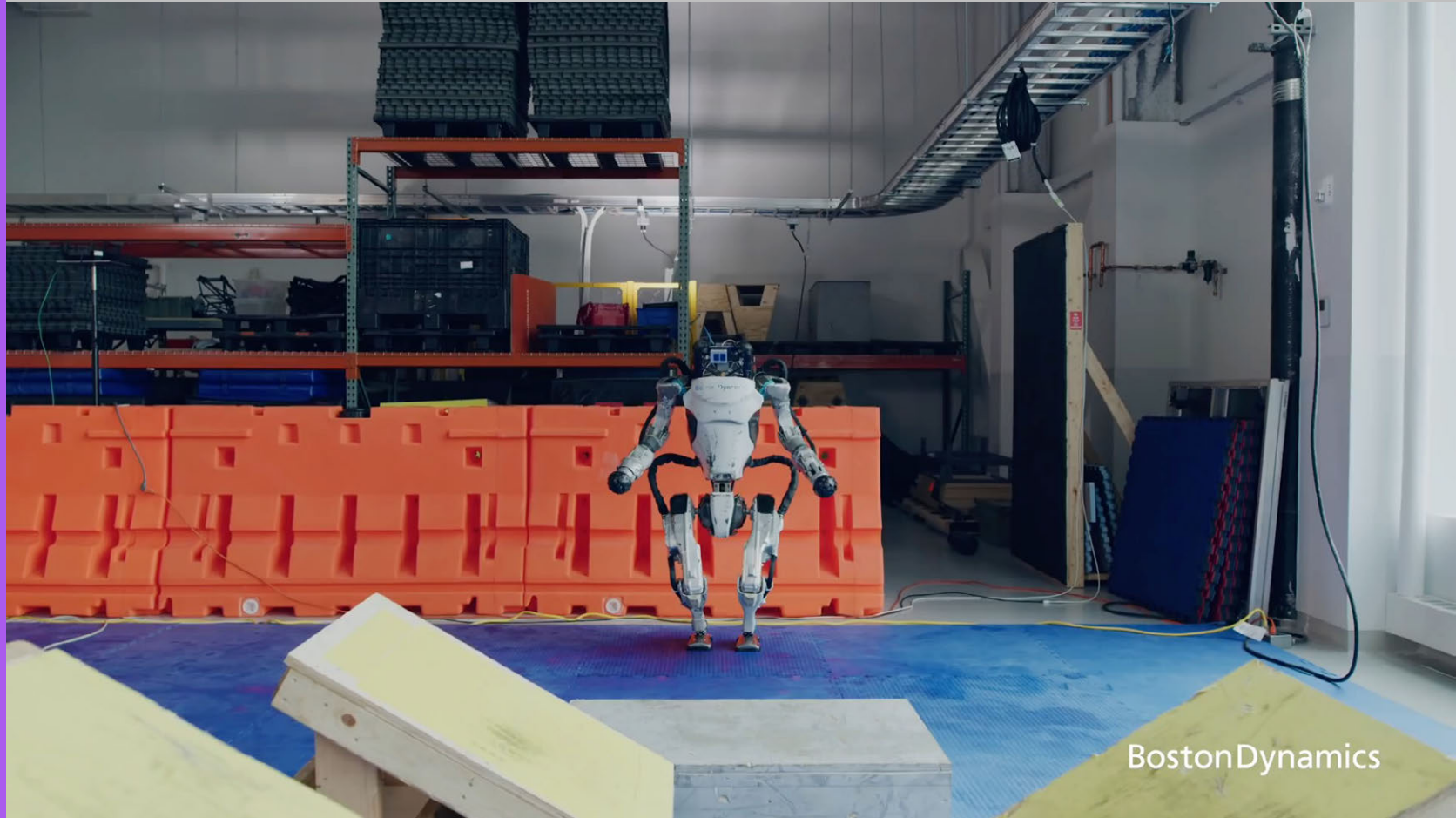
# Flying cars





Example

# Robots that do parkour





Example

# Tom Cruise Tik Tok Deep Fake





How do we deal with all this  
change?





# Looking for trends on the horizon





# Weak signals

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# Weak signals

Eco-consumerism



GEOAI



Holistic employment



Space the new frontier



Rise of reality



Transportation transformation



Brand & consumers



Rise of rural



Distributed enterprise



Degreeless education



Omniscient health



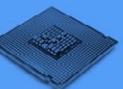
Culinary evolution



Internet of energy



3D printed electronics



# Eco-consumerism

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[ ěkō kən'soōmə ,rizəm ] noun

Increasing consumer awareness of how personal consumption impacts the planet forces brands to rethink the materials they use





# Eco-consumerism

From increasing waste...



From the landfill...



From finite resources...



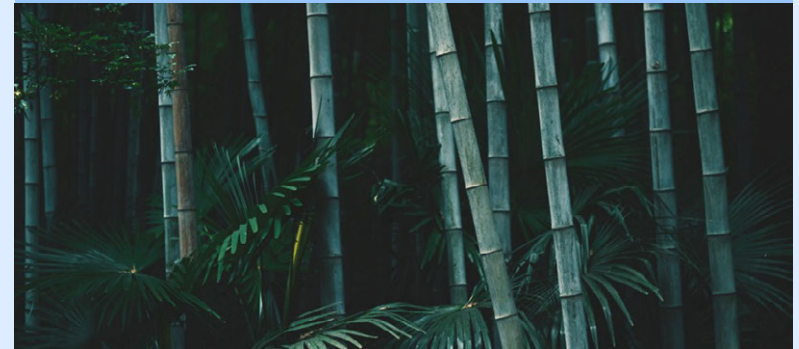
...to repurposing waste.



...to the compost bin.

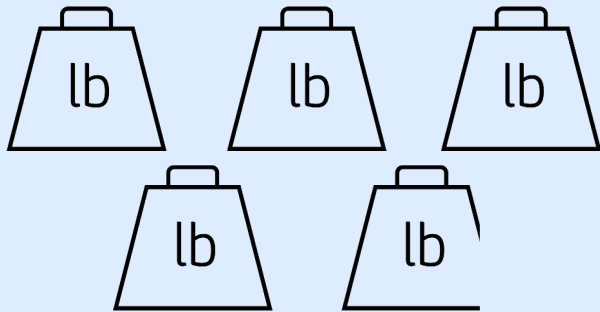


...to renewable resources.

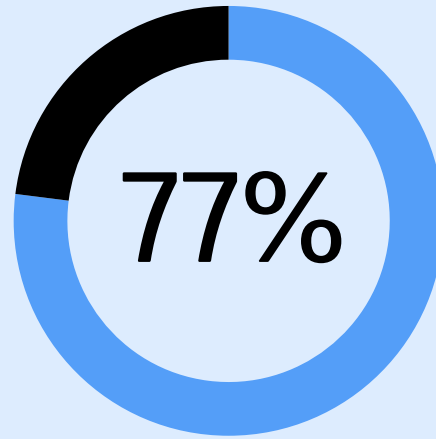


# By the numbers

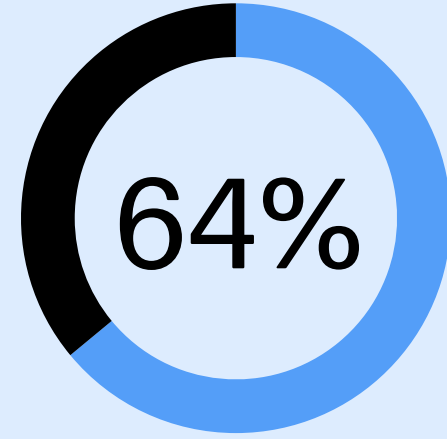
4.9 lbs



of trash were  
produced per person  
per day in the US in  
2018



of Americans are  
concerned about the  
environmental  
impact of their  
products



of Americans said  
they were willing to  
pay more for  
sustainable products



Example

# Bio-concrete tiles made from invasive species



Example

Plant-based  
shoes  
designed  
to breakdown  
naturally





Example

HP is using 3D printing to create tailored solutions for molded fiber production







# Accelerating technologies





# Disruptive technologies



Touchless  
Tech



AI &  
Robotics



Blockchain



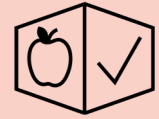
Microfluidics



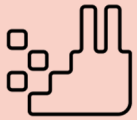
Cyber  
Security



Green  
Tech



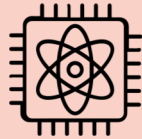
Food  
Tech



Smart  
Factory



Spatial  
Computing



Quantum  
Computing



Space  
Tech



5G



Edge  
Computing



Metaverse



3D & 4D  
Printing



Autonomous  
Vehicles



DNA Data  
Storage



Human  
Augmentation



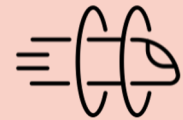
Metaverse



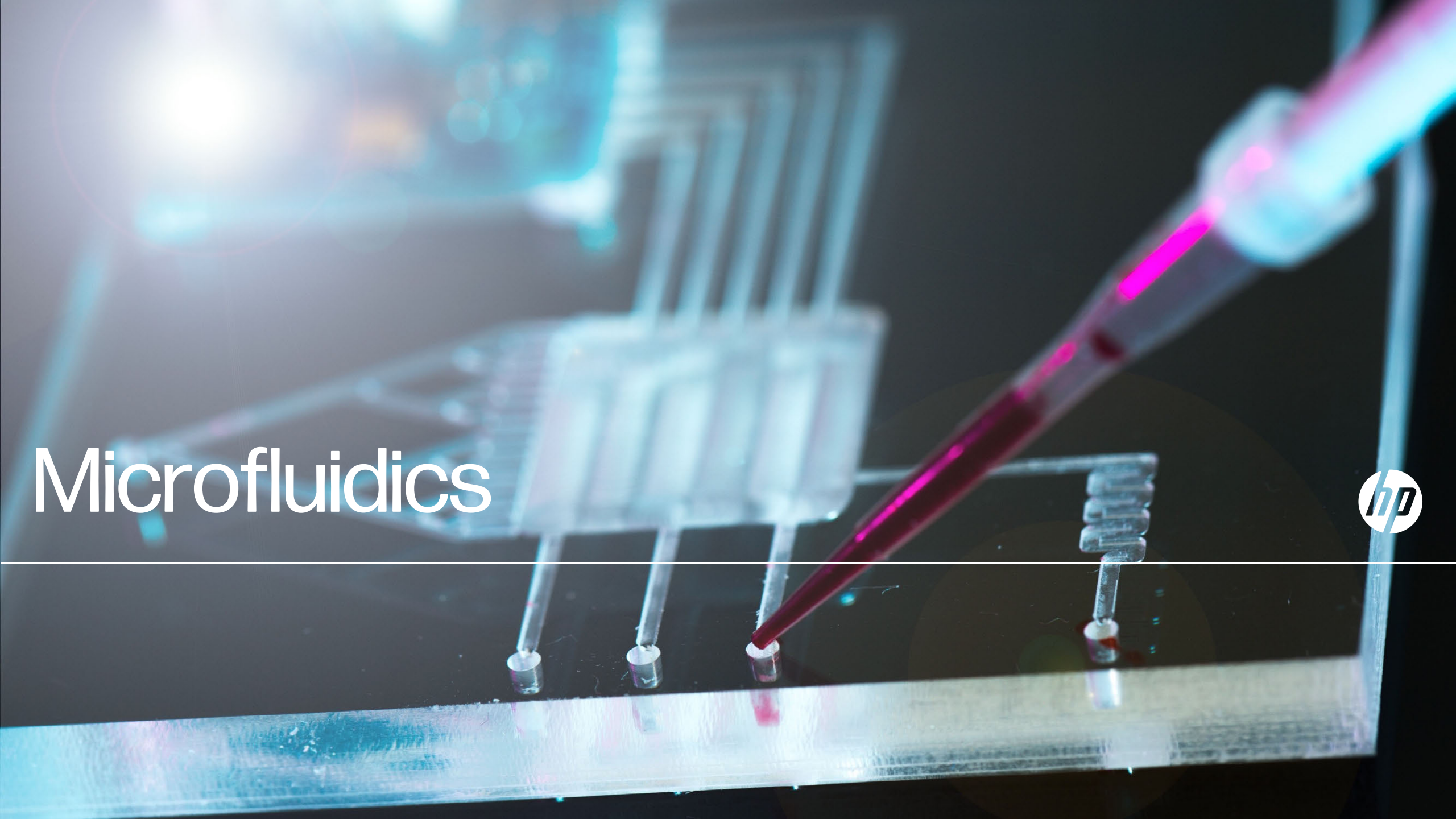
Affective  
Computing



Genomics



Hyperloop



# Microfluidics





# Research & molecular testing is still slow, expensive

## COVID-19 PCR Testing Process

### 1: Sample taken



### 2: Transit to lab (up to 24 hours)



### 3: RNA extraction



### 4: PCR test (up to 6 hours)

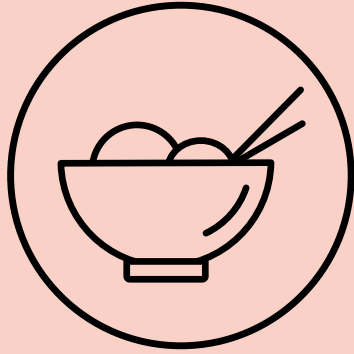




What if a 30 min COVID home test could deliver results as accurate as a lab test today?



# Contamination testing today is inadequate



**1 in 10**

people fall ill from  
contaminated food



**785 million**

people lack access to  
safe drinking water



What if we could easily test for contamination in food, water, and soil in minutes instead of days?



# Bringing the lab to the office or home

Mainframe



Personal computer

Lab diagnostics

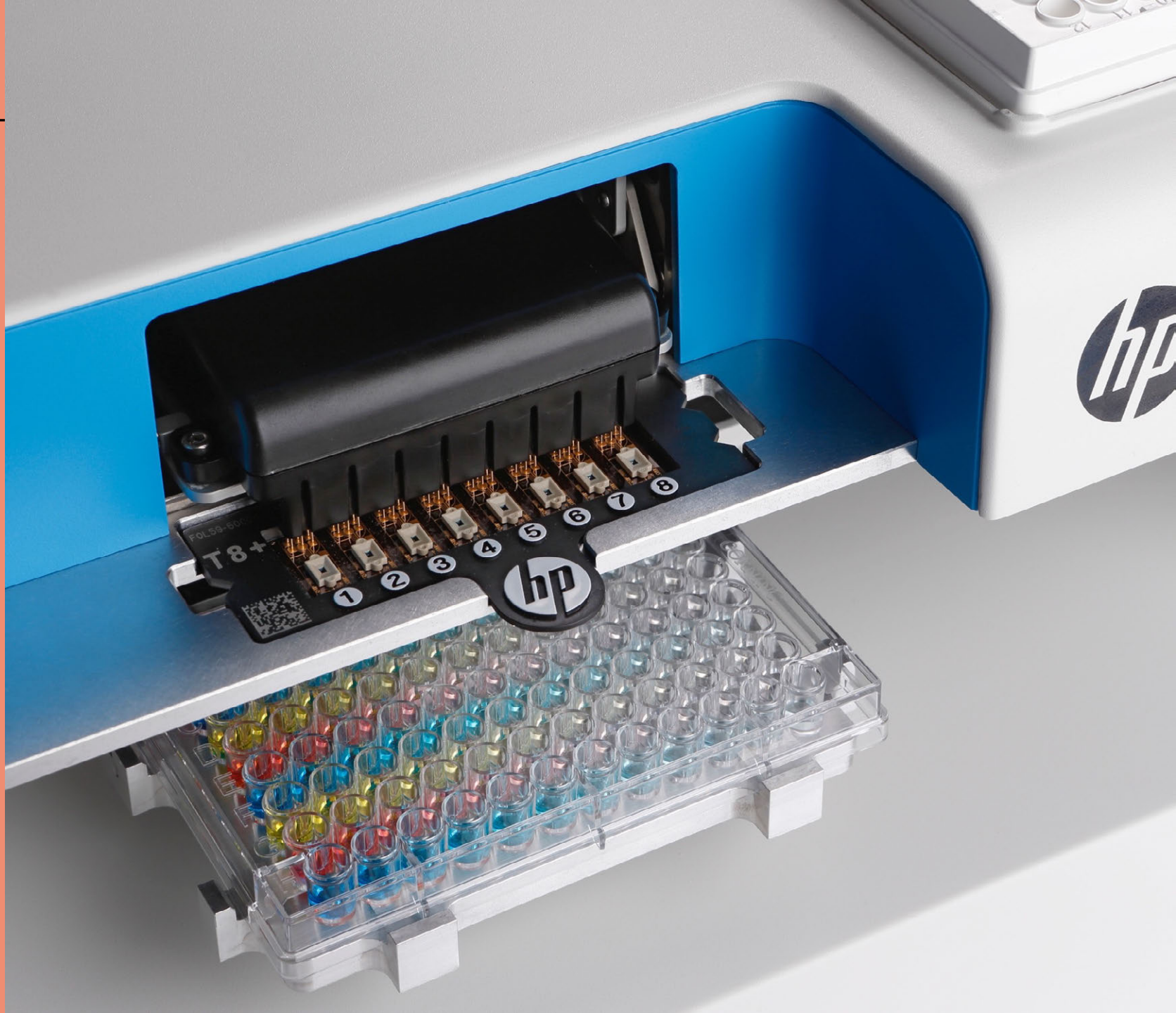


Point of care diagnostics

Example

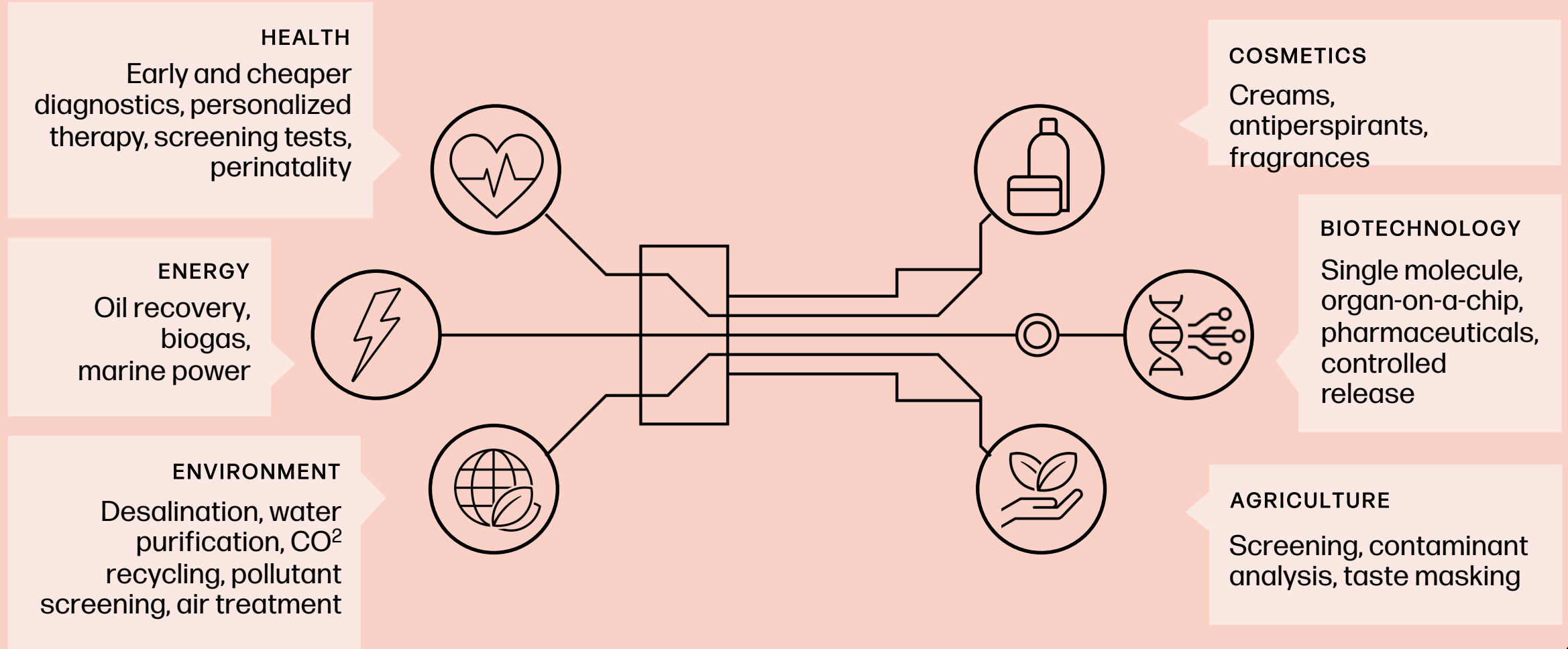
# HP D300e Digital Dispenser

Accelerating pharma and  
life sciences research





# A programmable platform



A person is shown in profile, wearing a VR headset. The background is dark with numerous horizontal, glowing red and orange light trails, suggesting a high-speed or digital environment. The word "Metaverse" is written in white on the left side.

# Metaverse







# What is the Metaverse?

An aspirational digital convergence of experiences, services, technology, and identity.

Technologies are finally creating a seamless and engaging decentralized digital world.





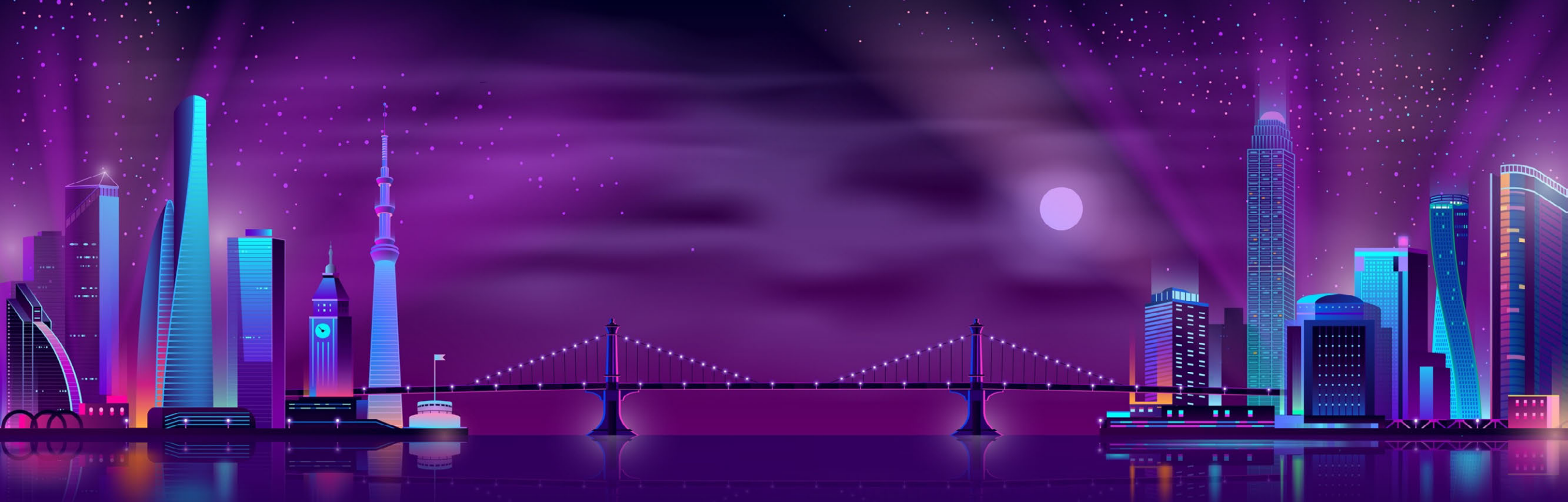


Spatial computing allows users to  
move from a 2D to a 3D world



A game engine is the software tool  
developers use to build 3D games





Virtual environments create new  
digital worlds and real-world replicas





NFT

The metaverse is creating an  
economic lightning rod



Example

# Nike and RTFKT reveal their first virtual sneakers



Example

The new electric Hummer uses a game engine to implement its driver interface.

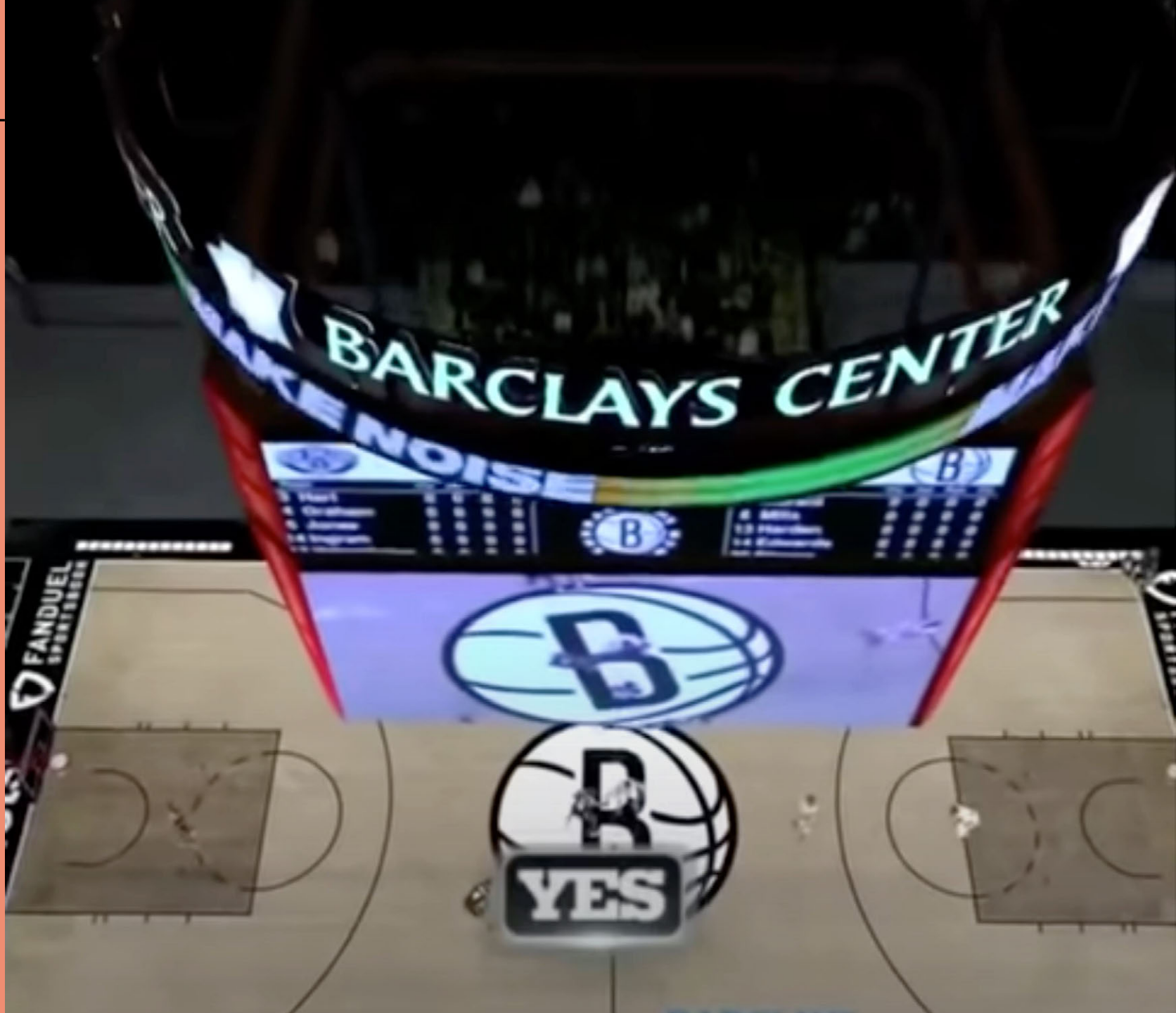
Image: Epic Games





Example

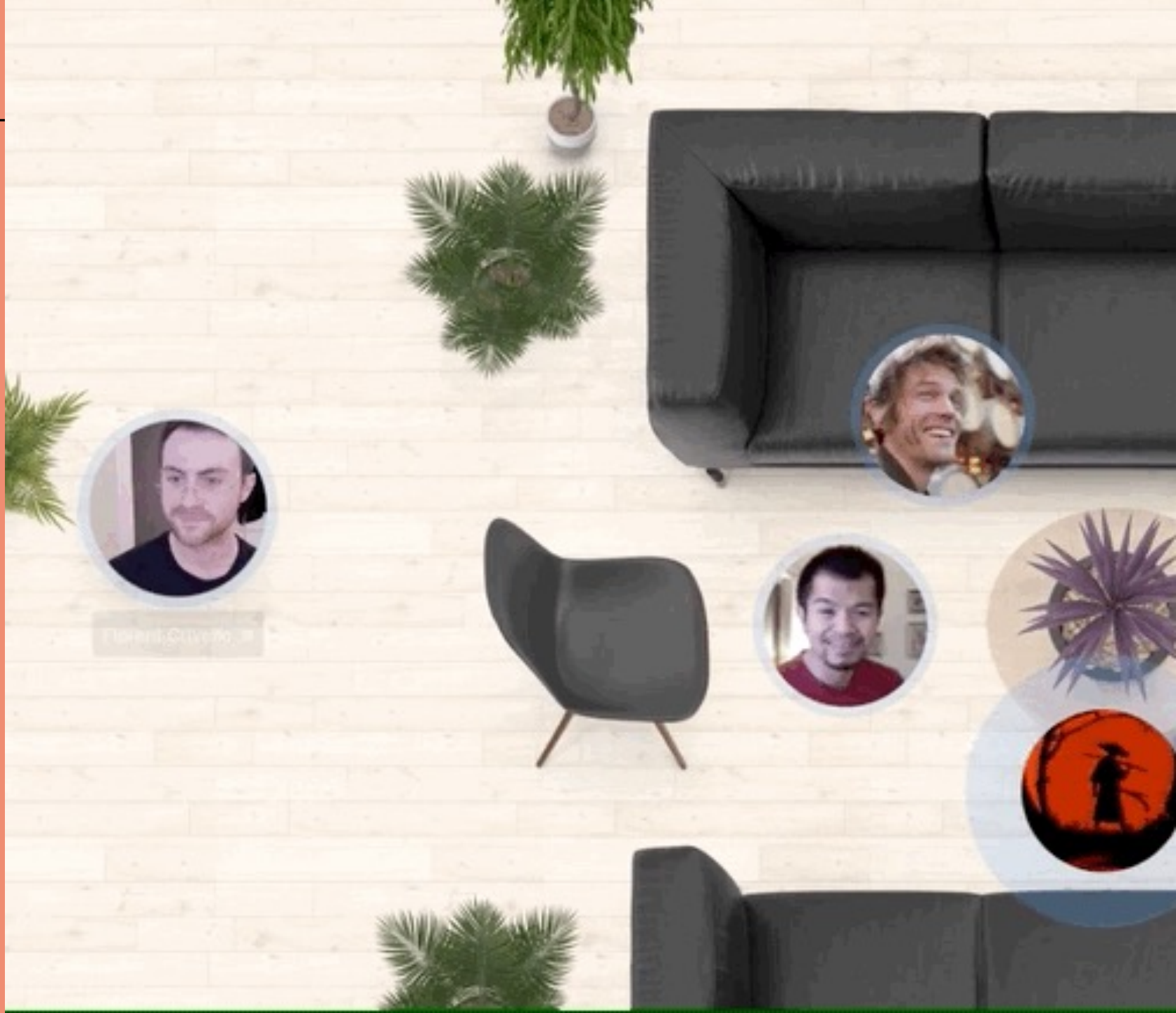
Get ready to  
score virtual  
courtside  
seats at NBA  
games



Example

# Teamflow

The all-in-one virtual office enables you to brainstorm, collaborate on projects and documents, or hangout without ever leaving your home.





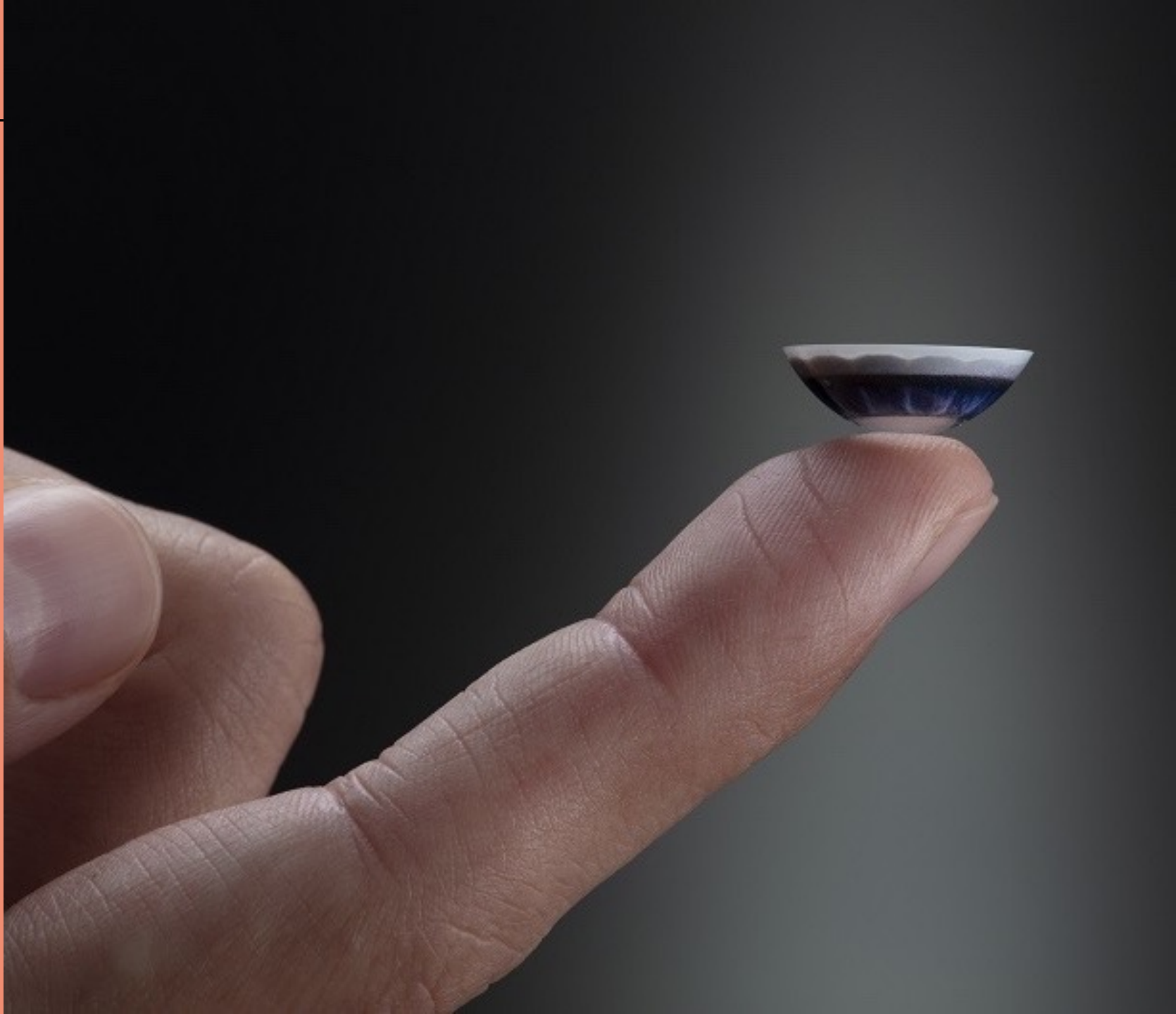
Example

Meta is developing a next-gen AI powered supercomputer to power the metaverse



Example

HP Tech  
Ventures  
portfolio  
company Mojo  
Vision is  
developing AR  
contact lenses





How do we deal with all this  
change?



# Think like a futurist





# How to embrace futurecasting



Monitor shifts



Visualize outcomes



Adopt an innovation mindset





**What future will you create?**





# Learn more



@andrewbolwell on Twitter

[www.hpmegatrends.com](http://www.hpmegatrends.com)

#FuturecastingbyHP on Twitter