How to Lead and Disrupt in an Experience Age

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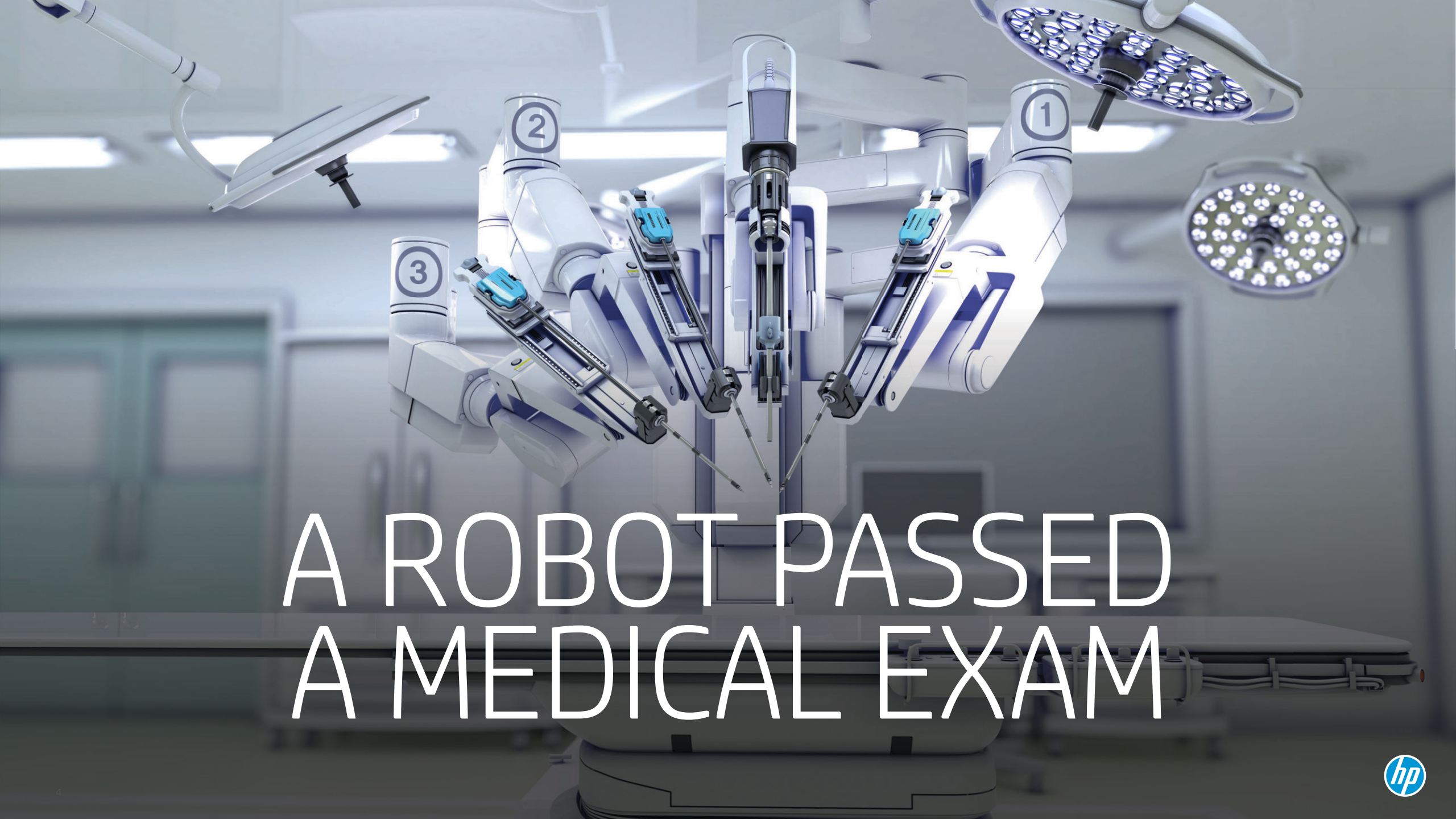
Twitter: @andrewbolwell

BUCKLE UP… FAST TRACK TO THE FUTURE


IT’S NO GAME –
AN AI SCRIPTED MOVIE


A ROBOT PASSED
A MEDICAL EXAM

FIRST SELF DRIVING TRUCK DELIVERY


STORE DATA ON
A STRAND OF DNA

Rate of change

75 years
Telephone

38 years
Radio

13 years
TV

4 years
Internet

3.5 years
Facebook

35 days
Angry Birds

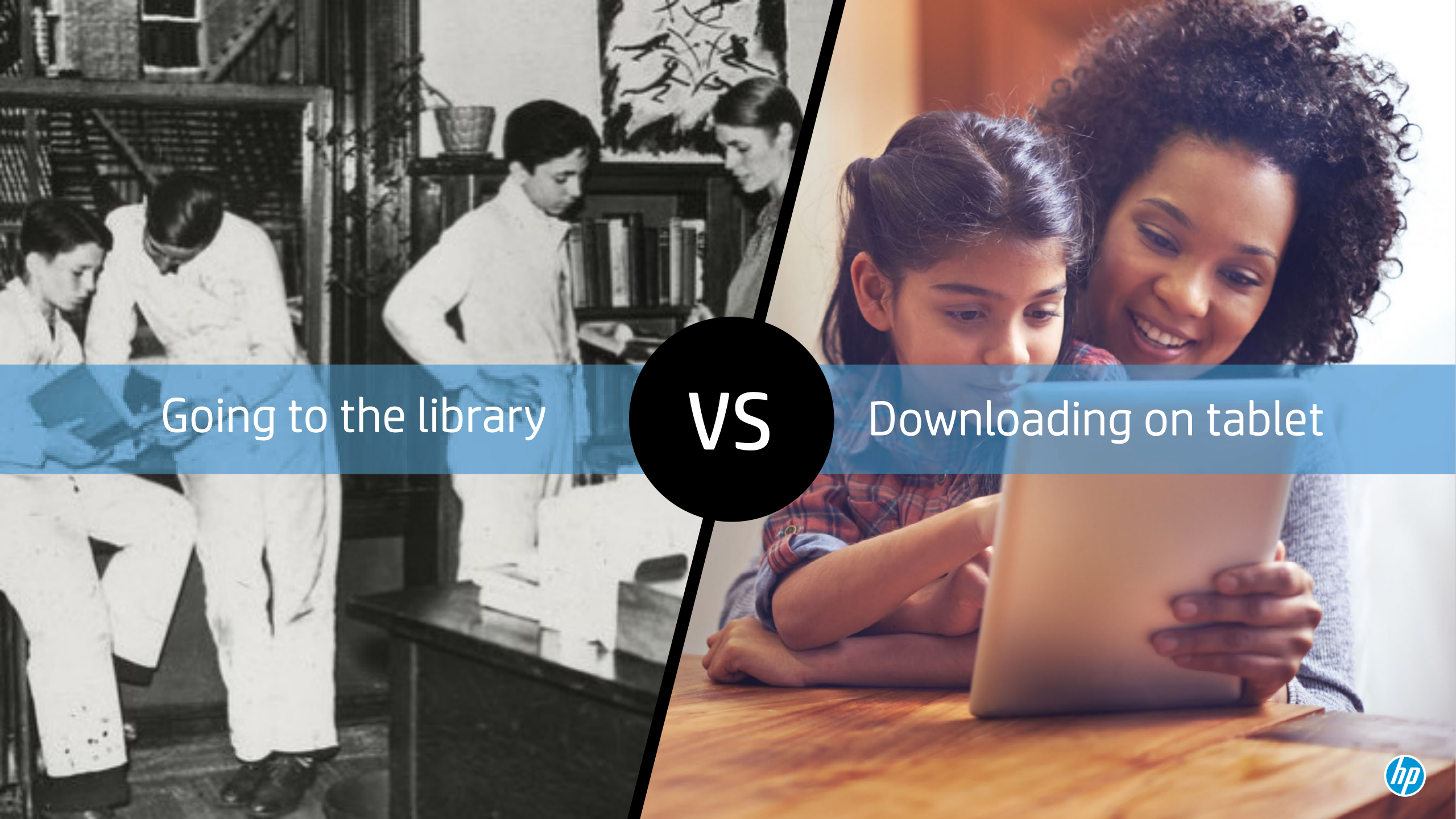
19 days
Pokemon Go

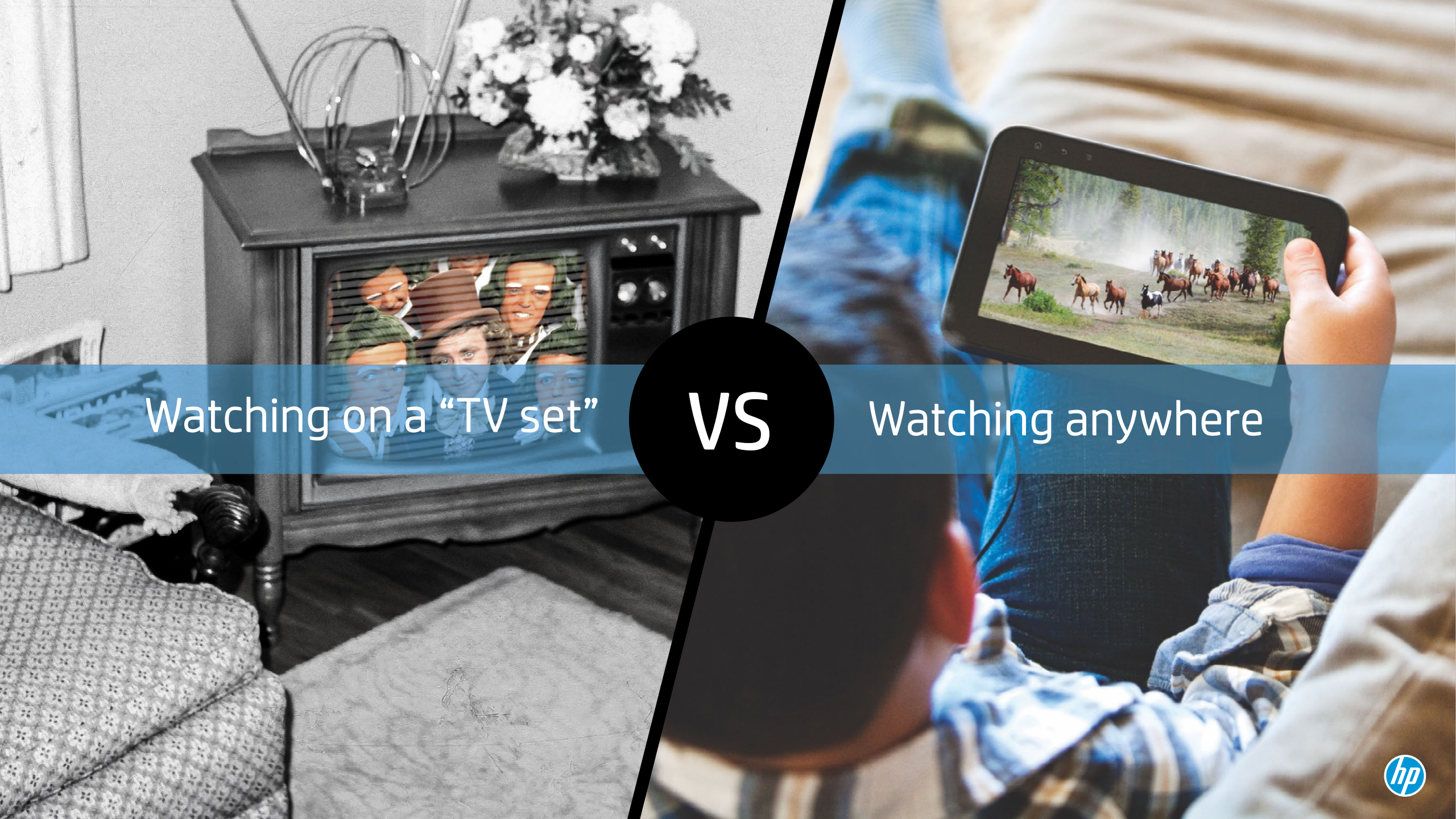
Reach
50
Million
Users

Innovations we take for granted


Calling from a payphone
VS
Sending a text


Leftovers in the oven
VS
Leftovers in the microwave

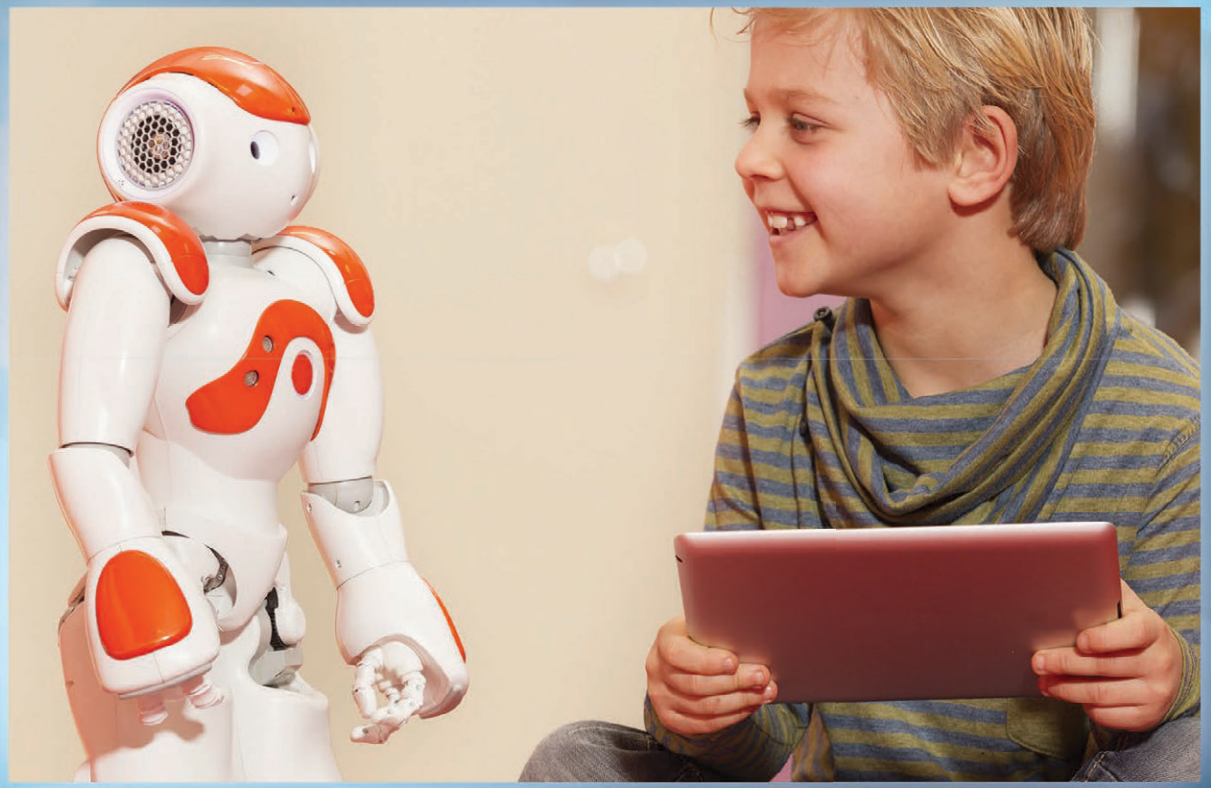

Going to the library
VS
Downloading on tablet


Watching on a “TV set”
VS
Watching anywhere

Looking forward

MY FIRST DOG

MY FIRST ROBOT



MY FIRST GIRLFRIEND

MY FIRST AI CRUSH

MY FIRST CAR

MY FIRST FLYING CAR

MY FIRST PLANE FLIGHT

MY FIRST SPACE FLIGHT

MY FIRST PAYCHECK

MY FIRST BITCOIN DEPOSIT

MY FIRST CHILD

MY FIRST DESIGNER CHILD

MY 80TH BIRTHDAY

MY 180TH BIRTHDAY

How do we deal with all this change?


FOCUS on experiences
UNDERSTAND Megatrends
REINVENT continually

FOCUS ON EXPERIENCES

BLENDED REALITY

CUSTOMER NEEDS

INNOVATIVE APPROACH


amazon go
amazon go
MEAL KITS
SOUPS
They're back!
BREAKFAST
LUNCH
SNACKS
GROCERY

AMAZON GO

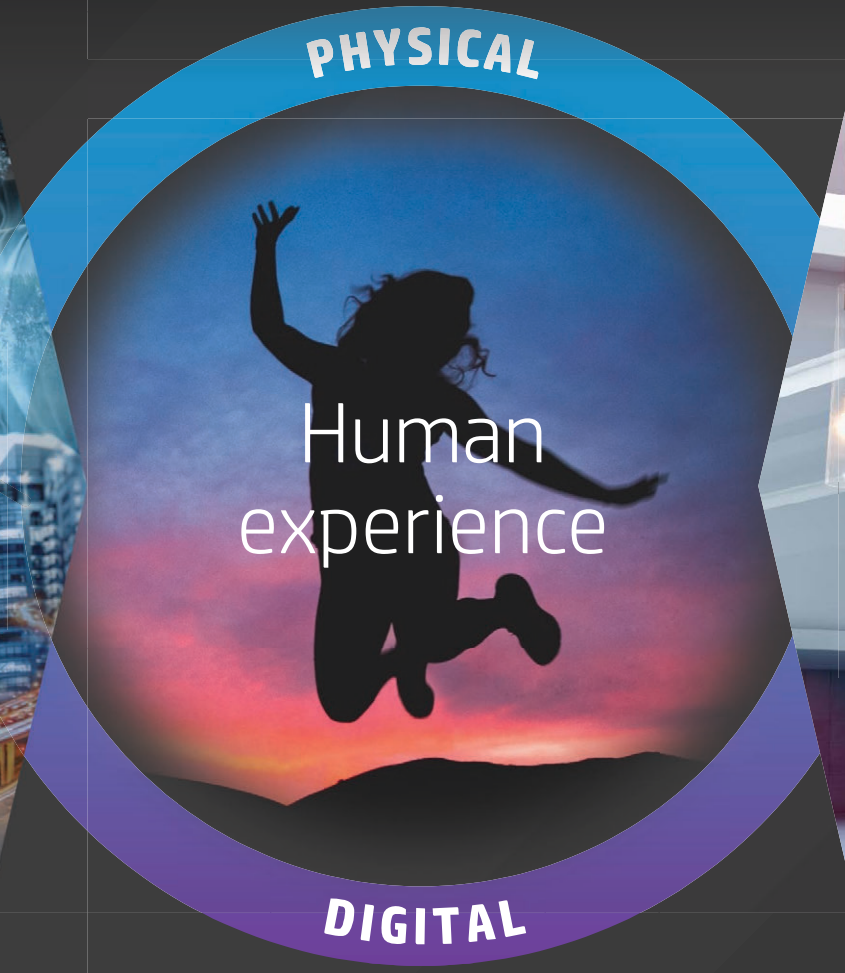
THE PLATFORM – MULTISENSORY EXPERIENCE

SPROUT PRO IMMERSIVE LEARNING

CUTECIRCUIT SOUNDSHIRT

HP Vision

Megatrends



Disruptive technologies

RAPID URBANIZATION

Massive people movement

New markets

Larger cities, more of them

Small and shared spaces

New consumers, emerging markets

New business models

Resource impact

Sustainability


350 SQUARE FEET OF LUXURY
KASITA

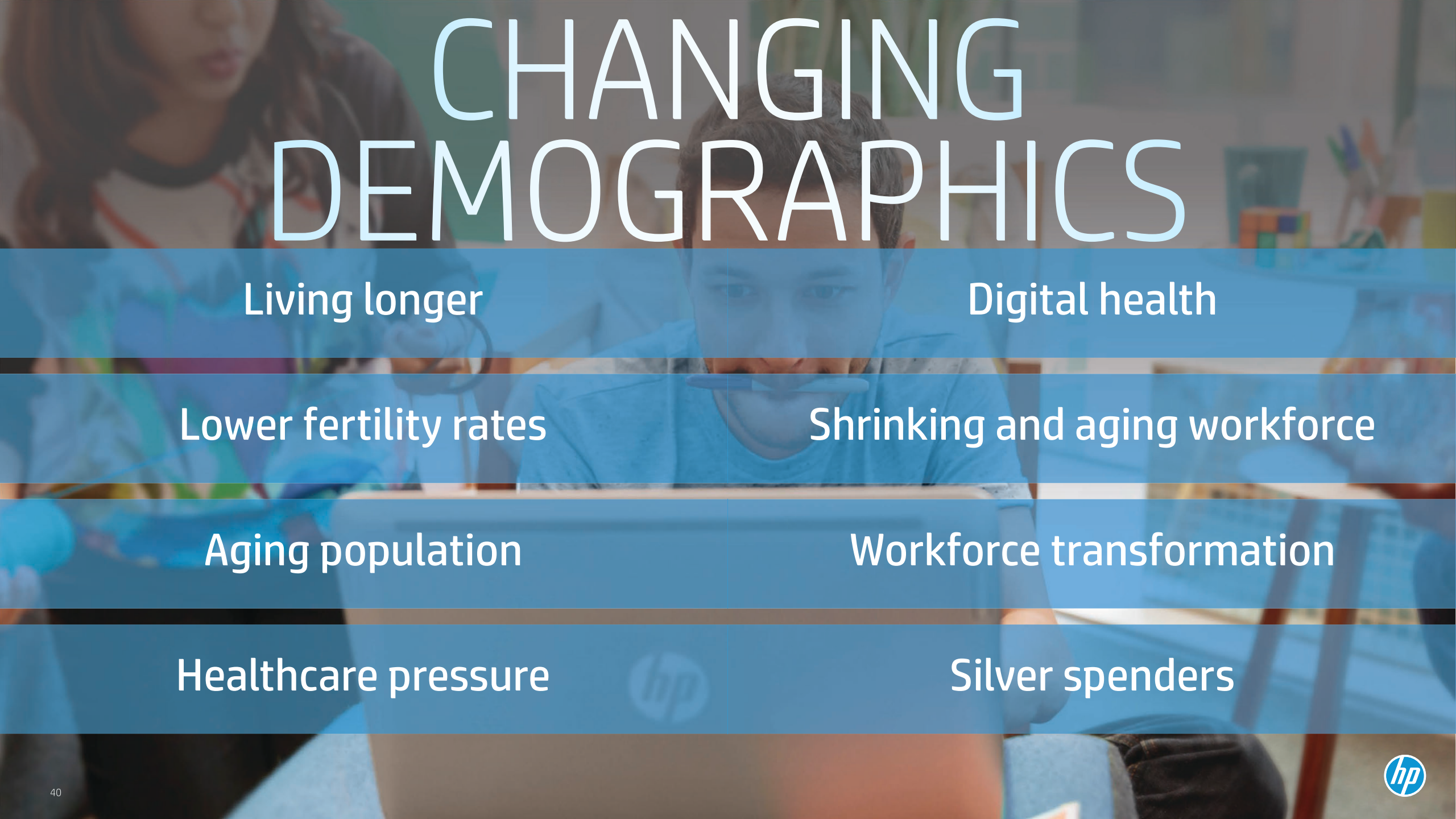
HIGH DENSITY CITY IN CHINA

THE GREAT CITY

CLOTHING RENTLA SERVICE

RENT THE RUNWAY

CHANGING DEMOGRAPHICS



Living longer	Digital health
Lower fertility rates	Shrinking and aging workforce
Aging population	Workforce transformation
Healthcare pressure	Silver spenders

PHYSICAL SPACES ARE CHANGING HOW WE WORK

CONNECTED OFFICE DESIGN


You'll Always Know with the World's First CGM on the Phone
Urgent Low Glucose Alert
51
mg/dL
OK
110
mg/dL
DEXCOM WEARABLE AND REAL-TIME MONITORING APPS
CONTINUOUS GLUCOSE MONITORING

HELP WITH RECOVERY

VIRTUAL NURSES

HYPER GLOBALIZATION

Everything connected

Constant reinvention

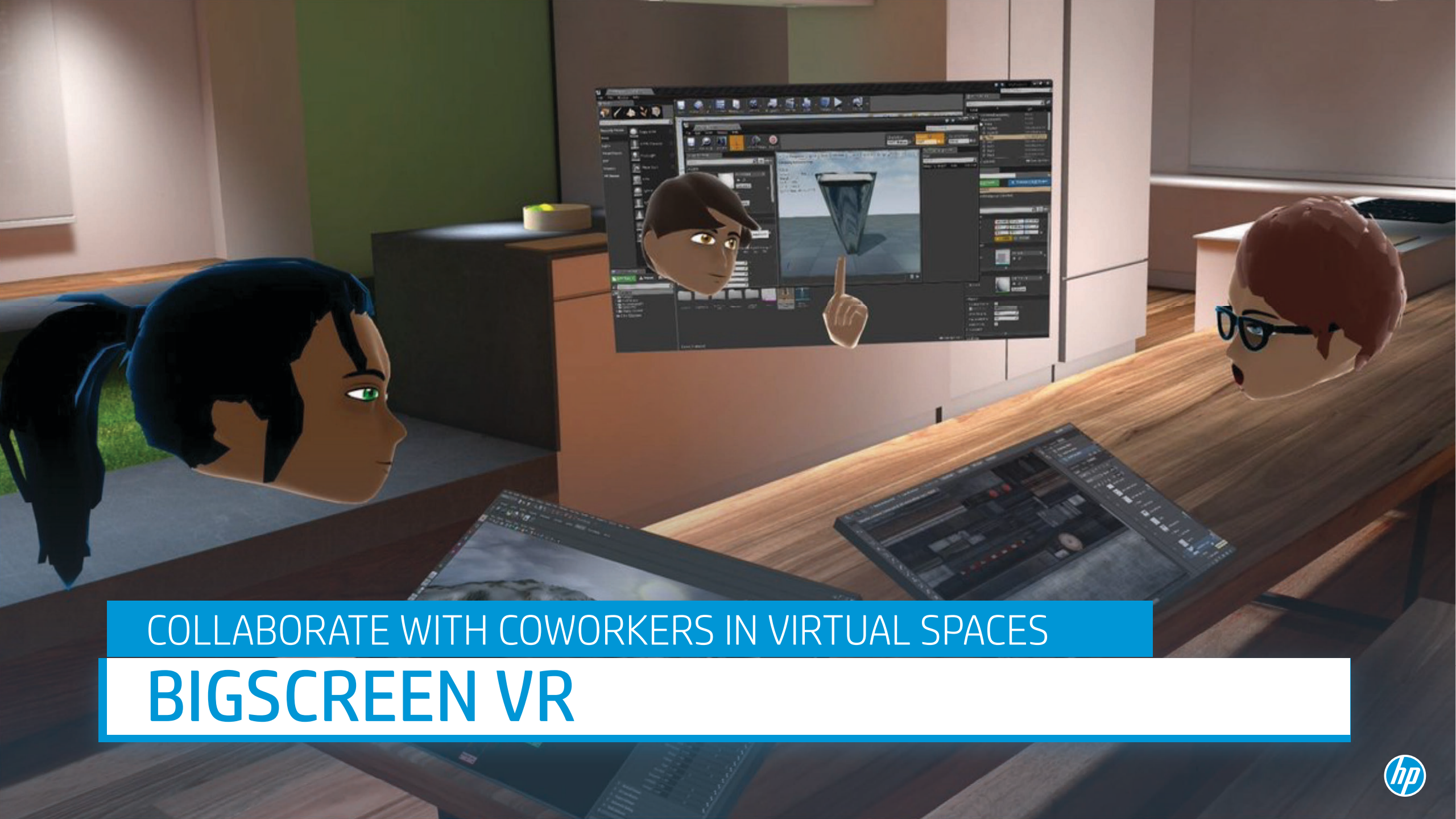
Digital platforms and ecosystems

Collaboration across time zones and borders

Rise of the startups

Security paramount

Disrupt or be disrupted

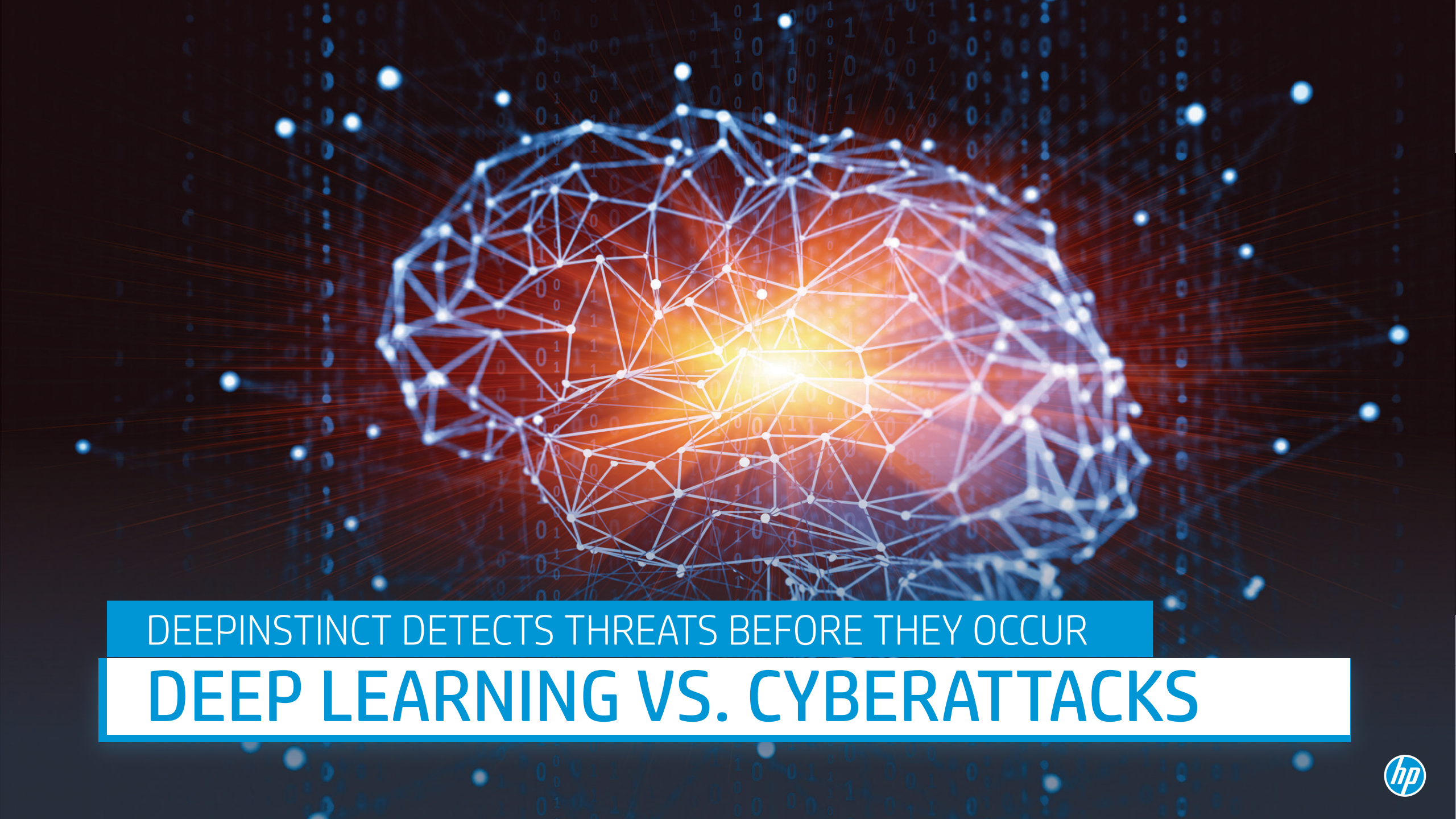


COLLABORATE WITH COWORKERS IN VIRTUAL SPACES

BIGSCREEN VR

VR SIMULATION OF LIFE ON MARS

HP MARS HOME PLANET



DEEPINSTINCT DETECTS THREATS BEFORE THEY OCCUR

DEEP LEARNING VS. CYBERATTACKS

ACCELERATED INNOVATION

Cheaper

Everything smarter

Faster

Automation

More powerful

Augmentation

More accessible

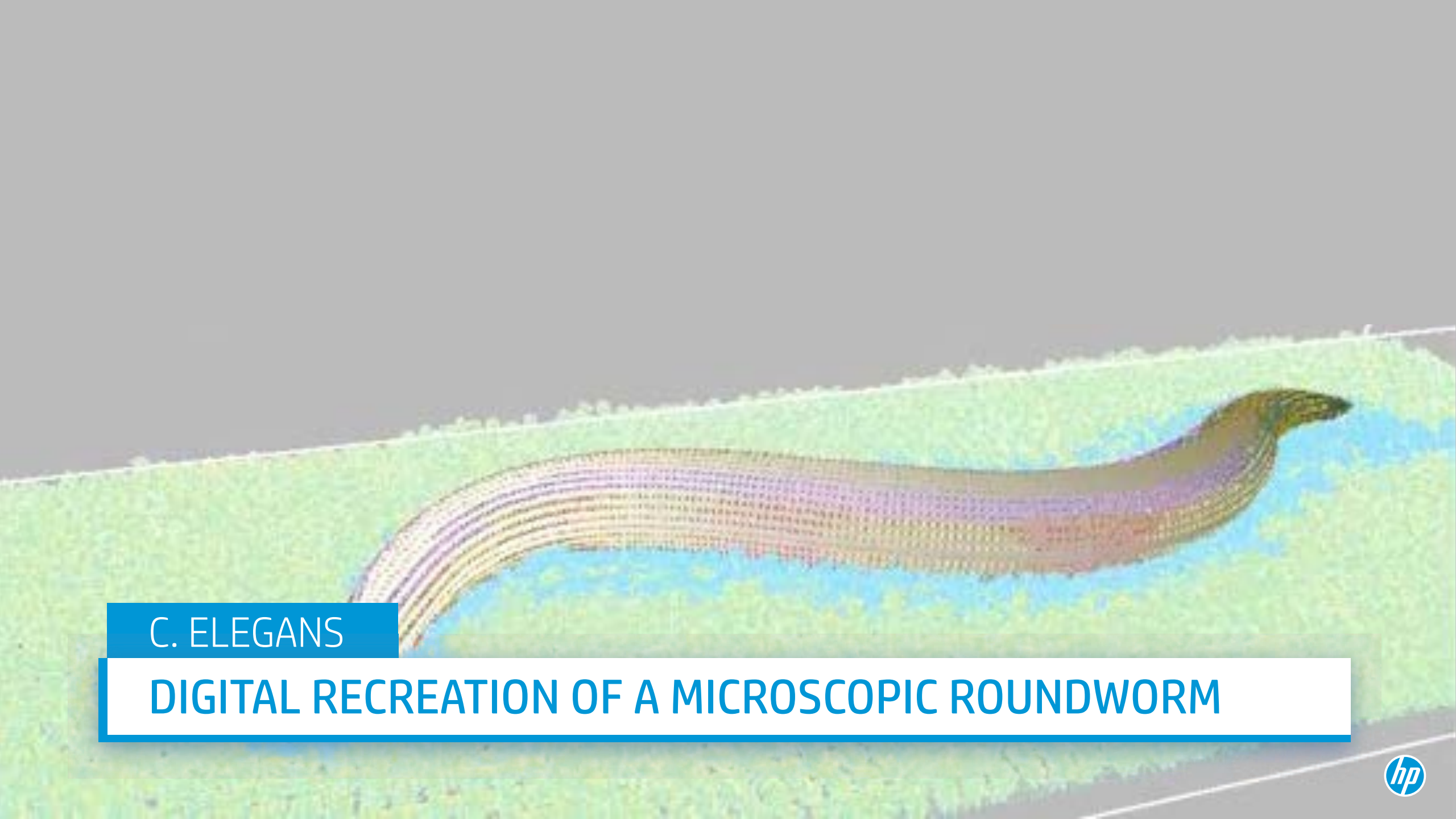
Personalization

THE OFFICES OF THE FUTURE

SELF-DRIVING VEHICLES

EXOSKELTONS CAN HELP FACTORY WORKERS BATTLE FATIGUE

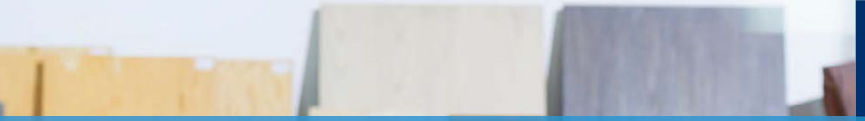
FORD HUMAN AUGMENTATION

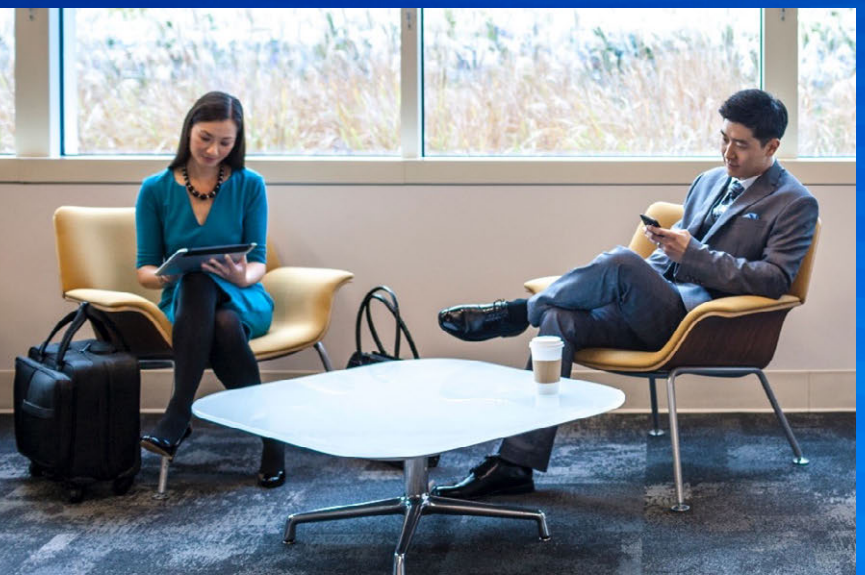
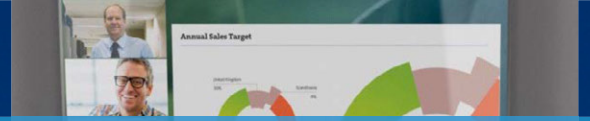


C. ELEGANS

DIGITAL RECREATION OF A MICROSCOPIC ROUNDWORM

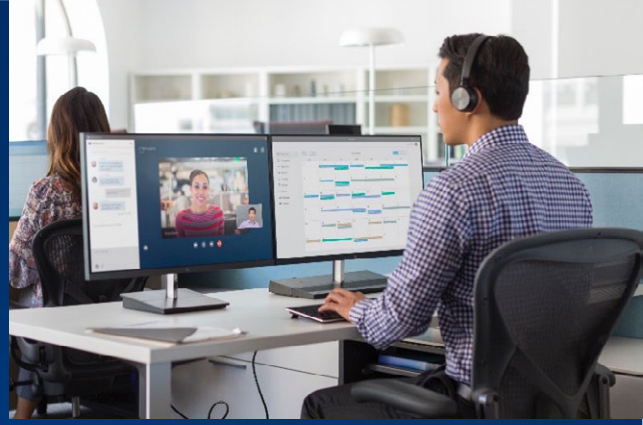
Megatrends Impact on HP products



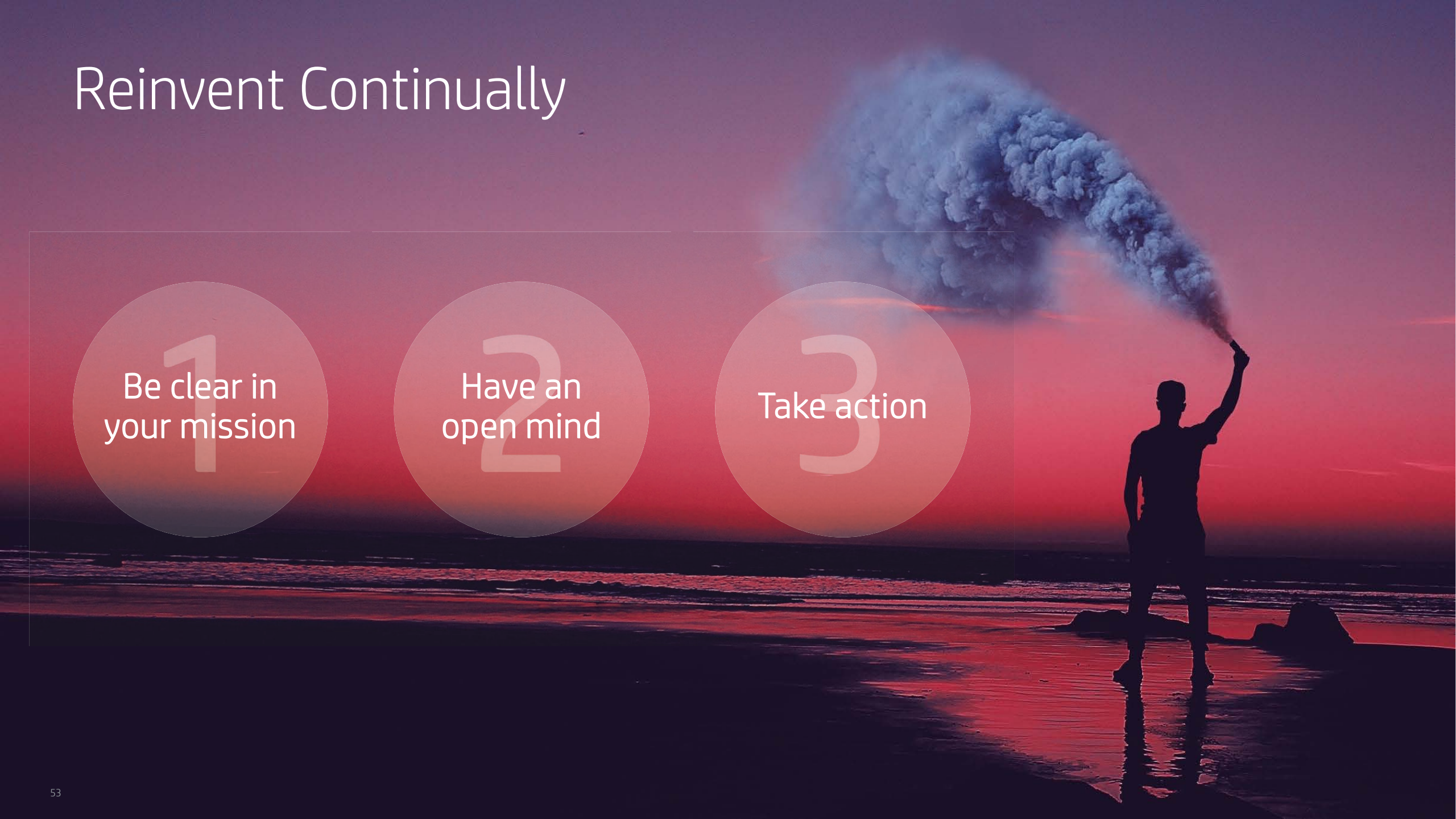








Reinvent Continually



REINIVENT NATIONS

Indonesia's Digital Transformation

A journey to become the largest digital economy in Southeast Asia

LIFE SERVICES DELIVERED BY MOTORBIKE OR CAR

INDONESIA RIDE HAILING

Estonia: Europe's' Digital Leader

Becoming the world's most digitally advanced society


REINVENT BUSINESS
CU. CAP.
1.170 CU.FT.
CMA
OPDU 205271 4
22G1
NET

Nvidia: Business transformation

From graphics processors to AI car super computers for autonomous driving

ADVANCED SELF-DRIVING CAR AND CHAUFFEUR

AUDI CAR OF THE FUTURE

Amazon: Beyond boxes

Groceries, artificial intelligence, media and more

HP Reinventing HP

Digital transformation from the inside, out

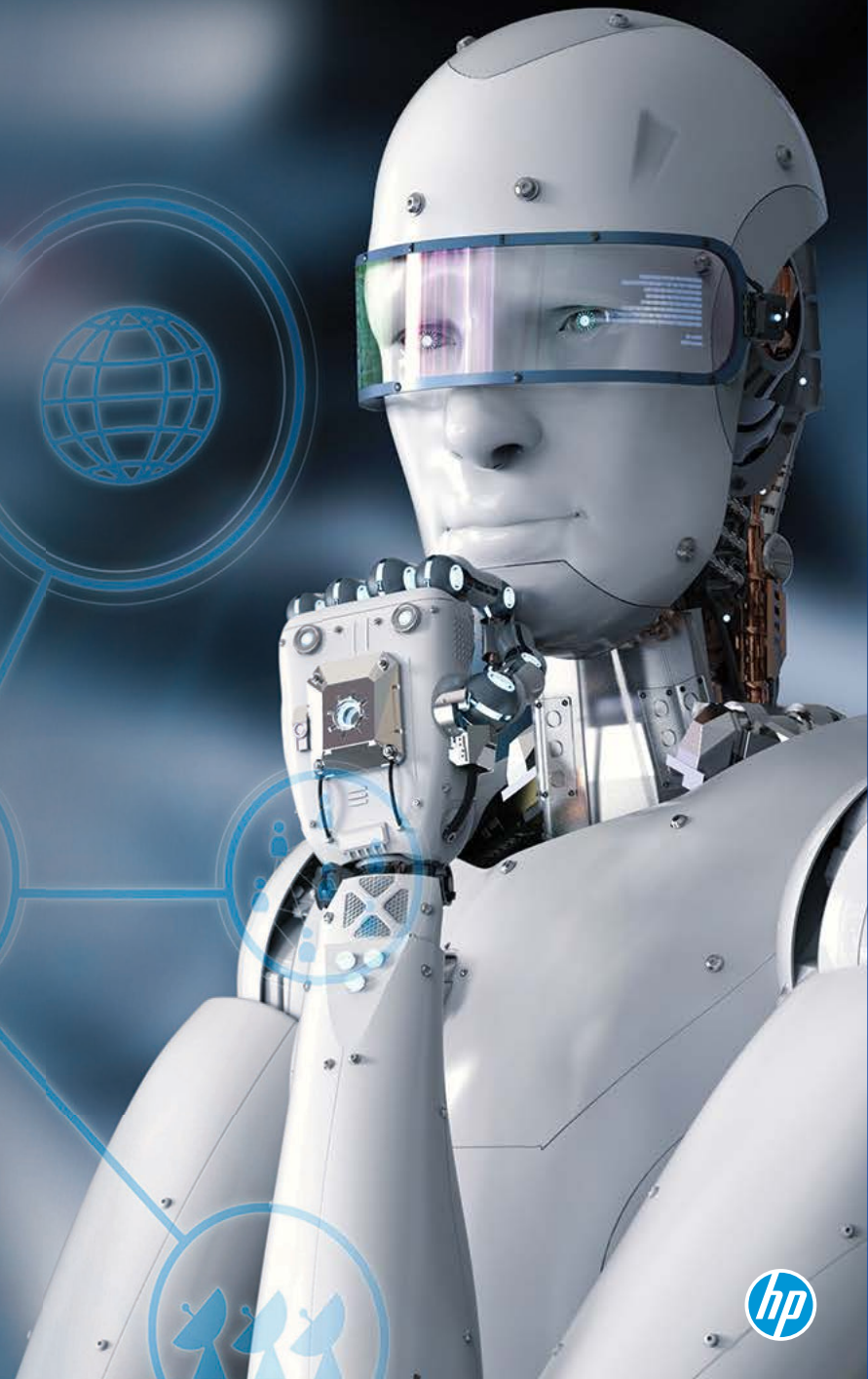
DISRUPTIVE TECHNOLOGIES

ARTIFICIAL INTELLIGENCE & MACHINE LEARNING

BLOCKCHAIN

DIGITAL MANUFACTURING

ARTIFICIAL INTELLIGENCE AND MACHINE LEARNING

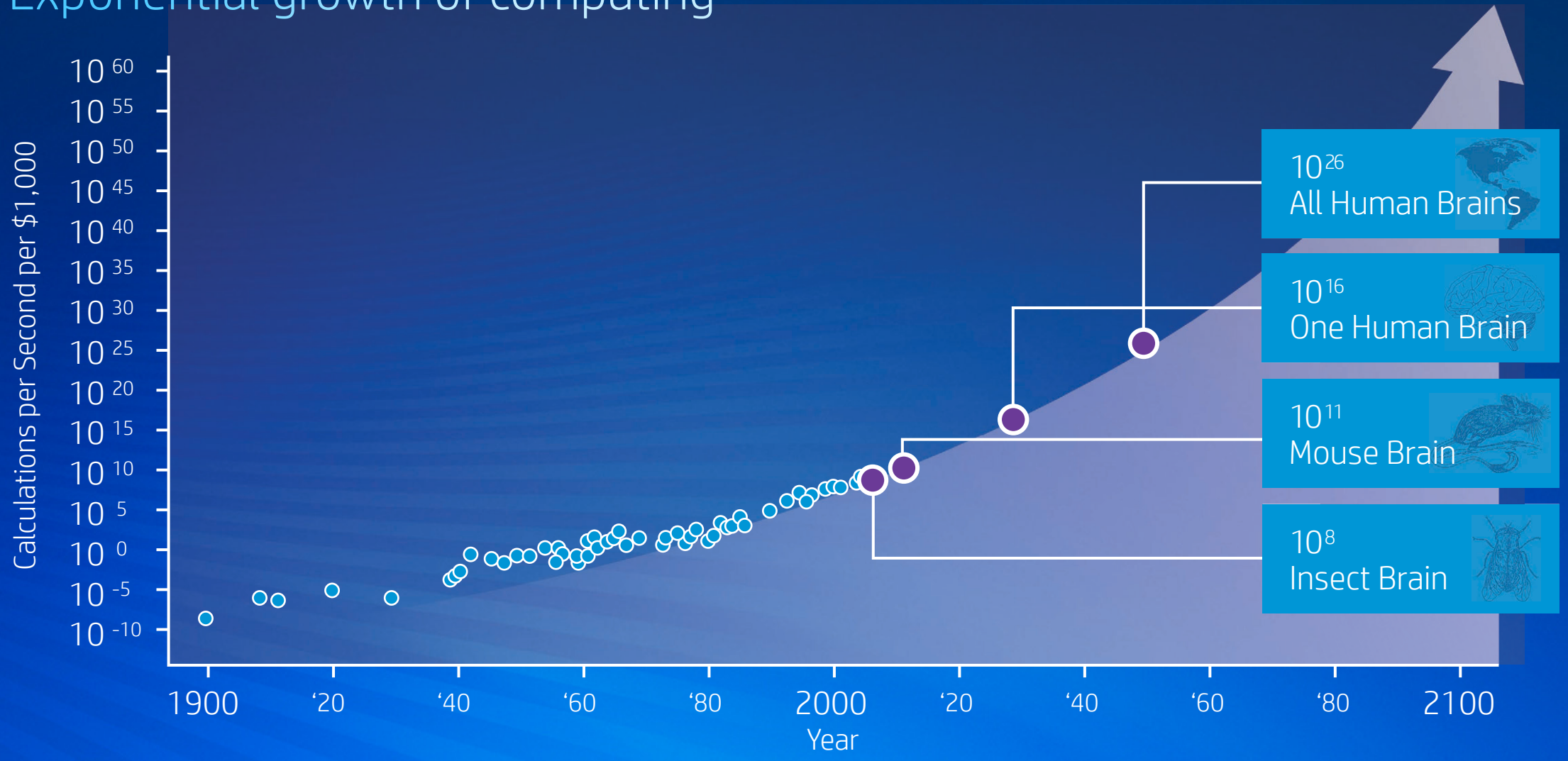


AI BEATS WORLD GO CHAMPION

AI SOLVES 100 YEAR OLD SCIENCE PUZZLE

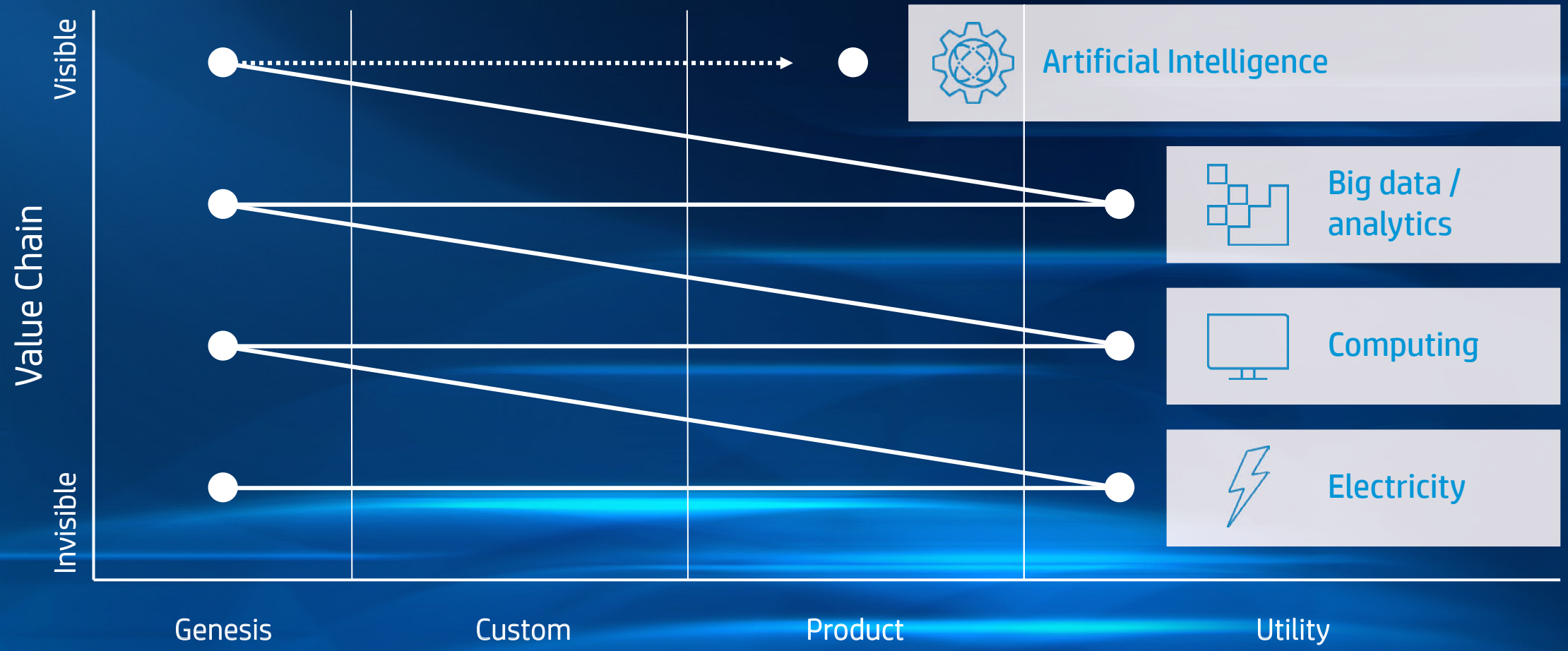
THE SINGULARITY

Exponential growth of computing



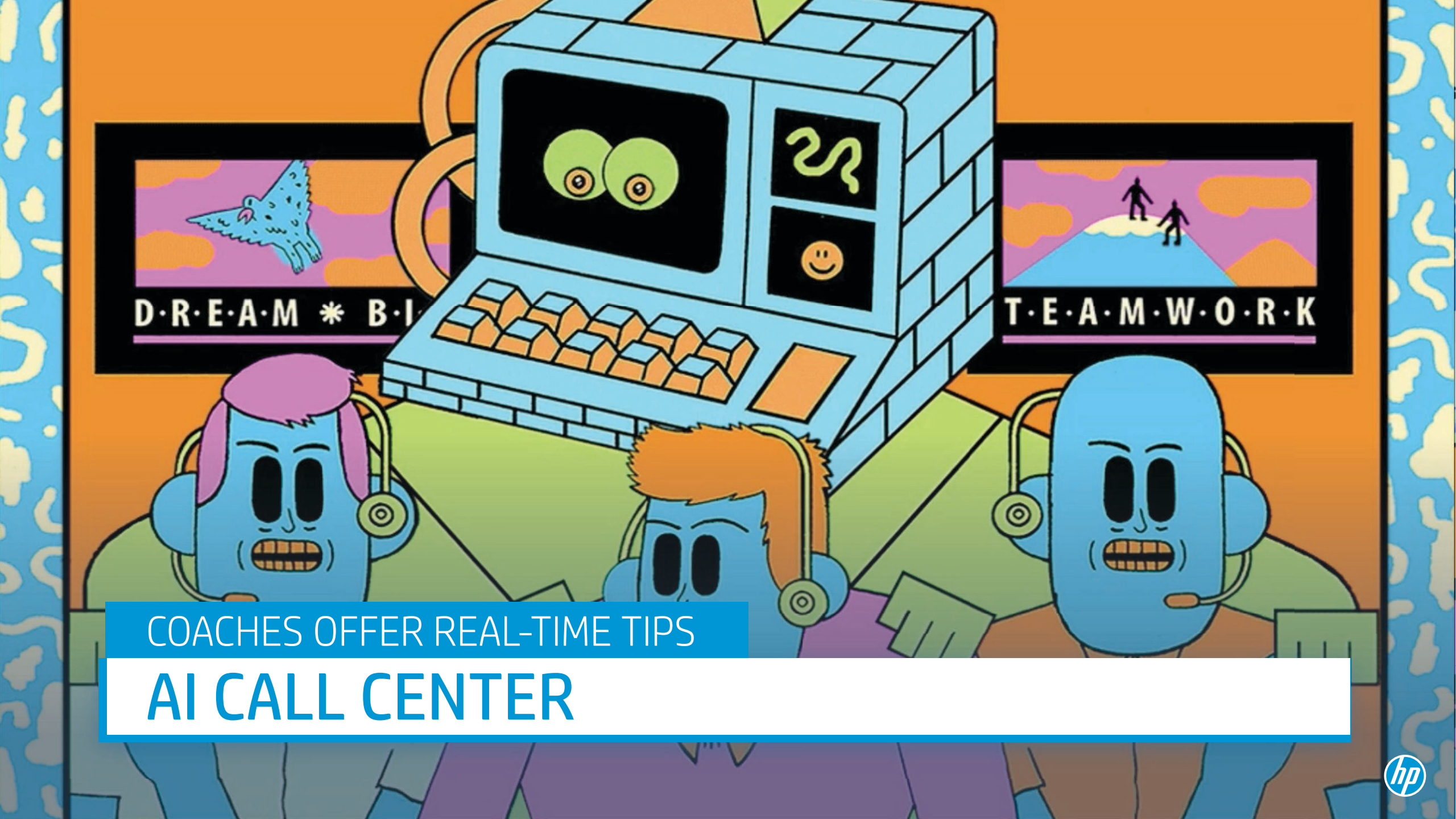
AI IS THE NEW ELECTRICITY

Everything we formerly electrified will be cognified



COGNITIVE COMPUTING DIAGNOSTICS OF RARE DISEASES

DIGITAL DOCTOR'S ASSISTANT



COACHES OFFER REAL-TIME TIPS

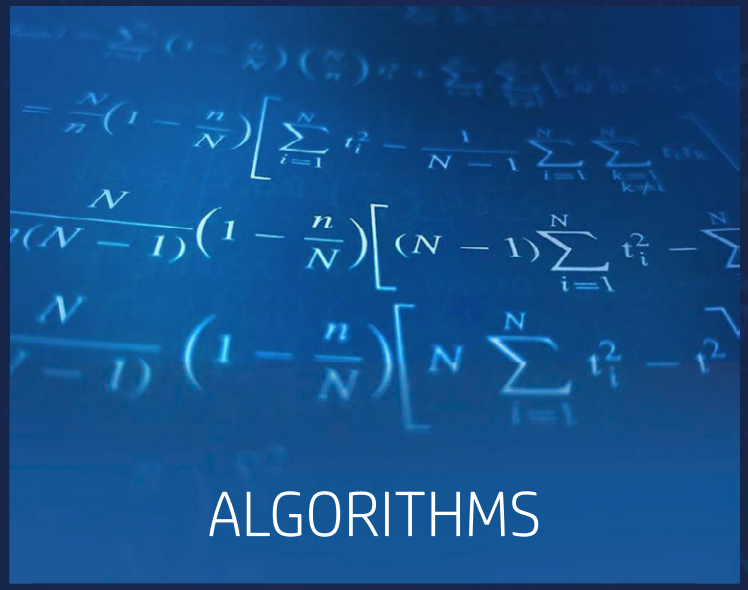
AI CALL CENTER

AI REPLICATES SHIRT MEAUSUREMENTS FROM A PHOTO

AI TAILOR

WHY NOW?

BIG DATA

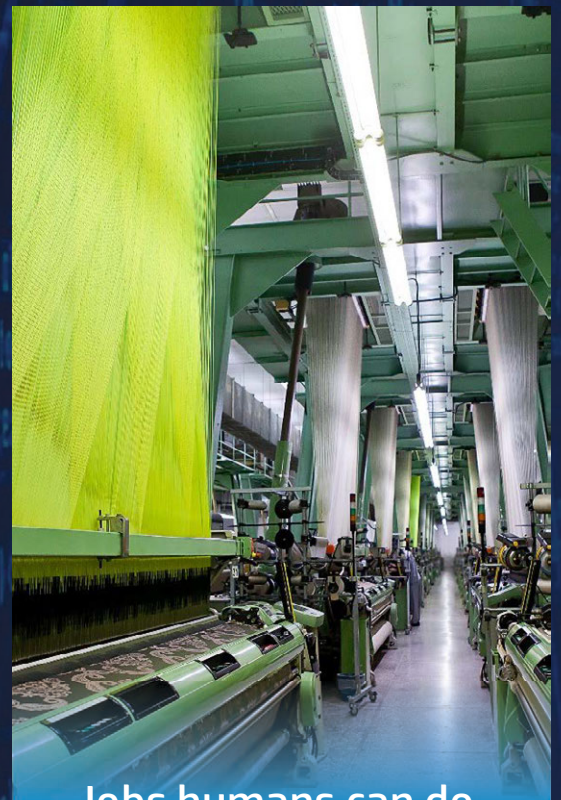


ALGORITHMS

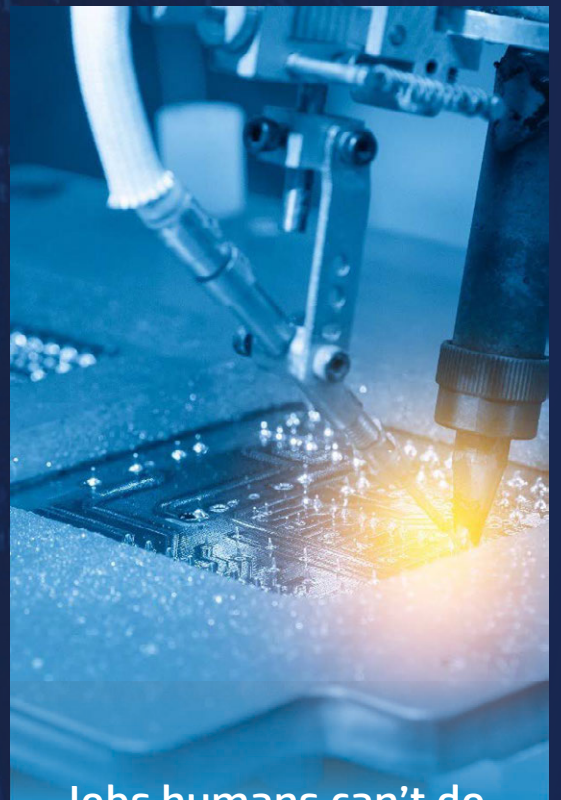
SCALE COMPUTING

HELP WANTED:

JOBS FOR ROBOTS AND AI

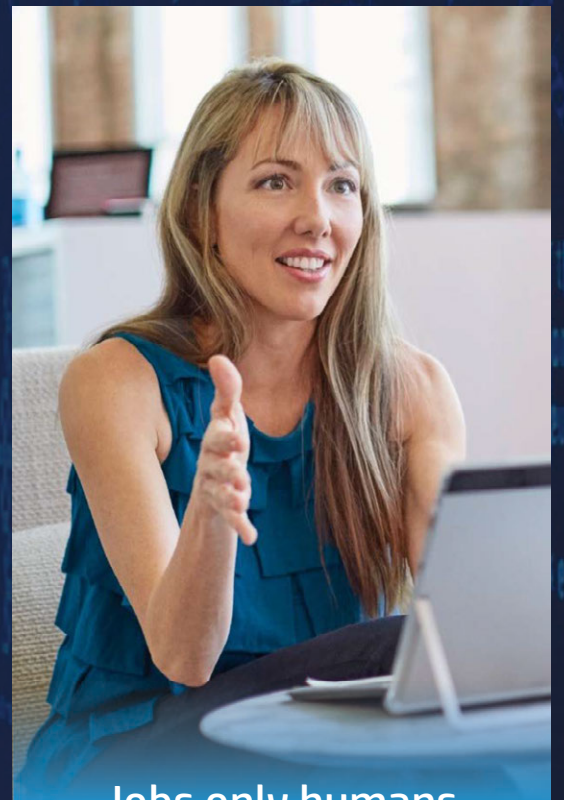


Jobs humans can do, but robots do better



Jobs humans can't do, but robots can

Jobs we didn't know we wanted done



Jobs only humans can do – at first

SECURITY GUARD ROBOT

KNIGHTSCOPE

Here is the first TV ad by McCann's AI-CD β


YOUR NEXT BOSS COULD RUN ON CODE
iCEO

Humans disrupted?

Corporate taxes to offset pensions

Government mandated universal income

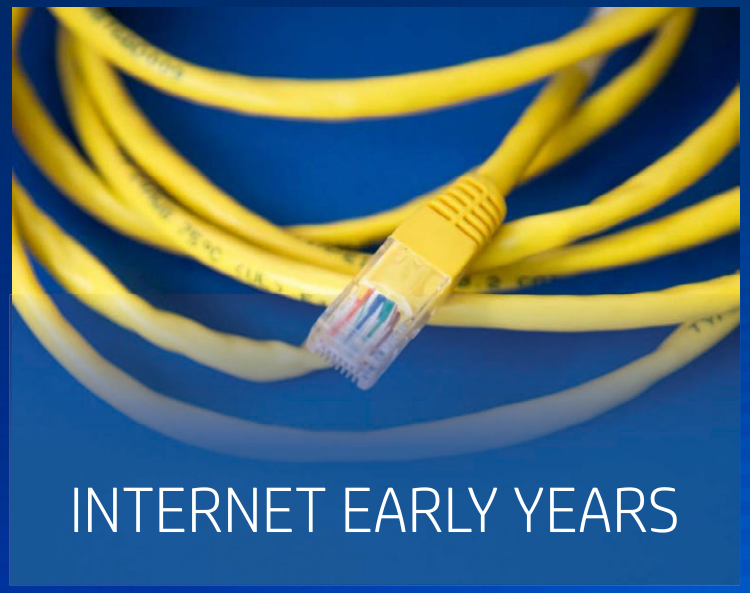
Robots get “labor” rights

Humans pursue mass leisure

Tactile and emotional job requirements

BLOCKCHAIN AND CRYPTO ASSETS

SOFTWARE DESIGN CAN CHANGE THE WORLD



INTERNET EARLY YEARS

- Open protocols
- Decentralized
- Nobody owns/controls

INTERNET TODAY

- Closed services
- Winner take all
- Centralized

INTERNET TOMORROW

?

WHAT IS BLOCKCHAIN?

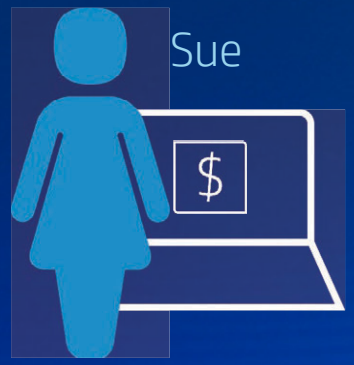
DISTRIBUTED LEDGER OF TRANSACTIONS

CRYPTOGRAPHY

DECENTRALIZED TRUST

HOW DOES BLOCKCHAIN WORK

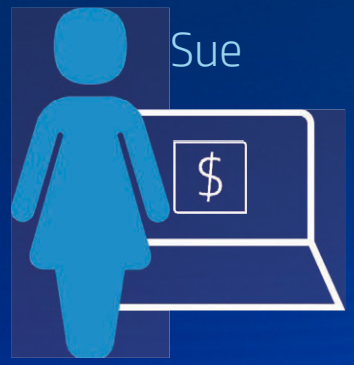
Think of it as a shared record book



Sue wants to send money to Amir

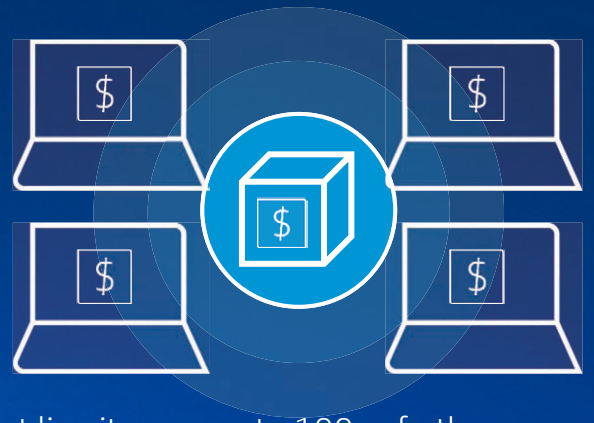
HOW DOES BLOCKCHAIN WORK

Think of it as a shared record book

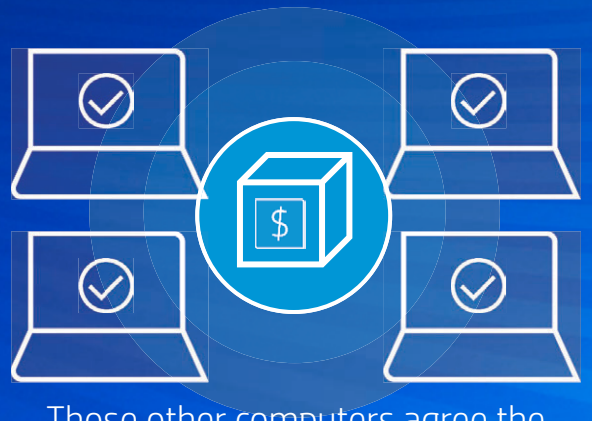


Sue wants to send money to Amir

A new line item is created detailing the transaction (a 'Block')

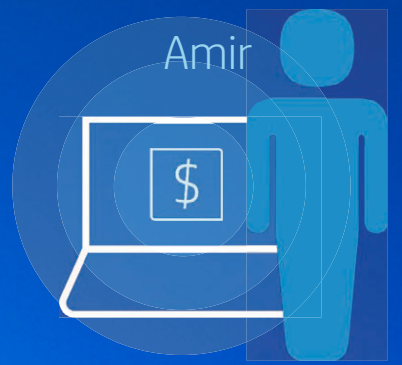


That line item goes to 100s of other computers that have a copy of the record book



Those other computers agree the transaction is legitimate and approve it

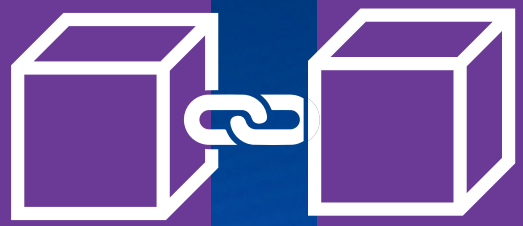
The approved transaction is confirmed in the record book and can never be changed



Amir happily receives his money

HOW IS BLOCKCHAIN DIFFERENT

A way to agree on content without anyone owning it (the blockchain)



A way of compensating people to make a blockchain based service more valuable (crypto assets)

Democratize & decentralize transactions

Transparent & immutable

Private & public transactions

Secure

More resiliant than centralized systems

BLOCK CHAIN IS MORE THAN CURRENCY

EXAMPLES

BLOCKCHAIN - RETAIL

LIMITED RELEASE
NINTENDO 64

?

CONSUMER
DEMAND

LONG LINES

SCALPERS

VOUCHER FRAUD

BLOCKCHAIN - RETAIL

LIMITED RELEASE
NINTENDO 64

Control distribution

Variable pricing

BLOCKCHAIN

No scalpers

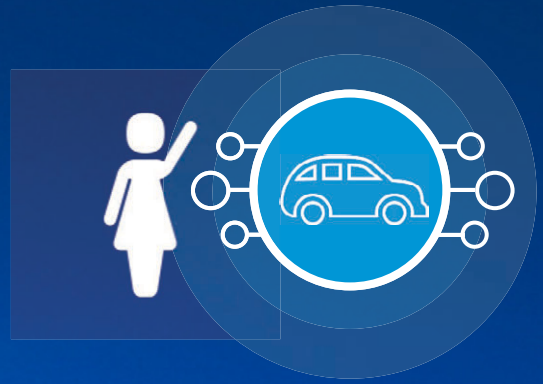
Secure tender

CONSUMER
DEMAND

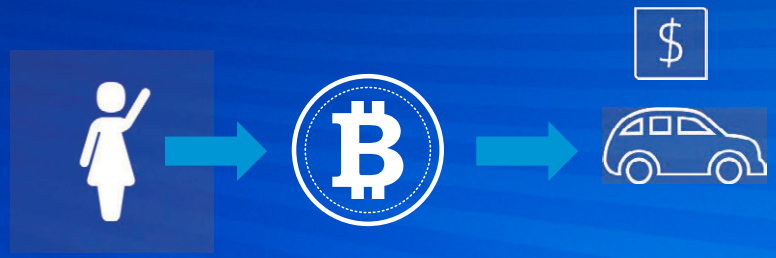
RIDESHARING IN A BLOCKCHAIN WORLD

Lau needs a ride and posts her request to the Transit Blockchain

The "Transit" protocol then sends out a message to all kinds of Blockchain service drivers



Lau can then choose which mode she prefers

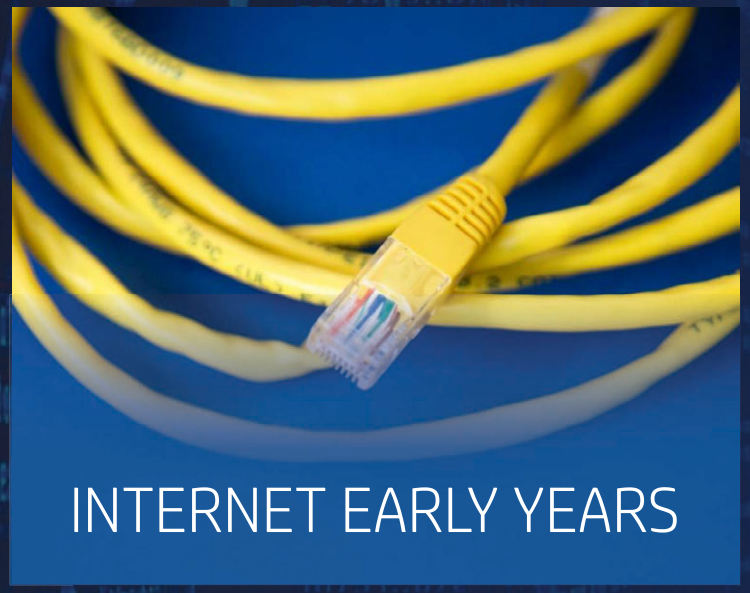


And pays with Transit Crypto Tokens

As an early adopter Lau has received tokens for using the Transit blockchain

Crypto tokens can be used to pay for transit or sold on the open market.

WHAT IS BLOCKCHAIN?



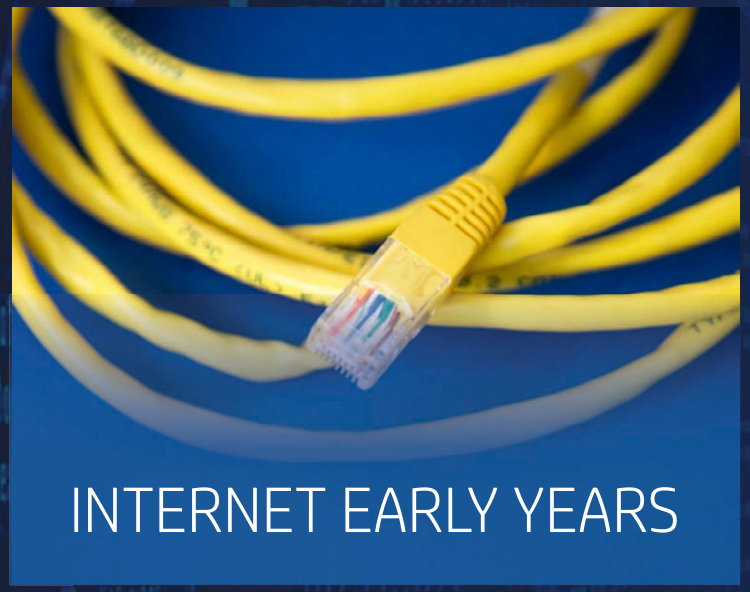
INTERNET EARLY YEARS

INTERNET TODAY

INTERNET TOMORROW

?

WHAT IS BLOCKCHAIN?



INTERNET EARLY YEARS

INTERNET TODAY

INTERNET TOMORROW

- Support for open protocols
- Egalitarian, decentralized
- Business model disruption

DIGITAL MANUFACTURING

Digital manufacturing is driving the next Industrial Revolution

Pre-Industrial

Handmade and time intensive

1780s to 1860s

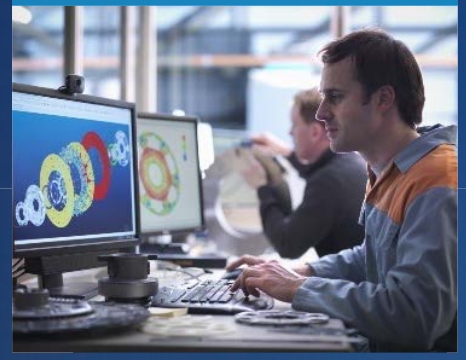
Industrial Revolution

Blueprint design & mass production

1870s to 1960s

Internet

Computer-aided design and JIT machine production



1970s to 2010s

3D transformation

Immersive design and digital production

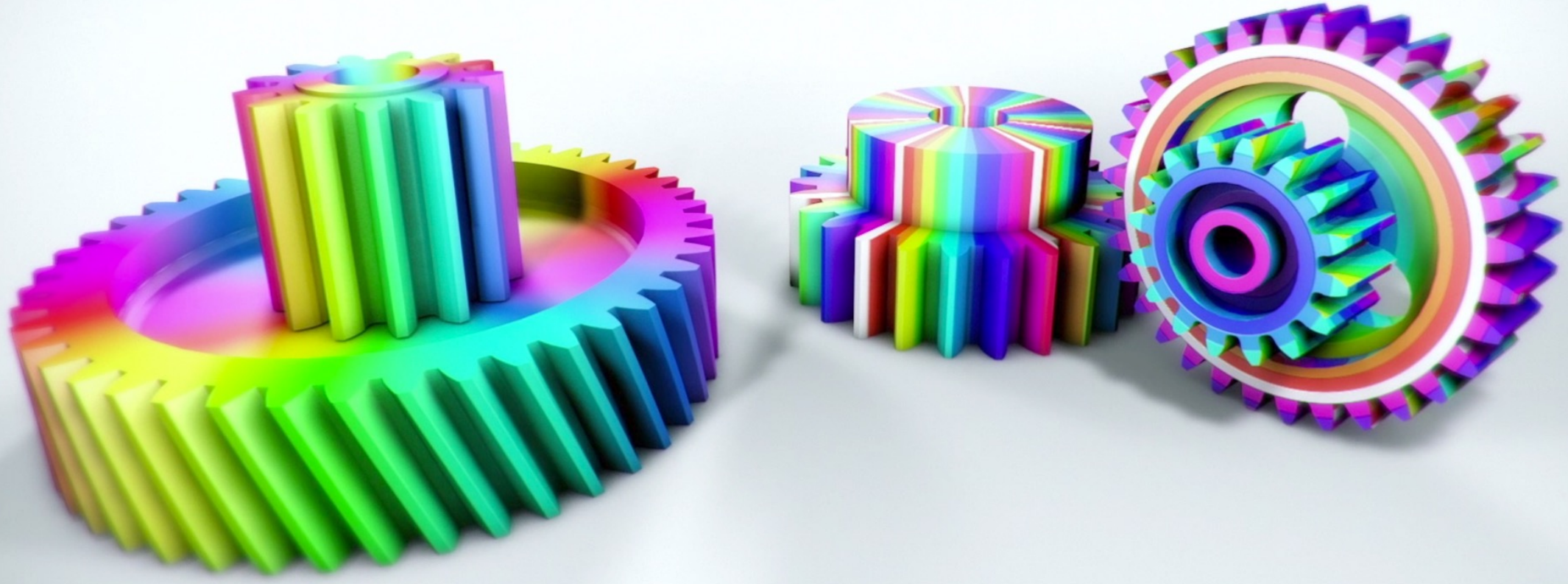
2010s – Future

TODAY

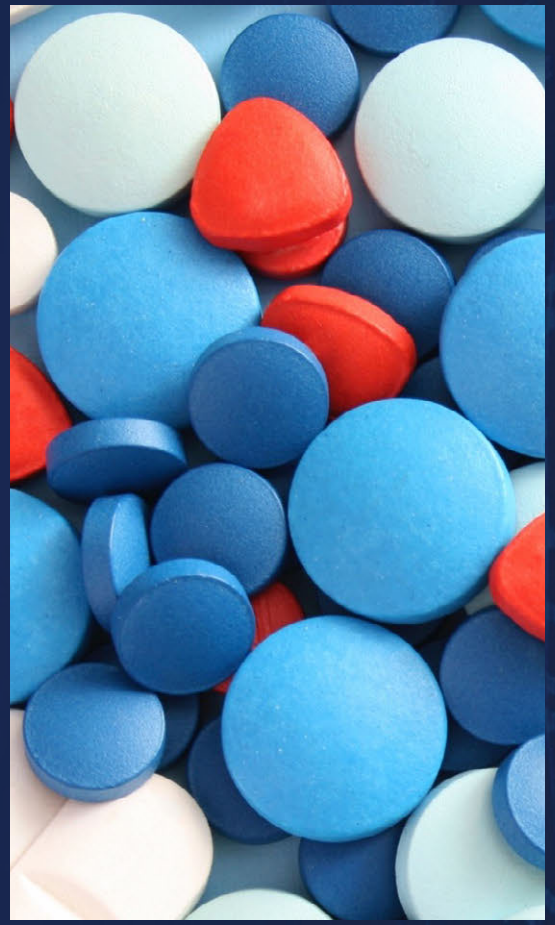
Next Industrial Rev

Democratization of design and ubiquitous production

The mighty HP voxel



FUTURE OF 3D PRINTING




FOCUS on experiences
UNDERSTAND Megatrends
REINVENT continually

Disruptive technologies are not always obvious

Technology's history is littered wrong predictions, often made by very smart, successful - and wealthy - executives

1864

(referring to Trains) No one will pay good money to get from Berlin to Potsdam in one hour when he can ride his horse there in one day for free.

- King William I of Prussia

Disruptive technologies are not always obvious

Technology's history is littered wrong predictions, often made by very smart, successful – and wealthy – executives

1946

Television won't be able to hold on to any market it captures after the first six months. People will soon get tired of staring at a plywood box every night.

– Darryl Zanuck, 20th Century Fox

1876: Telephone flaws: William Orton, President of Western Union

1878: End of electric light: Erasmus Wilson, Oxford Professor

1903: Horses will outlast cars: Horace Rackham, bank advisor warning Henry Ford

1916: Film not as compelling as stage: Charlie Chaplin, actor, producer, director

1921: Radio has no value: Associates of David Sarnoff, radio investor

Disruptive technologies are not always obvious

Technology's history is littered wrong predictions, often made by very smart, successful – and wealthy – executives

2007

There's no chance that the iPhone is going to get any significant market share.

– Steve Ballmer, Microsoft CEO

1876: Telephone flaws: William Orton, President of Western Union

1878: End of electric light: Erasmus Wilson, Oxford Professor

1903: Horses will outlast cars: Horace Rackham, bank advisor warning Henry Ford

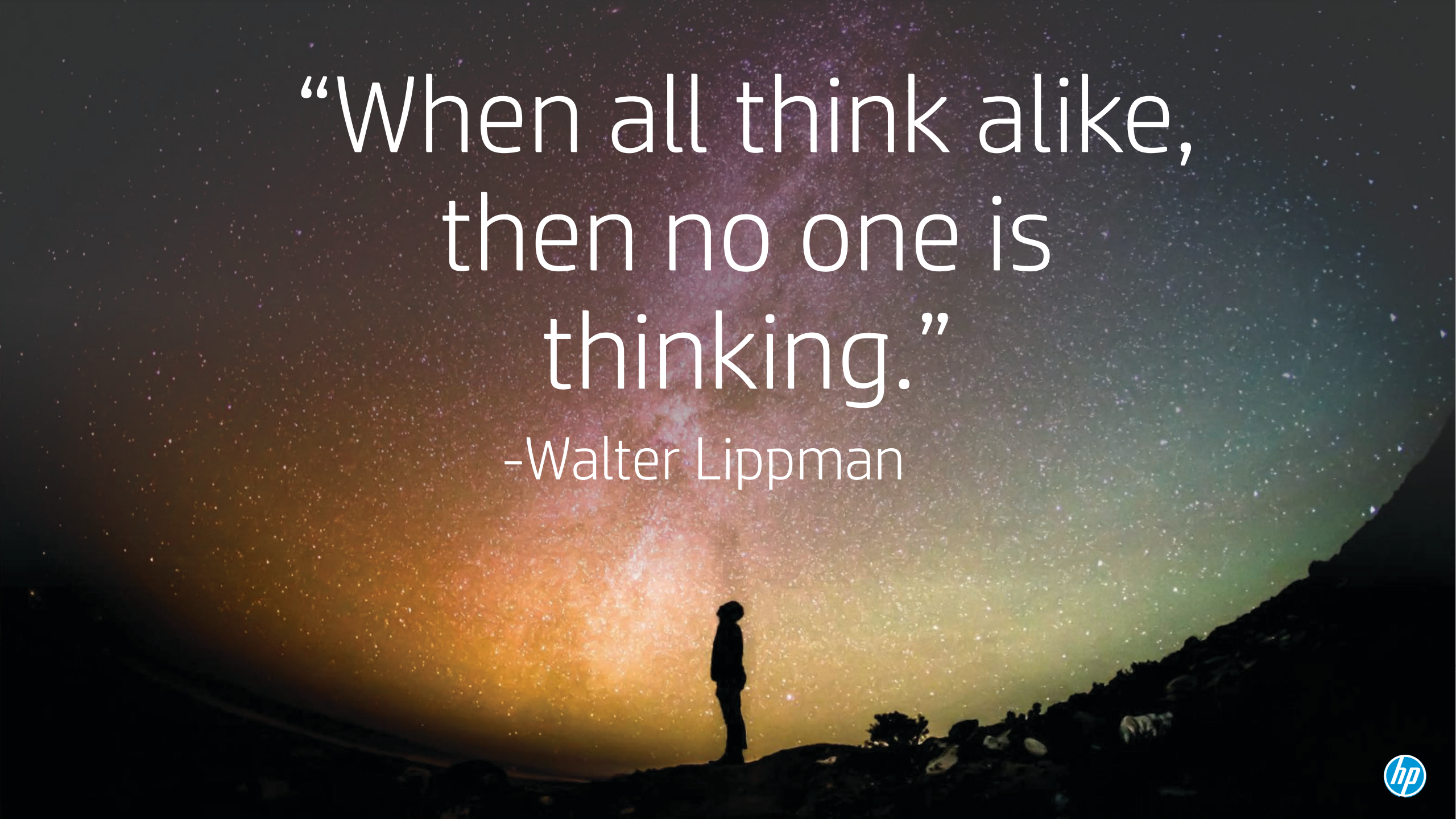
1916: Film not as compelling as stage: Charlie Chaplin, actor, producer, director

1921: Radio has no value: Associates of David Sarnoff, radio investor

1959: Limited potential of copy machines: IBM told Xerox founders

1981: Cellphones won't replace wire phones: Marty Cooper, inventor

1992: Smart phones are a pipe dream: Andy Grove, former Intel CEO


“When all think alike, then no one is thinking.”
-Walter Lippman

Thank you

Twitter: @andrewbolwell

Medium: https://hpmegatrends.com/


keep reinventing