OUR WORLD IS CHANGING
WELCOME TO THE END OF CORPORATE EXPLOITATION

WHAT ABOUT THE STATUS QUO?
WAVES OF CHANGE

HELP MY COMPANY!

PHEW! THAT COULD HAVE BEEN US!

I'M GLAD WE WERE READY TO INNOVATE.
Corporations & governments have exploited the people for many years, for many generations.
OPERATING MODEL

I DON'T LIKE THIS!

I NEED TO CHANGE MY MODEL.

IS UNDER ATTACK!!
HOW CAN WE TAKE MORE CONTROL OF OUR LIVES?

I KNOW WHAT YOU MEAN BRAINS.
Think about your customer’s journey.
IT'S ABOUT
GREAT CUSTOMER EXPERIENCE.
KNOWING ME -
FAIRNESS & HONESTY.
MAKING EMOTIONAL CONNECTIONS
MAKING IT SIMPLE.

DON'T WORRY.
PAY US BACK
WHEN YOU CAN.
The role of the customer, and your focus on their needs, is becoming even more critically important.
It's about maximising the life experience & understanding the individual's needs, desires, & aspirations.
IT'S ABOUT VISUALISING MESSAGES IN A SIMPLE INTERFACE GIVING SIMPLE INSTRUCTIONS TO HELP PEOPLE MAKE INFORMED DECISIONS ABOUT THEIR FINANCES.

Be careful how much you spend today.
People are buying 9mm drill when they need a 9mm hole. People want to own a home, not a mortgage. Don't want a current account. Want to keep their money secure.

The customer doesn't want to transact.

Maslow's hierarchy of needs: Build from the bottom.

- Security of body of health
- Security of employment of property
- Esteem
- Self-actualisation
- Belonging
- Sex
- Breathing
- Sleep
- Food
- Water
- Homeostasis
- Excretion
Any skilled individuals who want to help with my idea?

That's great! How can we help you?

We didn't come up with the idea, but we want to help.

We are much more connected and more racially diverse.
How do the new generation of firms immerse themselves into the lives of the individual? Your customer?
“Being the **richest man in the cemetery doesn’t matter to me.**
Going to bed at night saying we’ve **done something wonderful**...
That’s what **matters** to me.”

*Steve Jobs*
Google has invested in sensor technology.

Leading the market in the development of algorithms and natural language.

& Machine learning.

Most advanced data storage capability.

Most secure platforms.

Open development platform.
In the near future, intelligent modules of complex technology can be assembled like LEGO blocks.
IT’S NOT ABOUT ONE COMPANY BEING DOMINANT

IT’S ABOUT AN ECO-SYSTEM OF ORGANISATIONS COMING TOGETHER
DATA

OPEN DATA

UK GOV
1.28 TN
TRANSACTIONS

16 GOV
DEPARTMENTS

662
AGENCIES

ONLY 4
FTSE 100
COMPANIES
WITH CTO

ONLY 7
PUBLISH A
DIGITAL
STRATEGY
We will start to have access to more open data, our data, helping us live our lives.

Open Database

Big corporates will struggle to keep up.

What is your open data strategy?
Data publishing

Data collection

extrospective

Data collection

introspective

mass personal data
I don’t trust that company.

You don’t understand my data.

The organisations are going to need our info if they don’t have that information they’ll die.

I should have listened to my customers!
What is the transaction currency of the future?

What will currency look like?

Physical objects?

Loyalty points?

Value?
Data Security

Data Vault

How much data needs to be stored? vs deleted?

Protect your data or open it up

How will you find the right data?
GET TO KNOW THE INDIVIDUAL & MAKE DECISIONS ON THEIR BEHALF

HI JOHN. I REMEMBER YOU SAID YOU WANTED TO GET FIT.

SO I SIGNED YOU UP TO THE GYM!

UNDERSTANDS WHAT'S IMPORTANT TO THE COMMUNITY

I BAKED THESE CUPCAKES FOR THE SCHOOL FUND RAISER.

NLP INTERACTIONS BETWEEN COMPUTERS & HUMANS

BAD AIBO!

BE MORE INTELLIGENT & ABLE TO UNDERSTAND COMPLEX DATA SETS AROUND AN INDIVIDUAL

I'LL BE PERFORMING YOUR OPERATION TODAY.
ARE YOU READY FOR SINGULARITY?
THINK BIGGER & DIFFERENTLY ABOUT PROBLEMS & YOUR BUSINESS
OPEN YOUR MIND THINK OF CUSTOMERS

LOOK AT YOUR CORE VALUE
You are limited by your own cognitive biases.

It's not possible.

Payment: Experts

This isn't how it's done.

It is the time of the novice.

Bigger dreams.
TRUST

CREDIBILITY + RELIABILITY + INTIMACY

SELF INTEREST
I CAN’T START AGAIN.

I’M WILLING TO CHANGE!

COMMITMENTS TO THE MARKETS

SEEN THE LIGHT
CHECK LIST FOR FUTURE SURVIVAL...

THINK ABOUT YOUR CUSTOMER'S JOURNEY

OPEN YOUR MIND TO NEW OFFERINGS, TECHNOLOGY, PLATFORMS

FORGET THE TRADITIONAL PLAYERS

THEY ARE NO LONGER YOUR COMPETITION

HOW WILL YOU FIT INTO THE PEOPLE REVOLUTION?