

OUR WORLD IS CHANGING

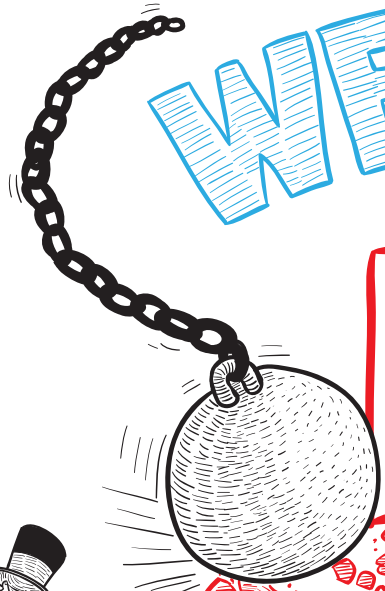
WELCOME

TO THE

END

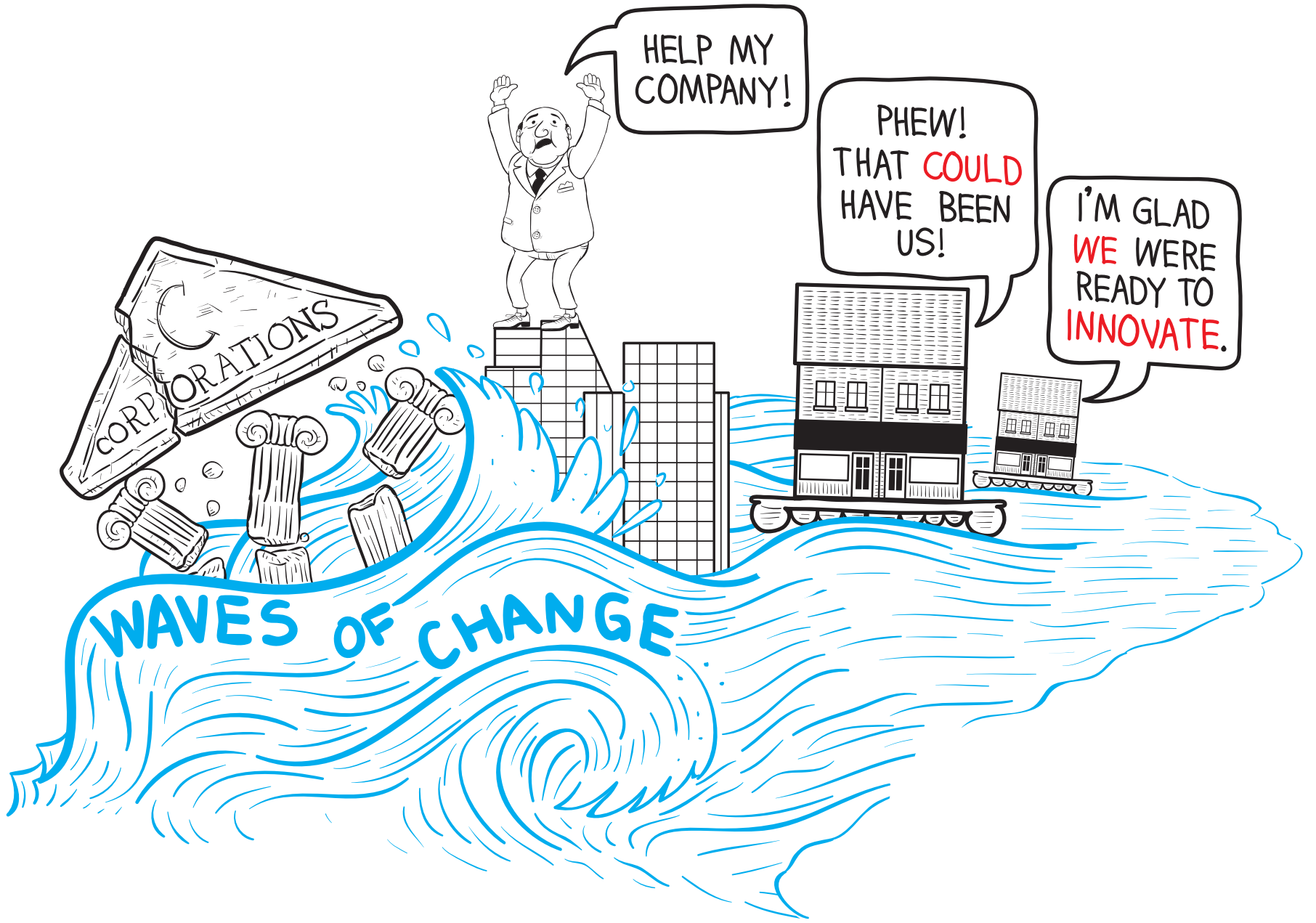
CORPORATE

EXPLOITATION



WHAT ABOUT THE STATUS QUO?





HELP MY COMPANY!

PHEW!
THAT **COULD**
HAVE BEEN
US!

I'M GLAD
WE WERE
READY TO
INNOVATE.

WAVES OF CHANGE

CORPORATIONS

CORPORATIONS &
GOVERNMENTS
HAVE **EXPLOITED**
THE PEOPLE
FOR MANY YEARS,
FOR MANY
GENERATIONS.



PRODUCING



&



WE CONSUME



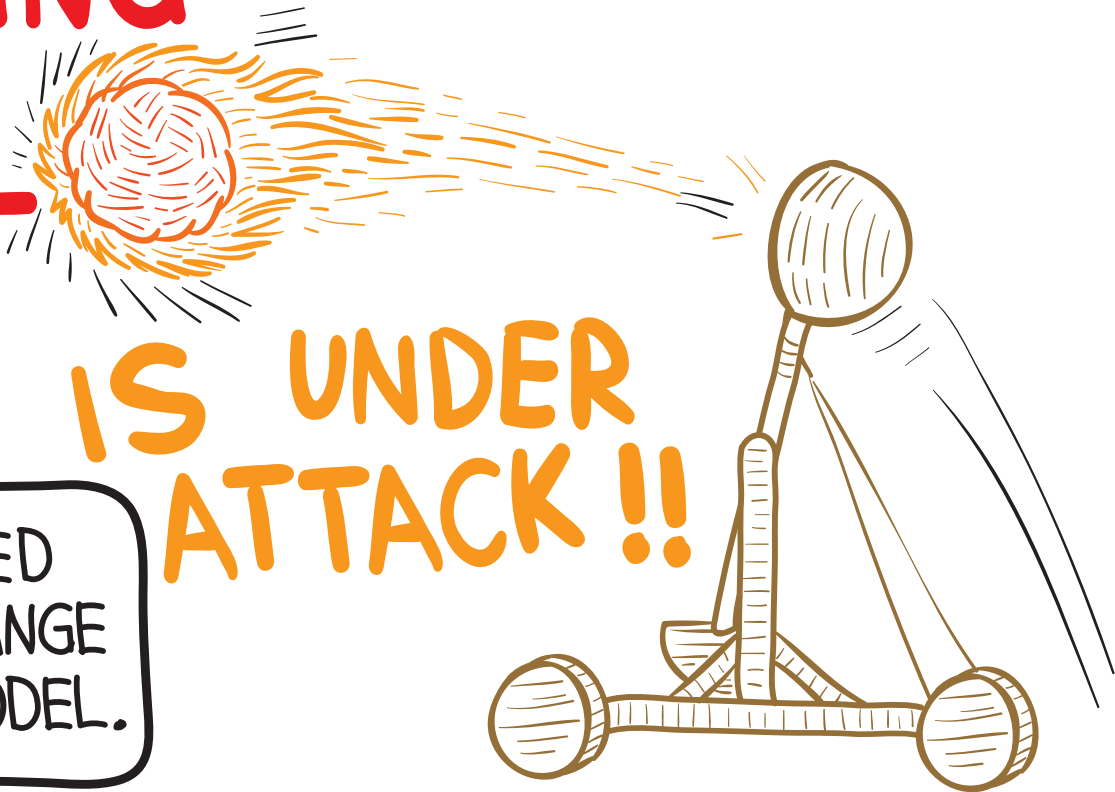
OPERATING MODEL

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.

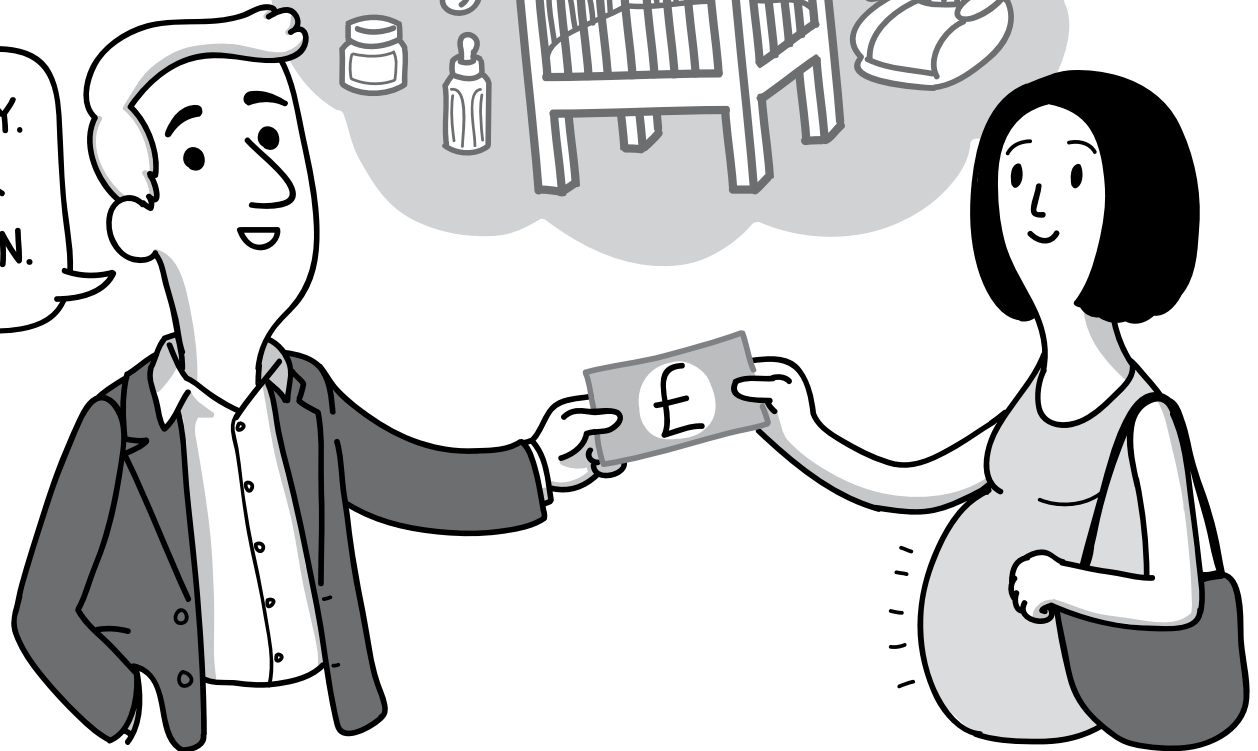
KNOWING ME -

FAIRNESS & HONESTY.

MAKING EMOTIONAL CONNECTIONS

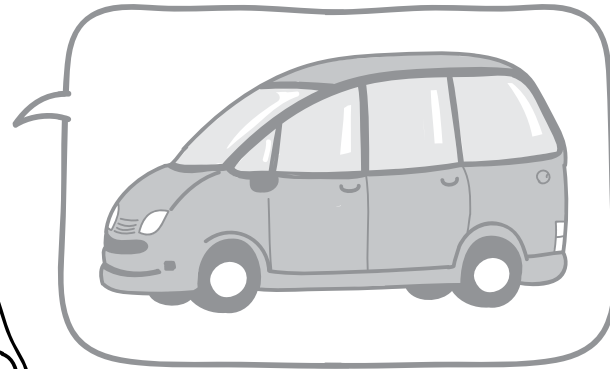
MAKING IT SIMPLE.

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.



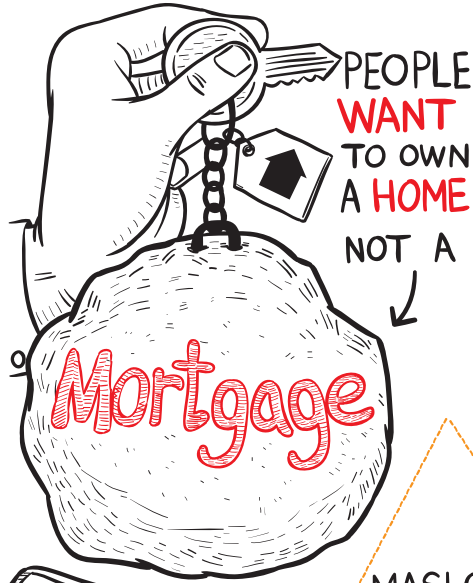
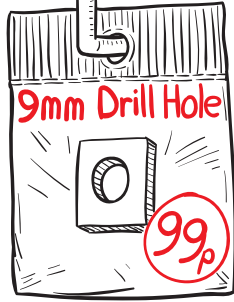
IT'S ABOUT VISUALISING MESSAGES
IN A SIMPLE INTERFACE GIVING SIMPLE
INSTRUCTIONS TO HELP PEOPLE MAKE INFORMED
DECISIONS ABOUT THEIR FINANCES.



PEOPLE ARE BUYING
9mm DRILL



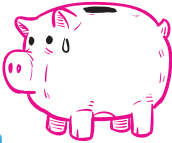
WHEN THEY NEED
A 9mm HOLE



PEOPLE
WANT
TO OWN
A HOME
NOT A

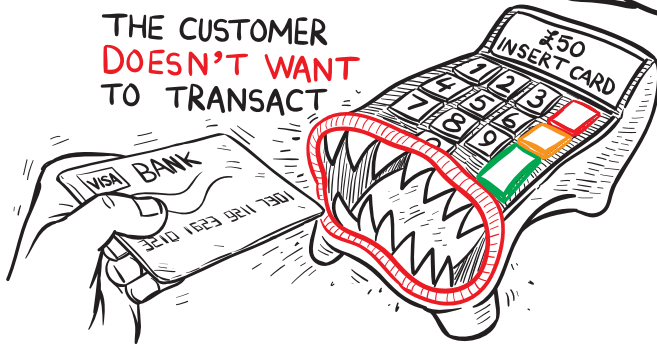


DON'T
WANT A
CURRANT
ACCOUNT



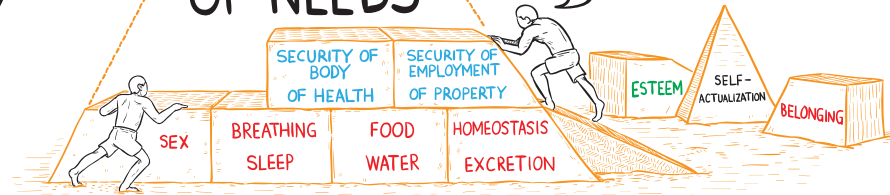
WANT TO KEEP
THEIR MONEY
SECURE

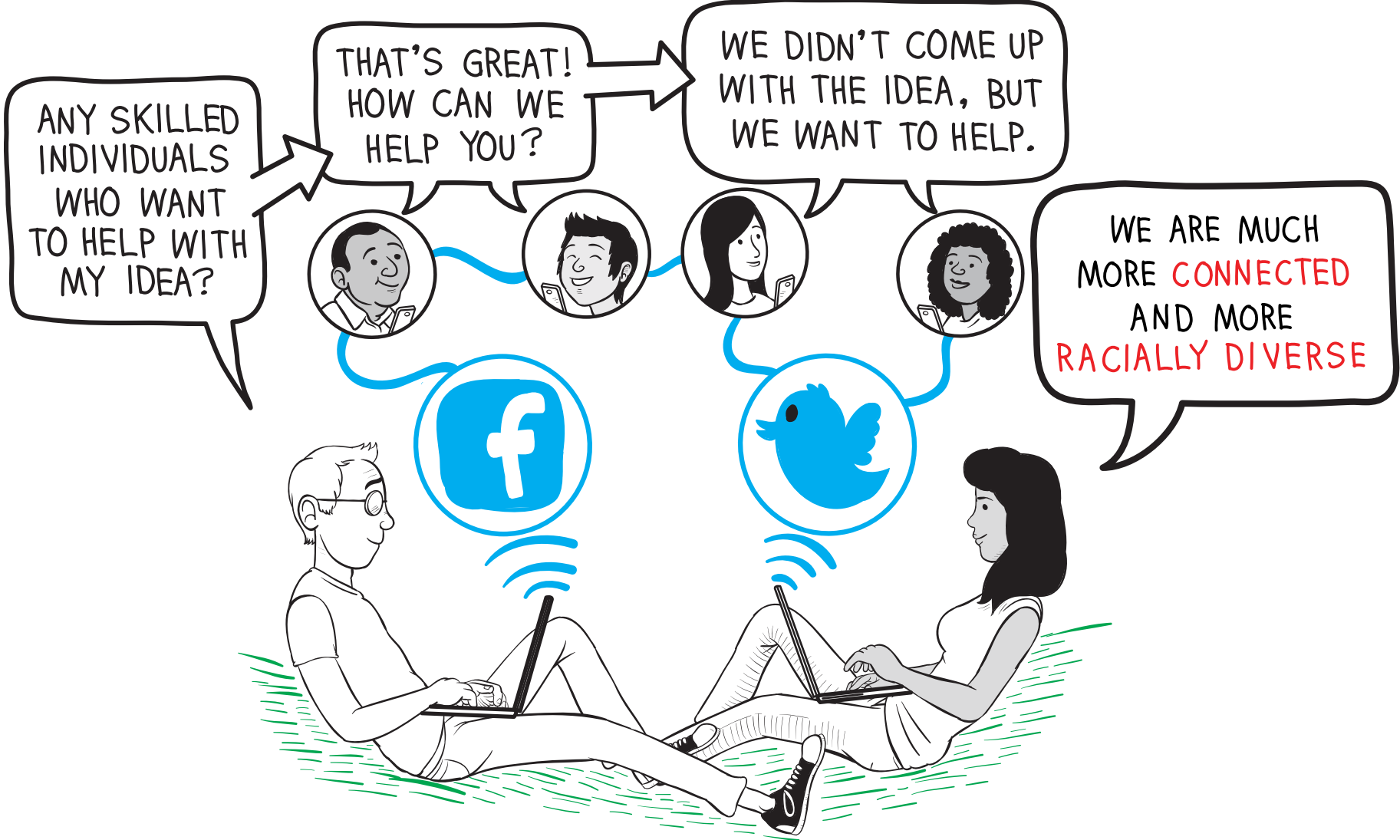
THE CUSTOMER
DOESN'T WANT
TO TRANSACT



MASLOW'S
HIERARCHY
OF NEEDS

BUILD
FROM THE
BOTTOM.



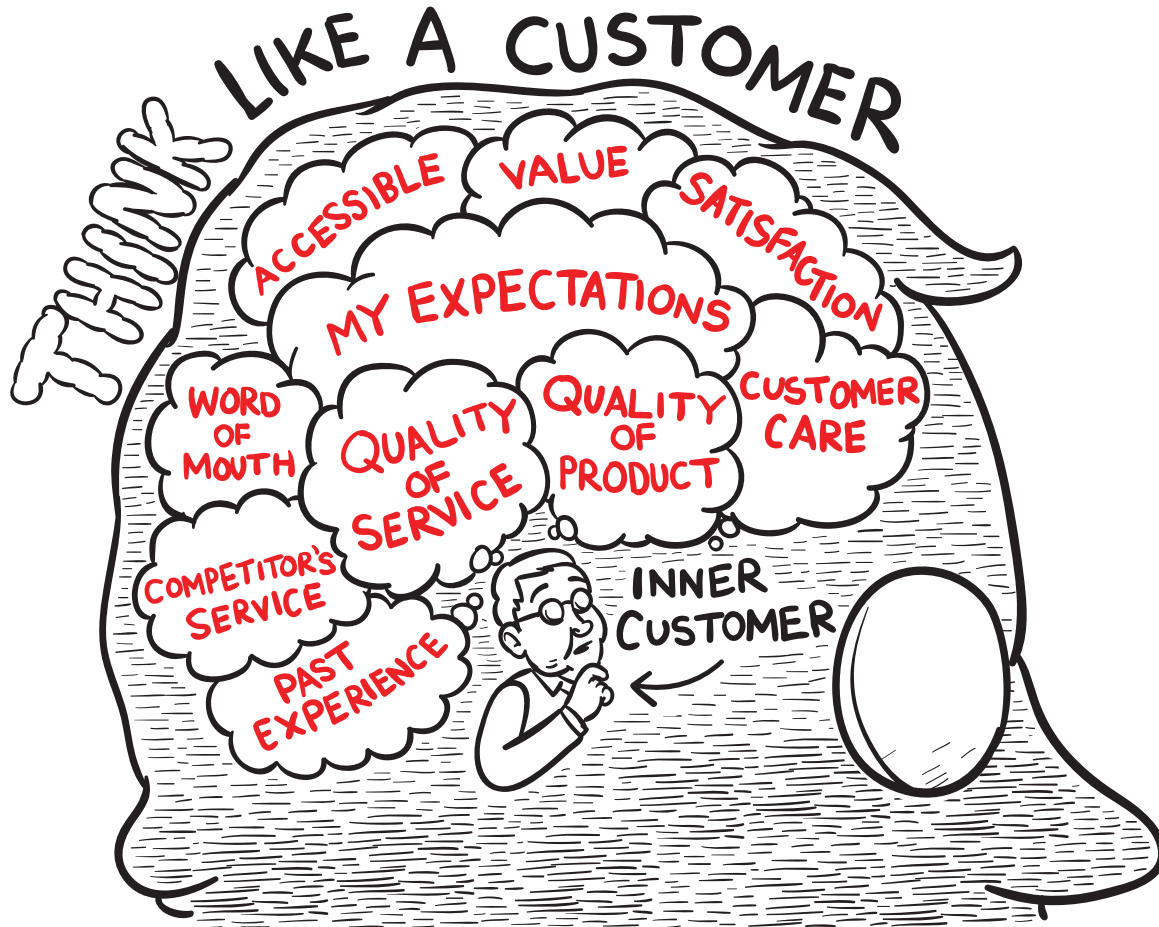


ANY SKILLED INDIVIDUALS WHO WANT TO HELP WITH MY IDEA?

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

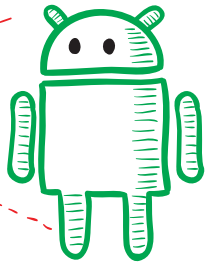


Google

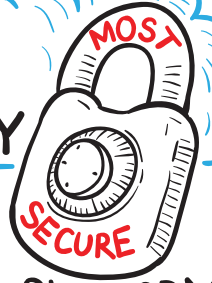
HAS INVESTED IN
SENSOR TECHNOLOGY



NEST
LABS



MOST
ADVANCED
DATA STORAGE
CAPABILITY



PLATFORMS

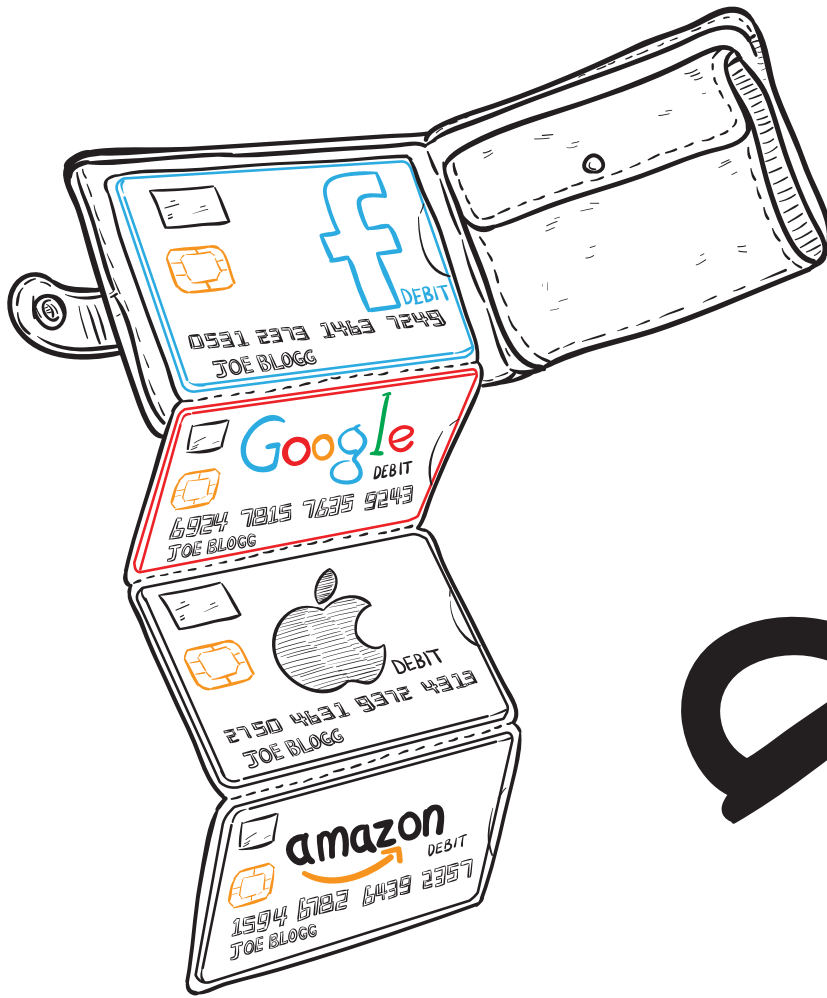
LEADING THE
MARKET IN
THE
DEVELOPMENT
OF

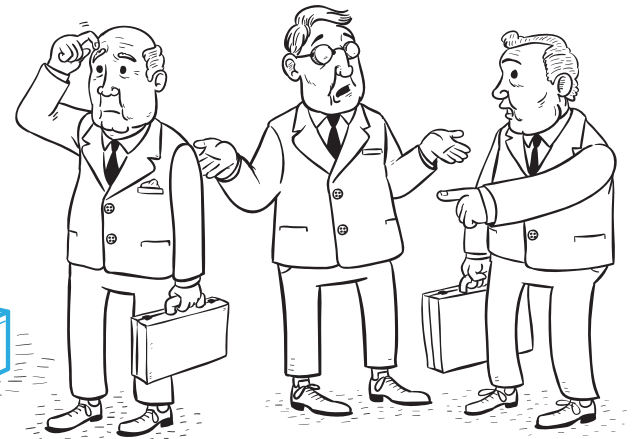
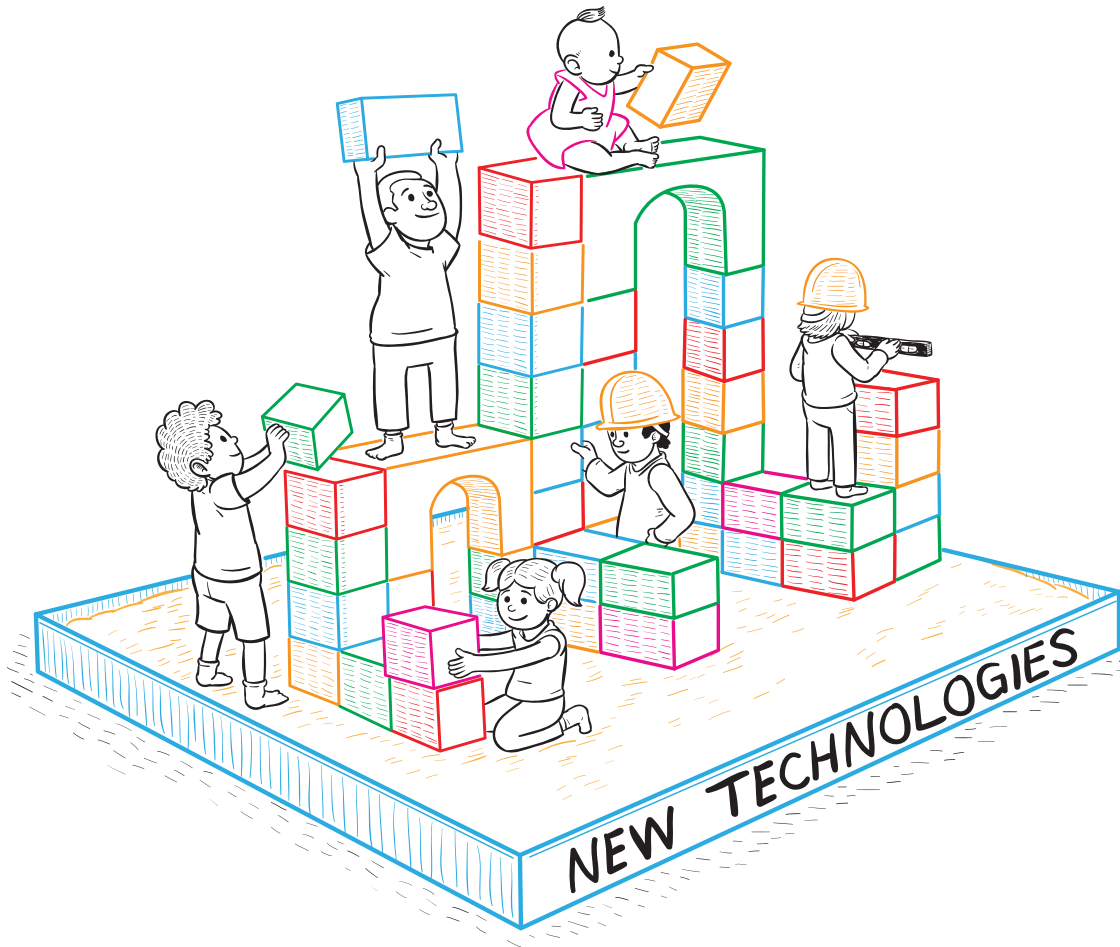
ALGORITHMS
NATURAL
LANGUAGE



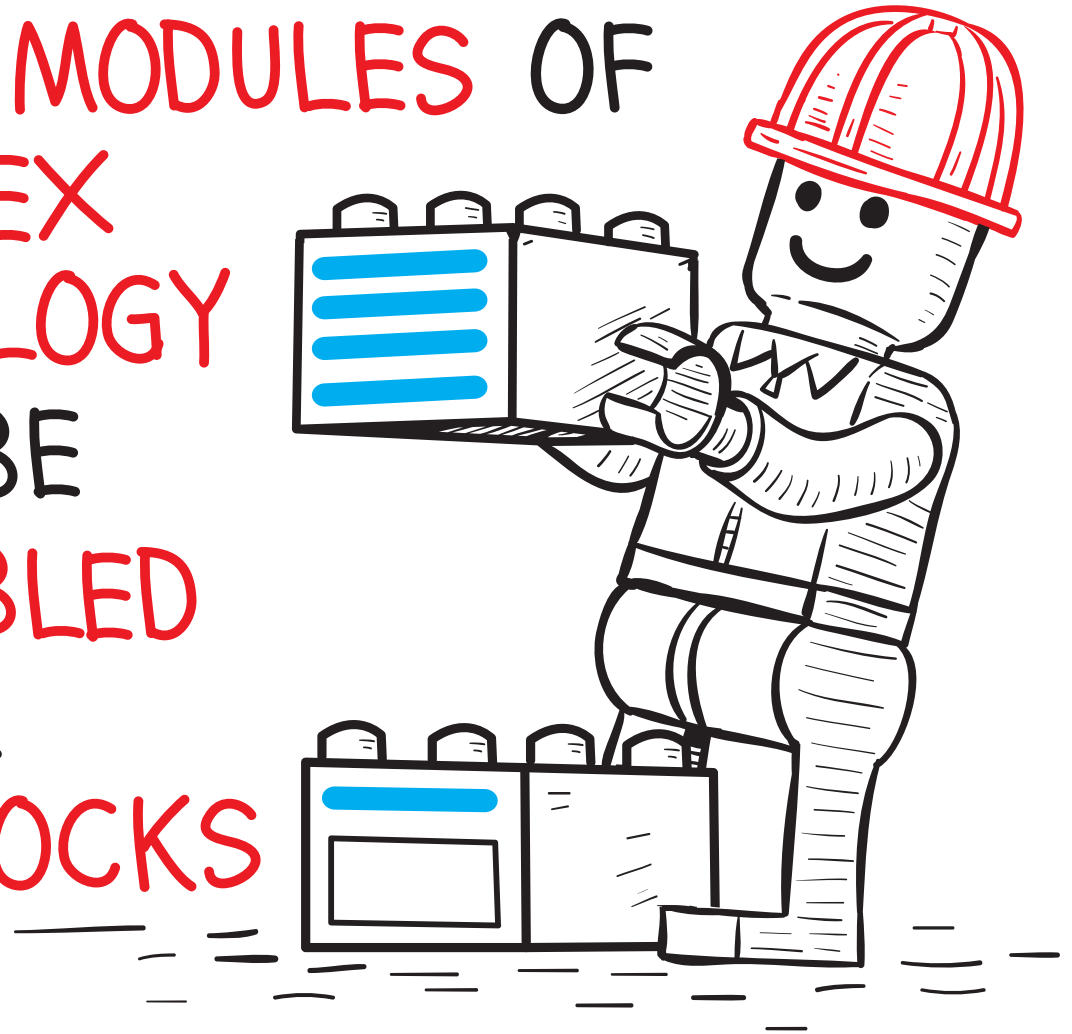
&
MACHINE
LEARNING

OPEN
DEVELOPMENT
PLATFORM



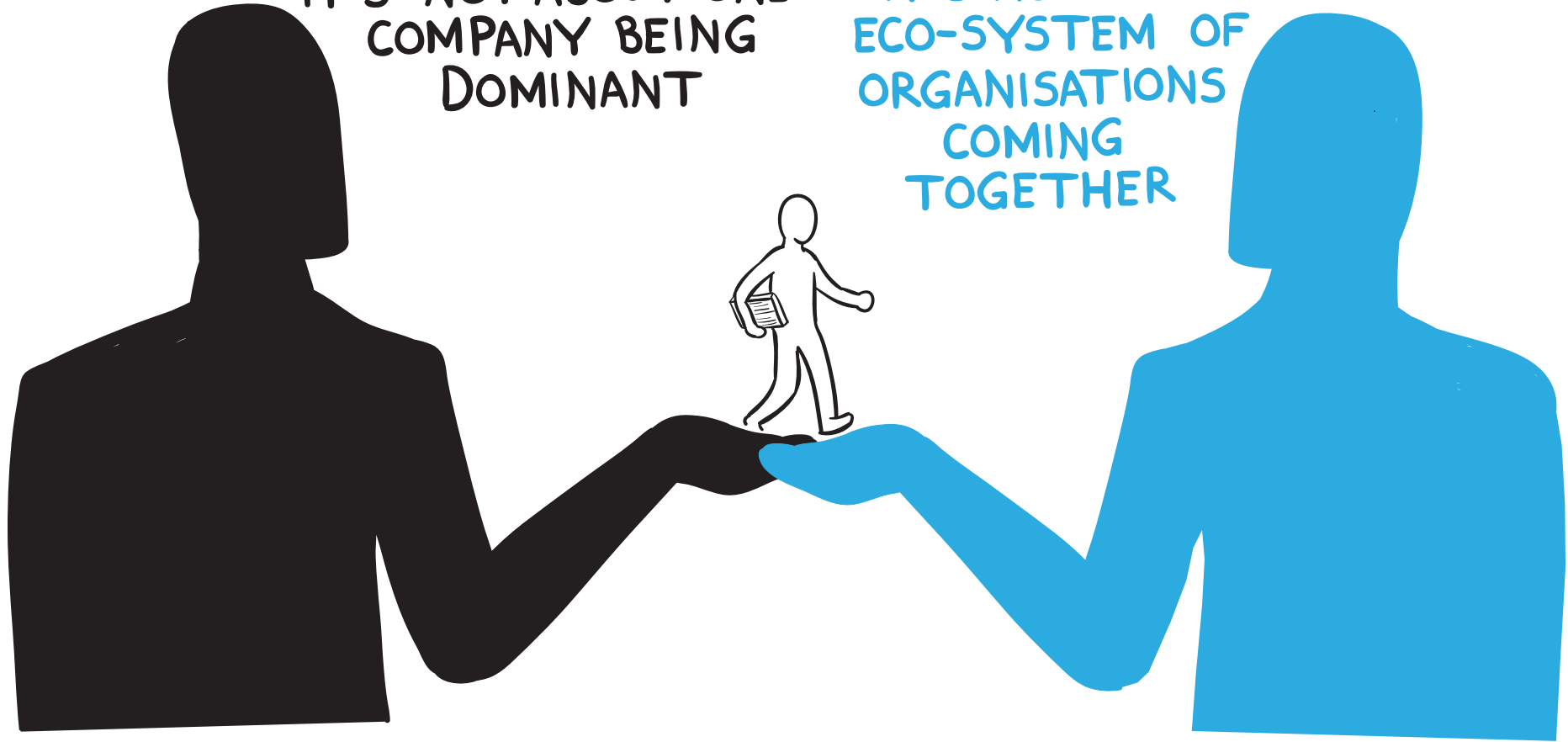


IN THE NEAR FUTURE
INTELLIGENT MODULES OF
COMPLEX
TECHNOLOGY
CAN BE
ASSEMBLED
LIKE
LEGO BLOCKS



IT'S NOT ABOUT ONE
COMPANY BEING
DOMINANT

IT'S ABOUT AN
ECO-SYSTEM OF
ORGANISATIONS
COMING
TOGETHER

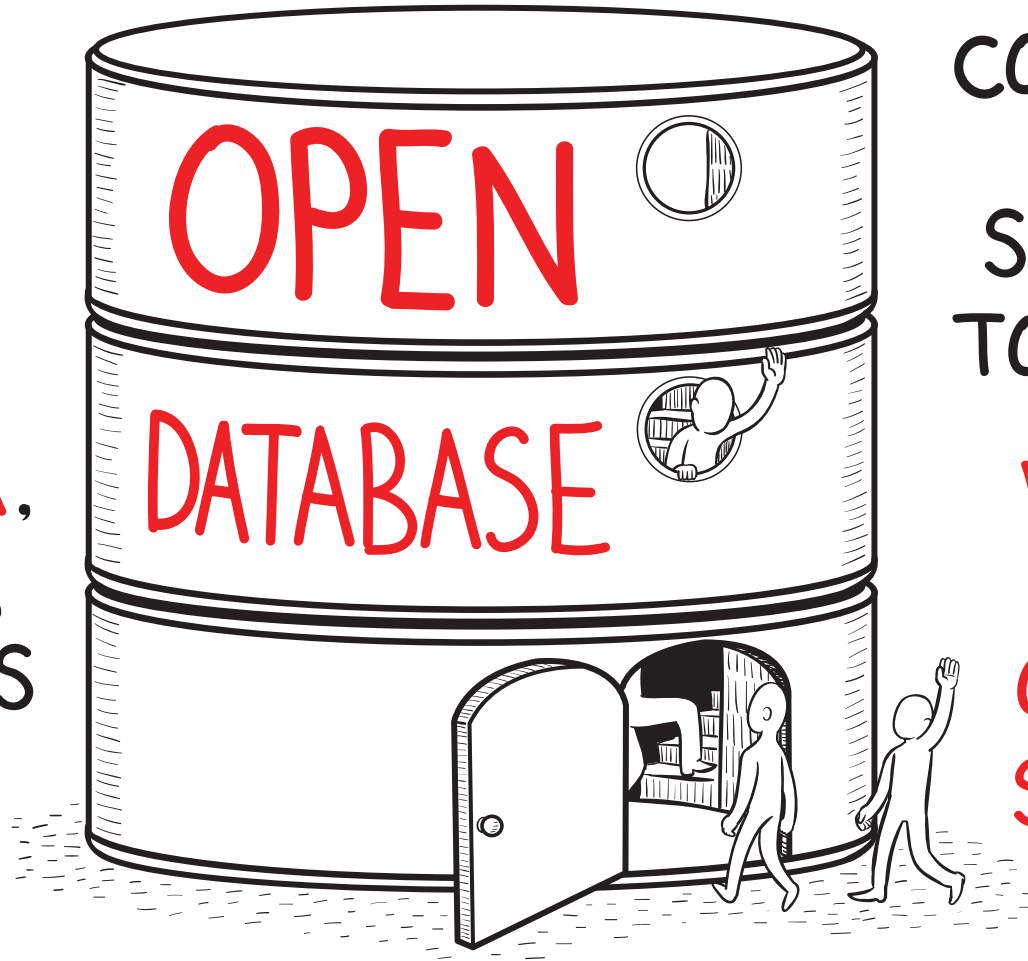


DATA

OPEN DATA

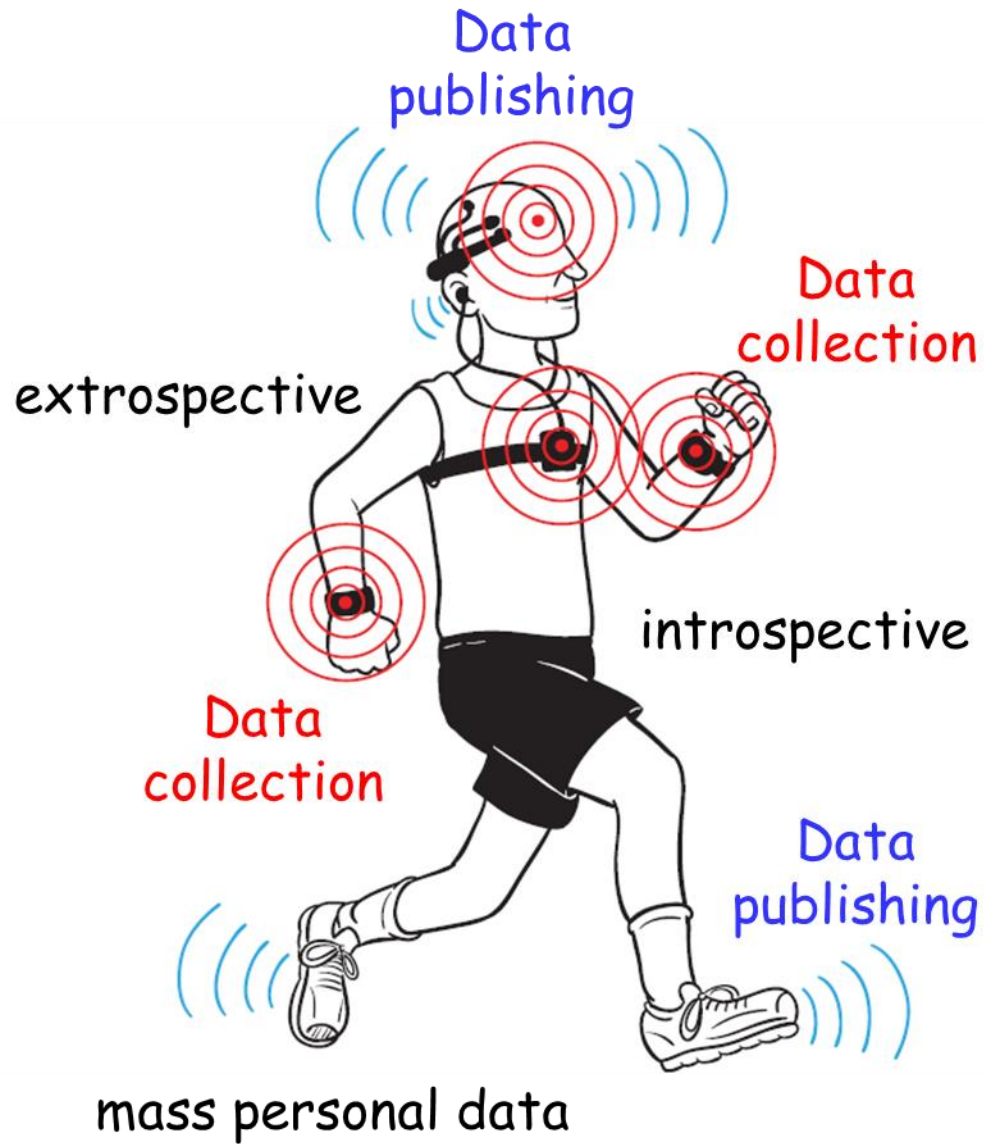


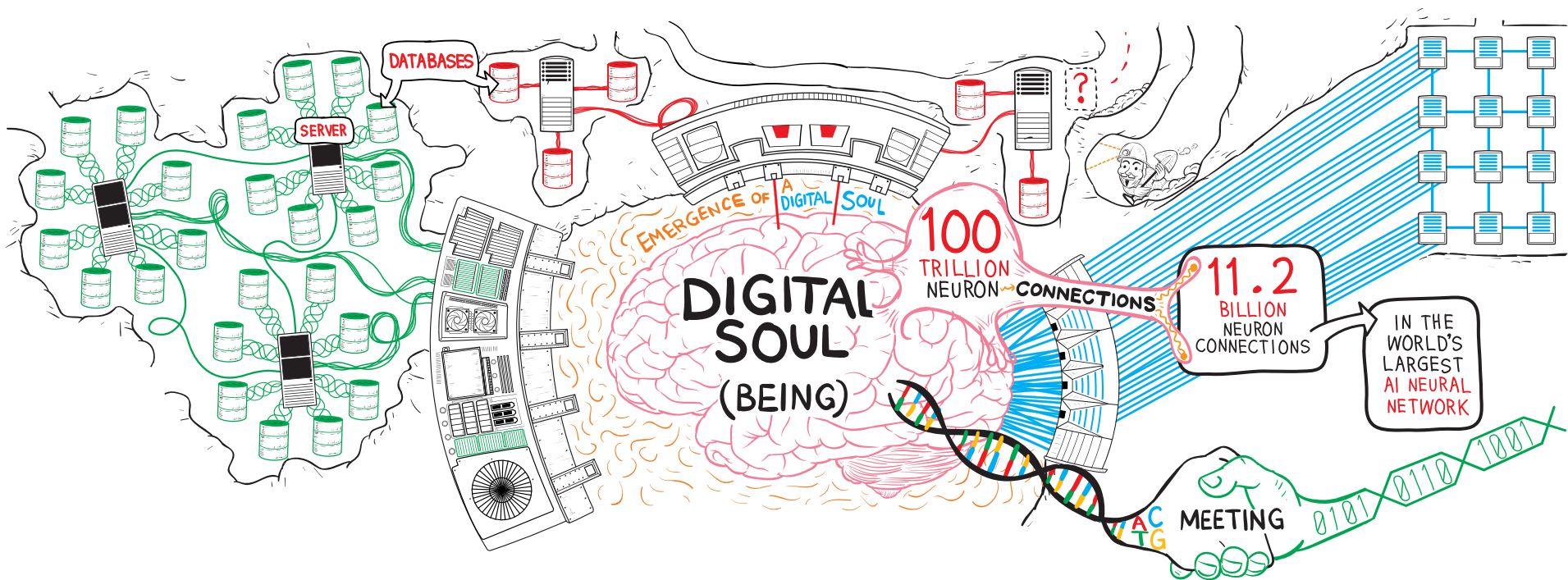
WE WILL
START
TO HAVE
ACCESS
TO MORE
OPEN DATA,
OUR DATA,
HELPING US
LIVE OUR
LIVES.



BIG
CORPORATES
WILL
STRUGGLE
TO KEEP UP.

WHAT IS
YOUR
OPEN DATA
STRATEGY?



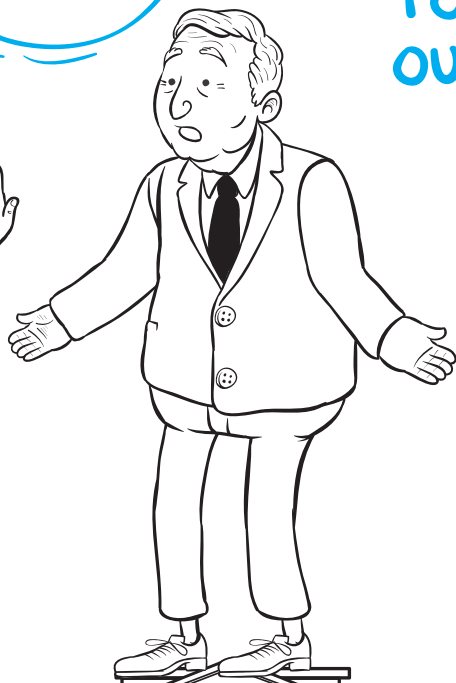


DIGITAL SOUL
I DON'T TRUST THAT COMPANY

THE ORGANISATIONS ARE GOING TO NEED OUR INFO

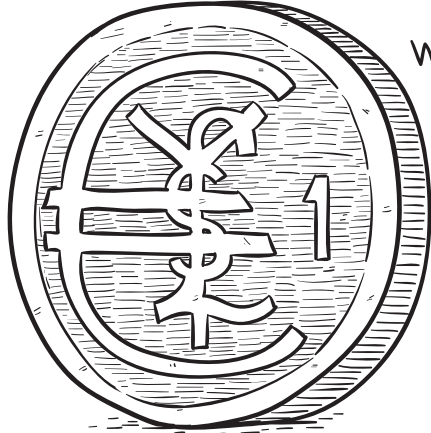
IF THEY DON'T HAVE THAT INFORMATION THEY'LL DIE

YOU DON'T UNDERSTAND MY DATA.

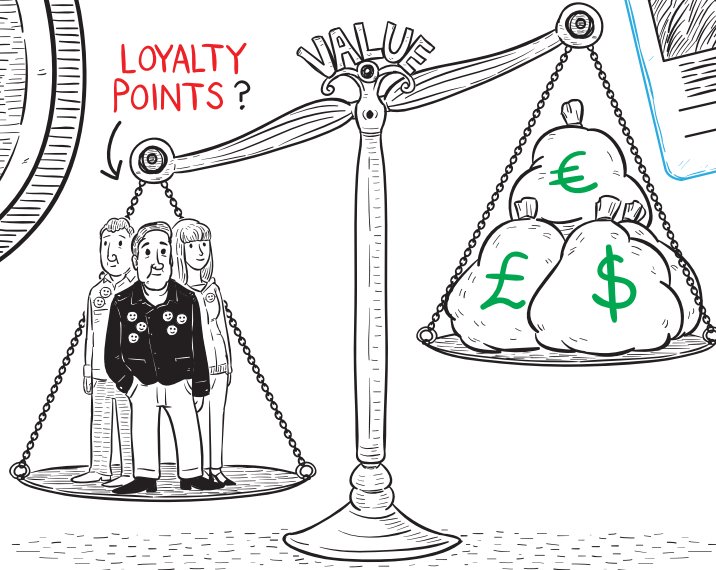


I SHOULD HAVE LISTENED TO MY CUSTOMERS!

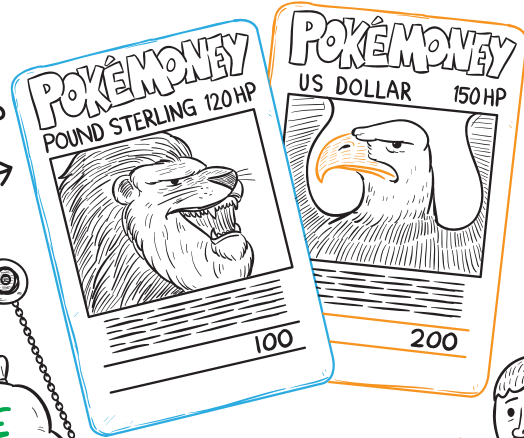
WHAT IS THE TRANSACTION CURRENCY OF THE FUTURE?



WHAT WILL CURRENCY LOOK LIKE?

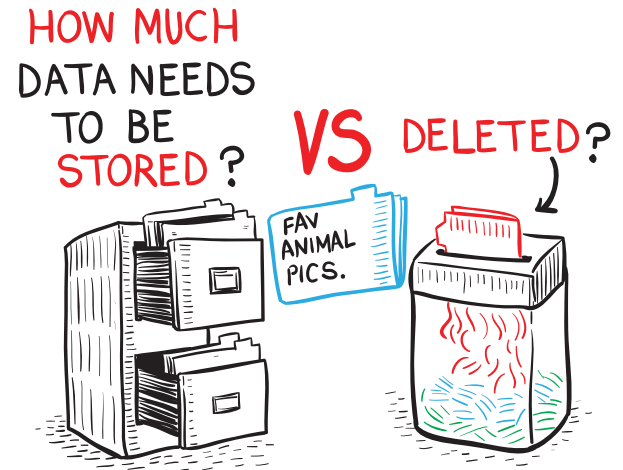
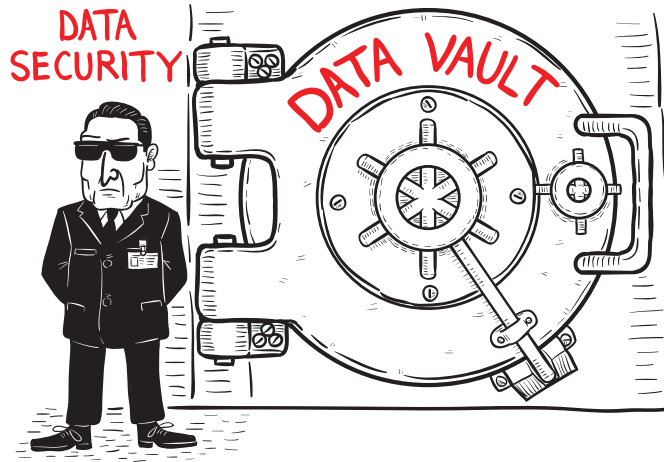


PHYSICAL OBJECTS?

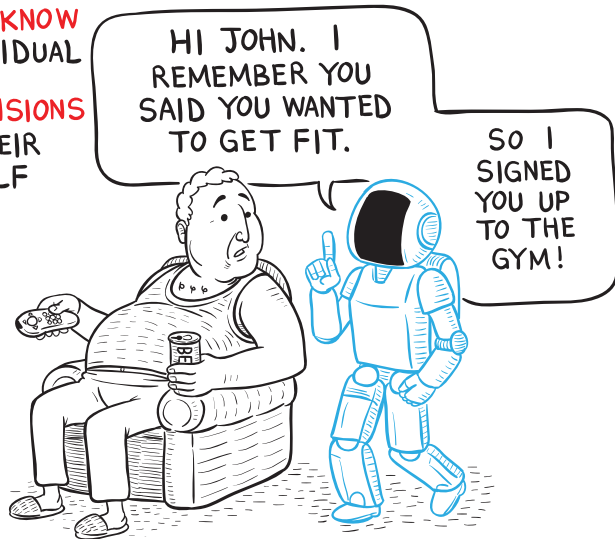


PERSONAL DATA?





GET TO KNOW
THE INDIVIDUAL
&
MAKE DECISIONS
ON THEIR
BEHALF



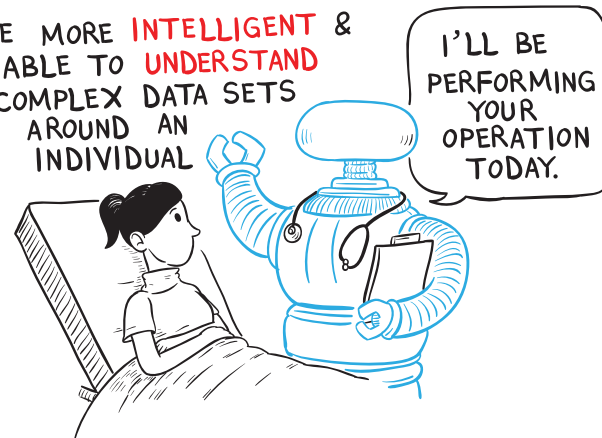
UNDERSTANDS
WHAT'S
IMPORTANT
TO THE
COMMUNITY



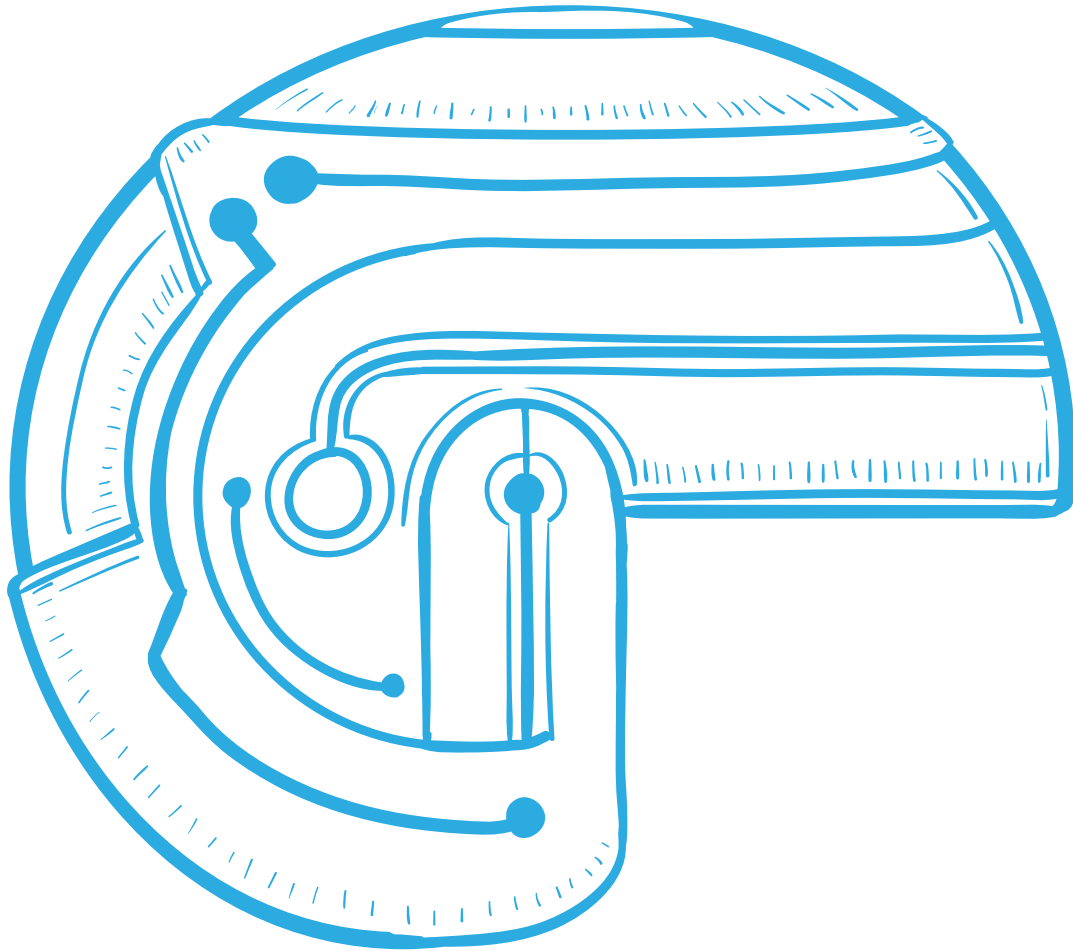
NLP
INTERACTIONS
BETWEEN
COMPUTERS
&
HUMANS



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

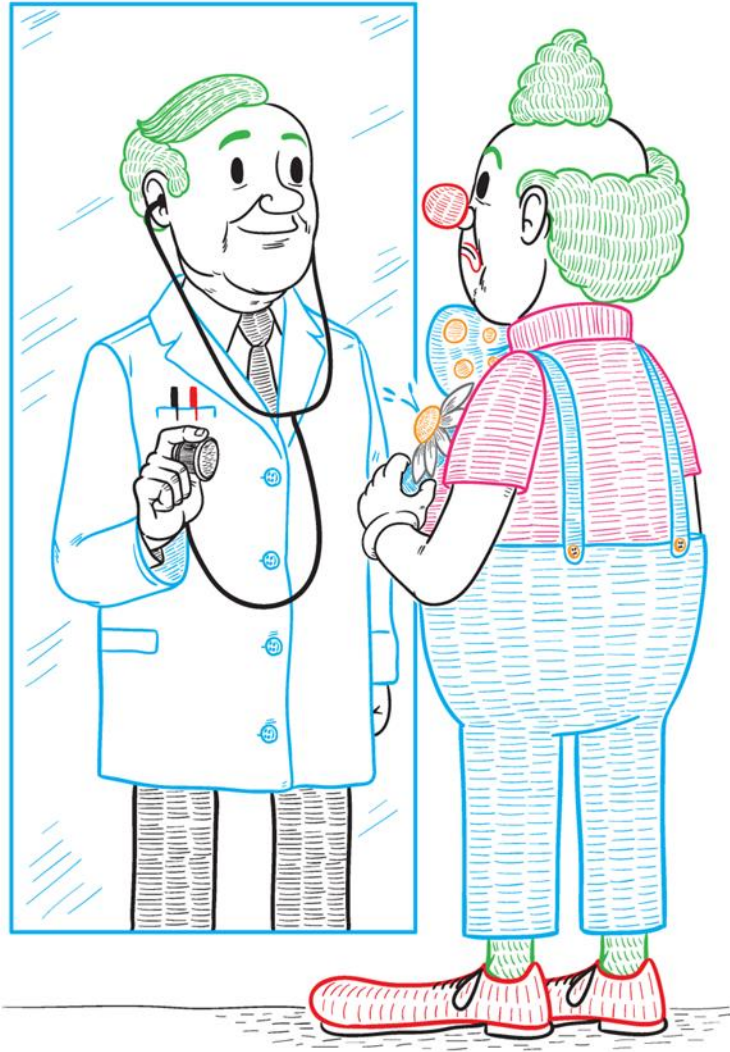


ARE YOU READY FOR
SINGULARITY?



THINK **BIGGER** & **DIFFERENTLY** ABOUT PROBLEMS & YOUR BUSINESS





OPEN

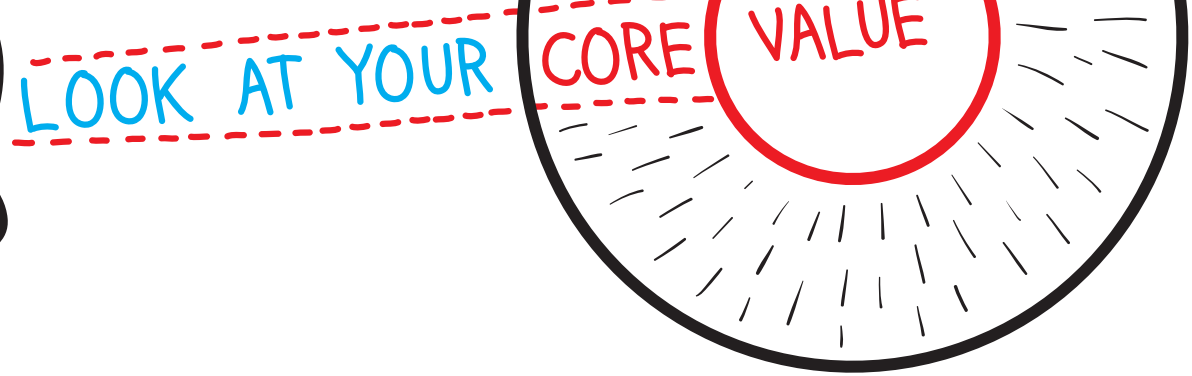
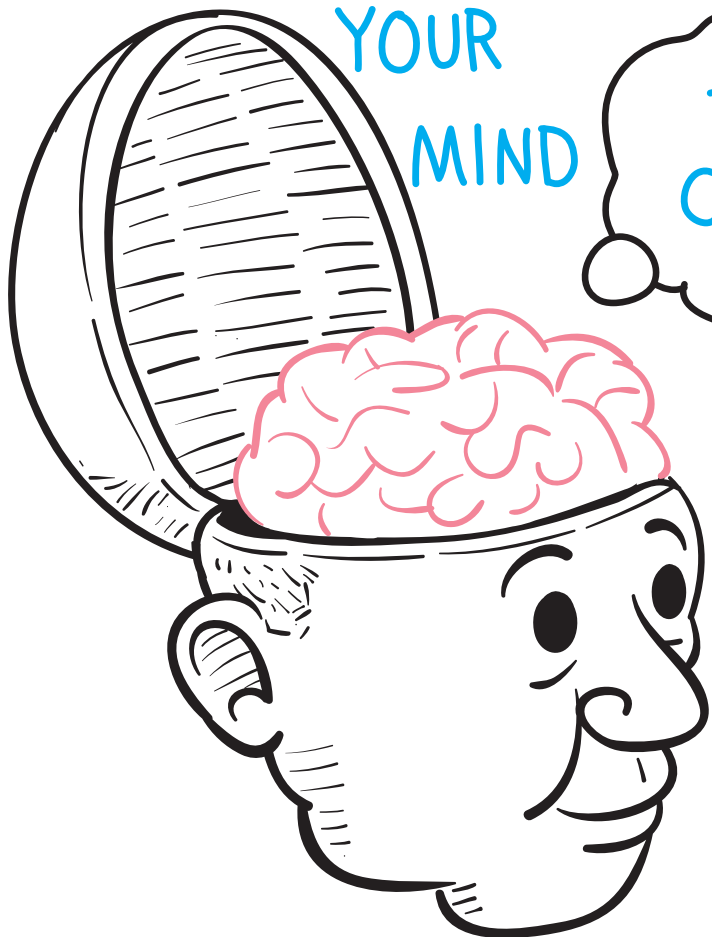
YOUR
MIND

THINK OF
CUSTOMERS

LOOK AT YOUR

CORE

VALUE



YOU ARE LIMITED
BY YOUR OWN
COGNITIVE BIASES

IT'S
NOT
POSSIBLE



IT IS
THE TIME
OF THE
NOVICE.



TRUST

CREDIBILITY + RELIABILITY + INTIMACY

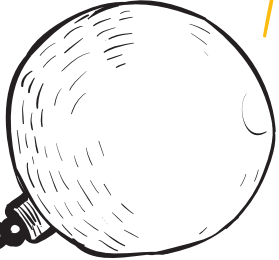
SELF INTEREST

I'M WILLING TO CHANGE!

I CAN'T START AGAIN.

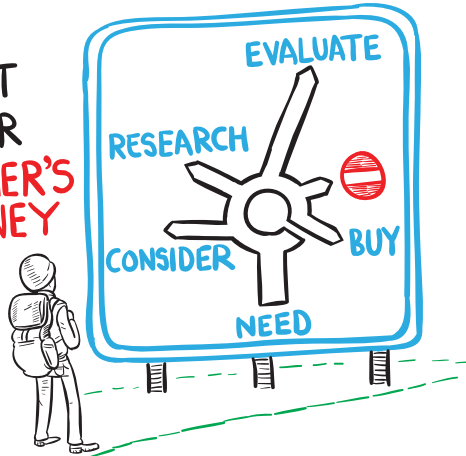
COMMITMENTS TO THE MARKETS

SEEN THE LIGHT

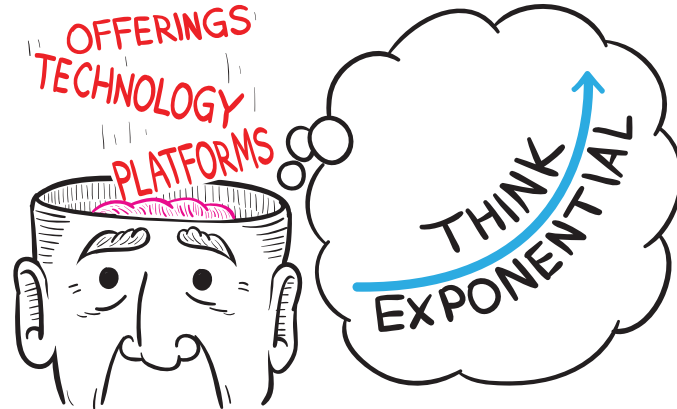


CHECK LIST FOR FUTURE SURVIVAL...

THINK ABOUT YOUR CUSTOMER'S JOURNEY



OPEN YOUR MIND TO NEW OFFERINGS TECHNOLOGY PLATFORMS



FORGET THE TRADITIONAL PLAYERS

THEY ARE NO LONGER YOUR COMPETITION

