

# Changing Business



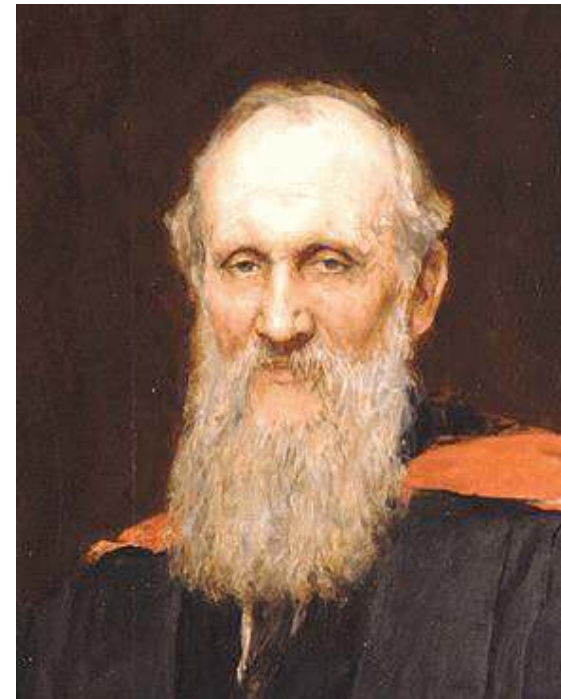
David Smith  
Global Futures and Foresight



# Radio, Airplanes & X-Rays

"Radio has no future.  
Heavier-than-air flying  
machines are impossible.  
X-rays will prove to be a  
hoax."

*William Thomson, Lord Kelvin,  
British scientist, 1899*



mathematician and physicist  
1824-1907

"There is nothing new to be discovered in physics now"

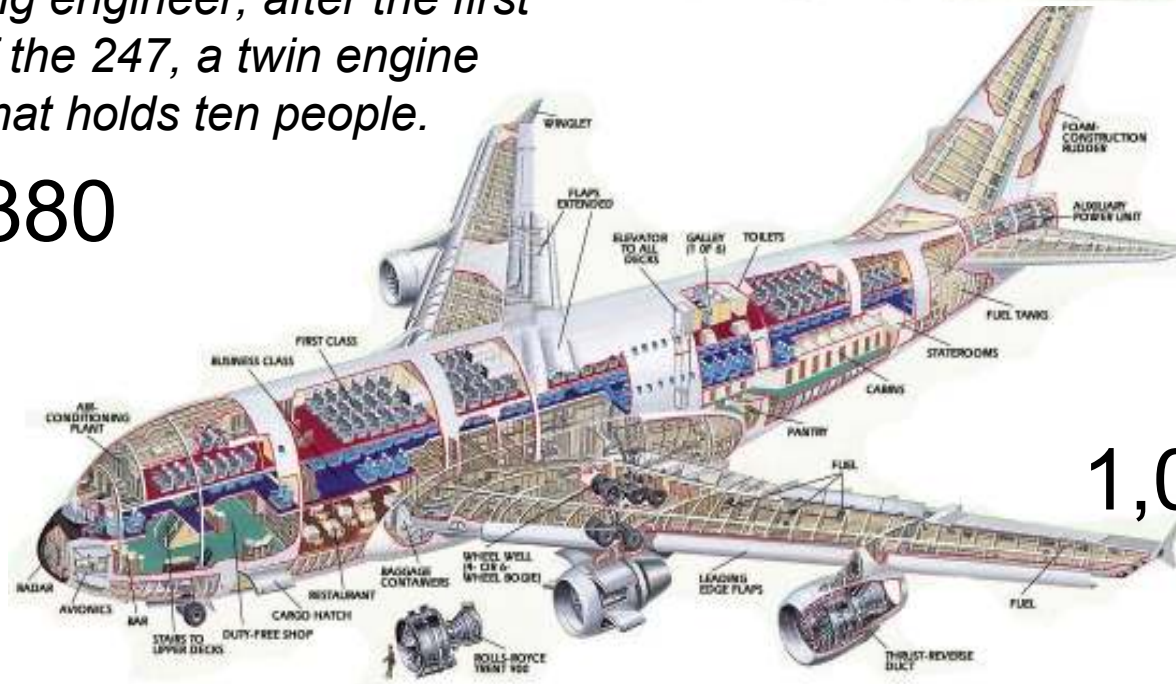


# Flying machines

- "There will never be a bigger plane built."

*A Boeing engineer, after the first flight of the 247, a twin engine plane that holds ten people.*

## A380



1,000 seats



# Radio with pictures

- TV will never be a serious competitor for radio because people must sit and keep their eyes glued on a screen; the average family hasn't time for it.

*New York Times, 1939*



# Turning the world upside down



THE OLD ONE

1872



THE NEW ONE...

2002



# Global Trends

1. Global instability
2. Volatile economy
3. Power goes east
4. Globalisation 2.0
5. Global warming
6. Population growth
7. Urbanization
8. Ageing societies
9. Energy, water and talent shortages
10. Unretirement
11. Work-life blend
12. Feminization
13. Wealth, health and happiness
14. Play



15. Social awareness
16. Connectedness
17. Declining trust
18. Cult of celebrity
19. Individualization
20. Age of brands
21. Social applications
22. Technological convergence
23. Video everywhere
24. VOip & ipTV
25. Nano technology
26. Digital 24/7 lifestyles
27. Outside technology
28. Mobility & convenience
29. Rise of the robots





Change  
Change  
Change

Change  
Change  
Change



# Premises underlying re-invention

The internet has radically changed the way millions of people communicate, interact and reconfigure their relationship to traditional business entities.

Mash up business models, combining elements of multiple platforms and/or existing models are increasingly viable.

The consumer is increasingly powerful relative to the company.

Innovation is becoming a key differentiator

Convenience and quality service levels are expected not desired



*“Online grocery is a murderously difficult market, I don’t expect to see a lot of online grocery stores in five years. It’s a niche business”*

*Miles Cook,*

VP at consulting firm Bain & Co. 2001



*Tesco.com gets 300,000 orders a week. The Internet grocery market is expected to rise by 20% a year.*



# **‘Internet banking has failed to live up to its promise. Why has the online “revolution” faded so fast?’**

November 9th 2000, the Economist



**44% of adults will use online banking by 2012.** Forrester

**Adults using internet banking rose 500% in 7 years.**

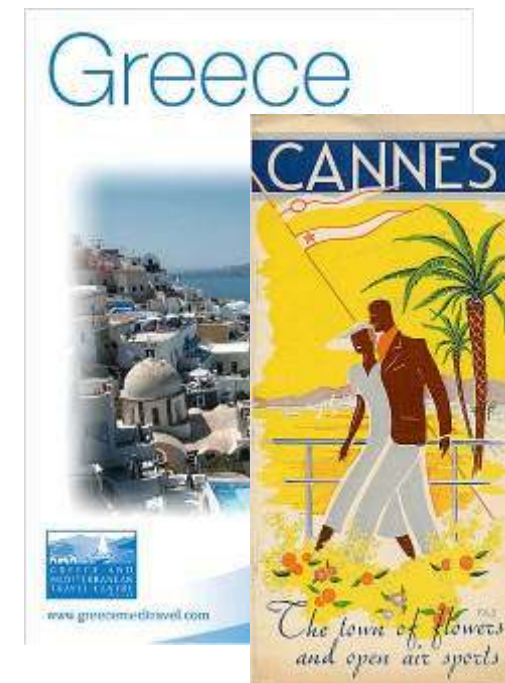
Apacs, the UK payments association



**Travel 2.0 has made the travel industry prick up its ears. Real traveler stories and experiences are holding as much weight with consumers as their carefully illustrated travel brochures.**

**Global online travel worth \$125bn, and forecast to grow \$100bn over five years. 14% CAGR.** Euromonitor International's 2008 research

**Consumer-generated content already influences \$10 billion a year in online travel.** Compete, Inc



[http://www.travelbrochuregraphics.com/Images\\_All/France\\_Images/cannes2.jpg](http://www.travelbrochuregraphics.com/Images_All/France_Images/cannes2.jpg)

*Travel agents trying to reinvent themselves to maintain relevance, in US and Western Europe.*



<http://208.122.3.214/tm/admin/uploaded/g%20and%20m%2008%20greece%20brox.jpg>  
[http://www.bizreport.com/2008/09/half\\_of\\_online\\_travel\\_consumers\\_turn\\_to\\_web\\_20.htm](http://www.bizreport.com/2008/09/half_of_online_travel_consumers_turn_to_web_20.htm)

Global Futures  
& Foresight



# And on and on and on ...

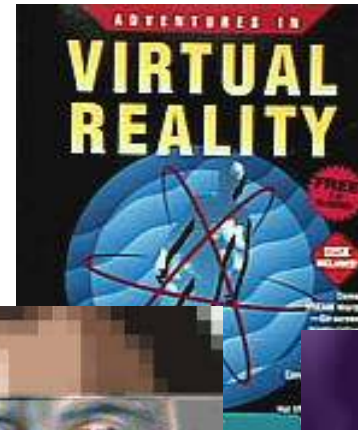
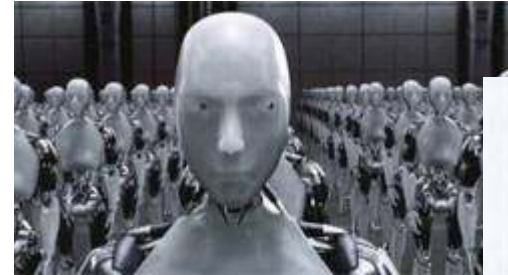
- Automotive
  - Airlines
  - Banking
  - Retail
  - Government
  - Utilities
  - Tourism
  - Health
- Energy sources
  - Environment
  - Ownership/trust/Zopa
  - On-line/service
  - Outsource/partnering
  - Sources/costs/environment
  - China/environment/activity
  - Self-diagnosis/tourism/nano

... and on and on and

# Technology

## What will it be doing

- More
  - Connection
  - Collaboration
  - Interaction
  - Video everywhere
  - Voice recognition
  - Robotics
  - Cognitive recognition
  - Disintermediation
  - Virtual reality
  - Personalisation
  - Integration
  - Outside Technology
  - Simulation
  - Tracking
  - Surveillance
  - Security



# ipTV

Telephones, computers, mobiles and software programs now all use the internet. TV and video are next.

Viewers can watch IPTV on any device that has internet connectivity:

- ✓ Set-Top Box
- ✓ Desktop PC
- ✓ Mobile Phone
- ✓ Games Console
- ✓ Handheld/PDA
- ✓ Media Player



# Interactive outside technology

Interactive billboard



Interactive Poster



24 hours a day, 7 days a week online and available



# Interactive Holograms and Robots



[www.smh.com.au/.../2006/02/01/300\\_robotx1.0.jpg](http://www.smh.com.au/.../2006/02/01/300_robotx1.0.jpg)



<http://www.androidworld.com/der2-2.jpg>

24 hours a day, 7 days a week online and available



An extra 1 billion customers every 12 years



# Think Share – Think Group

- Sharing
- Collaborating
- Personalising/Customising
- Re-mixing
- Playing (Along/with)
- Following (Twitter like)
- Virtual reality
- Service
- Purpose



<http://www.ubergizmo.com/photos/2007/12/guitar-hero-3-mobile.jpg>  
[http://images.teamsugar.com/files/users/1/15111/29\\_2007/Picture-1\\_3.jpg](http://images.teamsugar.com/files/users/1/15111/29_2007/Picture-1_3.jpg)  
[www.gizmowatch.com/](http://www.gizmowatch.com/)

## Think co-creation – Think co-distribution



# Imagine it

*If you want to get ahead – you need to look ahead*

## Thank you

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