



ACCELERATION IN THE ERA OF CHAOS & CHANGE

IGOR BEUKER

EARLY STAGE EXPLORER
KICKED OUT OF PRO FOOTBALL
EXPELLED FROM COLLEGE

SPEAKER | TRENDWATCHER
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**It is never too late to be
who you might have been.
-- George Elliot**



SCIENCE FICTION

THE SIX MILLION DOLLAR MAN

“WELCOME TO A VUCA WORLD.”

OLD

NEW

STABILITY

VOLATILITY

CERTAINTY

UNCERTAINTY

SIMPLICITY

COMPLEXITY

CLARITY

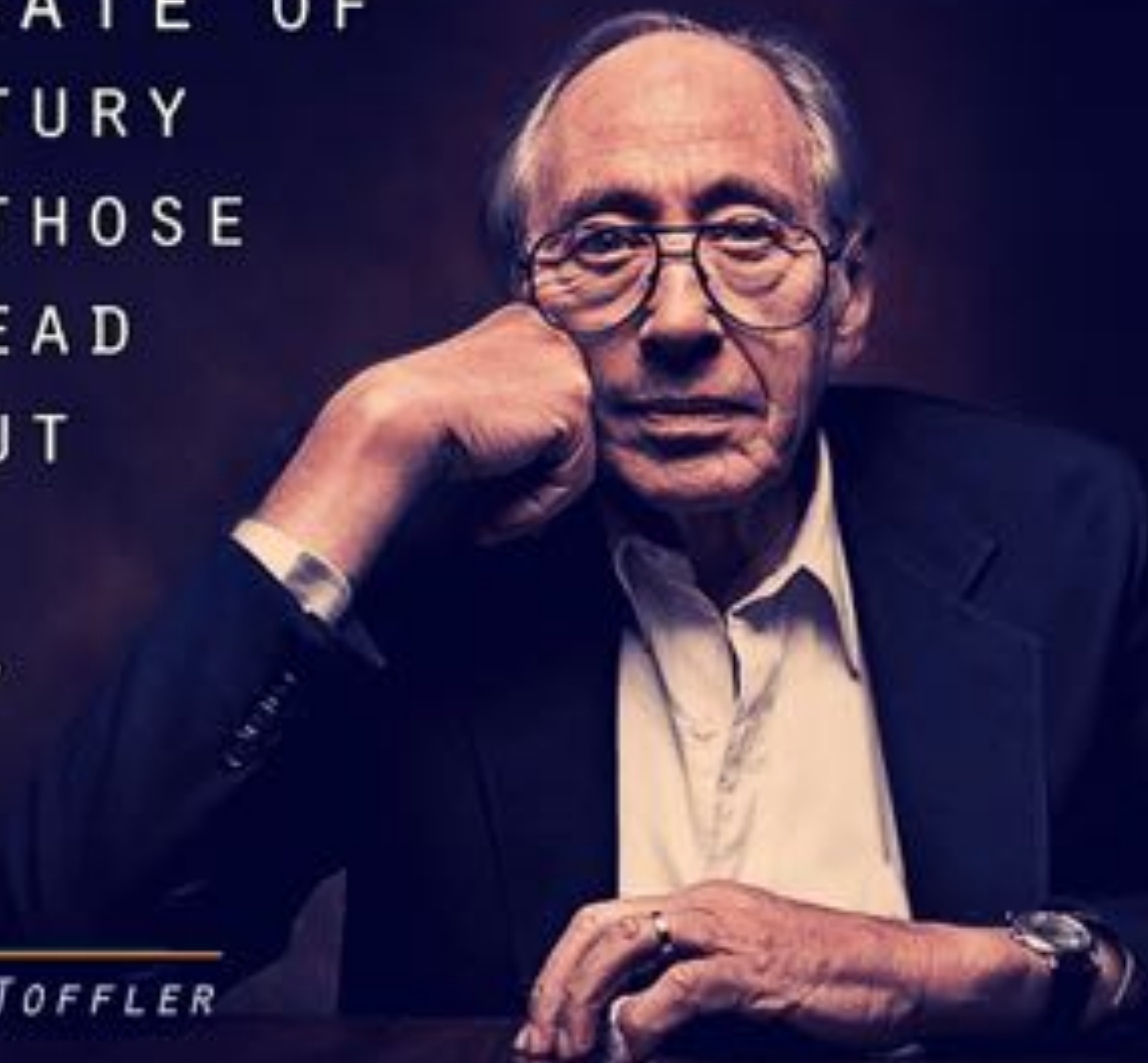
AMBIGUITY

COMFORT

DISCOMFORT

"THE ILLITERATE OF
THE 21ST CENTURY
WILL NOT BE THOSE
WHO CANNOT READ
AND WRITE, BUT
THOSE WHO
CANNOT LEARN,
UNLEARN,
AND RELEARN."

~ALVIN TOFFLER



**“MOVING FROM INNOVATION TO INDUSTRIALIZATION
HAS BEEN OUR CHALLENGE SINCE THE STONE AGE.”**

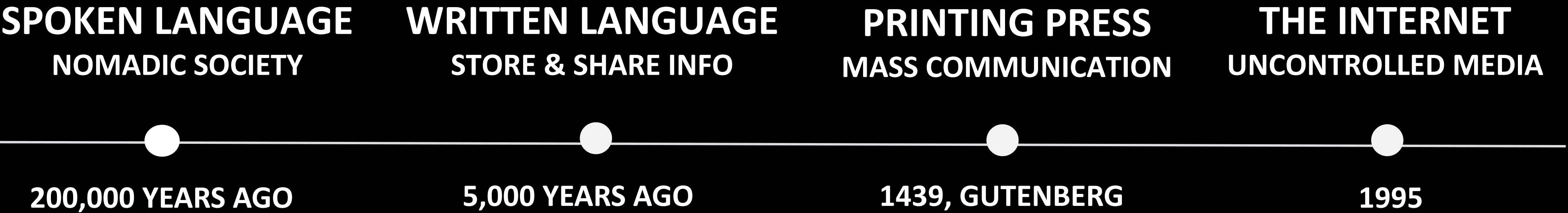








HUMANITY'S DISRUPTIVE INFORMATION TECHNOLOGY TIMELINE





INDUSTRY 4.0

A CRUCIAL MOMENT IN HISTORY

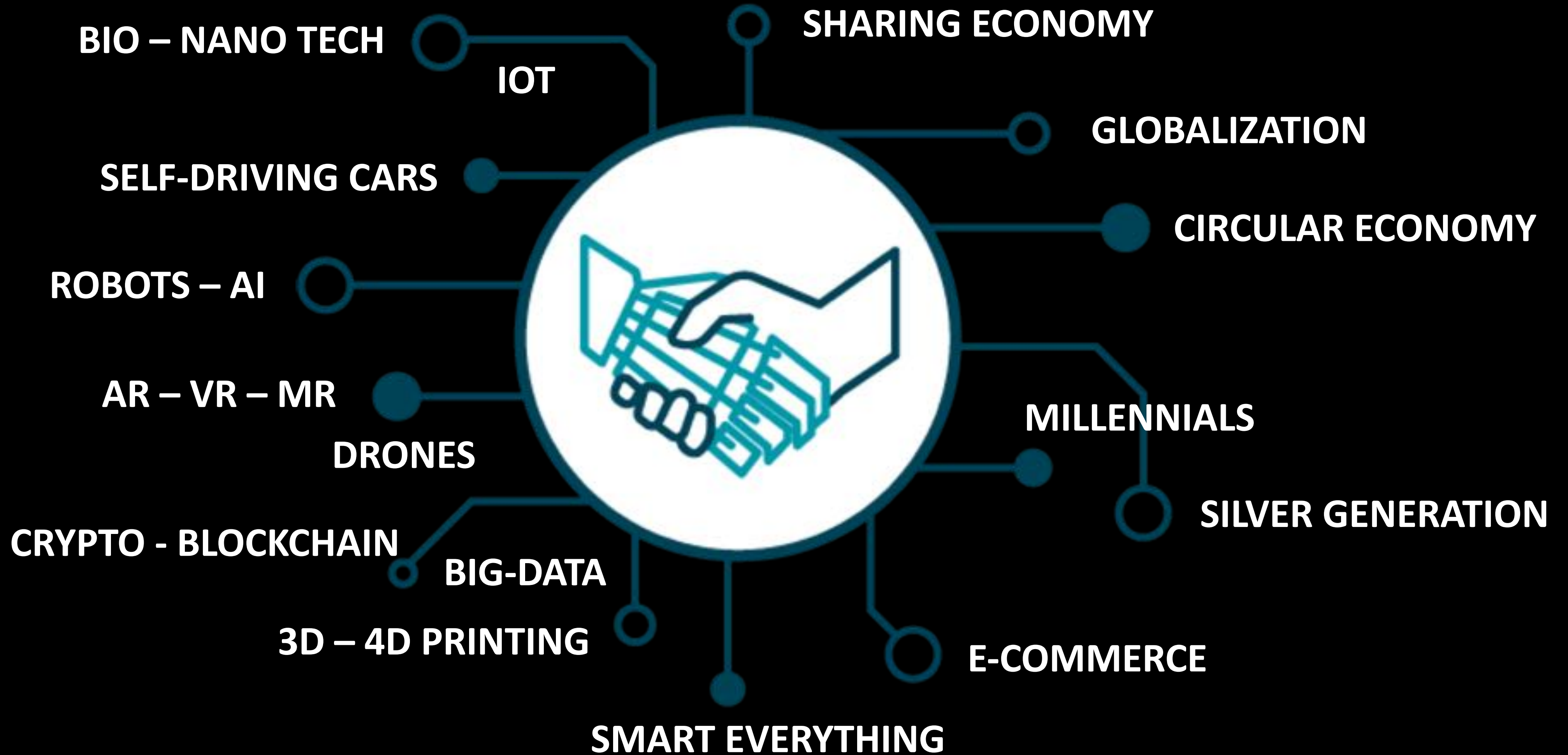
TURNING POINT FOR OUR WORLD



BIGGER

THAN THE INTERNET

TOMORROW'S TECH & TRENDS

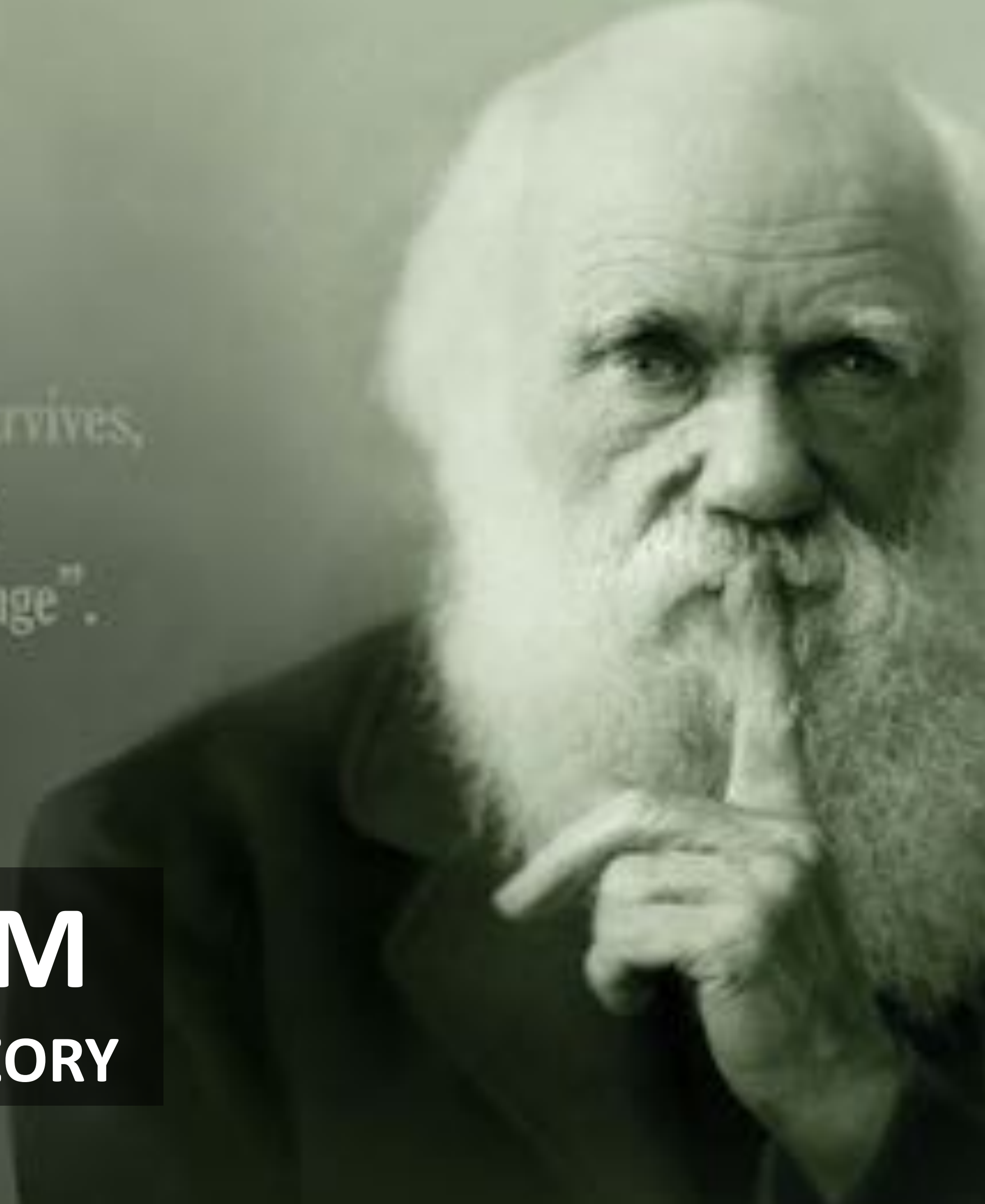


OUTSIDE YOUR COMFORT ZONE

IS WHERE THE MAGIC HAPPENS

2%





"It is not the strongest of the species that survives,
nor the most intelligent that survives.
It is the one that is most adaptable to change".

Charles Darwin

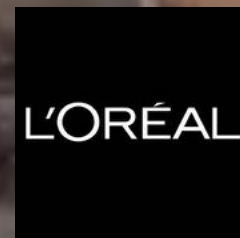
DIGITAL DARWINISM

THIS TIME IT'S A REVOLUTION THEORY

“ADVERTISING MAY WIN QUARTERS, INNOVATION WINS DECADES.”
-- MAD MEN vs. MATH MEN --

MAD MEN

1-21 →
WALL ST



MATH MEN

1-21 →
WALL ST



MAD MEN

RELY ON IBM, MCKINSEY

R&D, BACKWARD-LOOKING RESEARCH

LINEAR MINDS, TECH IGNORANT

CORPORATE POLITICS, RISK AVERSE

WAIT FOR CASE STUDIES

SHORT TERM, PROFIT

MATH MEN

SIXTH SENSE, RADICAL VISION

TREND FORESIGHTS, HYPE CYCLES

NON LINEAR MINDS, TECH-SAVVY

TALENT ATTRACTION, RISK TAKING

ARE THE NEW CASE STUDY

LONG TERM, PURPOSE



“CONCERN OVER THE THREAT OF NEW TECHNOLOGIES IS OVERSTATED.”
-- BLOCKBUSTER ANALYST REPORT, 1999 --



Price per share

IF THEY HAD UNDERSTOOD THE TRENDS
THEY COULD HAVE LAUNCHED INSTAGRAM

1965

1997

2012





6310



Nokia CEO ended his speech saying this "we didn't do anything wrong, but somehow, we lost".

RETAIL LIKE IT'S 1999

WHY SUCH A LONG, PAINFUL PERIOD OF DENIAL

BEFORE THEY REALLY ACCEPT IT'S ADAPT OR DIE?



A hand wearing a white and black work glove is reaching into a stack of Amazon cardboard boxes. The glove has "Body Guard" and "CE" markings. The boxes are brown with black Amazon logos and some have "upward arrows" printed on them. The background is filled with more boxes, creating a sense of a warehouse or shipping area.

THE AMAZON-EFFECT

OR LACK OF CUSTOMER CENTRICITY?

KNOW ONLY 30% OF YOUR CUSTOMERS?
GOOD LUCK WITH CRM & OMNICHANNEL

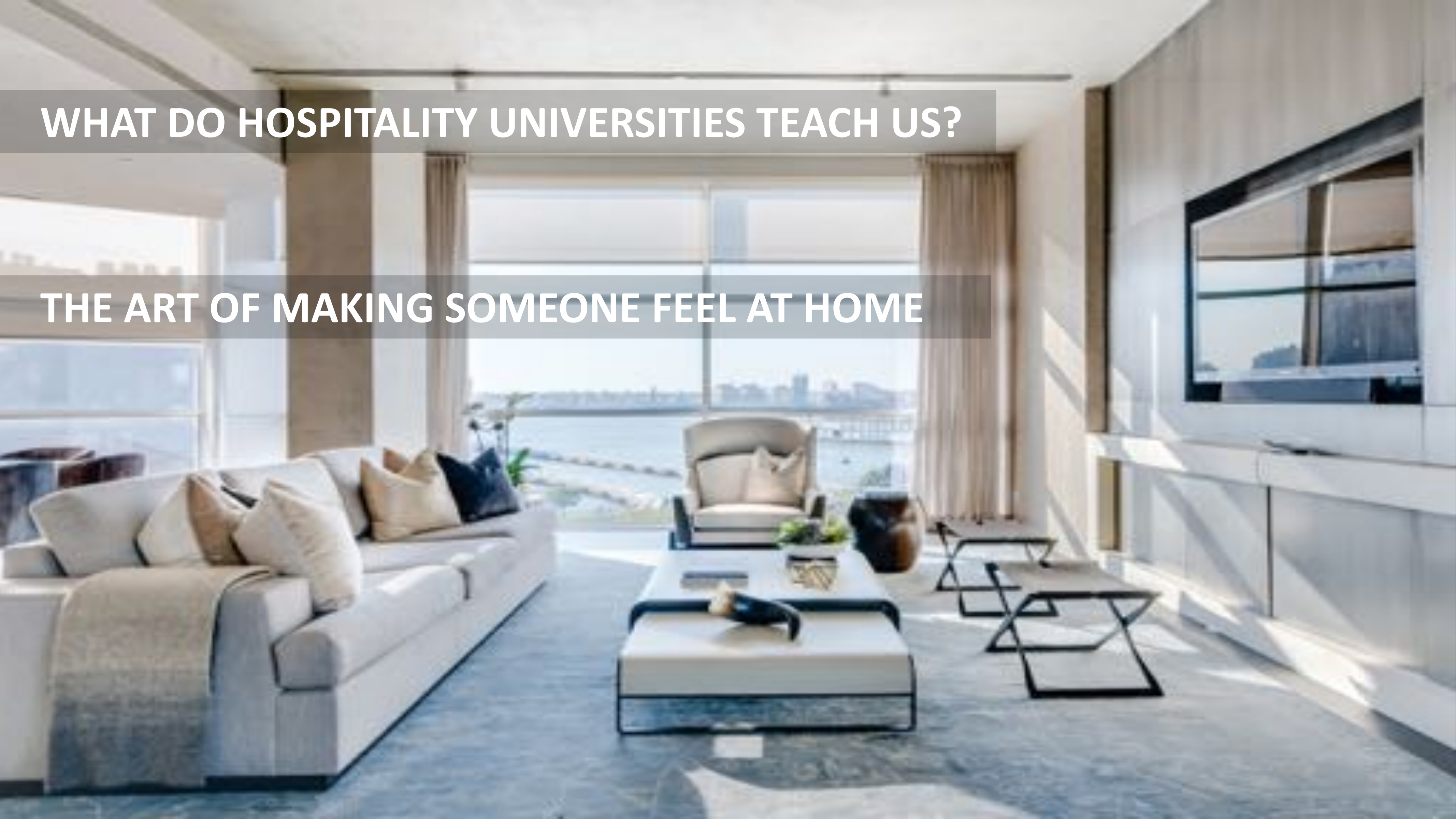
RISE OF UNPROFESSIONALISM?

RISE OF OWNER AUTHENTICITY?



WHAT DO HOSPITALITY UNIVERSITIES TEACH US?

THE ART OF MAKING SOMEONE FEEL AT HOME

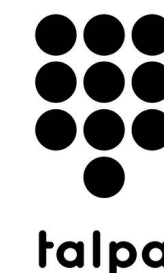


**NO ONE WAS EVER FIRED FOR HIRING IBM. OR MCKINSEY
WE OPTIMIZE OUR ASS-COVERING, NOT OUR DIGITAL STRATEGY**

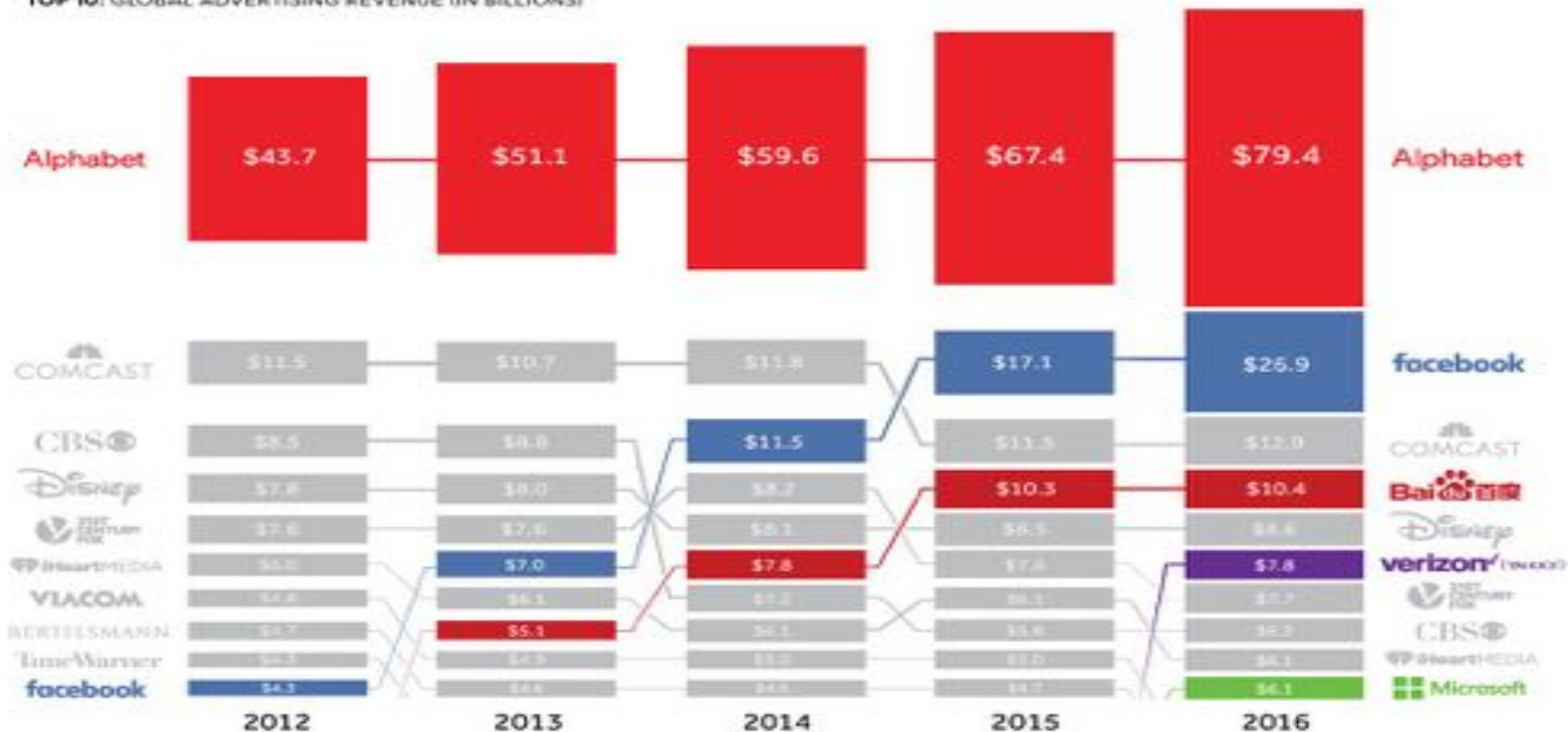


THE TECH TAKEOVER OF ADVERTISING

Legacy media brands are falling hard and fast



TOP 10: GLOBAL ADVERTISING REVENUE (IN BILLIONS)



CHAOS CREATES PREDICTABLE OPPORTUNITIES

FORTUNE 500
LIFE EXPECTANCY

75 YEARS

15 YEARS

10 YEARS

1950

2010

2025

GROWTH BY
ENTERING A
NEW BUSINESS

95% FAILS

99% FAILS

+



THE ROI OF INNOVATION

RETURN ON INVESTMENT



RISK OF INACTION

THE WILLINGNESS TO EXPLOIT CHAOS & CHANGE IS ABOUT COMPANY CULTURE AND PEOPLE *

	WILL	NO WILL	
SKILL			
NO SKILL			

*** INNOVATION IS A CULTURE, NOT A DEPARTMENT!**

EXPLORE TRENDS

THROUGH A MATH MAN LENS





MINI SCREENAGERS

HYPERCONNECTED ALWAYS-ON TECH NINJAS

A close-up photograph of a red cardinal bird feeding its three chicks in a nest. The adult bird is on the right, with its head tilted down towards the chicks. The chicks are on the left, with their heads tilted up and their beaks open, waiting for food. The nest is made of dry grass and twigs, and the background is a soft-focus green. The text is overlaid on the image in white, bold, sans-serif font, with each line in a separate semi-transparent grey box.

GUYS! WE ARE GOING ON A SUMMER HOLIDAY

IS THERE Wi-Fi?

YEAH Wi-Fi!

DEFINITELY NEED Wi-Fi



MILLENNIAL ATTENTION SPAN? 8 SECONDS

A GOLDFISH CAN FOCUS 9

A woman with long dark hair, wearing a black top and a gold necklace, is taking a selfie. She is holding a camera on a tripod in front of her. The background is a plain white wall.

TECH CHANGES BEHAVIOR

DIGITAL NARCISSISM, SOCIAL STATUS & SELFIES

JACK MA VISION

SELFIE AS A PAYMENT SYSTEM



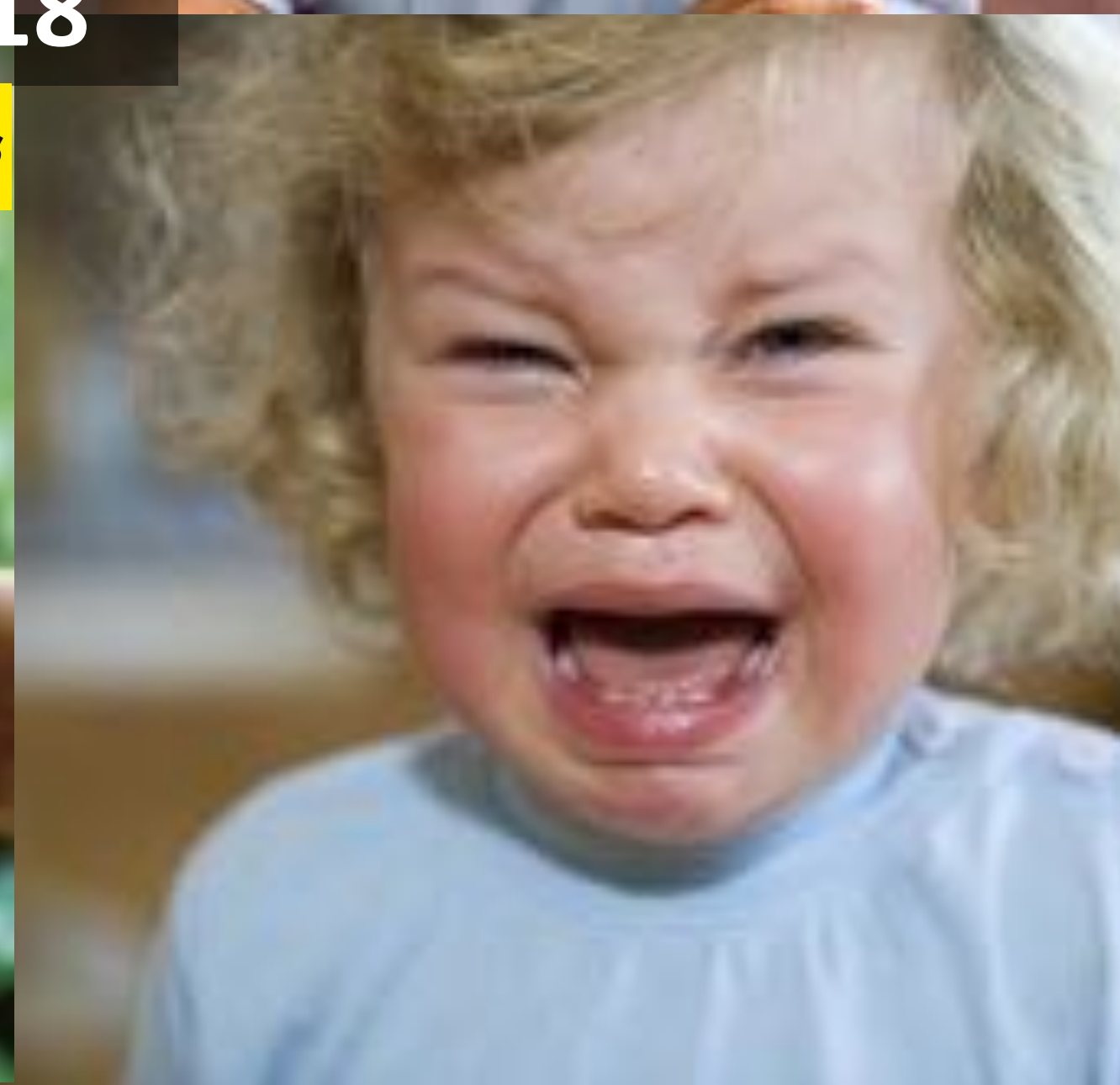
\$25.3 BILLION IN 24 HOURS, ALIBABA SINGLES DAY 2017

> 1 BILLION PARCELS, > 80% ON A MOBILE PHONE





AMSTERDAM, 5 DECEMBER 2018

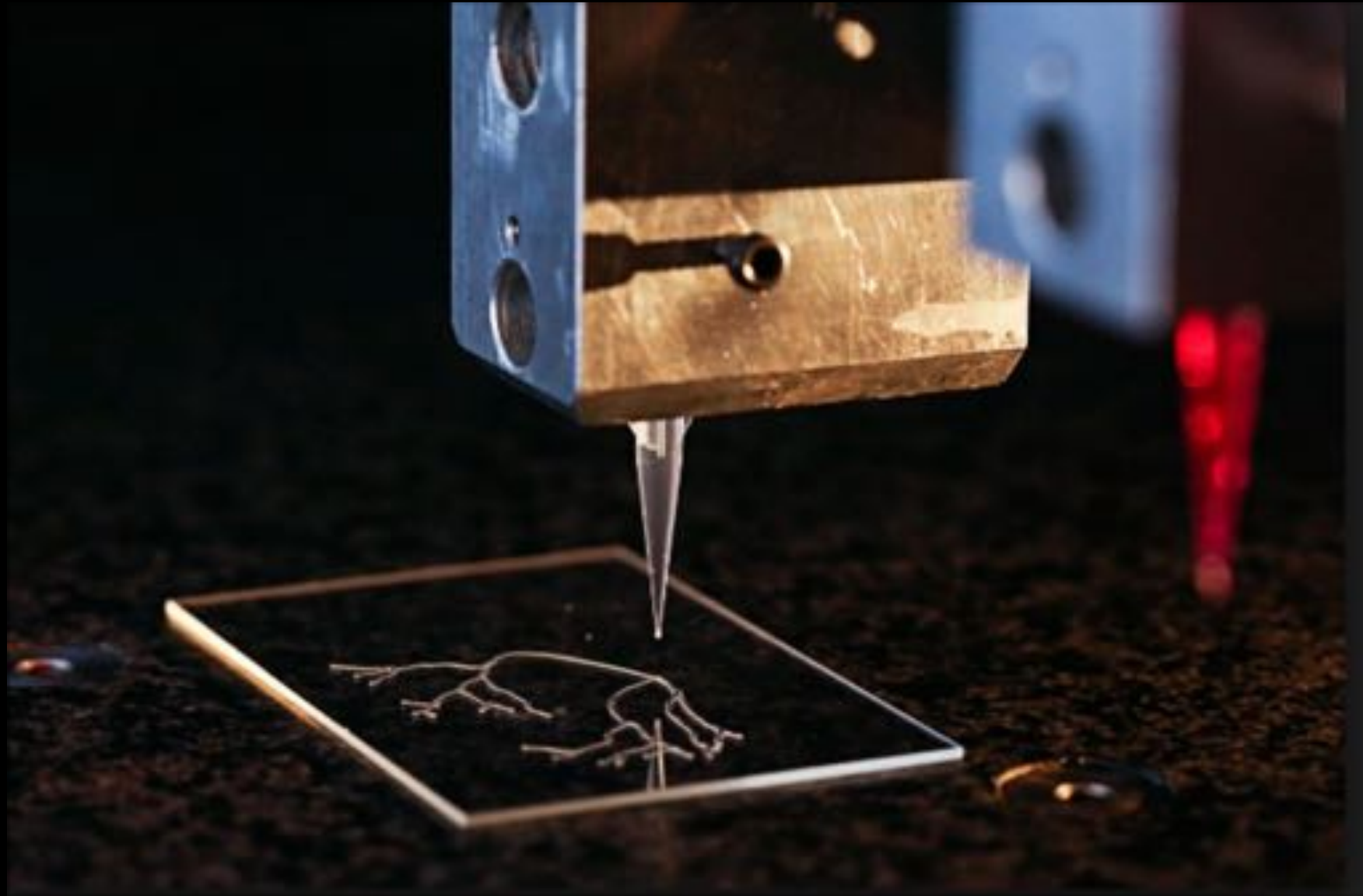


A close-up, high-angle shot of a computer keyboard. The central focus is a bright yellow key with the word 'BUY' printed on it in black, bold, sans-serif capital letters. A small, silver-colored metal shopping cart with green wheels is perched on the yellow key. Surrounding the yellow key are various standard black keyboard keys with white text: 'Backspace' with a left-pointing arrow, 'Insert', 'Delete', 'End', 'Shift' with an upward-pointing arrow, and 'Print Screen SysRq'. The lighting is soft, creating subtle shadows and highlights on the keys and the cart.

E-COMMERCE

GO BIG, GO NICHE OR GO HOME

3D PRINTING DISRUPTING REVOLUTION



A 3D printer with a grey and black body and a blue-tinted transparent door. Inside the printer, a large, bright yellow 3D model of the letters '3D' is being printed on a white platform. The printer has a control panel on top with a small blue screen, a red power button, and a large white dial. The background is white.

50% OF MANUFACTURING OUTPUT IS 3D PRINTED BY 2040

SLASHING INTERNATIONAL TRADE & LOGISTICS IN HALF



CONNECTED, ELECTRIC, AUTONOMOUS CARS

SMART CITIES



SUSTAINABLE CITIES



VOICE IS BACK. THE NEXT BIG GATEWAY



GOOGLE

Mashable



ROBOTS & AI



**TRUMP IS BUILDING A WALL
BILL GATES SAYS ROBOT TAX**



“ANYTHING THAT IS ROUTINE OR REPETITIVE WILL BE AUTOMATED”



50%

 BuzzFeed

FOX
NEWS

hann

WHAT IS

FAKE?

NBC
The New York Times



HI, I'M JULIAN ASSANGE

**I GIVE PRIVATE
INFORMATION ON
CORPORATIONS & GOV'T
TO YOU FOR FREE AND
THE MEDIA CALLS
ME A CRIMINAL.**

HI, I'M MARK ZUCKERBERG

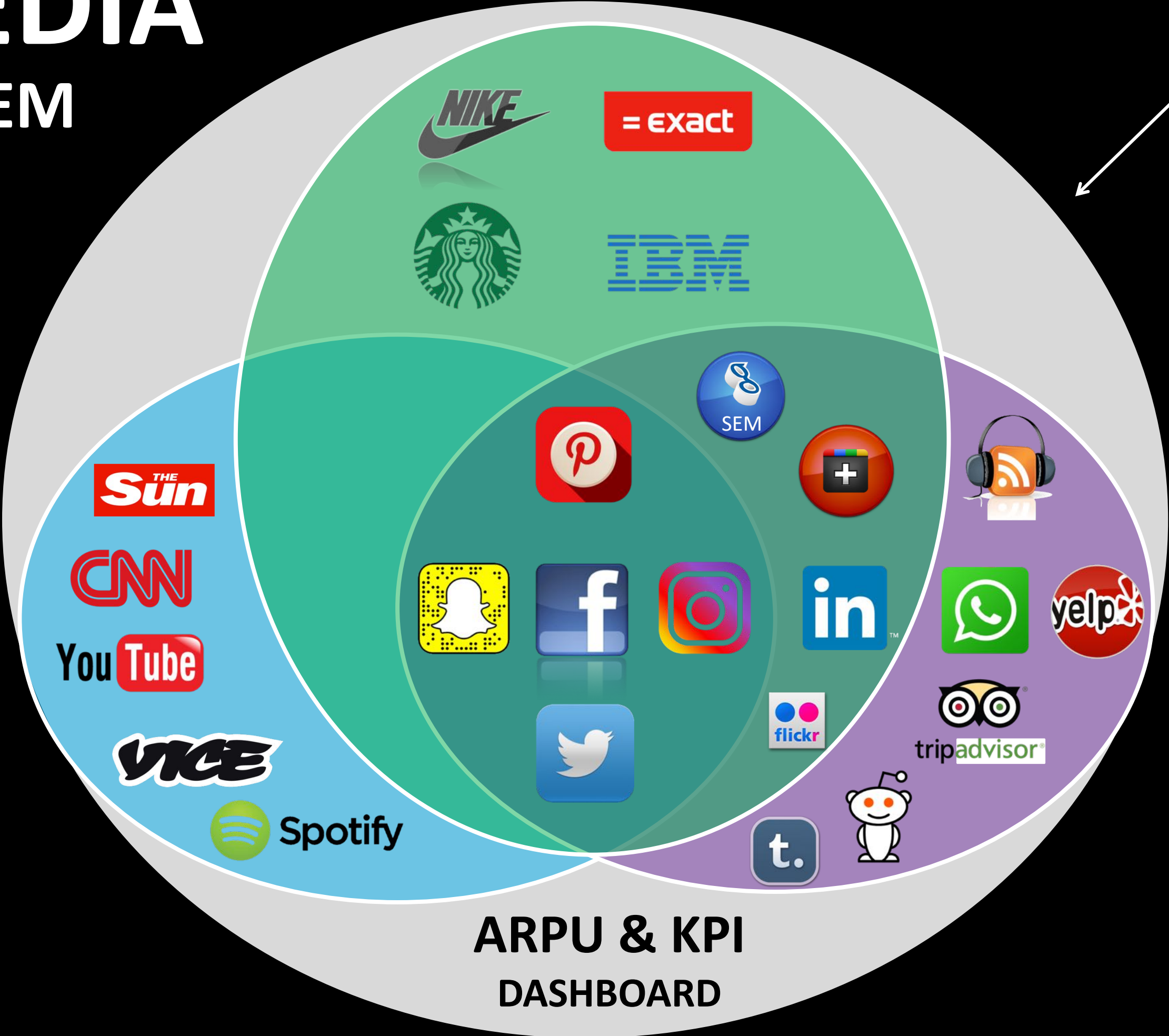
**I GIVE YOUR PRIVATE
INFORMATION TO
CORPORATIONS & GOV'T
FOR MONEY AND
THE MEDIA CALLED
ME MAN OF THE YEAR.**



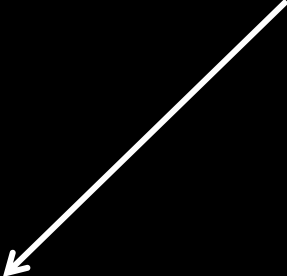
POE MEDIA

ROI ECOSYSTEM

PAID



OWNED



EARNED



ARPU & KPI
DASHBOARD



PRIORITY

Domain Management

Safely and effectively manage your
valuable domain portfolios

**PLEASE
HANDLE WITH CARE**

FRAGILE

**** THANK YOU ****



SHOW ME THE MONEY!



PUBLIC CLOUD \$178 BILLION IN 2018

TO GROW AT A 22% CAGR



1,2 MILJARD 2017.



SUMMARY & CONCLUSION



VUCA WORLD

CURIOSITY & LIMITLESS MIND

COIN TRENDS? MATH MAN LENS

DOMAIN BUSINESS ON THE MOVE

ONLY CONSTANT IS CHANGE

WILLINGNESS ABOVE SKILLS

INNOVATION = ACCELERATION



THE SPEED OF INNOVATION
IS VITAL TO INCREASING
COMPETITIVENESS & ACCELERATION

A photograph of Jeff Bezos walking towards the camera in a park-like setting. He is wearing a black short-sleeved shirt, a dark quilted vest, and dark trousers. He is also wearing sunglasses. The background is a blurred green lawn with trees and a blue structure in the distance. A semi-transparent dark grey rectangular box is overlaid on the image, containing white text.

**“OFTEN TIMES INVENTION REQUIRES A LONG
TERM WILLINGNESS TO BE MISUNDERSTOOD.”**



“BE NICE TO NERDS...

**WE WILL ALL END-UP
WORKING FOR ONE.”**



GET
SHIT
DONE

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