



FORECAST 2020

THE END OF CONTROL

psfk

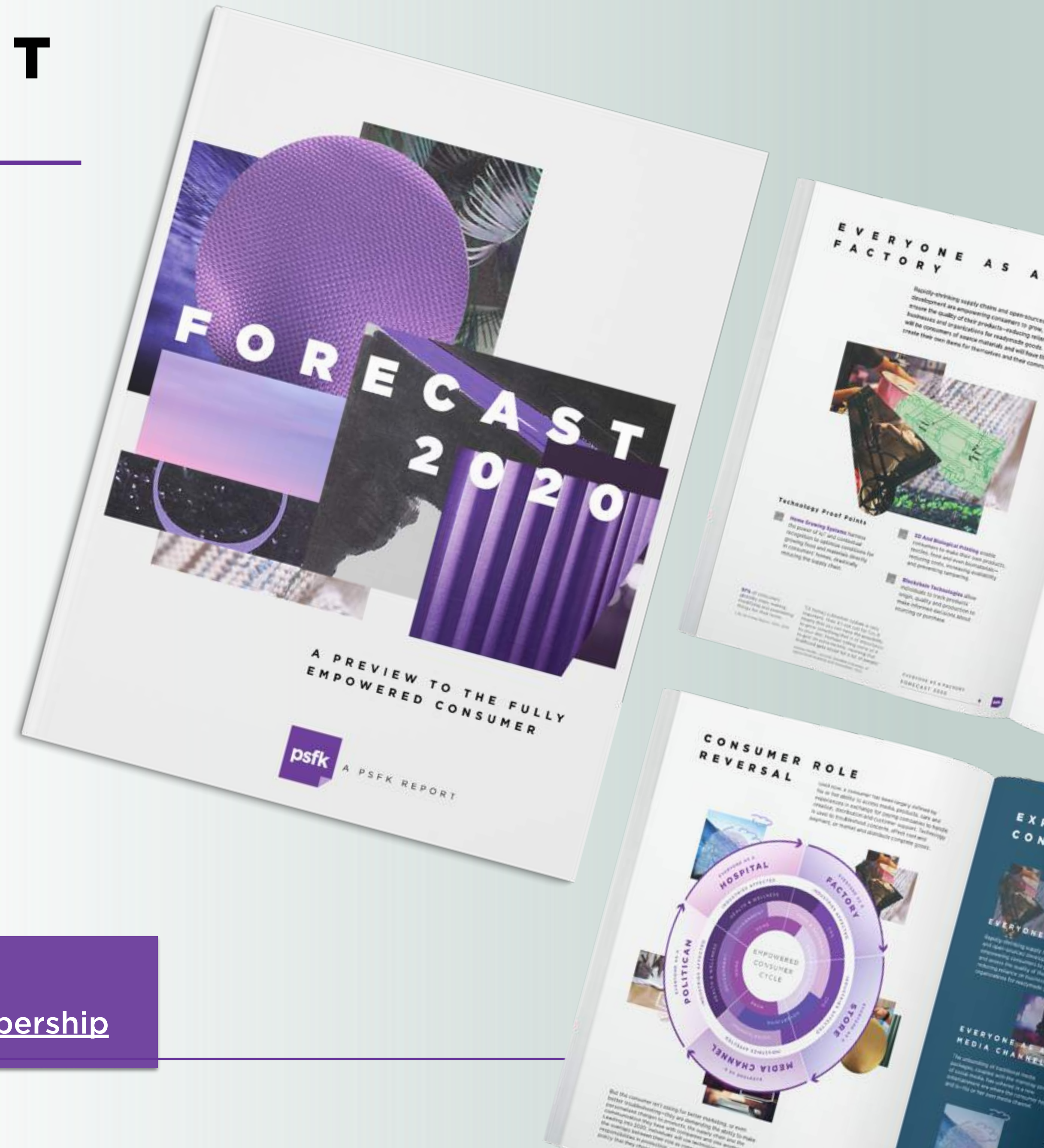
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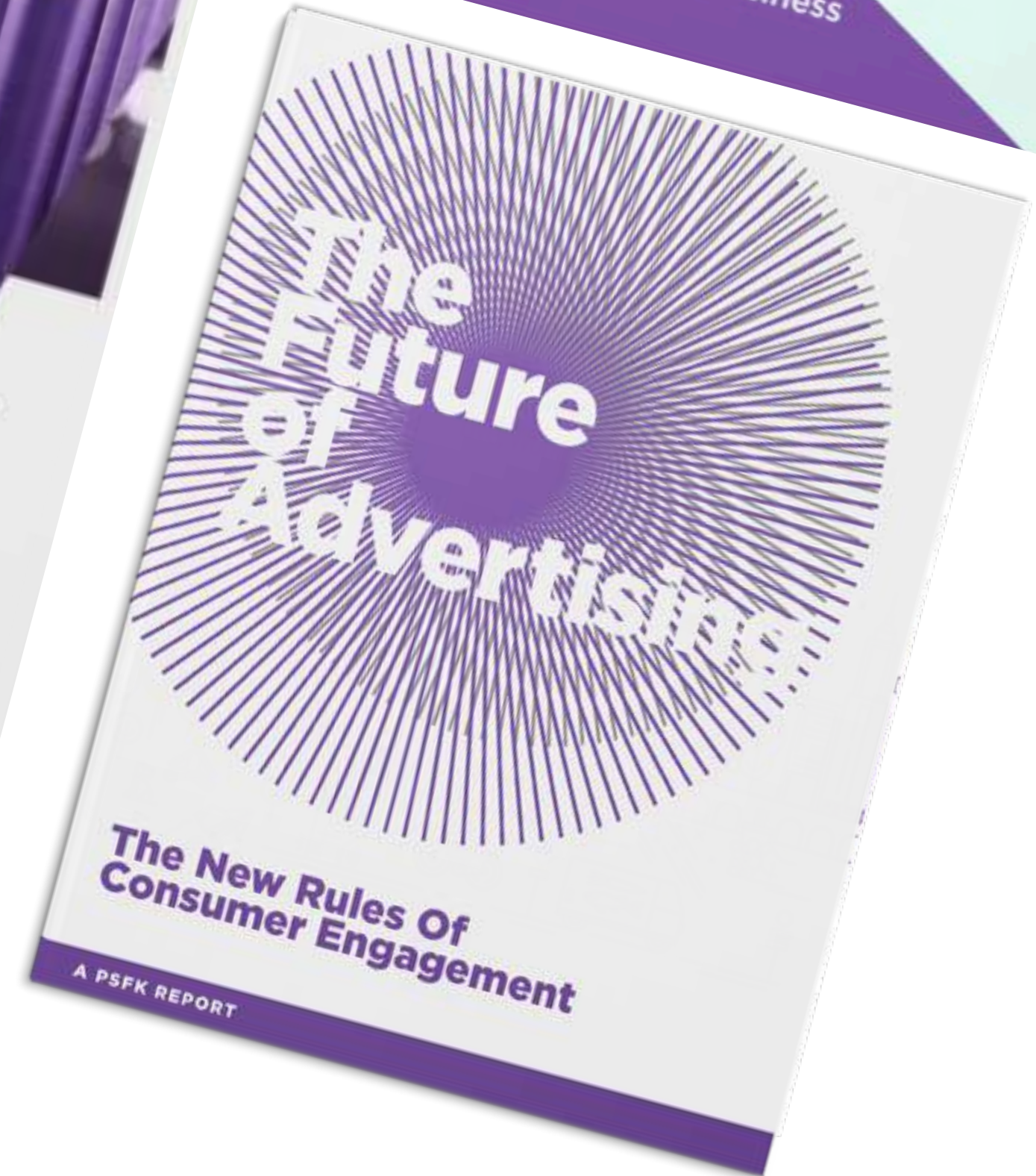
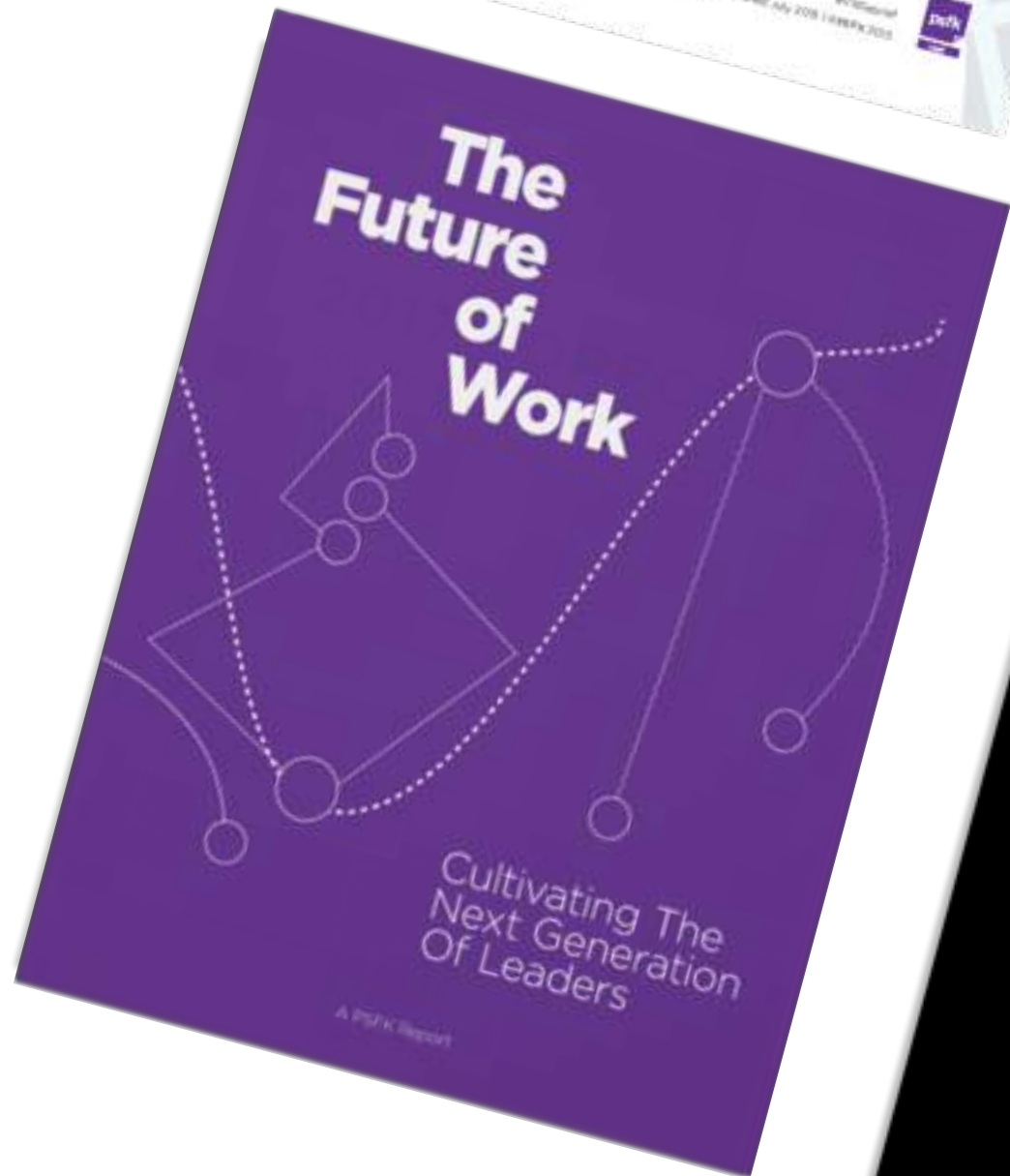
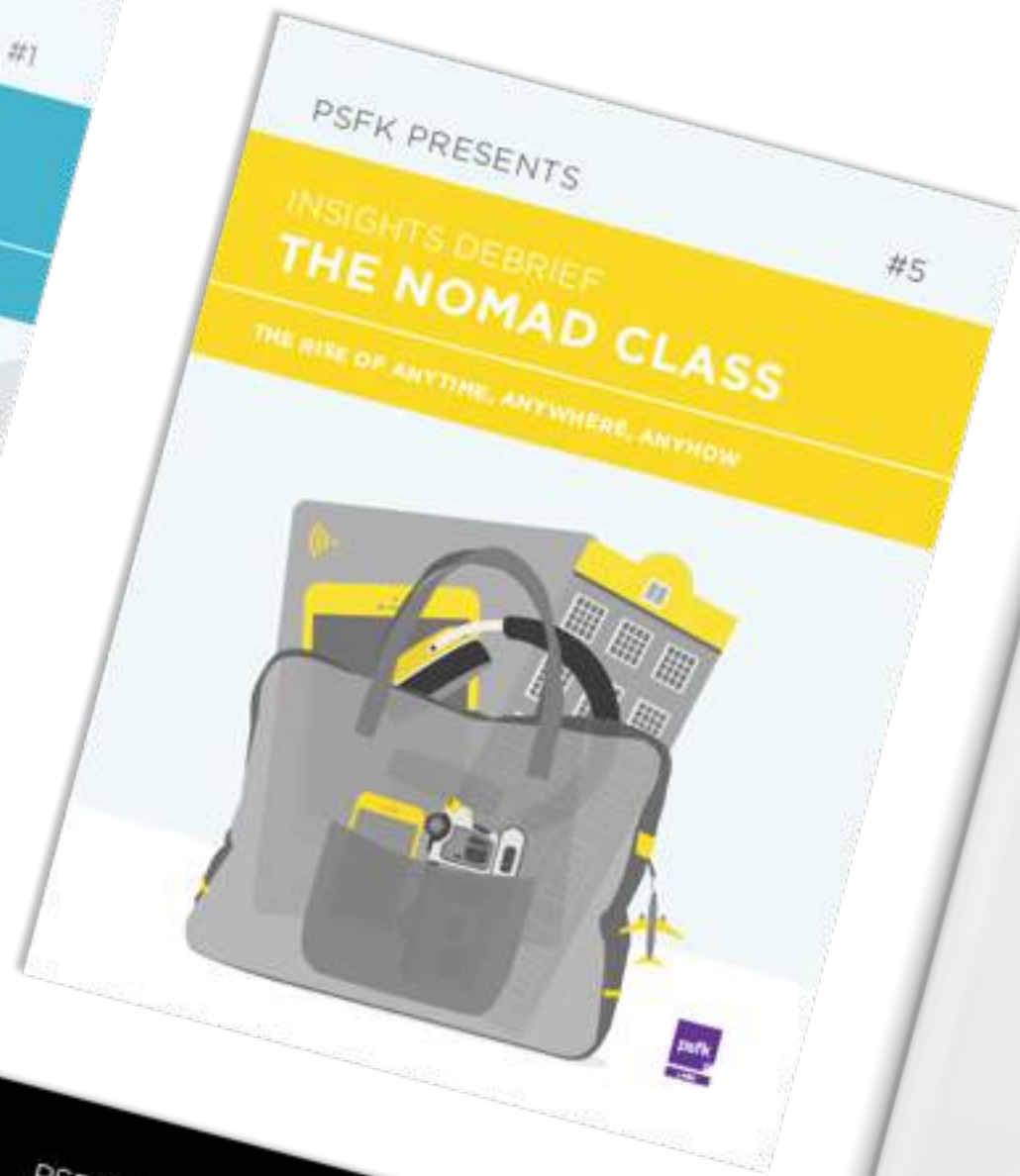
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CONSUMERS TAKE CONTROL

**Consumers
Don't Believe
You Anymore**

**They Filter
Everything**

**& Will Act
Independently**

18% confidence in
big business

8% confidence in
Congress

30% confidence in
agricultural
transparency

71%
prefer ads that
personalized
to them

91%
personally verify
brand packaging
claims.



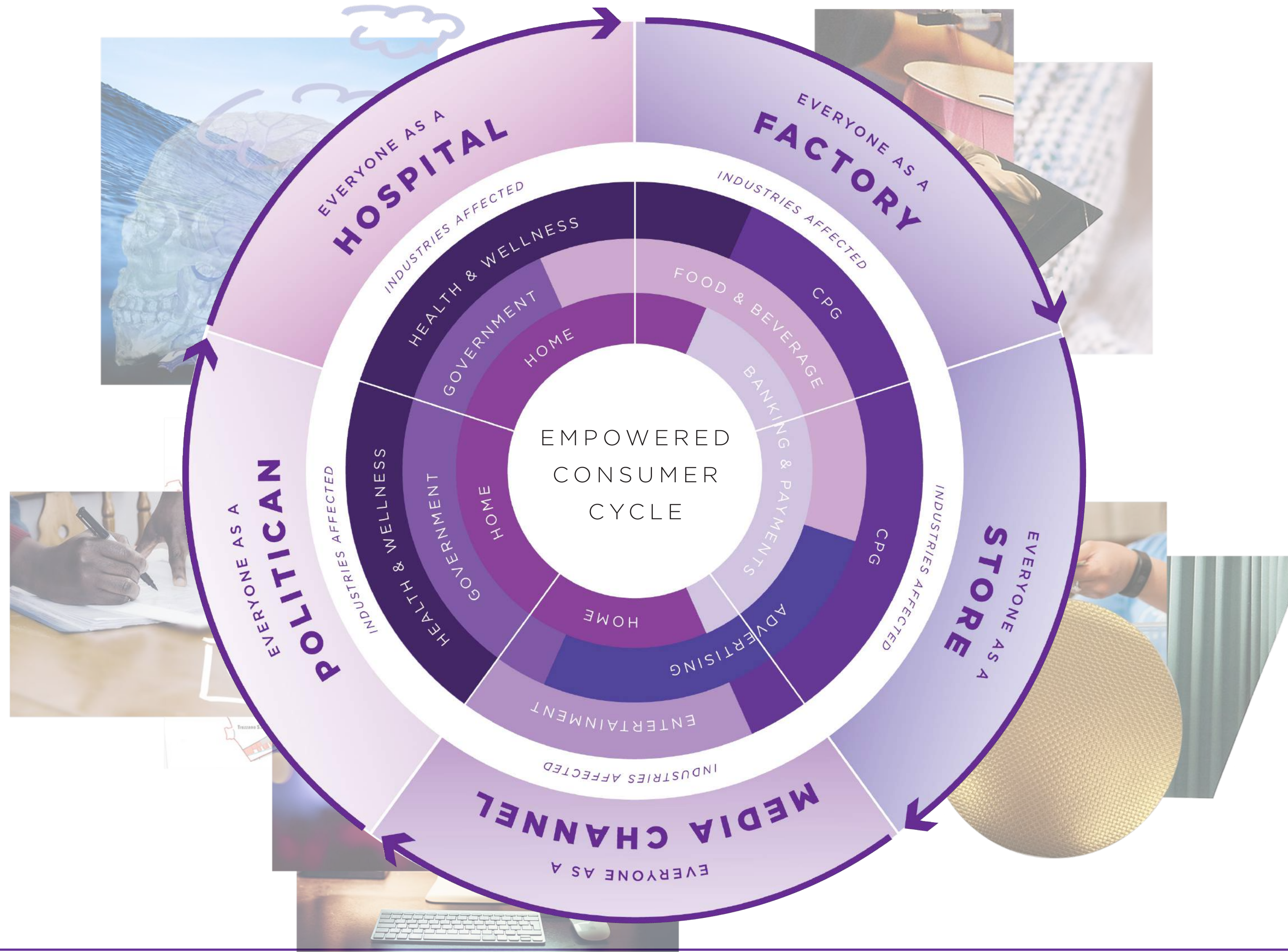
THE EMPOWERED CONSUMER?

THE PROSUMER?



THE CONTROLLER?

CONSUMER ROLE REVERSAL



EVERYONE AS A FACTORY

People make their own products or direct brands' offerings.



WHAT'S ENABLING CHANGE?



■ Home Growing Systems

■ 3D & Bio-Printing

■ Blockchain

■ Alternative Energy



1

EVERYONE AS A FACTORY

ZERA Food Recycler

Food scraps turn into fertilizer within 24 hours.

bit.ly/2i3baWs





1

EVERYONE AS A FACTORY

Orin

Products, manufacturing and marketing strategies based on crowdsourcing.

Orinlife.com



Estimated prices based on your choices:

Short Sleeve Tees


Trainer Shorts

\$65

\$65

Manufacturing

Which country would you want the products to be manufactured?

USA	China	Colombia	Sri Lanka
DESCRIPTION Support local economy	DESCRIPTION Quality mass production	DESCRIPTION Specializes in activewear	DESCRIPTION Low-cost mass production
PRICE \$\$\$ 	PRICE \$\$\$	PRICE \$\$	PRICE \$
CONSTRUCTION QUALITY Medium	CONSTRUCTION QUALITY High	CONSTRUCTION QUALITY High	CONSTRUCTION QUALITY Medium
MATERIAL SELECTION Medium	MATERIAL SELECTION High	MATERIAL SELECTION Medium	MATERIAL SELECTION High
PRODUCTION SPEED 2 Months	PRODUCTION SPEED 3 Months	PRODUCTION SPEED 2 Months	PRODUCTION SPEED 3 Months

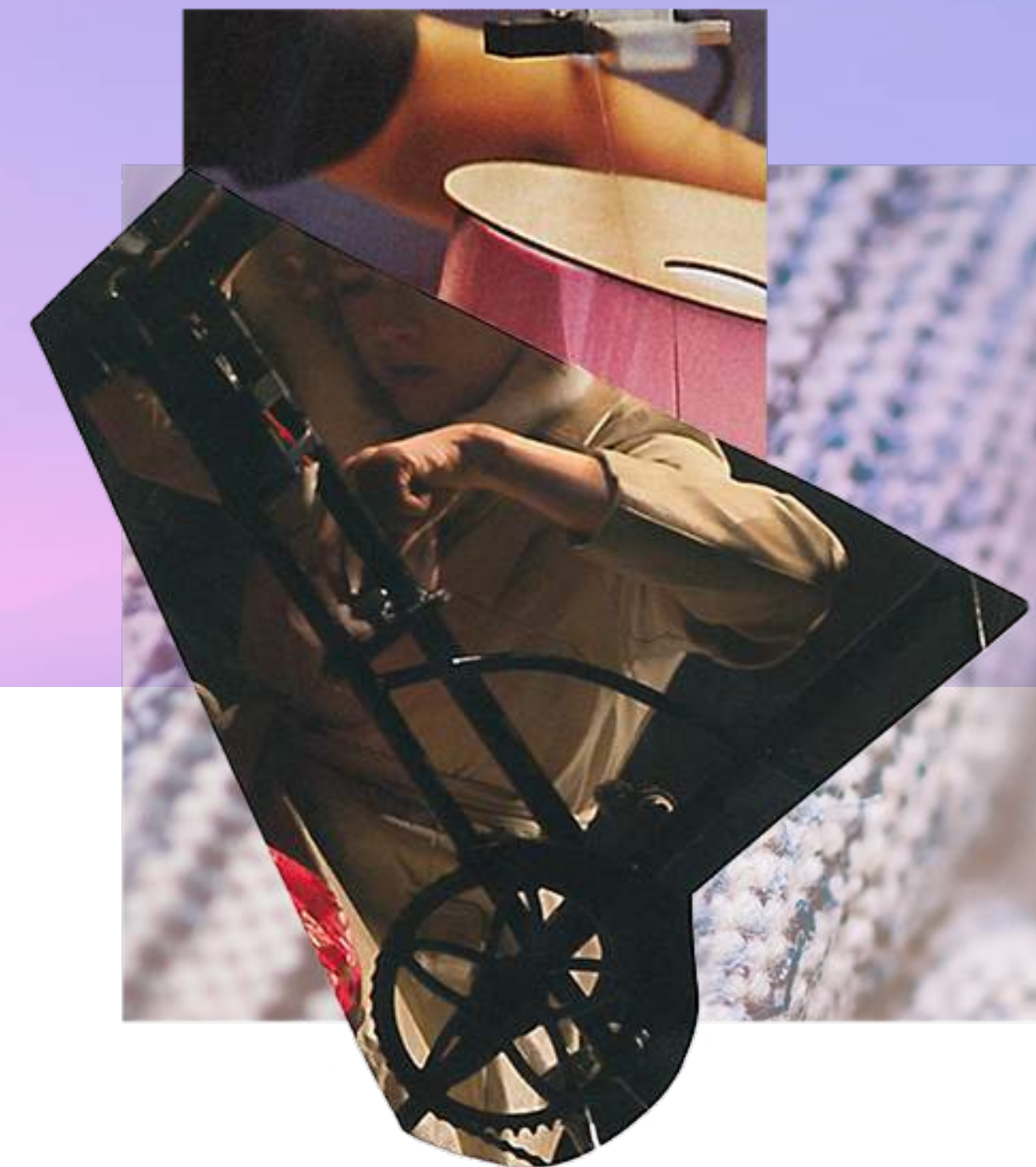
EVERYONE AS A STORE

People carry key functions of the store with them at all times of their day.



WHAT'S ENABLING CHANGE?

- Customer Curated Marketplaces
- AR & Photo ID
- Mobile Payment Platforms



2

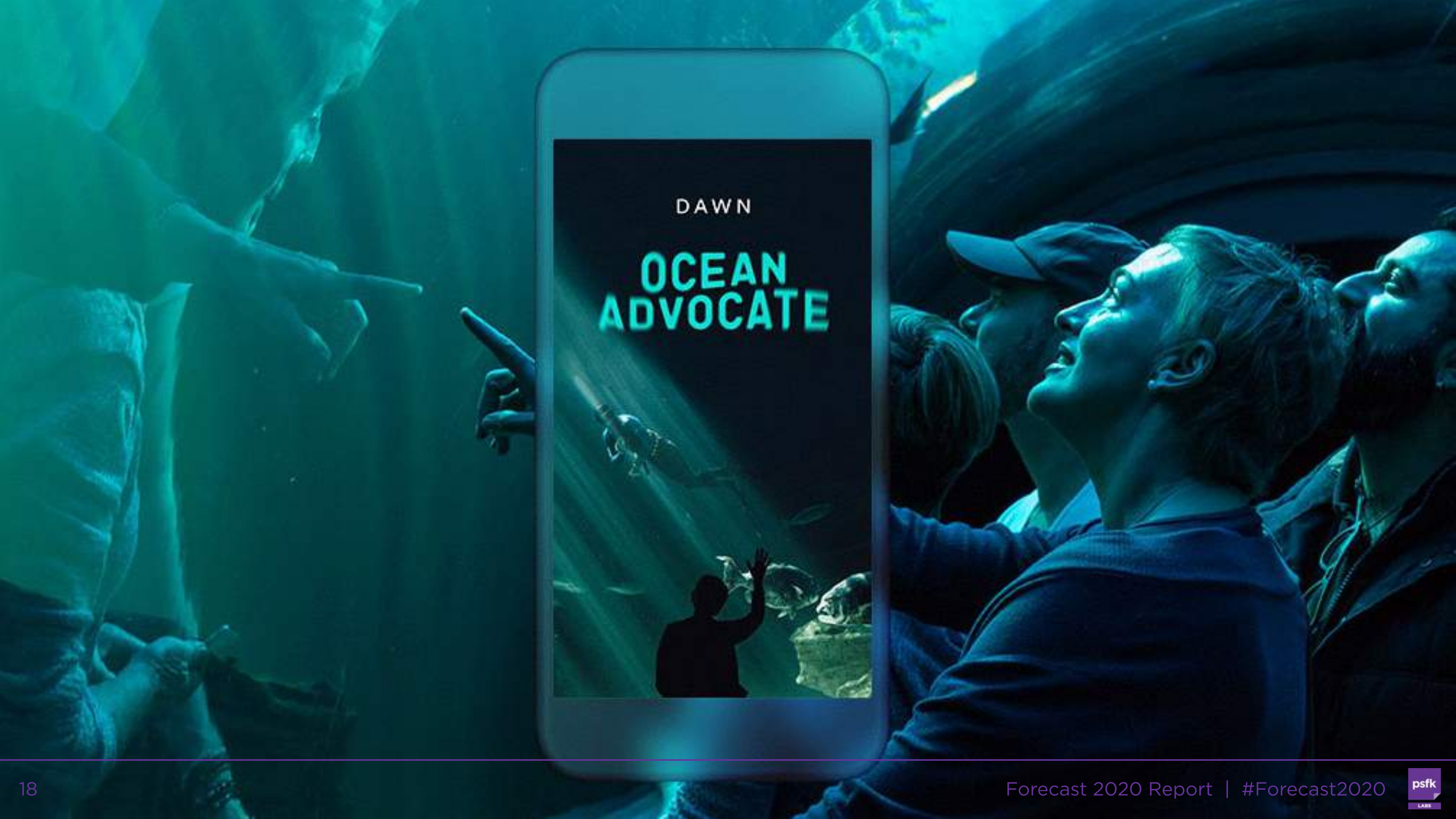
EVERYONE AS A STORE

Airbnb Trips

Hosts go beyond lodging and rent to provide private neighborhood and city tours.

airbnb.com/host/experiences





DAWN

OCEAN ADVOCATE



2

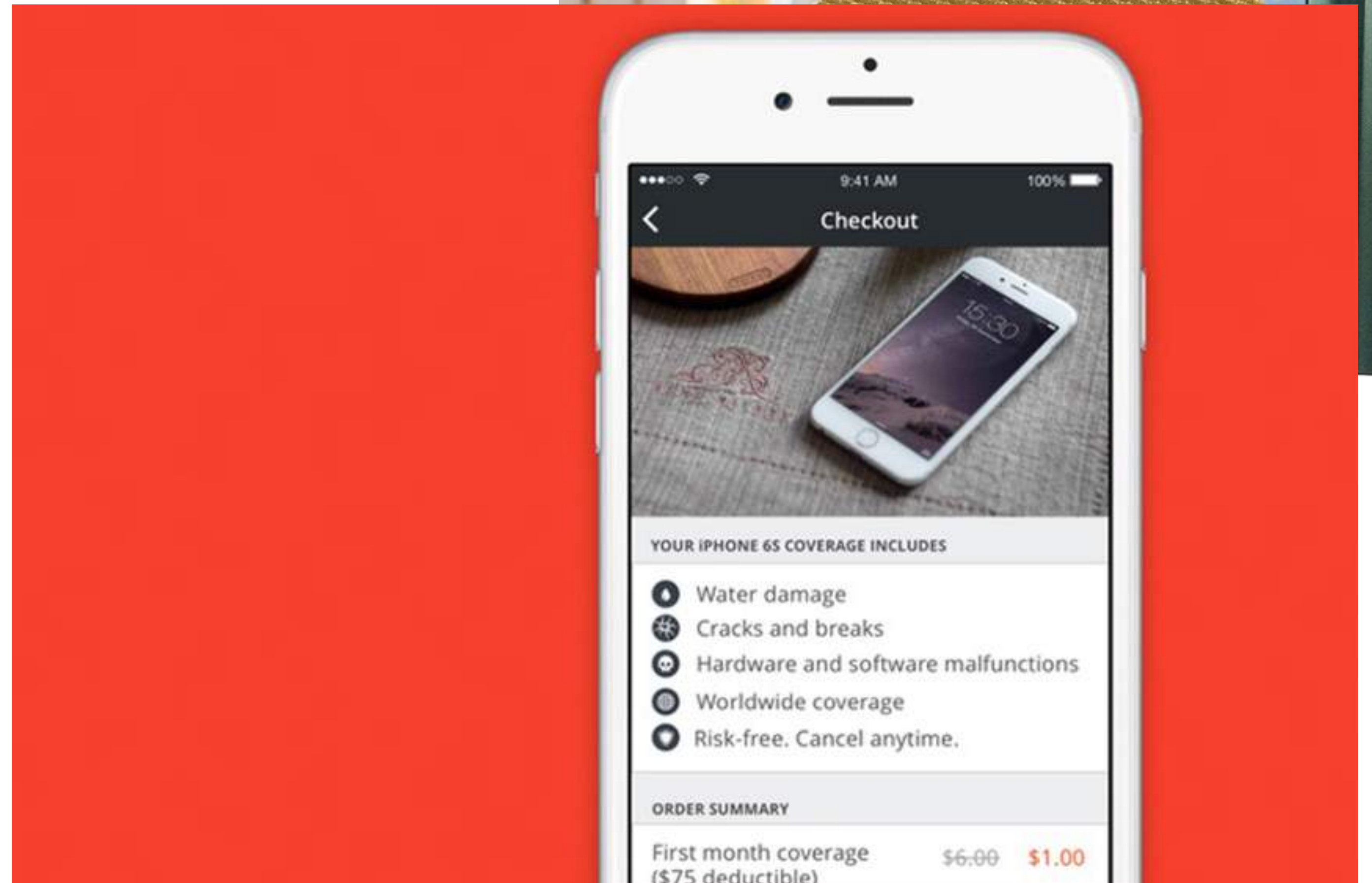
EVERYONE AS A STORE



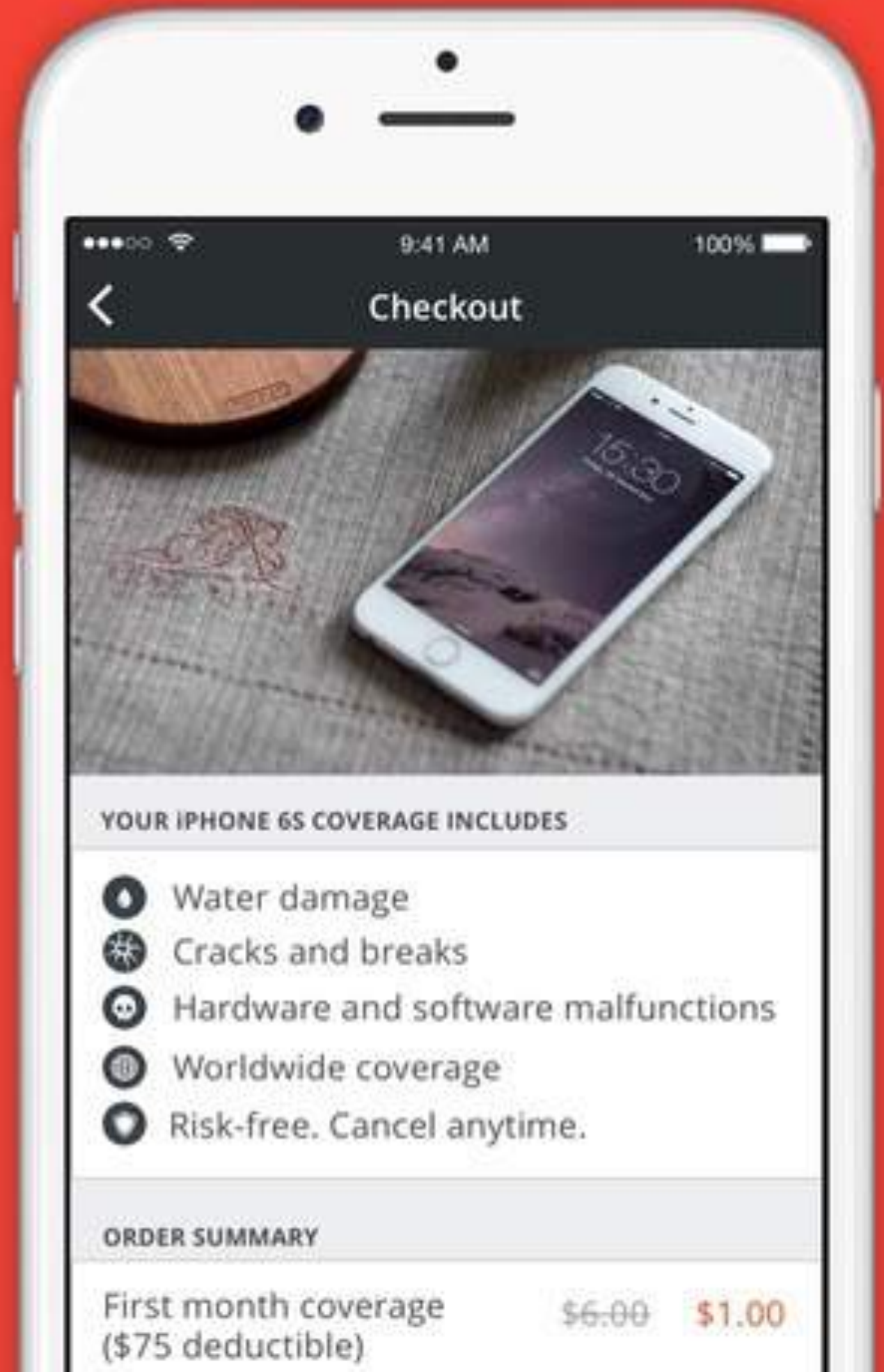
Cover

Products insured temporarily through mobile photo.

usecover.com



Stress-free savings and discounts



Insure anything in a snap!



Protection for things you care about



EVERYONE AS A MEDIA CHANNEL

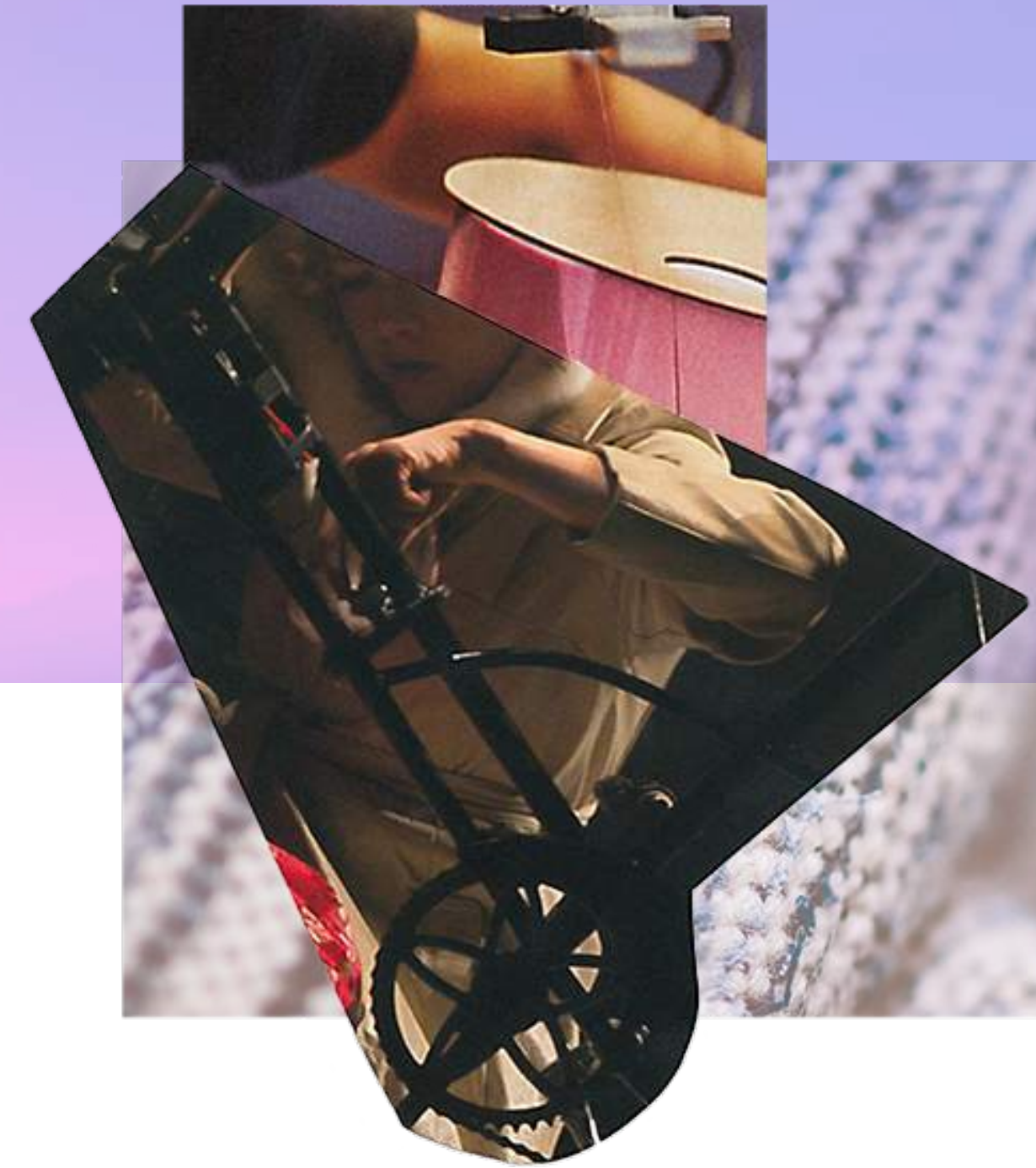
People select, remix,
create and distribute
content.



3

WHAT'S ENABLING CHANGE?

- Live Streaming
- Micro-Moment Media
- Contextual Editors
- Customized Content Algorithms



3

EVERYONE AS A MEDIA CHANNEL

WeChat

Drones sync to profiles to livestream experiences.

ying.qq.com





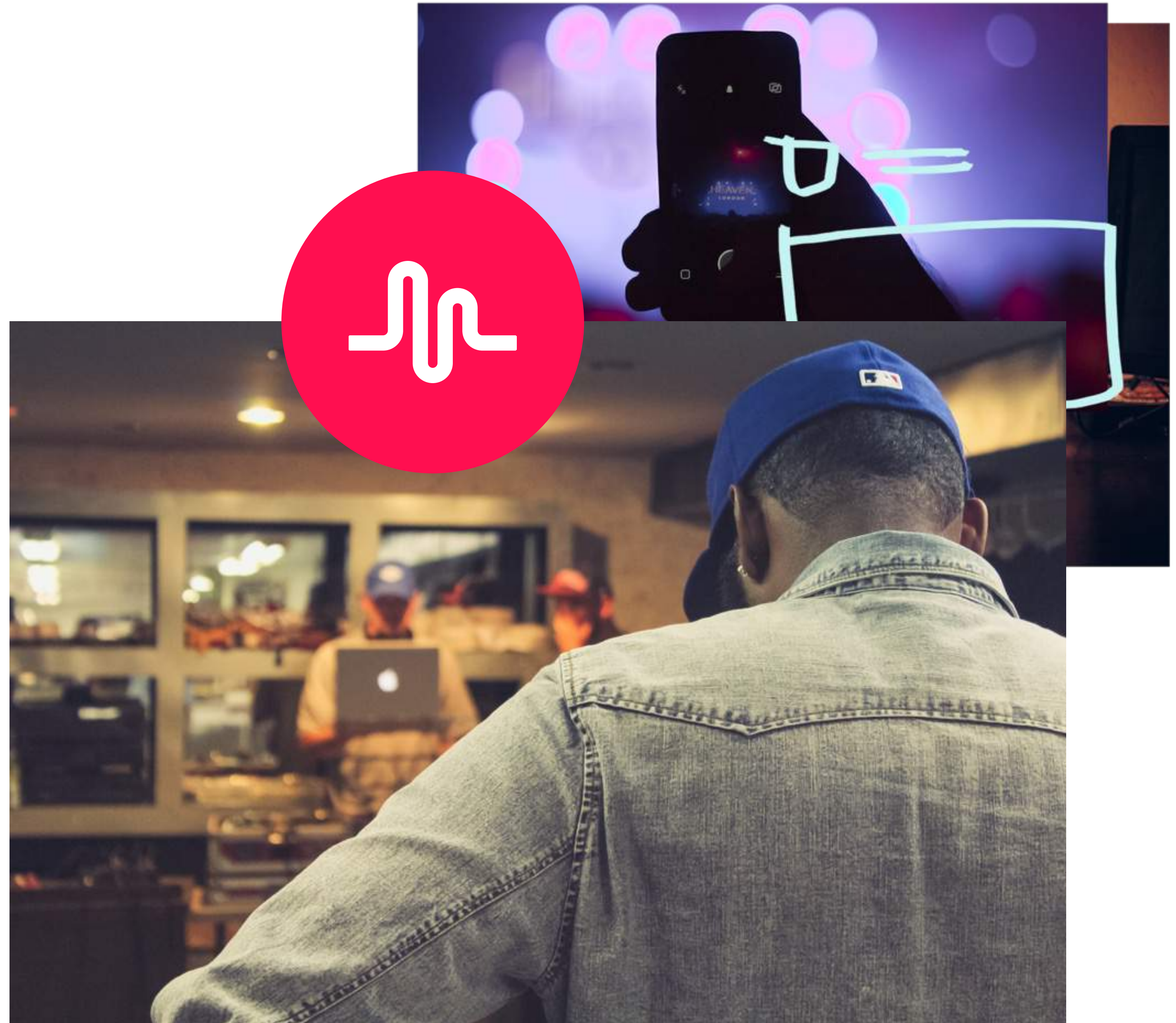
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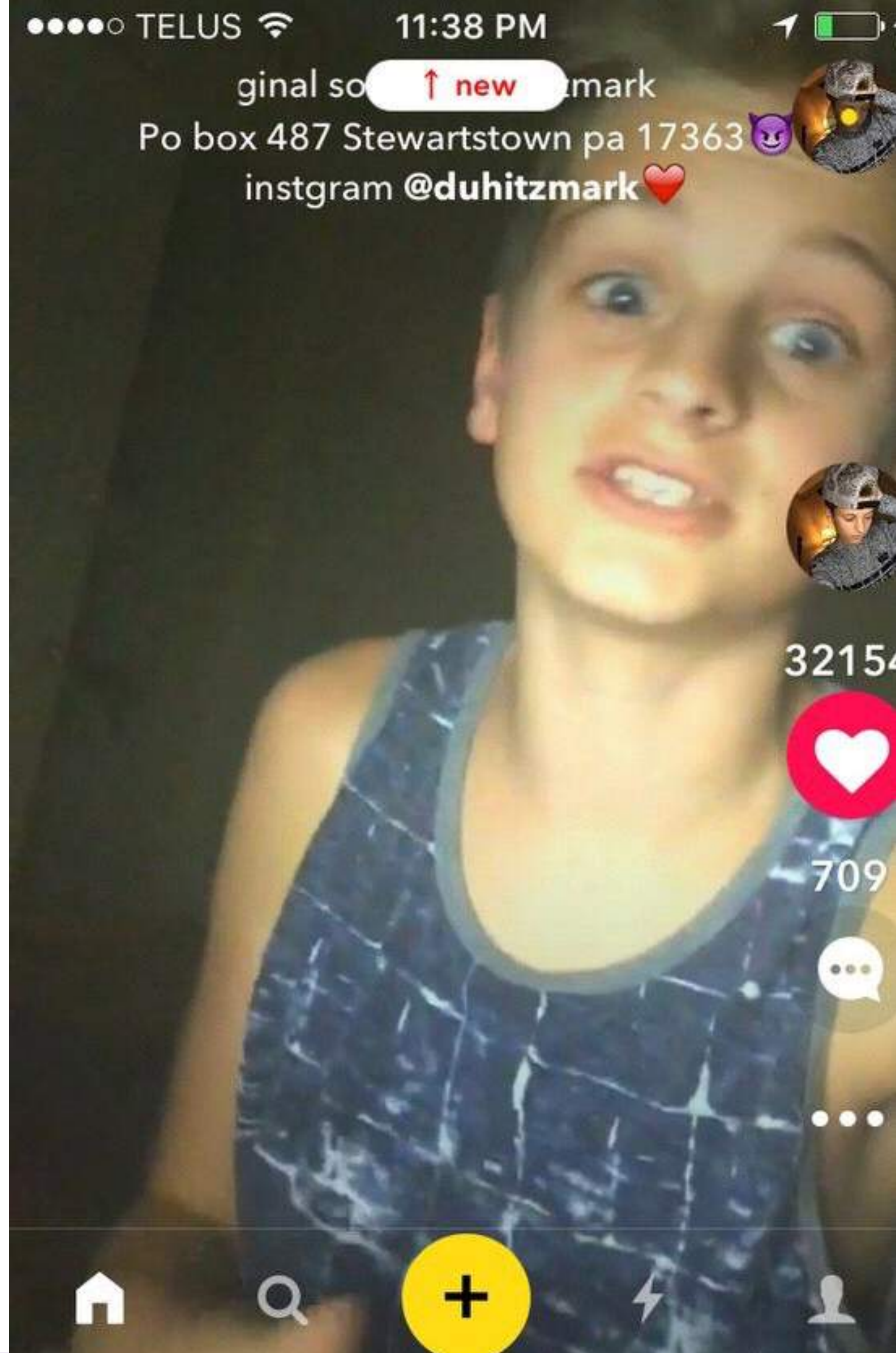
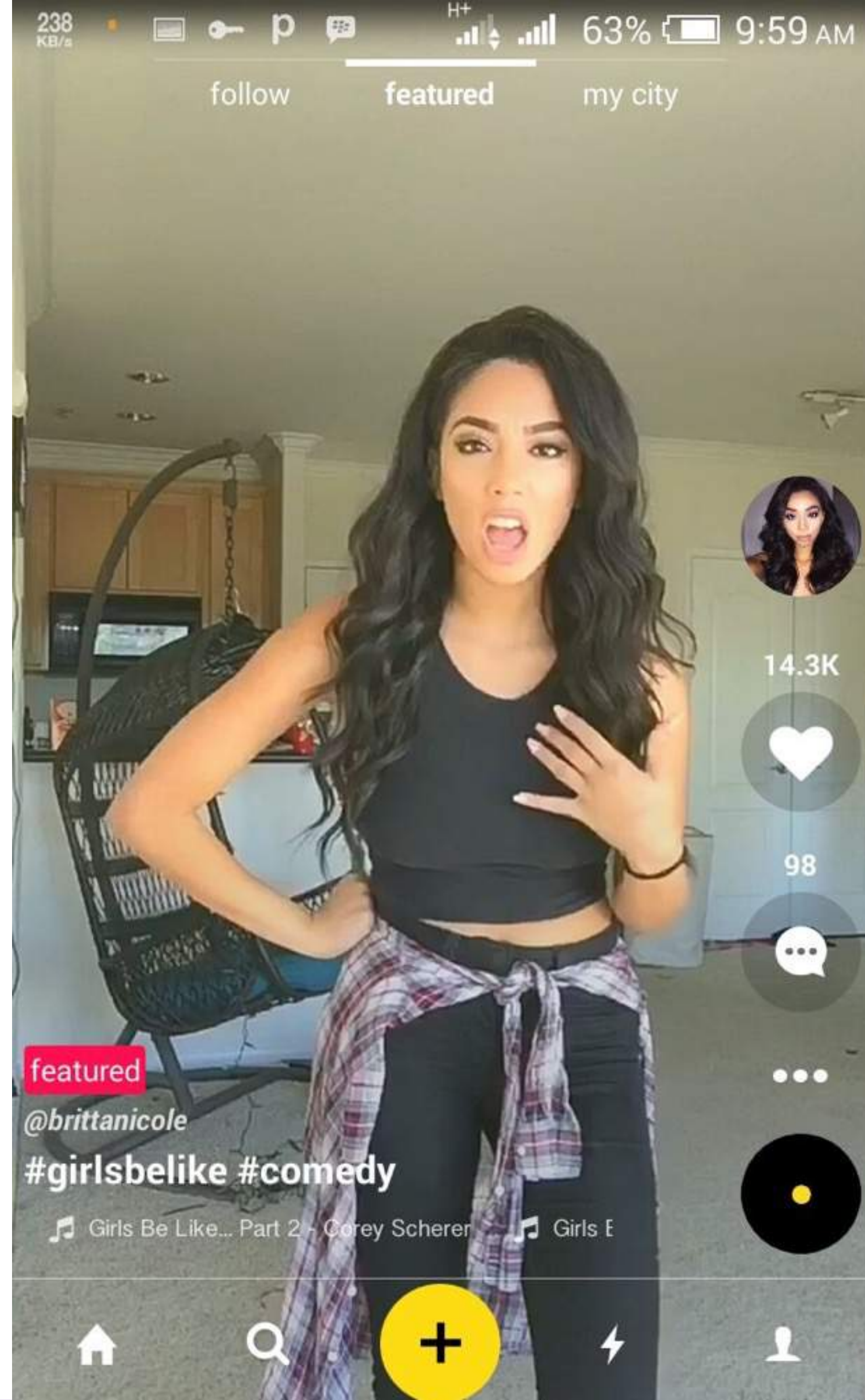
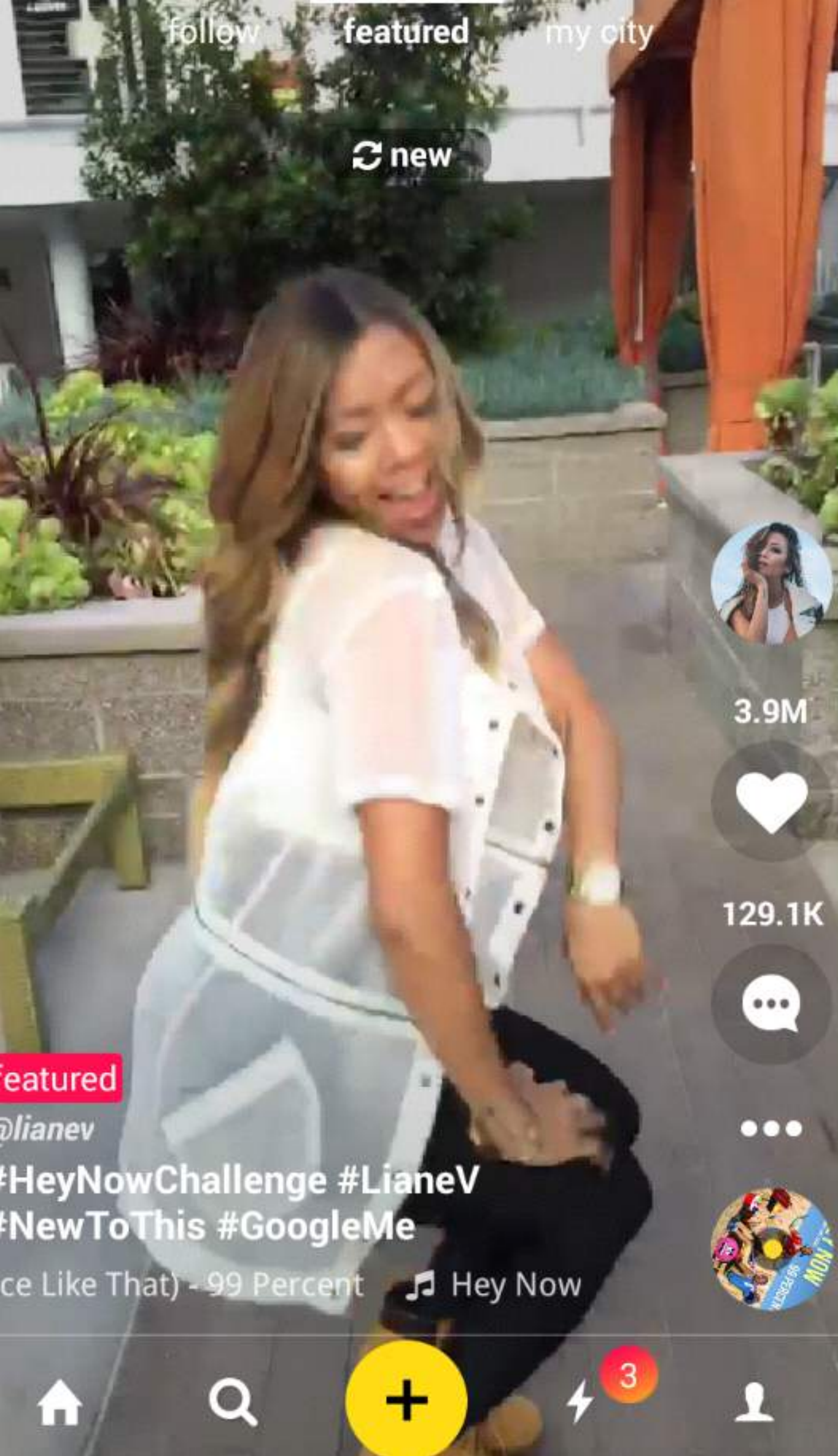
EVERYONE AS A MEDIA CHANNEL

Musical.ly

Members to edit and post original songs, lipsyncs and dances.

musical.ly





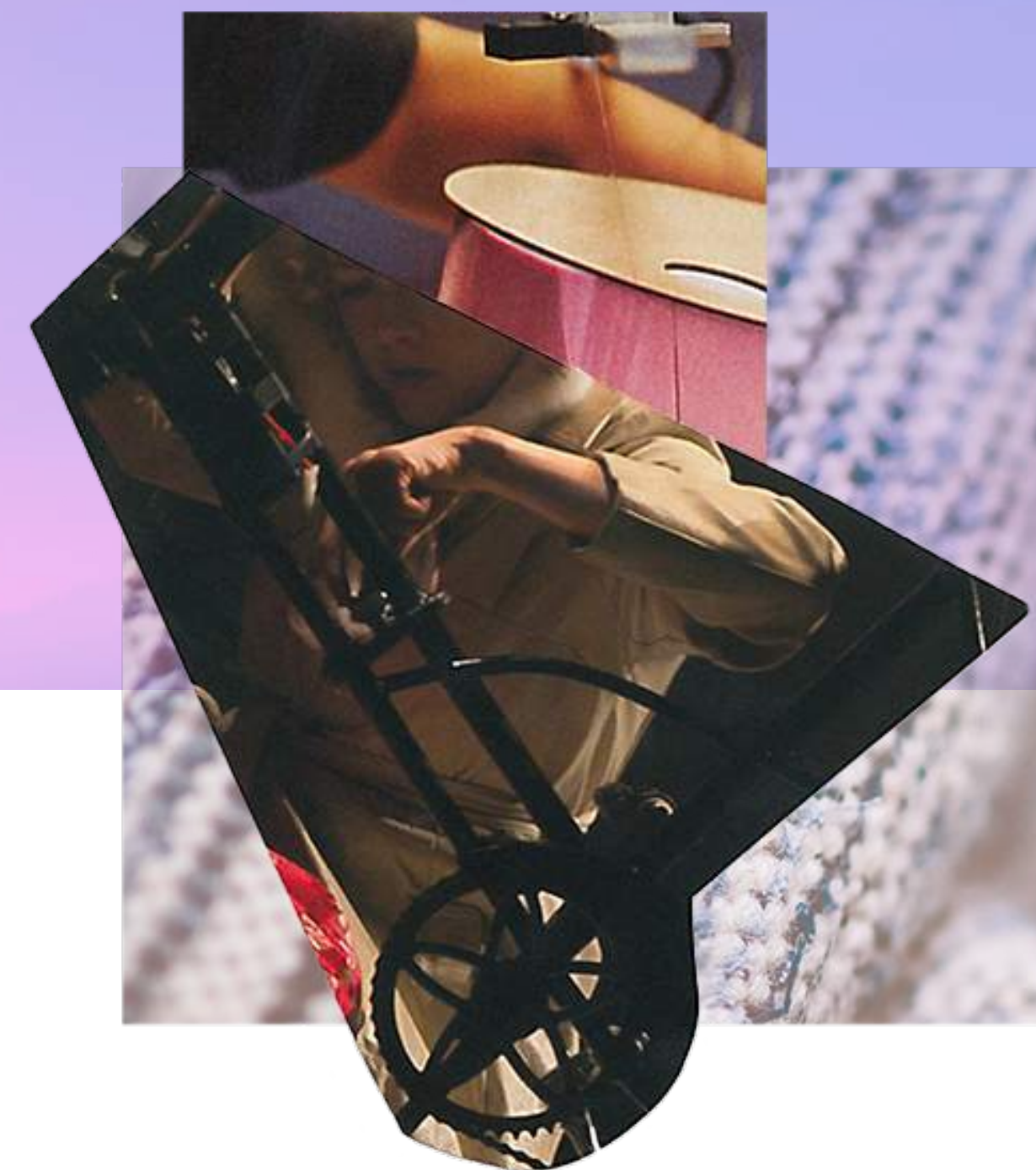
EVERYONE AS A POLITICIAN

People mobilize,
organize & subvert to
deliver collective
change.



WHAT'S ENABLING CHANGE?

- Encrypted Chat
- Real-Time Sentiment Analysis
- Crowdsourced Policy Research



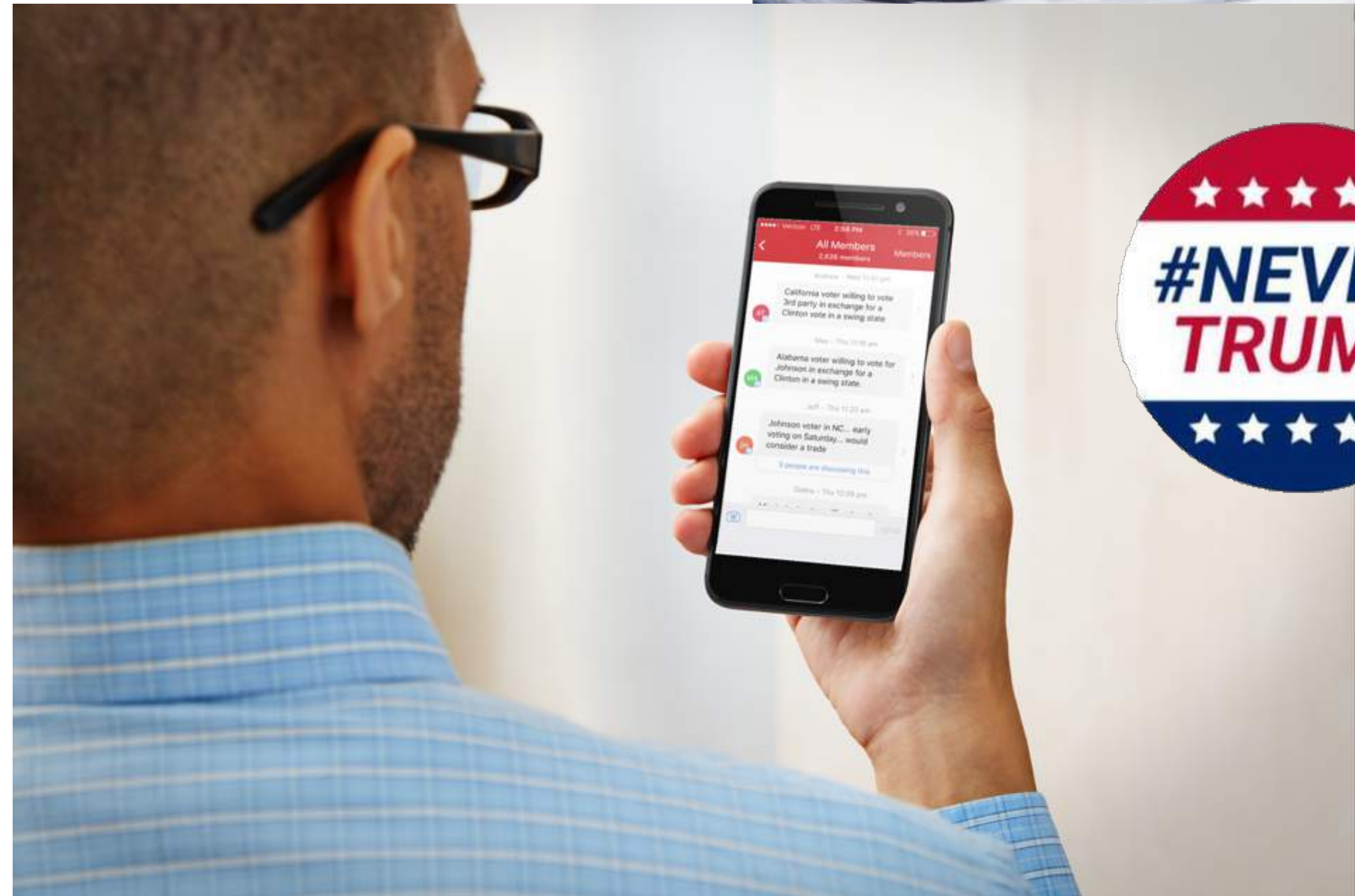
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EVERYONE AS A POLITICIAN

#NeverTrump

Third-party voters in swing states can trade their votes with major party voters in safe states.

apps.trimian.com/nevertrump





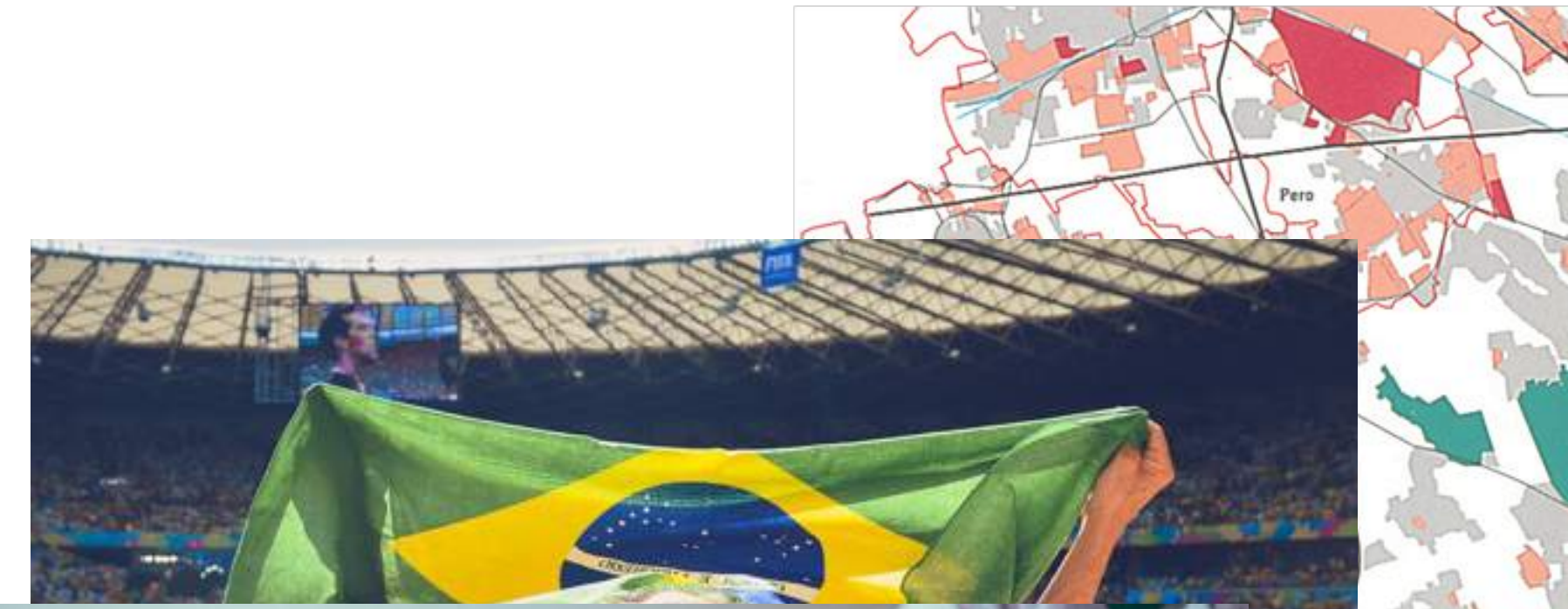
4

EVERYONE AS A POLITICIAN

Agents Of Open Governments

Highly-skilled citizens run technology and business courses for government officials.

bit.ly/saopaologov





EVERYONE AS A HOSPITAL

From self diagnosis to self-treatment and self-referral.



WHAT'S ENABLING CHANGE?



- Ambient Sensors

- Artificial Intelligence

- Portable Ecosystems

- Robotic Assistants

5

EVERYONE AS A HOSPITAL

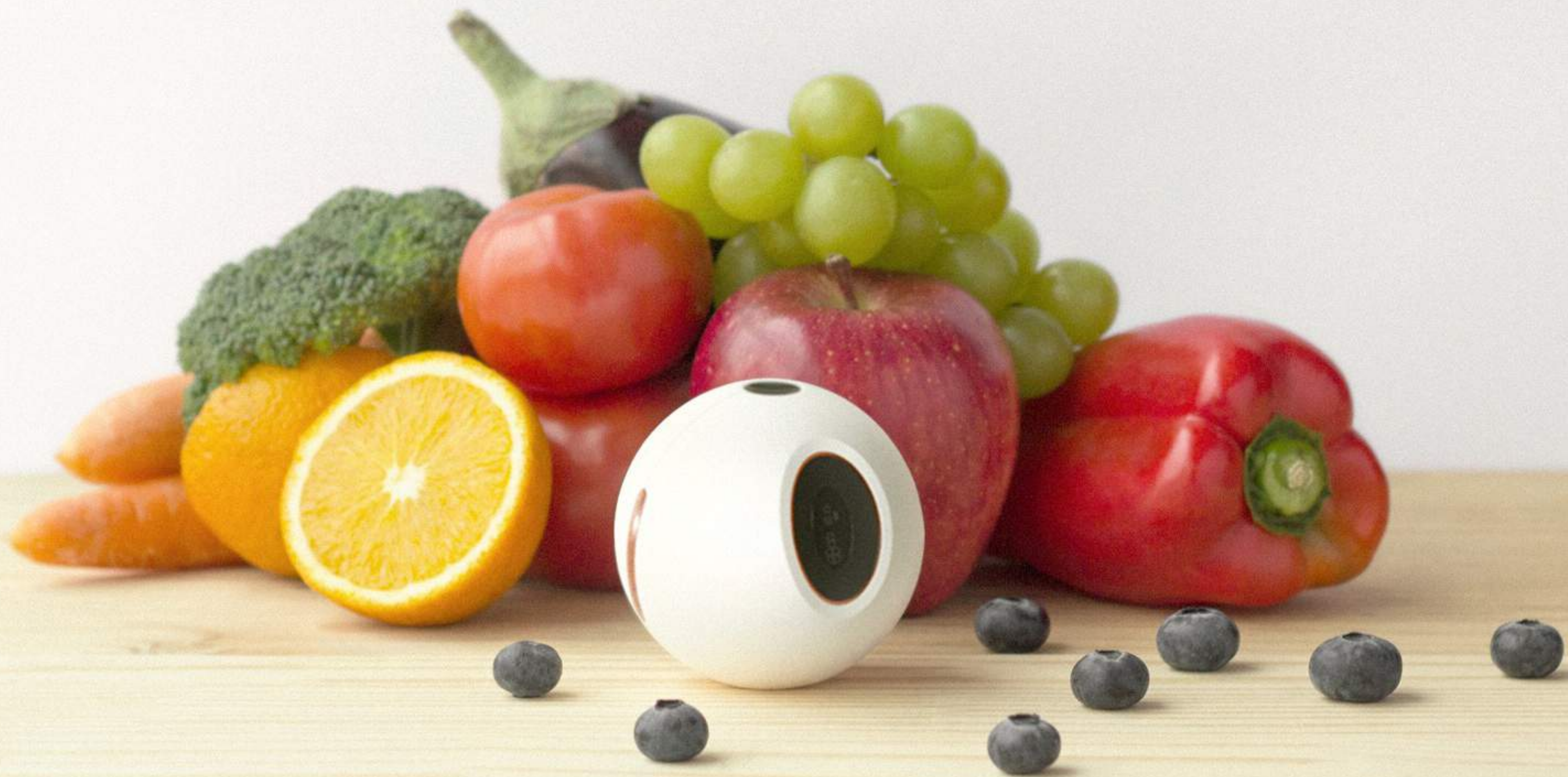


One X Sensor

Orb measures antioxidant levels by beaming a specific wavelength of color onto skin.

bit.ly/onexorb





5

EVERYONE AS A HOSPITAL

VITL

AI nutritional consultation curates personal vitamin regimen.

vitl.com





WHAT'S ENABLING CHANGE?

**SUBORDINATE
SURROUNDINGS**

1

**SELF-RELIANT
RESOURCES**

2

**IDEALIZED
DELIVERY**

3

KEY SHIFTS IN THE MARKETPLACE



EXPLORING NEW CONSUMER PERSONAS



EVERYONE AS A FACTORY



EVERYONE AS A STORE



EVERYONE AS A MEDIA CHANNEL



EVERYONE AS A POLITICIAN



EVERYONE AS A HOSPITAL

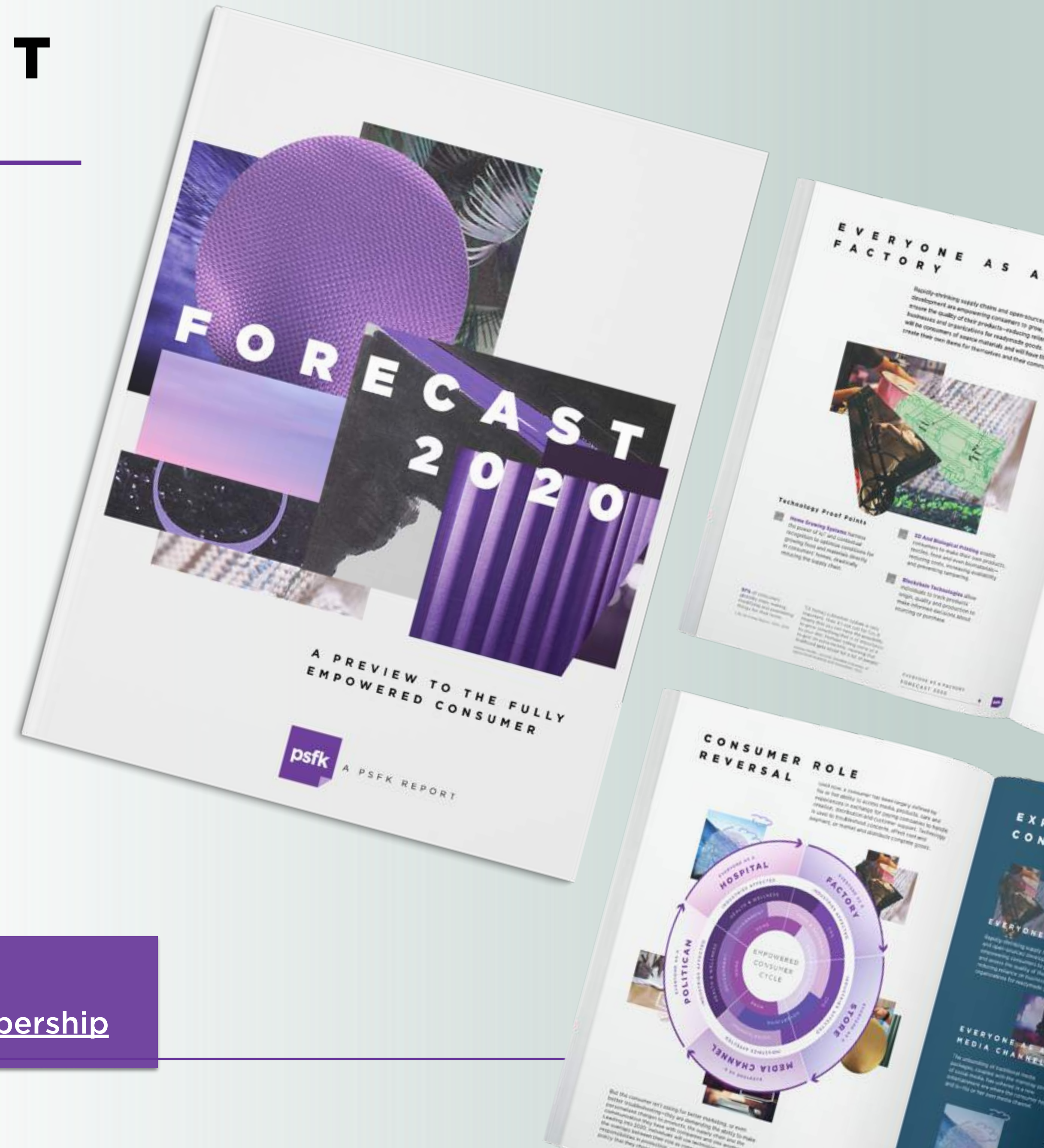
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