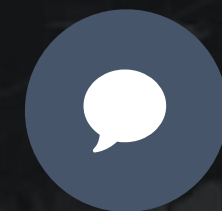
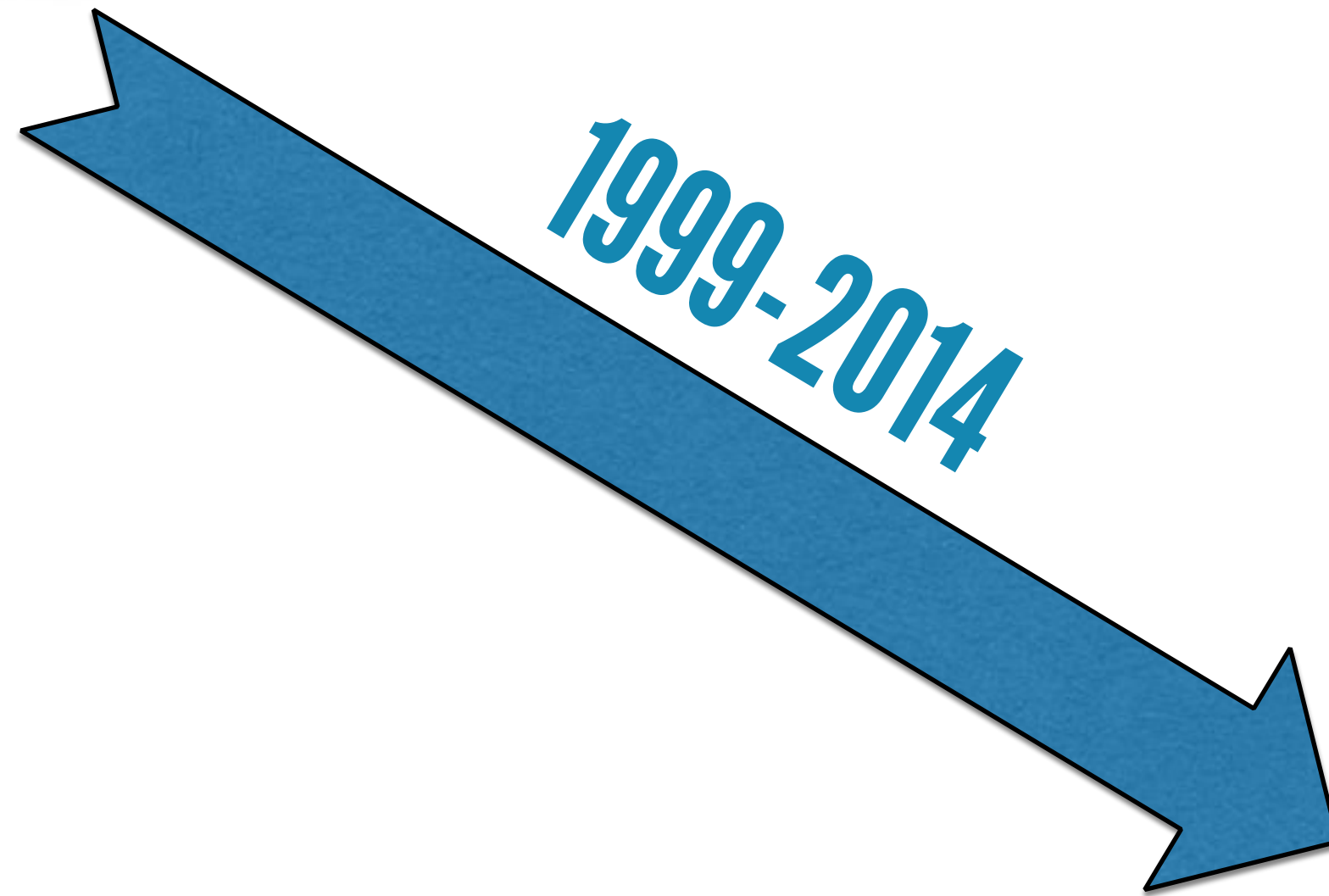
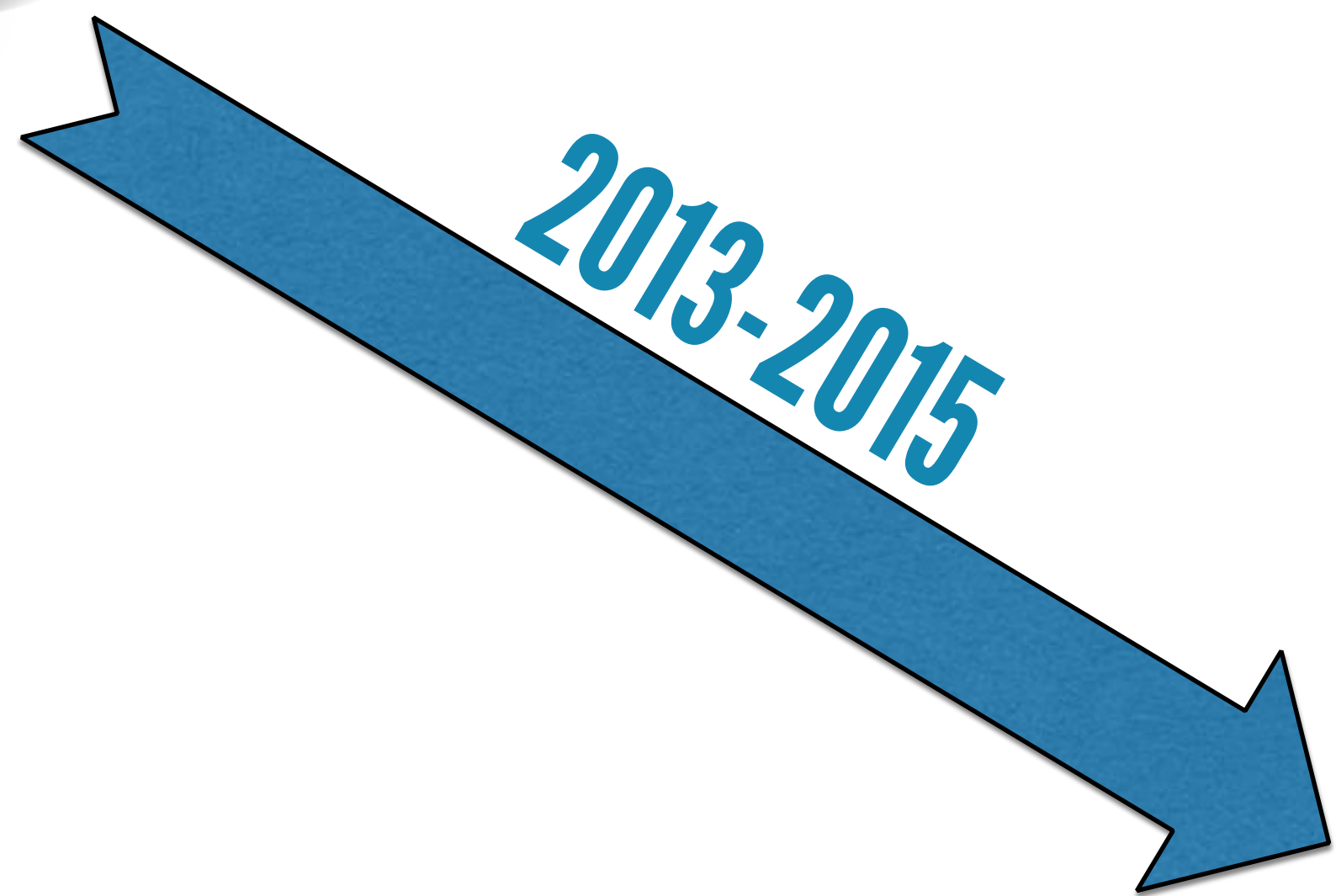


Social trends

10 biases
for the
next
10 years







**10 biases
for the
next
10 years**

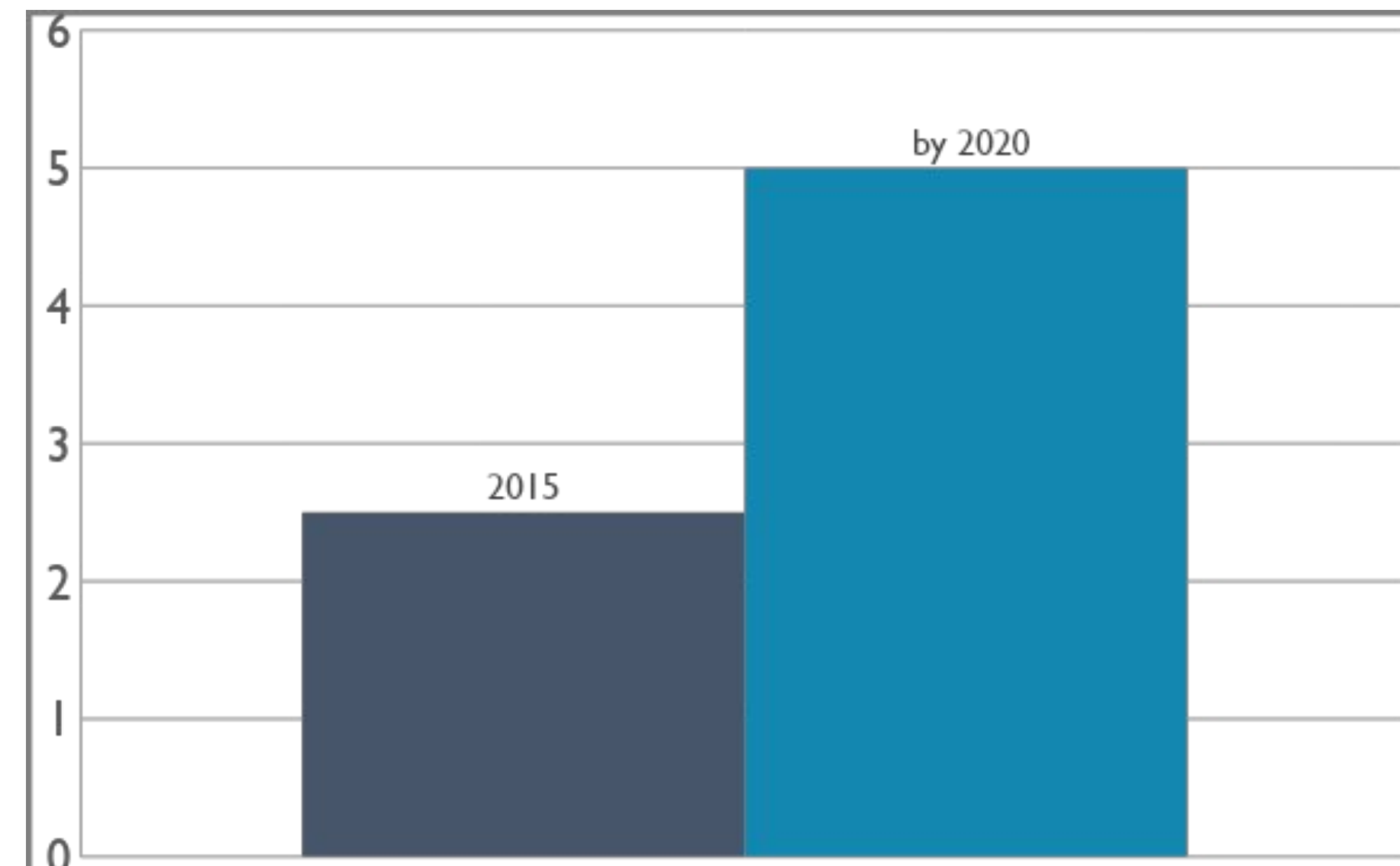
FutureForEnergy
Mobility
Wellness Health ValueForMany
connectivity
convergence
BricksAndClicks
Urbanization
SocialChanging

CONNECTIVITY AND CONVERGENCE



Connected living will involve **digital assistants** that **guide** our **everyday lives**, music that seamlessly moves from our homes to cars as soon as we shut the house door to our house to start our commute **as everything** will sit in a cloud that **we** can **access anywhere anytime**.

The amount of the Internet users (billion people)



“BRICKS AND CLICKS”

“Bricks and Clicks” will become the retailing norm of the future, with **every retailer** expected to **have** an **online identity** as well **as a brick and mortar presence.**



FUTURE OF MOBILITY

In the future, people and organizations will want personal mobility (not necessarily cars or trucks) to travel from A to B, as **journeys** will become **integrated with intelligent and smart technologies**, enabled by a **single ticket** or **membership** to provide seamless travel **on multi-modal transport** systems with the car becoming an integral part of a wider transport network.

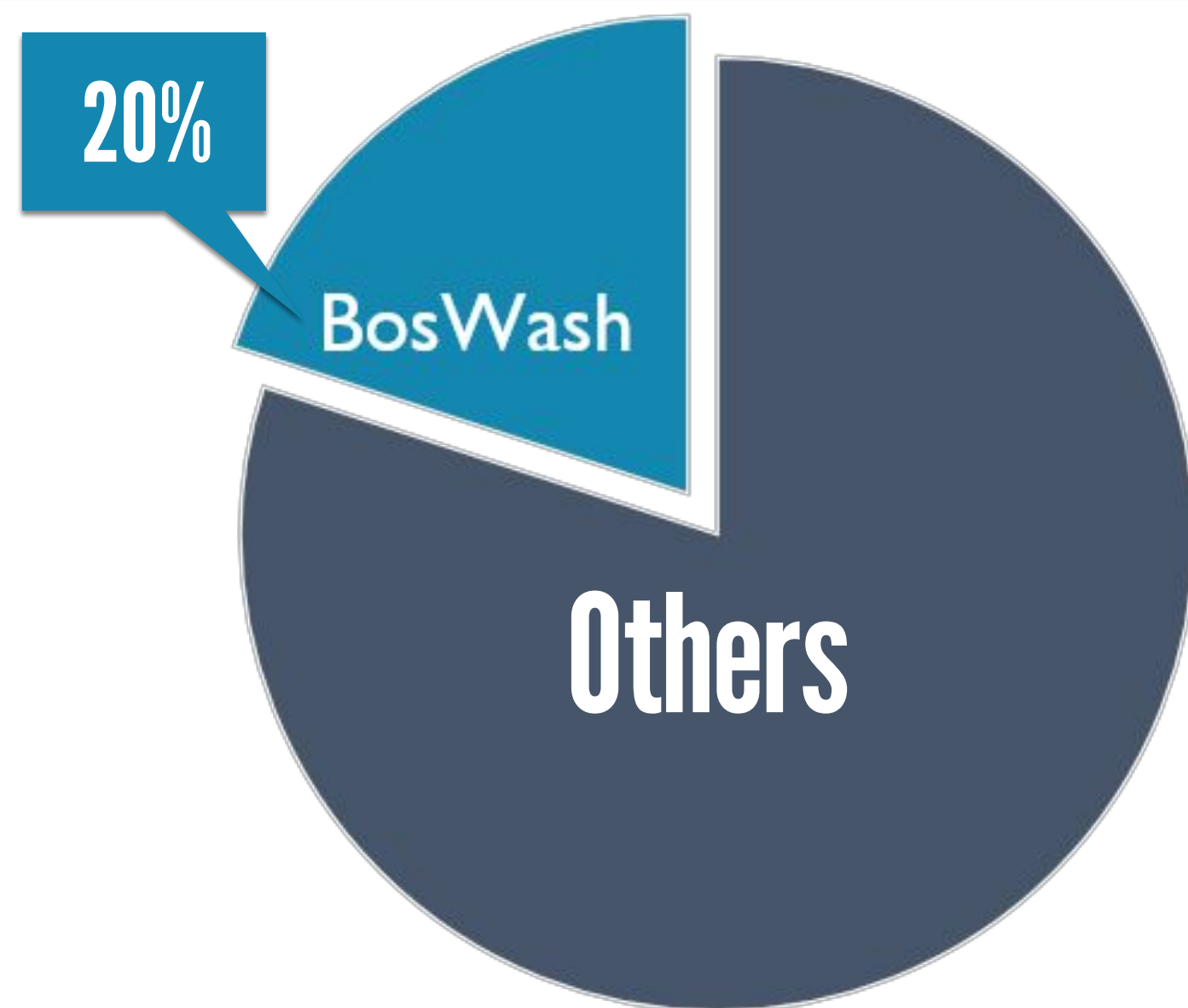
- Car sharing with Apps
- Autonomous (Pilotless) transport



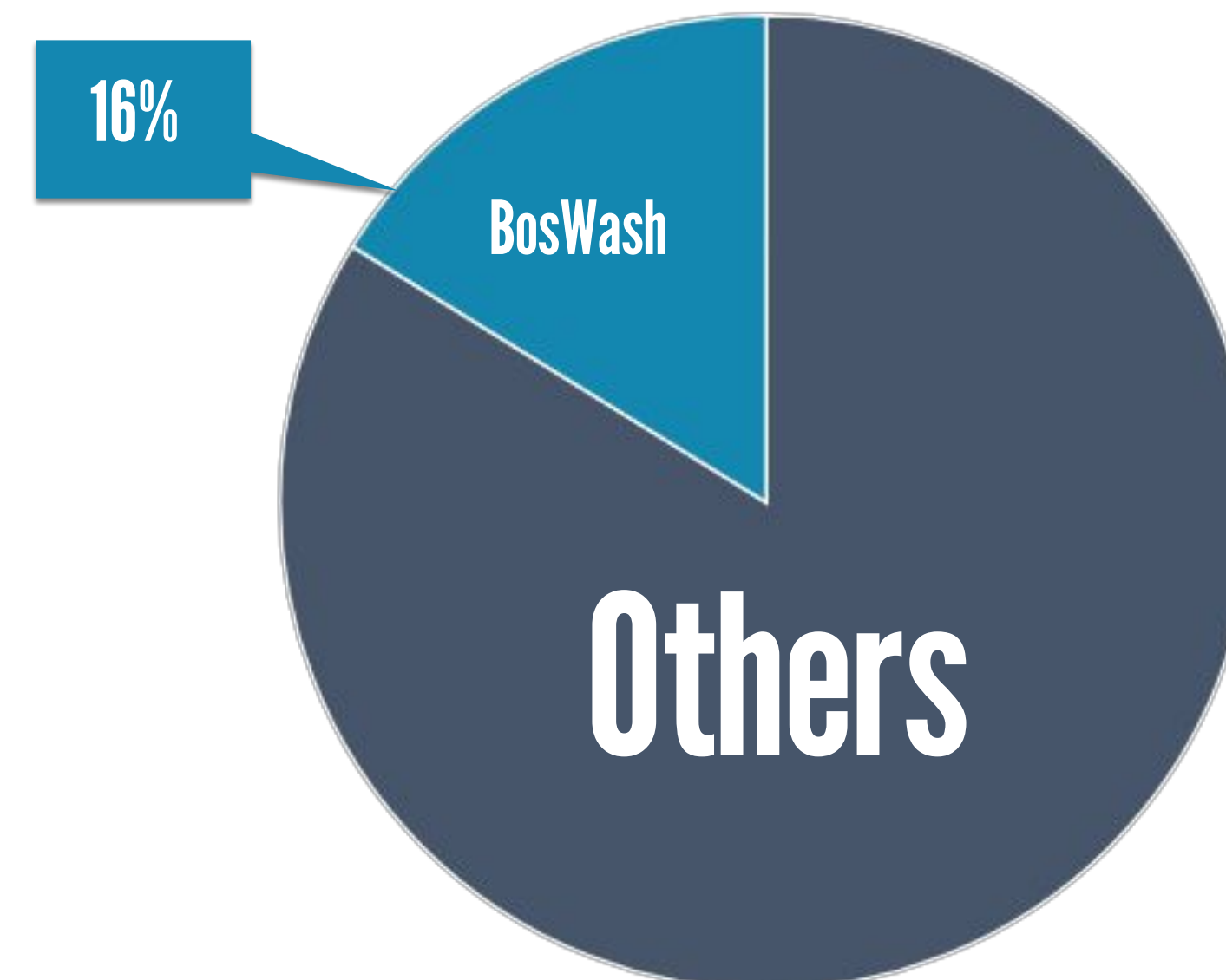
URBANIZATION – CITY AS A CUSTOMER

“Mega districts” will be so large that businesses will increasingly regard them as **key focus centers for investment** and put “**city as a customer**” as **a central piece of their strategy**, as opposed to nations.

The structure of the USA's GDP



The structure of the USA's population



SOCIAL TRENDS CHANGING

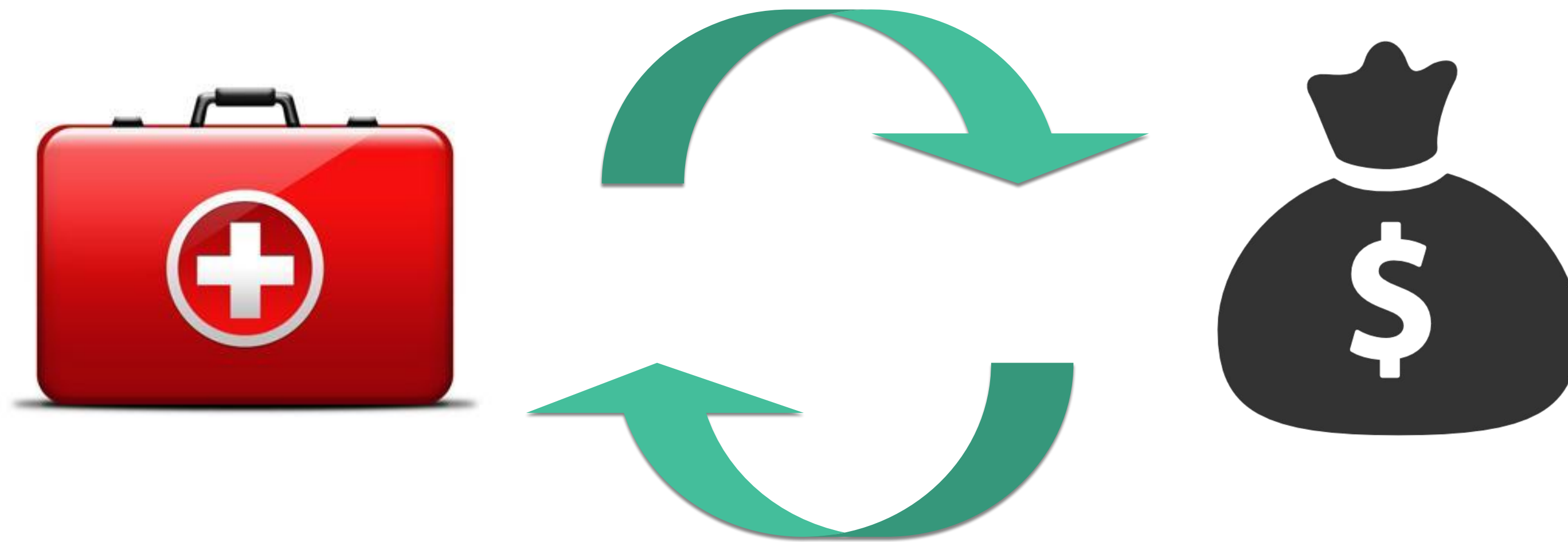
- Reverse brain drain
- Halal economy
- Heterogeneous society
- Generational political views
- Hukuo system in China
- Women's empowerment
- Abolition of single child policy

will usher in some deep socioeconomic changes in our future society.

HEALTH, WELLNESS AND WELL-BEING

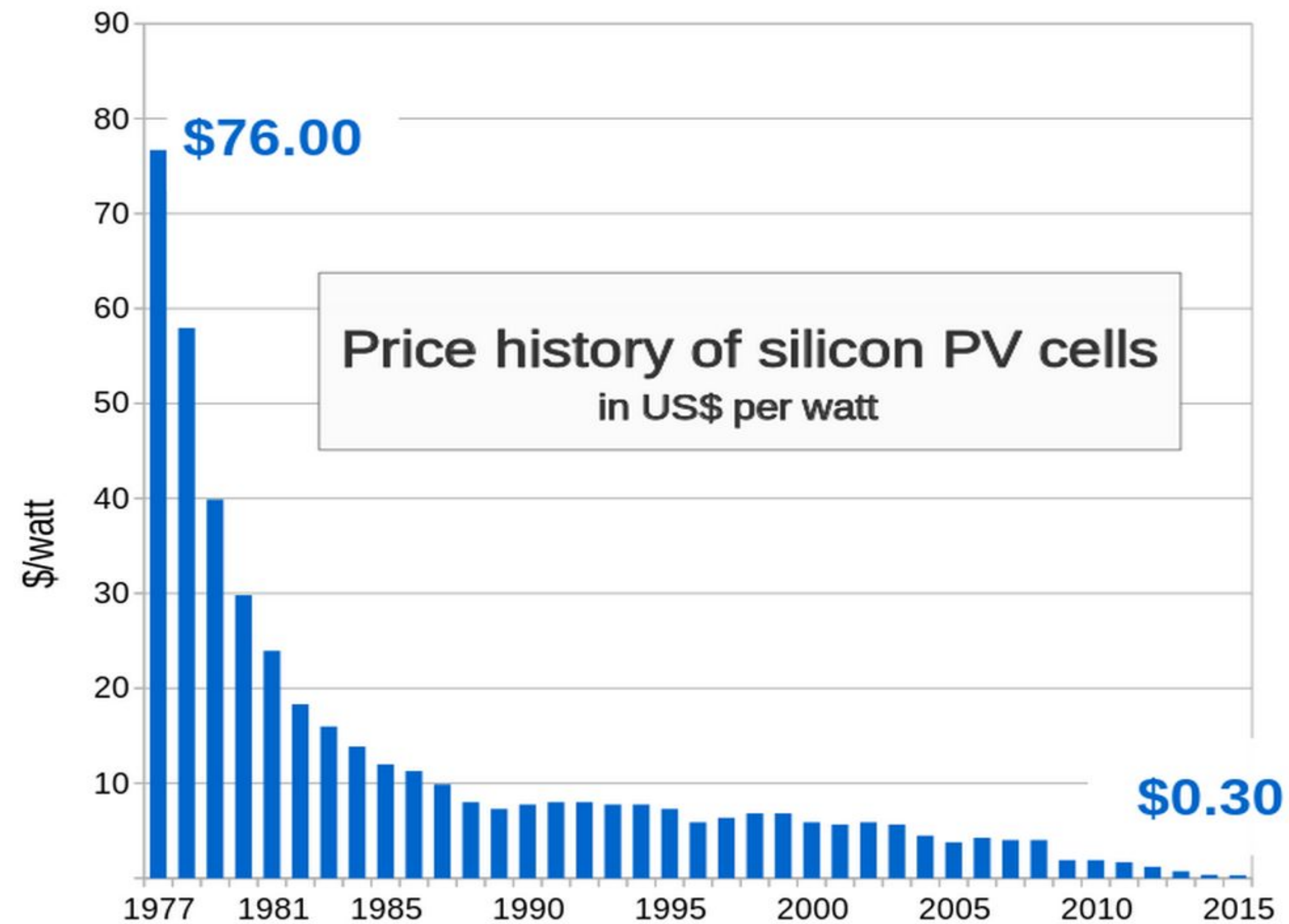
Focus will shift to **mass prevention and diagnoses** and to **wellness aspects** of the mind, body and soul.

Healthcare costs will affect **20 percent** of a nation's GDP in a developed world.



“INNOVATING TO ZERO”

The mega vision of a “Zero Concept” world where we will shift focus and develop **products and technologies** that “**Innovate to Zero**” in real life, thereby bringing social innovation to the forefront.



Source: Bloomberg New Energy Finance & pv.energytrend.com

SMART IS THE NEW GREEN

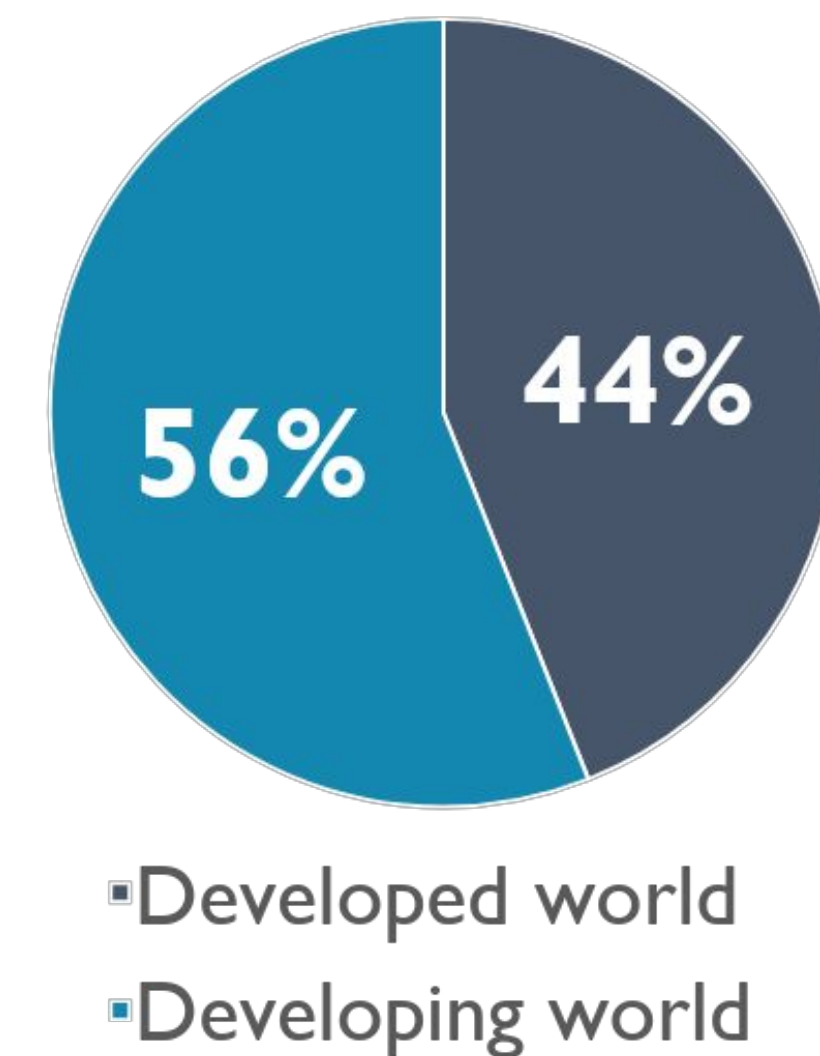
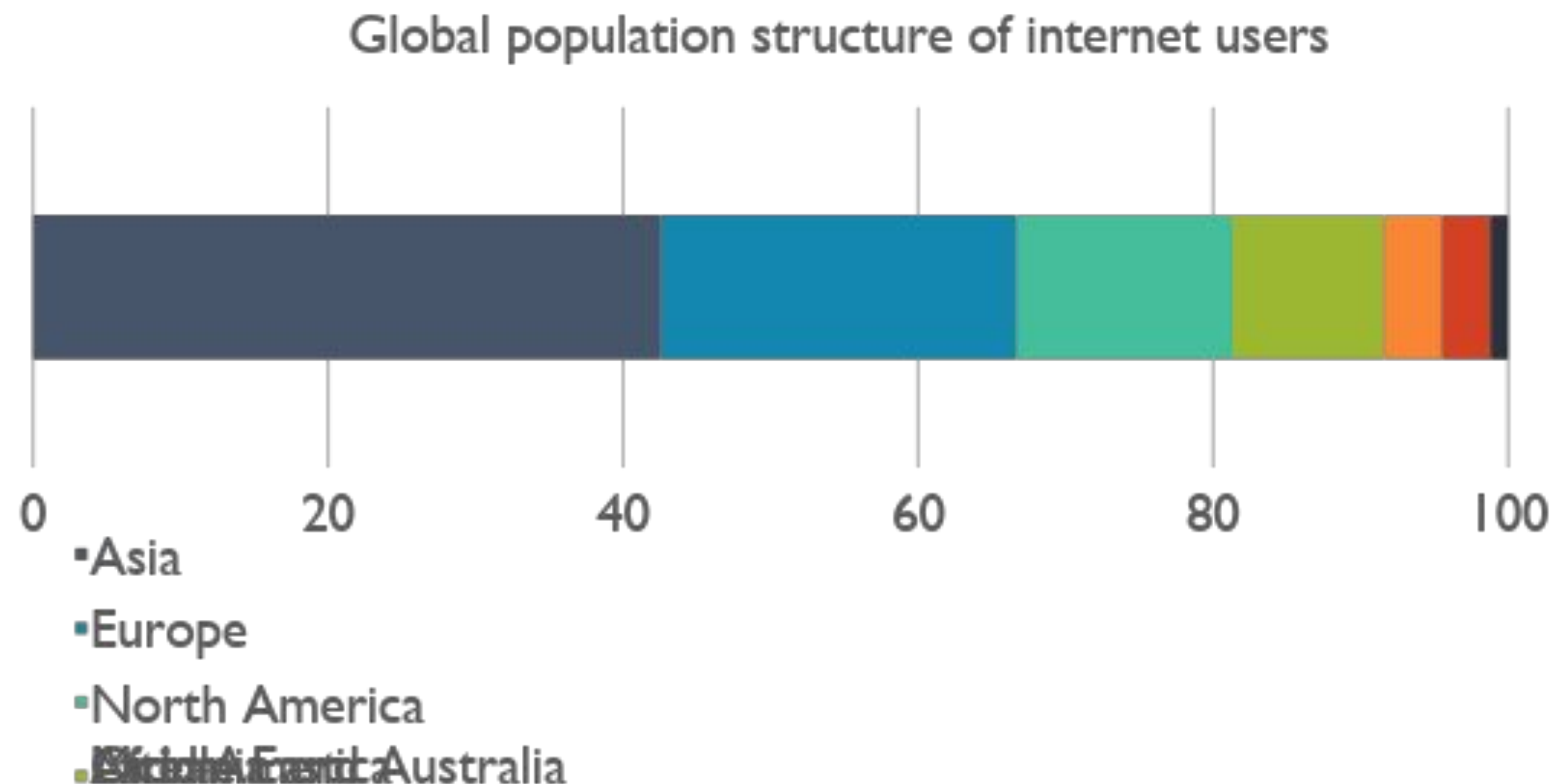
There will be a **shift towards “smart” products, which** are intelligent, connected and have the ability to **sense, process, report,** and take corrective action.



VALUE FOR MANY

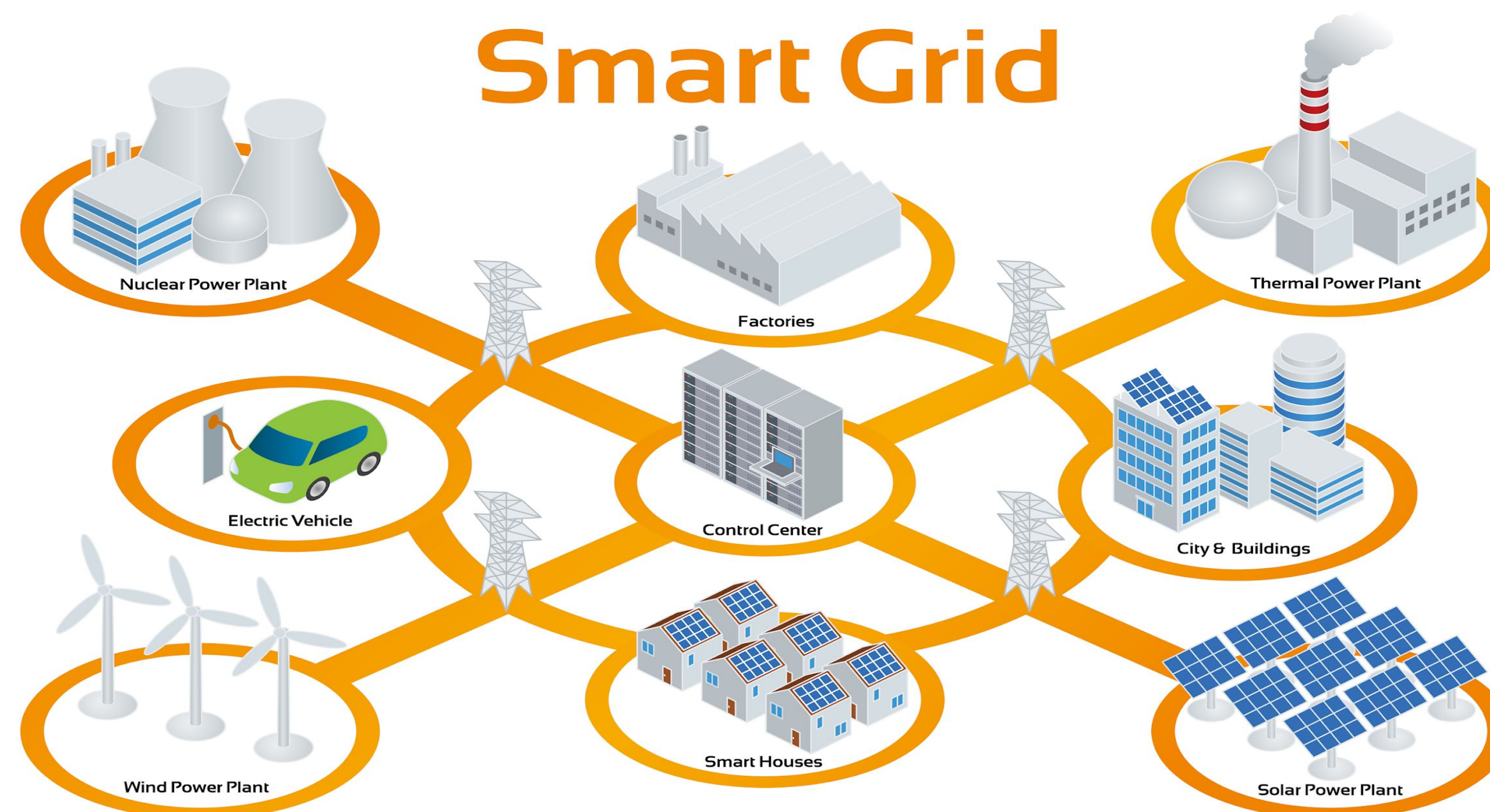
The emergence of a global **middle class of 4 billion people** and **a connected community on the internet of 5 billion** will allow entrepreneurs and businesses to “make one, sell many,” a concept that will be ever more important and usher in a new business model of “value for many.”

The concept implies that **businesses** can **produce** and **sell the same product or service to** the masses in **both the developing and developed worlds** using either a platform like the internet or through developing an affordable products strategy.



FUTURE OF ENERGY

The **energy industry** will converge with several related industries to **develop efficient** and **environment friendly solutions**. Key trends we will see in this area will be the **Smart Grid**, the future '**Energy Internet**', the contribution of **shale gas**, **deep sea drilling** for oil and technology for deep sea **exploration**.



.....

THANKS
FOR YOUR
TIME

.....

A dark, atmospheric photograph of a pier with a Ferris wheel at night, serving as a background for the text. The Ferris wheel is the central focus, with its spokes radiating outwards. The pier extends into the water, and the lights from the Ferris wheel and other structures are reflected on the water's surface. The overall mood is quiet and reflective.