

# Future of Caving

2020 Trends  
Adi Yoffe December 2016

In a disruptive  
reality

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# When most of our assumptions are changing



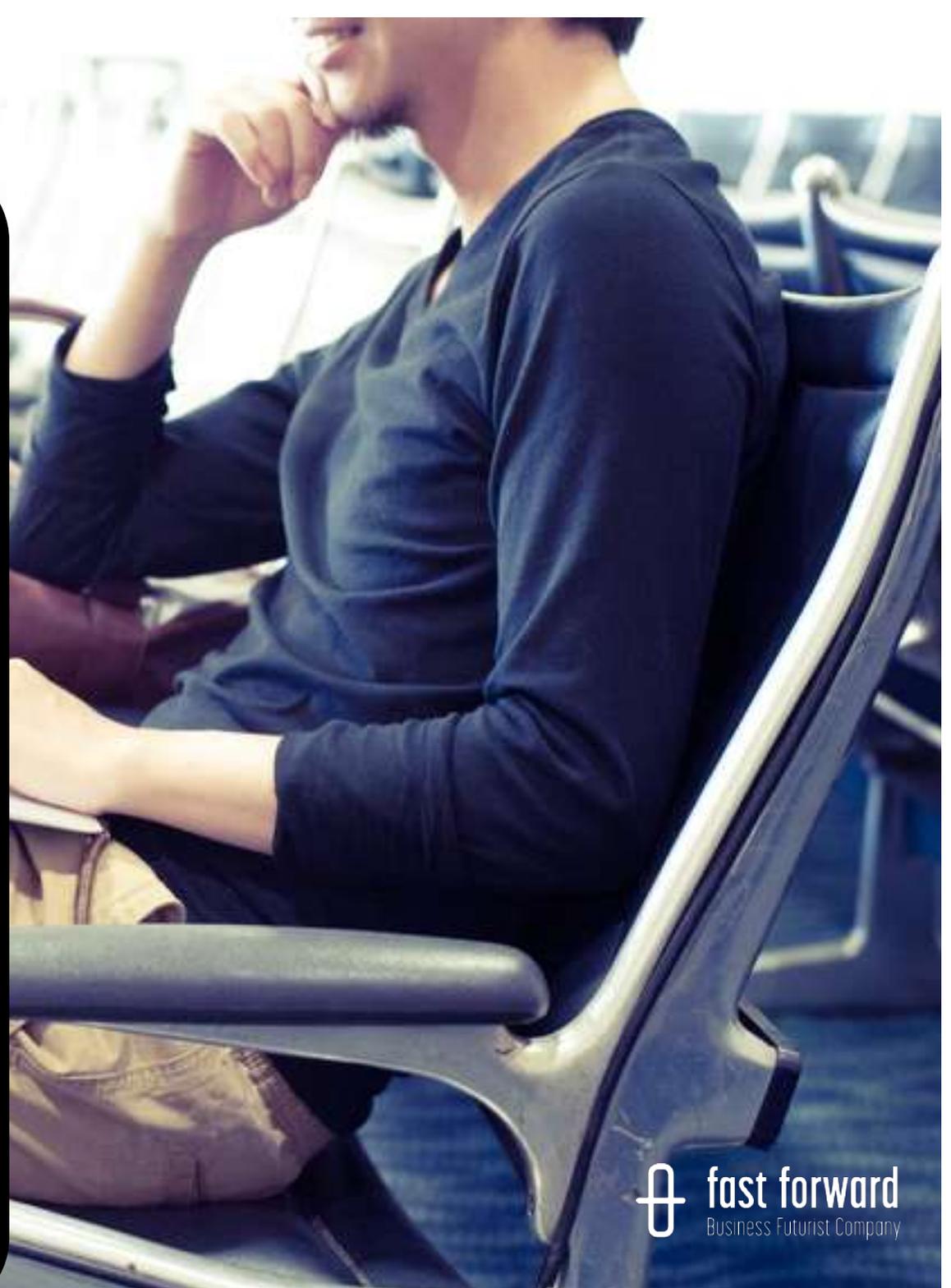
# Constantly

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## Big processes moved us to become nomads

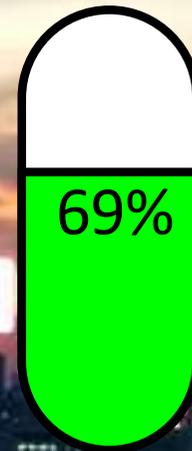
Nomadism, is the reason **we are constantly changing jobs, apartments and relationships.** During which we are replacing brands. From one good offer to another.



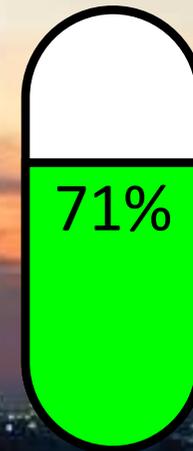


Technology enables us to live  
nomadic lives and make things so  
much easier

# Chat bots will do it even faster

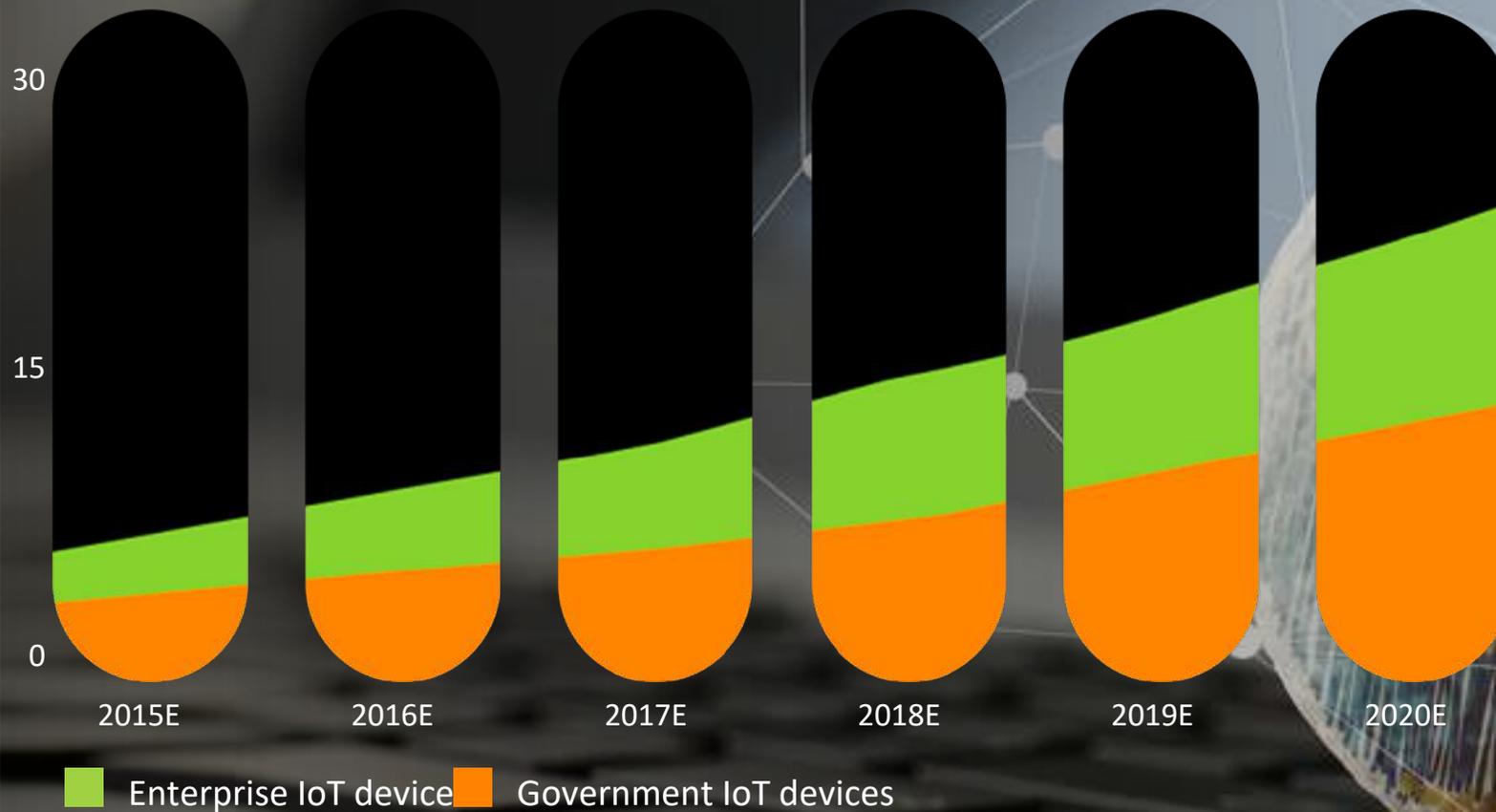


Of consumers say they interact with an intelligent assistant or chatbot at least once a month



Of consumers want the ability to solve most customer service issues on their own\*. (\*up from 64% in 2015)

# and the Internet of things will be smoother



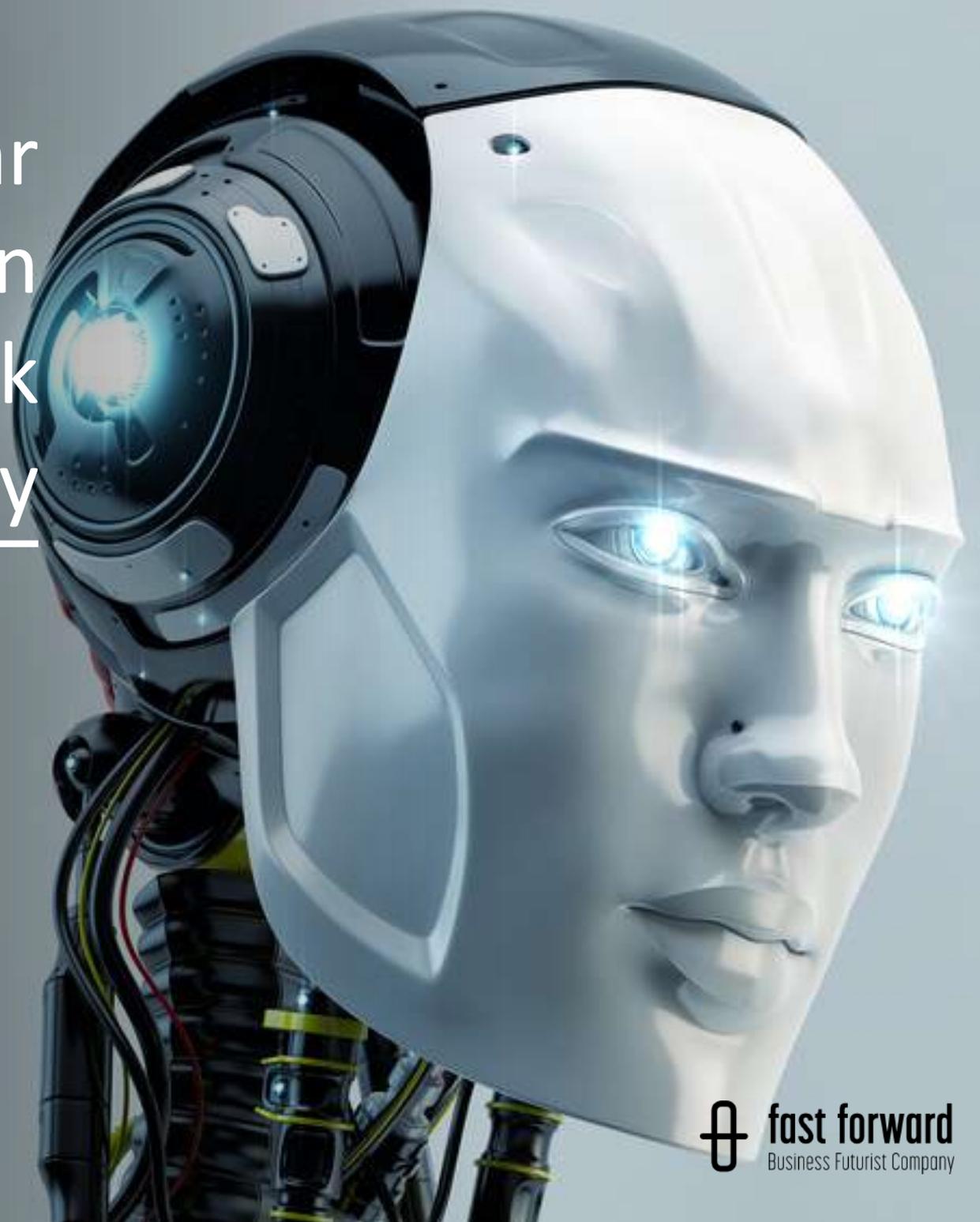
“no hands”  
experiences will  
be a standard

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In the near  
future, certain  
things will work  
autonomously

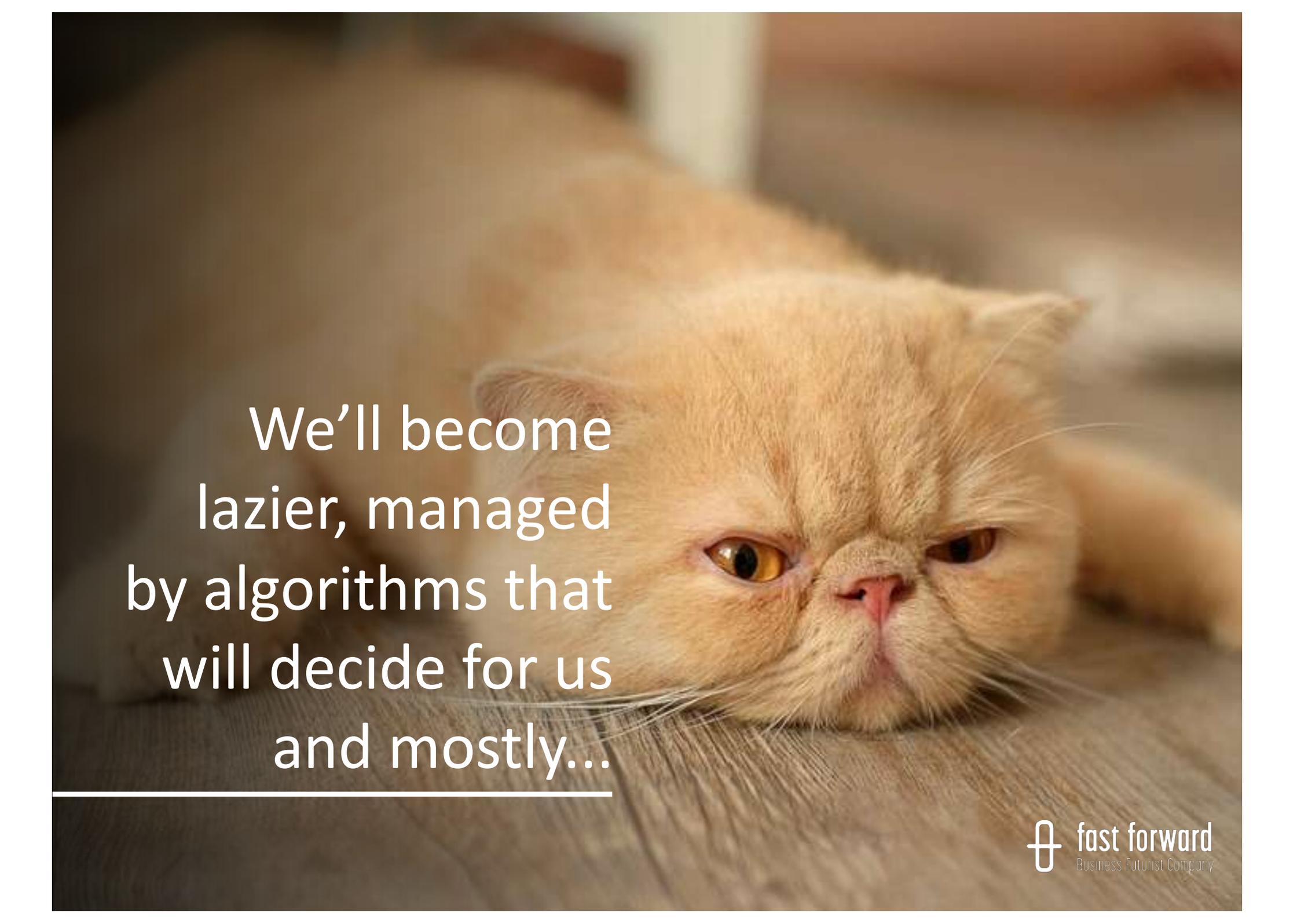
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Daily actions will  
disappear from  
our lives

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amazon go



We'll become  
lazier, managed  
by algorithms that  
will decide for us  
and mostly...

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Passive,  
indifferent  
consumers

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We won't care  
about some  
things. At all.

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But, having them  
in the right  
moment

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At our door

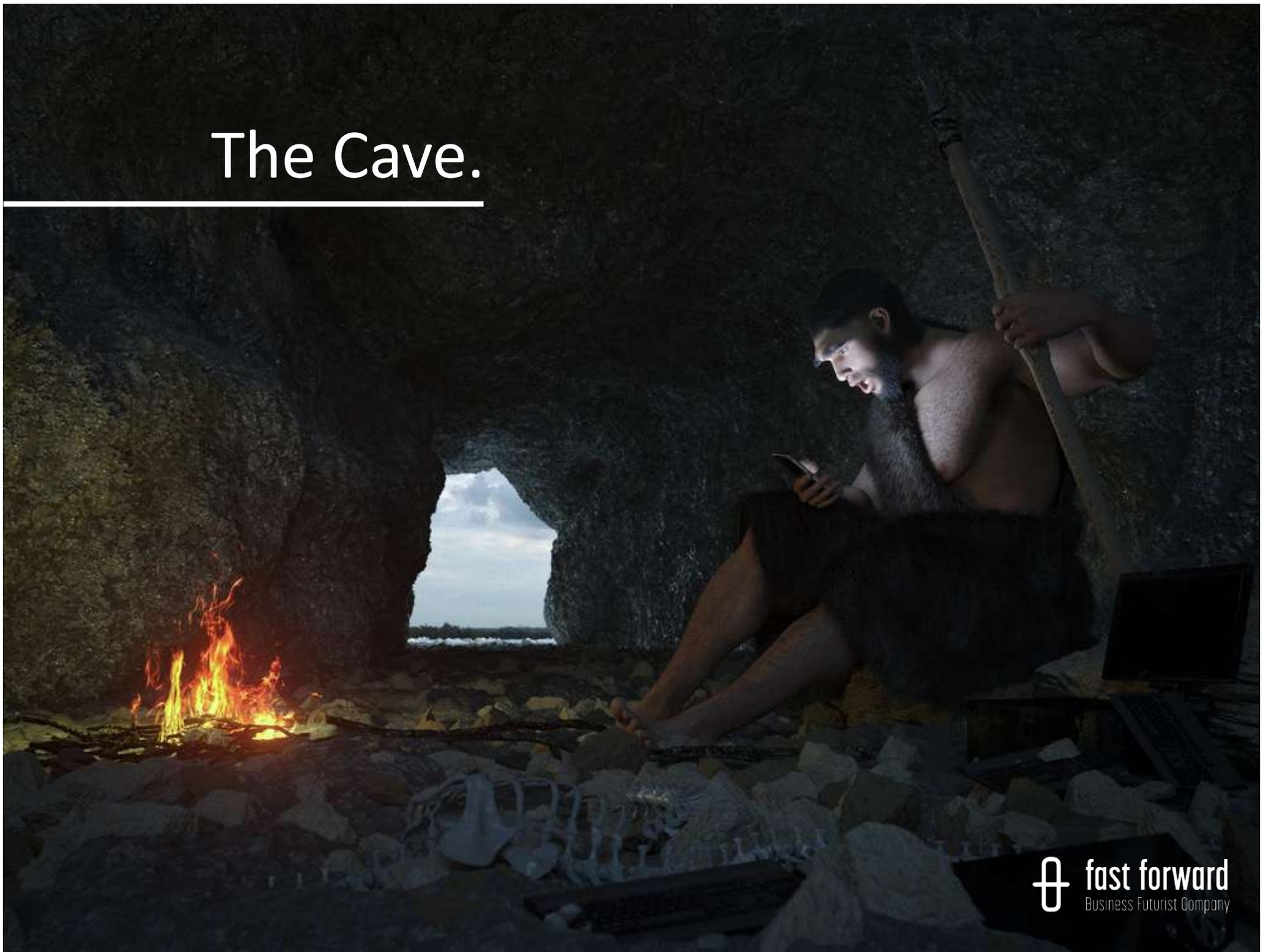


The nomad  
consumer has  
found a comfort  
zone

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# The Cave.

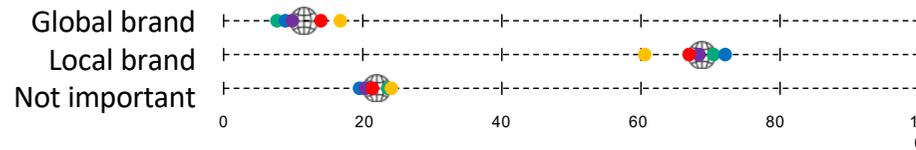
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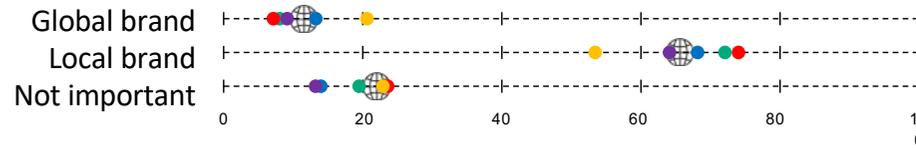
In the cave we become gatherers.  
 We prefer eating authentic,  
 local food over global and industrial

Spotlight on fresh foods: Shoppers love local

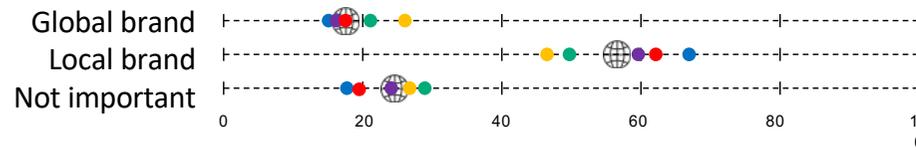
Vegetables



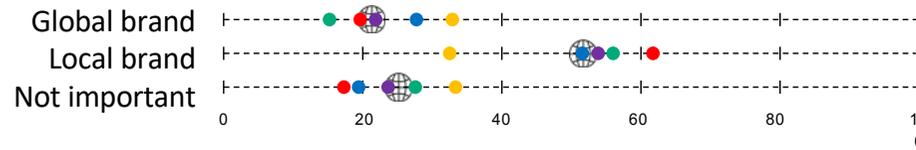
Meat



Seafood



Yogurt



-ASIA-PACIFIC -EUROPE -AFRICA/ME -LATIN AMERIKA -NORTH AMERIKA -GLOBAL

At the same time, we  
will strengthen our  
historic roots while  
striving to maintain  
our own unique tribal  
identity and culture

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A close-up photograph of a stack of vinyl records and a stack of papers. The records are dark green/black with a yellow label on top. The papers are white and some have red markings. The items are resting on a wooden surface.

For the cavemen,  
digital will not be  
enough. They  
become nostalgic  
for things they once  
knew so well, those  
tangible assets will  
be part of our lives  
once again.

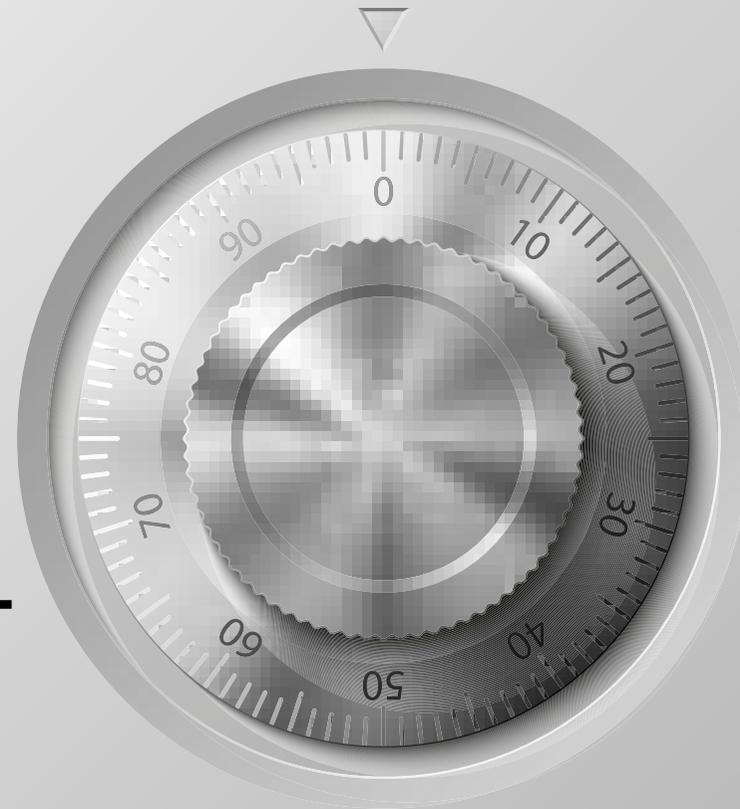
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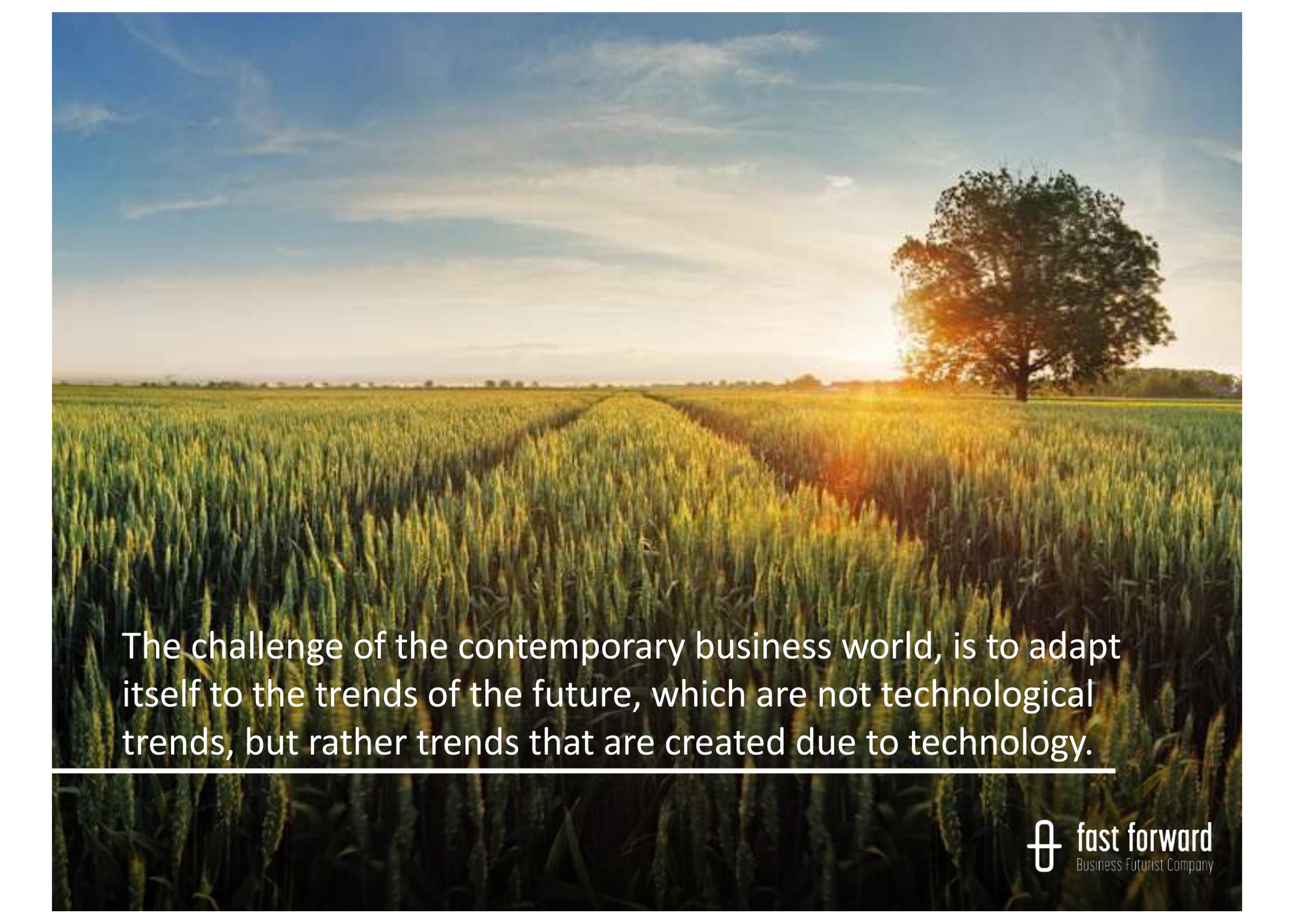


Additionally, people will go “offline”. Being unconnected will not be considered old fashioned, but valuable. They will experience “real” moments that were picked so very carefully.

During this time, the cavemen has new needs. Some derive from deprivation that evolved through the years from disruption. They mostly need things that infuse confidence in order of returning control to their lives.

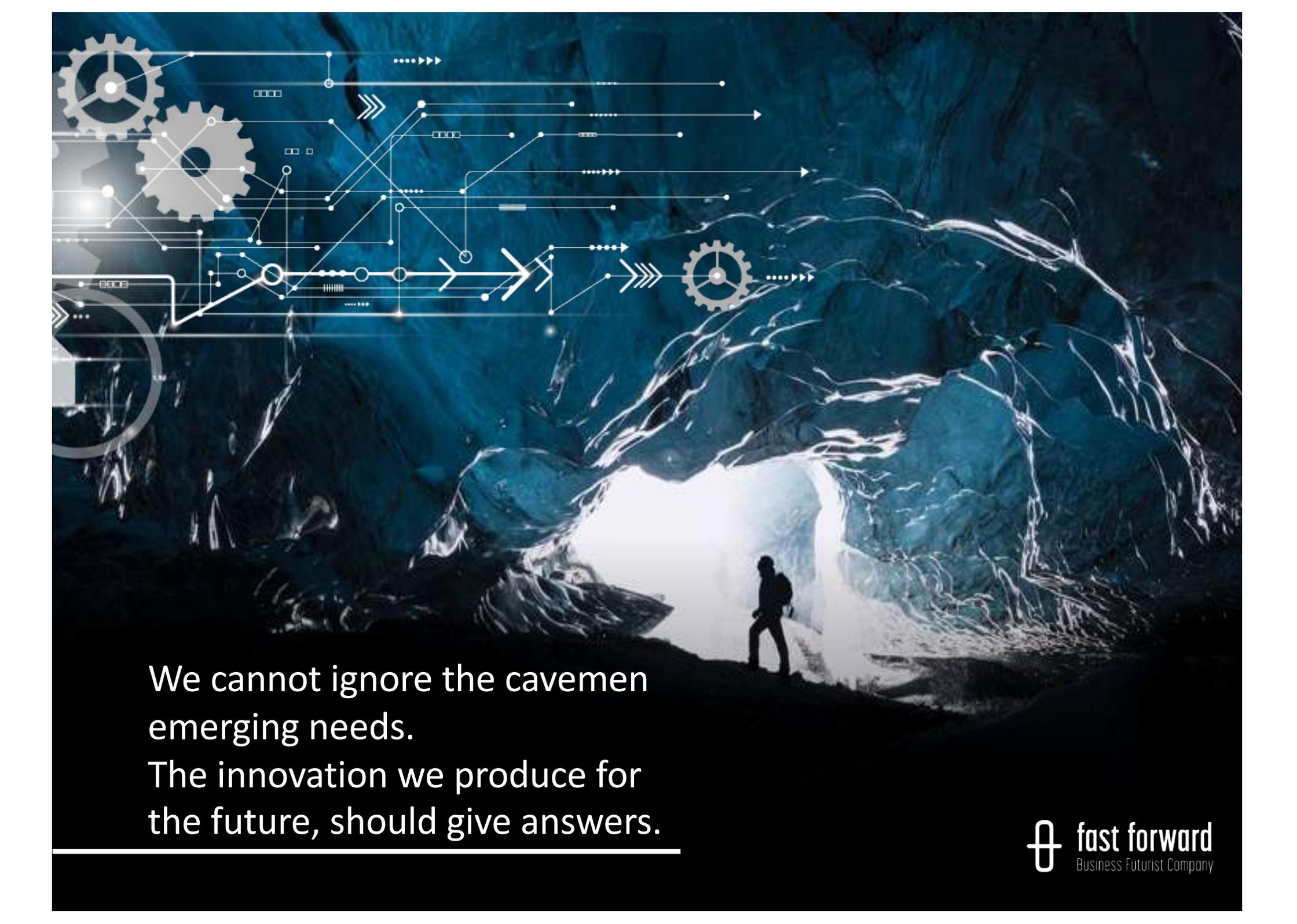
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The challenge of the contemporary business world, is to adapt itself to the trends of the future, which are not technological trends, but rather trends that are created due to technology.

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We cannot ignore the cavemen  
emerging needs.  
The innovation we produce for  
the future, should give answers.



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The  
future  
is  
coming



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business ready?**

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