

# Future of Caving

2020 Trends

Adi Yoffe December 2016



fast forward  
Business Futurist Company

In a disruptive  
reality

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# When most of our assumptions are changing



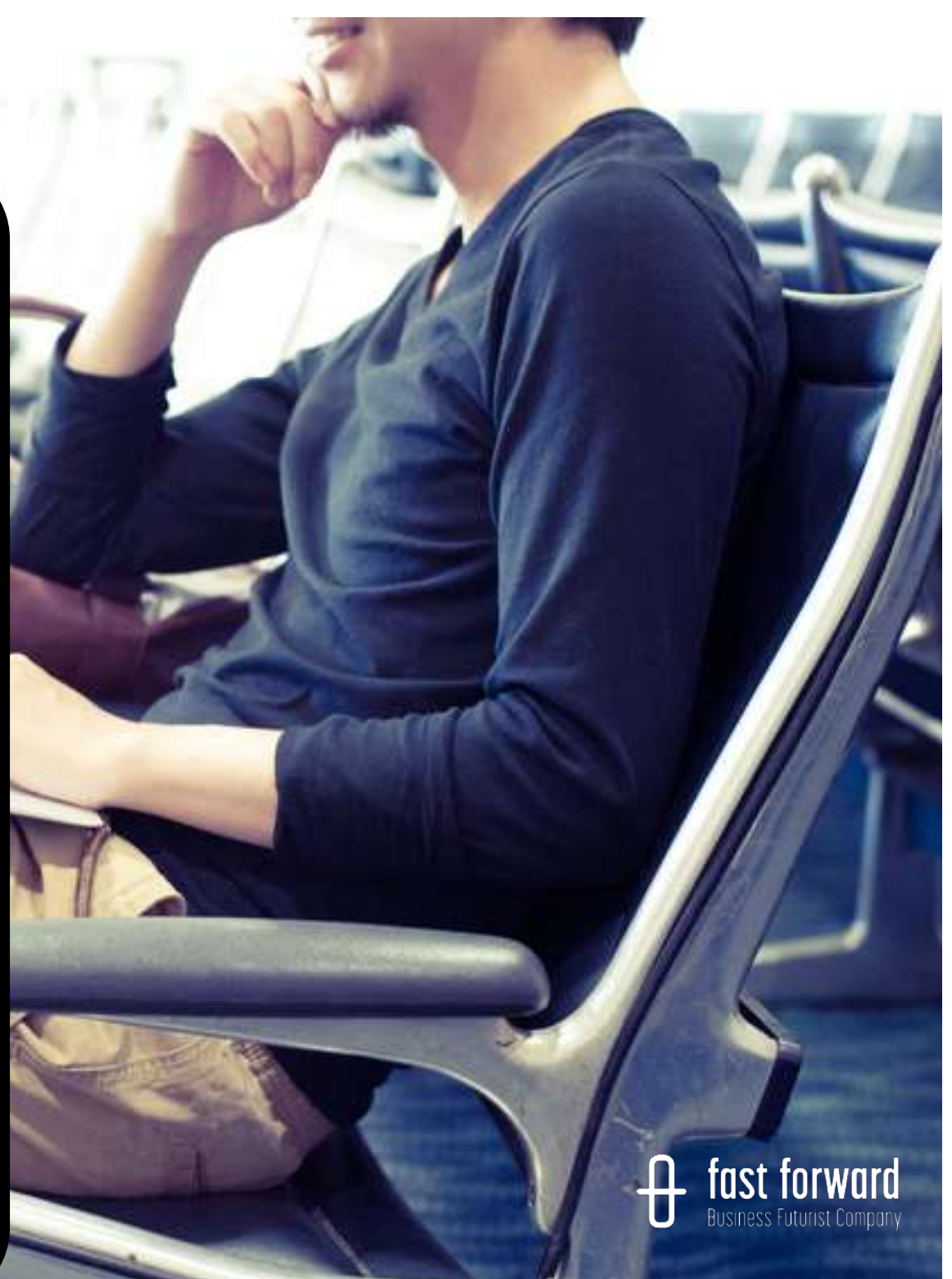
# Constantly


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## Big processes moved us to become nomads

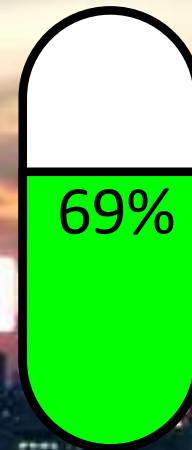
Nomadism, is the reason **we are constantly changing jobs, apartments and relationships.** During which we are replacing brands. From one good offer to another.



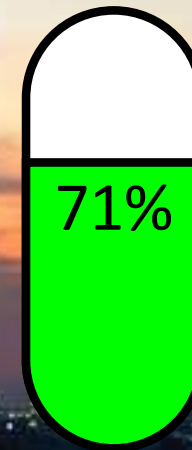


Technology enables us to live  
nomadic lives and make things so  
much easier

# Chat bots will do it even faster

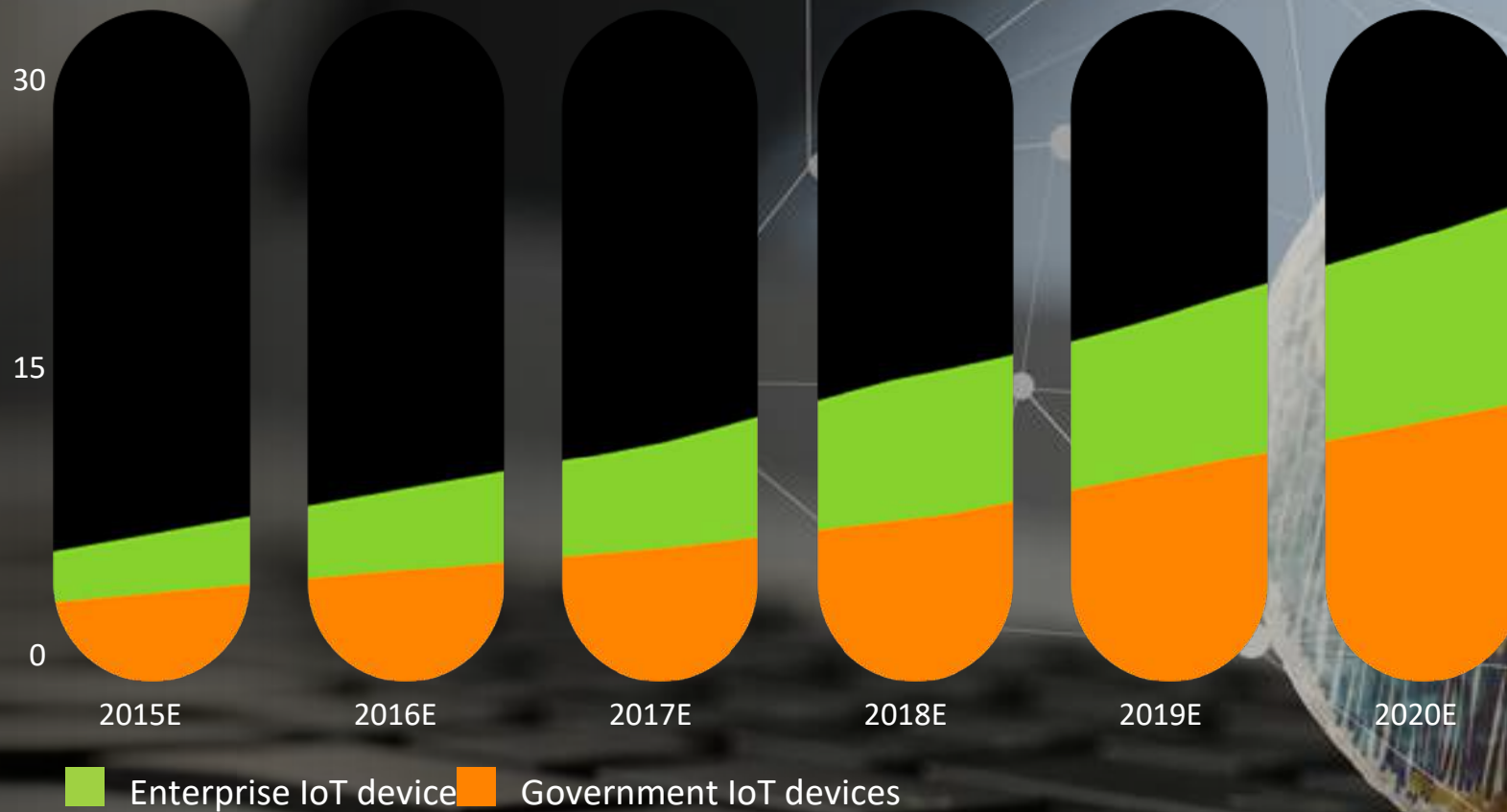


Of consumers say they interact with an intelligent assistant or chatbot at least once a month



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





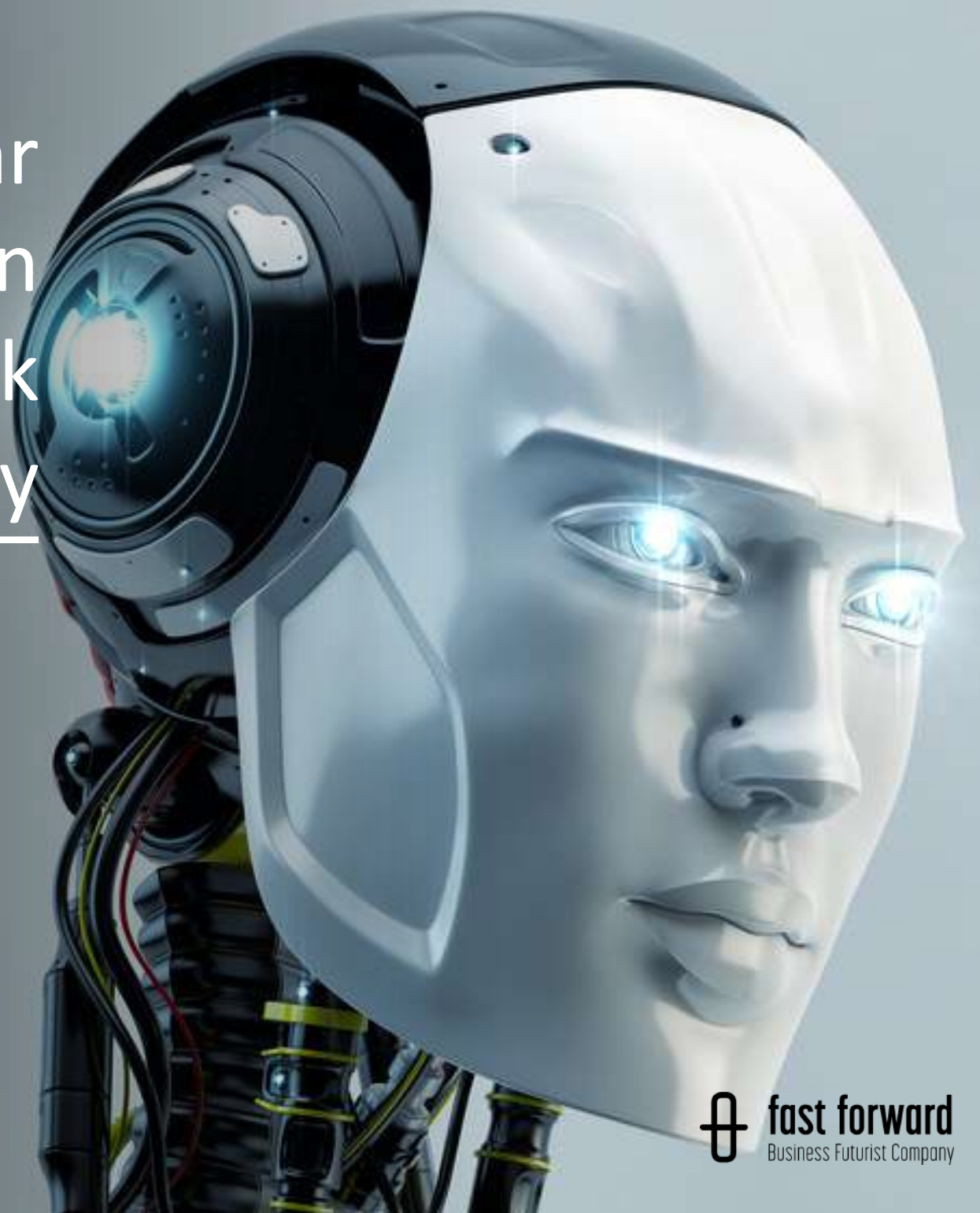
“no hands”  
experiences will  
be a standard

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In the near  
future, certain  
things will work  
autonomously

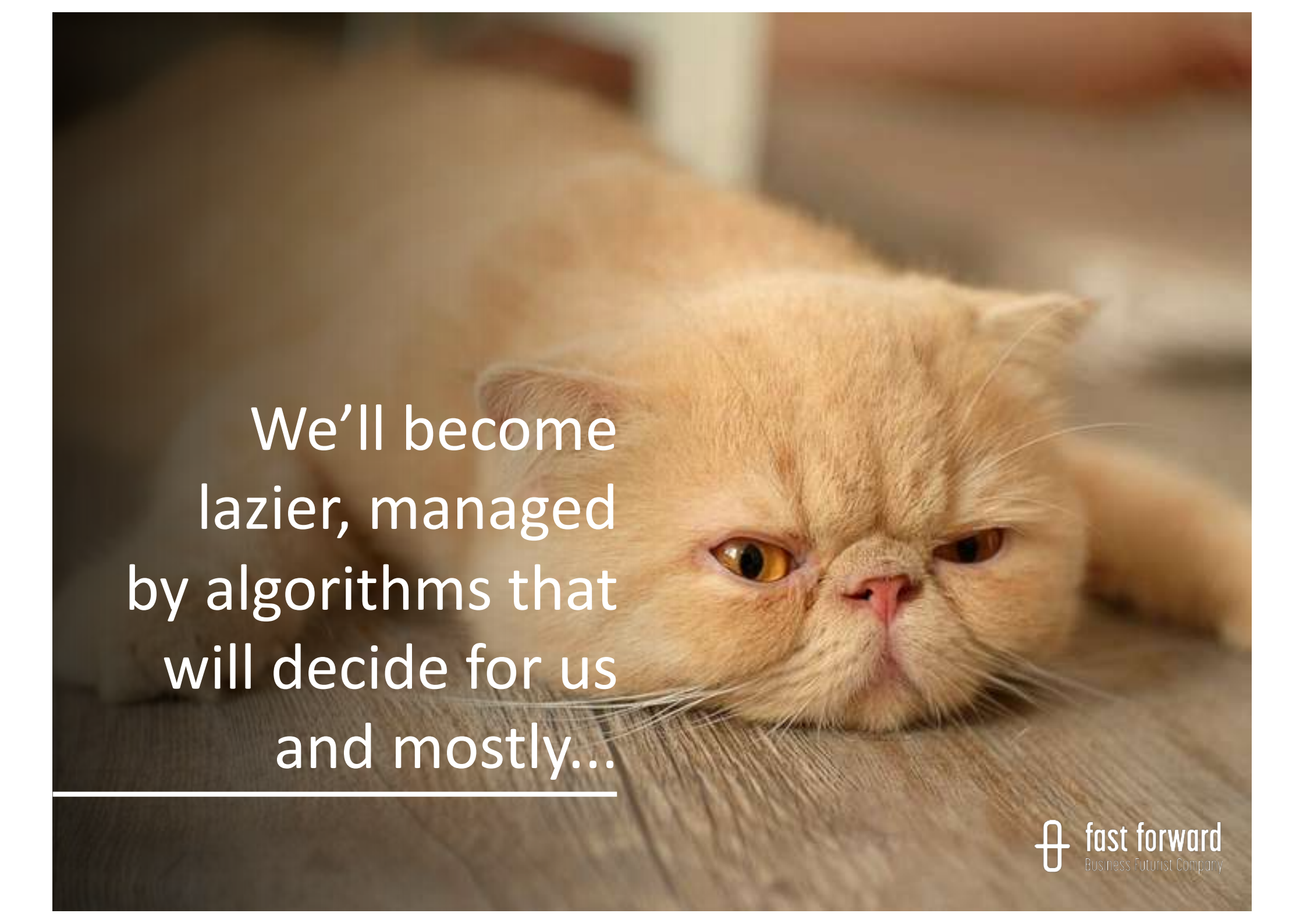
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Daily actions will  
disappear from  
our lives

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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



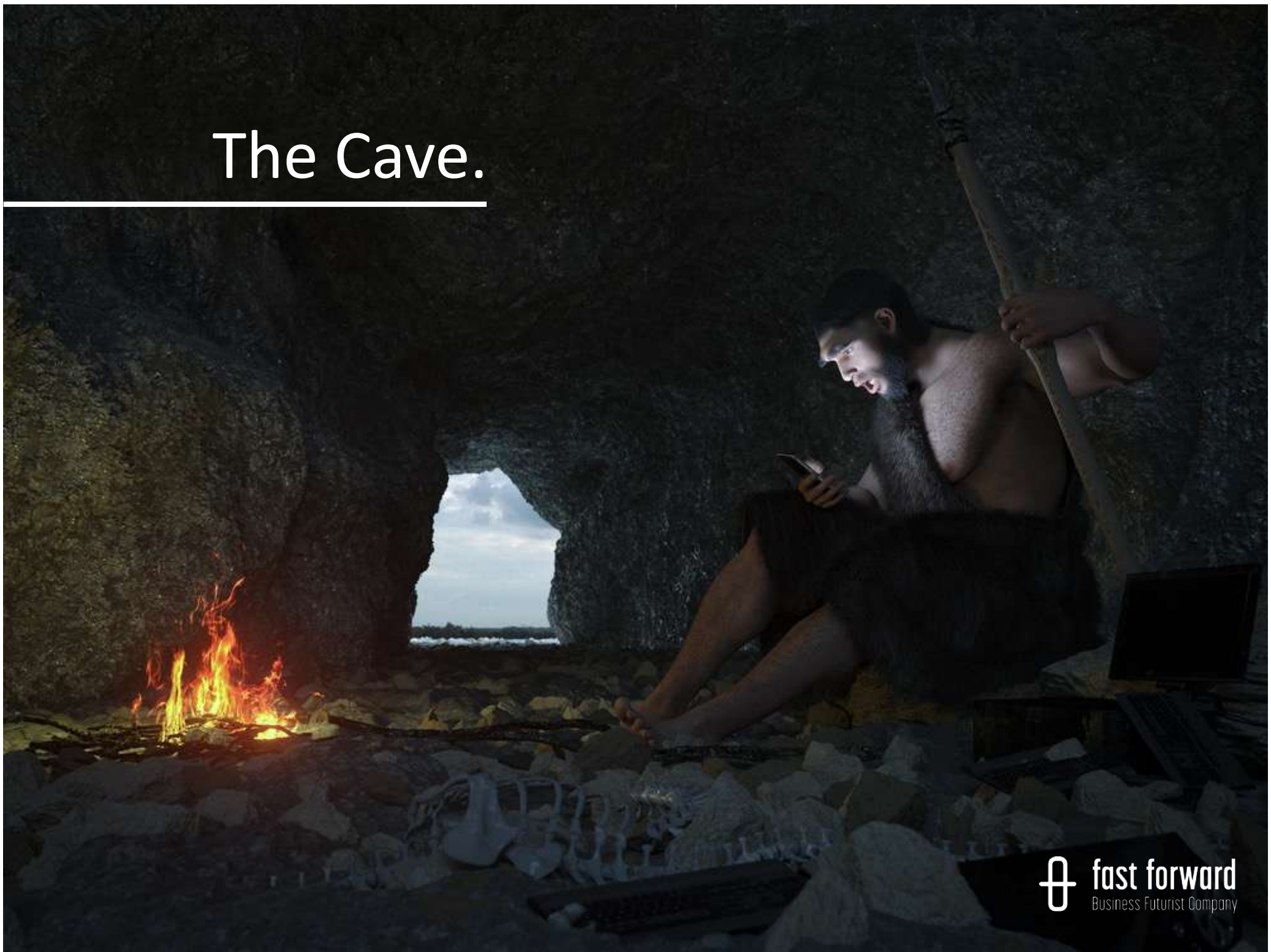


The nomad  
consumer has  
found a comfort  
zone

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# The Cave.

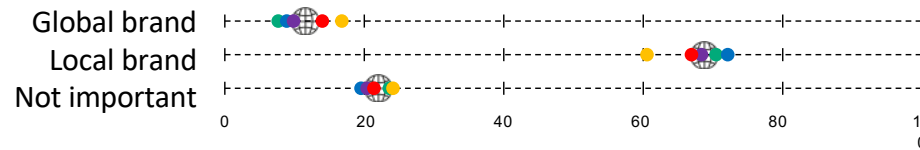
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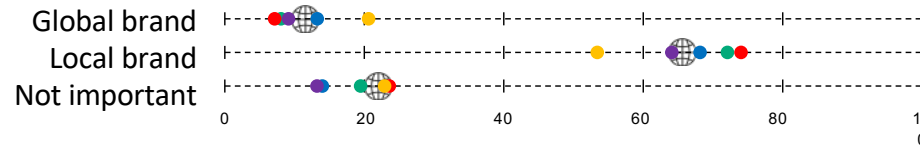
In the cave we become gatherers.  
 We prefer eating authentic,  
 local food over global and industrial

Spotlight on fresh foods: Shoppers love local

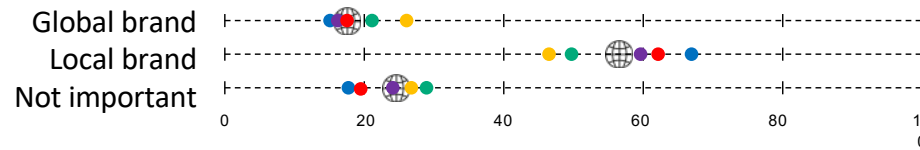
Vegetables



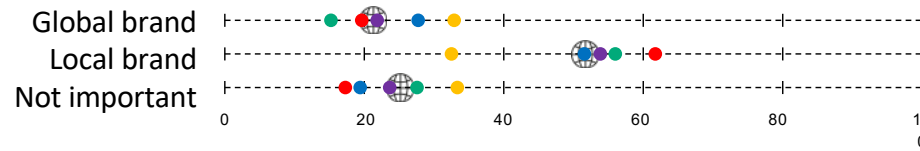
Meat



Seafood



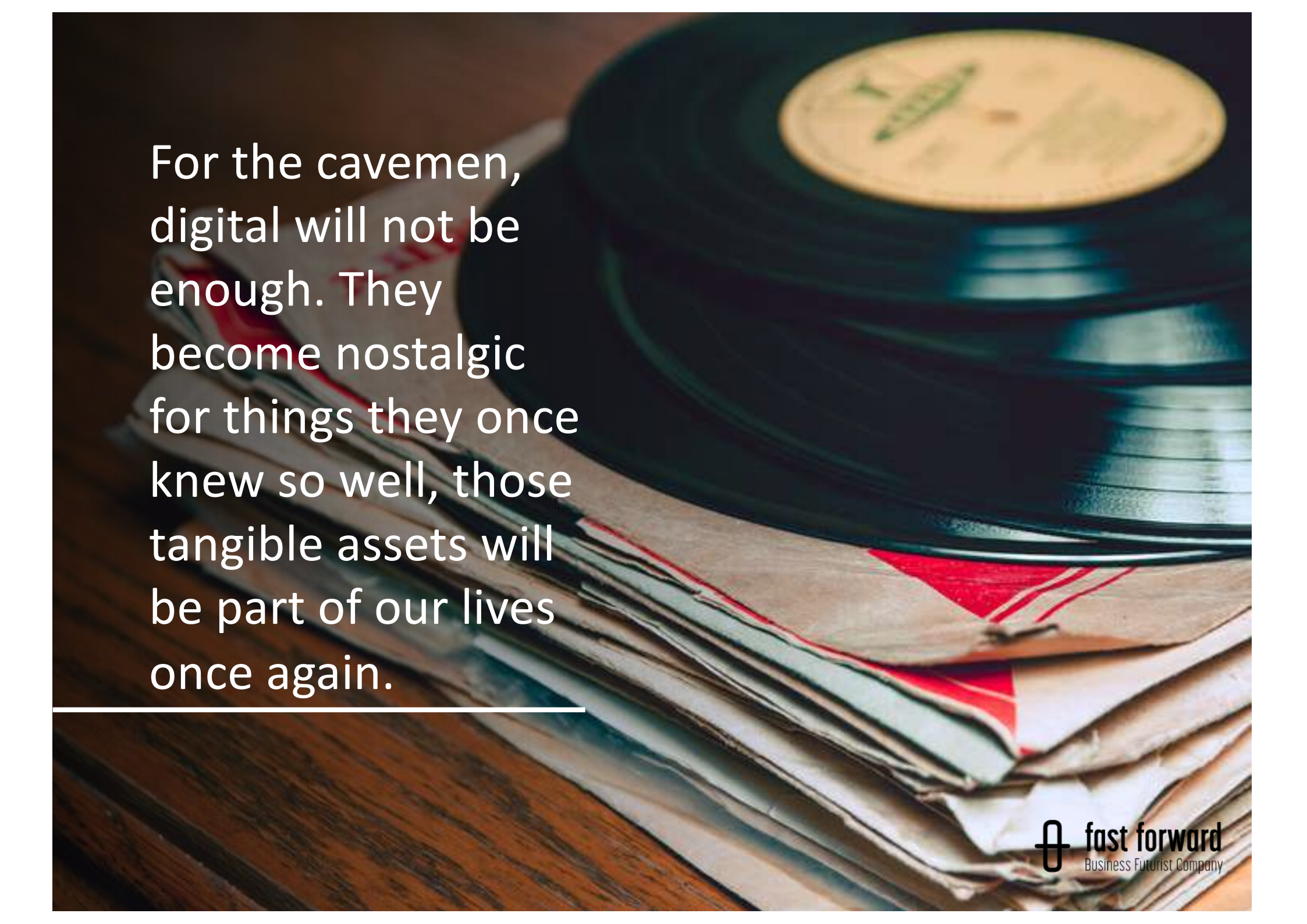
Yogurt



-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 and stacked on top of each other, with a yellow label on the top one. The papers are stacked below, with some showing red and white patterns. The entire scene is set 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.

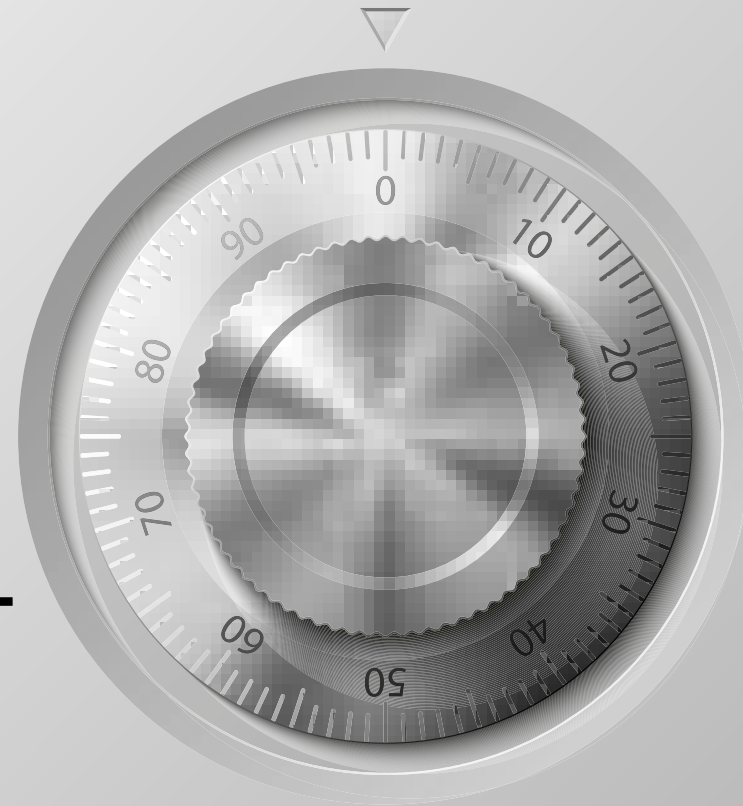
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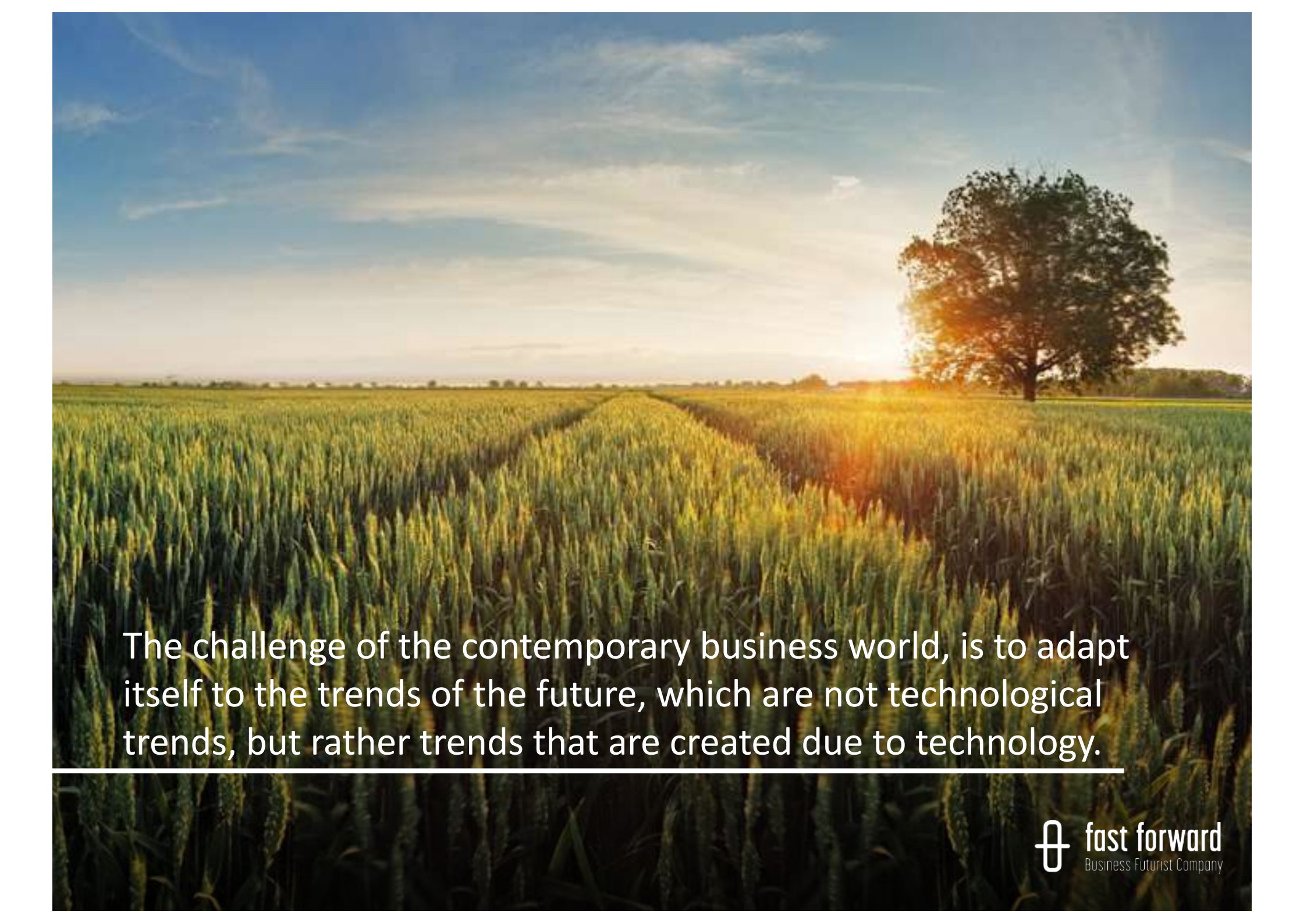


Additionally, people will go “offline”. Being unconnected will not be considered old fashioned, but valuable. They will experience “real” moments that were picked so very carefully.

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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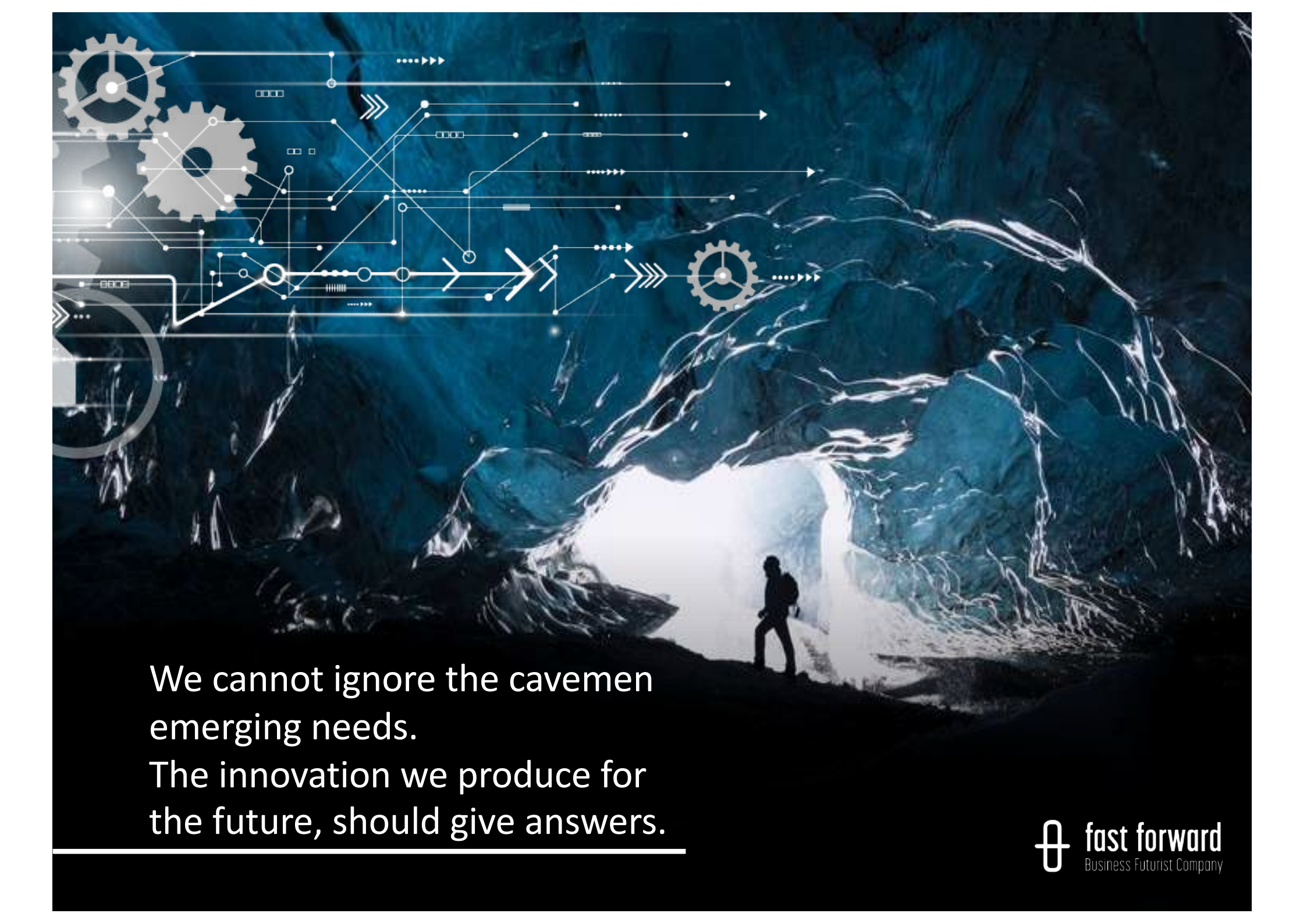




The challenge of the contemporary business world, is to adapt itself to the trends of the future, which are not technological trends, but rather trends that are created due to technology.

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The image features a person standing in a dark cave, looking towards a bright, glowing opening. The cave walls are textured and illuminated with a blue light. Overlaid on the left side of the image is a complex network diagram consisting of various symbols: gears, arrows, lines, and nodes, representing a technological or industrial process. The overall theme is the intersection of nature and technology.

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



**Is your  
business ready?**

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