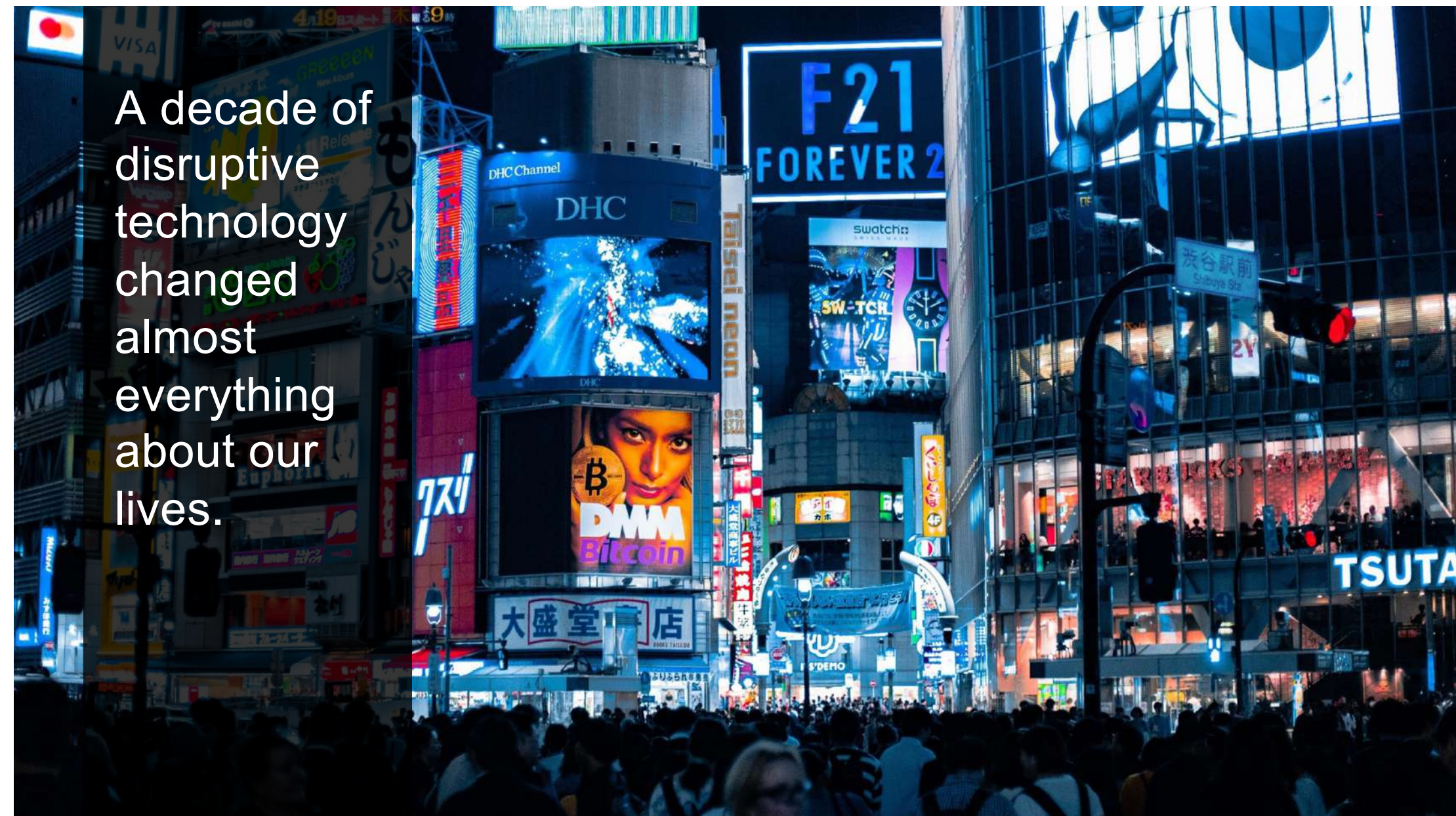


2019 Trends | Adi Yoffe

# FUTURE OF SYNTHESIS

A decade of disruptive technology changed almost everything about our lives.



# The world never looked better

New  
platforms

New  
business  
models

New  
opportunities

New  
horizons

New world is  
open to  
everyone





We never looked better  
we're so amazing.  
all the time.



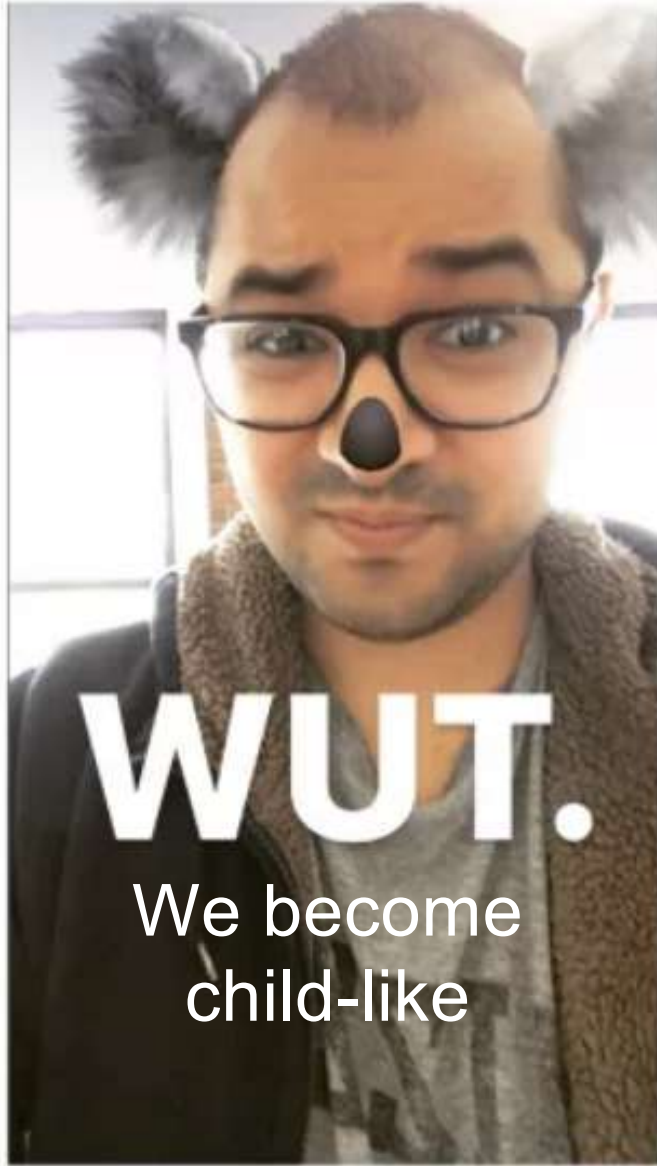
We can now do anything





There are no more limits

The world is our  
playground







HPB!



we use a few words

we use baby talk

we use grown-ups to express our needs

THX!



XOXOX



South Korean Kakao Bank  
where you get stickers for joining



Children know  
no boundaries



A low-angle photograph of a palm tree trunk and fronds against a clear, bright blue sky. The trunk is thick and textured, extending from the bottom left towards the center. The fronds are long and feathery, spreading out in various directions. The lighting is bright, suggesting a sunny day. A black rectangular box is overlaid on the right side of the image, containing white text.

We can do whatever we want.

**#fake**

even in a fake way



Do we know how to  
identify fake?

Do we know what is  
best for us?

just like kids,  
we require help  
with certain things





from  
authoritative  
figures



from a new set of rules



Experts

# The Biggest New Laws to Regulate Tech Giants—and Why They Matter

By Diane M. Francis - Jun 06, 2018 5,592



The world's first stop sign appeared in Michigan **around 1915**, decades after the first privately owned passenger car came into being. Ever since, laws and regulations have piled up concerning everything from insurance requirements to vehicle safety, road safety, and driver education.

Such is the natural order of things. First come the **transformative technologies**—in this case, the car—then public debates about safety, ethics, and the need for

**Don't miss a trend.**

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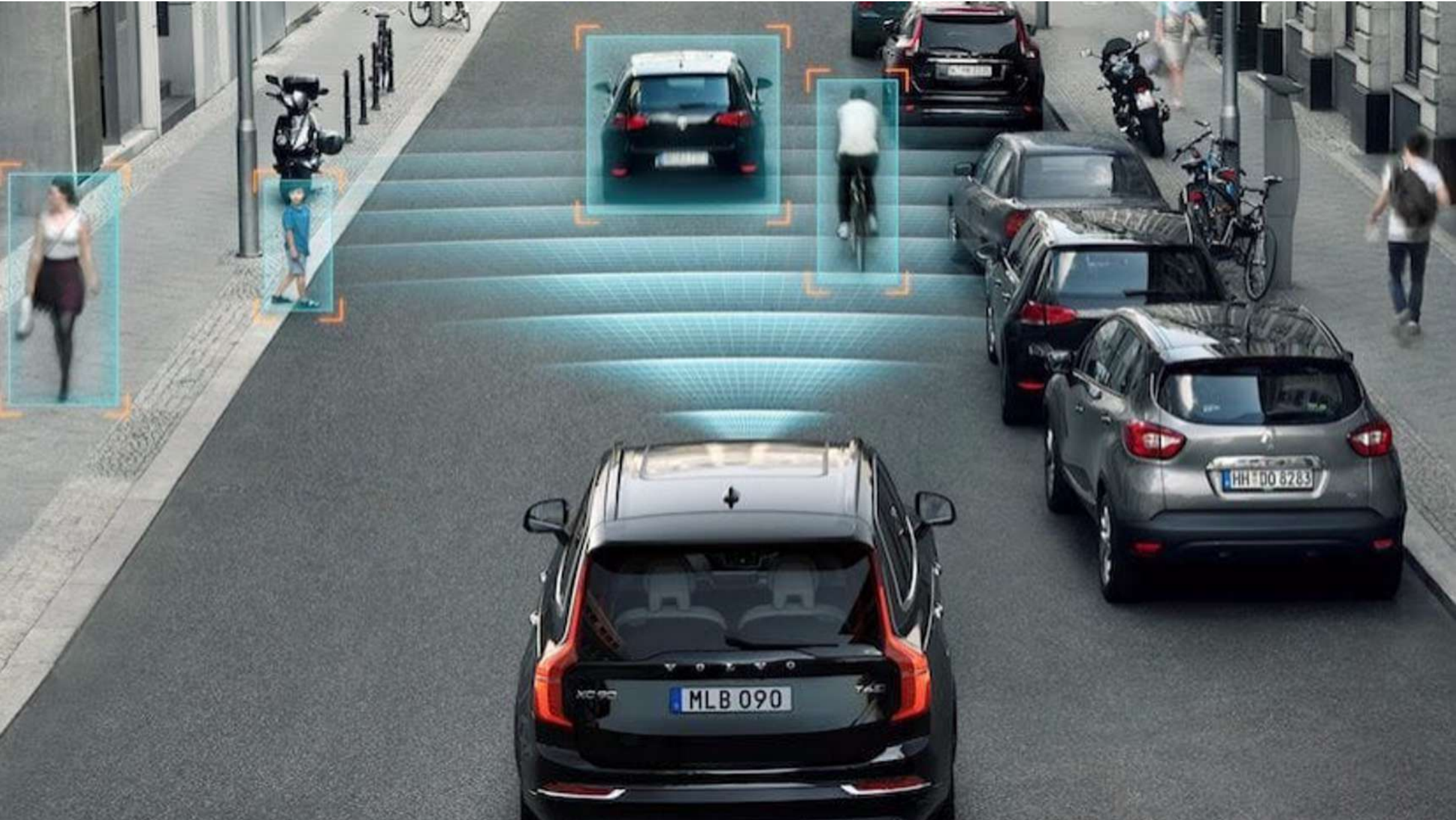
**SIGN ME UP**

[Privacy Policy](#)

from technology.

and we let it make  
decisions for us .





in some ways, technology is **smarter than us**.

in some ways, technology **manages us**.



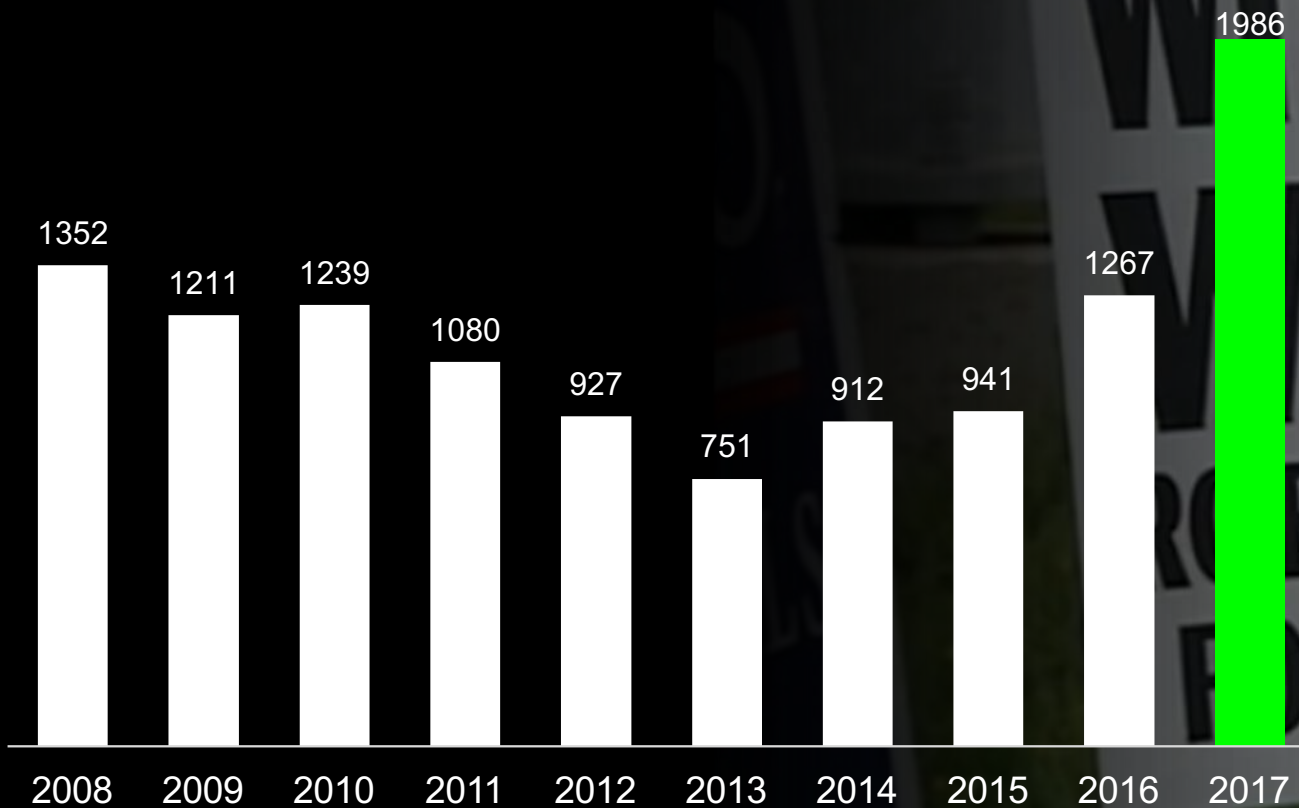
{and it's all for the sake of the "minimal consumption" trends (personal functional benefit) see our prediction from 2014}

but is it really so wonderful?

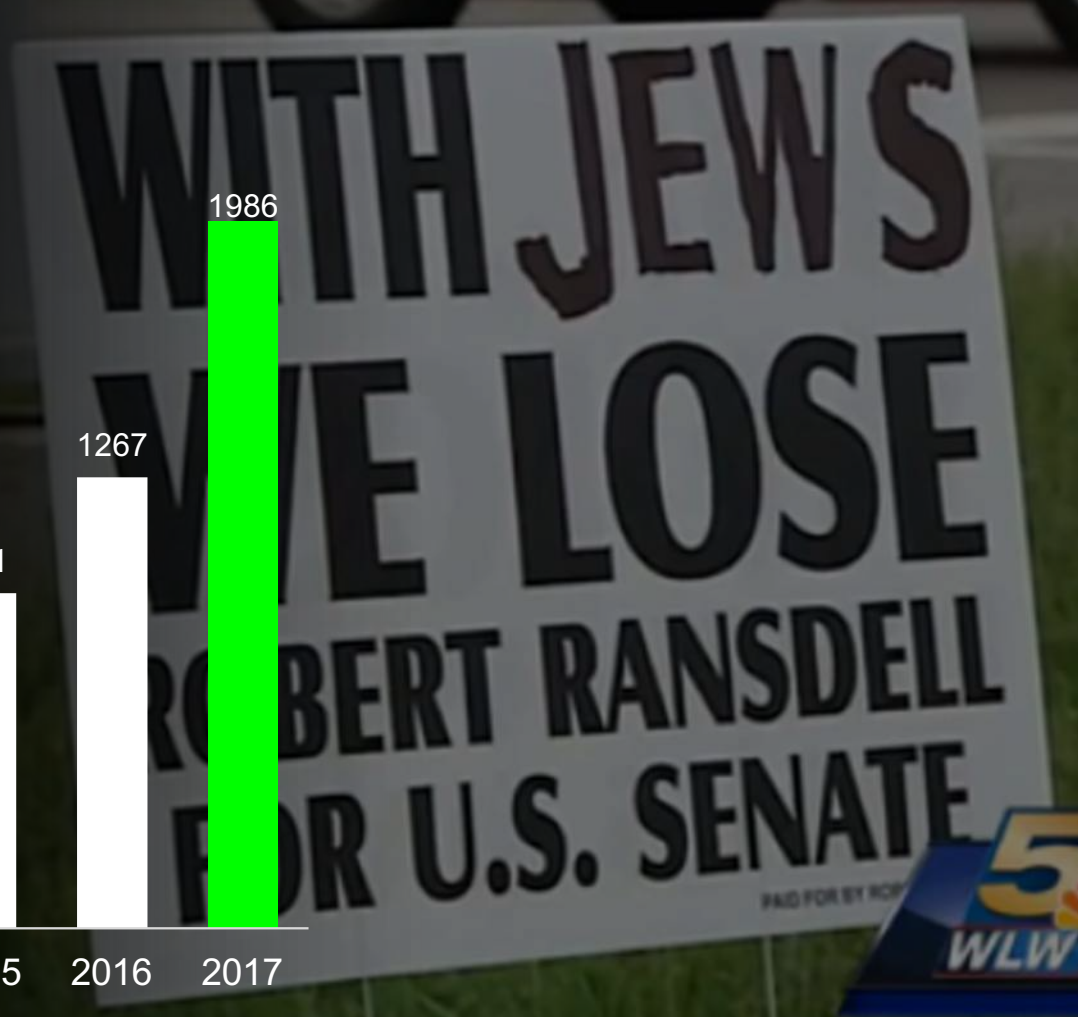



# Anti-Semitic incidents: US

## Over the last decade



Source: ADL

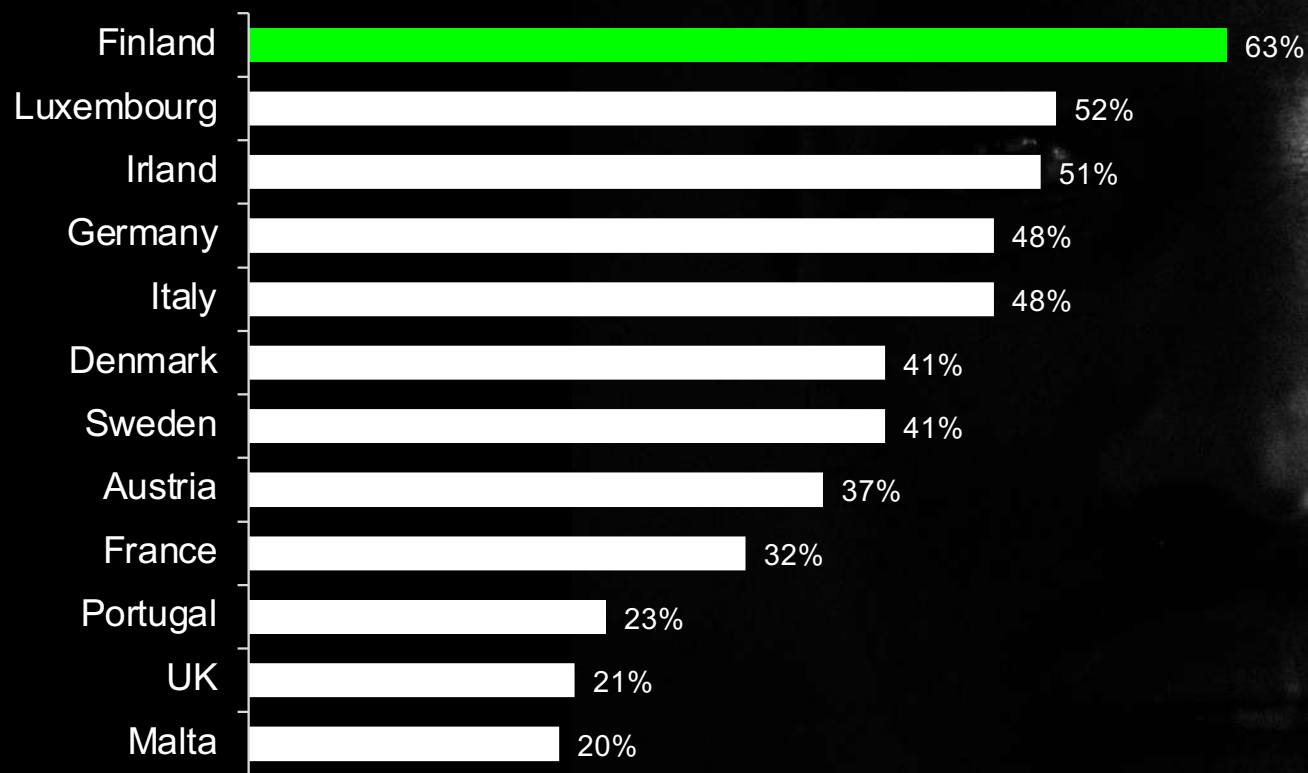




The 105-page report examines the prevalence of antisemitism in Europe, the post-Soviet region, the US, Canada, Australia, South America and South Africa. It records 327 major incidents of violence, vandalism and desecration in 2017, compared with a peak of 1,118 in 2009 and a low of 78 in 1989, the year the study began. It found 30% of attacks were directed at individuals, 20% at cemeteries and memorial sites, and 17% at synagogues.

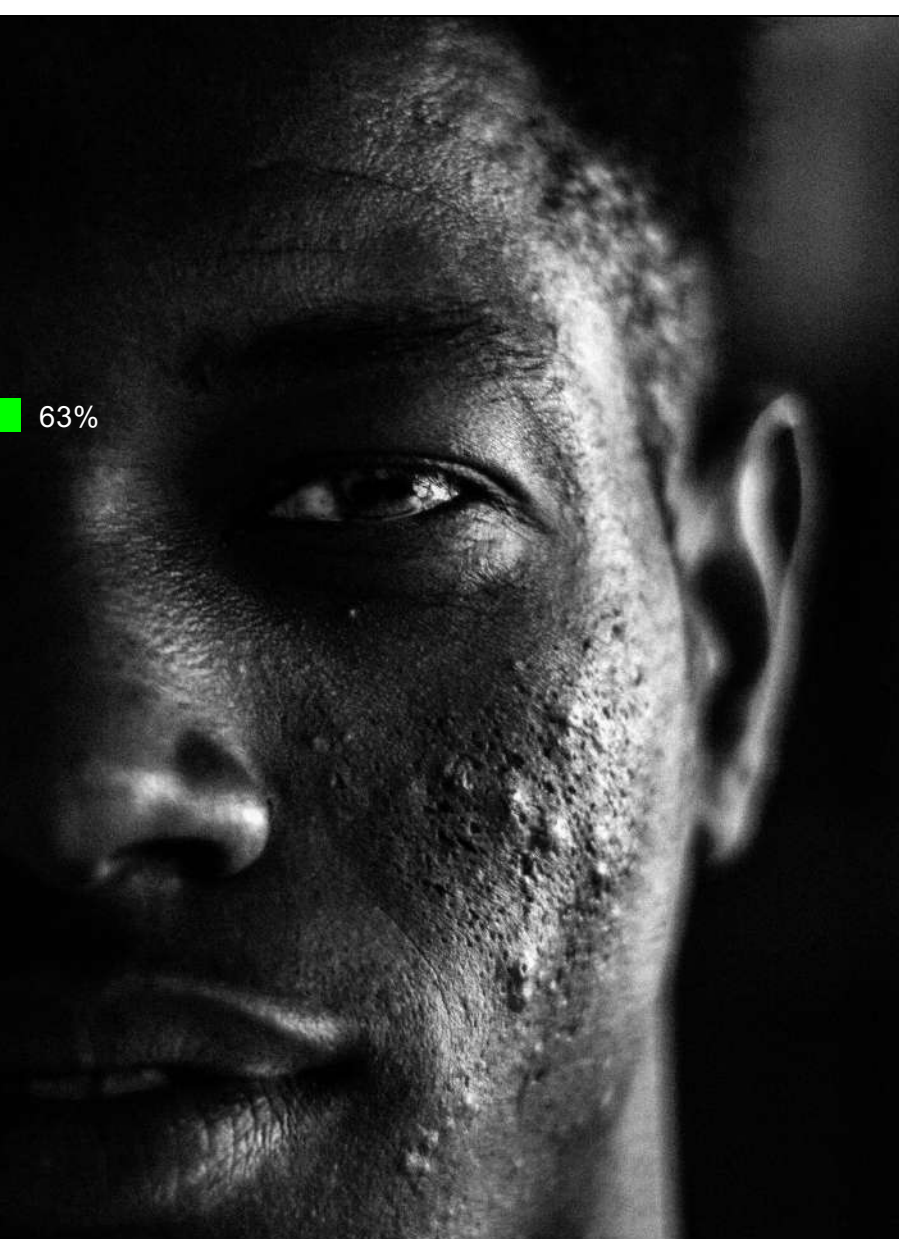
# Widespread racism against Black People in EU

Share of Black people who experienced racist harassment in the past 5 years



Source: EU agency for fundamental rights

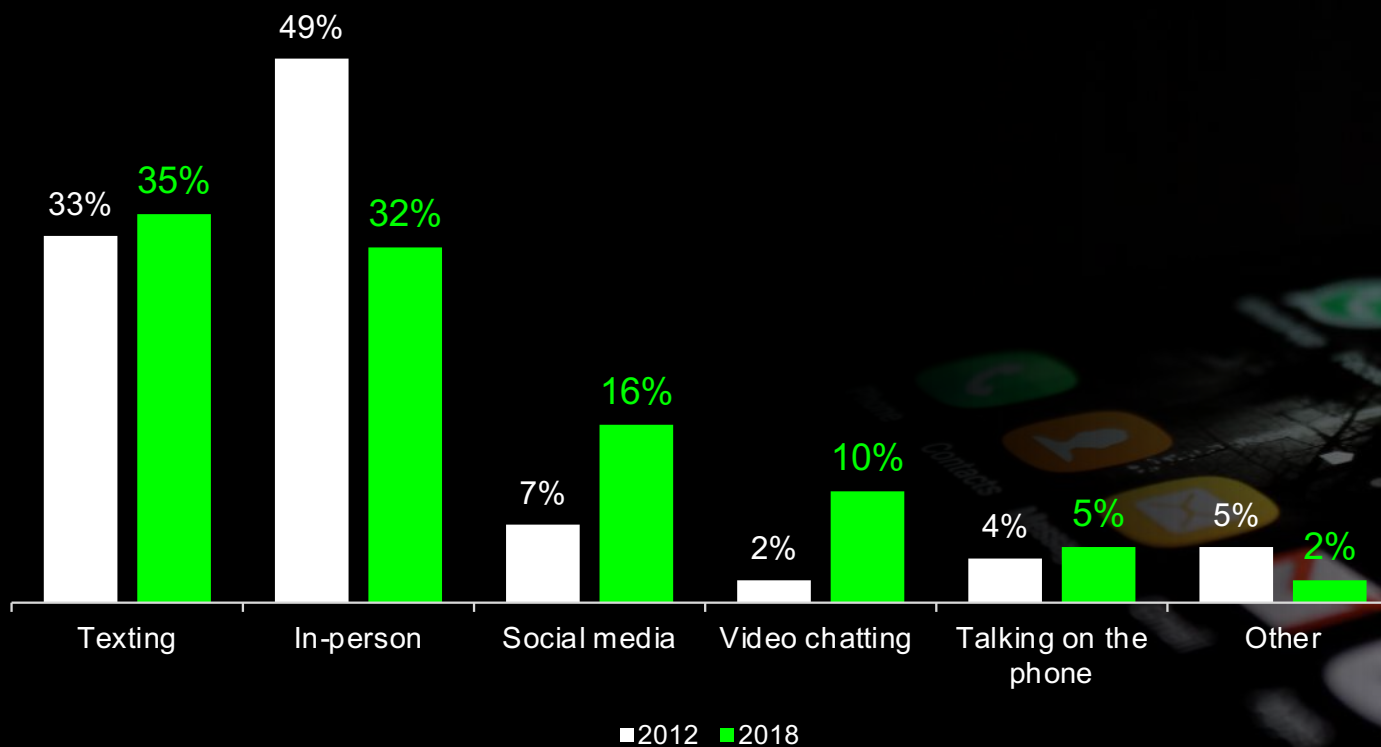
N=6,000 people of African descent surveyed in 12 EU countries between 2015 and 2016





# We text more than we talk

US teenagers' favorite way to communicate with friends: 2012 and 2018



Source: Common Sense Media

Based on a survey of 1,000+ US teens (ages 13 to 17) conducted in 2012 and 2018

OXFORD  
WORD  
OF THE YEAR

toxic

the world is# toxic

# OXFORD WORD OF THE YEAR

## **Oxford Dictionary's Word of the Year 2018**

"this year more than ever, people have been using 'toxic' to describe a vast array of things, situations, concerns and events."

"In its original, literal use, to refer to poisonous substances, 'toxic' has been ever-present in discussions of the health of our communities, and our environment."

"Toxic has truly taken off into the realm of metaphor, as people have reached for the word to describe workplaces, schools, cultures, relationships and stress."

The Oxford Word of the Year 2018 is... *toxic*.

After 10 years of disruption  
we began to see results...


some say we are witnessing the

# end of democracy



ERROR 155:

Democracy  
not found

A silhouette of a person in mid-air, jumping over a dark chasm. The background is a dramatic sunset or sunrise with a sky filled with orange, red, and purple clouds. The person's arms are outstretched forward, and their legs are bent in a jumping motion. The overall mood is one of risk-taking and overcoming adversity.

“Following Brexit and the election of anti-European governments at the head of several member countries, it is no longer possible to continue as before”

Thomas Piketti, Manifesto for the Democratization of Europe

some say we are witnessing the

# end of our planet

2 Degrees Celsius is  
all that is required to  
fundamentally change  
our planet



some say we are witnessing the

# end of all living things

Our planet is now in the midst of its sixth mass extinction of plants and animals: the sixth wave of extinctions in the past half-billion years

1 species becomes extinct every 5 minutes





some say we are witnessing the

# end of the homo-sapiens



or the  
“thinking man”





**IT'S THE END OF  
THE WORLD  
AS WE KNOW IT**





What does one do when the world they know is disappearing?

How does one react when the familiar becomes slowly extinct?

What do we do?

What do we do?

# Preserve

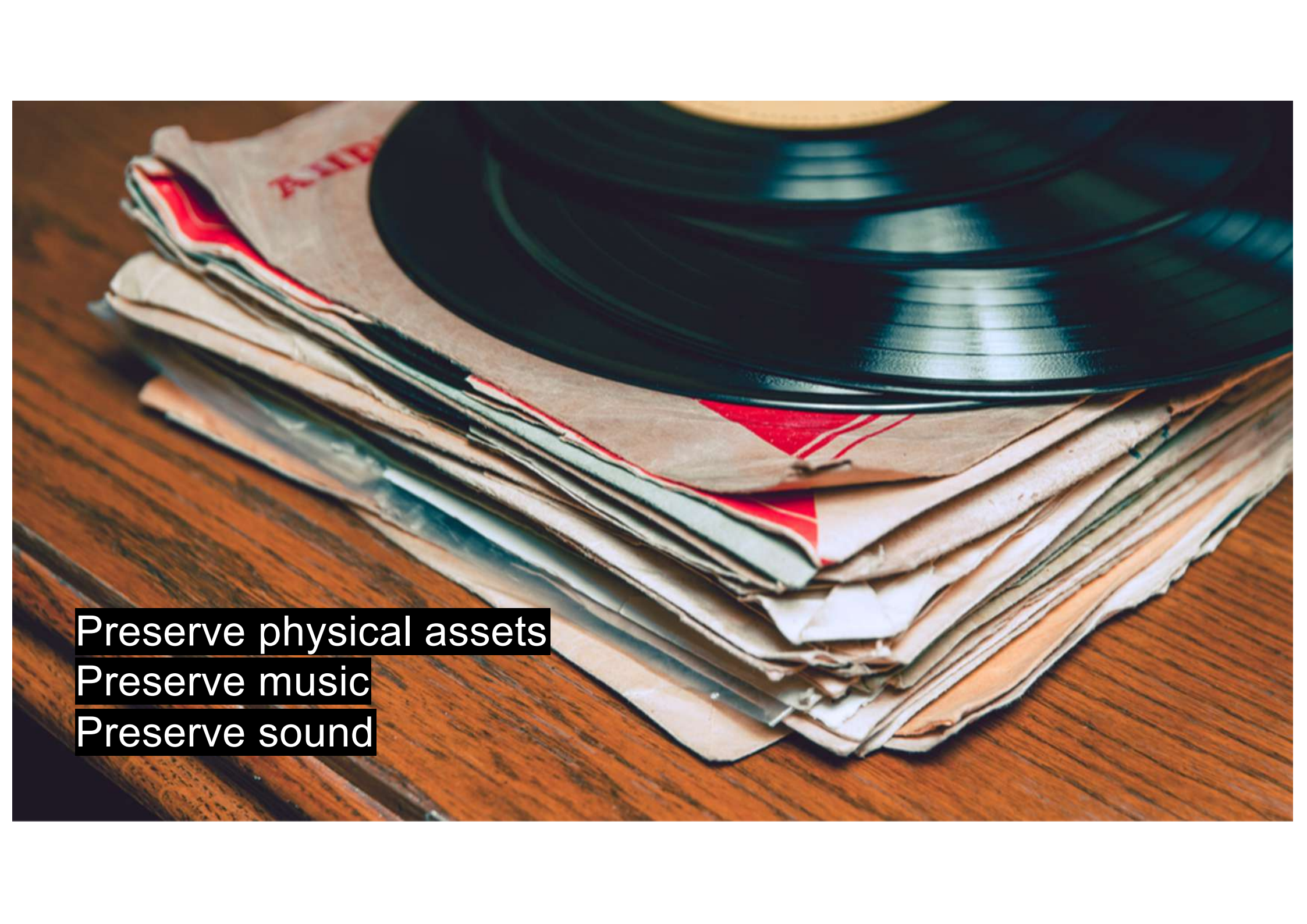





# Future of Caving

2020 Trends  
Adi Yaffe December 2016

in 2016 we identified a mega trend, the future of caving:  
Regaining control on our lives through the old and the familiar .

A close-up photograph of a stack of vinyl records and their paper sleeves. The records are black and stacked on top of several layers of brown paper sleeves. The sleeves are slightly worn and some have red and white patterns. The entire stack is resting on a dark wooden surface. The lighting is warm and focused on the stack.

Preserve physical assets  
Preserve music  
Preserve sound



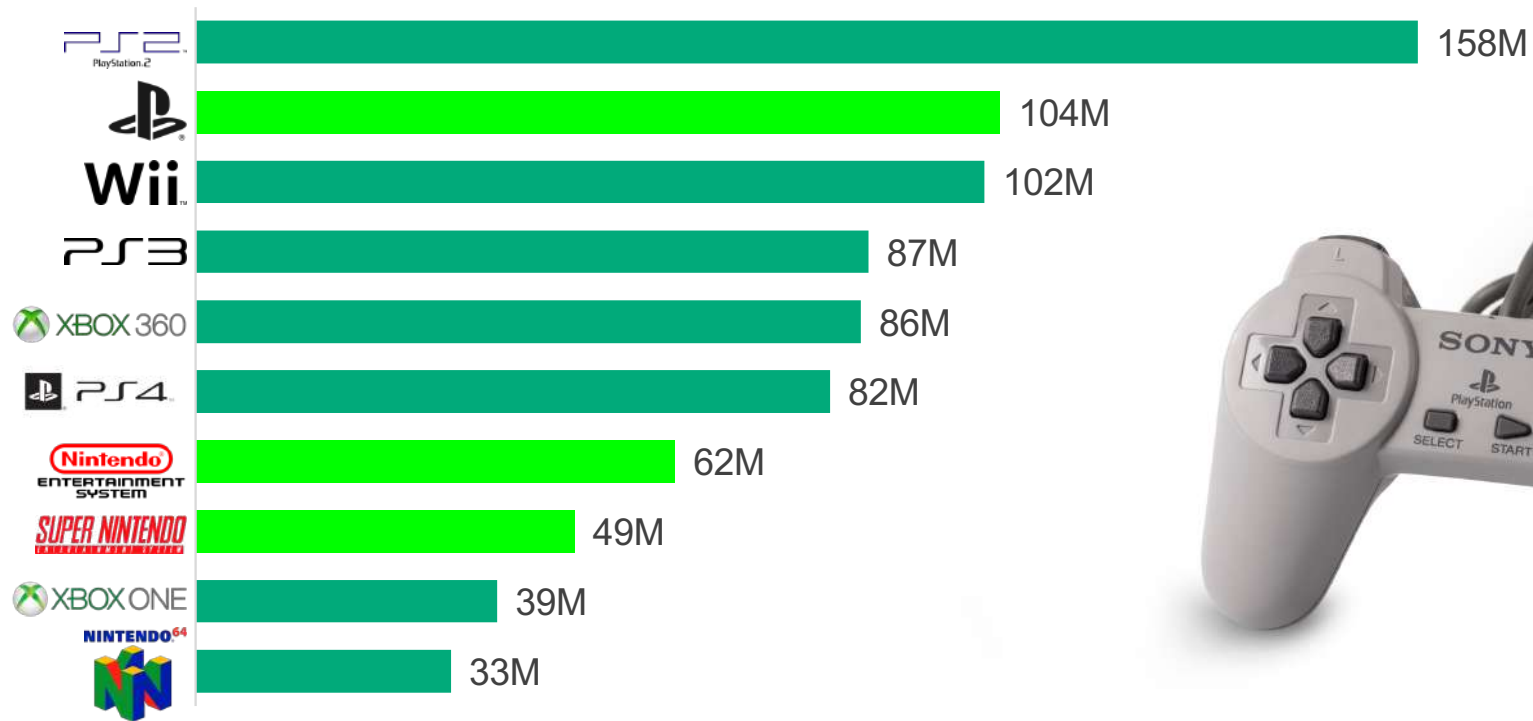
Preserve the local  
Preserve heritage  
Preserve symbols



Return from the dead

# Best selling game consoles return from the dead

Best selling video game home consoles of all time (estimated unit sales as September 2018)



■ - Available / to be released as a 'Classic' version

Source: company reports, VGChartz

What do we do?

become ethical (better)





“People are finally coming around to saying, ‘It’s not just the surplus you’ve created for yourself. What’s the state of the world around you?’”  
Nadella says.

“That’s where I feel like we’re  
at our best”

Source: Forbes

# grassroot, employee dissent

## Salesforce employees vs. border patrol (U.S. Customs and Border Protection agency)

"Given the inhuman separation from their parents currently taking place at the border, we believe that our core value of Equality is at stake and that Salesforce should re-examine our contractual relationship with CBP and speak out against its practices"

salesforce

## #GoogleWalkout

"We believe that Google should not be in the business of war. Maven will irreparably damage Google's brand and its ability to compete for talent."

Google

## Microsoft employees vs. ICE:

"We believe that Microsoft must take an ethical stand, and put children and families above profits"

 Microsoft

source :NYtimes, Guardian ,Independent



## Employees: unite and do good

McDonalds' employees strike against the company's persistent failure to enforce company rules against sexual harassment at work (#MeToo)

BBC employees protest the gender pay gap on International Women's Day



# The future of money is Good.

We're taking over the financial system and using it for Good. Our first step is giving away Good Money shares to all new members. Now, you own the bank.

Is good good for  
business?

JOIN THE WAITLIST

## What is Good Money?

Good Money is a banking platform owned by the people in service of the planet, providing best-in-class mobile banking while empowering citizens to be part of a more equitable and transparent world.

You **own** the bank



What do we do?

trying to escape



we get high.

National Opioid Crisis  
declared in the US

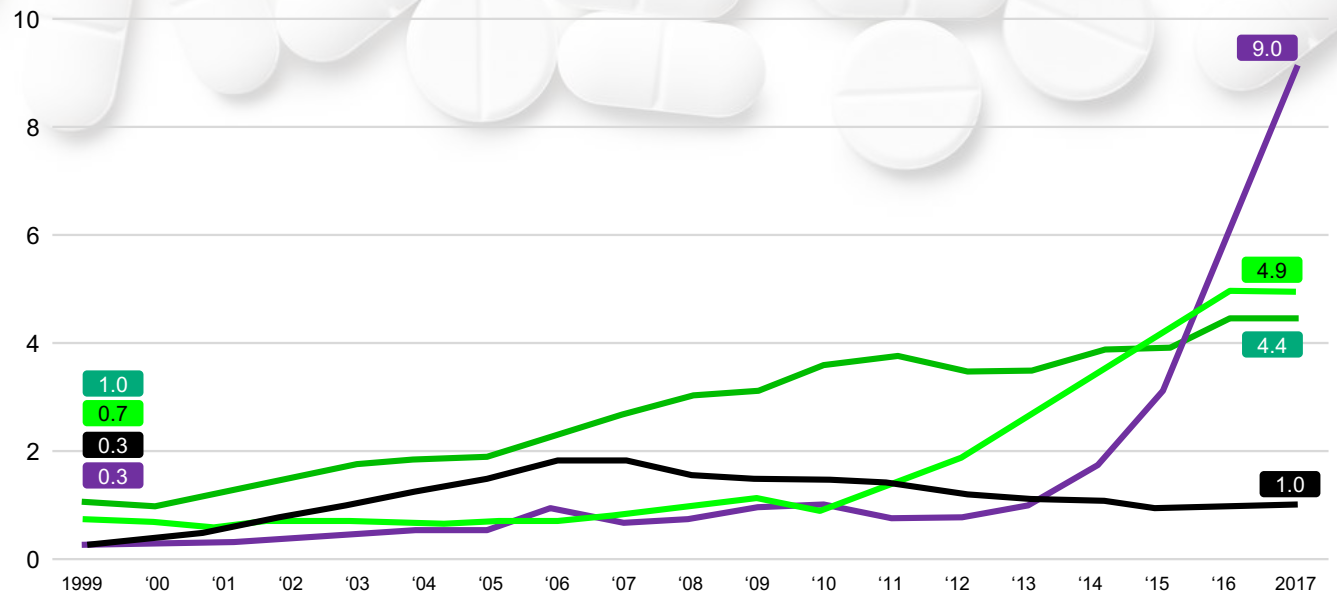
We legalize weed:  
62% of Americans  
support legalization

source: pew research

## No end in sight to America's overdose crisis

Age-adjusted drug overdose death rate per 100,000 people by opioid category

■ - Heroin ■ - Natural and semisynthetic opioids ■ - Methadone ■ - Synthetic opioids other than methadone



Source: Centers for disease control and prevention



Can the new world  
replace the old world?

How?

When?

Will traditional business  
survive this evolution?



New World

we talk about this?

OR

Old World?

That?





Isn't it time to to create  
a new language?






## What would Hegel say?

- A beginning proposition called a thesis
- A negation of that thesis called the antithesis, and
- Synthesis whereby the two conflicting ideas are reconciled to form a new proposition.

synthesis is considered a keystone in modern philosophy, especially in "holistic" Vs. reductionist ideas.

A person's hand is shown holding a small, vintage-style globe of the Earth. The globe is dark with light-colored continents and a compass rose at the bottom. The person is wearing a red long-sleeved shirt. The background is a bright, hazy outdoor scene, likely a field or park, with a warm, golden light from a low sun, creating a soft glow and lens flare effects. The overall mood is contemplative and hopeful.

**it's time to create a new world by  
synthesizing, by combing, by  
choosing to create the best**

**stop fantasizing about the future**  
**stop clinging to the past**

it's time to synthesize these extremities

We are  
witnessing  
more and more  
odd couplings



They might seem like ungodly mash-ups  
between old world and new

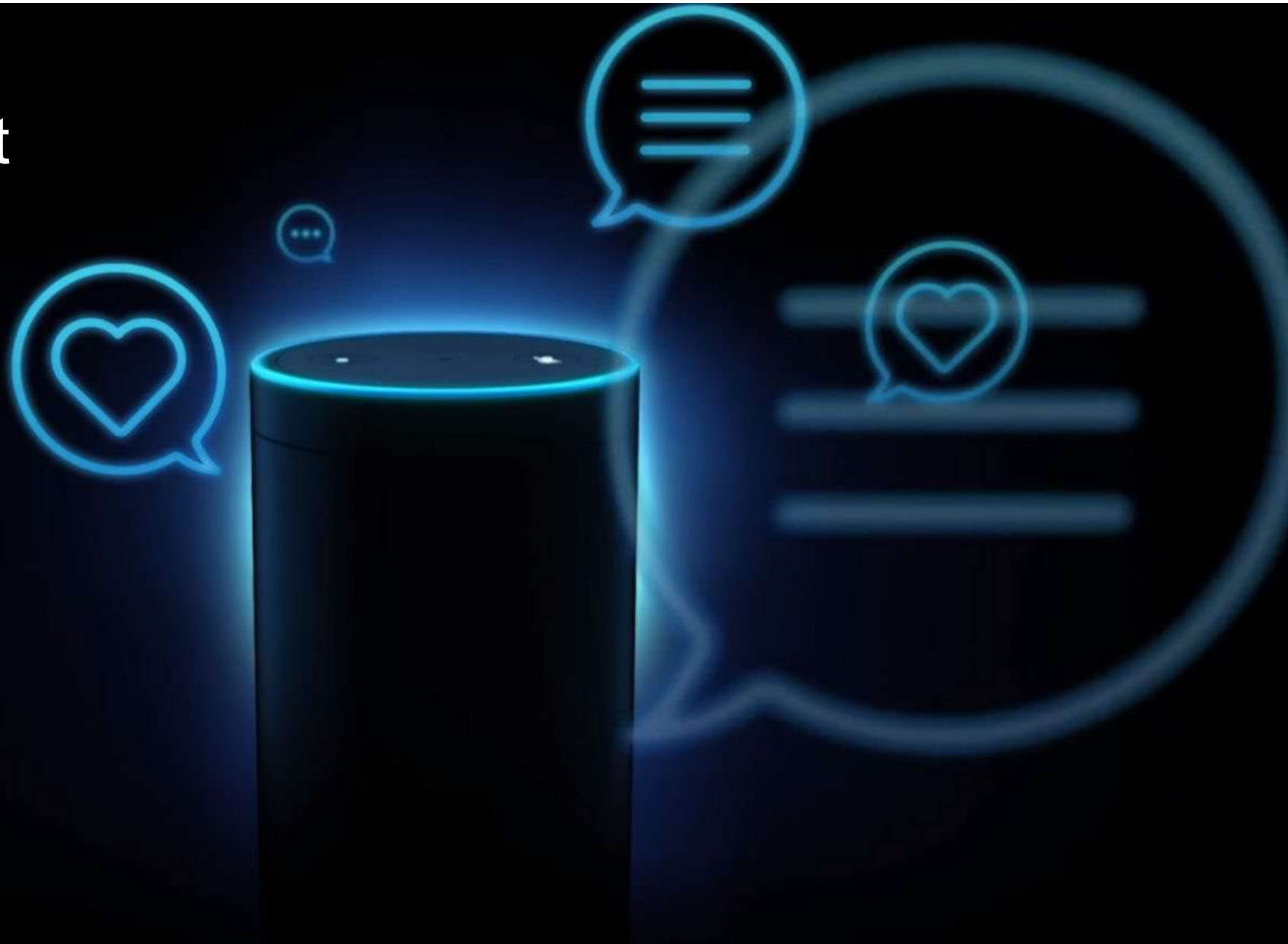
but they are part of the 2019 trend:  
**the future of synthesis**

the synthesis between seemingly  
opposing things



I'm in class but  
I'm also in space

I'm a robot  
that can  
identify  
emotion







We are grown up but we are also creative children  
Lego experience for grown ups

UBS  
investment  
bank  
introduced an  
AI chatbot you  
can consult





July 20th 2018 — 0 Shares

**Airbus Launch New Beluga XL Plane That Looks Like A Whale**



JACK DANIEL'S  
OLD  
N<sup>o</sup> 7  
BRAND

ORIGINAL QUALITY

Tennessee  
WHISKEY  
COFFEE

MADE WITH AUTHENTIC  
JACK DANIEL'S TENNESSEE WHISKEY  
100% ARABICA  
GROUND  
NET WT 8.8 oz. (250 g)


Whiskey Barrel  
COFFEE  
SMALL BATCH ROASTED IN COLORADO

VERMONT  
ARTISAN COFFEE  
& TEA CO  
WHISTLEPIG  
BARREL AGED COFFEE  
A single origin, Guatemalan bean, medium roast coffee.  
Aged in Highball blends formerly used to perfect Special  
Whiskey that have no other taste or aroma and flavor of  
our 2016 Whiskey Barrel Aged Straight Rye Whiskey.  
Net WT 12oz • Vermont Artisan Coffee, Whistlers, VT 05602

BECK'S

Its not just in concepts, its in definitions...

product + service = experience

A close-up photograph of a woman with long, dark, wavy hair smiling broadly. A hairdresser is using a blow dryer on her hair. The background is slightly blurred, showing what appears to be a salon or a similar setting.

CVS is testing out prime-like memberships as Amazon jumps into prescription drugs





# LOOK&BOOK

## A FLIGHT USING JUST A PHOTO

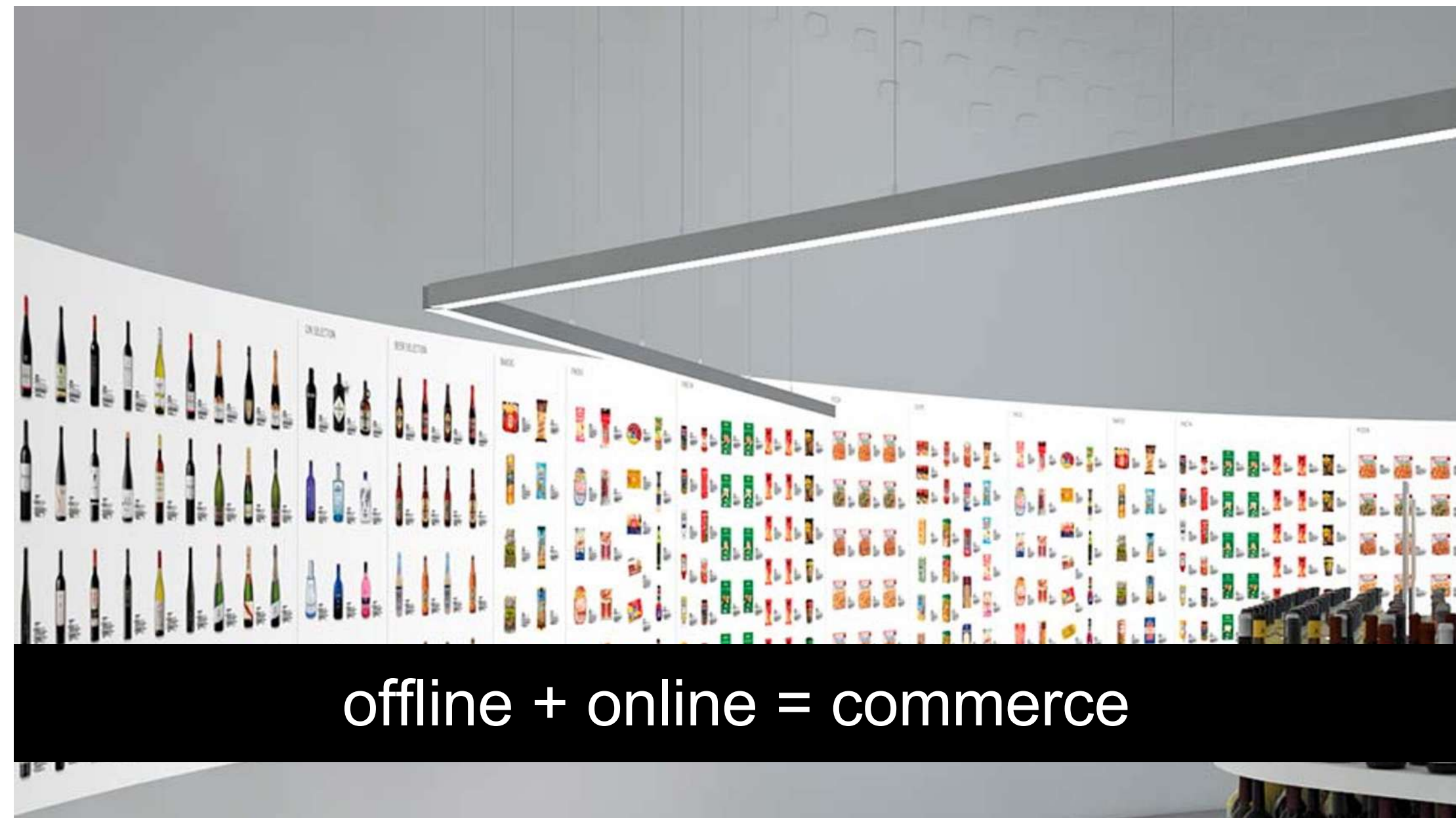
## We've launched an airline first

Ever had Instagram travel envy? Or seen a photo of your perfect holiday destination, but don't know where it is?

We're excited to be the first airline in the world that lets you search for a flight using just a photo!

Find Look&Book in the iOS easyJet: Travel App (English only at the moment!).





offline + online = commerce



Relax we post. The  
new service by ibis  
Switzerland



social media + real life = #meoff

# #meoff

{as people grow aware of their addiction, they will look for planned breaks from technology.

who will be the business to support this trend?}



while technology makes us  
passive, indifferent consumers

Synthesis becomes possible and desired because it allows us to raise our heads above technology, beyond the trivial.

**It allows us to think and choose different**





**Walmart purchases Art.com**

The British Museum  
cooperate with Alibaba

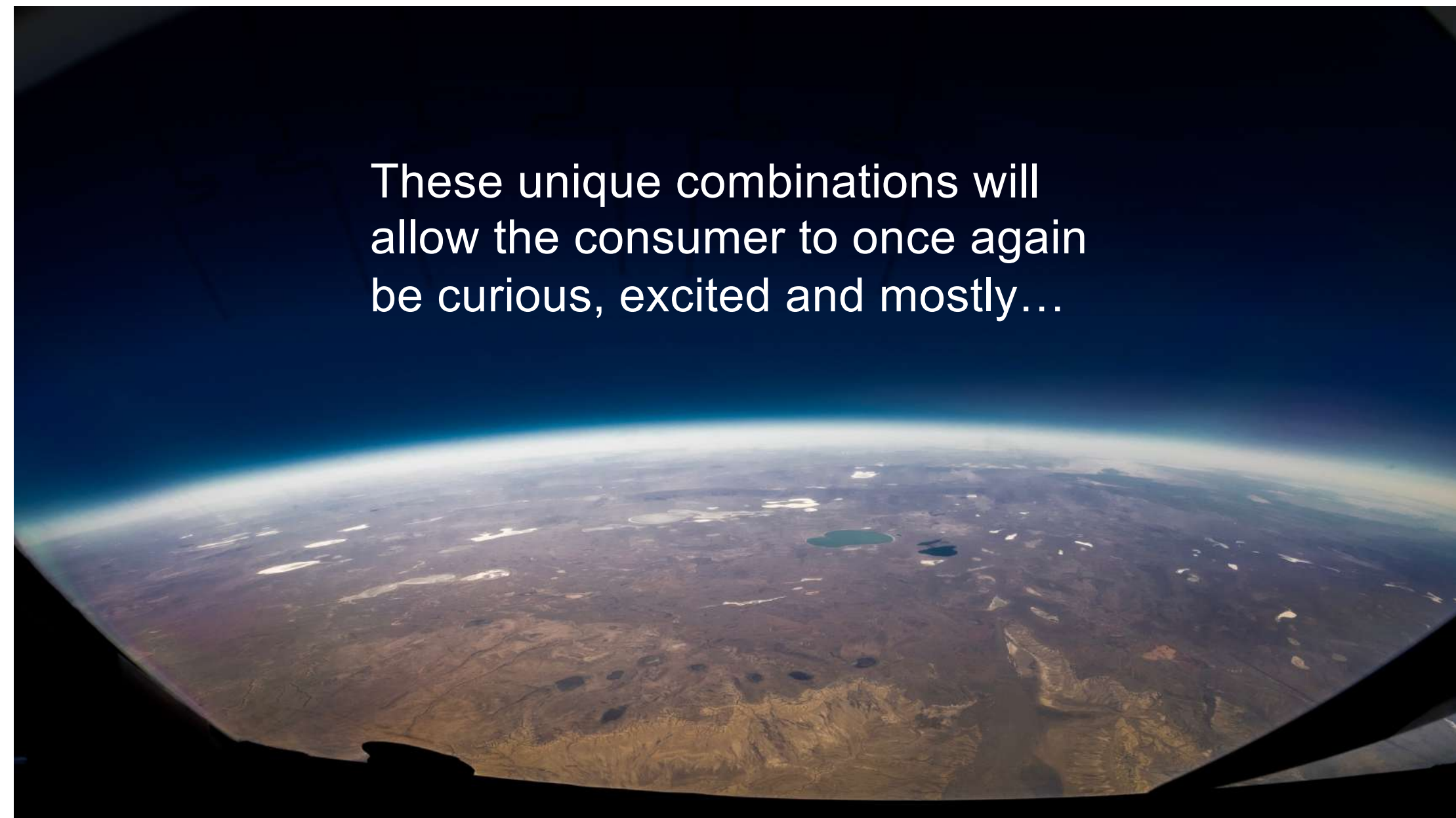




The role of synthesis is to create a new world - even at a time in which we all live between existing worlds.

In creating a new world, we will combine different elements and create original couplings, not based on traditional models - this will give rise to new business, social and philosophical opportunities

These unique combinations will  
allow the consumer to once again  
be curious, excited and mostly...





# ACTIVE

How will the future of synthesis affect  
your customers and your brand?

Contact us for more information





**Is your  
business ready?**

---

Contact us: [www.befastforward.com](http://www.befastforward.com)



**fast forward**  
Business Futurist Company