

# FUTURE OF RE-OWNING 2020 — TRENDS

// ADI YOFFE

DECEMBER 2019



 fast forward  
Business Futurist Company

From the dawn of humanity, our  
**resources were limited**

Confronting this limitation has been  
one of the constant, most  
challenging tasks humans have  
confronted.



We have only one

PLANET






We have only one

**BODY**



We have only one

**BRAIN**



We have only  
**24 HOURS A DAY**

A group of people are gathered at night, holding and lighting sparklers. The scene is dark, with the light from the sparklers illuminating the people. The text 'We have only one' is in white, and 'LIFE TO LIVE' is in large, bright green letters.

We have only one  
**LIFE TO LIVE**



We are only one

USER





These were never enough.  
WE ALWAYS WANT MORE

















Unusual, strong, creative people  
always find a way to go beyond  
these human limitations  
we all want to be unusual,  
strong, creative people.







Technology always  
helped us to go beyond  
human limitations.

Today, more than ever,  
technology allows us to go  
**BEYOND ANY POSSIBLE LIMIT.**


# A minute on the internet in 2019


Estimated data created on the internet in one minute


3.8m requests 

347,222 scrolls 


188m emails sent 


87,500 people on Twitter 

\$996,956 spent online 

390,030 apps downloaded 





 1m logging in

 4.5m videos watched

 2.1m snaps taken

 46,200 New posts

 694,444 hours watched

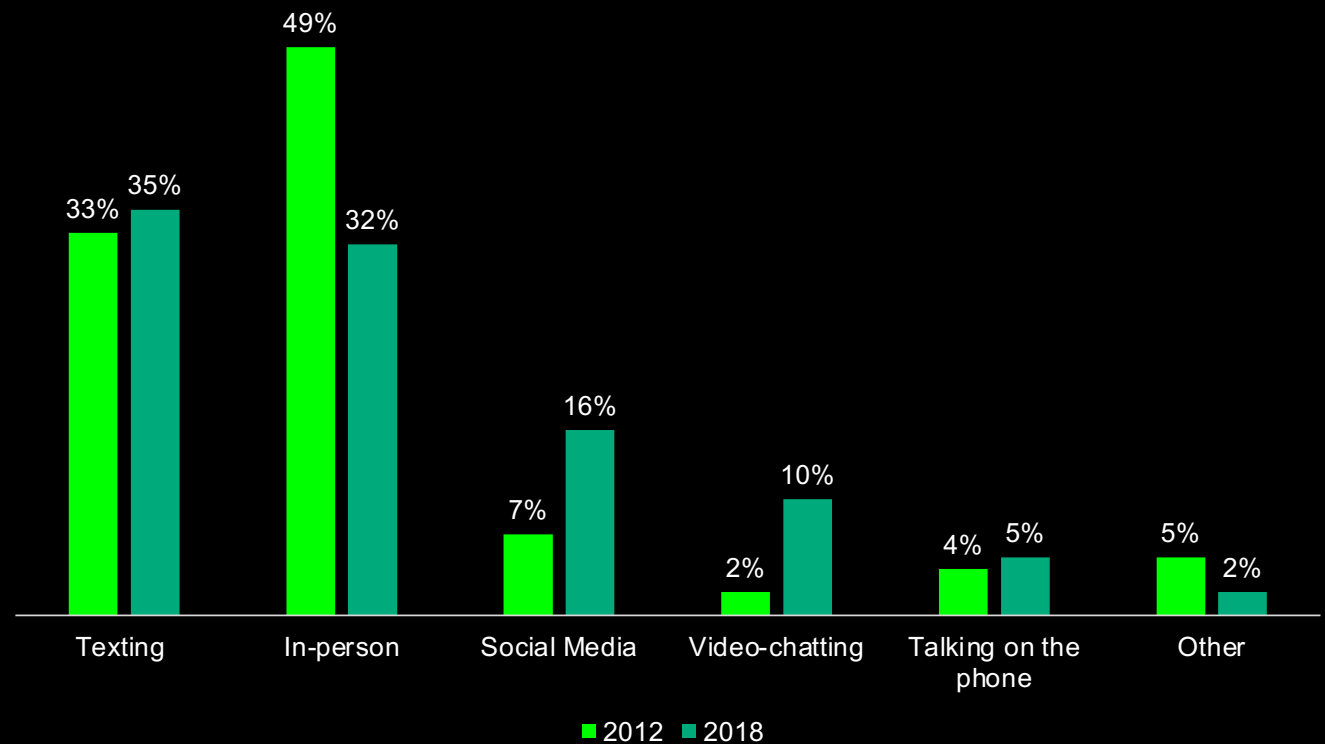
 41.6m messages sent

Source: Lori Lewis & officially Chad via Visual Capitalist



# Less talk, more texting

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



Based on a survey of 1,000+ us teens (ages 13 to 17) conducted in 2012 and 2018  
Source: Common sense media





# The state of mobile 2019

Executive Summary

**194B**

Worldwide  
**Downloads** in 2018

**\$101B**

Worldwide App Store  
**Consumer Spend** in  
2018

**3 Hrs.'**

**Per day** spent in  
mobile by the average  
user in 2018

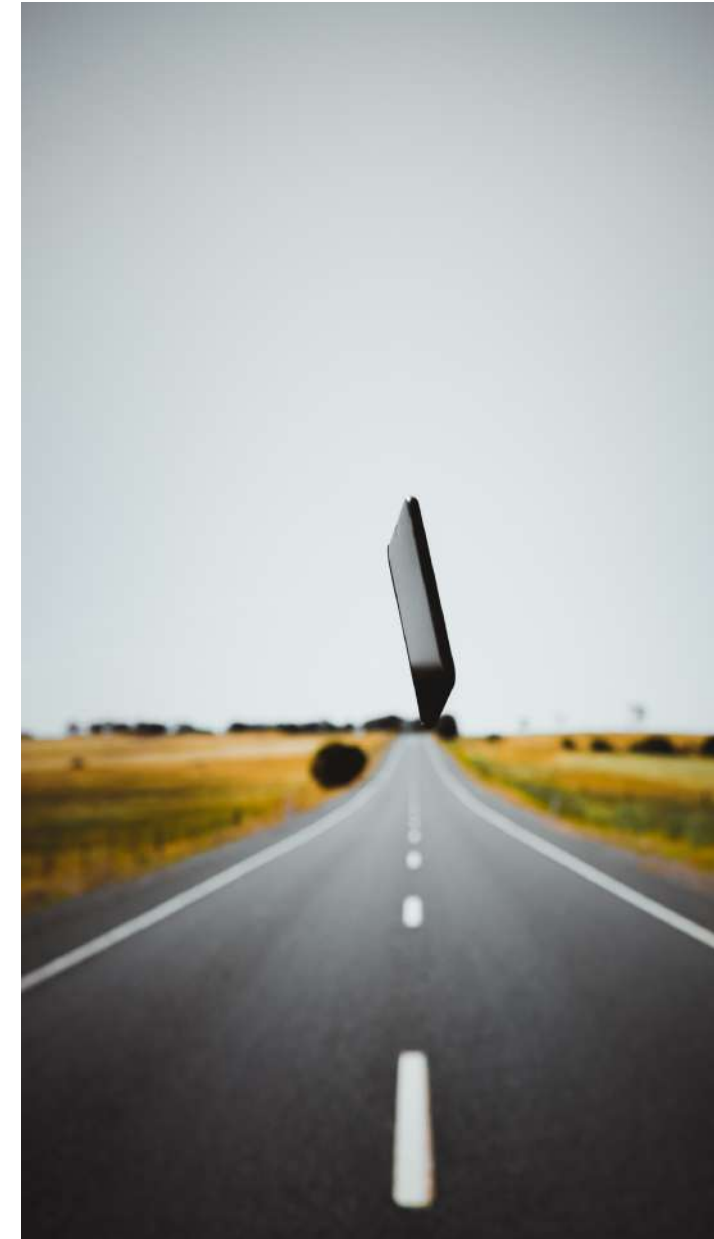
**360%**

**Higher average IPO  
valuation (USD)** for  
companies with mobile  
as a core focus in  
2018

**30%**

**Higher engagement**  
in non-gaming apps for  
Gen Z vs. older  
demographics in 2018

Source: Business Insider



Mobile is  
**OLD NEWS**



TECHNOLOGY  
is everywhere



DATA  
is everywhere



WE  
are everywhere



Real time gets  
A NEW MEANING





A surgeon in India has successfully performed the **FIRST REMOTE HEART SURGERY** on a patient who was lying on an operating table 20 miles away



I don't need to be real all the time  
I'm beyond everything  
beyond time  
and space

beyond physical  
beyond borders  
beyond local  
beyond time & space  
beyond meat  
beyond corporate  
beyond money  
beyond the living

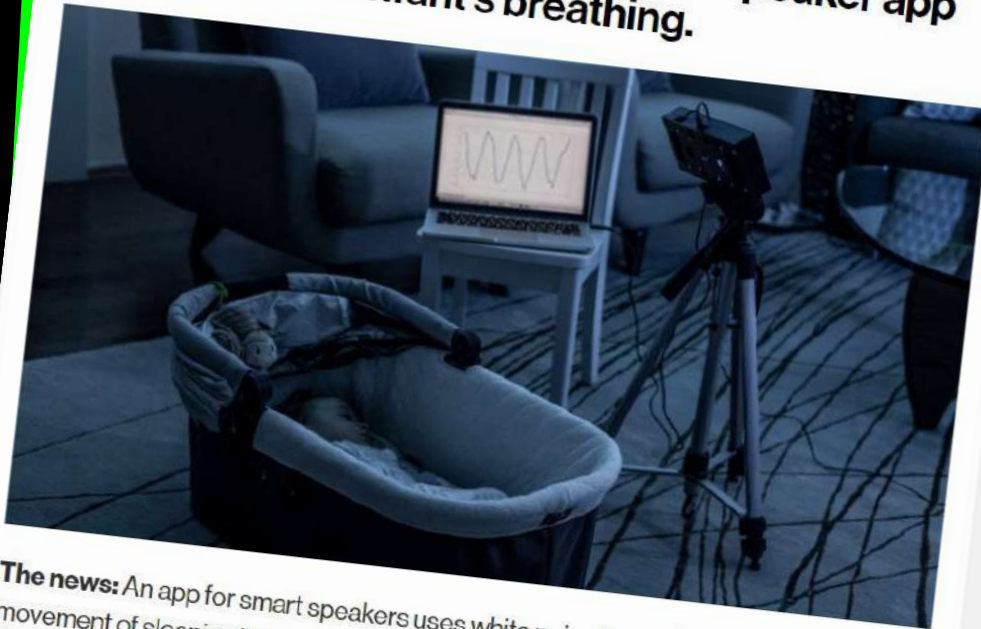
# BEYOND HUMAN



# MIT Technology Review

Artificial Intelligence Oct 17

## “Alexa, monitor my baby.” A smart-speaker app can monitor an infant’s breathing.



**The news:** An app for smart speakers uses white noise to monitor the breathing and movement of sleeping babies. Developed by researchers at the University of Washington, BreathJunior plays the noise from the device and then records how it is reflected, in order to detect the tiny motions made by infants’ chests as they breathe. It can also pick up the sound of crying.

With a conceptual no-borders existence, we move beyond familiar rules that guide us. we become shapeless, amorphous, in need of definition.

We can live anywhere,  
do anything,  
consume anything,  
love anyone,  
purchase anything.

**I CAN CHOOSE FROM AN ENDLESS  
ARRAY OF POSSIBILITIES**



The stream of information; things; options have turned into a flood, an all-encompassing tsunami.

we go back to technology, asking it to save us from drowning.

This process was the basis for some of  
the decade's **MEGA TRENDS**

#real time #personalization #automization #passiveness

Helps us make more accurate decision  
to tailor solutions to our needs

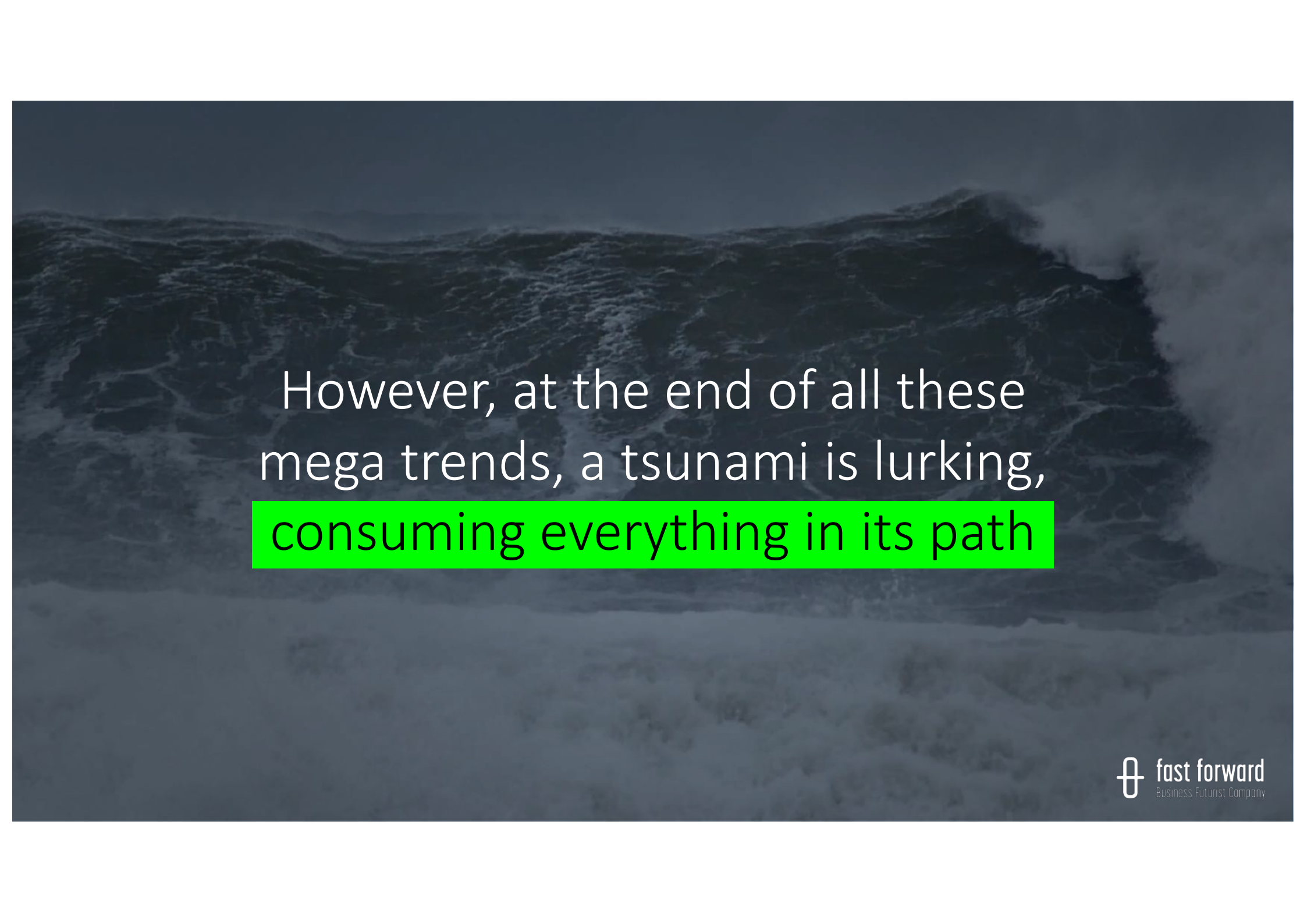
#indifference #nomads #sharing #hives #caving

Reactions to a world of infinite possibilities:  
redefining our borders, recreating our groups





# FUTURE OF SYNTHESIS



However, at the end of all these  
mega trends, a tsunami is lurking,  
consuming everything in its path

the mega trends,  
the excess,  
the technological solutions:  
all these did not confront the

# BIG ISSUES

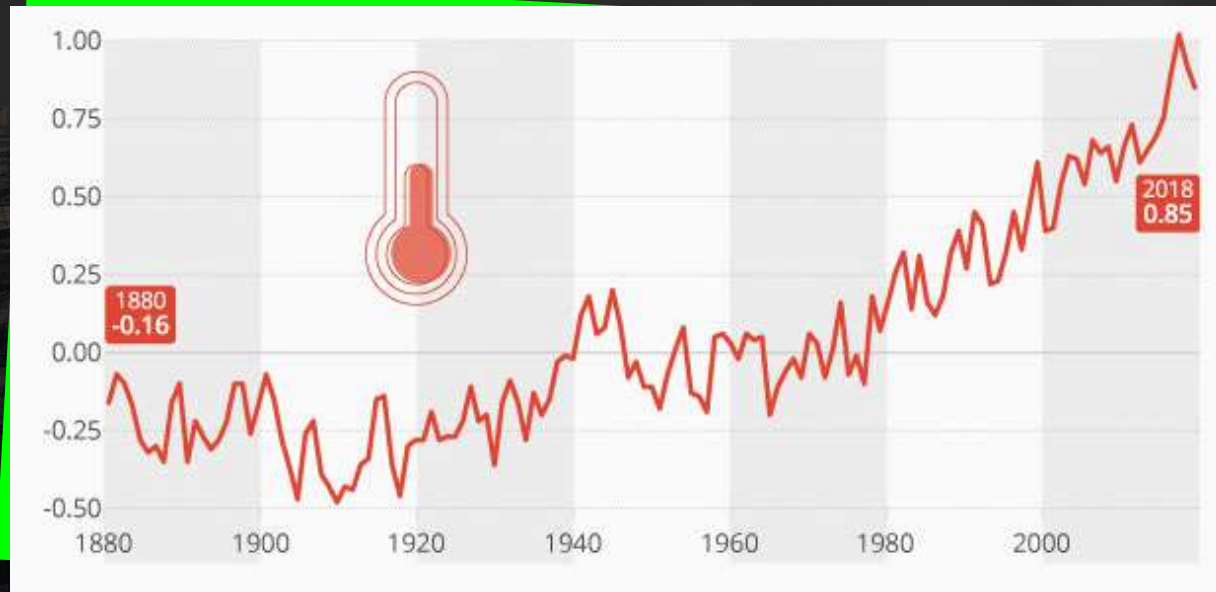




Our planet is  
**EXHAUSTED**

# Taking the Earth's Temperature

Annual mean surface temperature of the Earth from 1880 to 2018 (in c°)



Source: NASA

Our limited brain  
is struggling to  
comprehend and  
process all the  
options



Research in Cincinnati Children's Hospital:

Kids who spend more time in front of screens had what the authors call lower "**white matter integrity.**"

**White matter** - the brain's "internal communications network"

The integrity of that structure is associated with **cognitive function**, and it develops as kids learn language.

There is a clear link between **higher screen use and lower white matter integrity** in the children studied.





Our closet space is limited



Ali Baba

broke a record

This last 11.11 Ali Baba sold

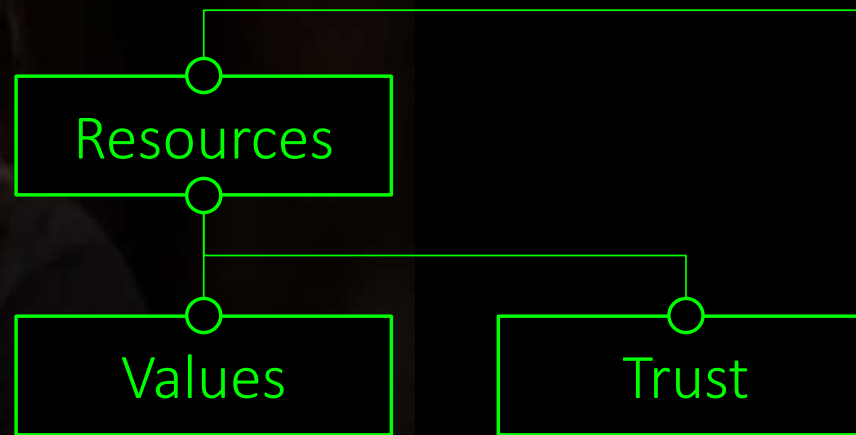
**\$1 billion** in  
**1 minute**

Is our judgment gone as well?





human desire to go beyond  
has destroyed our foundations ○



WHAT can we trust?  
WHO can we trust?

RESEARCH

# 2019 EDELMAN TRUST BAROMETER

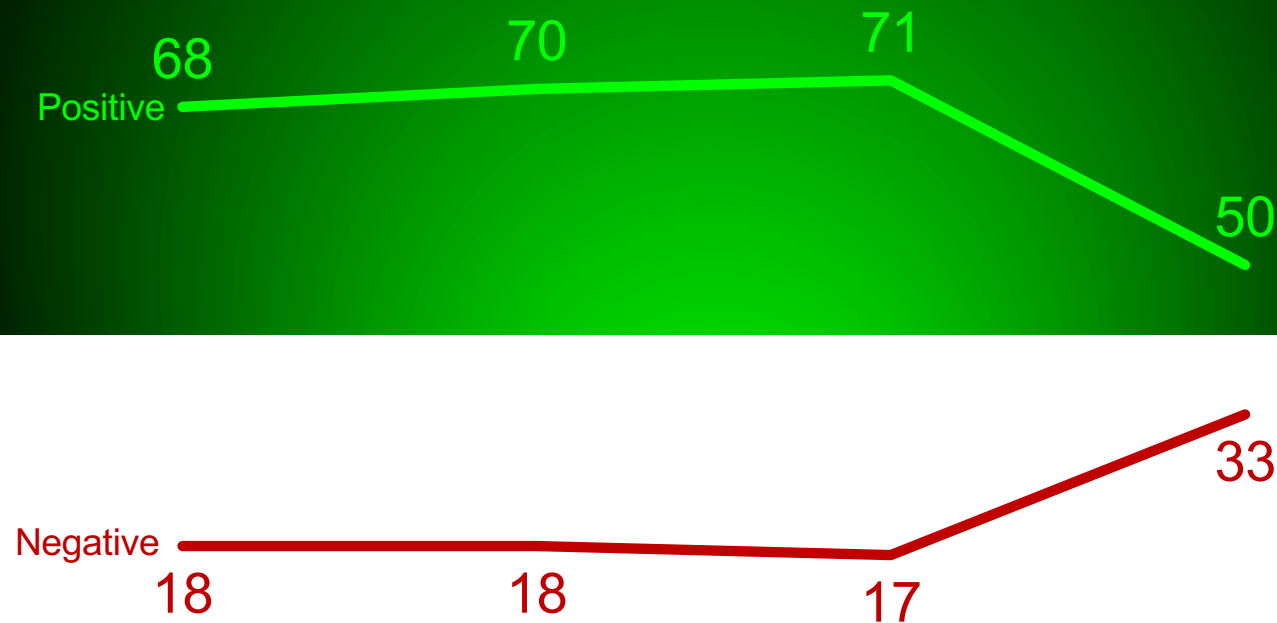
JANUARY 20, 2019

The 2019 Edelman Trust Barometer: trust has changed profoundly in the past year. “my employer” emerging as the most trusted institution (75%), more than NGOs (57%), business (56%), government (48%) and media (47 %).

“The last decade has seen a loss of faith in traditional authority figures and institutions. More recently, people have lost confidence in the social platforms that fostered peer-to-peer trust” (Richard Edelman, president and CEO of Edelman)

# Members of both parties are much less positive on impact of tech companies

% who say technology companies have a XX effect on the way things are going in the country

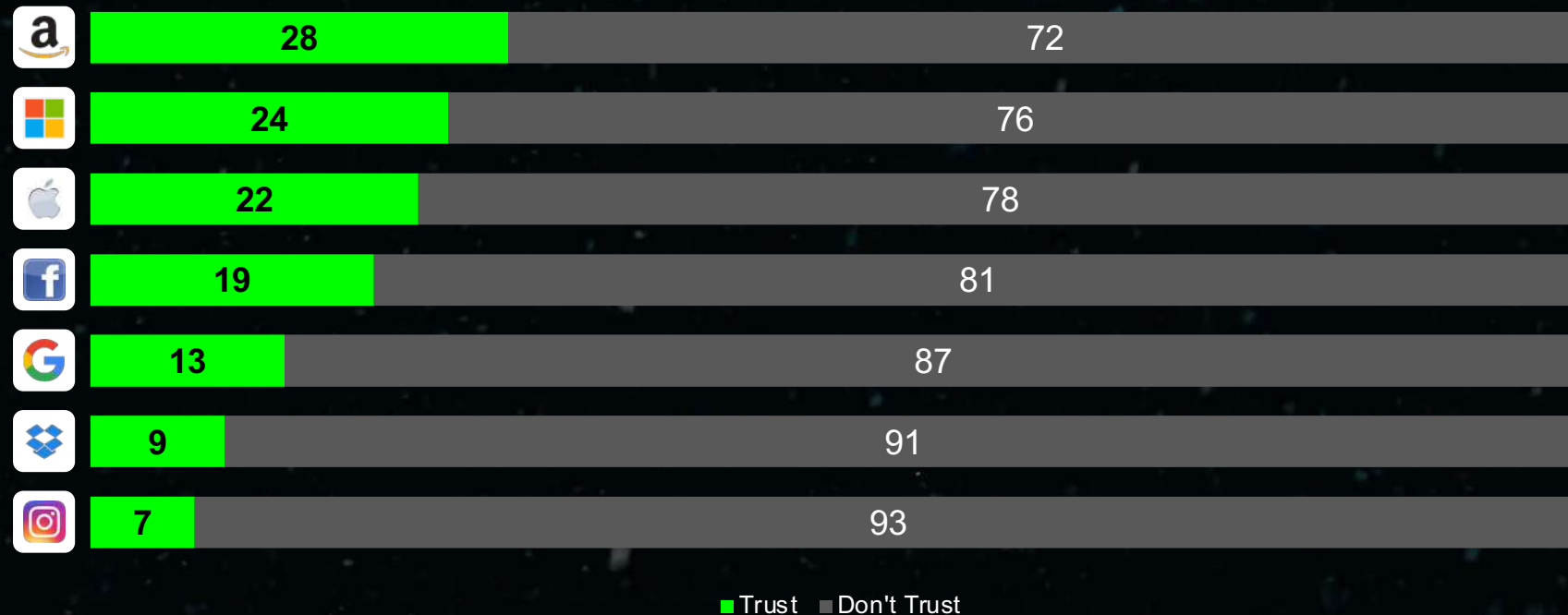


<https://www.pewresearch.org/fact-tank/2019/07/29/americans-have-become-much-less-positive-about-tech-companies-impact-on-the-u-s/>



# When traditional hierarchies failed us, we lost trust in its institutions now we no longer trust the innovative tech giants

“High-profile cases of data misuse and data loss to hackers created a huge issue for US tech companies.”



<https://www.zdnet.com/article/survey-trust-in-tech-giants-is-broken/>  
YouGov, 4,2019

People are paying millions to store millions

Wealth

# World's Rich Are Rattled and Seeking Old-Fashioned Security

By Benjamin Stupples

20 07:00, 2019 בנובמבר GMT+2 Updated on 20 15:41, 2019 בנובמבר GMT+2

- ▶ Safe-deposit boxes are back in vogue as recession fears mount
- ▶ Some firms say negative interest rates are helping fuel demand

LISTEN TO ARTICLE

▶ 7:16

A few blocks from Grosvenor Square in Mayfair, 46 Park Lane resembles a private club with wood-paneled walls and an ornate fireplace dating back to Britain's Victorian era.

A private London club is offering a private vault, \$3.2 million a year (average price of similar size vault in Switzerland - \$1.25 million a year)



# Waking up



“If I am not for myself,  
who is for me?  
And if I am only for myself,  
what am I?  
And if not now, when?”

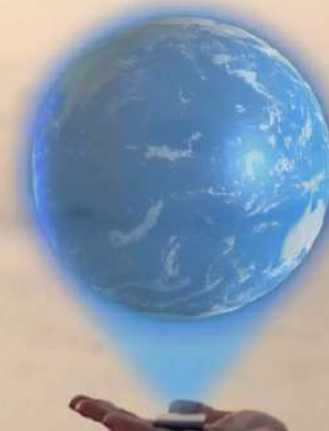
I can trust no one

**BUT MYSELF**





After years of obsessive consumerism, guided by minimal price, we want to have a safe future



**The World of Minimal Consumption 2017 Version**  
 fast forward  
 Business Futurist Company

**↓ REALITY**



**↓ SIZE**

↑ Basic / Nuclear Forms

**↓ NO BORDERS**

↑ Control

**↓ PEOPLE**

↑ AI

**↓ WASTE**



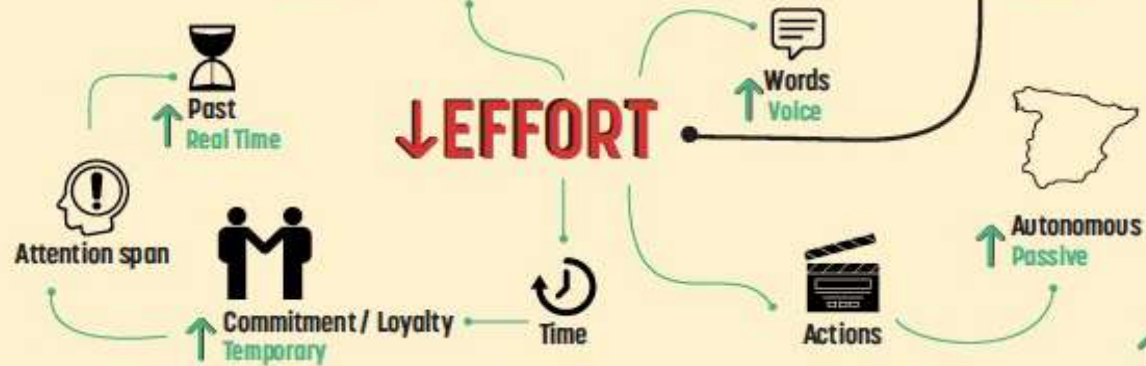
↑ Autonomous Passive (map of Spain icon)

Actions (clapperboard icon)

Thoughts (thought bubble icon)

↑ Truth Fake (pin icon)

**↓ EFFORT**



↑ Brand Products (sneaker icon)

**↓ PRICE**

↑ Buying Experiences / Sharings Basic / Nuclear Forms (shopping cart icon)

**↓ MASS**

↑ Personalized / On Demand / Craft

**A new state of ego-centric existence:**

I can only trust myself.

A challenging form of egoism: we must be self sufficient cause there is no one else to trust.

In a world that strives to keep us passive, I am compelled to become more active.





A woman with long, straight red hair is shown in a close-up shot. She is looking down on the left side of the frame, and then her gaze shifts upwards and to the right, looking directly at the camera with a serious expression. The lighting is dramatic, with one side of her face in shadow.

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## EGOISM IS EVOLVING

A new egoism which is almost altruistic.  
My decisions as a consumer must take into  
consideration elements other than myself:

**WE WANT TO BE RE-SPONSIBLE WE  
WANT RE-OWN OUR LIVES.**





It's time to take  
ownership. To be  
more active

---

I decide what I take  
ownership of

---

I decide what I want  
to be responsible for



# It's the future of re-owning





# BOTTOM UP TRENDS

  
**BOTTOM  
UP**  


eco-activism

Protests in 5  
countries

new  
technologies

#meoff -  
tech diet

zero-waste

self-sufficient  
households

# TOP DOWN TRENDS

  
**TOP  
DOWN**  


new regulation

circular economy

## Climate crisis: 6 million people join latest wave of global protests

Week of strikes and demonstrations is 'only the beginning', say organisers



▲ Demonstrators in Lisbon on Friday, part of a global climate strike joined by an estimated 2 million people

The Guardian

# Protests rage around the world - but what comes next?

## Do today's global protests have anything in common?

© 22 October 2019



BBC News



## DOPAMINE FASTING:

### An expert reviews the latest craze in silicon valley

It's the latest fad in Silicon Valley. By reducing the brain's feel-good chemical known as dopamine – cutting back on things like food, sex, alcohol, social media and technology – followers believe that they can “reset” the brain to be more effective and appreciate simple things more easily. Some even go so far as avoiding all social activities, and even eye contact.

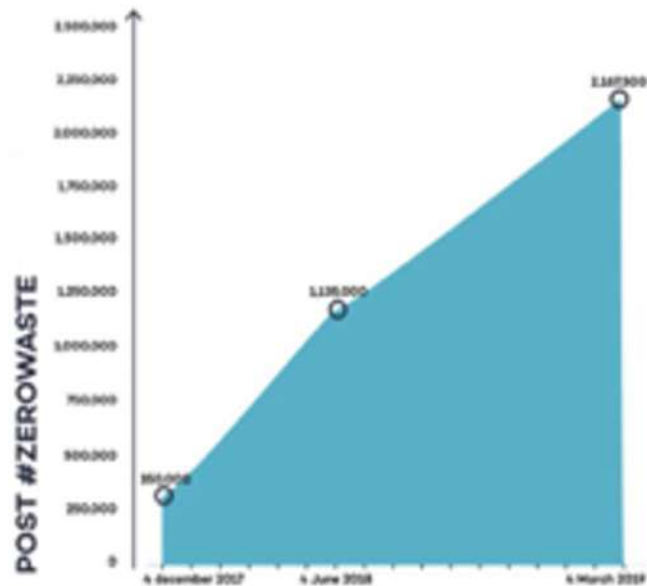
November 2019

THE CONVERSATION

 fast forward  
Business Futurist Company



## Zero waste is a promising growth market as zero waste lifestyles gain momentum globally



- Instagram posts with the hashtag #zerowaste have been exponentially growing in the last months with posts doubling in the last 9 months. Data Source: Saladino, Giulia (2018) & Instagram. Visual by envilu.

Zero waste stores are not only packaging-free but usually support a holistic, sustainable lifestyle concept with local and organic products. This makes zero waste shops unique, different from conventional retailers, but at the same time it keeps them at a niche level.

# PACKAGE FREE

ON A MISSION TO MAKE THE WORLD LESS TRASHY!



# MADE TO ORDER ZERO WASTE RETHINKING

*“The fashion industry must finally rethink*

The apparel industry produced an estimated 92 million tonnes of textile waste in 2018 alone, while garment production and transportation accounts for around 10% of global CO2 emissions. Conventional clothing production wastes up to 21% of fabric in the cutting process, and Son of a Tailor’s method reduces this waste to under 1%. At the same time, 15-20% of clothes are wasted in unsold inventory and 60% of purchased clothes items are discarded after just one year, according to estimates.

Jess Fleischer, Son of a Tailor CEO and co-founder.





## POWERED BY FEATHERS

Feather-based products for  
a more sustainable future



# Chip[s] Board<sup>®</sup>





A close-up photograph of a person's hands placing a wooden block on top of a stack of other wooden blocks. The block being placed has the word 'REGULATION' printed on its side in red capital letters. The background is dark and out of focus.

# Trickle down: **REGULATION**

The EU Council: "More circularity -  
Transition to a sustainable society"





# Right to Repair: LET OUR APPLIANCES LAST LONGER

The EU recognizes "right to repair", offering regulation which will require manufacturers to design longer-lasting products and make spare parts readily available in a push to reduce waste





# Ikea to invest \$220 million to make it a 'climate positive business'

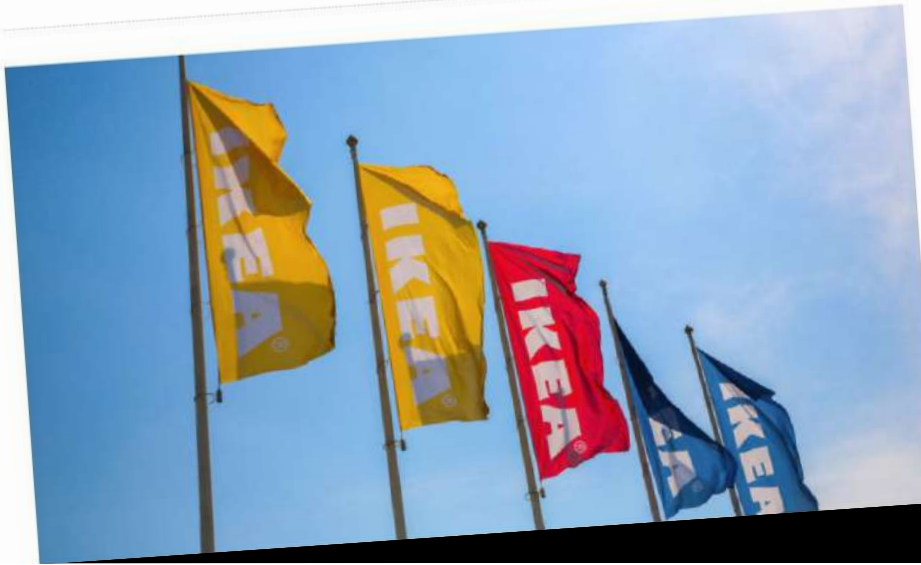
PUBLISHED THU, NOV 28 2019 10:45 AM EST

SHARE

Anmar Frangoul

## KEY POINTS

- Challenges for Ikea include lowering emissions from customers traveling to its stores.
- The money will focus on, among other things, using renewable energy in its supply chain.



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## RELATED

- West Africa's first large-scale wind farm starts generating power
- Tidal energy project in Canada gets green light from authorities
- US adds 2.6 gigawatts of solar photovoltaics in third quarter, new figures show

<https://www.cnbc.com/2019/11/28/ikea-to-invest-220-million-to-make-it-a-climate-positive-business.html>

We optimize the way we consume resources,  
Even in the price of giving up self sufficiency

“Minimal consumption” is evolving into a new type of  
egoism: *I want to live in a better world.*

This is the new parameter in my equation



# WHAT DO WE WANT TO RE-OWN?

Products

The way we use products

The waste we generate

Our own resources - The means of Production

Our information

Ourselves



“If you want to live in this new  
Arizona Neighborhood, you can’t  
own a car”



Source: Fast Company

# Used clothes changing the market

**In the  
US  
alone:**



The value of sales of pre-owned goods in 2018 0 \$24 billion

56 million women bought secondhand products in 2018

By 2023 - \$51 billion

44 million women bought secondhand products in 2017

A third of Generation Z and more than a quarter of millennials will make secondhand purchases this year

**In  
china:**



The secondhand economy is set to create a trillion-yuan market (\$ 142,140,340,000).

The market volume of the country's secondhand economy reached 202.54 billion yuan (\$29.5 billion) in the first quarter of this year, a 5.5 percent increase year-on-year.

Sources: china daily, fashionunited



## Macy's will offer pre-owned items

Will offer a re-sell market in 40  
locations around the US



patagonia

WORN  WEAR

SHOP

INSIDE WORNWEAR

TRADE IN



# Better Than New

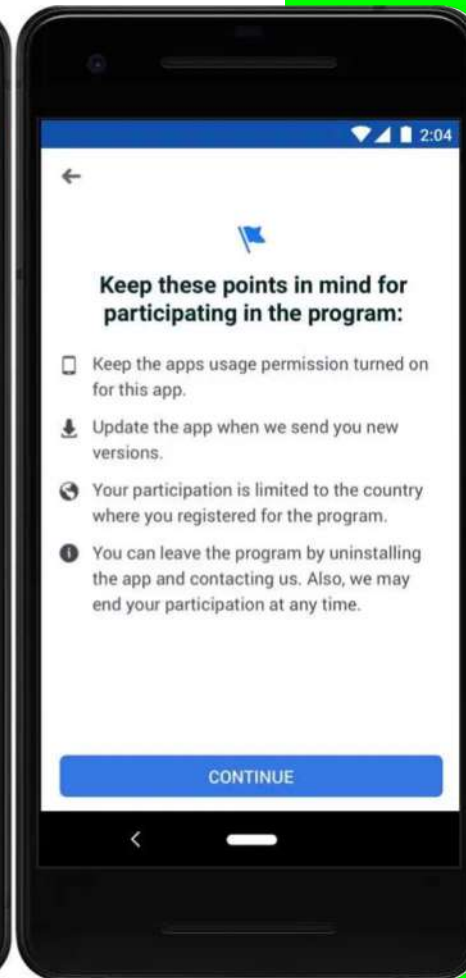
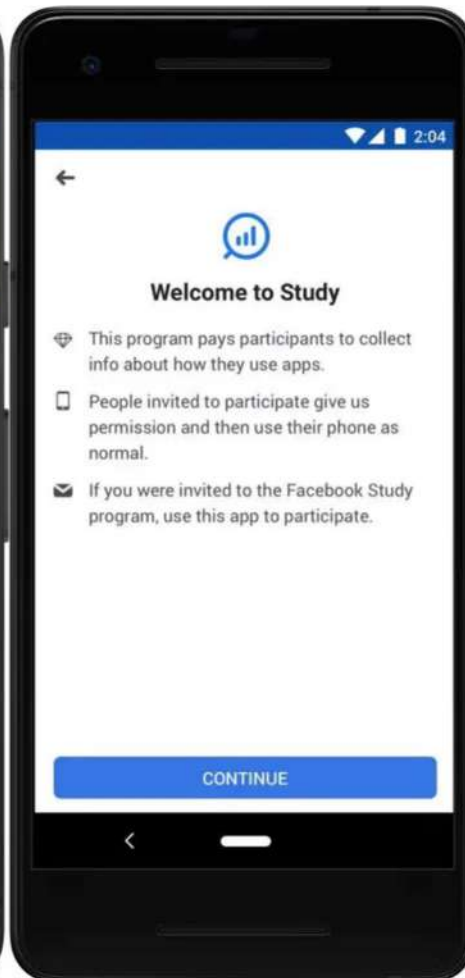
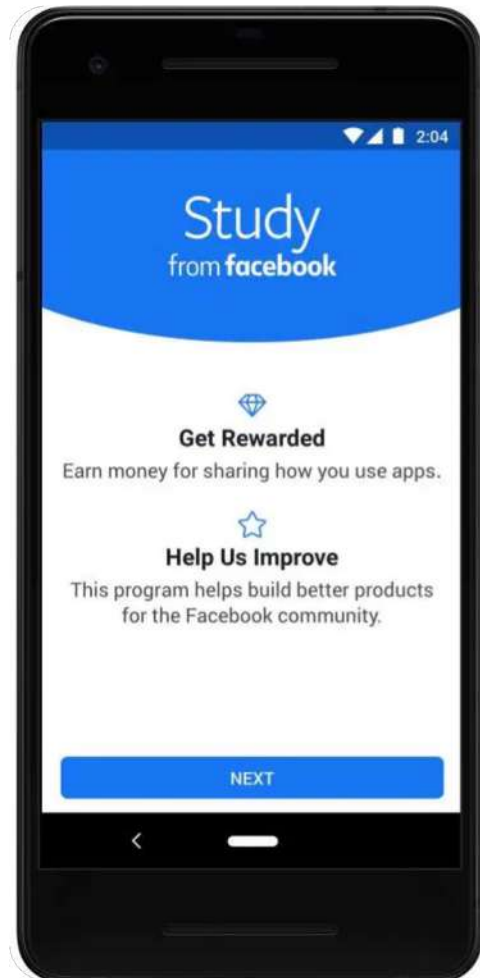
Shop Used Patagonia Gear

 fast forward  
Business Futures Company  
Photo: Erin Fei

Amazon offers **\$10** to Prime  
Day shoppers who hand  
over their data

Reuters, July 2019





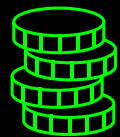
We've learned that what people expect when they sign up to participate in market research has changed, and we've built this app to match those expectations. We're offering transparency, compensating all participants, and keeping people's information safe and secure.

Facebook, June 2019

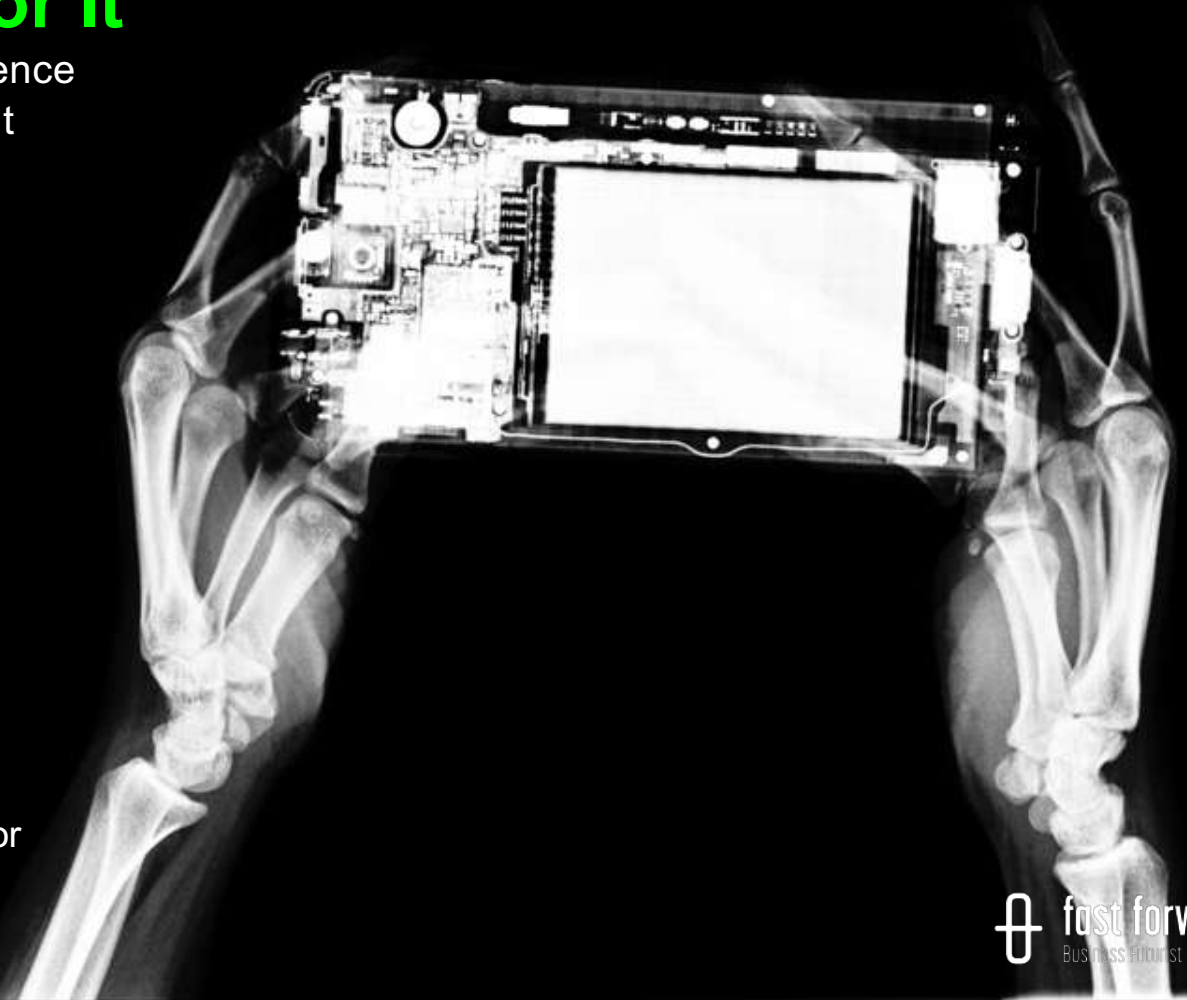


# AI Needs Your Data-and You Should Get Paid for It

A new approach to training artificial intelligence algorithms involves paying people to submit medical data and storing it in a blockchain-protected system. WIRED, August 2019



Kara provides data providers with the opportunity to earn tokens when they provide their data. We see data as labor as a potential employment opportunity for many people in the coming age of AI.



POLITICS



# California governor proposes 'new data dividend' that could call on Facebook and Google to pay users

PUBLISHED TUE, FEB 12 2019-7:00 PM EST | UPDATED WED, FEB 13 2019-9:36 AM EST

Jeff Daniels @JEFFDANIELSCA

SHARE f t in e

## KEY POINTS

- Gov. Gavin Newsom proposes "a new data dividend" that could allow California consumers to get paid for their digital data.
- Some tech experts have suggested that companies like Facebook and Google should pay consumers for their information.
- The governor also called for reeling in two big-ticket projects — the state's high-speed rail and proposed Delta twin tunnels.

#TravelStories Budapest


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Culture Glamour

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## TRENDING NOW

1  Bill Gates: This book was so good, 'I stayed up with it until 3 a.m.'—then gifted it to 50 friends

2  This is Elon Musk's first car: He was so broke he had to fix it himself with junkyard parts

What you need to save

<https://www.cnbc.com/2019/02/12/california-gov-newsom-calls-for-new-data-dividend-for-consumers.html>



We need a new  
**FOUNDATION.**

## **THE NEW GOOD**

holistic approach: do good to myself, do good to my future



Minimal price  
+  
Minimal waste  
+  
Re-owning the future

---

**The new good**



# THE NEW GOOD



GOOD  
VIBES  
ONLY


The last decade was  
a functional decade:  
life became fast, busy,  
full of possibilities

**Only now we are  
beginning to understand  
the implications of this  
decade, the disruption, the  
effects it had on reality**

We are now observing and  
attempting to balance,  
correct, improve.





A man with a beard and long hair, wearing a black leather jacket over a white t-shirt and dark pants, stands in the center of a paved road. The road is flanked by dense green trees and foliage. The scene is dimly lit, suggesting a forest or a shaded area. Three semi-transparent dark grey text boxes are overlaid on the right side of the image.

We can take back control,  
we can re-own our assets

But the power will not come from re-owning physical  
assets: we seek control in re-owning our resources,  
and perhaps even the means of production

The future of re-owning is guided by motivations  
aimed to better ourselves in a better world



## In upcoming we'll witness changes in consumption related to these motivations:

Decrease in consumption (in specific areas)

Business models will reward consumers for their data or actions directed at a better world

Start-ups and projects allowing the consumers, the individual and the community, to re-own their consumption.



**MADMAN**



**FUTURE OF  
RE-OWNING  
Thank You.**

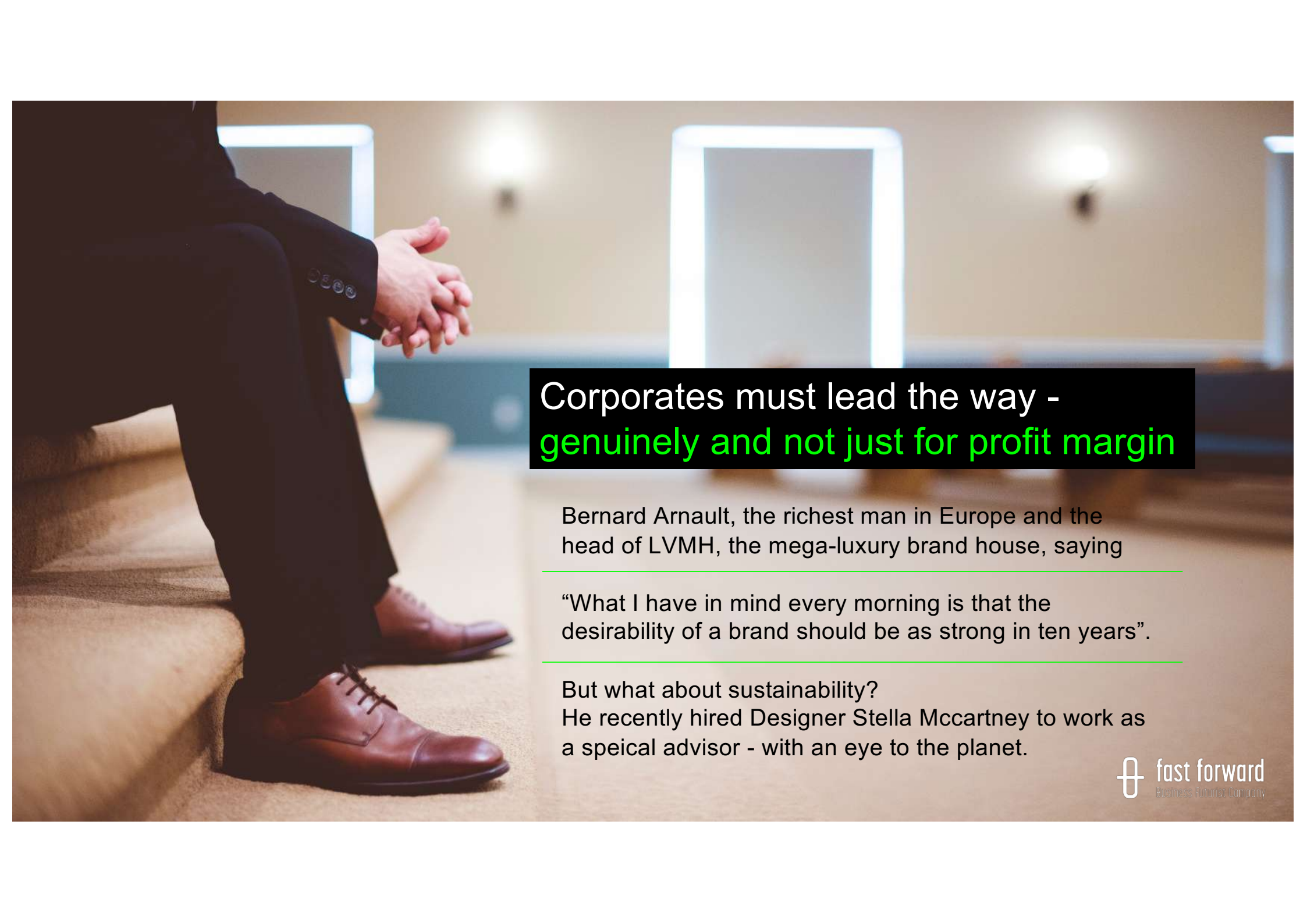


Be authentic

Be real

Be transparent

Be the new good



## Corporates must lead the way - genuinely and not just for profit margin

Bernard Arnault, the richest man in Europe and the head of LVMH, the mega-luxury brand house, saying

---

“What I have in mind every morning is that the desirability of a brand should be as strong in ten years”.

---

But what about sustainability?  
He recently hired Designer Stella McCartney to work as a special advisor - with an eye to the planet.



דיבידנד המידע - ההצעה של מושל קליפורניה