

New battlefield

New strategies

New warriors and heroes



# 1. Welcome to the age of digital disruption

# THE NEW BATTLEFIELD

The age of digital transformation

SMAC (Social, Mobile, Analytics, Cloud) technologies

The age of digital disruption

10 new exponential technologies

2012

2016

Now

## 10 EXPONENTIAL TECHS

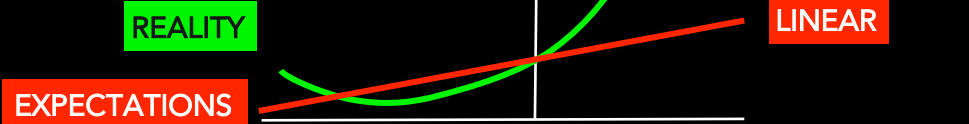
- AI & Machine learning
- Blockchain
- Creative technologies
- Crowdsourcing
- Digital biology
- Digital fabrication
- Internet of everything
- Quantified self
- Robotics
- Virtual/augmented reality

TECHNOLOGY DRIVERS

INDUSTRY DISRUPTIONS

## 10 DISRUPTED INDUSTRIES

- Automotive (AutoTech)
- Banking (FinTech)
- Consumer goods/Retail (RetailTech)
- Energy & utilities (EnerTech)
- Health (HealthTech)
- Insurance (InsurTech)
- Manufacturing (Industry 4.0)
- Media (MediaTech)
- Public sector
- Telecom



# VISION: WAKE UP, TOMORROW IS NOW

[www.youtube.com/watch?v=v5DAmO4zv5o&list=PLrrE6ni9HQ4xWOIDaPtmAmn0MvvHEeKYK](http://www.youtube.com/watch?v=v5DAmO4zv5o&list=PLrrE6ni9HQ4xWOIDaPtmAmn0MvvHEeKYK)



After a 10 year coma, Adam wakes up in what for him is a new world. Since Adam fell in a coma, the world has evolved significantly driven by disruptive technologies, and he is yet to catch up to all the new advancements. The first thing he notices when he wakes up is that he has a virtual assistant implanted in his body. Along the following chapters of this Wake Up series, Adam will be facing different challenges and will need to learn how to live in this new environment. Companies and people need to adapt and discover this new world, just as the character of Adam does throughout the series. Welcome to the present.



# NEW STRATEGIES



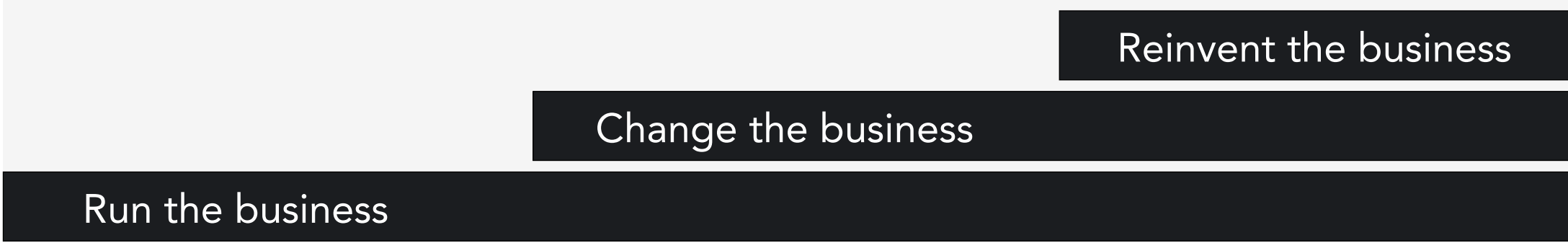
Operation



Innovation



Disruption



Run the business

Change the business

Reinvent the business

# NEW HEROES AND WARRIORS



Human workforce ————— Hybrid workforce —————>

Closed workforce — Platforms & ecosystems —————>

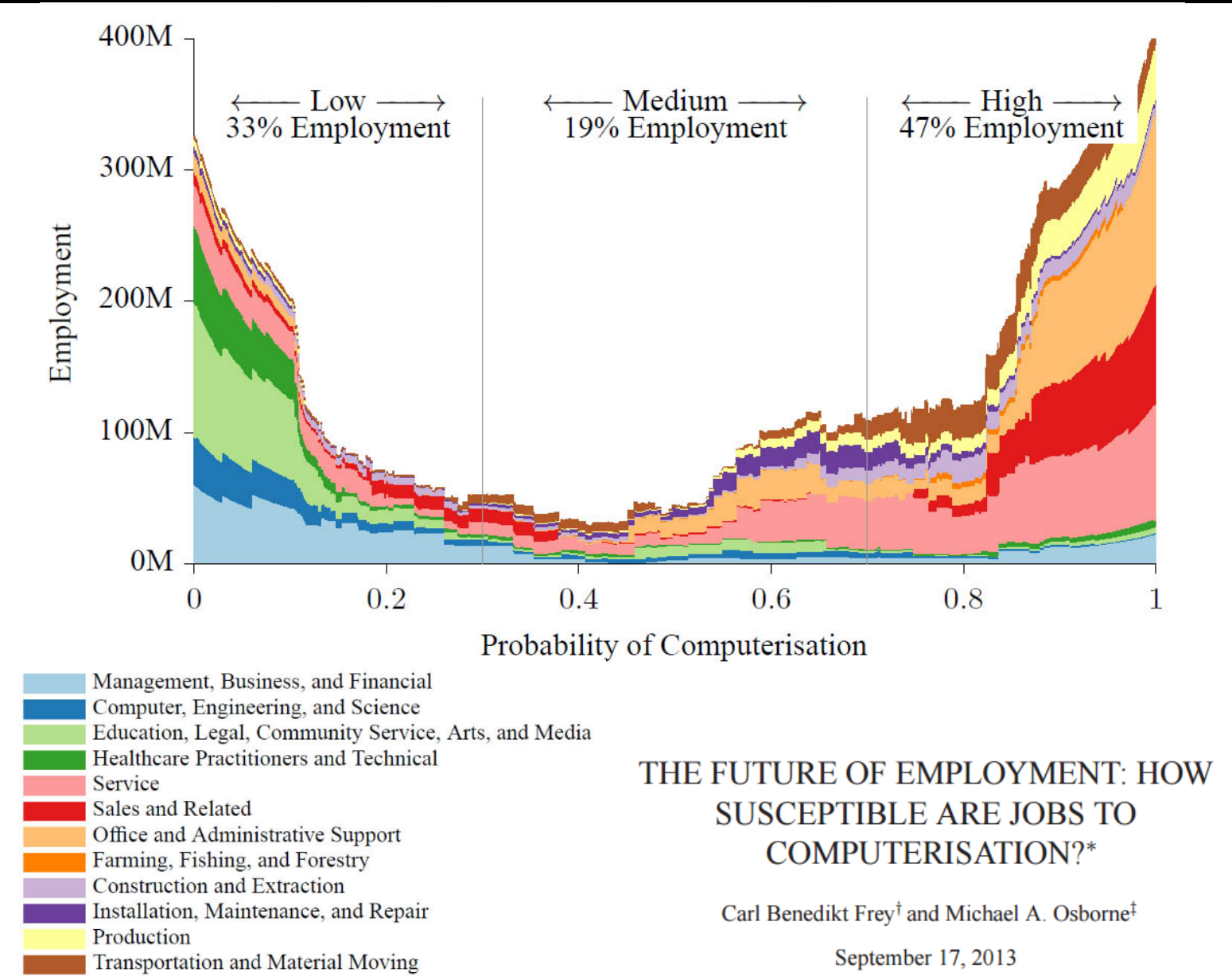
Knowledge silos — Art & science networks —————>



## 2. Talent in the age of exponential



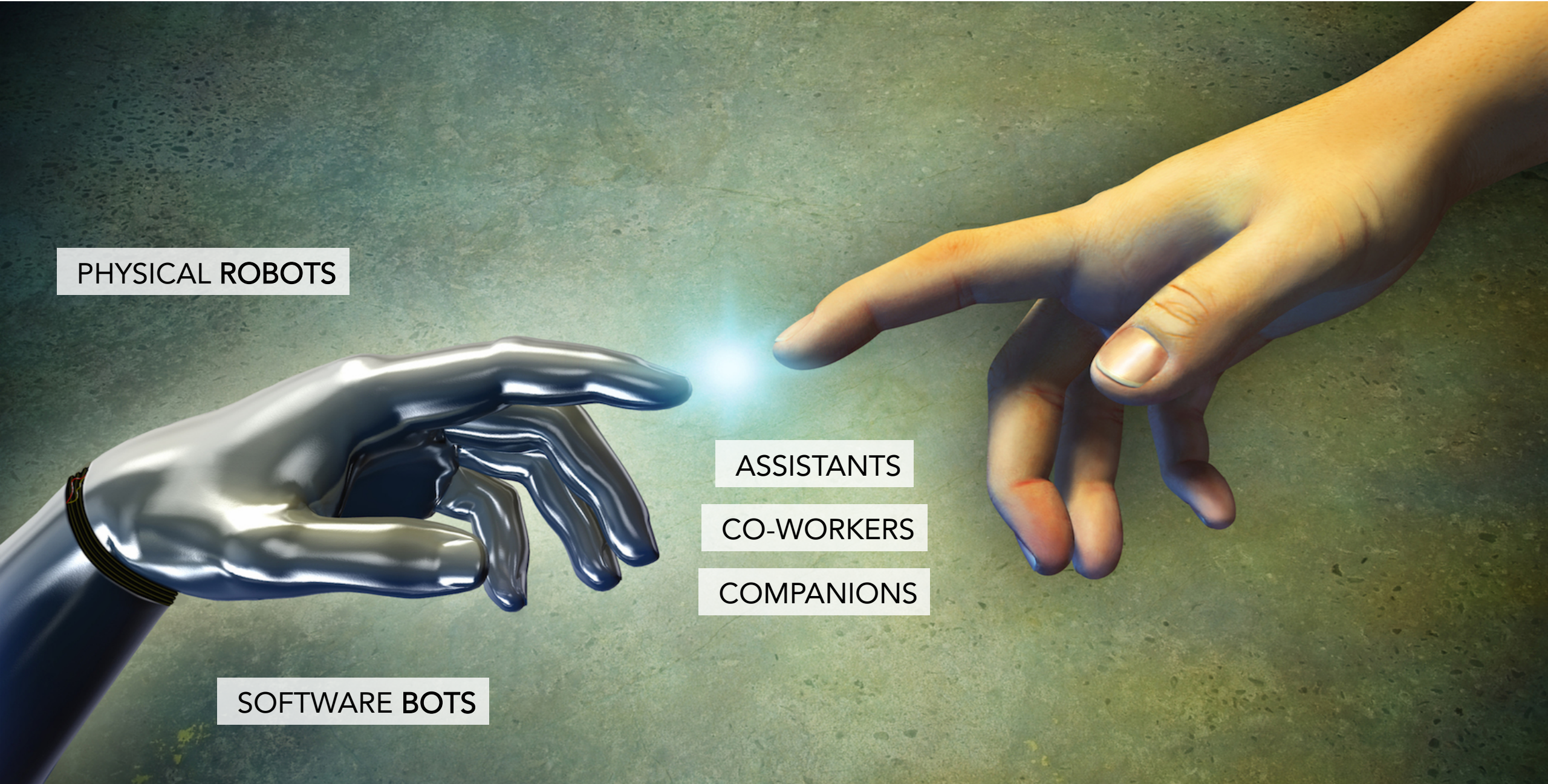
# TREND 1: HYBRID WORKFORCE (HUMAN+MACHINE)



# HUMANS AS THE NEW HORSES?



# OUR THESIS: AUGMENTED HUMANS



PHYSICAL ROBOTS

SOFTWARE BOTS

ASSISTANTS

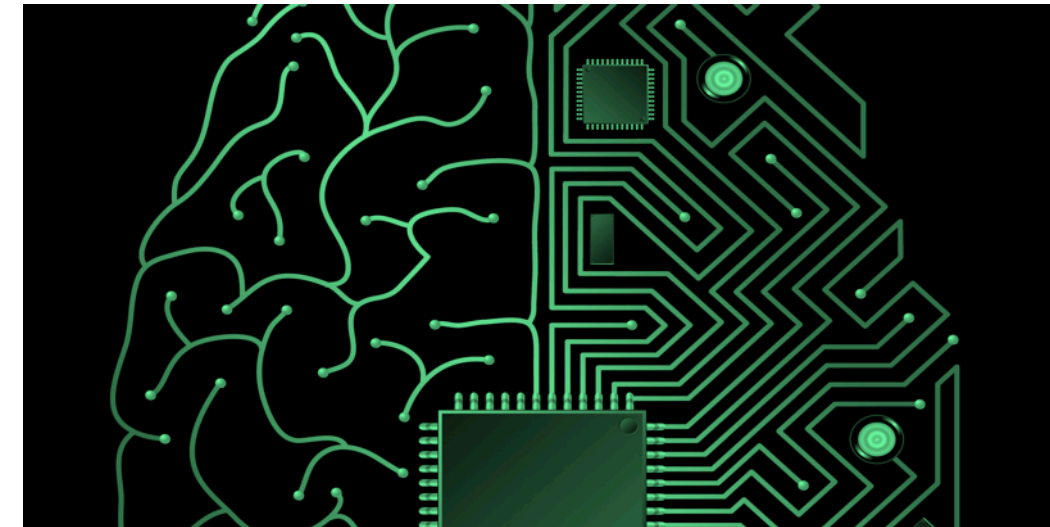
CO-WORKERS

COMPANIONS

# EXAMPLE: PHYSICAL ROBOTS



# EXAMPLE: VIRTUAL ASSISTANTS AND SOFTWARE BOTS



# TREND 2: PLATFORMS & ECOSYSTEMS

**Uber**

The world's largest taxi company, owns no vehicles.

The world's most popular media owner, creates no content.

**Facebook**

**Alibaba**

The most valuable retailer, has no inventory.

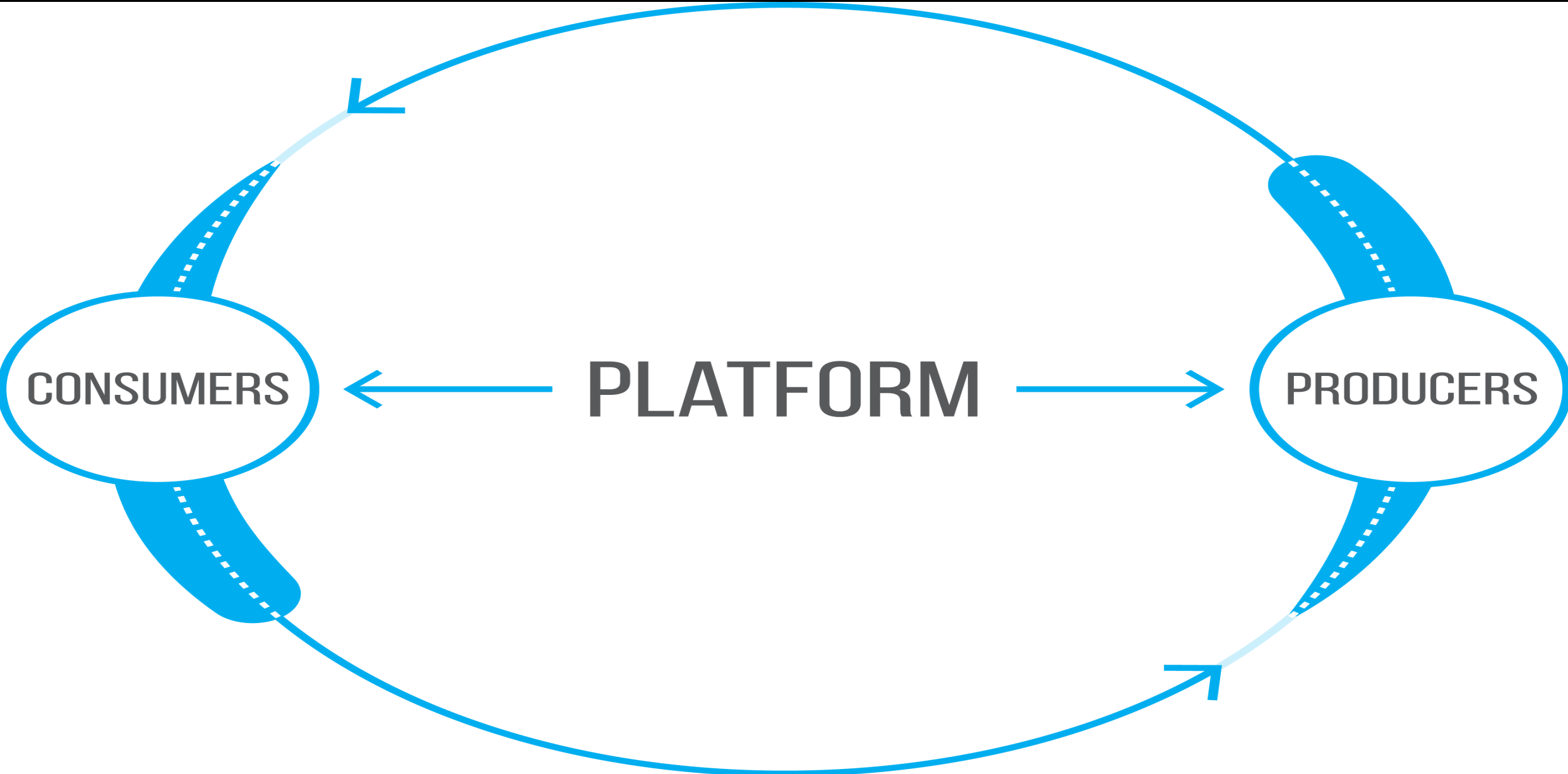
The world's largest accommodation provider, owns no real estate.

**Airbnb**

Something interesting is happening.

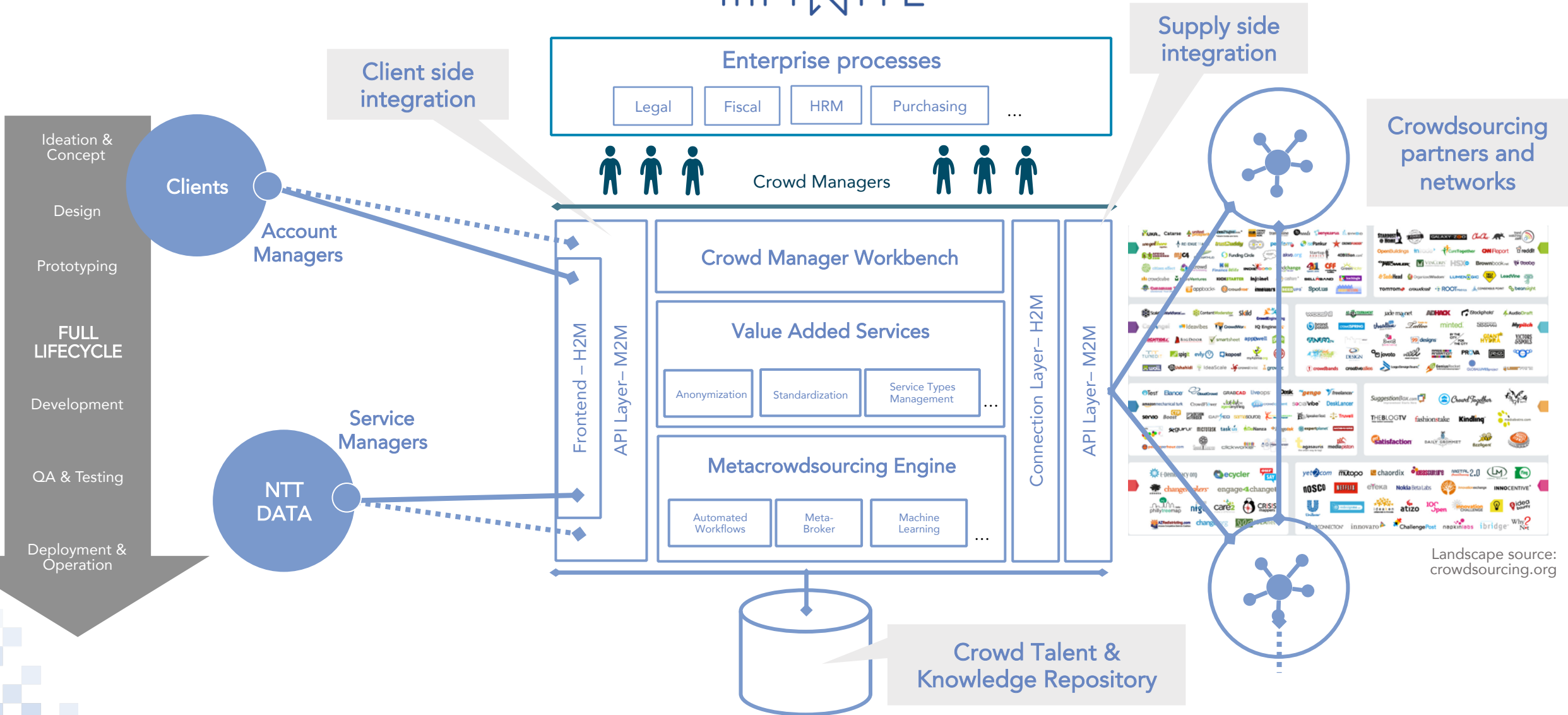
TOM GOODWIN

# FROM CLIENT-PROVIDER TO PLATFORM



# EXAMPLE: META-CROWDSOURCING

INFINITE

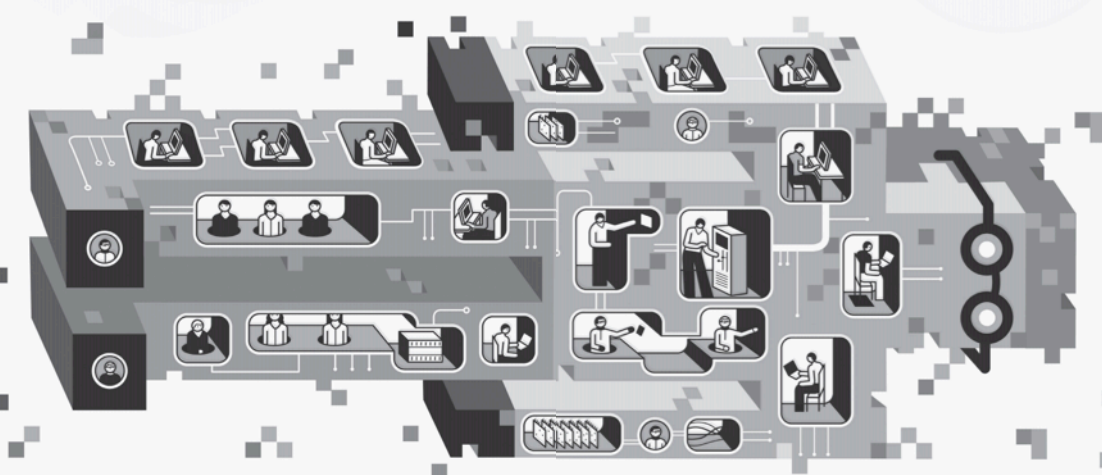




# TREND 3: ART & SCIENCE NETWORKS

HBR.ORG  
**Harvard  
Business  
Review**

The Big Idea

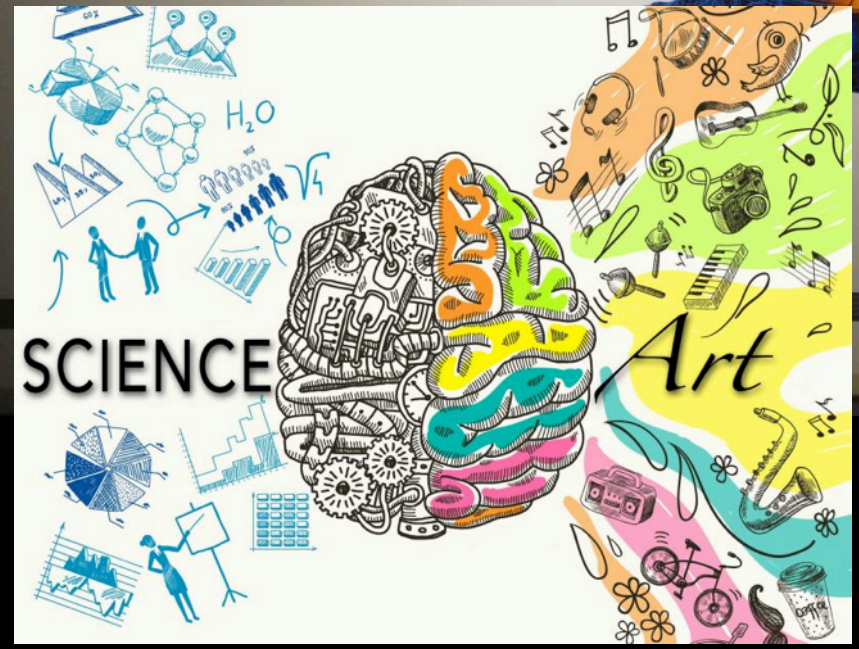


**THE AGE OF HYPER  
SPECIALIZATION**

*The work of the future will be atomized, with many workers doing pieces of what is today a single job. Here's what that means for your company—and you.*  
by Thomas W. Malone, Robert J. Laubacher, and Tammy Johns

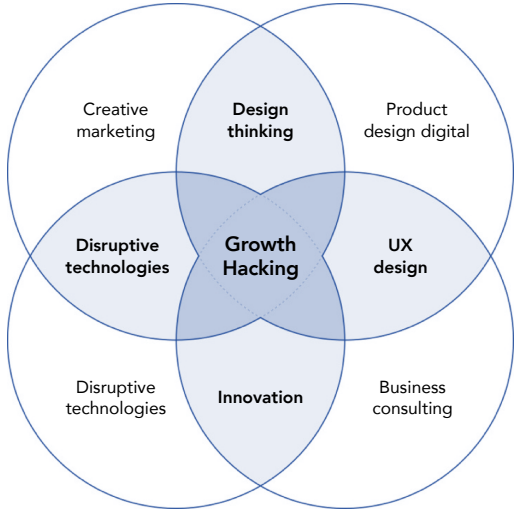
**“The art challenges  
the technology...  
and the technology  
inspires the art.”**

–John Lasseter  
Chief Creative Officer,  
Pixar and Walt Disney Animation Studios



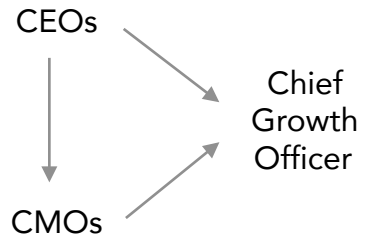
# EXAMPLE: GROWTH HACKING

## THE FULL DIGITAL CONVERGENCE



From CORPS to BRANDS

## BRANDS/CORPS



## GROWTH SHOPS

Digital contents

Growth hacking

## Growthland

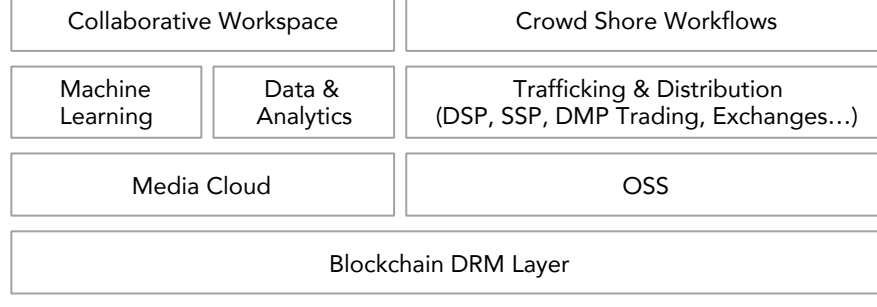
PHYSICAL HUBS: franchising model with existing co-working spaces



New formats factory

Digital assets supply chain

## DGP (Digital Growth Platform)



## GROWTHLANDERS

### Art ecosystem

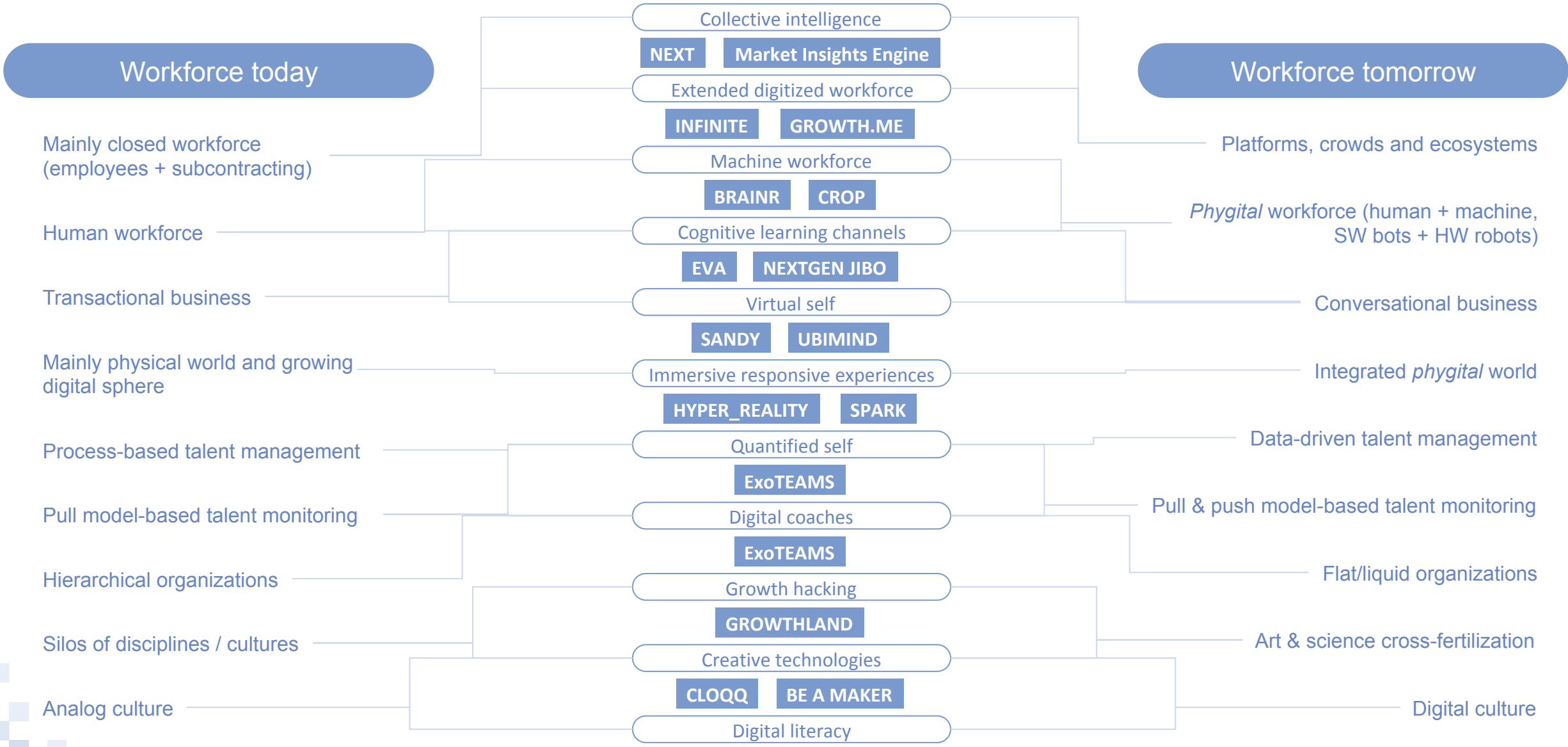
- Brand strategy
- Phygital experiences
- Integrated communications
- Branded Content
- Social marketing
- Product placement (VR/AR)
- AV production VFX



### Science ecosystem

- Collaborative workspaces
- Enterprise media management
- Content distribution
- Artificial intelligence
- Smart data and analytics
- Media workflows
- Digital performance

# THE BIG PICTURE: NEXTGEN TALENT



The background of the slide is an abstract composition of numerous overlapping rectangular blocks. The color palette is dominated by dark, muted blues and purples, with occasional brighter, more saturated reds and magentas. The blocks vary in size and are arranged in a non-uniform, somewhat chaotic pattern, creating a textured, digital aesthetic. A solid black horizontal band runs across the middle of the slide, providing a high-contrast background for the white text.

### 3. Leading the revolution

# MORE DISRUPTIONS TO COME: SOCIETY



# MORE DISRUPTIONS TO COME: TECHNOLOGY



AI for the robot age



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## About us

Vicarious is developing artificial general intelligence for robots. By combining insights from generative probabilistic models and systems neuroscience, our architecture trains faster, adapts more readily, and generalizes more broadly than AI approaches commonly used today.

## Investors

Mark Zuckerberg

Jeff Bezos

Marc Benioff

Founders Fund

Good Ventures

Khosla Ventures

Samsung

ABB

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# ATTITUDE WILL MAKE THE DIFFERENCE



R.I.P.

Rest  
in  
Peace



D.I.P.

Disrupt  
in  
Peace