

# Think Like a Futurist

Jack Uldrich

2014 CAS Centennial Celebration & Annual Meeting

New York City

November 10, 2014









Awareness



# Humility



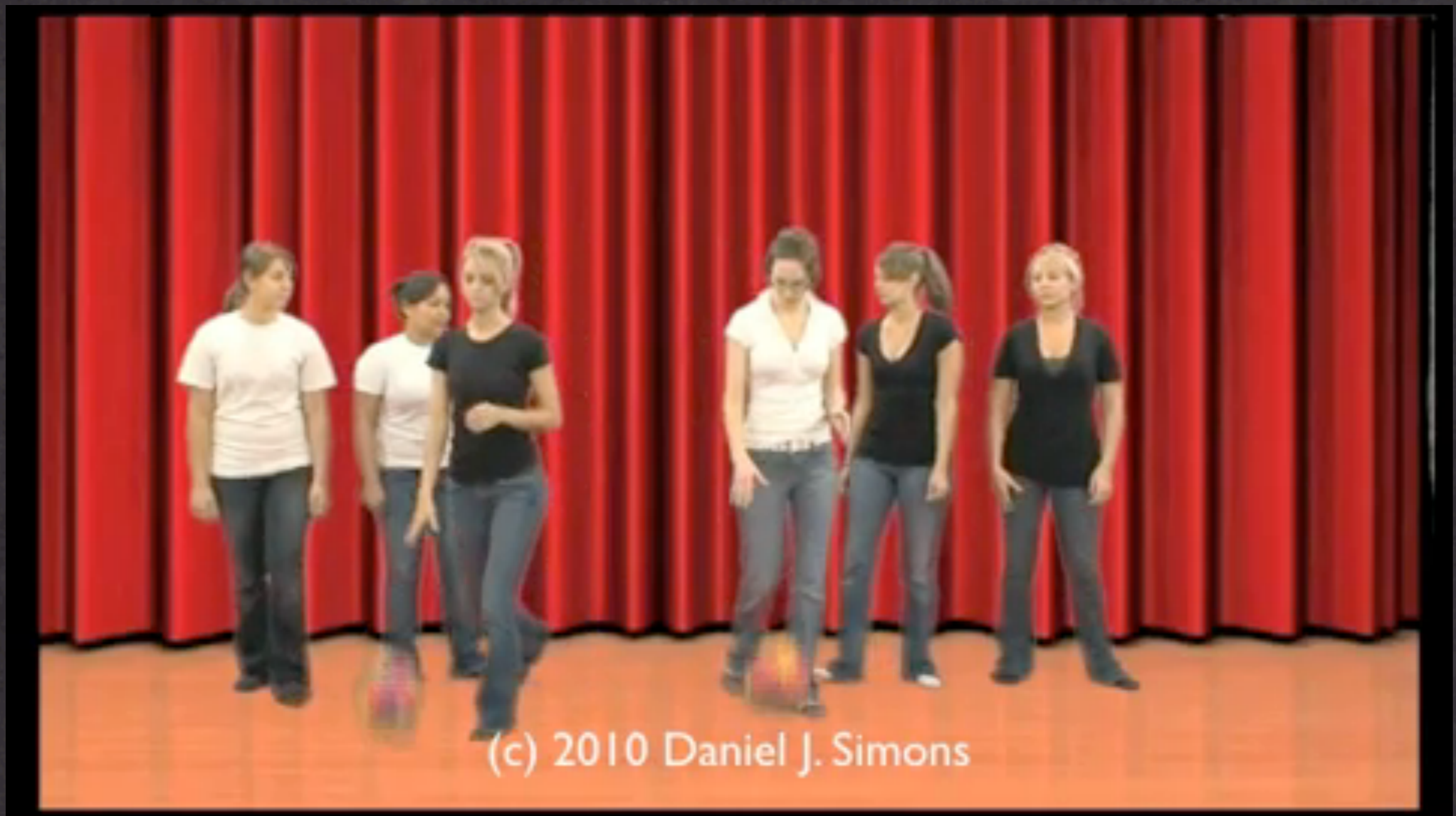




**TIME FOR**

**ACTION**





(c) 2010 Daniel J. Simons





**Let's rewind and  
watch it again**





Awareness

50 ESSENTIAL STRATEGIES TO  
HELP YOUR COMPANY  
STAY AHEAD OF  
**EMERGING  
TECHNOLOGIES**

# **JUMP** THE **CURVE**

**JACK ULDRICH**

*author of *The Next Big Thing Is Really Small*, and *Investing in Nanotechnology**

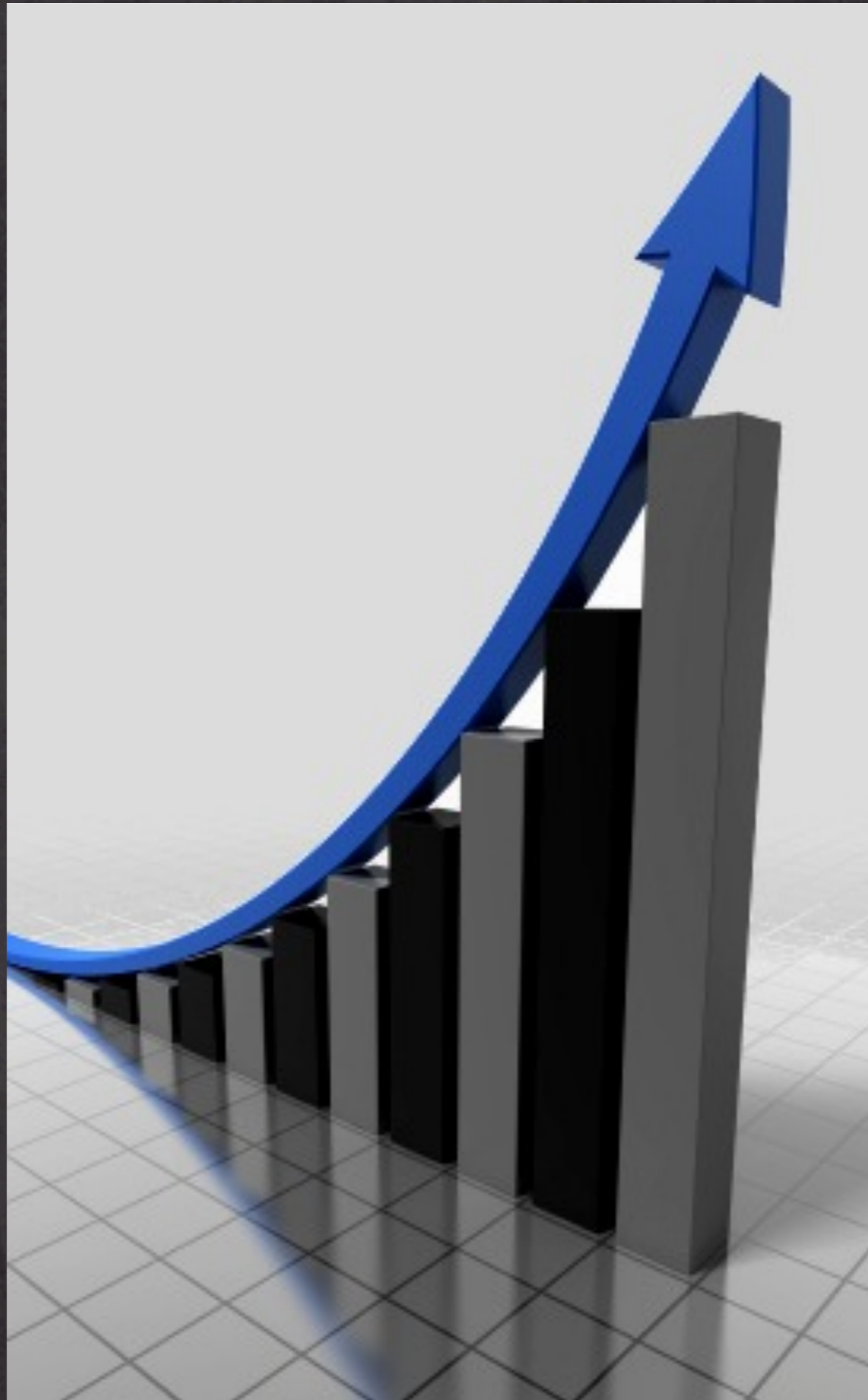






SCHOOL by UNLEARNING







# Trend #1: Wearable Tech









# Trend #2: 3D Manufacturing









# THE FIRST 3D PRINTER IN SPACE









- A. One
- B. One thousand
- C. 1 million
- D. 1 billion
- E. 1 trillion





# Trend #3: Nanotechnology



SCHOOL : UNLEARNING









SCHOOL by UNLEARNING





**WARNING!**









# Trend #4: Robotics

















# Trend #5: Sensors: Millions to Billions





IF YOU HIT THIS SIGN,  
YOU WILL HIT THAT BRIDGE





*The*  
**INTERNET**  
*of* **THINGS**



The title 'The Internet of Things' is displayed in a large, blue, sans-serif font. The word 'The' is in a smaller, italicized font above 'INTERNET'. The word 'of' is in a smaller, italicized font to the left of 'THINGS'. Below the letters of 'INTERNET' and 'THINGS', vertical lines connect them to various icons: an alarm clock, a train, a cow, a house, a boot, and a leaf.





















# Trend #6: Genomics: Millions to Billions









# Trend #7: Computers







SCHOOL of UNLEARNING



A  
♠

BICYCLE®  
808



THE U.S. PLAYING CARD CO.  
CINCINNATI, U.S.A.

♥  
V





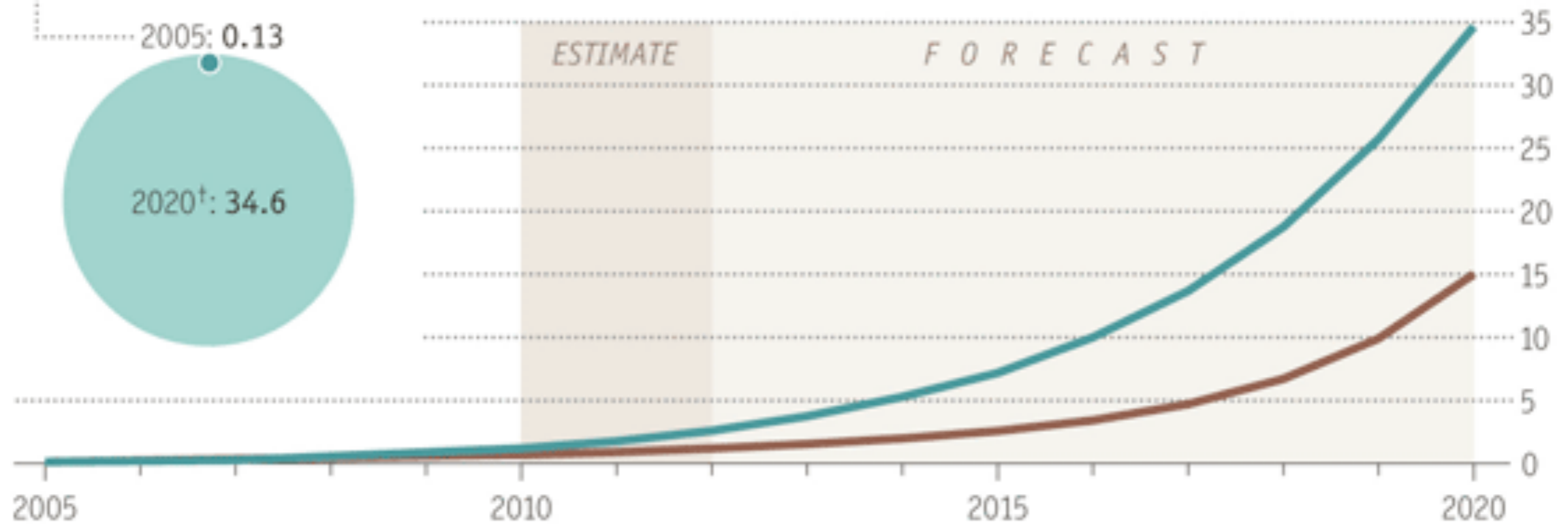
# Trend #8: Big Data

## Open wide

Global digital information  
Zettabytes\*

Created

Storage available



Source: IDC

\*1 zettabyte=1 trillion gigabytes †Forecast



nest











# Skybox + Google

Imaging



SCHOOL is UNLEARNING







# Humility





# Question (Yield):

























# Trend #9: Collaborative Consumption







Yeradi<sup>TM</sup>



FINISHED FILES ARE THE RE-  
SULT OF YEARS OF SCIENTIF-  
IC STUDY COMBINED WITH  
THE EXPERIENCE OF YEARS.





**F**INISHED **F**ILES ARE THE RE-  
SULT **O**F YEARS **O**F SCIENTIF-  
IC STUDY COMBINED WITH  
THE EXPERIENCE **O**F YEARS.





# See what isn't there





# Question (Dancer):









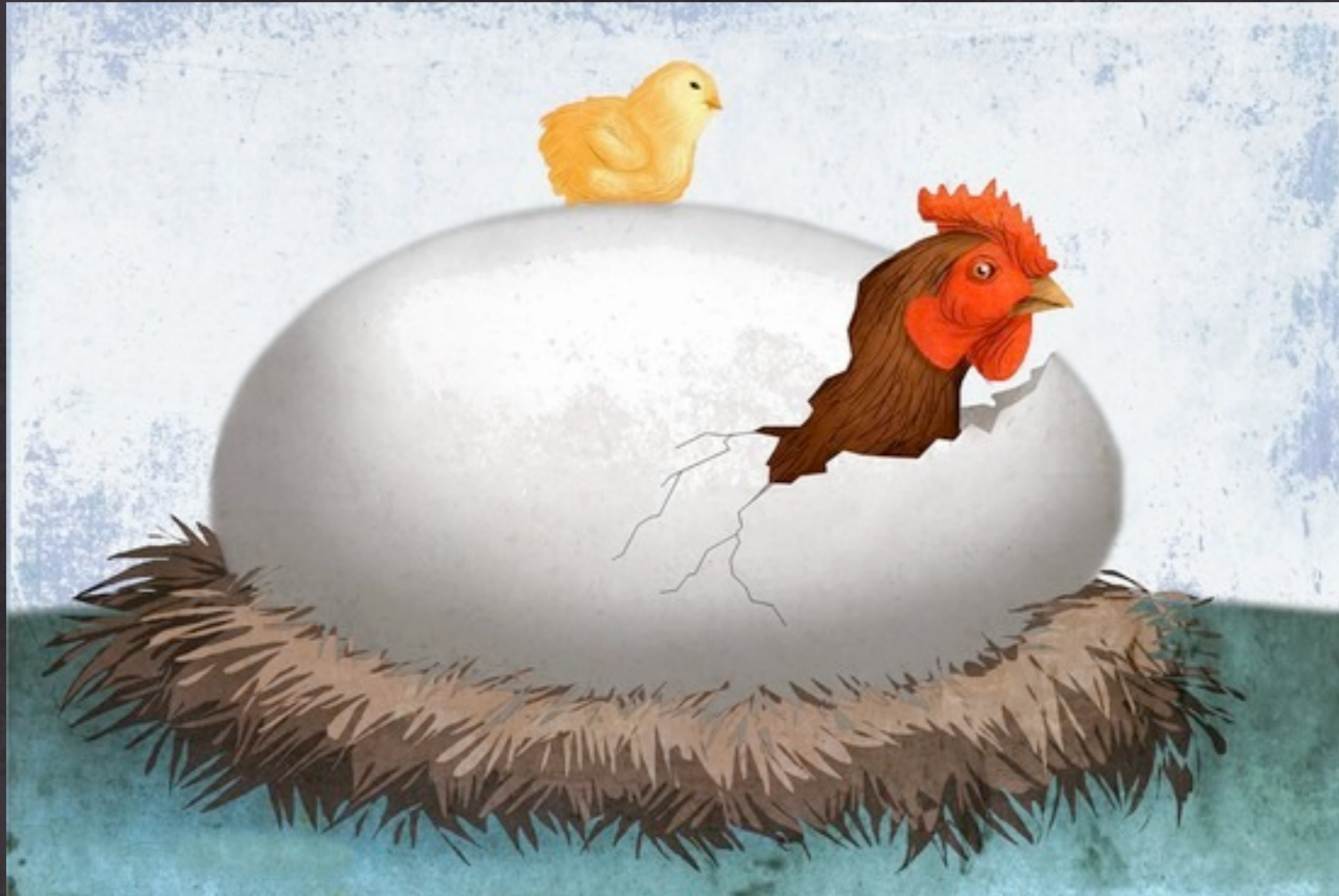


# Data Pays

*First Month Review of Datacoup*



# Get a “Reverse” Mentor











**TIME FOR**

**ACTION**





**THINK WEEK**



BILL GATES ON ENERGY  
p30

MIT NEWS  
PIONEERS OF  
INFORMATION  
THEORY  
pM12

# Technology PUBLISHED BY MIT SINCE 1899 Review

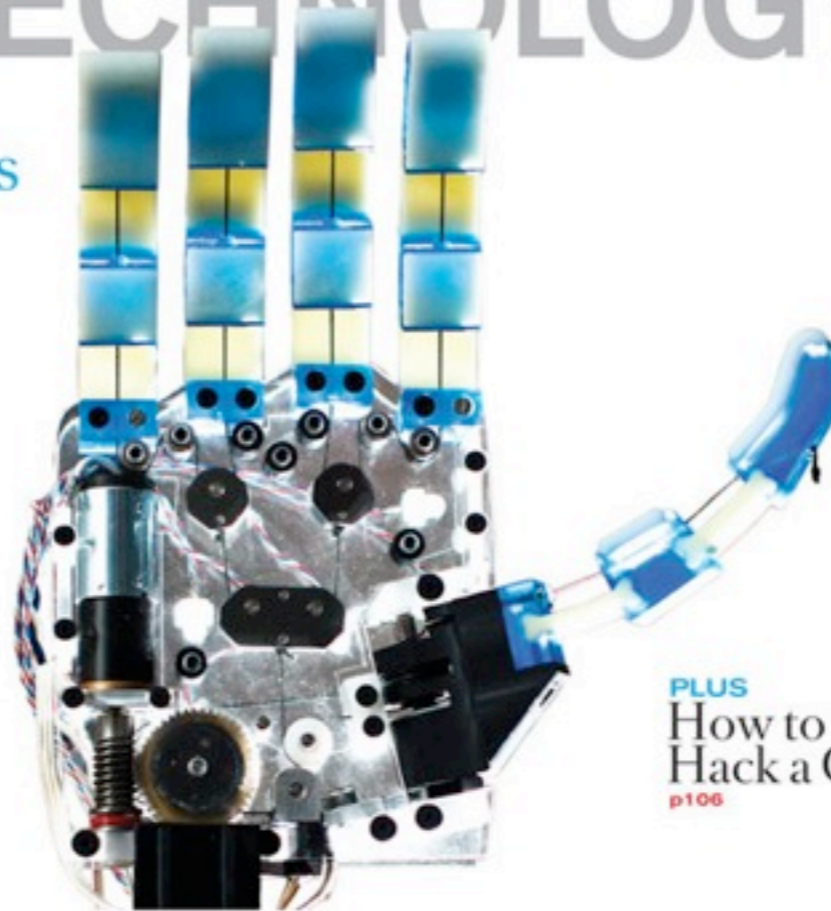
## THE NEXT GENERATION OF TECHNOLOGY

Say Hello to  
35 Innovators  
Under 35  
p43

4chan's  
Radical  
Opacity  
p82

Discovering  
the Genes  
Behind  
Diseases  
p76

The Authority on the  
Future of Technology  
September/October 2010  
www.technologyreview.com



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Hack a Car  
p106





The  
Economist

The telepresence  
robots are coming

How to put a  
submarine online

What the father of  
the iPod did next

# Technology Quarterly

March 9th 2013



## When it's not so good to share

Growing pains in the "sharing economy"





# Project Loon







Wave

Wave





**Questions**

**Answers**



SCHOOL & UNLEARNING





# Experiment PRE-MORTEM

Imagining and dealing with  
causes of failure





# BLOCKBUSTER

## STORE CLOSING

EVERYTHING MUST GO

STORE CLOSING

MOVIES HELD BACK!

DVDs \$4.99 OR LESS





# BORDERS

BOOKS • MUSIC • MOVIES • CAFE

**STORE CLOSING**

STORE  
CLOSING

NOTHING  
HELD  
BACK!

3300

EVERYTHING  
MUST  
GO

EVERYTHING  
ON  
SALE!



BlackBerry





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# Question:





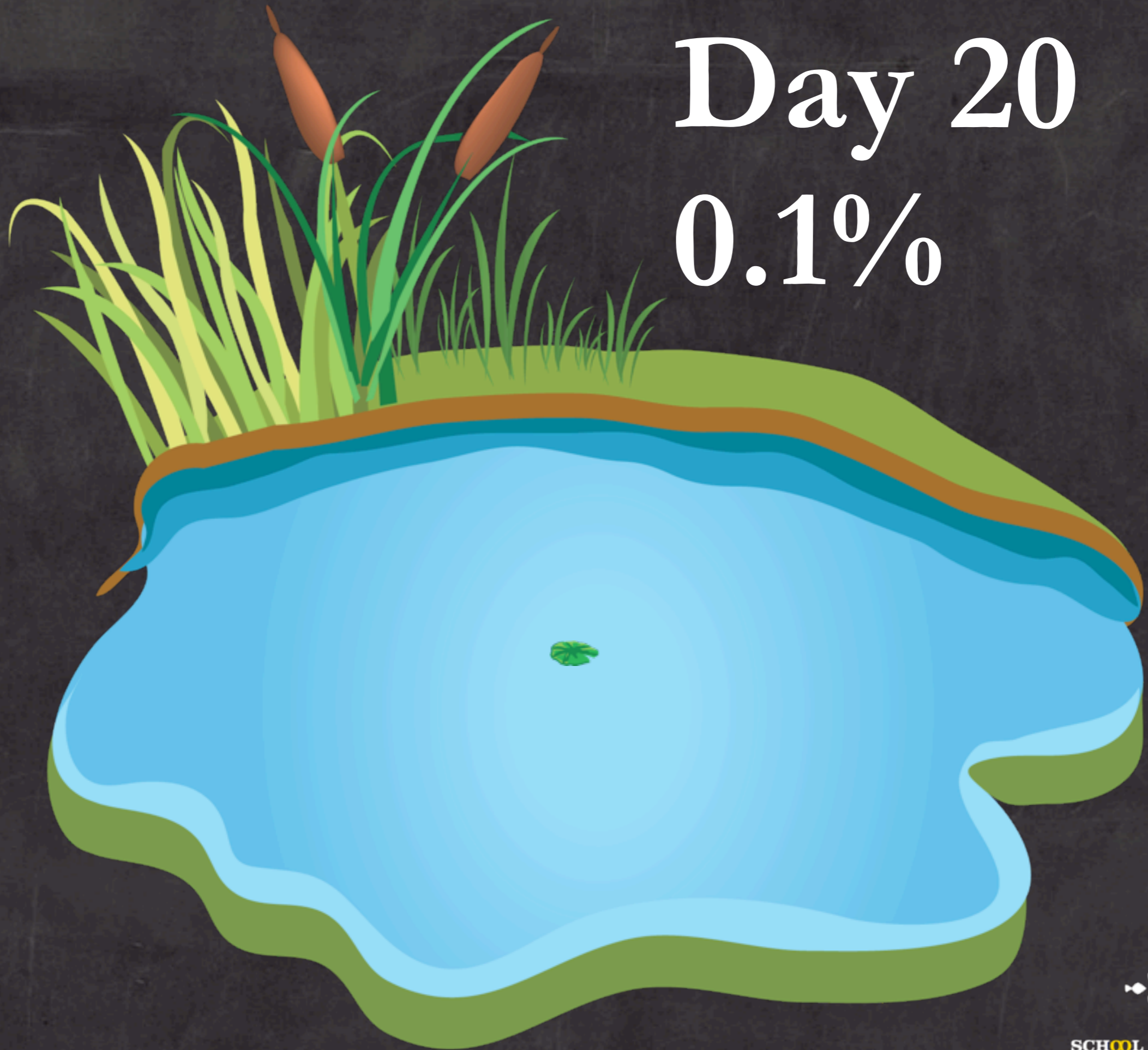


SCHOOL **is** UNLEARNING



# Day 20

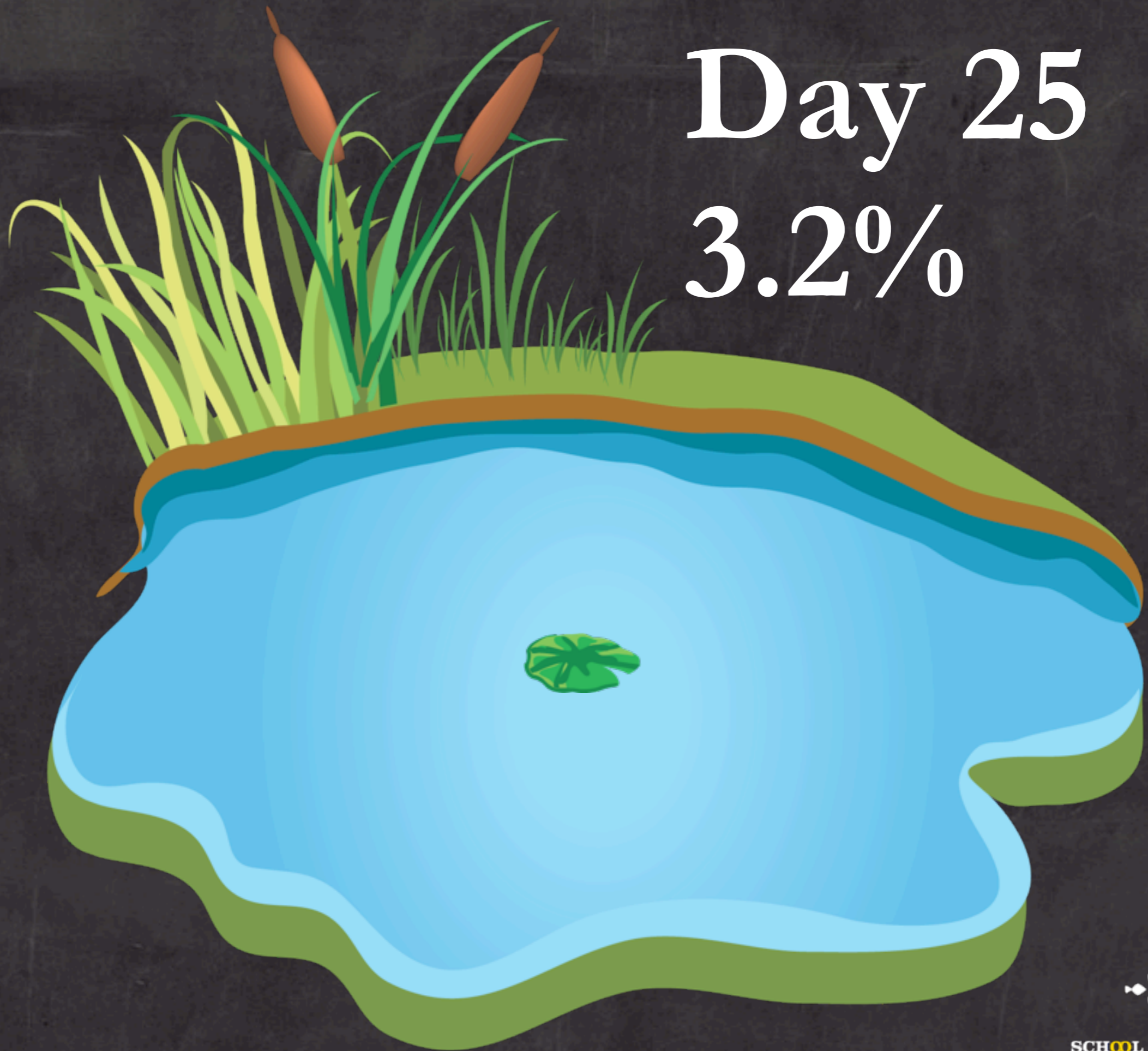
# 0.1%





# Day 25

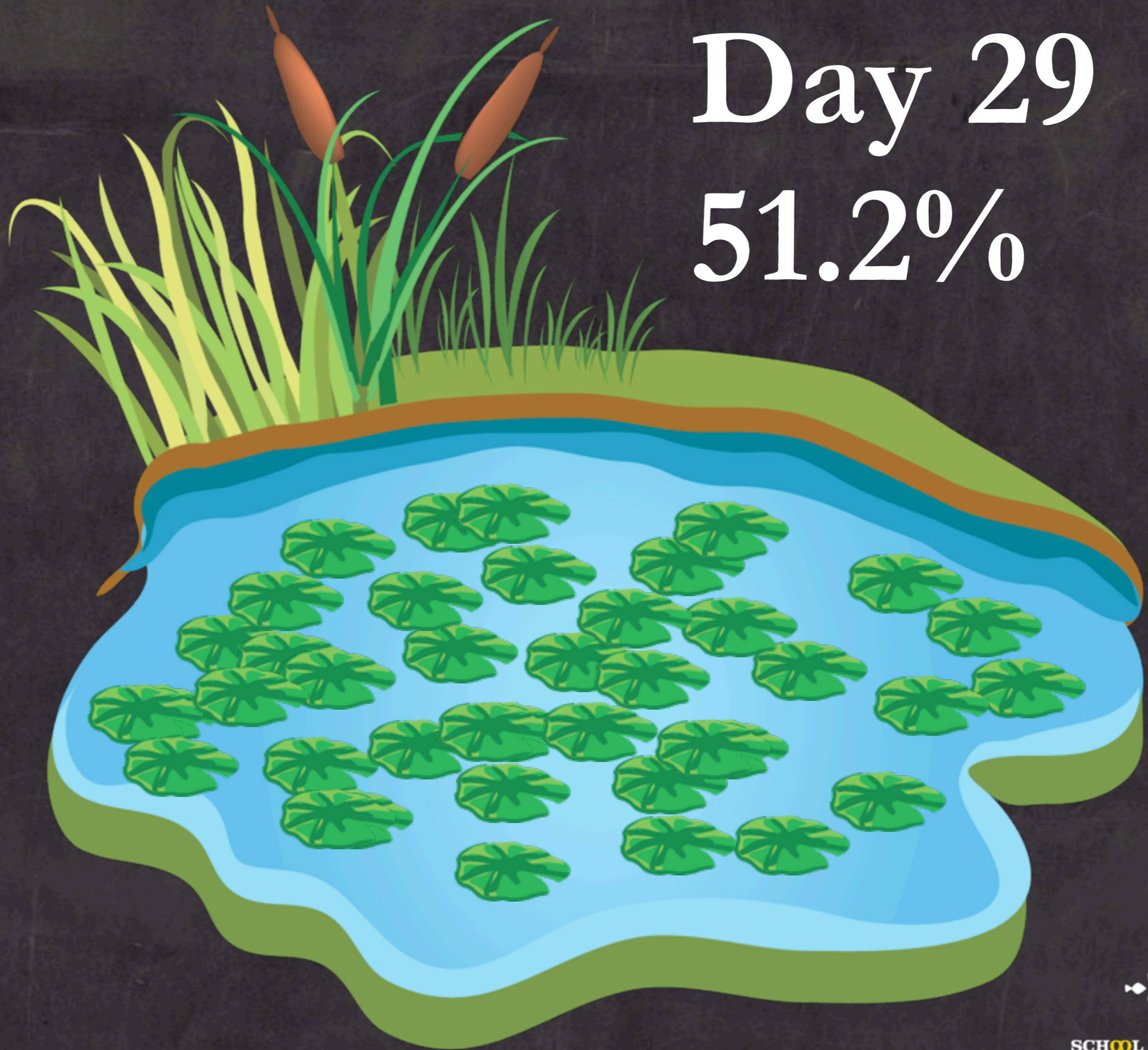
# 3.2%





# Day 29

# 51.2%





Day 30  
100%

















The Future is Here

FeedEX





FedEx

FedEx







“The best way to predict  
the future is to create it”

ADDACOVER.COM



SCHOOL by UNLEARNING



Piece of  
Paper.

