

OUTSIDE OF THEME

Nine trends and nine inventions that will shape the face of the 21st century

Nine trends and nine inventions will shape the face of the 21st century. They will have a similar impact on our lives as the car, the TV and the airplane had on the lives of our parents. Take a sneak peak at Marcel Bullinga's upcoming book *Futurecheck*

Nine trends that will reshape the world around us

1. We all live in a 3D mobile media cloud with no on/off button, replacing outdated communication devices. The virtual world and the physical world are becoming the same. Online is default; offline is a choice. Boundaries blur: there is no difference anymore between a house and a database, between things and people: both can be controlled and manipulated.
2. Two economies exist at the same time: a global and virtual economy with a global reach that is hypercompetitive, and a local and physical economy with a shorter reach that is less competitive.
3. The economy is flat, with fewer barriers and fewer limits for doing transparent business and for the exchange of standardized forms of information.
4. You are at the heart and the centre of all logistical and cultural processes. Your own global personal dashboard empowers you to make better daily decisions, such as the choice of a mortgage or the choice of a school for your children.
5. 'Self' is a very powerful trend in every possible field: things and people, information and human behaviour, systems and materials.
In your personal dashboard, you will have local, high quality, real-time information at your disposal. This huge personal power of access to information leads to self-service and self-control.
In a flat world economy, the global extremes in social security flatten: less government-funded social security in the West, more in the East. The trends are: self-payment, self-responsibility, self-power, self-health, self-employment and self-management. You are responsible for creating your own pension fund, education savings and healthcare.
Both materials and production systems are self-organising, self-healing and self-cleaning. Law enforcement is about self-regulation, self-security and self-enforcement. Local communities are self-sustaining. Things are self-conscious.
6. Mainstream information is local. Mainstream energy is local. Newly created local capital – capital with real value and no speculative aspect – competes with the US Dollar, the Yuan and the Euro. The mainstream economy is local and self-reliant. It has limited mobility due to green tax-



The 3D mobile media cloud surrounding us will affect our children as well: the *WiFi Generation*. They will be growing up faster than ever before, reaching puberty and adult age earlier than ever before. This is because they are exposed at a very young age to adult information not meant for children, and because they can be reached individually by anyone at a very young age. Parents have less control over the information-intake of their children and lose sight of the people with whom they communicate

ing and the high price of transporting goods and energy.

7. You (and everyone and everything else) are transparent; you can be traced – that is, if you have given marketing agents permission to do so. You are the boss in this conditionally transparent media cloud; you set the conditions for the use of your data. Privacy is a (paid) choice. Transparency (ranking and benchmarking) of your professional achievements leads to a hyper-competitive labour market. Transparency of all services and goods leads to higher overall business quality and to a consumer’s paradise. Transparency is the secret weapon of all newcomers to a market; it distinguishes them from the old guard.
8. All products and processes become intelligent; that is, they have their own consciousness and can react to change. The best common example is the intelligent self-steering car. The best unknown example is intelligent money (yet to be invented).
9. We slowly move towards prevention in every possible field: the prevention of fraud and crime, the prevention of failure costs, the prevention of illnesses and healthcare usage, the prevention of physical transport of products and people, and the prevention of energy usage.

Do your own Futurecheck brainstorm

Take the product you make, the service you deliver, or the work you do, and put all nine trend before the word. Then see what happens. This will prepare you for the future.

You make cars? Imagine the Intelligent Car, Self Car, Green Car, You Car, etc. What changes does this imply? How do you prepare for these changes?

Nine inventions that will change the face of the 21st century

1. We live in senior cities and in innovation villages. The difference between city and village is diminished in a 75 percent urban world.
2. We produce only green and mainly local products. We consume only green and mainly local forms of energy. It is either green profit or no profit at all. Green leaders are financial leaders.
3. We drive and live in energy-efficient cars and buildings, using local forms of energy. This will greatly reduce our geopolitical dependency on terrorist oil states and unstable regimes.
4. We drive more in virtual cars and less in real cars. This will curtail a huge amount of very expensive physical mobility.
5. We live in a consumers’ paradise, thanks to transparency and intelligent production systems. However, the future is more of a battlefield for workers and entrepreneurs.
6. We use cheap product printers – our own personal factories – to produce small household products, spare parts, various energy sources and even buildings on the spot, using local resources and local raw materials. This will curtail a huge amount of long-distance transport, energy usage and failure costs.
7. We live in a mobile 3D media cloud, controlled by you, your mobile, and your own personal dashboard. In the media cloud, you are the boss of your privacy, your communication and your data: 100 percent privacy at last. The 3D mobile media cloud surrounding us will affect our children as well: the *WiFi Generation*. They will be growing up faster than ever before, reaching puberty and adult age earlier than ever



In this media cloud and personal dashboard, we use intelligent money that knows its owner and its purpose, and knows to whom it may or may not be transferred. This reinforces trust, preventing a new financial crisis. It makes pyramid schemes impossible, prevents the majority of current fraud, and provides you with a solid mortgage

What is In and what is Out in the future

IN	OUT
Sun	Oil
Local energy	Energy that needs long distance transportation
Culturel borders	Country borders
Green profit	Waste
Prior knowledge	Knowing after the fact
Mediacloud	iPod, radio, tv, mobile phone
Data Privacy	Visual privacy
Noise	Silence
Transparency	Obscurity
High skills	Low education
Entrepreneurship	Wages
Scrutiny and self checking	Blind trust and blue eyes
Mobile	Fixed
Learning factory	School
Professionals	Managers
Monocultural rituals	Multicultural rituals
Population decline	Population growth

before. This is because they are exposed at a very young age to adult information not meant for children, and because they can be reached individually by anyone at a very young age. Parents have less control over the information-intake of their children and lose sight of the people with whom they communicate.

8. In the 3D mobile media cloud of the future, you have your own personal global dashboard, containing all your finances, dossiers and transactions. It creates transparency and thus reinforces trust. Basically, it contains your past and your future.
9. In this media cloud and personal dashboard, we use intelligent money that knows its owner and its purpose, and knows to whom it may or may not be transferred. This reinforces trust, preventing a new financial crisis. It makes pyramid schemes impossible, prevents the majority of current fraud, and provides you with a solid mortgage.

Futurecheck twitters

TWITTER 1:

Green Profit leads us out of crisis. Transparent Profit makes us excel. Ethical Profit ends perverted bonuses. Local Money creates real wealth.

TWITTER 2:

There is not 1 future, but many thousands. However, only 1 future will actually be delivered: your future. Imagining it will bring it closer

TWITTER 3:

9 inventions and 9 trends that will shape the face of the 21st century. With a similar impact on our lives as car, TV and airplane had before

TWITTER 4:

Business model of the Future: $o \times 2 \times \frac{1}{2}(T/L/C/E/S) =$
 o -misery products for 2 x current quality and $\frac{1}{2}$ current
 {Time|Labour|Costs|Energy|Space}