# THE 10 TRENDS THAT SHAPE THE CLOUD

*Trends describe hidden patterns of change. You can use them to your advantage for product & organizational innovation*

1. VIRTUAL. Hyper-realistic communication. Offline & online is the same, physical = virtual. Online is standard, offline a choice. No difference between entering a house or a website

2. GLOBAL. A global labour market, global screen services, global quality standards create a flat, freelance, hyper-competitive economy with fewer barriers for communicating & doing business

3. LOCAL. Local energy sources & local raw materials for local production & local consumption. Powerful local communities using local rituals and local money

4. MOBILE. Mobile people mean continuous flows of physical and virtual immigrants. Goes along with  mobile media, mobile pay, mobile check, mobile energy, mobile offices

5. TRANSPARENT. Transparent quality of services, products, labour and organisations. Real-time benchmarking and crowd ranking make the (lack of) quality of companies and professionals visible. People's location is transparent, but only if they have given permission. Privacy is a (paid) choice

6. INTELLIGENT. Products become intelligent. They possess a simple form of consciousness and can react to change. Cars, houses and farms turn into robots

7. PREVENTION. Prevention of illness, medicines, accidents, mobility, transport, energy, fraud & crime

8. CHECK. Check any claim directly in the street and in the shop. Check the safety of buildings, check the identity of people, check the claim of products & advertisings

9. SELF. You are in control: self-service, self-control, self-power, self-employment, self-care & self-management. But also self-pay: you are more responsible for your own pension funds, education & healthcare savings. In addition, materials, products, companies, systems & cities are self-cleaning, self-sustainable, self-repairing, self-healing, self-managing, self-organising and self-regulating

10. SHARE. Share ideas, logistics & production capacity for fast innovation, with colleagues, clients & competitors