

# A Frictionless Future Economy and Implications for Cities

Change fixes the past.  
Transformation creates the future.

Jim Stikeleather

Executive Strategist

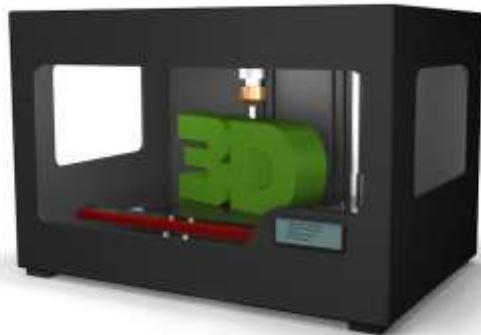
Chief Innovation Officer for Dell



@stikeyoda











# The Evolution of Change Into Transformation

Past

Managing Value Creation for the Last 1,000 Years



Mine

Railroad

Factory

Truck

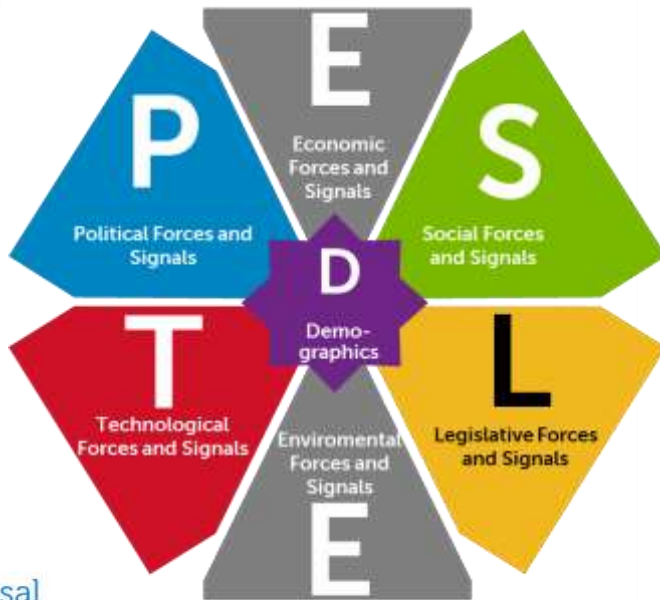
Retail

Car

House

Trash

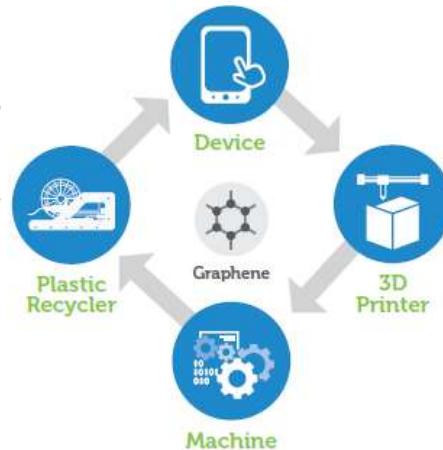
Waste Disposal



Future

Managing Value Creation for the Next 1,000 Years

- Operating models
- Management models
- Organizational models
- Business models



Frictions



Information



Time and Distance



Capital

Frictions



Information



Time and Distance



Capital



# Small Sample of Trends, Scenarios & Weak Signals

Technology does not cause change. It only enables, facilitates and accelerates changes we already want to take place.



An old workforce, a new workforce



Sharing economy



Consumerization



Regulations & cyber jurisprudence



Freelance economy & Hollywood Model



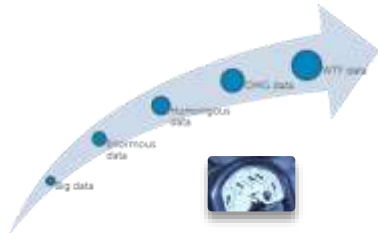
Crowdfunding & P2P lending



Utility computing



Risk & security management



Intelligent Everything



Local Manufacturing; 3D and 4D printing\*



Perfect information



Innovate to zero



Pervasive simplification

# Small Sample of Trends, Scenarios & Weak Signals



**Circular economy\***



**Cryptocurrencies\***



**Dynamic pricing**



**Gamification**



**Augmented reality**



**Open innovation & Crowdsourcing**



**Advanced robotics\***



**Reputation economy**



**Quantified Self\***



**Sustainability\***



**Urbanization**



**Advanced genomics\***

\*See photo credits on attributions slide



**Industrial work**

Focus on repetition, scale and efficiency

**Creative and knowledge work**

Focus on originality, innovation and efficacy

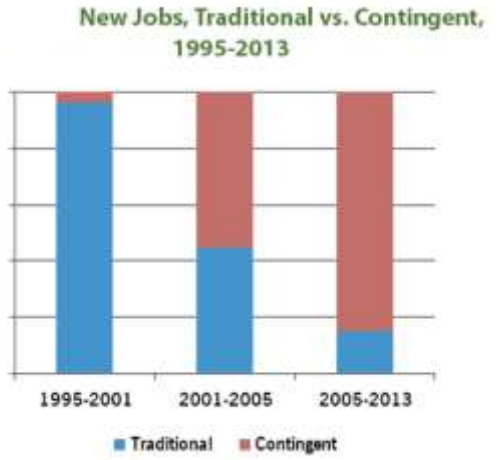
# Future of the enterprise:



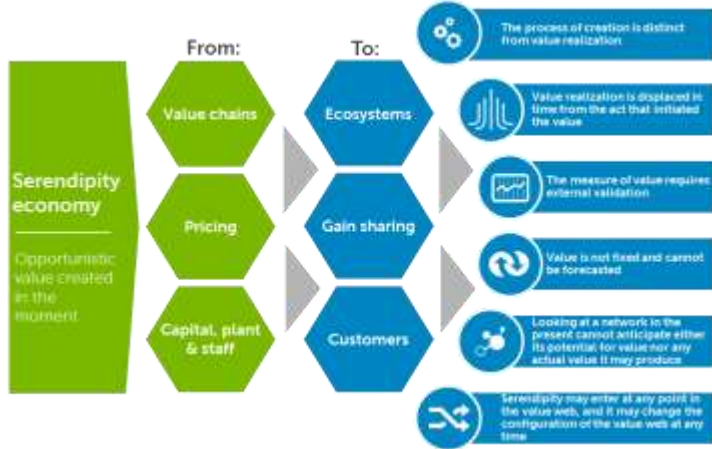
Opex  
Use/Rent  
Ecosystems  
Open  
Services



Capex  
Ownership  
Enterprise  
Proprietary  
Products



# Future of the market:

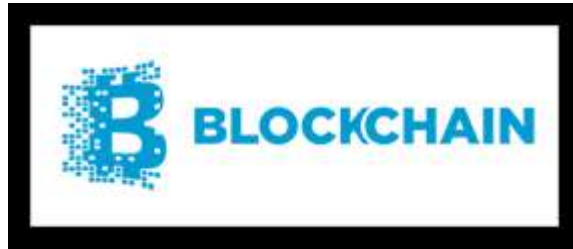


\* www.aei-ideas.org/2014/08/fortune-500-firms-in-1955-vs-2014-89-are-gone-and-were-all-better-off-because-of-that-dynamic-creative-destruction  
 \*\* www.technologyreview.com/view/519226/technology-is-wiping-out-companies-faster-than-ever





A simple (and coming soon) scenario:  
*trusted third parties replaced by networks of trust*



**BitTorrent™**

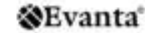


The ADEPT concept, or Autonomous Decentralized Peer-to-Peer Telemetry

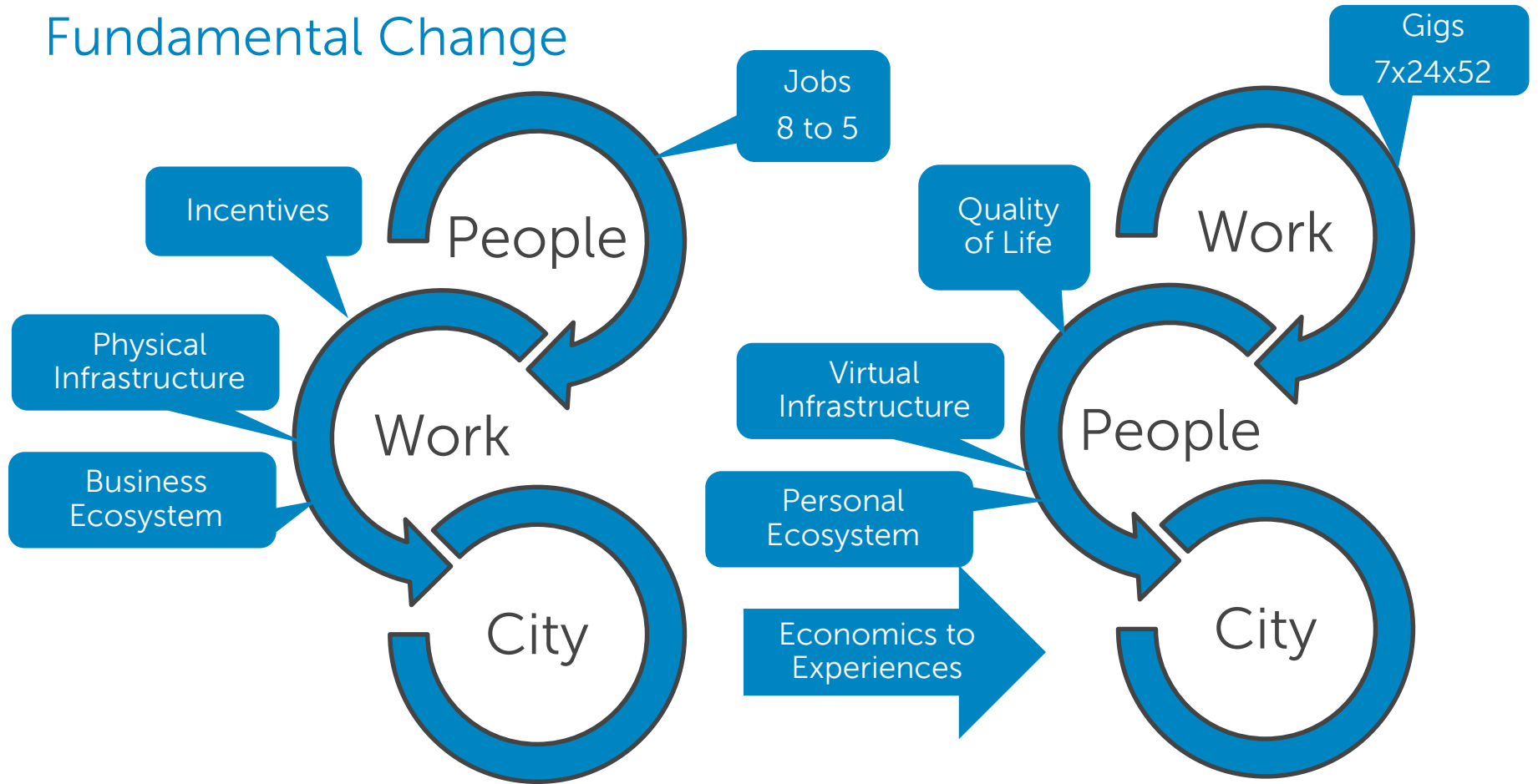


# Even Education:

- Trans-disciplines, Interdisciplinarity
  - Certification vs Degree
- Just in time, just the thing, just a part of
  - Micro learning
  - Educational portfolios
  - Personal Academy
- Third place, third party (ecosystem), third time
- Serendipity/Experiential
  - Makers
  - Open Source
  - Citizen Science, Research
  - Co-learning
  - Adjacency
  - Peer to peer
- Social Memory
- Institutional Memory aid
- Who's the customer, value receiver?



# Fundamental Change

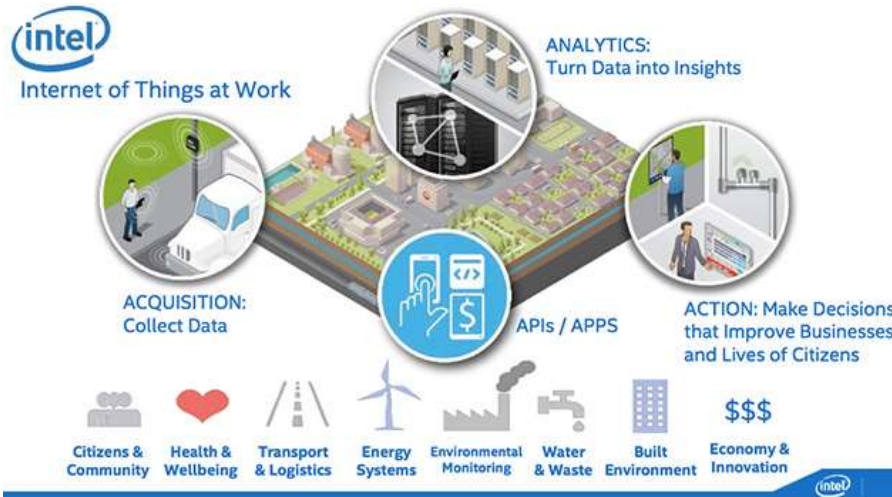


# Translation:



# Infrastructure:

:Experience



# Change is reversible, Transformation is not.

Stike\_Stikeleather@dell.com

Twitter: @stikeyoda

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<http://www.managementexchange.com/users/jim-stikeleather>

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