



Realize Knowledge² Growth

Main Tech Trends Shaping the Market and Business Environment

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RKKG Consulting





RKKG CONSULTING

- ▶ Consulting company focused in startups, Small & Medium enterprises
 - Strategy Planning
 - Strategic Marketing
 - Training



Realize

Participate in the entire planning cycle and more actively during the execution phase.

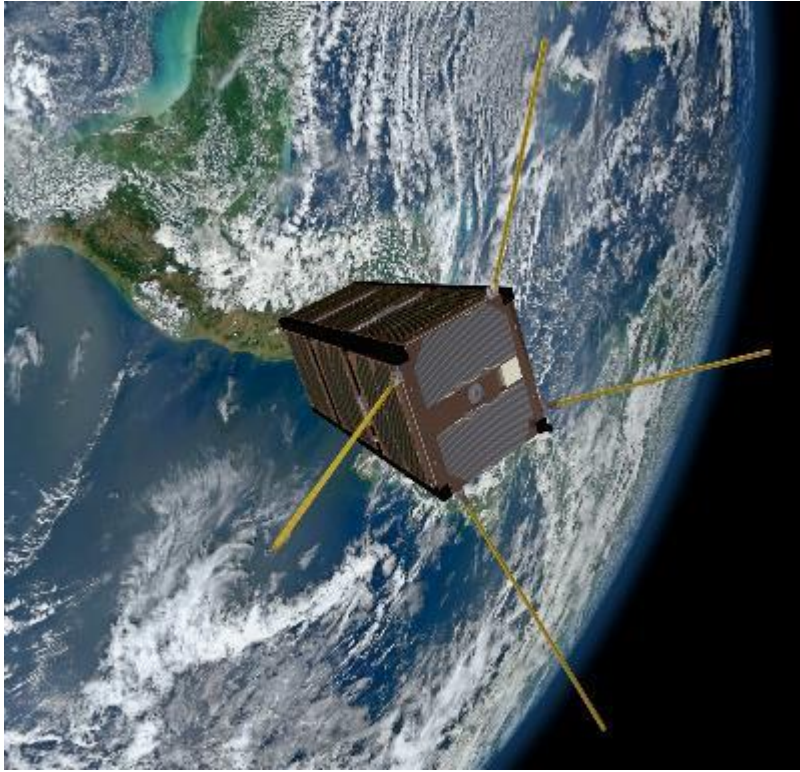
Knowledge²

Methodology and scenarios for different industry verticals.

Growth

Focus on our Customer's success and growth.

IOT₂Space



things
EXPERT

THE PROPOSITION: IOT2SPACE FOCUS



Focus in IoT/M2M

- Non-real time applications
- Low energy consumption
- Low band-width data



Low Cost

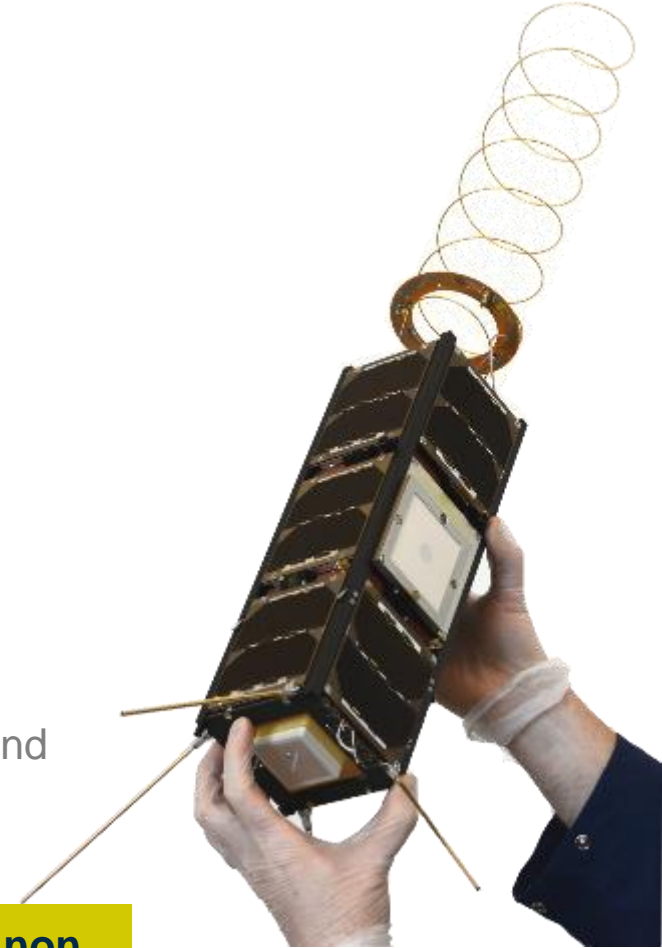
- Low orbit Nanosatellite (LEO)
- Low cost in launching and operating
- Seamless cloud integration

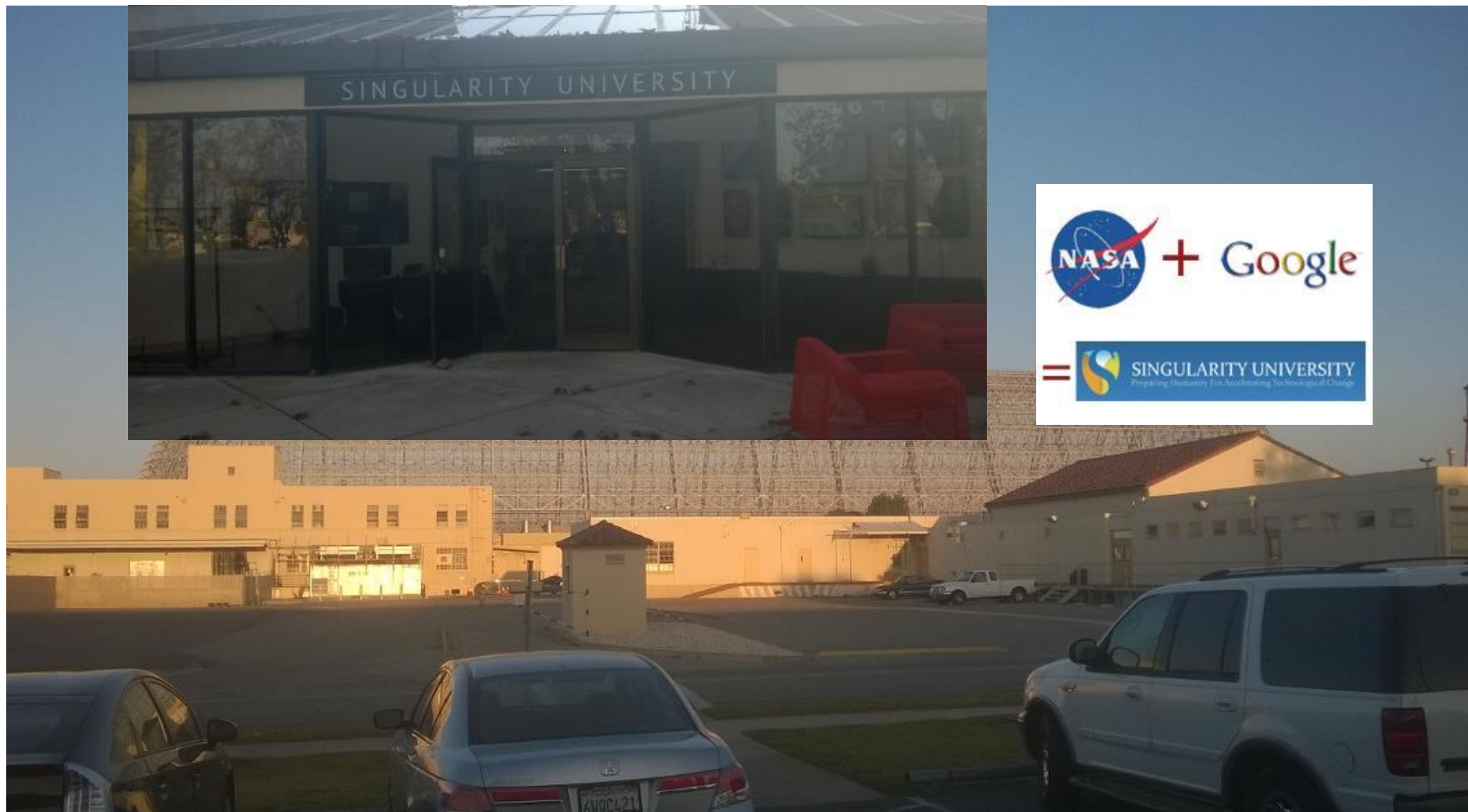


Agility

- Global coverage
- New satellites launched according to the demand
- <6 months to build and launch satellites

We will leverage cube satellite characteristics to provide narrow band, non real time connectivity to enable IoT development

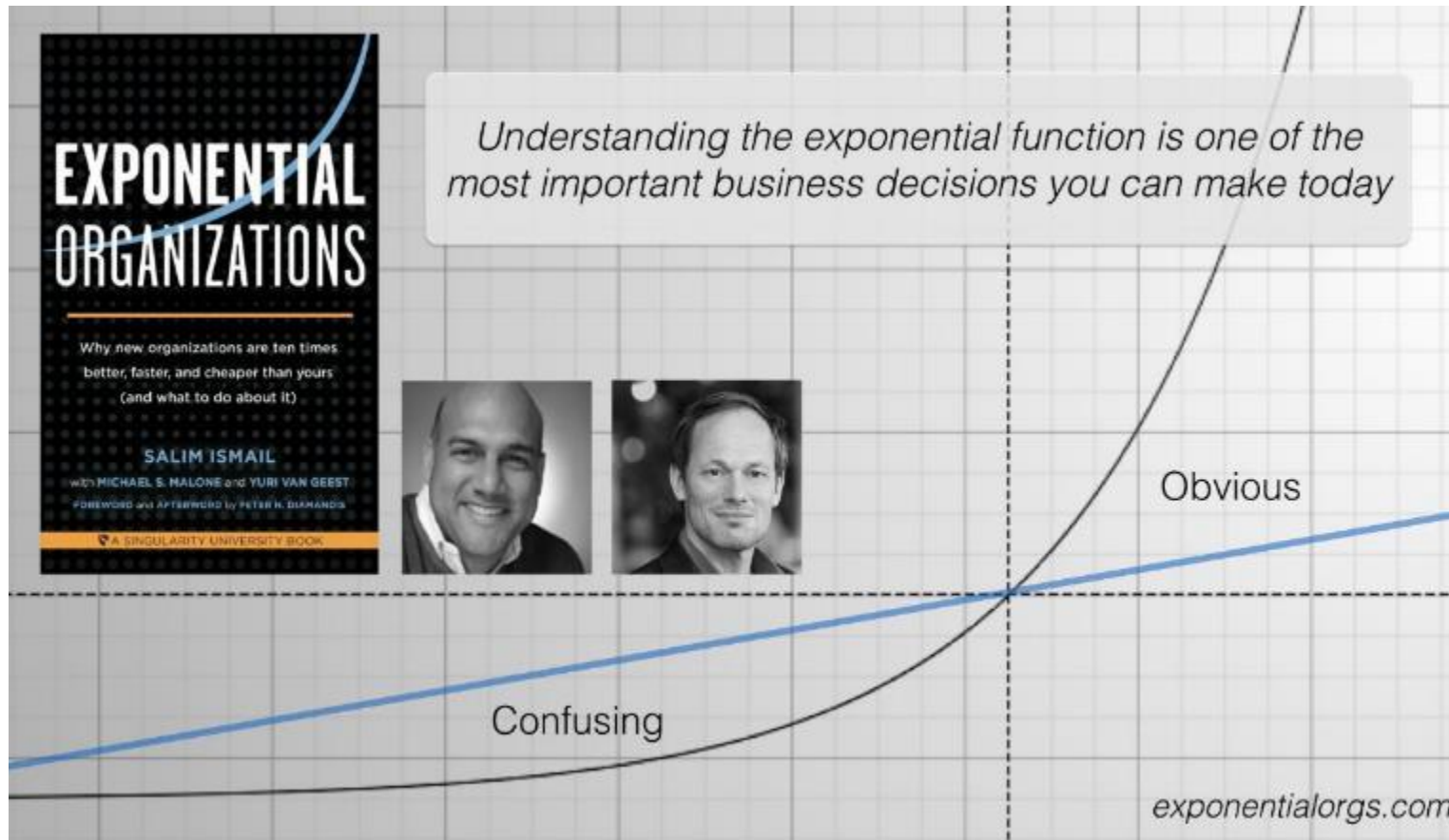






The Exponential world

We have always underestimated the power of progress



- ▶ We are duplicating the progress rate every 10 years
- ▶ If it continues, we will need 5 planets
- ▶ Need for new Technologies and organization schemes

- ▶ We are intuitively linear
- ▶ We think of the future as a perspective of today's progress
- ▶ Our memories are dominated by the recent experiences (backward vision)

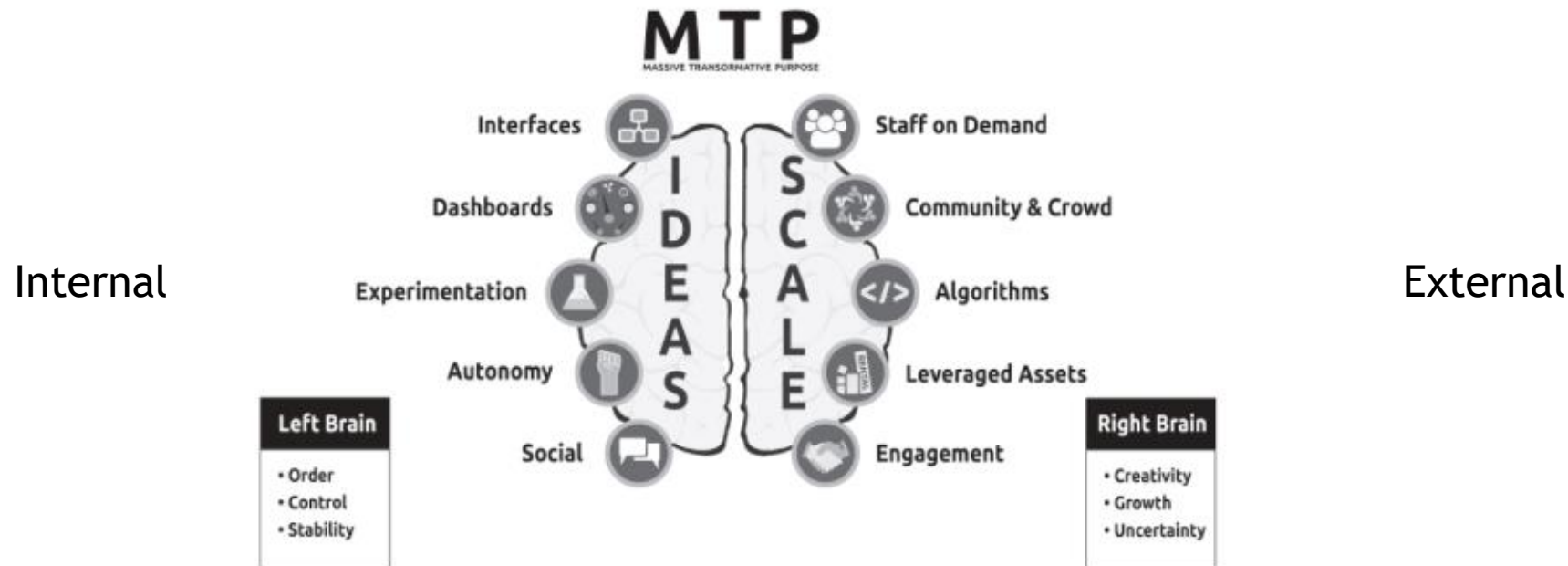
Source: EU Perspective 2020, WWRF ; Book "Abundance", Peter Diamandis&Kotler



ExO - Exponential Organization

MTP - Massive Transformative Purpose

High inspiration declaration of a mission (tagline) aiming at solving global issues

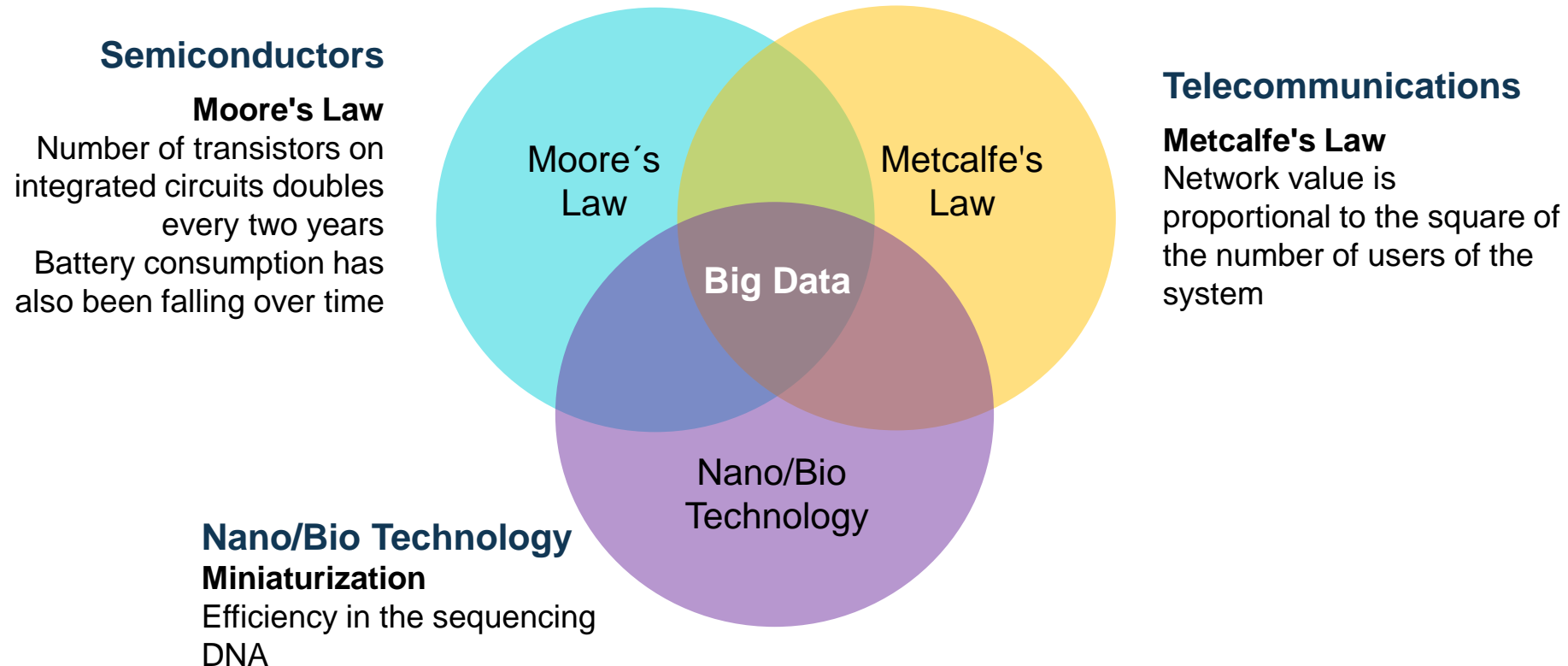


Traditional businesses: owing asset or a workforce (consultants) with organizational boundary around it Vs. ExO, that leverages rapidly scalable exponential assets (big data, community, accelerating technologies)



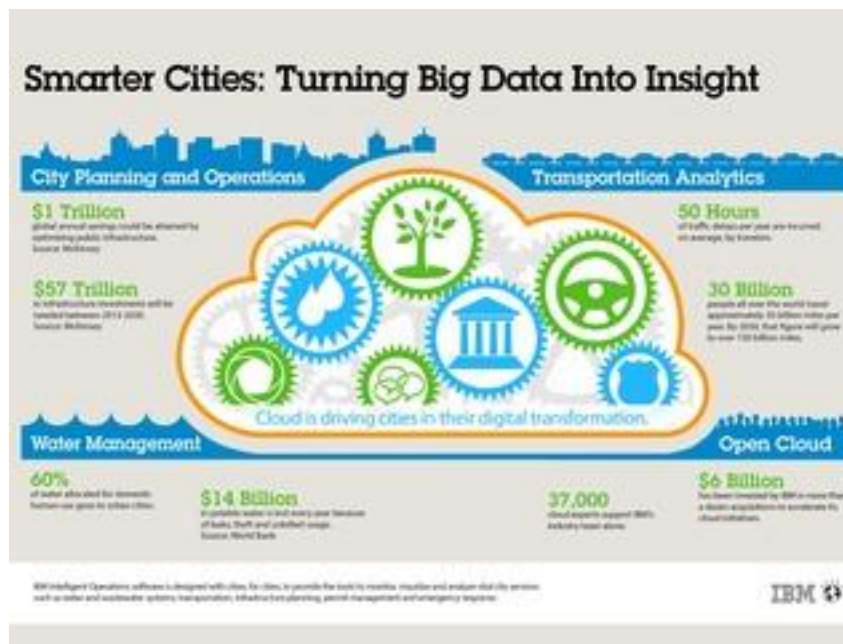
Why now?

Convergence of different concepts and theories



Big Data → Software & Cloud

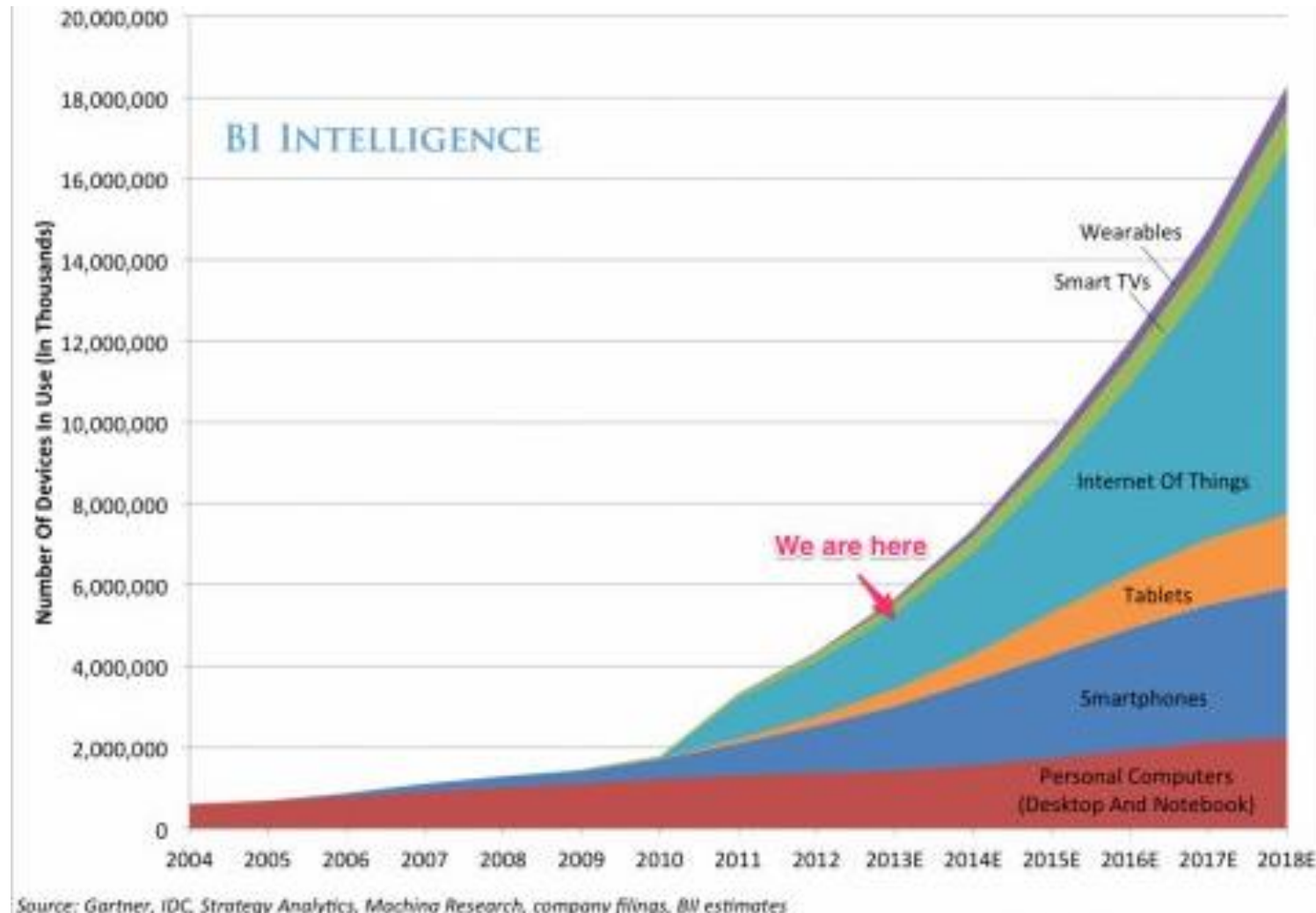
Large amounts of data that can be stored in the cloud and analyzed for specific purpose





Exponential growth of technology

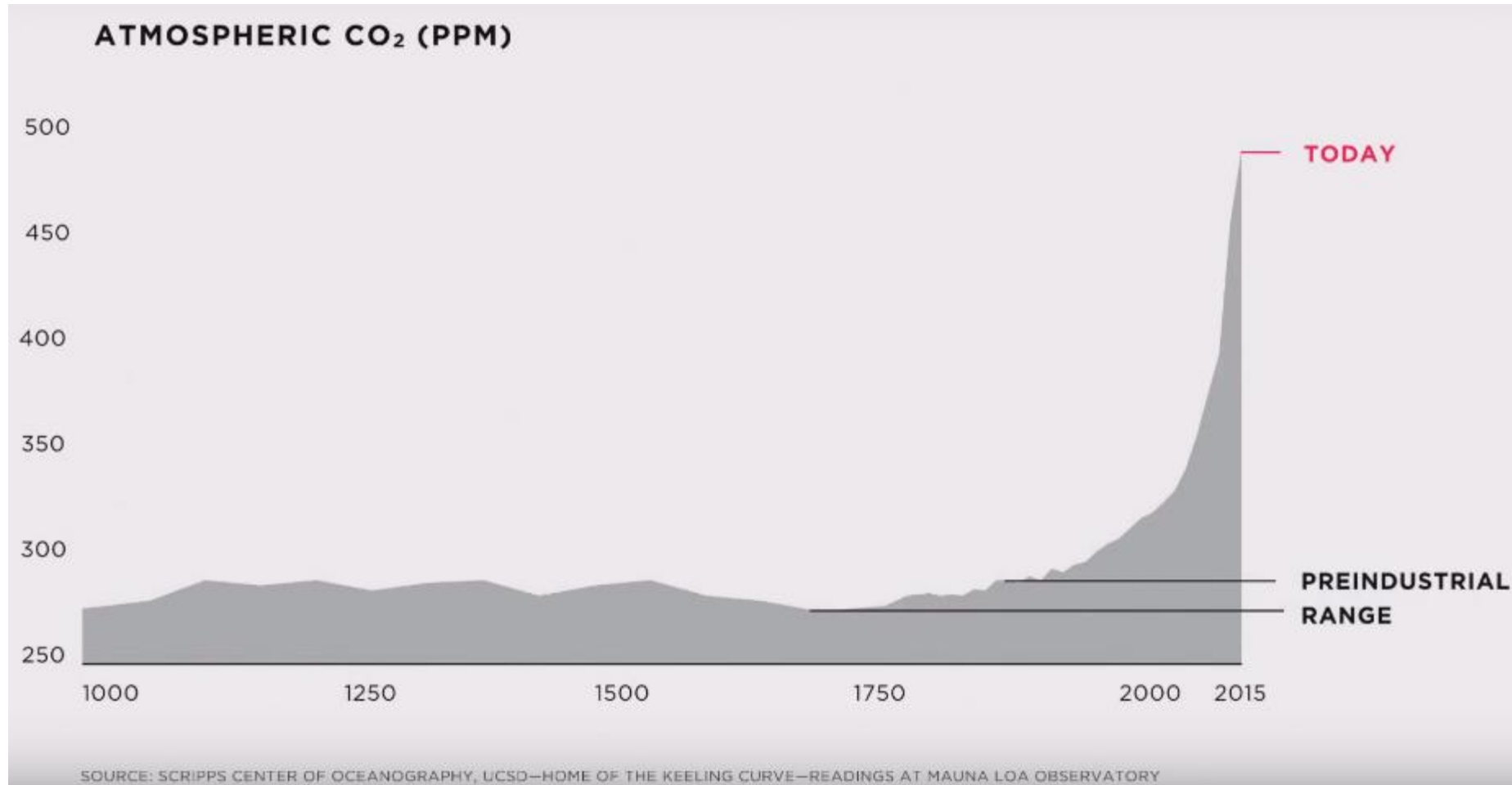
Global Internet device installed base





Exponential growth of technology

CO2 emission in the world

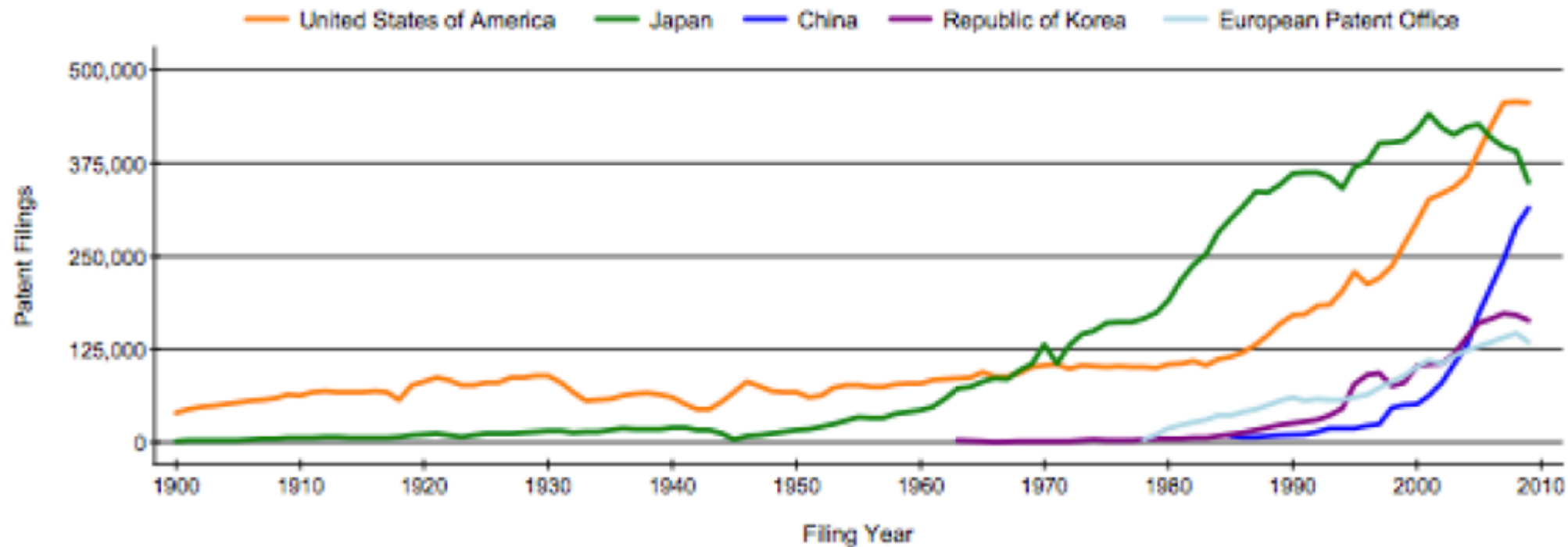


Source: *Elon_Musk_talks_Climate_Change_and_Carbon_Tax_at_the_Sorbone__12_2_15*



Exponential growth of technology

Historical perspective of the number of patents

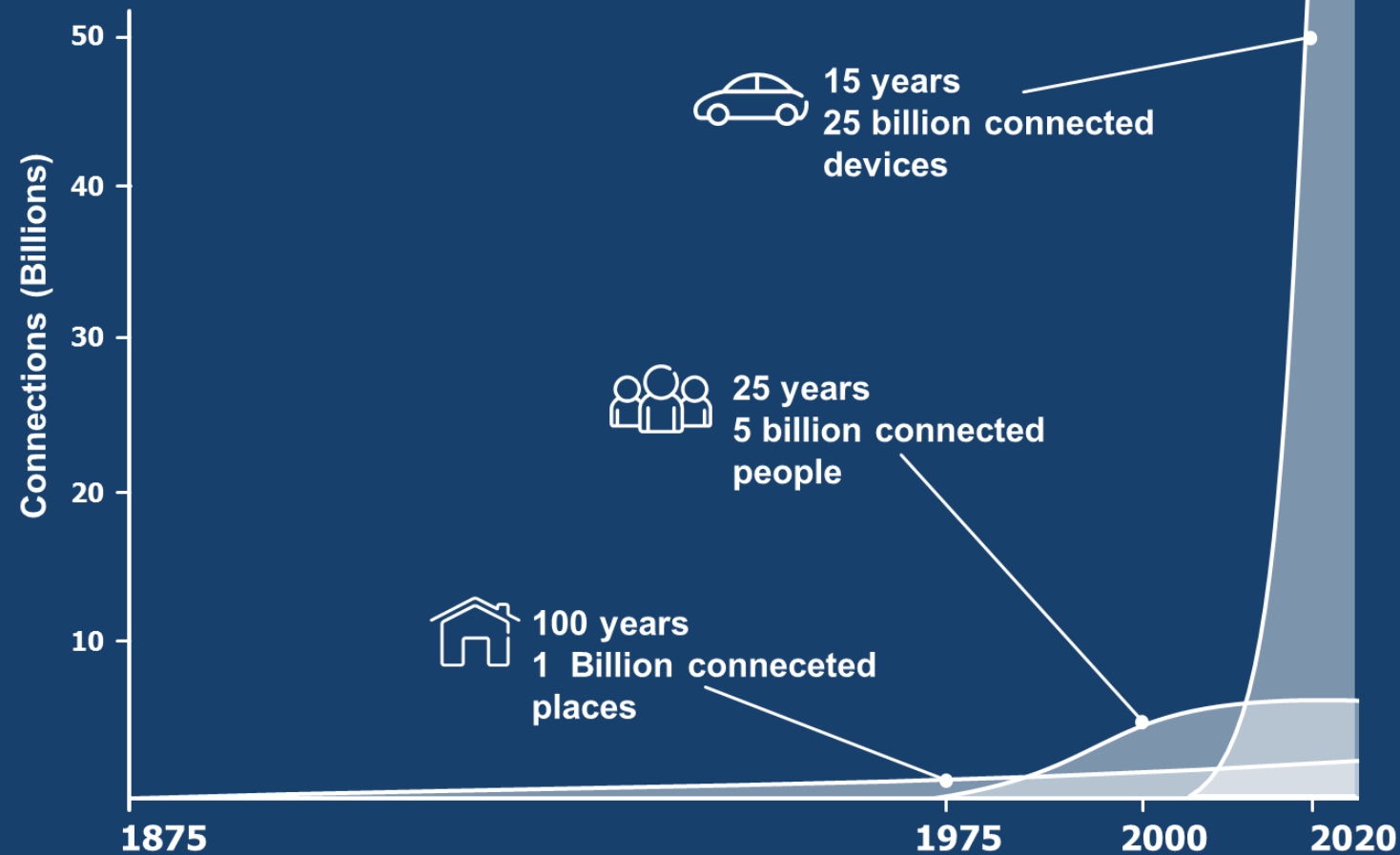


Source: World Intellectual Property Organization (WIPO) Statistics Database

Exponential growth of technology



Transformation speed is increased

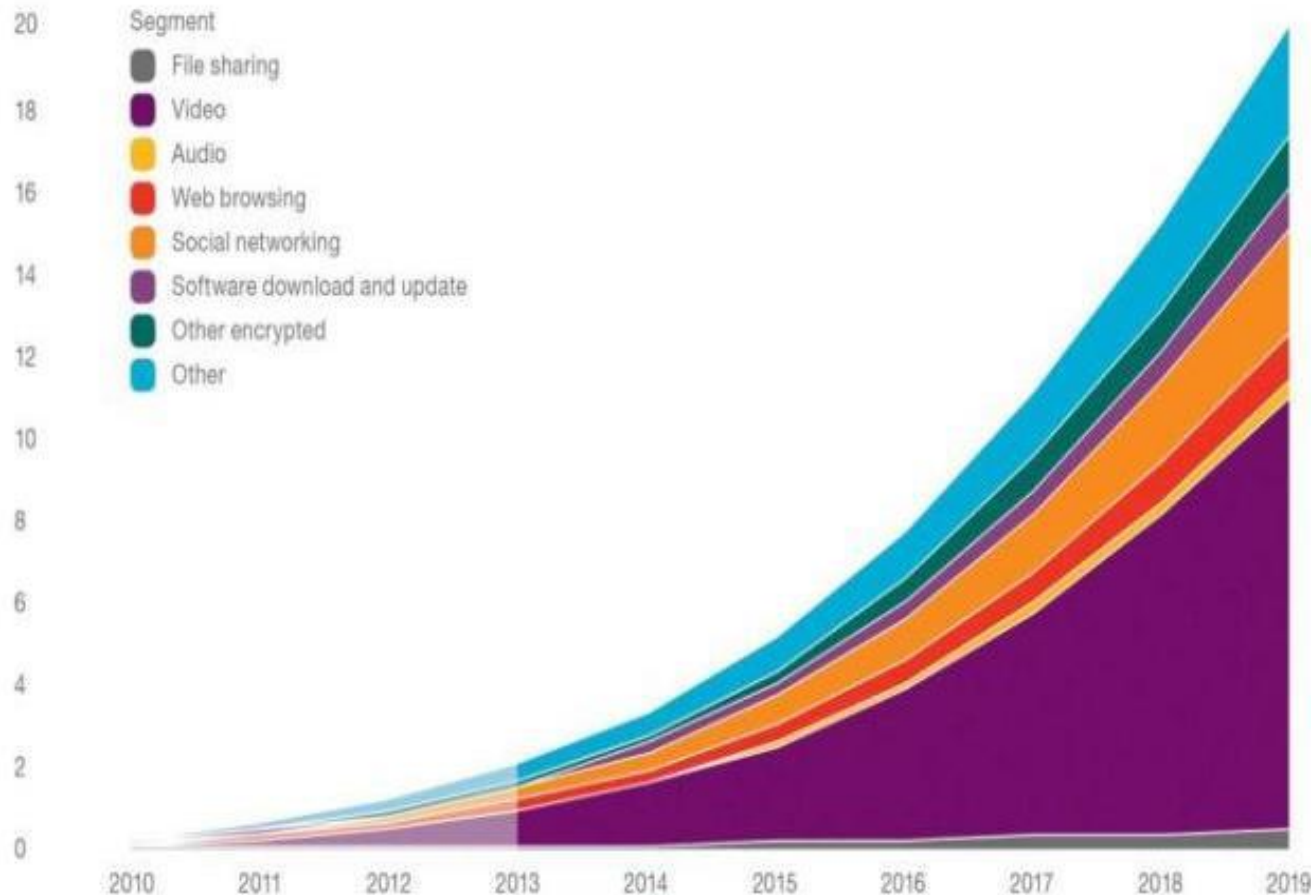


Source: Ericsson



13x more Video traffic in 2019

Mobile data traffic by application type
(monthly ExaBytes)



- ▶ More mobile devices with video features
- ▶ More content being produced
- ▶ Changing user habit and the way Tv/video is viewed
- ▶ Improved network quality

Source: Ericsson



Emerging Technologies





10 Breakthrough Technologies 2016

Which of today's emerging technologies have a chance at solving a big problem and opening up new opportunities? Here are our picks. The 10 on this list all reached an impressive milestone in the past year or are on the verge of reaching one.

Breakthrough		Availability
Immune Engineering	3	1-2 years
Precise Gene Editing in Plants	9	5-10 years
Conversational Interfaces	11	now
Reusable Rockets	15	now
Robots That Teach Each Other	17	3-5 years
DNA App Store	21	this year
SolarCity's Gigafactory	23	next year
Slack	29	now
Tesla Autopilot	31	now
Power from the Air	35	2-3 years

Emerging Technologies

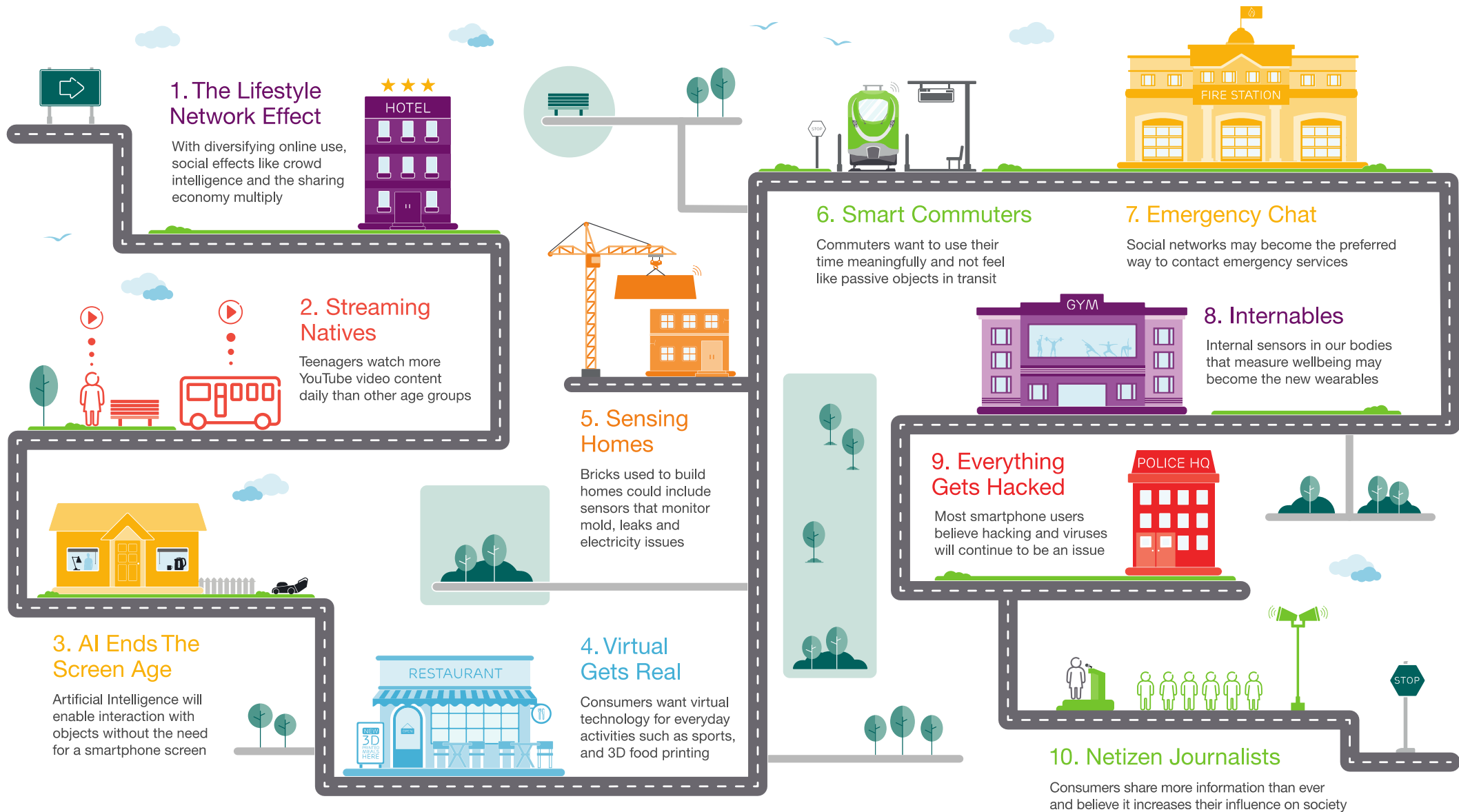


Technologies that will have the greatest impact in driving business transformation

Technologies	Global	U.S.	China	Japan	ASPAC	EMEA
Cloud – SaaS/PaaS/IaaS	11%	13%	9%	13%	10%	10%
Internet of things/ M2M	9%	8%	14%	0%	9%	10%
Data & analytics	9%	13%	8%	3%	10%	6%
Mobile - platforms and apps	7%	5%	5%	7%	7%	10%
Robotics	6%	4%	8%	3%	7%	8%
Cyber security	6%	10%	5%	7%	4%	5%
Biotech/digital health/healthcare IT	5%	8%	3%	3%	4%	4%
3D printing	5%	4%	5%	7%	6%	5%
Artificial intelligence/cognitive computing	5%	8%	9%	23%	6%	3%
Digital currency platforms (e.g., Bitcoin, payment systems, etc.)	4%	5%	5%	3%	6%	4%
Biometrics: gesture, facial, voice	4%	4%	12%	3%	6%	3%



10 hot consumer trends 2016 by Ericsson





BIG DATA takes off



“I think we will evolve in computing from a mobile-first to an AI-first world,” says Sundar Pichai, chief executive of Google. Microsoft's Satya Nadella, says computers' capabilities to understand language will improve to the point where we can think about “conversation as a platform”. It is a development that could be more significant than the touchscreens that triggered the smartphone revolution.

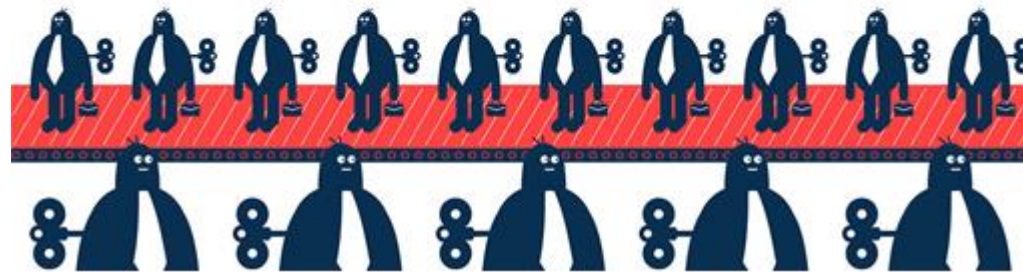
ARTIFICIAL INTELLIGENCE





ROBOTS LIKE US

FT **ROBOTS**
FRIEND OR FOE?
LIVING WITH ROBOTS



Robots

Friend
or foe?



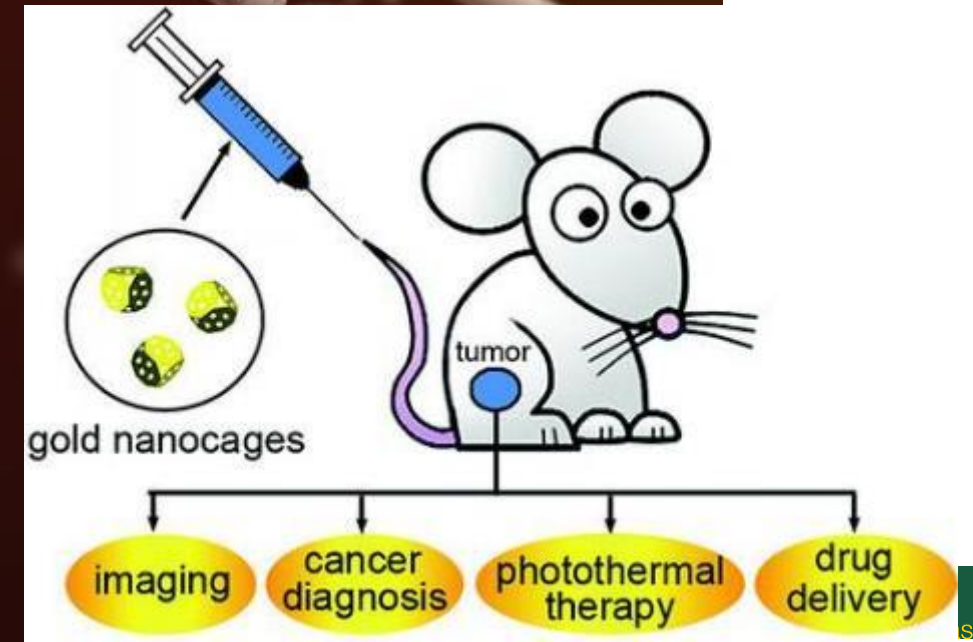
Will driverless cars really be safer? What will happen when robots not only rule the road but walk, talk — and even begin to write — like us? Find out in the second part of our special FT series.
Day 2: Living With Robots



Baxter, da Rethink Robotics,
Universal Robots.



NANOTECHNOLOGY AND MATERIAL SCIENCE





ENERGY SAVINGS AND AUTHONOMY



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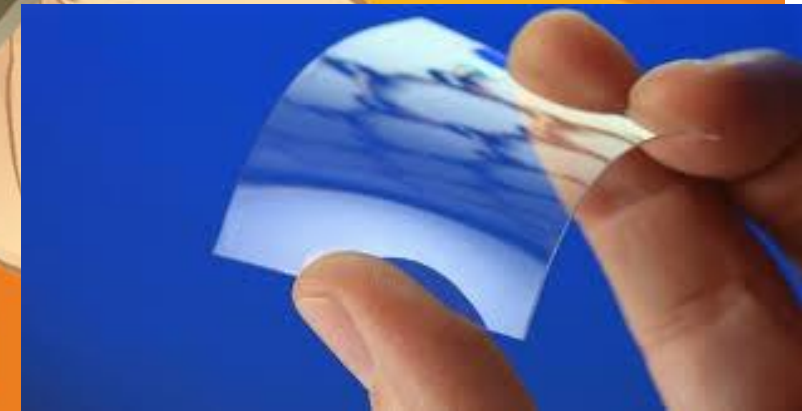
(4V, All-Solid-State, Rechargeable, 1000Wh/l)



SWEDCHAM Brasil



FLEXIBLE SCREENS





3D PRINTING



The Next Revolution in 3-D Printing: Disposable Panties

Save +

By Gwen Ackerman | 2013-11-07T20:43:19Z | - [Comments](#) [Email](#) [Print](#)



Photographer: Ariel Jerozlimski/Bloomberg



Source: Tamicare



Source: Tamicare

<http://www.bloomberg.com/news/2013-11-07/the-next-revolution-in-3-d-printing-disposable-panties.html>

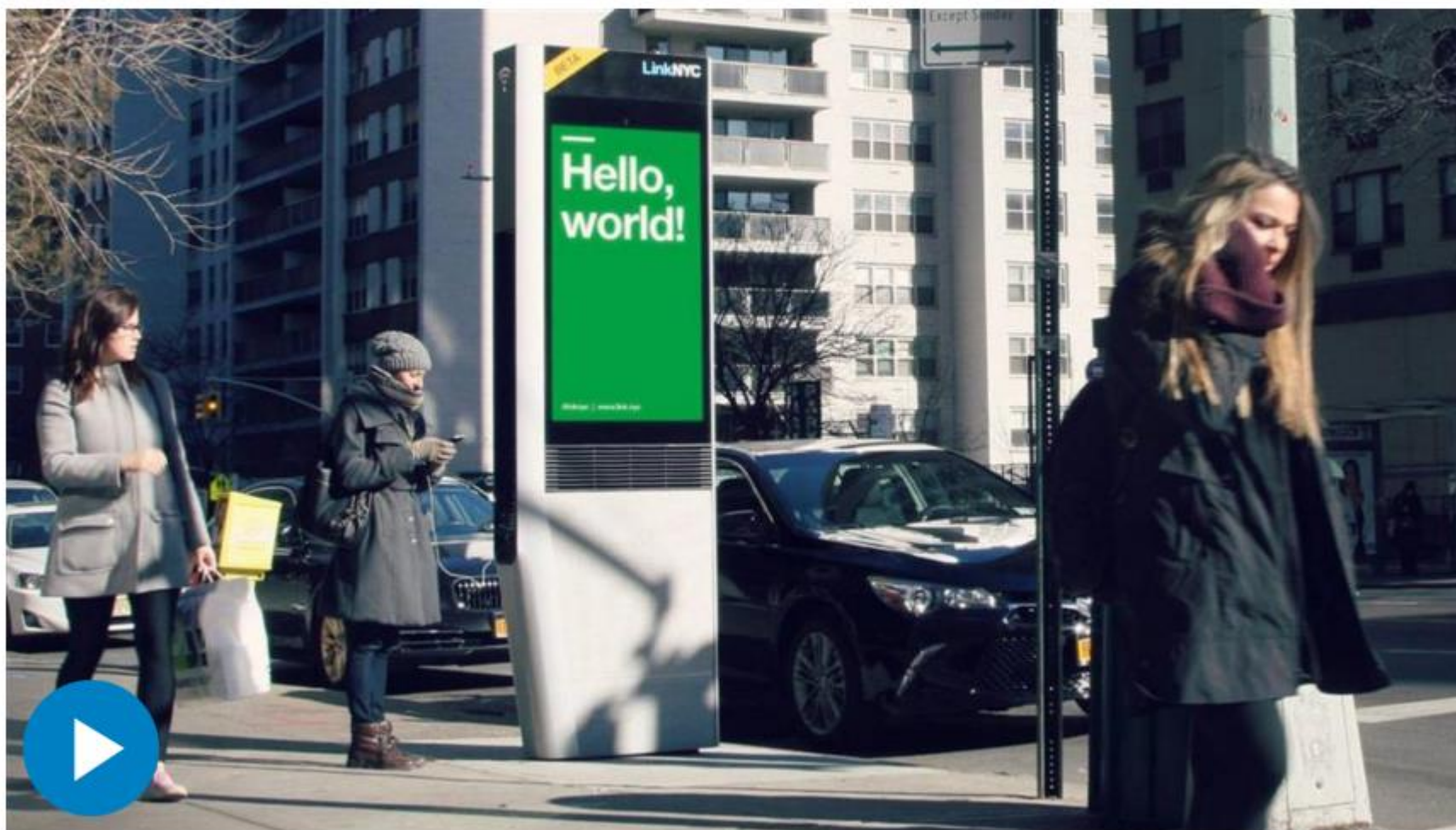


The future of society is ... smart cities and society



Alphabet's Next Big Thing: Building a 'Smart' City

Unit of Google parent explores project to 'create a city from scratch'

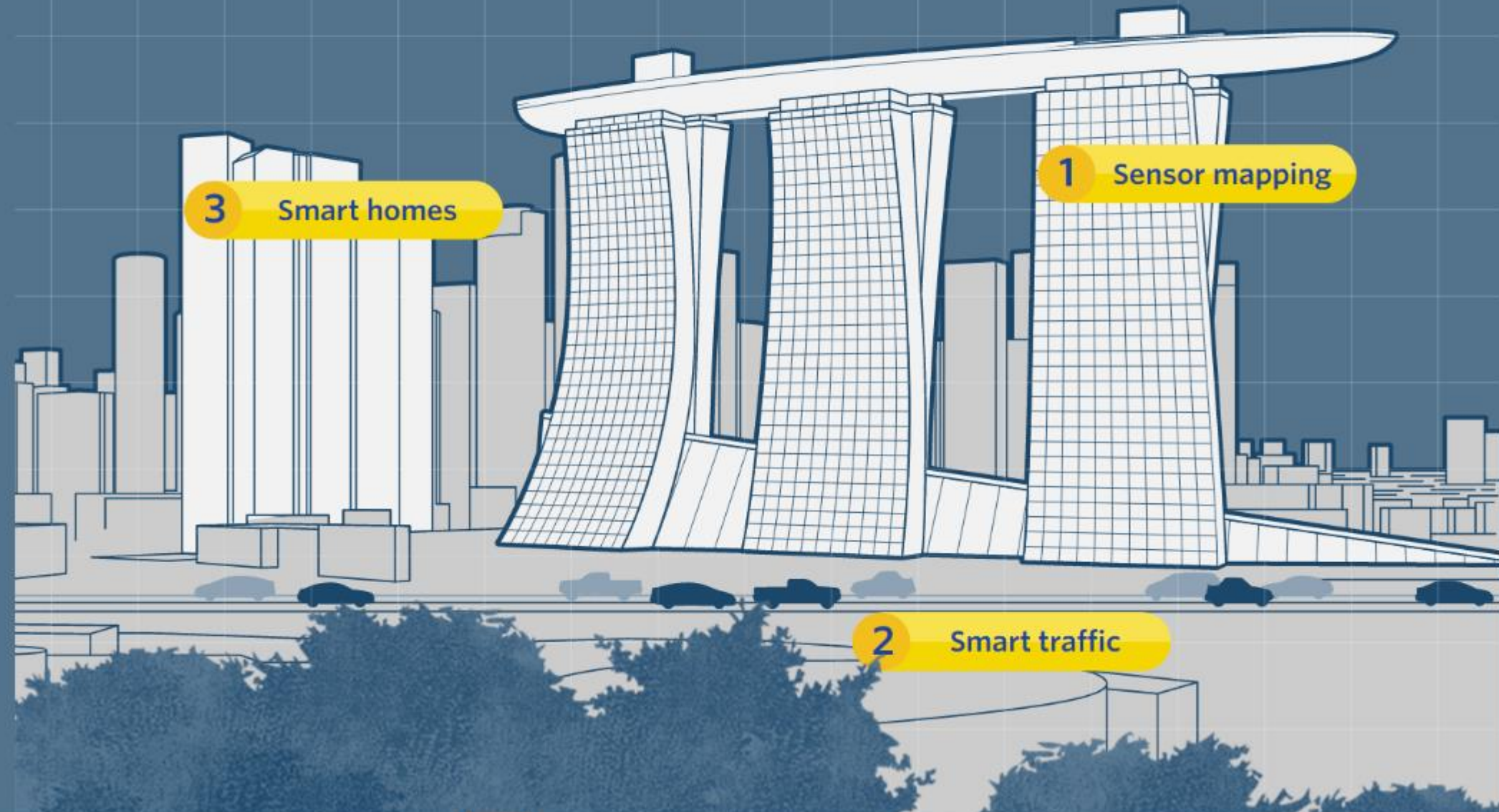


Sidewalk Labs, a division of Google's parent Alphabet, is working on a proposal to develop new districts of housing, offices and retail that are heavily integrated with technology. Photo: Citybridge

<http://www.wsj.com/articles/alphabets-next-big-thing-building-a-smart-city-1461688156>

Singapore's 'Smart Nation'

The Singapore government is testing an ambitious range of "smart city" technologies to aid city planners. Tap or click on the numbers to see how they would work.



3 pillars for technology in the future



Smart cities and connected society

Mobility/
connectivity



Cloud



???



New technologies
New consumer habits
New business models



What do they have in common?



Instagram:

The most valuable photo company in the world that do not sell camera



Uber:

The largest taxi company in the world that do not own a single car



Airbnb:

The largest lodge company in the world that do not own a single room

PLATFORM



Facebook:

The most media influencer in the world that do not create content



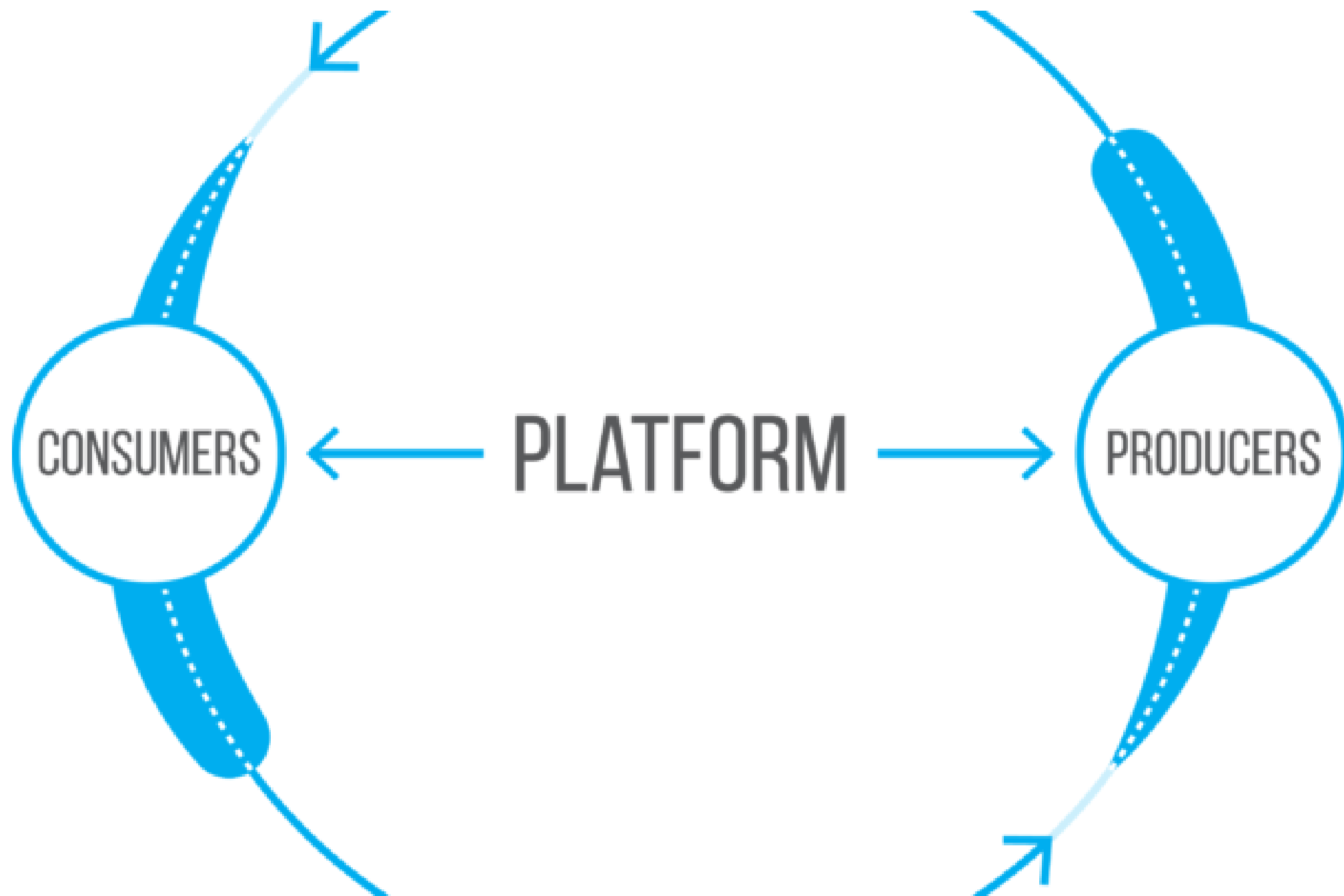
Netflix:

The video/TV company that do not own a TV channel



Alibaba:

On of the largest commercial company in the world that do not have assets



- IN 25 YEARS, 50% OF THE S&P 500's NET INCOME WILL COME FROM PLATFORMS



% of PLATFORM COMPANIES IN THE S&P 500

% of TOTAL S&P 500 NET INCOME GENERATED BY PLATFORM COMPANIES



YOUR DATA





Nikkei ▼ 15972.24 -0.69%

Hang Seng ▲ 21813.53 0.34%

U.S. 10 Yr ▼ -0/32 Yield 1.547%

Crude Oil ▲ 41.13 0.73%

Yen ▼ 101.03 -0.21%

DJIA ▲ 18355.00 0.23%

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CMO TODAY



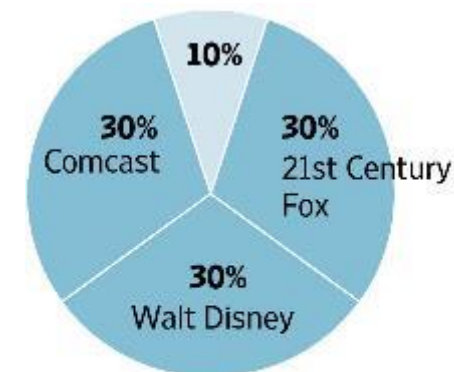
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Time Warner Buys 10% Stake in Hulu, Valuing It at \$5.8 Billion

HBO owner joins Disney, Fox and Comcast in owning the streaming-TV service

Four's Company

Time Warner purchased a 10% stake in Hulu, valuing the online video service at about \$5.8 billion.



Source: the companies

THE WALL STREET JOURNAL.



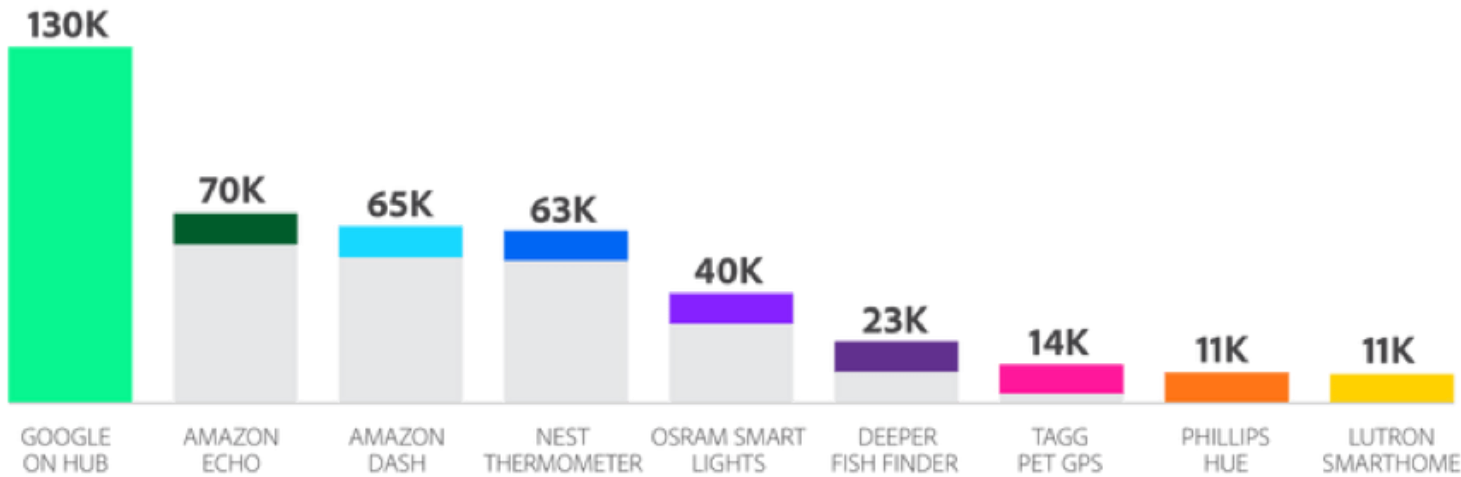
<https://www.facebook.com/tecmundo/videos/1036396946438146/>



<https://www.youtube.com/watch?v=F9uEMGhEYso>

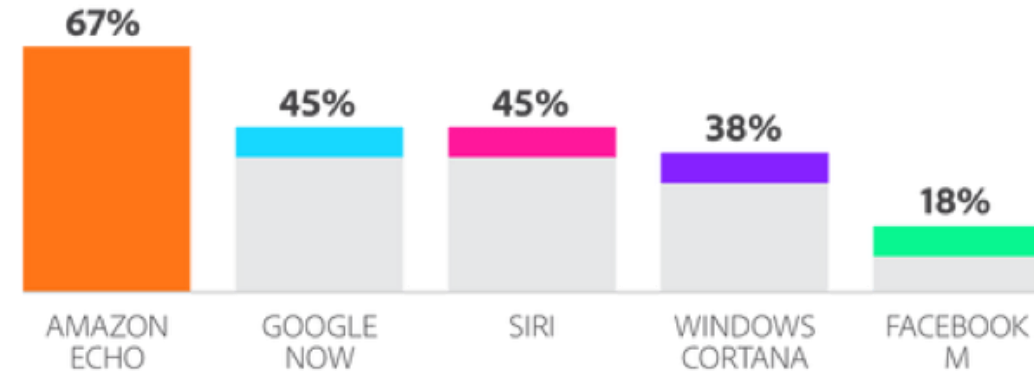
<https://www.youtube.com/watch?v=24Hz9qjTDfw>





IoT POPULAR DEVICE SOCIAL MENTIONS
(GLOBAL JULY–NOVEMBER 2015)
SOURCE: ADOBE SOCIAL

MOST ADMIRER



DIGITAL ASSISTANT JOY AND ADMIRATION SHARE OF SOCIAL SENTIMENT
(GLOBAL JULY–NOVEMBER 2015)
SOURCE: ADOBE SOCIAL





Arcade City's Founder Wants to Use Bitcoin to Disrupt Uber

A peer-to-peer ride-sharing company has plans that stretch far beyond Facebook.



Kirsten Peek

6/16/16 @8:41am in Tech

🔥 4.3K

In the wake of Uber and Lyft pulling out of Austin in May, residents have waited anxiously for new ride-sharing services to fill the void. One of the new services, Arcade City, began as a Facebook page where drivers and riders could connect to arrange rides.

“We are going to get really cemented here,” Arcade City CEO and founder Christopher David told Austin Inno. “Whoever wins the battle for Austin is going to be the next big ride-sharing organization.”

While the majority of Arcade City activity is currently happening via Facebook, some drivers began testing the app over the weekend; and in the coming months, Ethereum blockchain technology will be integrated component by component, according to David. [Ethereum](#) is a decentralized platform intended to run as programmed without the possibility of fraud or interference.

In theory, Ethereum operates using tech similar to the network that makes bitcoin transactions possible, using a distributed verification system that authenticates users while minimizing the risk of fraud or hacks aimed at a centralized target. The system is a work in progress, however, and David has attracted [criticism from skeptics](#).

“This process will begin with requiring drivers to create a [OneName.com](#) account over the next few weeks so they can connect to this unique blockchain,” David said. “The idea is for this to be a completely peer-to-peer unstoppable network.”

Components of Ethereum functionality will add security to the application and allow drivers to prove that they are who they say they are, according to David. The first component that will be integrated is a smart contract that will allow drivers to prove their physical address.

David said drivers on the app will be required to have three references from existing drivers. Some drivers will have additional credentials, including fingerprinting background checks. The goal is to provide the driver and rider with as much information about the person on the other side and allow them to make up their own minds, he indicated.

“Whenever you bring in the element of human choice, there will always be some level of risk,” David explained. “We want to build a culture of safety and looking out for each other, but Arcade City is not your daddy. We don’t claim it is appropriate for every person, but we are obviously doing something right.”



Arcade City CEO

<http://austininno.streetwise.co/2016/06/16/arcade-city-uber-app-alternative/>



Arcade City

2 de agosto às 12:30 · 🌐



BIG UPDATE

- Our strategy to displace Uber, and why their model will soon be obsolete
- Arcade City as the first-ever 'group-forming network' for ridesharing
- Where we'll be in one year... [Ver mais](#)

[Ver tradução](#)



Decentralization and the Future of Ridesharing

The times they are a-changin'.

MEDIUM.COM | POR ARCADE CITY

Email

SUBMIT



1

Big data usage

Collecting petabytes is not enough



4

Dynamic pricing race

If you can't beat them, be different



7

Industry 4.0

Cyber Physical Systems



2

Cross device tracking

Omnichannel connects the dots



5

Wearable technology

Ever closer to your head



8

Virtualization of payment

Bitcoin



3

Content personalization

Across channels and platforms



6

Cross border trade

The east meets the west, on a global stage



9

Logistics crowdsourcing

Uber-ization of delivery





Realize Knowledge² Growth

THANK YOU!

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