

hello.

be radical.



# Practical Futurist

Photo: [Fábio Lucas](#) on [Unsplash](#)





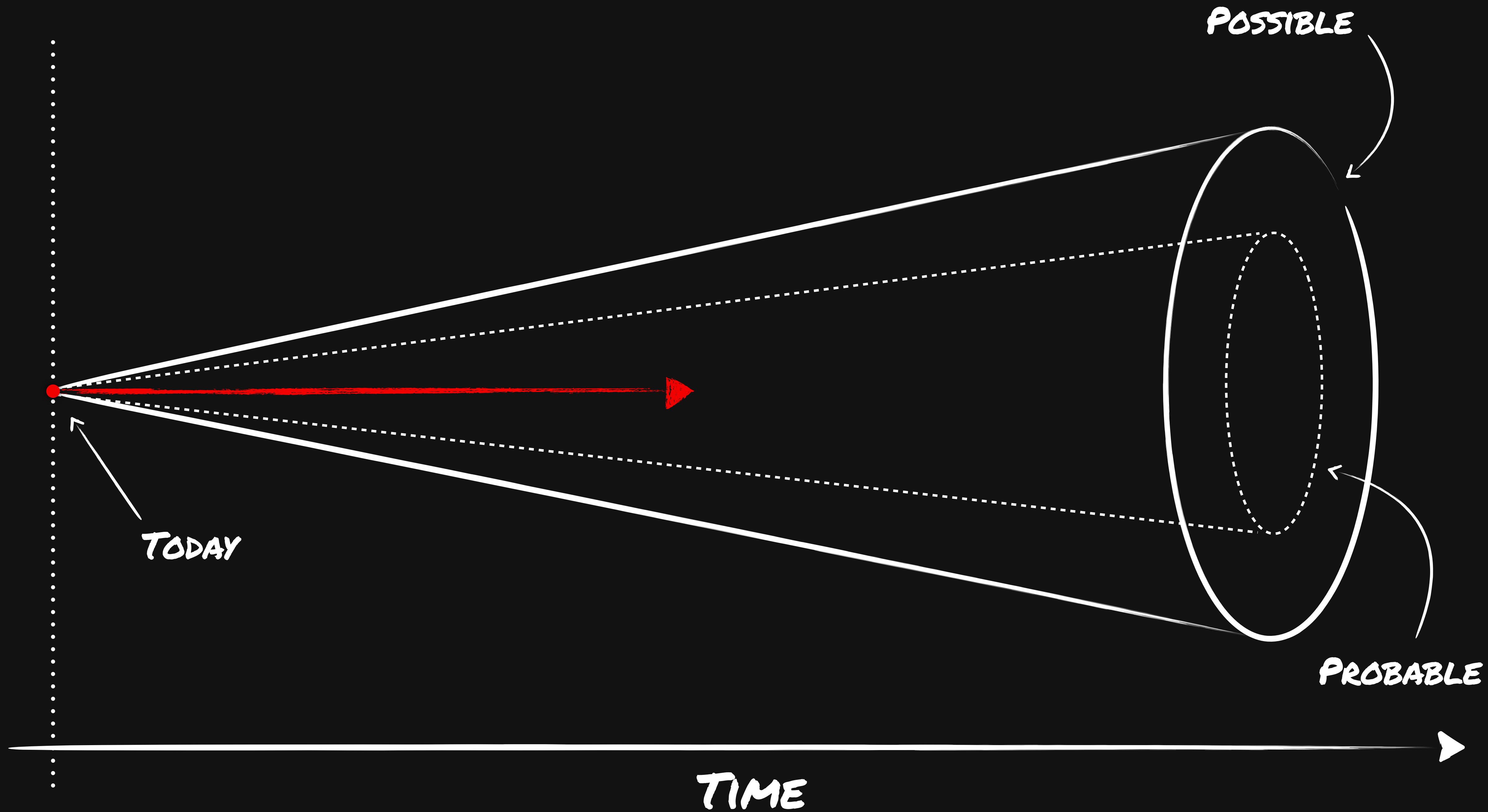
The Future is \_\_\_\_\_



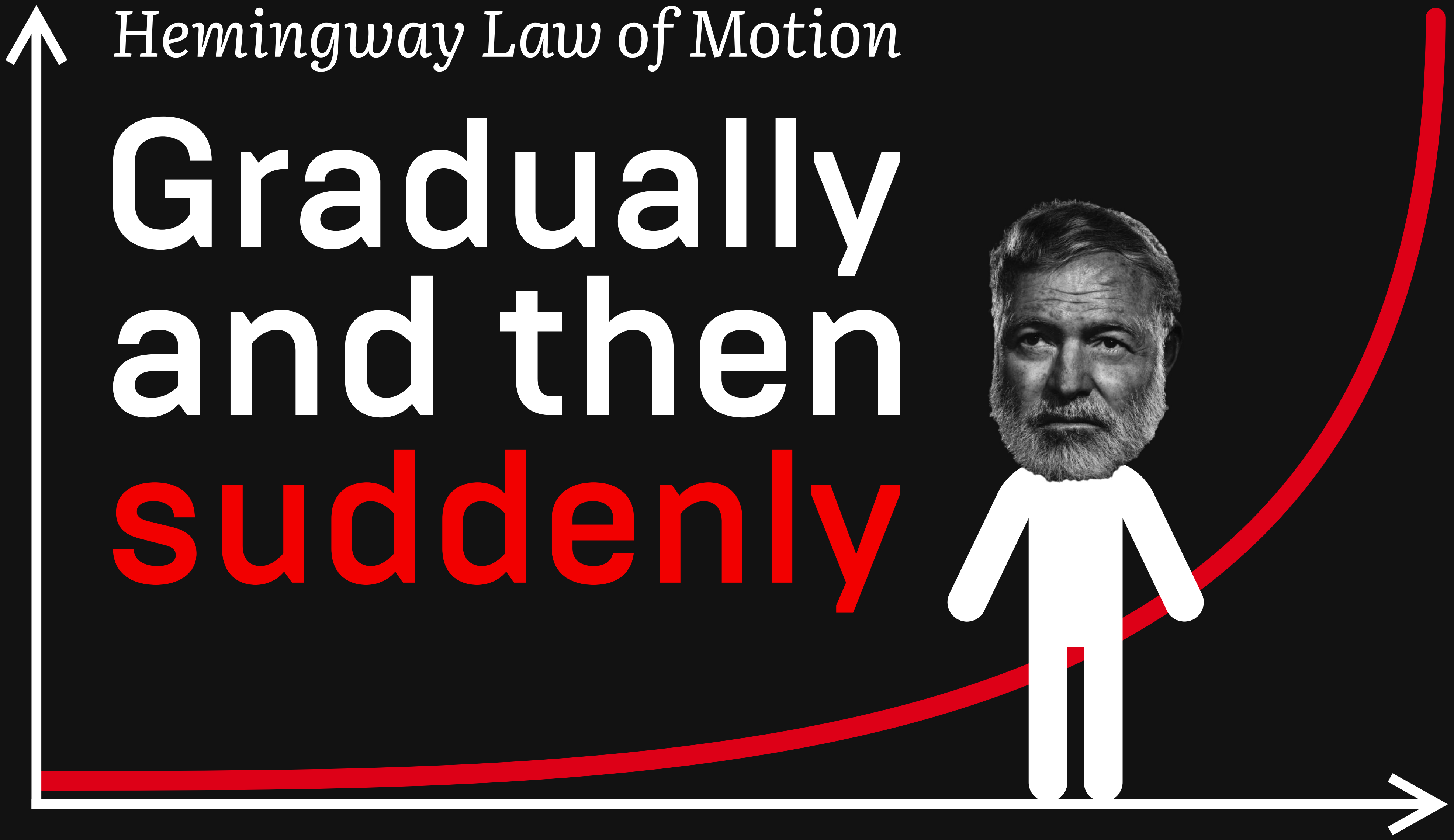


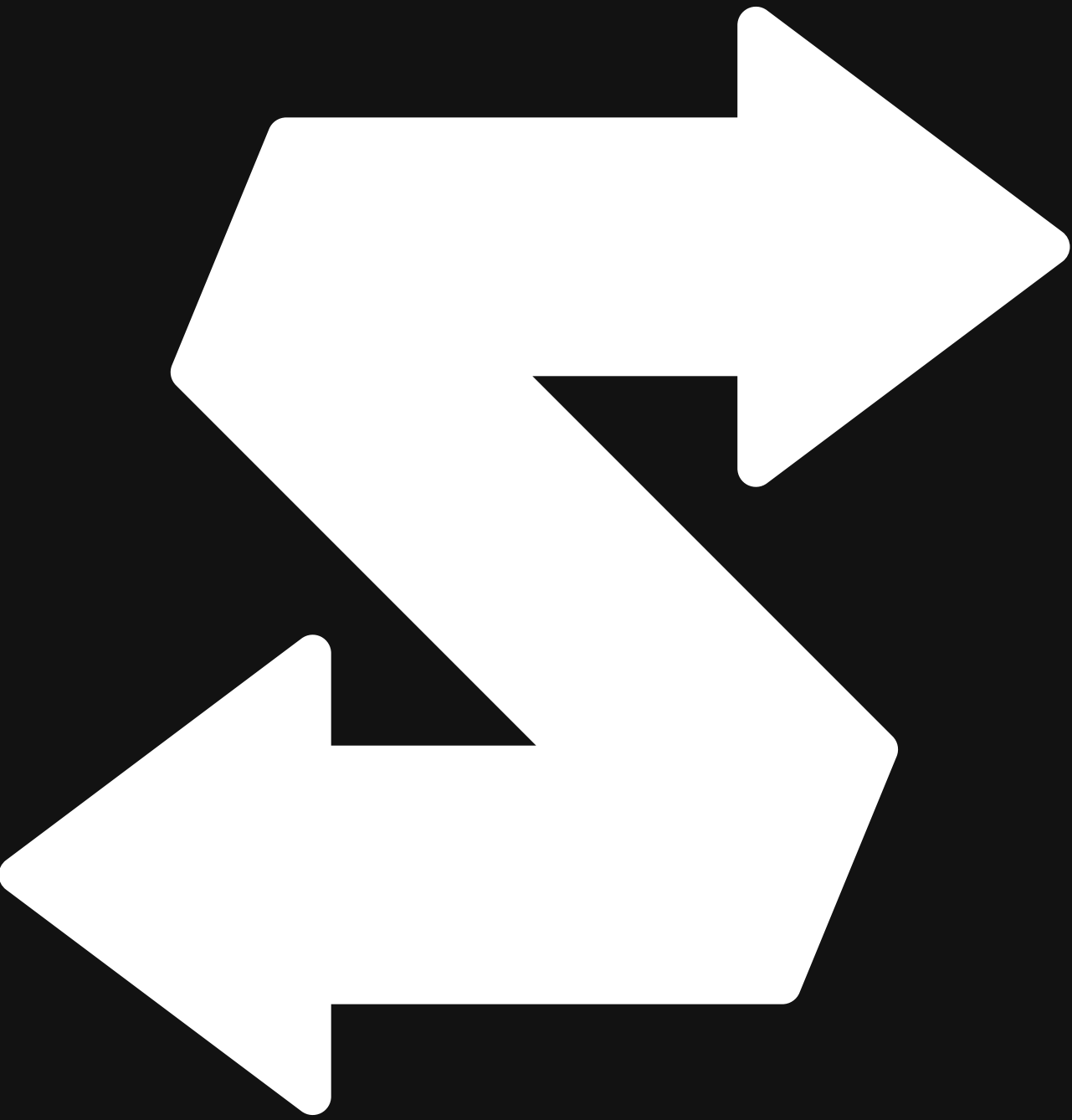
The Future is a Paradox





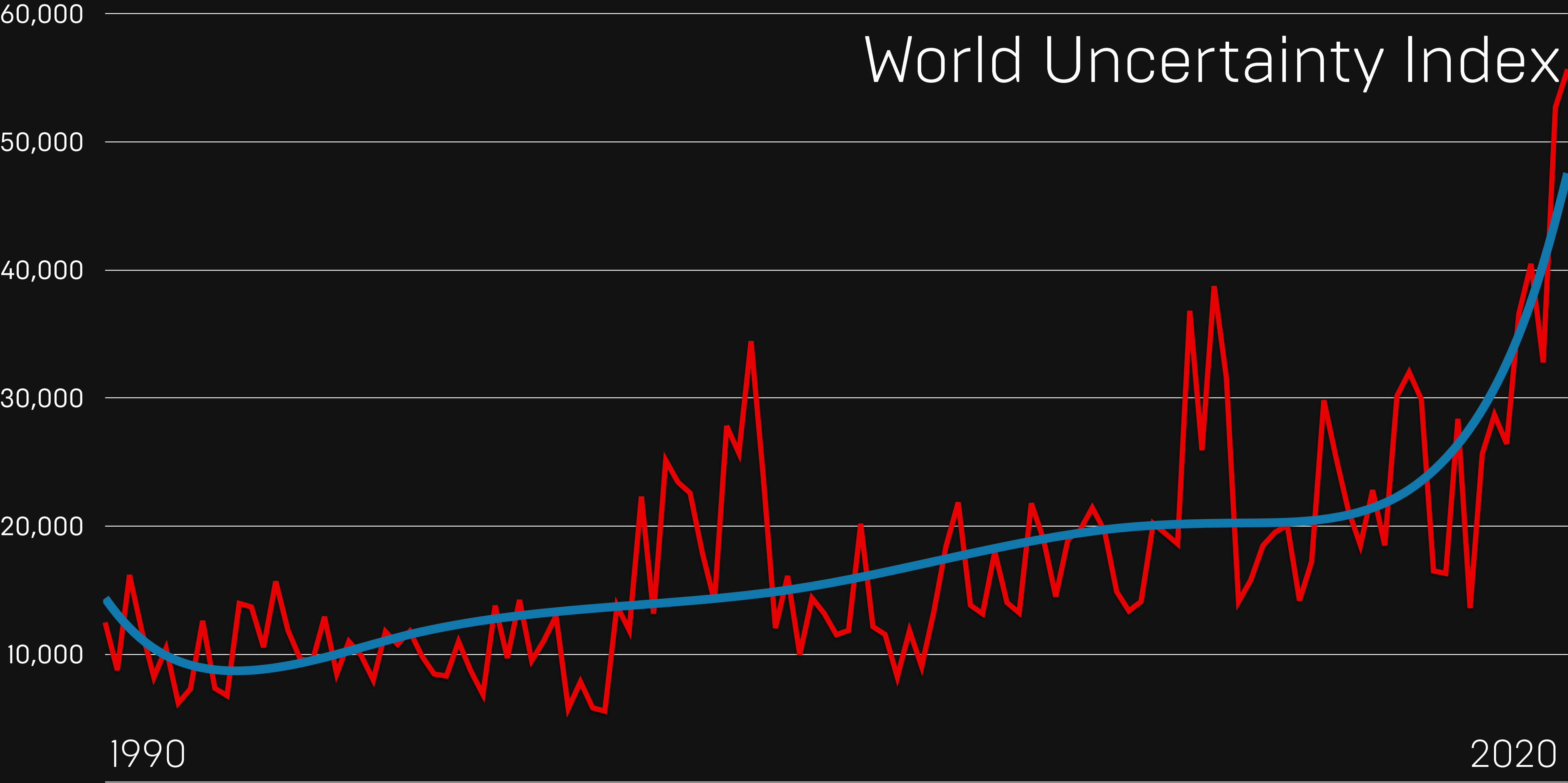
Everything you need to know...  
...in a single slide.







# World Uncertainty Index



You don't have the answers.











Differentiate *what you can't know*,  
from *what you don't know*.

# THINGS YOU DON'T KNOW

THINGS YOU  
ACTUALLY  
CANNOT KNOW

**IRREDUCIBLE**

THINGS YOU  
COULD KNOW...  
BUT DON'T

**REDUCIBLE**



You don't have the answers.

You don't **NEED TO** have the answers.

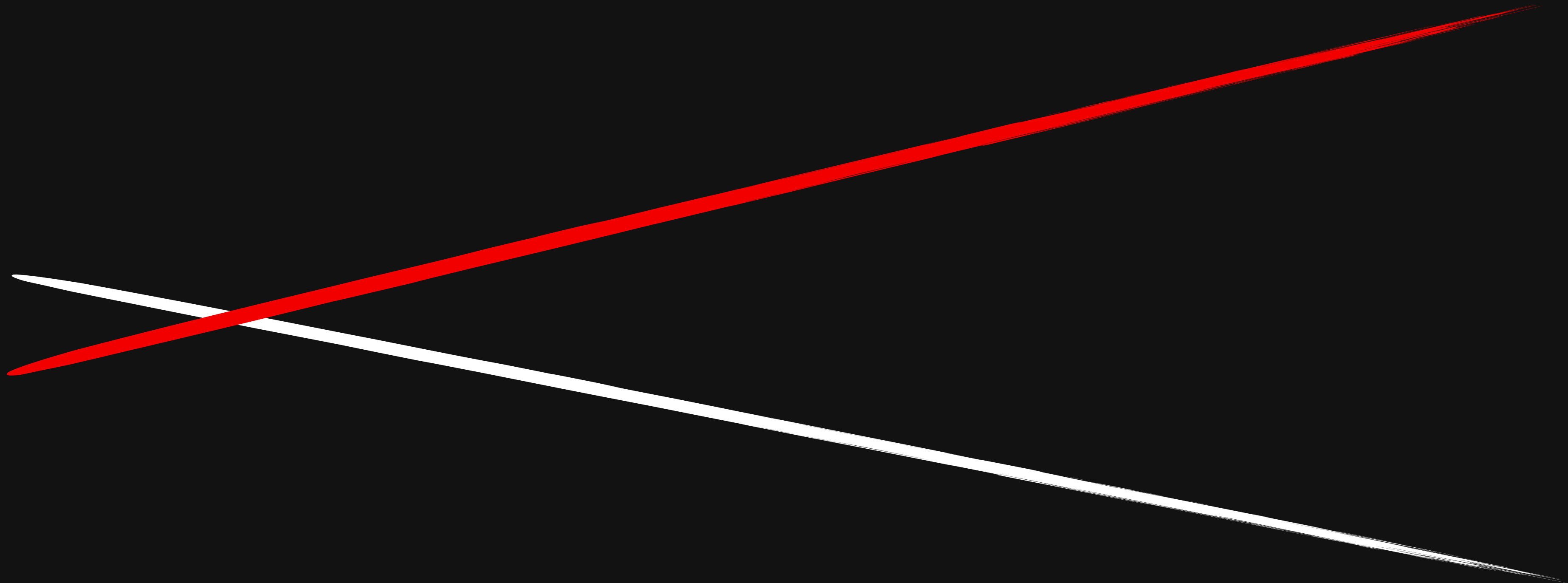




Questions are the frames  
into which the answers fall.

Tina Seelig

VALUE



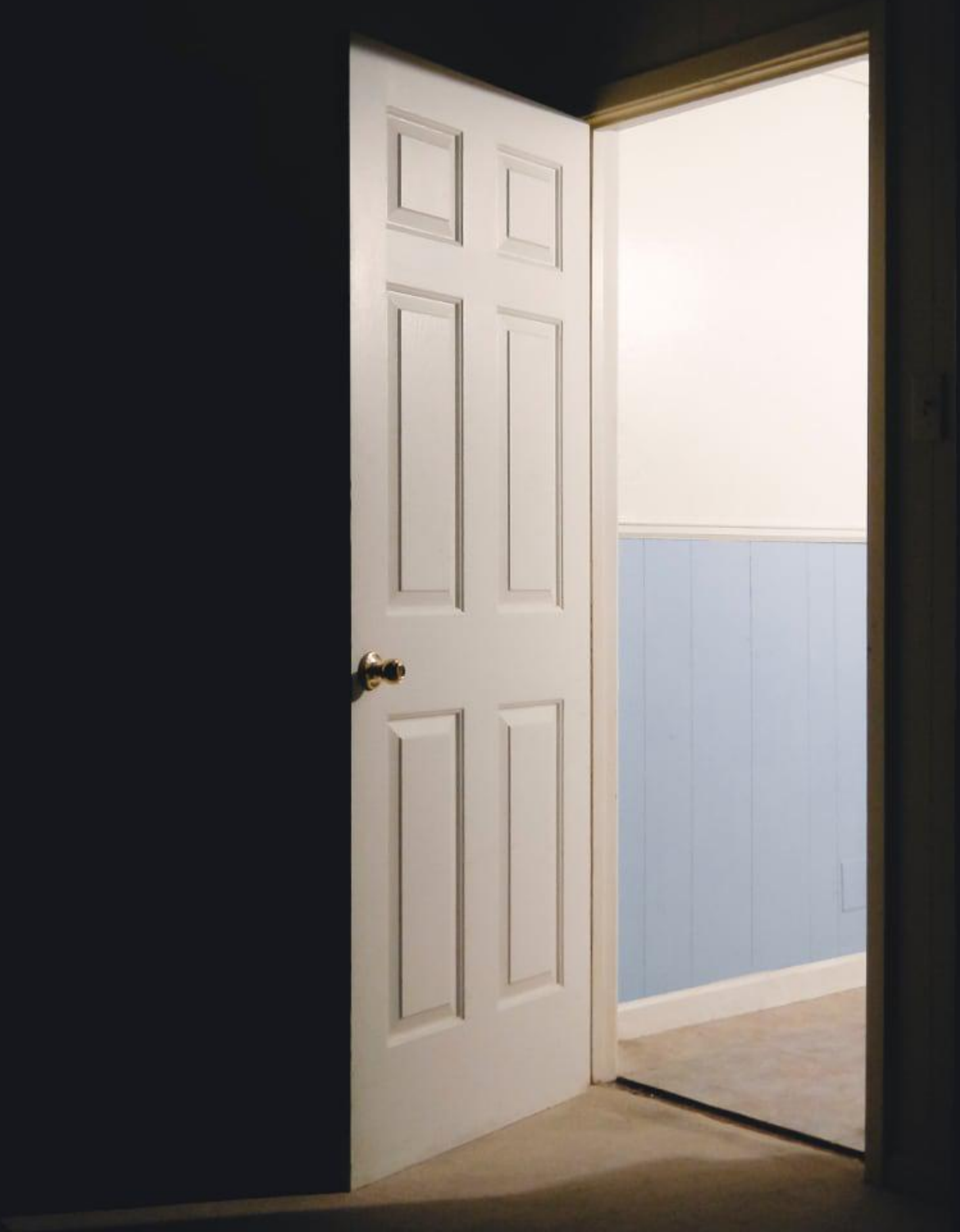
GLOBAL COMPLEXITY





# NEUGIER

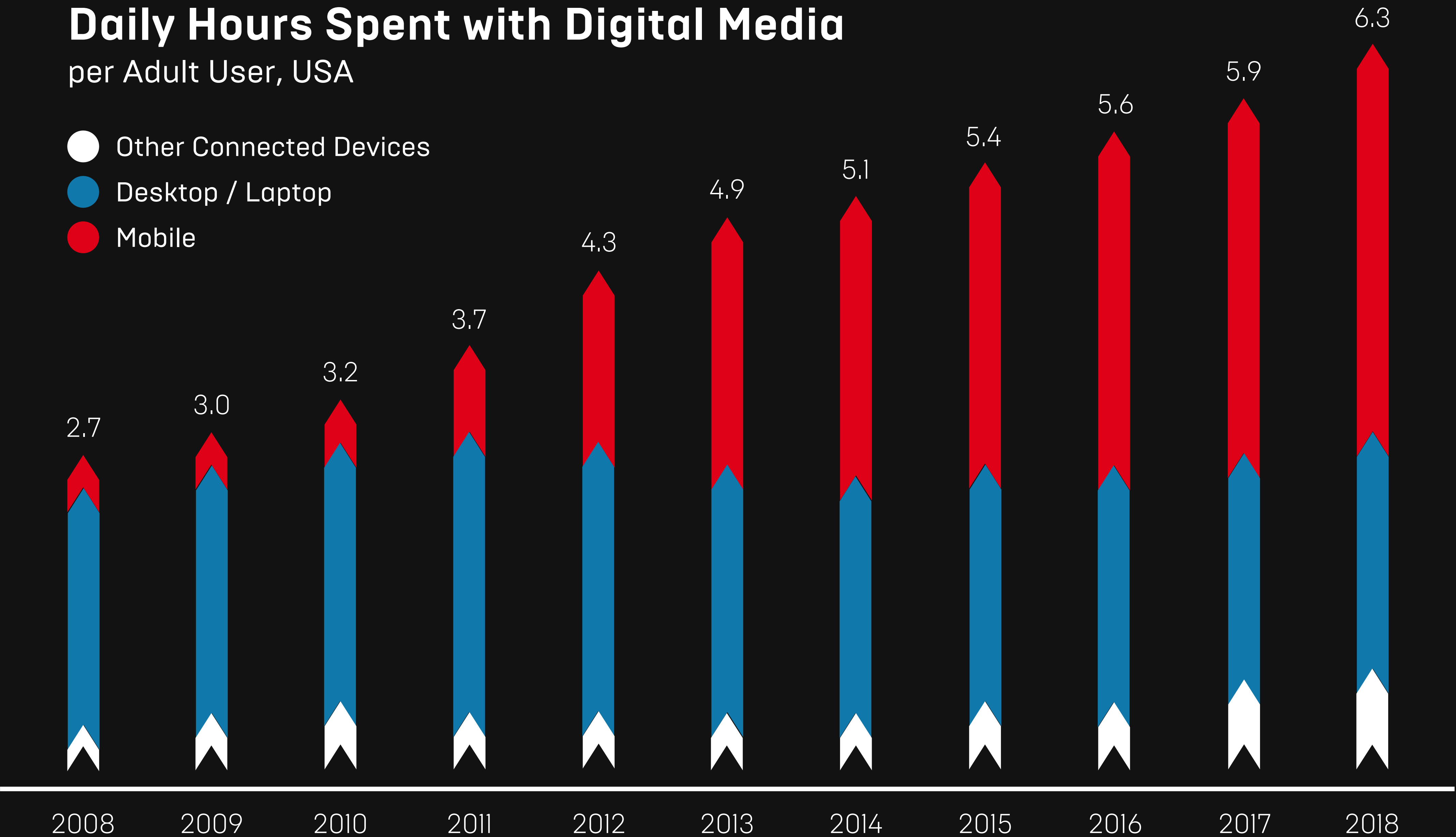
The Lust for “New”



# Daily Hours Spent with Digital Media

per Adult User, USA

- Other Connected Devices
- Desktop / Laptop
- Mobile



# Daily Hours Spent with Digital Media

per Adult User, USA

- Other Connected Devices
- Desktop / Laptop
- Mobile

2.7



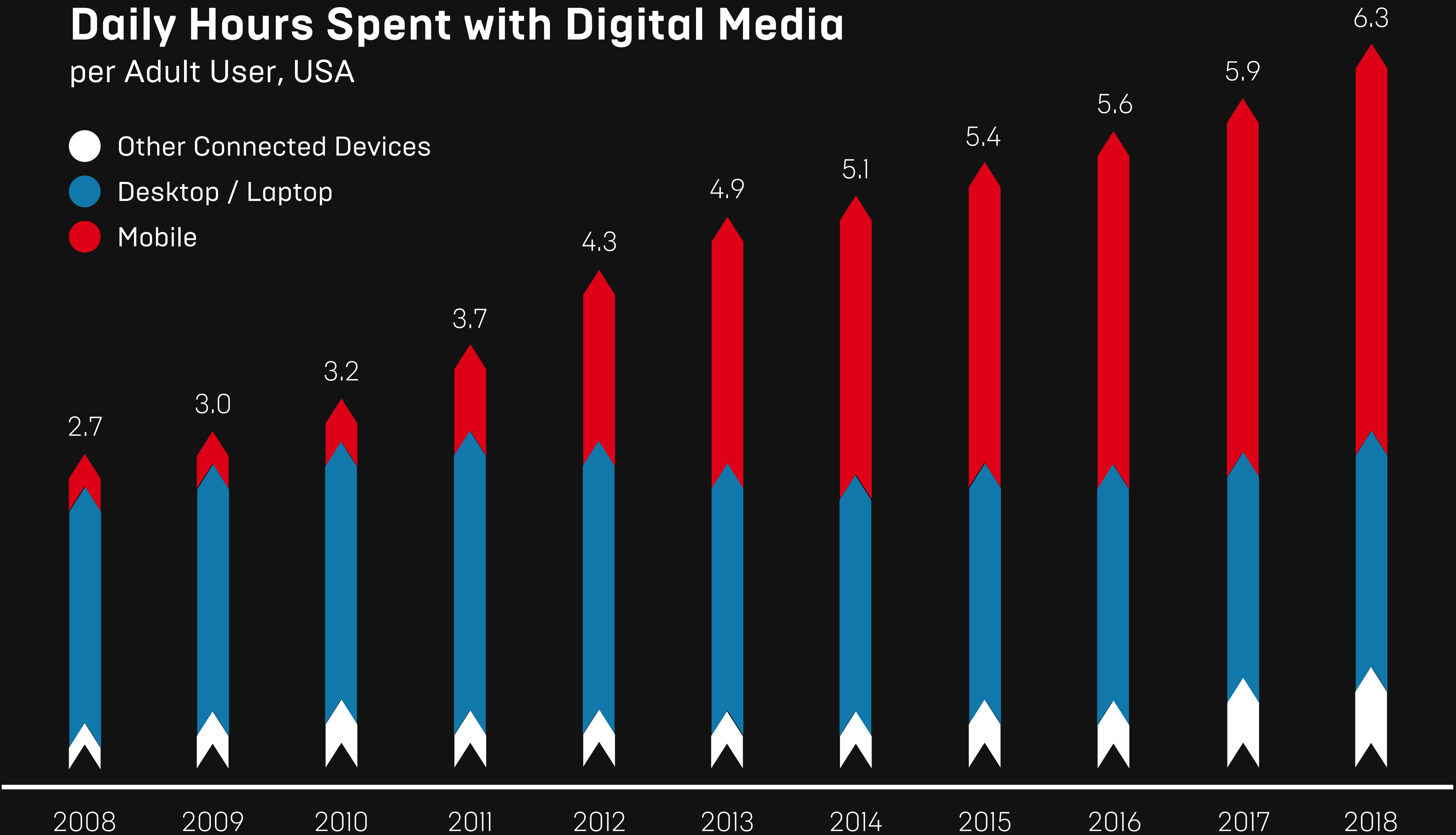
2008



# Daily Hours Spent with Digital Media

per Adult User, USA

- Other Connected Devices
- Desktop / Laptop
- Mobile





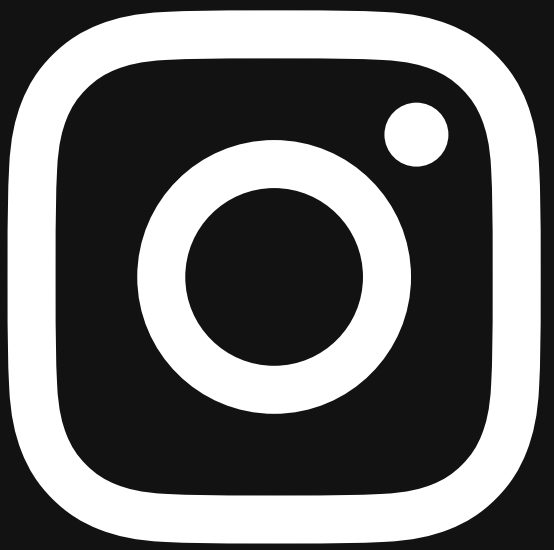
2008



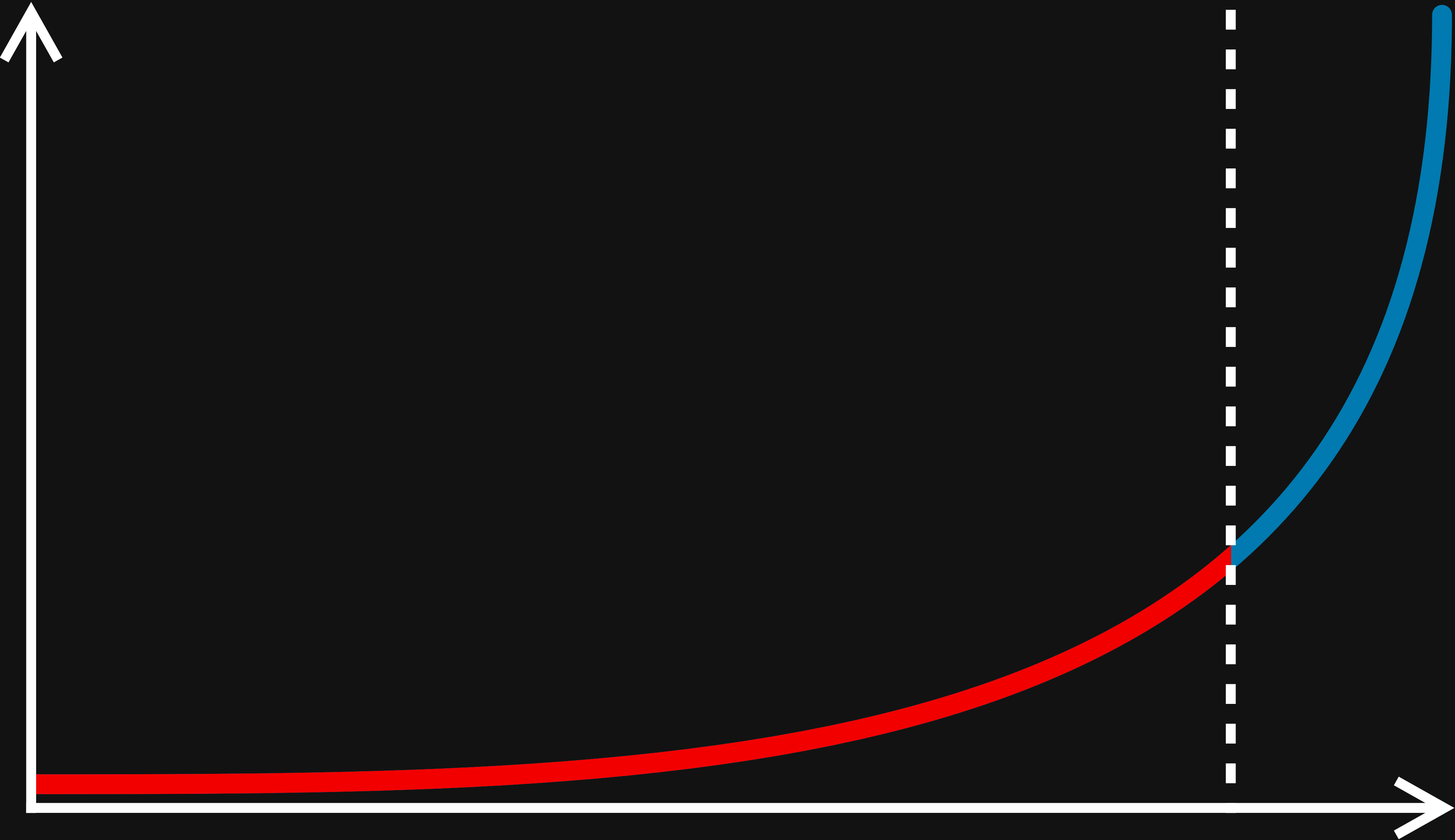
2009



2009



2010



weak signals  
*thin wisps of tomorrow*



“There is no shortcut; there is no algorithm. If all you do is track what’s trending, then all you’ll ever know is exactly what everyone else already knew. **To discover, you have to dig.**”

— Rob Walker

be radical.

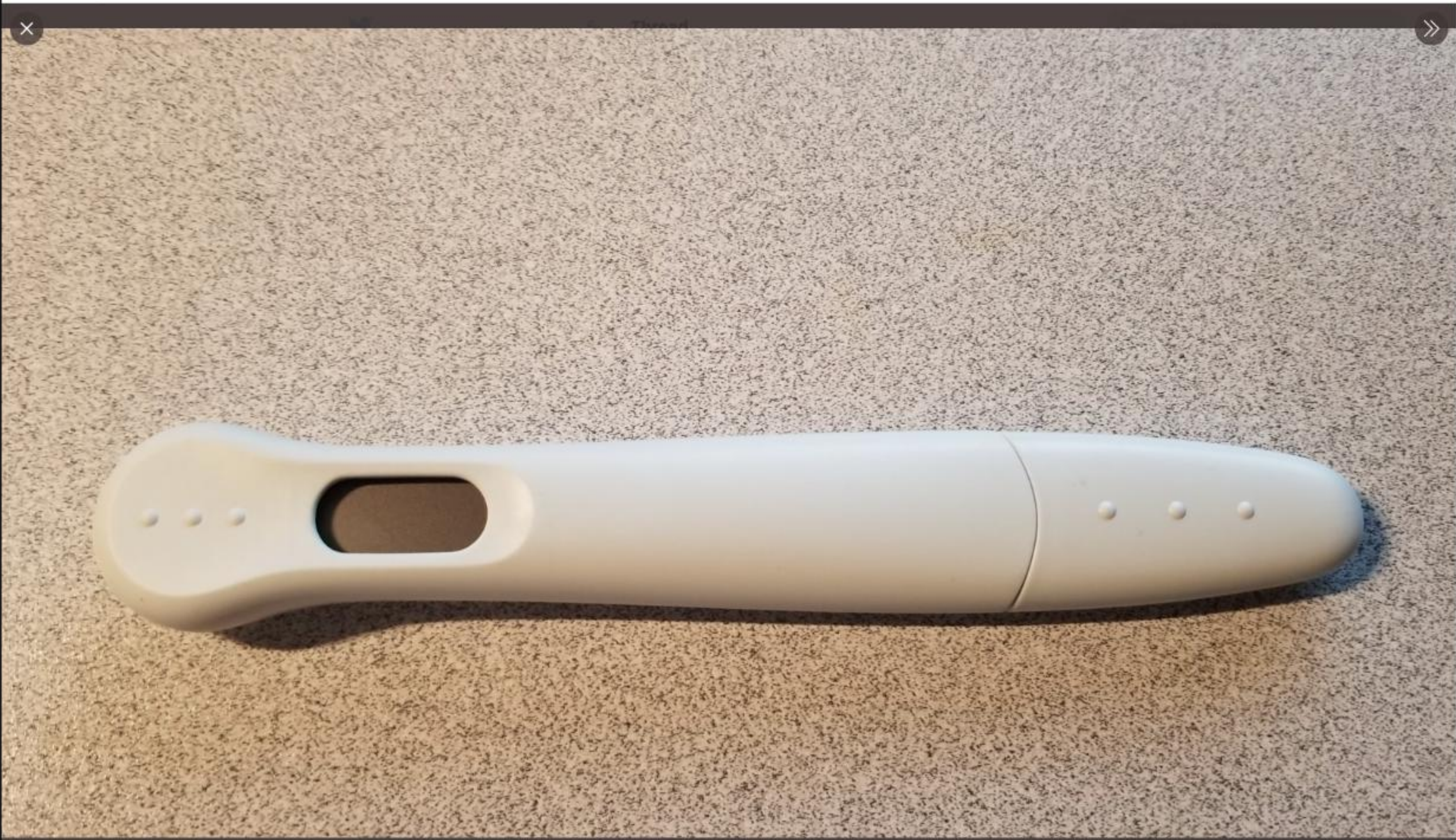


Animation: "I am a computer" by [Docubyte](#)



foone on Twitter: "So, with it o..."

twitter.com/Foone/status/1301707401024827392/photo/1



foone

@Foone

I saw a tweet recently that I wanted to confirm. Sadly I can't find it right now, but it was about digital pregnancy tests.

So, I went out and grabbed a 2-pack for 7 dollars: let's tear it down!

8:23 PM · Sep 3, 2020 · Twitter Web App

8.1K Retweets

3.7K Quote Tweets

25.8K Likes

foone

@Foone · Sep 3

Replying to @Foone

This end pulls off, and has the absorbent "PEE HERE" material inside it.



6

43

1.5K

foone

@Foone · Sep 3

The other end has a clear "SQUEEZE HERE" section, so there's probably a button under it. The logo says these are 733282/As from SPD GmbH, Switzerland. That's Swiss Precision Diagnostics GmbH.



Don't miss what's happening

378

11.9K

25.8K

Like

Retweet


Share



foone on Twitter: "So, with it open, we've got a single PCB here. There's some kind of pill-looking thing to the left, a little LCD screen, and a I can see a battery on the other side."

twitter.com/Foone/status/1301708258906832896/photo/1

Thread



Don't know what's happened

10 56 1.4K

foone @Foone

So, with it open, we've got a single PCB here. There's some kind of pill-looking thing to the left, a little LCD screen, and a I can see a battery on the other side.

8:26 PM · Sep 3, 2020 · Twitter Web App

43 Retweets 13 Quote Tweets


1.4K Likes

Comment Retweet Like Share

foone @Foone · Sep 3

Replying to @Foone


So, flipping it over, we've got a battery on the left, an IC, and a long paper strip.



3 39 1.2K

foone @Foone · Sep 3

And check it out: this paper strip has a line on it... this is a pregnancy test strip, isn't it?



12 95 1.6K

foone @Foone · Sep 3

That's the kind used in the non-

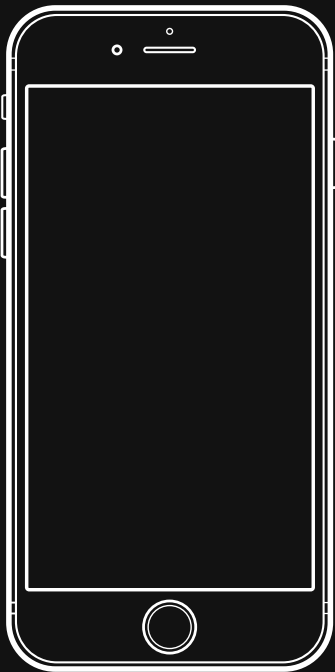
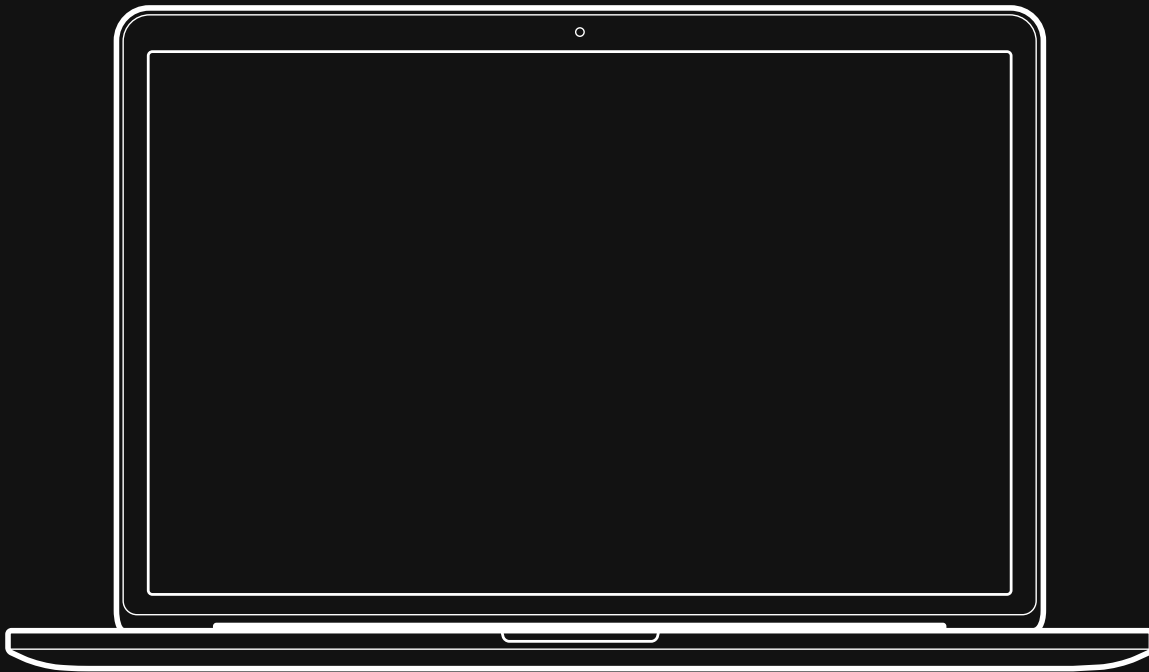
Source: @foone







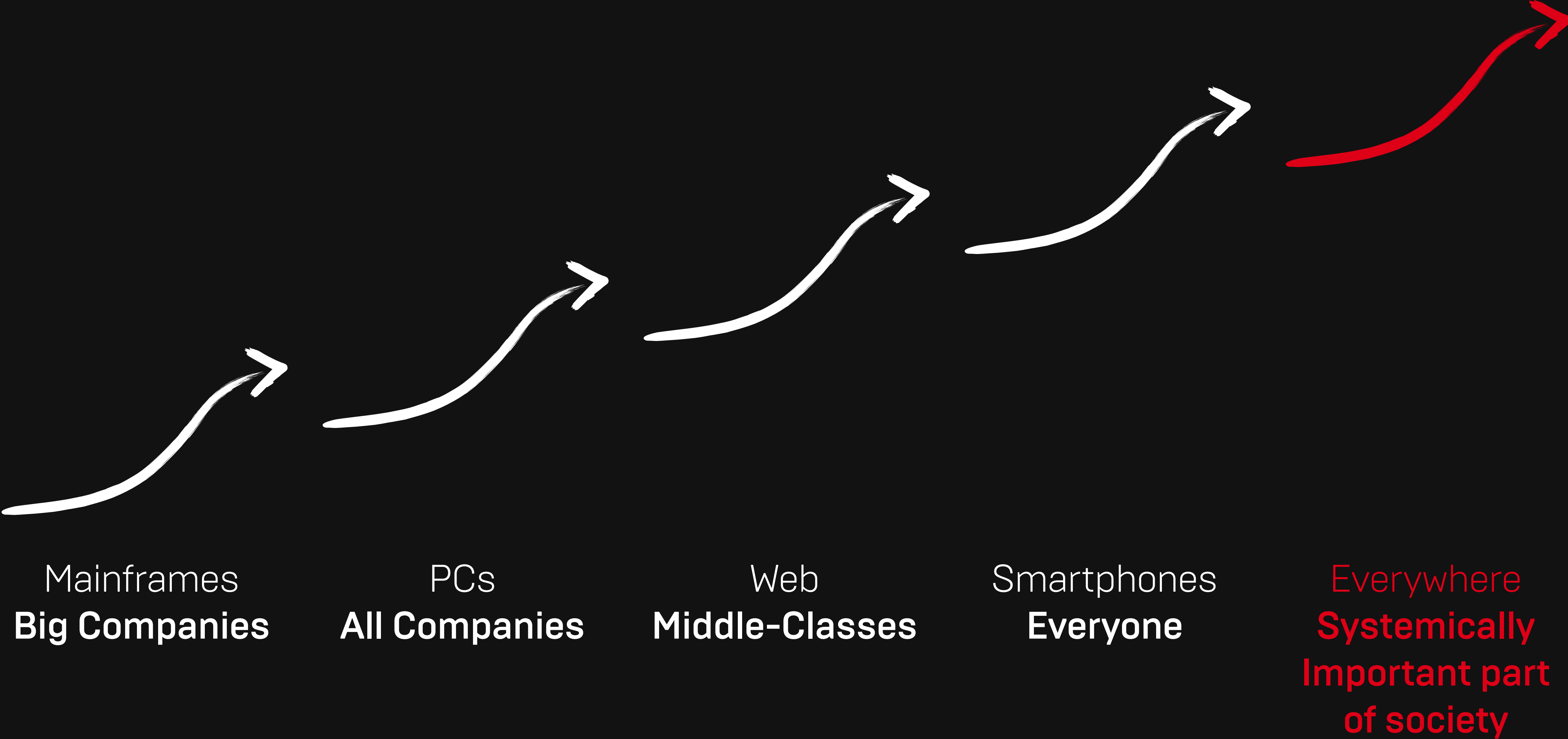


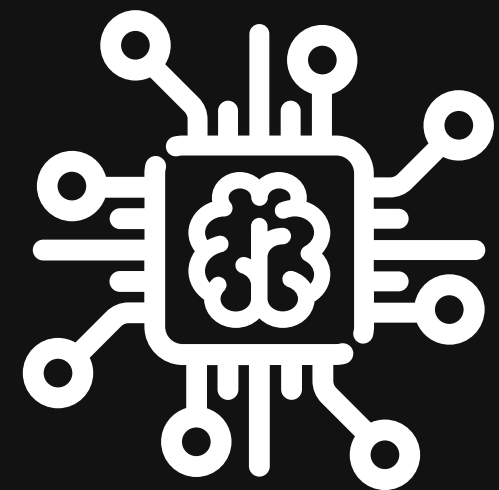


Ambient

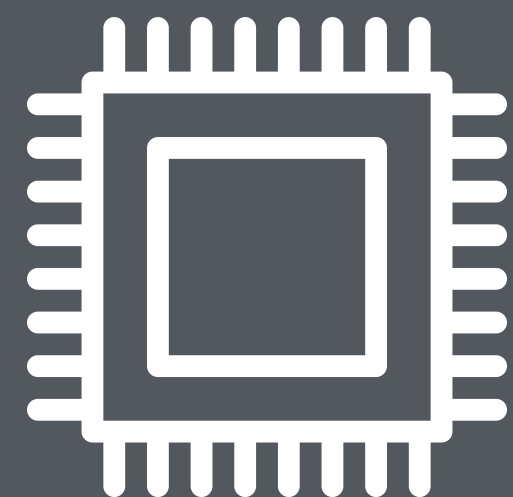


IBM > *Microsoft*<sup>®</sup> > Apple | Google > ?





A.I.



Processors



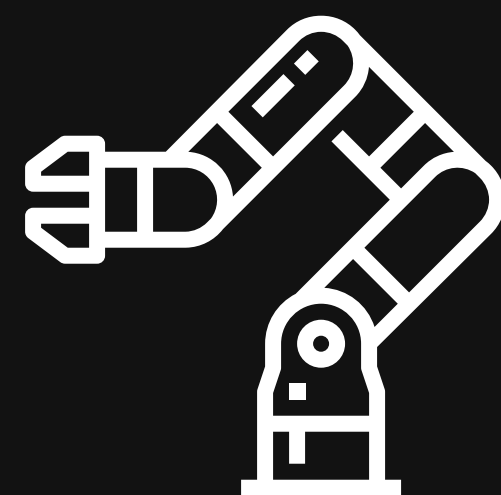
AR / VR



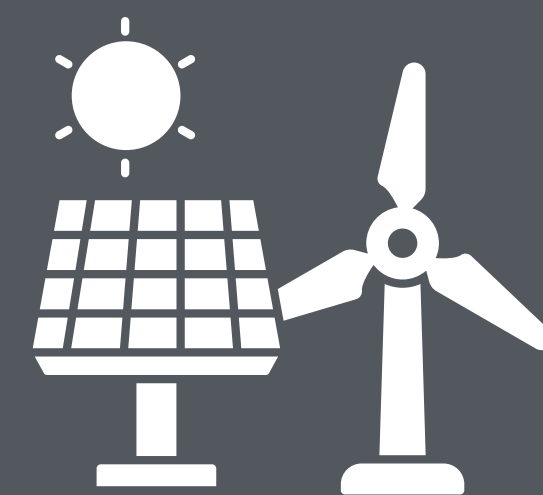
Digital Wallets



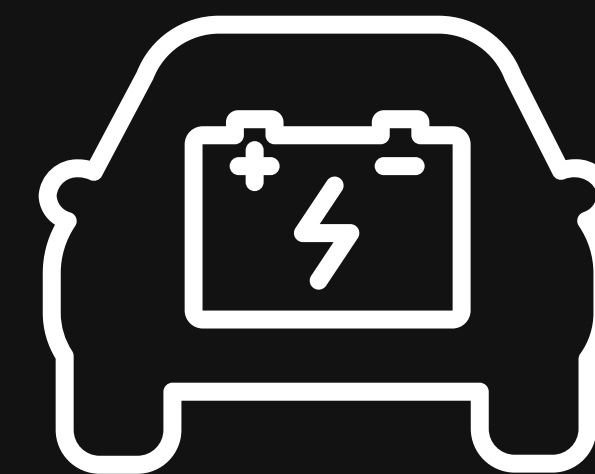
Blockchain



Automation



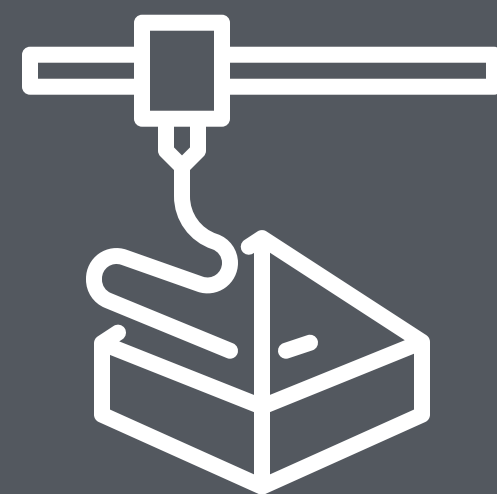
Energy



EVs



AVs



3D Printing



Space



Genetics







be radical.



Source: Lil Miquela



www.instagram.com/lilmiquela/

Miquela (@lilmiquela) • Instagram photos and videos

Instagram

Search

Log In

Sign Up

lilmiquela

Follow

977 posts

2.9m followers

1,896 following

Miquela

#BlackLivesMatter

Change-seeking robot with the drip 💧💖

Join my Discord ✨😏

miquelamusic.me/LiveChat

GET REAL

VOTE

FITS

WORDS

#BLM

MUSIC

COVERS

POSTS

REELS

IGTV

TAGGED

















be radical.





Active  
Noticing



Staying with  
the Flow



Maintaining  
Curiosity

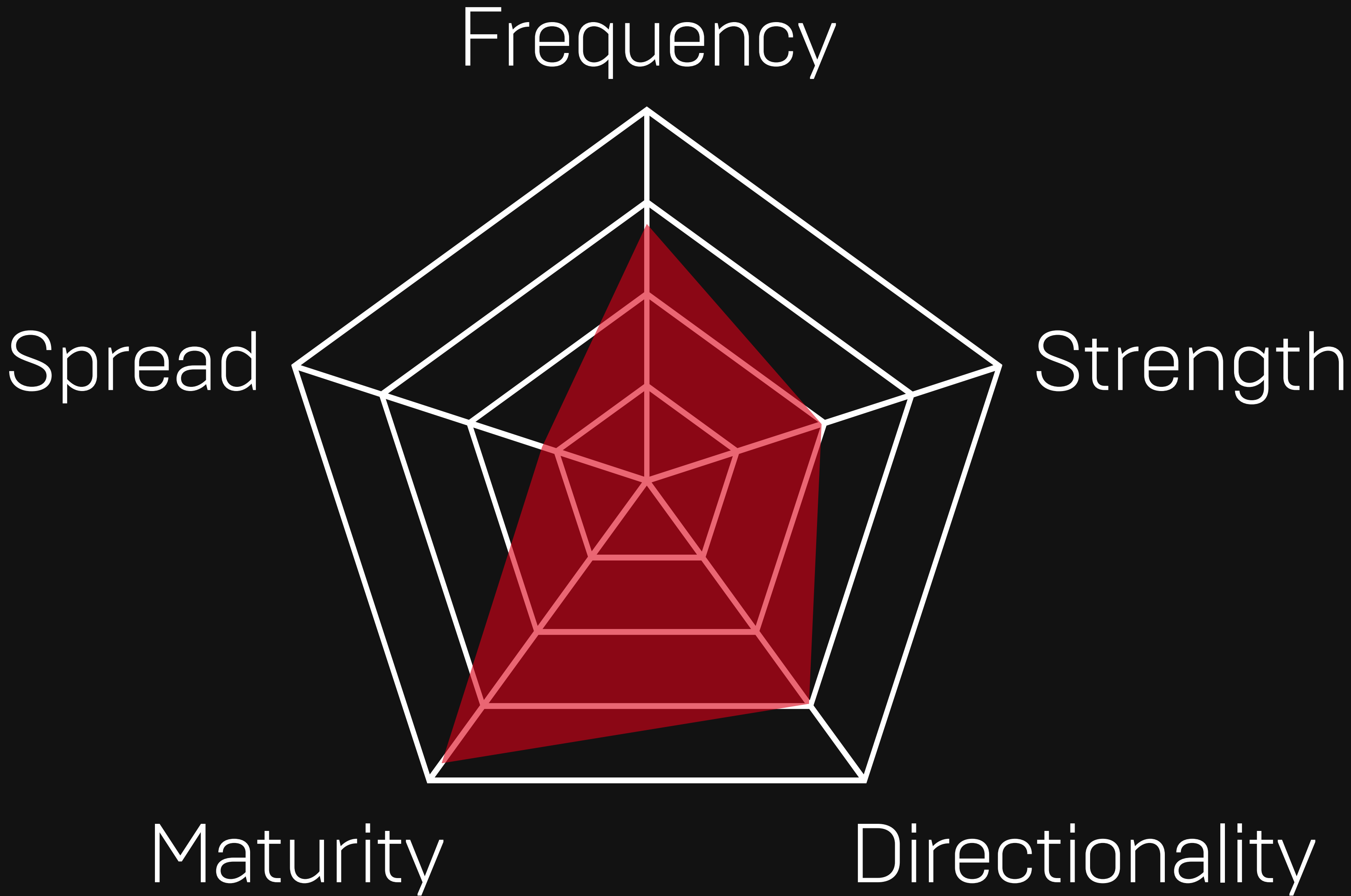


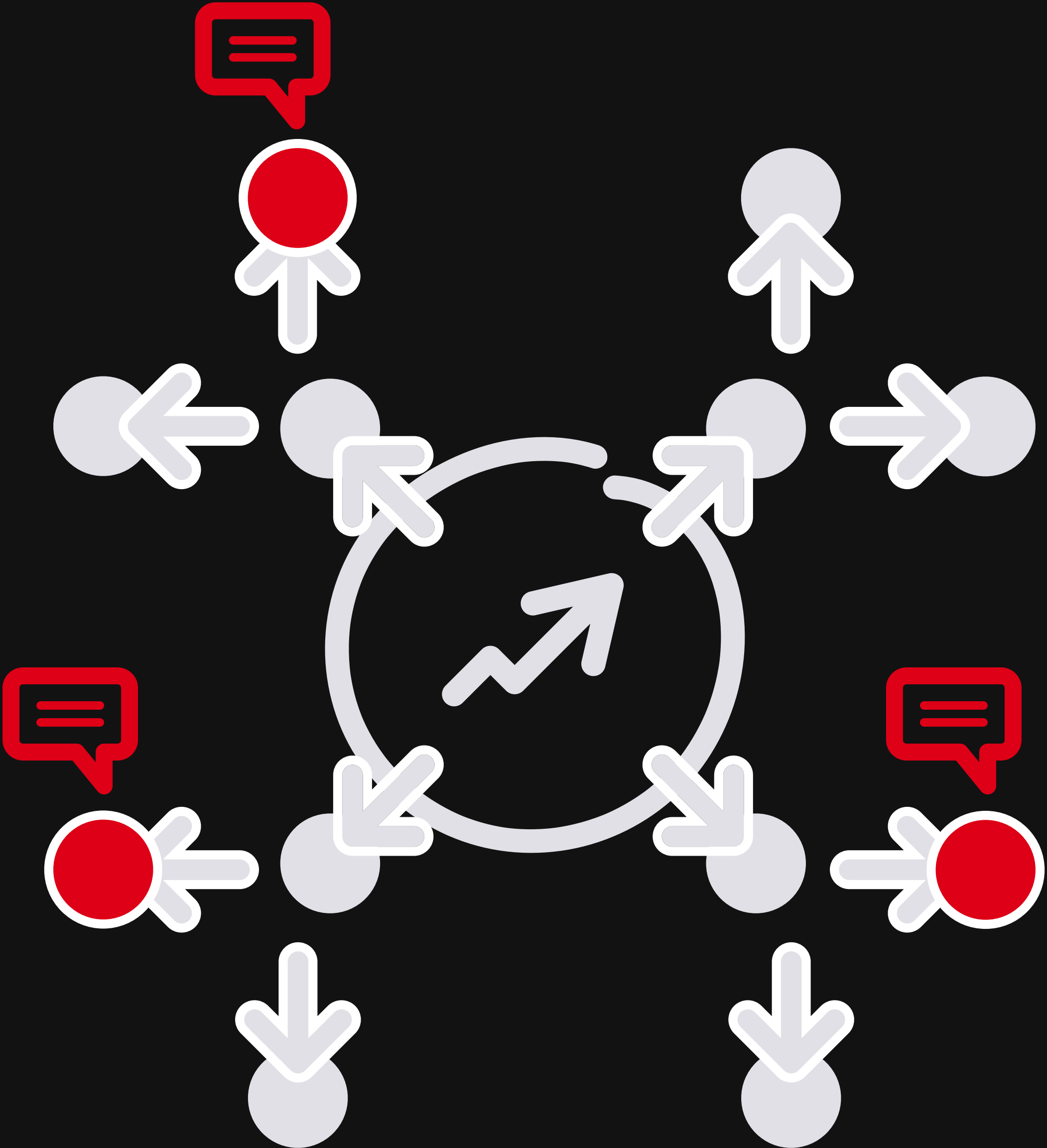
Strong Insights,  
Weakly Held



Keeping a  
Safe Distance

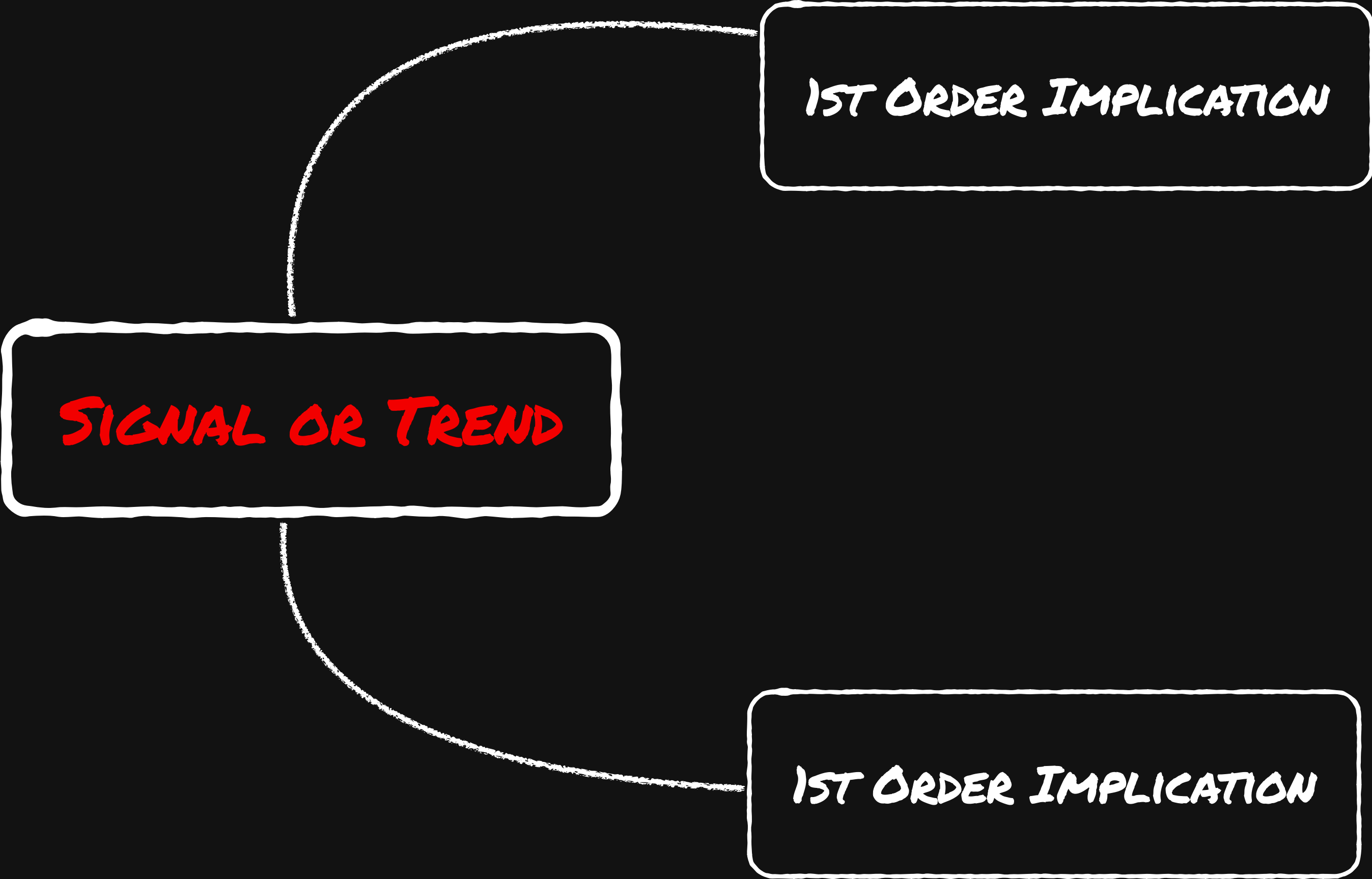




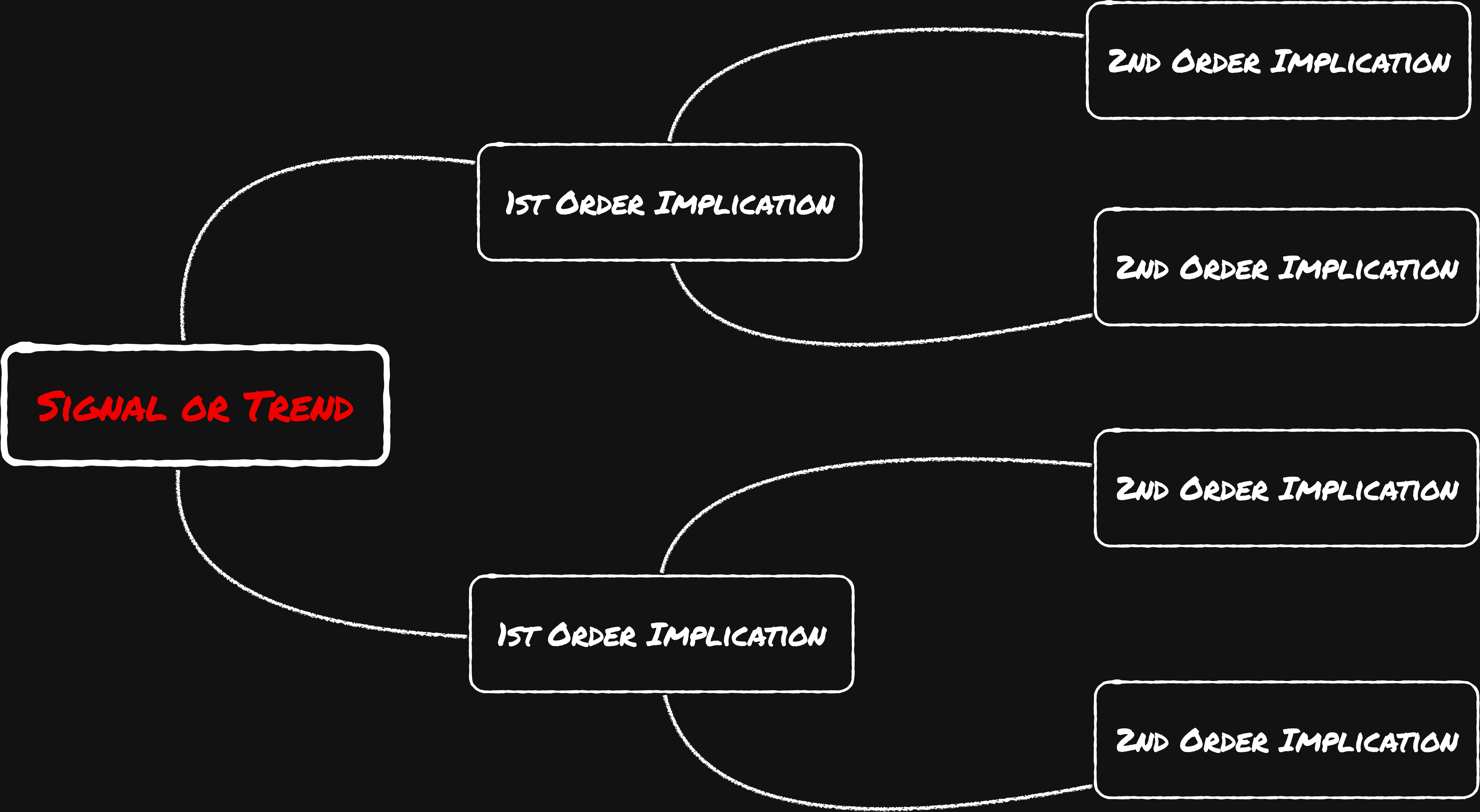




SIGNAL OR TREND







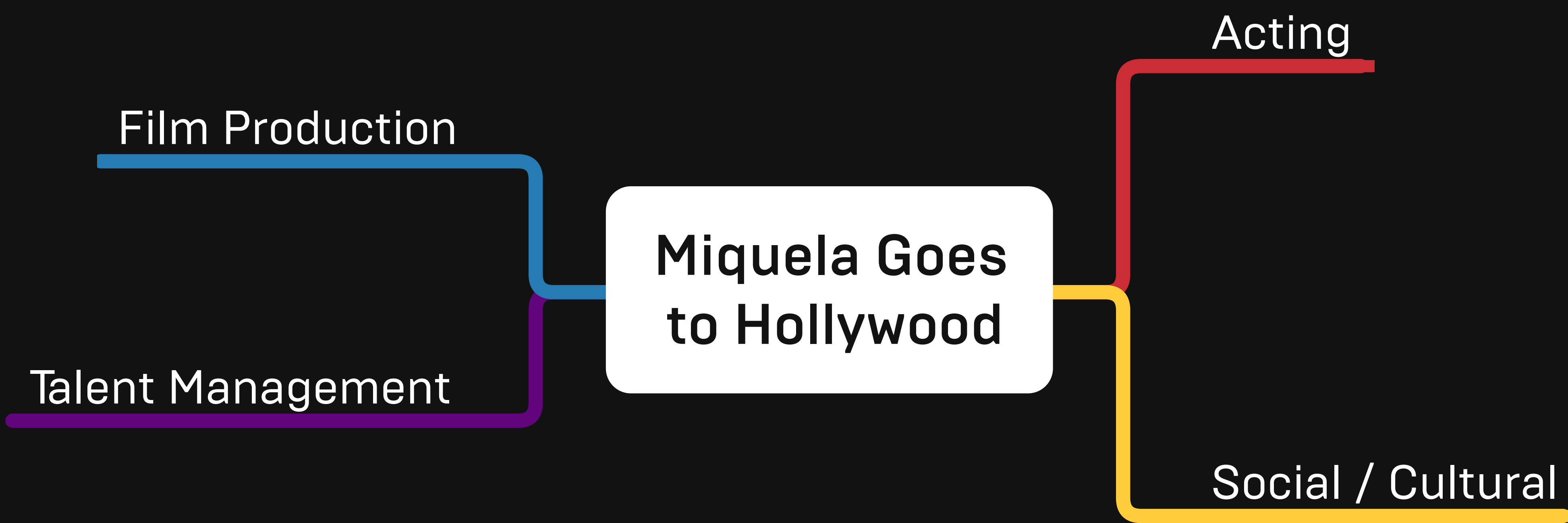


be radical

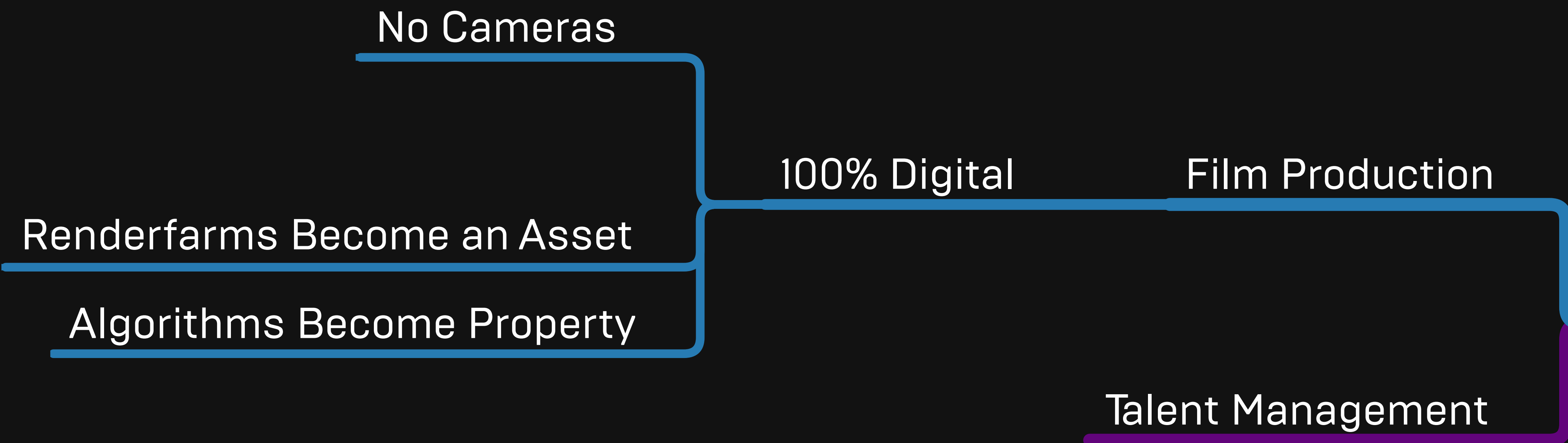


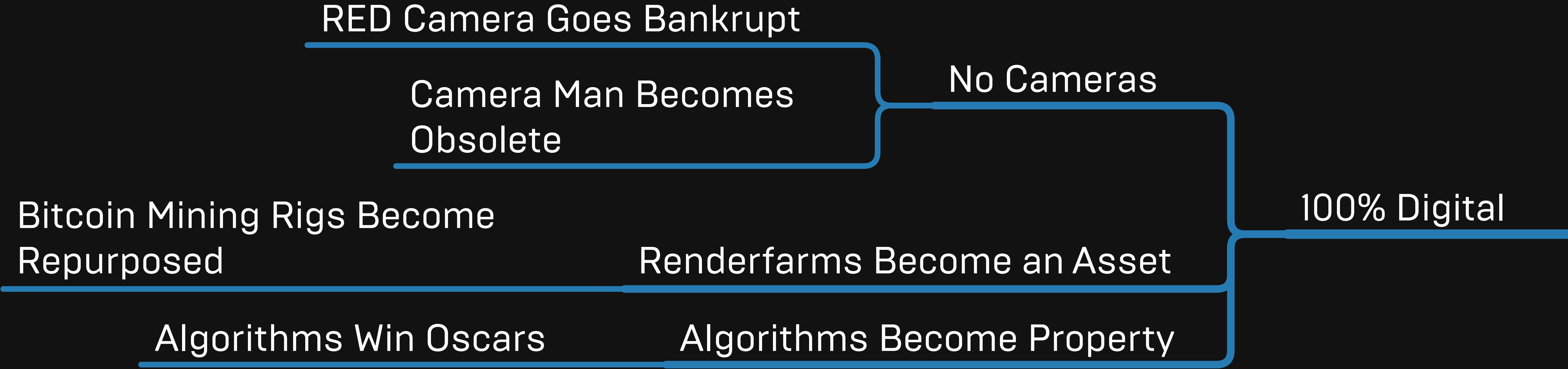


Miquela Goes  
to Hollywood

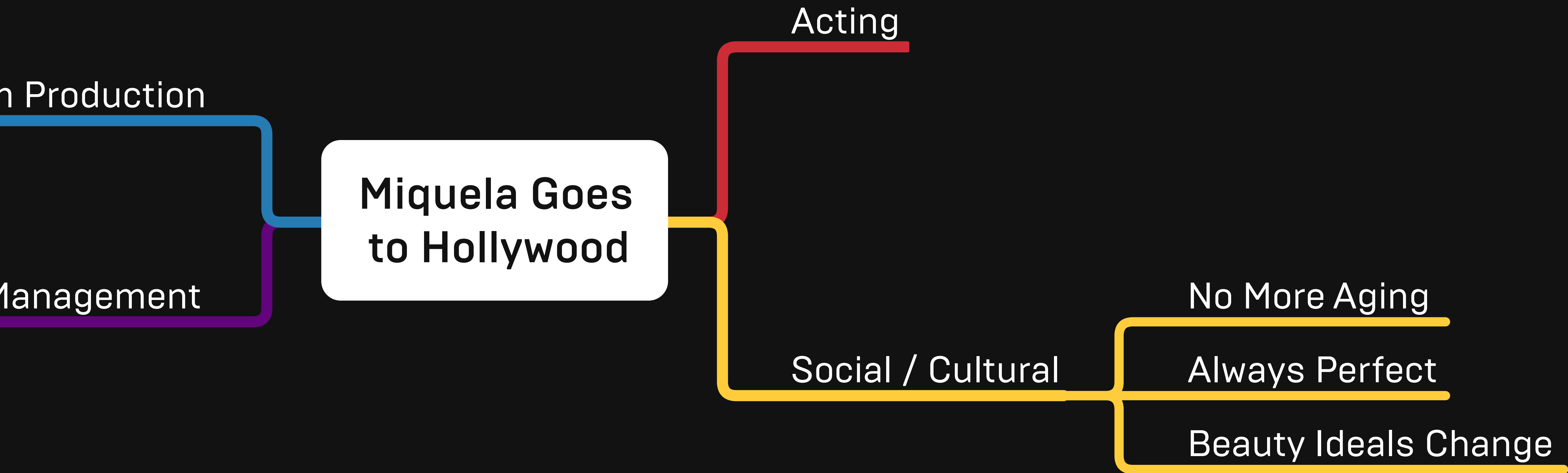












Production

Management

Miquela Goes to Hollywood

Acting

Dead Actors Become Alive

Virtual Actors Emerge

Actors Digitize Themselves

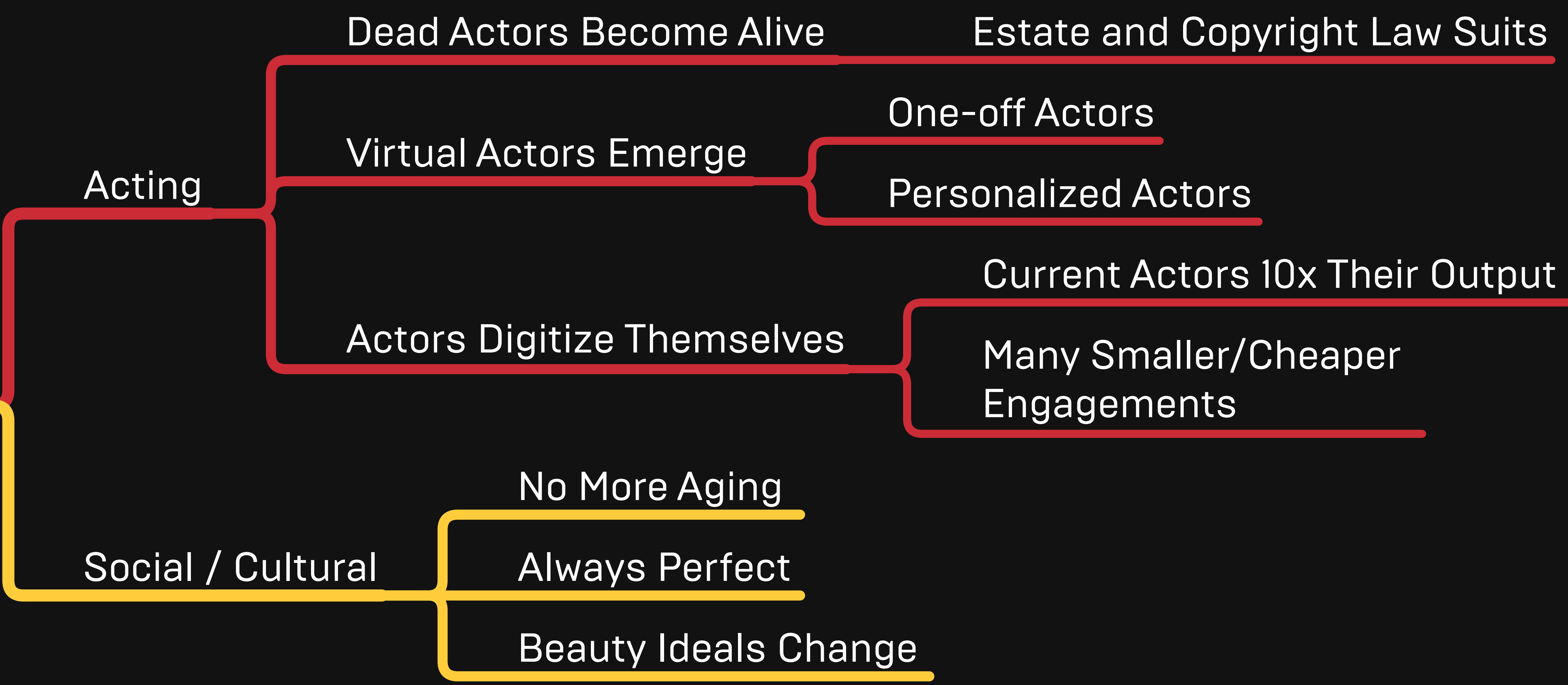
Social / Cultural

No More Aging

Always Perfect

Beauty Ideals Change







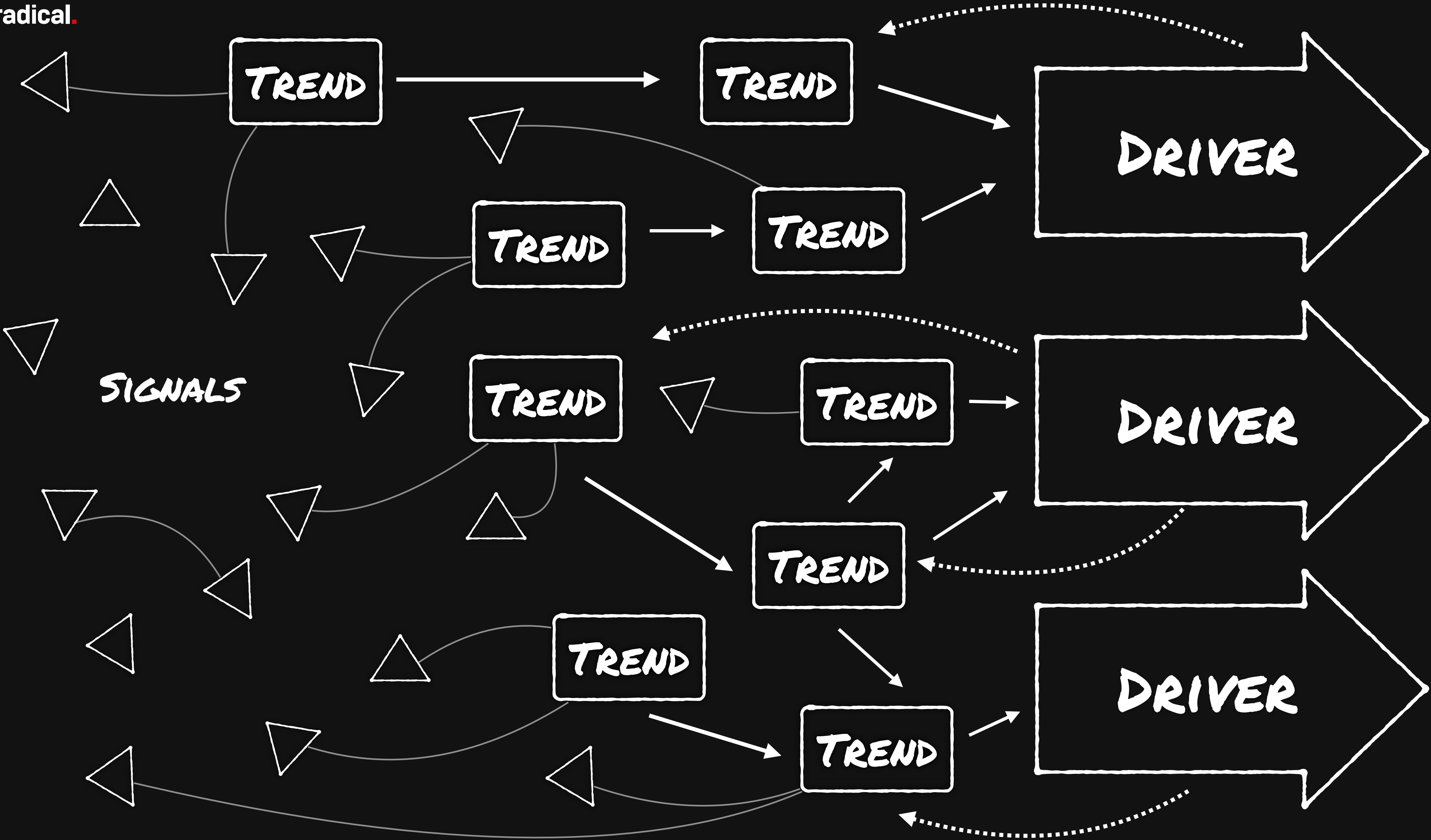




# DISRUPTION MAP



be radical.







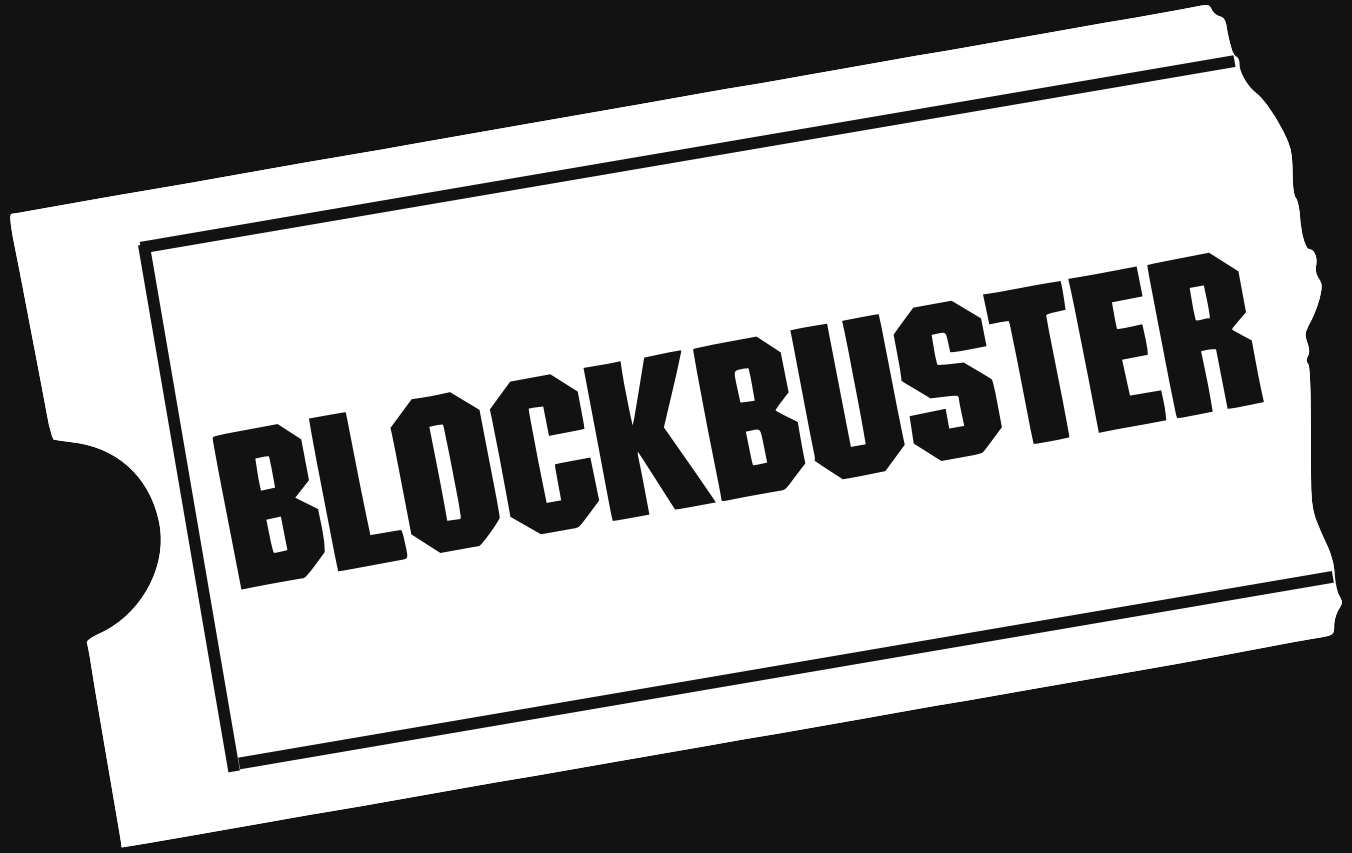
**DISRUPTION**

Disruption:

*the state of being  
rent asunder or  
broken in pieces*



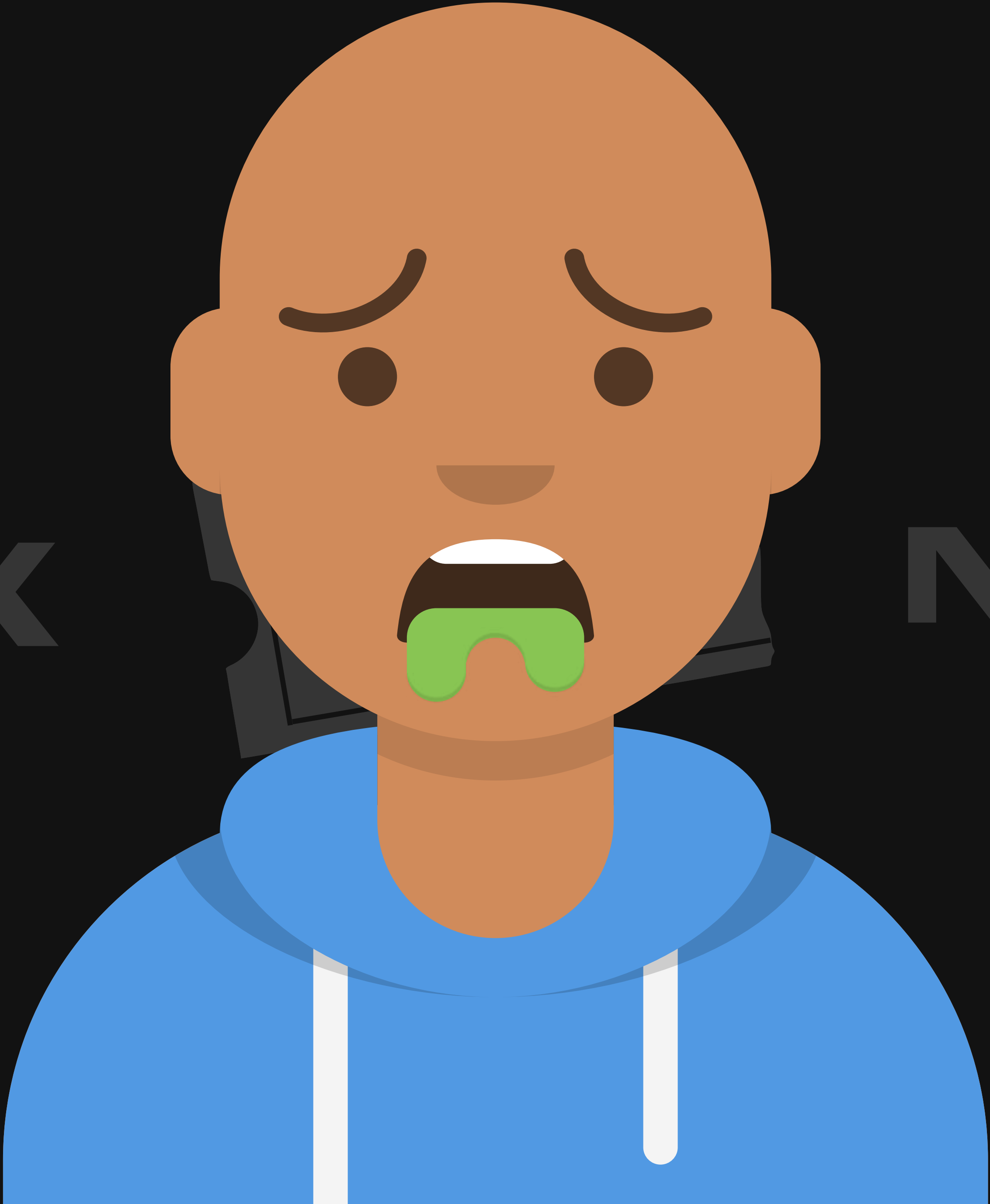
Kodak



NOKIA

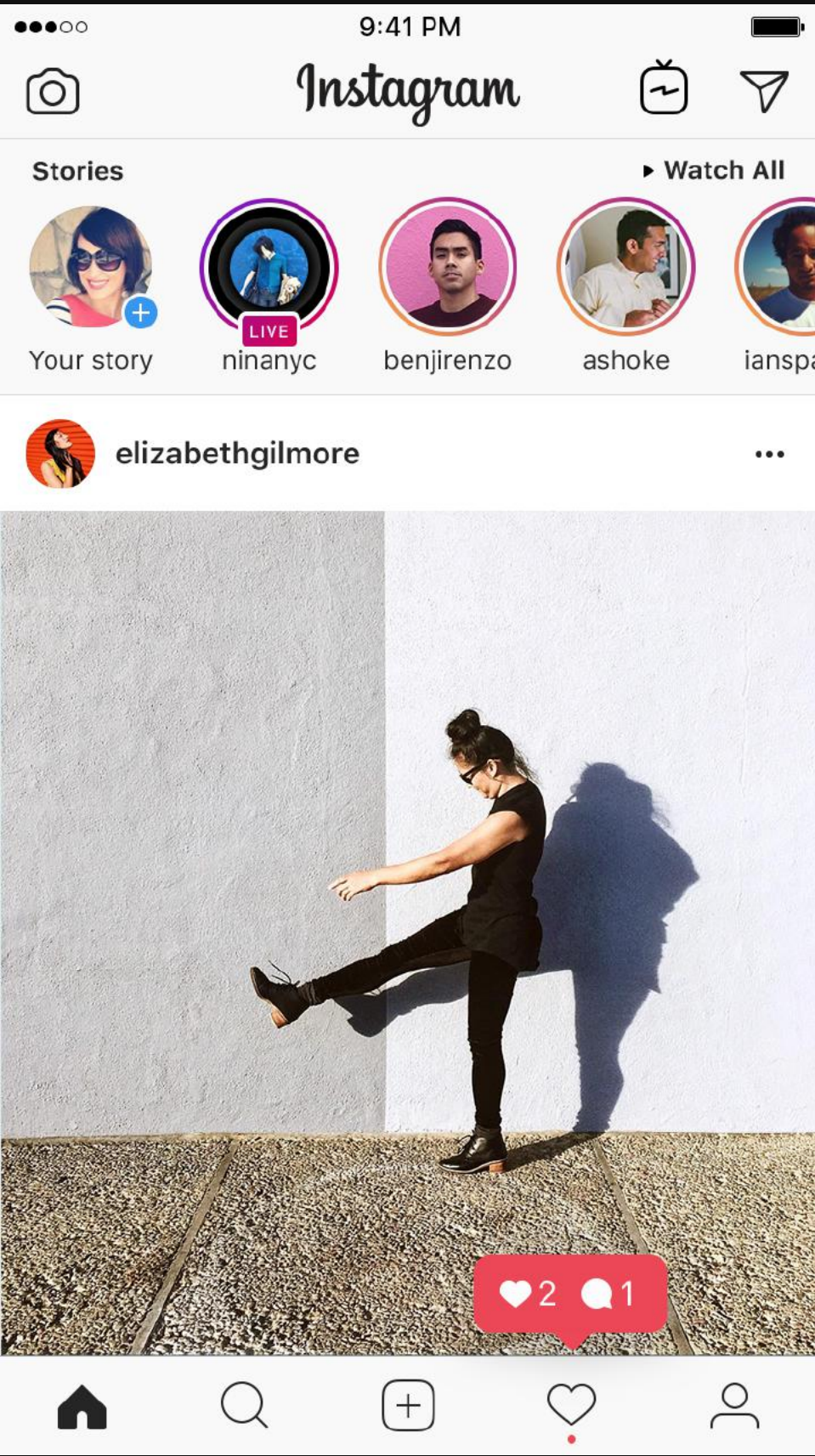
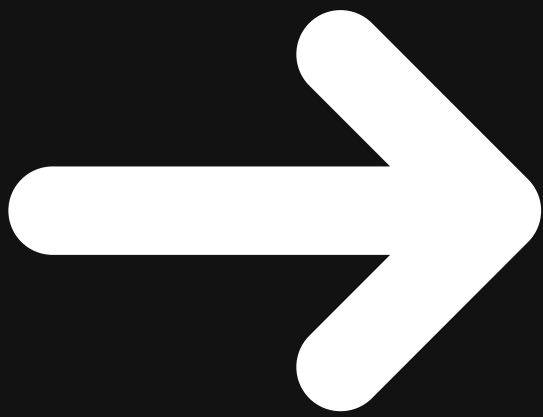
Kodak

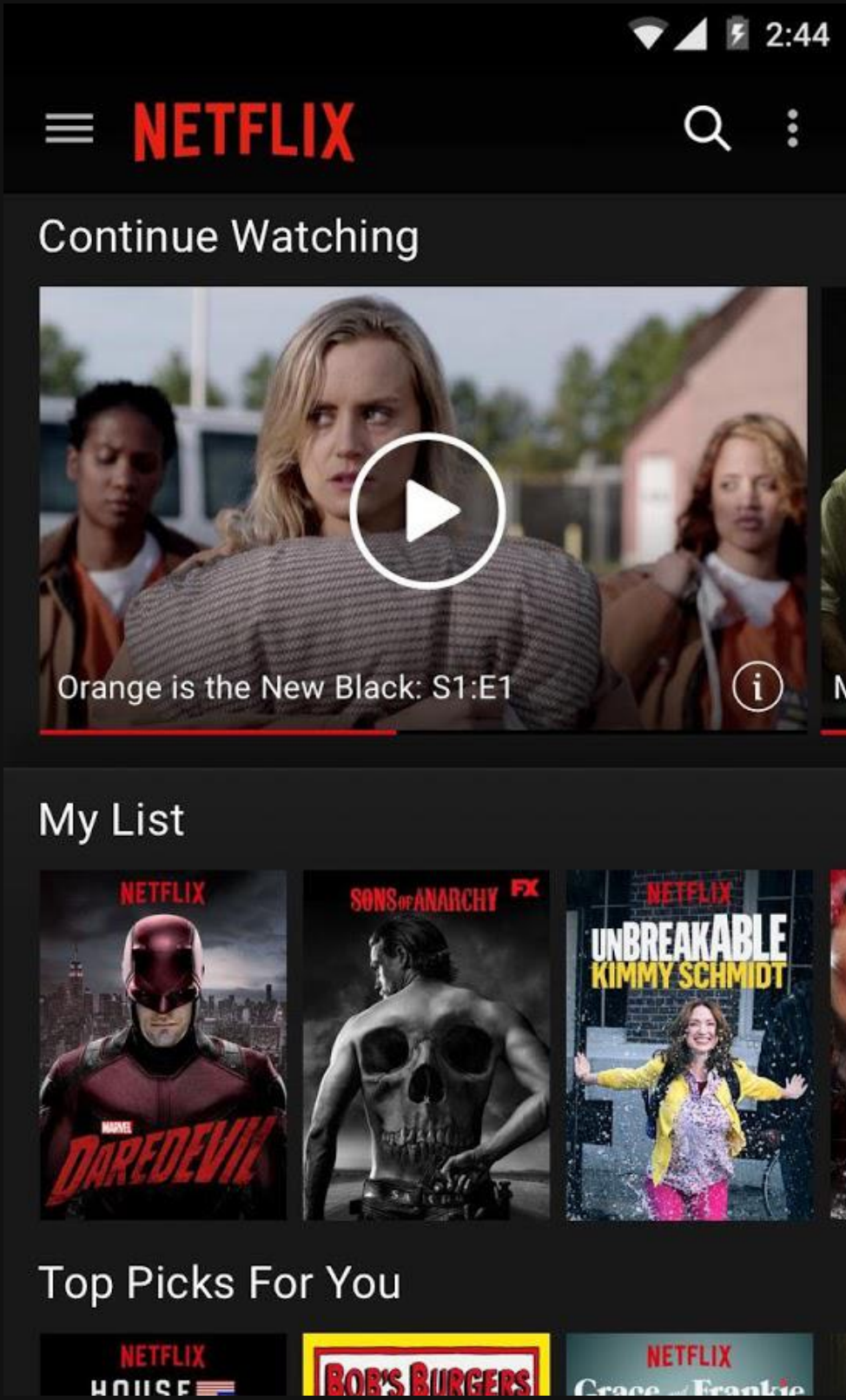
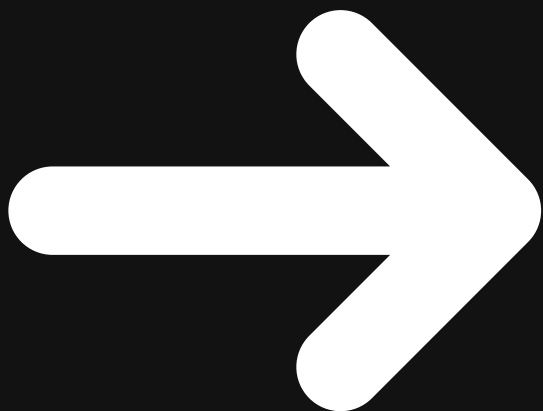
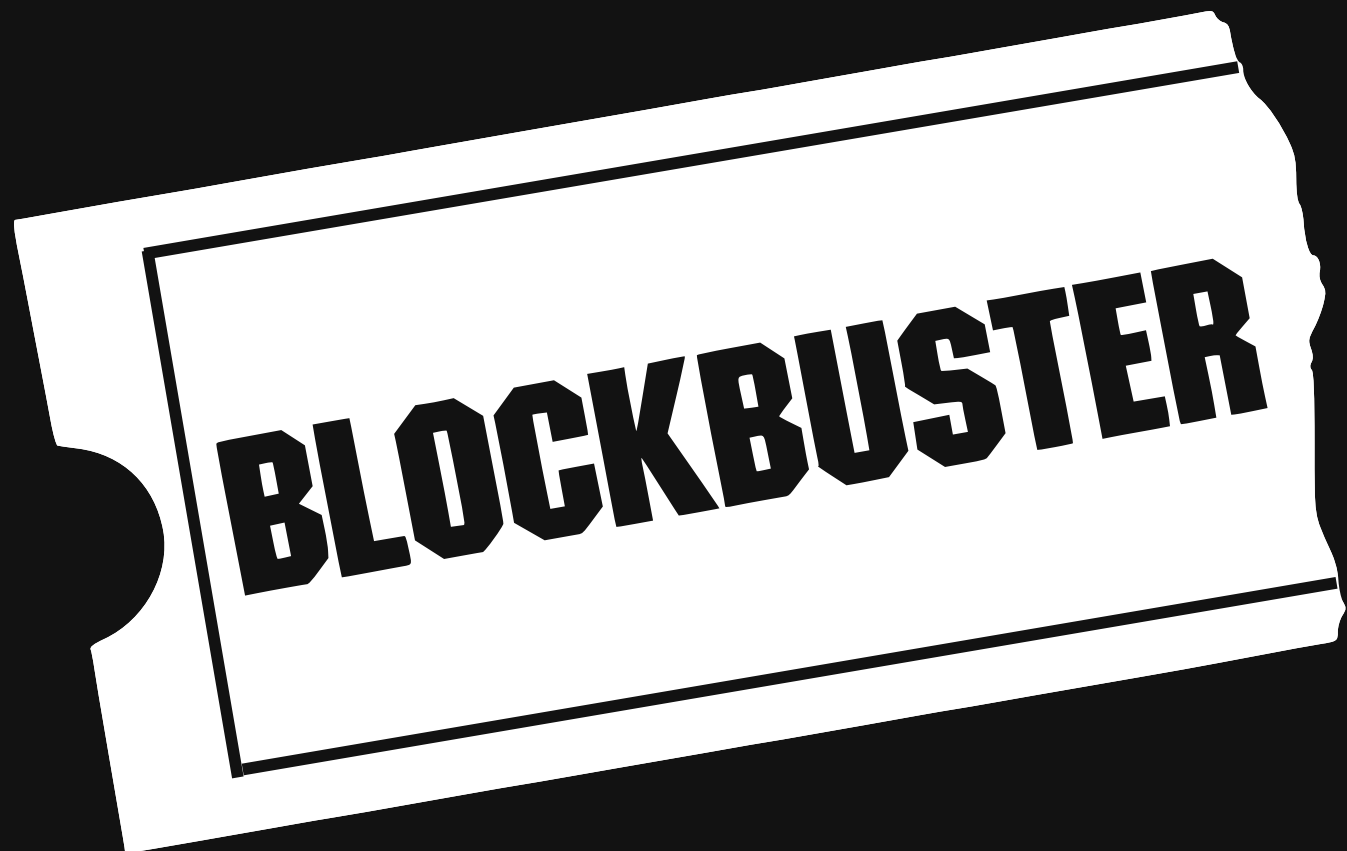
NOKIA





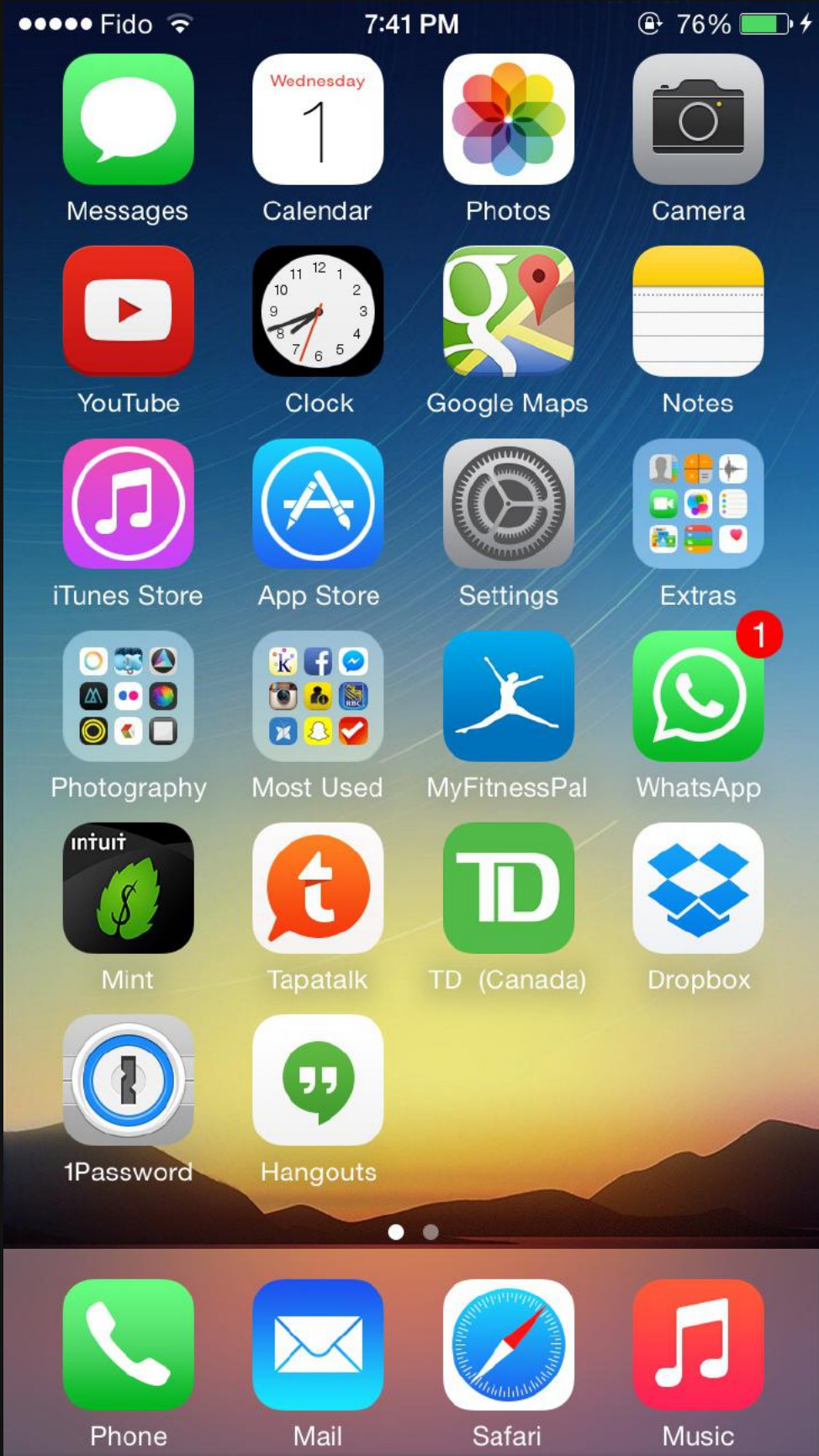
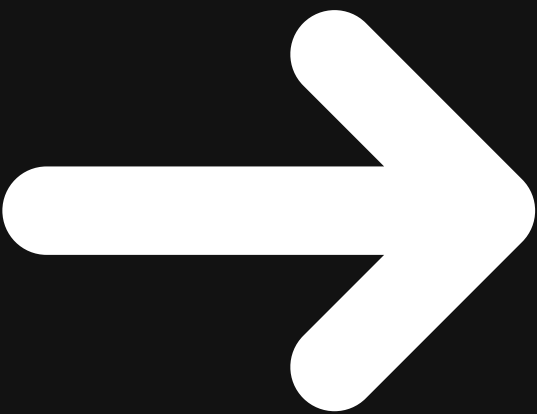
Kodak







NOKIA





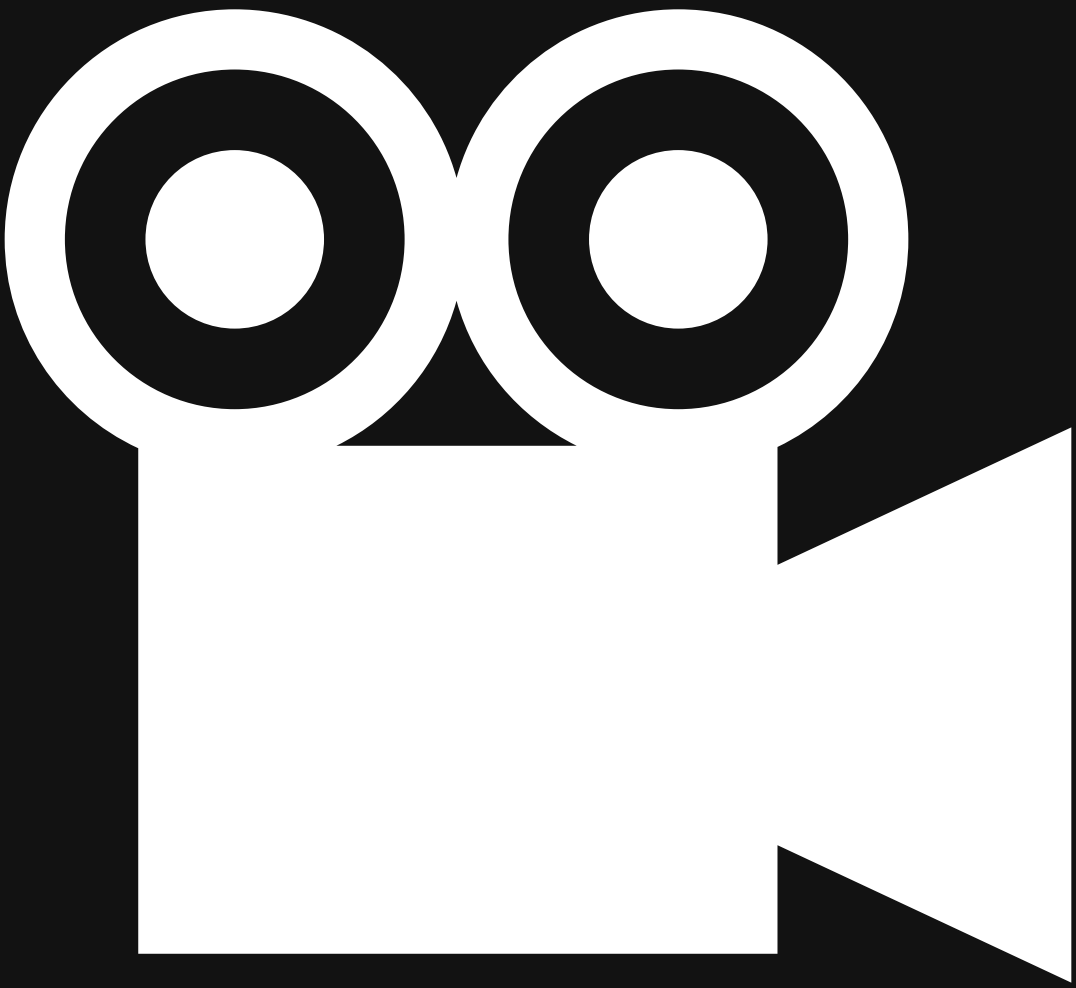
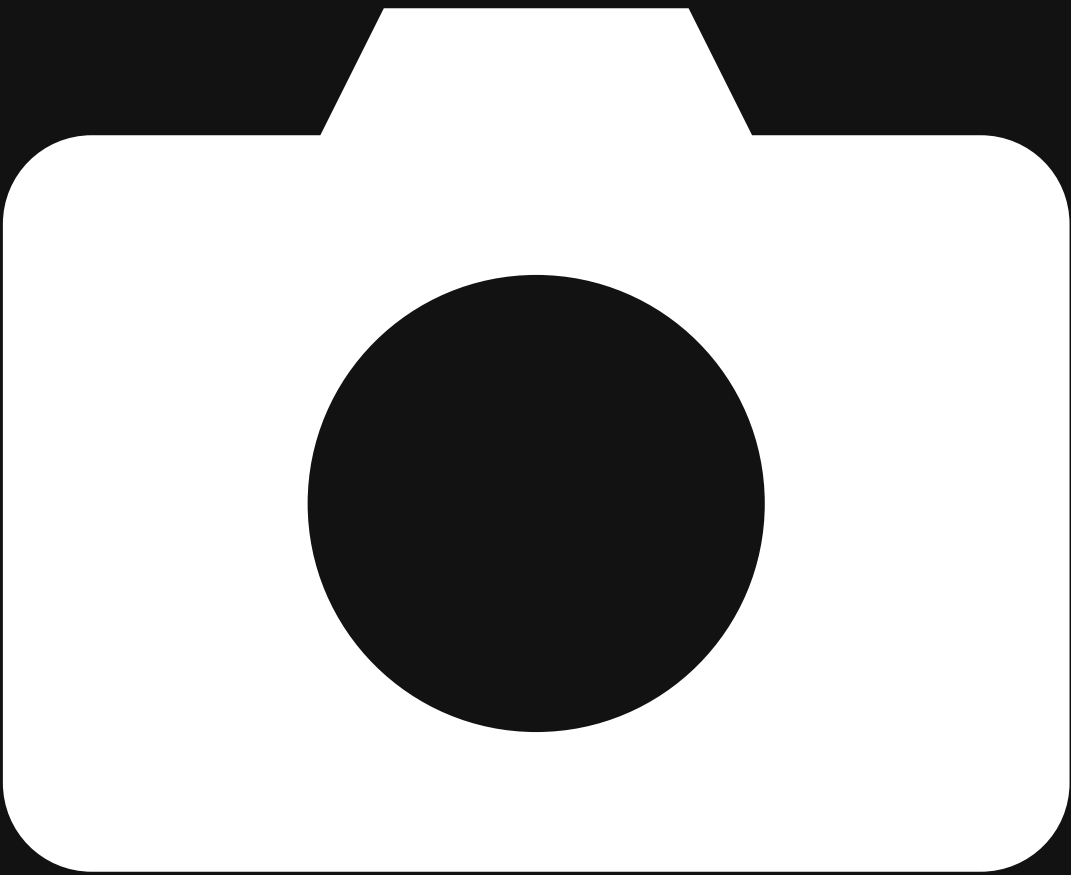
N





JTBD

don't change.





Disruption is a State Change.

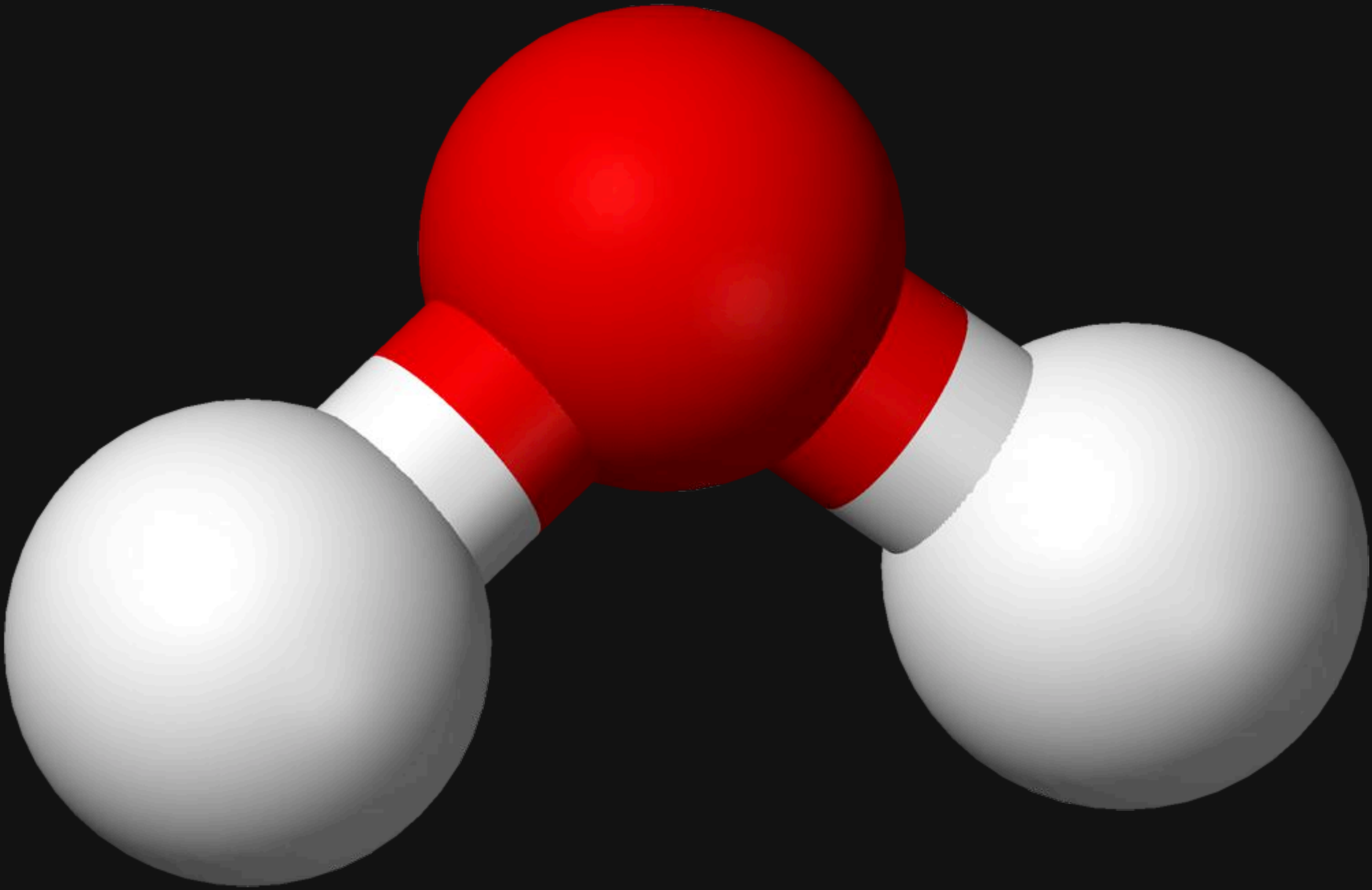
Solid → Liquid → Gas



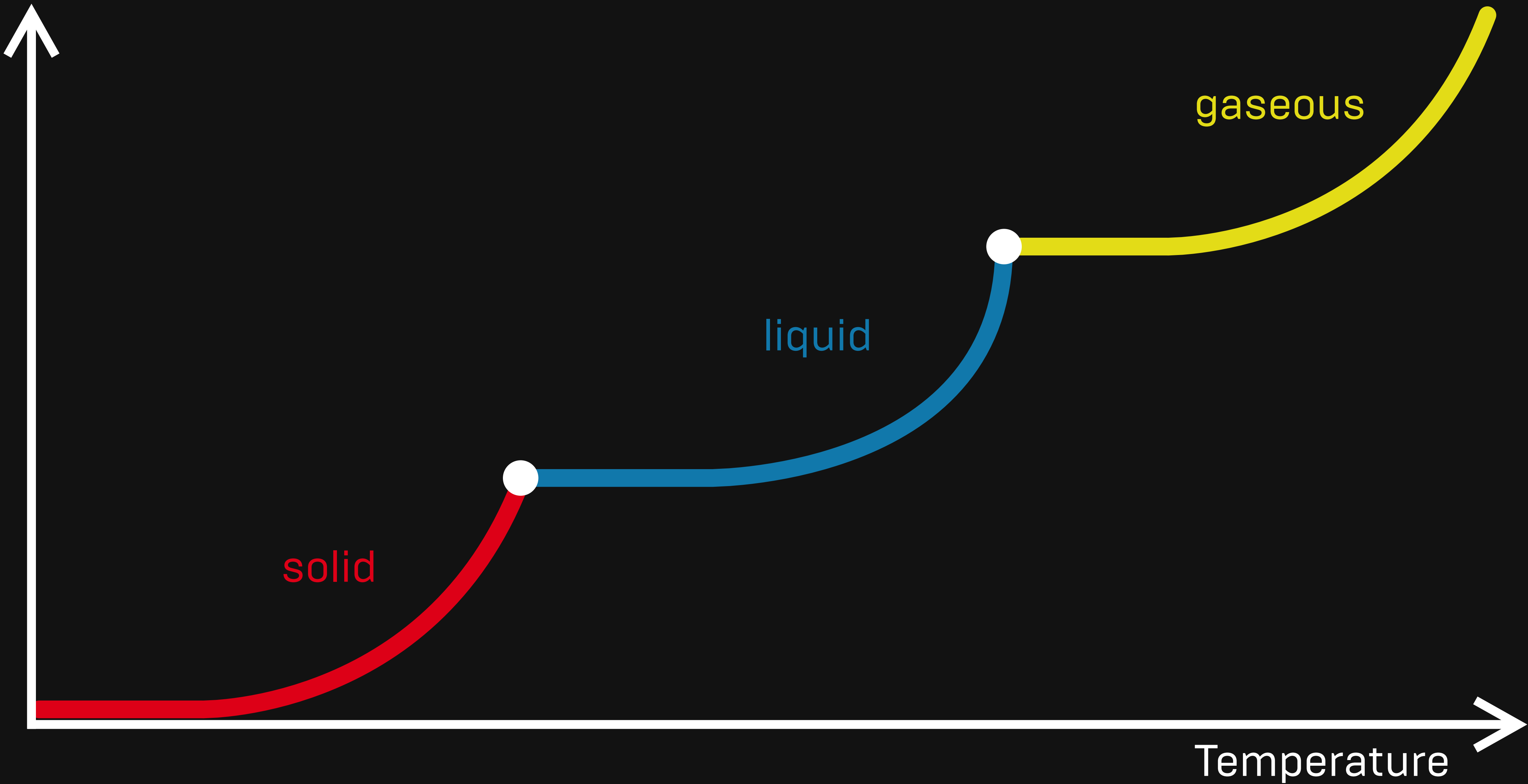
Solid → Liquid → Gas



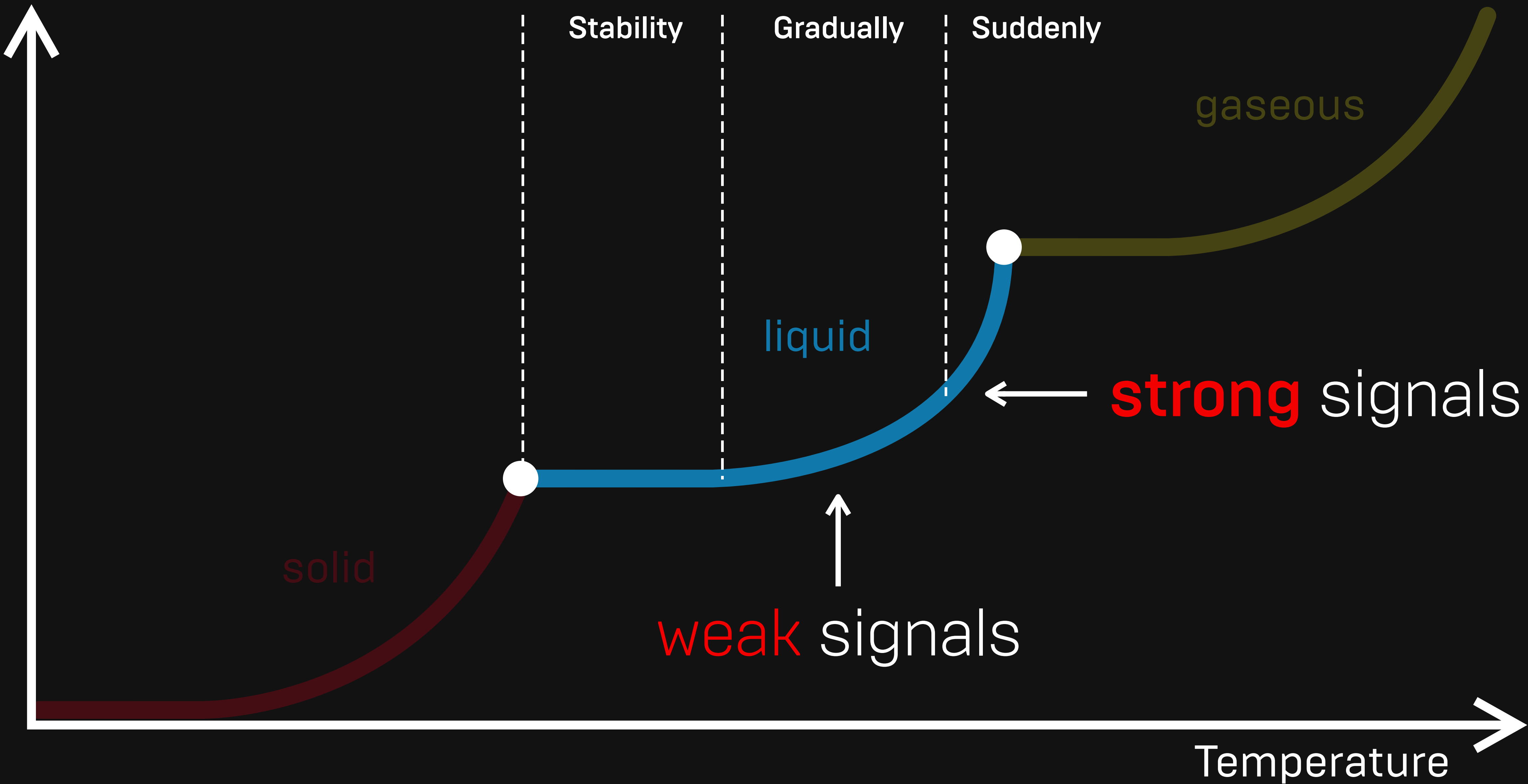
STATE CHANGE



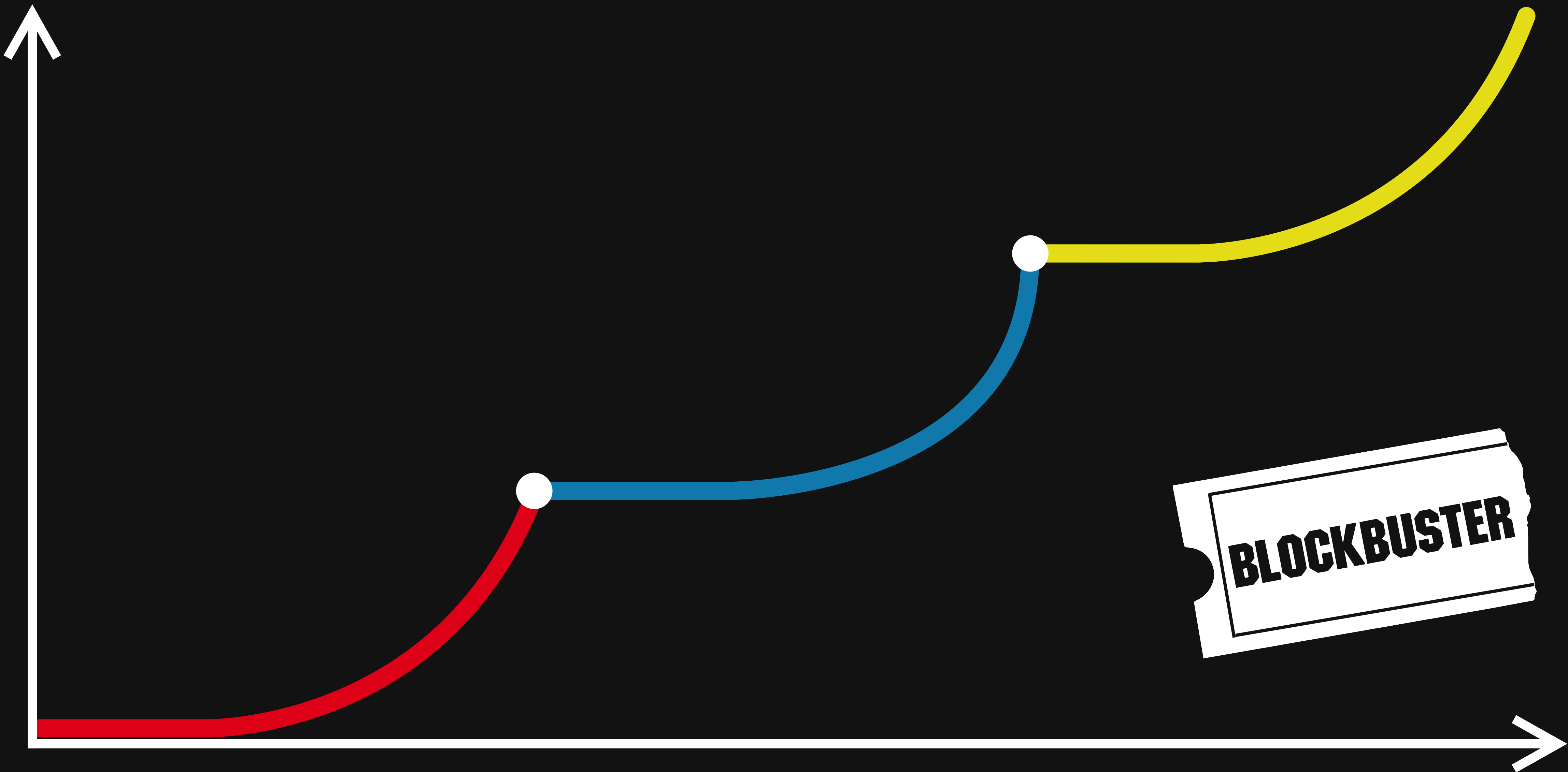


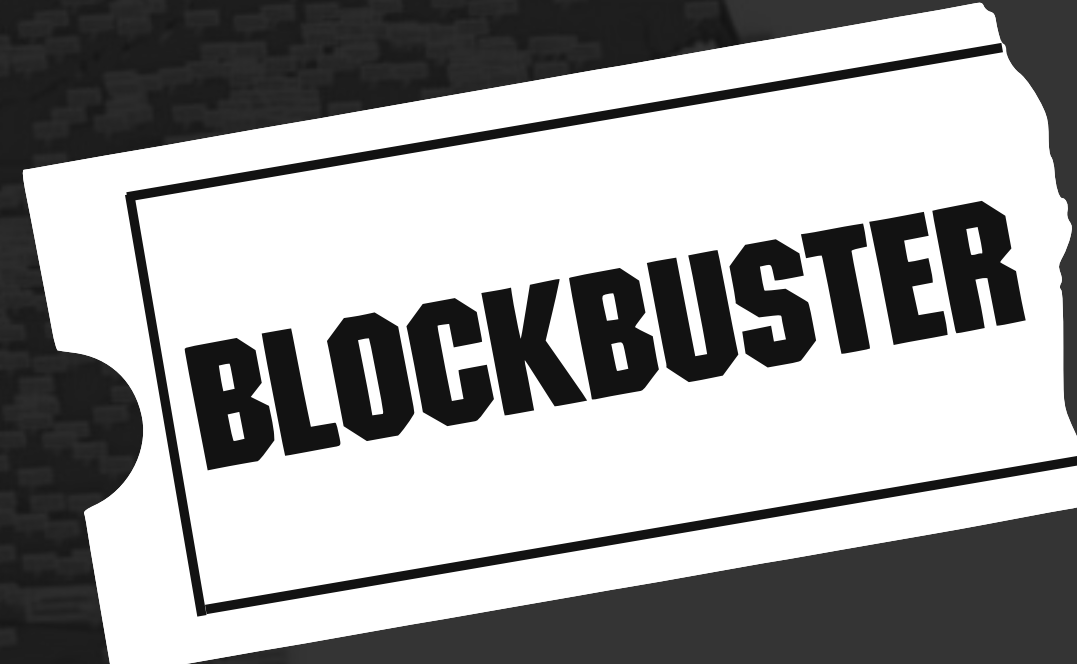
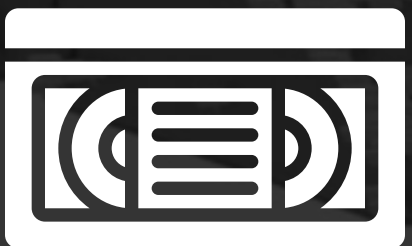
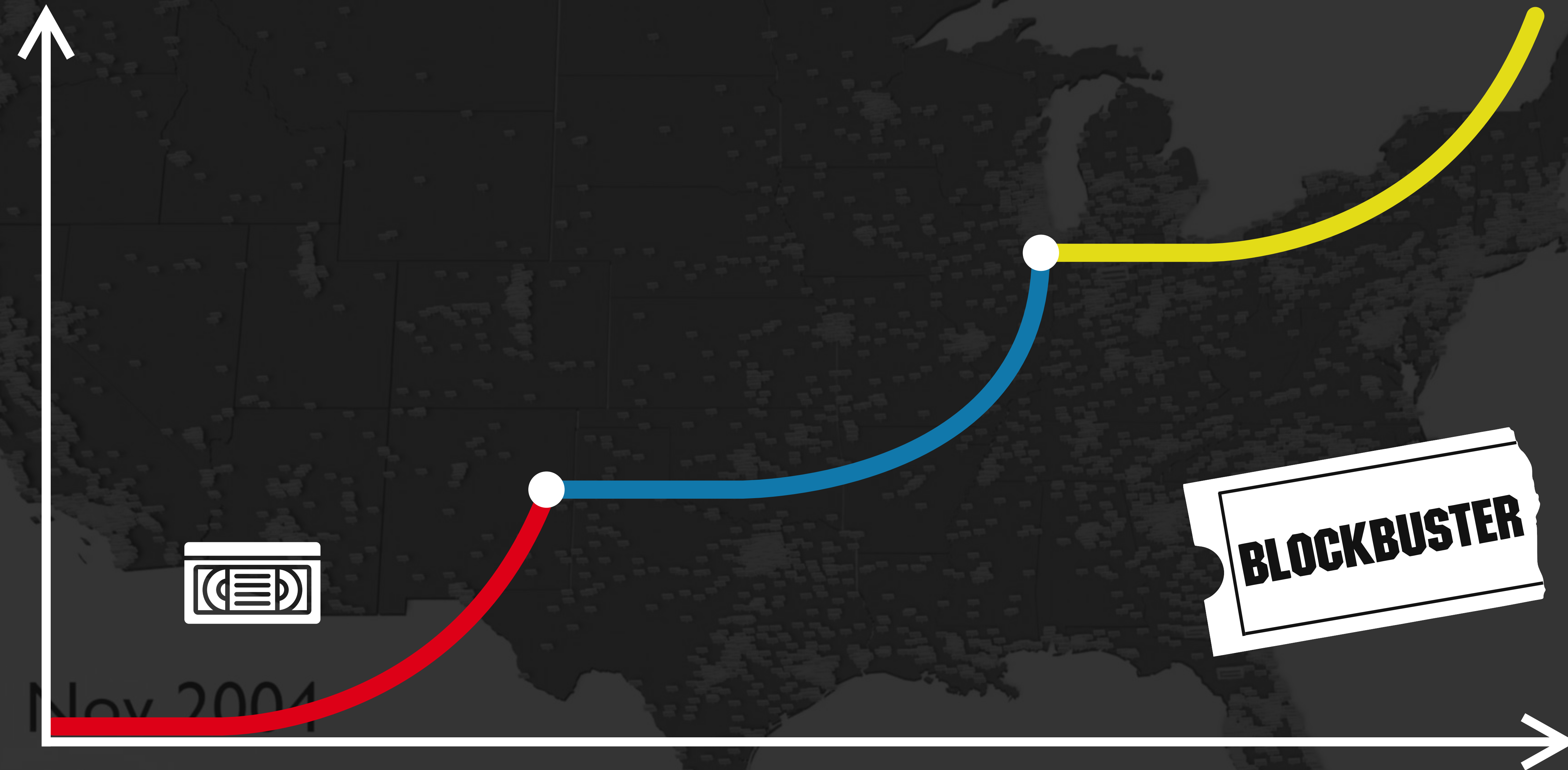


be radical.



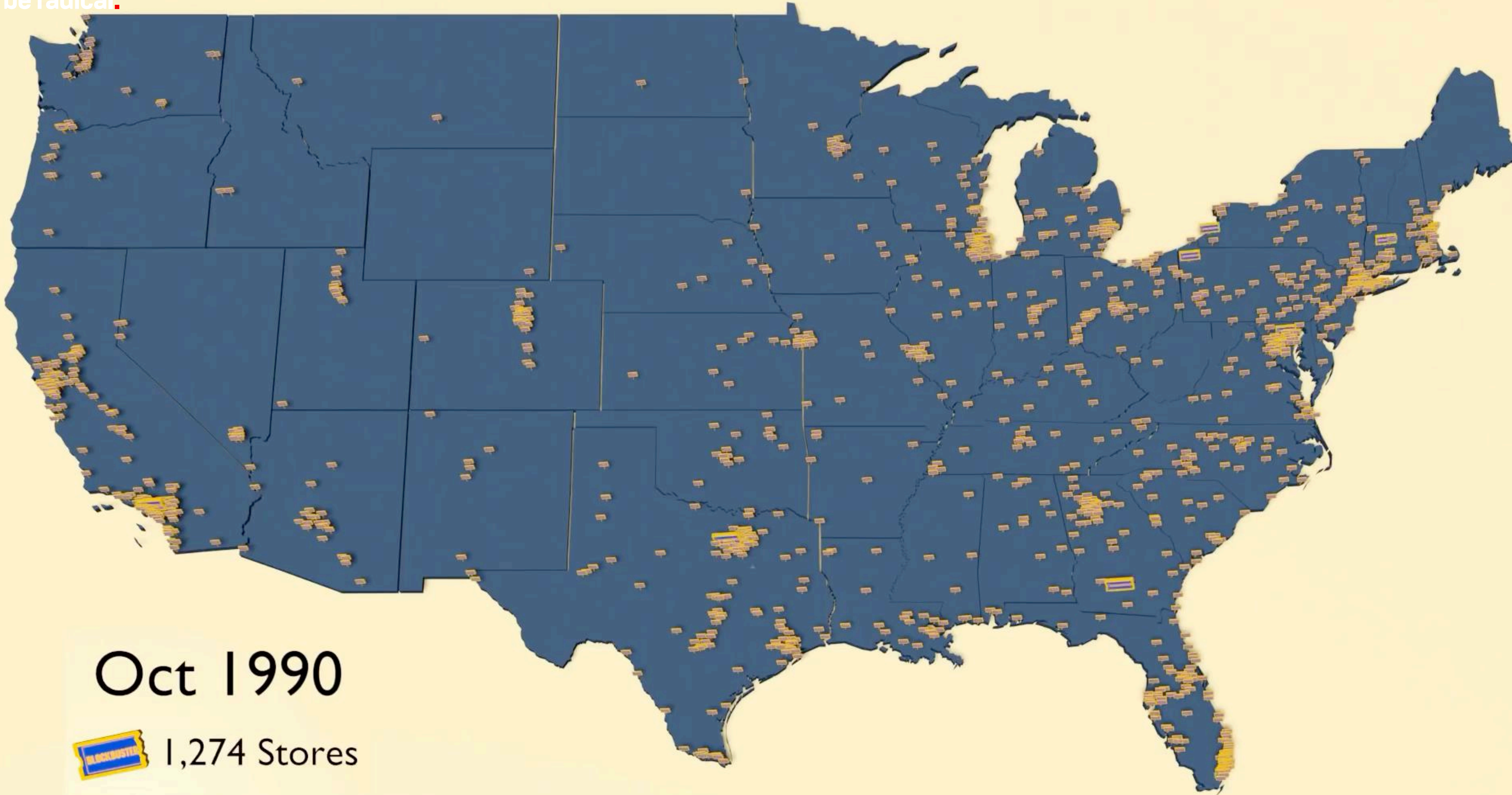






Nov 2004  
5,716 Stores



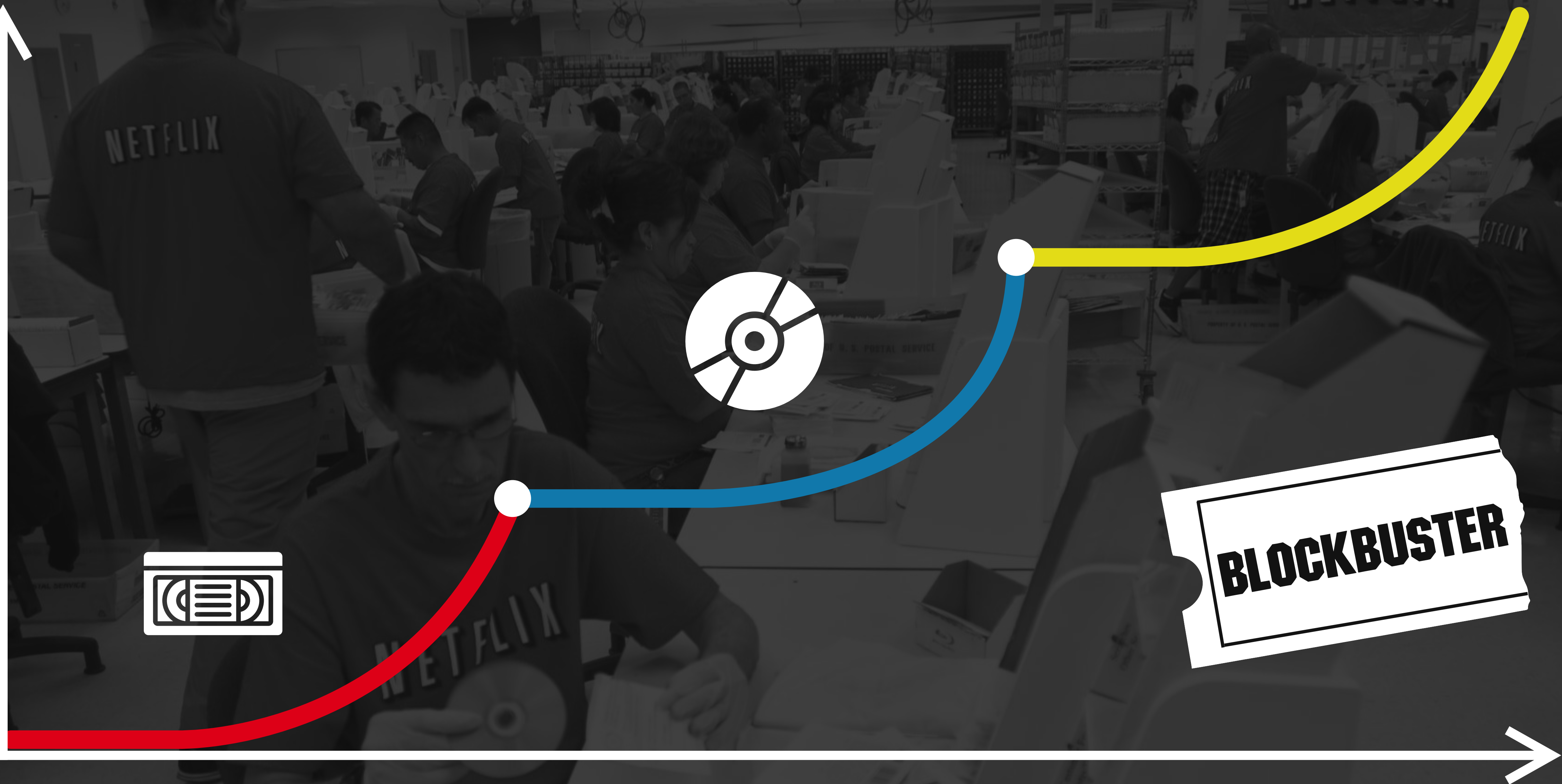


Oct 1990



1,274 Stores









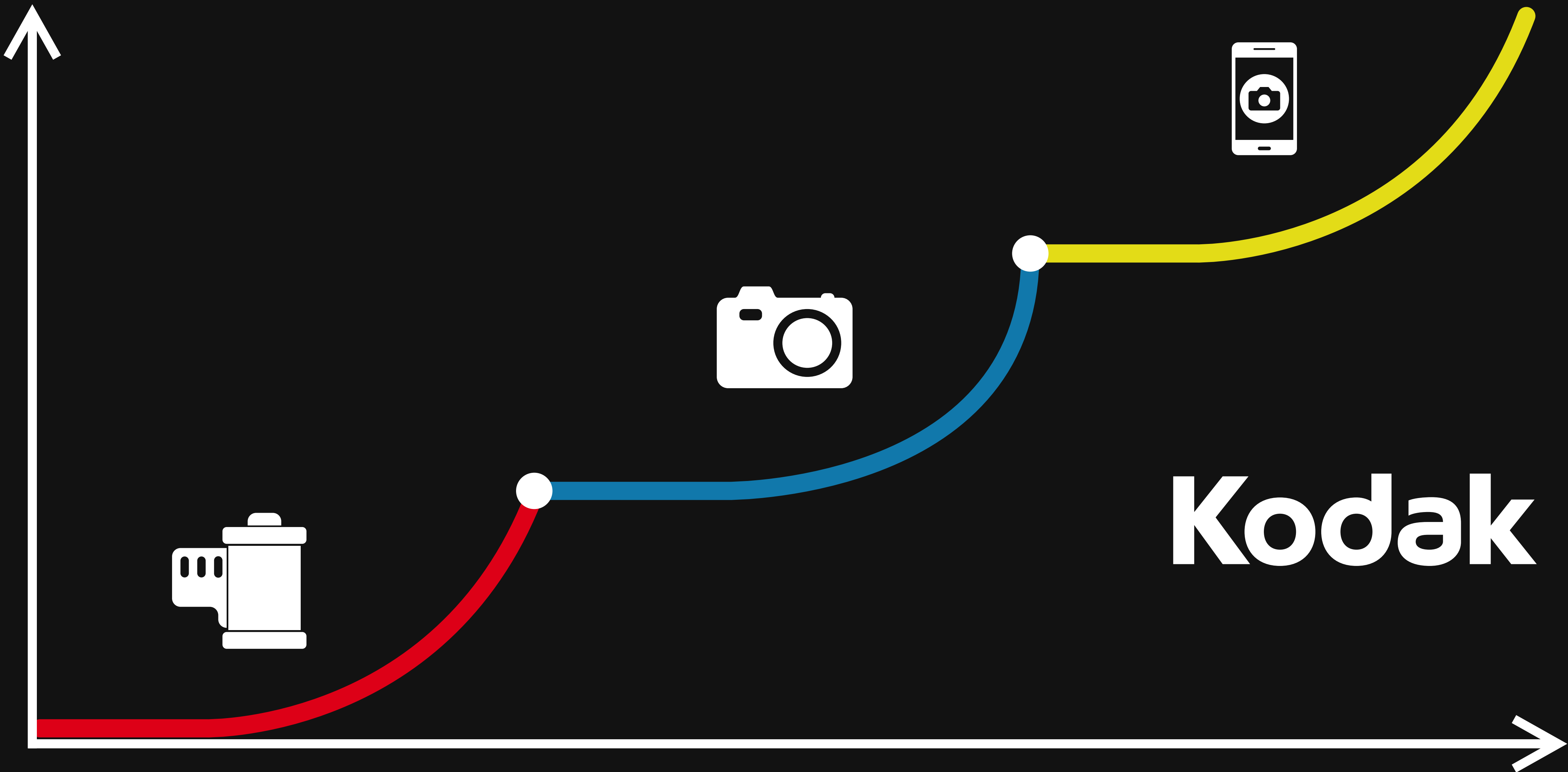












Kodak

*Software is eating the world.*

Marc Andreessen





be radical.

Our approach has always been to  
**discover today what will matter tomorrow**  
and then to **transform our company** into  
**a future that is unfolding before us.**

be radical.

Contact details, latest research & invite-only network:

**hello@be-radical.xyz**