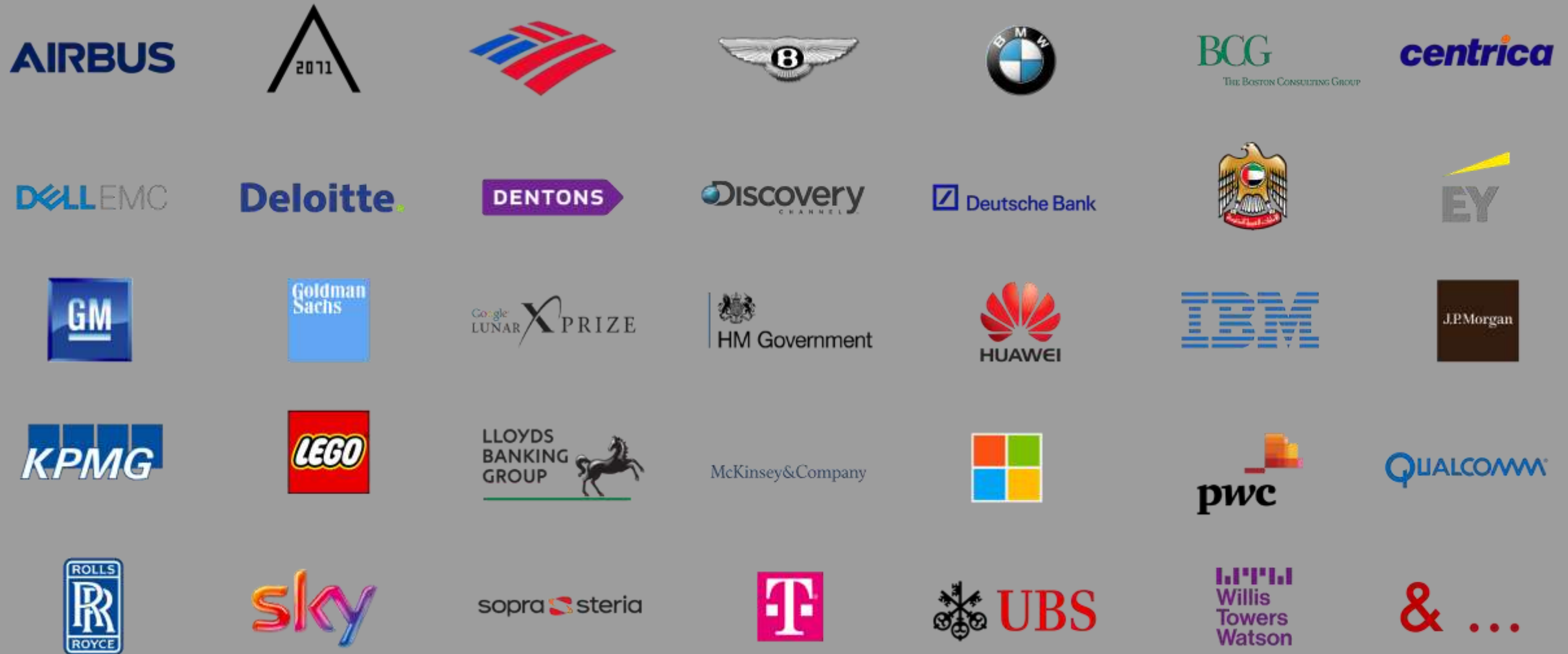


MASTERS OF DIGITAL DISRUPTION

Unlimited Thinking . Exponential Potential


MATTHEW GRIFFIN
Founder and CEO
311 Institute





www.311institute.com/explore

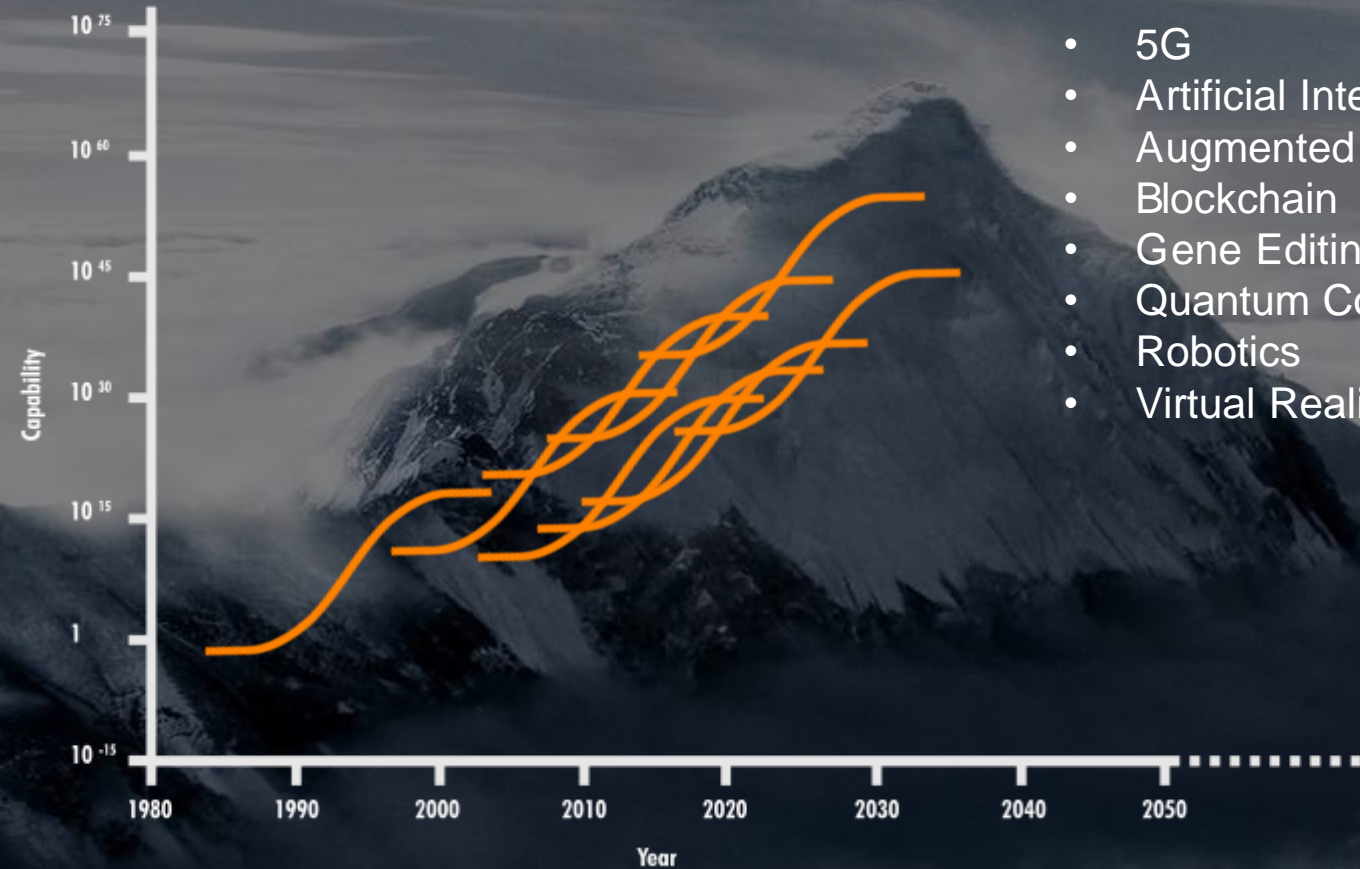


 Scan me



THE EXPONENTIAL ERA

The emergence of powerful new technologies and tools mean today's rate of change is faster and more complex than it was a decade ago. But organisations should stop thinking in terms of linear growth. And it's a trend that is accelerating. Exponential technology and Exponential Combinations.

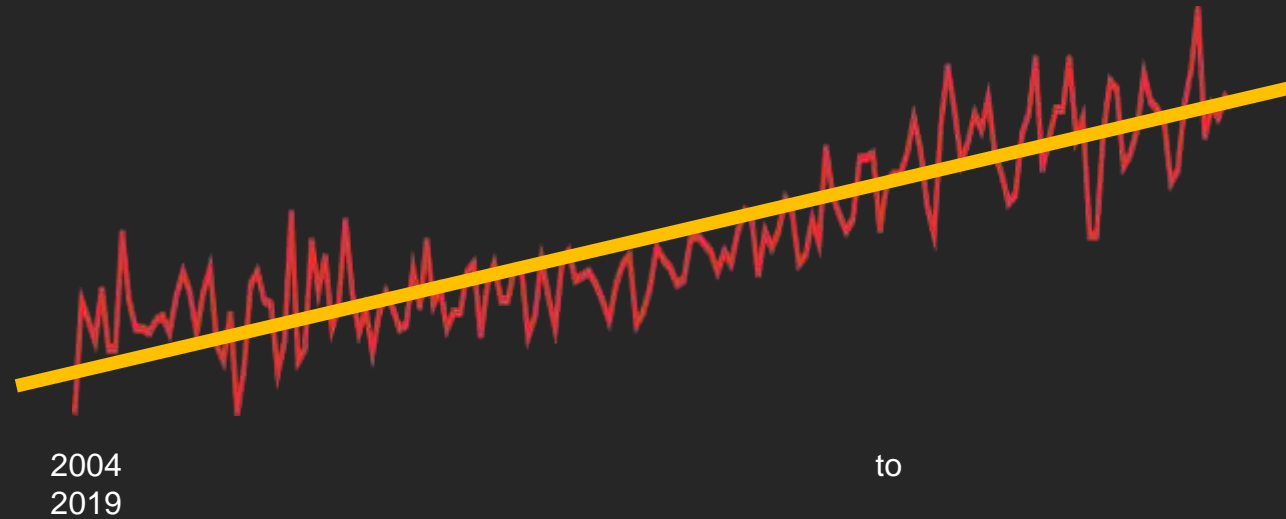


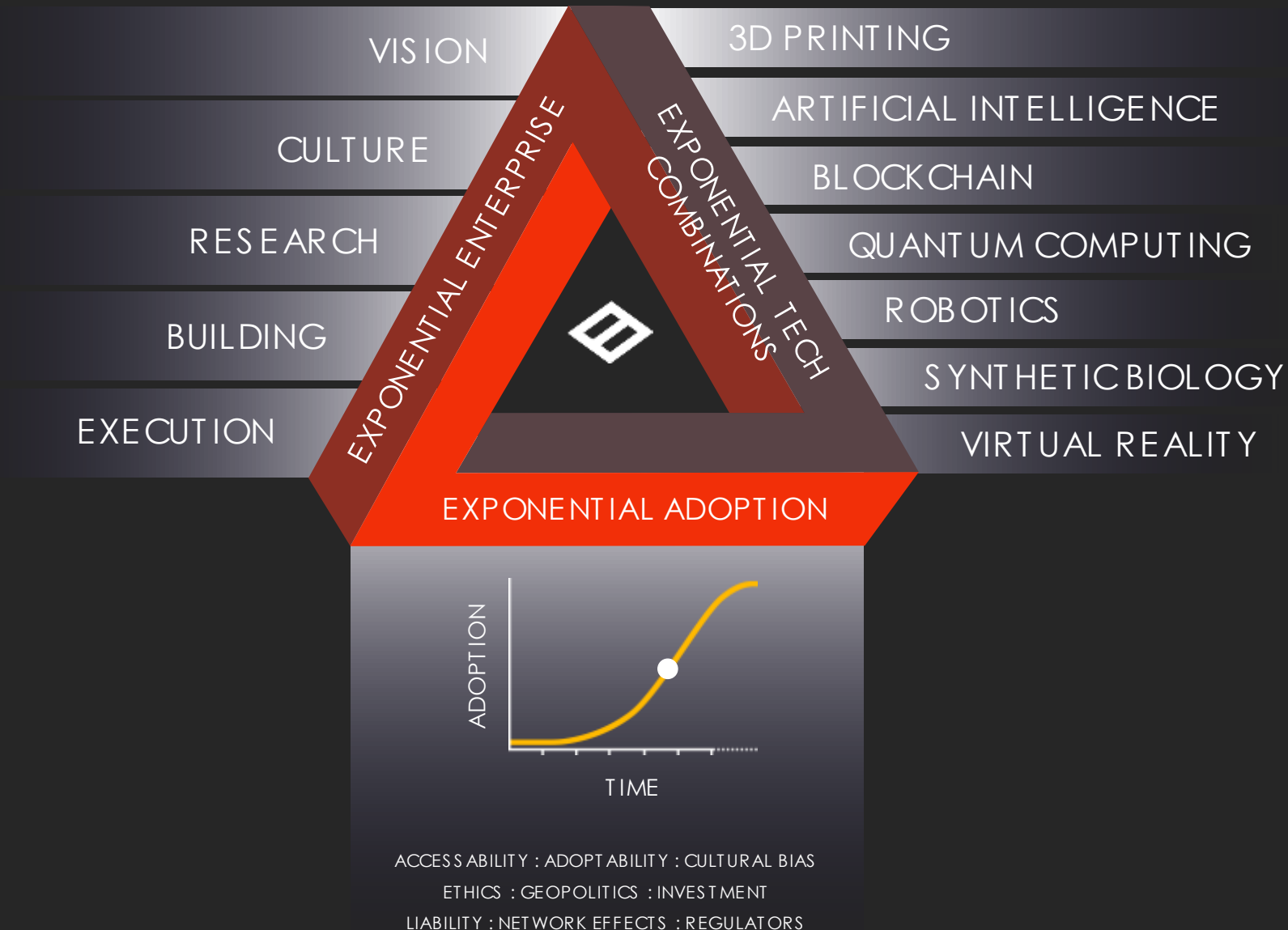
- 5G
- Artificial Intelligence
- Augmented Reality
- Blockchain
- Gene Editing
- Quantum Computing
- Robotics
- Virtual Reality

NOW TRENDING

The rate of change is accelerating, and more people are noticing.

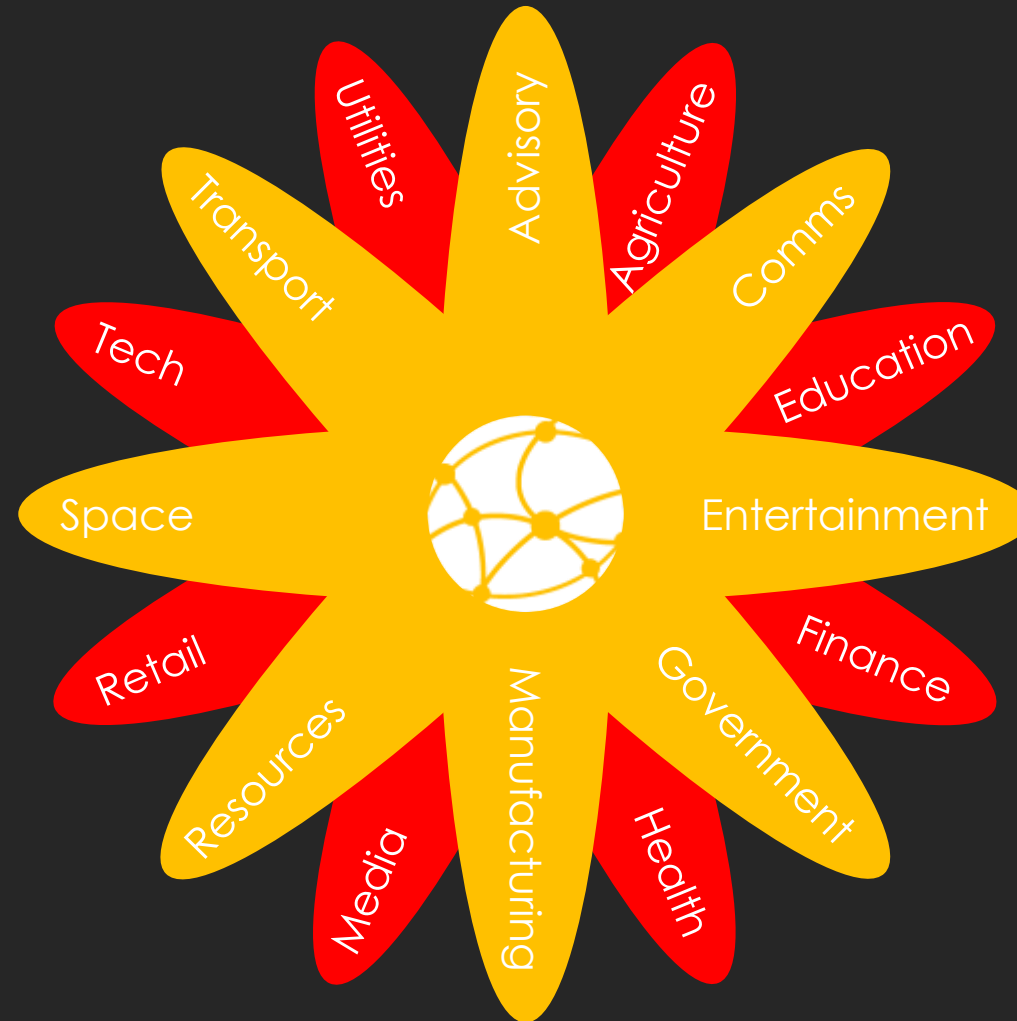
Google Trends: “Disruptive Innovation”





RIPPLE EFFECTS

Every industry, directly or indirectly, is linked to every other industry, meaning seismic shifts in one eventually ripples across all of the, creating an accelerating, virtuous cycle of limitless disruption.





MEET THE EXPONENTIALS



2019 GRIFFIN EMERGING

Introduction

Y STARBURST

Think **EXPONENTIAL COMBINATIONS** not **EXPONENTIAL TECHNOLOGIES**.

The Starburst covers the **2020 to 2060 timeline**, tracking the development of **169 game changing emerging technologies** across **12 major categories**. It also includes over **25 General Purpose Technologies** which will drive and accelerate continuous innovation and disruption across multiple sectors.

1 Estimated Wide Spread Adoption Date

1 General Purpose Technology

- Pervasive, Affects Multiple Sectors
- Improves Rapidly
- Spawns Innovation

2019 GRIFFIN EMERGING TECHNOLOGY STARBURST





DO YOU BELIEVE IN MAGIC?

Any sufficiently advanced
technology is
indistinguishable
from magic."

Arthur C. Clarke



HOLOGRAMS // First free form living hologram created 2017

This technology has revolutionary
implications for the
health, entertainment, public safety
and retail
sectors , among others .



NEURAL STREAMING // First human live brain stream 2015

This technology has revolutionary
implications for every
sector.

HORIZON PLANNING

When it comes to future gazing how far is far enough?

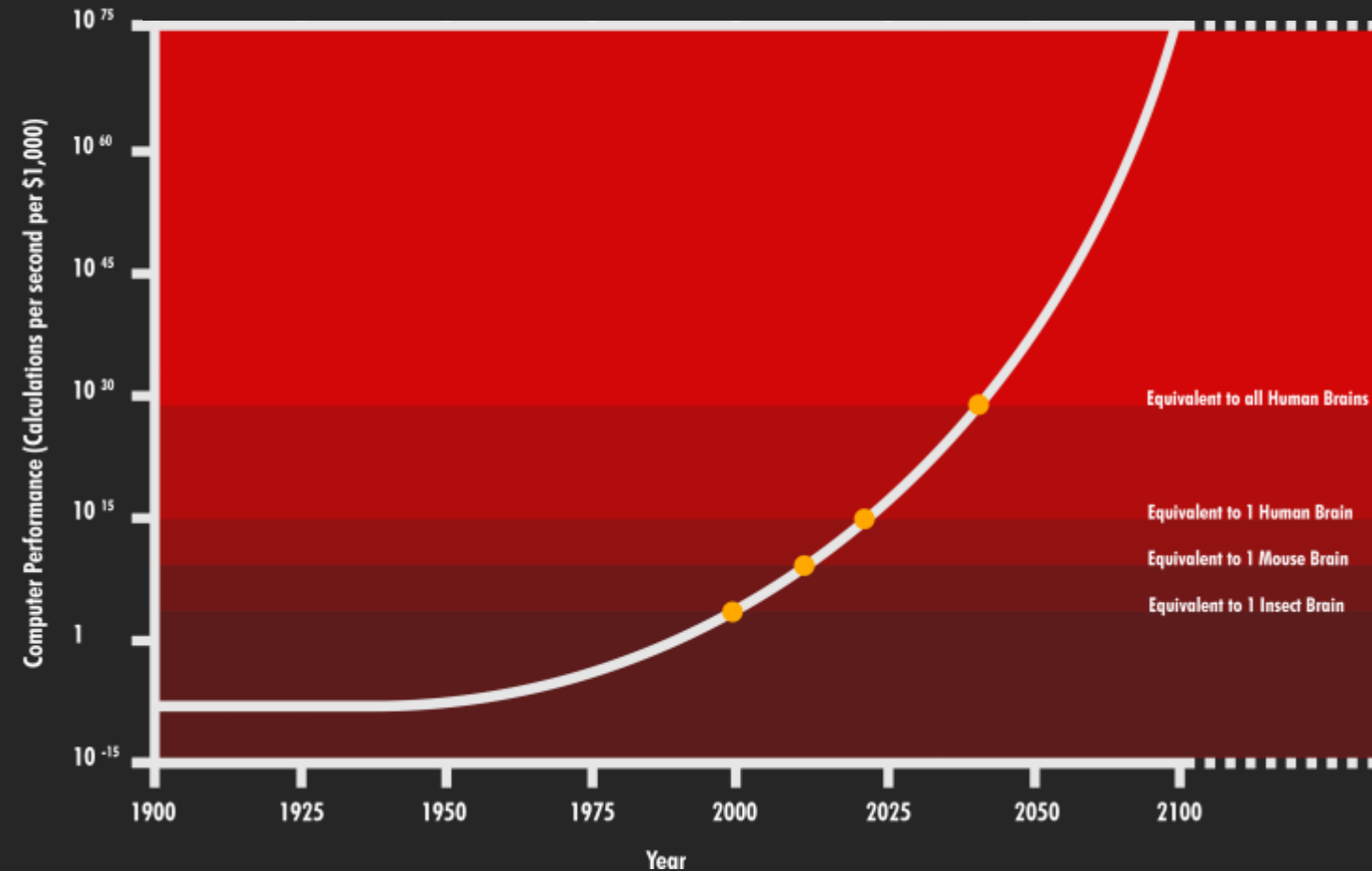
Most organisations spend most of their time thinking about the near future. But as the rate of change accelerates time gets compressed giving them less time to think and react.



PREDICTABLE ?

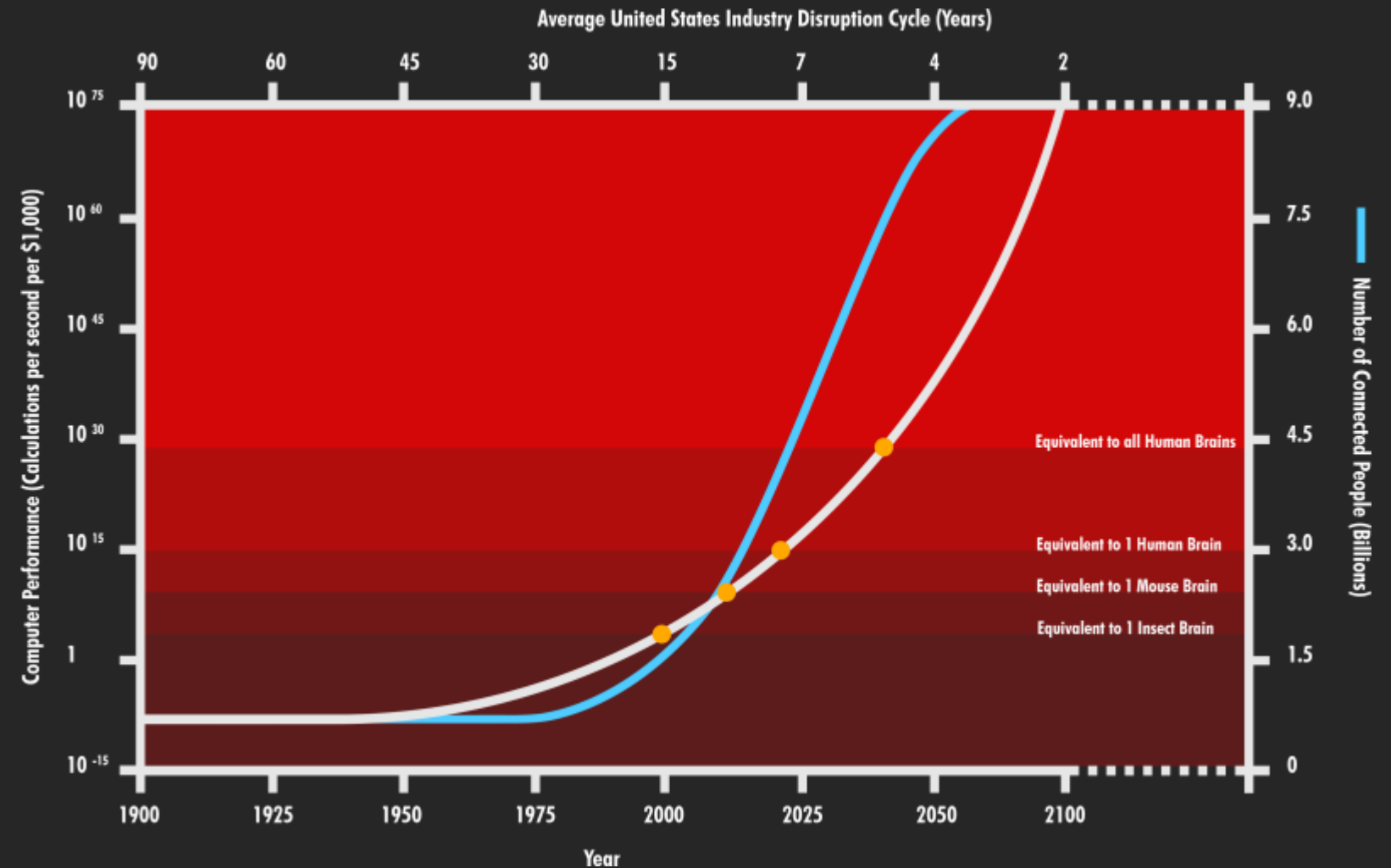
The future performance of some of these technology paradigms is often predictable.

But not necessarily in the way we originally predicted.



ACCELERATED

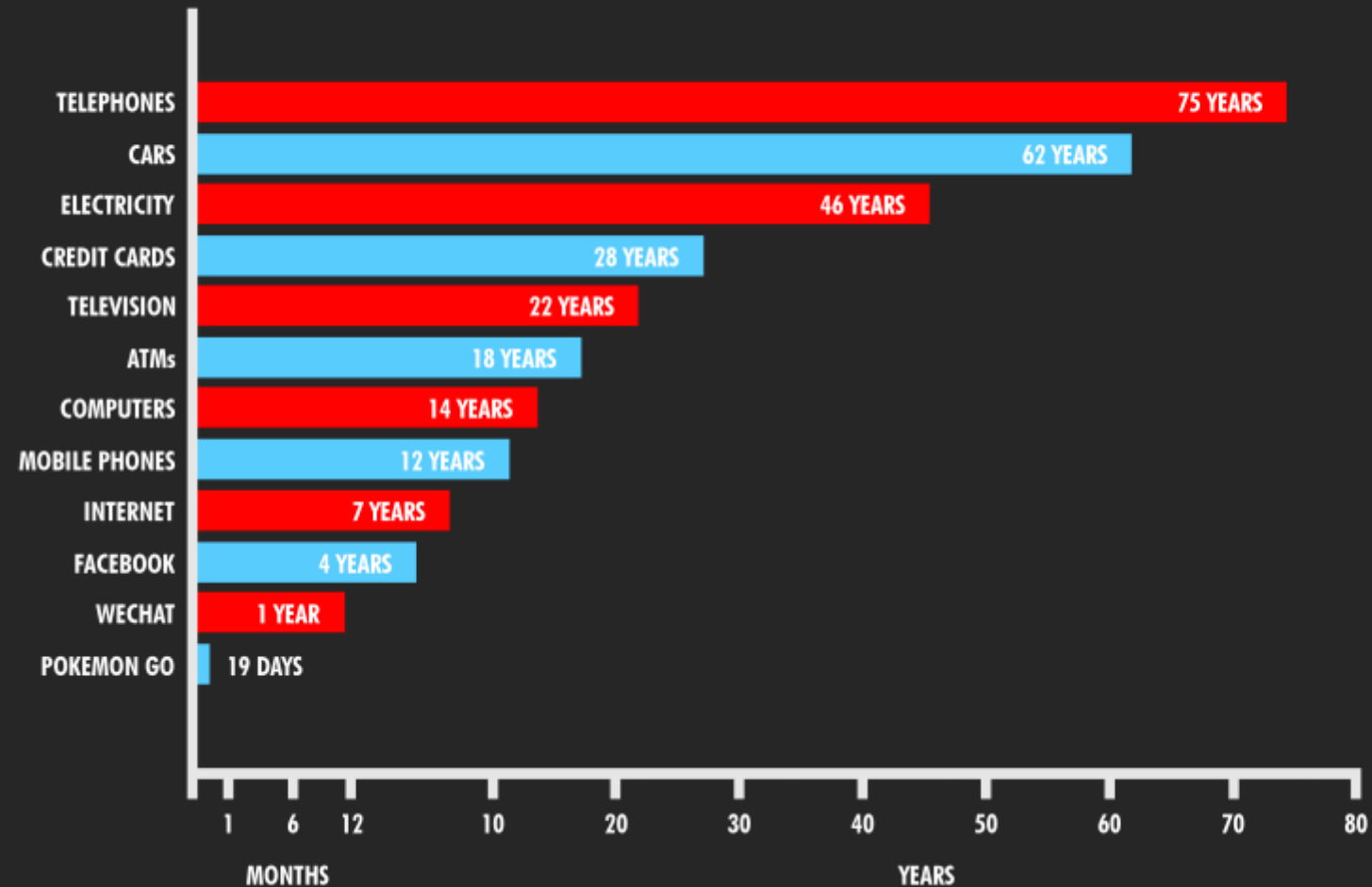
The global rate of disruption is accelerating because an increasingly connected society has access to increasingly powerful technologies and tools.



TIME TO 50M

The time it takes to acquire users has fallen dramatically, from 75 years for the telephone to just 19 days for Pokemon Go.

Further connectivity and digitisation will accelerate this trend even more in years to come, to days, and then hours, then minutes. At which point we could see the world's first multi-billion dollar company made in just days and minutes.

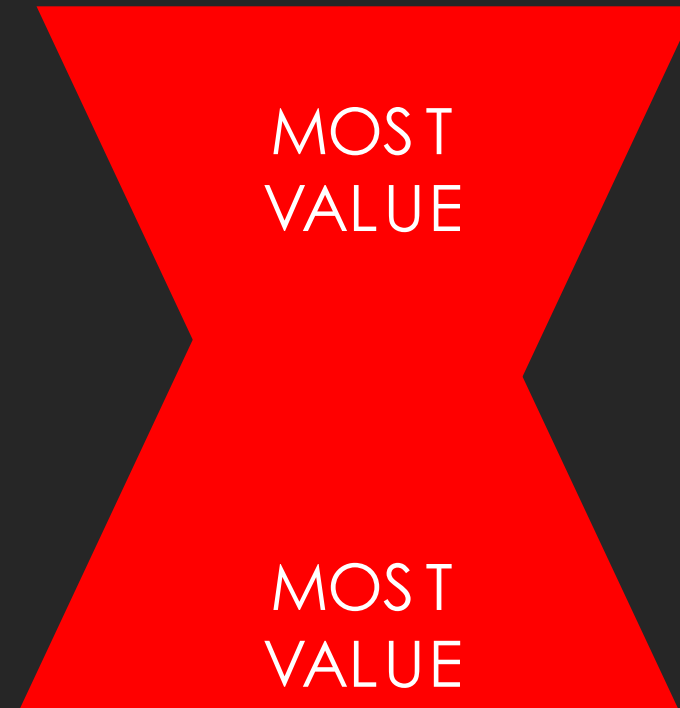


INFORMATION ERA

Historically products value and business models were driven by their sheer physicality.

Next came physical products whose value was associated with their ecosystems.

Then came information only products whose value was derived solely from the information. As a result, value creation and business models have been flipped on their heads.



DIGITAL PRODUCTS

Value derived from the information itself

PHYSICAL PRODUCTS

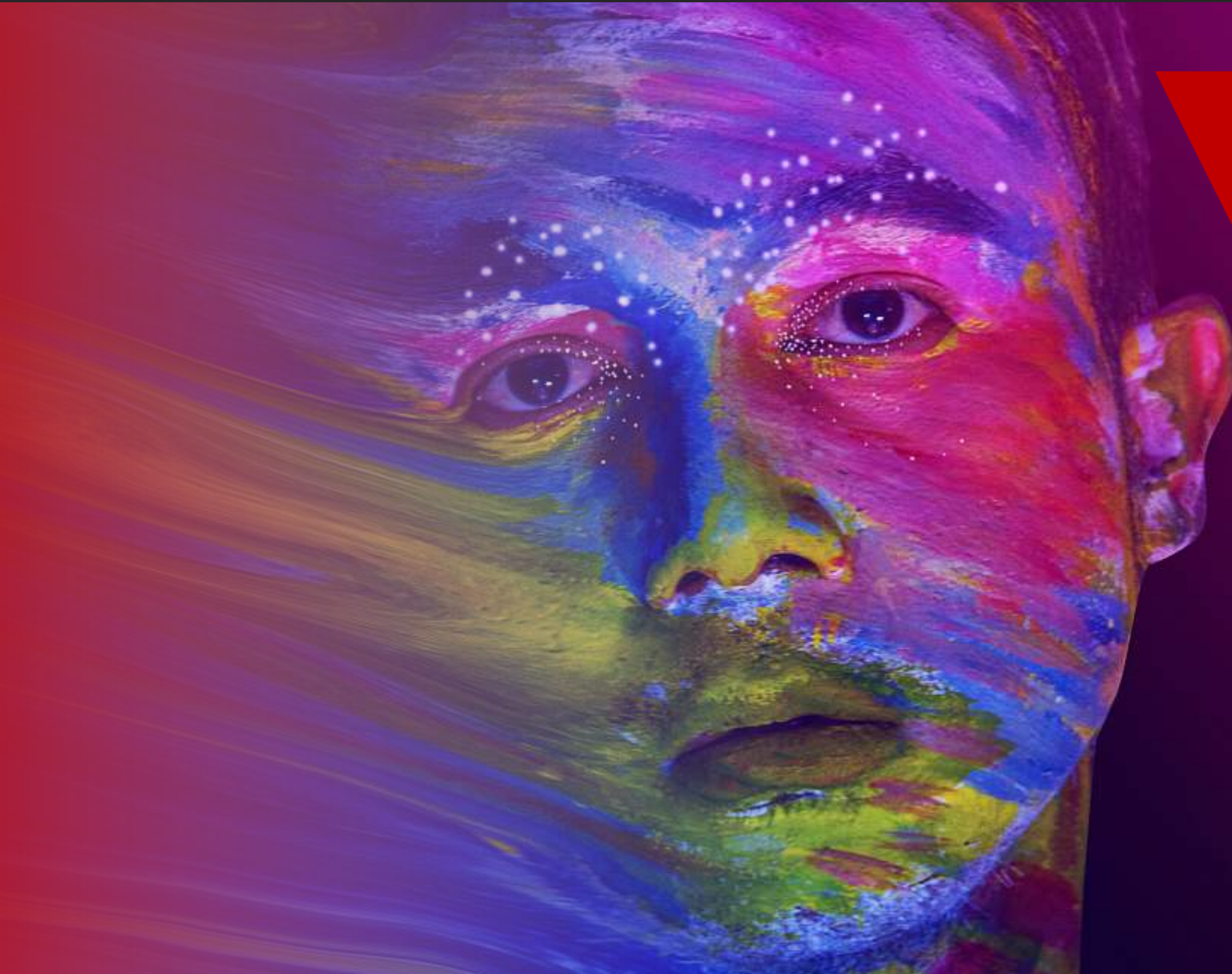
Value derived from digital ecosystems

PHYSICAL PRODUCTS

Value derived from physicality

2019 GRIFFIN MEGATRENDS STARCHART





CREATIVE MACHINES

INNOV-AI-TION

What if you could accelerate your rate of creativity and innovation by a thousand fold or ten thousand fold?

With access to more data Creative Machines will be able to innovate new business models, processes and products without human assistance.

CREATIVE MACHINE INNOVATION CAPABILITY

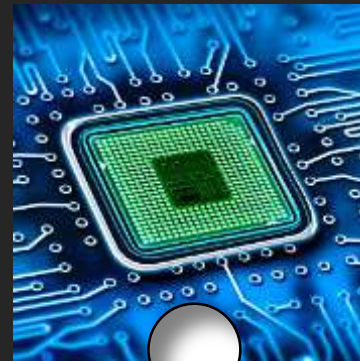
PASSIVE

ITERATIVE

PRIMARY

DISRUPTIVE

SUPPORTIVE EMERGING TECHNOLOGIES



Computer



AI



Materials



3D Printing

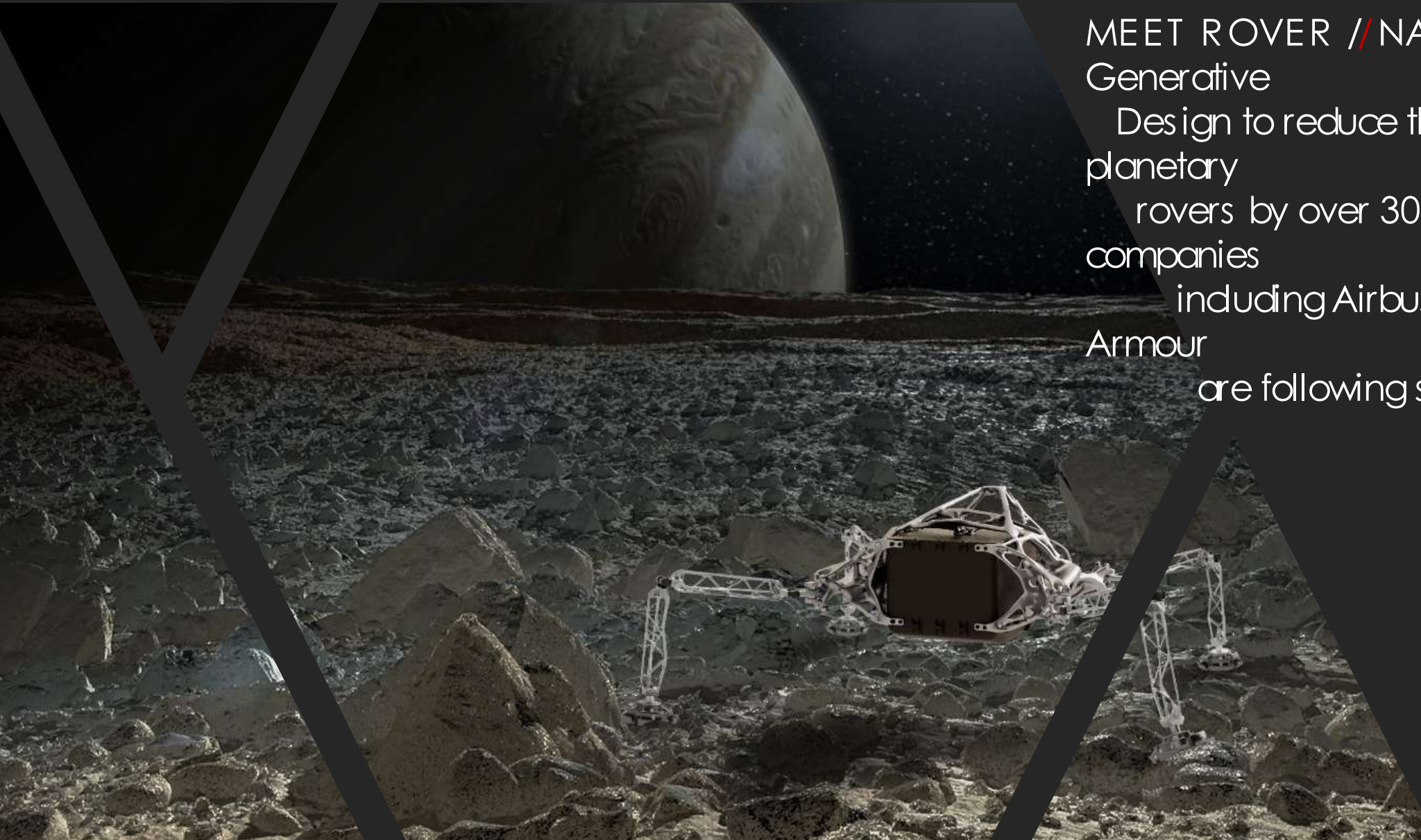
2020

2030

2040

2050

2060



MEET ROVER // NAS A recently used
Generative

Design to reduce the weight of their
planetary

rovers by over 30 percent, and
companies

including Airbus , GM, and Under
Armour

are following suit

2020

2030

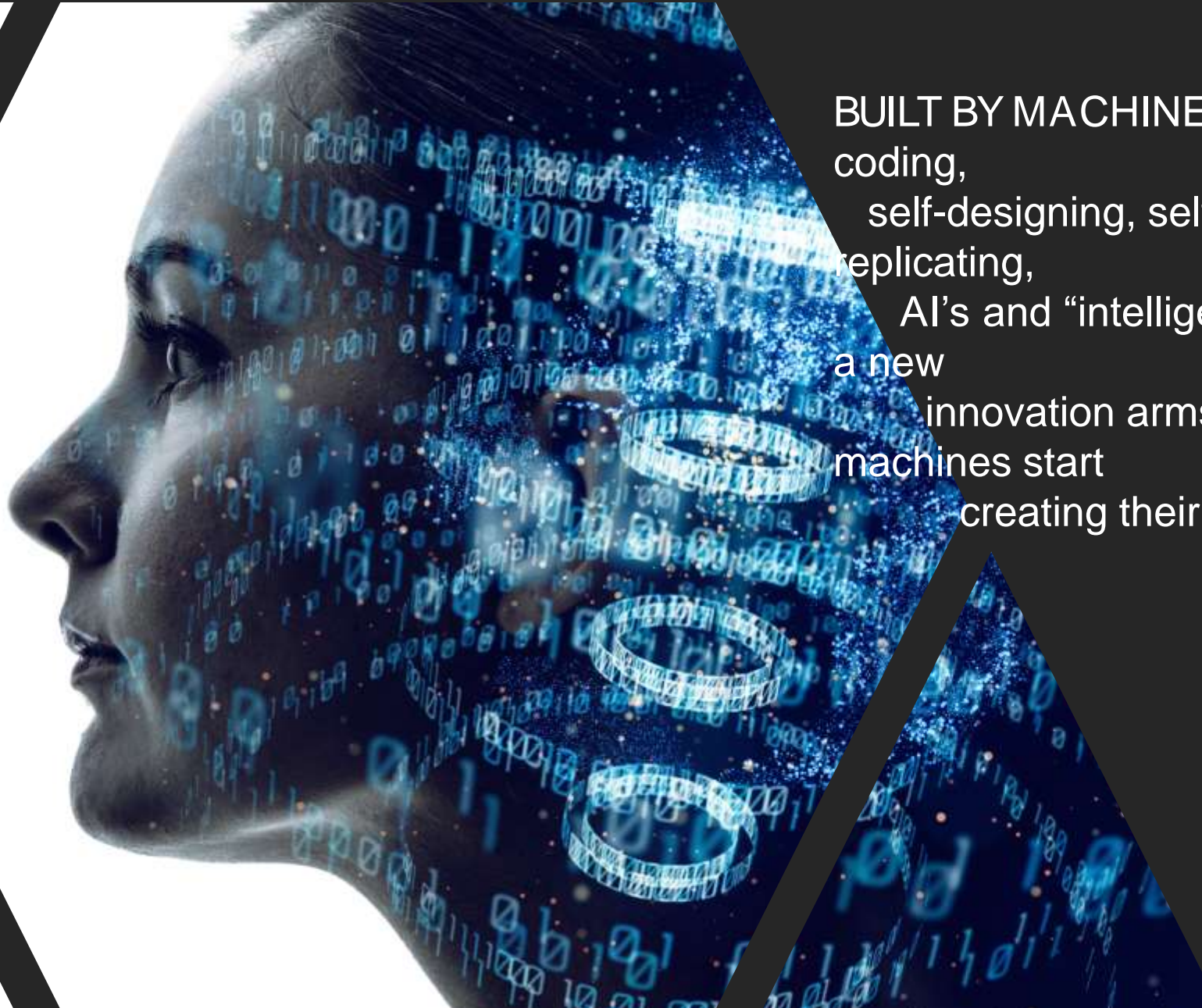
2040

2050

2060



SIMULATION ENGINES // The development of realistic immersive simulated worlds is already helping us develop and train AI's, robots, and systems, hundreds of millions of times faster than previously possible

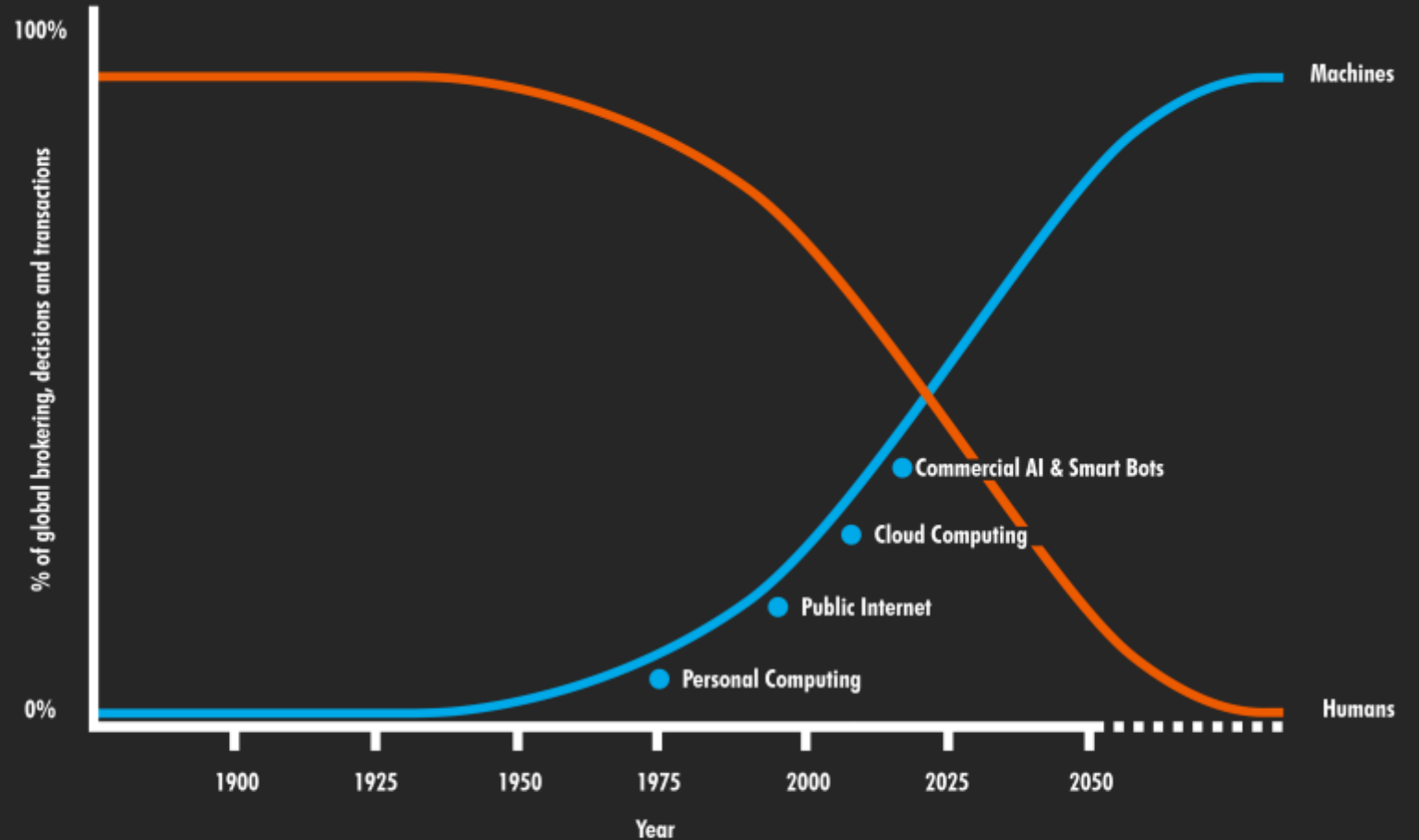


BUILT BY MACHINES // The rise of self-coding, self-designing, self-evolving, and self-replicating, AI's and “intelligent machines” create a new innovation arms race where machines start creating their own knowledge

THE INVERSION

From Entrepreneurs to
Machine-Preneurs.

Humanity is putting more
decision making and trust in a
new generation of creative
and intelligent machines, and
the next generation of
organisations and products
will be built and run by
Machines not Humans.





AUTONOMOUS COMPANIES // The first fully autonomous companies have arrived, and they'll change how we build, scale and run companies

THE 4 FOUNDATION S

Every industry is undergoing change and investing in four common themes – all of which help accelerate the pace of change, and transform how companies expand, operate and scale.

AGILE

AUTOMATED

DIGITISED

SMART

THIS IS NOT THE END. **EXPLORE** MORE.

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