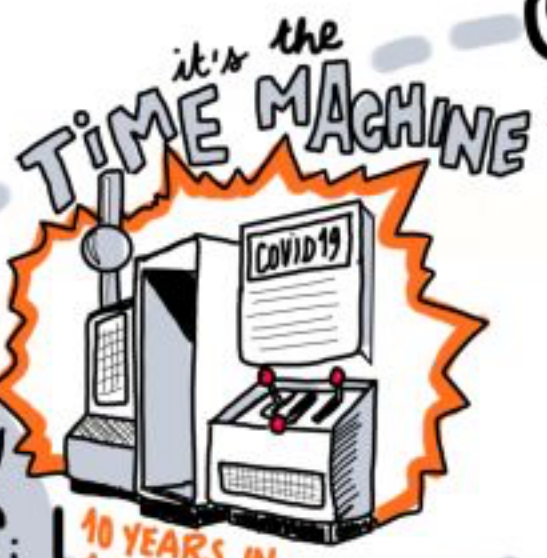


RESEARCH:
VACCIN
in 1 YEAR?



IMPACT ON
CONTEMPORARY
BUSINESS:

10 YEARS IN
10 WEEKS

our
1 GLOBAL
VILLAGE
is BURNING
ACCELERATION
OF DEGLOBALIZATION

2 STATE
CAPITALISM
SUPPORTING
NATIONAL ECONOMIC
INFRASTRUCTURE

5 DIFFERENT
CIVILISATIONS
WITH CLAIMS FOR
POWER & INFLUENCE

3 FAANG + M
FACEBOOK
AMAZON
APPLE
NETFLIX
GOOGLE
MICROSOFT
30%
OF STOCK
MARKET VALUE
NY

4 TEST OF
ROBUSTNESS
OF MODERN ECONOMY
INSURANCE SYSTEMS
ARE MITIGATING THE
IMPACT OF THE CRISIS
BACKED WITH
MODERN
TECHNOLOGY



KJELL A. NORDSTRÖM

TRENDS in STRATEGY THRIVING in the URBAN GALAXY

A PANDEMIC
TODAY...

A PANDEMIC
is not
NEW!



BUT WE ARE A PLANET
OF CITIES, ALL
CONNECTED

WE FIGHT BACK

WE CAN MAKE GREAT
THINGS WHEN WE
COLLABORATE

WE WILL SURVIVE
and move on...

HOW WILL THE FUTURE?
BUSINESS LANDSCAPE LOOK LIKE

YOU CAN'T PREDICT
the future...
YOU CAN ONLY DESCRIBE
"the here and now"
AND MAKE CONCLUSIONS
& QUALIFIED GUESSES



STEVE JOBS, 2007

what will have a
LASTING IMPACT?
on the years to come?

THE FUTURE **SUCCESS:**
TACIT KNOWLEDGE...
YOU CAN'T PUT IT ON A PIECE OF PAPER.
IT TRAVELS SLOWLY THROUGH TIME,
BASED ON PROXIMITY



BUSINESS IS ABOUT CREATING
& DEFENDING
A TEMPORARY MONOPOLY

EVERYTHING THAT CAN BE
DIGITIZED WILL BE DONE
REMITOTELY. EVERYTHING
CAN BE & WILL BE COPIED

4

IT CHANGES
THE RULES
OF THE GAME

SECOND
MACHINE
AGE

WE SET
EVERY-
THING
free!

where stranger meets stranger
CITIES
1900: 10%
2020: 66%
2030: 80%
ARE THE UNITS OF ANALYSIS
NOT THE COUNTRY.
SHIFT OF
POWER!
FEMINIZATION
OF THE WORLD

3

4D MATRIX
THAT WILL
SET THE
SCENE

2

CAPITALISM
WITH A STRONG
DIALECT

CLIMATE
CHANGE

1



UBA

Trends Day 2020