

The Big AHA: How to Future-Proof Your Business Against Tomorrow's Trends, Today



ULI Summit
San Francisco CA
October 6, 2015

The greatest change is the rate of change

We are transitioning to a period of constant transition



AHA: Awareness, Humility & Action

**1 Thousand
1 Million
1 Billion
1 Trillion
1 Quadrillion**



The greatest change is the rate of change!



Trend #1: Wearable technology



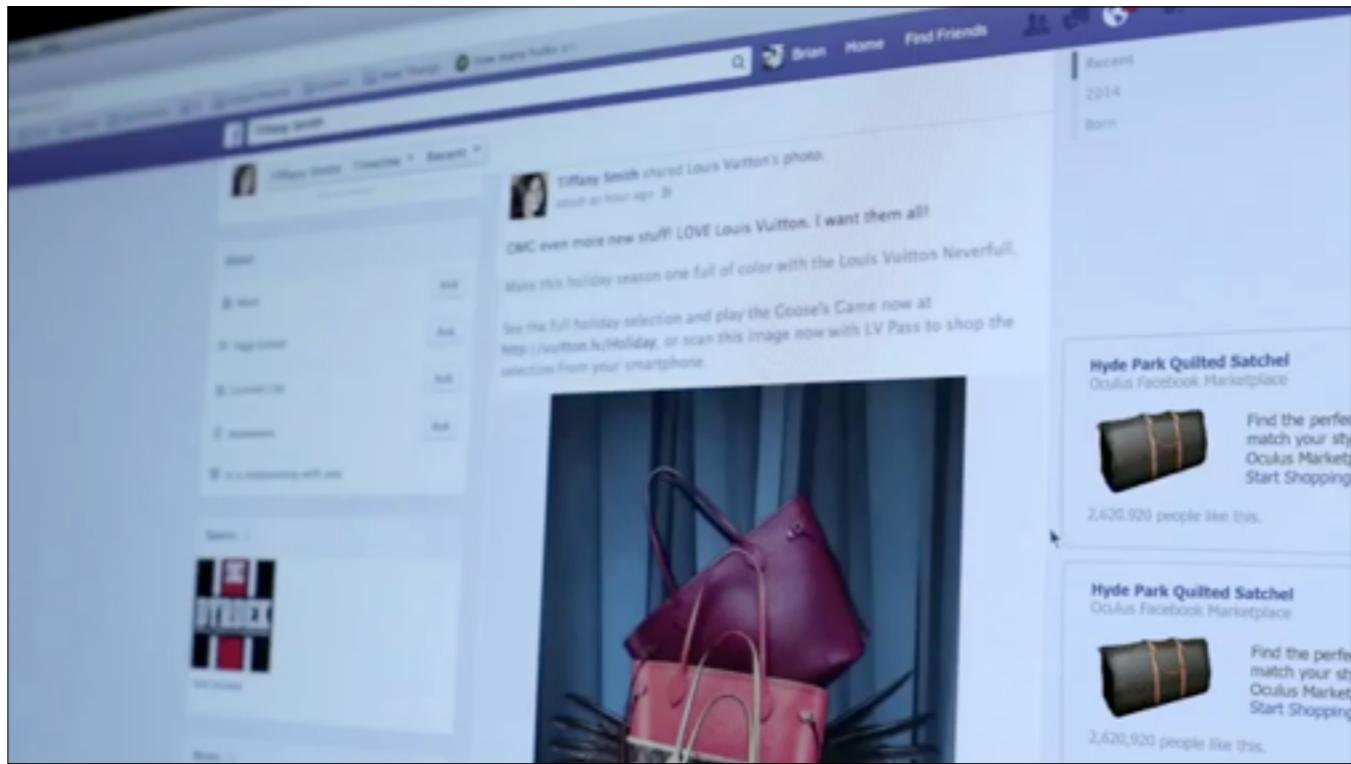


The Internet will come to us.

New methods of work?

John Hancock is keeping people healthier ...





What is the implication for the retail/mall industry?

Could Oculus be used to market properties to 60 million Chinese looking for US properties?

"You haven't seen reality until you've seen it in virtual reality."



Trend #2: Additive Manufacturing/3D manufacturing

Video of GE's 3D printed engine ... impact on global supply chain.



World's largest delta 3D printer could build entire houses out of mud or clay

▲ DARIO BORGHILO □ SEPTEMBER 17, 2015

7 PICTURES



The Big Delta printer is due to be unveiled in Rieti, Italy, on September 18
[Image Gallery \(7 images\)](#)

What next?

What are the implications for transportation facilities, warehousing?



Trend #3: Nanotechnology



Self healing concrete

Solar windows

COLLECTION

Innovative Technologies for Increasing Efficiency

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Material Cools Buildings by Sending Heat into Space

A new material that requires no electricity uses the universe as a heat sink—even when the sun is shining.

By Katherine Bourzac on December 1, 2014

Radically lower energy costs

Passive Radiative Cooling ... A material that simultaneously reflects light and radiates heat at frequencies that vent it through the Earth's atmosphere could one day help cool buildings on hot days. The material cools itself to a temperature below the ambient air, and has been tested on a rooftop at Stanford University by its inventors, who are now working on scaling up the design.

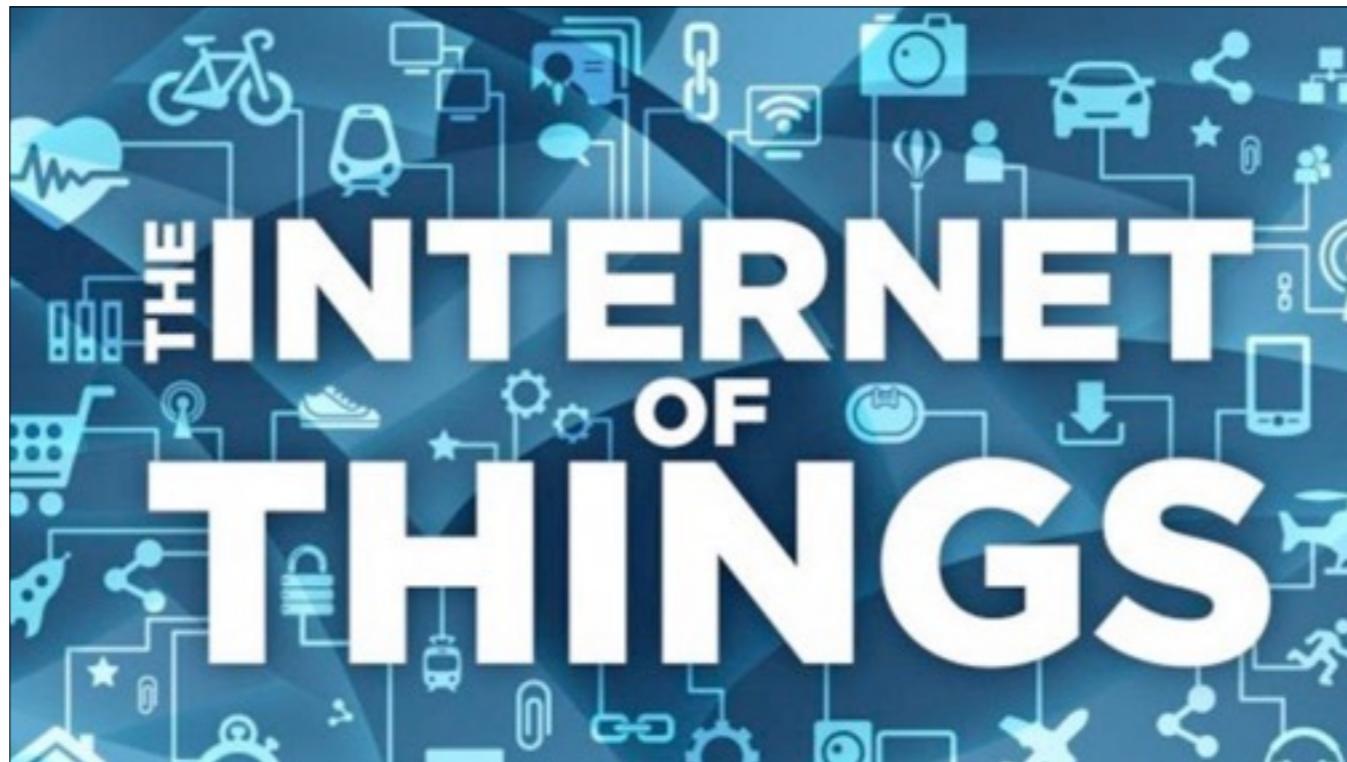


Trend #4: Robotics

Use to inspect/monitor construction



Gothenberg ... 100 self driving cars on the road by 2017



Trend #5: Internet of Everything,

The extension of the Internet to the physical world.

\$7-\$19 trillion opportunity



Smart Bridge



Now that example might not excite you but, as a business leader, this one should: Schneider Electric recently retrofitted its Headquarters with smart sensors and it has reduced the energy consumption of it building by 85%
By 2020, it is estimated the number of building that will be smart and connected to the IoT will increase 40X.



Trend #6: Genomics



What are the implications for senior housing?

Where/how will they/we love?

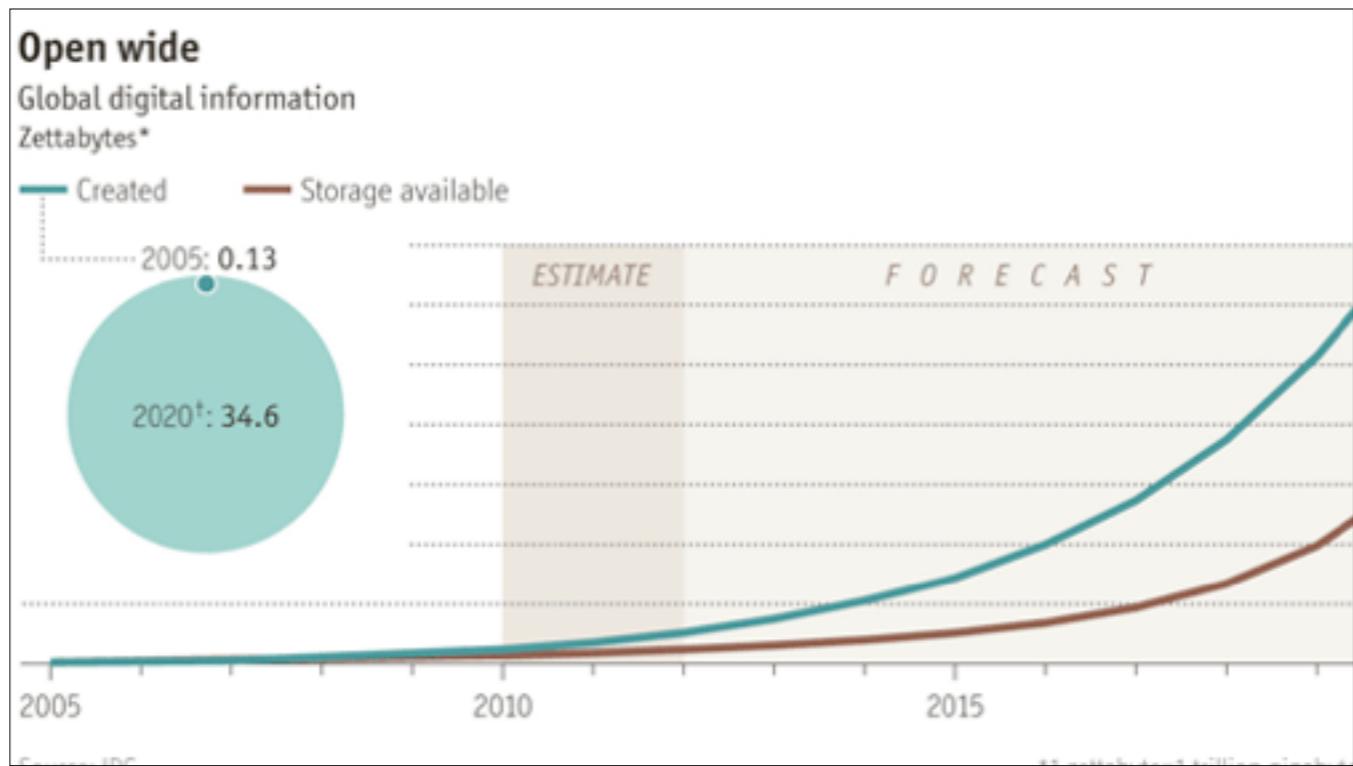


Trend #7: Artificial Intelligence



AI uses info on home value, schools, traffic to make on homes in seconds ...

Determine best location for new building



Trend #8: Big Data



Amazon is not getting into the grocery delivery business. It is getting into the data business.



And it wants to “deliver everything in the world.”

Implications for retail/malls



What two colors are the yield sign?





It is time to update your mind.



Just as yield signs are yellow and black anymore ... either are taxis



Trend #9: Sharing Economy/Collaborative Economy

The network effect/the platform effect



Uber for office space ... implications for BPO: What is the Role of the office moving forward?



Foth & Van Dyke must take action to innovate





Trend #10: Renewable energy

“We're growing in 16 days what otherwise takes 30 days in a field—using 95 percent less water, about 50 percent less fertilizers, and zero pesticides, herbicides, fungicides.”—David Rosenberg.

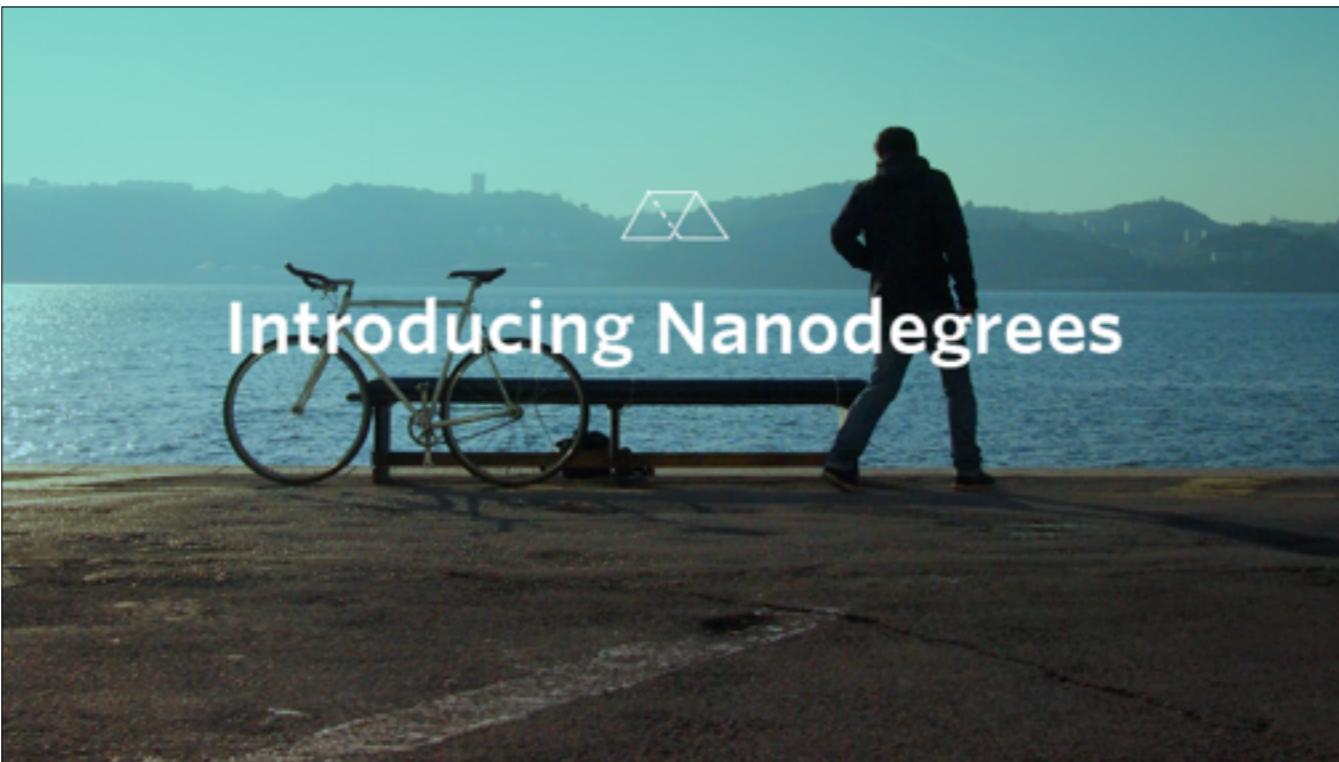


Trend #11: Urban Ag

World's largest indoor vertical farm just opened in Newark, NJ

LED lighting is getting better and can be tailored to grow crops efficiently.

"On average, we're growing in 16 days what otherwise takes 30 days in a field—using 95 percent less water, about 50 percent less fertilizers, zero pesticides, herbicides, fungicides," said David Rosenberg, chief executive and co-founder of AeroFarms.



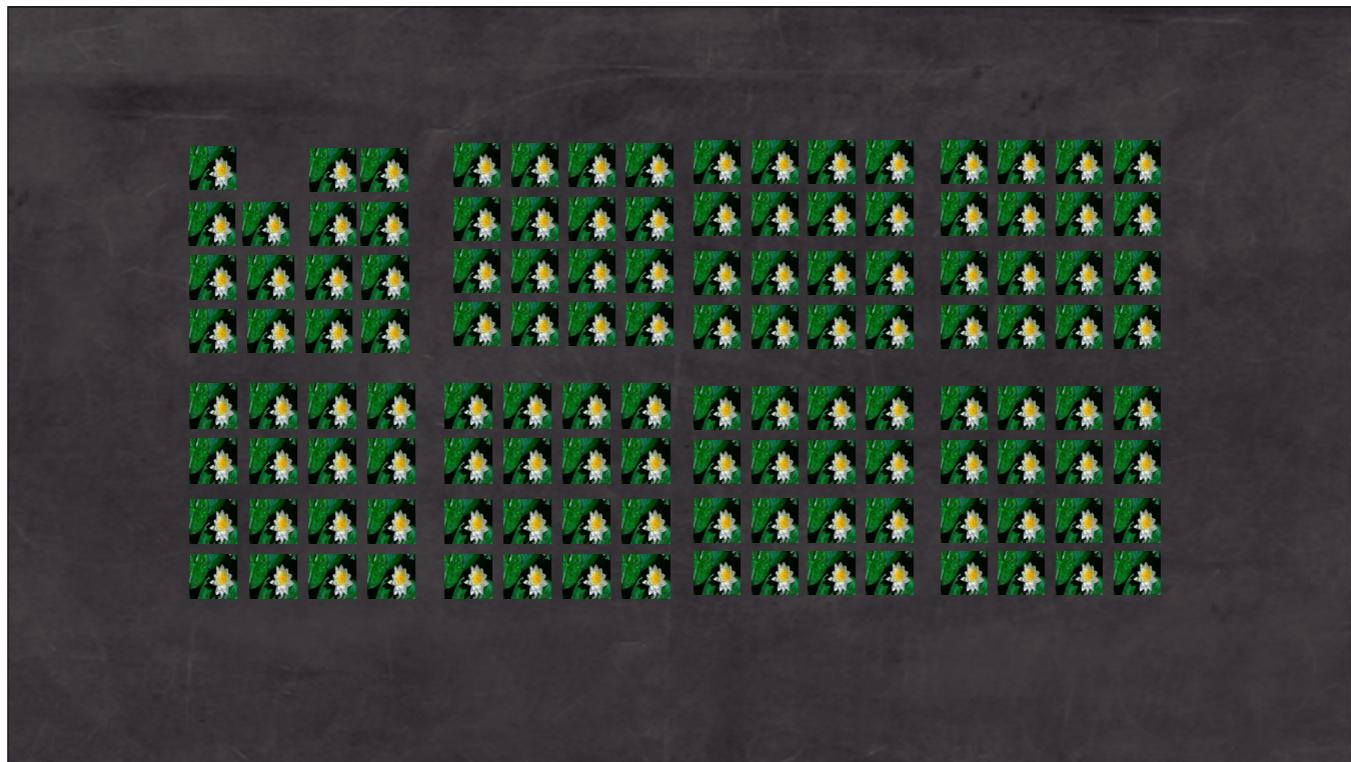
Trend #12: MOOC--Massive Open Online Courses -- online education

Udacity/EdX, Coursera -- nanodegrees

Question:



Why the future will arrive sooner than you expect.

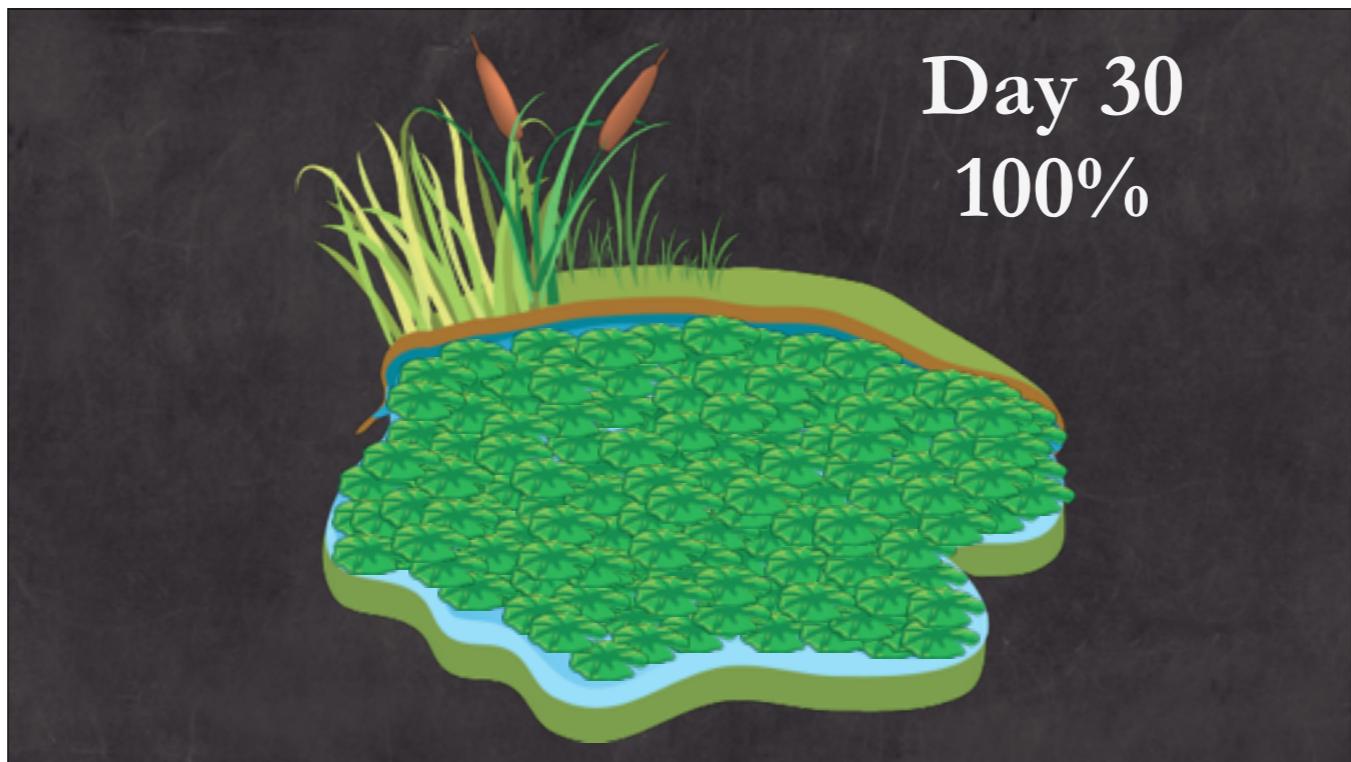




Day 20
0.1%





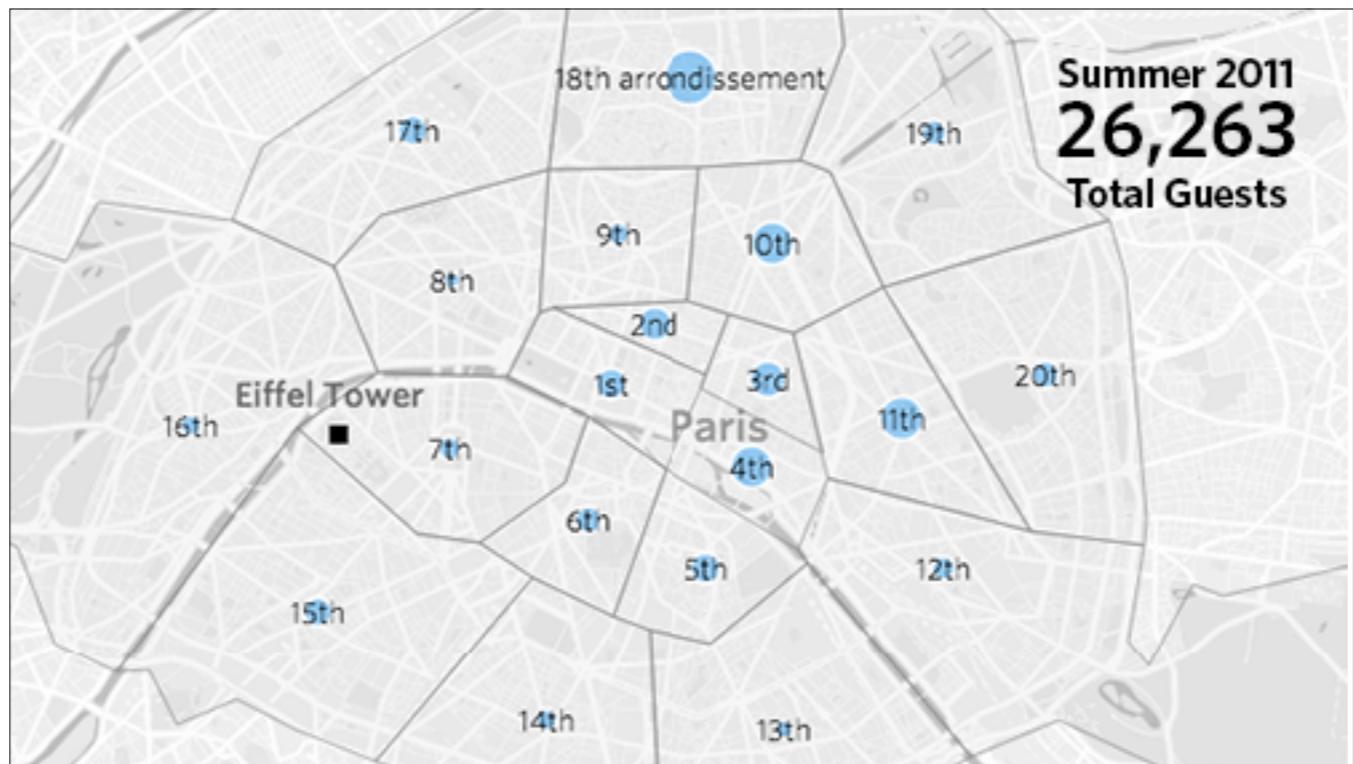




But you will innovate into the future.

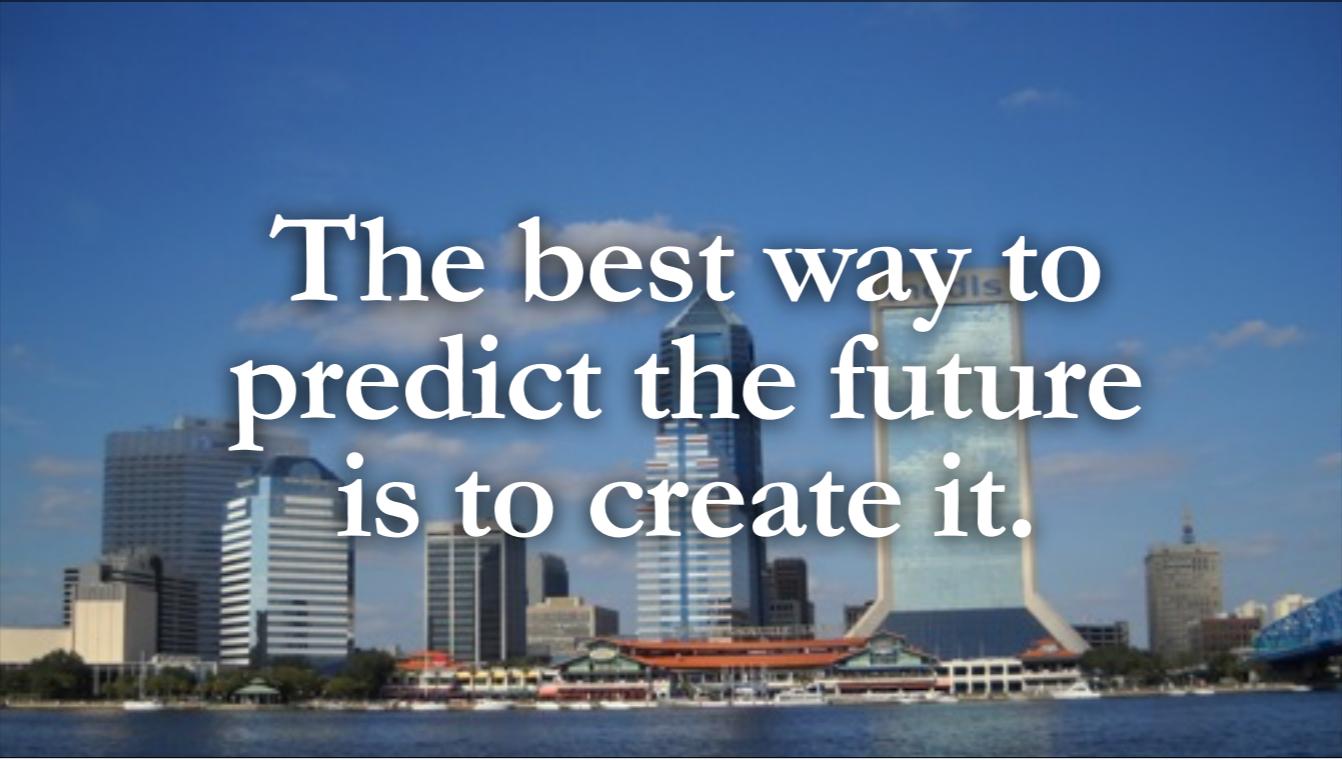


Today, some homeless people are using Square to accept mobile donation.



Business change





The best way to
predict the future
is to create it.