




**TREND ONE**

A woman in a white long-sleeved shirt and black suspenders is seen from the side, looking towards another woman. The second woman is wearing an orange vest over a light blue long-sleeved shirt and has a headset with a microphone. They are standing on a runway or airfield. In the background, there are several futuristic aircraft, including a white and black plane with a glowing blue stripe on its nose and a larger, more complex aircraft with multiple wings. The scene is set during a golden hour, with a warm, orange glow from the sun. A speech bubble is positioned between the two women, containing the text "Hi my friend, Welcome to 2030!".

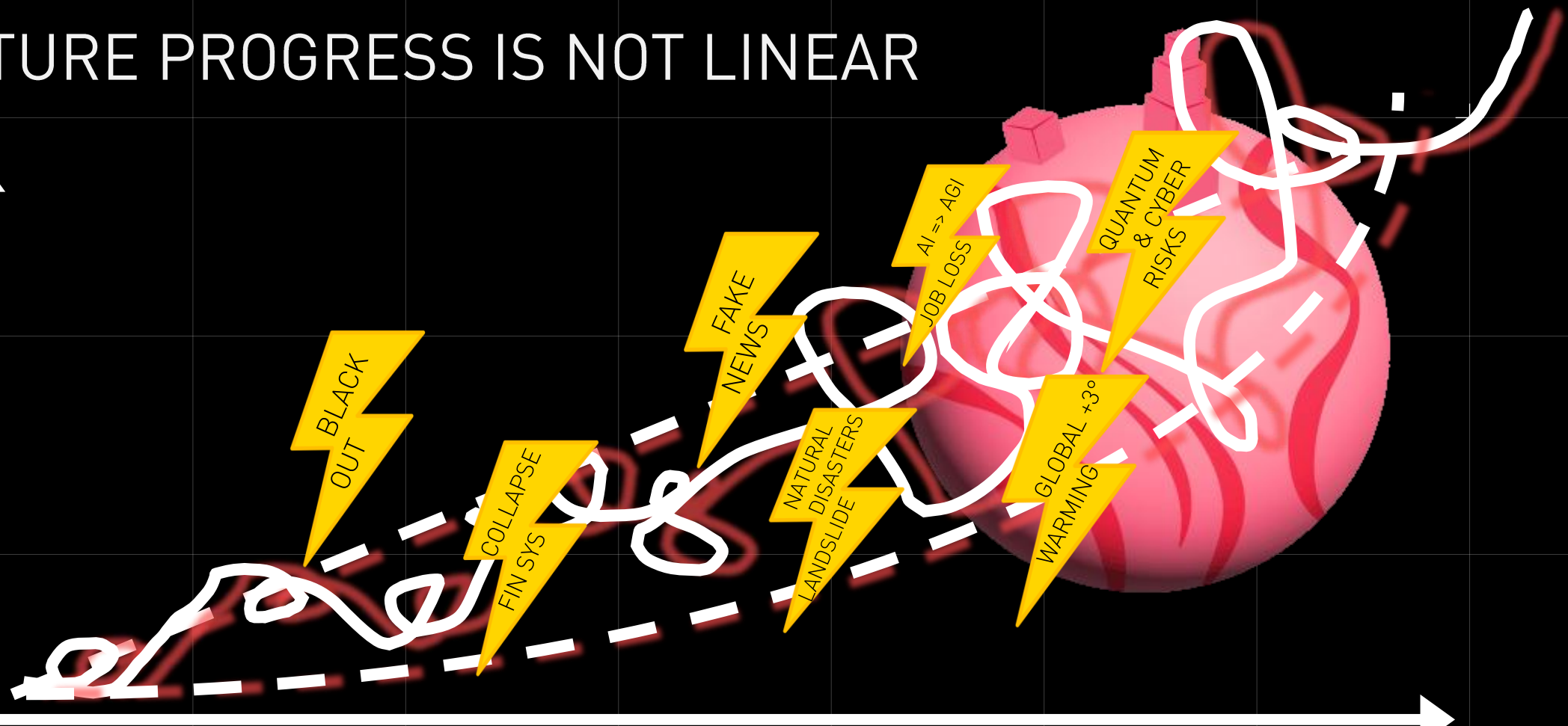
Hi my friend,  
Welcome to 2030!

***NOBODY  
CAN PREDICT  
THE FUTURE***

***© Adi Yoffe, Tel Aviv***

# FUTURE PROGRESS IS NOT LINEAR

PROGRESS



TIME

SOURCE

© TRENDONE

# ECONOMICAL SUPER WAVES

PROGRESS

YOU ARE HERE

AGRICULTURAL SOCIETY

INDUSTRIAL REVOLUTION

ELECTRIFICATION

COMPUTING ERA

AGI SOCIETY

*"Human-like cognition across different domains"*

PLANETARY SOCIETY

INTERSTELLAR SOCIETY

- Artificial general Intelligence
- Bio inspired robots in mass market
- Convergence of AI and biotech
- Full-Immersive 5-Sense VR
- Evolutionary Computing

1770

1870

1970

2025

...

...

...

TIME

SOURCE

© TRENDONE WAVES

# A DAY IN A LIFE 2030 ...

AI COMPANION  
RAZER INC./ SINGAPORE

An aerial photograph of the Chicago skyline during the "golden hour" of sunset. The Willis Tower stands prominently in the center, its dark facade contrasting with the warm, orange and yellow light of the setting sun. Other skyscrapers are visible, some with their windows reflecting the light. The city extends to the horizon, and a body of water is visible in the lower foreground. A red rectangular border frames the central text.

# TOP FIVE LBS TRENDS FOR YOUR FUTURE

# #1 // FLUENT SPACES



WOVEN CITY AS A TEST LAB FOR THE FUTURE  
TOYOTA / JAPAN

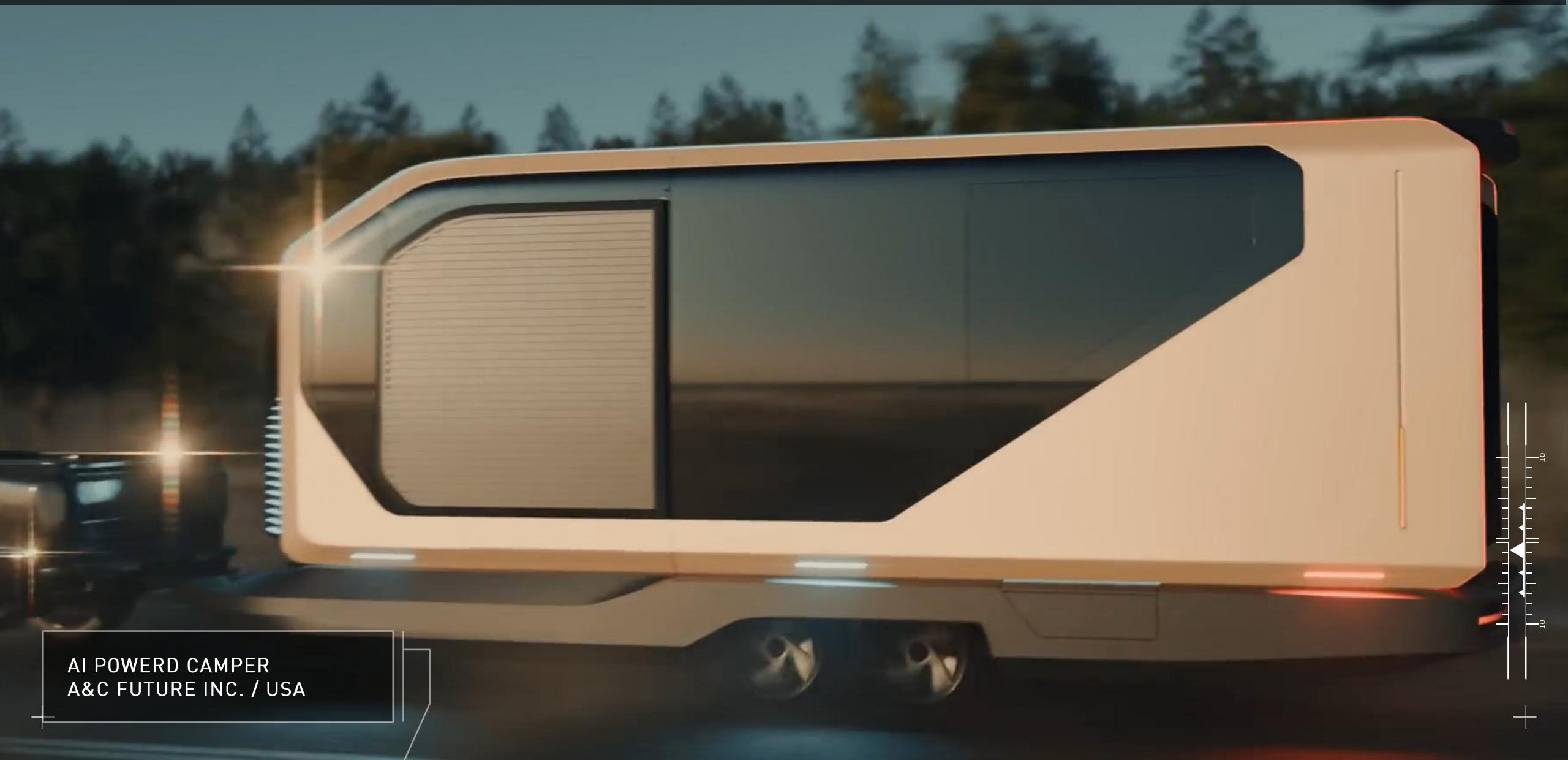
# #1 // FLUENT SPACES



AUTONOMOUS HOTEL SUITE  
APRILLI / CANADA



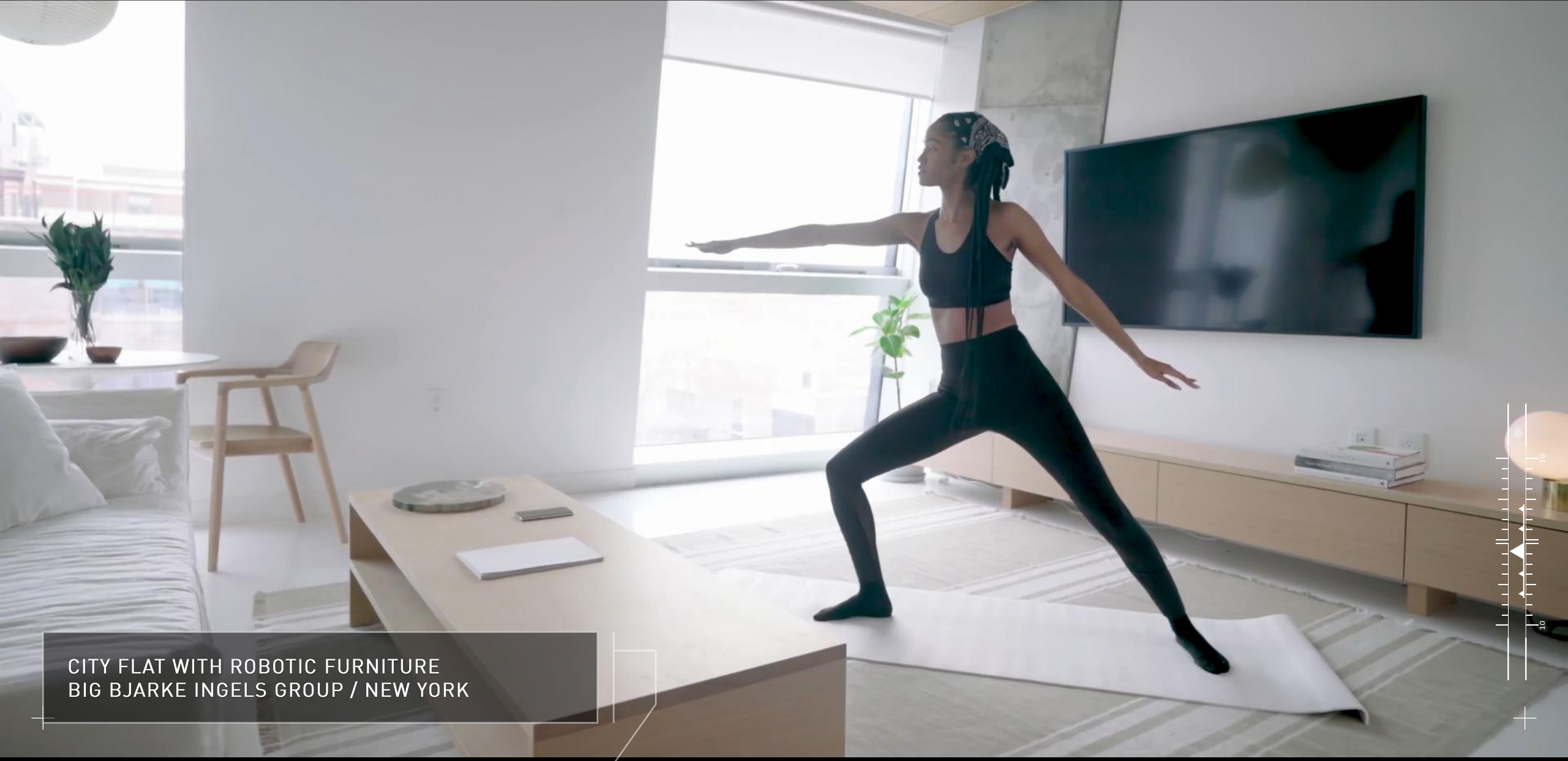
# #1 // FLUENT SPACES



AI POWERD CAMPER  
A&C FUTURE INC. / USA



# #1 // FLUENT SPACES



CITY FLAT WITH ROBOTIC FURNITURE  
BIG BJARKE INGELS GROUP / NEW YORK

# #1 // FLUENT SPACES



AUTOMATED PARKING  
LÖDIGE INDUSTRIES / GERMANY



# #1 // FLUENT SPACES

Brain power is the  
new Horsepower.

The only L4 autonomous  
vehicle you can own

TENSOR ROBOCAR  
THE FIRST AD CAR YOU CAN BUY / USA

# #2 // LONGEVITY



GARDEN PLAZA  
URBAN OASIS  
MORI BUILDING TOKYO



# LONGEVITY

LEVEL-6

LUXURY RESIDENCES WITH LONGEVITY  
SELECT GROUP / DUBAI / UAE



## #2 // LONGEVITY

---



SMART HOME COOKING ROBOT  
ANT GROUP / CHINA

## #2 // LONGEVITY



DOG SITTING ROBOT  
OGMEN ROBOTICS INC / INDIA



## #2 // LONGEVITY = CARING SOCIETY

**LESS BUT BETTER**

**“In 2030, humans will work less but better.**

**They will be augmented by AI. For**

**humans it’s more about empathy,**

**imagination,**

**leadership and**

**connection.”.**

**– Nils Müller**

SOCIAL CARE ROBOT EMMA  
BY NAVEL ROBOTICS / MUC

navel  
robotics

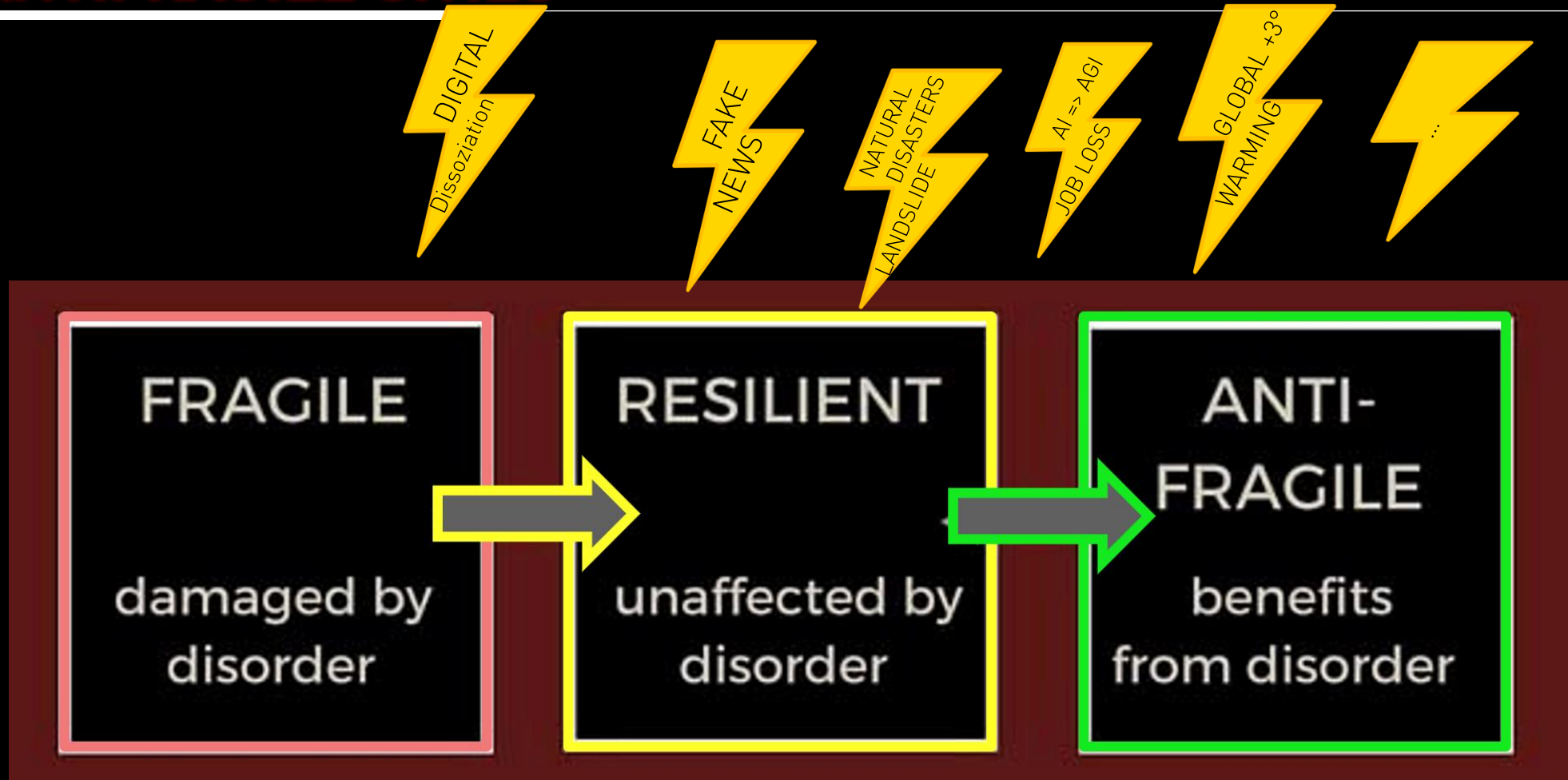
# #2 // LONGEVITY = CARING SOCIETY

FIGURE  OpenAI  
**INTRODUCING**  
 GPT-5 - BODY

OPEN AI  
GPT 5 BODY / USA



# #3 // ANTIFRAGILE CITIES



THE POWER TO THRIVE IN UNCERTAINTY  
SOURCE: NASSIM NICHOLAS TALEB

# District heating in Stockholm

DISTRICT HEATING ECOSYSTEM  
STOCKHOLM / SWEDEN



# #3 // ANTIFRAGILE CITIES



NURO SELFDRIVING  
DELIVERY / USA



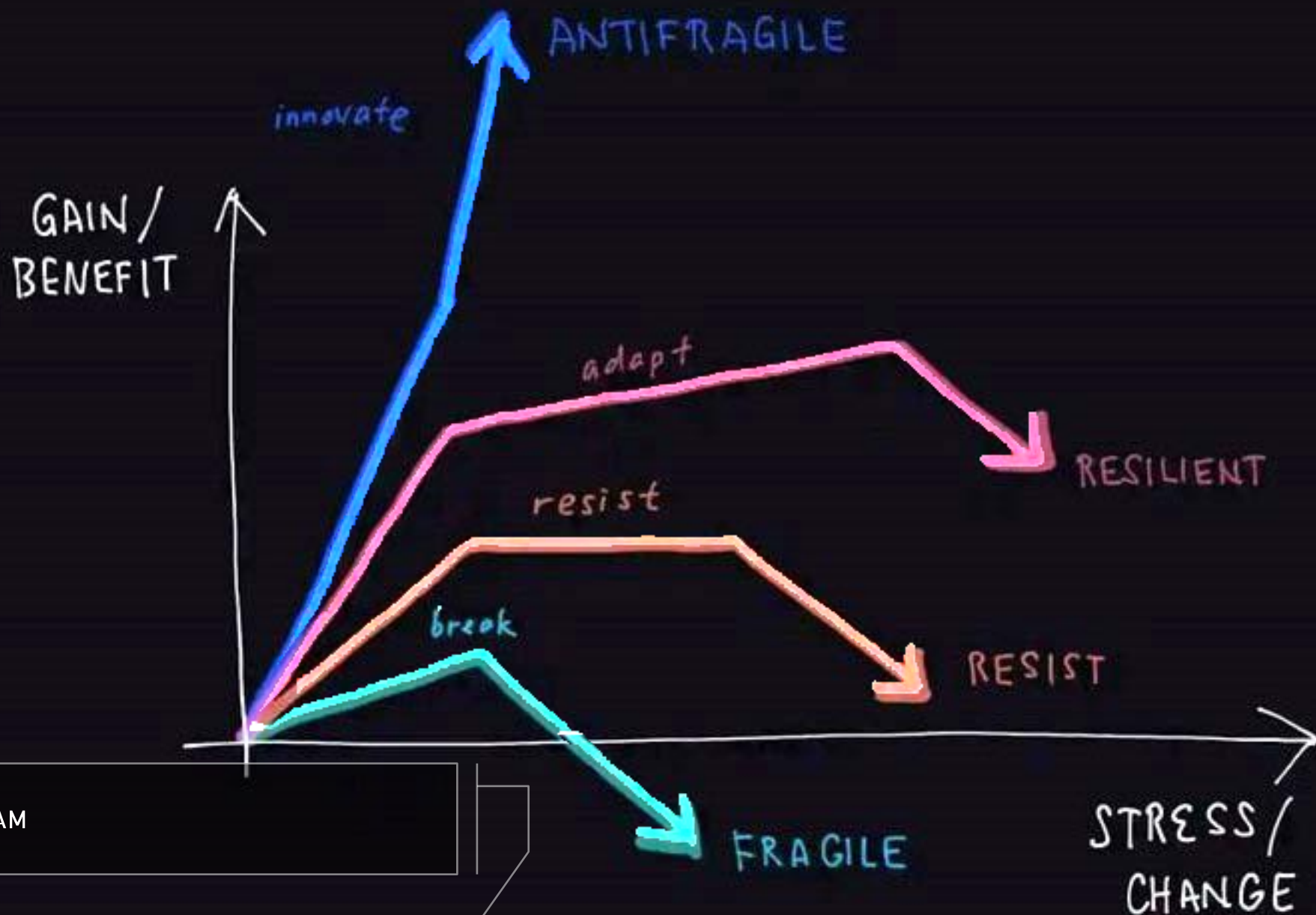
# #3 // ANTIFRAGILE CITIES ← (A.K.A. FACHKRÄFTEMANGEL)



GOODBYTES /  
GERMANY



# #3 // ANTIFRAGILITY IS WHERE SHOCKS LEAD TO CHANCES



# #3 // ANTIFRAGILE CITIES

KUBOTA JAPAN AND TEVEL ISRAEL BUILD AUTONOMOUS FLYING ROBOTS FOR FRUIT HARVESTING.

KUBOTA IS A JAPANESE MANUFACTURER OF AGRICULTURAL AND CONSTRUCTION MACHINERY THAT INVESTED IN ISRAELI COMPANY TEVEL IN 2021, A LEADING PROVIDER OF AUTONOMOUS FLYING ROBOTS FOR FRUIT HARVESTING. THE TWO COMPANIES ARE WORKING ON AN AUTOMATED FRUIT HARVESTING SYSTEM THAT COMBINES TEVEL'S FLYING AUTONOMOUS ROBOTS (FARS) WITH KUBOTA'S SELF-DRIVING TRACTORS AND AGRICULTURAL MACHINERY TO AUTOMATE THE HARVESTING PROCESS AND COMBAT THE GLOBAL LABOR SHORTAGE IN AGRICULTURE.

## #4 // COLLABORATION ECOSYSTEMS



TOYOTA'S SERVICES IN THE SELF-DRIVING VEHICLE /  
JAPAN

## #4 // COLLABORATION ECOSYSTEMS



PHILIPS AND DISNEY ARE JOINING FORCES TO IMPROVE CHILDREN'S EXPERIENCE OF HEALTHCARE / NETHERLANDS

# #4 // COLLABORATION ECOSYSTEMS

## THE EVOLUTION OF VALUE CREATION

1950 >>	1980 >>	2000 >>	2020 TRANSFORMATION
<b>INDUSTRIAL economy</b>	<b>EXPERIENCE economy</b>	<b>KNOWLEDGE economy</b>	<b>ECOSYSTEM economy</b>
Product ownership	Experience	Self actualization	Meaningful living
Local	Global	Contextual	Systemic
Modernizing one's life	Explore lifestyle IDs	Individual empowerment	Address collective issues
Productivity & family life	Work hard play hard	Develop your potential	Meaningful contribution
Specialization	Experimentation	Creativity	Transformative thinking
Follow cultural codes	Break social taboos	Pursue Aspirations	Empathy & cooperation
<b>MASS PRODUCTION</b>	<b>MARKETING &amp; BRANDING</b>	<b>KNOWLEDGE PLATFORMS</b>	<b>VALUE NETWORKS</b>
Product function	Brand experience	Enabling creativity	Enhancing meaning
Products	Product-service mix	Enabling open-tools	Inclusive value networks
Profit	Growth	Development	Transformation

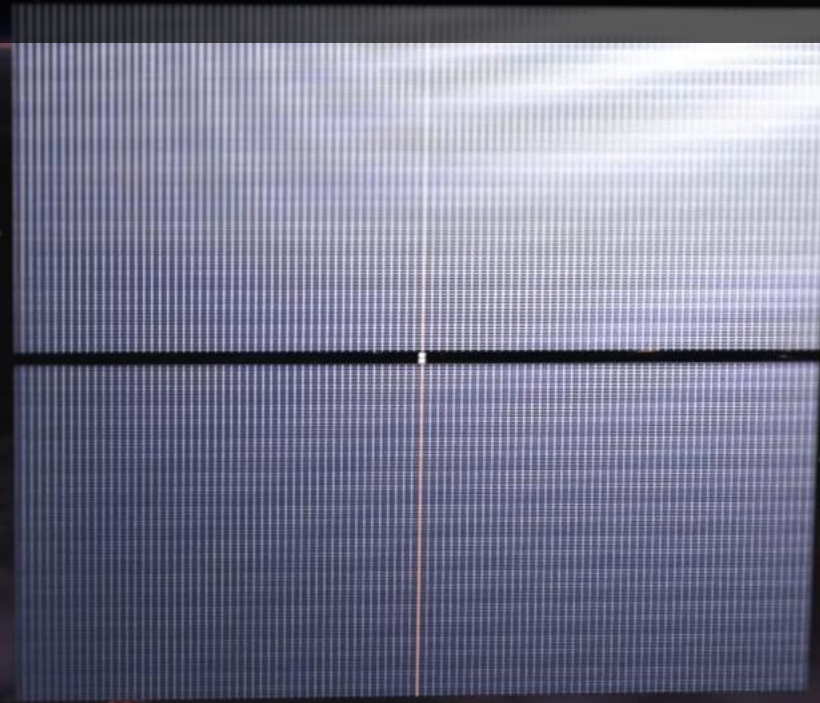
YOU ARE HERE

© Reon Brand, Philips: Rethinking value in a changing landscape

**» You need to hang out with friends  
who fit your future, not your past.«**

**TREND ONE**

# #5 // FUTURE MINDSET



LUMEN ORBIT, ORBITAL DATA CENTERS IN  
LOW EARTH ORBIT, Y-COMBINATOR BACKED  
STARTUP / USA



## #5 // FUTURE MINDSET



  
everest  
VERTICAL FARM

EVEREST LARGE SCALE VERTICAL FARMING / GERMANY  
HARVEST CROO ROBOTS FOR STRAWBERRY HARVESTING / USA  
PENN STATE UNIVERSITY ROBOT-BASED THINNING / USA

## SETTING A NEW DIAMOND STANDARD\* BY NEUTRALIZING 29,000 TONS OF CARBON YEARLY!

- ◆ high CO<sub>2</sub> efficiency through innovative energy and irrigation solutions
- ◆ neutralizing emissions of nearby industrial or power plants, through Carbon-Capture-and-Utilization and reuse of CO<sub>2</sub> in farming process
- ◆ 99,9% less farmland
- ◆ 99% less water
- ◆ safe quality foods
- ◆ halal, kosher
- ◆ in your neighborhood
- ◆ regardless of weather
- ◆ harvested daily on demand
- ◆ 100% local
- ◆ superior taste and rich flavour
- ◆ 100% organic, free of any chemicals
- ◆ more vitamins and high nutrient

# #5 // FUTURE MINDSET

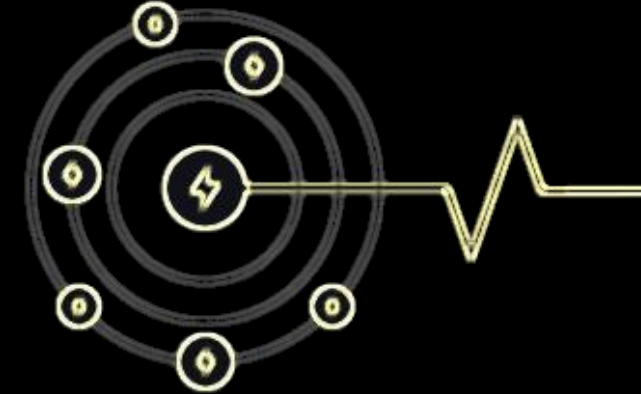
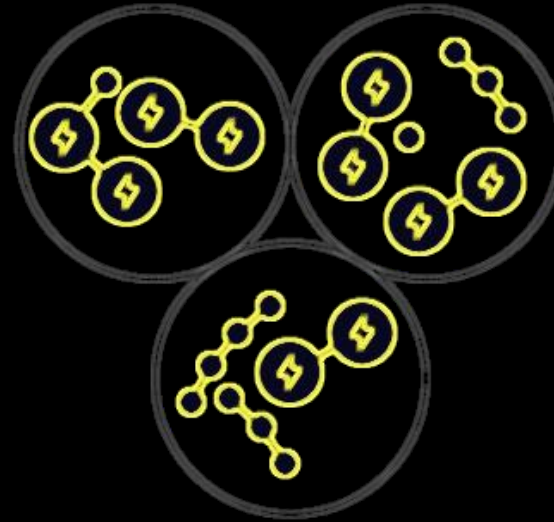
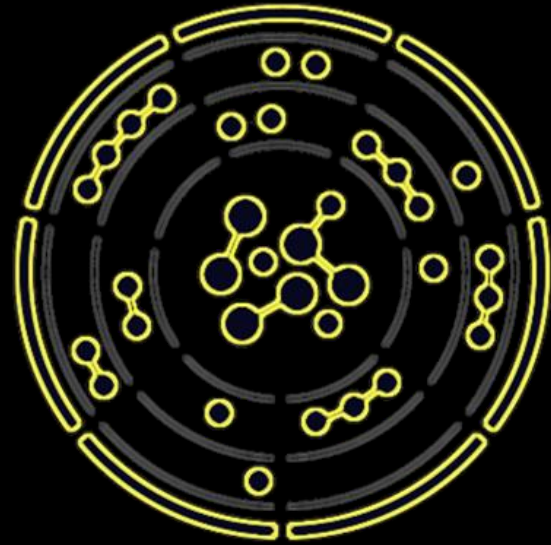
FROM ISS TO SPACE HOTELS  
STARLAB SPACE / USA

星火



# FORESIGHT IS YOUR SUPERPOWER IN TIMES OF UNCERTAINTY

33% MORE PROFIT WITH FORESIGHT\*



## TREND MANAGEMENT

## INNOVATION MANAGEMENT

### GLOBAL TRENDS & RISKS

### TREND TOOL / FRAMEWORK

### STRATEGIC INNOVATION FIELDS

### STRATEGIC PROJECTS

Identification and analysis of relevant social, economic and technological trends

Evaluation and prioritization of the trends

Derivation and prioritization of strategic innovation fields

Derivation of concrete innovation projects within the innovation fields

TRENDONE / GERMANY

\*PROF. RENE ROHRBECK EDHEC / FRANCE

LINKEDIN  
CONTACT

