




TREND ONE

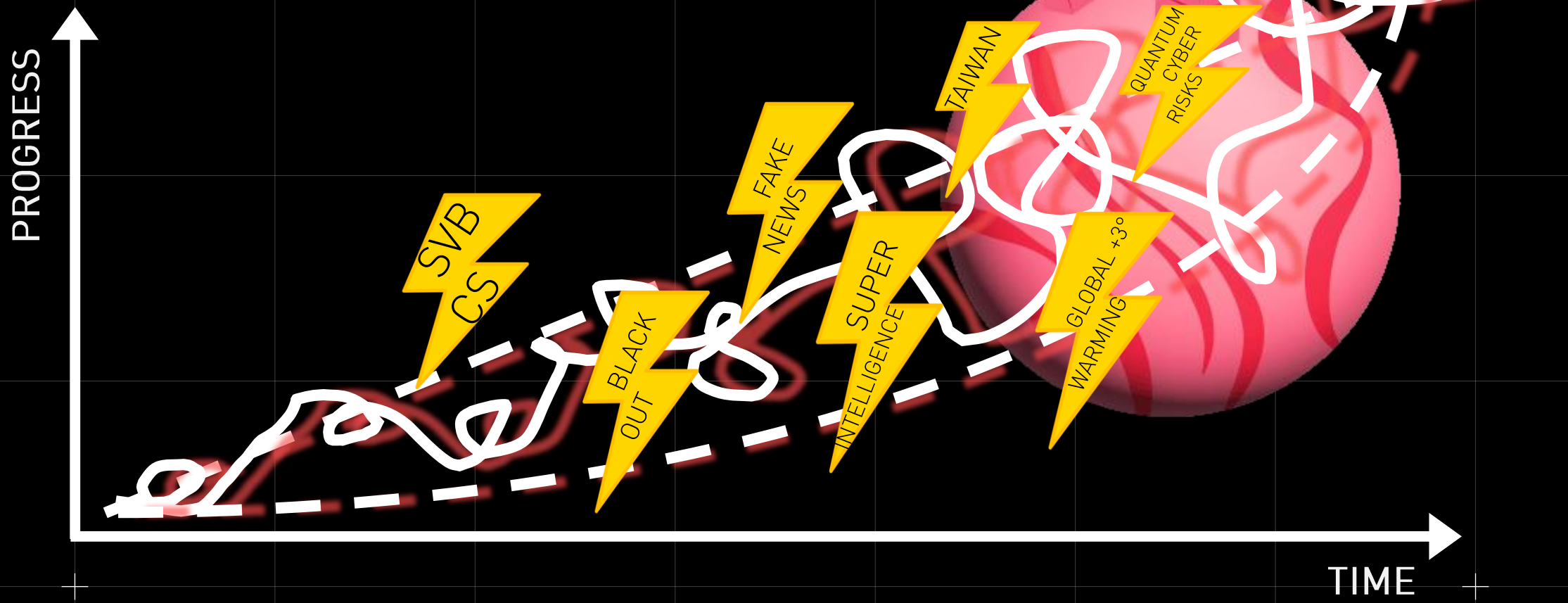
A woman in a white long-sleeved shirt and black suspenders is smiling and talking to a woman in an orange vest and blue long-sleeved shirt. They are standing on an airfield with several futuristic aircraft, including a small white and black plane with a glowing blue stripe, and a larger white aircraft with a vertical stabilizer. The scene is set during sunset or sunrise, with a warm orange glow.

Hello my friend,
Welcome to 2030!

***NOBODY
CAN PREDICT
THE FUTURE***

© Adi Yoffe, Israel

FUTURE PROGRESS IS NOT LINEAR



SOURCE
© TRENDONE

ECONOMICAL WAVES

PROGRESS



1770

1870

1970

2025

...

...

...

TIME

INDUSTRIAL
REVOLUTION

ELECTRIFI-
CATION

COMPUTING
ERA

AGE OF SUPER
INTELLIGENCE

*"Human-like
cognition across
different domains"*

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

PLANETARY
SOCIETY

INTERSTELLAR
SOCIETY



YOU
ARE
HERE

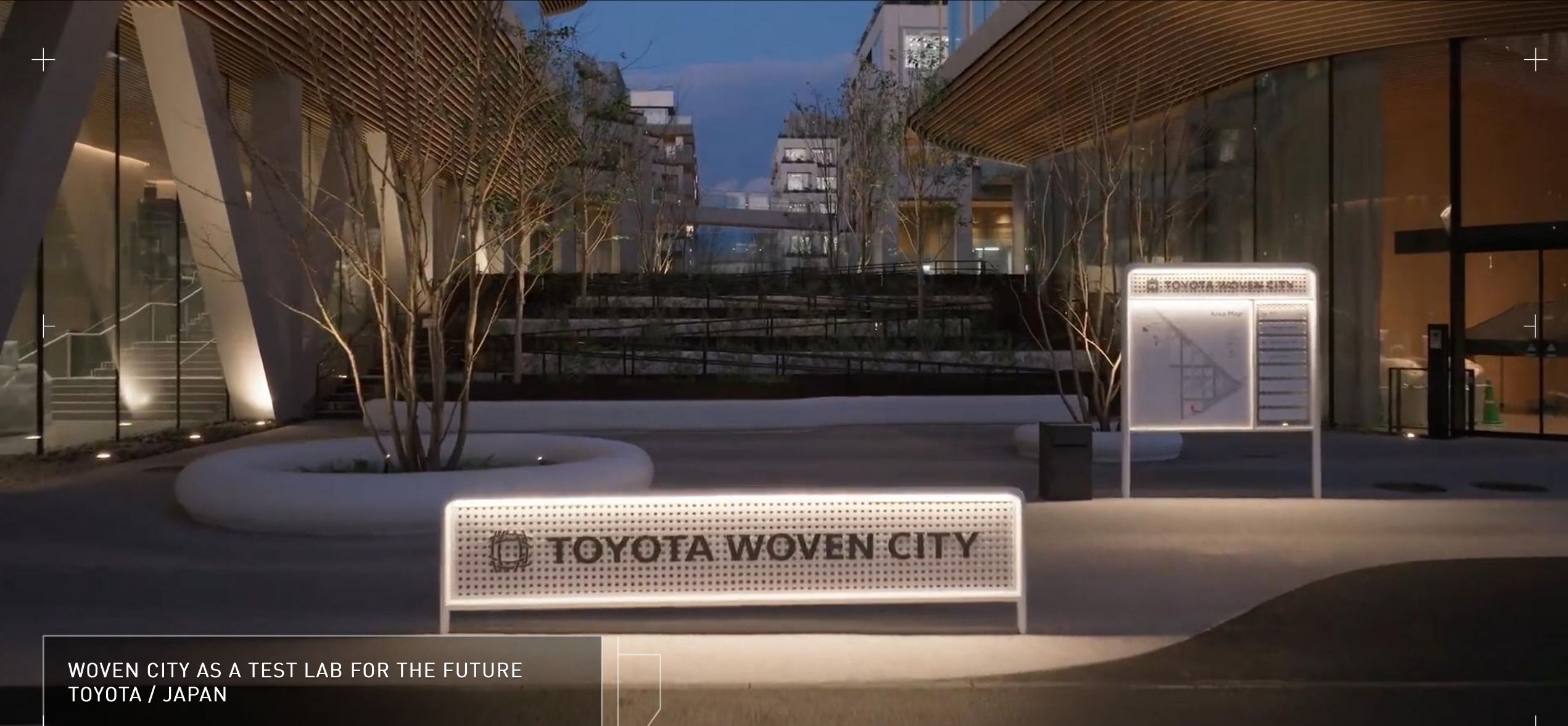
SOURCE

© TRENDONE WAVES

An aerial photograph of a city skyline at sunset. The sky is a mix of orange, yellow, and blue. The city is filled with numerous skyscrapers and buildings. In the foreground, there is a body of water and a road. A red rectangular box is overlaid on the center of the image, containing the text "TOP FIVE SUPERPOWERS FOR YOUR FUTURE" in a bold, red, sans-serif font.

TOP FIVE
SUPERPOWERS
FOR YOUR FUTURE

#1 // LEADERSHIP BY FUTURE NARRATIVES



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

#1 // LEADERSHIP BY FUTURE NARRATIVES

Brain power is the
new Horsepower.

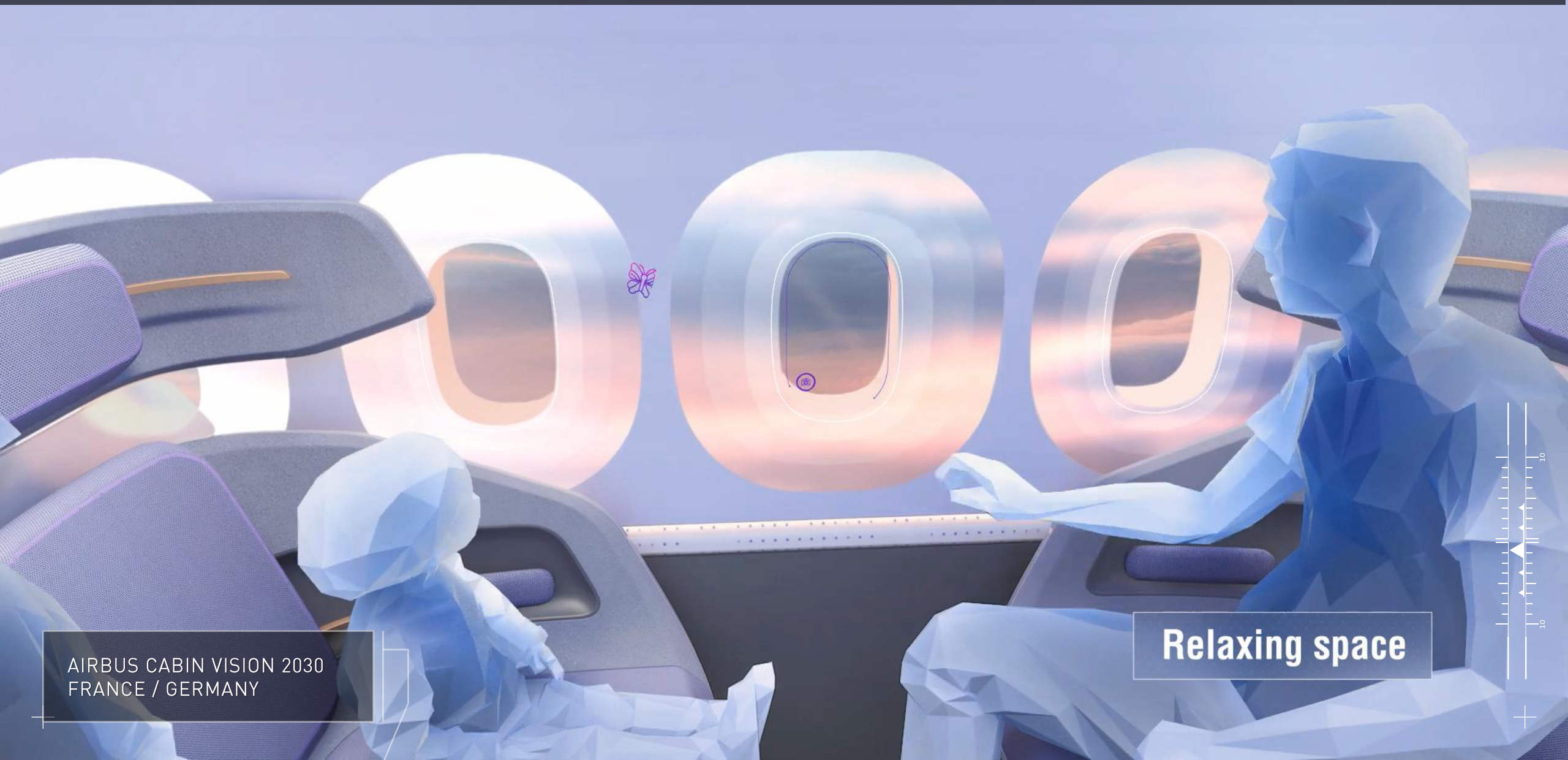
The only L4 autonomous
vehicle you can own

TENSOR ROBOCAR
THE FIRST AD CAR YOU CAN BUY / USA

#1 // LEADERSHIP BY FUTURE NARRATIVES



#1 // LEADERSHIP BY FUTURE NARRATIVES



AIRBUS CABIN VISION 2030
FRANCE / GERMANY

Relaxing space

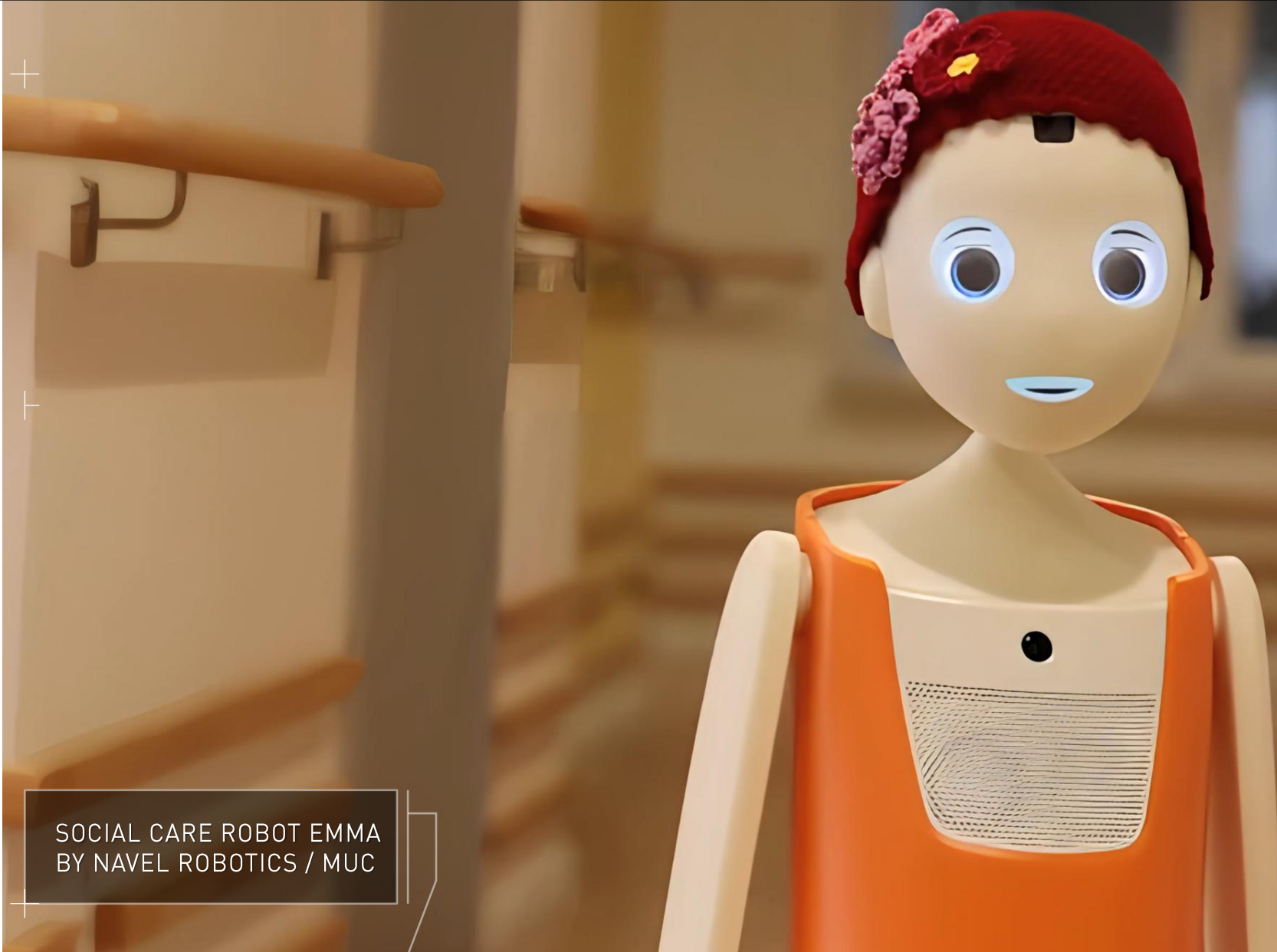


#2 // PHYSICAL AI

Meisterbüro Band 44

© BMW GERMANY
NVIDIA, SIEMENS

#2 // PHYSICAL AI



SOCIAL CARE ROBOT EMMA
BY NAVEL ROBOTICS / MUC

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

#2 // PHYSICAL AI



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 CO₂ efficiency through innovative energy and irrigation solutions
- ◆ neutralizing emissions of nearby industrial or power plants, through Carbon-Capture-and-Utilization and reuse of CO₂ 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

#2 // PHYSICAL AI



GOODBYTES /
GERMANY



#3 // FORESIGHT IS YOUR SUPERPOWER IN TIMES OF UNCERTAINTY



Geneve

INVESTING 33BN\$ IN CARGO SOUS TERRAIN FOR UNDERGROUND SUPPLY CHAIN / SWITZERLAND

Micro-Trends 59873

Macro-Trends 163

Mega-Trends 24

Auswählen



28. Feb. 2025

Treueprogramm belohnt Kaufhausbesuche

Die britische Kaufhauskette Selfridges hat für ihr Treueprogramm „Selfridge Unlocked“ eingeführt, das Kund:innen für die Zeit belohnt, die sie in...



28. Feb. 2025

Vertrauenssiegel für On-lineprodukte

In den Vereinigten Staaten hat TikTok das „Most Loved“-Abzeichen eingeführt. Dieses spezielle Label gilt für Artikel, die über seine Shop-Plattform...



28. Feb. 2025

Verkaufsflächen mit Erlebnisbereichen

MediaMarktSaturn hat das Konzept „Space-as-a-Service“ eingeführt, das flexibel auf Kundenbedürfnisse reagiert und bestehende Verkaufsflächen in...



28. Feb. 2025

KI-Assistent optimiert Kapitalbeschaffung

Das US-amerikanische Start-up The ORCA Network hat mit „ORCA“ einen KI-Co-Pilot zur Optimierung der Kapitalbeschaffung gelancht. Durch die...



28. Feb. 2025

Earbuds mit integriertem KI-Assistenten

Das US-amerikanische Start-up Laxis hat die Ohrhörer „OSO AI Earbuds“ entwickelt. Die kabellosen Ohrhörer kombinieren hochwertigen Klang mit einer...



28. Feb. 2025

Schutz vor gefälschten QR-Codes

Quishing ist eine Form des Phishings, bei der Cyberkriminelle gefälschte QR-Codes verwenden. Damit locken sie Nutzer:innen auf betrügerische...



28. Feb. 2025

Smartes System für personalisierte Duftberatung

Das japanische Start-up



28. Feb. 2025

Apotheke trifft Drogerie

Amazon hat in Mailand den „Parafarmacia & Beauty



27. Feb. 2025

Smarte Demontage von Elektrogeräten

Forschende des Fraunhofer



27. Feb. 2025

Valentinstag-Süßigkeit zum Einscannen

Sweethearts, eine US-



27. Feb. 2025

Interaktiver Bestellvorgang im Schnellrestaurant

In Surfers Paradise an der



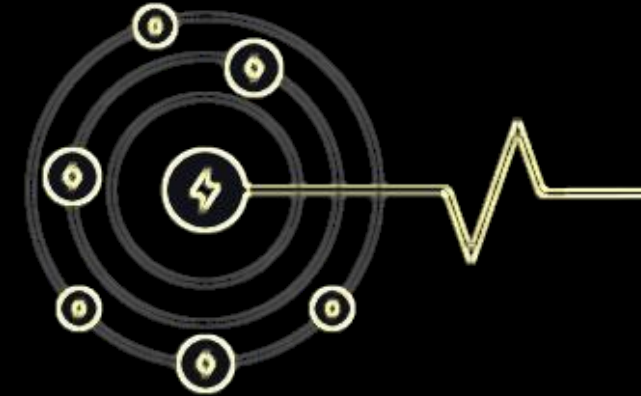
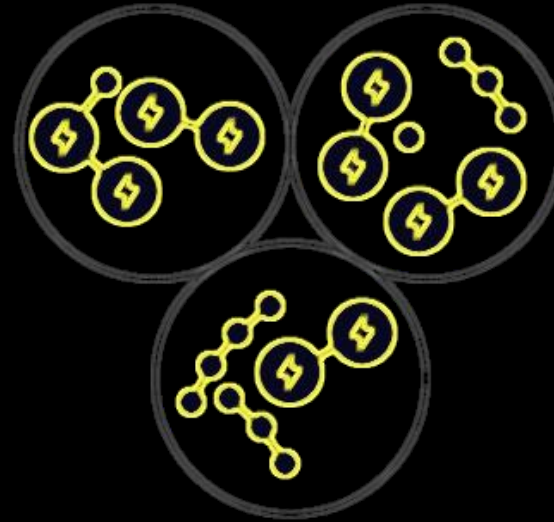
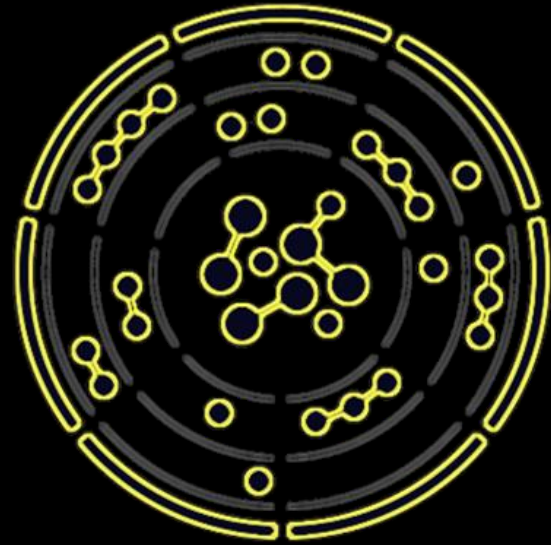
27. Feb. 2025

Biokraftstoff aus Lebensmittelabfällen

Die britische Supermarkt-

#3 // 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

#4 // ECOSYSTEM PLAYER



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

#4 // ECOSYSTEM PLAYER

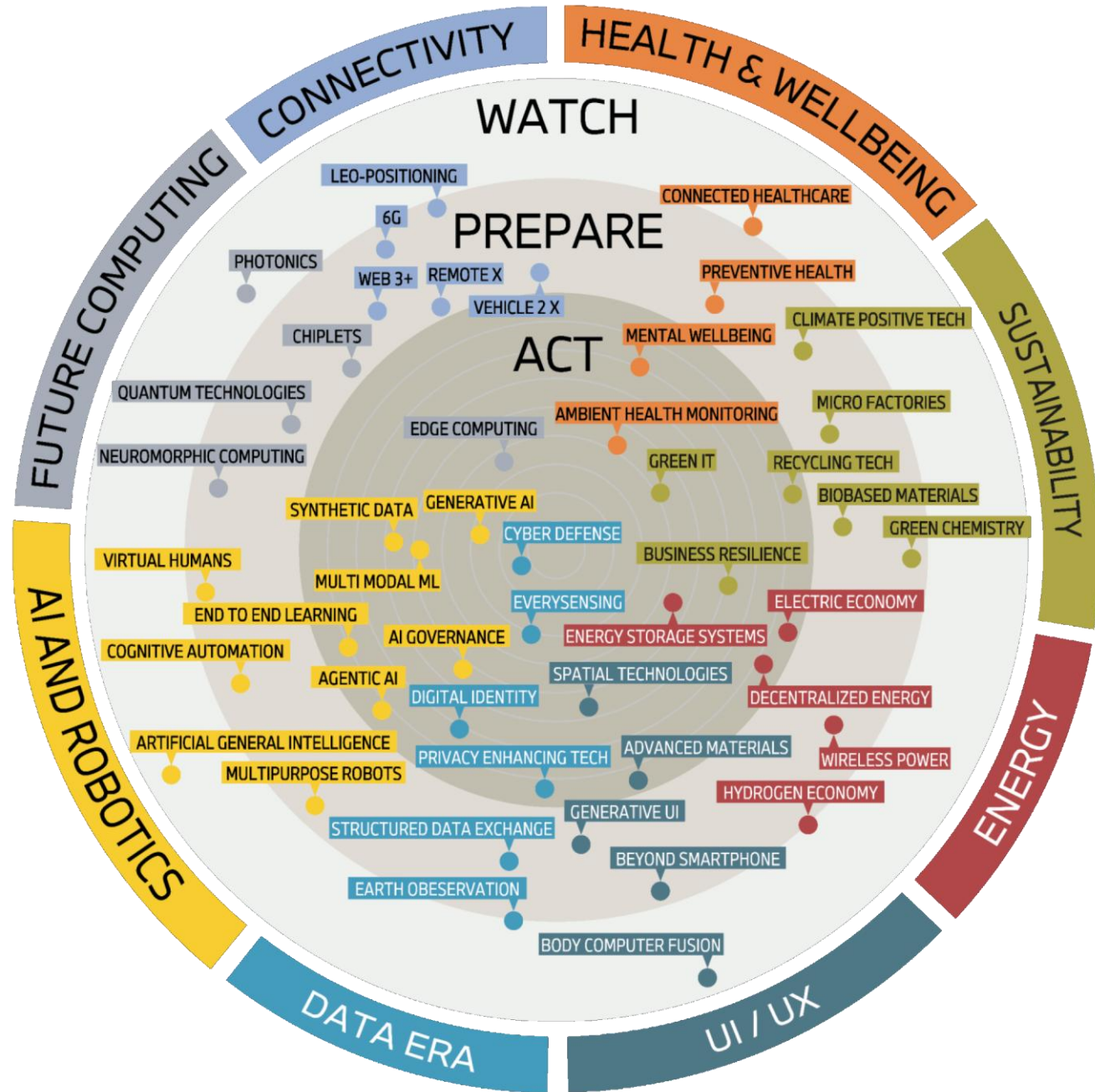
THE EVOLUTION OF VALUE CREATION

1950 >>	1980 >>	2000 >>	2020 TRANSFORMATION
INDUSTRIAL economy	EXPERIENCE economy	KNOWLEDGE economy	ECOSYSTEM economy
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
MASS PRODUCTION	MARKETING & BRANDING	KNOWLEDGE PLATFORMS	VALUE NETWORKS
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

#4 // ECOSYSTEM TREND RADAR



District heating in Stockholm

DISTRICT HEATING ECOSYSTEM
STOCKHOLM / SWEDEN



#4 // ECOSYSTEM / ROBOTIC X FRUIT HARVESTING

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

KUBOTA IST EIN JAPANISCHER HERSTELLER VON LAND- UND BAUMASCHINEN, DER 2021 IN DAS ISRAELISCHE UNTERNEHMEN TEVEL INVESTIERT HAT, EINEM FÜHRENDEN ANBIETER VON AUTONOMEN, FLIEGENDEN ROBOTERN ZUR OBSTERNTE. DIE BEIDEN UNTERNEHMEN ARBEITEN AN EINEM AUTOMATISIERTEN OBSTERNTESYSTEM, DAS TEVELS FLYING AUTONOMOUS ROBOTS (FARS) MIT KUBOTAS SELBSTFAHRENDEN TRAKTOREN UND LANDMASCHINEN KOMBINIERT, UM DEN ERNTEPROZESS ZU AUTOMATISIEREN UND DEN WELTWEITEN ARBEITSKRÄFTEMANGEL IN DER LANDWIRTSCHAFT ZU BEKÄMPFEN

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

TREND ONE

#4 // HOW TO GET THE MOST VALUE FROM YOUR ECOSYSTEM

0 | Stop the random networking!

1 | Inventory your existing partner landscape

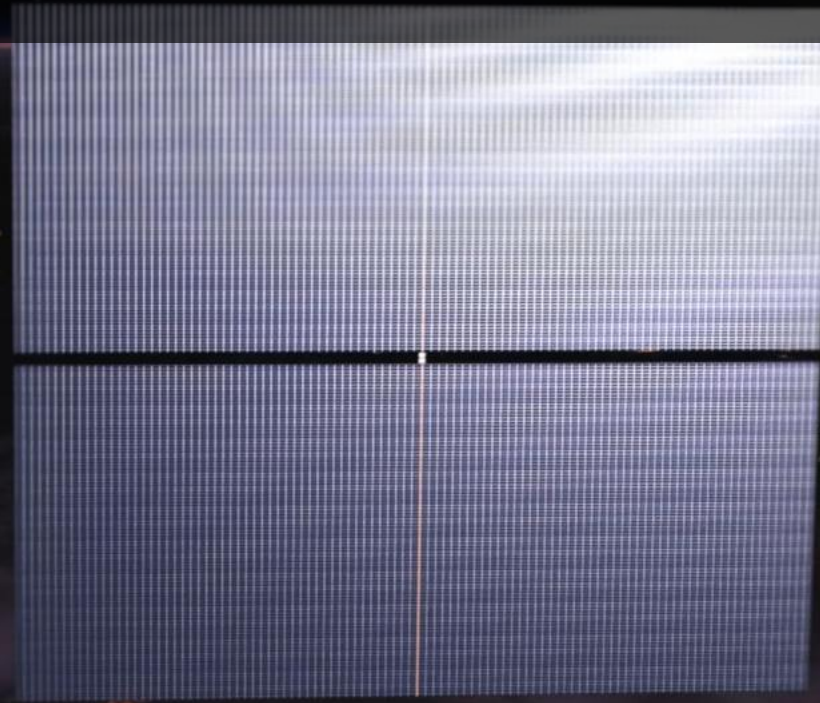
2 | Anticipate future ecosystems

3 | Design a well-coordinated partner portfolio

4 | Manage – and measure – value

5 | Drive growth with your partnership ecosystem

#5 // FUTURE MINDSET



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



LINKEDIN
CONTACT

