




TRENDS 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, golden light. A speech bubble is positioned between the two women, containing the text "Hello my friend, Welcome to 2030!".

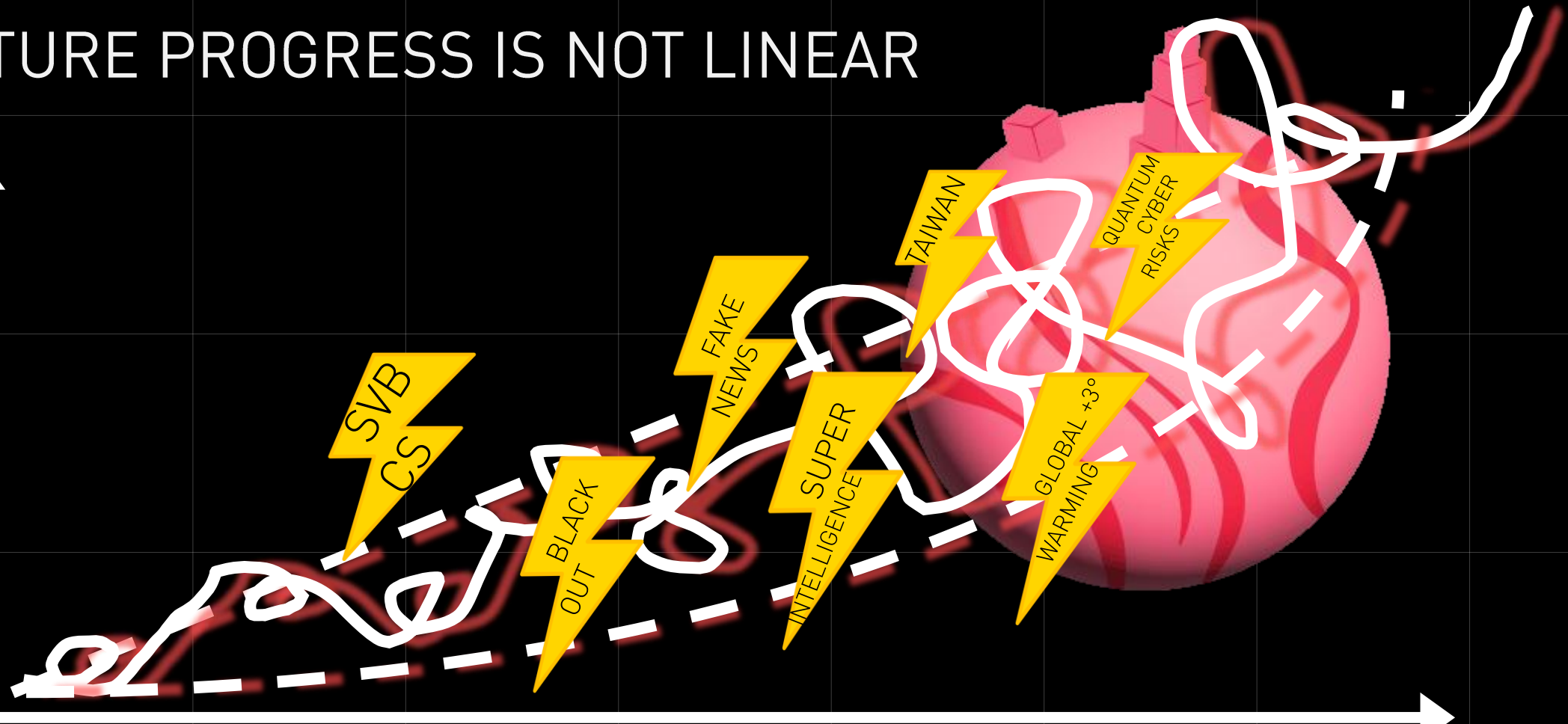
Hello my friend,
Welcome to 2030!

***NOBODY
CAN PREDICT
THE FUTURE***

© Adi Yoffe, Israel

FUTURE PROGRESS IS NOT LINEAR

PROGRESS

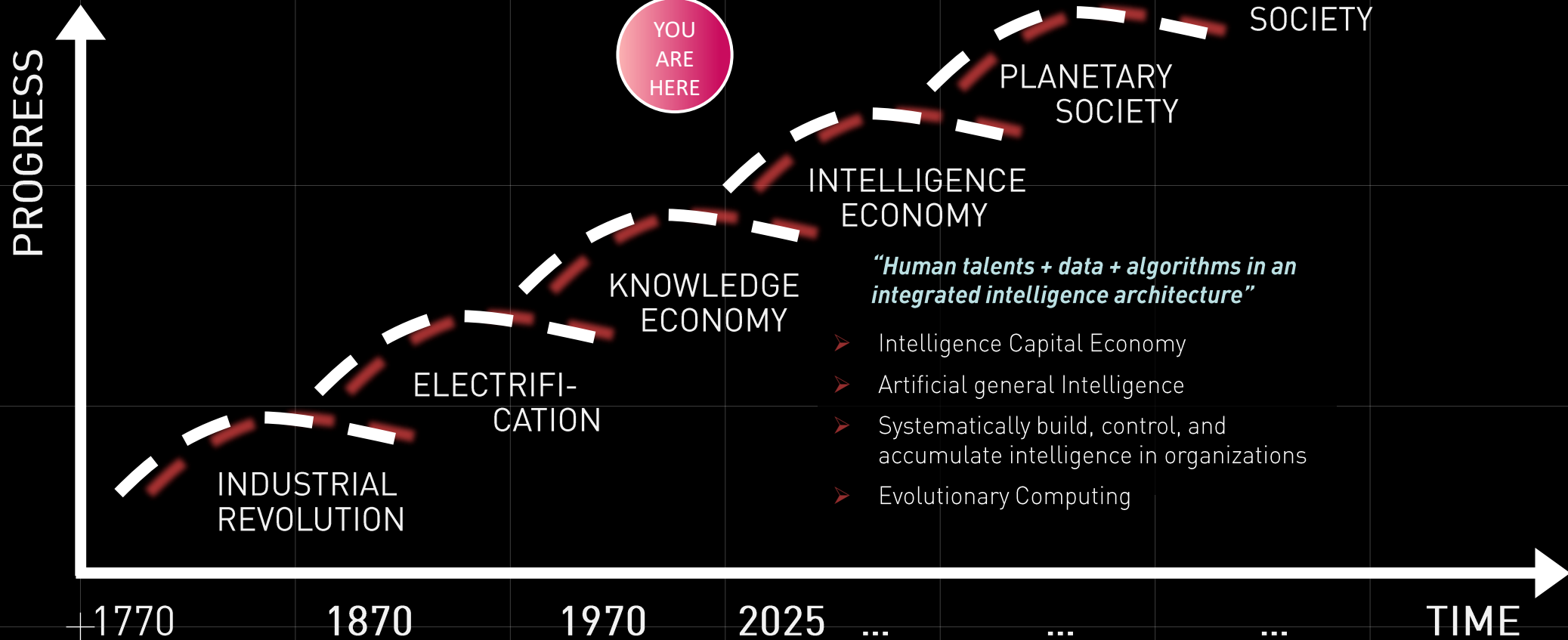


TIME

SOURCE

© TRENDONE

ECONOMICAL WAVES



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. A prominent dark skyscraper with two antennas on top is in the center. A red rectangular box is overlaid on the image, containing the text "TOP THREE SUPERPOWERS FOR YOUR FUTURE" in a bold, red, sans-serif font. The text is centered within the box and spans across the middle of the image.

TOP THREE
SUPERPOWERS FOR
YOUR FUTURE

#1 // INTELLIGENCE ECONOMY



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

#1 // INTELLIGENCE ECONOMY



#1 // INTELLIGENCE ECONOMY



AI COMPANION
RAZER INC./ SINGAPORE

#1 // INTELLIGENCE ECONOMY

**FOR ORGANIZATIONS,
IT'S NOT ABOUT HAVING
THE SMARTEST PEOPLE**
(aka. knowledge economy)
but about processing
intelligence, multiplying it
and earning interest on it.

IT'S NOT ABOUT USING AI,
but rather about systematically
building, controlling,
and accumulating
more and more
intelligence.



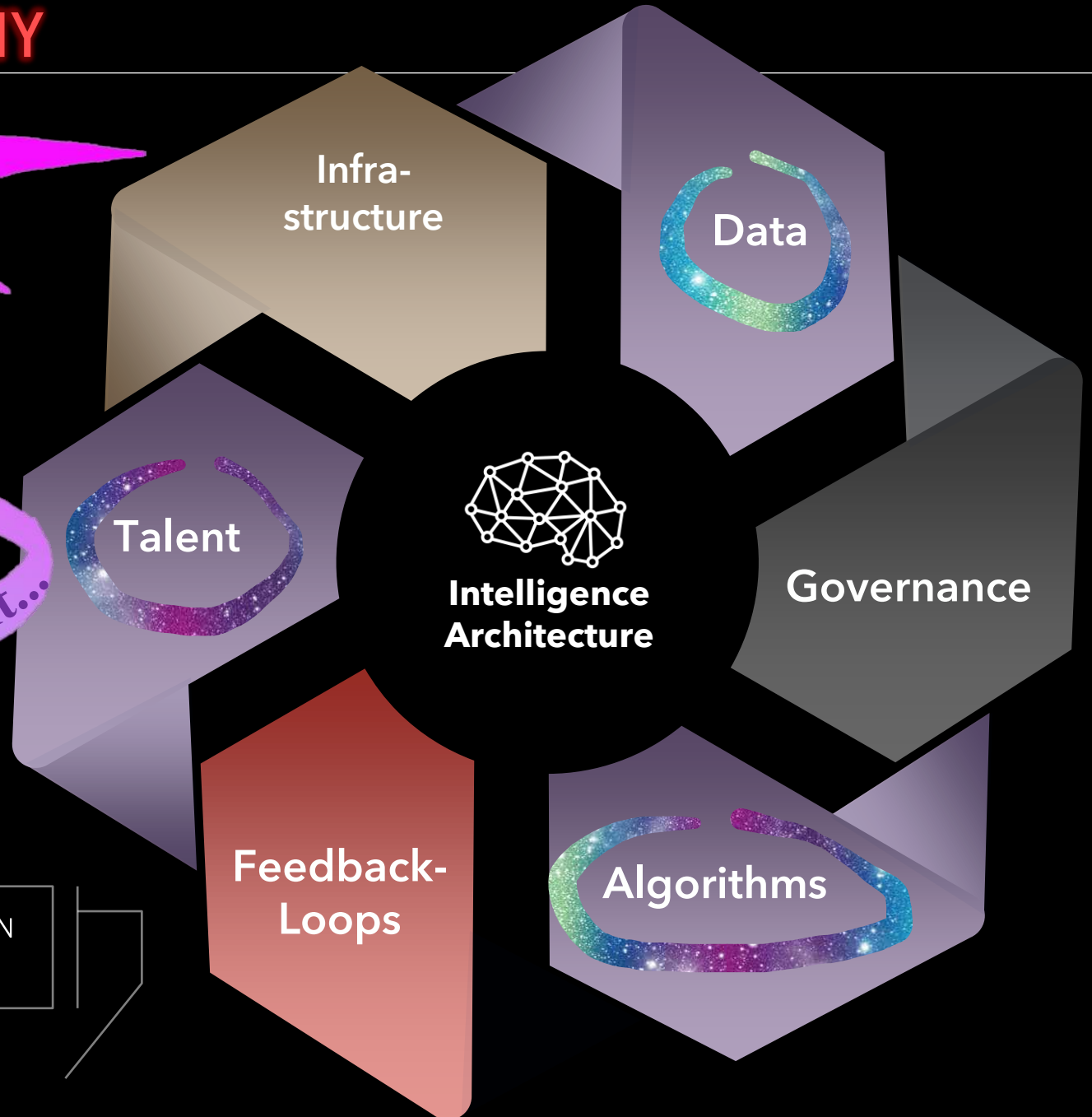
SOURCE: PROF. DAVID SHRIER, IMPERIAL COLLEGE LONDON
TRENDONE 2026, THE INTELLIGENCE CAPITAL ECONOMY

#1 // INTELLIGENCE ECONOMY

... and build it up over time!

... accumulate and control it...

Generate intelligence ...



SOURCE: PROF. DAVID SHRIER, IMPERIAL COLLEGE LONDON
TRENDONE 2026, THE INTELLIGENCE CAPITAL ECONOMY

#1 // INTELLIGENCE ECONOMY

YOU
ARE
HERE

NARROW AI

"Simple tasks, domain specific based on big data with reactive ML behaviour"

- Image recognition & classification
- Facial and emotion recognition
- Speech recognition & immediate translation
- Chatbots
- IPA (Intelligent Personal Assistant)
- Predictive analytics
- Fraud detection
- Autonomous systems
- Edge AI
- Behavioural & sentiment analysis
- AI Generated Fake News
- Small Language Models (SLMs)

BROADER AI

"Complex multidisciplinary tasks, based on big models with attention focused, proactive behaviour"

- Generative AI (LLM)
- Self Learning LLM
- Human-level NLP
- Large Multimodal Models (LMMs)
- Agentic and Multi-Agent-AI ★
- Responsible AI
- AI TRiSM (Trust, Risk & Security Mgmt.)
- Neuromorphic Computing
- Evolutionary Computing ★★
- Unsupervised Learning
- AML (Auto Machine Learning)
- Composite AI (Multidisciplinary AI)
- Reinforcement Learning (RL)
- Physical AI

AGI

ARTIFICIAL GENERAL INTELLIGENCE

"Human-like cognition across different domains"

- Strong AI
- Emotions & sentience
- Consciousness
- Intentionality
- Full autonomy
- Self-awareness
- Ability to self-reproduce ★★★★★
- Artificial life ★★★★★
- Brain-Computer-Interfaces
- Human 2.0 (Transhumanism)
- Brain upload

SUPER INTELLIGENCE

"More capable than humans in all aspects"

- The Singularity
★★★★★
;-)

Evolution of AI capability

SOURCE: TRENDONE Research, DFKI, GIANCE China, Prof. Uszkoreit, Gartner



© BBC // DAVID BOWIE PREDICTED THE
IMPACT OF THE INTERNET IN 1999

#2 // PHYSICAL AI

Meisterbüro Band 44

© BMW GERMANY
NVIDIA, SIEMENS

#2 // PHYSICAL AI



"The future no
longer waits
until it is
built."

— Carl von Bismarck,
TRENDONE

SPARC DIGITAL TWIN FOR FUSION REACTOR
COMMONWEALTH FUSION SYSTEMS LLC, USA
NVIDIA AND SIEMENS GERMANY

#2 // PHYSICAL AI



GOODBYTES /
GERMANY



#2 // PHYSICAL AI

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

#3 // ECOSYSTEM READINESS



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

#3 // ECOSYSTEM READINESS



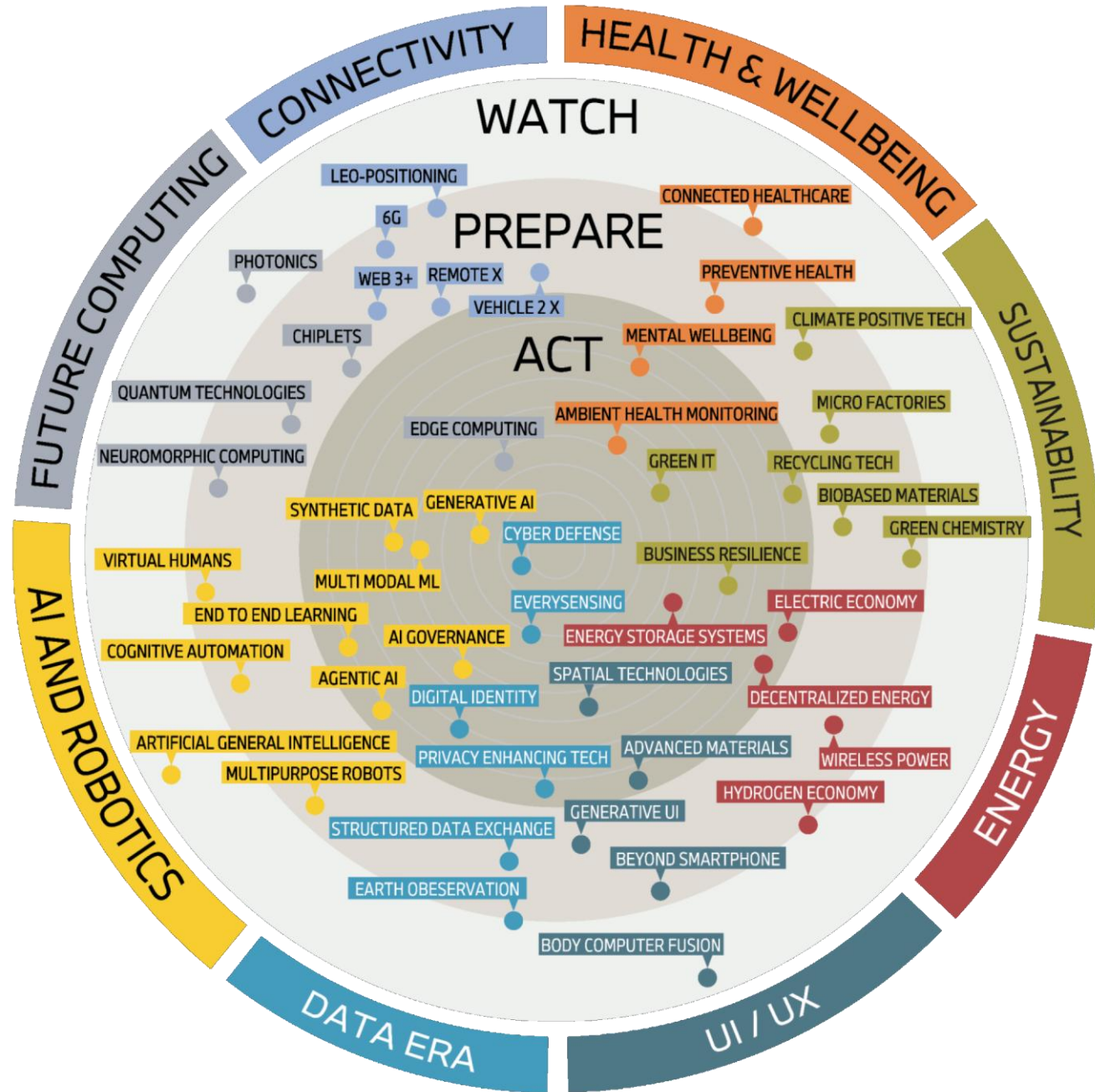
THE EVOLUTION OF VALUE CREATION

1950 >>	1980 >>	2000 >>	2020 >>
INDUSTRIAL MASS PRODUCTION	EXPERIENCE MARKETING & BRANDING	KNOWLEDGE AND TALENTS	ECOSYSTEM INTELLIGENCE
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

#3 // ECOSYSTEM TREND RADAR



#3 // ECOSYSTEM READINESS



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

#3 // ECOSYSTEM READINESS

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.

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

TREND ONE

#3 // 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 partnership ecosystems





HOW TO STAY AHEAD?

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



Micro-trends

Macro-trends

Mega-trends

Select



50.265 Micro-trends found



Apr 2, 2026

"Targeted Music Selection for Brands"

Berlin-based startup EightSix has launched "Brand Studio," a platform enabling companies to strategically select and deploy music for advertising...



Apr 2, 2026

Flexible powder pigment discs

The US cosmetics brand Leaked Labs has unveiled its first "Leak", the "Amplify Flexi Powder". These flexible pigment sheets do not have a pan like...



Apr 2, 2026

Sending signals directly between water and air

Researchers at the IMDEA Materials Institute have developed a material that directly sends sound signals between water and air, significantly...



Apr 2, 2026

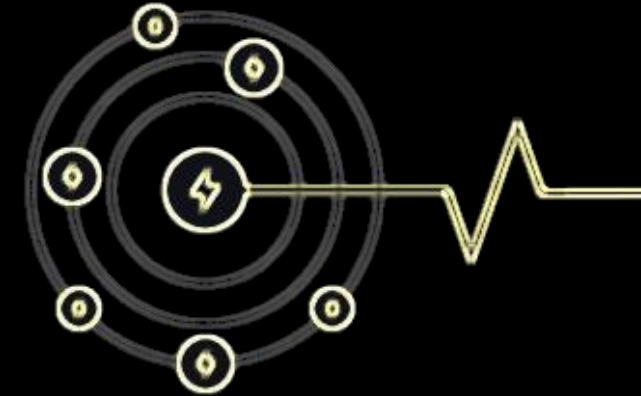
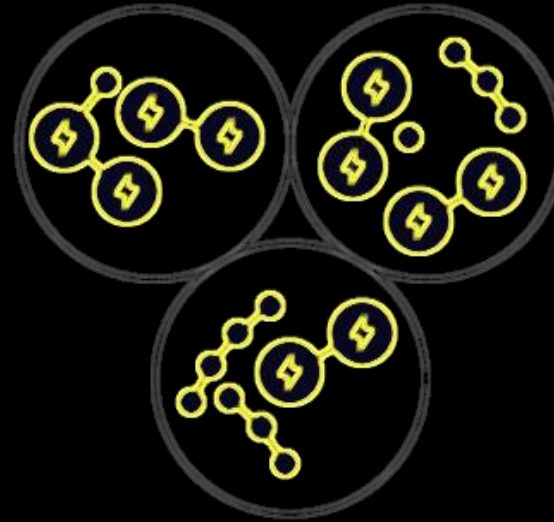
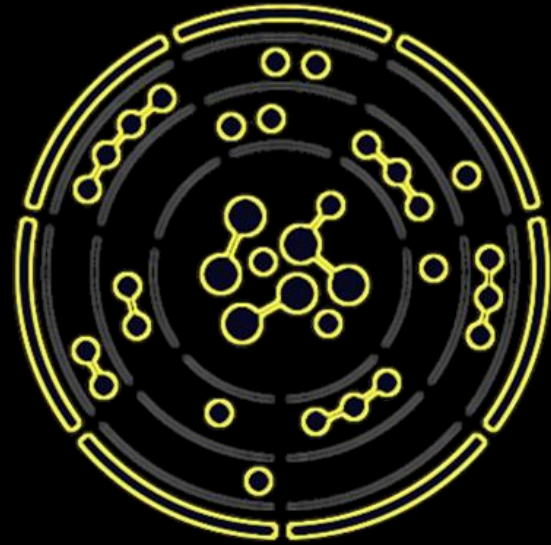
Sustainable resins made from biomass

Researchers at the University of Oulu have developed new resins from plant side streams to replace petroleum materials. This innovation is the...



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

INNOVATION ECOSYSTEMS

Identification and analysis of relevant social, economic and technological trends

Evaluation and prioritization of the trends

Derivation and prioritization of strategic innovation fields

Activate innovation mechanisms, such as CVC, internal innovation or ecosystem partnerships

TRENDONE / GERMANY

*PROF. RENE ROHRBECK EDHEC / FRANCE

ACT LIKE A PRO = NOBODY IS PERFECT ;-)



LINKEDIN CONTACT

