

The image features a dark blue background with a complex, glowing white wireframe structure. This structure is composed of numerous interconnected lines forming a series of overlapping, translucent cubes and other geometric shapes. A bright, ethereal light emanates from the center of this geometric cluster. Overlaid on this central light is the text "TREND ONE" in a bold, white, sans-serif typeface. The text is positioned horizontally across the middle of the frame, with the letters appearing slightly more opaque than the background elements.

TREND ONE



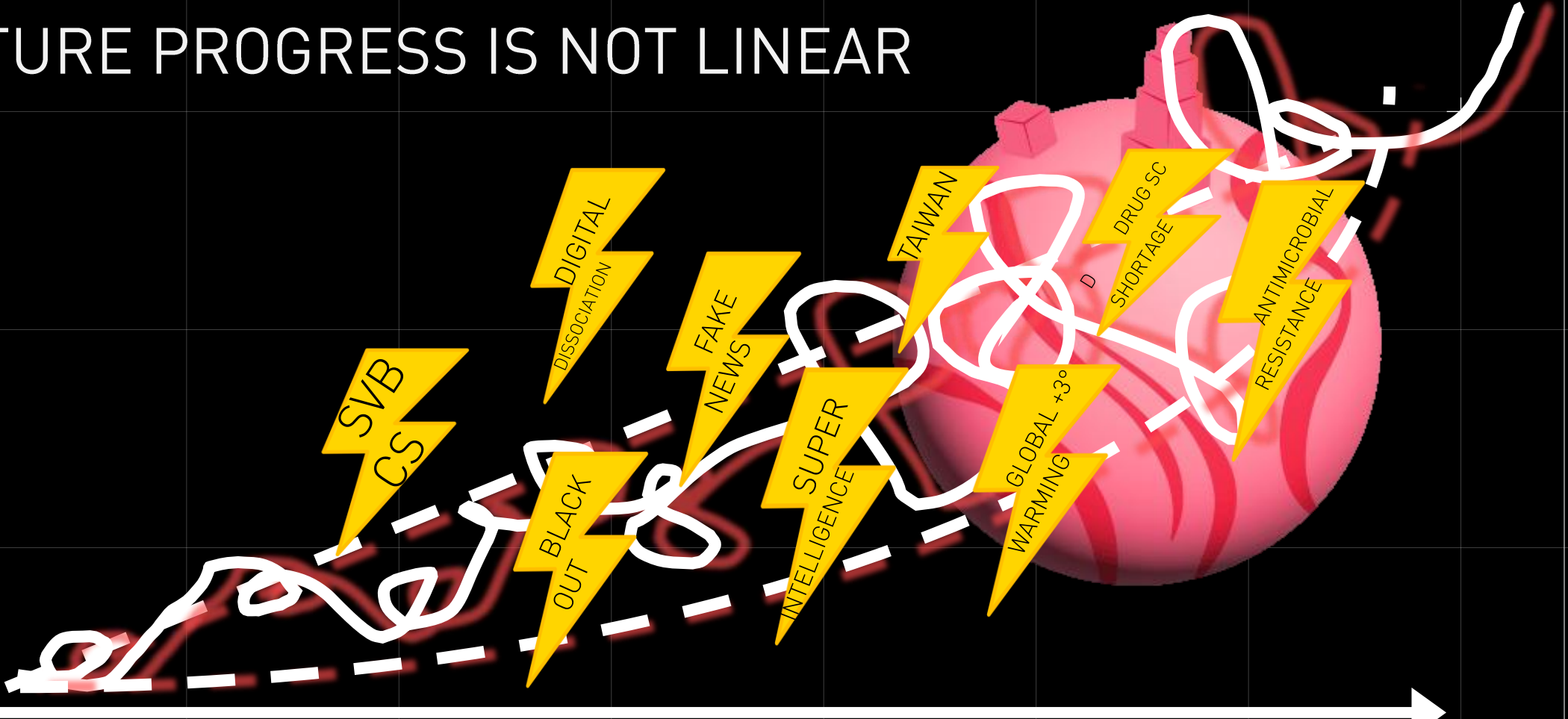
Hello my friend,
Welcome to 2030!

***NOBODY
CAN PREDICT
THE FUTURE***

© Adi Yoffe, Israel

FUTURE PROGRESS IS NOT LINEAR

PROGRESS



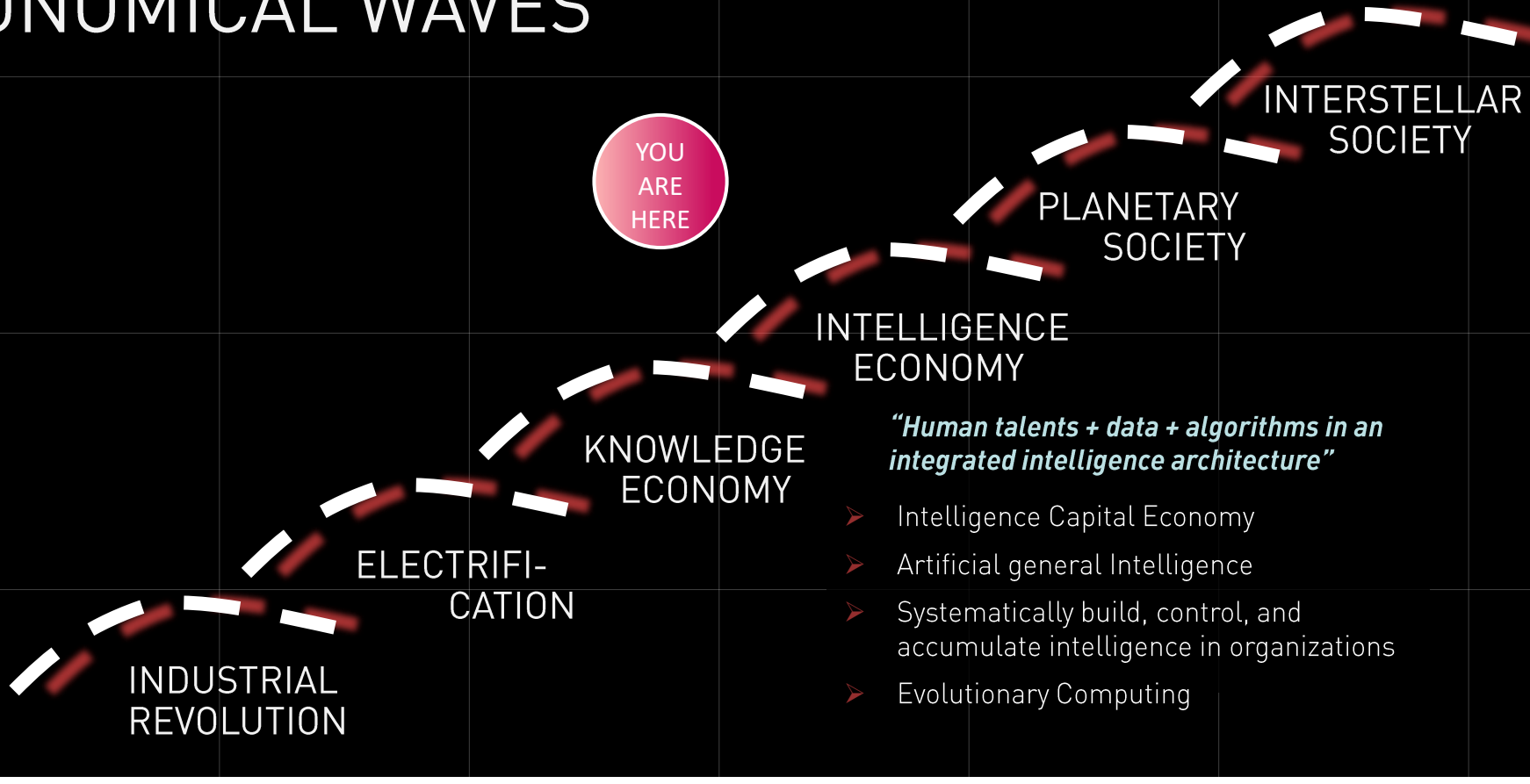
TIME

SOURCE

© TRENDONE

ECONOMICAL WAVES

PROGRESS



"Human talents + data + algorithms in an integrated intelligence architecture"

- Intelligence Capital Economy
- Artificial general Intelligence
- Systematically build, control, and accumulate intelligence in organizations
- Evolutionary Computing

1770

1870

1970

2025

...

...

...

TIME

SOURCE

© TRENDONE WAVES

THE END OF THE KNOWLEDGE ECONOMY



© TRENDONE NILS MÜLLER, KONRAD GULLA

RISE OF THE INTELLIGENCE

**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

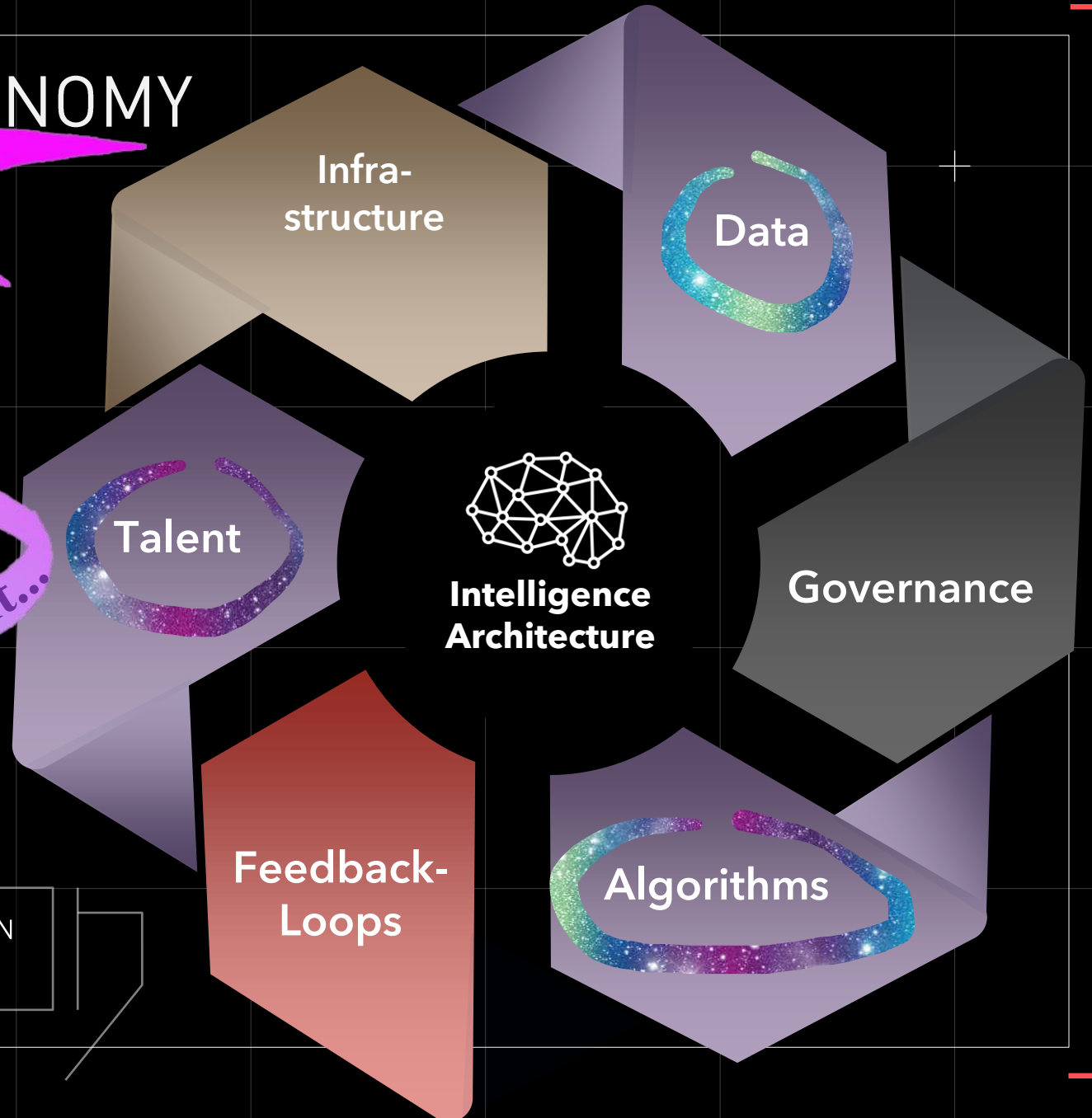
THE INTELLIGENCE ECONOMY

...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



An aerial photograph of the Chicago skyline at sunset. The Willis Tower is the central focus, with its spire reaching towards the sky. The city is densely packed with skyscrapers, and the Lake Michigan shoreline is visible in the foreground. The sky is a mix of orange, yellow, and blue, indicating the time is either sunrise or sunset. A red rectangular border is superimposed over the center of the image, framing the text.

TOP FIVE SUPERPOWERS FOR YOUR FUTURE

#1 // LEADERSHIP BY FUTURE NARRATIVES



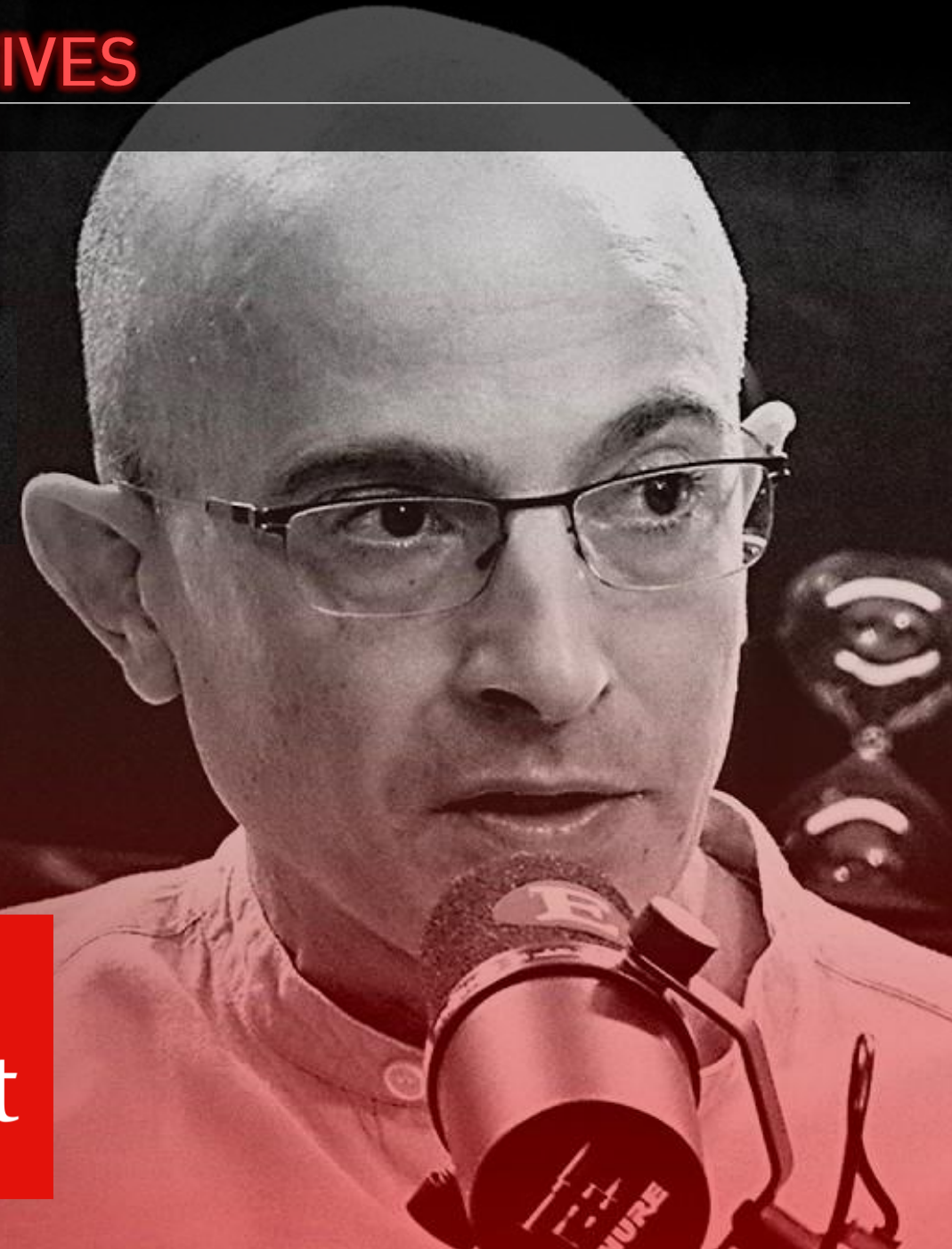
WOVEN CITY AS A TEST LAB FOR THE FUTURE
TOYOTA / JAPAN

#1 // LEADERSHIP BY FUTURE NARRATIVES

the full-length interview

● THE INSIDER

The
Economist



#2 // SPEED AS THE KEY TECHNOLOGY



HUAWEI MAEXTRO LUXURY CAR / CHINA

#2 // SPEED AS THE KEY TECHNOLOGY

1. ASI: Intelligent machines will foster new ecosystems with human-machine synergy
2. General-purpose robots in all households and industries driving a revolution in productivity
3. Flying cars: Unlocking new value in urban spaces
4. Mirror world: A new reality born from seamless virtual-real fusion
5. The age of universal quantum computing: Affordable compute everywhere
6. New communications era: A quantum leap driven by agentic Internet
7. Advances in computational materials science drive breakthroughs in room-temperature superconductivity, enabling adaptive materials
8. Commercial nuclear fusion: A new era of fully controllable and carbon-neutral clean energy
9. Reshaping human health by integrating molecular medicine with AI
10. Space travel: Navigating freely in space and the deep sea

10. Space travel: Navigating freely in space and the deep sea

9. Reshaping human health by integrating molecular medicine with AI

#2 // SPEED AS THE KEY TECHNOLOGY

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 NAVEI ROBOTICS / MUC

navel
robotics

#3 // FORESIGHT

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 ★
- Invention 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
- Introspection
- Intentionality ★
- Full autonomy
- Self-awareness
- Ability to self-reproduce ★
- Brain-Computer-Interfaces
- Human 2.0 (Transhumanism)
- Brain upload

SUPER INTELLIGENCE

"More capable than humans in all aspects"

- The Singularity ★
;-)
- Artificial life ★

Evolution of AI capability

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

Engineered Evolution ✕

Wearable Technologies ✕

Body Computer Fusion ✕

Longevity ✕

Human Enhancement ✕

Bioeconomy ✕

Bioengineering ✕

Create search agent

Micro-trends

Macro-trends

Mega-trends

Select



3.462 Micro-trends found

New



Apr 27, 2026

3D-printed functional tissue

Cellbricks Therapeutics from Berlin, has developed a proprietary biofabrication platform capable of producing human tissue. The platform aims to...

New



Apr 23, 2026

Living cells learn like computers

Researchers at Tohoku University and Future University Hakodate have developed a system using live brain cells to compute and learn temporal...

KOJI
COCOA**KEY BENEFITS**

- 100% waste reduction
- 40% lower carbon footprint than cacao
- 100% natural and clean label

CLICK HERE TO LEARN
ABOUT KANJI KINO COCOA

Apr 22, 2026

A cocoa alternative made from cocoa shells

The UK start-up Fermtech has introduced "Koji Cocoa," a cacao alternative crafted from fermented cocoa shells, ideal as a clean-label ingredient...



Apr 21, 2026

Compostable plastic bags

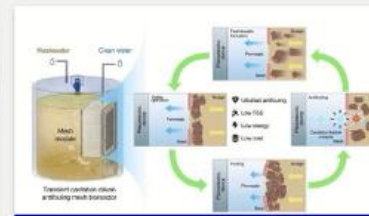
US start-up Sway has advanced its compostable algae-based plastic bags. The packaging line now includes polybags, tote bags, and films crafted from...



Apr 20, 2026

Gene editing in tropical crops

The UK-based agri-biotech firm Tropic is pioneering gene-edited crops for tropical agriculture. Their modified banana, coffee, and rice varieties...



Apr 20, 2026

Cost-effective wastewater treatment

Researchers at HKUST have developed a cost-effective, highly efficient wastewater treatment technology, combining a membrane bioreactor with an...

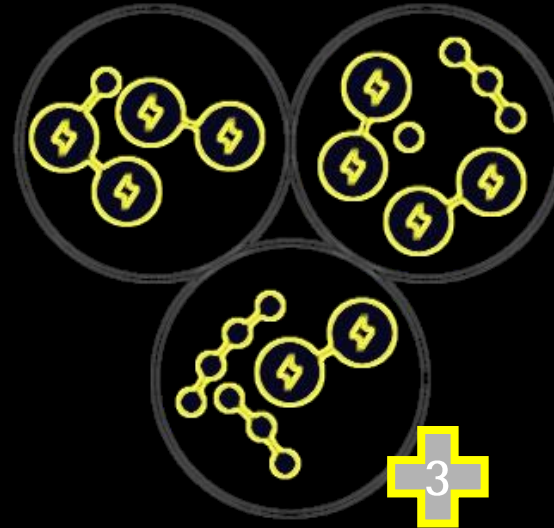
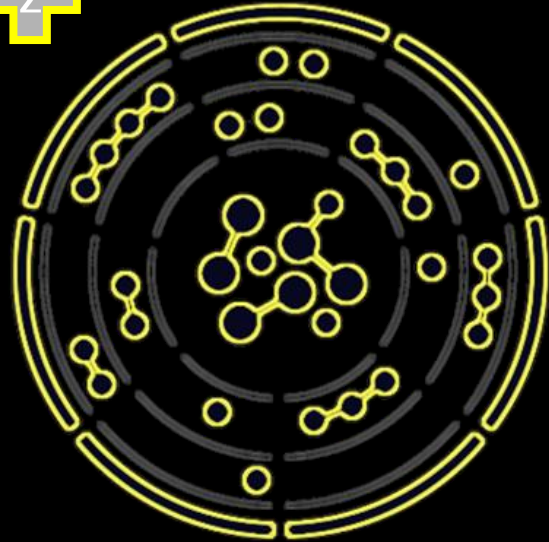
#3 // FORESIGHT IS YOUR SUPERPOWER IN TIMES OF UNCERTAINTY

33% MORE PROFIT WITH FORESIGHT*

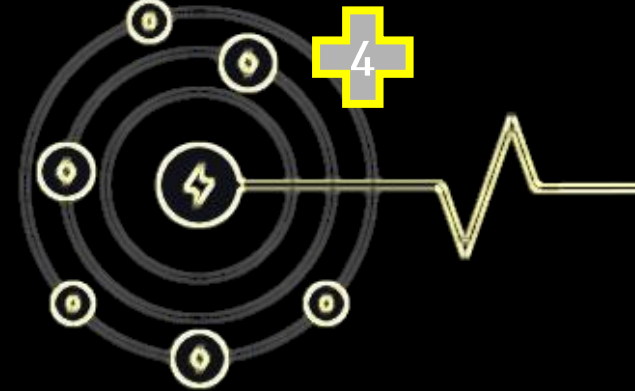
1



2



3



4

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 within the search fields

Derivation and prioritization of strategic innovation fields. Deep Dives.

Derivation of concrete innovation projects within the innovation fields

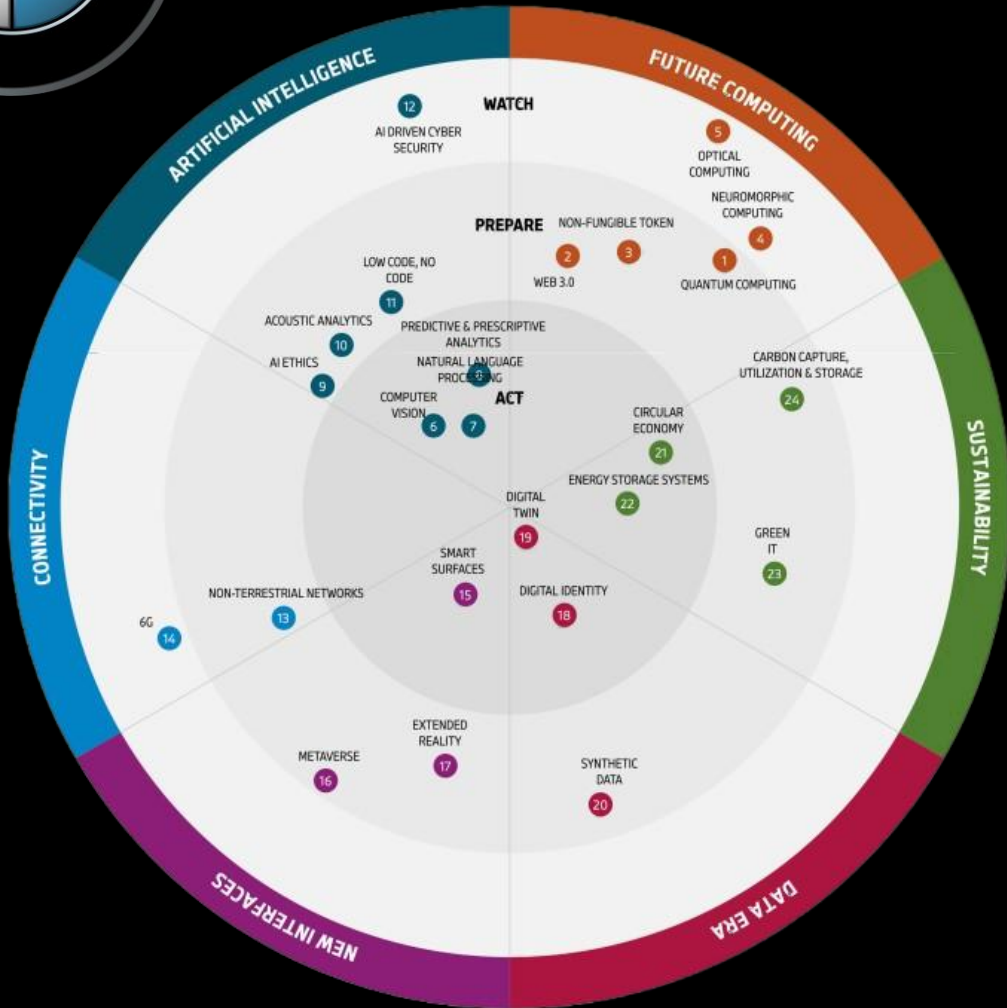
TRENDONE / GERMANY
*PROF. RENE ROHRBECK EDHEC / FRANCE



Involvement of management board and decision makers:
1) Top management support (Example DZ BANK) 2) Voting of relevance and impact 3) Prio and road mapping 4) Budget and resource allocation



FROM FORESIGHT TO INNOVATION – BMW



Dr. Frank Möbius,
Head of Technology Management and
Forecasting (2017-2023)
BMW Group



Quantum Computing

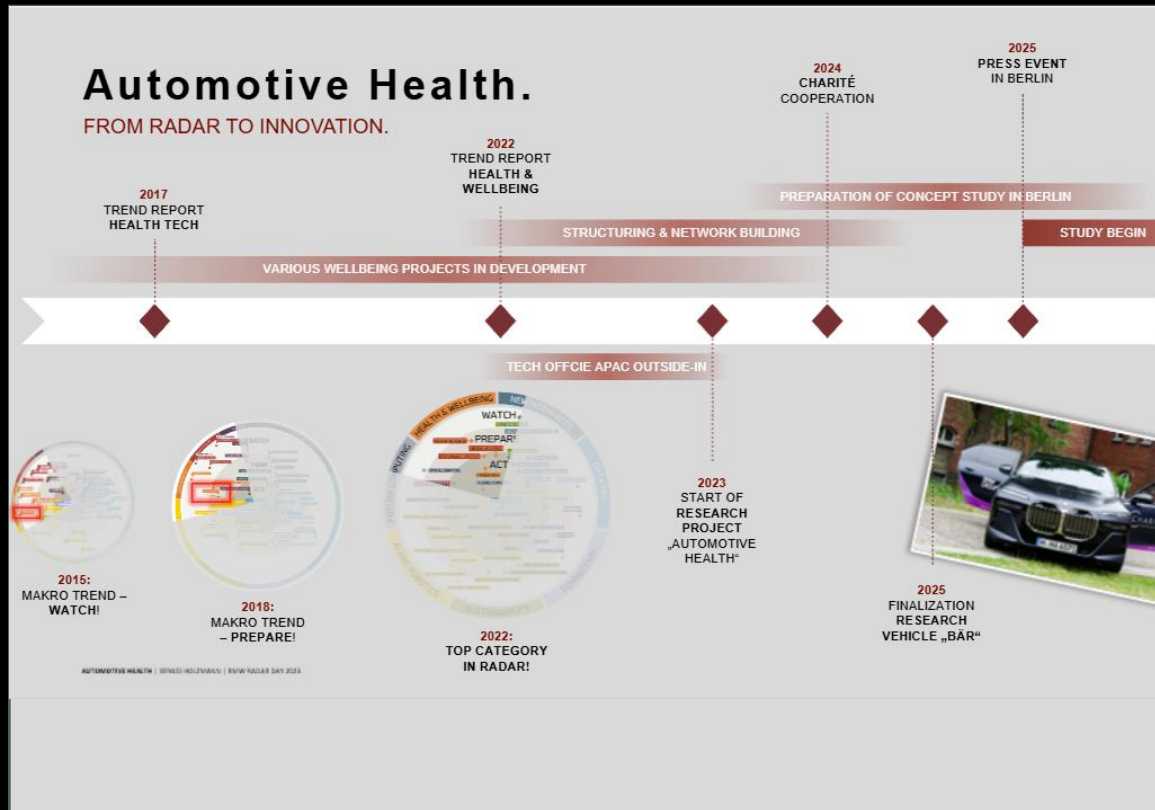
appeared on our Trend Radar in 2017 and was subsequently integrated into our company

through our ongoing efforts. **Circular Economy** first appeared on our radar in 2019 and is now a company-wide initiative with significant implications for the entire production chain of our products.

The build-up of Know-how and potential use cases are each being advanced in the form of proof of concept projects.



FORESIGHT TO INNOVATION – BMW



What was done:

2017: More than 30 emerging technologies tracked on BMW's Trend Radar.

Result:

2022: Signals developed into more than 5 PoCs and strategic initiatives.

Impact:

2025: From Caring Car to Panoramic Vision – future ideas reached the road.

SIEMENS FROM FORESIGHT TO GROWTH – SIEMENS



What was done:

New markets for Siemens technologies spotted with the continuous foresight process.

Result:

„Smart Infrastructure” as new macro-trend became a growth engine.

Impact:

Biggest contributor to 11% revenue growth in 2023.



FROM FORESIGHT TO GROWTH – PVZ



What was done:

2022: Core capabilities analysed. Five high-potential subscription markets evaluated.

Result:

2023: One of the top-rated growth areas successfully launched.

Impact:

Today: Healthcare subscription business generating six-figure revenue.



FROM FORESIGHT TO COMMUNITY – EWE



What was done:

A shared platform for collaborative trend work was established.

Result:

350 employees joined the future-focused community.

Impact:

The Trendmanager tool keeps future thinking active across the Group.

#4 // ECOSYSTEM PLAYER

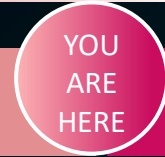


TOYOTA'S SERVICES IN THE SELF-DRIVING VEHICLE /
JAPAN

#4 // ECOSYSTEM PLAYER

THE EVOLUTION OF VALUE CREATION

1950 >>	1980 >>	2000 >>	2020
INDUSTRIAL economy	EXPERIENCE economy	KNOWLEDGE economy	INTELLIGENCE 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



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

#4 // THE RISE OF THE ECOSYSTEM ECONOMY



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

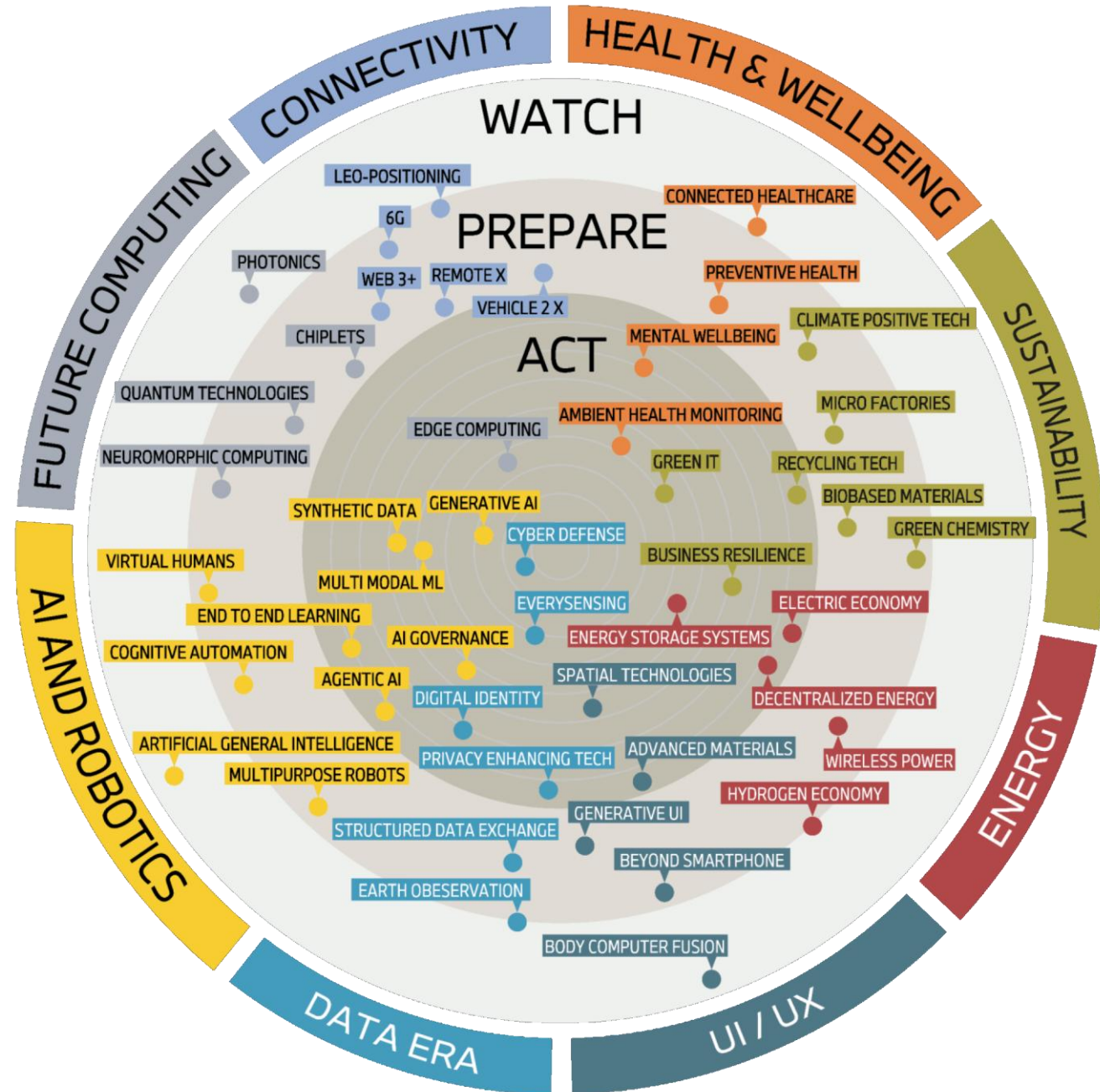
#4 // AI-DRIVEN HEALTH ECOSYSTEMS

Introducing
amazon clinic

The logo for Amazon Clinic is centered within a white rounded rectangle. It features the word "amazon" in a lowercase sans-serif font with a white curved arrow underneath it, and the word "clinic" in a similar lowercase sans-serif font to its right. Below the rectangle, a horizontal line with a small square icon in the center is visible.

ONLINE MARKETPLACE FOR MEDICAL
SERVICES / AMAZON CLINIC / USA

#4 // ECOSYSTEM TREND RADAR



**» 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



+ ACT LIKE A PRO = NOBODY IS PERFECT ;-) +



HANDOUT
DOWNLOAD

LINKEDIN
CONTACT

