

DIGITAL IS AN ERA

A stepping stone in the evolution of the world



EVERYTHING THAT CAN BE DIGITAL
WILL BE DIGITAL

NETFLIX

BUSINESS MODELS
ARE SUBSCRIPTION BASED



PRODUCT LIFECYCLES
ARE SHORT



FROM POSSESSION
TO USE



TRUST AND REPUTATION
ARE COMMON CURRENCY



WORK
IS ROBOTISED



PRODUCTION
IS ULTRAPERSONALISED



INFORMATION
IS TRANSPARENT

People will forget what you **said**,
people will forget what you **did**,
but they will never forget how you
made them feel.

STEVE JOBS