DIGITAL IS AN ERA
A stepping stone in the evolution of the world
EVERYTHING THAT CAN BE DIGITAL WILL BE DIGITAL

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