

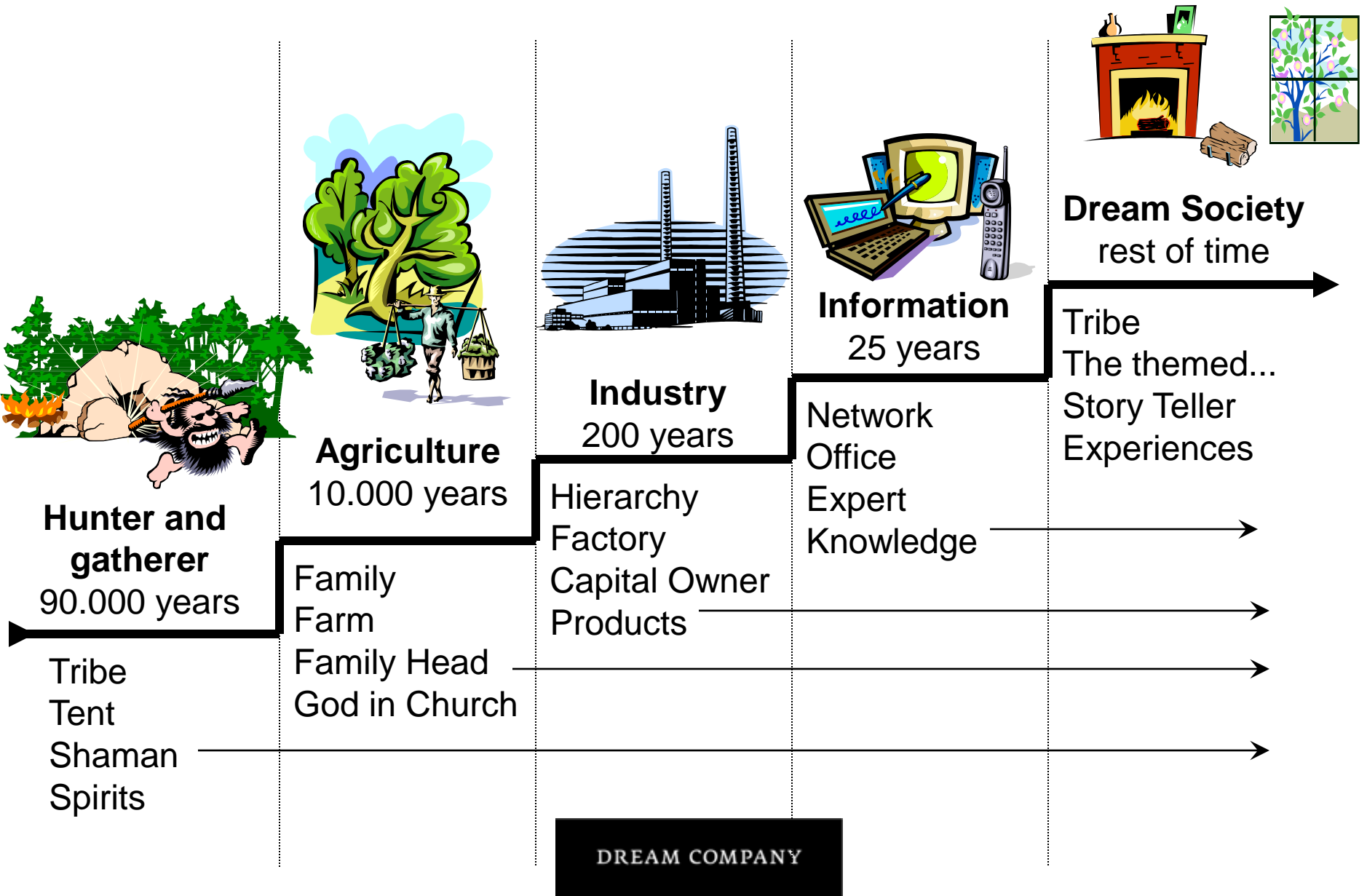


**The Road ahead: What Do
Worldwide Consumers Expect
From the IT Industry in the
Next 10 Years. An Outlook on
the Future of IT Korea.
October 12, 2010**

info@dreamcompany.dk

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The Mother of all Slides



10 Years is a Long Time in IT

- Remember 2000? Just 10 years ago?
- Computers break down on Dec.31!
- No flat screen TV
- No smart phones, no tablets, no 3G
- Internet users: 360 million (2010: 2 Billion)
- Computers were big:
- Korea has arrived!



Creativity- the New Battlefield

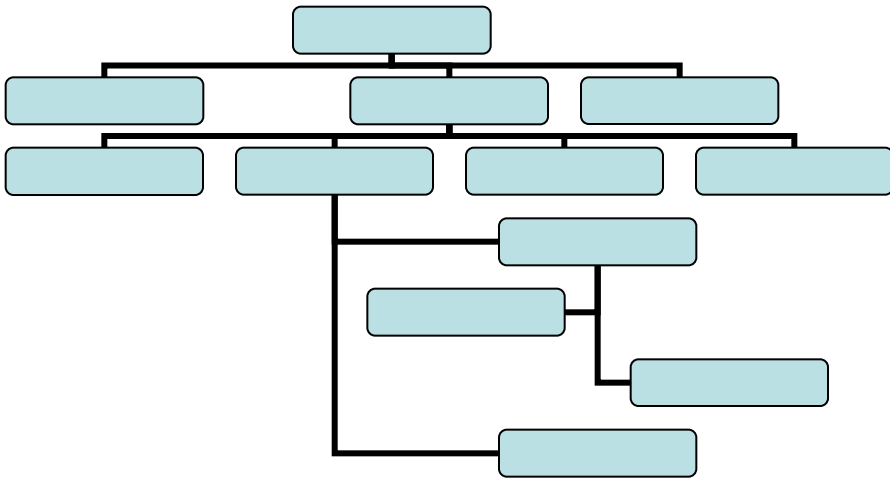
- To look 10 years ahead – to 2020 – we need to be creative
- An use our imagination
- Like this family:



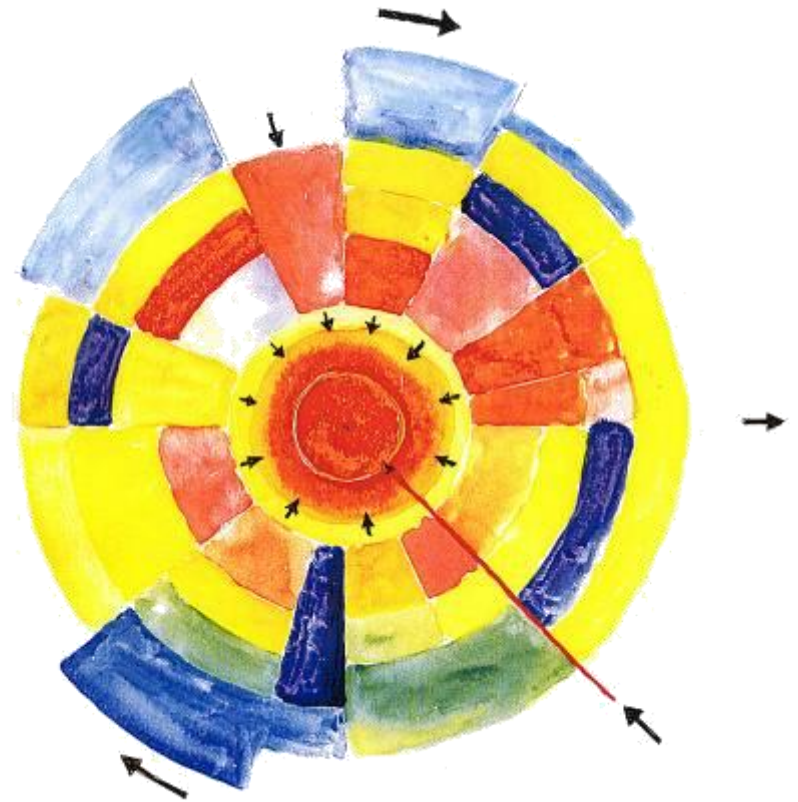
Creativity in Companies

- The rules:
- 1. Clearly defined objective – difficult but attainable
- 2. Fast feed-back from management
- 3. Mistakes are ok
- 4. A team – not just one creative person
- 5. Give them time to get organised
- 6. Knowledge is needed – of course

Two Organizations



Responsability

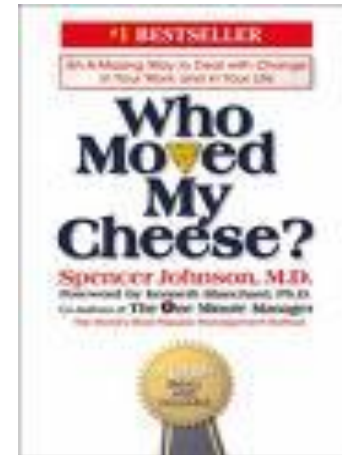


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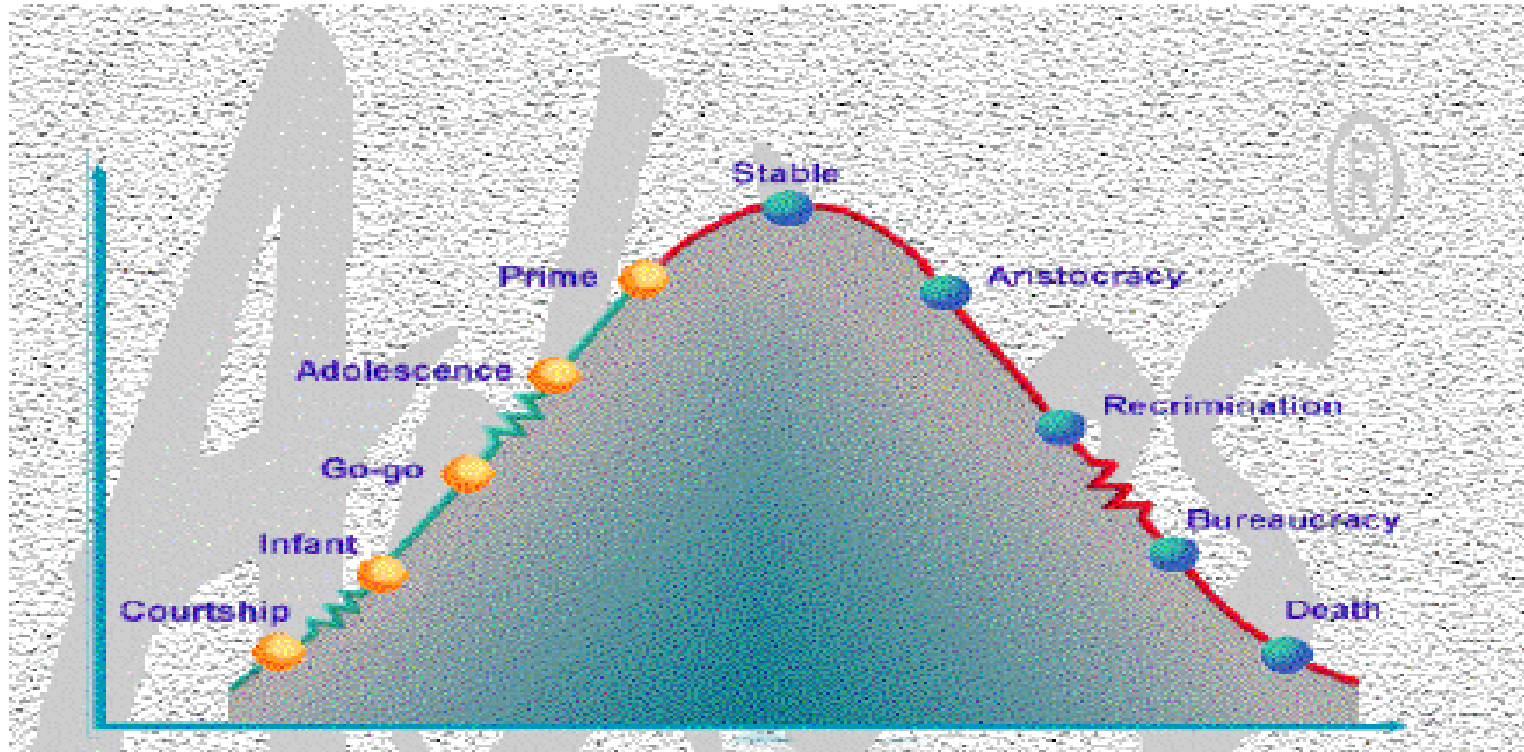
Values

A Story About Change

- A story about some mice in a maze!
 - Sold more than 24 million copies
- A much needed book!*



Adizes and Your Company



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The First Big Thing to Happen

- The eBag
- From labtops, smart phones, tablets and cameras
- To one device: **the eBag**
- The eBag is you, more important than your spouse
- Your companion in life



One device: The eBag

- You tax man knows where you are
- Without it you are a non-person,
- it's your ID, your passport, your keys, your bank
- Who wil dominate this worldwide market?



The Size of the World Market

- Today 5 billion subscribers for 6.8 billion people
- In 2020: 7.5 billion people and 7 billion subscribers – or more
- Not all with latest technology



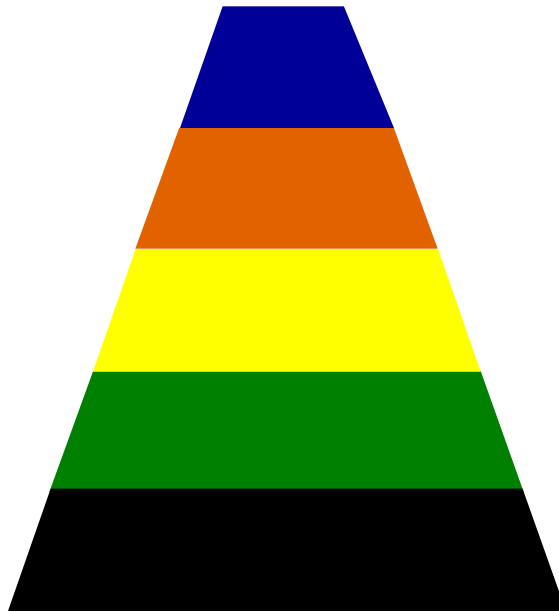
Top Ten Still the Top Ten, If:

- They remember: it is a combination of technology + style and fashion
- It becomes personalised – tells something about you – just as your car and clothing
- And you need a bag for it



Maslow's Hierarchy of Needs – Old and New

Traditional



Self realisation

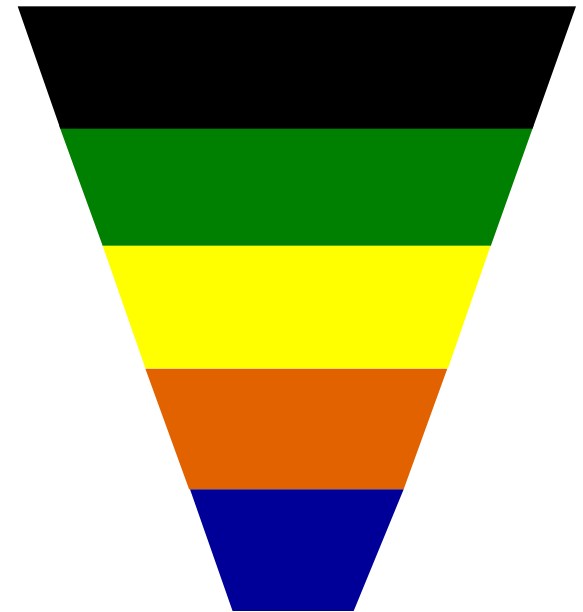
Recognition

Social needs

Security

Physical needs

Modern



One Global Internet Language

- **Your own** – Korean, Danish or English
- Thanks to instant translations on the net
- Today they are nearly ok,
but add 10 years!!

The Tower of Babel goes
Away:



It's in Your eBag

- Reaching the world markets becomes easier
- Even automated speech translations are possible – some time – in your eBag
- Am I the only one that has seen this trend?



The Classroom and IT

- Less teacher, more IT
- With hardware and games comes smart learning
Fun + play = learning

It's a worldwide market



Information - News

- From paper newspaper – to Tablet – to eBag
- It has started in the US, but soon everywhere
- From a few to 10.000 online newspapers
- Including OhmyNews
- Remember the automated translation – Korean global magazines!

Entertainment

- Again from the few to the many – a fragmented market – the long tail
- Films, music, games, TV channels = 1000
- The CD in museums
- Again, a world market
- The flat world
- Make a film: you only need talent



Social Media

- The world in dialogue – soon nearly all of us will join – on the mobile device
- We want to take part, to have friends – even “fake friends”
- You *need* to be there!



The Office – Will it Disappear?

- NO, but....
- The office is for meeting, it's a social thing
- Work takes place everywhere
- Forget about working hours –
and introduce anti-stress
programmes



The One Person Factory

- The future is **3D** (TV and the eBag) but
- The 3D *printer* is a true revolution
- From industrial use to the home – in 5 years – prices are coming down
- You can produce any product



The Shorter Value Chain

- Thousands of small business owners – the tool is a 3D printer
- + collaboration with other owners
- Co-creation, "crowdsourcing" – ask customers, innocentive.com

The Factory of One

- From big to small
- From few to many
- The enabler is the internet and the small machines
- Consumers want custom-made products



Shops as Theatre

- Since e-commerce will grow
- Retail has to transform:
- From sale to experiences



Advertising, the Future

- Personal ads!
- Sent to you only
- The future of advertising:
- *"Dear Mr. Surgeon, since your car is 8 years old, since you have 50 kilometers to work, since your time is precious, since your recent divorce, may we suggest a Porsche for you"*



Korean IT – an Outlook

1. Merge consumer electronics into one device – the eBag
2. Merge industrial production, IT, the internet to *personalise* products
3. Let designers, storytellers, artists meet technology experts

Remember the Small Businesses

- Entrepreneurs are needed
- The ones that are under the radar today
- The "teenage" companies



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Last Slide



”I am interested in the future, because I plan to spend the rest of my life in it”

Thank you for your attention!