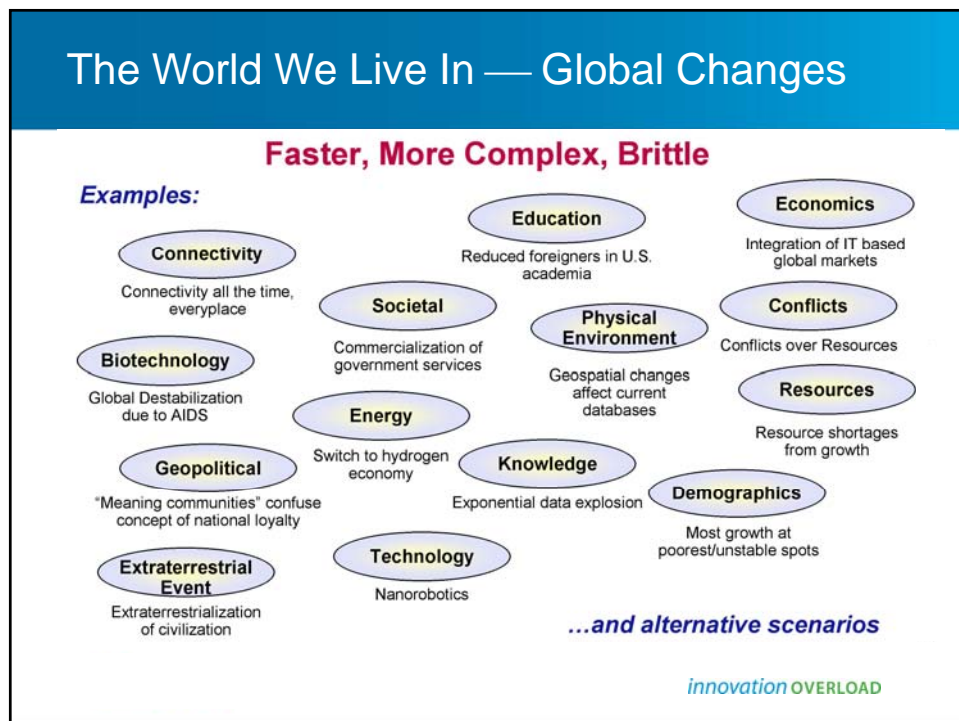


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TFI MiniTrends Innovate and the Future

David Smith
dsmith@hbmginco.com



Business, Knowledge, and Innovation Landscape

- Typically 80% of the key knowledge (and value) is held by 20% of the people – we need to get it to the right people
- Only 20% of the knowledge in an organization is typically used (the rest being undiscovered or under-utilized)
- 80-90% of the products and services today will be obsolete in 10 years – companies need to innovate & invent faster

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As the world gets smarter, infrastructure demands will grow



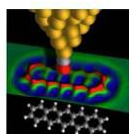
Smart
traffic
systems



Intelligent oil
field
technologies



Smart
food
systems



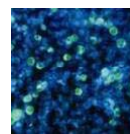
Smart
healthcare



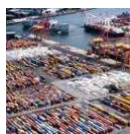
Smart
energy
grids



Smart retail



Smart water
management



Smart
supply
chains



Smart
countries



Smart
weather



Smart
regions



Smart
cities

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Innovation

'The real voyage of discovery consists not in seeing new lands, but in seeing with new eyes'
(Source: Marcel Proust)

'Innovation = creative idea and implementation'
(Source: Glossary of Electronics)

'A new method, idea, product, etc'
(Source: Oxford English Dictionary)

'Innovation: change that creates a new dimension of performance'
(Source: Peter Drucker)

'An innovation to be effective has to be simple and it has to be focused'
(Source: Peter Drucker)

'Value innovators look for what customers value in common'
(Source: Kim & Mauborgne)

'Firms need to manage steady state innovation and radical change because continuous improvement is no longer enough'
(Source: Tom Peters)

'Innovation is the process by which new products or methods of production are introduced, including all the steps from the inventor's idea to bringing the new item to market'
(Source: Baumol, Economics: Principles & Policy)



Google AdWords | Click-to-Teleport

Introducing Click-to-Teleport Extensions (beta)

The fastest way from point A to point B

Click-to-Teleport extensions allow potential customers to instantly teleport to your business location directly from a search ad. Forget CTRs, conversion tracking and call metrics – one click and a customer is instantly standing in your business location and ready to shop.

A new way to drive in-store sales

Our teleportation technology shortens the "online-to-store" conversion funnel by providing searchers with an easy way to visit any business and convert. On average, advertisers using Click-to-Teleport extensions have seen their offline sales increase by 3600%!

The end of location targeting

Take your business global by allowing searchers from anywhere on the planet to teleport to your store in a matter of seconds. With Click-to-Teleport, a New Yorker craving sushi can instantly dine in Tokyo. Please note that while in beta, there is no "teleport back home" option for users; you are responsible for providing return transportation or calling a taxi for any teleport customer.

Forbes



Solutionism. Discussions that can make gluten-free bread not taste gluten-free.

Gluten
Join the



Alex Knapp, Forbes Staff

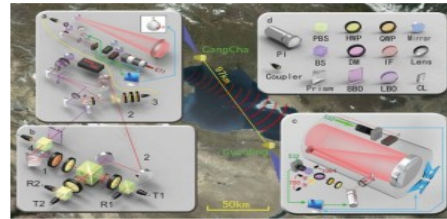
I write about the future of science, technology, and culture.

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Chinese Researchers Quantum Teleport Photons Over 60 Miles

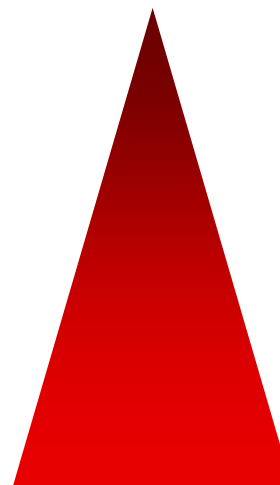
Since 1997, researchers have been able to quantum teleport photons with a major record being set by researchers at the University of Science and Technology of China in Shanghai. In 2010, that team successfully teleported a photon over 16km. Now that same team has



The Limits of Technology

- The laws of physics
- The laws of software
- The challenge of algorithms
- The difficulty of distribution
- The problems of design
- The importance of organization
- The impact of economics
- The influence of politics
- The limits of human imagination

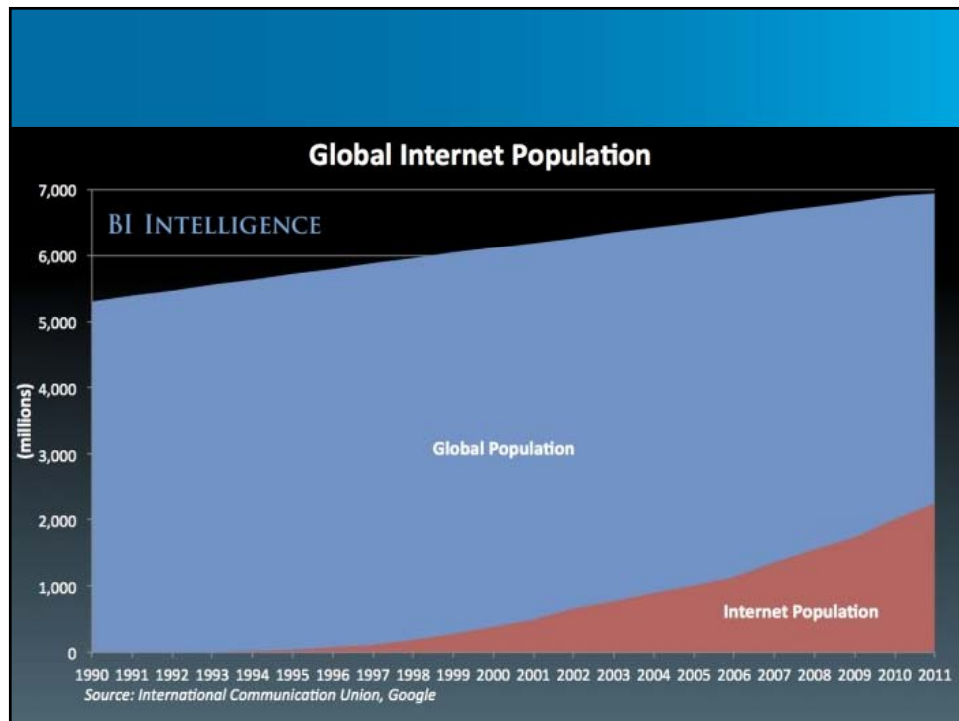
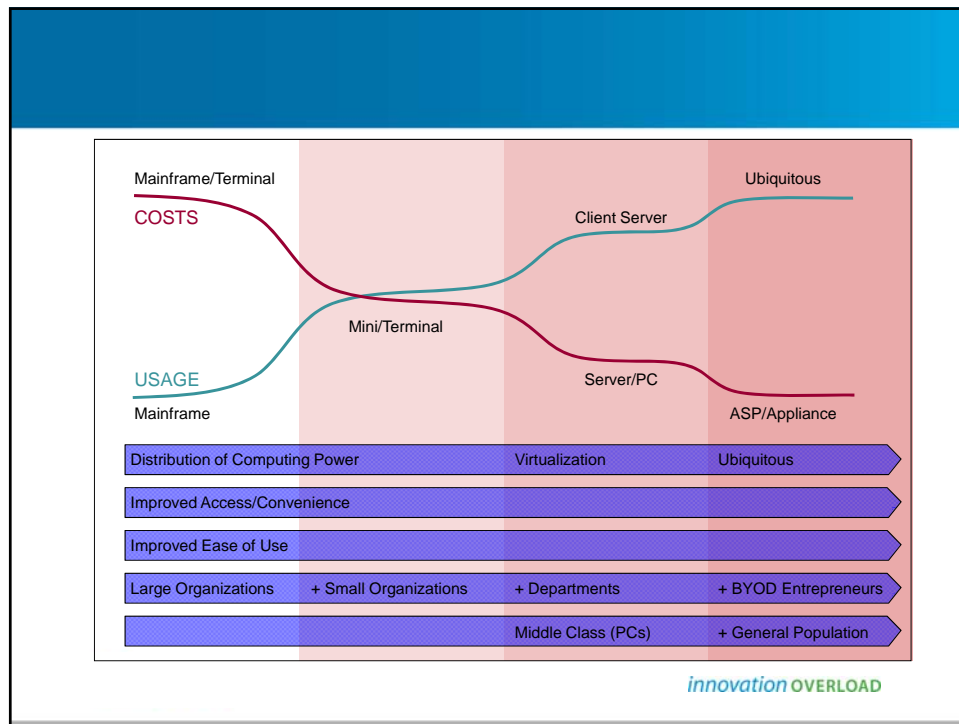
Fundamental

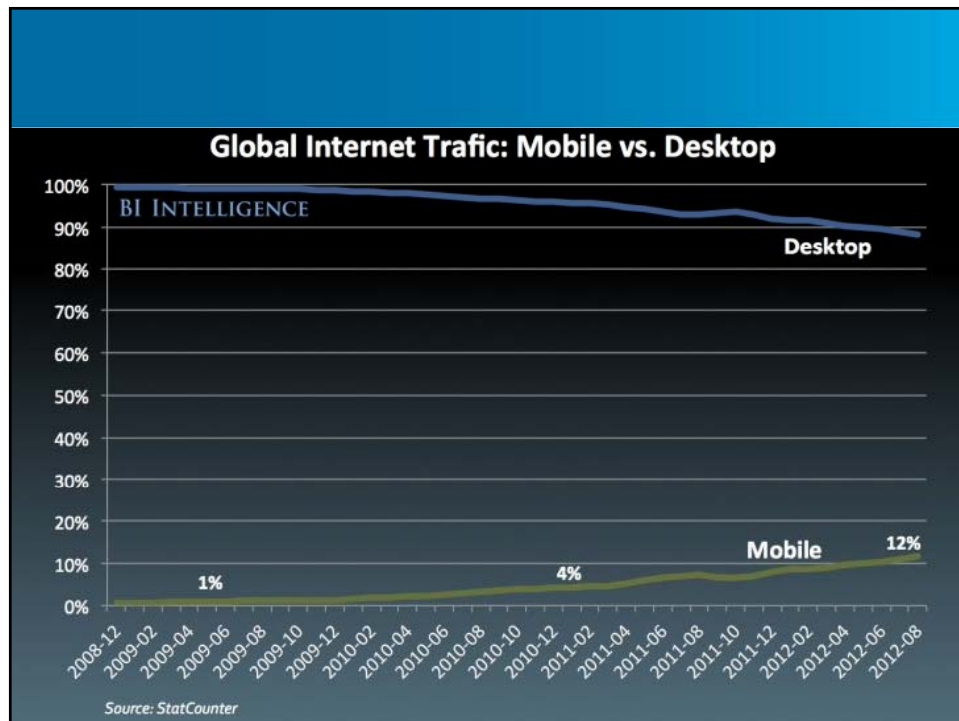
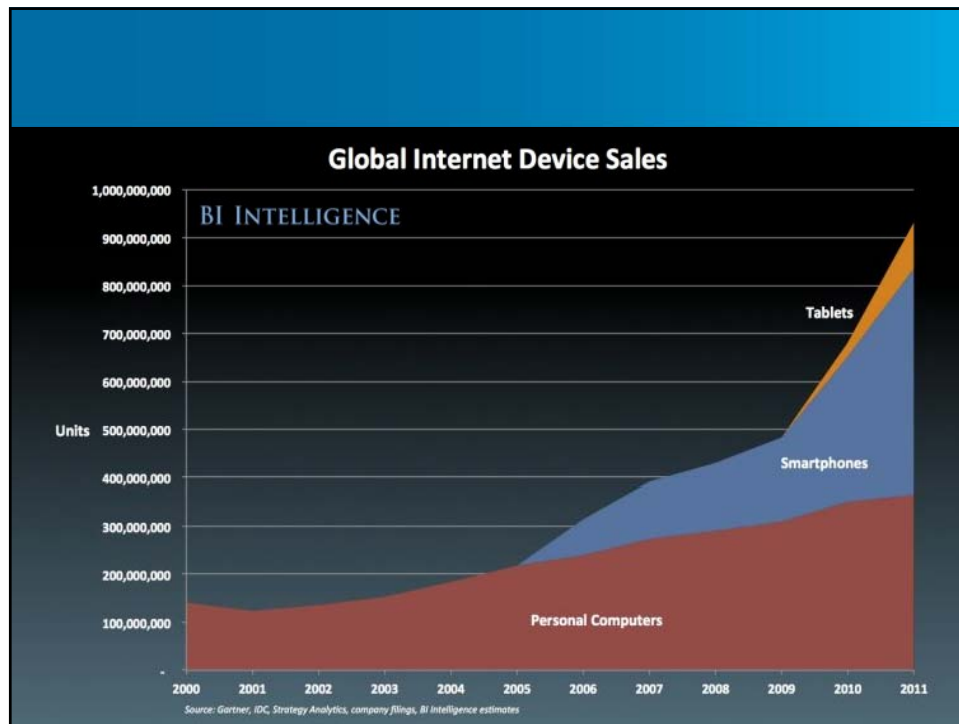


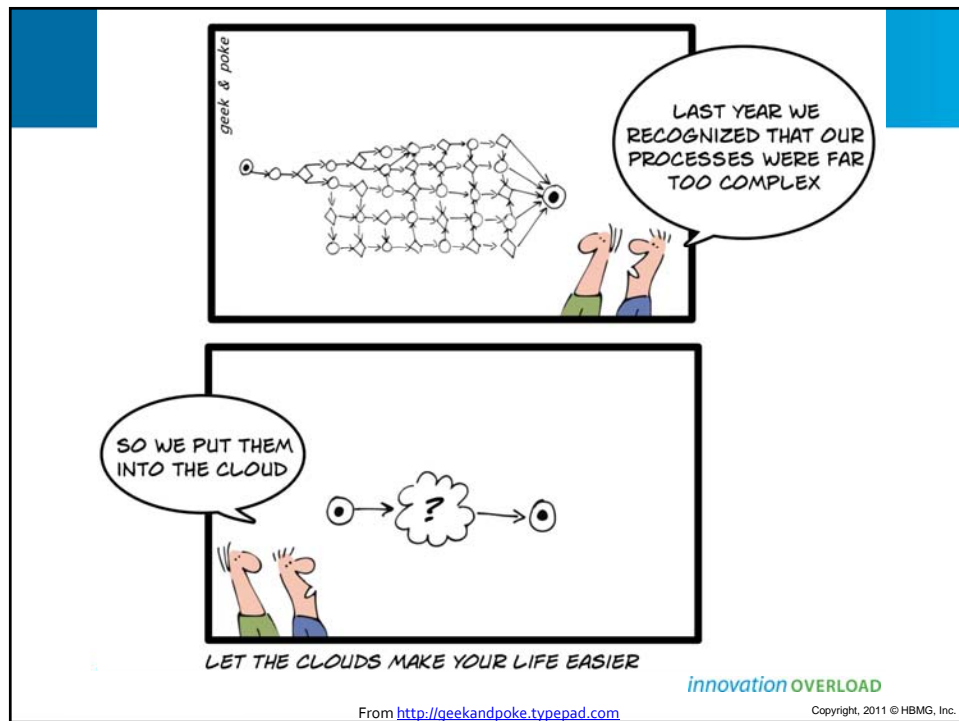
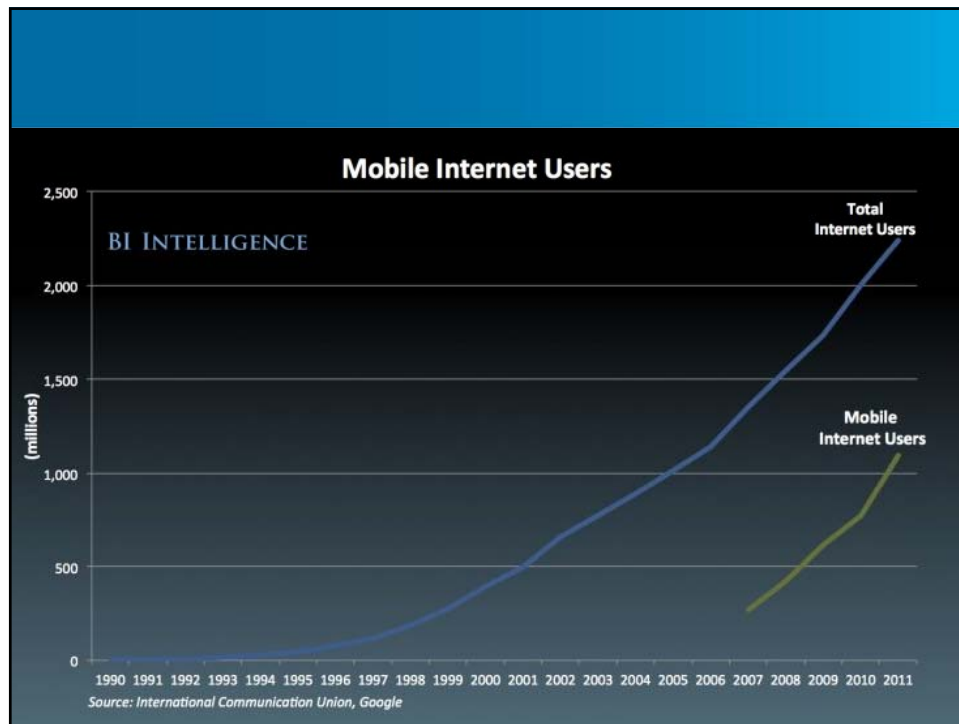
Human

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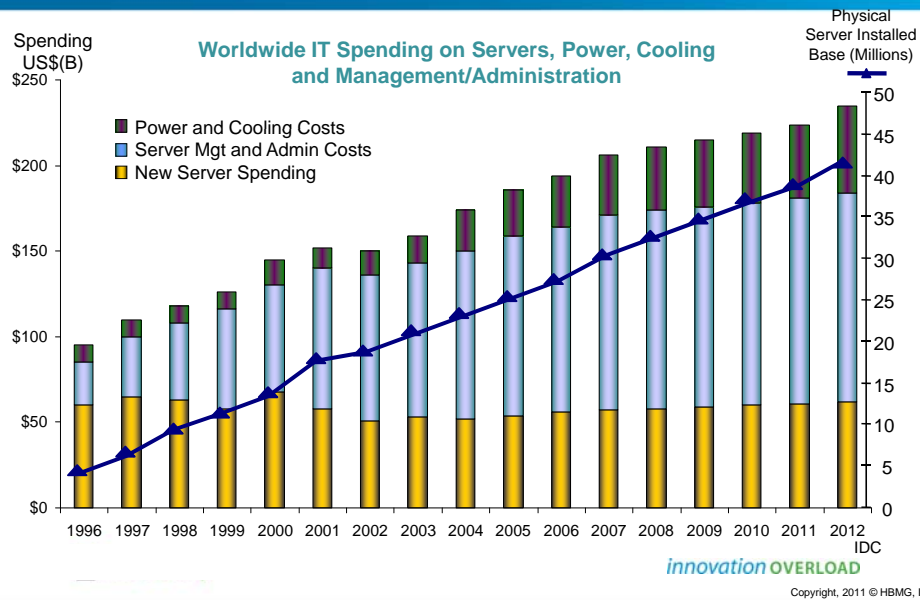
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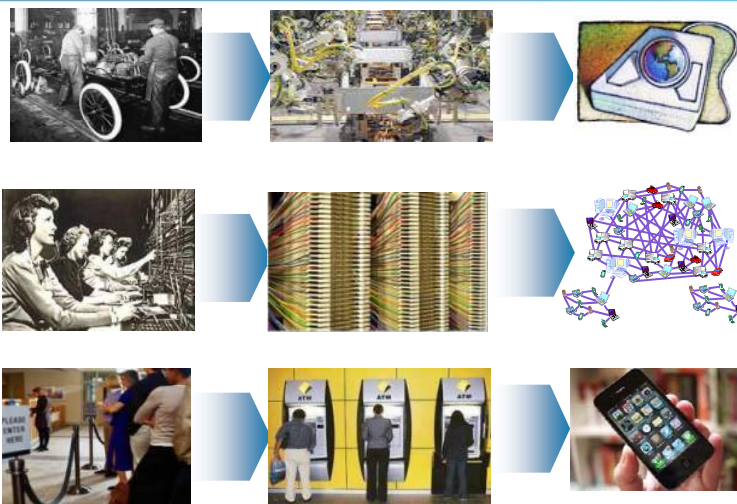




Annual Operating Costs Are Out Of Control



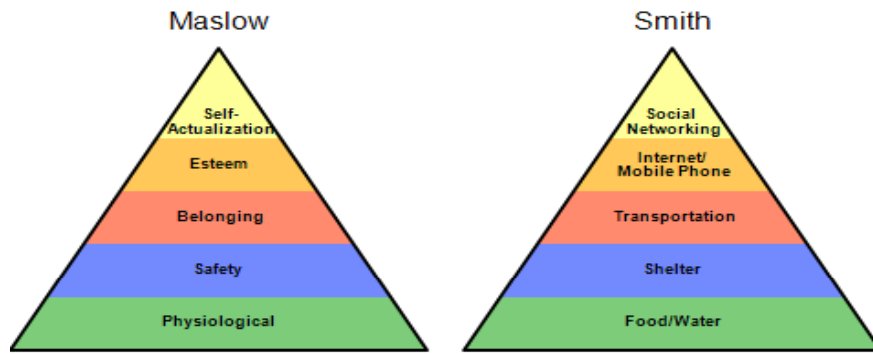
Breakthroughs like these are enabled by Innovation



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Hierarchy of Needs



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BRINGING CIVILIZATION TO ITS KNEES...



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