

Framework for Tomorrow's Business Models

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On demand lifestyle

- Technology and connectivity leads to « on demand »
- Everything everywhere is expected and desired
- Lines between work and private time are becoming blurred
- Distinction between amateurs and professionals is now fuzzy

Trends in business

- Disappearance of intermediaries
- New production processes
- Higher IT productivity
- New pricing mechanisms
- New distribution systems

Potential buyer needs

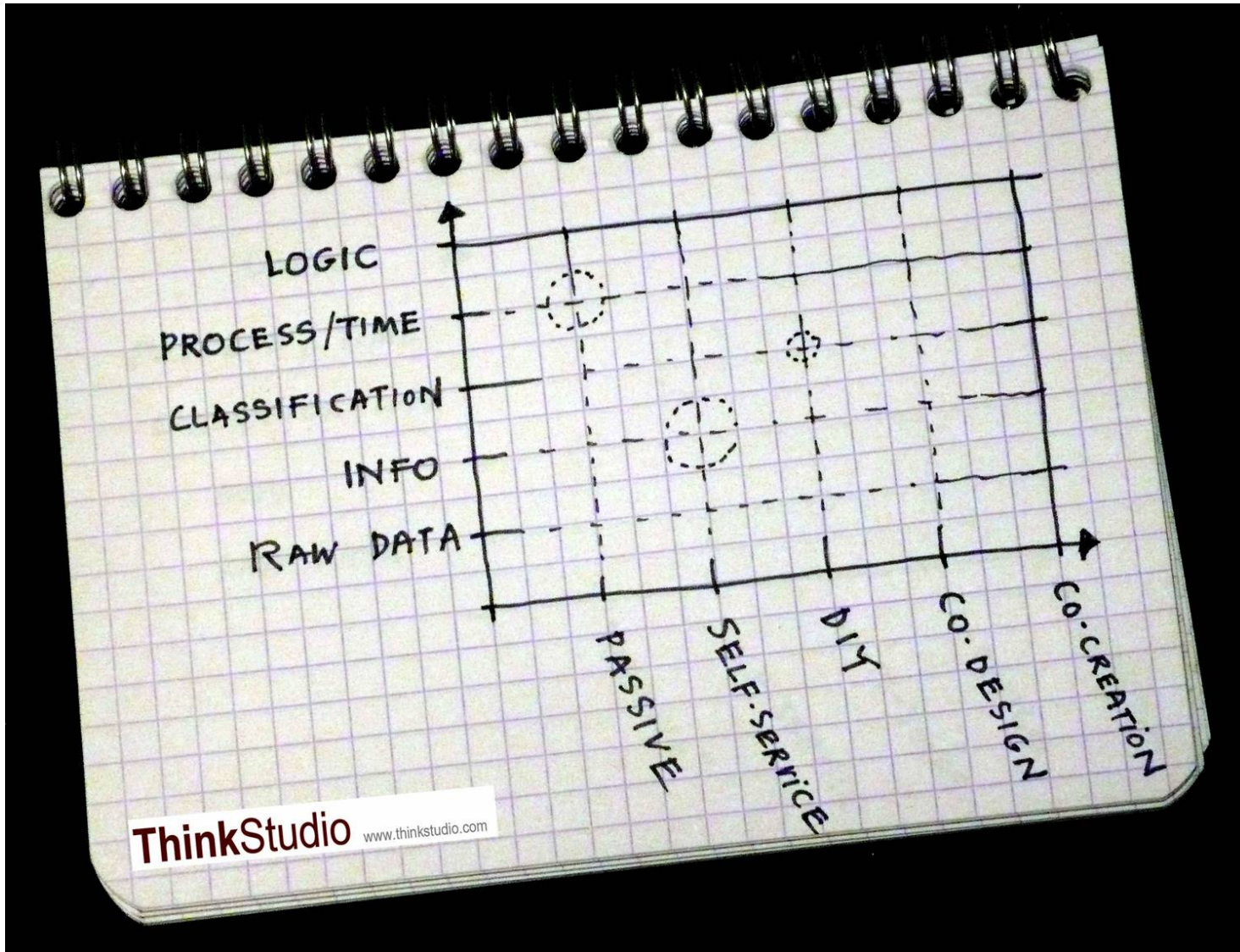
- « Maslow-type hierarchy of needs »
 - Persuasive
 - Intuitive
 - Usable
 - Accessible
 - Functional

(B. Eisenberg - www.futurenowinc.com)

Direct economy

Customer has been sucked into the production process or value chain

This leads to new business models



ThinkStudio www.thinkstudio.com

New business models

Towards increased customer/user knowledge and interactivity

- Do-it-yourself : ConsumActor
- Co-design: TransformActor
- Co-creation: InnovActor

Co-creation

Two new phenomena:

- Brains outside the room are smarter
- User-led innovation is free

Direct democracy vs direct economy

- Direct democracy majority rules
- Direct economy multiple business models
- But also
 - Direct art : Spencer Tunick
 - Direct philanthropy : Bill Clinton's « Giving »
 - Direct military : Ehren Watada
 - Direct electricity : photovoltaic panels

Direct everything

- Impact of technology - 2 speed society
- Service industry – help the challenged
- Productivity – lifetime learning
- Redesigning ourselves – human enhancement

Needed : an ethical debate

Society's expectations

« The business of business is business » is over

- Corporate social responsibility
- Green tech, clean tech and carbon offset
- Value of ethical behavior

War for talent

World problems are growing in scope and complexity

Needed : multi-disciplinary collaboration in natural, artificial and social systems

Valuation of intangibles

- If innovation is free, accounting method of IP needs to change
- If reputation/brands are valuable, then they need to be capitalized

Thank you for your attention