

Digitally Norwegian

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Corporate Innovation Day

Oslo, 20 October 2016



Innovation happens differently

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Novi Sad, Serbia

Sometimes it is overlooked

#3



Oslo, Norway

Sometimes it is in diversity

#4



Oxford, UK

Sometimes it is surprising

#5



San Francisco, US

Sometimes it is hidden

#6



Jeddah, Saudi Arabia





Sometimes it is misunderstood

#7



Singapore

Navigating the next industrial revolution

Revolution	Year	Information	
	1	1784	Steam, water, mechanical production equipment
	2	1870	Division of labour, electricity, mass production
	3	1969	Electronics, IT, automated production
	4	?	Cyber-physical systems

Exponential, combinatorial, bipolar.

Linear vs exponential growth

#9



30 meters (linear) vs 26x around the Earth (exponential)





Cloud, big data, network and D-infrastructure.



Sharing economy, crowdfunding, crowdsourcing.



Robots, AI, VR, 3D, drones, nanotech, biotech.

Big Data, Artificial Intelligence
Cognitive capabilities that can
augment or replicate human thinking



Robotics

Next generation robotics/automation
technologies to work with humans



Biotechnology & Bioinformatics

Digitization of the genome + ability
reprogram DNA for new therapies



Energy & Environmental Systems

Greater cost effective management
of inputs/outputs than ever before



Digital Mftg. & Nanotechnology

3D printing and digital design digitize
product creation and distribution



Computation, Networks & Sensors¹

Increased speed, declining costs of
computation, networking, and sensing



Digital Medicine

Increasing the sensing capabilities
focused around the human body



Convergence

Though individually
powerful, the real power
of exponentials lies in
their convergence –
when different
technologies merge into
a new, unified whole.



Crowdsourcing & Micro-work
Leveraging communities to
achieve a specific goal



Crowdfunding

Leveraging the public to fund the
creation of a product or company



Incentive Competitions

Prize-based competitions to engage
the community to solve a problem



DIY & the Maker Movement

Creative potential unlocked when the
public can make their own items



Digital Economies/Blockchain

Crypto-currency, mobile payments,
and other economic innovations



Gamification

Leveraging game mechanics to
incentivize specific behaviors



Sharing and Social Economy

An economic model that focuses
on community and sharing

Why I love Silicon Valley

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Tech enthusiasm
Int'l talent
Smart financing
Risk aptitude
Disruptive mindset

Why I fear Silicon Valley

#15

Extreme war for talent

Cost of living

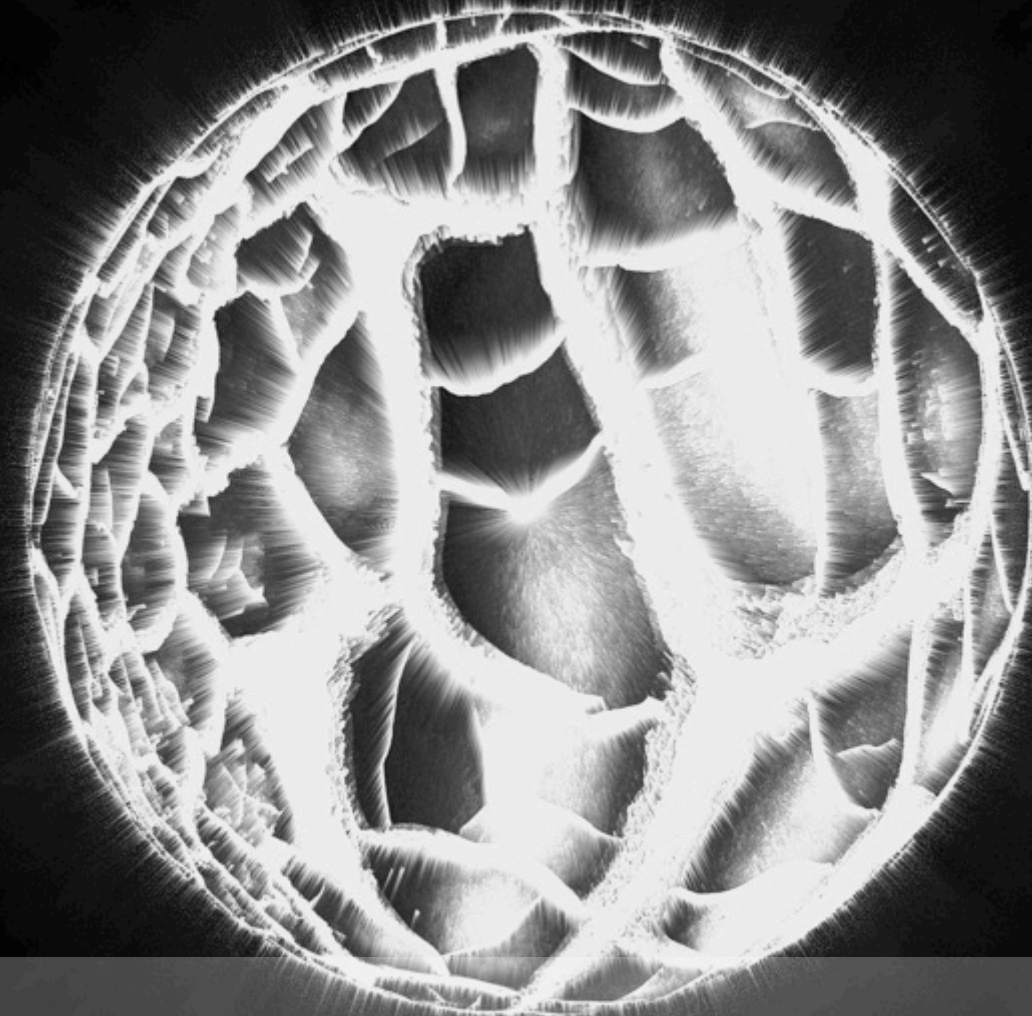
Work-life balance

Unicorn obsession

Market liberalism on crack

Growing inequality





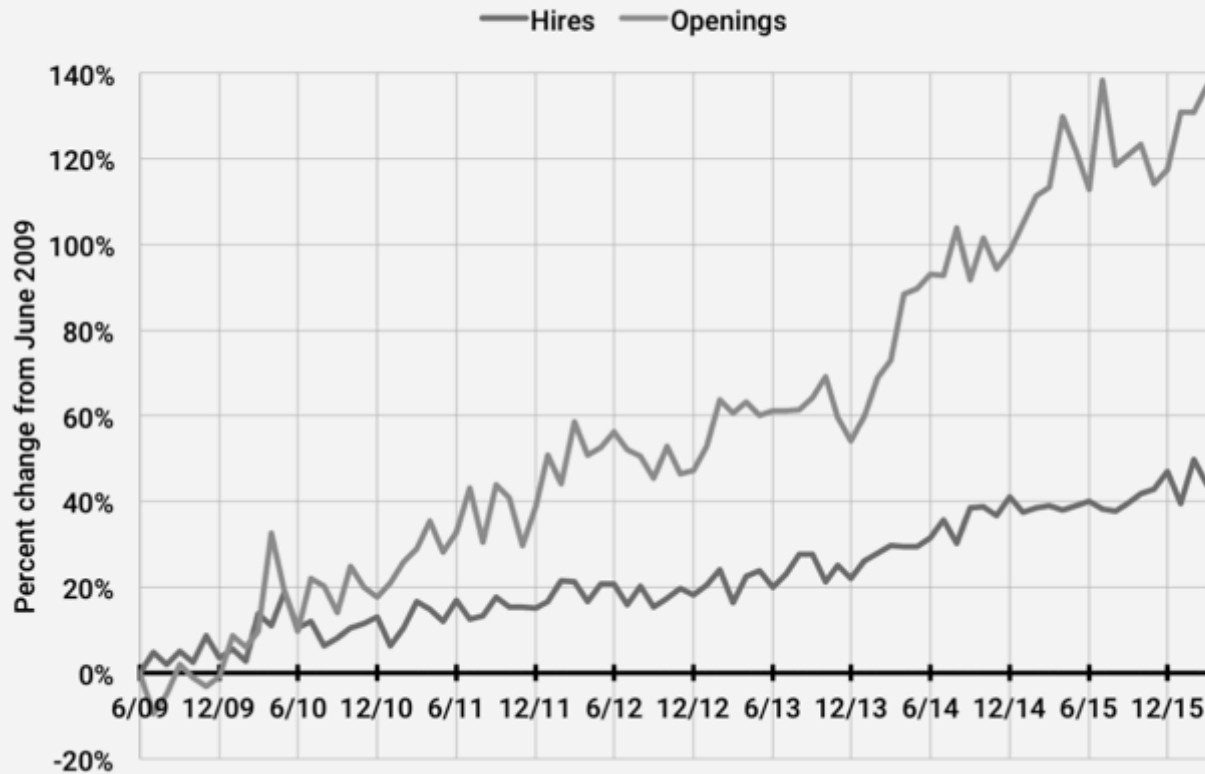
Polarisation, algorithmisation, globalisation

Graph 1: long tail

#17



HIRES VS JOB OPENINGS

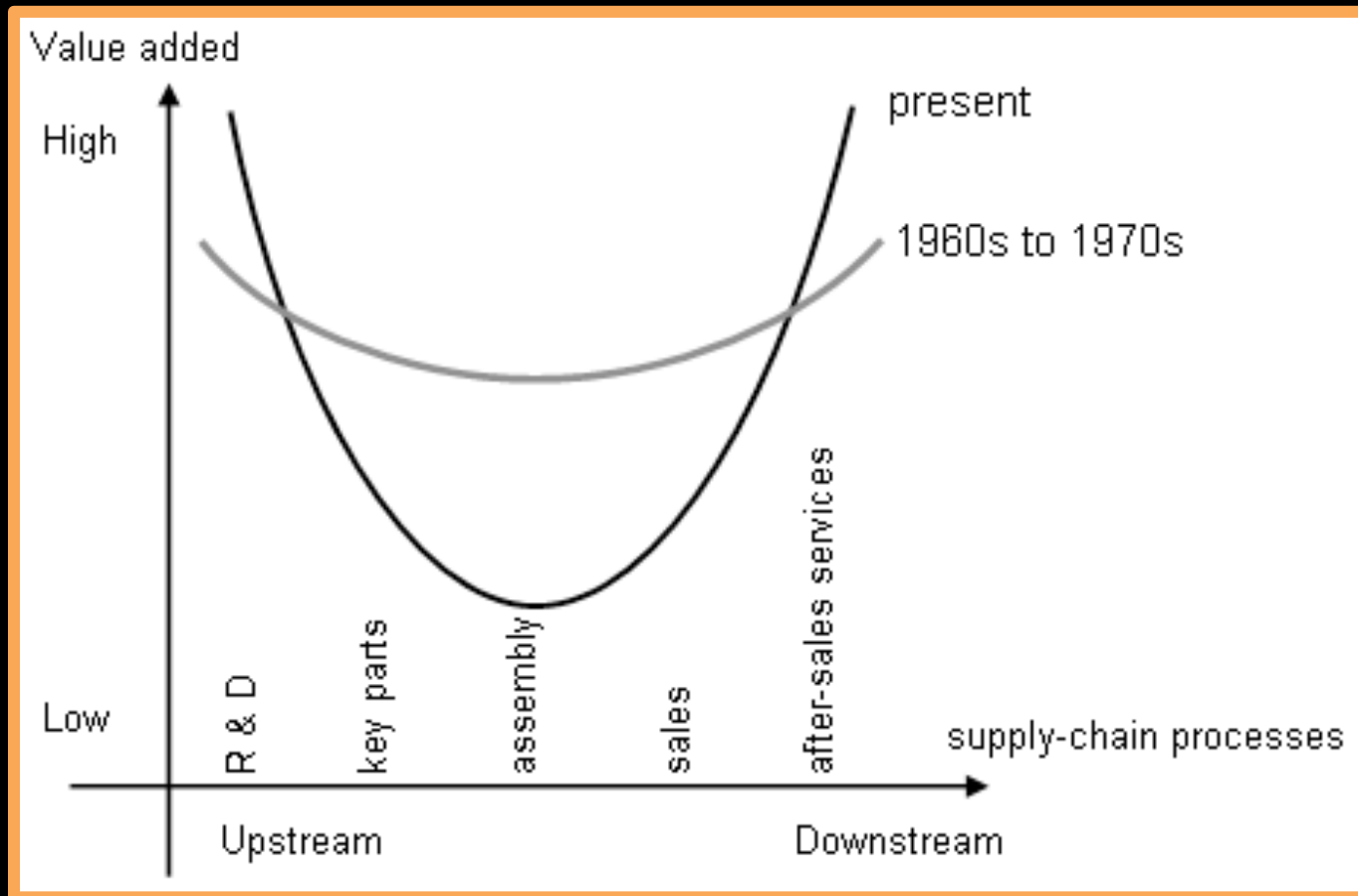


SOURCE: Bureau of Labor Statistics via FRED

BUSINESS INSIDER

Graph 3: smile curve

#19





Equality, trust and openness

Autonomous and flexible work culture

Flat hierarchies

Good technologists

Life-long learning

Incentives: for global winners

Redistribution: for all



Thank you

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Comments?

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