



# Megatrends 2030:

9 critical priorities every business needs to master



What's coming for us in the next  
10 years?

# We're heading for a physical world tethered to the internet



The increasing integration of IoT will make **smart cities** the new norm



**Phygital** experiences will take over shopping expectations



**Unlimited access to consumer data** must translate directly into real-world benefits

By 2030 and beyond

# We're developing a parallel and limitless “virtual world”



Our online presence will soon evolve into parallel lives lived on **metaverses**




**NFTs** will become just as valuable as real-world assets



**Cryptocurrencies** will become legal tenders in both the offline and online worlds

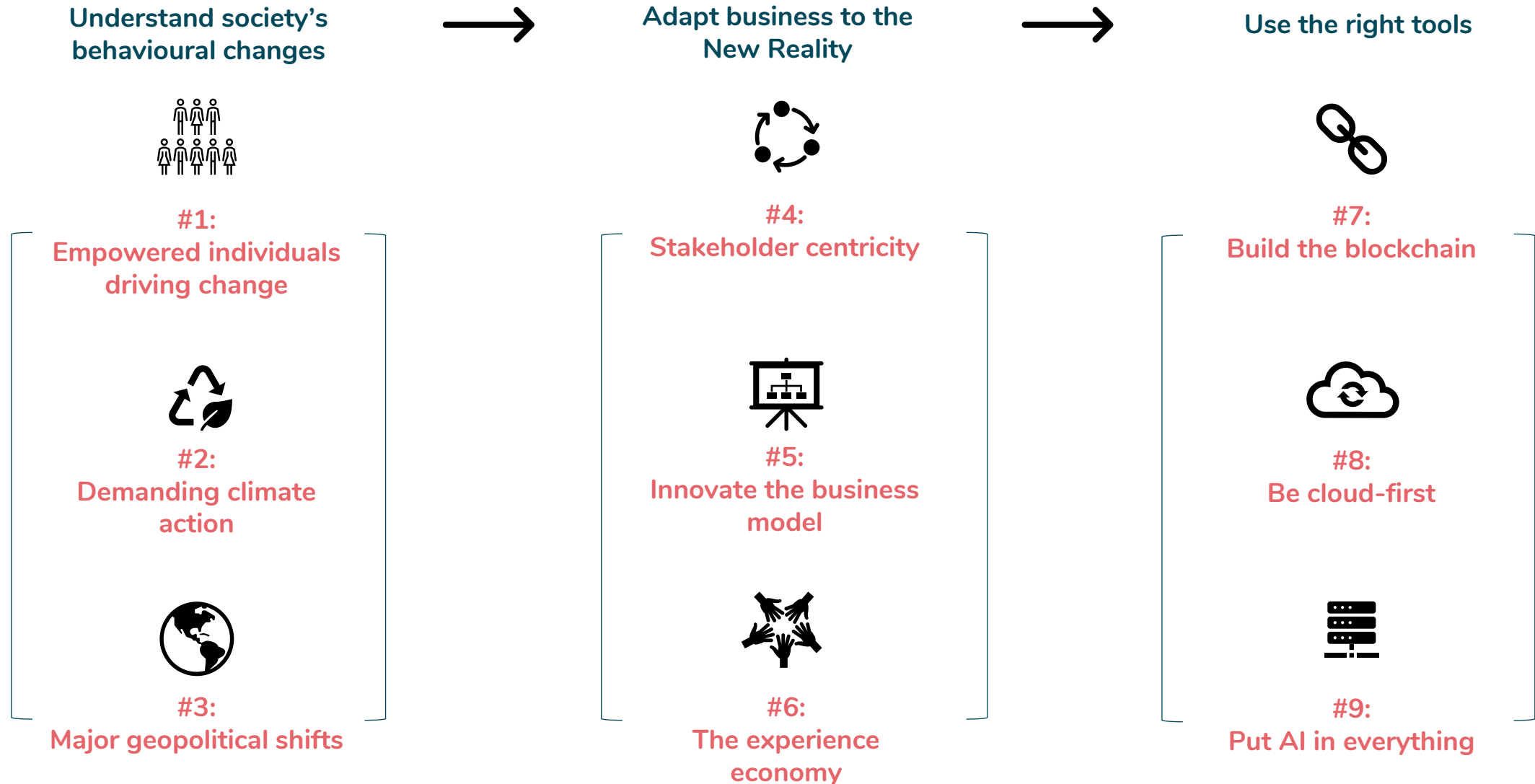
By 2030 and beyond



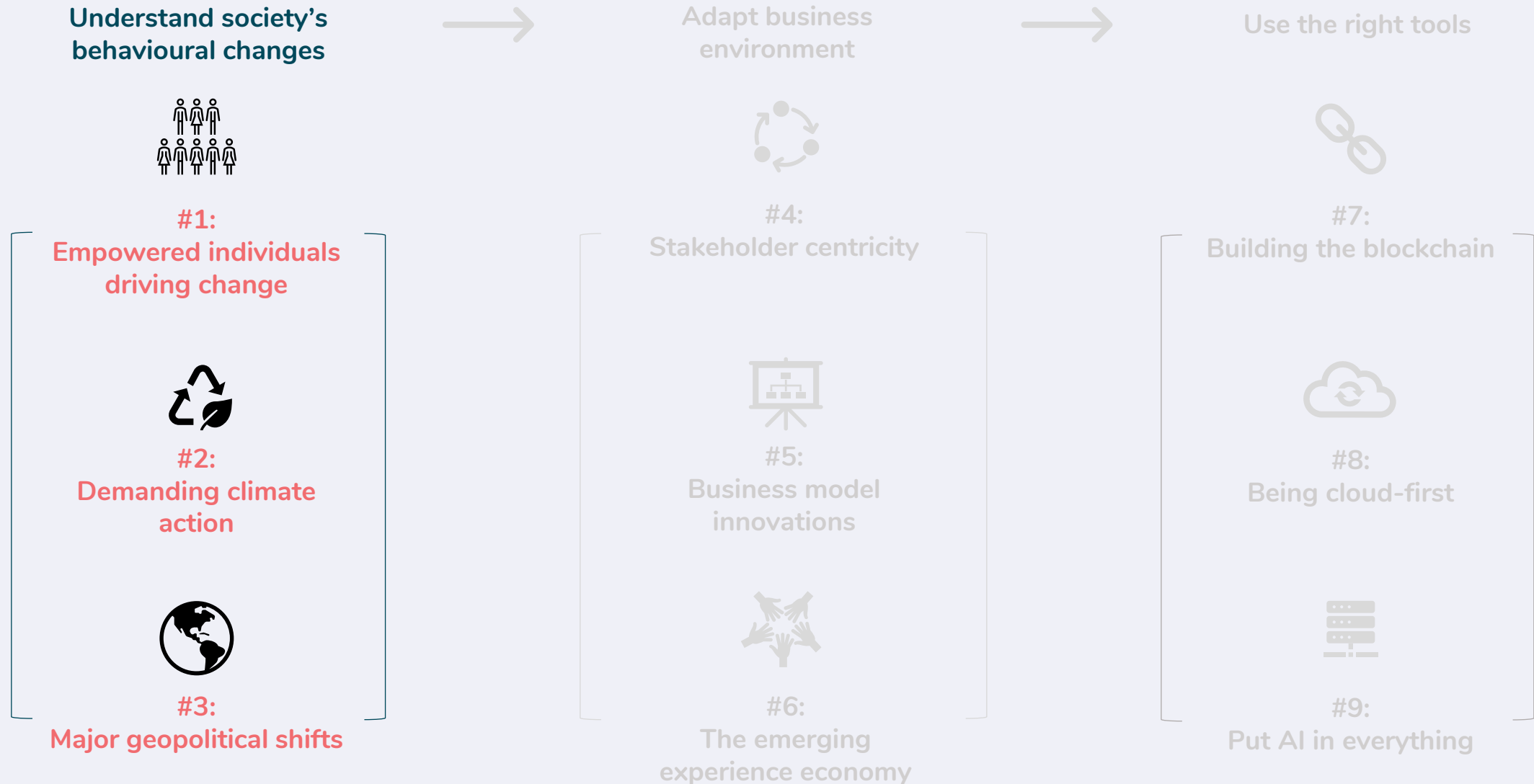
What can we do now to prepare  
for the next 10 years?



# 9 critical priorities for this decade



# Part 1: Understanding society's behavioural changes





# Understanding society's behavioural changes

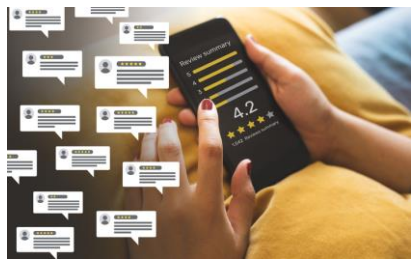
#1:  
Empowered individuals driving change



# Individual consumers are now empowered by information and putting it into action



The democratization of all forms of information online informs and empowers today's consumers



This leads to deeper demands from consumers in terms of products and social responsibility too.

# Amplified individual voices are bringing positive action, but is also creating a polarized society

Empowerment leads to demands for a better world



The gulf between the empowered and the misinformed will widen in the 2020s



Misinformation leads to confusion and polarization



# Individual leaders now also hold immense power over consumers and corporations

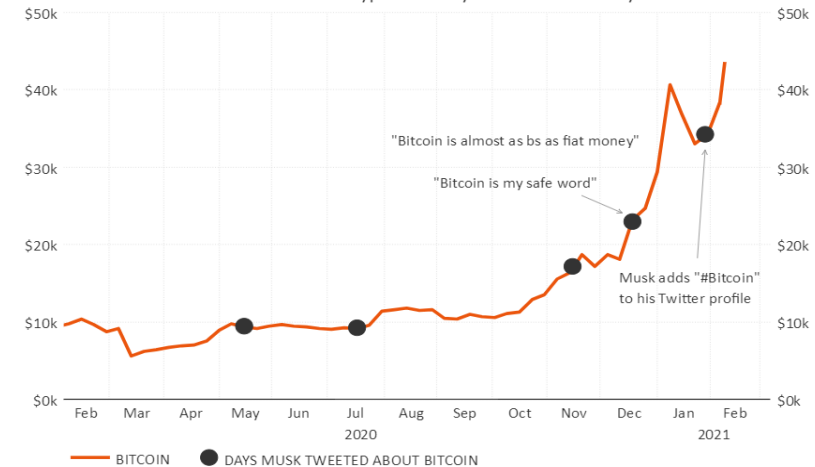


People are now looking to individual figureheads (namely CEOs) to step in where governments have failed



## Elon Musk tweets Bitcoin

The Tesla CEO's tweets about the cryptocurrency have fueled its rally in recent weeks



Through social media, a CEO's voice now has enough power to sway markets with a single word

## What does this mean for businesses?

### Align and communicate with your new, informed consumers

- 1 Consumers place huge trust in leaders whose values align with their own. **Leaders in an organization need to step up and voice out their opinions** about their business and social issues (before consumers make their own assumptions)
- 2 Consumer expectations now encompass all facets of business. **Don't just make good products** - companies now need to **show clear impacts on social issues and communities** to remain favourable
- 3 **The right communication is more critical than ever!** With misinformation running rampant, companies need to provide comprehensive, clear and transparent information that is accessible to their consumers

## Action items for CEOs and boards

### Use the individual voice to your advantage

- 1 **Establish a direct link** between leaders in the organisation and stakeholders. Voice out authentic & transparent opinions on business directions and social issues – consumers will resonate with values they align with
- 2 **Let your consumers talk!** Creating organic conversations about how your business has positively impacted a community increases visibility and encourages loyalty.
- 3 **Display principled leadership.** If not from the CEO, identify individuals within your organization who are not afraid to speak out about social issues that your business is making an impact in to **lead conversations among your consumers.**





# Understanding society's behavioural changes

#2:  
Demanding climate action

Today's youth **live in extreme anxiety** over the effects of climate change on their future

"How do you feel about climate change?"

83%

"People have failed to take care of the planet"

75%

"The future is frightening"

56%

"Humanity is doomed"

Note: Based on a landmark global study by Bath University surveyed 10,000 youths aged 16 – 25 years old across 10 countries.

Source: Industry reporting, twimbit analysis, Wired, BBC, Nature

# Concerns for sustainability and environmentalism are now driving consumer behaviour...

A study conducted by IBM surveyed 18,980 consumers across 28 countries about brand and product choice drivers, shopping habits and willingness to change behaviour based on values and beliefs.

77%

“Sustainable products and environmentally responsible brands are important to me”

70%

“Willing to pay a premium of up to 35% for sustainable brands”

57%

“Willing to change their purchasing habits to reduce environmental impact”

... which has **accelerated funding** for social, green and sustainability ventures

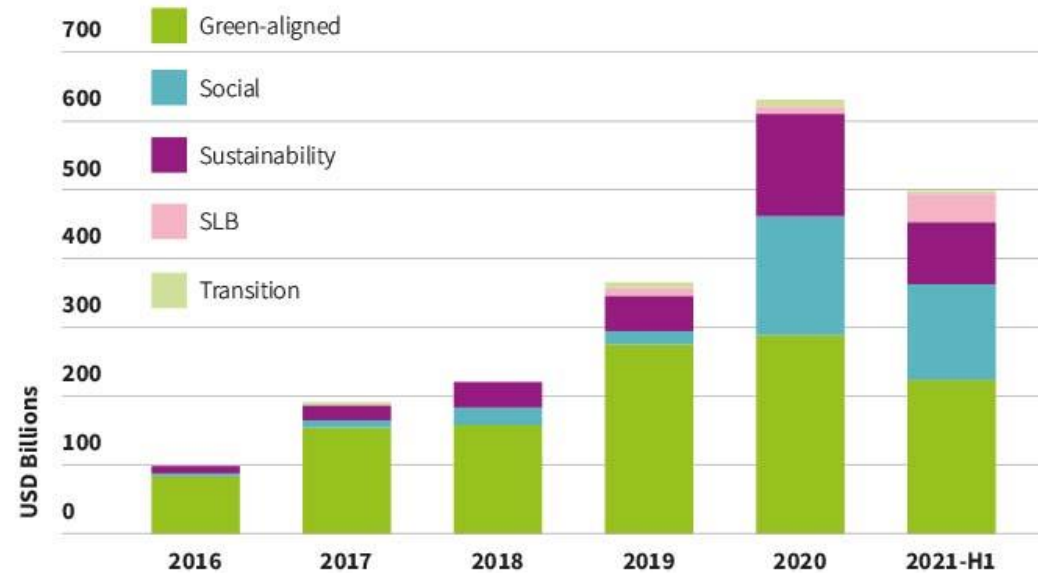


The rise of the individual



Concerns for climate change

Labelled issuance: Five-year growth



© Climate Bonds Initiative, 2021

## What does this mean for businesses?

Environmental responsibility now requires holistic business consideration, rather than one-off action

- 1 **Climate change and action is no longer a standalone issue.** The crisis now brings serious implications to every aspect of business; from customer demands, shareholder accountability, supply-chain responsibility and government action.
- 2 **Environmental responsibility** therefore needs to be **embedded into organizational DNA** to be able to demonstrate meaningful action, and will be an important lever to competitive advantage.
- 3 It will require a **robust governance mechanism** akin to current financial systems



## Action items for CEOs and boards

How can your organization start taking deep-rooted action in environmental responsibility?

- 1 Review carbon footprint and **set clear goals for net zero** with well defined timelines consistent with government mandates.
- 2 Assign responsibility to a leader with empowerment to function across horizontal and vertical teams. Effective **cross-functional teams** are a pre-requisite for success.
- 3 **Institutionalise the governance mechanism to review status and progress** akin to current financial metrics.
- 4 Educate executives and teams, **support bottoms-up ideation of innovation opportunities** for sustainable practices



# Understanding society's behavioural changes

#3:  
Major geopolitical shifts

# The **east** is growing in economic and cultural influence

China is expected to overtake the US as the **world's biggest economy** by



2028

'**#KpopTwitter**' dominated Twitter between 2020-2021



7.5 billion tweets

'Squid Game' is now Netflix's **most popular show in history**



#1 in 90 countries

# The inequalities of capitalism is growing to be unpopular among the youth



87.6%

of the Chinese youth identify with **Marxism** in a survey conducted by China Youth Daily

“Young Chinese have spent much of their lives watching the **rise of inequality** and the **collapse of the working class status**”

- Wang Rul, historian



67%

of British youth want to live under an explicitly **socialist** economic system

“We’ve got **Jeff Bezos** launching himself into space while the world is on fire.”

- Emily, 20, London  
The Guardian



54%

American Gen Z’s have a ‘negative view’ of **capitalism**

“**Capitalism is unfair** and leaves people out despite their hard work.”

- Focus group response,  
Harvard University

# Countries are moving away from globalization to protect national and regional interests

Rise of specialized manufacturing hubs to protect economic niche



Global experts in biotech, specifically **gene editing**



Manufacturing industry is organized based on specific clusters with **deep knowledge**

Changing investment interests to maintain economic stability



Stockpiling **natural resources** through its' Belt & Road Initiatives



Established European Fund for Strategic Investments, intended to accelerate private investing in **European infrastructure**



## What does this mean for businesses?

### Resilience in a geopolitically changing world requires foresight and strong core principles

- 1 Regionalisation can be seen as a growth opportunity; not just for revenue growth but for **better content, talent and capital accessibility**
- 2 However, moving away from globalization increases risks in terms of geopolitics, supply chain reliability and revenue consistency. This **requires substantial risk-averse scenario planning**.
- 3 The youth are increasingly rejecting capitalism and the inequality that comes with it. CSR initiatives are not enough anymore; companies need to **embed fairness and accountability** into the very fabric of their business.

## Action items for CEOs and boards

Stay on top of trends, plan ahead, build on purpose!

- 1 Set up a **competitive intelligence system** to monitor growth opportunities in the region across all business aspects: customers, talent, raw material/input, intellectual property, partnerships and capital
- 2 Build resilience in your supply chain for potential risks from geopolitics, pandemics and other force-majeure events. **Scenario planning programs** are a crucial requirement for business sustainability and agility of response.
- 3 **Review the mission and purpose of your business.** Is it addressing the needs of the broader society that you serve? Build your business model around serving the larger purpose and be a force for good.

# Part 2: Adapting Business Environments

Understand society's  
behavioural changes



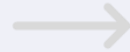
Societal trend #1:  
Empowered individuals  
driving change



Societal trend #2:  
Demanding climate  
action



Societal trend #3:  
Major geopolitical shifts



Adapt business  
environment



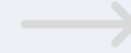
Business implication #1:  
Stakeholder centricity



Business implication #2:  
Business model  
innovations



Business implication #3:  
The emerging  
experience economy



Use the right tools



Tech tool #1:  
Building the blockchain



Tech tool #2:  
Being cloud-first



Tech tool #3:  
Put AI in everything



# Adapting business environments

#4:  
Become stakeholder-centric

# Consumers' have newer and deeper demands

Consumers are **no longer just demanding for better products and services**. Demands now encompass all facets of business and include larger social issues.



To stay resilient and relevant to consumers with deeper demands, businesses need to develop **a single guiding purpose** and design an ecosystem that serves **all relevant stakeholders with equal priority**.



# Companies that align all stakeholders to a higher purpose are more resilient and profitable in the long run.




Source: Nielsen, MIT Sloan School of Management, Forbes

# Case study: How Patagonia rallies all stakeholders to one purpose – “We’re in business to save our home planet”



**Planet & Community**  
**1% for the Planet program**




1% of sales pledged to the preservation and restoration of the natural world since 1985

**\$140 million** in cash donations and in-kind support directed to grassroots environmental groups



**Customers**  
**Don't Buy This Jacket (2011)**




Aligning with customers values with a targeted campaign encouraging consumers to buy repaired Patagonia merchandise, rather than brand new

**30%** Revenue growth post campaign



**Employees**  
**Let My People Go Surfing**



A flexible work policy that allows employees to set aside work anytime to go outdoors

**4%** turnover each year, with an average of 9000+ applicants for each Patagonia job opening.




**Shareholders**

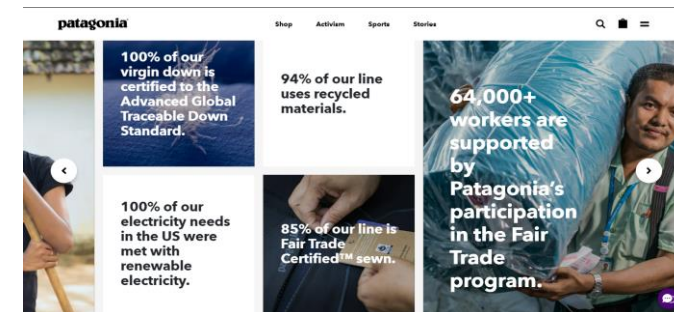
**2018** Patagonia became a billion dollar company



**Partners & Suppliers**  
**Footprint Chronicles**



An active map of raw materials, mills and factories that make Patagonia products, with details about vendors' operations and staff



## What does this mean for businesses?

### Listen, understand and empower all your stakeholders

- 1 Every business needs to **review its mission and purpose in the context of a stakeholder centric future** to ensure one stakeholder is not prioritised over the other.
- 2 Organizations need to support the ability to **democratise innovation across all stakeholders**. A digital ecosystem, powered by APIs will be the foundational block of businesses in the new era.
- 3 Businesses need to **build a culture of empathy** to support the aspirations of each stakeholder.

## Action items for CEOs and boards

Build systems that allow for equal levels of communication and growth across each domain

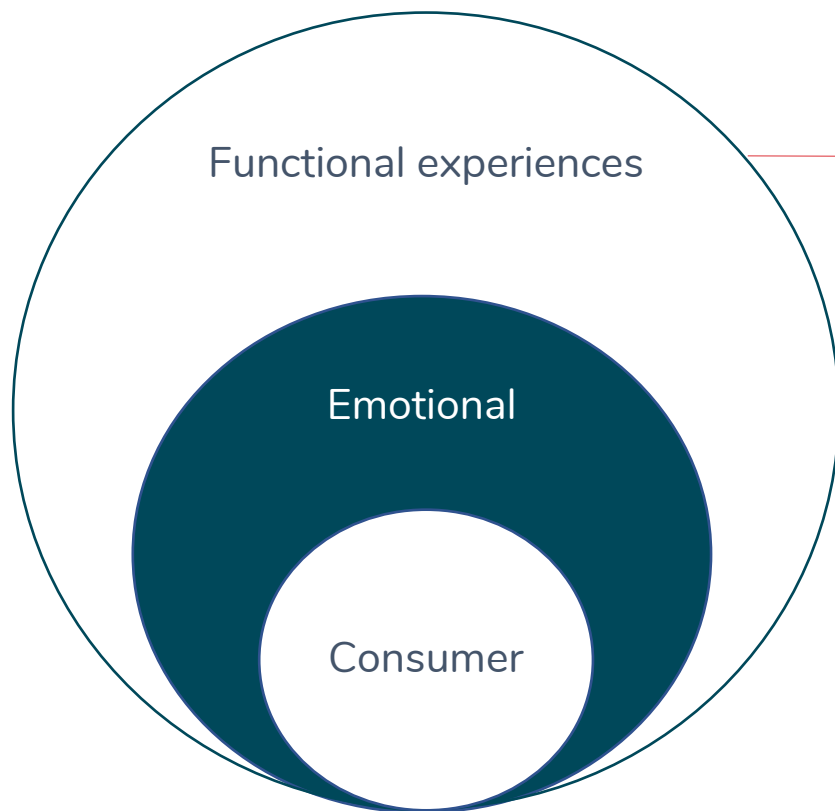
- 1 Ensure a governance mechanism that **reviews the performance of the business to all five stakeholders** in equal measure. Communicate as effectively as you do to shareholders.
- 2 Empower teams across all stakeholders to connect and collaborate in a structured manner. **Build the digital ecosystem which promotes the ability of each stakeholder to benefit** from the larger organisation.
- 3 **Consistently review consumer trends** to ensure the business is focused on the delivery of outcomes and its ability to support it. This will provide new growth opportunities.



# Adapting business environments

## #5: The experience economy

“In the experience economy, time is the currency of value. Either in time well spent, or time well saved.” – Pine & Gilmore



Proximity chart: Emotional experiences build closer relationships to consumers

### Time well saved

- Building **experiences that are seamless and frictionless** for the consumer
- Creates **short-term consumer loyalty** by providing a convenient and pain-free customer journey

### Time well spent

- Building **immersive experiences rich in sensation** for the consumer
- Creates **long-term consumer loyalty** by building emotional closeness and brand love

- **Functional experiences make life easier** by efficiently fulfilling a need
- **Emotional experiences make life richer** by designing environments that evoke intrinsic feelings and sensation



# However, in a world of hyper-accessibility, memorable experiences now become a key differentiator



“Amazon is so deeply embedded in my life that I use it **whether I realize it or not**”

- *Kashmir Hill, journalist*

Ecosystems like **Amazon & Grab** have saturated the “time well saved” experience.

Hyper-accessibility affords convenience, but **drives down perception of value in goods and services** among consumers.

Consumers say that **how a brand makes them feel is 1.5x more important** than any other factor in their buying decision<sup>1</sup>.

# Designing the right online, offline (and hybrid) experiences extract all forms of value from the experience economy

## Functional online experience



Online channels **save consumers'**  
**time** by ...



**Hyper-personalization** based  
on predictive data modelling



**Flexible payment** and  
delivery options



## Emotional offline experience



Offline channels **valuably**  
**consume consumers' time** by ...



Incorporating visual, olfactory,  
auditory stimulants in-store to  
create **sensorially engaging**  
experiences



Providing opportunities for  
**personal interactions** between  
customer and employee

## Hybrid experience

Deliver immersive experiences  
that fulfil a need in a short  
amount of time...



**Livecommerce**



**Personalized virtual**  
appointments

# Uniqlo's museum-quality flagship store

In September 2021, Uniqlo revamped its' flagship Ginza store by adding several experiential elements to the store design.

## Why does it work?



After purchasing over 1500 yen, customers are eligible to use the **photo booth** with changing wallpapers and stamps



Uniqlo's **first ever café** serves the brands in-house coffee brew and also partnered with the famous Ginza West confectionary, to serve cookies and baked goods.



Uniqlo also set up a **custom-order salon** where customers can get measured for perfectly fitted suits.

**Creates emotional affinity by commemorating customer experience with a physical memento**

**Establishes effective partnerships to collaboratively elevate their experiential delivery**

**Diversifies offerings from off-the-shelf merchandise to customizable goods**

# DBS's experiential #UltimateHawkerGame

In 2021, Singapore's DBS Bank launched the #UltimateHawker mobile game, geared at increasing usage of their mobile payment app, PayLah!, while celebrating Singapore's hawker food culture.

## Why does it work?



Players travel across Singapore to find virtual hawker stalls (most of which are located at real hawker stalls)



Players earn in-game powerups when scanning to pay with PayLah! at real hawker stalls



Players get cash rewards debited into their PayLah! Accounts for cooking virtual local dishes to feed the 'monsters' in the game

Strongly resonates with the Singaporean identity and pride in hawker food culture

Creates fun experiences by gamifying the in-app experience

Reinforces app usage by rewarding customers for usage (ie. Get cash)

# The Experience Economy – choose evolution or irrelevance

Canalys Smartphone Market Pulse: Q2 2021

Vendor	Q2 2021 shipments (million)	Q2 2021 Market share
Samsung	58.0	18%
Xiaomi	52.8	17%
Apple	45.7	14%
Oppo	32.6	10%
Vivo	31.2	10%
Others	95.8	30%
Total	316.0	100.0%

Apple:  
42% of global  
smartphone profits

“ The experience economy will grow through the “gales of creative destruction” - to render irrelevant those who **relegate themselves to the diminishing world of goods and services.** ”

Joseph Schumpeter, economist

# The hefty return on delivering experiences



Companies that provide an emotional connection<sup>1</sup> with customers **outperform their competitor sales growth** by...

85%



Leveraging on experience potentially **reduces marketing and sales costs** by...

10-20%



Positive and engaging experiences with companies **raise customer satisfaction scores** by...

20%



Positive customer experiences increase **sales conversion rates** by...

10-15%



## What does this mean for businesses?

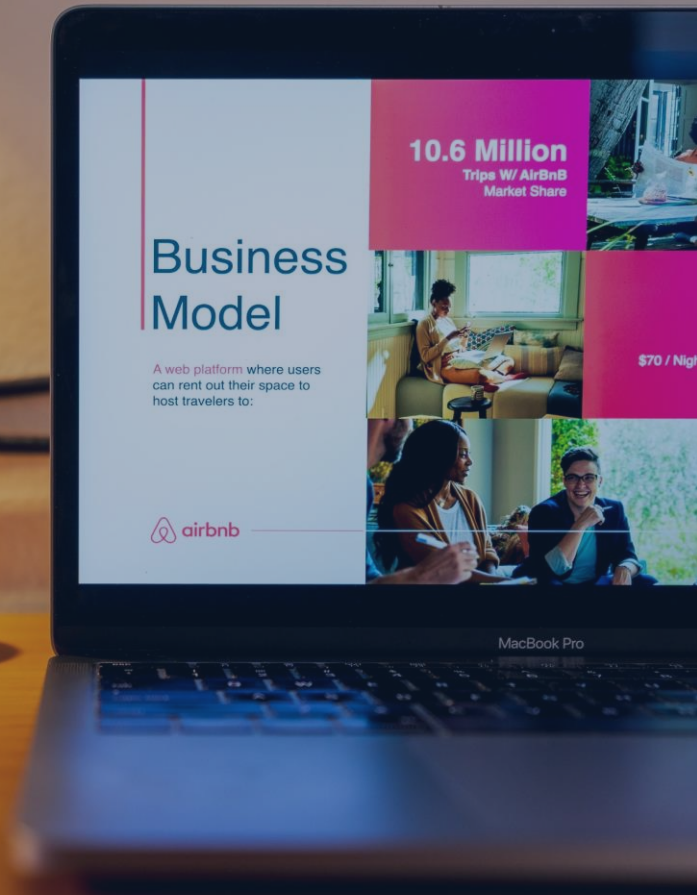
### Orchestrate experience – not just products and services!

- 1 Businesses now need to be oriented towards **serving outcomes of customer desires, rather than just fulfilling desires.**
- 2 Customer journeys while interacting with brands are broad, with expectations differing across each stage. **Enhance each aspect of the journey** through partnerships.
- 3 Review your organizations existing definitions of customer success to **include experiential and emotional outcomes.**

## Action items for CEOs and boards

Elevate parts of the existing customer journey as a stepping stone into the experience economy

- 1 Establish cross-functional teams to review and revamp individual aspects of the current customer journey.
- 2 Establish new measures of success by measuring ecosystem value and your organizations share of ecosystem value.
- 3 Build a strong partnership philosophy and identify the right partners to elevate the customer journey to successfully transition into the experience economy.



# Adapting business environments:

## #6: Business model innovations

Companies adopting business models which directly tap into consumers needs for ‘the world at their fingertips’ while fulfilling their new value centrality are thriving



Product-as-a-Service /  
On-Demand Economy

Models that match expressed supply and demand in real time fulfil the consumer need for instant and unlimited access (at your fingertips)



The Ecosystem Model

An ecosystem model enables businesses to fulfil customers journeys end-to-end, locking in the process of instant service delivery.



Sharing Economy

The Sharing Economy is a peer-to-peer sharing of services and resources. Stimulates sustainable practices by minimizing production and waste.

# Case study: **depop** and the sharing economy

## Depop & the sharing economy



Depop started out as a P2P platform for users to buy and sell used clothes.



It has since evolved into a marketplace for individuals and small business owners to sell their own upcycled brands.

## How did Depop grow?

Identify a defined target market

**90%** under **26**  
of Depop's users years old

Identify and serve a value that resonates with target

According to McKinsey & Co, 9 out of 10 Gen Z consumers believe companies have a responsibility to address environmental and social issues.

Depop directly taps into that belief by building a circular business model that champions the reuse and resale of clothing

## How is it paying off?

**30m** registered users

**150** countries

**\$660m** revenue in 2020 (doubled sales from 2019)

**75%** sales are to repeat customers

Customers will never have to **pay** for anything (immediately) ever again

**BNPL for everything**



BNPL for auto dealers, service centers, optical practices, dentist offices.



BNPL for wedding expenses



BNPL for services like ride-hailing (Uber) streaming (Netflix), an mobile telephony.

USD 90 billion

In 2020



USD 4 trillion

In 2030



# What does this mean for businesses?

## Flexibility and agility is key in supporting innovation

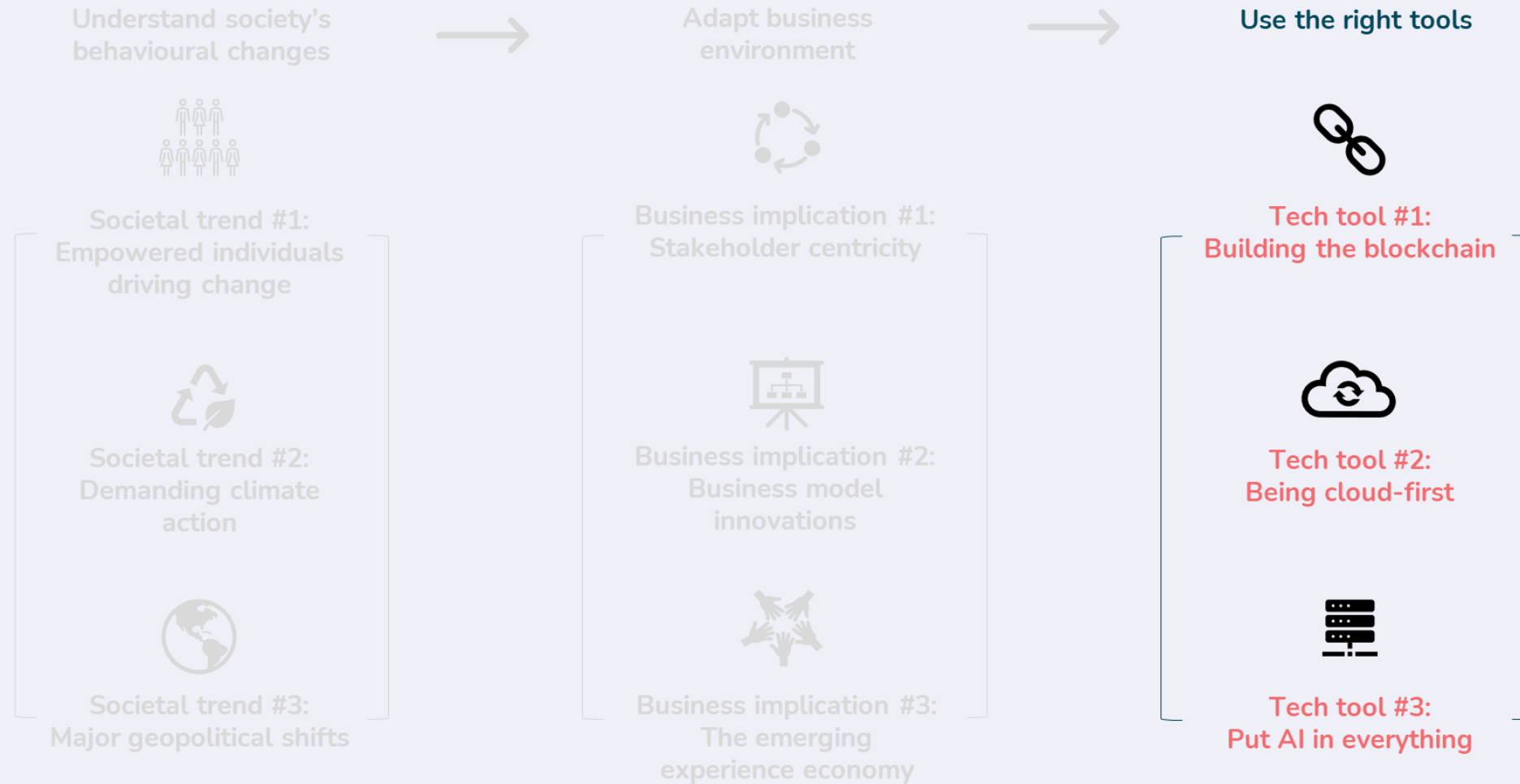
- 1 Companies need to constantly review opportunities for innovations that deliver the most value; **more than product or service innovation**
- 2 Companies have traditionally failed to innovate on the business model. **Acquisitions and partnerships** can help businesses **stay on top of key industry shifts**.
- 3 **Going digital is the key fabric** for all new business model innovation trends. Build digital capabilities **to ensure your business is agile** enough to transition into a new era.

# Action items for CEOs and boards

## Build agile systems while monitoring opportunities for innovation

- 1 Build a **digital fabric based on cloud, AI and blockchain tech** to enable the transition to new business models. Ensure every domain within the organization is up to speed on tech adoption.
- 2 Develop a **monitoring mechanism** for the board & executive teams **to review opportunities** for investment, acquisition and partnerships.
- 3 **Support the incubation of new businesses** by empowering teams with funding and latitude to explore. Set up accelerators to encourage start-ups to innovate leveraging on your core business strengths (eg. Digital-only banking brands)

# Part 3: Use the right tools





# Use the right tools

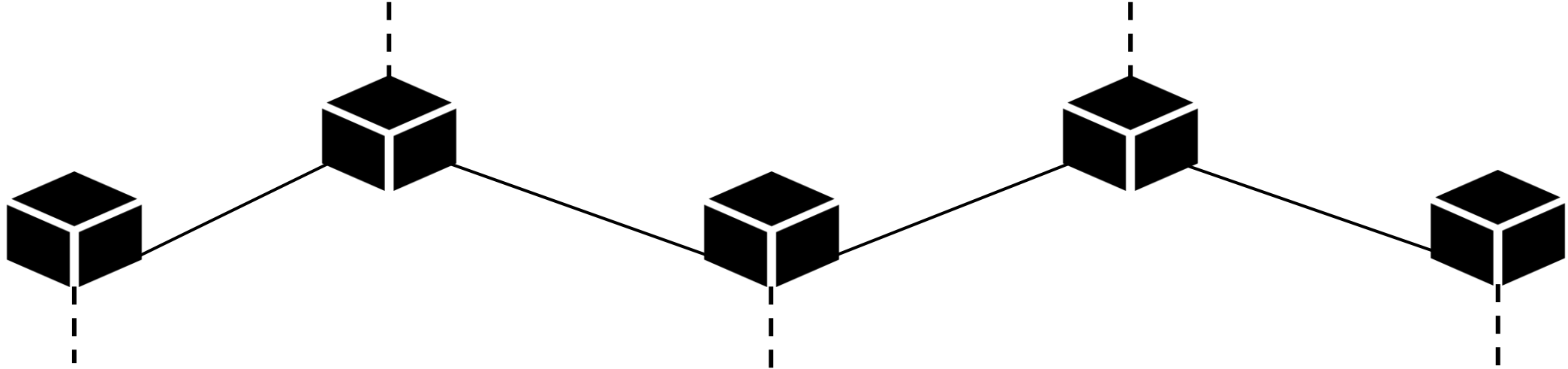
#7:

Building the blockchain

# What is blockchain technology?

After each block is filled, it is closed and  
linked to the previously filled block -  
forming a chain of data (ie. A  
blockchain)

Blockchain therefore creates a  
record of transactions that is  
almost impossible to alter,  
delete or destroy.



A blockchain collects  
information in groups  
– known as blocks

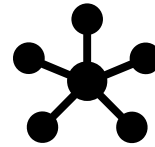
When a block is filled, it  
is time-stamped and can  
only be edited if all  
previous transactions are  
rewritten

This is the foundation of  
immutable ledgers; the backbone  
to cryptocurrencies, NFTs and  
smart contracts.

# What does blockchain have to do with decentralization?



Server farms and data centres maintain databases which hold all of its clients account information in one location. This provides a **single point of failure**



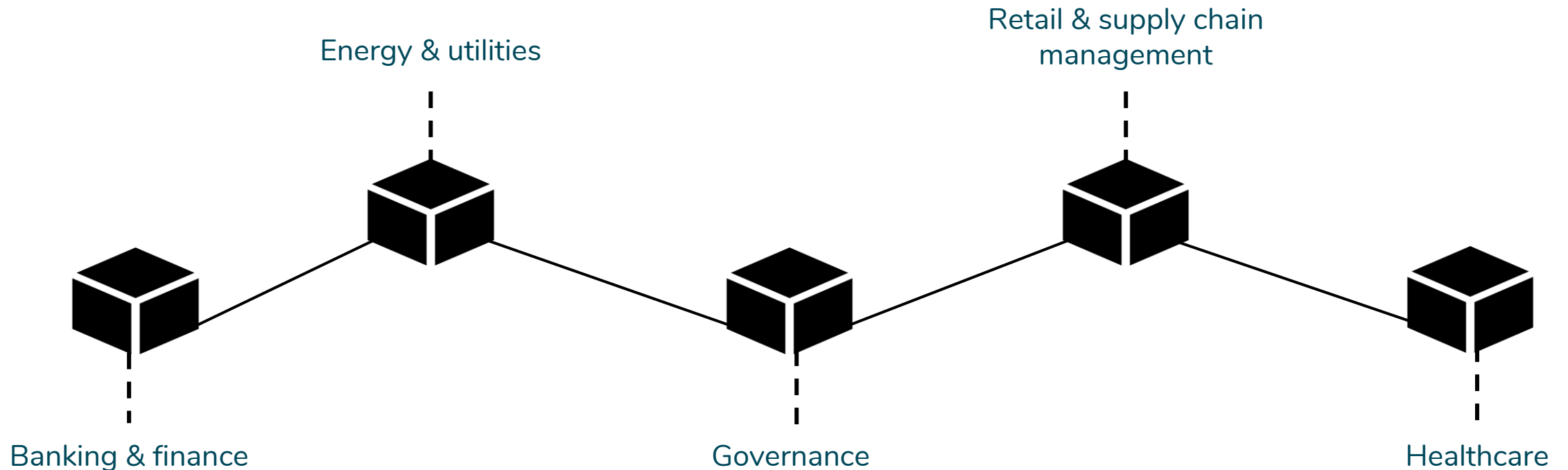
Blockchain allows data held in those databases to be **spread out across several network nodes** in various locations (ie. Decentralized)



The blockchain's decentralized structure **maintains the fidelity of the data** – altering one node does not affect other nodes, making fraud easily detectable.

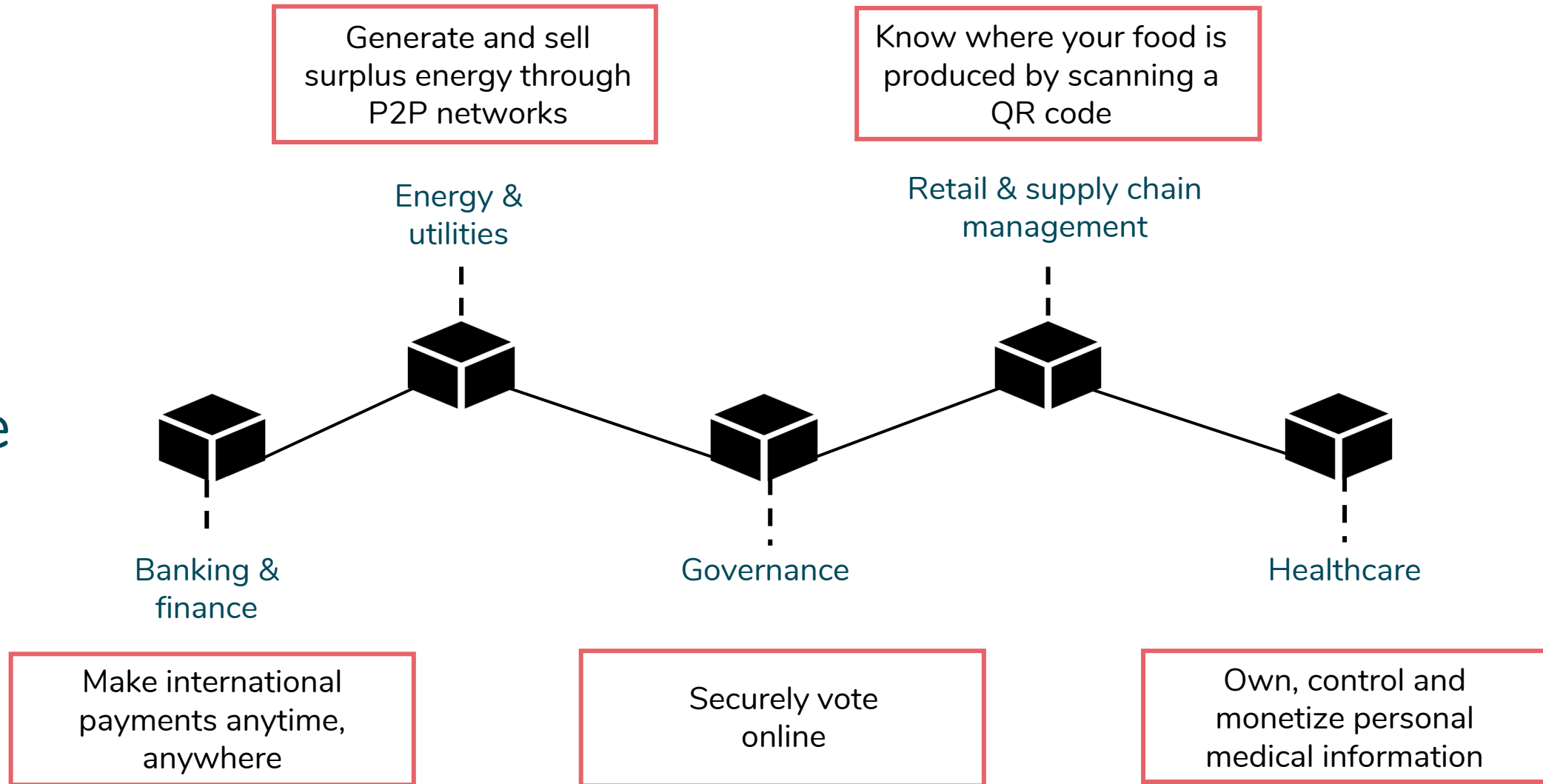
The blockchain architecture is **designed to distribute value and power** across users, moving away from centralized power.

# Blockchain is already redefining the meaning of decentralization across **multiple industries**



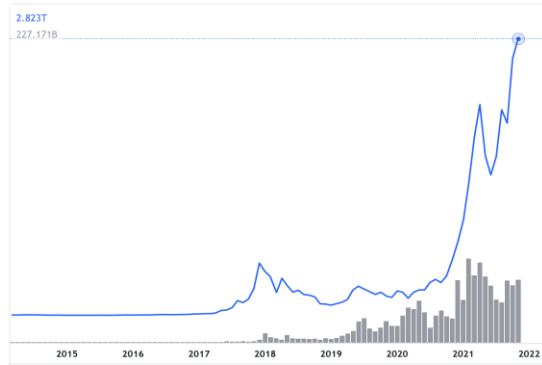


Imagine  
being able  
to ....



# The top use case of blockchain: virtual currencies

Total Crypto Market Capitalization and Volume, \$



Bitcoin, by market cap, is **larger** than Mastercard, PayPal and Visa put together.



President, Nayib Bukele

**El Salvador** passed the Bitcoin Law to officially make Bitcoin legal tender



**NYC Mayor-Elect, Eric Adams** announced that he will take his first 3 pay checks in Bitcoin

Present

# How will **cryptocurrencies** develop in the future?



Sole legal tender of the  
**metaverse**  
(i.e. purchasing NFTs)



Futurist, Thomas Frey

Cryptocurrencies are going to  
displace roughly **25%** of national  
currencies



Decentralized finance will enable  
branchless financial access to the  
**unbanked.**

By 2030 and beyond

# 91% of top banks have invested in blockchain solutions ...

“The blockchain is real. It’s technology and we will use it.”



Jamie Dimon

JPMORGAN  
CHASE & CO.

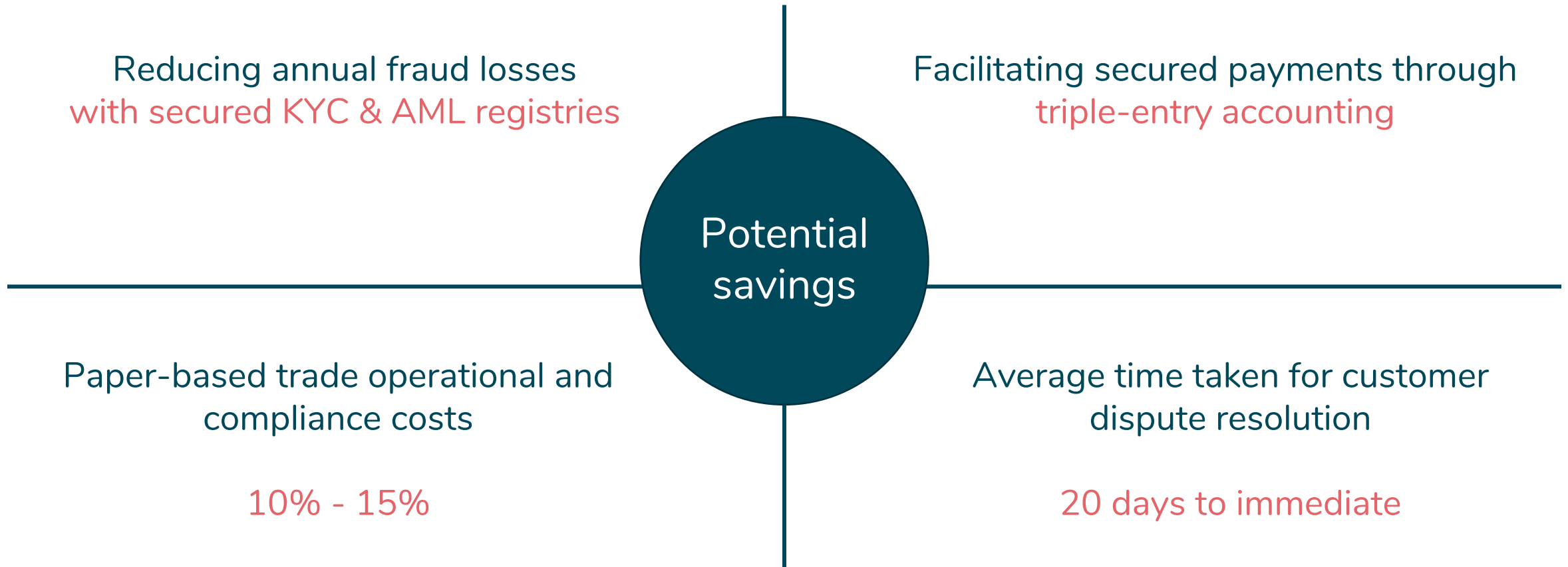
“The future of payments is bound to live on the blockchain.”



David M. Solomon

Goldman  
Sachs

... to take advantage of new-found **efficiencies**



## What does this mean for businesses?

The blockchain transformation shouldn't be feared;  
it opens new doors!

- 1 Reduce the number of trusted third-parties which in turn lowers costs of transactions and brings cost savings to customers
- 2 Reduce the time needed to verify, secure and execute transactions from weeks to seconds
- 3 Share company records and information in a transparent, trust-less environment
- 4 Streamline reconciliation and consolidation of distributed records from various departments
- 5 Introduce tokenisation and smart contracts to improve traceability and efficiency of supply chains

## Action items for CEOs and boards

Prepare for a fundamental shift in how businesses handle contracts, transactions and records.

- 1 Start with single-use applications that have low business risks and minimal third-party coordination.
- 2 Integrate new capabilities with internal functions – blockchains could act as a database for asset management, identity verification, communication ledger.
- 3 Invest in localized applications that can tackle organization-specific problems, but ensure seamless substitution of existing solutions.
- 4 Experiment with transformative use cases that seem farfetched but are powerful when they enable innovative business models and value creation



#7:  
Build on Blockchain

#8:  
Leverage on Cloud

#9:  
AI in everything

# Using the right tech tools

#8:  
Leverage on cloud technology

# Cloud infrastructure makes companies **more agile**

**NETFLIX**

accounts for 11.4% of global internet traffic in 2019

Enables innovation at scale

Decentralizes IT  
infrastructure

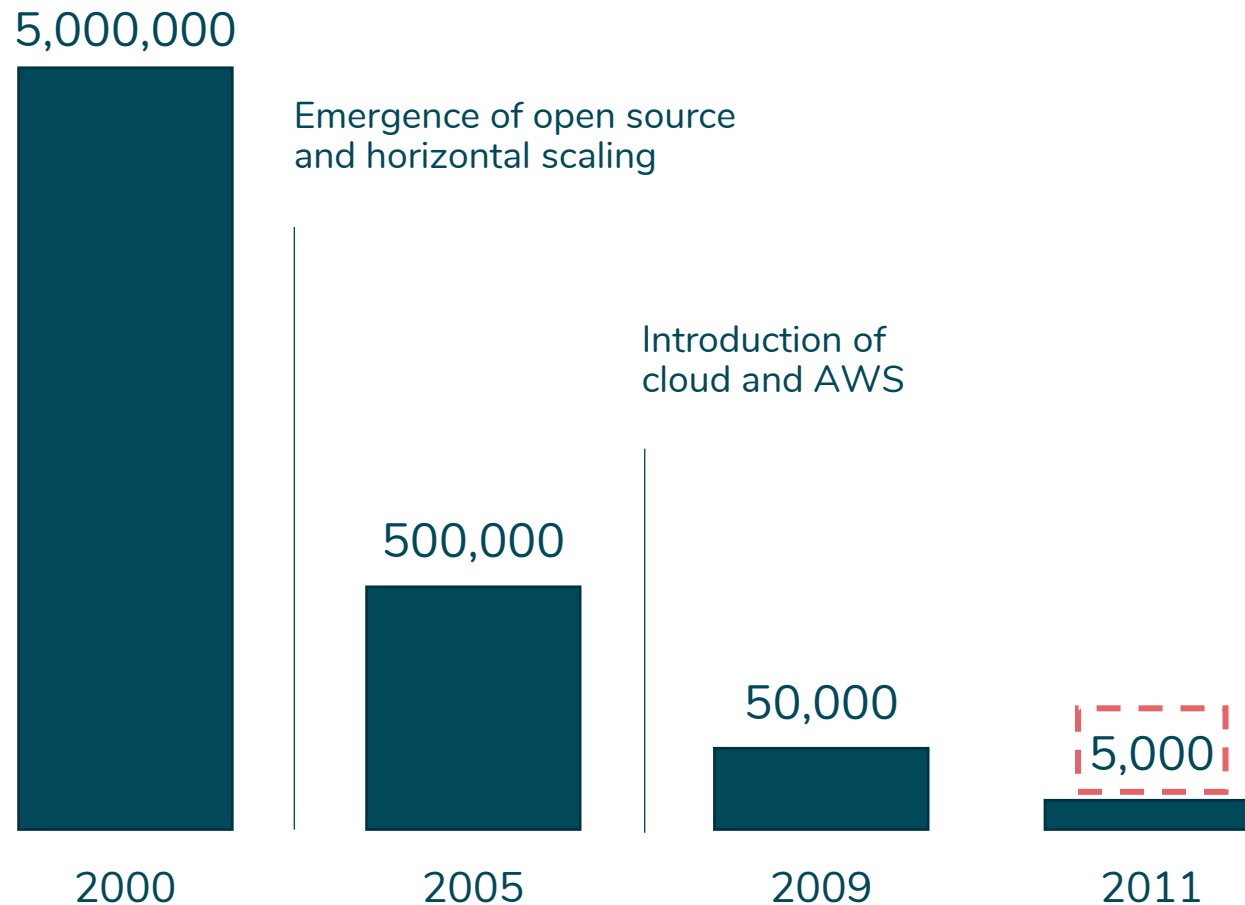
Fuels rapid growth

Offer product & service  
personalization  
(cloud-based data analytics)

Serve over 200 million customers  
without operating data centers

Spend less on capacity planning,  
more on serving video content

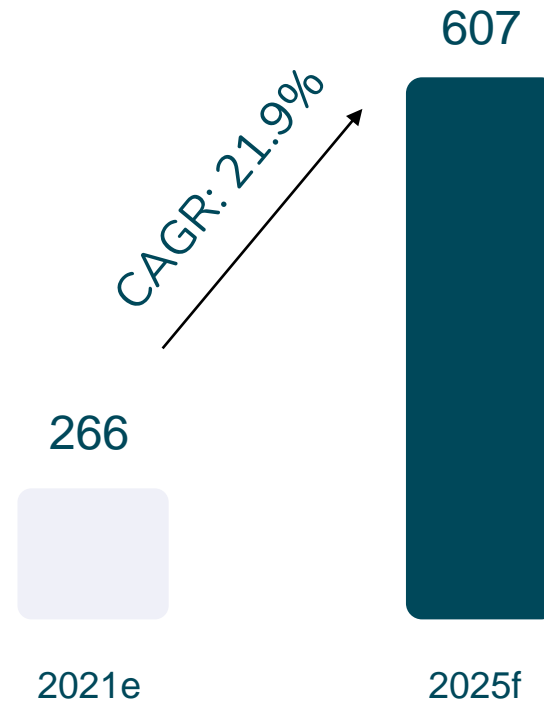
## Cost to launch a tech startup (USD)



With hyper-agility  
comes  
hyper-competition

# #1 Companies are rapidly shifting to the cloud

Global public cloud market size  
(USD bn, 2021e and 2025f)



## USD 1.2 trillion

worth of value-add for Fortune 500  
companies

## 45%

of enterprise IT spending will be on  
public cloud by 2026

## 70%

of all enterprise workloads will be  
deployed on cloud by 2023





## 30% to 40%

potential reduction of IT overhead  
cost

# The world's biggest companies in 2020 are **cloud providers**

## Cloud service providers (CSPs)



				
Cloud Revenue (FY 2020)	USD 59 B	USD 13 B	USD 45 B	USD 5.6 B
Market Capitalization	USD 2.2 T	USD 1.8 T	USD 1.6 T	USD 423 B
Global ranking (by market cap)	2nd	4th	5th	15th

## What does this mean for businesses?

Cloud technology significantly **shortens the path to accelerating** innovation in businesses

- 1 **Accelerates product and service rollout.** Imagine introducing a product or service to market in weeks!
- 2 Builds **open innovation platforms** by allowing partnership with others.
- 3 Helps businesses **easily integrate new tech** and capabilities at scale

## Action items for CEOs and boards

### Cloud requires investment ;

- 1 Identify business domains that would benefit most from cloud platforms to help prioritize investments in cloud infrastructure. Note that cloud technology is a source of competitive advantage and not of cost-management.

### Cloud needs the right operating model;

- 2 The full benefit of cloud can be realised with a proactive approach to innovation enabled by a tight integration of IT and business teams.

### Cloud requires talent;

- 3 Identify the right technical talent by prioritizing engineering expertise, not head count. Shape HR policies around new recruiting requirements (e.g. Location policies, compensation packages)





# Using the right tech tools

#9:

Integrate AI into everything

The power of AI  
is growing  
exponentially

Computing  
Power

Doubling every  
3.4 months

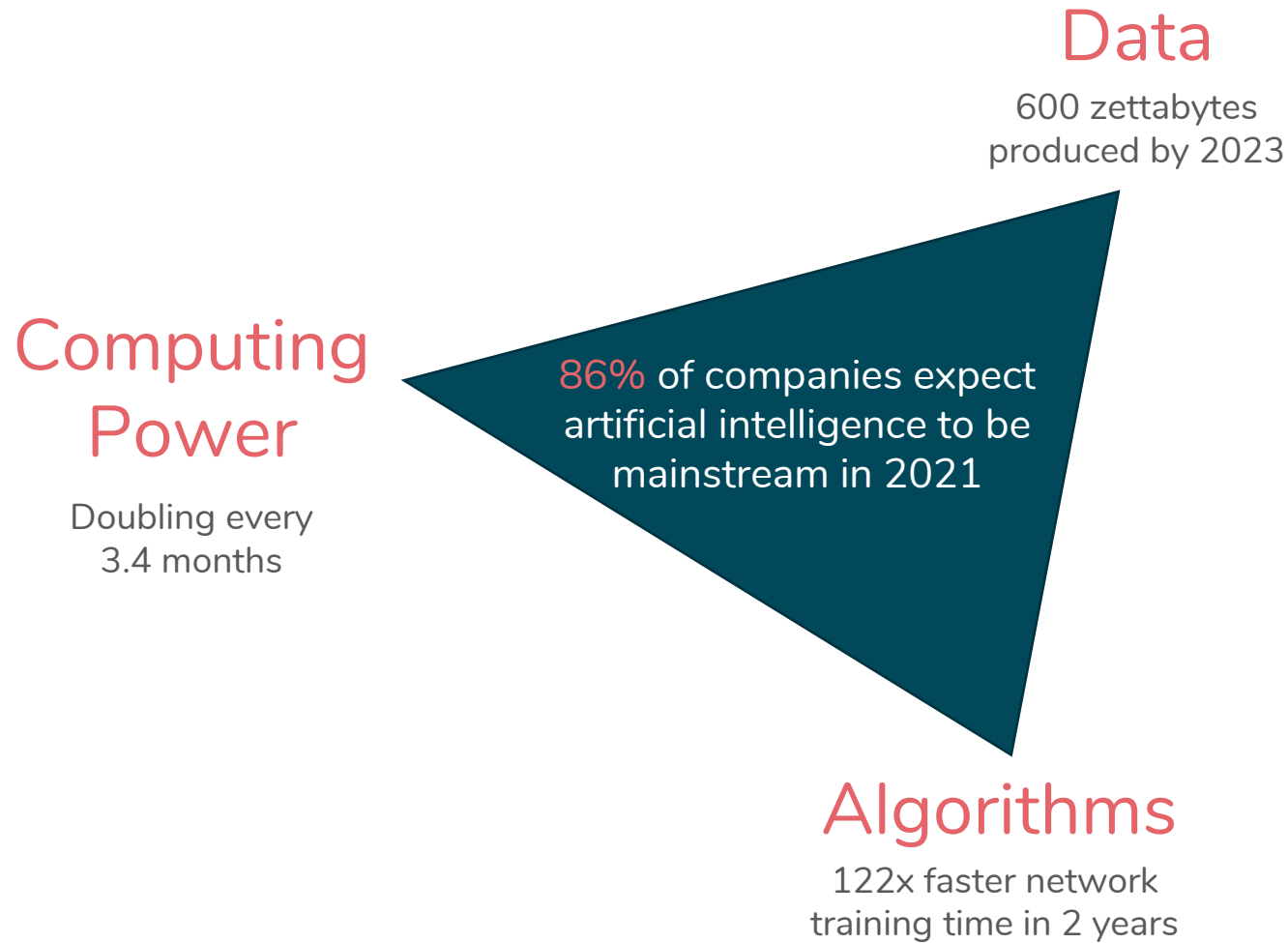
Data

600 zettabytes  
produced by 2023

86% of companies expect  
artificial intelligence to be  
mainstream in 2021

Algorithms





122x faster network  
training time in 2 years



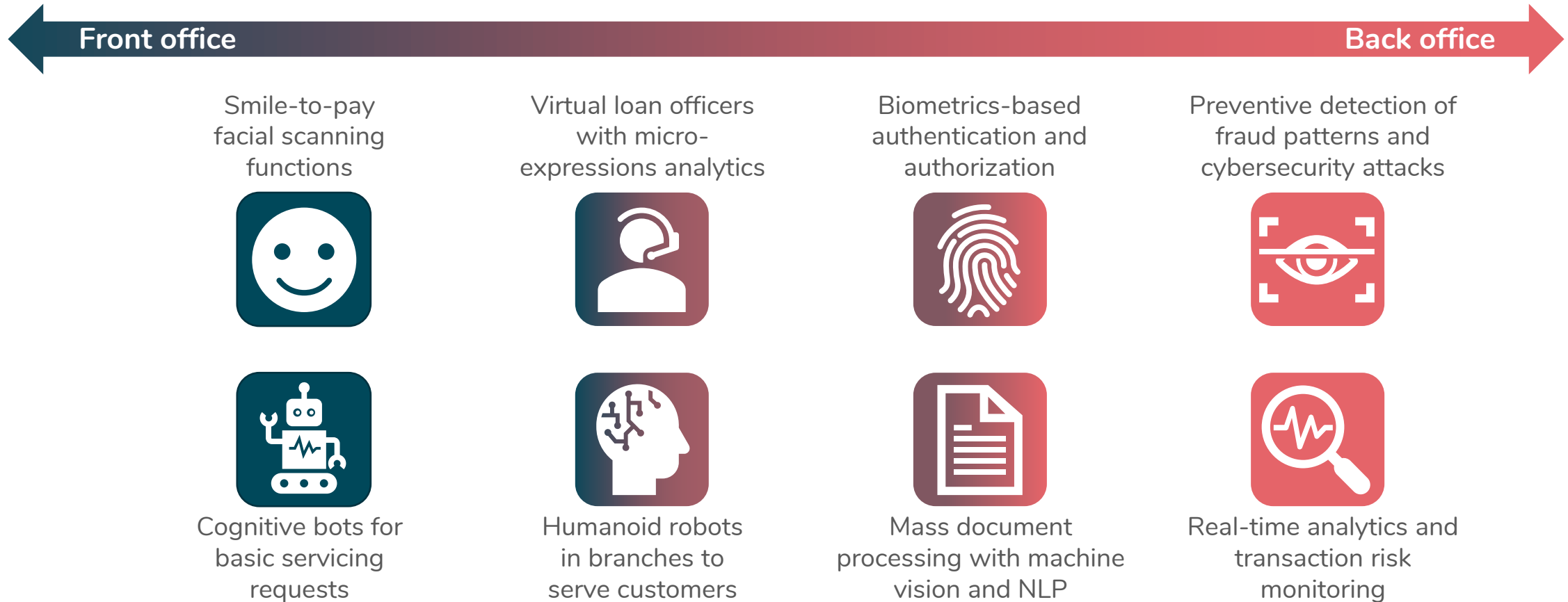
## AI is **already** among us

1. Personal voice assistants
2. E-commerce advertisements
3. Navigation applications
4. Grammar & spelling checks
5. Social media filters

# What can we expect from AI by 2030?

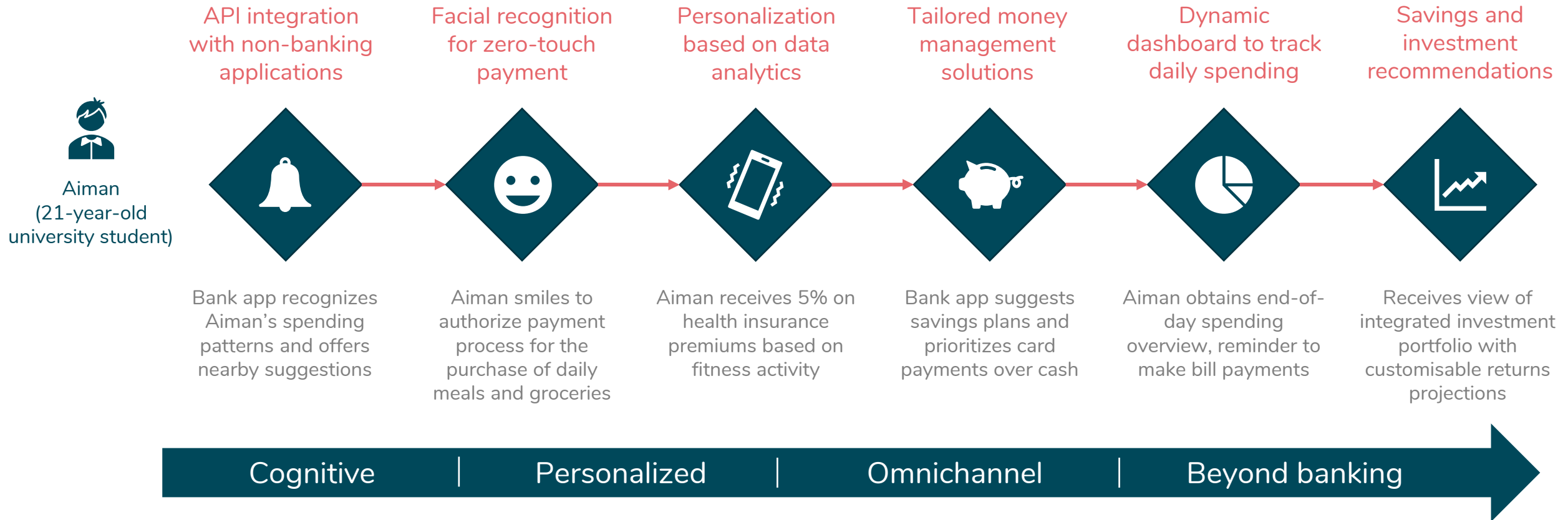
Observable Trends	1	2	3	4
	<b>Automation of AI development and implementation</b>	<b>Mass adoption of AI chips capable of processing 400 TOPS</b>	<b>Mainstream attention on AI ethics and explainability</b>	<b>Low code, pre-trained, easy-to-use AI platforms</b>
Industry Use Cases				
	Early cancer detection, surveillance and treatment	Fully-autonomous and connected, self driving vehicles	Smart ecosystem of learning tools with personalized curricula	Personalized and assisted, in-store shopping experience

# AI will revolutionize banking...

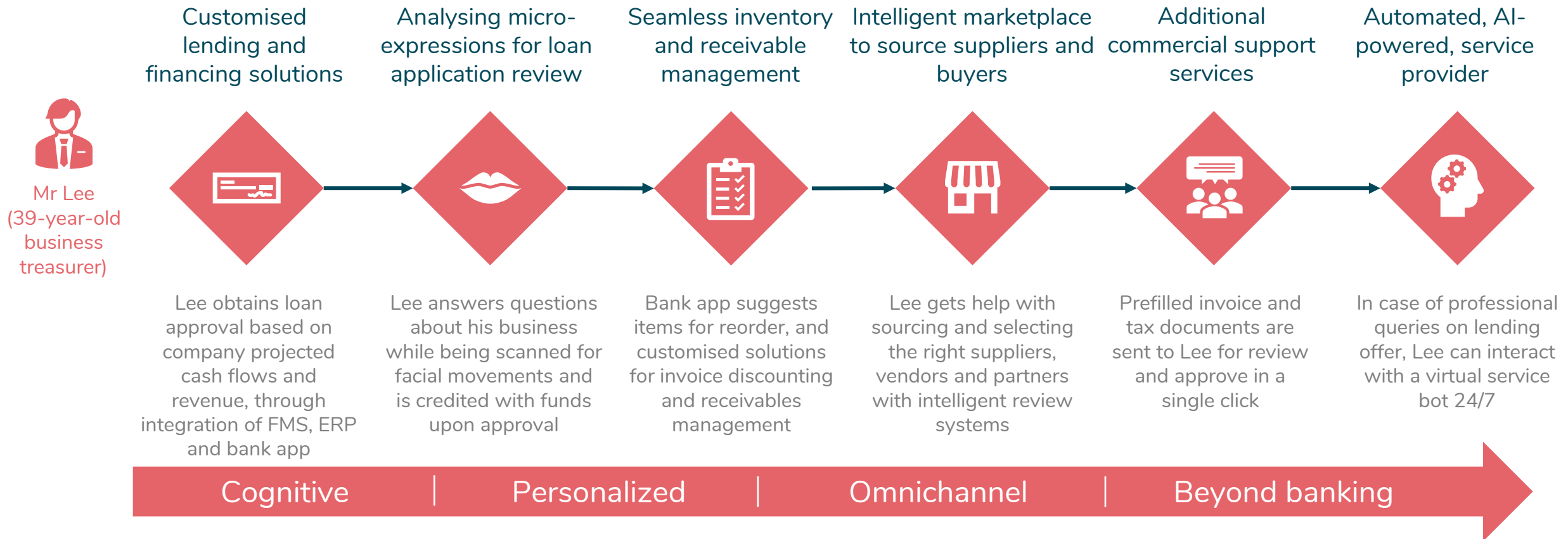


“For global banking, AI technologies can deliver up to **US\$ 1 trillion in additional value** every year.”  
(McKinsey, *The executive's AI playbook*)

# AI will revamp the **retail** customer experience: A banking case study



# AI will supercharge small & medium enterprises...





## What does this mean for businesses?

AI's value lies in its ability to streamline processes while enabling quick identification and action on immediate opportunities

- 1 AI enables efficiency by automating several back-end processes, thereby saving operating costs
- 2 AI supercharges data analytics and opens up new avenues for revenue gain
- 3 Investment in foundational AI “readiness” speeds progress to more advanced adoption and time to value.

# Action items for CEOs and boards

## How to unlock business value held in AI:

- 1 **Skip the proof of concept!** Prioritize AI adoption based on business impact, complexity and risk.
- 2 **Use what you have!** Identify and organize existing data sets to unlock existing business value
- 3 **Adopt the right engineering principles!** Establish cross-functional teams well-versed in AI processes into individual projects.
- 4 **Measure everything!** Identify key success factors and significant risks to map out the relevant metrics.
- 5 **Align AI processes with larger strategic goals.** Focused AI projects should directly contribute to company goals/agendas.



How to move forward?

# Make conversations about future-readiness a habit across the organization



## Select

relevant trends within business units



## Establish

cross-functional teams to collaborate to one purpose



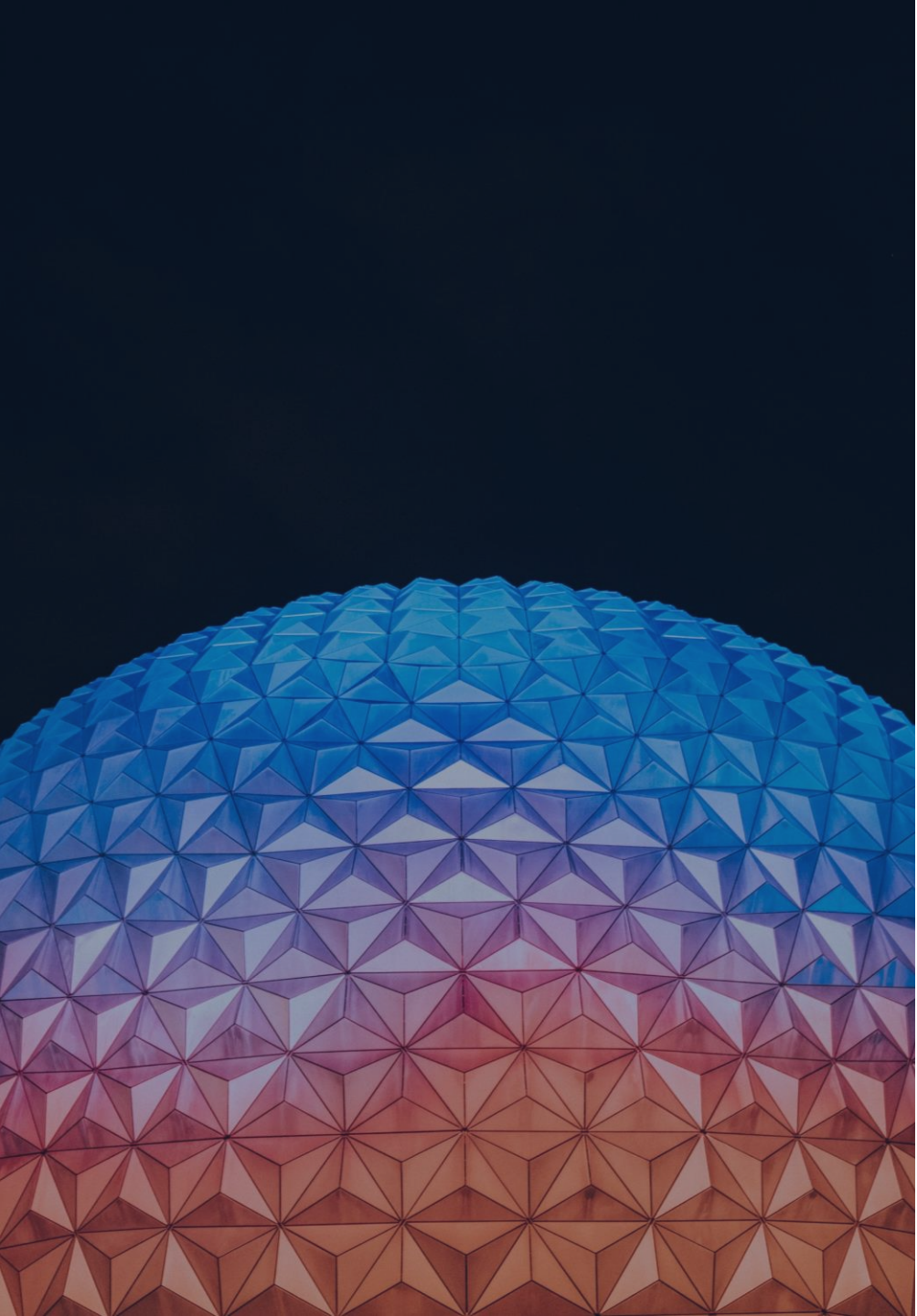
## Review

innovation opportunities from trends under consideration



## Evaluate

priorities and operationalize the right opportunities



# Have we missed anything?

Let's discuss in the comments

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