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Sveriges framtid (2007)

Aktivera ditt varumärke (2010)

www.sust.se

www.aktivering.se

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The last 5 years of Internet

Facebook, Twitter

iPhone, iPad, Spotify

Apps, Cloud, Video

A Fantastic Technology

Explosion

Blue Horizons

7/4/81

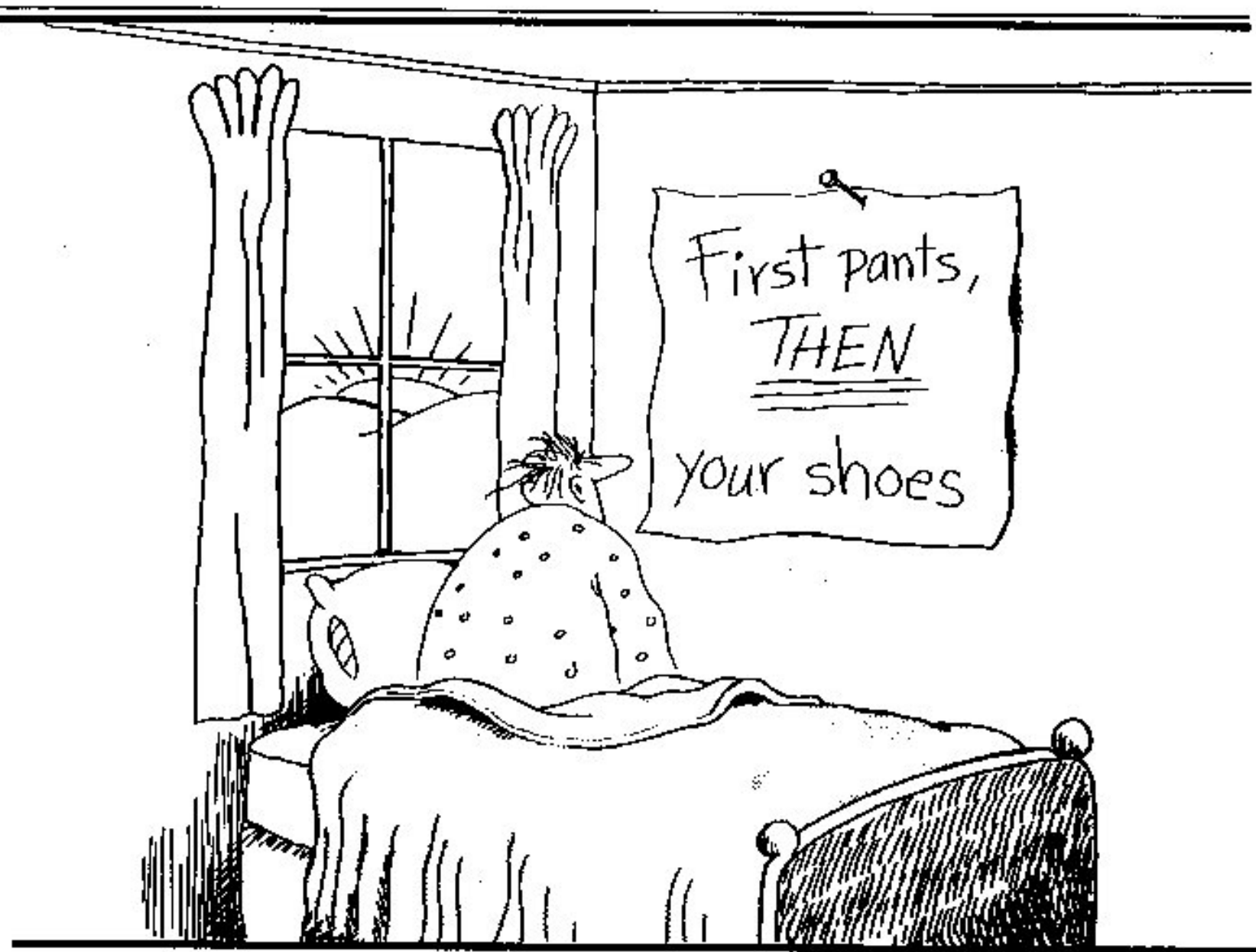


The Next

Big Thing in IT

Big Things in IT

PC, expert systems, gui, bpr, imaging, workflow management, erp, email, www, data mining, bi, mobile services, cmm, outsourcing, saas, intranet, e-commerce, linux, web services, crm, soa, cm, agile, extreme, gps, google, facebook, skype, virtualization, ubiquitous, m2m, rfid, cloud computing, green IT, iphones, iPad



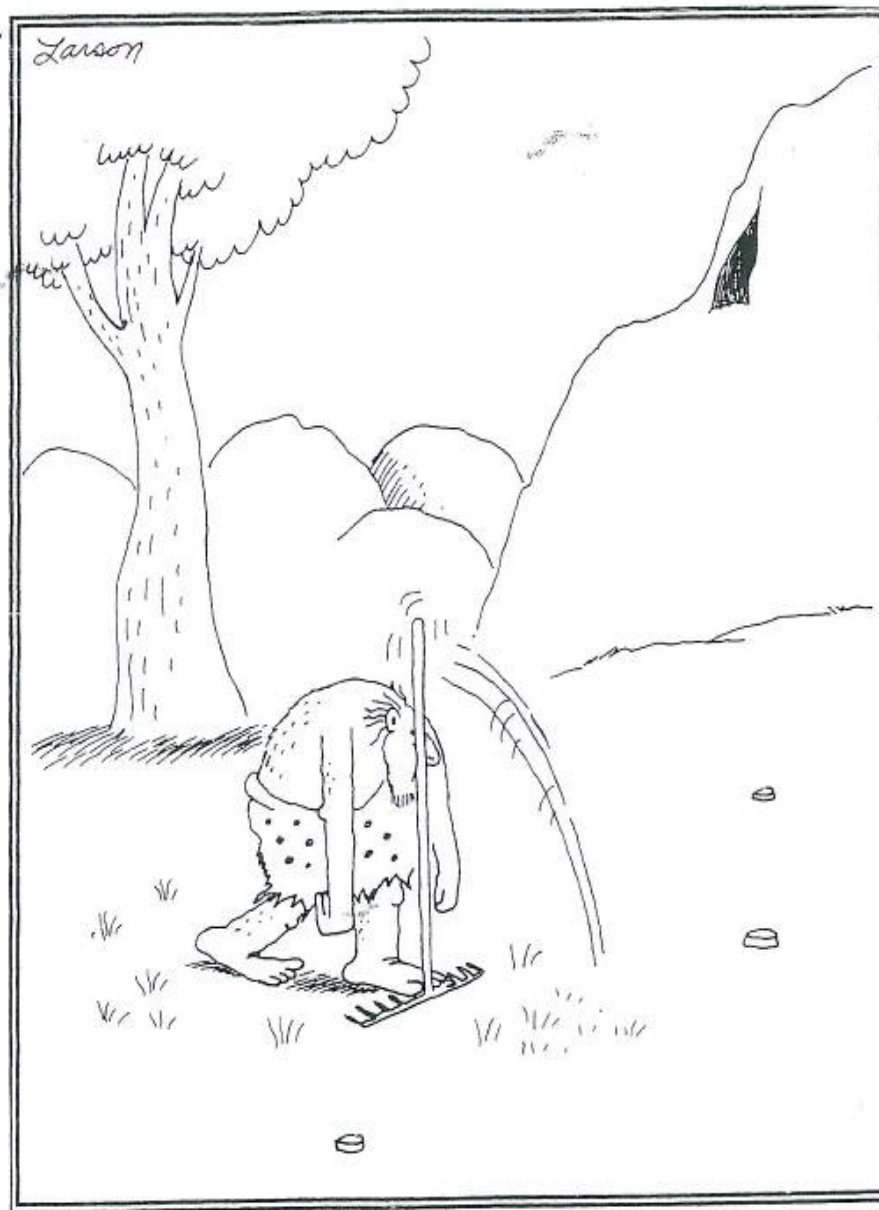
Technology

Internet of Things

Society



OUTNOW.CH



The discovery of tools





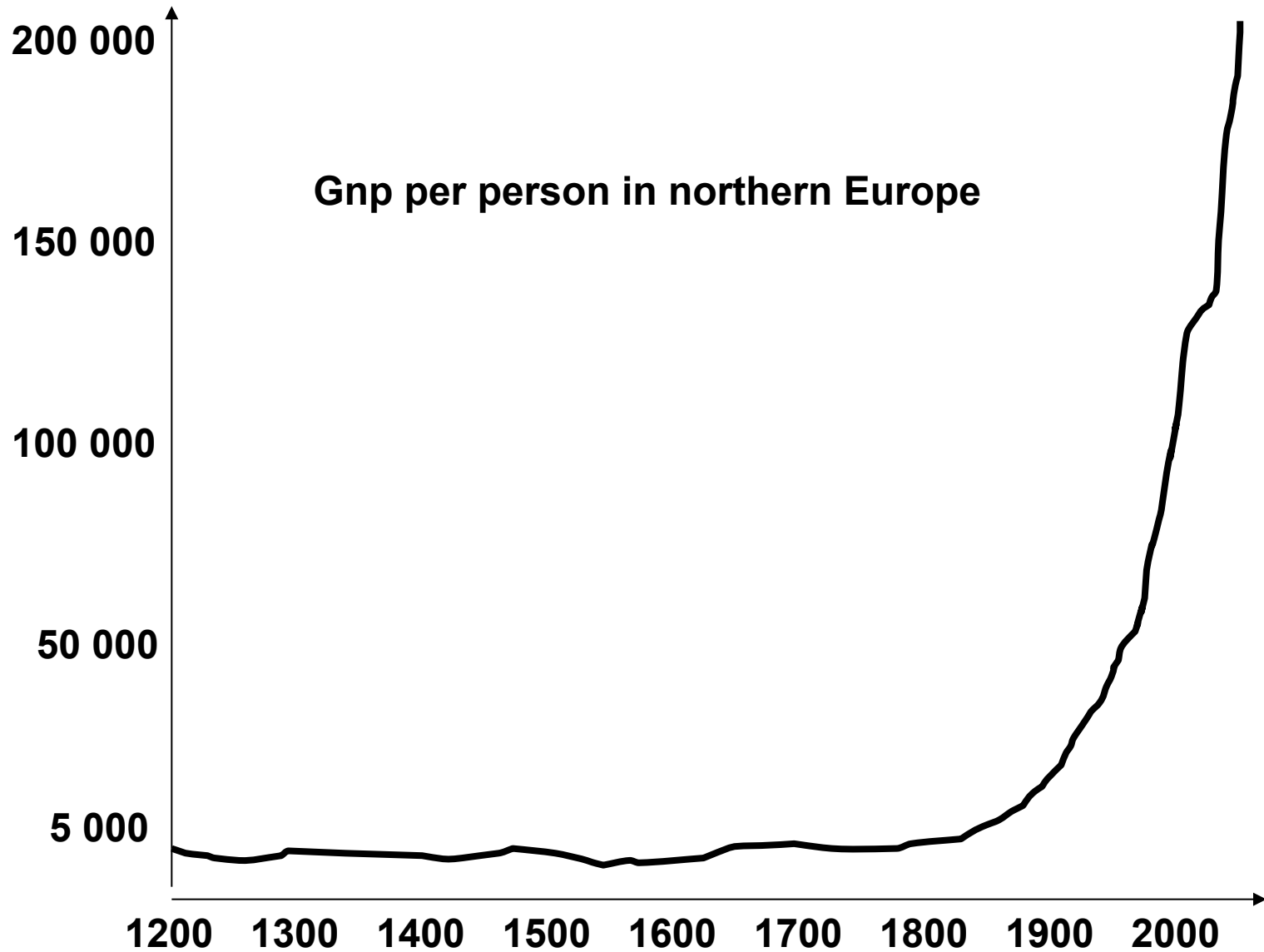
Growth

Technology

Competition

Trade

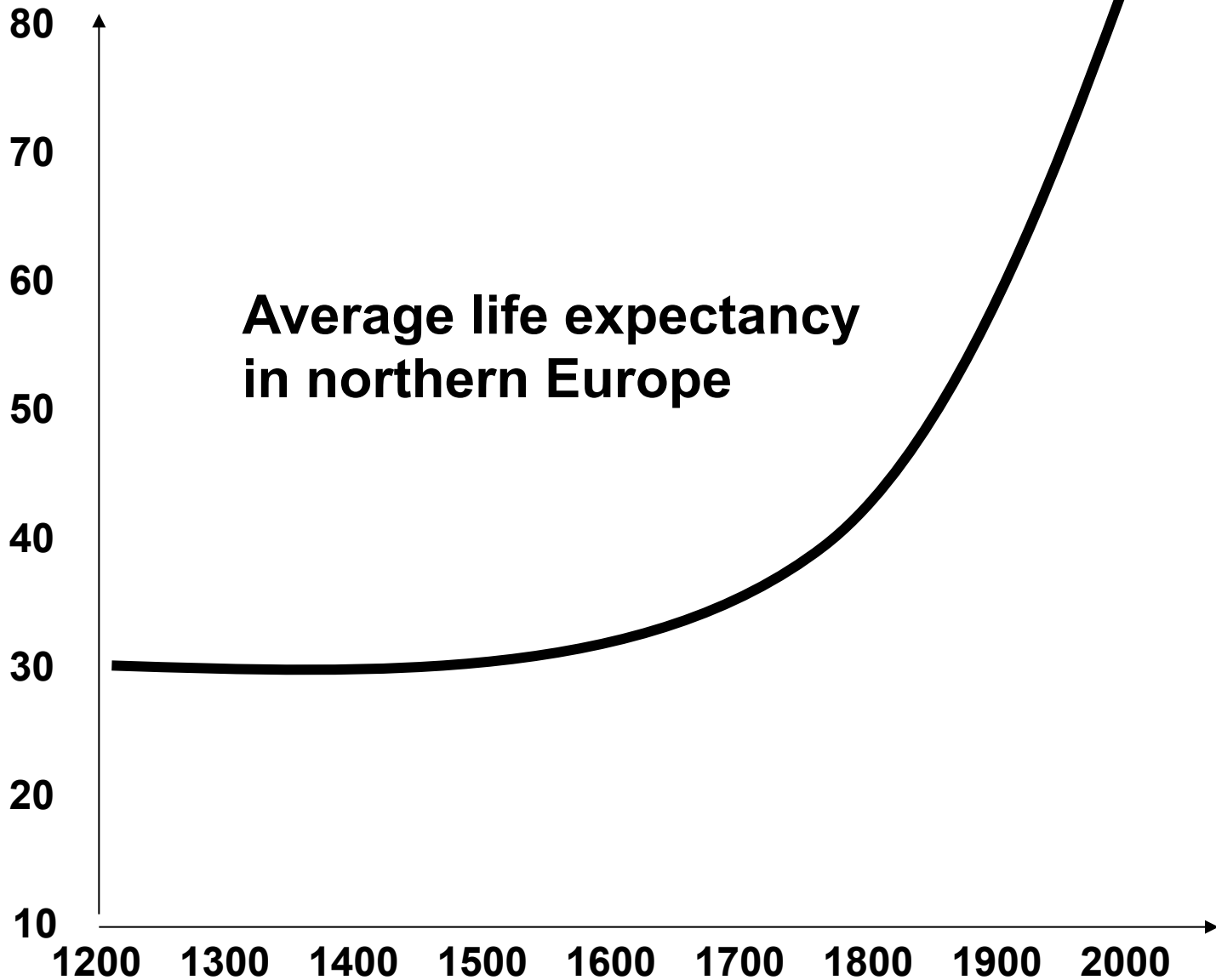
The modern miracle







To live forever



Growth is Dangerous

Innovations, efficiency, tempo

Consumers keep the wheels rolling

Stress, competition, exploitation

Pollution, resources, climate threats

Growth is great

Brings new opportunities

Optimism for the future

Generosity towards others

Keeps fear at bay

Consumer technology

Music, movies, sports

Adult entertainment

Gambling and gaming

Virtual worlds

Globalisation







India





RussianBaller.com



A Global Village

Video

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Global Systems

Overview

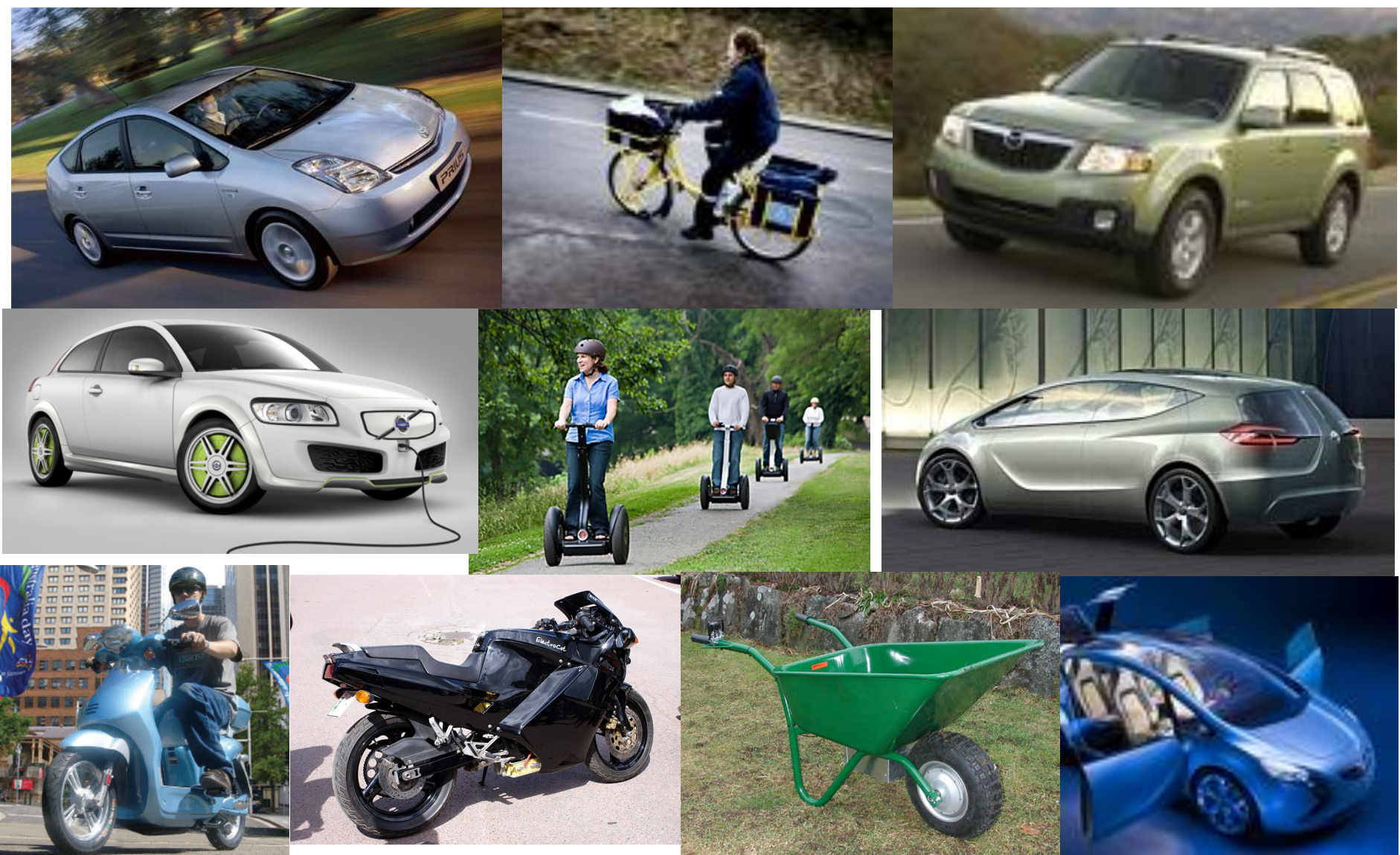
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Global warming

ET & IT

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Plug-in Hybrid Electric Vehicles



Smart grid and Electricity 2.0



Services

Service society

Anywhere, anytime, 24/7 society

Automated services for self-service

A market for services

Global development, local adaptation

Social media

Facebook, wikis, blogs, YouTube

Gossip, trends, crowd sourcing

Web 2.0 and open innovation

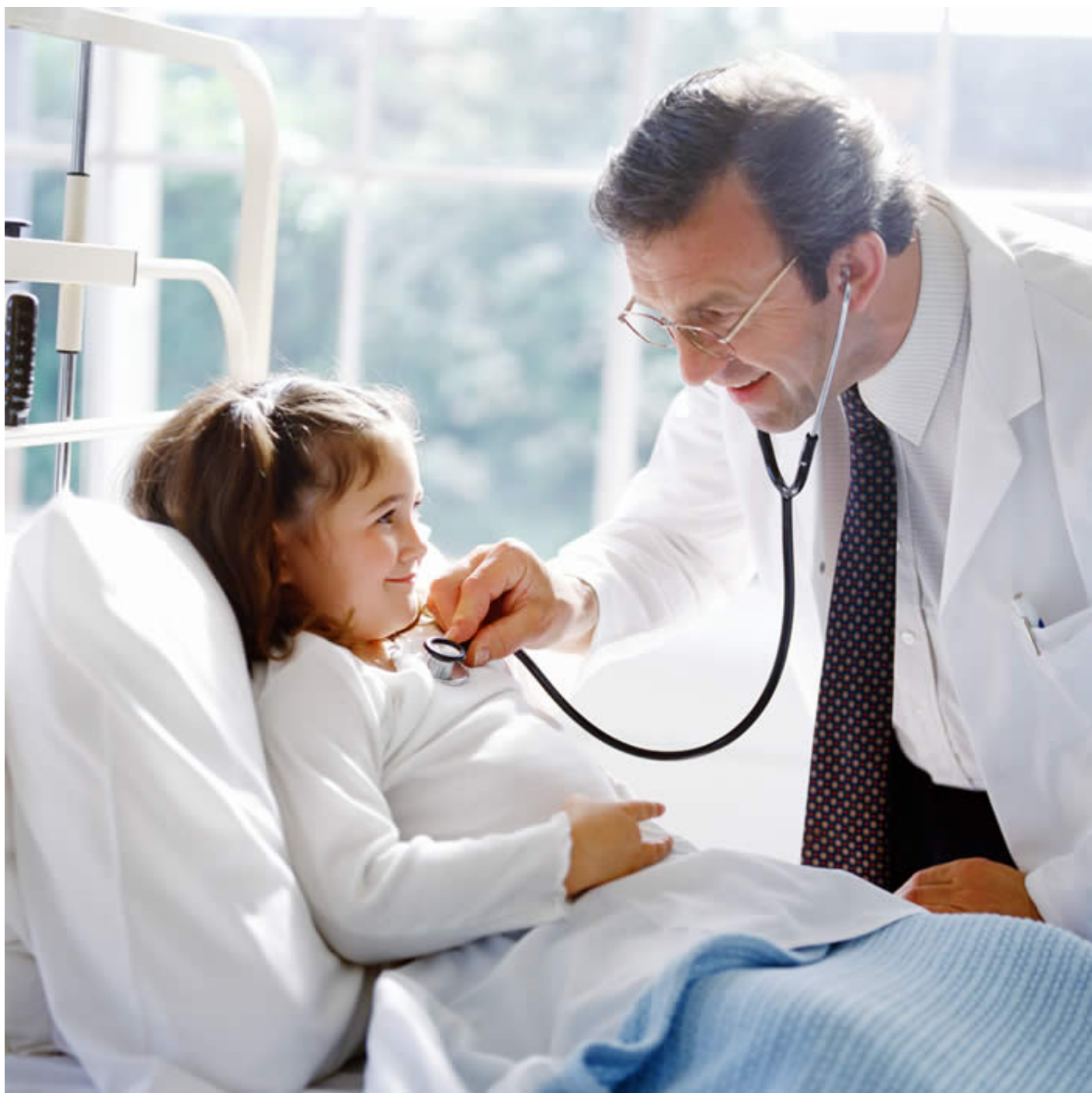
Services worth sharing

Life is online

Global media, google scholar,
web universities, telepresence,
mobile apps, mobile commerce,
social media, electronic
communities, blogging, chatting,
twittering

Today's Health Care

Please, wait!



Healthcare online

From repairs to safe operation

Responsible, experienced amateurs

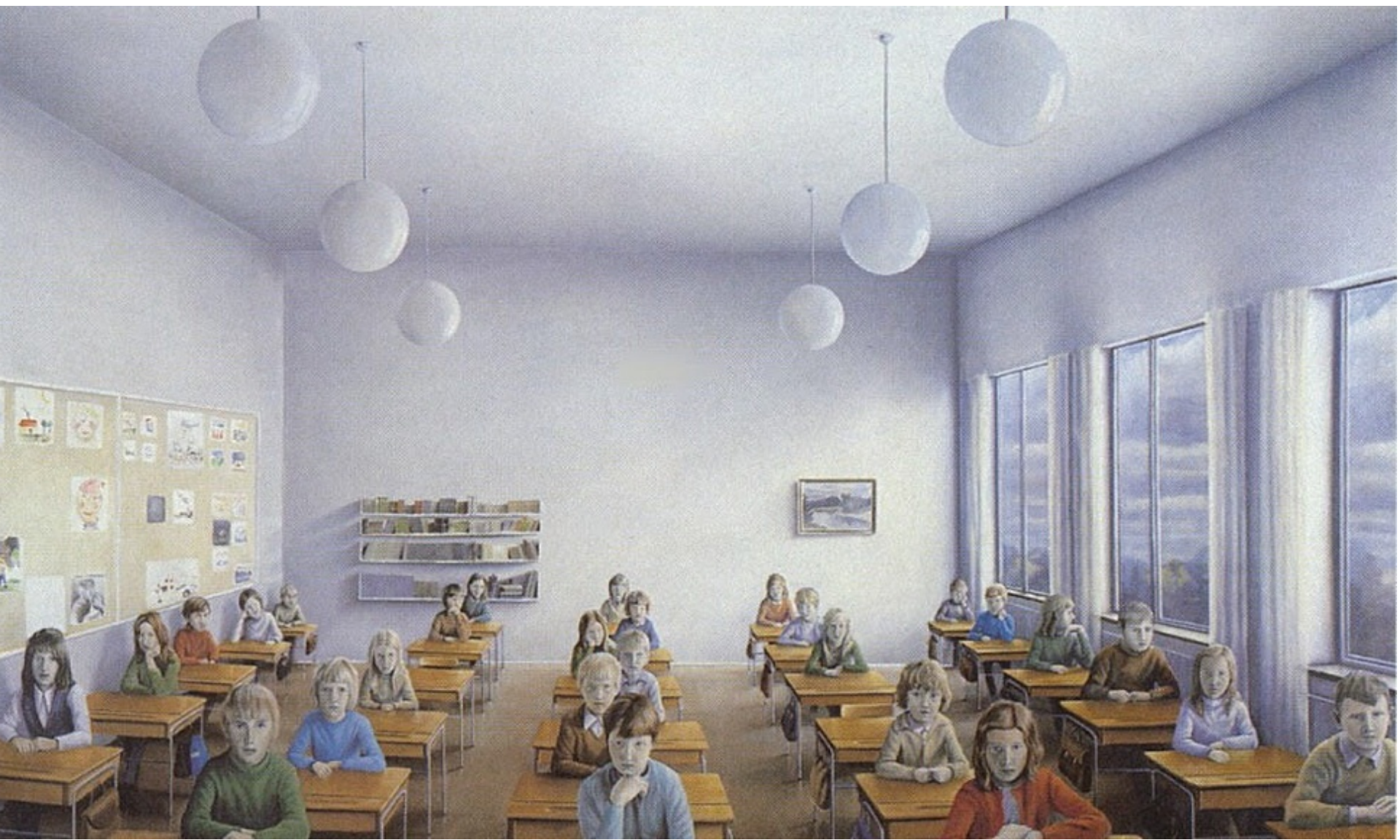
Online diagnosis, self-service

General health, individual consumers

School begins

Please, sit down!

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Education online

Knowledge as craft and merchandise

From the three Rs to cut and paste

Child labor and lifelong learning

An open and integrated school

Market

**”never make at home
what it will cost more
to make than to buy”**

Monopoly



Market



Market innovation

Apps

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Outsourcing

cloud computing

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Agents









Google Big Thing

Translate

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Four Dimensions

Information

Social networking

Style

Commerce

The Method

Technology – push

Society – needs

Market – pull

Agents – control

Exponential evolution

Moore's law and IT everywhere

Prostheses, stem cells

Transhumanism

The Singularity is near



During the night, and as yet unbeknownst to
Zelda, Phil had installed a volume knob.

Challenges in the 21st century

Brand Identity

Innovation

Activation

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Why is Ikea, Google?

”to improve everyday life for the many people”

” organize the world’s information and make it universally accessible and useful”

Why are we?

What is our mission?

What makes us unique?

What are our great challenges?

Not how, or what, but why

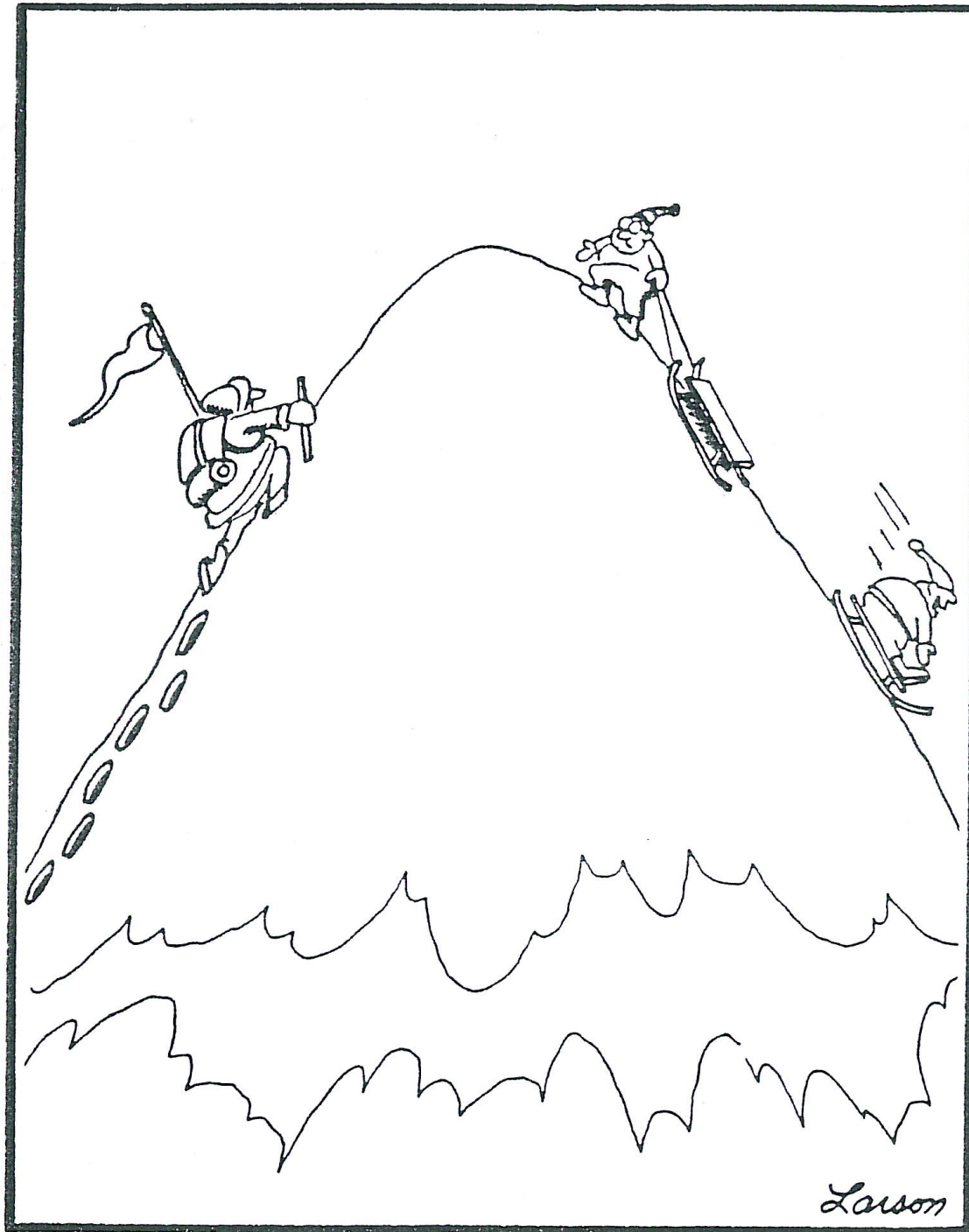
Open innovation

Innovation arenas

P&G, Dell, Starbucks, Lego

Social media, social brands

Inside-out, outside-in, one with the world



Active co-workers

We used to be competent workers, skilful, dependable, diligent, punctual – we were labourers, performing services

Now we understand the business idea, the processes, the customers, strengths and weaknesses, vision and mission – we are all managers

Rock Stars



Our situation

We are doing incredibly well

We have only just begun

Our opportunities are fantastic

We face great challenges

Challenges

Climate threat and growth

A new economic world order

A global world of tensions

Active, innovative citizens

Tempo, Tempo

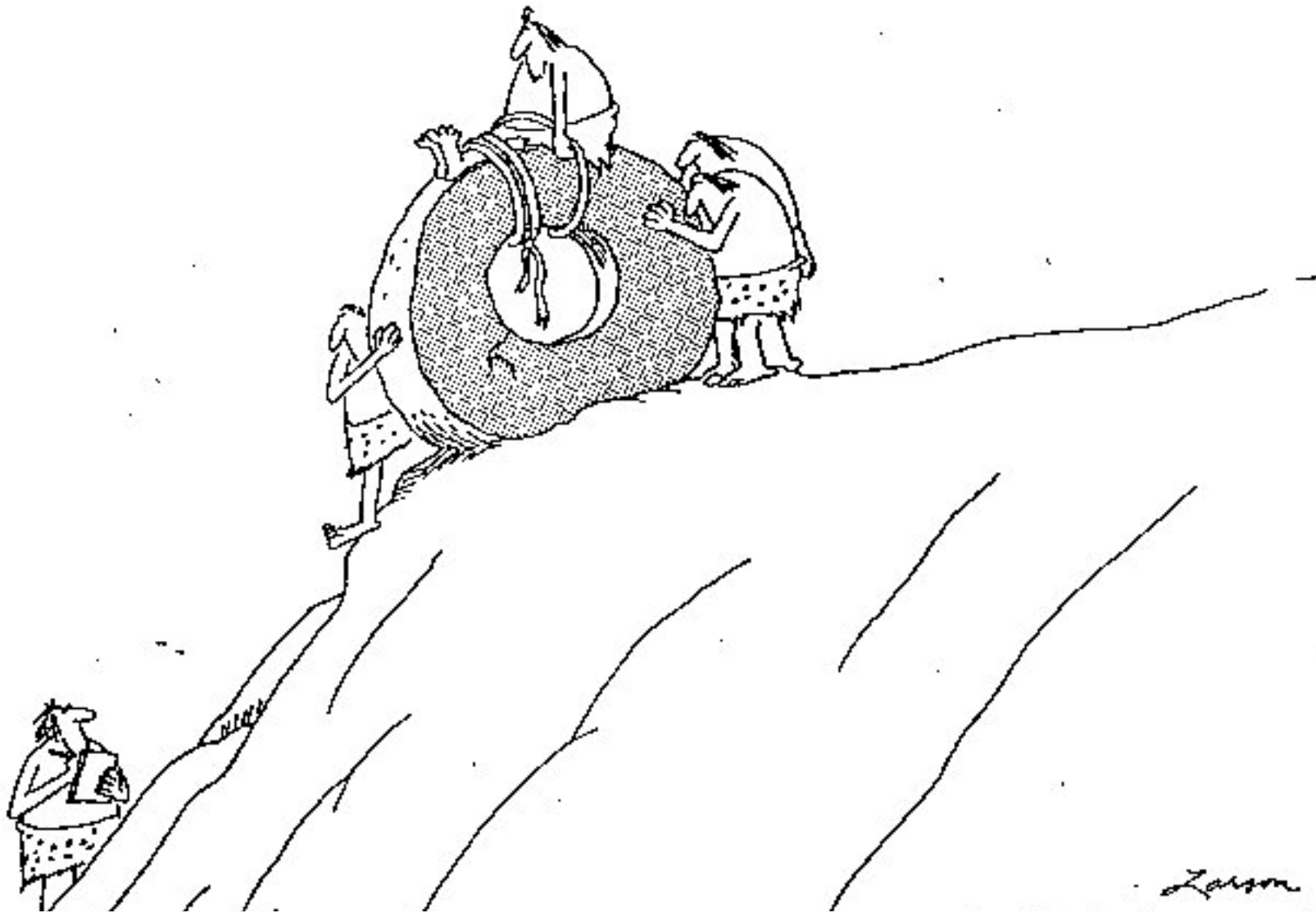
Innovation, competition, and trade force us to innovate, compete, and trade more and more effectively, running faster all the time

Growth

Trade

Competition

Technology



Early experiments in transportation



Strategy for survival

Raise your eyes

Say yes to change

Go on expeditions



