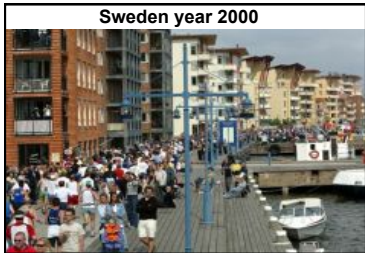
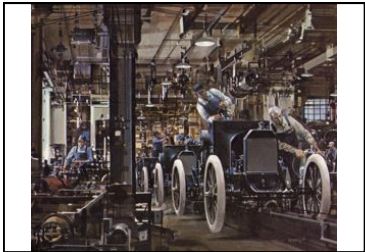


Bo Dahlbom
Professor and research director
bodahlbom.se
aktivering.se sust.se
[Staying Alive](#)



**Industrial
Revolution**

Oil



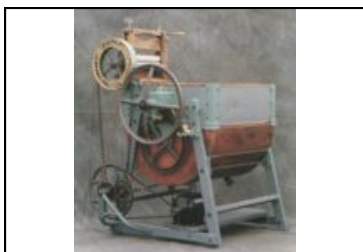
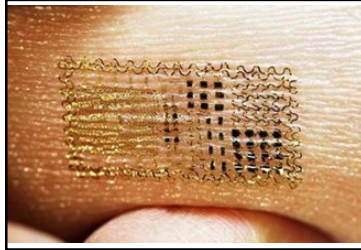
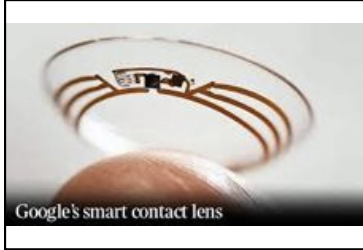


Data

**Digital
Revolution**

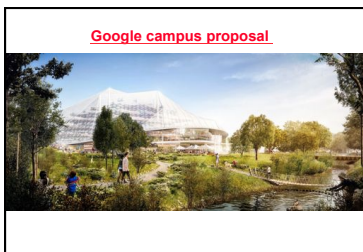
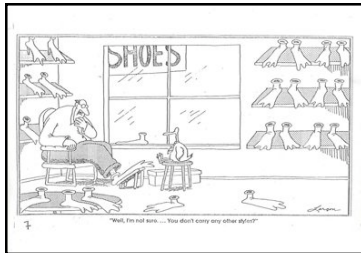
**1
Innovation**



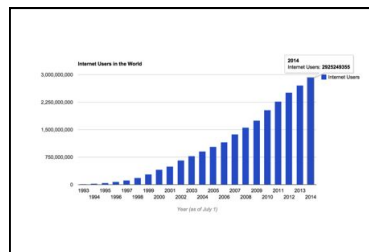


2 New Players





3
Internet





Social Internet

Social media, information,
music, movies, media,
networking, open innovation,
prosumers, amateurs, DIY

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Internet of Everything

Internet of Things, sensors,
networks, smart grids, smart
homes, smart bodies, smart
cities, smart cars and
transport, industrial Internet

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4

Consumers



The future of work

Robots – automation, unemployment
Servants – lots of menial services
Inventors – health, space, geoengineering
Consumer economy, citizen income

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A Consumer Revolution

Global consumption drives innovation
Efficient consumption – consumtivity
The consumer as a model, as ideal
"Data is the new oil" – Clive Humby

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Amazon.com

The everything store



5 Services

A Service Revolution

Healthcare online, smart bodies
 Education online, flipped classrooms
 Google Cars with Uber service
 Industrial Internet, Facebook for engines

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6 Resources

A resource revolution

Energy, machines, resources
 Industrialisation, automation
 3 billion new consumers by 2020
 Resource efficiency with big data

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Resource Efficiency

From craft to data science
 Substitute scarce resources
 Eliminate waste in all processes
 Go circular, optimal, virtual

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Go virtual

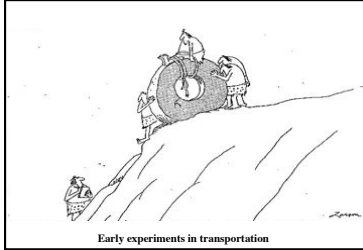
From goods to services
 The automobile as example
 Inefficient consumer product
 Efficient consumer service – Uber

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Small, Smart, and Fast

Mobile, micro, nano
 Big Data, Artificial Intelligence,
 learning, automatic adaption
 Dynamic networking, fast solutions,
 innovations, exponential evolution

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Early experiments in transportation