

# TRENDWOLVES

We hunt, we feed and kill the status quo

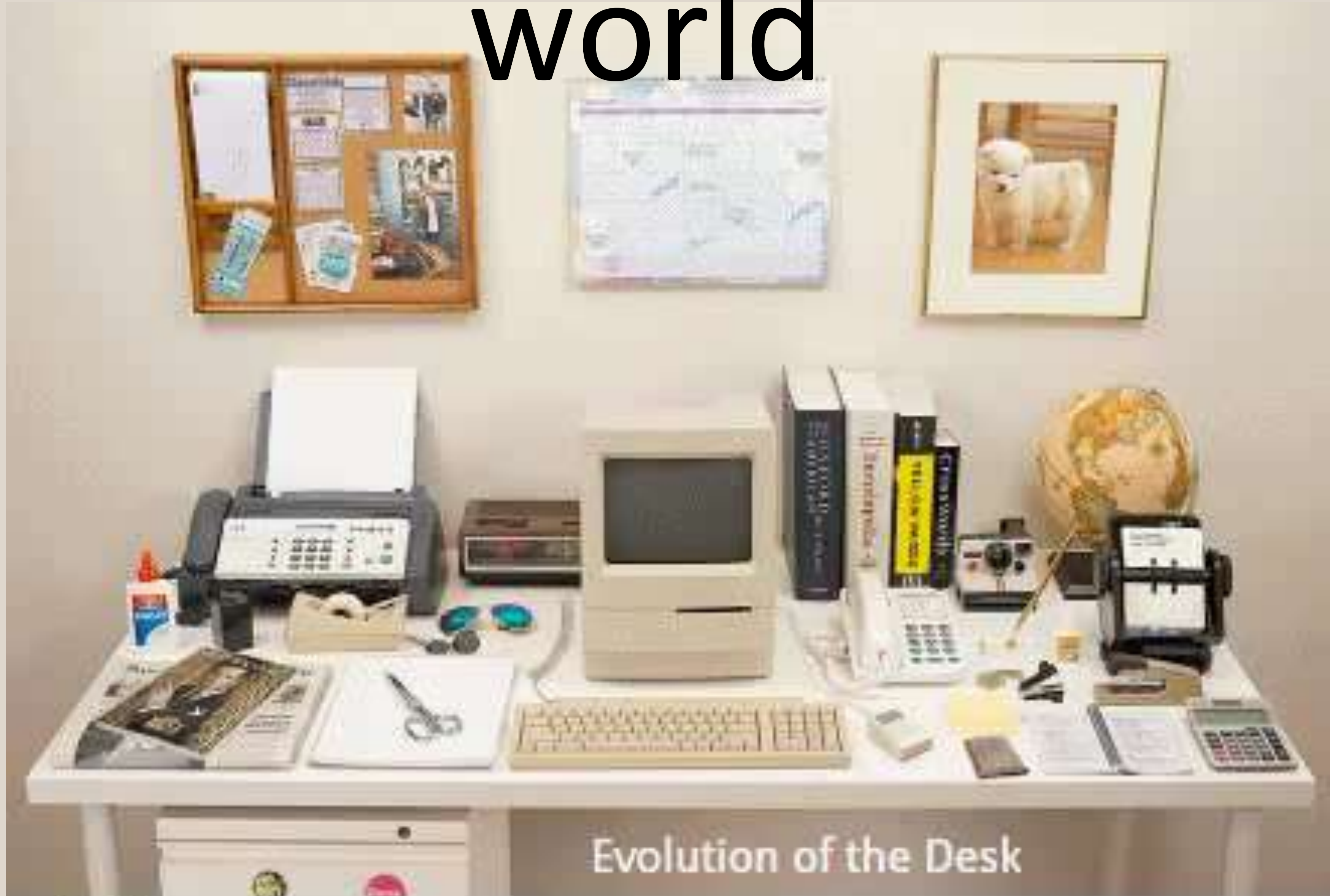
innovation

futures



today -> tomorrow

# Fast paced, ever evolving world



Evolution of the Desk

1980

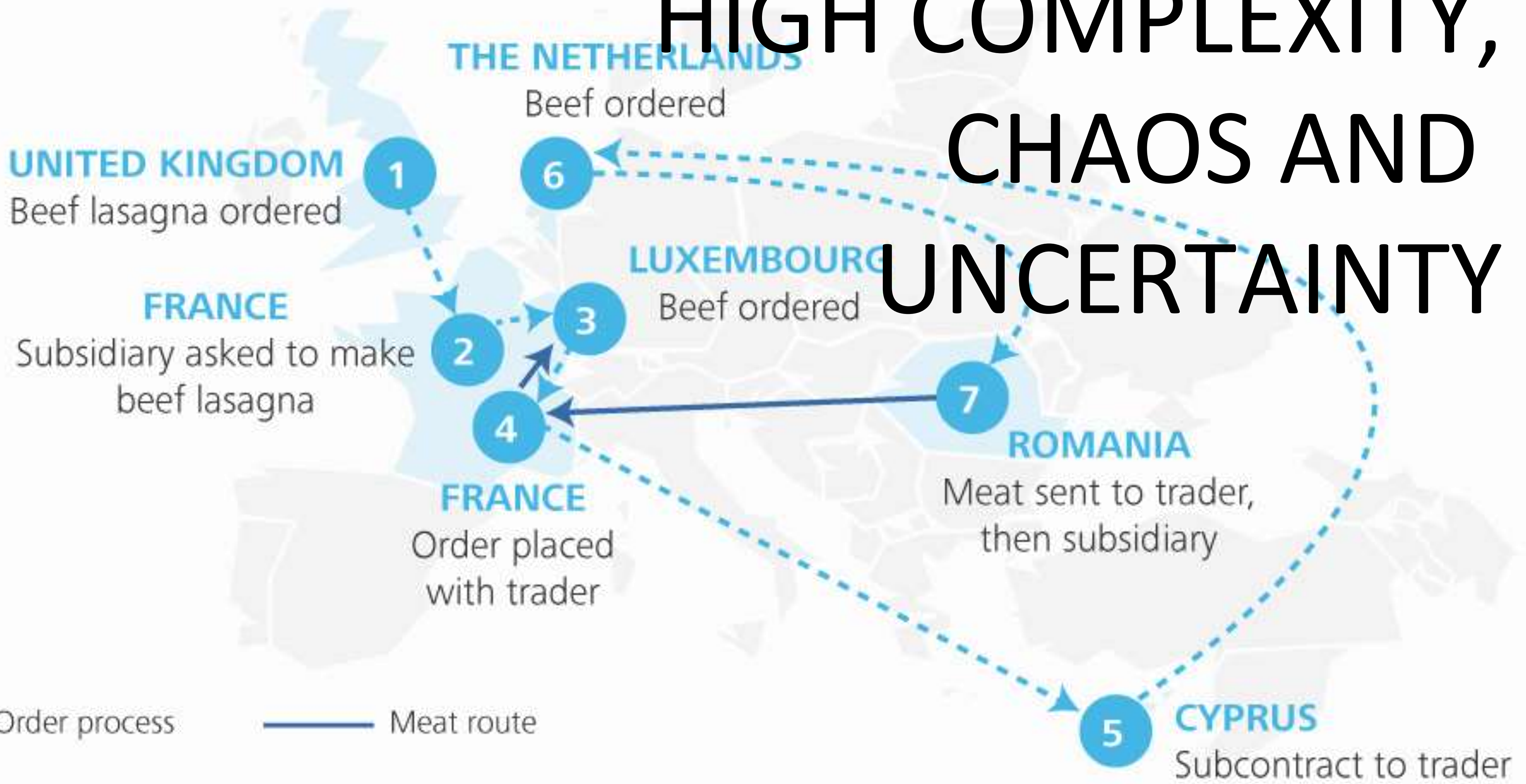
US  
INNOVATIO  
N

NG  
SPREADING



Figure 6. The interconnected supply chain revealed via the 2013 horsemeat scandal

# HIGH COMPLEXITY, CHAOS AND UNCERTAINTY



Source: Adapted from The Guardian.com, February 15, 2013, <http://www.theguardian.com/uk/graphic/2013/feb/15/horsemeat-scandal-food-safety1?guni=Article:in%20body%20link#>, accessed April 8, 2014.

Graphic: Deloitte University Press | DUPress.com



**PECTATION ECONOMY**

# Micro demand driven economy



# URGE TO INNOVATE





SAY  
NO   
TO  
UBER

CPUC  
  
GET YOUR  
HEAD  
OUT OF THE  
SAND!

INSURANCE!  
OR  


LUXOR CAB  
DRIVERS

CPUC

THREAD OF DISRUPTION



change = opportunities



EMBRACING CHANGE

# What The future??



Type here a question about your future

Predict my future

the future is already here

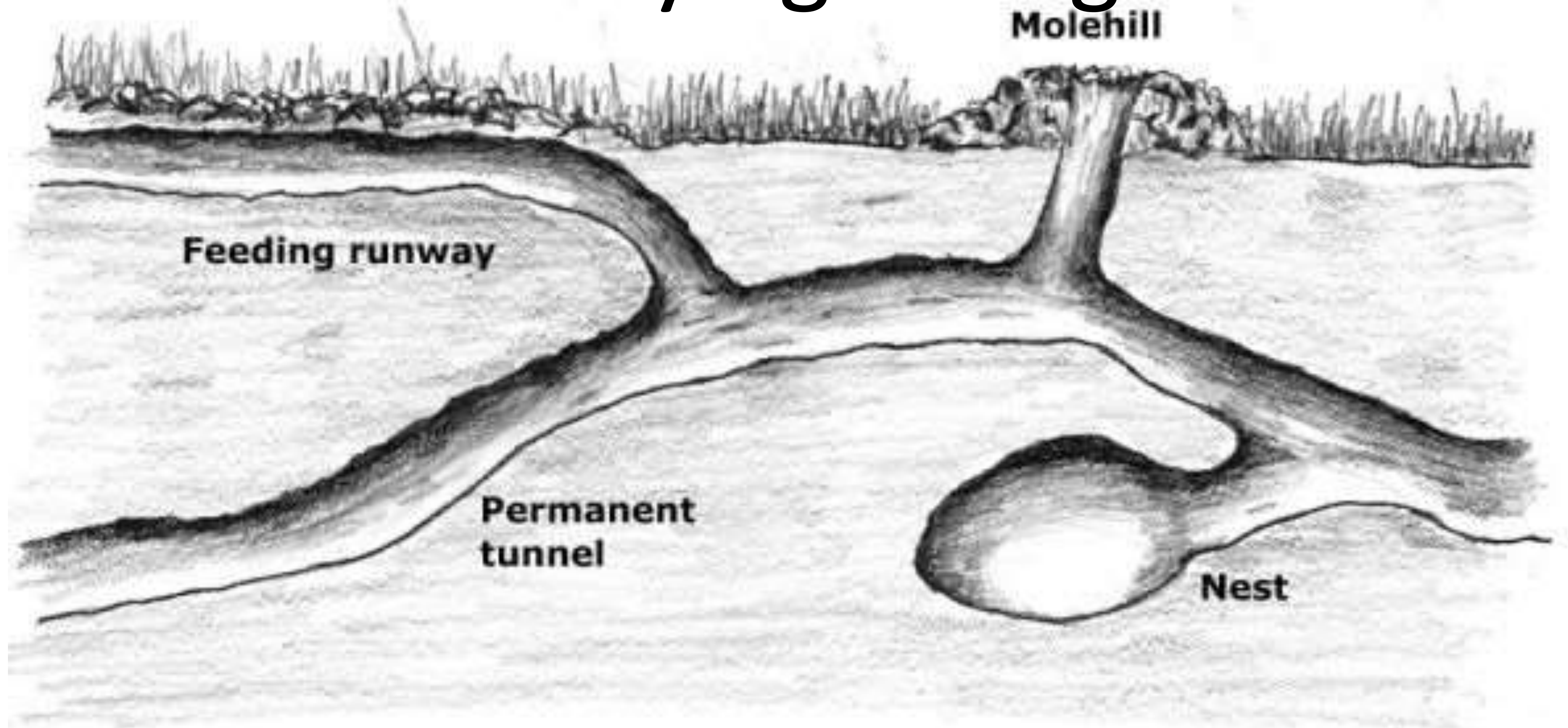








# Studying change



# Beware of your blind spots



**seven**  
Optimal Health. 7 Days A Week.

## The Krill Craze

*22 Reasons You Should Trash the Omega-3 Supplement You're Taking and Take This Instead...*

1/2

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# Make change comprehensible



# Different kinds of TRENDS



market trends

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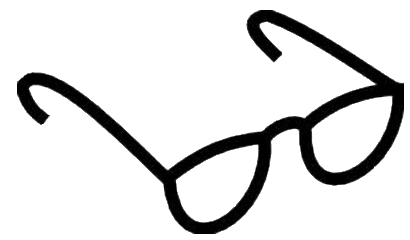


consumer trends

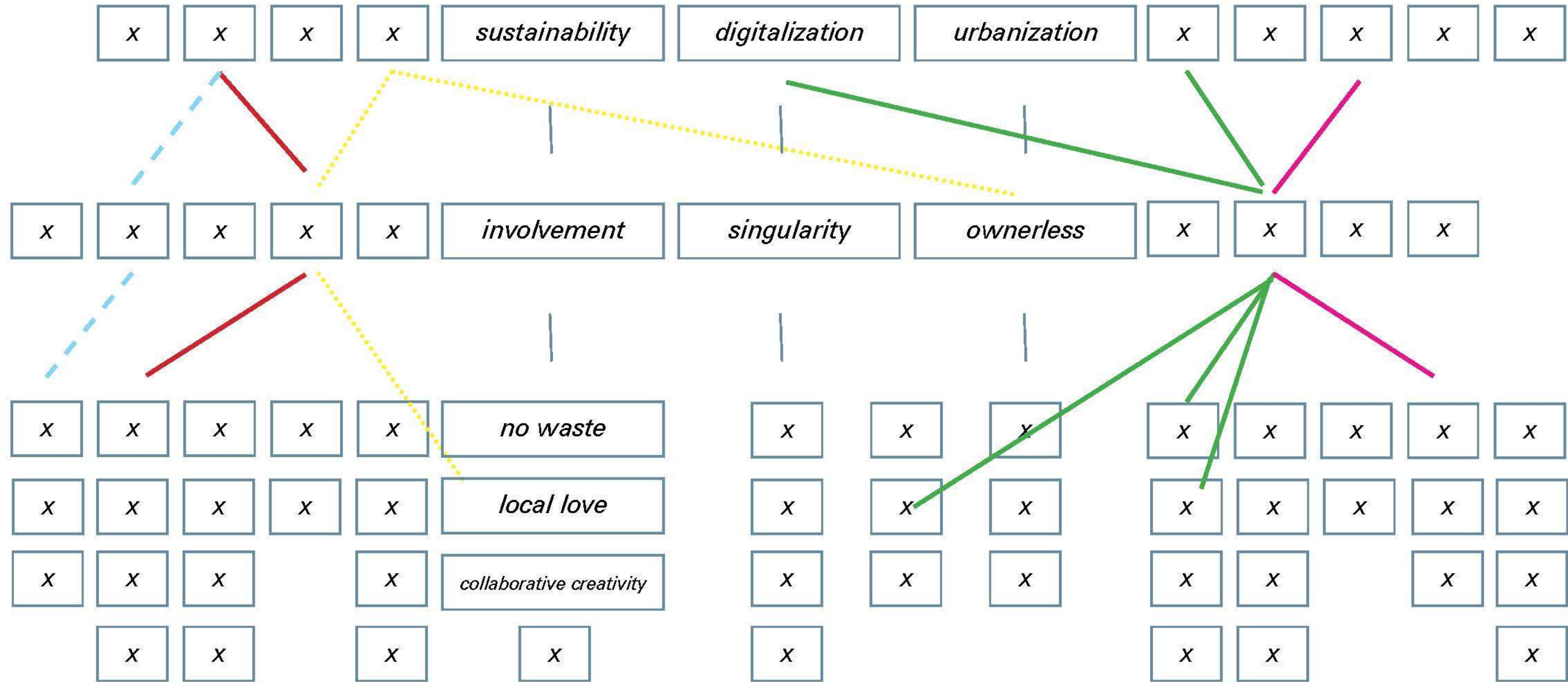
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mega trends




### Trend Map



# Megatrend: democratisation of knowledge



Knowledge is power

Search 



# Consumer trend: efficient lifestyle designing



# Market trend: bio-individualisation





# INNOVATION



WE <3 HUMAN



iPad

too

much

TECHNOLOGY CHANGES THE WORLD



# SOCIAL FORCES SHAPE TECHNOLOGIES





WE <3 YOUTH



**UNIQUE PERSPECTIVE ON THE WORLD**



INSPIRING SOLUTIONS

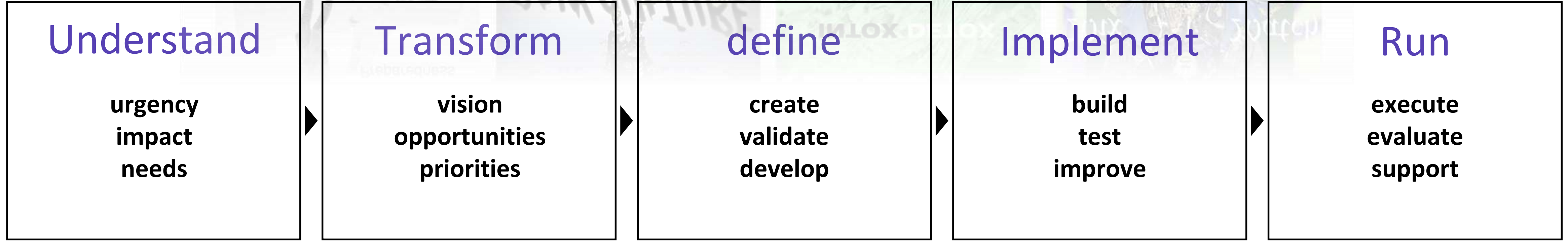




**WE <3 CHANGEMAKERS**



CHANGE ->  
INNOVATION





**‘Logic will get you from A to Z, imagination will get you anywhere.’  
Einstein**

**MAY THE FORCE  
BE WITH YOU**



**THANK YOU!**

Please send me your ideas [ellen@trendwolves.com](mailto:ellen@trendwolves.com)