

# THINK HEROES

## Trends that shape

## Future Business Perspectives

Hur kan vi tänka framöver?

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Think Heroes AB

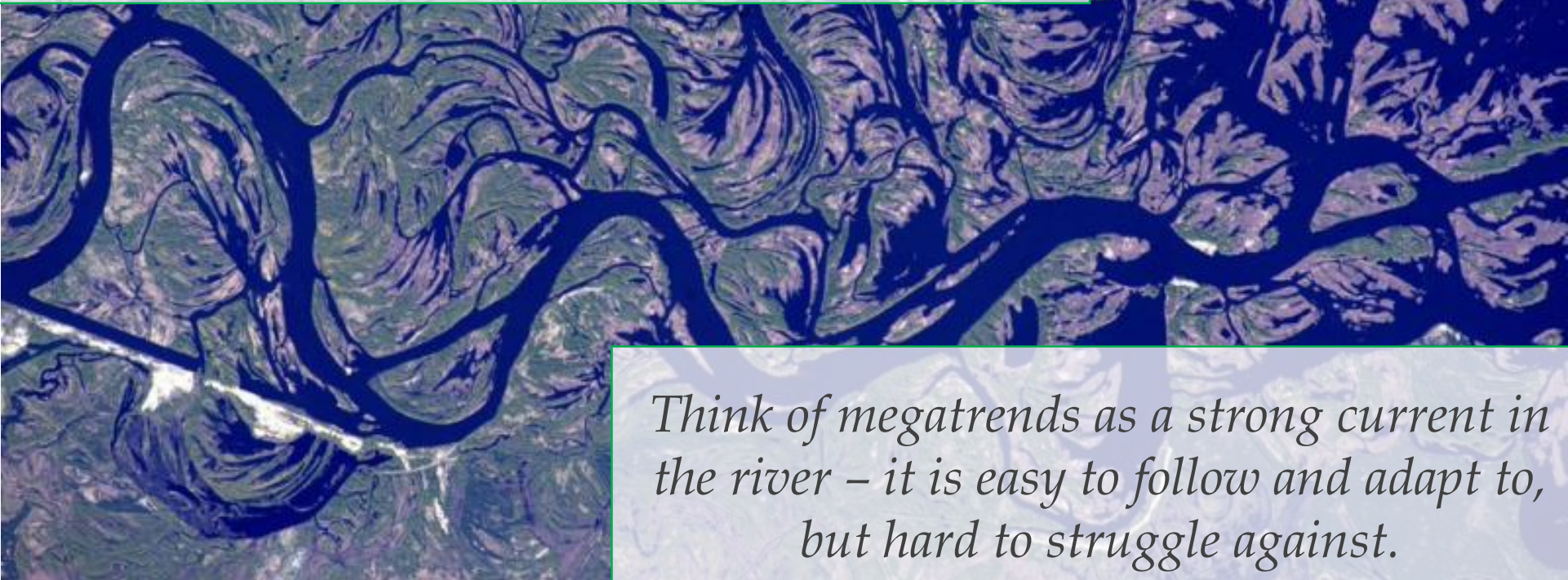
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*“ Megatrends are large, transformative, global forces that define the future by having a far-reaching impact on business, economies, industries, societies and individuals.”*



*Think of megatrends as a strong current in the river – it is easy to follow and adapt to, but hard to struggle against.*



## URBANISATION

- 2/3rds of all people will live in cities
- Megacities will continue to emerge and grow in the southern hemisphere



## SUSTAINABILITY IN ACTION EVERYWHERE

- Sustainability is moving from discussion to action everywhere
- 193 countries have adopted the UN Sustainable Development Goals



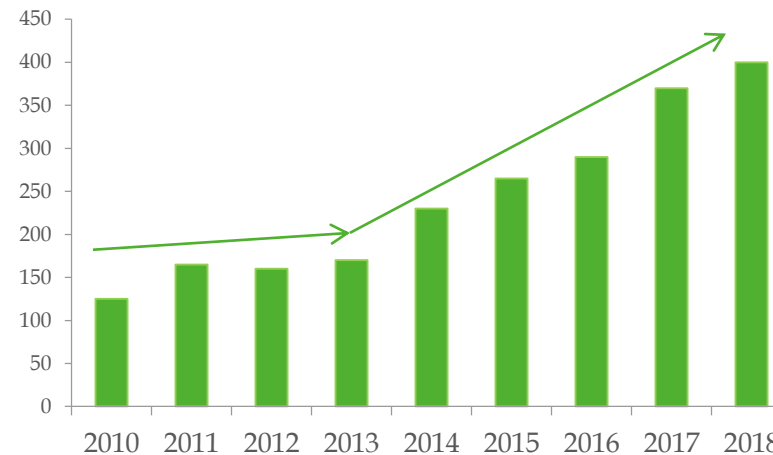
THE GLOBAL GOALS  
For Sustainable Development



## MOBILITY REVOLUTION

- Increasing mobility of goods and people with less footprint and traffic jams
- High growth of installed robots since 2012
- 100% automation will be target from manufacturing to distribution

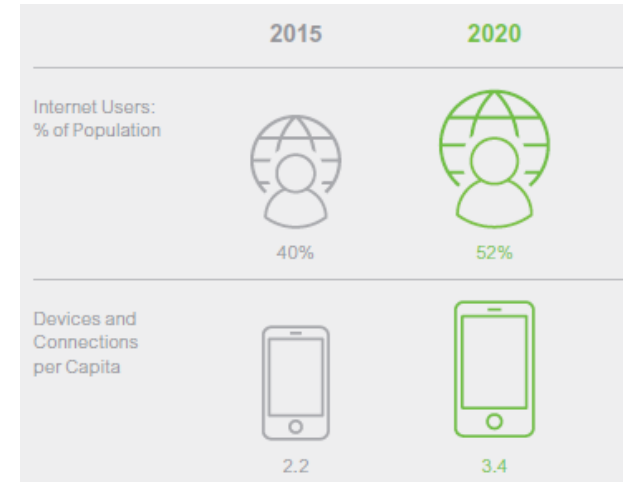
Worldwide annual supply of industrial robots





## DIGITALIZATION & CONNECTIVITY

- Everything and everyone connected
- Increasing empowerment to the consumer
- New opportunities for generation of data and value creation from data



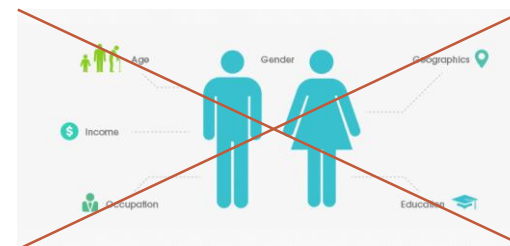
## TRANSFORMATION OF VALUE CHAINS

- Traditional value chains is constantly challenged by new players and business models
- Entrepreneurs with new ways of solving problems are the rising stars, number of start-ups beat records in 2015



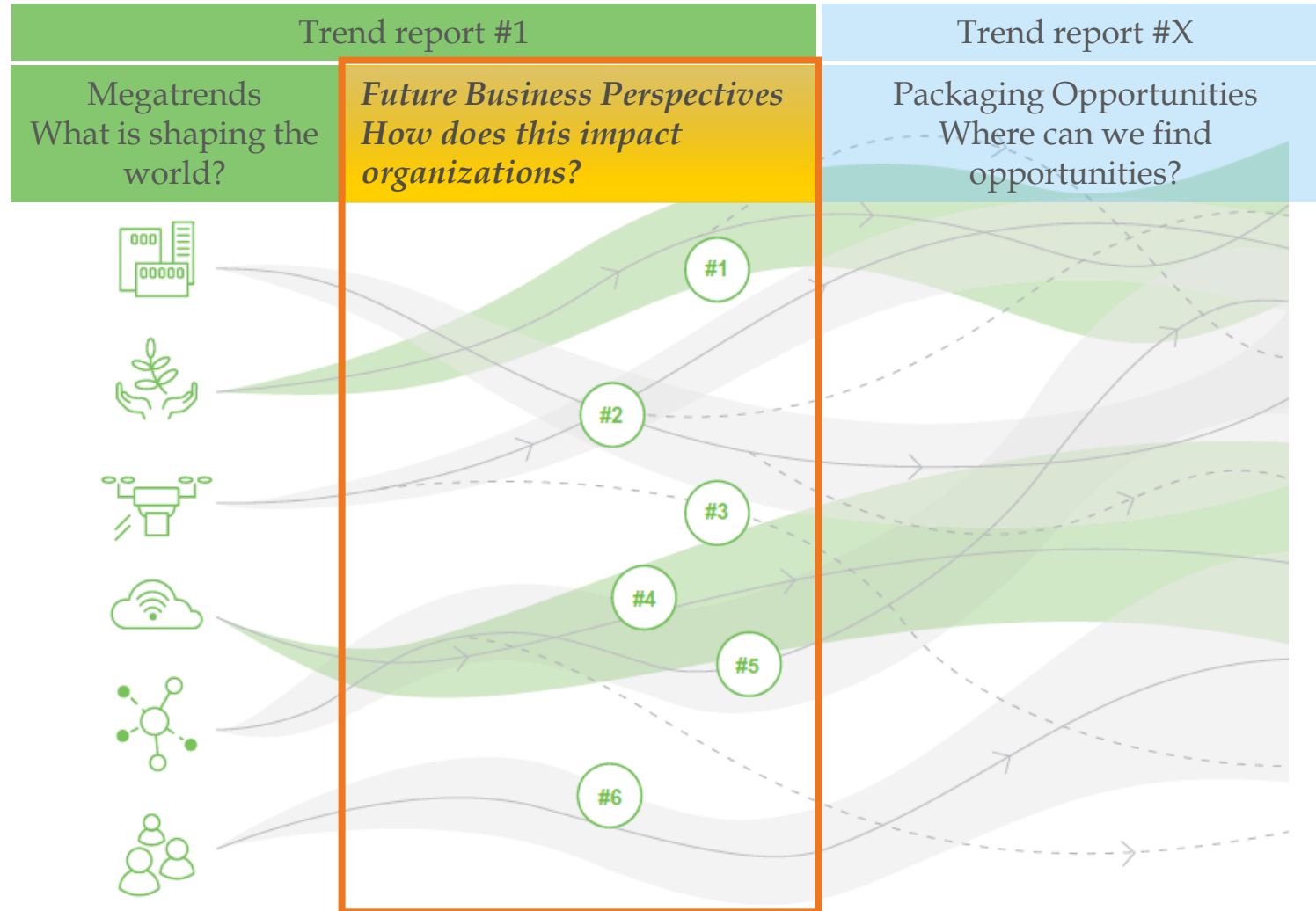
## BEYOND DEMOGRAPHICS

- Age, gender and origin are not longer key to defining consumers
- People expect full customization



# Megatrends will impact all organisations

TRANSLATING INTO **FUTURE BUSINESS PERSPECTIVES** FOR BETTER USE



# Future Business Perspectives

SHAPING THE FUTURE FOR ALL ORGANISATIONS



- #1 Problem-solving for mega cities
- #2 Enable helpful brands to succeed
- #3 Design for no humans
- #4 Generate, share and profit from data
- #5 Capture the real value
- #6 Make it user-oriented for real

# Problem-solving for mega cities

URBANISATION IS CAUSING A SHIFT IN POWER AND NEW CHALLENGES NEED TO BE SOLVED



- Cities account for **70%** of greenhouse gases today
  - **Consuming a lot** of resources while **producing little**
- 2/3<sup>rd</sup>s of all consumers will live in large cities
  - **Lifestyles will change**; more stress, more health problems and more single households
- Megacities south of the tropic of Cancer takes over
  - There is a **shift in power** from north to south & east



# Problem-solving for mega cities

COMPANIES THAT SUCCEED IN HOLISTIC PROBLEM SOLVING FOR MEGACITIES WILL PROSPER



- Companies need to rethink and innovate how to:
  - *Secure efficient supply of food & beverage and other goods*
  - *Manage recycling systems within cities*
  - *Minimize waste of high volume products*  
e.g. food, building materials, health care and packaging

**FACT** Every year in the US alone, 29 billion plastic bottles of water are produced, and less than 1 out of 6 goes into recycling (National Geographic).



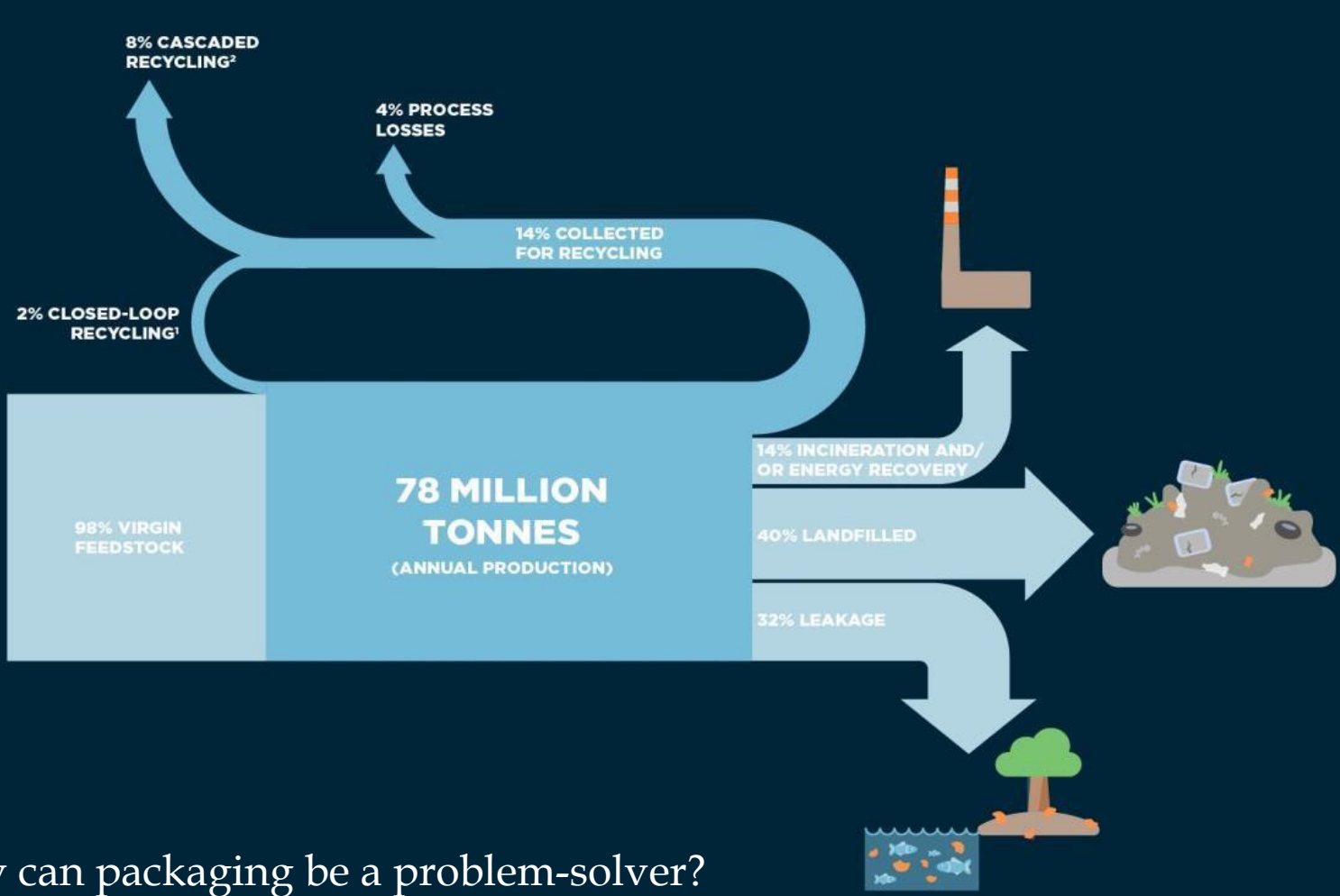
Paving the road to ancipistan





# #1 Problem-solving for mega cities

PACKAGING COULD BE PART OF THE PROBLEM OR PART OF THE SOLUTION  
EXAMPLE: RECYCLING OR RECOVERY TO AVOID WASTE



**FACT** Every year in the US alone, 29 billion plastic bottles of water are produced, and less than 1 out of 6 goes into recycling (National Geographic).

How can packaging be a problem-solver?



**ICELAND**

Supermarket pledges to remove all plastic

# Enable helpful brands to succeed

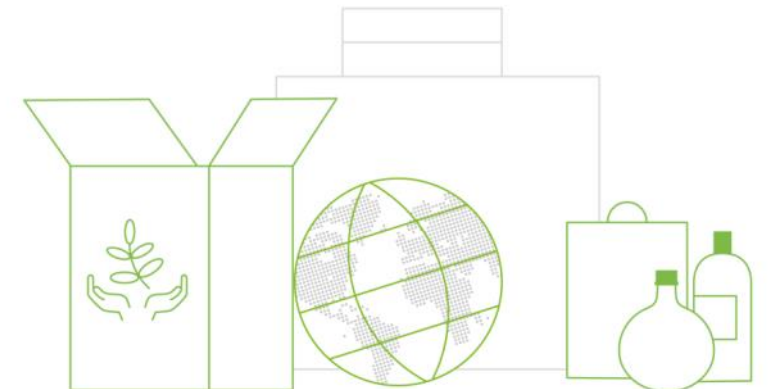
EVERYONE WANTS TO BE PART OF A SOLUTION, NOT A PROBLEM



- **66%** of consumers say they are **willing to pay more for sustainable brands**
  - **Millennials** work at companies that have a **purpose over financial success**
  - **Investors** see sustainability as **indicator for long-term success**
- The UN Sustainable Development Goals are highlighting companies part of a sustainable future



**THE GLOBAL GOALS**  
For Sustainable Development



#2

# Enable helpful brands to succeed

COMPANIES THAT HELP IMPROVING LIFE FOR EVERYONE ON THE PLANET WILL BE THE TRUE WINNERS

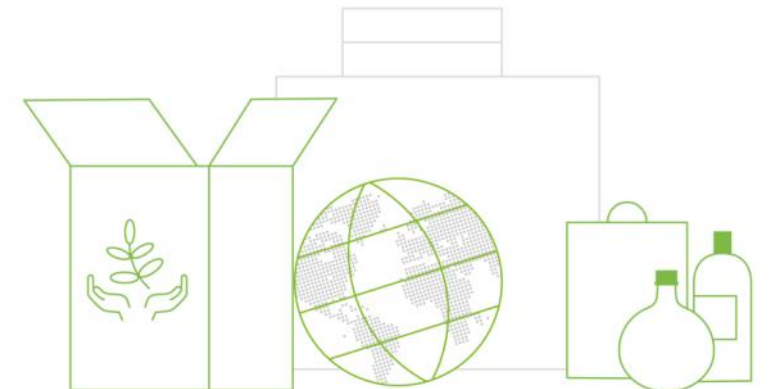
**THINK  
H=ROES**

- Companies need to rethink and innovate how to:
  - Use *SDG's as a Business Driver*
  - Make sure to be part of *The Solution*

## Obvious Ventures

started by Twitter co-founder:

*"Our idea is the opposite of corporate philanthropy. World positive businesses have advantages in the market and can outperform their more traditional peers."*



#2

## Enable helpful brands to succeed

Future Business Perspectives

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ARLA make packaging differentiate more from other brands.

Based on packaging sustainability.



## #2 Enable helpful brands to succeed

THINK  
HEROES

Meet the world's  
**1<sup>st</sup>** recyclable  
shampoo bottle  
made with  
**beach plastic**



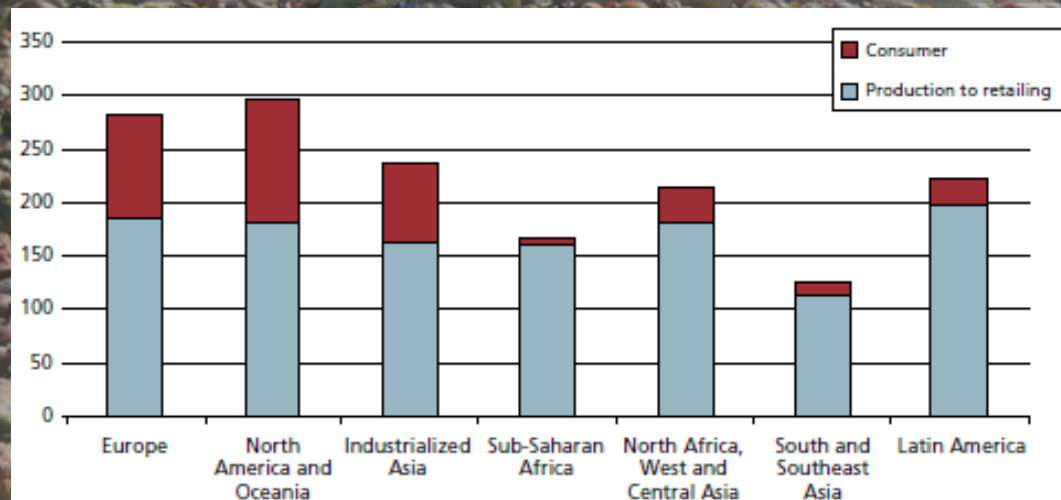
HEAD &  
SHOULDERS  
(P&G) launch  
beach plastic  
bottles

## #2 Enable helpful brands to succeed

**THINK  
HEROES**

- 30-40% of all food is never eaten
- We produce food for 11 bn people
- 13% of population (800 million) are undernourished
- Packaging has an important role both in “production to retail” and in “consumer behaviour”

Per capita food losses and waste,  
at consumption and pre-consumptions stages (kg/year)



**MAKE YOUR  
BRAND THE HERO  
TO AVOID FOOD  
WASTE!**

#2 Enable helpful brands to succeed

THINK  
HEROES



YEO VALLEY  
Dairy company  
creates yoghurt  
from waste  
products



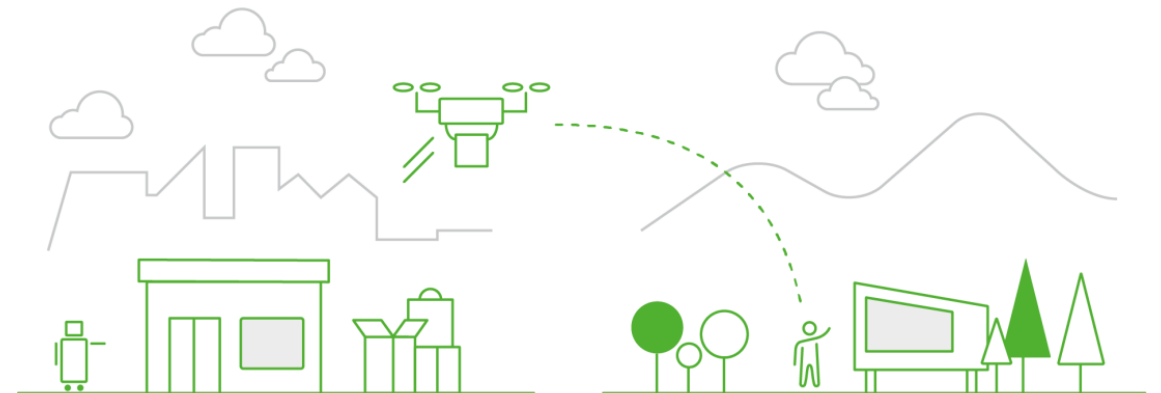
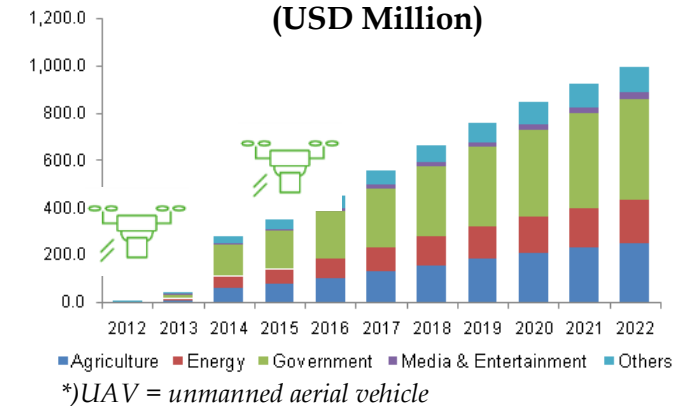
# Design for no humans

FAR MORE ACTIVITIES IN OUR LIFE AND IN SOCIETY WILL TAKE PLACE WITHOUT A HUMAN BEING INVOLVED AT ALL – 100% AUTOMATION



- **47%** of occupations in advanced economies could be replaced by robots in the next 20 years
- **100% automation** is a key driver for transport of goods and people
  - The first laws for driverless cars have already been adopted in Nevada, US
- Consumers expect delivery at anytime, anywhere
- In **2020** e-commerce will stand for **>20%** of retail in some important regions
  - For example UK and China

U.S. commercial UAV\* market 2012-2022  
(USD Million)



# Design for no humans

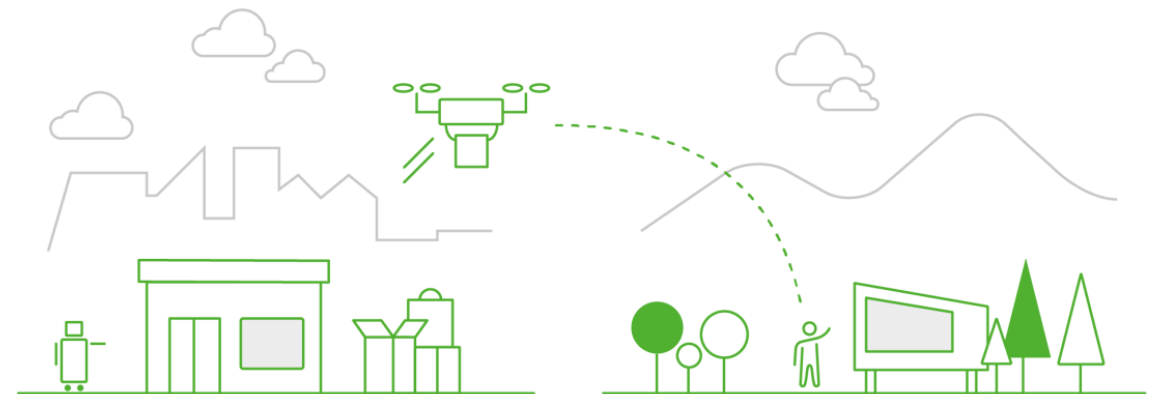
COMPANIES ARE ADAPTING TO AND GAINING FROM NEW TYPE OF SUPPLY CHAINS



- Companies need to rethink how to:
  - Adapt to new delivery models
  - Fast!



Ocado robots for grocery pick and pack...



#3

# Design for no humans

100% AUTOMATION - OCADO GROCERY ONLINE, UK



#3

# Design for no humans

100% AUTOMATION - WHEN PACKAGING INDUSTRY IS LEFT OUTSIDE



## How might Amazon Go's technology work?

Who has taken an item?

What item was taken?



etect when an  
ed or added  
oked like.  
an AI system.



Artificial Intelligence will  
look at vision, weight and  
stock location data to ma  
best guess of what item(  
have been added or rem

will likely  
weight of  
ded. This  
system.

GeekWire



#3

# Design for no humans

THINK  
HEROES



## ZAITT

24/7 automated supermarket opens in Brazil »



## SPYCE

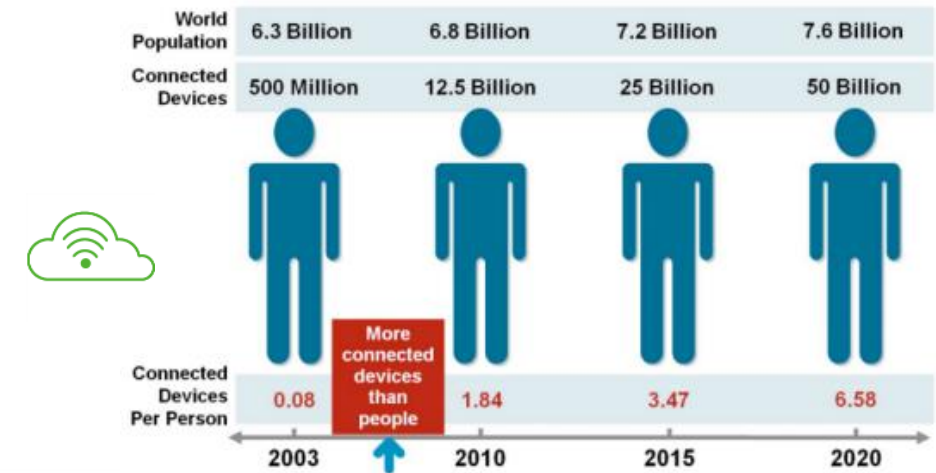
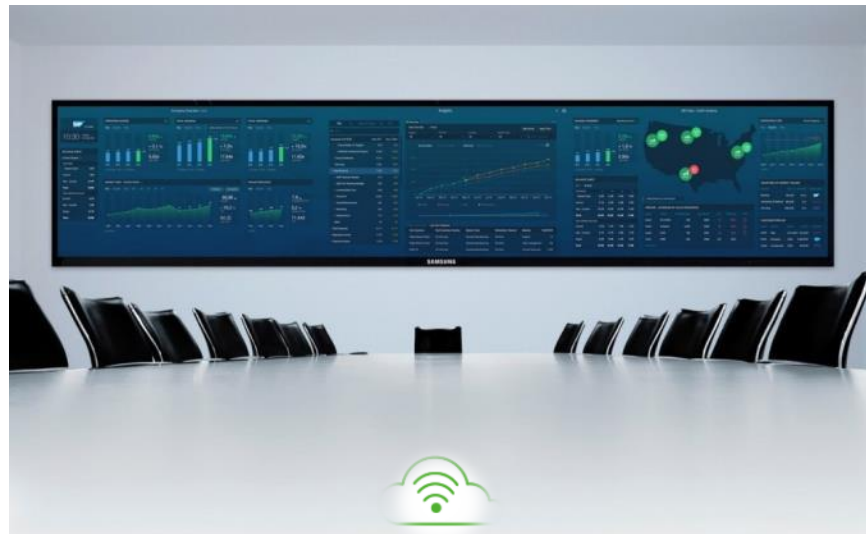
'Robot chefs' cook up affordable, healthy fast food »

# Generate, share and profit from data

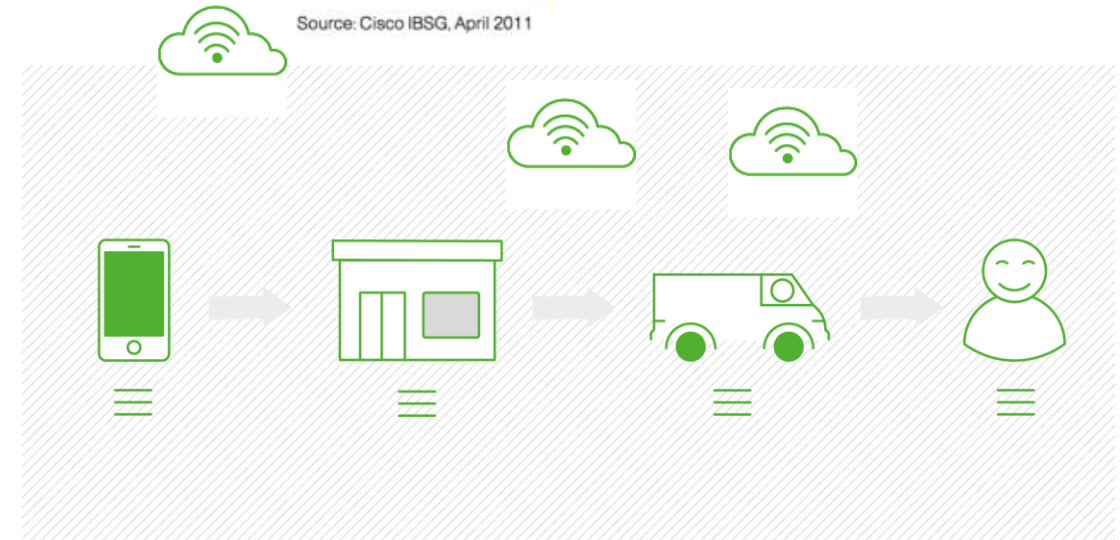
IN A WORLD WHERE EVERYTHING IS CONNECTED, THE BENEFITS ARE PLENTY TO OPTIMISE, SPEED UP AND INTEGRATE BUSINESS BY USING DATA

THINK  
H=ROES

- Data is one of the biggest business drivers
  - **89% of all companies** think “big data” will revolutionize business as internet did
  - Still a lot of frustration amongst companies about what to do with the data overflow



Source: Cisco IBSG, April 2011



#4

# Generate, share and profit from data

THINK  
HEROES

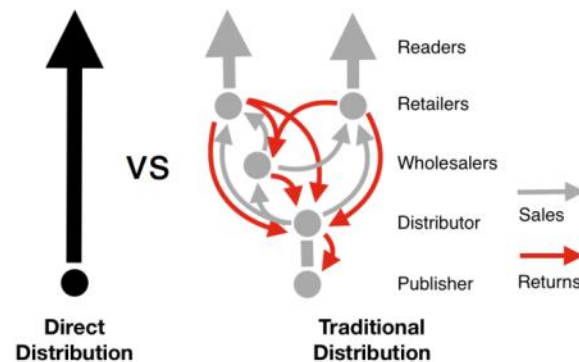


# Capture the real value

THE KEY TO SUCCESS IS TO MEET THE RIGHT NEEDS, FOR THE RIGHT STAKEHOLDER, WITH A SUITABLE BUSINESS MODEL



- Selling the right offer to the right stakeholder is key
  - AirBnB sells 22% more guest nights than Hilton worldwide (still not owning any beds)
  - Utilisation rate of personal cars are <4% of time, why car sharing will evolve rapidly
    - Many owned goods has low utilisation (lawnmower, drill, grill, skis, skates etc.)
- More brands try sell direct to consumer, sidestepping retail and wholesale
  - Apple, Tesla, Dollarshaveclub, Birchbox





# Capture the real value

- Omdefinierad affär en nyckel till ökat värdeskapande

## *Värdekedjan för den fysiska varan*



Packaging är bara en utbytbar del i värdekedjan

#5

# Capture the real value



### Hemsjukvård



### Värdekedjan för den fysiska varan



### Digital värdekedja

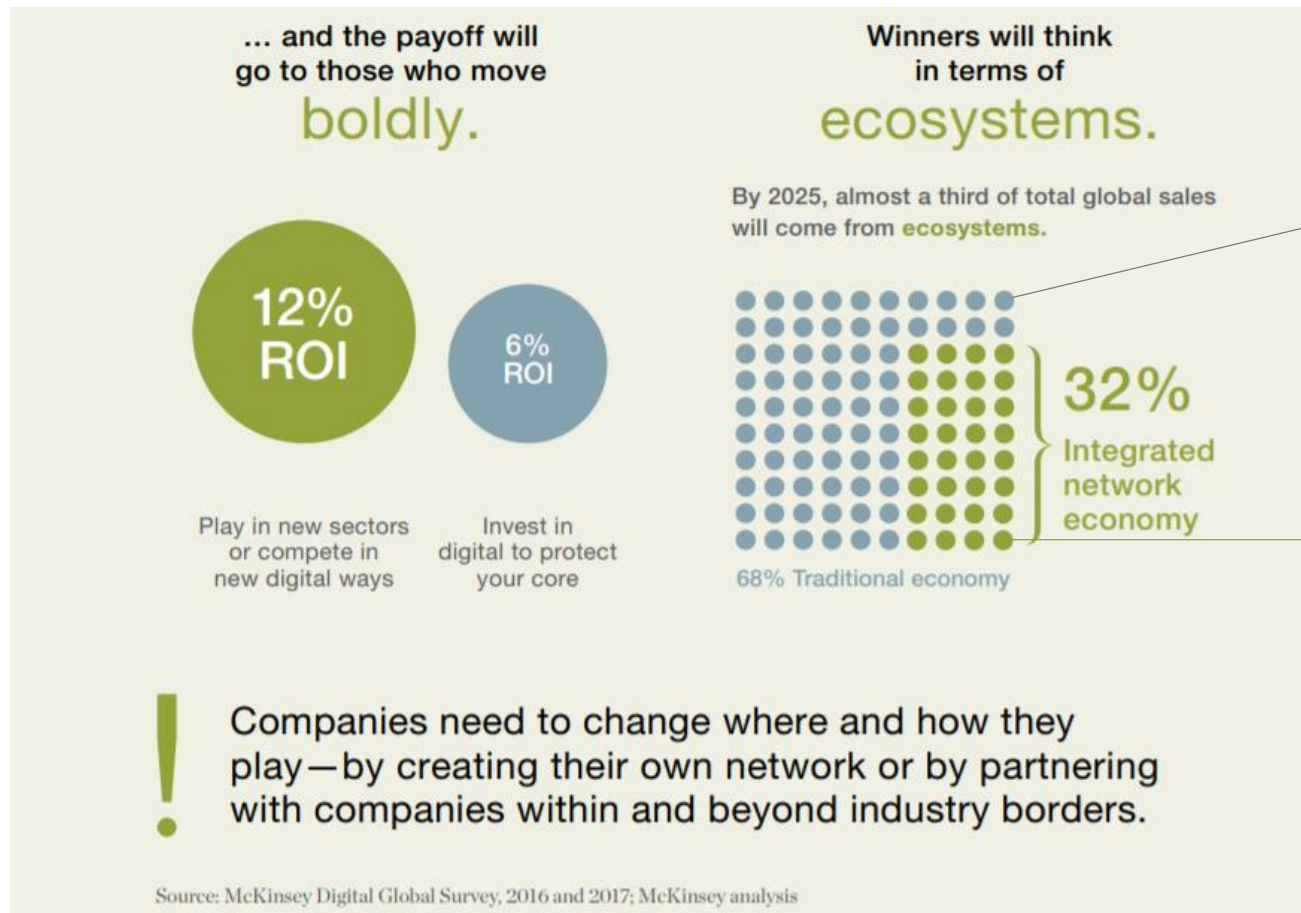


Packaging blir den centrala hubben som stöttar många affärer på en gång = högt värde för användande kunder.

# Capture the real value



1/3 av alla intäkter 2025 uppskattas komma från ekosystem enligt McKinsey



Sälja kartong

Sälja kontrollerad hemsjukvård via förpackningar

# Make it user-oriented for real

TRULY UNDERSTANDING THE NEEDS OF THE CUSTOMER WILL BE MORE IMPORTANT THAN DEMOGRAPHICS OR PRODUCT CHARACTERISTICS

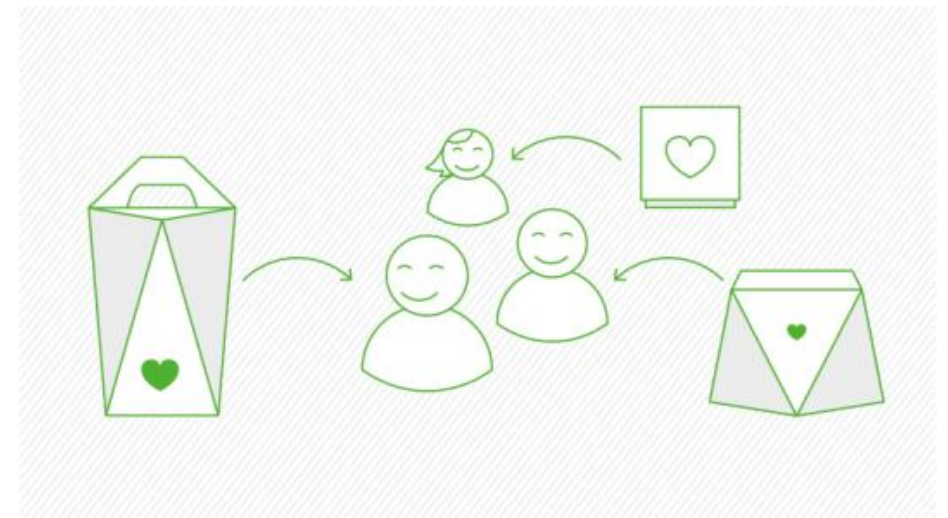
THINK  
H=ROES

- **89%** of businesses are soon expected to compete mainly on **customer experience**
- **Before:** Engineering in focus  
*Engineered products using technological possibilities launched on the market*
- **Tomorrow:** Human science in focus  
*Human behavior studies using design thinking to launch products or services*

Apple and Google focused on User Interface and simple platform of apps for smartphone customization. Nokia failed several times in UI/UX and with platform thinking, such as Horizon and Ovi.



**NOKIA**  
Connecting People

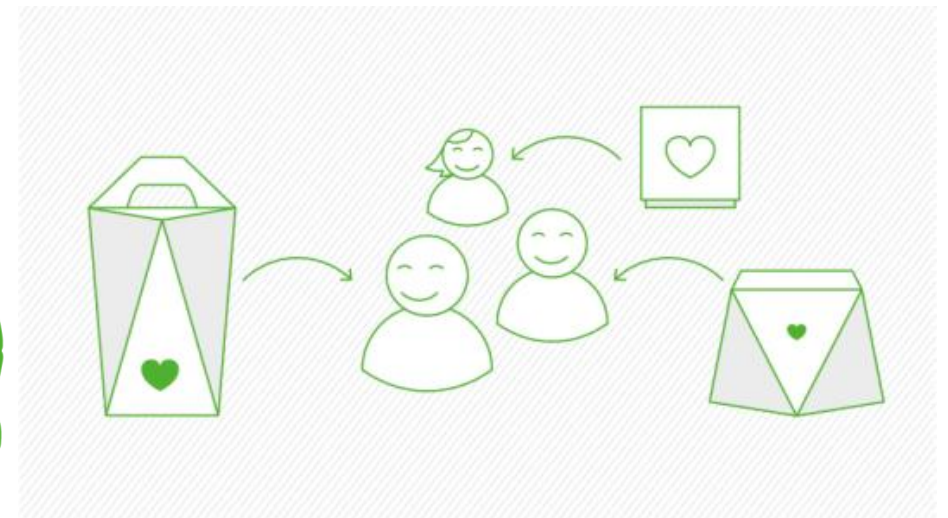


# Make it user-oriented for real

TRULY UNDERSTANDING THE NEEDS OF THE CUSTOMER WILL BE MORE IMPORTANT THAN DEMOGRAPHICS OR PRODUCT CHARACTERISTICS

THINK  
H=ROES

- Companies need to rethink how to:
  - **Attract** consumers (and business) more based on experience, less on consumption
  - **Invite** consumers to have impact on your product or service (**AI Beer**)
  - **Change behaviour** to create value for the most user oriented companies (i.e. Apple, Spotify)
  - **“Share a Coke”** campaign with names on the package made Coca-Cola fly out of shelves (still same product)



#6

# Make it user-oriented for real

SKOG LIMITED SERIES OF SUNGLASSES DESIGNED BY SENIORS FOR SENIORS

**THINK  
HEROES**



#6 Make it user-oriented for real




GODIVA make special-edition chocolate boxes encourage customers to share

# How trees can become New Business



#2 Enable helpful brands to succeed *Future Business Perspectives*



ARLA make packaging differentiate more from other brands.  
Based on packaging sustainability.

THINK HEROES

#2 Enable helpful brands to succeed


#4 Generate, share & profit from data

#4 Generate, share and profit from data *Future Business Perspectives*



THINK HEROES

#6 Make it user-oriented for real *Future Business Perspectives*



GODIVA make special-edition chocolate boxes encourage customers to share

THINK HEROES

#6 Make it user-oriented for real





us, governments, businesses, civil society and the private sector build a better future for everyone.

THE 17 GOALS >

ACTION >

NEWS >

RESOURCES >

SCHOOLS ↗



**1 NO POVERTY**

**2 ZERO HUNGER**

**3 GOOD HEALTH AND WELL-BEING**

**4 QUALITY EDUCATION**

**5 GENDER EQUALITY**

**6 CLEAN WATER AND SANITATION**

**7 AFFORDABLE AND CLEAN ENERGY**

**8 DECENT WORK AND ECONOMIC GROWTH**

**9 INDUSTRY, INNOVATION AND INFRASTRUCTURE**

Build resilient infrastructure, promote inclusive and sustainable industrialization and foster innovation.

[VIEW GOAL](#)

**10 REDUCED INEQUALITIES**

**11 SUSTAINABLE CITIES AND COMMUNITIES**

**12 RESPONSIBLE CONSUMPTION AND PRODUCTION**

**13 CLIMATE ACTION**

**HOW CAN I CONTRIBUTE?**

The Global Goals will only be met if we work together. Governments, businesses, civil society and the private sector build a better future for everyone.

**14 LIFE BELOW WATER**

**16 PEACE, JUSTICE AND STRONG INSTITUTIONS**

# THINK HEROES

## THANKS!

*Future Business Perspectives*

Hur kan vi tänka framöver?

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