

be radical.

hello.

Logo inspired by [Susan Kare](#)

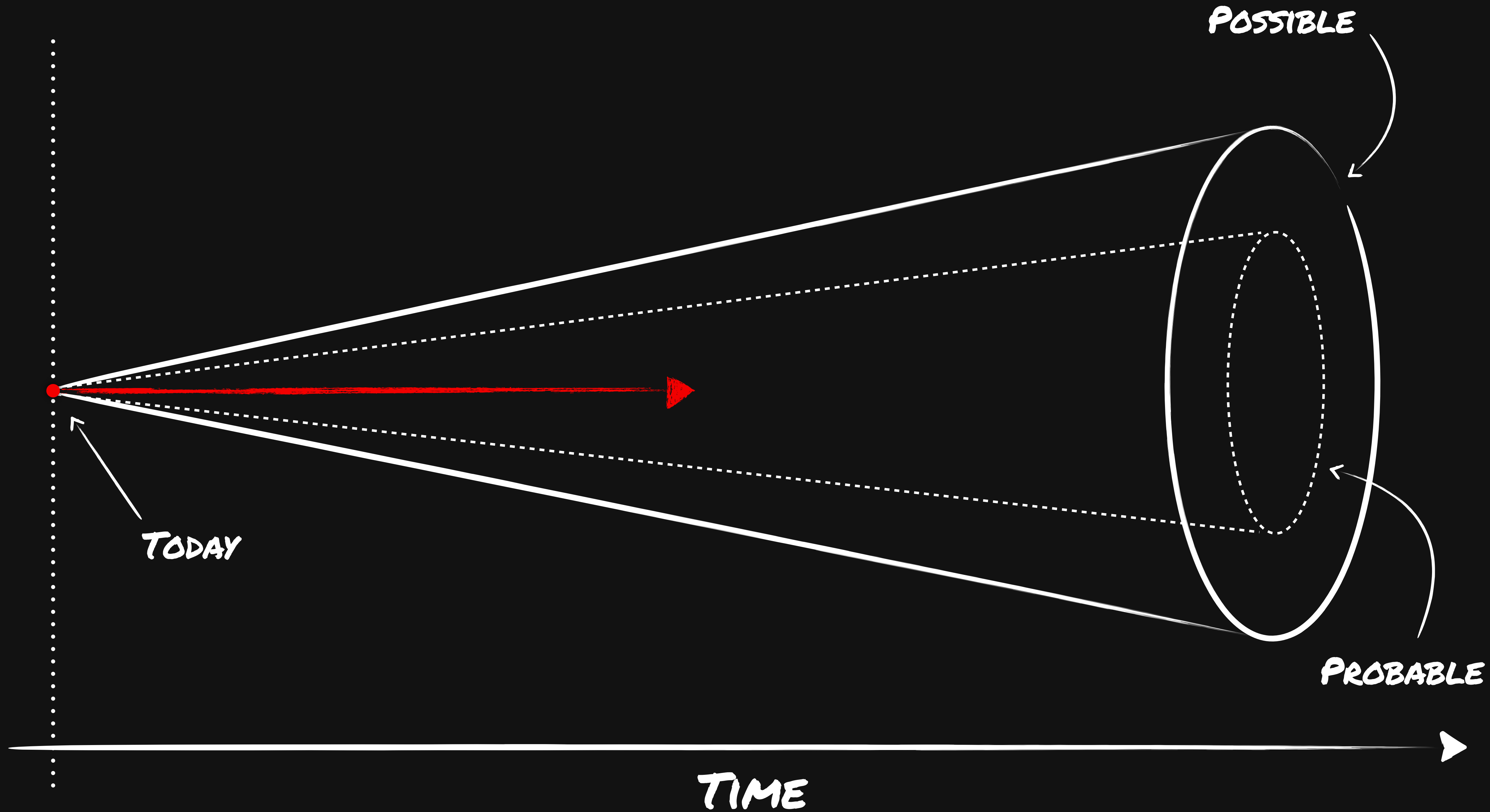
be radical.



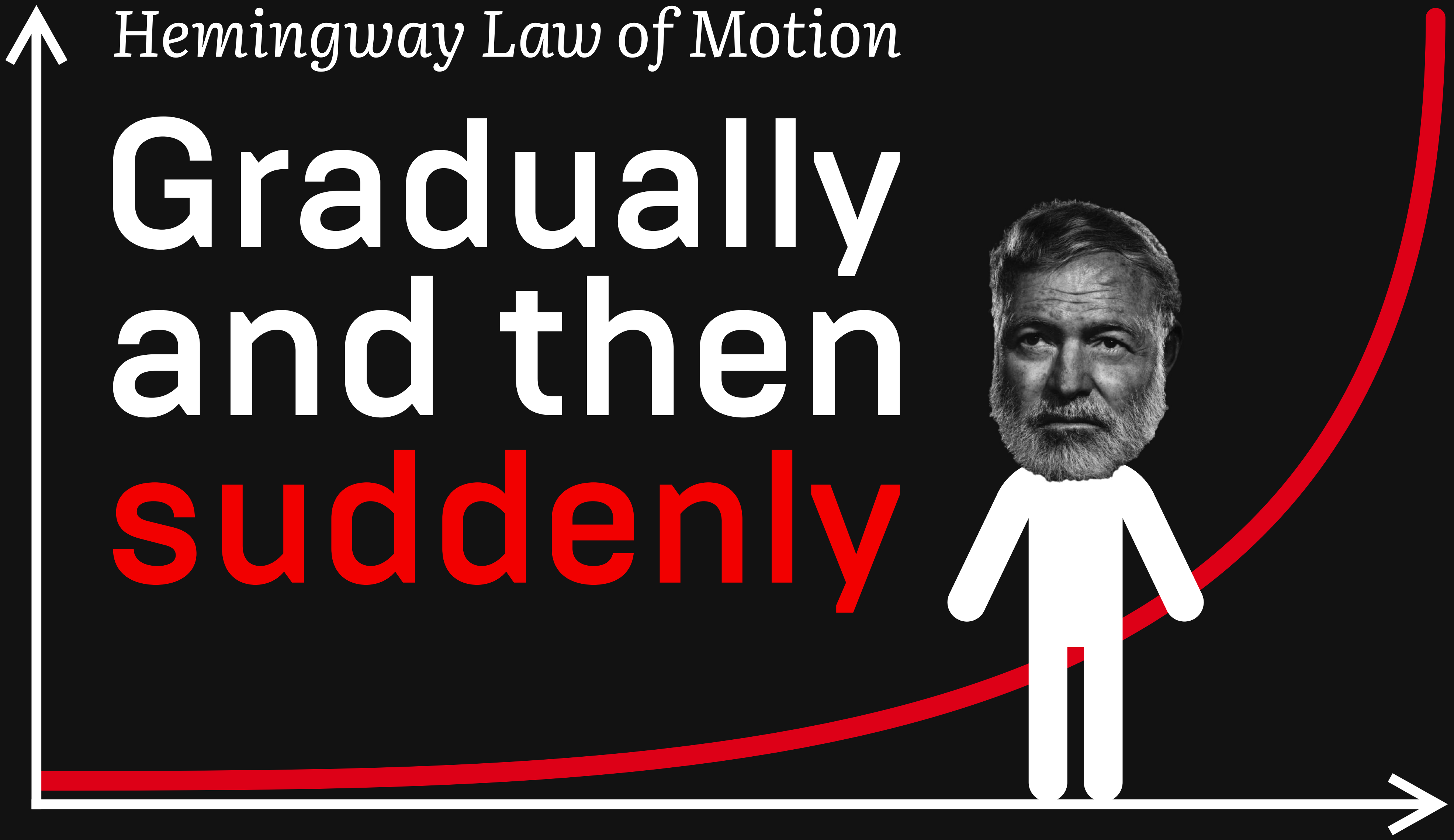
Practical Futurist

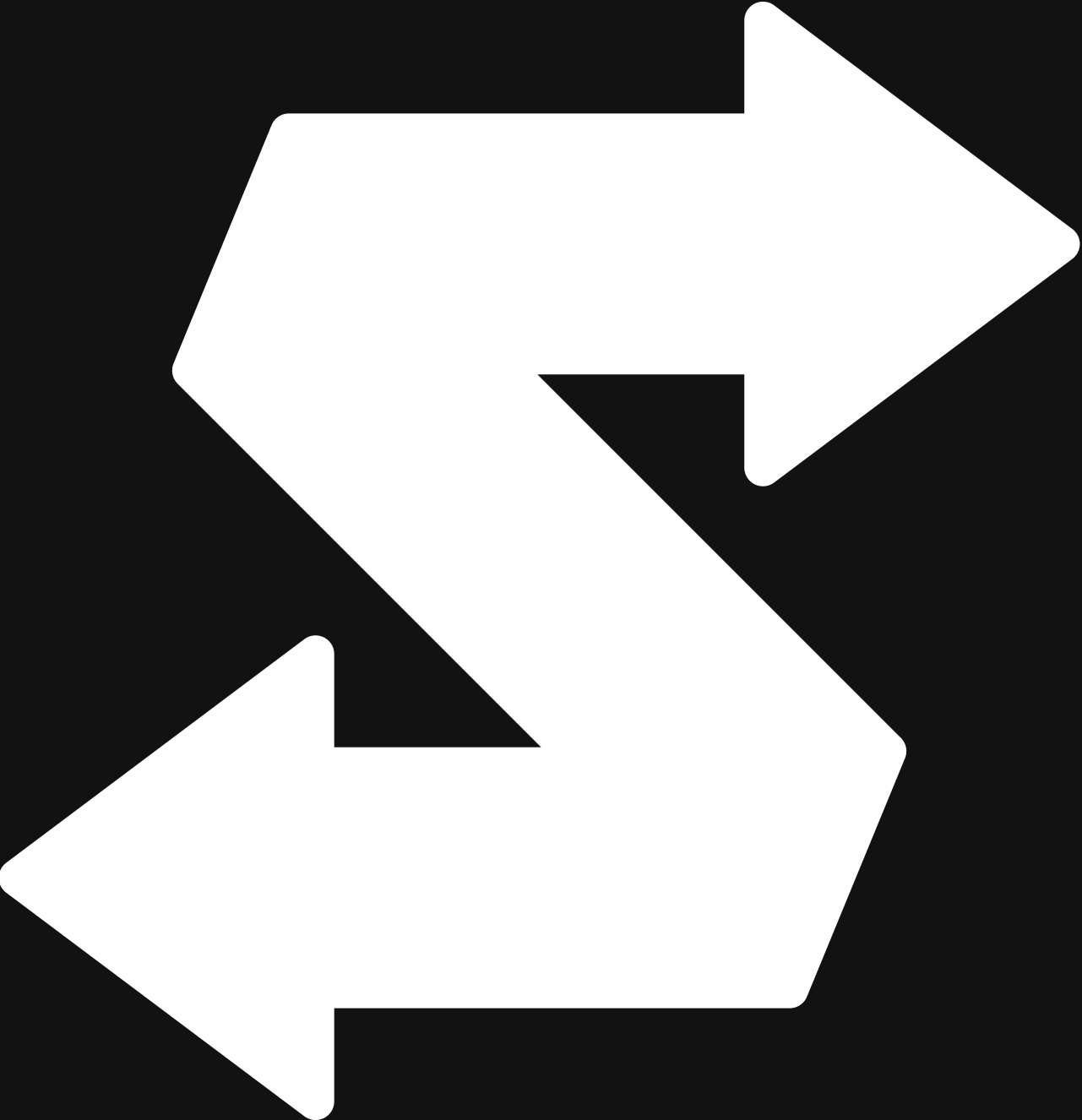


The Future is a Paradox

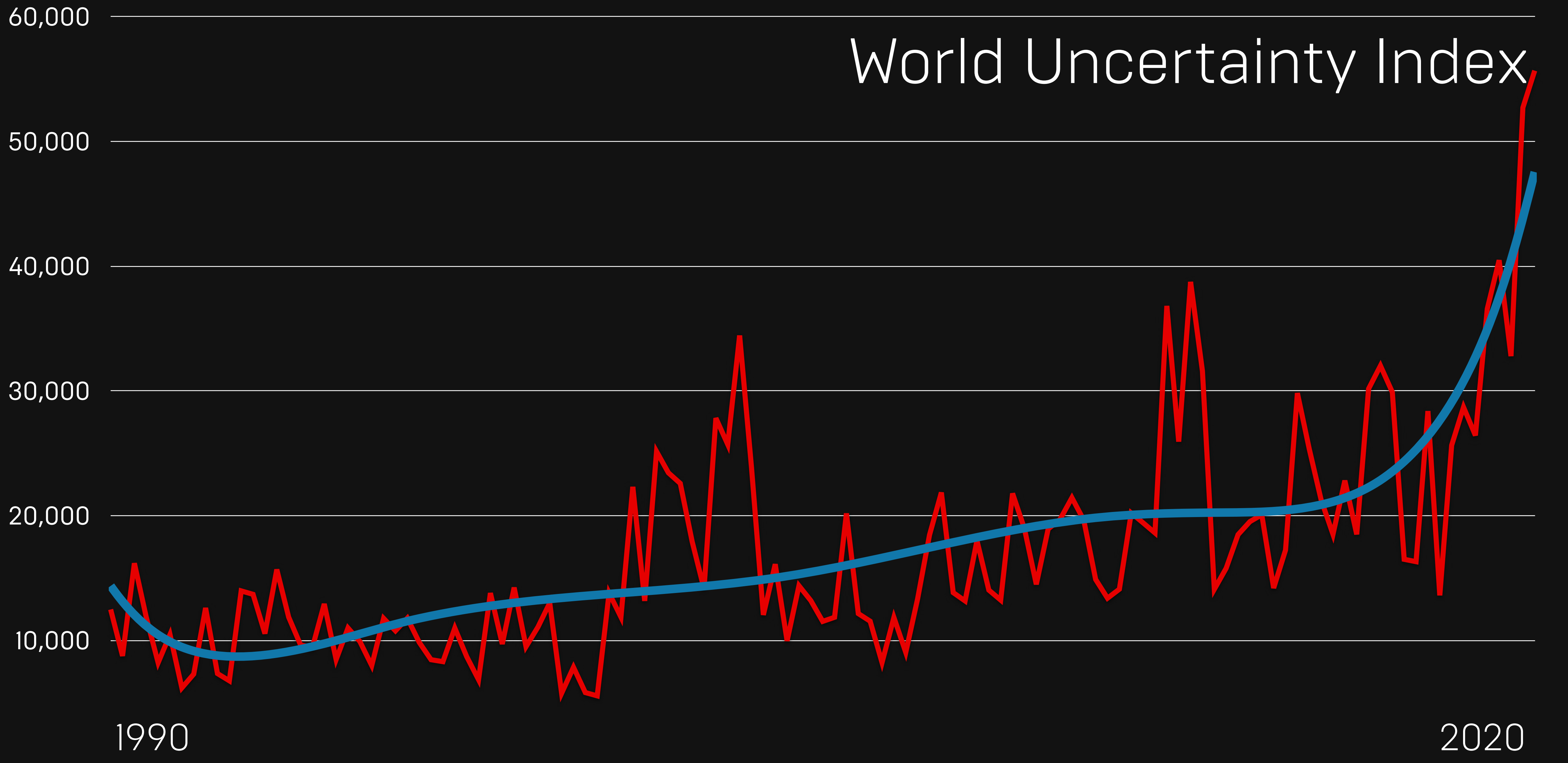


Everything you need to know...
...in a single slide.





World Uncertainty Index



You don't have the answers.

be radical.



Photo: [Sanjeev Kugan](#) on [Unsplash](#)

be radical.



Photo: [Sanjeev Kugan](#) on [Unsplash](#)

Differentiate *what you can't know,*
from *what you don't know.*

THINGS YOU DON'T KNOW

THINGS YOU
ACTUALLY
CANNOT KNOW

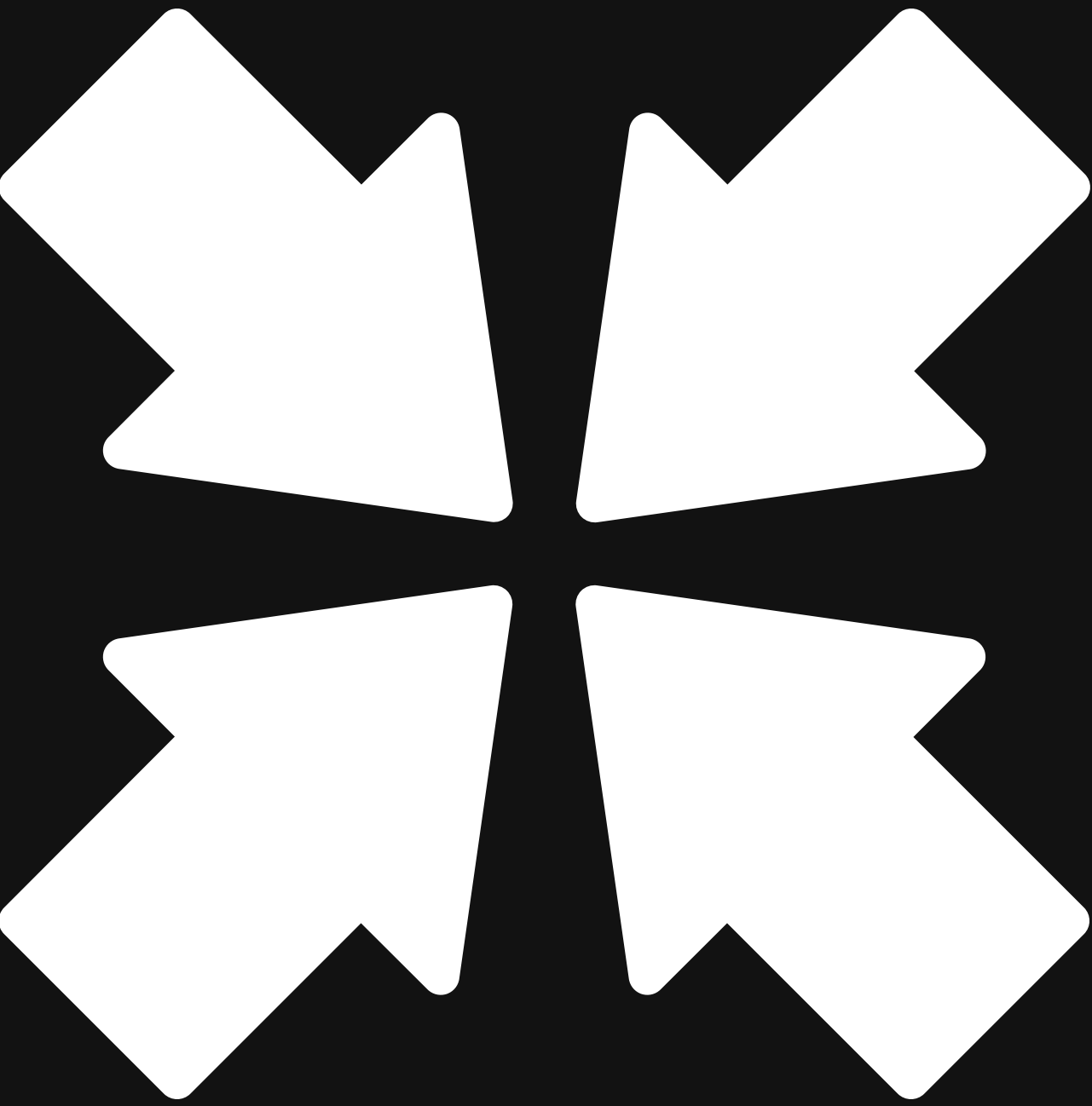
IRREDUCIBLE

THINGS YOU
COULD KNOW...
BUT DON'T

REDUCIBLE

You don't have the answers.

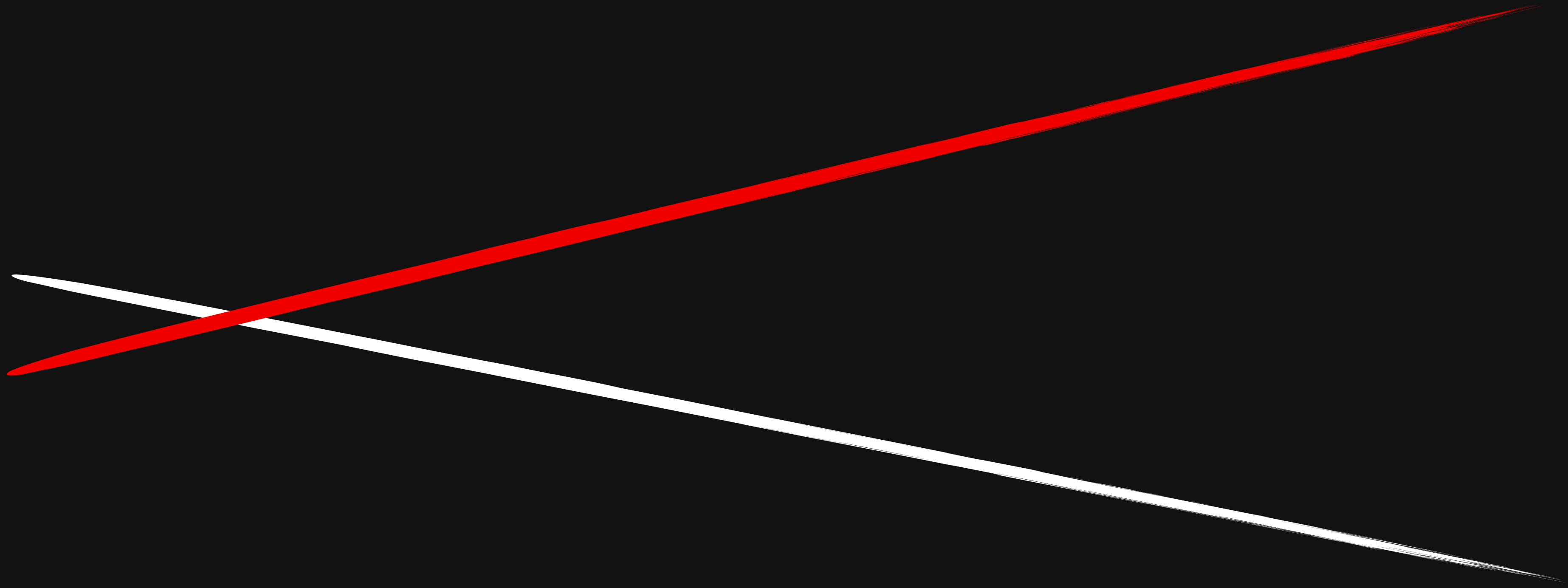
You don't **NEED TO** have the answers.



**Questions are the frames
into which the answers fall.**

Tina Seelig

V
A
L
U
E



GLOBAL COMPLEXITY



be radical.

NEUGIER

The Lust for "New"

be radical.

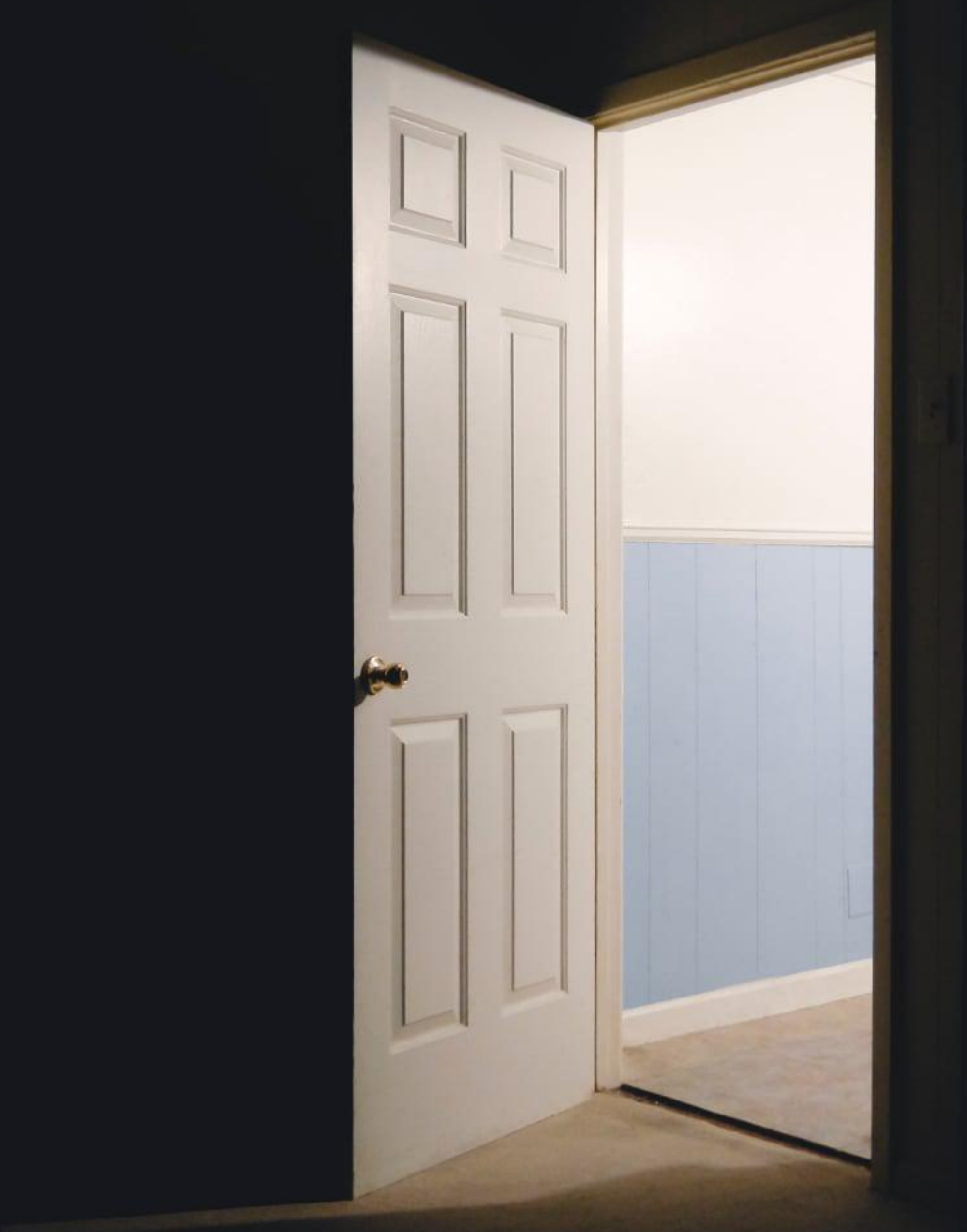
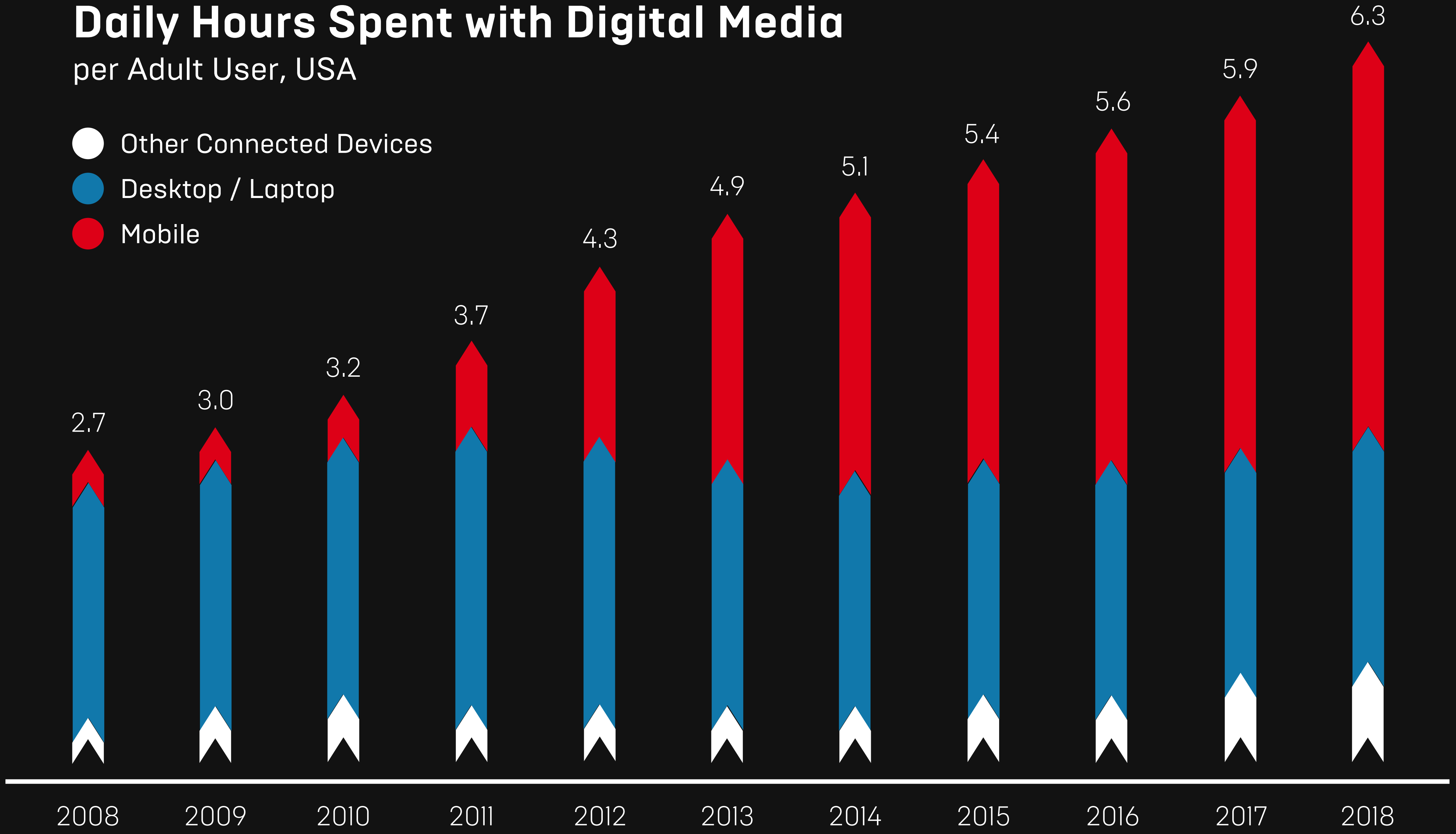


Photo: [Matthew T Rader](#) on [Unsplash](#)

Daily Hours Spent with Digital Media

per Adult User, USA

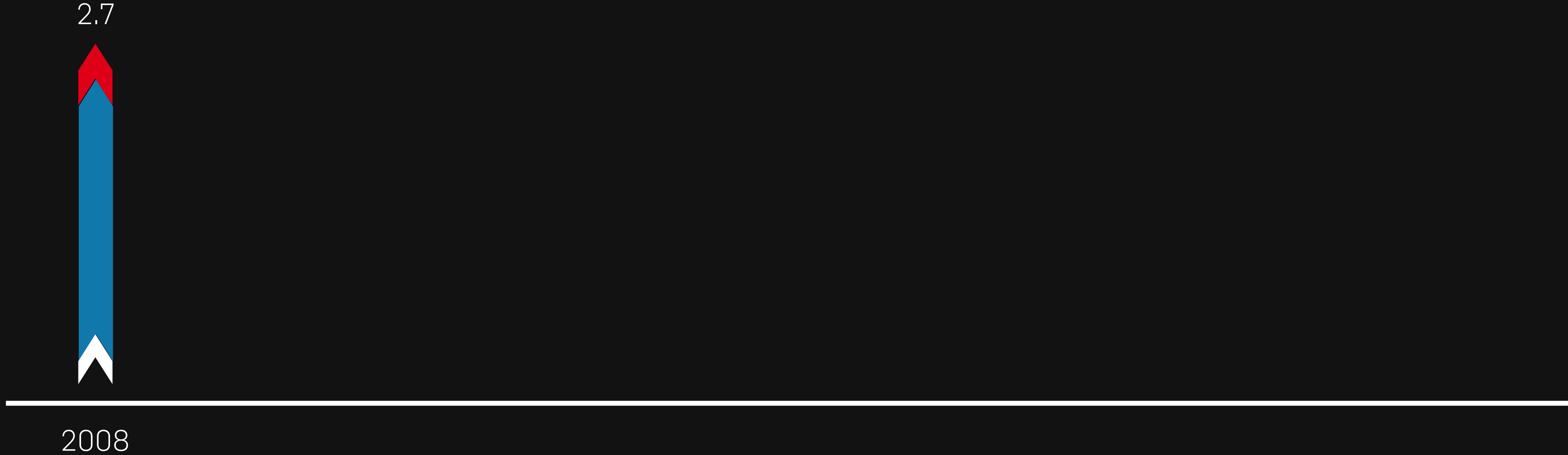
- Other Connected Devices
- Desktop / Laptop
- Mobile



Daily Hours Spent with Digital Media

per Adult User, USA

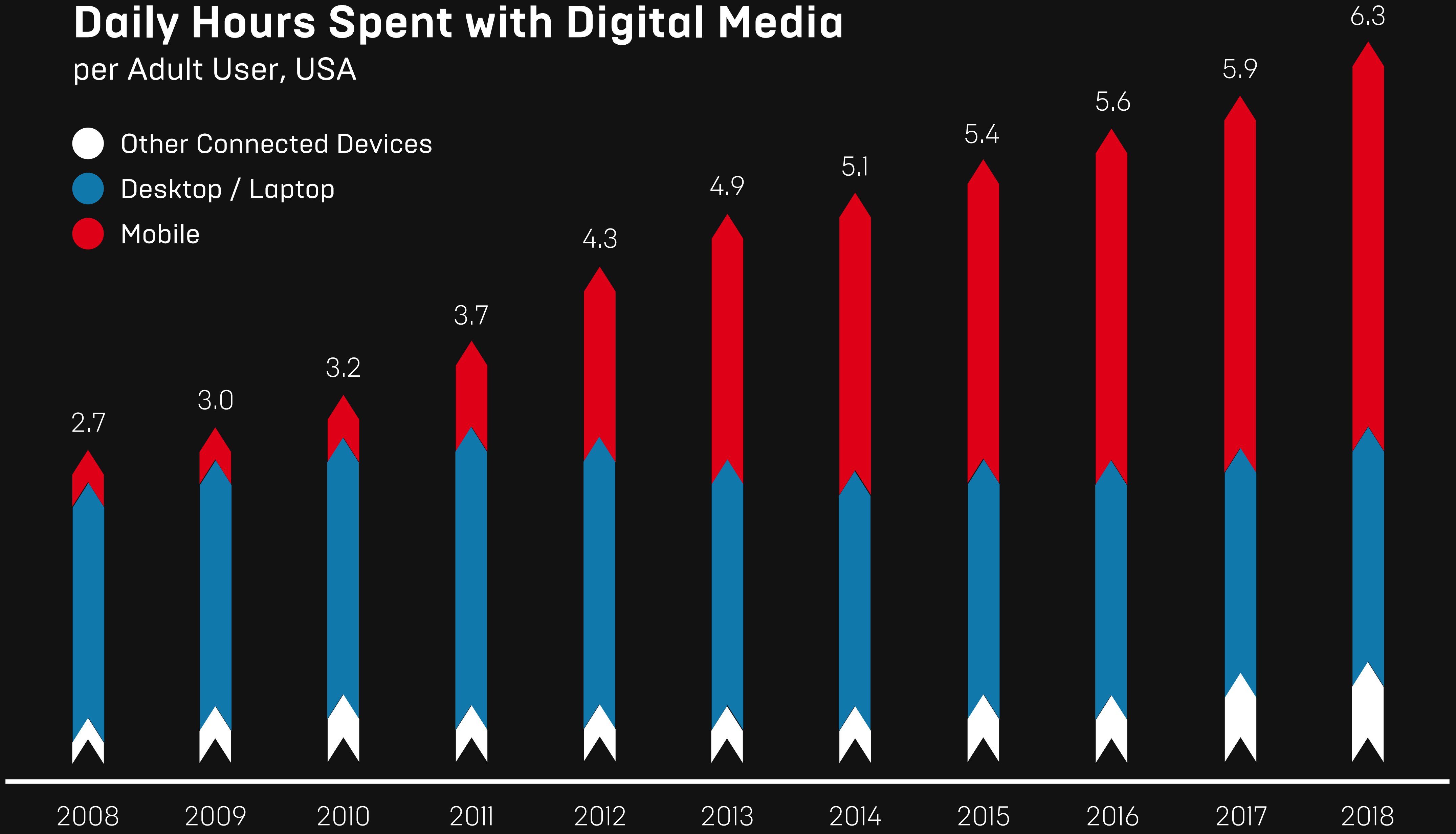
- Other Connected Devices
- Desktop / Laptop
- Mobile



Daily Hours Spent with Digital Media

per Adult User, USA

- Other Connected Devices
- Desktop / Laptop
- Mobile





2008



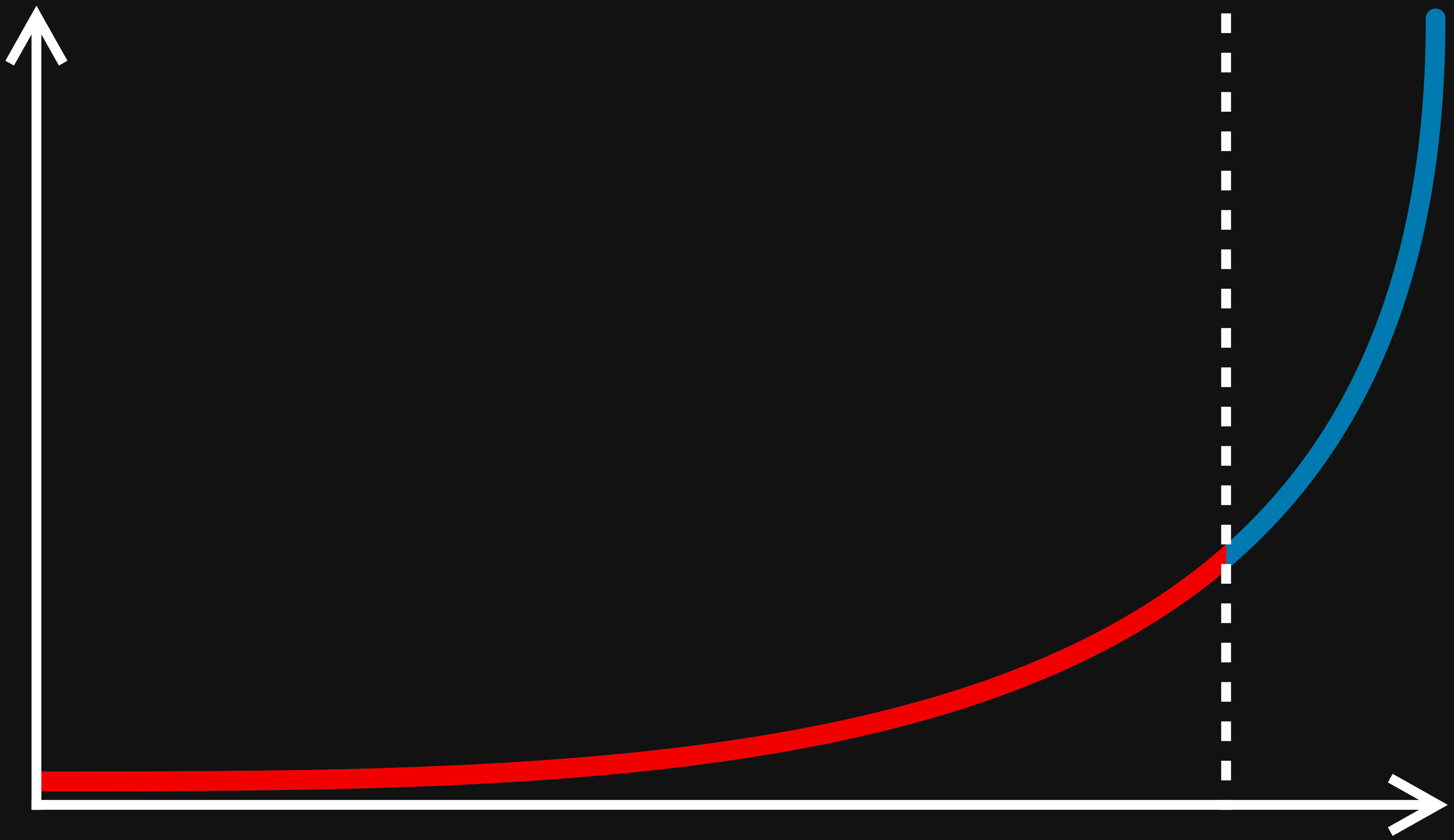
2009



2009



2010



weak signals
thin wisps of tomorrow

“There is no shortcut; there is no algorithm. If all you do is track what’s trending, then all you’ll ever know is exactly what everyone else already knew. **To discover, you have to dig.**”

— Rob Walker

be radical.



Animation: "I am a computer" by [Docubyte](#)

The image shows a white, handheld digital pregnancy test device lying on a light-colored carpet. The device has a handle on the left with three small circular buttons and a central oval-shaped display window. The main body is cylindrical and tapers to a rounded tip on the right, which also features three small circular buttons. The device is shown in a top-down perspective.

foone on Twitter: "So, with it o... x +
twitter.com/Foone/status/1301707401024827392/photo/1

foone
@Foone

I saw a tweet recently that I wanted to confirm. Sadly I can't find it right now, but it was about digital pregnancy tests. So, I went out and grabbed a 2-pack for 7 dollars: let's tear it down!

8:23 PM · Sep 3, 2020 · Twitter Web App

8.1K Retweets 3.7K Quote Tweets

25.8K Likes

foone @Foone · Sep 3
Replying to @Foone
This end pulls off, and has the absorbent "PEE HERE" material inside it.

foone @Foone · Sep 3
The other end has a clear "SQUEEZE HERE" section, so there's probably a button under it. The logo says these are 733282/As from SPD GmbH, Switzerland. That's Swiss Precision Diagnostics GmbH.

378 11.9K 25.8K

foone on Twitter: "So, with it open, we've got a single PCB here. There's some kind of pill-looking thing to the left, a little LCD screen, and a I can see a battery on the other side."

8:26 PM · Sep 3, 2020 · Twitter Web App

43 Retweets 13 Quote Tweets

1.4K Likes

foone @Foone · Sep 3

Replying to @Foone

So, flipping it over, we've got a battery on the left, an IC, and a long paper strip.

foone @Foone · Sep 3

And check it out: this paper strip has a line on it... this is a pregnancy test strip, isn't it?

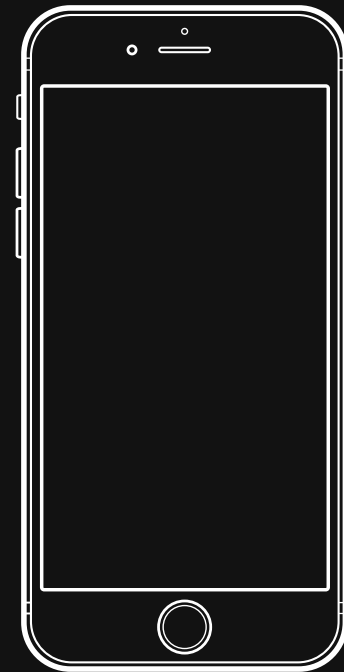
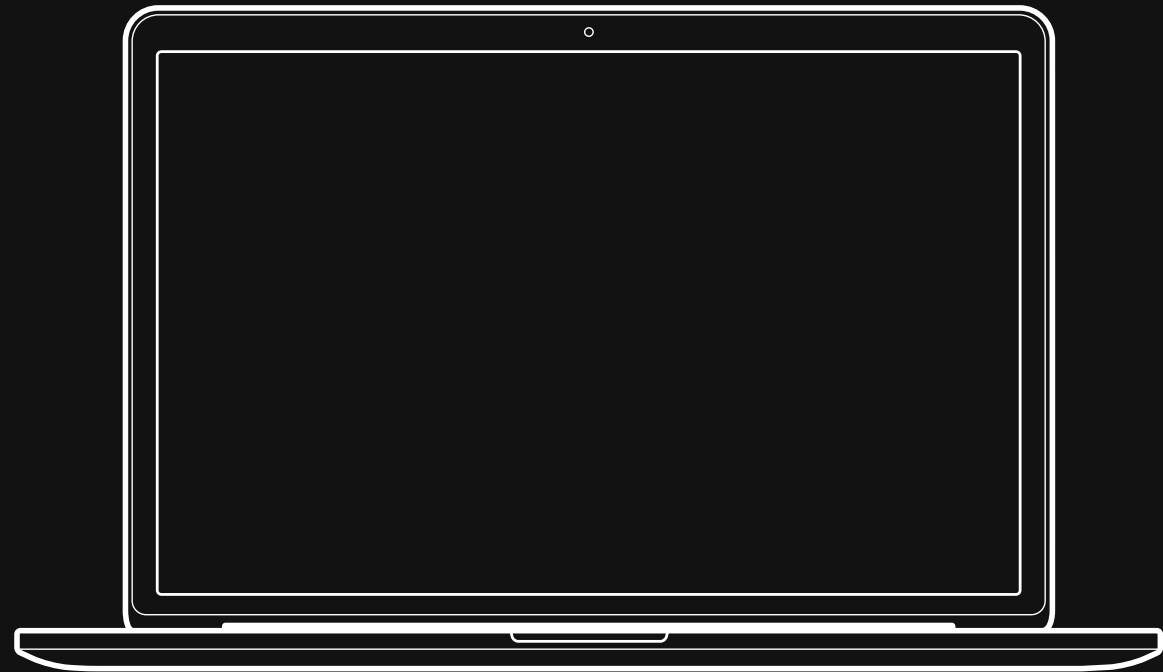
foone @Foone · Sep 3

That's the kind used in the non-

10 56 1.4K

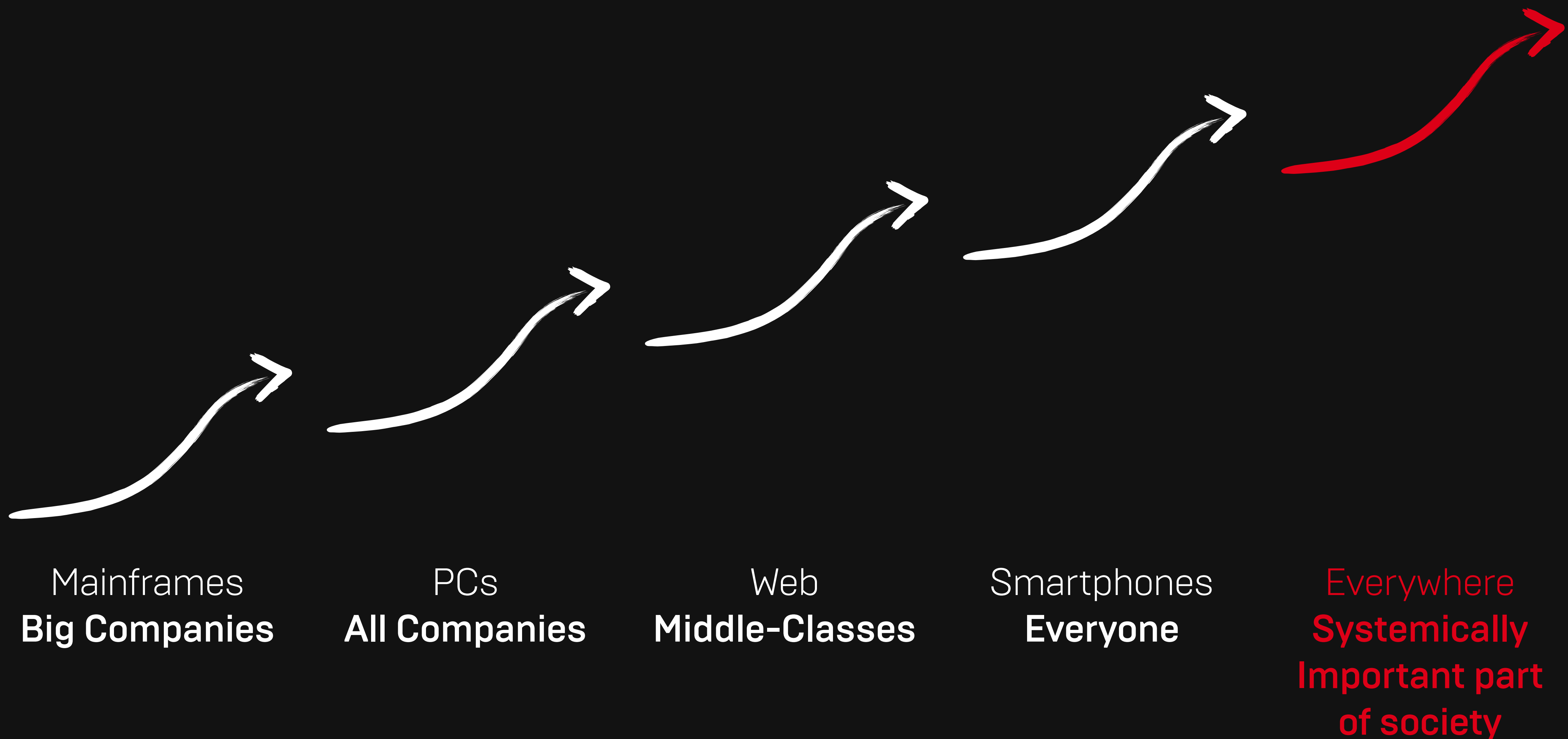


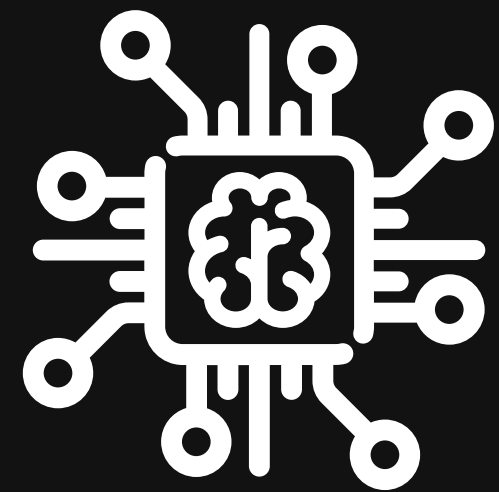




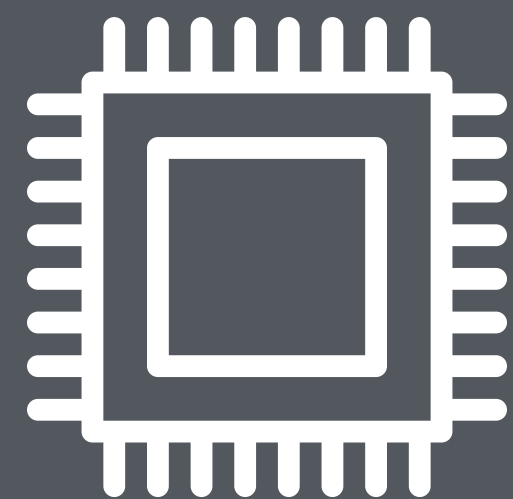
Ambient



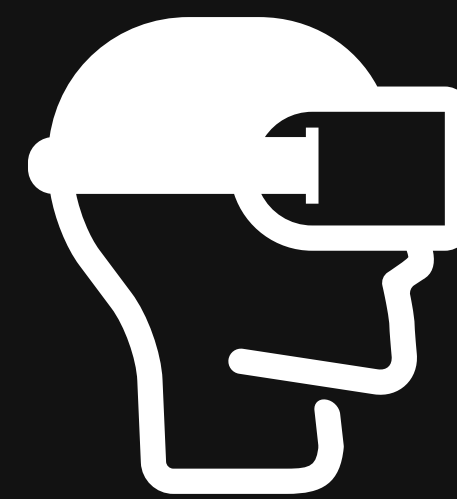




A.I.



Processors



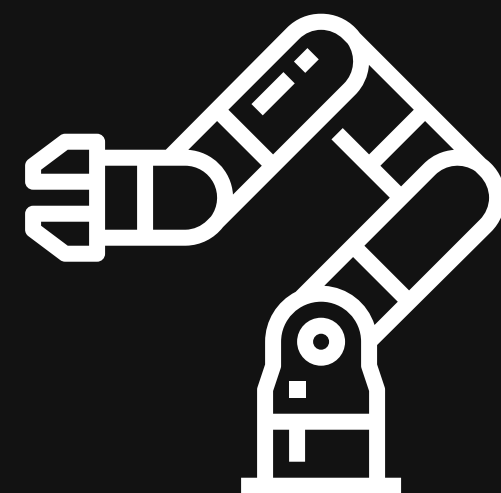
AR / VR



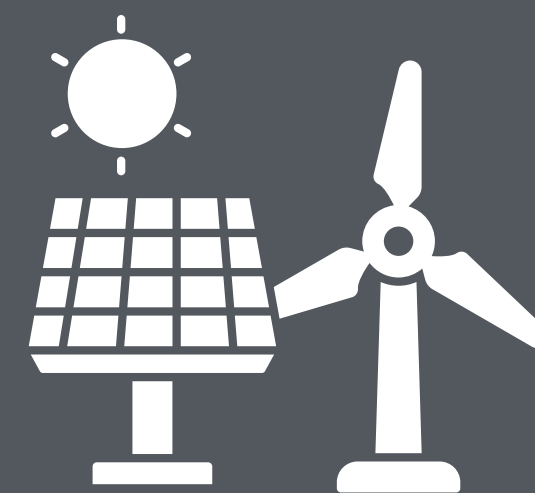
Digital Wallets



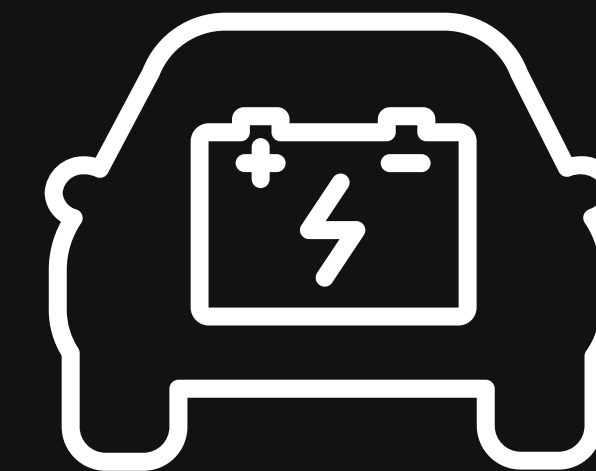
Blockchain



Automation



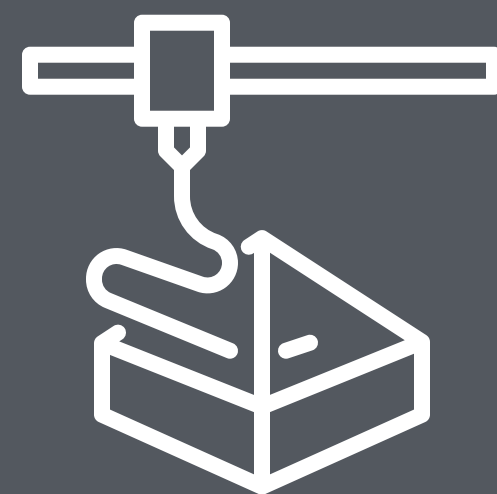
Energy



EVs



AVs



3D Printing



Space



Genetics



Gradually
and then
suddenly

be radical.



Source: Lil Miquela



www.instagram.com/lilmiquela/

Miquela (@lilmiquela) · Instagram photos and videos

Instagram







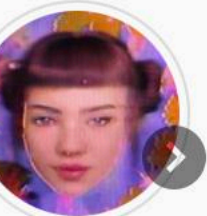
Search

Log In Sign Up

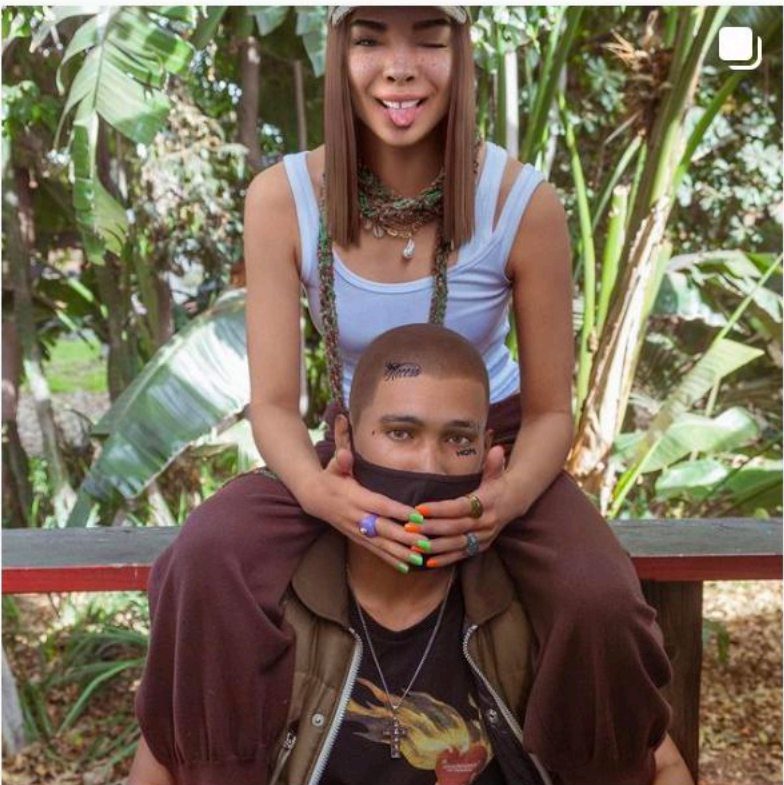
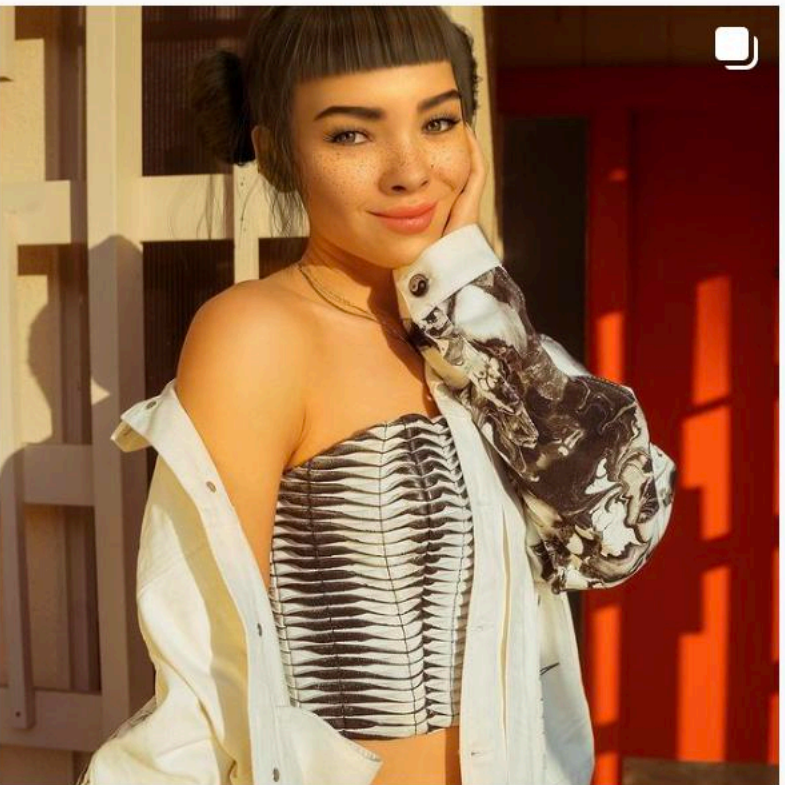
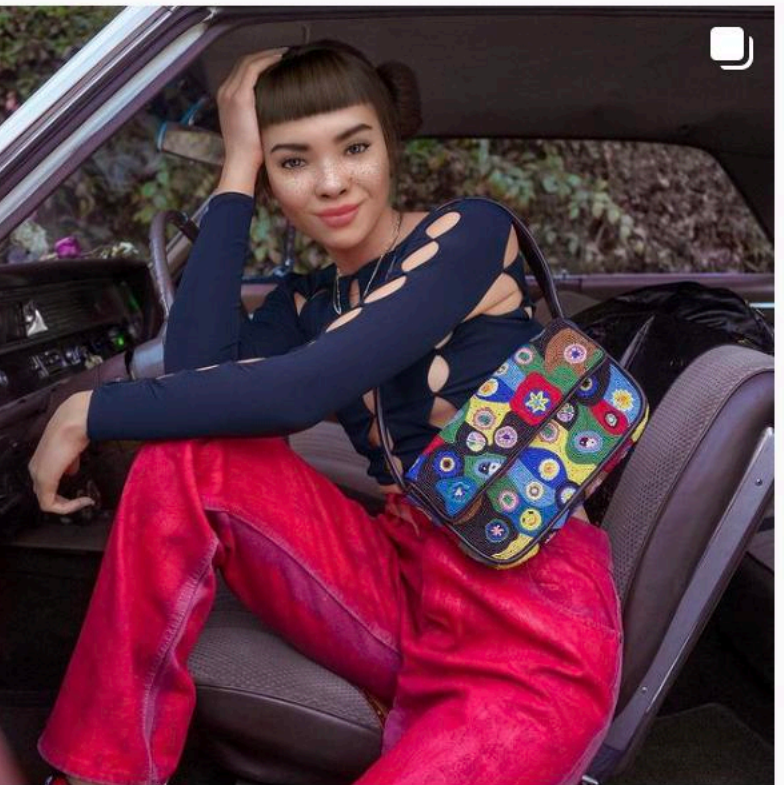
 **lilmiquela**  [Follow](#)

977 posts 2.9m followers 1,896 following

Miquela
#BlackLivesMatter
Change-seeking robot with the drip 💧💖
[Join my Discord](#) ✨😏
miquelamusic.me/LiveChat

 GET REAL  VOTE  FITS  WORDS  #BLM  MUSIC  COVERS


POSTS REELS IGTV TAGGED



be radical.



 **BASE HOLOGRAM®**
Copyright ©2018 Base Holograms, LLC.

Source: [Base Hologram](#)

be radical.



Video: Max Headroom / Warner Bros.

**PUSH
BUTTON
WAIT
FOR
WALK
SIGNAL**



Active
Noticing



Staying with
the Flow



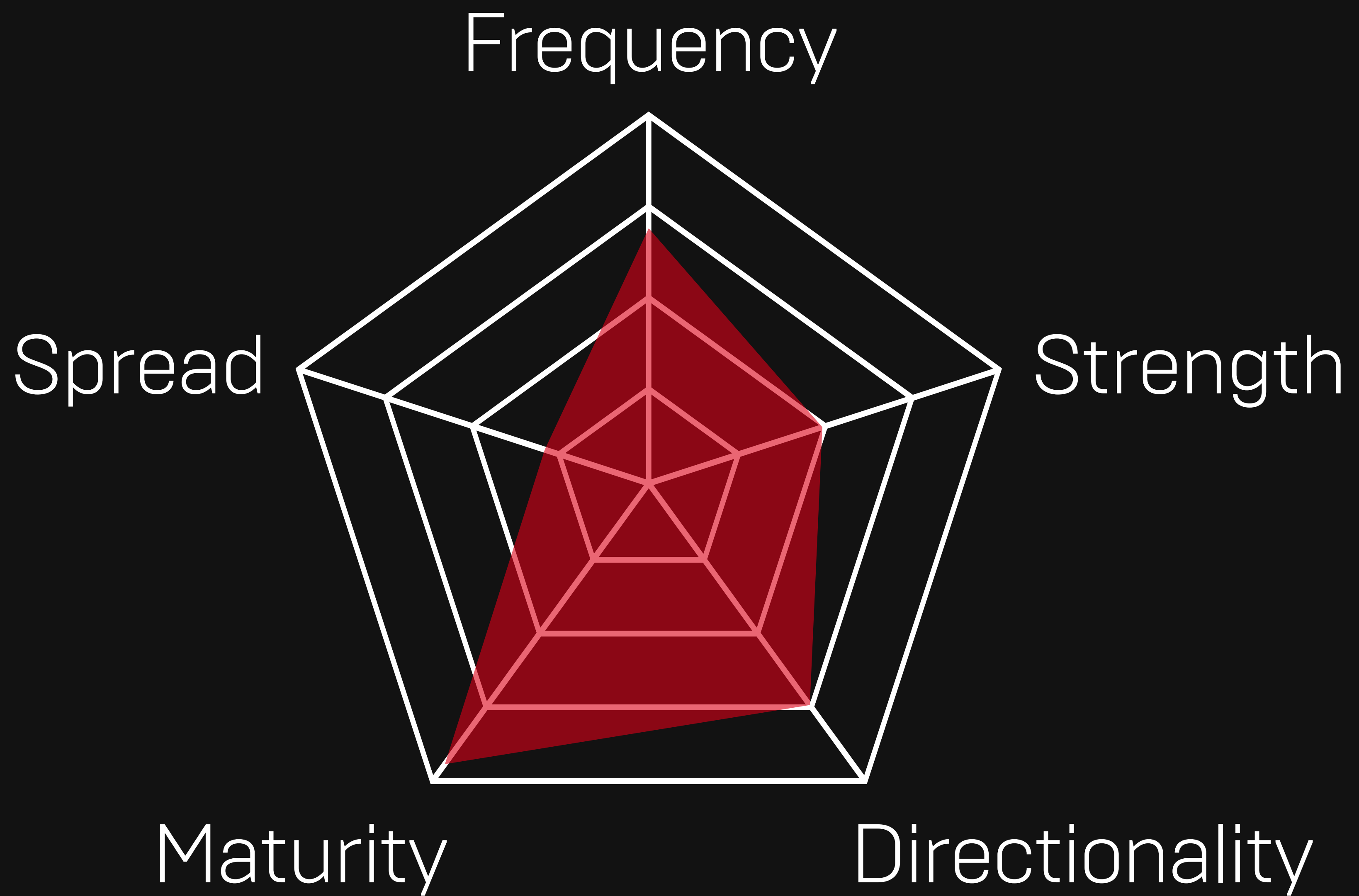
Maintaining
Curiosity

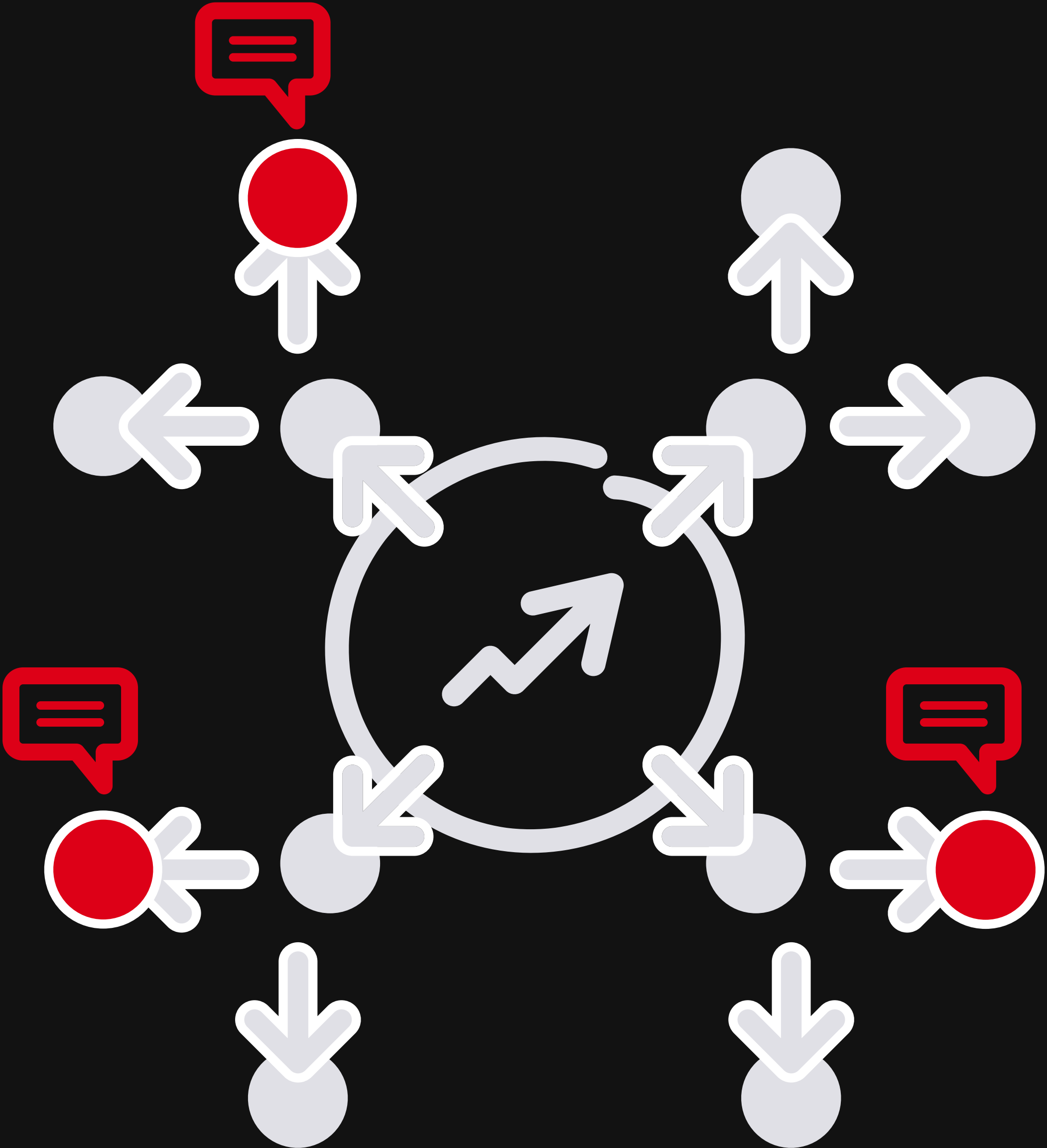


Strong Insights,
Weakly Held

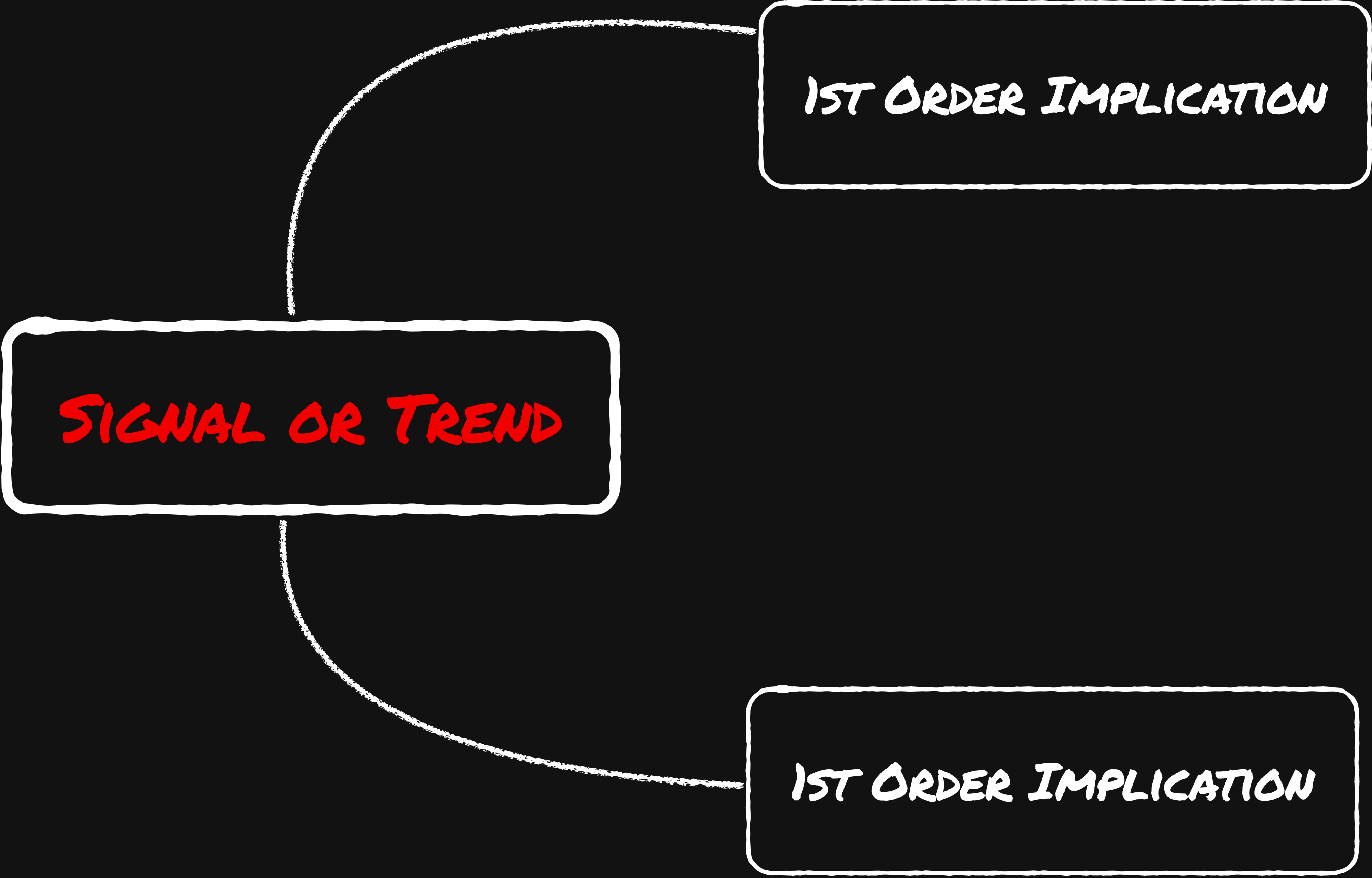


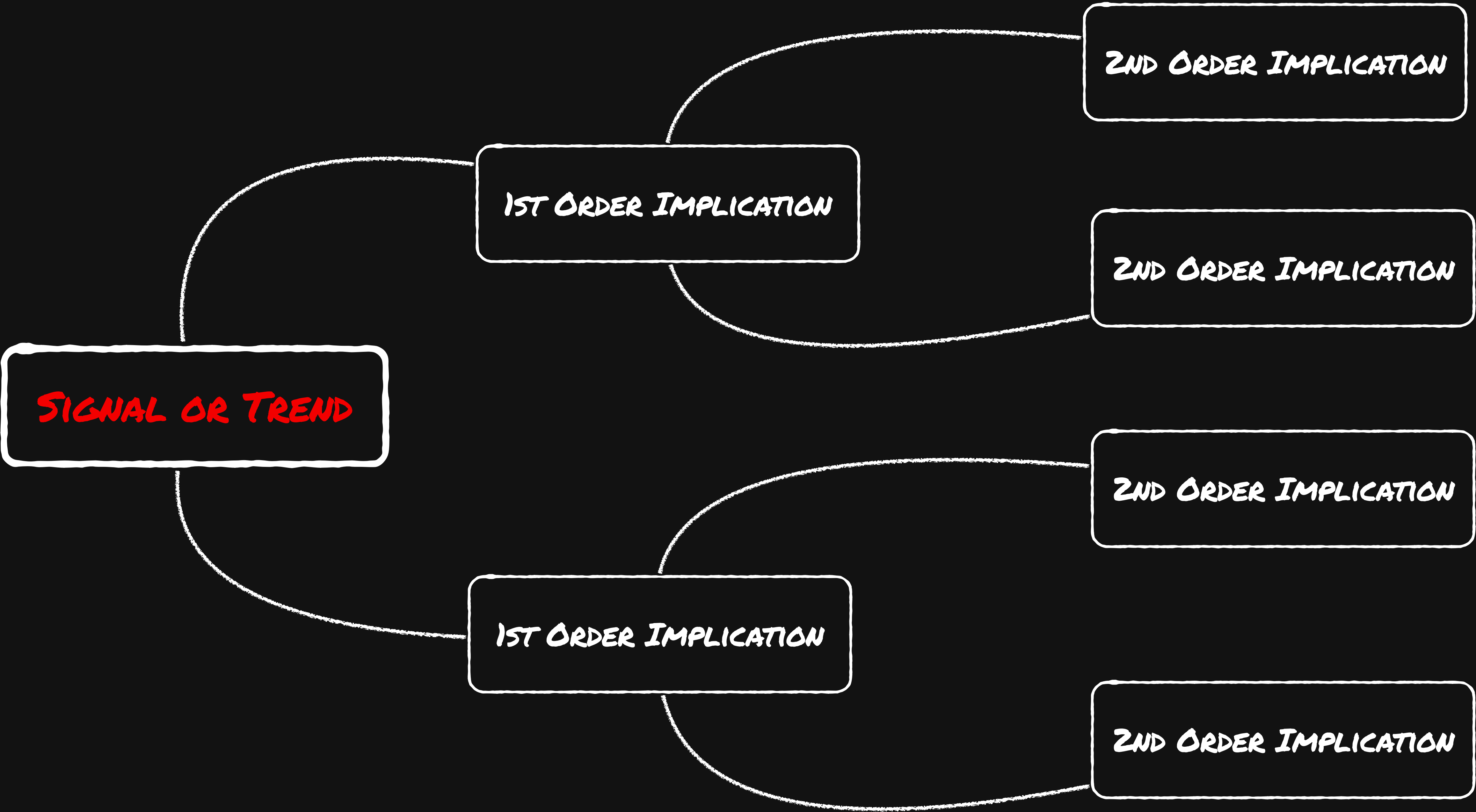
Keeping a
Safe Distance





SIGNAL OR TREND



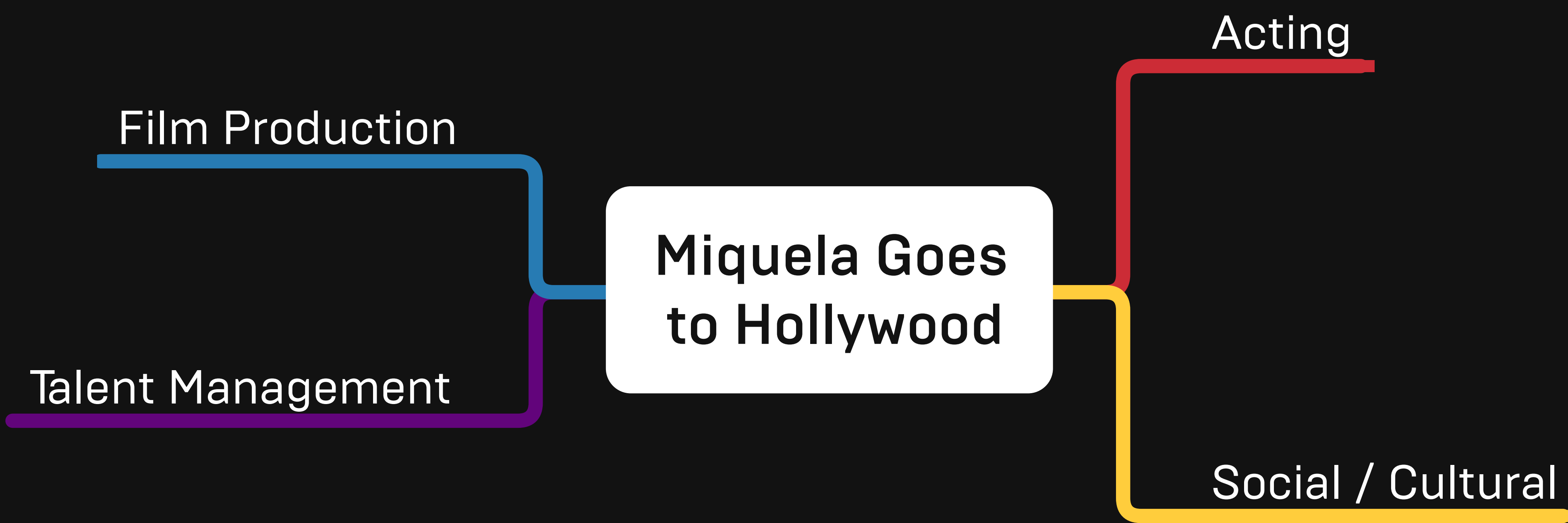


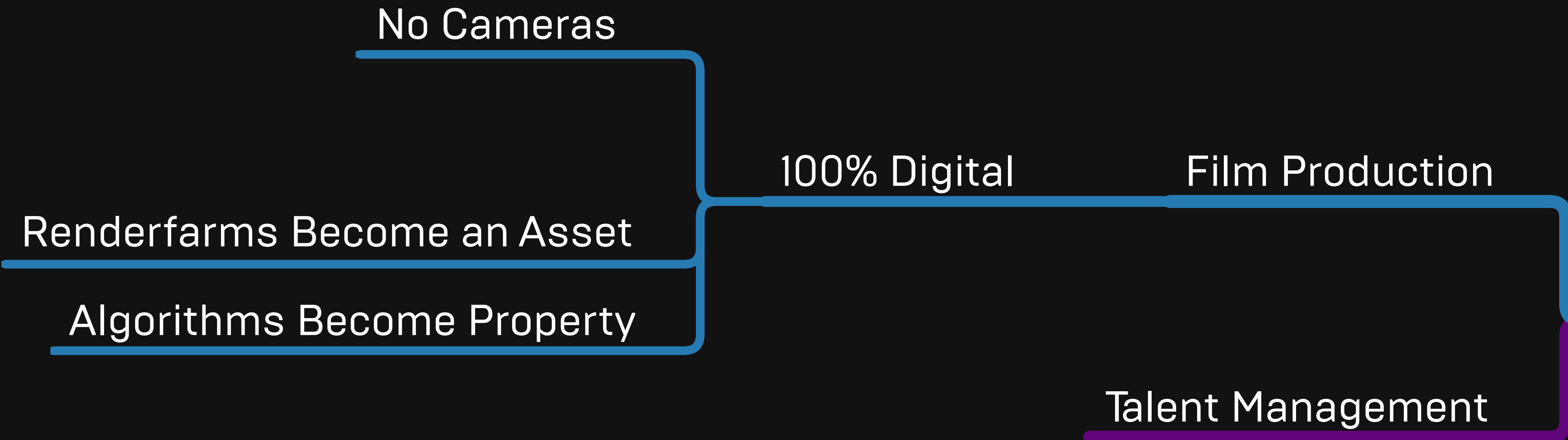
be radical



be radical.

Miquela Goes to Hollywood





RED Camera Goes Bankrupt

Camera Man Becomes
Obsolete

No Cameras

Bitcoin Mining Rigs Become
Repurposed

Renderfarms Become an Asset

100% Digital

Algorithms Win Oscars

Algorithms Become Property

be radical.

Production

Management

Miquela Goes to Hollywood

Acting

Social / Cultural

No More Aging

Always Perfect

Beauty Ideals Change

Production

Management

Miquela Goes to Hollywood

Acting

Dead Actors Become Alive

Virtual Actors Emerge

Actors Digitize Themselves

Social / Cultural

No More Aging

Always Perfect

Beauty Ideals Change

Acting

Dead Actors Become Alive

Estate and Copyright Law Suits

Virtual Actors Emerge

One-off Actors

Personalized Actors

Actors Digitize Themselves

Current Actors 10x Their Output

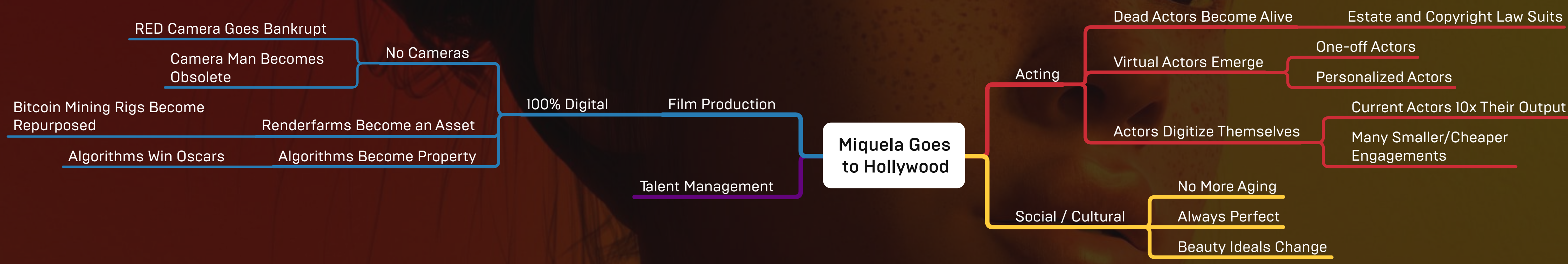
Many Smaller/Cheaper Engagements

Social / Cultural

No More Aging

Always Perfect

Beauty Ideals Change



DISRUPTION MAP



be radical.

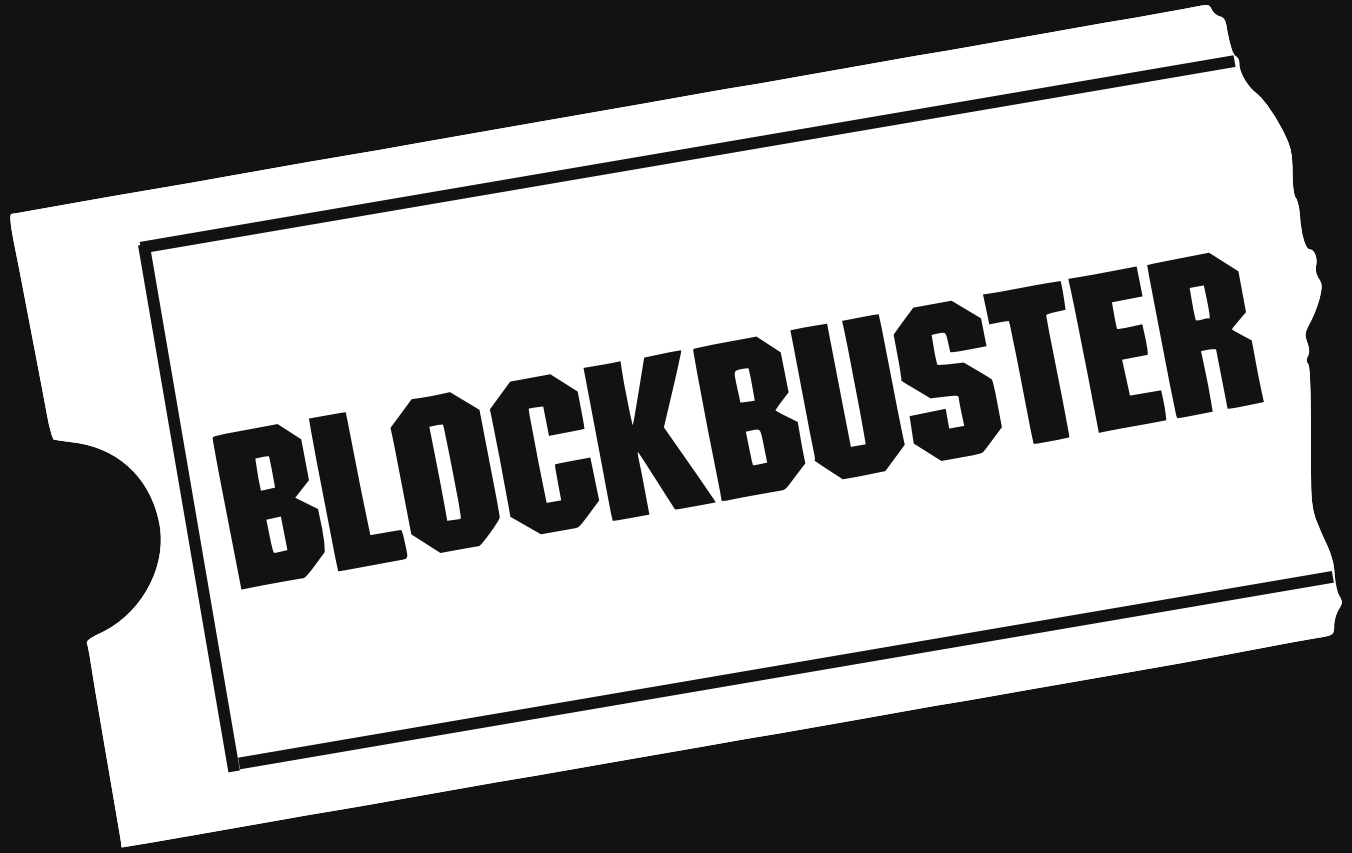


DISRUPTION

Disruption:

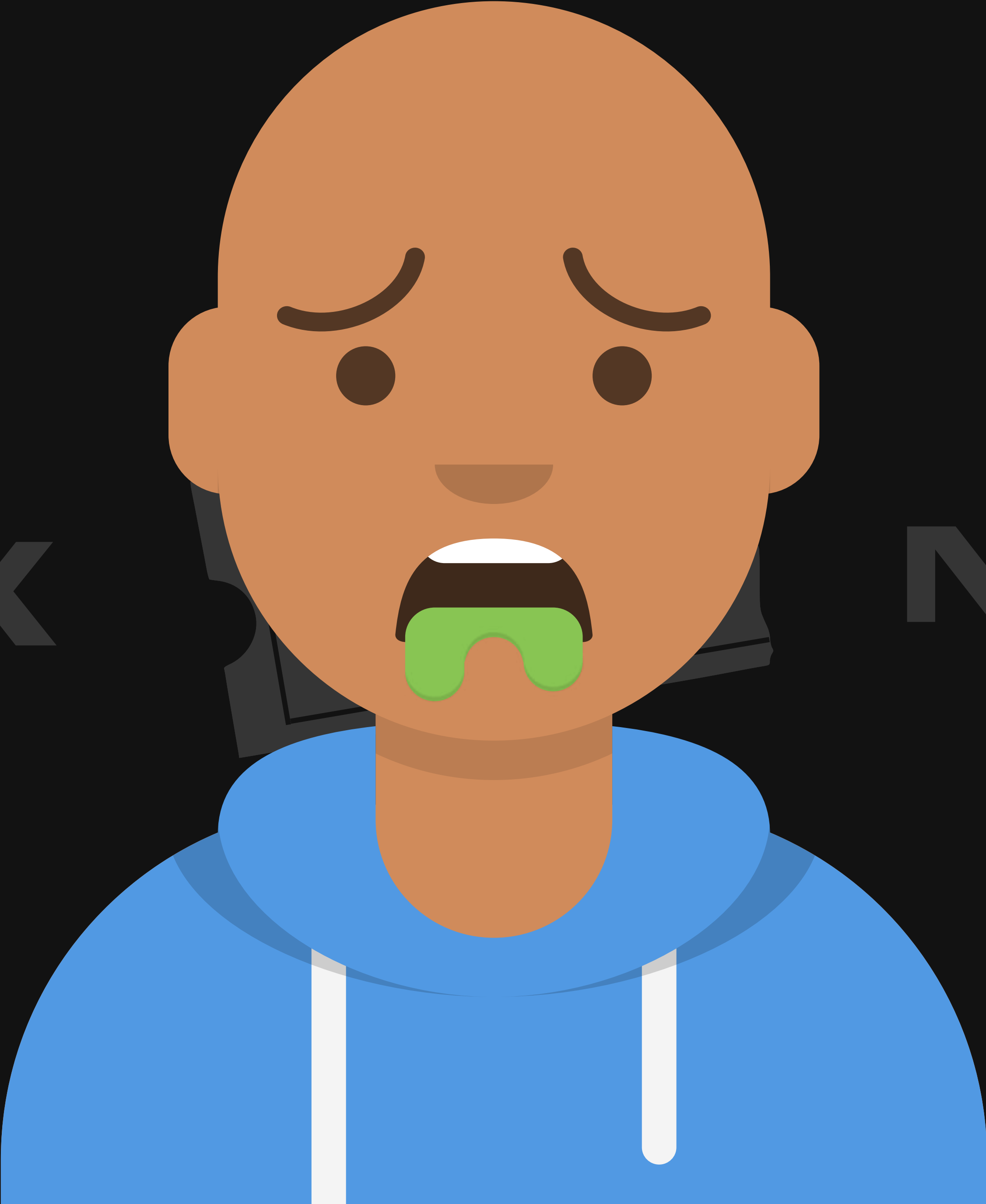
*the state of being
rent asunder or
broken in pieces*

Kodak



NOKIA

be radical.

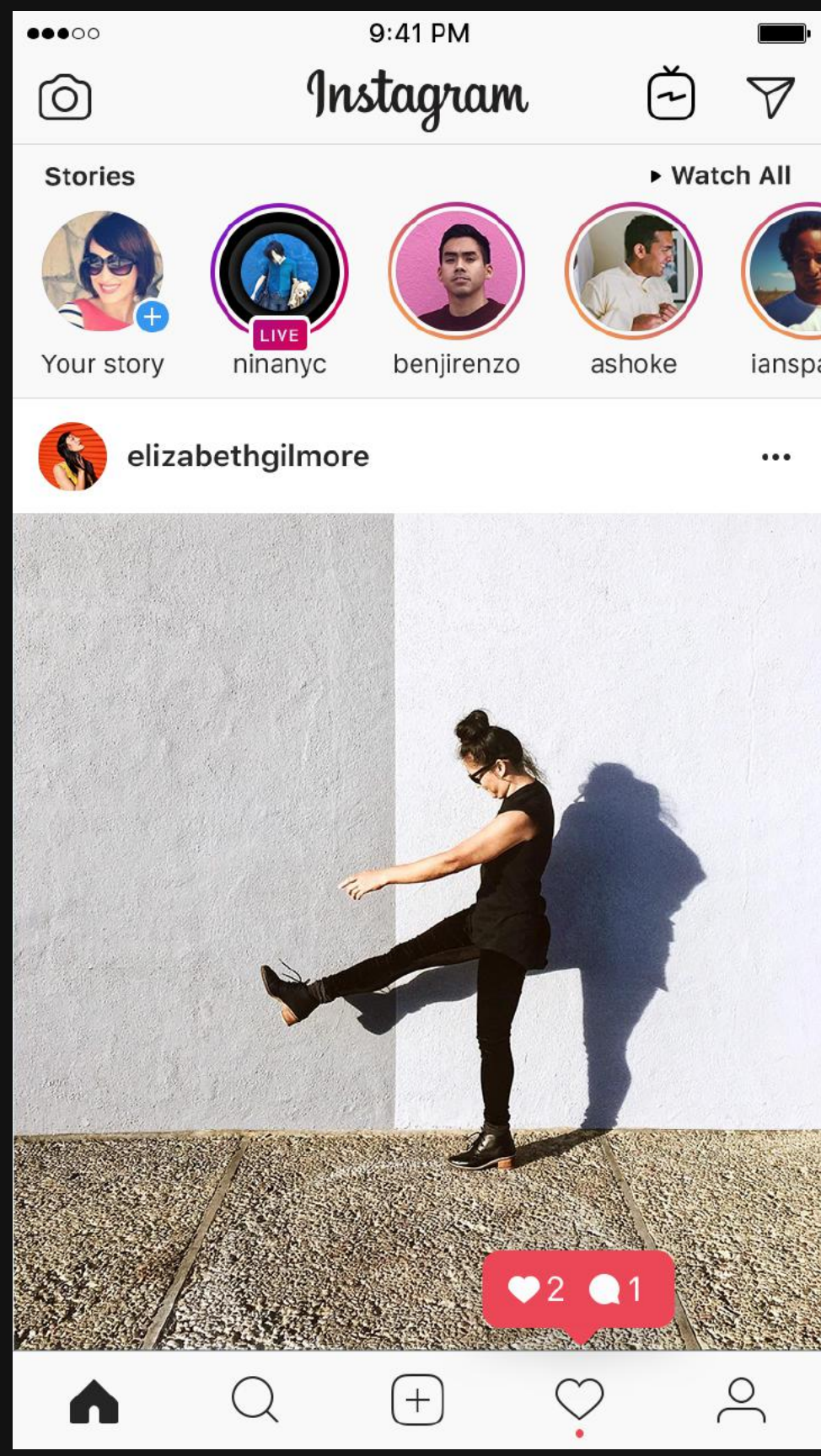
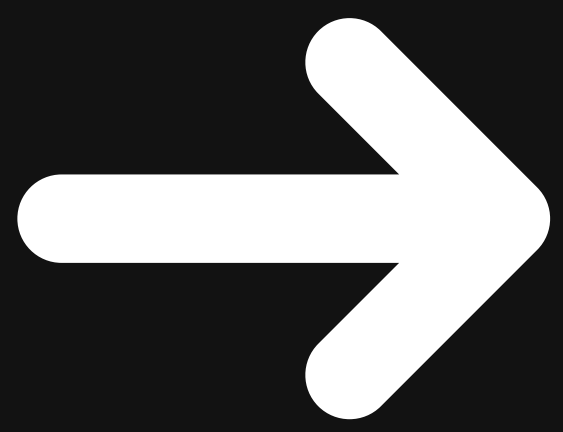


Kodak

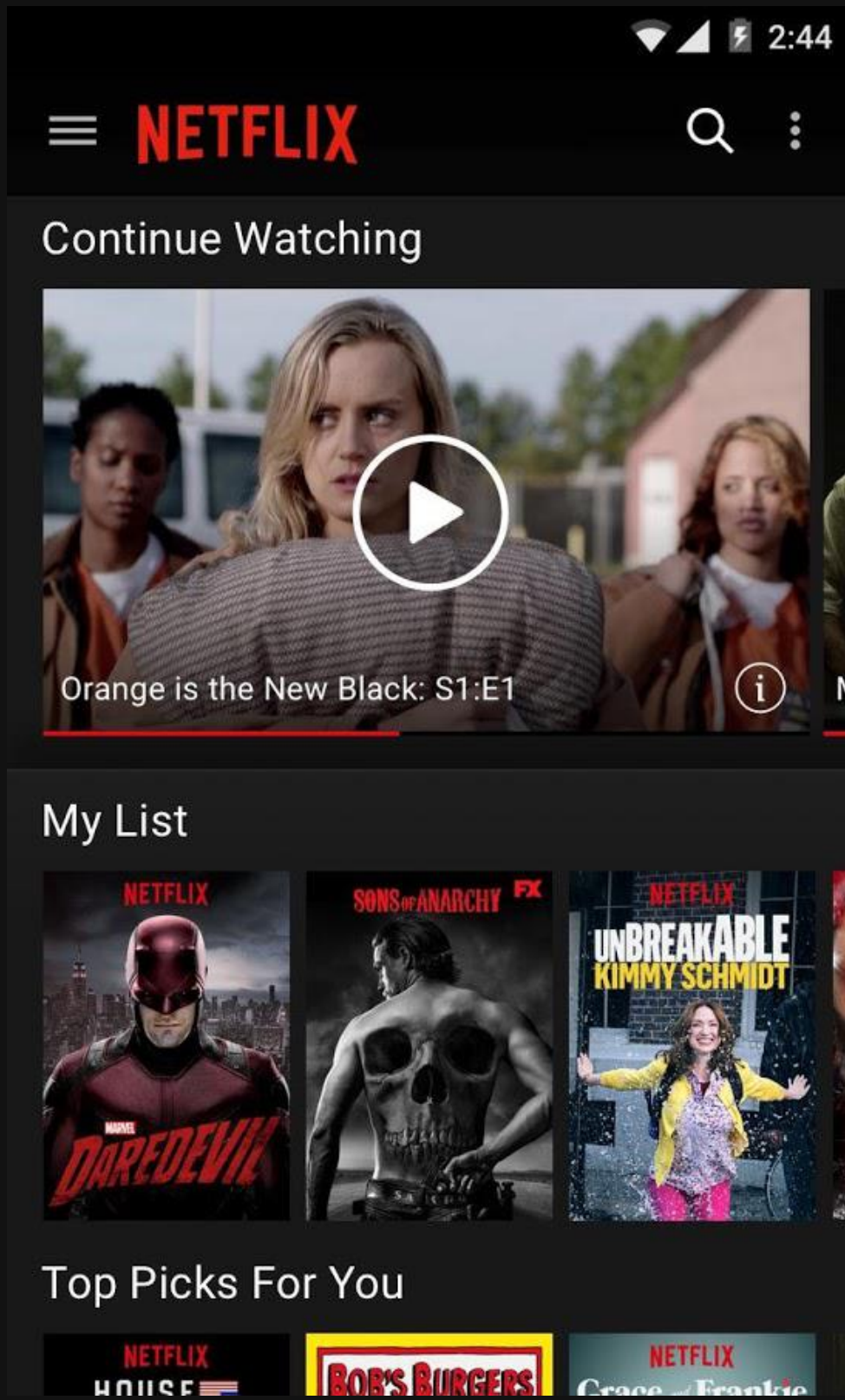
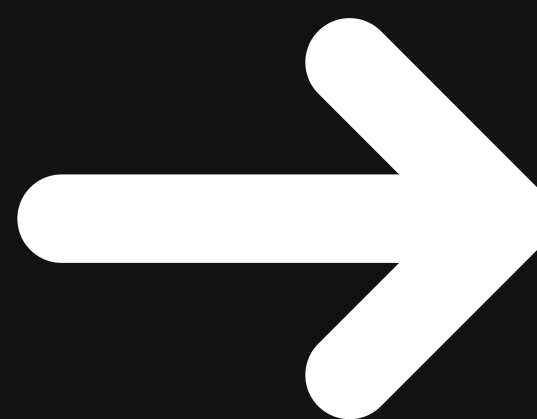
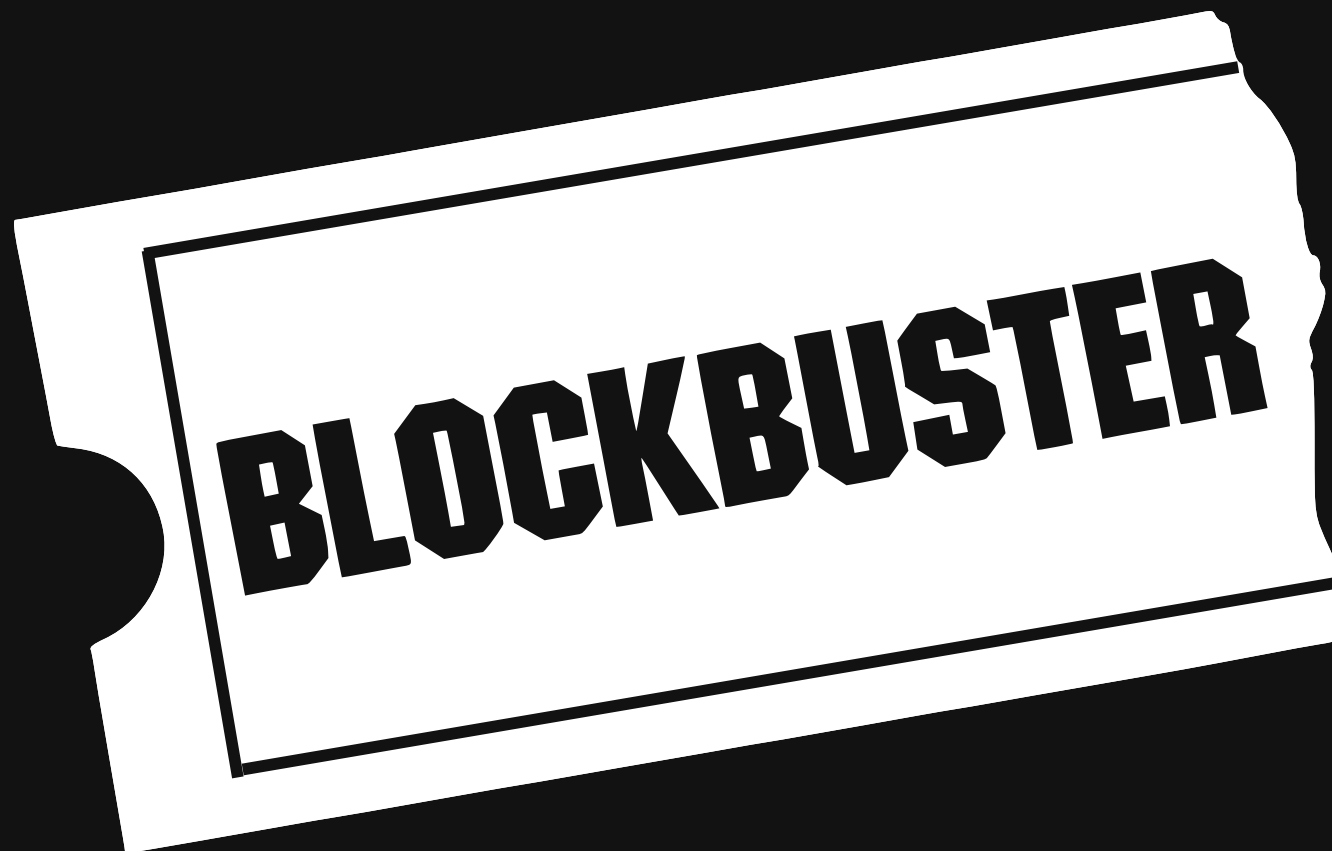
NOKIA

be radical.

Kodak

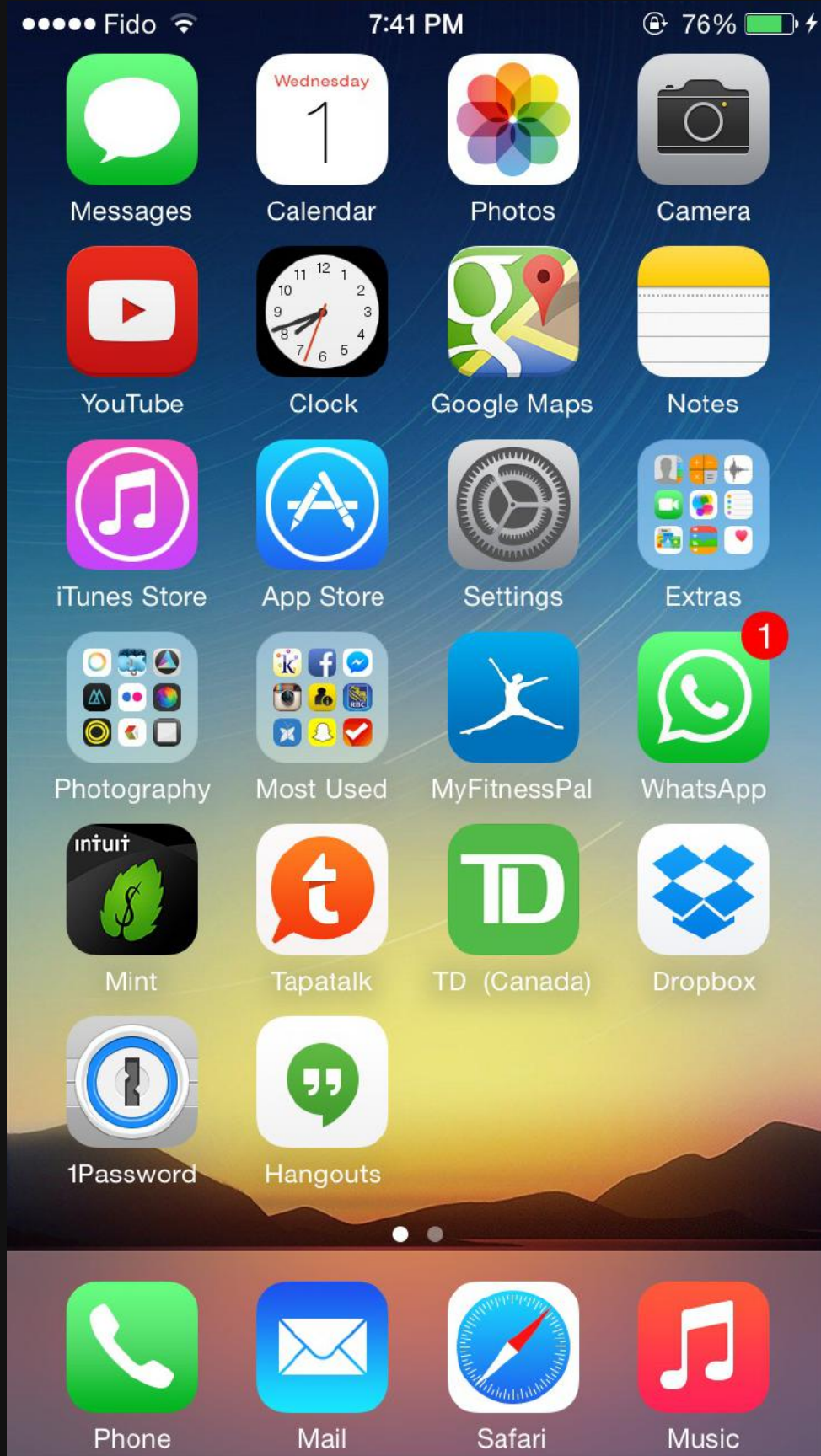
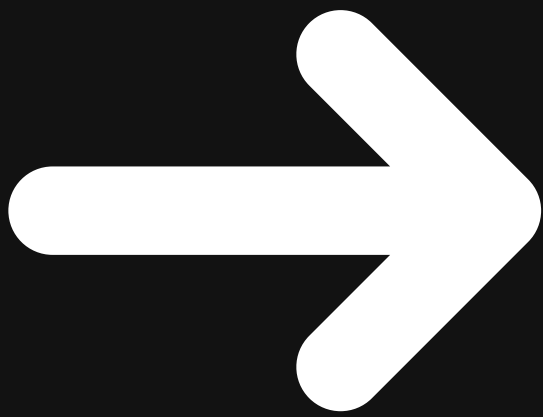


be radical.



be radical.

NOKIA



be radical.

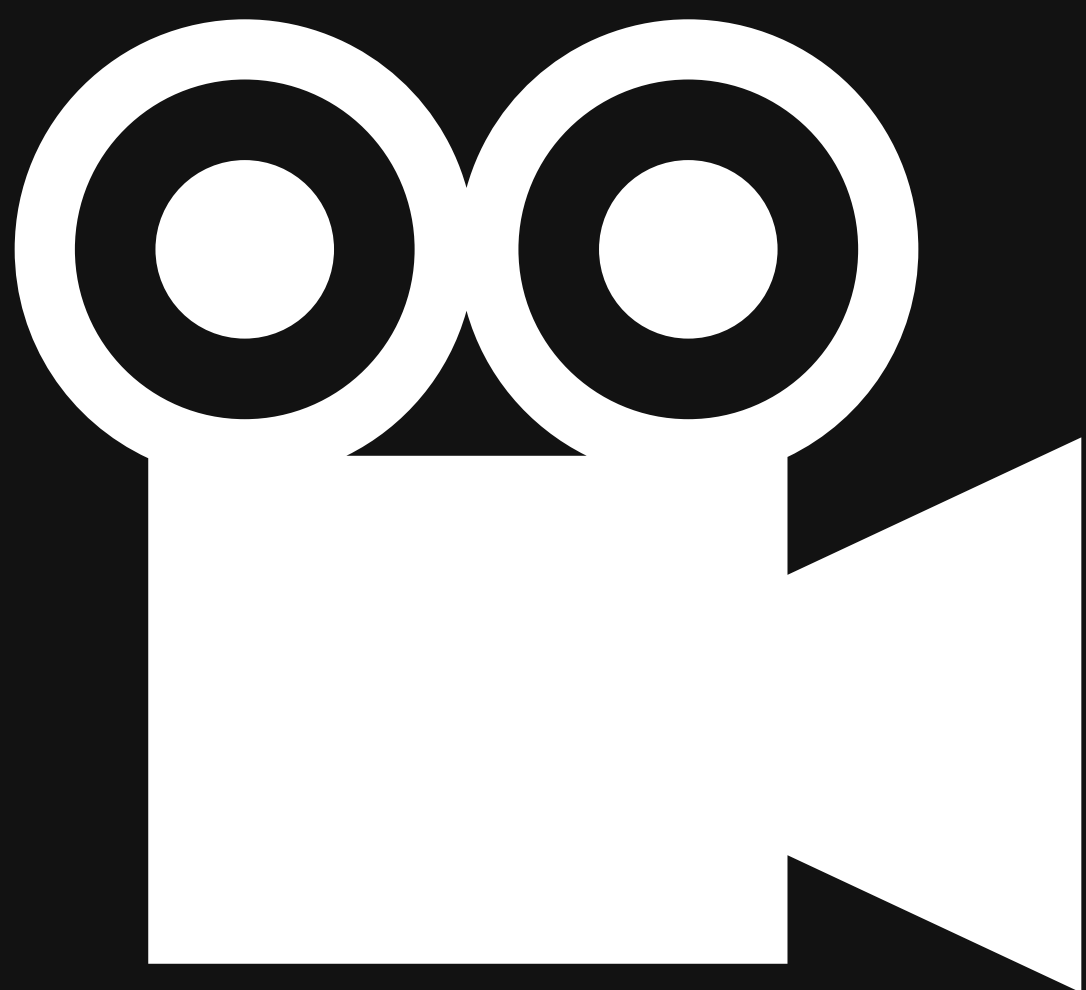
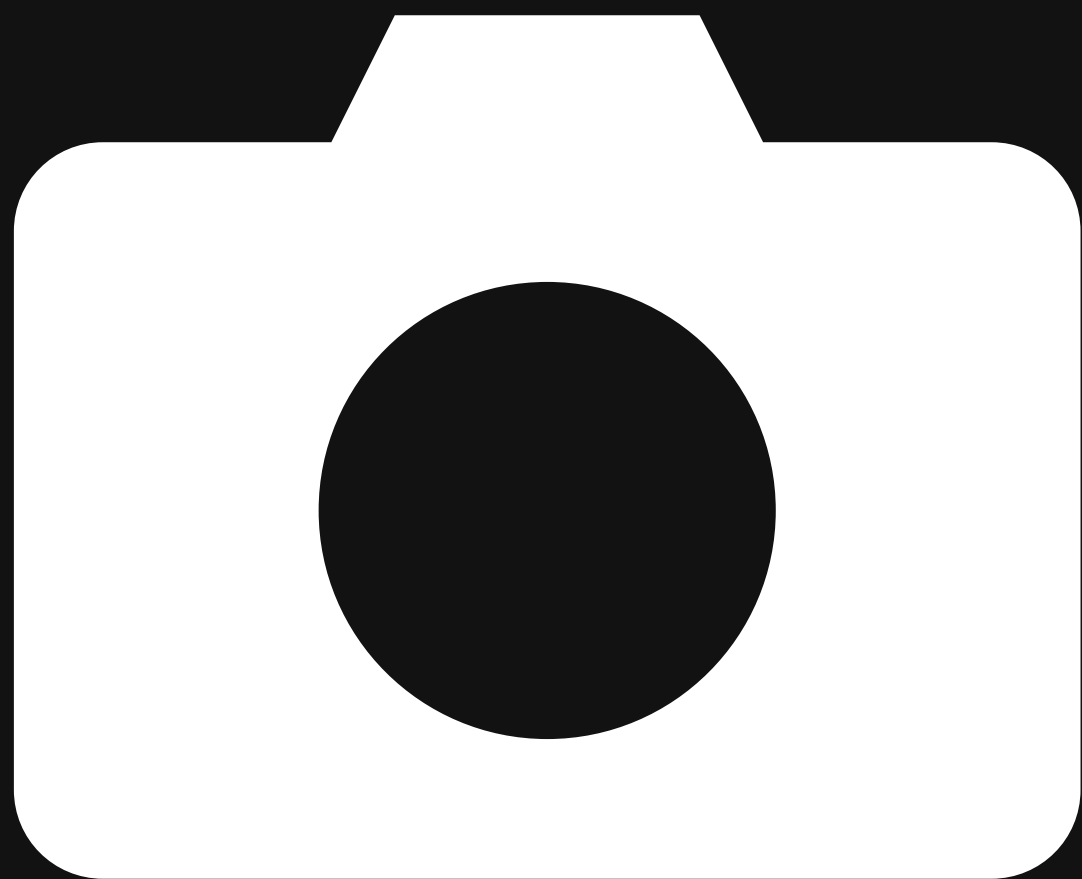


N



JTBD

don't change.



Disruption is a State Change.

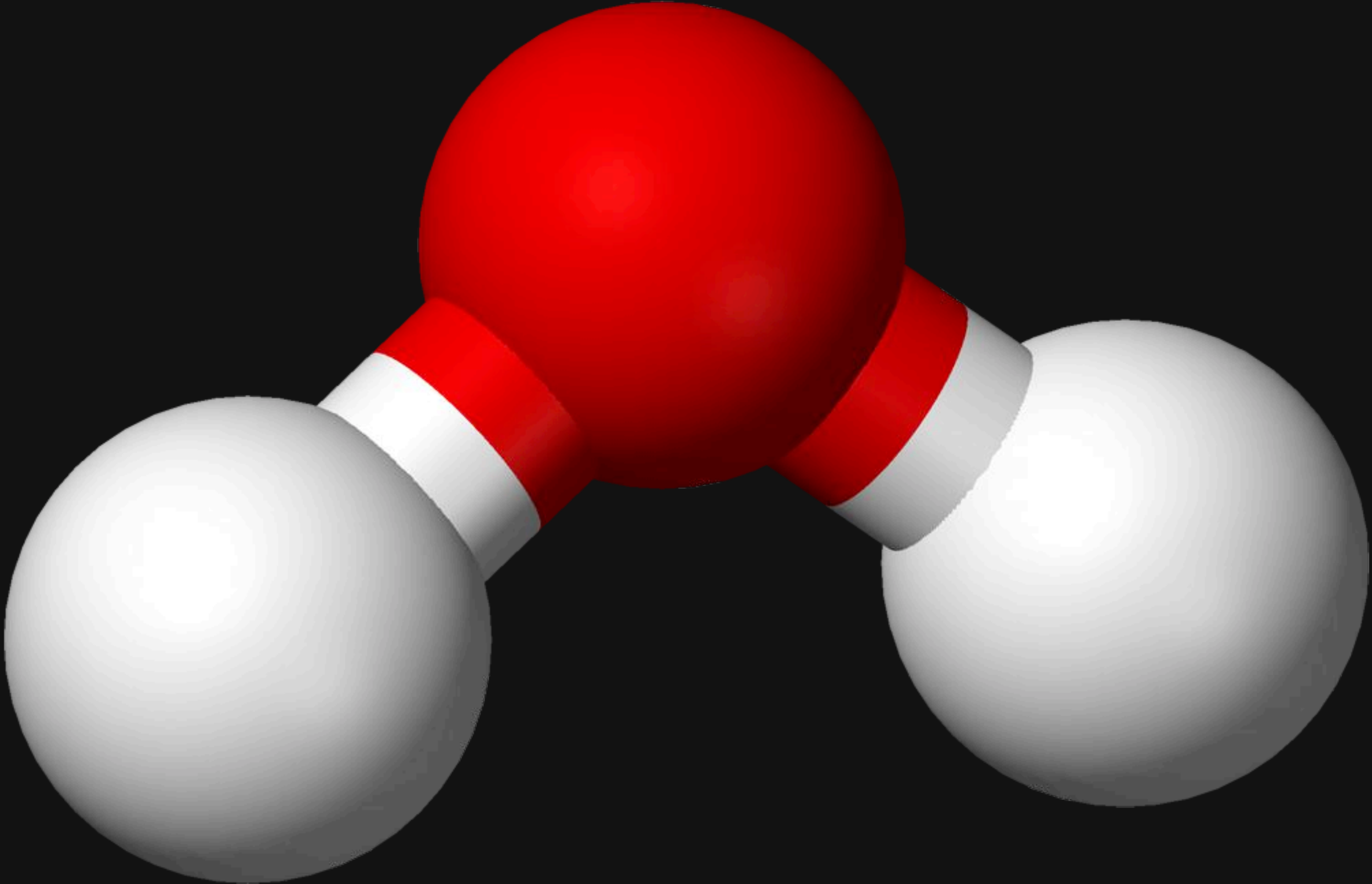
Solid → Liquid → Gas

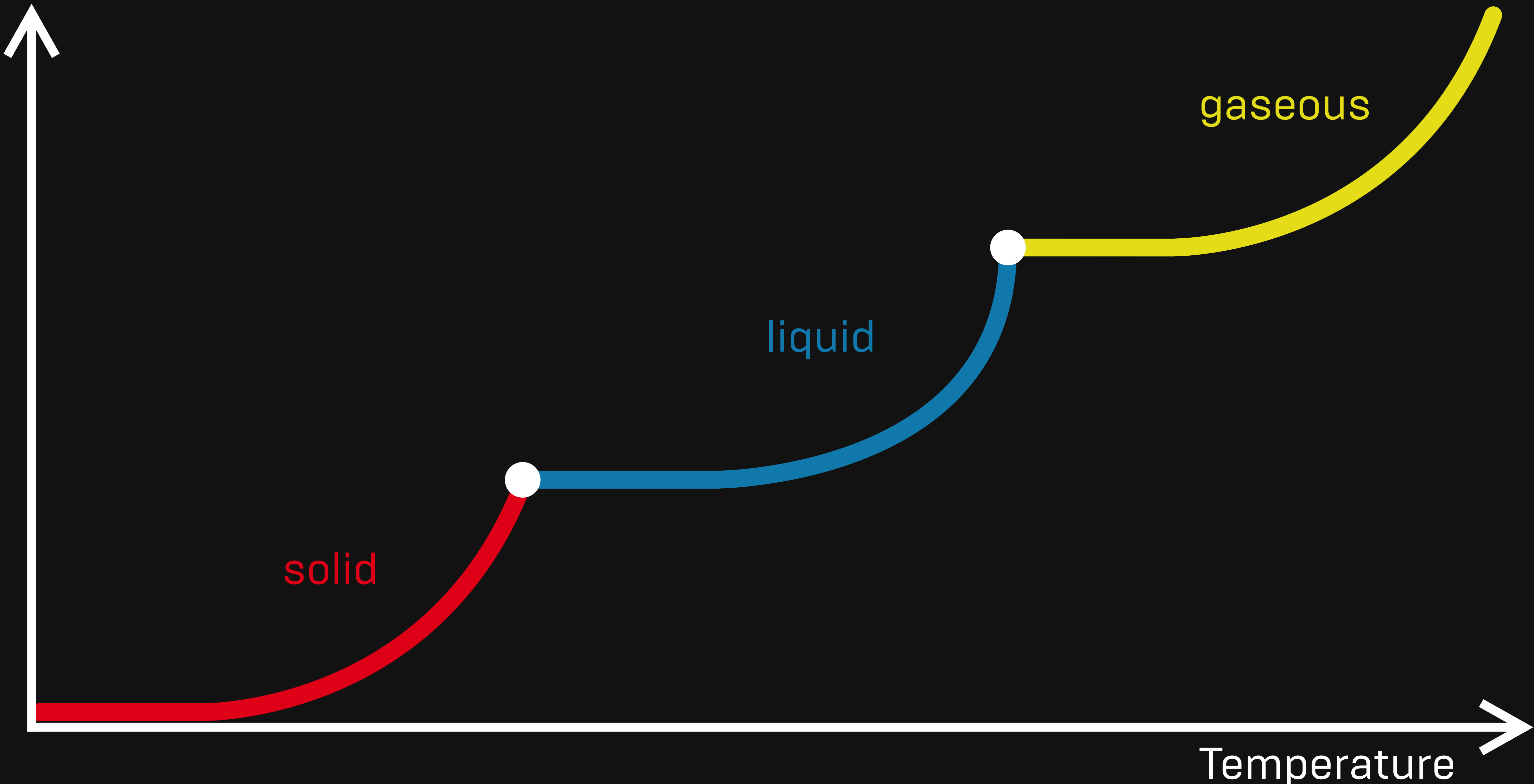
Solid → Liquid → Gas



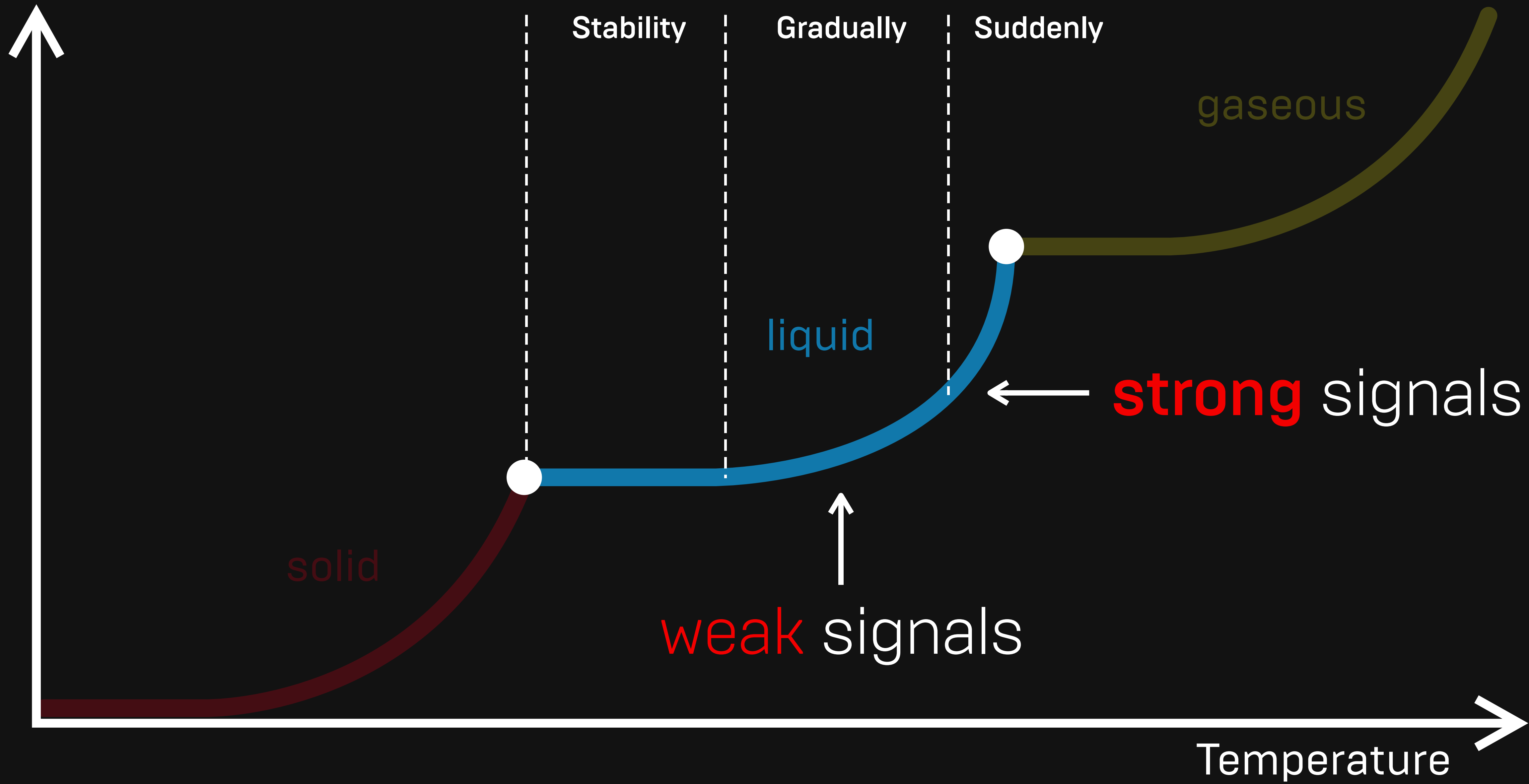
STATE CHANGE

be radical.

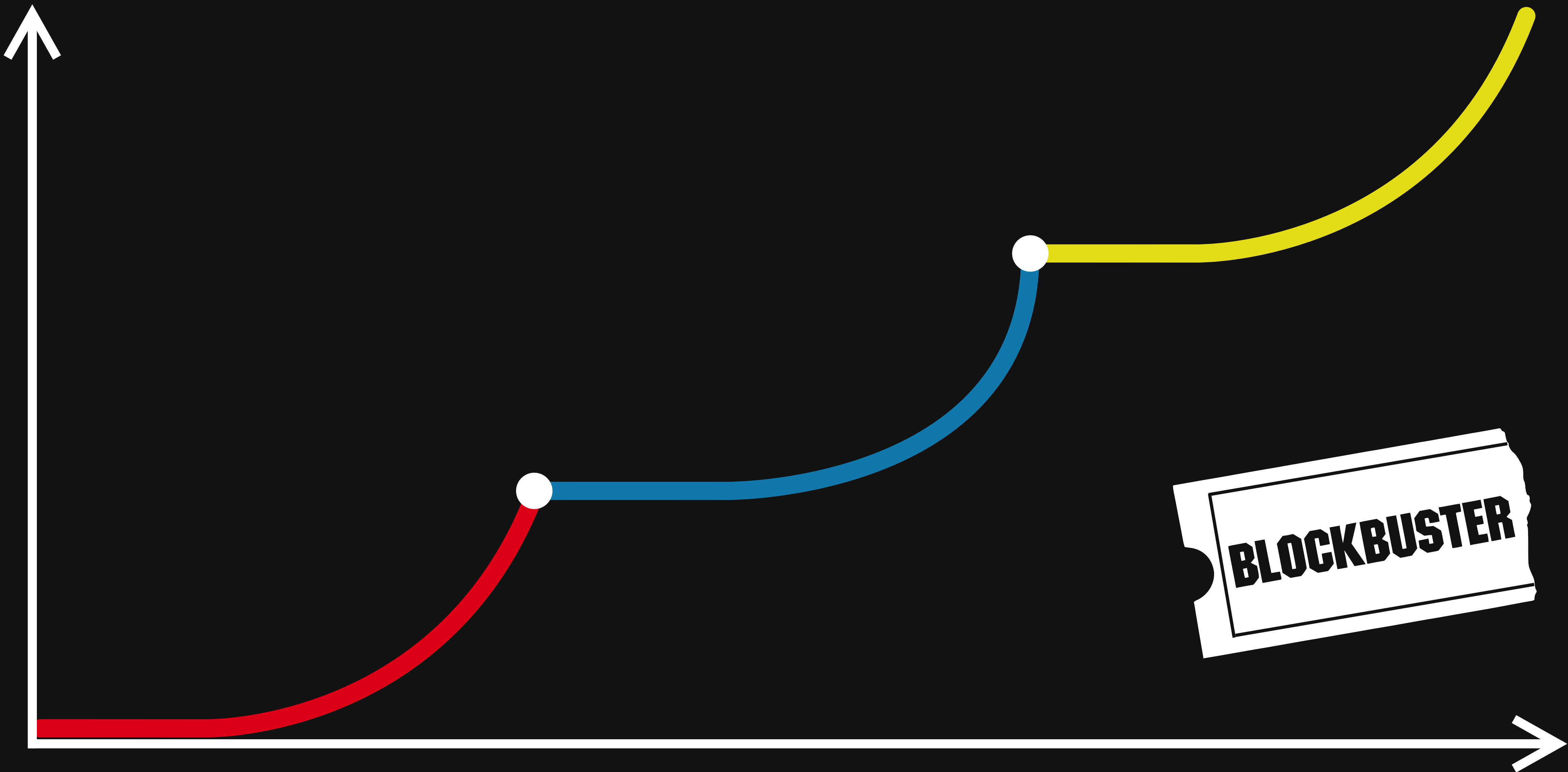




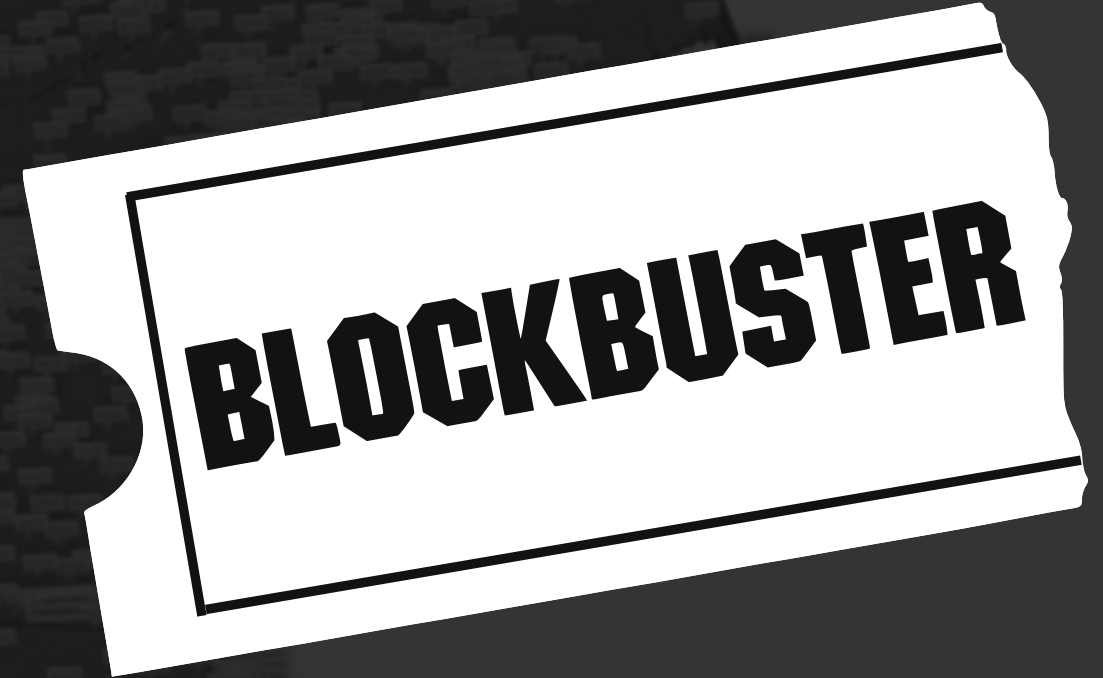
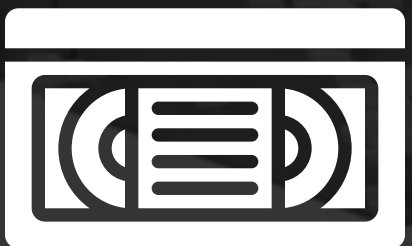
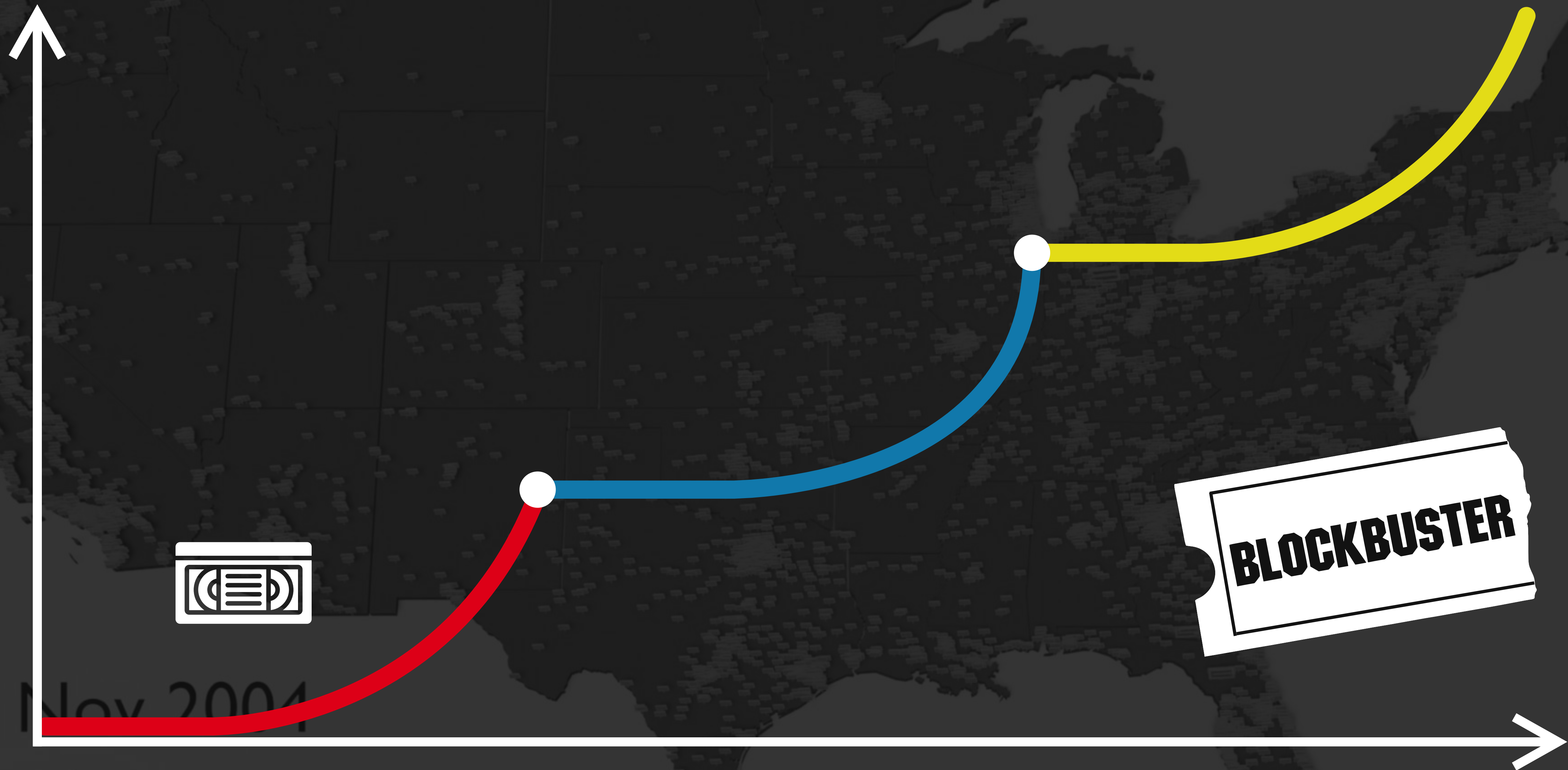
be radical.



be radical.

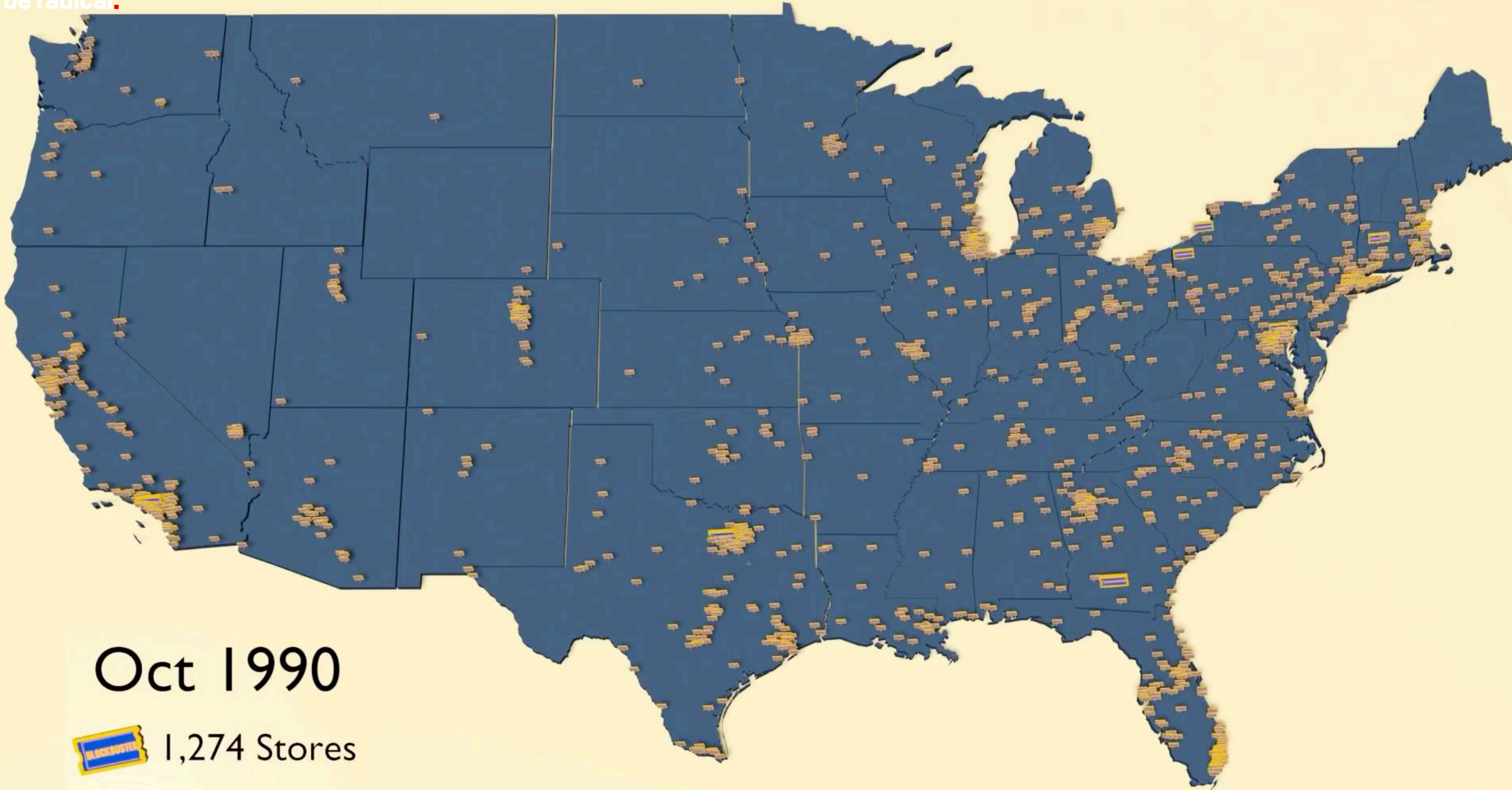


be radical.




Nov 2004

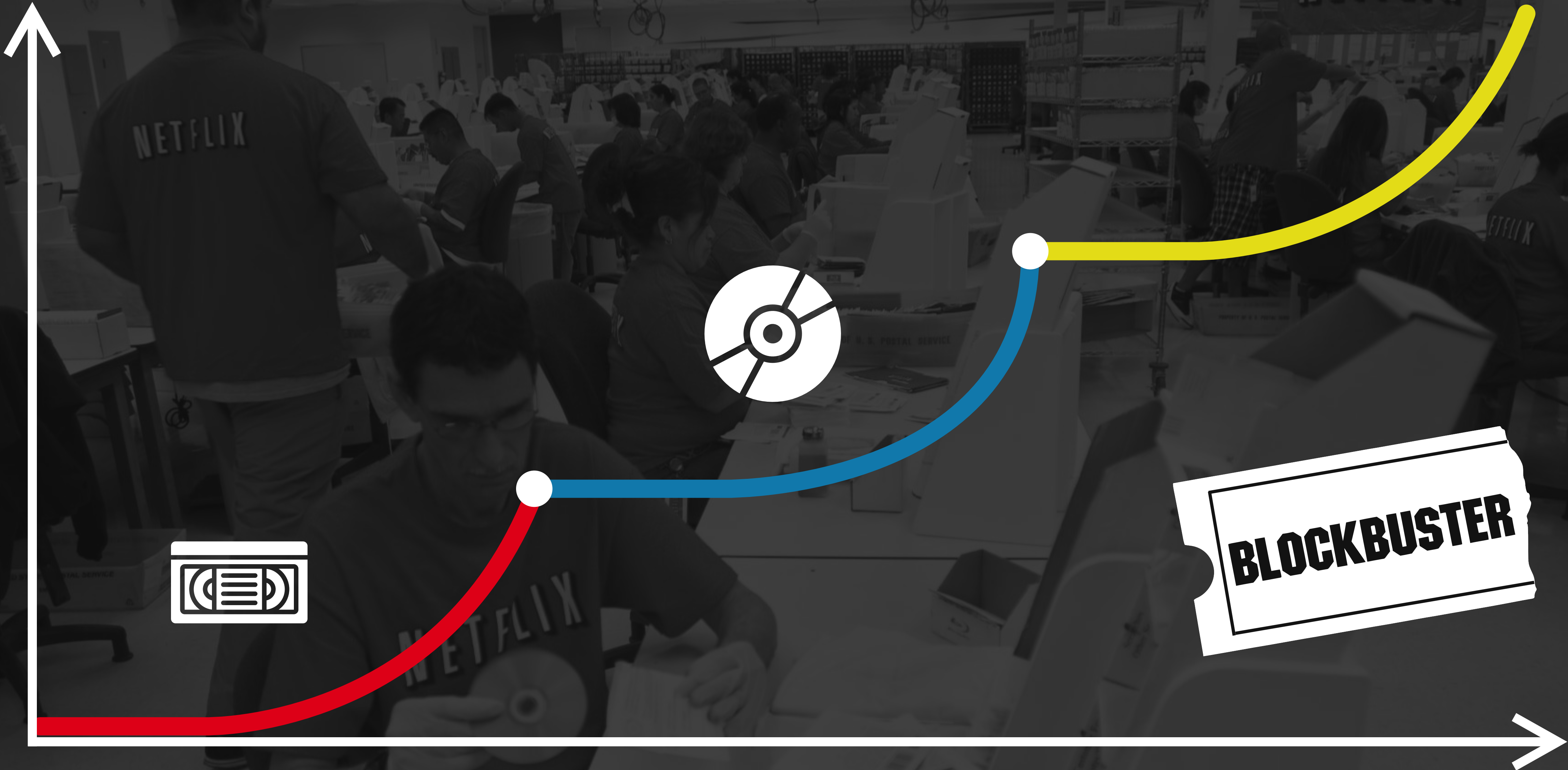
5,716 Stores



Oct 1990

 1,274 Stores

be radical.



be radical.



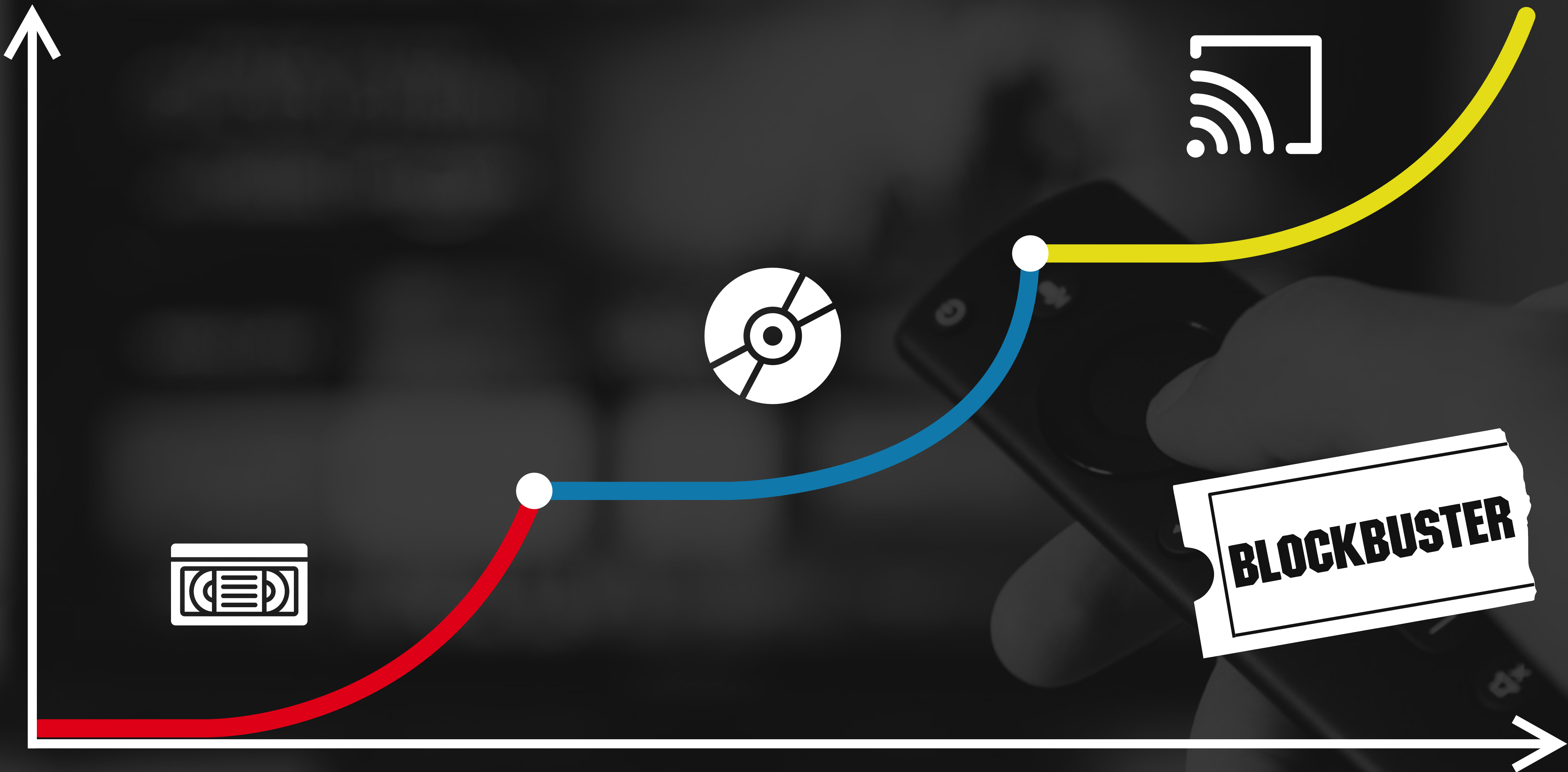
NETFLIX

NETFLIX

NETFLIX

NETFLIX

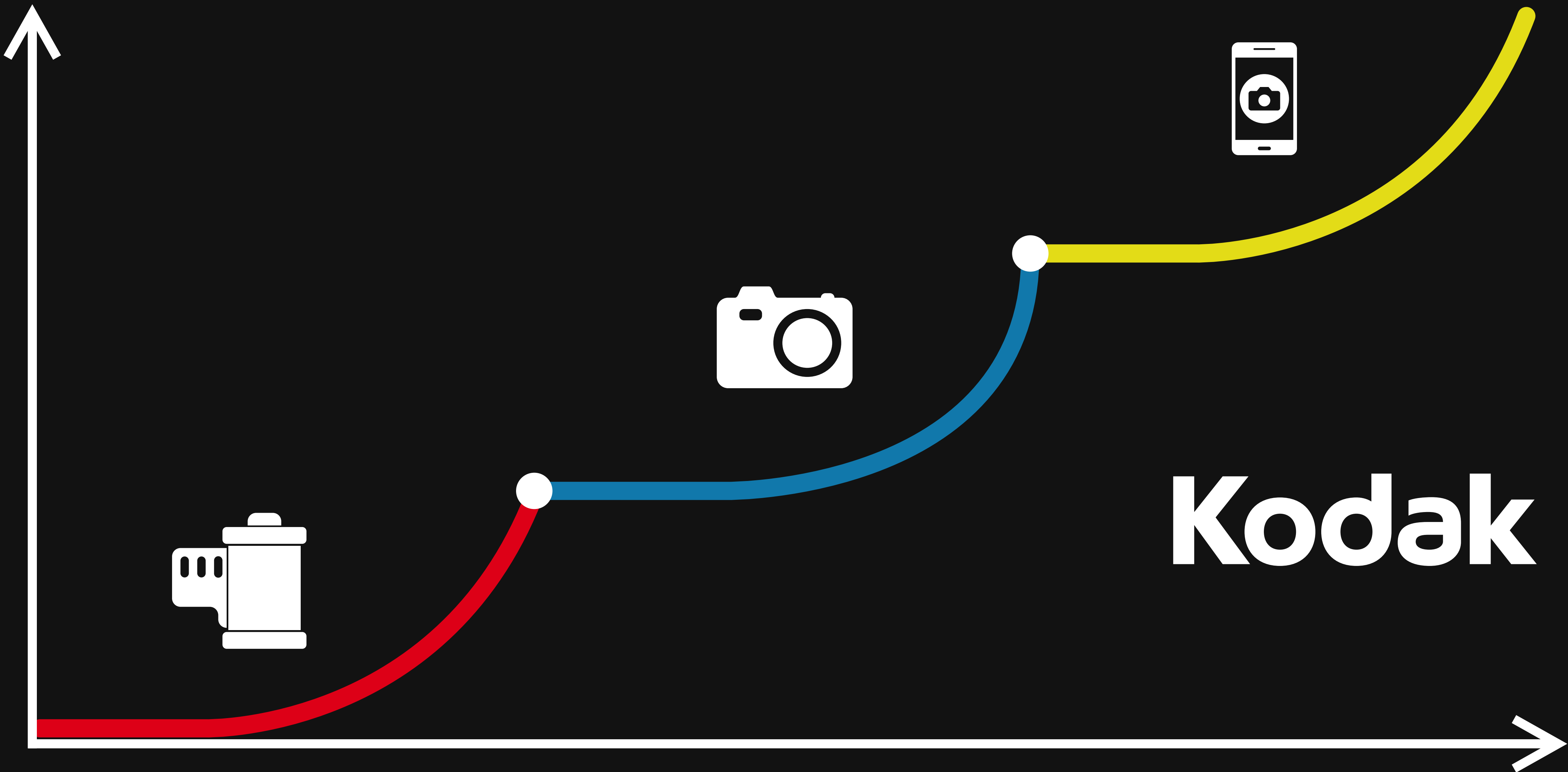
Photo: Netflix



BLOCKBUSTER



be radical.



Kodak

Software is eating the world.

Marc Andreessen

be radical.



Our approach has always been to
discover today what will matter tomorrow
and then to **transform our company** into
a future that is unfolding before us.

Ron Shaich, Former CEO, President & Founder Panera Bread

Contact details, latest research & invite-only network:

hello@be-radical.xyz