Are you ready for the Customer of the Future?

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#MeetDawn
Lippincott is a creative consultancy

We’re a group of strategists, designers, innovators and change agents

Our goal is to help business leaders design businesses that succeed on the edge of change
Today, now, this very moment, is the **slowest** pace of change you will experience in the rest of your life.
Are you changing as fast as your customer?
A significant wave of value migration is coming to every industry
Accelerating adoption of even more disruptive technologies

THE BIG IMPACTS IN THE LAST FIFTEEN YEARS

- Social technologies
- Search
- Smart phones
- 3G/4G
- GPS
- Storage & cloud
- Smart robots
- Biometrics
- Affective computing
- LiFi
- Speech-to-speech
- 3D printing
- Fully ubiquitous internet

PREDICTED TO GET TO SCALE IN NEXT TEN YEARS

- VR/AR
- Blockchain
- Autonomous vehicles
- Bioprinting
- Machine learning
- Drones
- Biochips
- Micro data centers
- Wearables
- Natural language
- Advanced analytics
- IoT
- Ubiquitous sensors
- 5G
- Biometrics
- LiFi
- 3D printing
- Extremely difficult to predict the impact of exponentially growing change, and prepare a business for it
Expect a world where...

The internet becomes a seamless part of the fabric of life  
“Your body is your password”

Everything, and everyone, is tracked, scored and measured  
“The design of the internet of everything is to track data. The 34 billion devices we connect to this cloud are built to stream data. Anything that touches this cloud that is able to be tracked, will be tracked”

We live in a blend of the physical and virtual  
“VR will be the cost of an iPhone, and truly feel real”

AI, filtering and intelligent agents help us with most decisions  
“My personal avatar is stored online, accessible to anyone I want to interact with”

Products digitize and move to platforms, becoming modular, customized, and democratized  
“Everything that can be a platform, will be a platform. Platforms scale faster, learn faster”
The real uncertainty isn’t the technology, it’s the human being

Ten years ago, would you imagine that ... 

You’ll make your baby’s pictures public for the world to see
You’ll stay in a complete stranger’s apartment instead of a hotel
You’ll trust a robot to manage your money
You’ll never buy another music album
You’ll buy a mattress from your phone
You’ll get out of a taxi without paying the driver
You’ll make as much entertainment content as you consume
The big human tradeoffs

Will we seek **ownership and stability** or **on-demand access and optionality**?

Will we cherish **control** or surrender decision-making to **automation**?

Will we require **human** validation or increasingly trust **machines**?

Will we demand **physical** interactions or end the distinction between “**virtual**” and real?

Will we fight for **privacy** or **transparently** share our data for new value?

Will we look for simple shortcuts and **curated solutions**? or largely **craft and customize** our own experiences?
### Dawn’s Life

<table>
<thead>
<tr>
<th>A Life in Flow</th>
<th>On-Demand Everything</th>
<th>Exponential Intelligence</th>
<th>Transparent Existence</th>
<th>Omnipotent Individual</th>
<th>Synthetic Reality</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wi-Fi, Li-Fi, and changing norms mean we can do anything from anywhere — enhancing flexibility in everything from work to ownership</td>
<td>Automated tasks and instant, on-demand access to everything will enable us to do less and demand even more.</td>
<td>We’ll trust smart devices, systems and robots as intimate resources and friends.</td>
<td>We’ll increasingly be tracked — and track ourselves — reaping greater and greater benefits of connection, quantified performance and personalization.</td>
<td>Everything, every moment and every experience will be customized. Our lives will be designed for us and by us.</td>
<td>The boundaries between what is real and what is virtual will disintegrate. Immersive experiences will become our new way of living.</td>
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When you are in the Exhibit, ponder the following questions

Are you ready for the Customer of the Future?

Do you know how Dawn will affect your business model?

What are your planning assumptions?

Are you building an experience for Dawn today?
Get ready to meet Dawn

lippincott.com/customerofthefuture