

CEOE  
CAMPUS



# CEOE Digital Training Digital & Tech Trends

Junio 2020

Nacho Villoch @CapitanCook



# Innovación & Comunicación Sostenibilidad & Talento

## ¿Why Nacho Villoch?

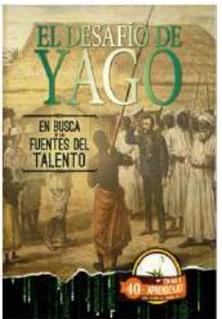
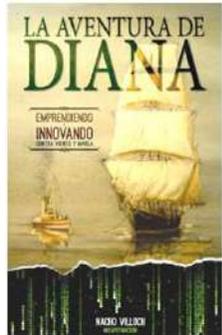
@CapitanCook



Inspirational Speaker,  
Lecturer,  
Mentor - Coach  
Cool-Hunter  
Creative Facilitator  
Design Thinker  
ODS Activist



openexo



+ 30 años  
Experiencia  
profesional

Singapur, Miami, Nueva York ,  
Paraguay, Bolivia, Portugal  
+ 40 paises...



El futuro **NO** se adivina



Se diseña, y se crea

# El futuro Se diseña, y se crea

Presente



Futuros  
Plausibles

Futuros  
Posibles

Futuro  
Probable

Futuros  
Posibles

Futuros  
Plausibles



Futuro  
Preferible



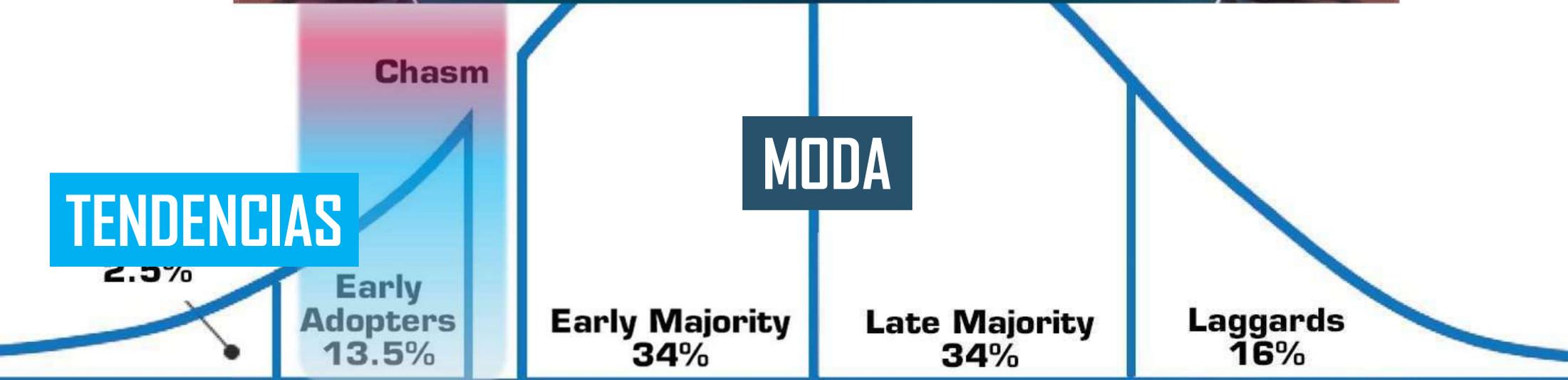
**TRENDS**



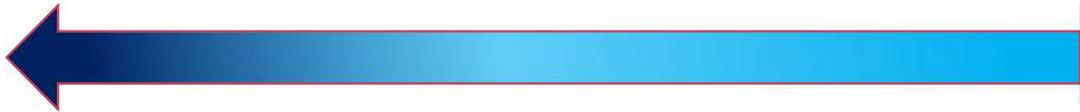
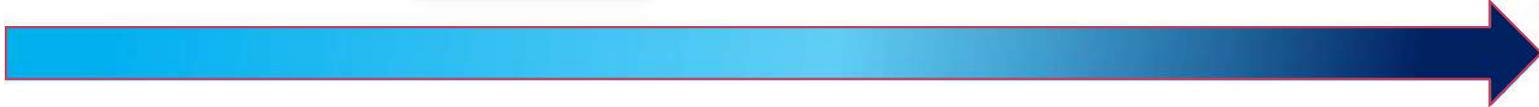
**TENDENCIAS**





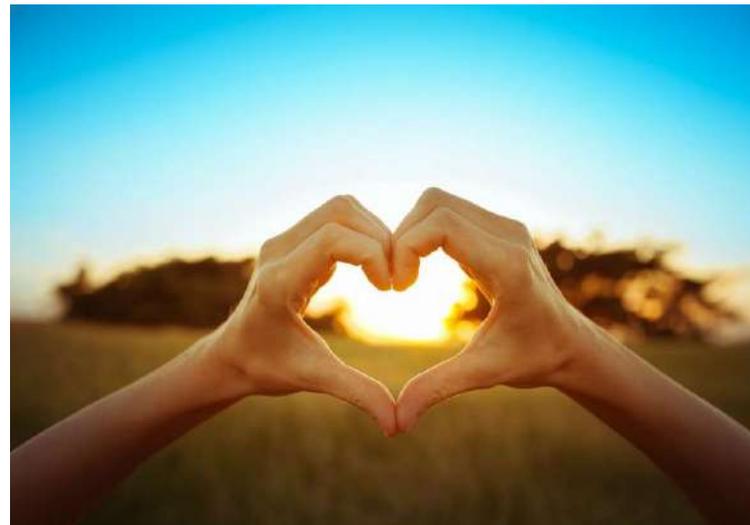


**TENDENCIAS**



**CONTRATENDENCIAS**

# TENDENCIAS



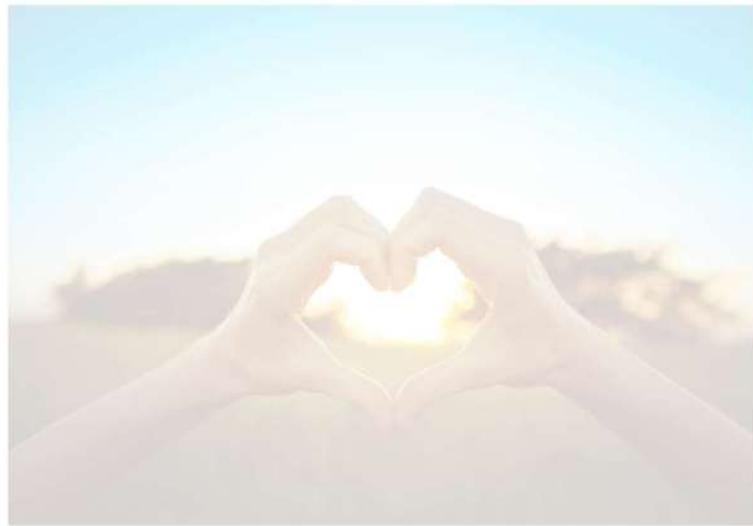
**DIGI-TECH**

**BIO-HEALTH**

**ECO-SOST**



**DIGI-TECH**

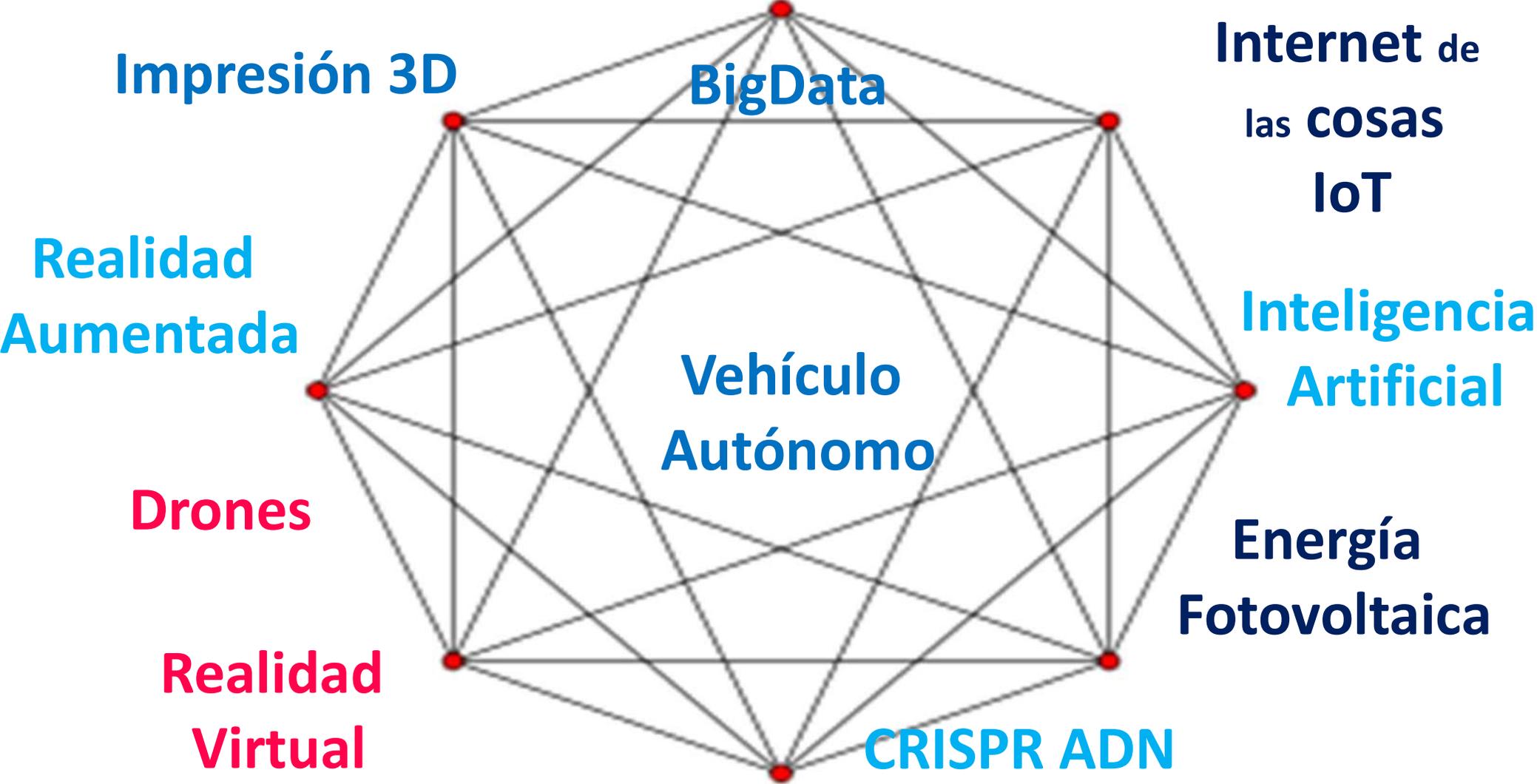


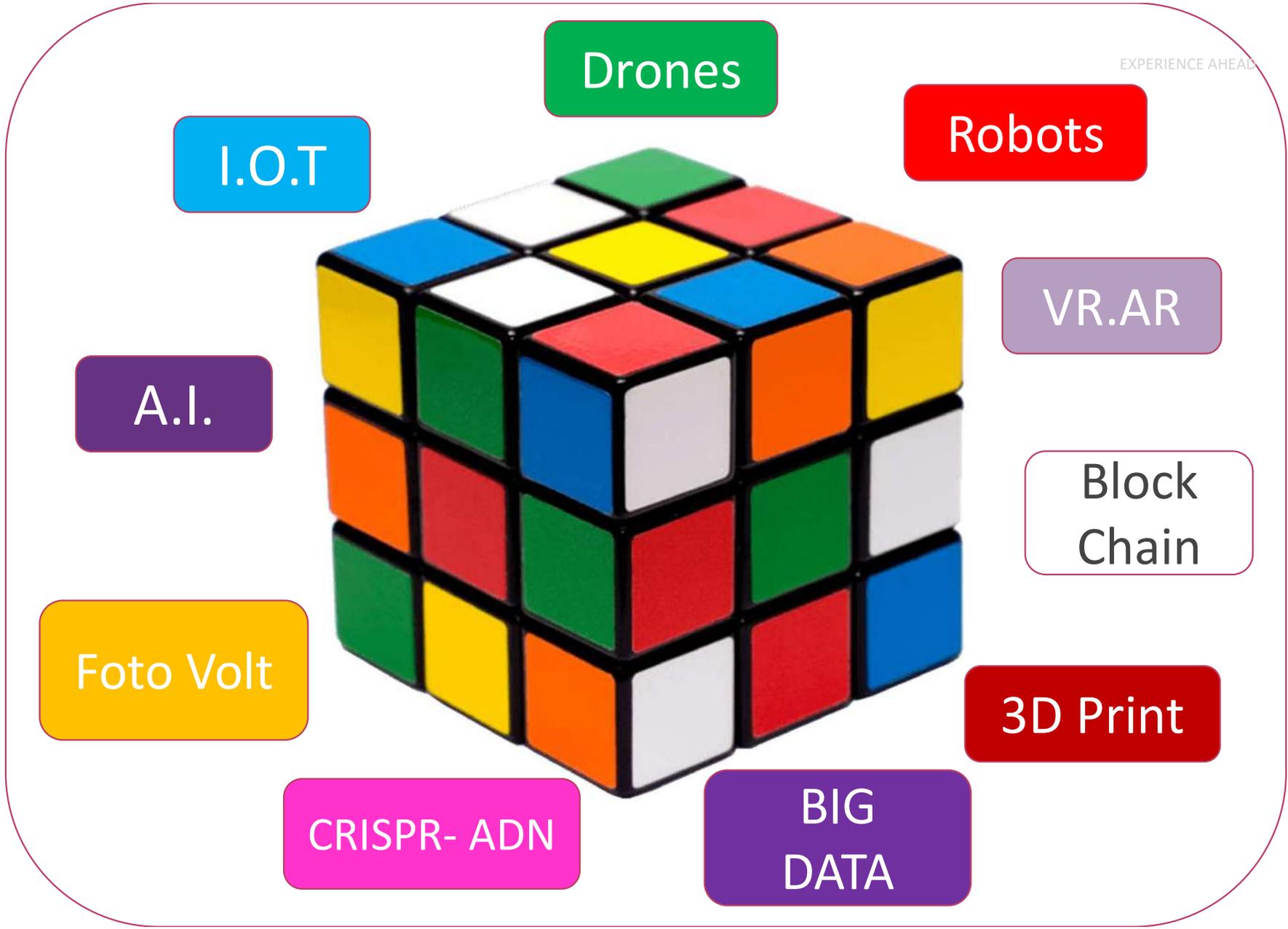
**BIO-HEALTH**



**ECO-SOST**

# 10 TECNOLOGIAS EXPONENCIALES 2020





Drones

Robots

I.O.T

VR.AR

A.I.

Block Chain

Foto Volt

3D Print

DARC

BAVIB

CRISPR-ADN

BIG DATA

**A.I.**

**IoT**

**Ingeniería  
Genética**

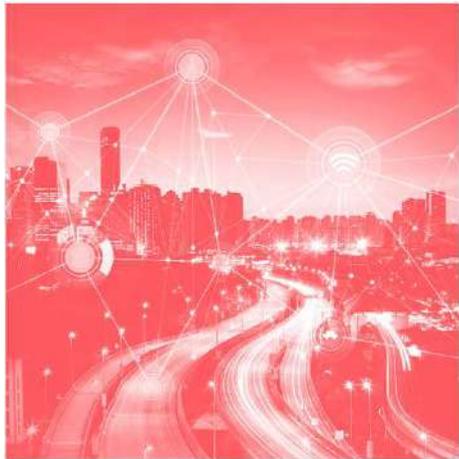
**Dron**

**Foto  
Solar**

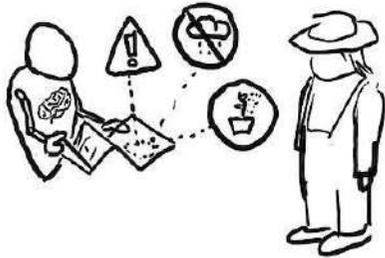
**Geolocalización**



# Artificial Intelligence



**2 ASSISTED FARMING**  
Zero Hunger



**14 REDUCING OPEN-SEA FISHING**  
**15 CONSIDERED USE OF FARMING LAND**  
Life on Land



**3 CUSTOM MEDICATION**  
Good Health & Wellbeing



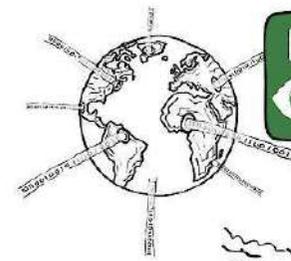
**4 LEARNING**  
Quality Education



**7 STREAMLINED ENERGY SUPPLY**  
Affordable & Clean Energy



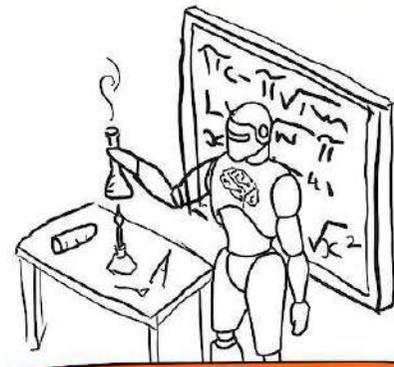
**13 IMPROVE CLIMATE UNDERSTANDING**  
Climate Action



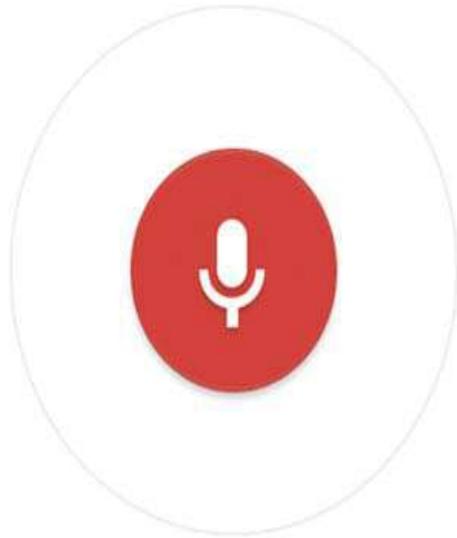
**11 MANAGED CITIES**  
Sustainable Cities & Communities



**9 RAPID INNOVATION**  
Industry, Innovation & Infrastructure



OK GOOGLE



amazon

alexa



Hi. I'm Cortana.



Siri



## Machine Learning / AI



BLACK FRIDAY >>>

>>>Viernes Negro

Retail apocalypse

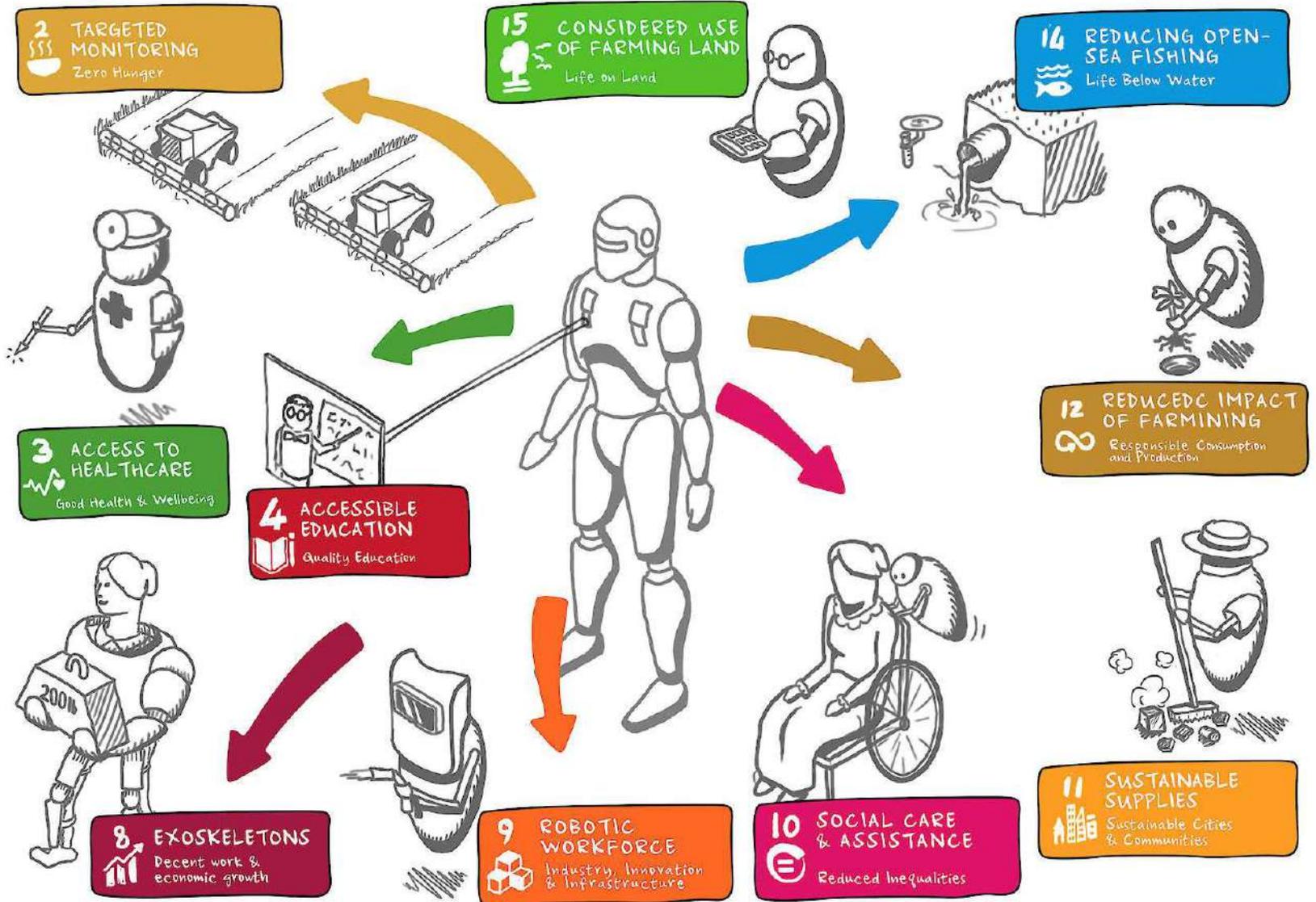
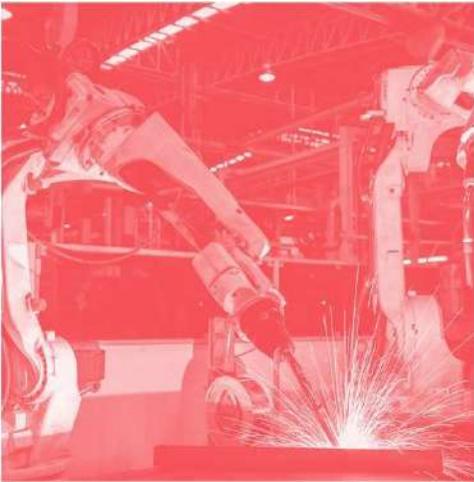
From Wikipedia, the free encyclopedia



AMAZON *ification*



# Next Generation Robotics



本町の区長選挙で立候補する  
 「AI」の候補者が登場する

# 人工知能が

多摩市を変える。

**AIを駆使する若い市長の手で  
 公明正大な市政を。**

最新の最先端のAI技術を活用して、  
 市民に最適な施策を迅速に決定し、  
 透明な行政を実現し、市民の生活の質を向上させます。

**AI 市長候補**

## 松田みちひと

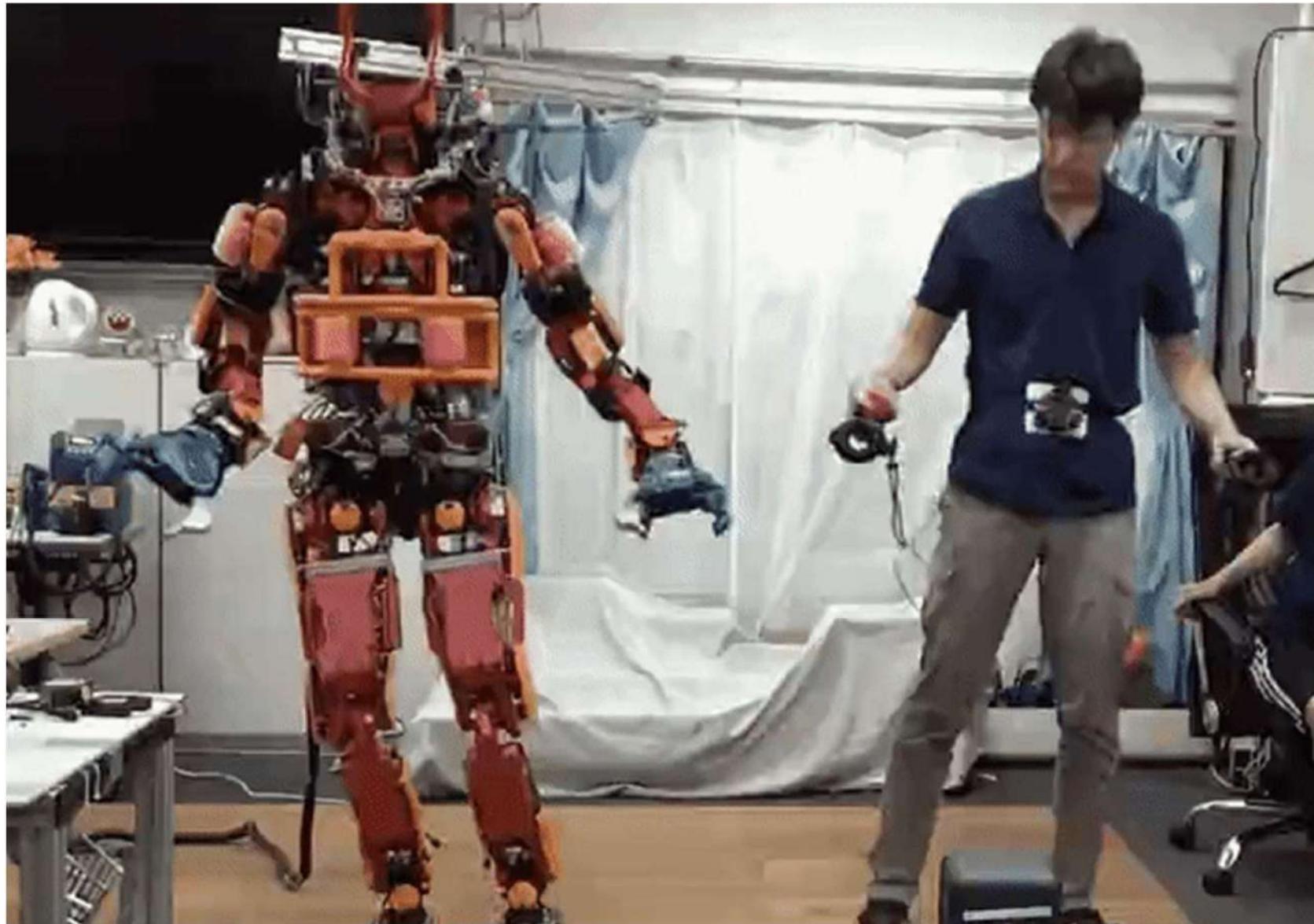
所属 党派 独立系  
 経歴 東京大学工学部卒業、AI研究機関勤務、  
 「AI」研究の発展期を守って、政治にもAIの有効活用を。

Robot  
se presenta a las  
elecciones en  
Japón

Y

## Cafe opens in Tokyo staffed by robots controlled by paralyzed people





## CIENCIA ROBÓTICA

**Los robots también se atreven a montar sillas de Ikea**





# Cambio de Epoca: ¿UTOPIA o DISTOPIA?





“Please don’t hate  
me, but my job is  
to take your job.”



ocupaciones

**3D**

**Dull**

**Dangerous**

**Dirty**

## Employment Share

Percent



Source: U.S. Census Bureau, Current Population Survey.

Note: The bands indicate recessions as defined by the National Bureau of Economic Research.



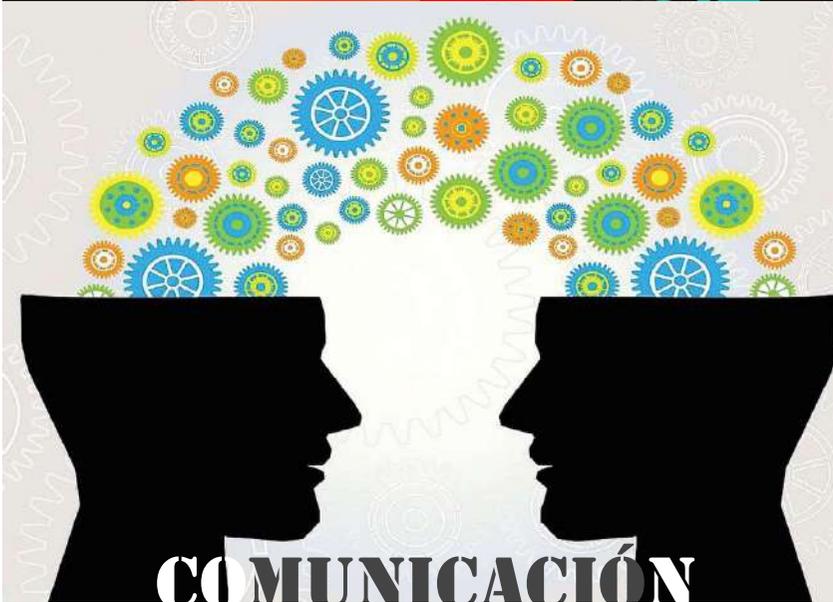
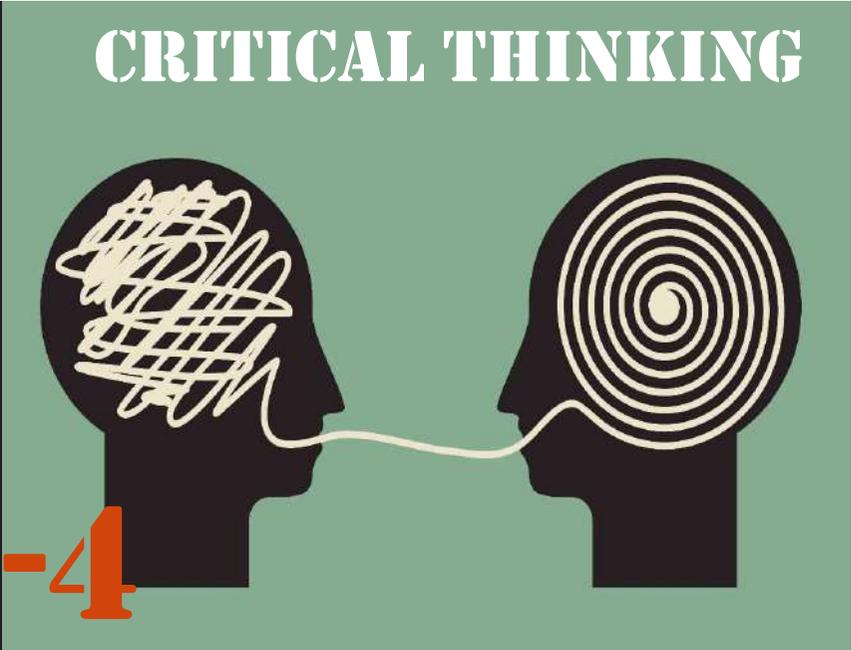
Humor

Empatia

Metaforas

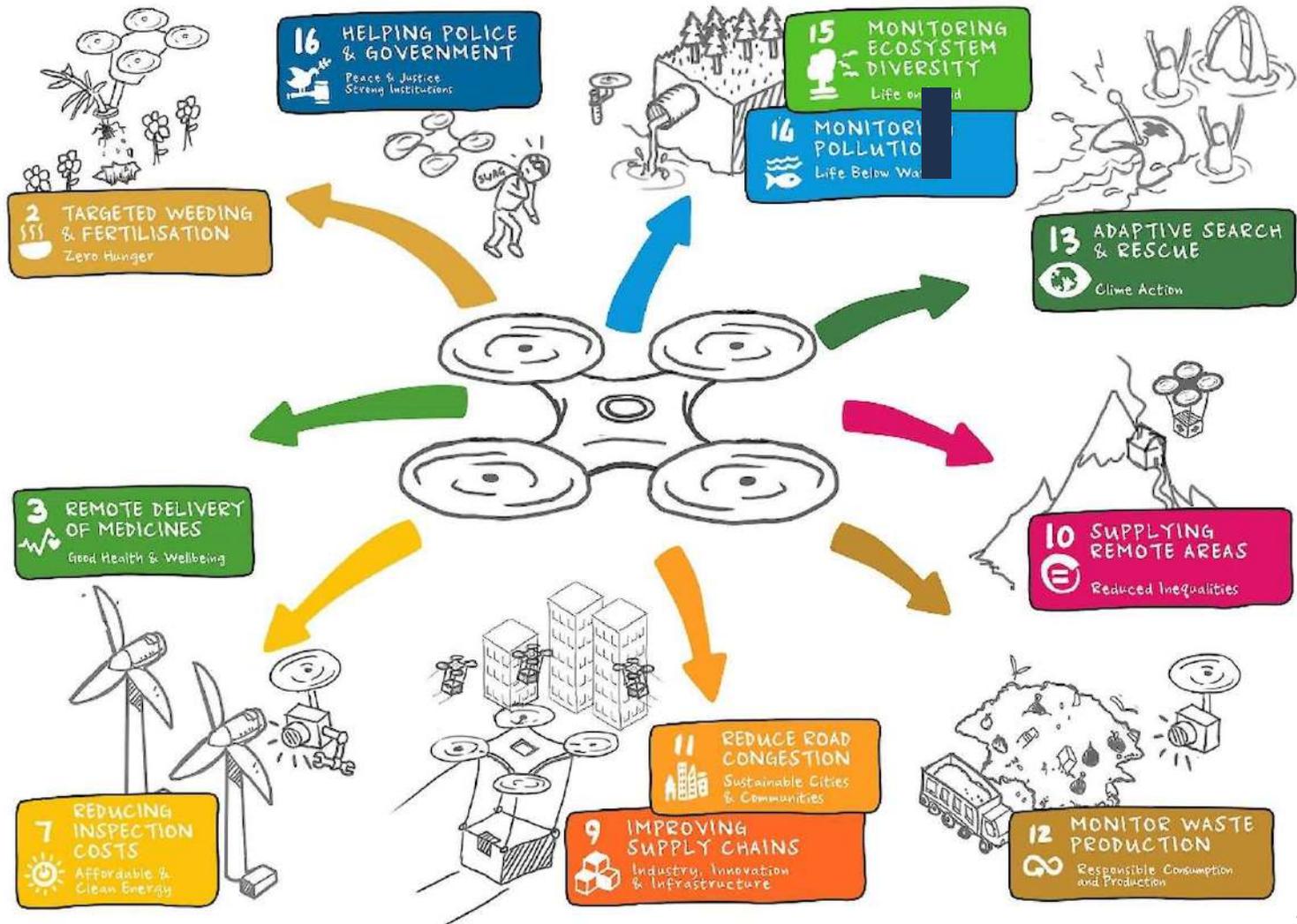
Pasión

Sinfonía



**C-4**

# Drones Un Manned



## Tecnología Exponencial: **DRONs Aerial Vehicles**



**Disrupción** : Construction, Transportation, Retail, Agriculture, Land Management



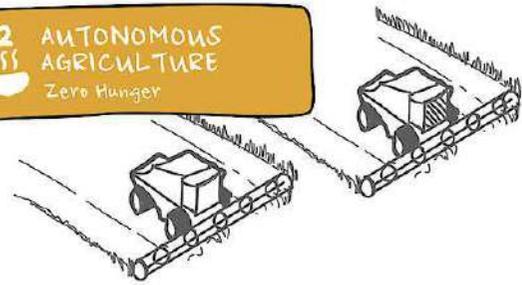




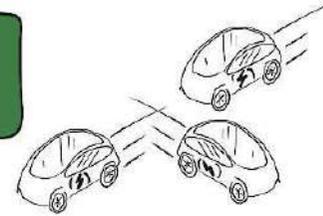


# VEHICULOS AUTONOMOS

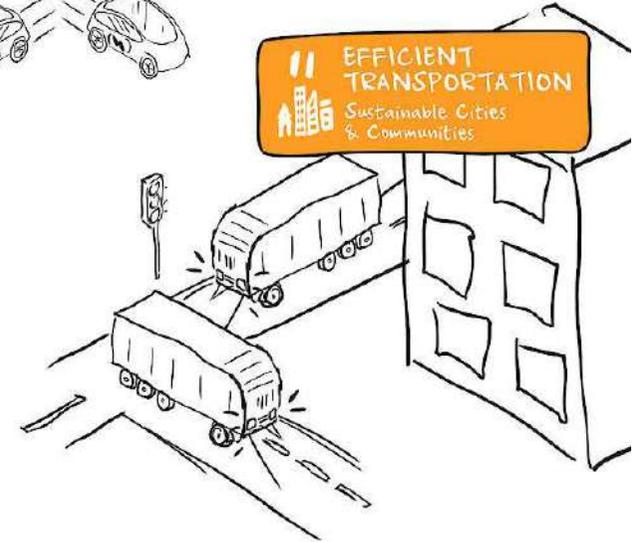
**2** AUTONOMOUS  
AGRICULTURE  
Zero Hunger



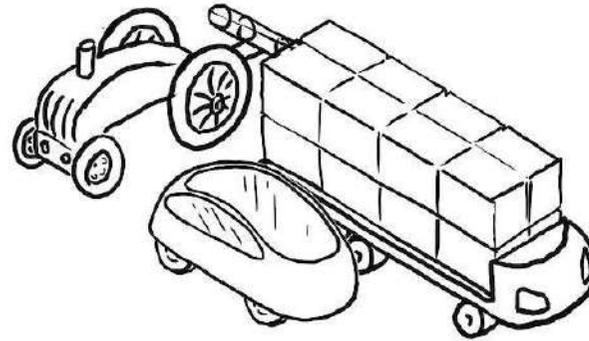
**13** EFFICIENT  
TRAFFIC & FUEL  
Climate Action



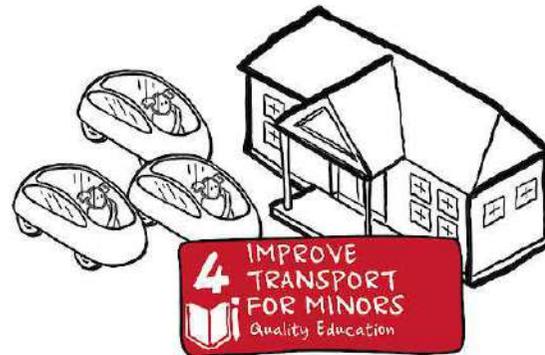
**11** EFFICIENT  
TRANSPORTATION  
Sustainable Cities  
& Communities



**3** IMPROVED  
SAFETY  
Good Health & Wellbeing



**5** WIDER ACCESS TO  
LABOUR MARKETS  
Gender Equality

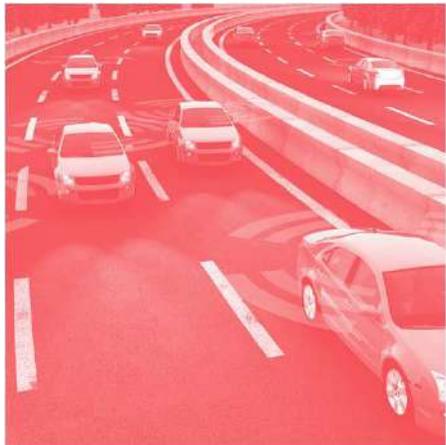
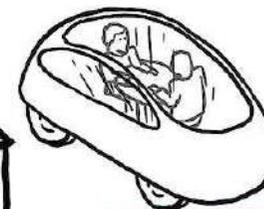


**4** IMPROVE  
TRANSPORT  
FOR MINORS  
Quality Education



**9** NEW BUSINESS  
OPPORTUNITIES  
Industry, Innovation  
& Infrastructure

**8** HIGHER PRODUCTIVITY  
Decent work & economic growth

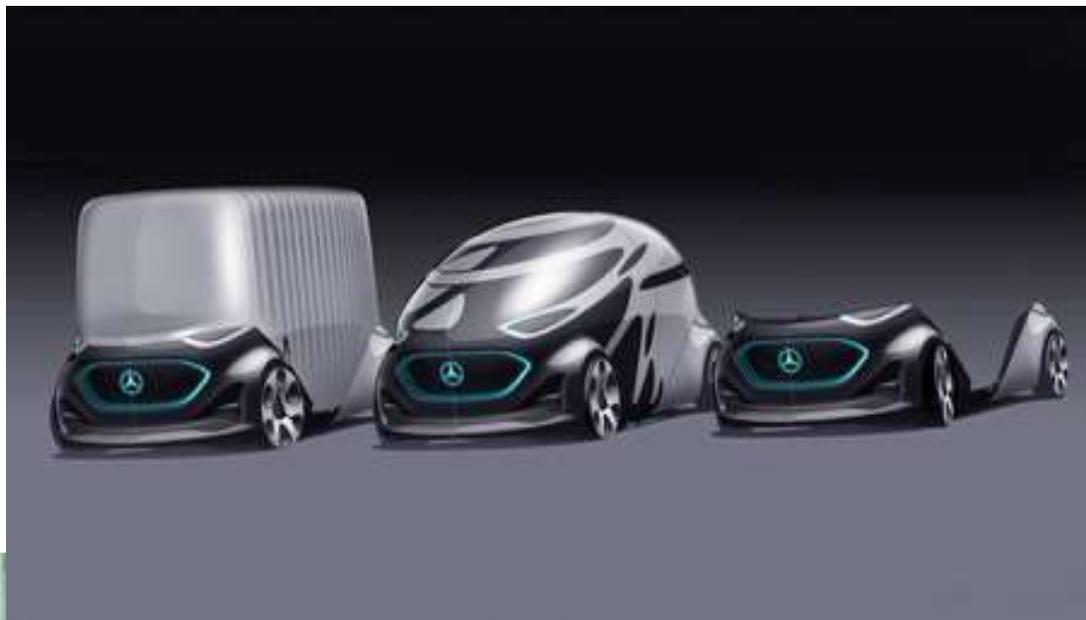


# Vehículo Autónomo = Dron

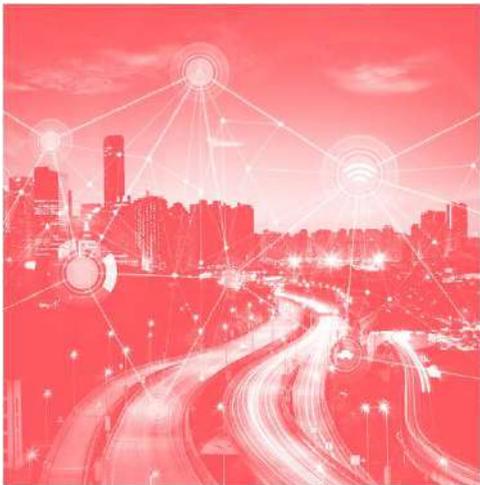
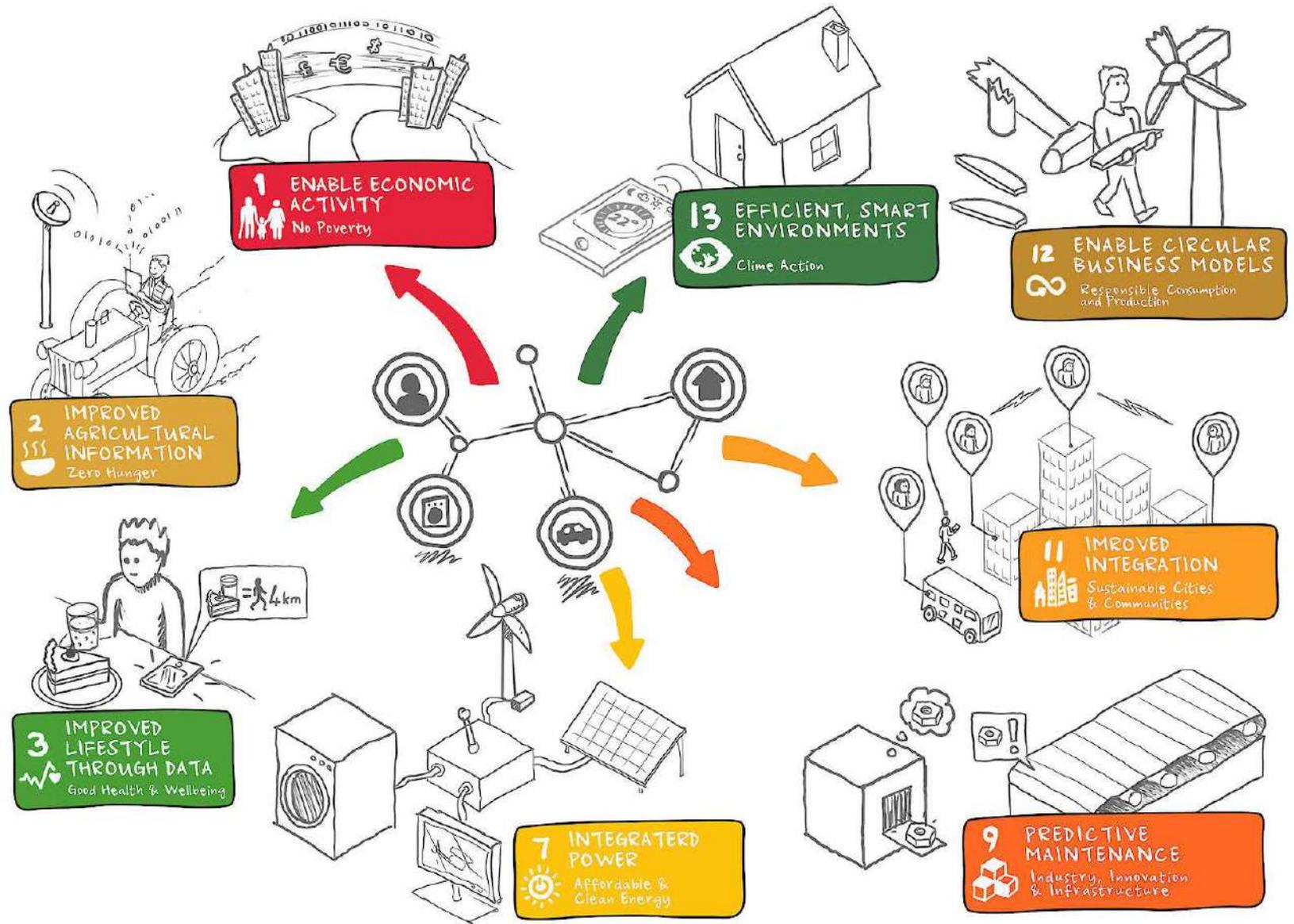


# Vehículo Autónomo = Dron

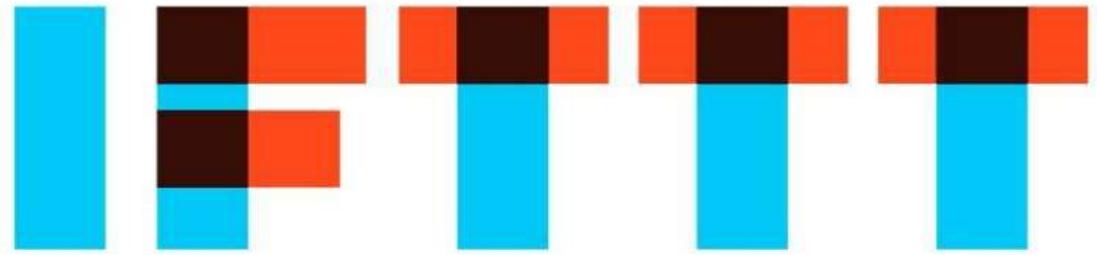




# Internet of Things



# IoT & Sensors (Internet of Things)



## if this then that



SEPTMBER 22, 2014

# TIME



## Never Offline.

The Apple Watch is just the start. How wearable tech will change your life—like it or not

BY LEV GROSSMAN AND MATT VELLA

5412 0012 3567

time.com



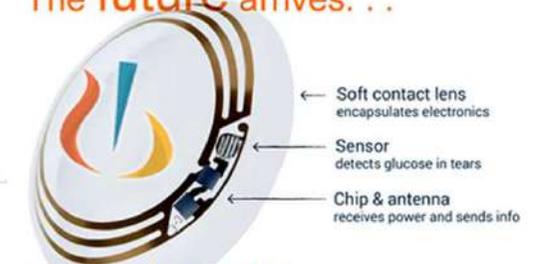


CREDIT : Jack Forkey/Oregon State University

## **BIOSENSING CONTACT LENS**

- ▶ Contact lenses embedded with transparent biosensors
- ▶ Lenses can detect blood glucose and early signs of disease
- ▶ Drug use can be tracked

The **future** arrives. . .



just a little early, at. . .



# IoT & Sensors (Internet of Things)

The image displays three screenshots of the vidaMovida mobile application. The leftmost screenshot is a login screen with the title "Sincroniza tu dispositivo con vidaMovida" and an illustration of a hand holding a smartphone. The middle screenshot is the main dashboard, featuring a "Conecta un dispositivo" section, a summary of daily steps (5031) and a reward of €3.64, and a "nutricion" article titled "10 Curiosidades sobre los alimentos que igual no sabías". The rightmost screenshot is the "Seguimiento" (Tracking) screen, which includes a bar chart for "Pasos Andados" (Steps Taken) for the last week and a list of daily step counts.

**Seguimiento**

Última Semana | Último Mes

**Pasos Andados**

Día	Pasos Andados
14	4000
15	3500
16	8500
17	8000
18	5000
19	2000
20	5500

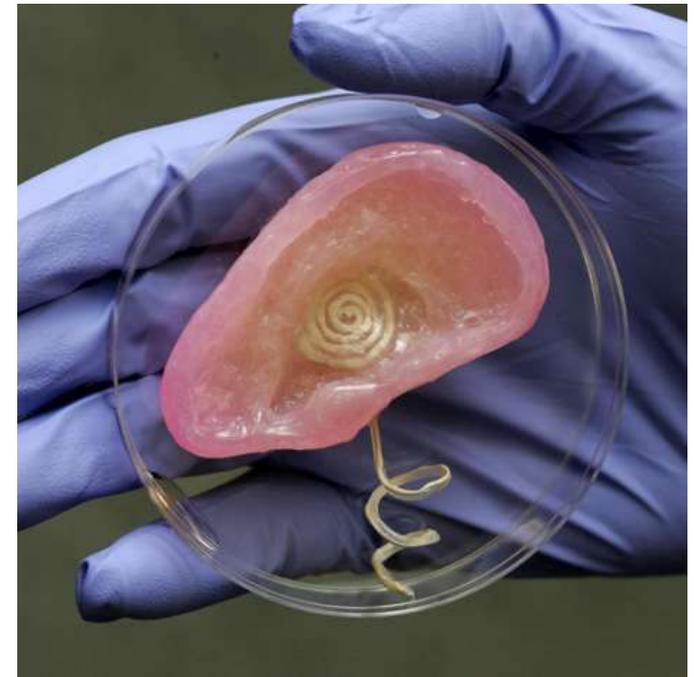
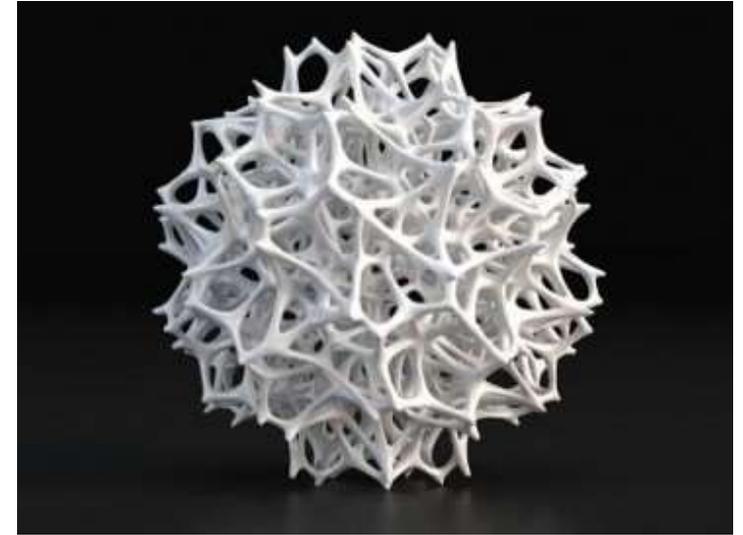
**Pasos Andados**

Fecha	Pasos Andados
20.02.18	5942 pasos
19.02.18	2128 pasos
18.02.18	5318 pasos
17.02.18	8272 pasos
16.02.18	

# Manufactura Aditiva 3 D Printing



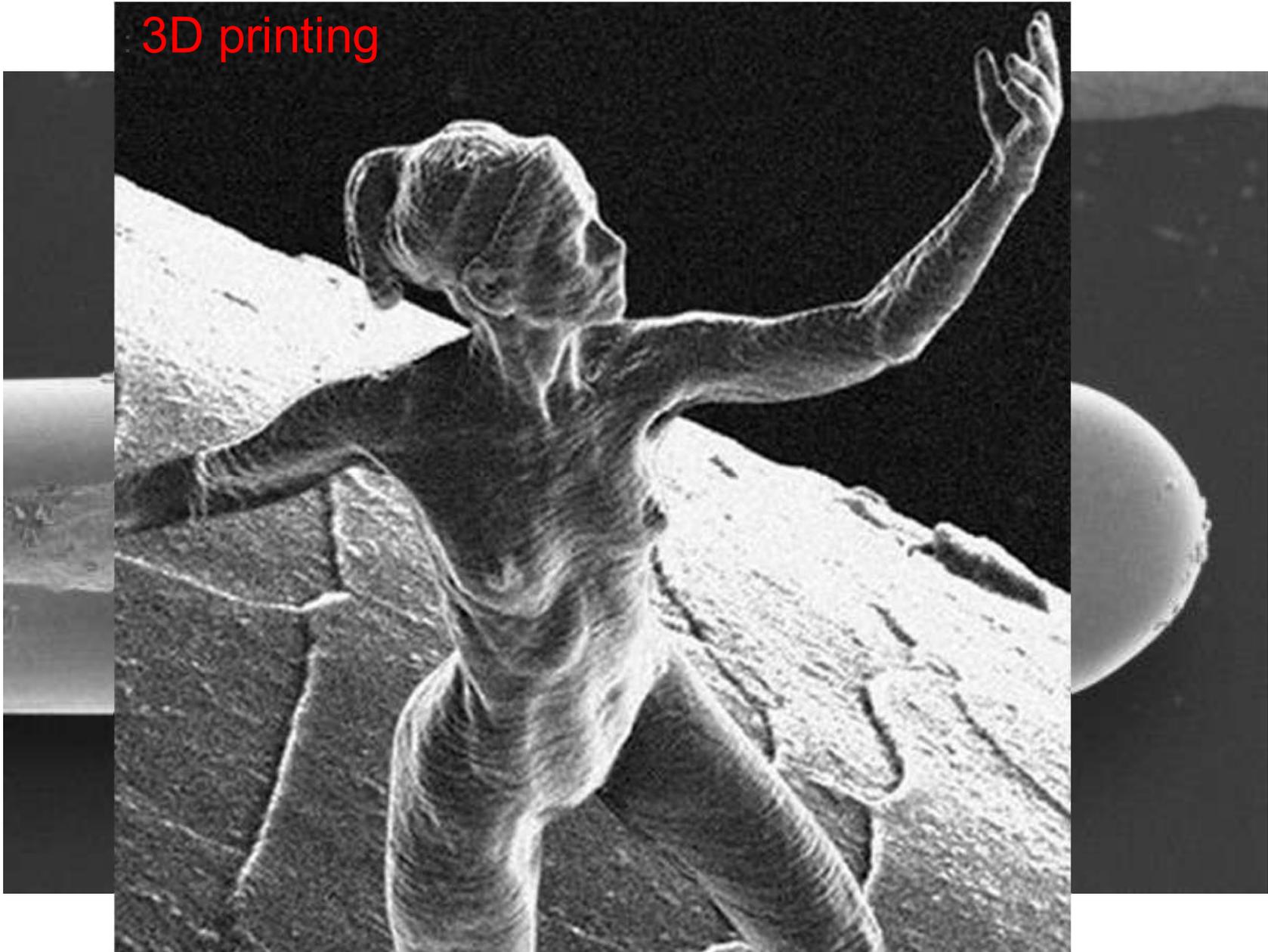
# 3D printing Fabricación Aditiva



# Fabricación Aditiva

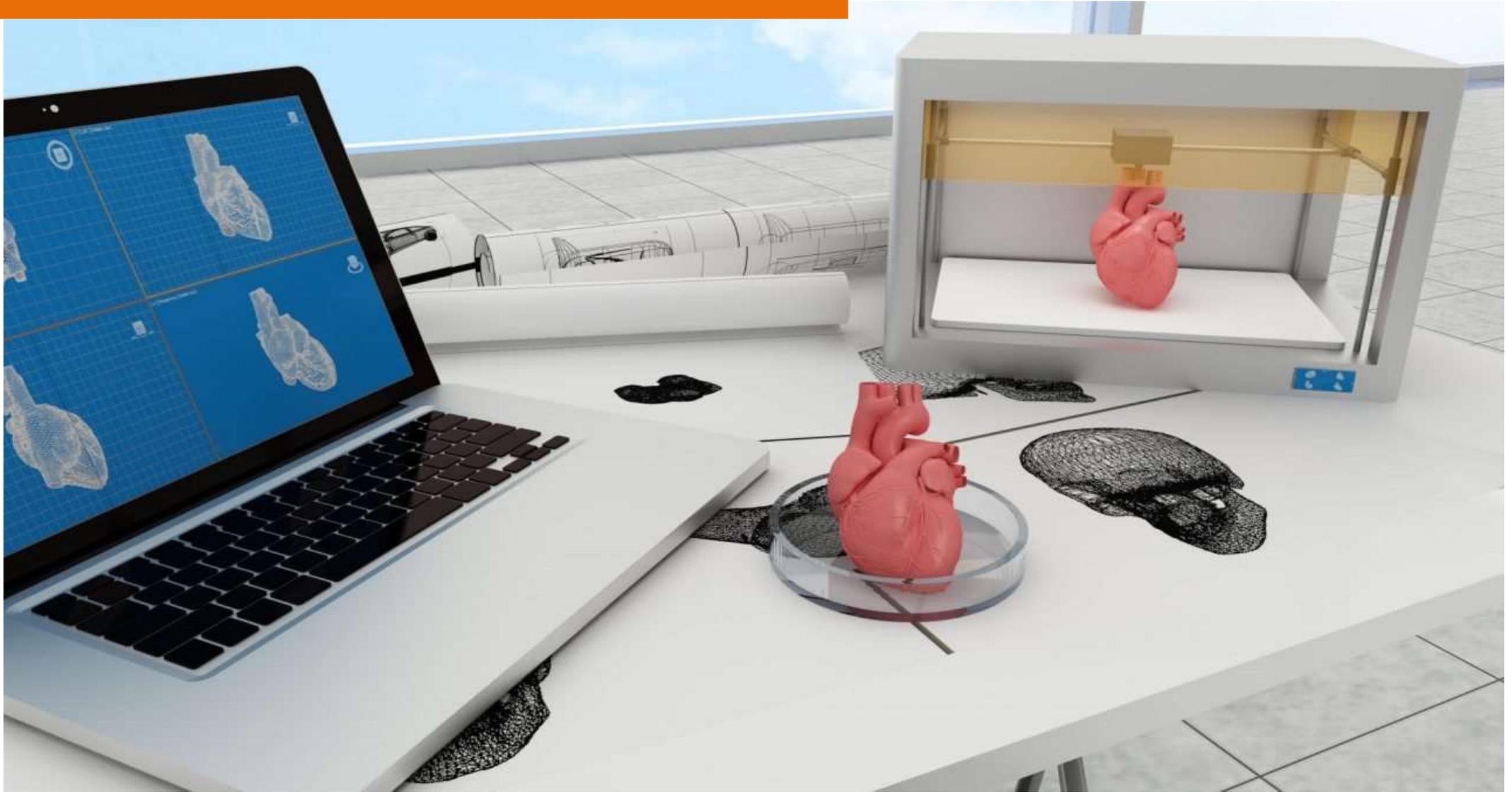


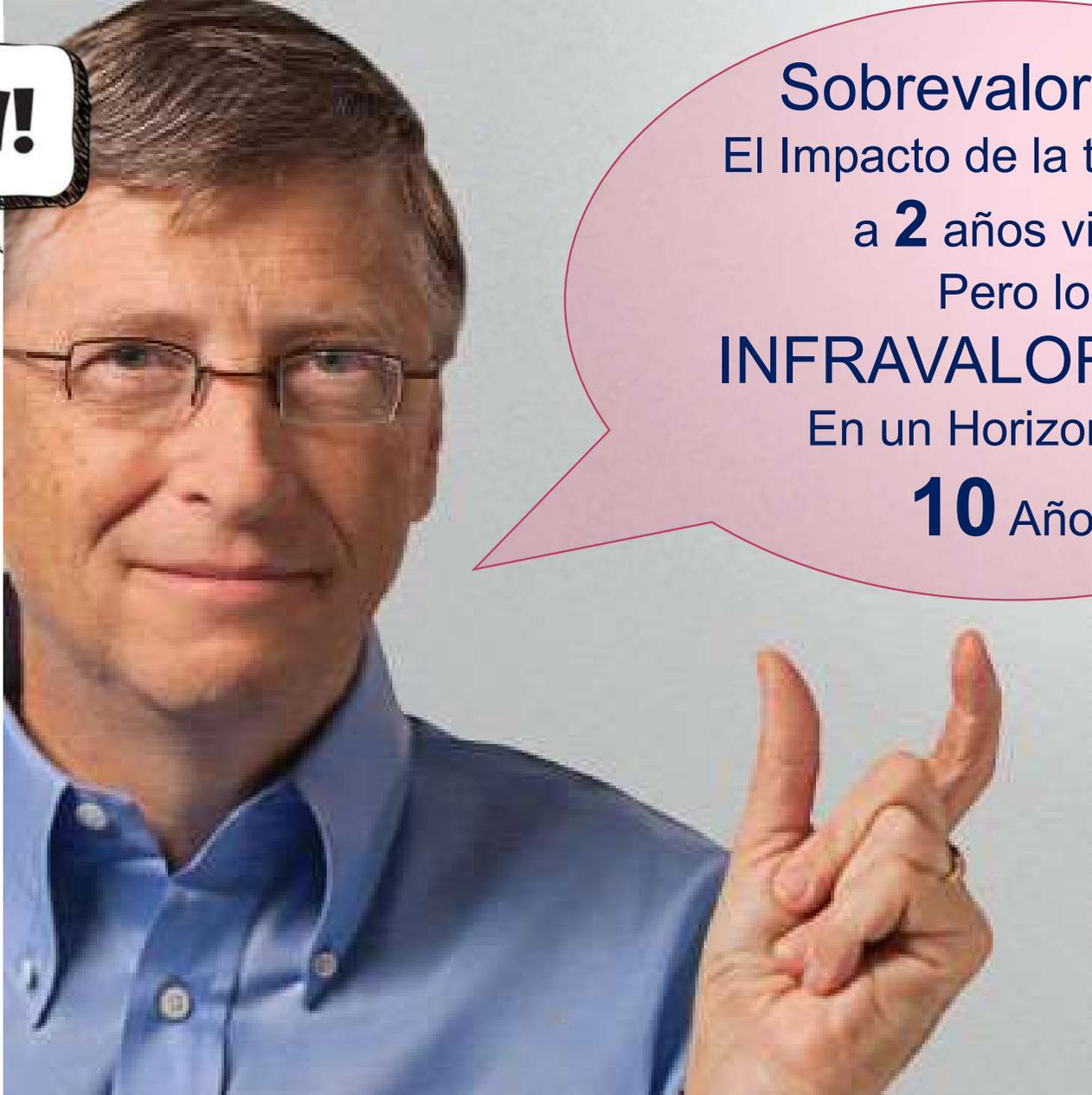
3D printing





# BIO-Fabricación Aditiva



A portrait of Bill Gates, wearing glasses and a blue button-down shirt, with his right hand raised in a 'V' sign. The background is a plain, light-colored wall.

**WOW!**

Sobrevaloramos  
El Impacto de la tecnología  
a **2** años vista,  
Pero lo  
**INFRAVALORAMOS**  
En un Horizonte de  
**10** Años



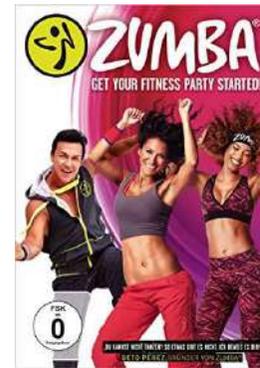
**DIGI-TECH**

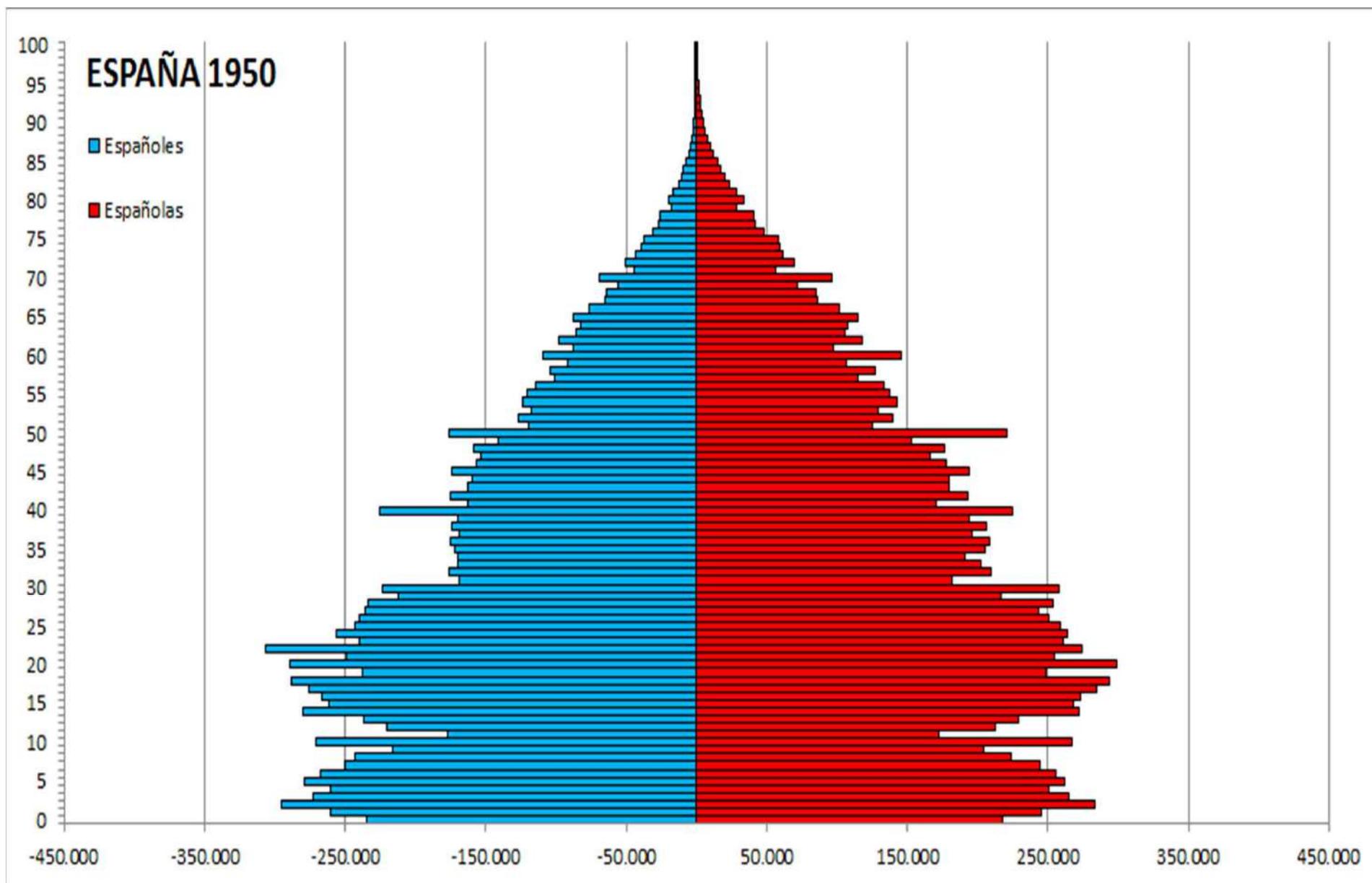


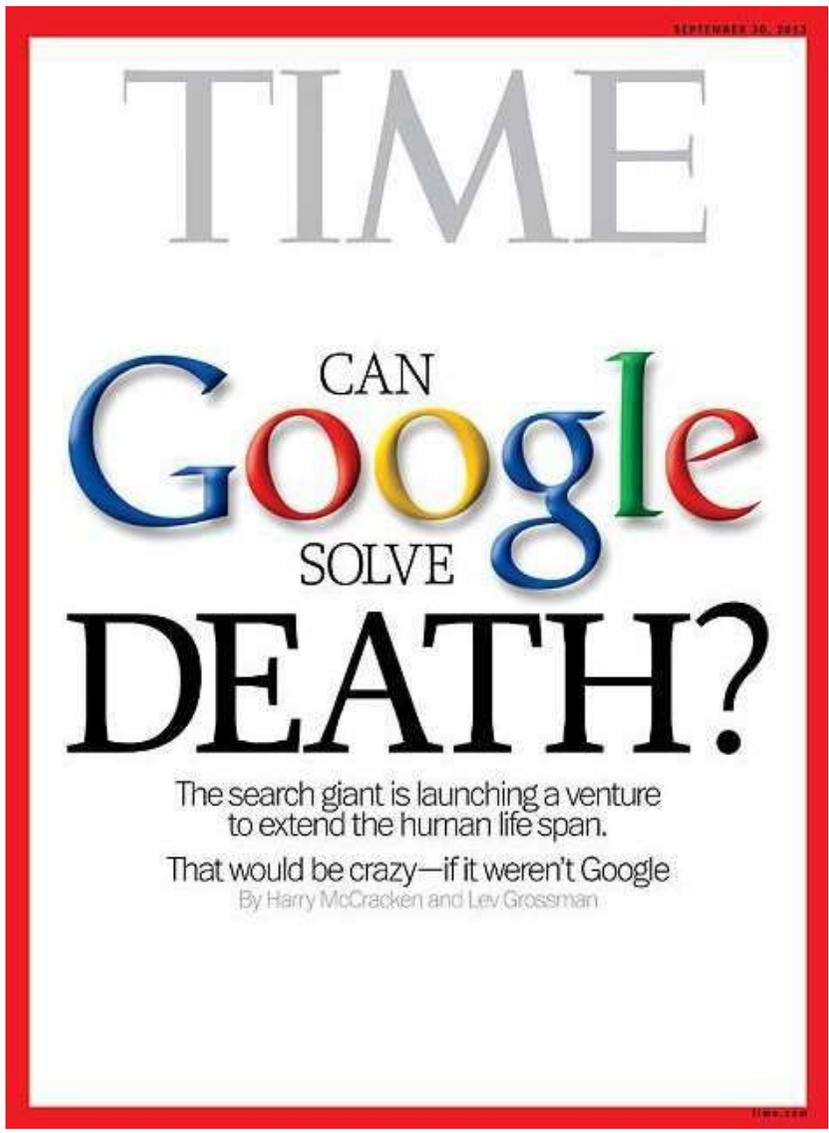
**BIO-HEALTH**



**ECO-SOST**



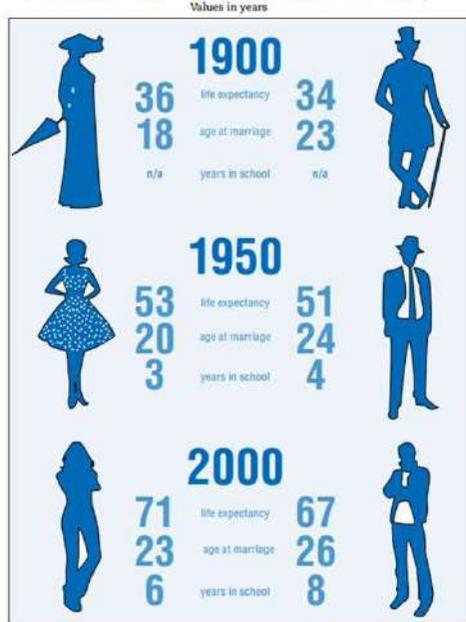




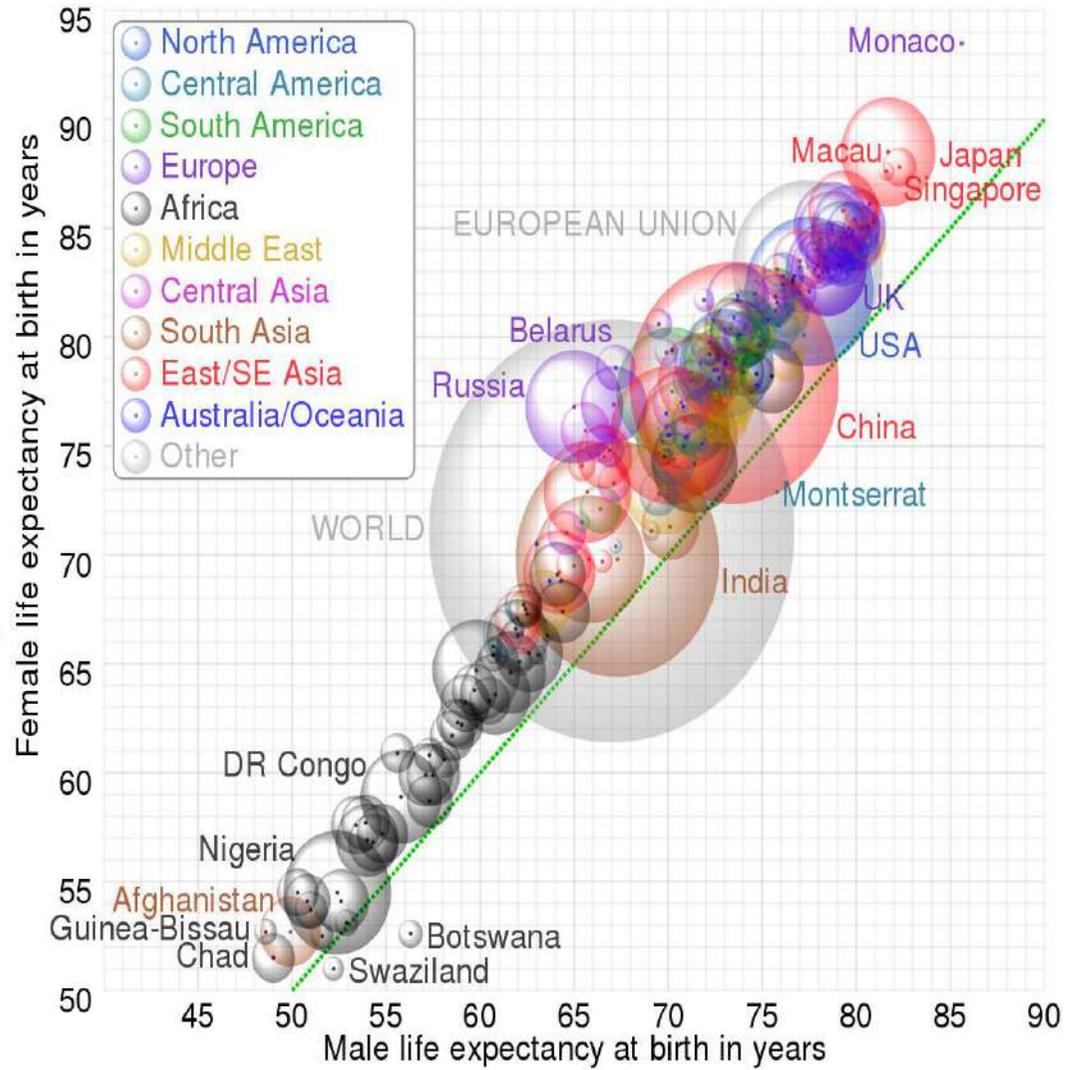
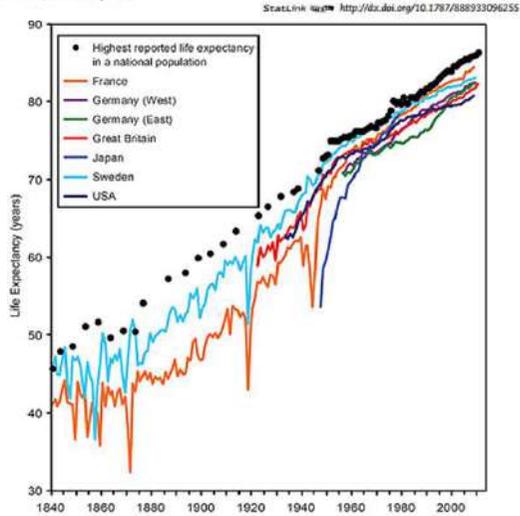
The titans of industry are investing in biotech and other forms of life-extending research to try and find a way to slow aging...or maybe even stop it entirely. Here are the more notable personalities and proponents of life extension.



Figure 12.1. Average life expectancy at birth, marriage age and average years of education for women and men in the 20th century

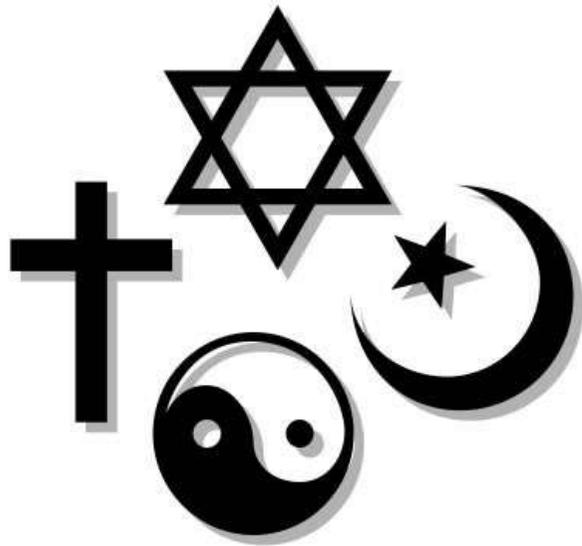


Note: For an assessment of data quality, see Table 12.2.  
Source: Clio-Infra, [www.clio-infra.eu](http://www.clio-infra.eu).

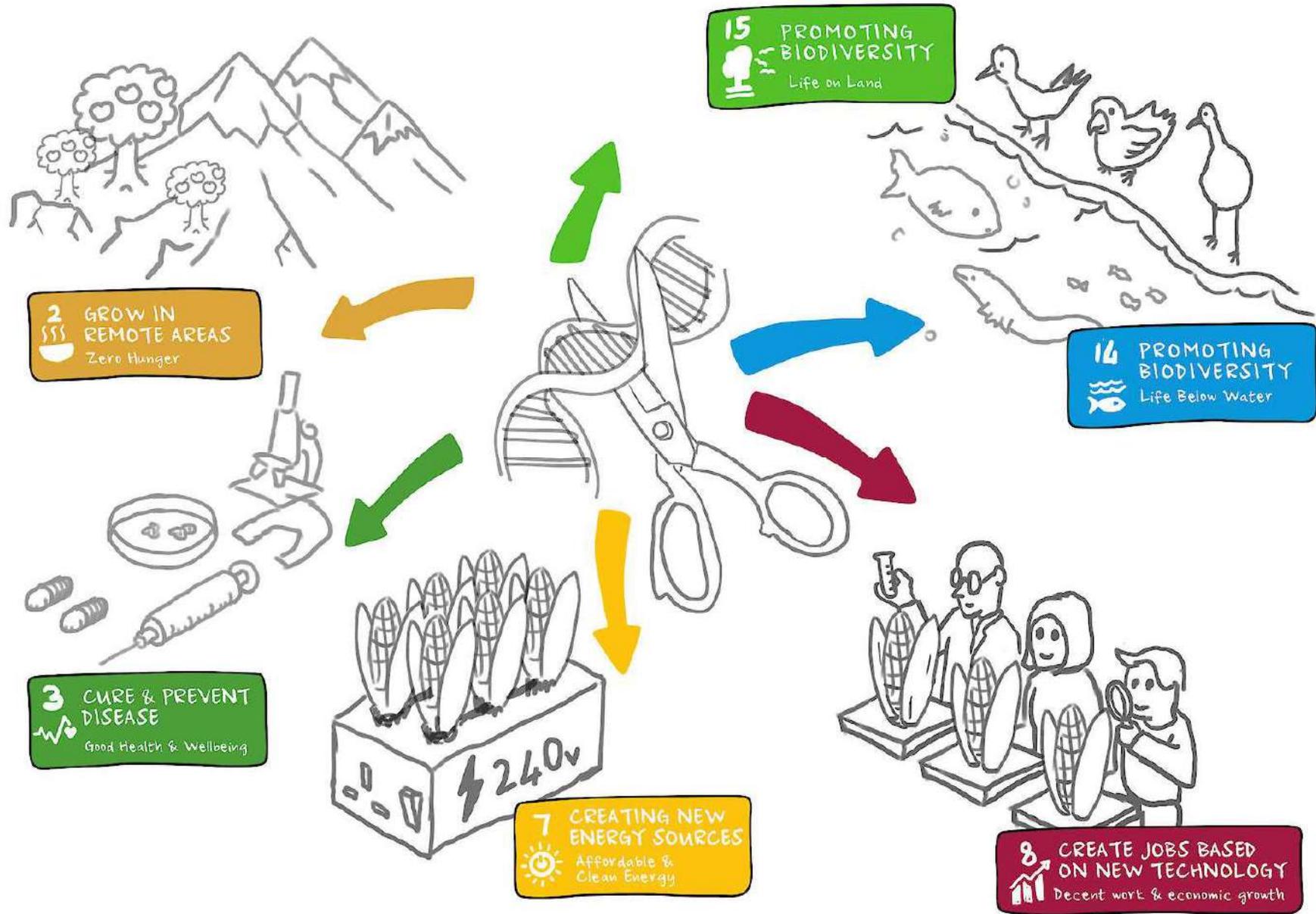


# SILVER SURFERS





# GENE Editing CRISPR



THE STAGGERING



**DIABETES**

WORL  
382

201



ans  
S

n o

sent



**DIGI-TECH**



**BIO-HEALTH**



**ECO-SOST**

Lo llamamos **MEDIO AMBIENTE**



Porque ya nos hemos cargado la **MITAD**

# S.O.S TENIBILIDAD





# OBJETIVOS DE DESARROLLO SOSTENIBLE

<b>1</b> FIN DE LA POBREZA 	<b>2</b> HAMBRE CERO 	<b>3</b> SALUD Y BIENESTAR 	<b>4</b> EDUCACIÓN DE CALIDAD 	<b>5</b> IGUALDAD DE GÉNERO 	<b>6</b> AGUA LIMPIA Y SANEAMIENTO 
<b>7</b> ENERGÍA ASEQUIBLE Y NO CONTAMINANTE 	<b>8</b> TRABAJO DECENTE Y CRECIMIENTO ECONÓMICO 	<b>9</b> INDUSTRIA, INNOVACIÓN E INFRAESTRUCTURA 	<b>10</b> REDUCCIÓN DE LAS DESIGUALDADES 	<b>11</b> CIUDADES Y COMUNIDADES SOSTENIBLES 	<b>12</b> PRODUCCIÓN Y CONSUMO RESPONSABLES 
<b>13</b> ACCIÓN POR EL CLIMA 	<b>14</b> VIDA SUBMARINA 	<b>15</b> VIDA DE ECOSISTEMAS TERRESTRES 	<b>16</b> PAZ, JUSTICIA E INSTITUCIONES SÓLIDAS 	<b>17</b> ALIANZAS PARA LOGRAR LOS OBJETIVOS 	 <b>OBJETIVOS DE DESARROLLO SOSTENIBLE</b>

de la agenda **G****L****O****B****A****L**



<https://www.youtube.com/watch?v=RjgVnM0m90>

A la agenda **L****O****C****A****L**

# SDG PYRAMID



SPIRITUAL



ECOLOGICAL



PEOPLE

SUSTAINABLE DEVELOPMENT GOALS

# ECO ΝΟΟΘΡΙΑ



KEEP  
CALM  
AND  
GO  
GREEN





ETCOLOGIA ETONOMIA  
ETONOMIA ETIOLOGIA  
ETONOMIA ETCOLOGIA



# ECONOMÍA ECOLÓGICA

*Restauración*

*Regeneración*

*Reciclaje*

*Reducción*

REUSE   
REDUCE  
RECYCLE

*Reutilización*

*Rechazo*

Star  
from

STARBUCKS  
BRIEF  
FR  
FR  
PLA

#starbuckstrash ST



S



5

to  
:

S

ic



# Water Footprint



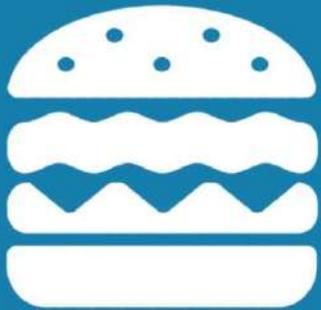
1 pound of beef = 1,800 gallons of water = 90 eight-minute showers

## SAVE WATER

Eat less and better meat!

[@EATSUSTAINABLE](#) [SUSTAINABLE TABLE](#)

HAMBURGUESA  
DE 150g



=

2,400L  
DE AGUA

### HOW DOES MEATLESS MONDAY HELP?

IF THE WORLD REDUCED MEAT CONSUMPTION BY



15% {BY DOING MEATLESS MONDAY}

IT WOULD HAVE THE SAME IMPACT ON GREENHOUSE GAS EMISSIONS AS

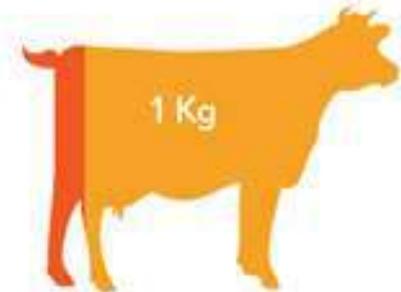


TAKING 240 MILLION CARS OFF THE ROAD EACH YEAR

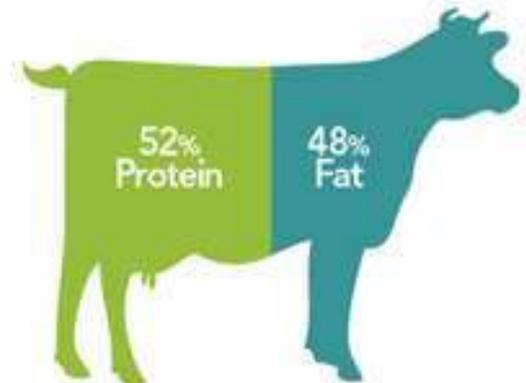




10 Kg Feed



grasshoppers  
96 kcal per portion



beef mince  
285 kcal per portion

# TENDENCIAS

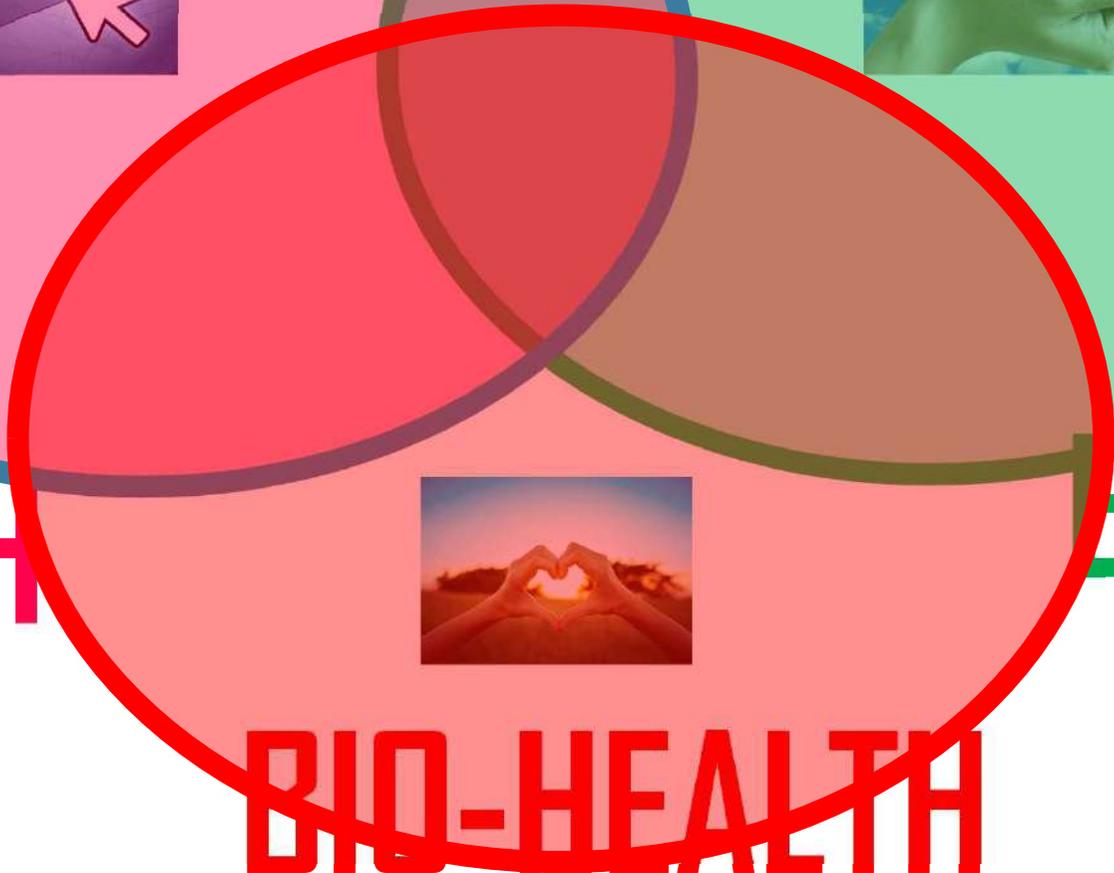
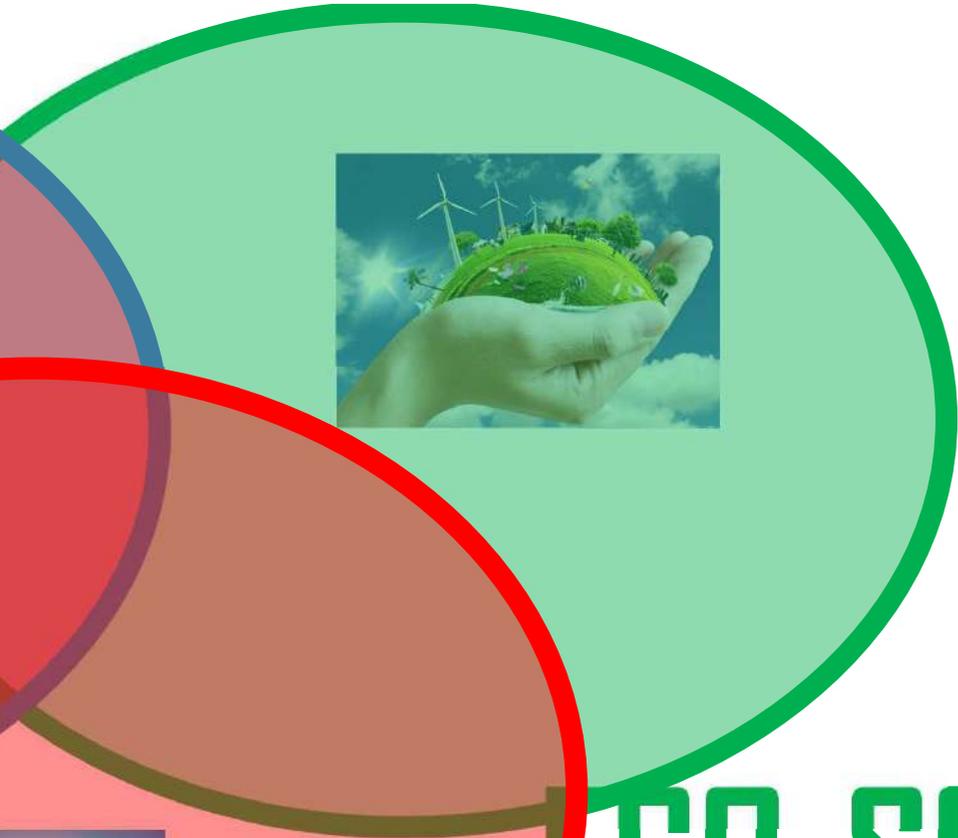
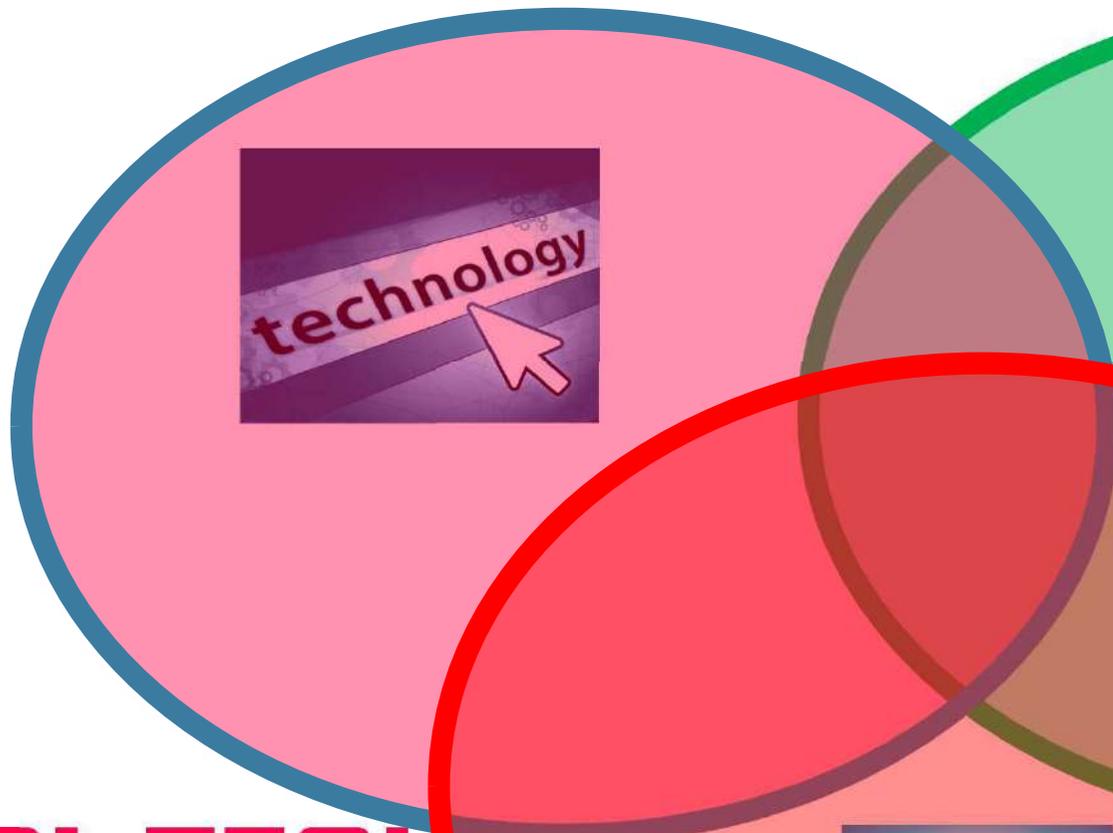


**DIGI-TECH**

**BIO-HEALTH**

**ECO-SOST**

**OPORTUNIDADES**

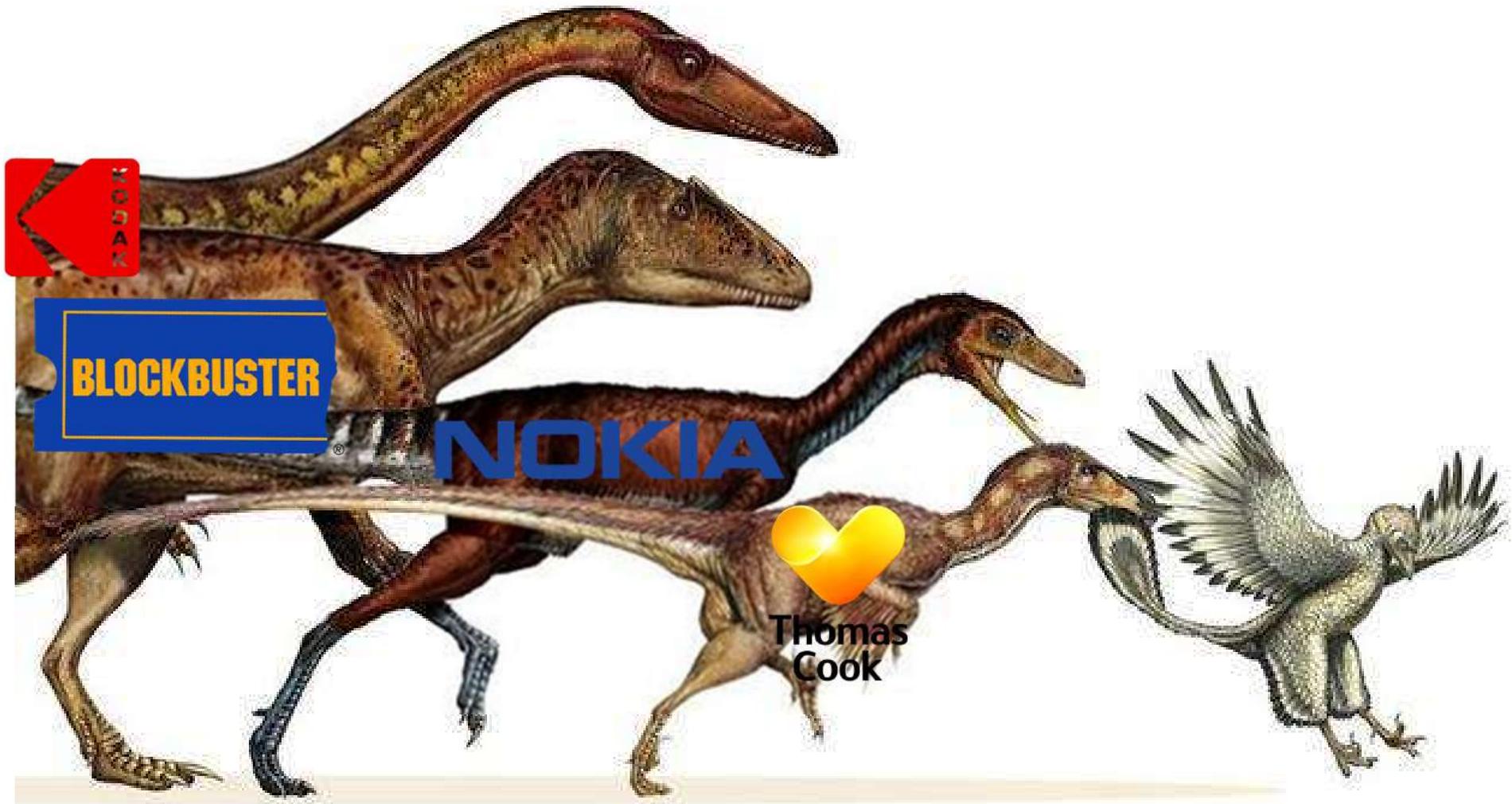


**DIGI-TECH**

**ECO-SOST**

**BIO-HEALTH**

# Epoca de Cambios



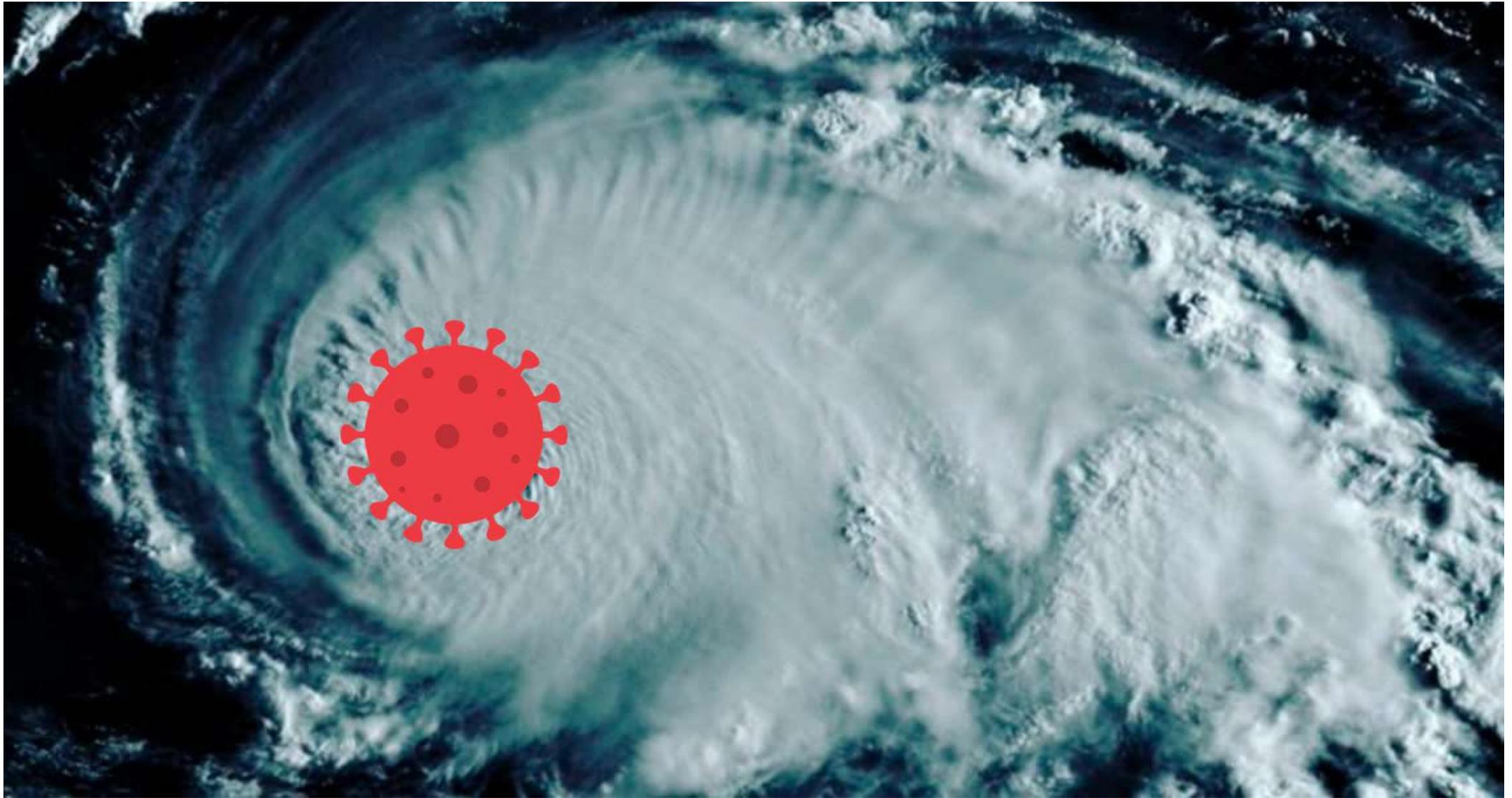
Cuando Soplan VIENTOS de CAMBIO ....

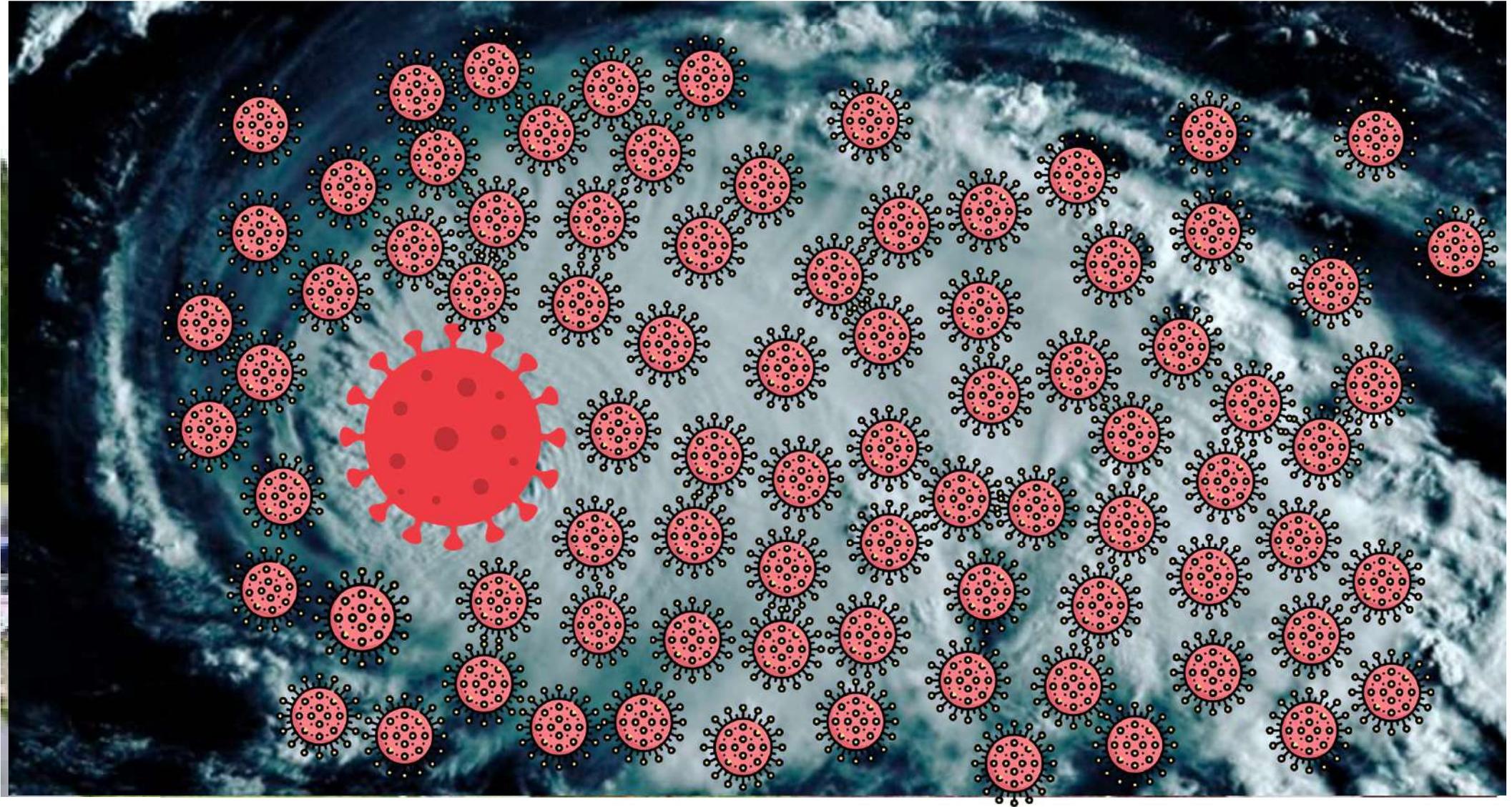
EXPERIENCE AHEAD

Mientras unos construyen muros,  
otros construyen MOLINOS



The Valley







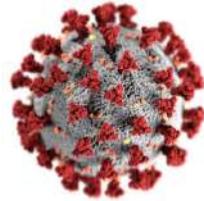


Tendencias *POST-COVID 19* :  
Hacia una Nueva Normalidad

## Back to the New-No Normal



Tendencias *POST-COVID 19* :  
Hacia una Nueva Normalidad



**Hipocondría Social:**  
WellBeing Colectivo

**Patriotismo Industrial**  
Independencia tecnológica básica

**Digital by Default**  
Ocio & NegOcio

**Desconfianza Masiva:**  
Nuevo Liderazgo Intelectual



**S.O.S.Tenibilidad:**  
Nuevo Capitalismo E.S.G  
Descarbonización Posible

**Economía del  
Reconocimiento:**  
Los Nuevos Heroes

**LOW Cost  
con Valores**  
Black Friday extendido  
Ahorro

**Business Future Thinkinh:**  
Estrategia mpresarial



The Valley



Tendencias *POST-COVID 19* :  
Hacia una Nueva Normalidad

## Hipocondría Social: WellBeing Colectivo





Tendencias *POST-COVID 19* :  
Hacia una Nueva Normalidad

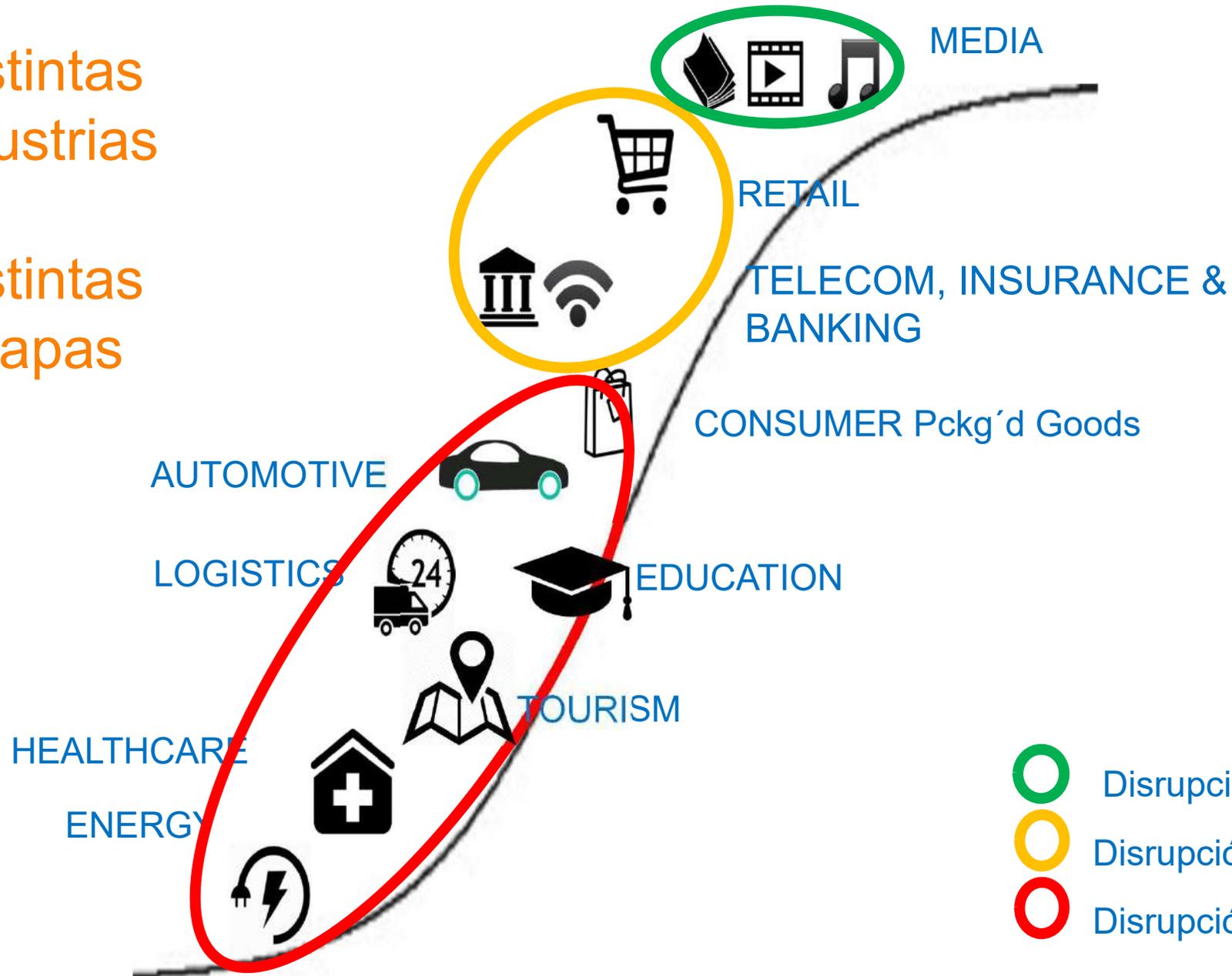
## Digital by Default

Ocio & NegOcio



Distintas Industrias

Distintas Etapas



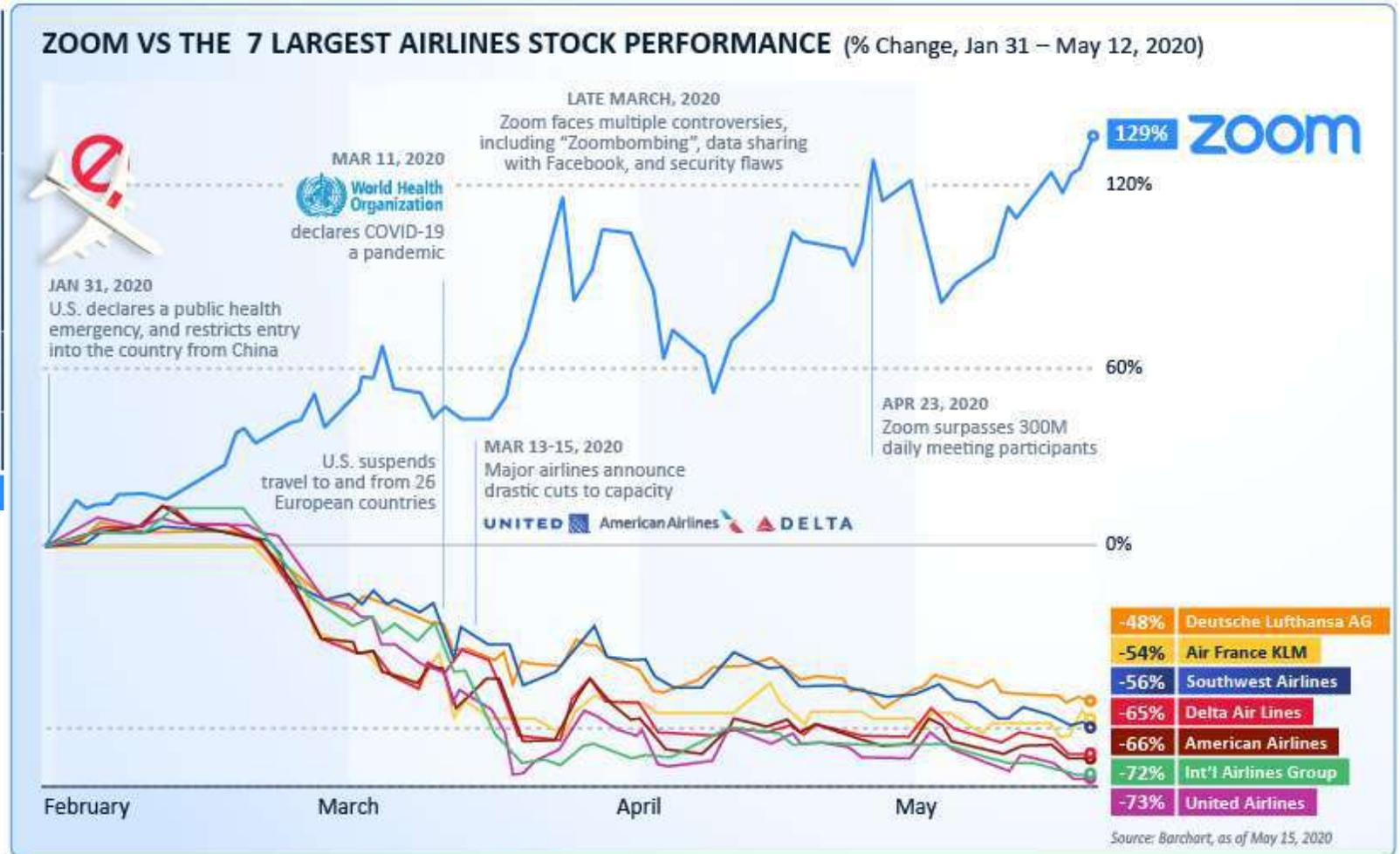
-  Disrupción REAL
-  Disrupción Going on
-  Disrupción Potencial



Tendencias POST-COVID 19 :  
Hacia una Nueva Normalidad

# Digital by Default Ocio & NegOcio

## MARKET CAPITALIZATION OF ZOOM VS. TOP AIRLINES





Tendencias POST-COVID 19 :  
Hacia una Nueva Normalidad

# Patriotismo Industrial

Independencia tecnológica básica





**Tendencias** *POST-COVID 19* :  
Hacia una Nueva Normalidad

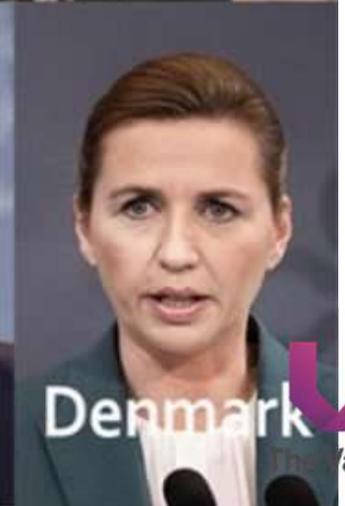
## Desconfianza Masiva: Nuevo Liderazgo Intelectual





Tendencias *POST-COVID 19* :  
Hacia una Nueva Normalidad

## Desconfianza Masiva: Nuevo Liderazgo Intelectual





Tendencias *POST-COVID 19* :  
Hacia una Nueva Normalidad

**S.O.S. Tenibilidad:**  
Nuevo Capitalismo E.S.G  
Descarbonización Posible

 **OBJETIVOS DE DESARROLLO SOSTENIBLE**





Tendencias *POST-COVID 19* :  
Hacia una Nueva Normalidad

## S.O.S. Tenibilidad:

Nuevo Capitalismo E.S.G  
Descarbonización Posible





Tendencias *POST-COVID 19* :  
Hacia una Nueva Normalidad

## Economía del Reconocimiento: Los Nuevos Heroes



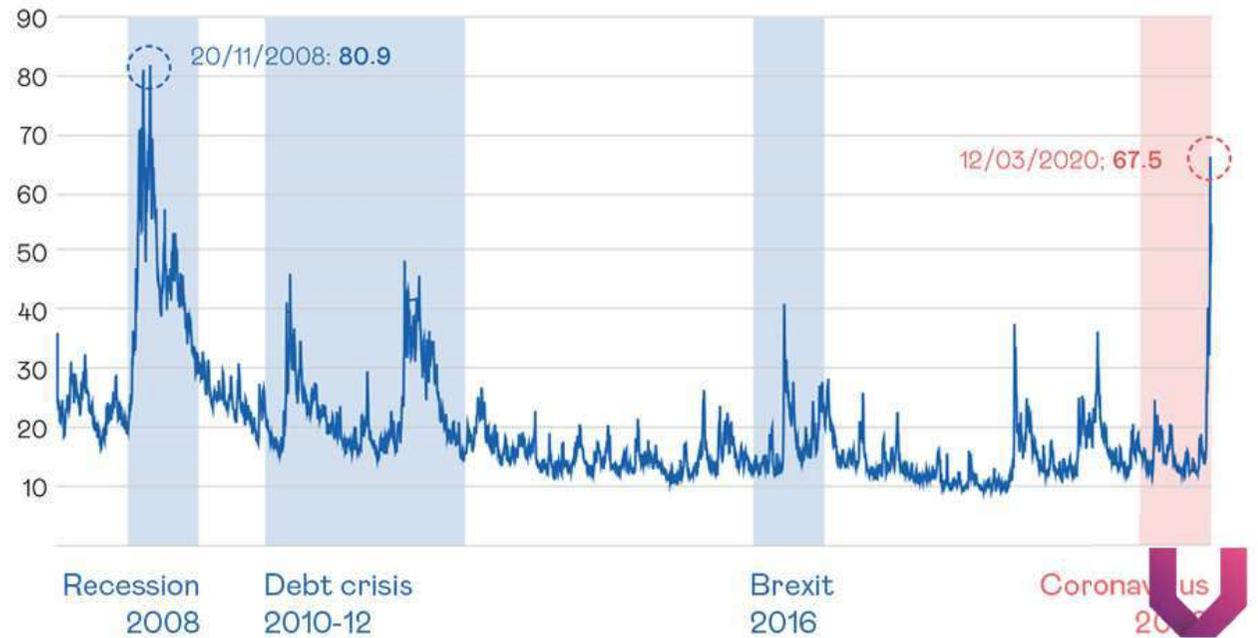


Tendencias POST-COVID 19 :  
Hacia una Nueva Normalidad

# Business Future Thinking: Estrategia Empresarial



Graph 3  
**Volatility caused by the global pandemic has reached the level of the Great Recession**  
Development of VIX Volatility Index 2000-2020





Tendencias *POST-COVID 19* :  
Hacia una Nueva Normalidad

## Business Future Thinking: Estrategia Empresarial



#elIntermediosofá

ABRIL 2015



**BILL GATES**  
FUNDADOR MICROSOFT

**No habrá misiles, sino microbios.**



**Obama alertó en 2014  
de una posible enfermedad  
mortal global en el aire.**



**BUSH ALERTÓ EN 2005  
SOBRE UNA PANDEMIA**



Tendencias *POST-COVID 19* :  
Hacia una Nueva Normalidad

## LOW Cost con Valores

Black Friday extendido  
Ahorro

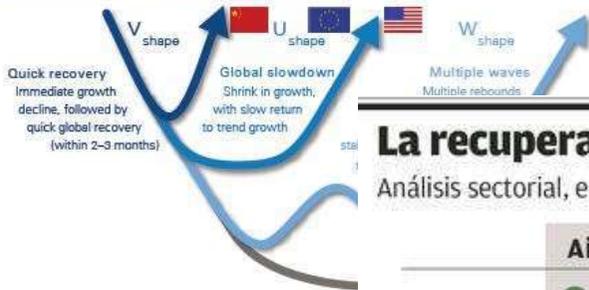




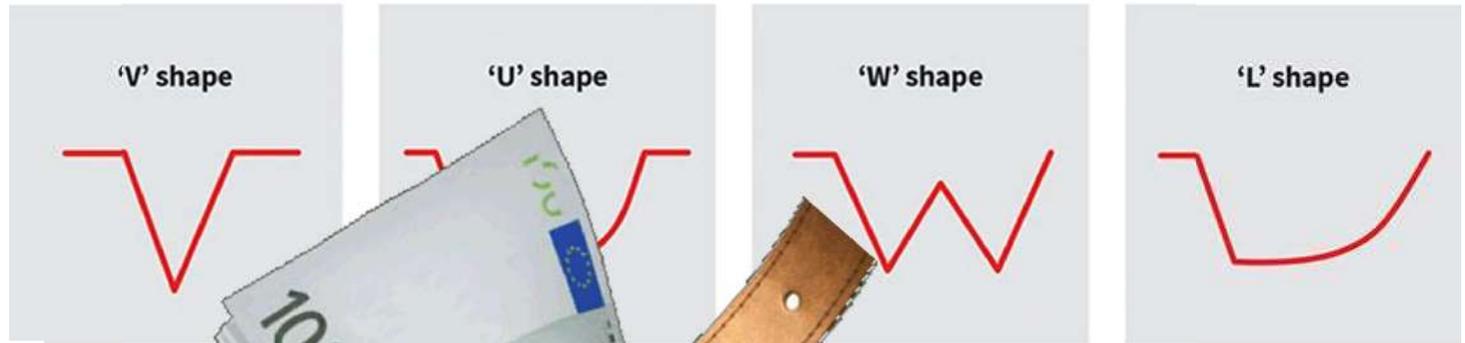
**Tendencias POST-COVID 19 :**  
Hacia una Nueva Normalidad

**LOW Cost con Valores**  
**Black Friday extendido**  
**Ahorro**

**Economic recovery scenarios**

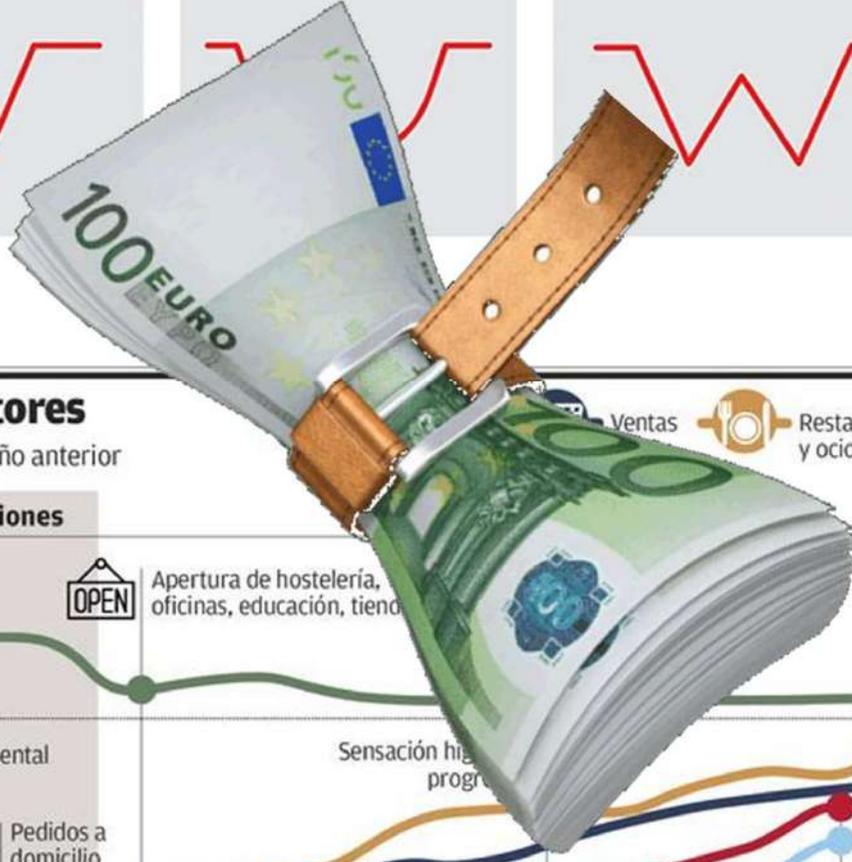
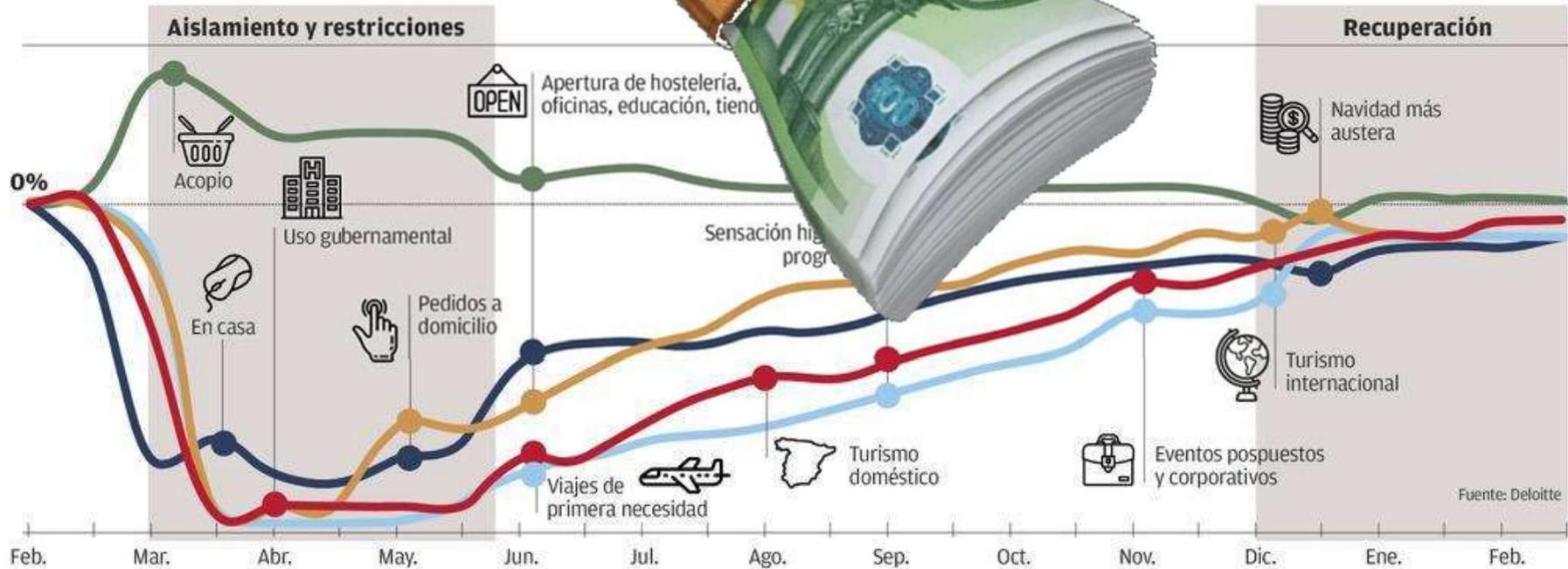


Source: Arthur D. Little analysis



**La recuperación, por sectores**

Análisis sectorial, en porcentaje sobre el año anterior



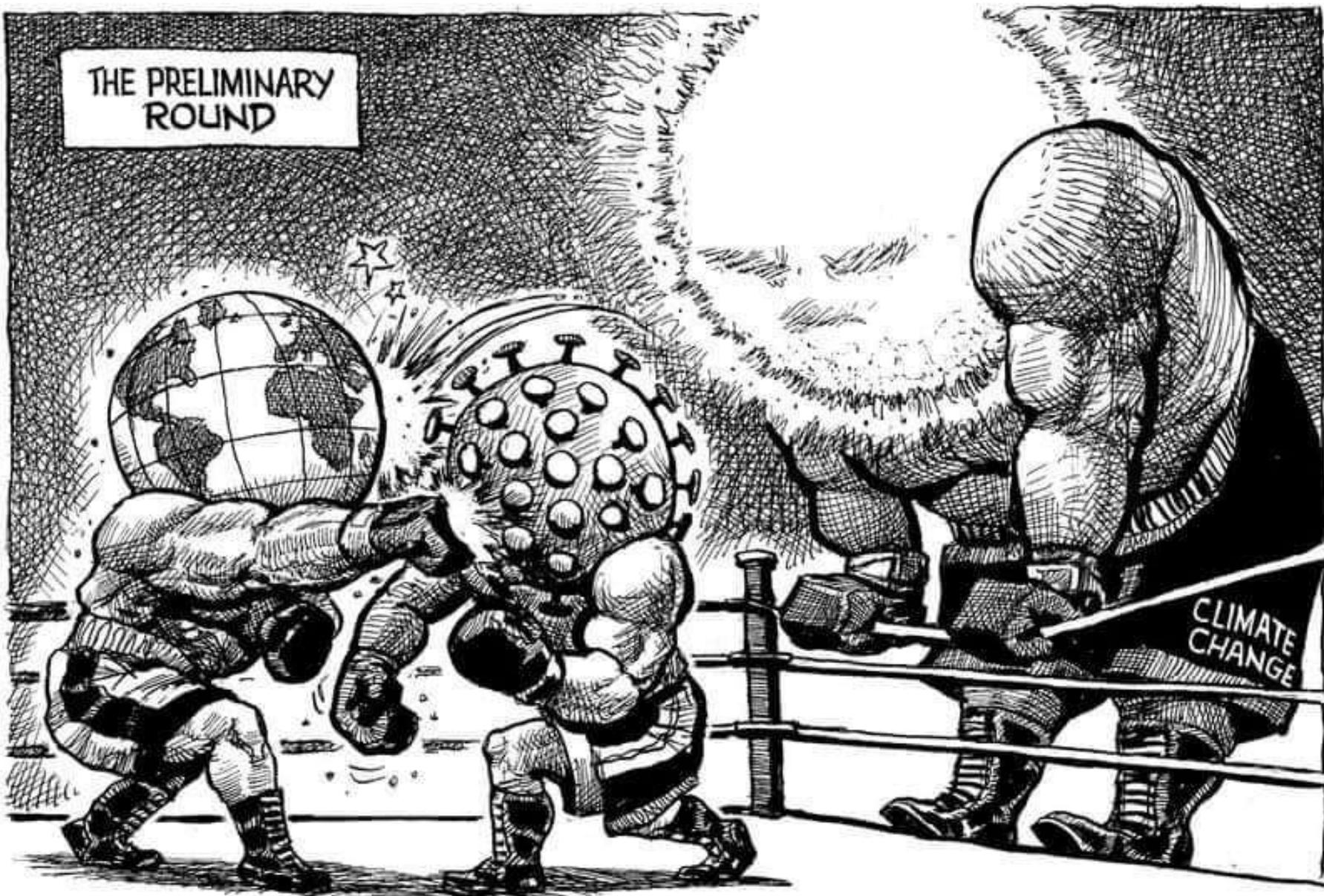
Tendencias *POST-COVID 19* :  
Hacia una Nueva Normalidad

# Back to the New-No Normal





THE PRELIMINARY ROUND





# TALENT

THE PIONEERS STRIKE BACK

# WARS

JEDI





Me interesa el futuro porque es el sitio donde voy a pasar el resto de mi vida.

(Woody Allen)

[akifrases.com](http://akifrases.com)



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Gracias.

