

Megatrender og Norge



Silvija Seres
Grimstad

19 April 2015

Teknolog:

MSc Informatikk @ UiO
Dr Matematikk @ Oxford
AltaVista @ Silicon Valley
Programmering @ NCC
Leder @ FAST and Microsoft

Internasjonal:

Forsker @ Kina
Professor @ Saudi Arabia
MBA @ INSEAD
Oppvekst @ Jugoslavia
Investor @ Scandinavia



Samfunnsengasjert:

President @ Polyteknisk Forening
Medlem @ Teknologirådet
Mentor @ Alarga, Seema
Styremedlem @ NFR, Simula, Sintef
Elev @ Sjefskurset FHS



NORSK TIPPING



All kreativitet er kombinatorisk!

Changing world and Norway

#4

OECD: Norway 20th most competitive economy in the world

Unemployment rate: 3,6%
Female employment rate 73.8

Proven history of sustainable usage of natural resources: fish, timber, energy, oil and gas.

#1: EIU Democracy Index

	Rank	Overall score	Category scores				
			I Electoral process and pluralism	II Functioning of government	III Political participation	IV Political culture	V Civil liberties
Full democracies							
Norway	1	9.80	10.00	9.64	10.00	9.38	10.00
Iceland	2	9.65	10.00	9.64	8.89	10.00	9.71
Denmark	3	9.52	10.00	9.64	8.89	9.38	9.71
Sweden	4	9.50	9.58	9.64	8.89	9.38	10.00

- H Housing
- I Income
- J Jobs
- C Community
- E Education
- V Environment
- CE Civic Engagement
- H Health
- L Life Satisfaction
- S Safety
- W Work-Life Balance

#4: OECD Better life index

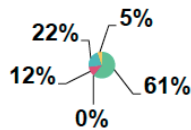
HDI rank	Human Development Index (HDI) Value	Inequality-adjusted HDI		Gender Inequality Index	
		Value	Rank	Value	Rank
VERY HIGH HUMAN DEVELOPMENT					
1	Norway	0.943	0.890	1	0.075
2	Australia	0.929	0.856	2	0.138
3	Netherlands	0.910	0.846	4	0.052
4	United States	0.910	0.771	23	0.299
5	New Zealand	0.908	-	-	0.195
6	Canada	0.908	0.829	12	0.140
7	Ireland	0.908	0.843	6	0.203
8	Liechtenstein	0.905	-	-	-
9	Germany	0.905	0.842	7	0.085
10	Sweden	0.904	0.851	3	0.049

#1: UN Human Development Index

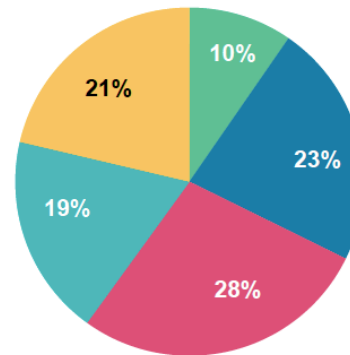
- Transparency and trust

Internet Users – 1995 → 2014... <1% to 39% Population Penetration Globally

1995
35MM+ Internet Users
0.6% Population Penetration



2014
2.8B Internet Users
39% Population Penetration



■ USA ■ China ■ Asia (ex. China) ■ Europe ■ Rest of World

@KPCB Source: Euromonitor, ITU, US Census.

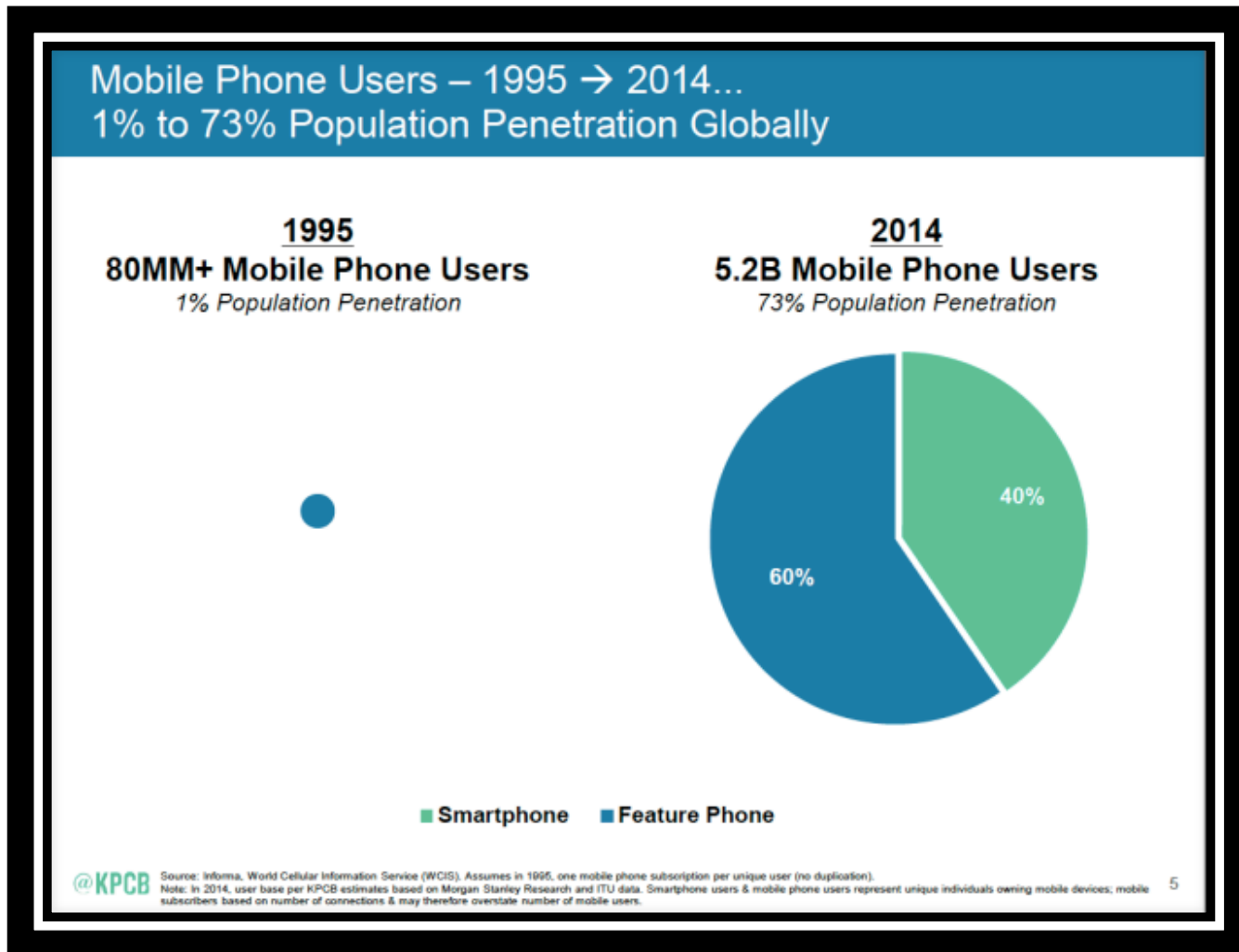
INTERNET TRENDS 2015 –
CODE CONFERENCE

Mary Meeker
May 27, 2015

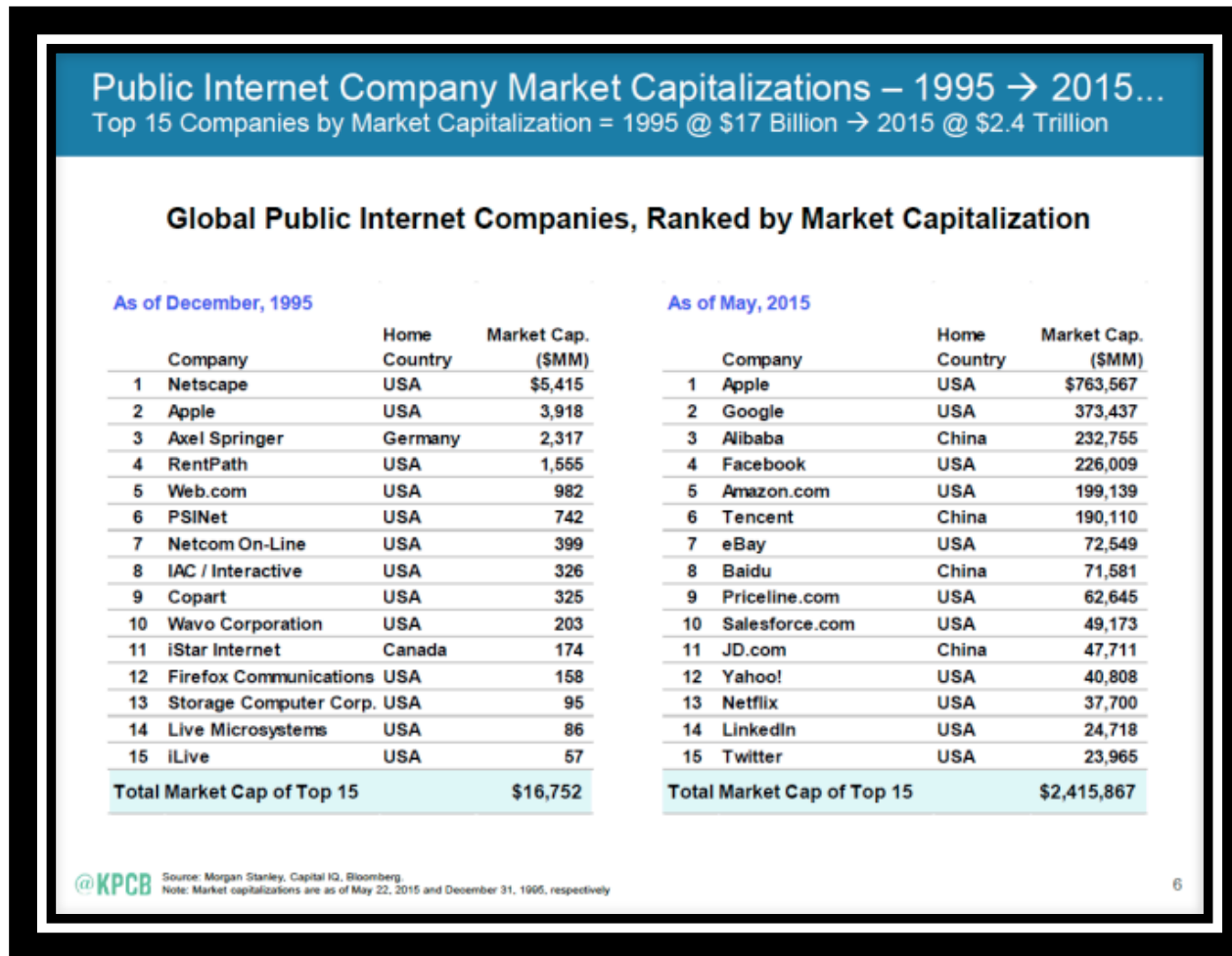
kpcb.com/InternetTrends

KPCB KEEFER
PERKINS
CUTFIELD
BERRY

2.8 billion users as of 2014,
up from 35 million in 1995



There are 5.2 billion mobile phone users,
up from 80 million in 1995.



Top 15 Internet companies a combined \$2.42 trillion, up from \$16.8 billion in 1995





Unbundling of a Bank



Konkurransen eller *death by a thousand cuts*?

- #1: Everything is personal
- #2: Non-stop, Always On
- #3: Love those SMEs
- #4: Talking Transactions
- #5: Distributed Payments
- #6: Intermediate Everything
- #7: The Banking of Things (BoT)
- #8: Robot force
- #9: Social Value Chain
- #10 Data Monetization

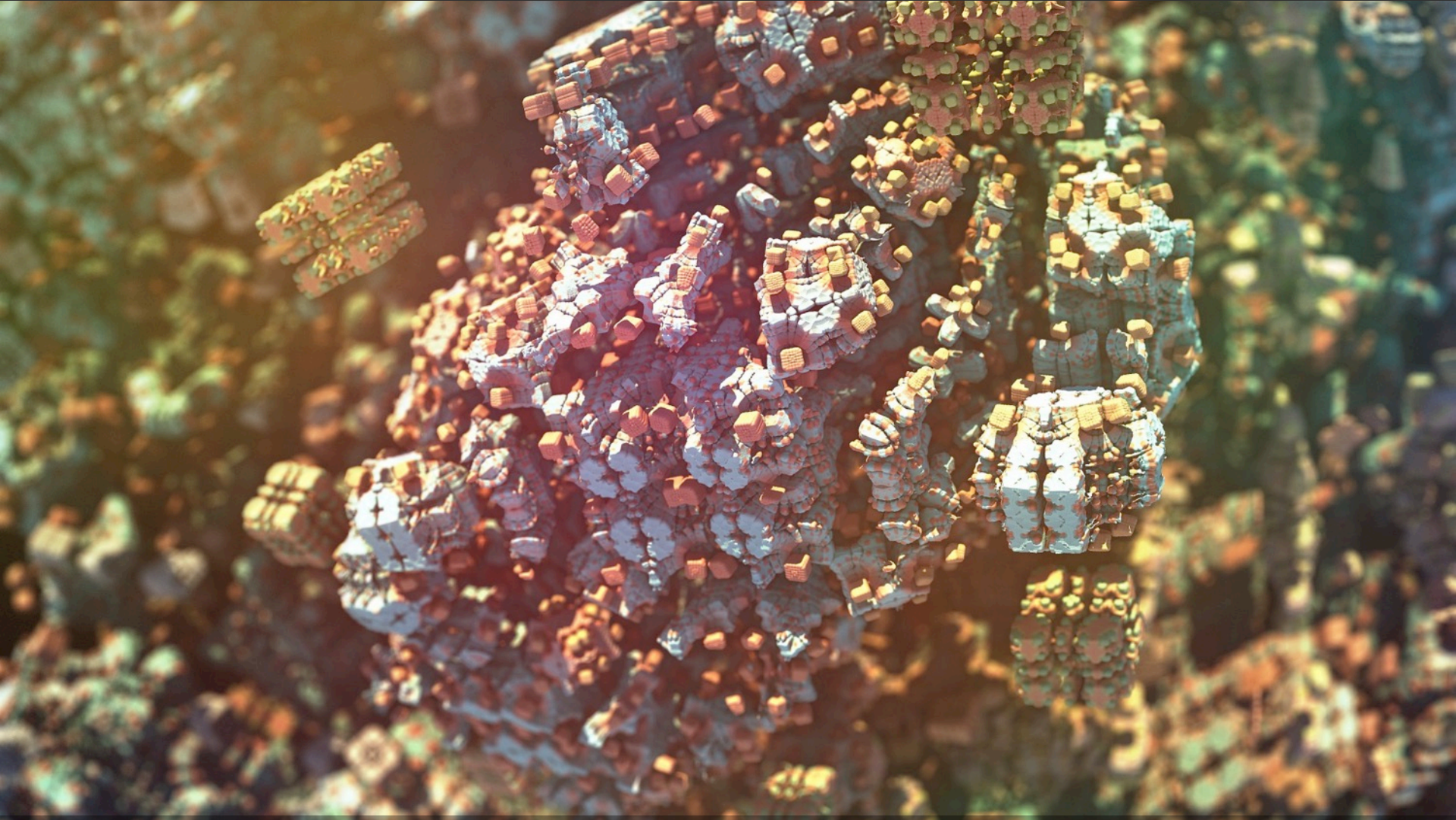
Navigating the next industrial revolution

Revolution	Year	Information	
	1	1784	Steam, water, mechanical production equipment
	2	1870	Division of labour, electricity, mass production
	3	1969	Electronics, IT, automated production
	4	?	Cyber-physical systems

Denne gangen er det annerledes:
eksponentiell, bredere, dypere.



Alle industrier og alle verdikjeder
i alle land endres grunnleggende.



Digital vekst er eksponentiell!



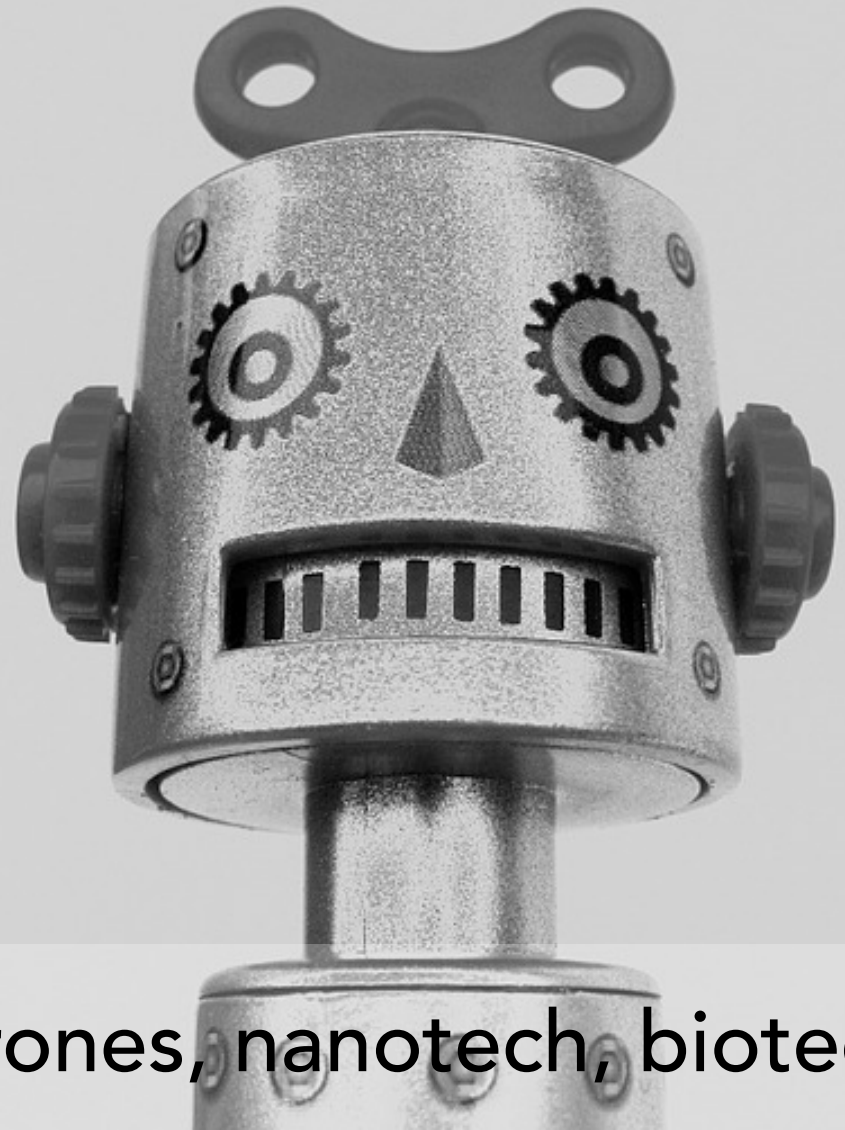
Skyen, big data, analytics of everything.

Halvgammelt nytt

#14



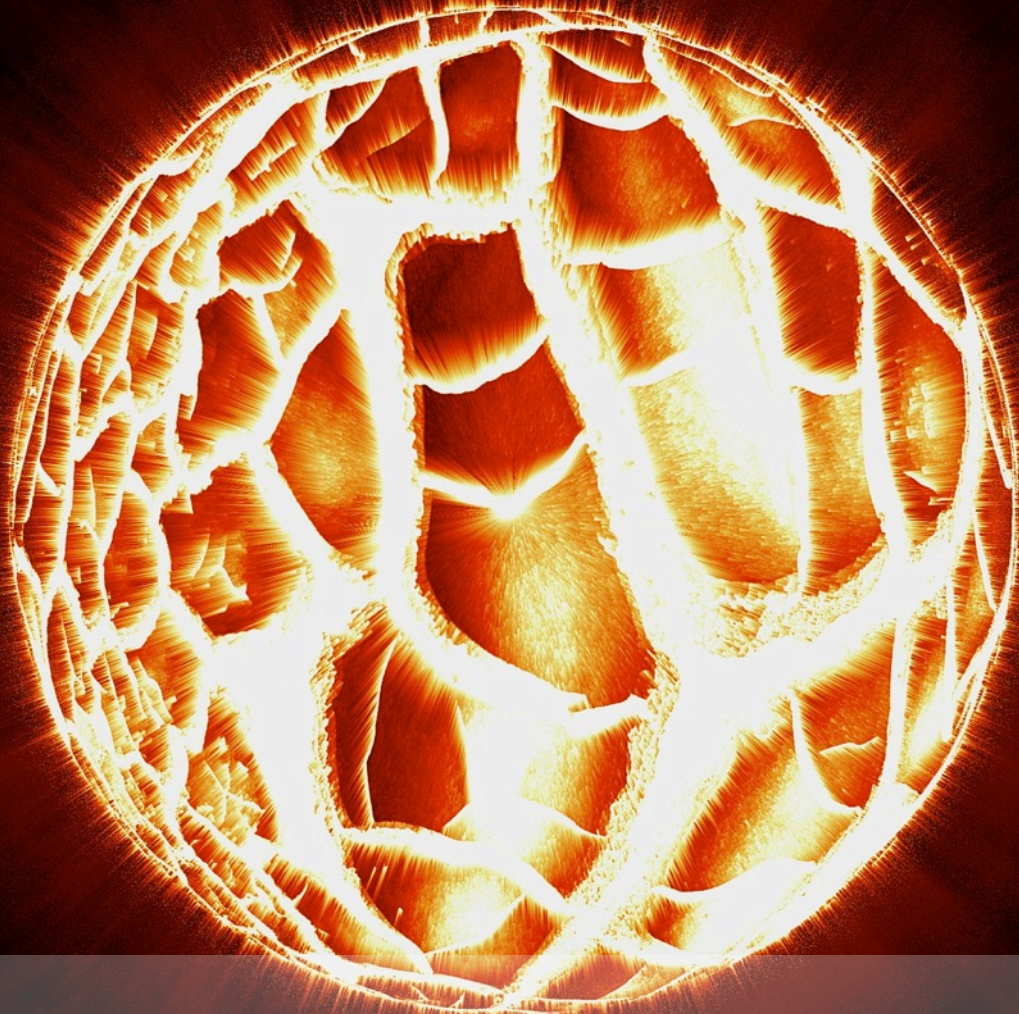
Sharing economy, crowdfunding, crowdsourcing.



Robots, AI, VR, 3D, drones, nanotech, biotech.



Slutt å dilte etter Silicon Valley.



Polarisering, algoritmisering, globalisering



Innovasjon er uforutsigbar!



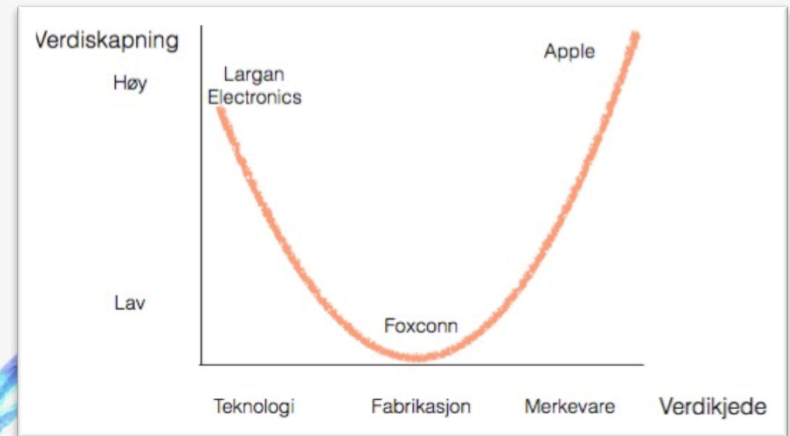
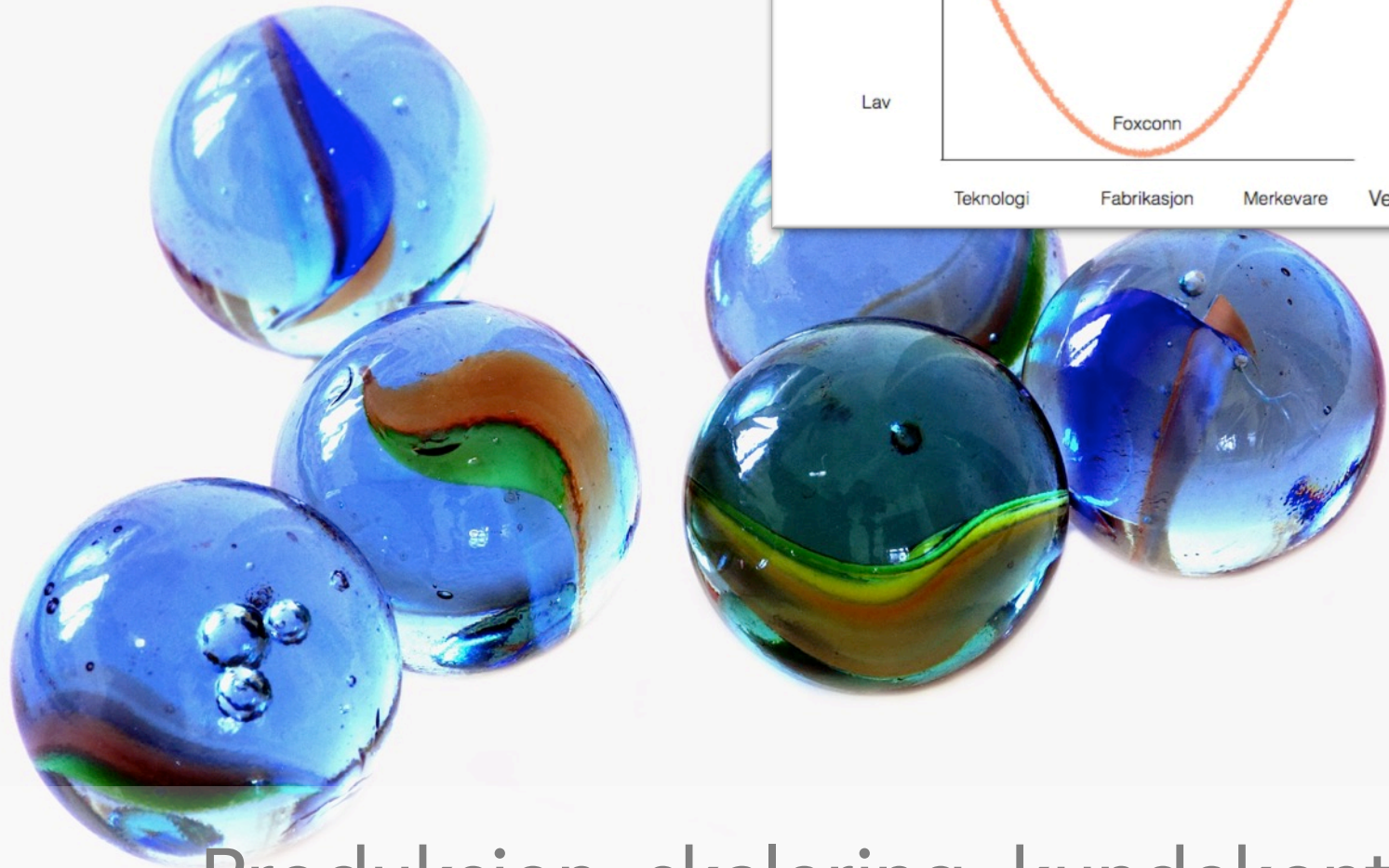
Kompleksitet eller innovasjon?



Tektoniske møter!



Husk både den første og andre deriverte.



Produksjon, skalering, kundekontakt



Passiv eller aktiv deltagelse?



Lean, Devops, Design thinking



Hvem styrer utviklingen?



Eksellens og kombinatorisk kreativitet



Nederst – infrastruktur; øverst – kundekontakt

Takk for oppmerksomheten

#28



Spørsmål?
silvija.seres@technorocks.com
[@silvijaseres](https://twitter.com/silvijaseres)

Act quickly
Build new businesses
Think like an attacker
Focus on the customer
Innovate
Experiment
Hire new talent



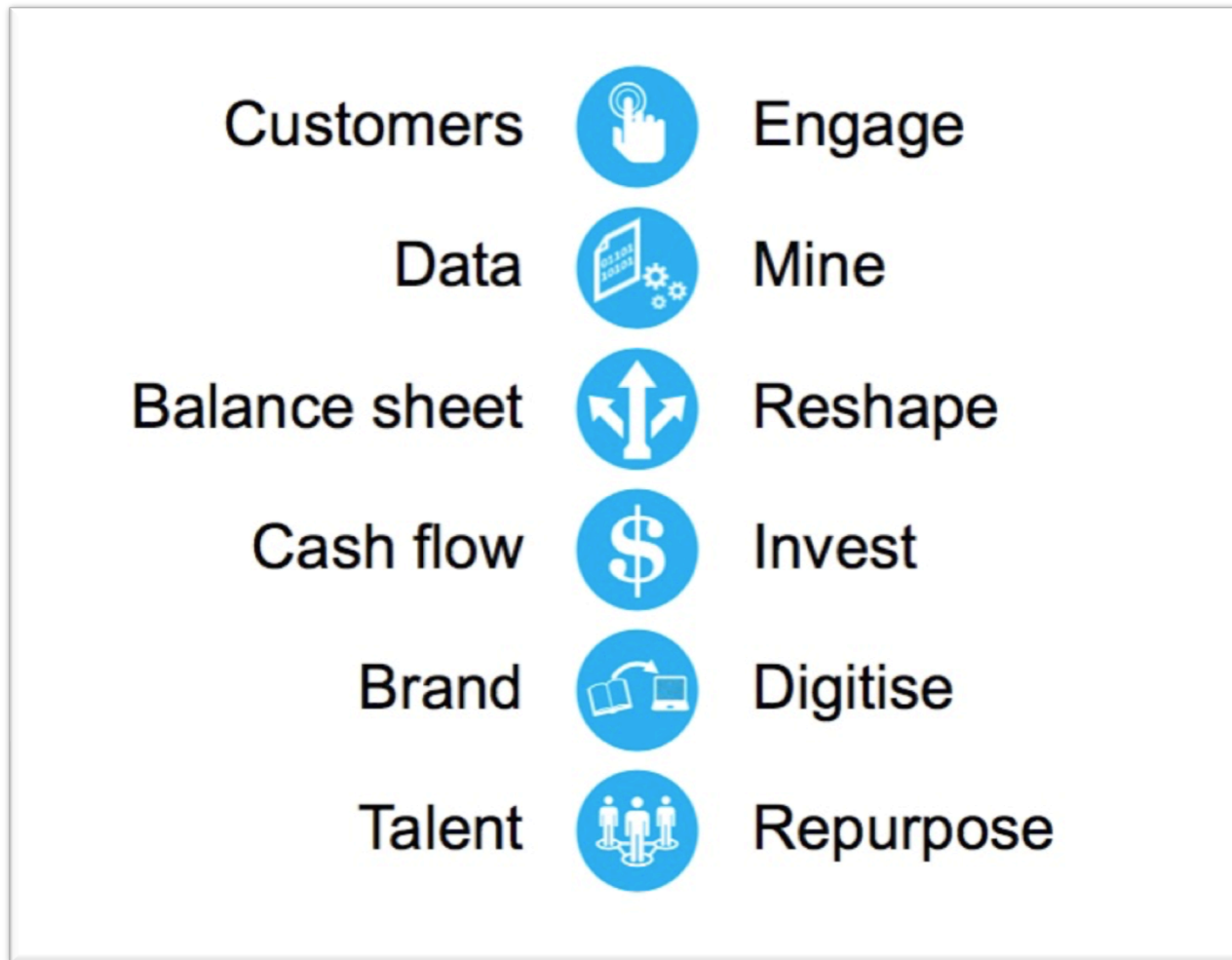
Speed vs direction?
Or fix core business?
Defensive attacker?
Faster horses?
Conservative innovators?
Scale?
Too much old talent?

Bør tenke annerledes.

Act quickly
Build new businesses
Think like an attacker
Focus on the customer
Innovate
Experiment
Hire new talent



Own ideas!
Transform core!
Winning incumbent!
Focus on agility!
Copy with pride!
Invest at scale!
Build new skills!



Og se til andre bransjer.