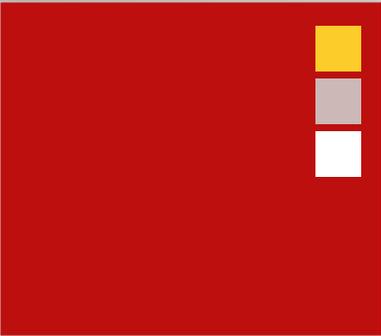


25 Trends for 2025

Futurist Jim Carroll



25 Trends for 2025

Bill Gates once made the observation that *“most people tend to overestimate the rate of change that will occur on a 2 year basis, and underestimate the rate of change that will occur over 10 years.”*

So try this for an exercise – cast your mind back to 2005. Back then, Facebook was mostly used by college kids; Google Maps was relatively new; Twitter would not even come into existence until 2 years later (and when it arrived in 2007, most people didn’t even understand what it was for!). In 2005, most people weren’t really talking about autonomous vehicles or drone technology; the concept of the Hero GoPro was still a few years in the future; it was 2 years before the arrival of the Amazon Kindle.

And as always, most people weren’t really thinking about the future back in 2005, and weren’t thinking about how different 2015 might be. After all, thinking about the future is not the job of most people. The result is that most predictions about the future are often treated as ridiculous, comical, or viewed as being based too much on science fiction.

But what if you cast your mind forward 10 years from 2015 to 2025? Here are just a few of the trends you should be thinking of.

“Some people see a trend, and see a threat. Innovators see the same trend, and see an opportunity.”

Jim Carroll



Cash will have all **but disappeared**

We already have a generation that has been weaned on PayPal, online transactions and the Web. With the arrival of ApplePay and other initiatives that transform mobile devices into credit cards, the trend towards the decline of the use of cash will only accelerate.

We'll see the trend pick up speed as we drop payment technology into our cars, bicycles, clothing and everything else around us. Every device around us becomes transaction-enabled!

It's clear that by 2025, if cash is not pretty well gone, it's clearly well on its way out.



Africa will have ceased to be **a rural continent**

Worldwide, there is a massive migration of urban populations to cities; the majority of the world's population will live in less than 30 mega-cities by 2025.

With that trend comes fascinating challenges with water, waste treatment, energy and other infrastructure. We can expect accelerating R&D in each of these fields as global society steps up to the challenge presented by 'hyper-urbanization' and the birth of entire new lines of business involving "mega-city infrastructure support services."



Much of the world has **‘gone up’**

One consequence of mass urbanization is that you only have so much space to place people and the infrastructure that goes with it. Two solutions: *dig down, or build up.*

We’ll see more of the latter as various groups figure out how to capitalize on new, innovative thinking with ‘skyscraper’ technology.

Consider it in the context of vertical farming — we will see the emergence of a new profession of ‘vertical farming infrastructure managers.’

Big, tall buildings involving innovative new ideas will be one of the business growth stories in the years before 2025.



A dichotomy of life-expectancy **is the new normal**

Rapid advances in medical science in the western hemisphere, the impact of lifestyle changes, and new forms of a “super-health” diet will lead to global celebration of the birthday of the first human to live to the age of 140.

Yet at the same time, society might be grappling with a decline in life expectancy in Asia, Africa and the Middle East. By 2015, there were many early warning signs that countries in these regions were succumbing to the diet and sedentary lifestyle of Western society.



Micro nationals

dominate global markets

The most successful, disruptive business organizations will consist of a small nucleus of people, focused on goals, ideas, innovation and strategy. They'll instantly decide to enter a new market, engineer a new product, or transform a concept into a radical new business model.

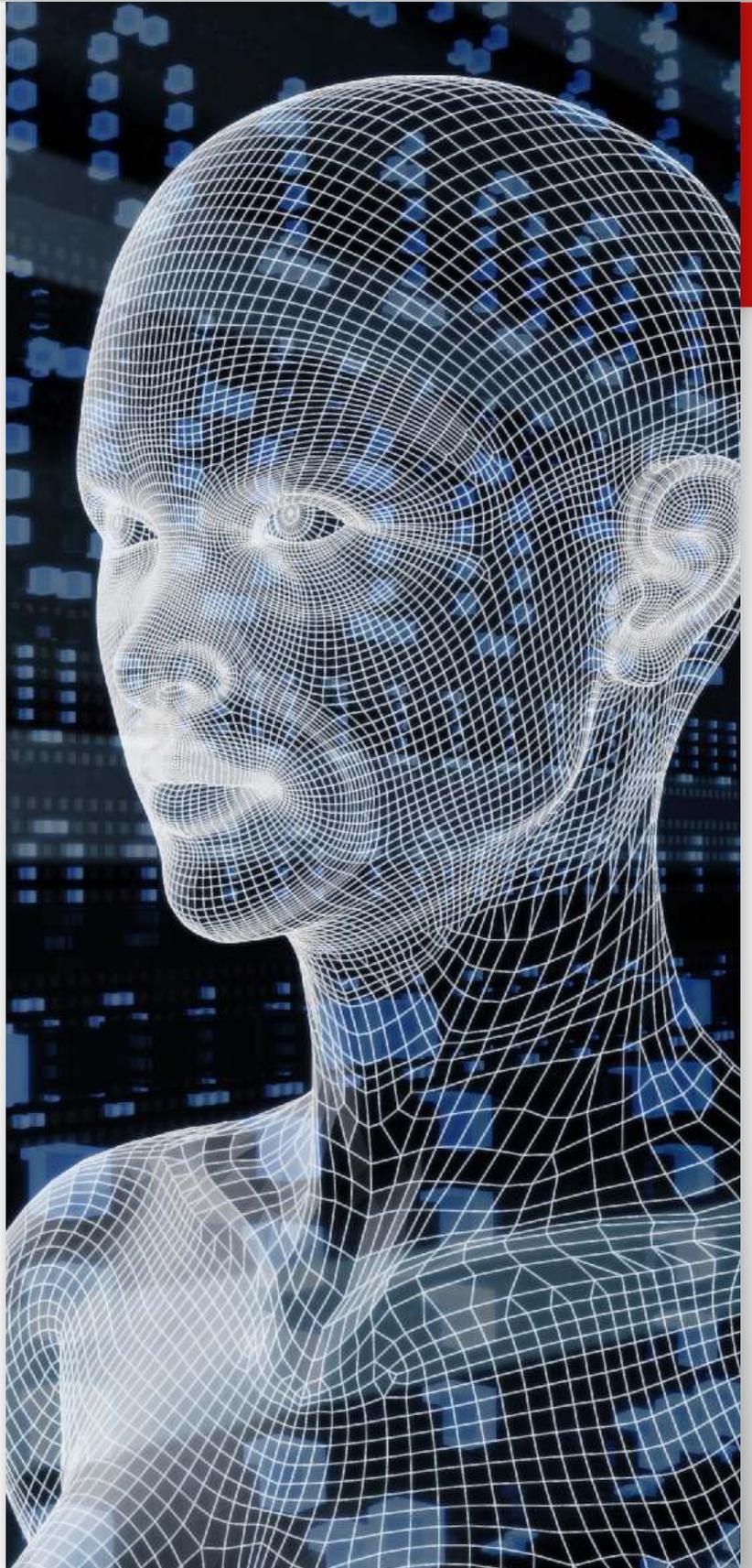
They'll do so by having mastered the skill of going out and assembling the right skills at the right time, for the right purpose, at the most optimal cost. They will have obliterated the slumbering, slow-moving multinational organizational structure that seemed to serve its purpose so well up to the early part of the 21st century. Think BIG. Be small!

A constant stream of **bioconnectivity** **data redefines** **healthcare**

By 2025, most people in the developed world will have 3 or 4 bio-connectivity medical devices linked to them on a 24/7 basis. This will include small chips buried under the skin that constantly monitor medical vital signs such as heart rate, blood pressure, temperature, and glucose and oxygenation levels.

The data stream will be fed into a massive, anonymous health care grid that will constantly analyze the data for patterns, variances and trends.

The medical industry will be able to monitor, in real time, the outbreak of disease and flu, and predict the emergence of potentially, previously unidentified global or regional health risks.





The fastest growing profession: the **personal health concierge**

At the same time that the bio-connectivity data-flood is fed into the health-grid, it will be sent to the personal health coach – or concierge – of individual patients.

The concierge will have in-depth medical knowledge, generated on a just-in-time basis, and will be located in one of the new, Asian/African mega-cities. They'll work with the patients traditional family doctor to help guide the patient through both routine and complex health care decisions, activities and motivations.



Plants will **'talk'** to us

And by doing so, they will help to continue to drive a furious rate of innovation in the agricultural sector.

Through the same type of small-chip technology embedded in humans, plants will be able to analyze themselves and "report in" if they need a nitrogen boost or a drink of water.

Farmers will have instant, predictive analytical dashboards that allow them to continually monitor the health, growth rate, and maturity of massive areas of cropland with a single view. At the same time, most cattle and other farm animals will have their own Internet address, and also be part of a large connected monitoring grid.



The concept of **TV** as a 'physical device' **has disappeared**

By 2025, it will seem to be a quaint idea that many of us had physical devices known as 'televisions' – we might see a few in museums.

Instead, most of us will carry around a variety of small 'beaming' technologies, embedded in our watches, mobile devices, glasses, car dashboards, clothing and just about everything else.

The technology will let us instantly place a high-definition video and audio stream anywhere, at any time, on demand.

And the changes will be sweeping – YouTube, by this point, was a video delivery system that was something from the "olden days."





Re-generative energy technology is everywhere: **it's transformative, storable, re-usable**

Most energy use is no longer based on a 'one-time' use; instead, most of the energy consumption in the world comes from re-generative devices.

We will have seen a gradual but steady decline in the use of carbon and other such energy sources which can only be used once, and then disappears.

There will be lots of bicycles with hydraulics that store energy while going downhill; homes that create energy from static generated from people walking on a new type of intelligent floor covering; lights that use special reflectors to re-send the beam back to an in-bulb mirror that makes just a little bit more energy.

Every photon counts!

Poll-democracy

takes flight

The mobile generation, weaned on the technology of text messaging and social networks, finally convinces a few brave countries to consider the idea of real time citizen-voting.

Wary at first, these brave new democratic pioneers will discover that this new form of massively participatory democracy changes everything. Not only in terms of the ideas that are proposed to solve some of the biggest challenges faced by the country, but also accelerating the speed by which solutions are accepted and implemented.





Paper really is something **‘from the olden days’**

It disappeared in about 2019, in most traditional forms, as most media organizations gave up on the idea of a business model from the 20th century that was ecologically unsound, physically impracticable and ridiculously expensive. The one bright spot? Getting a paper book via a drone from Amazon became really, really boring.

The other bright spot? Opportunities for other paper use within intelligent packaging, hygiene markets, 3D printing and other opportunities grew at an accelerated pace.



Grown up! The first **12-generation family** is part of earth society

In 2015, the most number of generations that were alive in a single family was seven.

But in 2025, due to longevity, advances with health care and lifestyle changes, society saw the first great-great-great-greet-great-great-great-great-great-grandparent. Try and do the math. It will boggle your mind.

Try and make a little kid say it, and new words like “grandmaseven” were invented.

Crowd thinking has replaced **most forms of peer research**

Most long established medical and science journals have transitioned and have accepted “instant crowd thinking” as the best way to evaluate the new world of hyper-science.

In an instant, a researcher can summon a crowd of vetted, quality specialists who have niche knowledge in a rapidly changing field. The result? An acceleration in the pace of discovery of new ideas and concepts.

The impact? Massive velocity in the development of new technologies, pharmaceuticals, medical devices and forms of treatment, agricultural concepts and methodologies.

Every industry and profession has seen a profound shift bigger than the once amazing macro-knowledge burst of the Manhattan project.



Regenerative DNA farms will abound

Many people will have registered their DNA with a variety of medical companies that will guarantee to provide a personalized body implant on demand.

Knee replacements made of bio-tissue that is based on your DNA. Hip replacements customized to your particular weight and balance profile — based on information from last week.

By 2025, some 30% of the typical body mass used in surgery is artificially grown....





The package is **the product**

In 2025, the activity of eating was something entirely different, because food packaging had become part of the process! You instantly knew about your consumption, calories, and digestion rate, because tiny sensors embedded in the packaging updated your personal health database the instant you ate!

Most other packaging became intelligent; tiny bio-sensors were embedded in all kinds of packaging. This led to opportunities for real time monitoring of the effectiveness of pharmaceuticals, among other fascinating new concepts that came with 'smart packaging.'



What we did for heart health in the 20th century, we did for **brain health in 2025**

Cholesterol, heart disease and blood pressure became phrases from a bygone era as global scientists attacked the challenge of an aging population. Alzheimers, dementia, muscle shutdown and other diseases that came with an aging brain took over the agenda. The global health community threw themselves at the challenge, and came up with numerous innovative ideas involving therapy, gene-specific drugs, exercise and other methods of achieving one of the greatest health transformations of the early 21st century.

Most industries went **upside down**

Entire industries will be flipped on their back by some pretty big trends.

Genomic medicine will lead us into a world in which we will easily understand what health conditions we are at risk for. Moving from a system in which we fix you after you are sick, to one in which we know what you are likely to become sick with will turn the global medical industry “upside-down.”

Other global industries will under go similar transformations.





The concept of an education degree has **come to an end**

“Just-in-time knowledge factories” will dominate the educational landscape.

University degrees disappear; tenure will go out the window. The concept of a resume will be gone; you simply beam your personal-knowledge-genome to interested skills partners.

The rule of the economy will become just-in-time knowledge: it will be your ability to get the right knowledge, at the right time, for the right purpose, that will accelerate you into any opportunity.





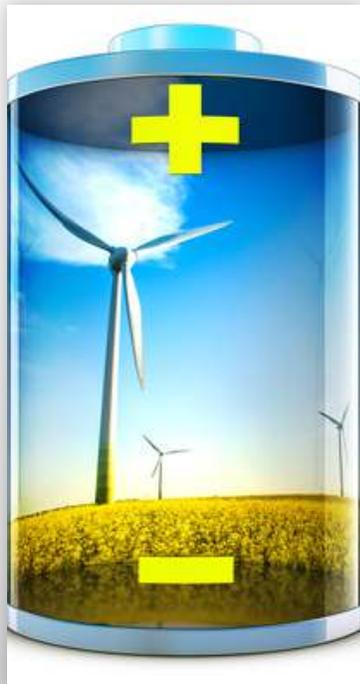
The electrical grid of the early 21st century is gone

Micro-grids will dominate energy supply and use.

The “Napster” and “PirateBay” generation have grown up, bought homes, installed backyard solar and wind — and figured out how to share the new magic they have in their neighborhood.

They will build new, small, technologically driven backyard micro-grids, sharing their energy and insight, and gradually working away from their connection to their local utility.

Consumers will be in control, and nothing will ever be the same.



Sub-Saharan Africa emerged as the **world's new China.**

Fast paced advancements with water-osmosis, de-salinization and micro-weather control led to the opportunity to bring a once desolate area back into opportunity.

Efforts by the global community to educate, enhance and enlighten a transient population will see an economic miracle that made the transition of Vietnam — from the Saigon of 1972 to the world's factory of 2015 — pale in comparison.





Light has been **stopped in its tracks**

Within the confines of an innovative new network router technology, light has been slowed down from approximately 186,000 miles per second to – literally nothing. Zero. 0. Dead stop. The impact? Network routing technology that will allow for the instant evaluation of each individual light photon, and instant determination of destination and origin. The result will be an immeasurable and staggering increase in broadband speed; so much so that “yottabit-to-the-home” becomes the new, established buzzword for the world of telecom.

Domain names disappeared

Instead, people will purchase individual light spectrums (or wavelengths) for personal and business use.

It will no longer be necessary to have a cumbersome bit of software to figure out how to route yourself to global knowledge. Instead, with your own individual bank of light spectrum (of which there are an infinite number), people invite you to visit their personal information spaces, holographic memory decks and visual worlds by linking to their particular spectrum.

Light-on!





The end
(coming soon)



Apple is **delisted**

Once one of the world's most innovative, cash-rich, highly valued company, Apple enters a new phase in 2025 when it is delisted from most global stock markets.

Why?

Most industry leaders never survive; there is always someone with a better idea.

It's the age old rule of business: incumbency is not a guarantee!



Jim Carroll shoots his age! **In golf**

His friends and family thrill at the moment!



Organizations today are looking for deep insight into the trends that will affect their markets and industries. CEO's are focused on the need for innovation, knowing that a world of high velocity change requires that they respond to opportunity and challenge in an instant. They are looking for guidance on establishing high-performance, innovation oriented teams that are focused on achievement. That's why they've turned to Jim Carroll.

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