**Human 4.0**

As augmented reality, artificial intelligence, blockchain, and other cognitive technologies enabled by the Internet of Things (IoT) gain traction, and take an active role in our daily lives, the line between humans and machines keep blurring, “realigning societal norms and challenging entrenched perceptions of ourselves” (EY). Interfaces will become more intuitive allowing humans to move beyond screens towards a world where our bodies interact with wearables and smart environments to enhance our experiences, and augmenting our human characteristics and capabilities (ISOBAR).

**Hyper-personalization**

Increasing consumer demand for relevant, personalized and unique products, services and experiences is leading to the mass production of highly customized goods thanks to the advances of digital manufacturing, AI and other technologies, giving customers control to customize their product/experience resulting in a decentralized bespoke production following a Direct to Consumer (D2C) business model. At the same time, another form of personalization is becoming increasingly common: delivering curated services, offers or recommendations in real-time by analyzing customer data from a wide variety of sources (WEF).

**Collective intelligence**

From open source software utilization and open innovation practices organizations are harnessing the collective power of hyper- connected individuals to tackle economic, environmental and social challenges. Every individual, organization or government has an advantage to gain from a relationship with a bigger mind, making use of the intellectual power, knowledge and insights of other people and machines, building smarter organizations and societies.

**Better business**

The search for a more ethical, sustainable consumerism and the belief that purpose precedes profit. This mega-trend is driven by newer companies that are embedding ethical, sustainable and responsible business practices into their brand DNA. Organizations have started to take political stances on issues of general concern and this will grow more commonplace — driven by customers’ and employees’ accelerating expectations. If an organization wants to stay relevant will need to take a position and act accordingly.

**Blockchain**

The MIT Technology Review defined blockchain as a “mathematical structure for storing data in a way that is nearly impossible to fake”.  It can be used for all kinds of valuable data. No single entity owns or controls a (public) blockchain. A network of computers maintains and secures the database, and each participant, or “node,” stores a copy. The original blockchain, Bitcoin, is a ledger for tracking currency balances. But the same basic method can work for all kinds of digital assets. Blockchain technology appear to be a new way of answering an old question: how can we create enough trust between one another to peacefully exchange something of value?

**Silicon Valley Ecosystem**

See the slides of the course and the attached references