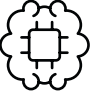
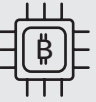


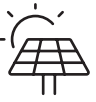







# techstorm™ forecast

SUMMER 2018

Below are the Top 10 technologies to monitor closely in 2018. Remember to **ANALYZE** technologies, **ASSESS** the business implications and **ADAPT** to a new reality.

> 01	<b>artificial intelligence</b> <b>COMPUTERS WITH COGNITIVE CAPABILITIES</b> ... it's suddenly everywhere and part of all corporate strategies.	
^ 02	<b>blockchain</b> <b>DISTRIBUTED DATABASE OF TRANSACTIONS, I.E. BITCOIN</b> ... long term prospects are good, but Bitcoin destroys public perception.	
∨ 03	<b>mobility solutions</b> <b>TRANSPORTATION REINVENTED, FLEXIBLE AND OFTEN AUTONOMOUS</b> ... development is faster and slower than we think.	
^ 04	<b>human augmentation</b> <b>COGNITIVE AND PHYSICAL IMPROVEMENTS TO THE BODY</b> ... temporary or permanent enhancement, all depending on the occasion.	
> 05	<b>new energy solutions</b> <b>EFFICIENT, SUSTAINABLE AND ABUNDANT ENERGY</b> ... exponential productivity increase, but will it be enough?	
∨ 06	<b>augmented reality</b> <b>THE PHYSICAL WORLD THROUGH VIRTUAL ENHANCEMENT</b> ... is not yet living up to the hype, but prospects are great!	
^ 07	<b>natural interfaces</b> <b>NEW WAYS OF INTERACTING WITH YOUR GADGETS</b> ... talking to Siri, Alexa and Cortana suddenly works, amazing!	
^ 08	<b>terabit broadband</b> <b>ULTRA HIGH-SPEED INTERNET CONNECTIVITY</b> ... fiber and emerging 5G networks are much needed in today's world.	
^ 09	<b>genetic modification</b> <b>CHANGE GENETIC TRAITS TO IMPROVE AN ORGANISM</b> ... CRISPR on the rise, but there's a lack of ethical and legal framework.	
∨ 10	<b>smart robots</b> <b>INTELLIGENT ROBOTS WITH HUMAN CAPABILITIES</b> ... getting better, will have great impact, but still niche applications.	

# techstorm™ forecast

SUMMER 2018

The Techstorm™ Forecast grid, showing strategic relevance and urgency. Understand these perspectives and monitor movement over time to get the timing right!

STRATEGIC IMPORTANCE	HIGH	BANG 7/7  Smart Robots	BANG 7/7  Genetic Modification	BANG 7/5  Advanced Materials	BANG 7/7  New Energy Solutions	BANG 7/1  Mobility Solutions	BANG 7/7  Artificial Intelligence	BANG 7/7  Blockchain
	BANG 7/0  Nanobots	BANG 7/0  Synthetic Biology	BANG 5/1  Food Technologies	BANG 7/0  3D Scan and Print	BANG 7/2  Internet of Things	BANG 7/7  Natural Interface	BANG 7/2  Cloud Computing	
	BANG 5/2  Neuro-technology	BANG 7/0  Longevity	BANG 7/0  GMO	BANG 7/2  Next Gen. Computing	BANG 7/5  Augmented Reality	BANG 7/1  Terabit Broadband	BANG 7/0  Mobile Payments	
	BANG 7/0  High Power Storage	BANG 7/0  Global Internet	BANG 7/7  Human Augmentation	BANG 7/0  E-Health	BANG 5/2  Space Technologies	BANG 7/2  Virtual Reality	BANG 7/0  Biometrics	
	BANG 7/0  Mind Upload	BANG 7/0  Brain Interface	BANG 7/0  Gene Mapping	BANG 7/0  Biochips	BANG 7/0  Speech Translation	BANG 7/2  Drones	BANG 7/0  Wearables	
	BANG 7/0  Brain Transplant	BANG 7/0  Cloning	BANG 7/0  3D Bioprinting	BANG 3/0  Optogenetics	BANG 7/0  Quantified Self	BANG 7/0  Gamification	BANG 7/0  Online Education	

LOW

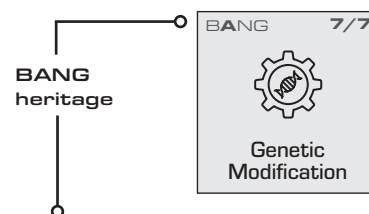
STRATEGIC URGENCY

HIGH

STRATEGIC IMPORTANCE	<b>PREPARE</b> When the technology is less established, but will potentially have major impact in the future. <b>Be creative around potential applications.</b>	<b>ACT</b> When a technology is imminent, and will have significant impact on your business environment. <b>Analyze, assess and adapt!</b>
	<b>REVIEW</b> When neither timing nor relevance makes the technology worthy of your attention. <b>Come back for review at regular intervals, look for weak signals.</b>	<b>WATCH</b> When a technology is imminent, but today not necessarily relevant for your industry. <b>Keep an eye on industries that have embraced the technology.</b>

STRATEGIC URGENCY

Quarters on the forecast / Top 10 List



**BITS:** further advances in information technology, software and communication

**ATOMS:** everything in the physical world, from 3D printing to robotics and nanotech

**NEURONS:** the rapidly increasing understanding, and improved capabilities, of the human brain

**GENES:** monitoring, analysis, understanding, treatment and enhancement of the human body