RIDING THE AI WAVE

WHAT CAN WE DO TO MAXIMIZE OUR POTENTIAL
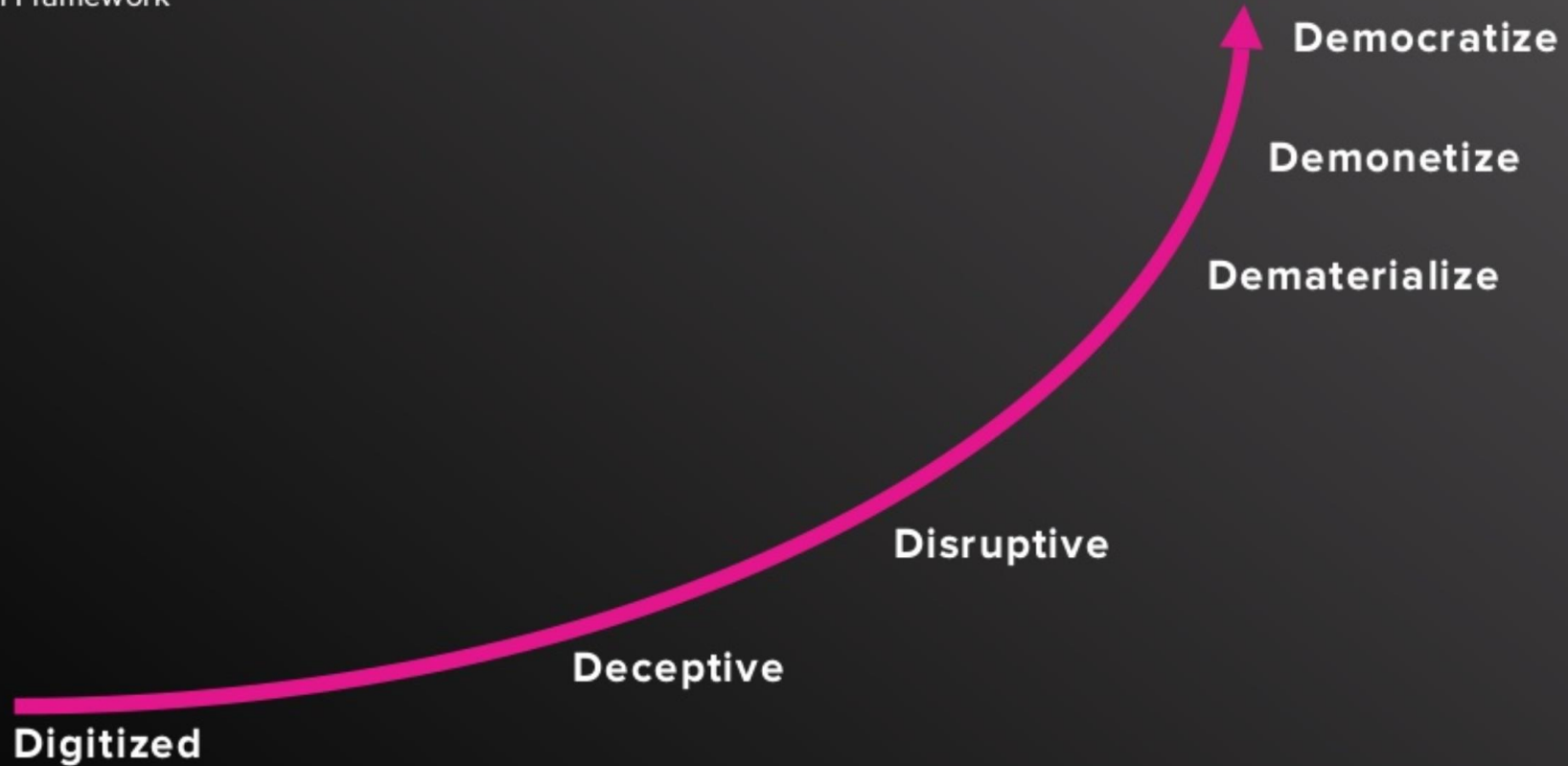
ASHIF MAWJI – DEC 2019

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THE 6 D'S – THE JOURNEY OF CHANGE

EXPONENTIAL CHANGE IS DECEIVING

6Ds Exponential Framework

Democratize

Demonetize

Dematerialize

Disruptive

Deceptive

Digitized

THE 6 D'S – DEFINED…

DIGITIZED

Anything that becomes digitized enters the same exponential growth we see in computing. Digital information is easy to access, share, and distribute. It can spread at the speed of the internet. Once something can be represented in ones and zeros—from music to biotechnology—it becomes an information-based technology and enters exponential growth.
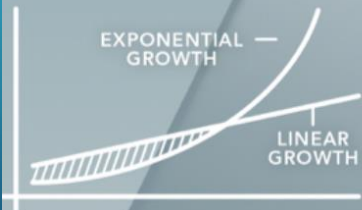
AUDIO IMAGES TEXT DNA

DEMONETIZED

ENIAC
1946
1 x .001 Ghz
$500,000
30 Tons

iPHONE 7
2016
4 x 2.38 Ghz
$850
138 Grams

Money is increasingly removed from the equation as the technology becomes cheaper, often to the point of being free. Software is less expensive to produce than hardware and copies are virtually free. You can now download any number of apps on your phone to access terabytes of information and enjoy a multitude of services at costs approaching zero.

DECEPTIVE

EXPONENTIAL GROWTH

LINEAR GROWTH

When something starts being digitized, its initial period of growth is deceptive because exponential trends don't seem to grow very fast at first. Doubling .01 only gets you .02, then .04, and so on. Exponential growth really takes off after it breaks the whole-number barrier. 2 quickly becomes 32, which becomes 32,000 before you know it.
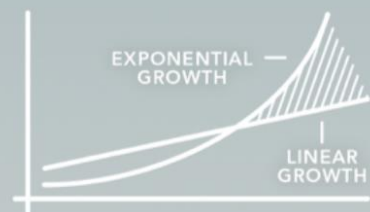
DEMATERIALIZED

Separate physical products are removed from the equation. Technologies that were once bulky or expensive—radio, camera, GPS, video, phones, maps—are now all in a smartphone that fits in your pocket.

DISRUPTIVE

The existing market for a product or service is disrupted by the new market the exponential technology creates because digital technologies outperform in effectiveness and cost. Once you can stream music on your phone, why buy CDs? If you can also snap, store, and share photographs, why buy a camera and film?

EXPONENTIAL GROWTH

LINEAR GROWTH

DEMOCRATIZED

Once something is digitized, more people can have access to it. Powerful technologies are no longer only for governments, large organizations, or the wealthy.

LEVERAGE THE CROWD…

EVERY INDUSTRY IS RIPE FOR DISRUPTION

BE BOLD

BE DISRUPTIVE

THINK BIG

OPPORTUNITIES TO DISRUPT ARE EVERYWHERE

ENSURE YOU ARE USING AI

IF IT AIN'T BROKE, BREAK IT!

COMMUNITY SOLUTIONS ACCELERATOR - AI

Q & A