



AVASANT

# Digital Singularity

## Innovation Reborn

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Global CEO & Senior Partner, Avasant

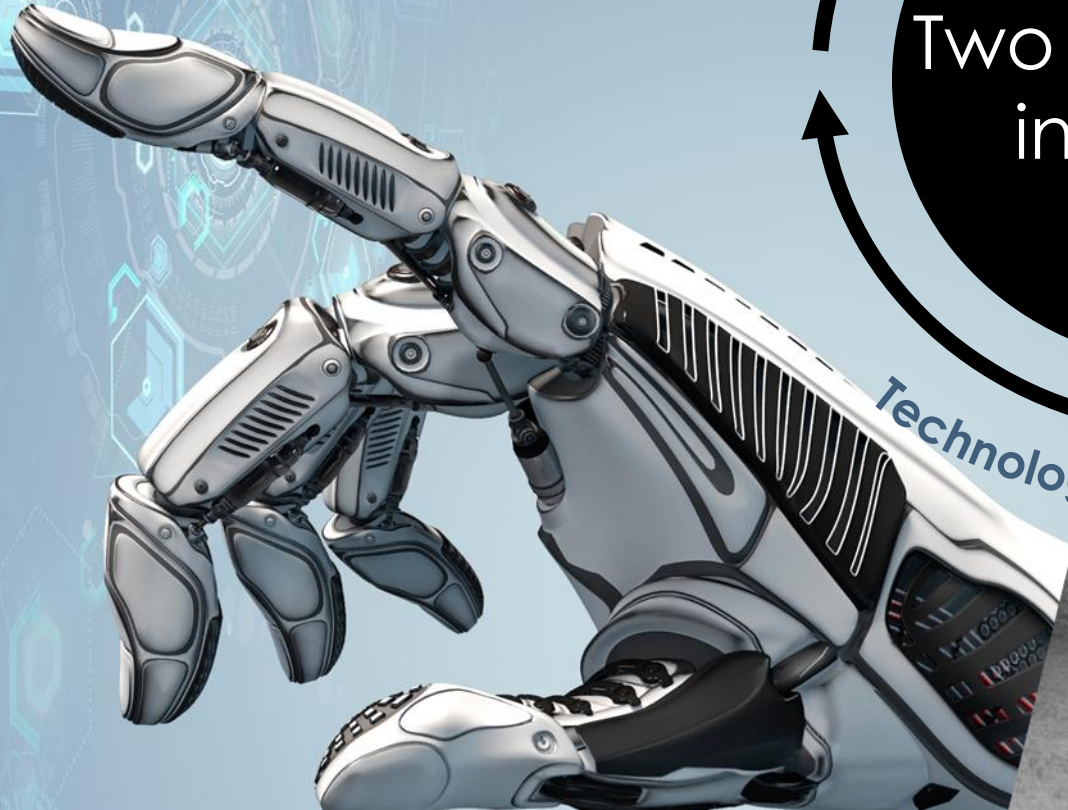
Digital Singularity will unleash artificial intelligence that will grow at an exponential rate, and ultimately surpass humanity

Digital Singularity will free humankind to achieve greatness and reach our true potential

*Human Experience*

Two Worldviews  
in Conflict

*Technological Omnipresence*



# Innovation through the Ages

## Digital Singularity: The New Human Renaissance

Master/Slave

Symbiosis

Singularity



Success determined by resource control.

Stone Age

Plow and early tools begin to disrupt labor, but free humankind to develop and advance.

Technology is still external to us . . . It is a "thing."



Automation speeds human advancement and mass consumption.

Industrial Age

Introduction of automation further drives the Master/Slave relationship with technology.



Technology becomes a physical extension of humanity.

Information Age

Shift from traditional industries to economy based on information and data.



Rapid adoption of disruptive technologies begin.

Digital Age

Opportunity for people to reinvent themselves in the face of despair and uncertainty.



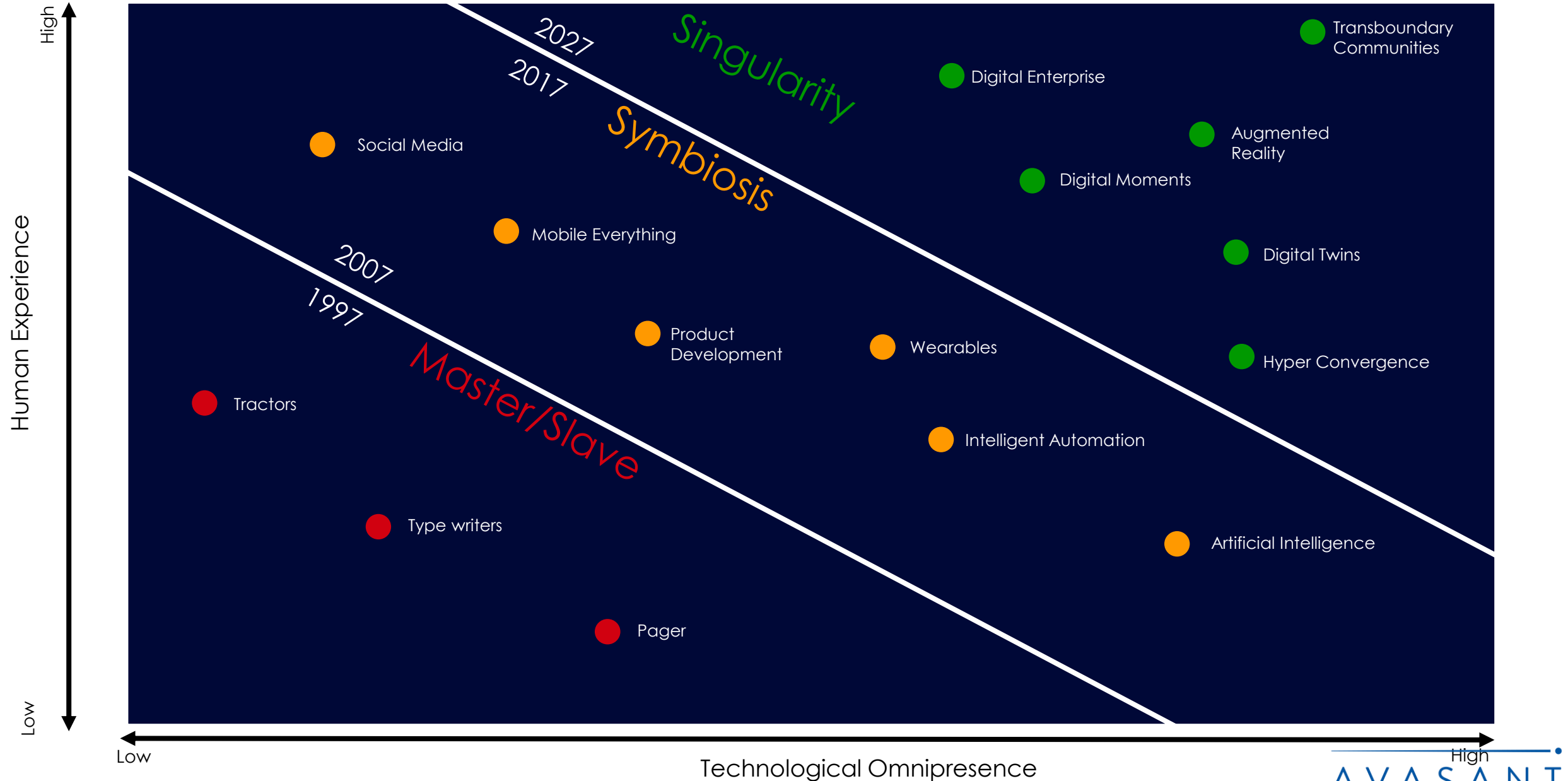
Technology is ubiquitous. It is everywhere.

Digital Singularity

Gift of more free time and innovation is born again. With additional time people can innovate and create new realities.

The New Human Renaissance

# Journey to Digital Singularity



# The Four Indicators of Digital Singularity

Hyper-Convergence

Digital Moments

Digital Twins

Augmented Reality



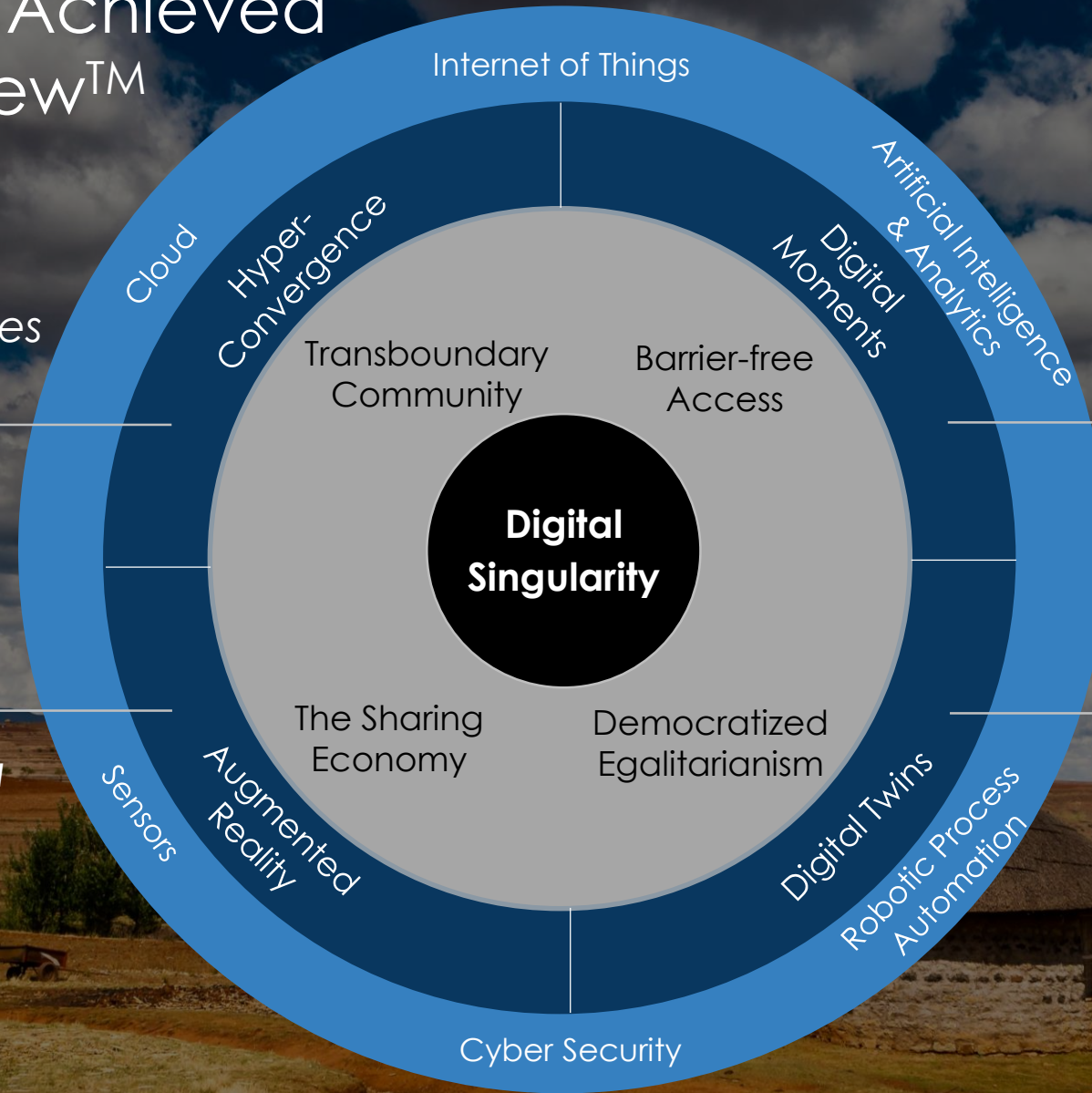
# Digital Singularity Achieved Avasant RadarView™

*Bringing multiple technologies to create something new*

*Multi-sensory, real-time data that enhances experiences*

*A transaction within a transaction*

*A real-time virtual model of your physical self*



## How will we live and work in this Digital Singularity?

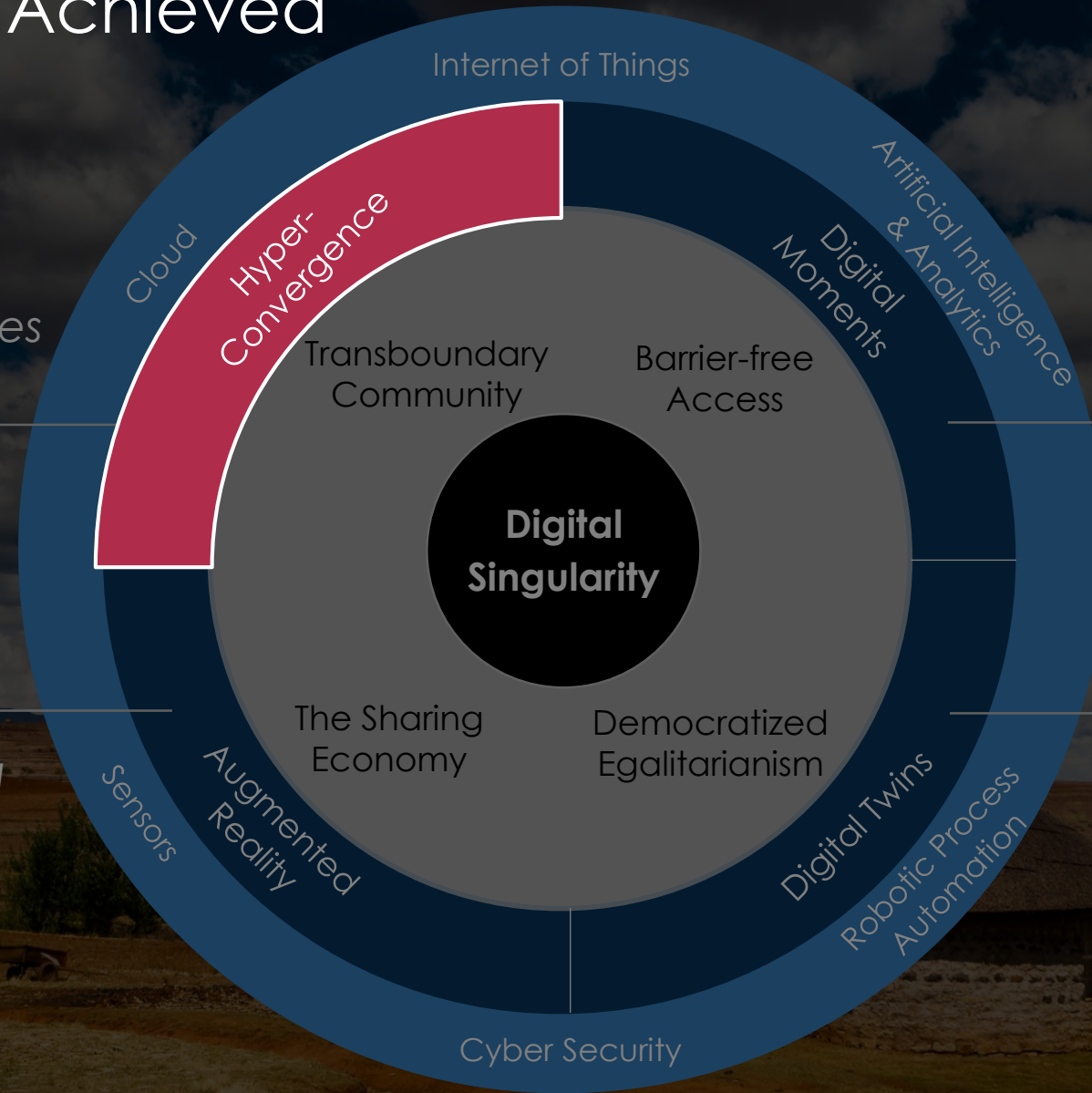
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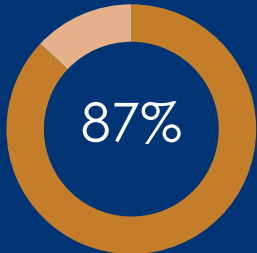
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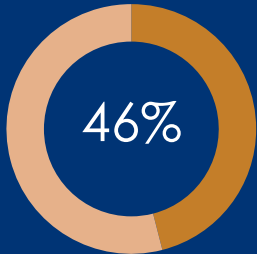
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# Hyper-Convergence

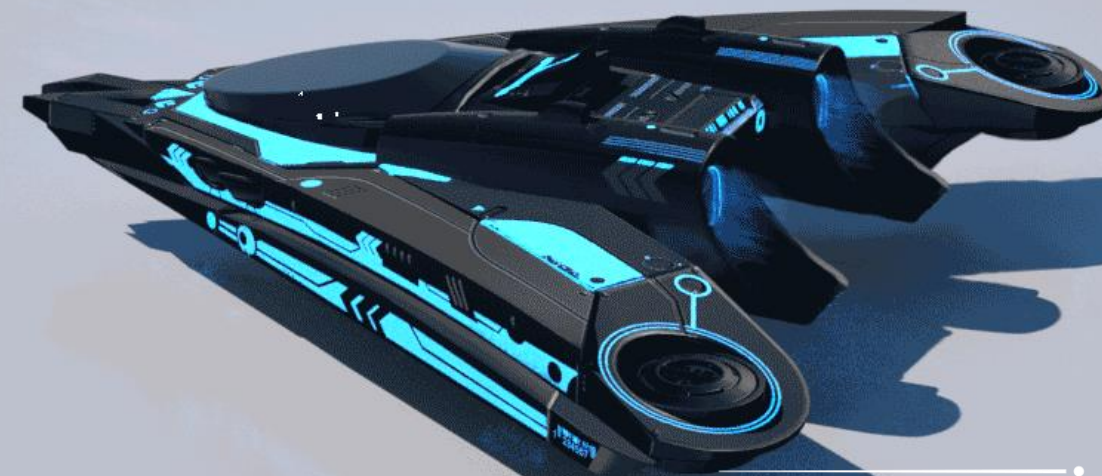
The concept of bringing two or more independent technologies to create something with a whole new purpose and function.



Millennials love their Smartphones – ‘*Smartphone Never Leaves My Side*’

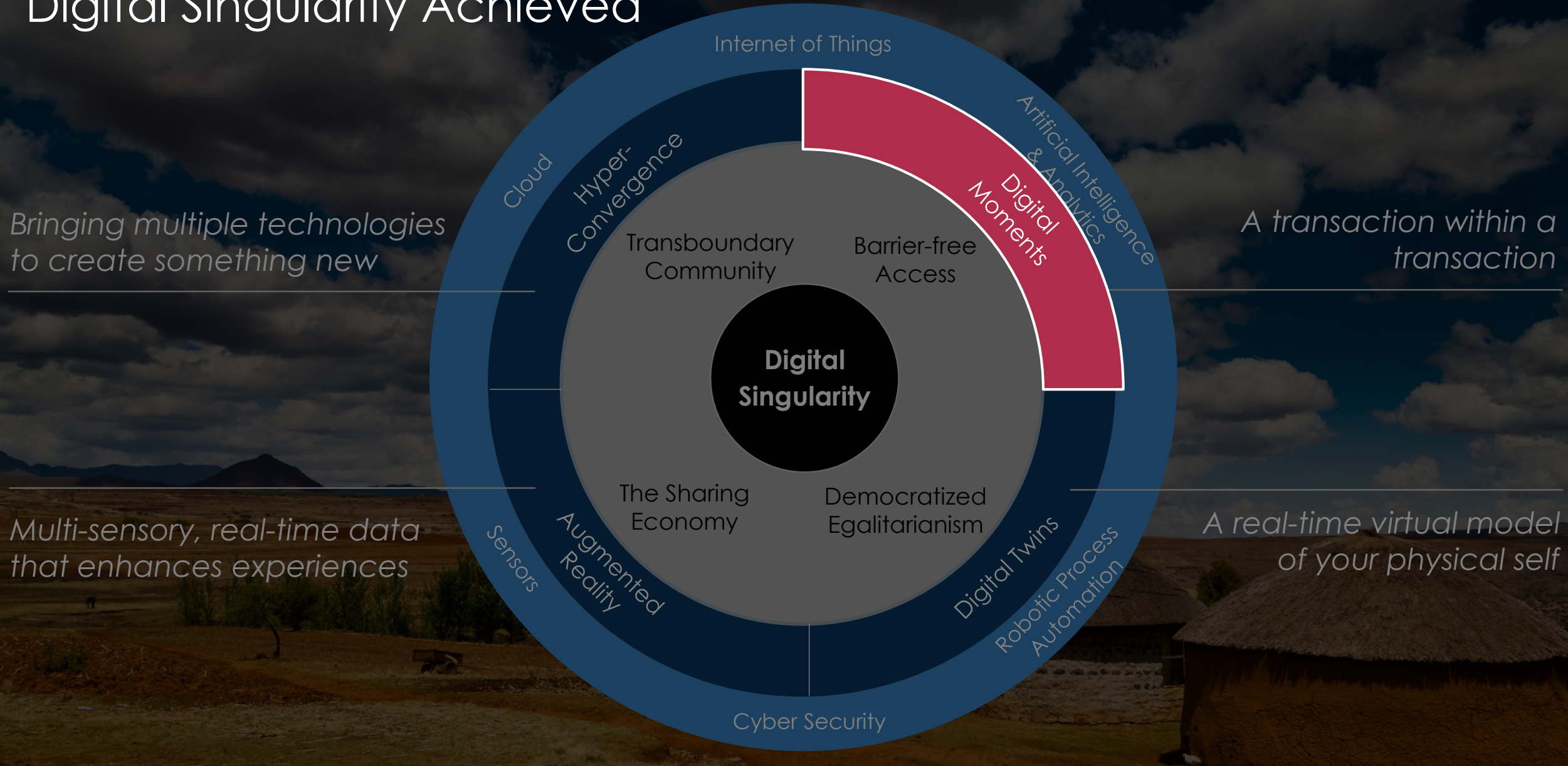


Millennials expect vehicle technology to do everything a smartphone can





# Digital Singularity Achieved



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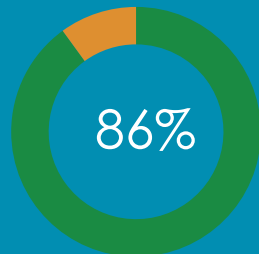
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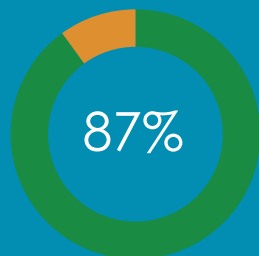
# Digital Moments

A transaction within a transaction. Digital Moments can happen anywhere, in the background, and simultaneously with other activities.

Retail sales are influenced by Digital interactions

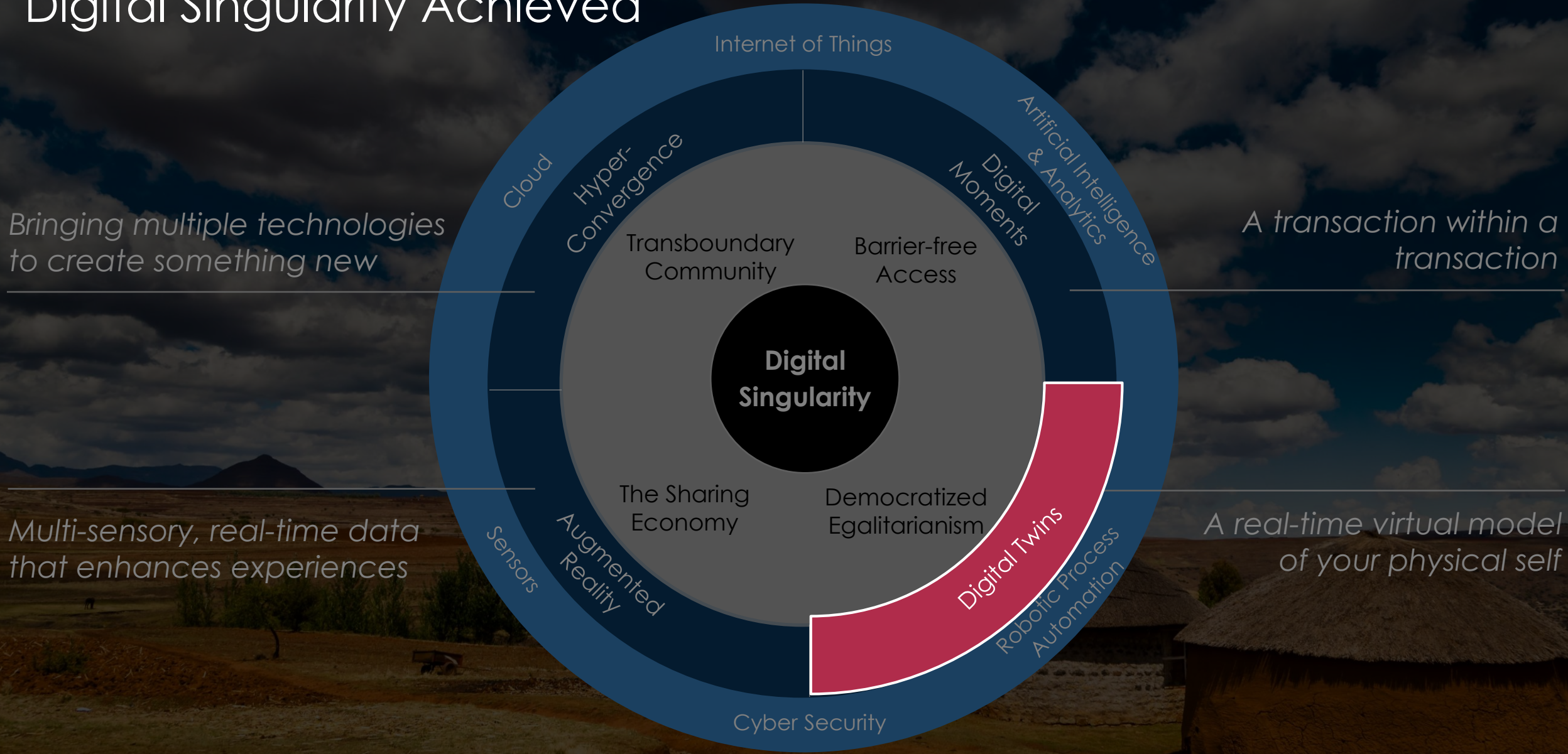


Growth in number of marketing technology companies between 2015 and 2016



Interactive 'Live Pause' with 360 degree view and customized offers on screen  
Convergence of content, services, and product over interface (TV)

# Digital Singularity Achieved



How will we live and work in this Digital Singularity?

# Digital Twins

A real-time virtual model of your physical self that is transacting and acting on your behalf through automation without rest.

2.5

Quintillion bytes of data generated everyday

95%

US Individuals whose location is known via mobile phones

100x

Growth in personal data points per person



# Digital Twins



Relationship  
Management



Financial  
Management



Security  
Management



Social Communities



Work and School  
Life



Purchasing  
Transactions



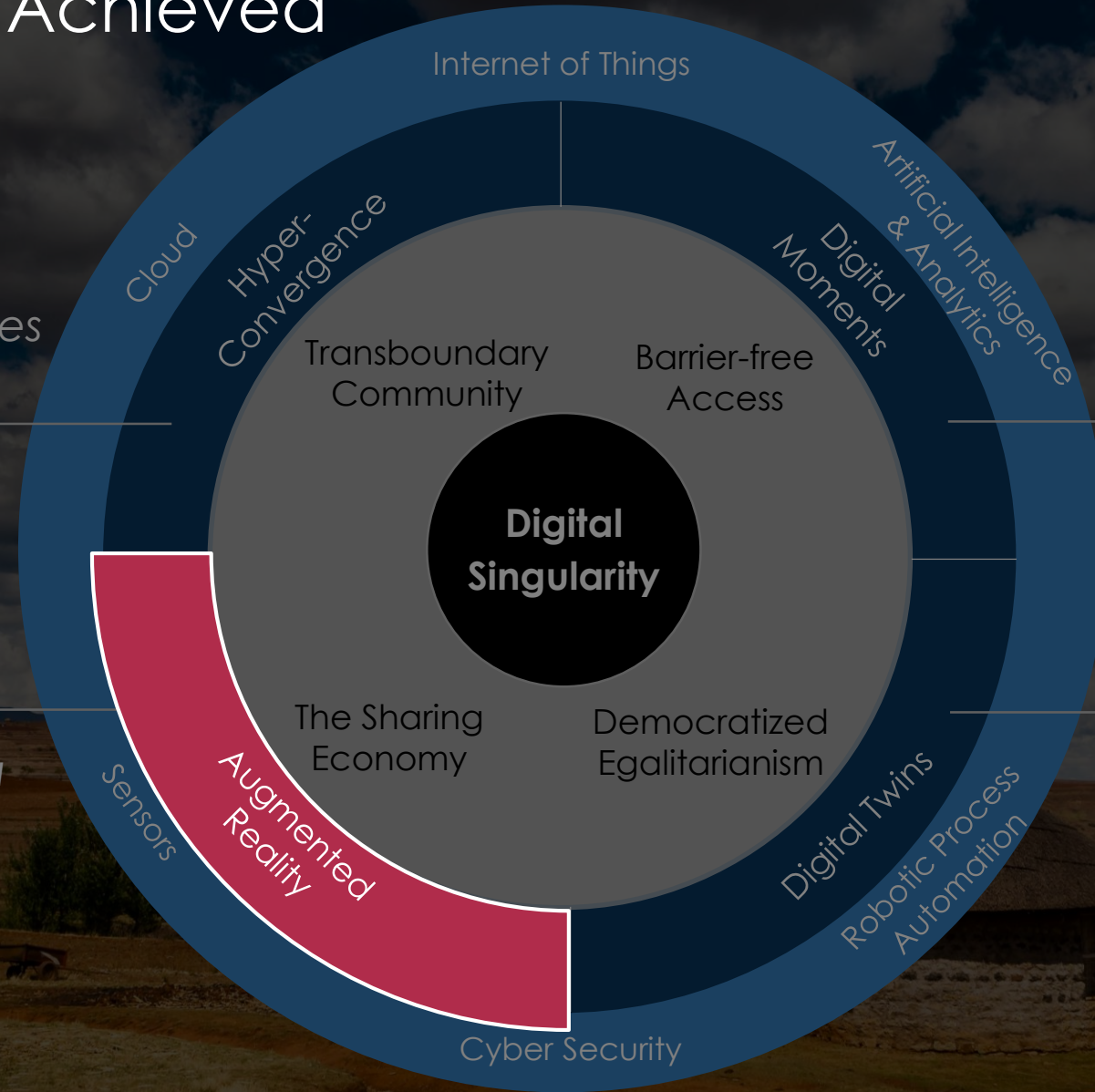
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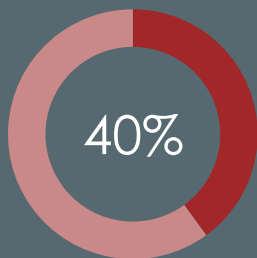
# Augmented Reality

Multi-sensory and real-time data that is designed to enhance analog experiences.

Education: K-12 using AR in learning programs



People willing to pay more for a product they can experience in AR



# Digital Singularity and Value

Maslow proposed that as basic needs are met, a person may focus on higher order endeavors. Technology offers the levers to push human endeavor upwards.

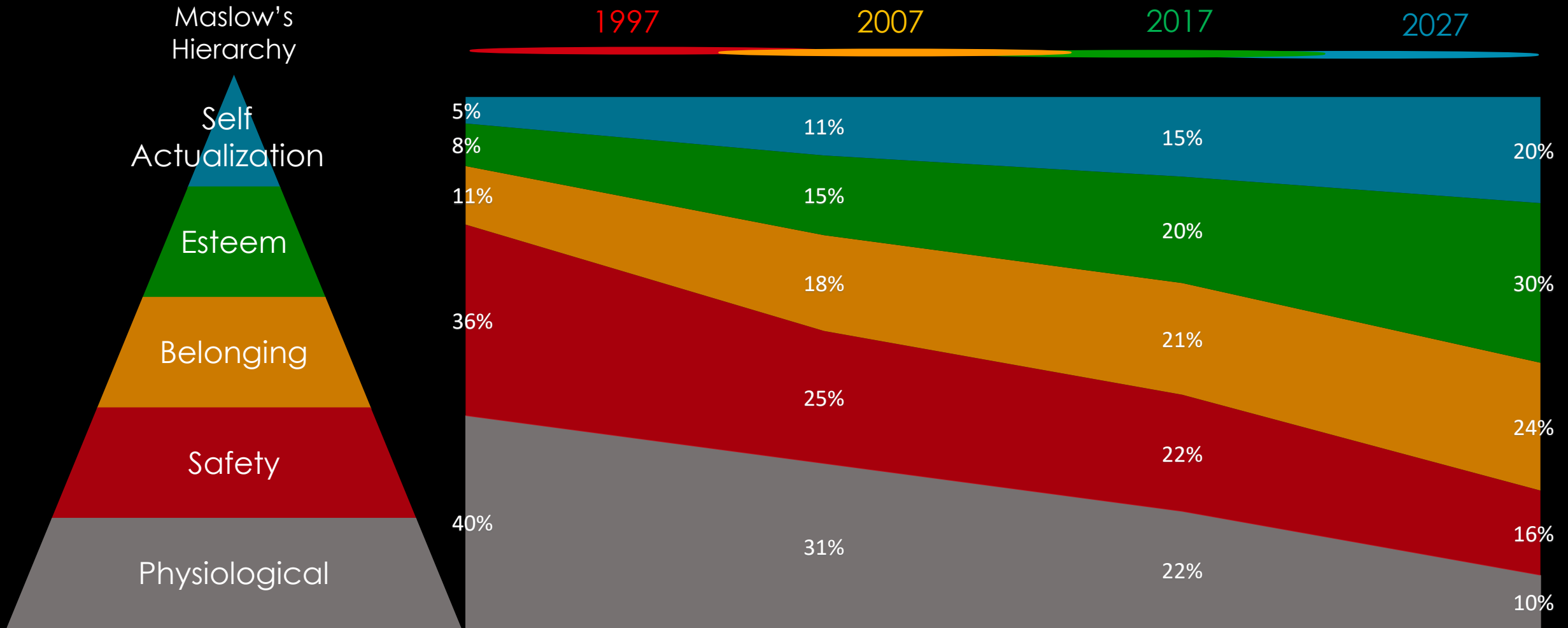


Chart is representative only, based on Avasant estimates  
(Sources: IMF, World Bank and UN World Happiness Index Statistics)



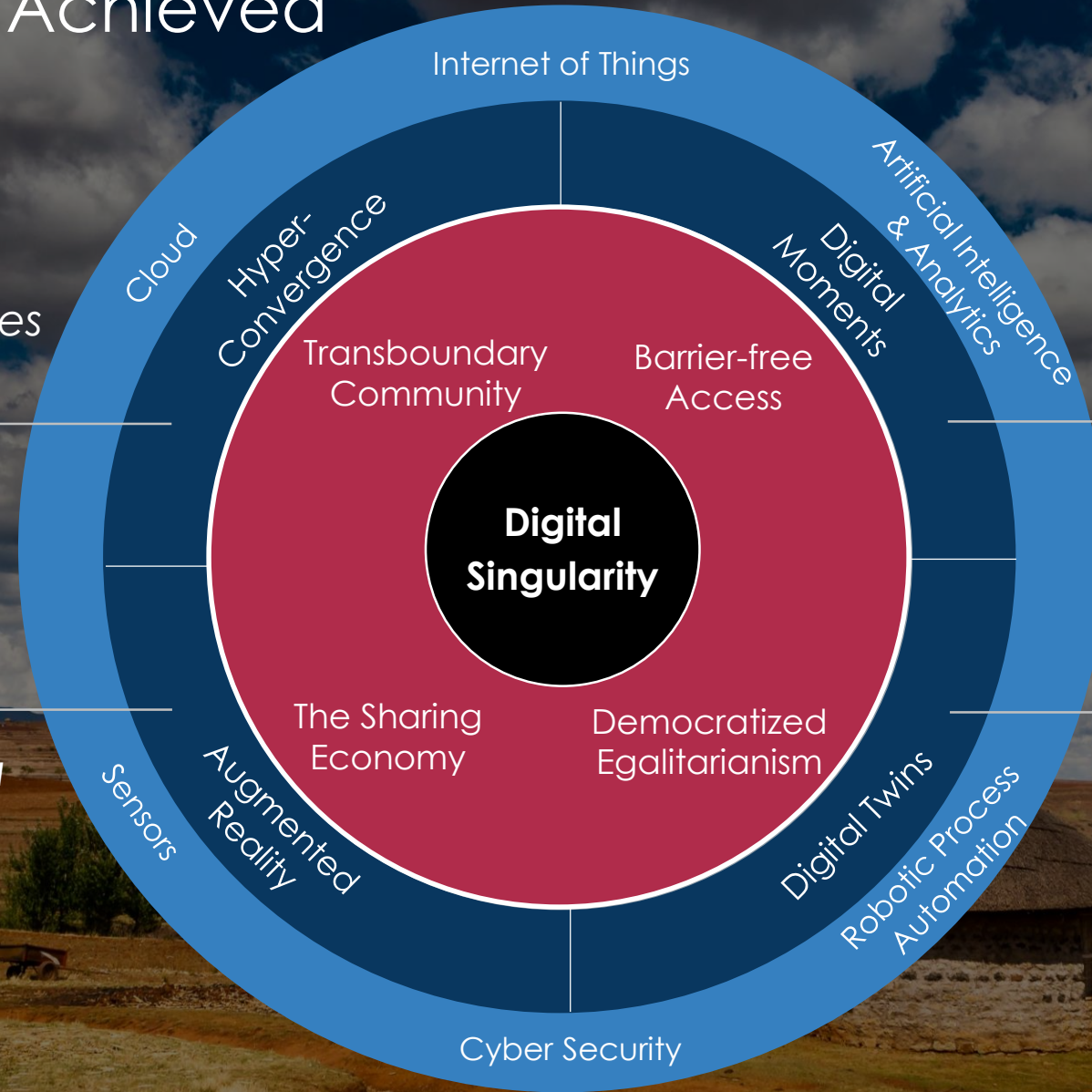
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## How will we live and work in this Digital Singularity?

# How will life change in 2027? The New Human Renaissance

Barrier Free Access

Sharing  
Communities

**Digital Singularity**

Regardless of wealth, social status, and knowledge, anyone can have access to information and data

Democratized  
Egalitarianism

People share skills and experiences. Money is not a requirement

Transboundary  
Communities

Creates a freedom in the digital world that gives individuals opportunity an equal voice in their communities

Enhancement of current functions of social media to have a richer and multi sensory communication and interaction with each other

# Transboundary Communities

Augmented human interactions, occurring in real time, utilizing, sensors, wearables, and holographic projections designed to converge digital with real world experiences.

Real World  
Digital & Physical Convergence

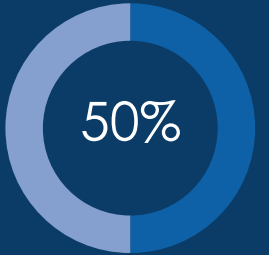
Omnipresence

Economy

Enterprises

Community

% of workforce in  
Freelance mode by 2020



Number of people globally  
engaged in the "gig  
economy" by 2020



# Digital Enterprise

The Digital Enterprise is driven by specific needs and demands. It can adapt to the personalized requirements of its partners, stakeholders, employees, and customers.

88%

Executives undergoing formal digital transformation efforts in 2017

78%

Enterprise Digital Transformation Initiatives involve executives other than the CIO

59%

Business Processes automated by transformation-focused organizations in 2016

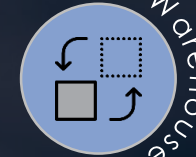
## Traditional Value Chain



Supplier



Manufacturing



Warehouse



Distribution



Retail



Customer

## Digital Enterprise Value Chain



Individual



Personalize



Advisors & Supplier



Profile



Build

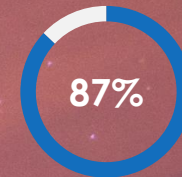
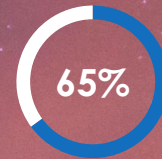
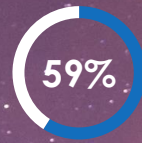


Deliver

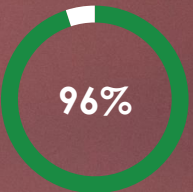
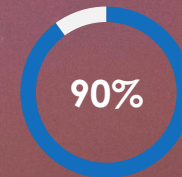
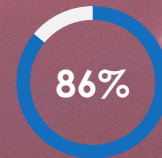
# We will solve the grand challenges.



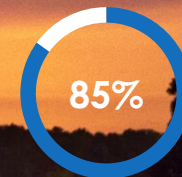
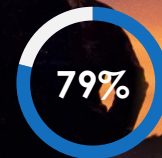
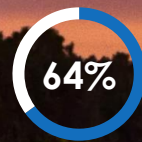
% of population in developing countries with **access to food**



% of population in developing countries with **access to water**



% of population in developing countries with **access to utilities**



We will live in a different world.

# We will solve the grand challenges.



Global Life Expectancy



Global spend on Life Sciences R&D

\$96 billion

\$113 billion

\$169 billion

\$200 billion plus

DNA colony sequencing patented

Full E. coli genome sequenced with high-throughput systems

Tens of millions of human genomes sequenced & digitized

Billions of human genomes will be sequenced, digitized

We will extend life.

# The role of government will change.

Governments as a regulator will give voice to previously marginalized groups and reduce the distance between government and citizens.

Direct Democracy

Increase policies related to human capital, investment attraction and trade that drive the digital economy.

Digital Capital Policies

Invest in key infrastructure and digital technologies to drive the new digital economy.

Digital Infrastructure

Supporting in changes to the regulatory framework to enable digital business models. Protecting us from fake news, regulating self driving cars, or managing genetic technologies.

Enlightened Regulatory Framework

Digital Singularity

# What does this mean for our industry?

Digital Value Chains

Zero Cost Transformation

Digital Singularity

Digital value chains will drive a new digital enterprise.

Social Enterprise

Zero Cost Transformation will support business partnerships and rapid change to the new world.

Technology

Social enterprise will drive 100% of business transactions and give power to the people.

Technology will cease to be an asset, but rather become ubiquitous with human experience.



# Disruptive Trends for 2018 and Beyond

## Socio-Economic



Tectonic shift in US Administration



Brexit: The Exit Process



Increasing Insularity, Nationalism, and Protectionism



Rise of the Alternate Economies

## Advanced Technology



Intelligent Automation + Cognitive Takes off



Level 3 Autonomous Vehicles Hit the Road



Emergence of the Cognitive Era



Augmented Reality for B2B becomes a Reality



Platforms become a commodity



Data as a Service explodes



The Industrial Internet Play



Mainstreaming of the AI Personal Assistant



Connected Living Transforms the Home



Drones Take Off



Media Democratization



3-D Printing disrupts supply-chain/logistics



IOT Pivots To Sentient Tools

## Business & Industrial

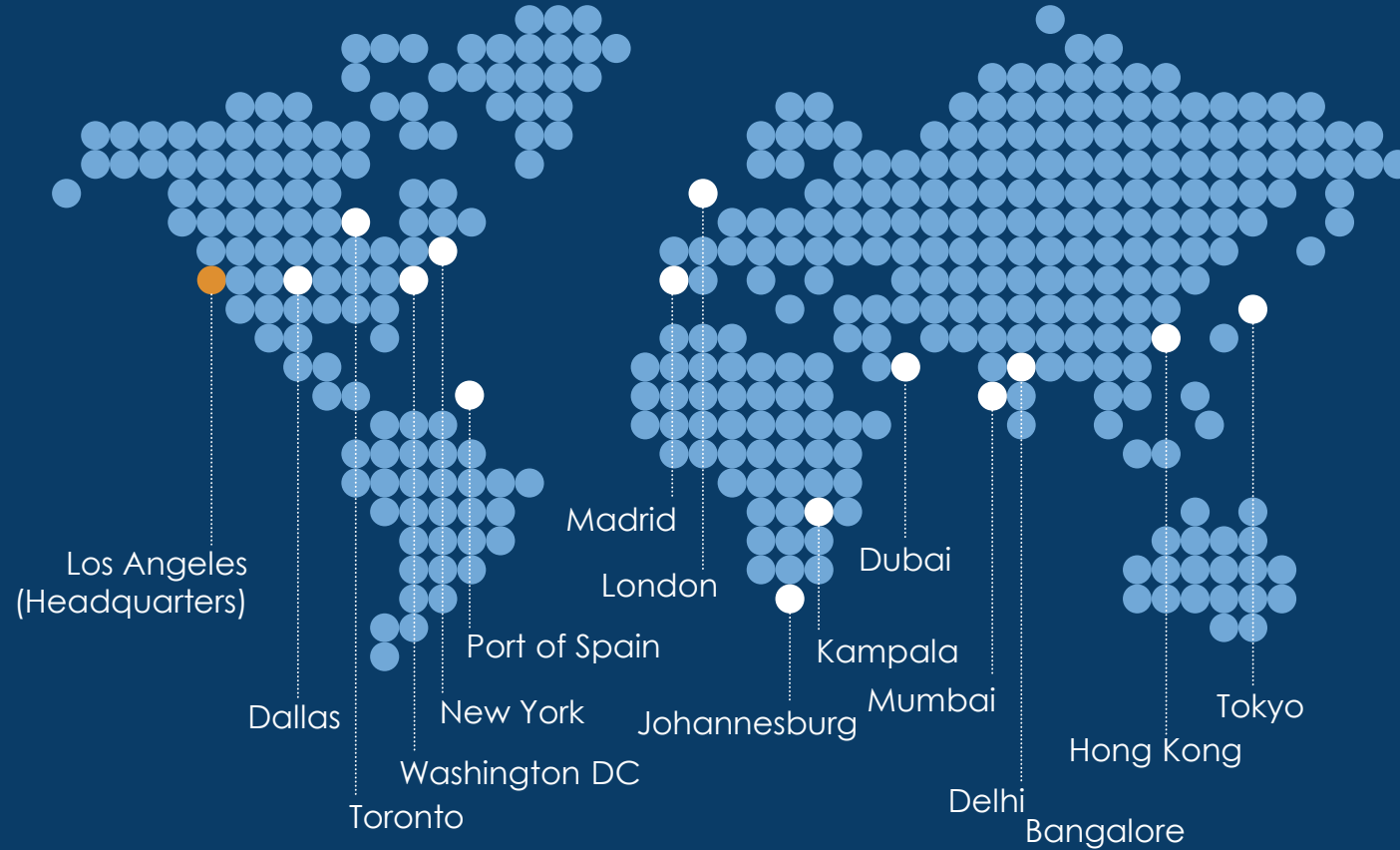
## Personal & Consumer



The Future  
is Here

“Digital Singularity does not mean the end of humanity, but rather it is the beginning of a new era to free human creativity and deliver opportunity for all.”

# AVASANT



Empowering Beyond

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