EBCO'S TAKE ON:

The Future is Faster Than You Think 2021

Accelerating Trends Changing Technology

About Ebco

We're a women-owned innovation firm bringing together decades of experience as consultants, in-house innovation leaders, and trend experts. Ebco was founded on the principle that innovation requires a new way of thinking that connects trends with user-centered design research. All of this is reflected in our name.

Our Evidence-Based and Culturally-Observed (EBCO) approach to innovation leads to breakthrough insights and inspiration for our clients.

FOUNDERS,
Kalyn Rozanski
and Erin Mays

OUR APPROACH

Quality is our compass, curiosity drives us, and excellence is our standard. Founded in 2015, founders Erin and Kalyn set out on a mission to change how companies address innovation in a rapidly changing world. Our services bring to life the translation of this quest as we deliver on your innovation needs.

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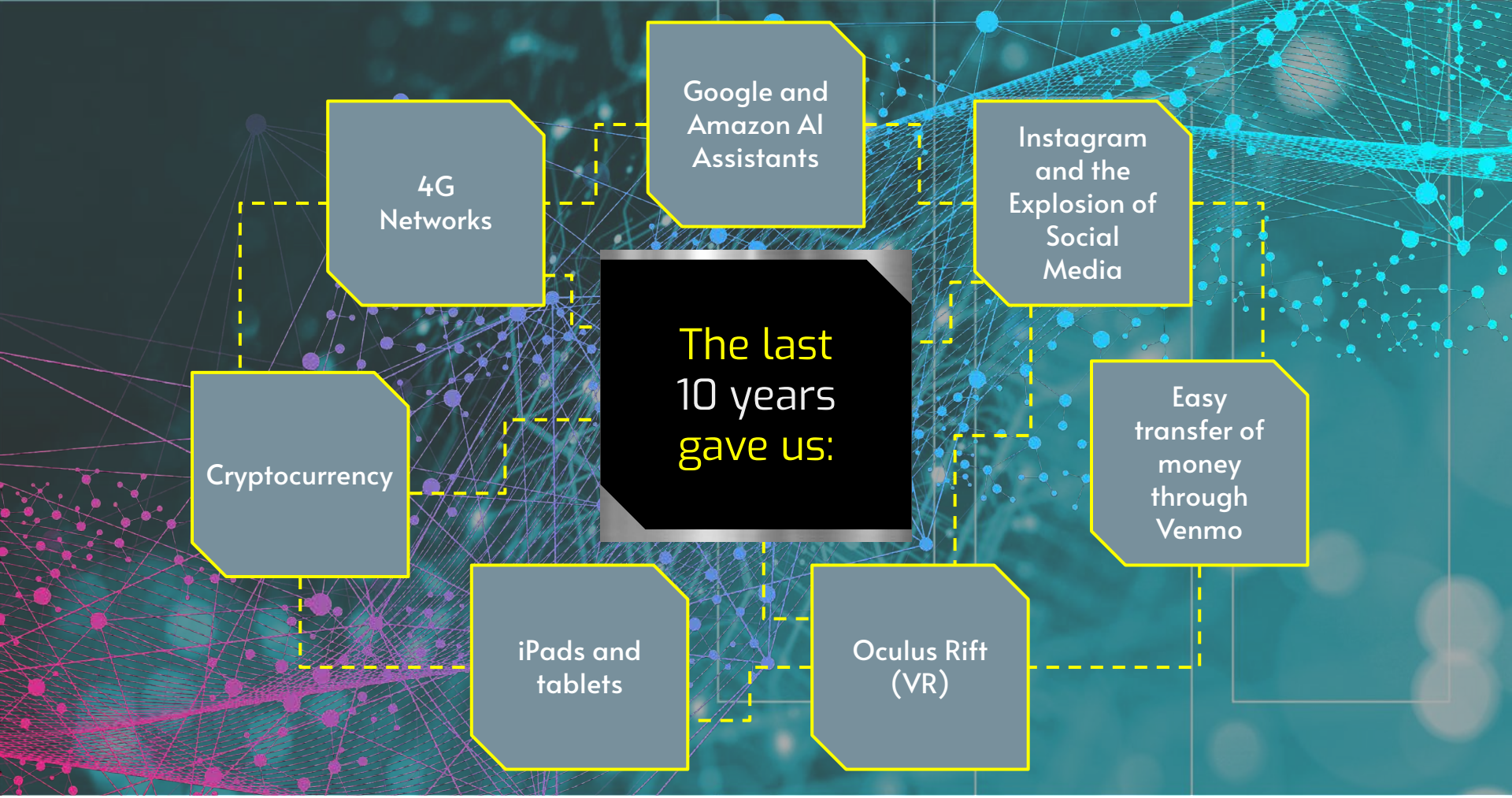

Google and Amazon AI Assistants
4G Networks
Instagram and the Explosion of Social Media
The last 10 years gave us:
Cryptocurrency
Easy transfer of money through Venmo
iPads and tablets
Oculus Rift (VR)

So, what comes next?

A decade of “radical breakthroughs and world-changing surprises”

A decade of the “greatest display of imagination rendered visible the world has yet seen”

"Every major industry on our planet is about to be completely reimagined. For entrepreneurs, innovators, for leaders, for anyone sufficiently nimble and adventurous, the opportunities will be incredible."

Peter H. Diamandis and Steven Kotler
The Future Is Faster Than You Think

The Future is Faster Than You Think covers key technology concepts that are relevant across all categories, providing an applicable framework for better understanding technological advancements such as...

- ➔ Exponentially accelerating technologies
- ➔ Artificial intelligence
- ➔ New business models

...and how they are having a transformative impact on business, industry, and consumers' lives.

Unveiling the Era of the Extraordinary

10 Radical Breakthroughs Coming in the Next Decade

01. **Flying Cars and Aerial Rideshare**	02. **Longevity Escape Velocity**	03. **AI Assistants**	04. **Avatars**	05. **Hyperloop**
06. **Digital Dollars**	07. **Brain-Computer Interfaces**	08. **Free Energy**	09. **Stem Cell Food**	10. **Space Civilization**

Flying Cars and Aerial Ride Shares

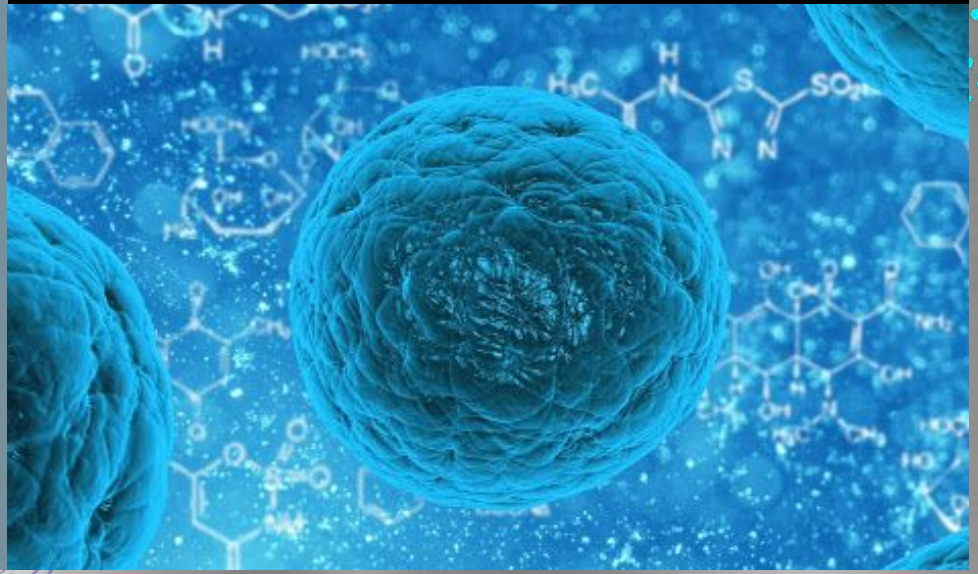
Once a sci-fi fantasy, flying cars seem to be more feasible than ever. By mid-2019, over $1 billion had been invested in at least twenty-five different flying car companies.

A precursor to the flying car is aerial ride sharing. Uber Elevate has invested R&D resources into "electric vertical take-off and landing vehicles" (eVTOLs), a hybrid helicopter meant for commercial flight. The company is working with architects, designers, and real estate developers to design "mega-skyports." Another industry leader Joby Aviation plans to offer its first commercial aerial rideshare in 2024.

Longevity Escape Velocity

Researchers leading longevity studies have begun to discuss “longevity escape velocity,” which is the very probable concept that science will be able to extend our lives by a year for every year we live.

“In other words,” the authors write, “once across this threshold, we’ll literally be staying one step ahead of death.” Breakthroughs in this area are being guided by anti-aging technologies, which will be discussed later in this presentation.



AI Assistants

AI assistants like Siri and Alexa have been hallmarks of innovation in the last decade.

What's more is that advancements in AI technology are creating assistants that don't merely answer questions or take simple directions, but assistants that make decisions for us and plan our days. New advancements include AI assistants that choose which products to buy you and assistants that monitor which household items you're running low on, automatically restocking your house by ordering products online.

Avatars

The next decade will see exponential advancements in “second selfs,” or virtual or robotic avatars. The innovation of humanoid robots that consumers can occupy at will and even rent by the minute will allow consumers to literally be in two places at once. Suits with sensors and VR goggles will allow people to have their senses teleported to another place.

Airline companies are starting to understand that this technology has the power to majorly disrupt the modern travel industry, and some airlines like Japanese mega-provider Nippon Airways are investing in the development of robotic avatars to stay ahead of the curve.

Hyperloop

The brainchild of Elon Musk, Hyperloop is a high-speed travel system conducted through low-pressure tubes. The transport pods' projected speeds are inconceivably fast, with engineers aiming for Hyperloop to reach speeds of 600 mph. One Hyperloop project is to create a system that would transport passengers from LA to San Francisco in 45 minutes.

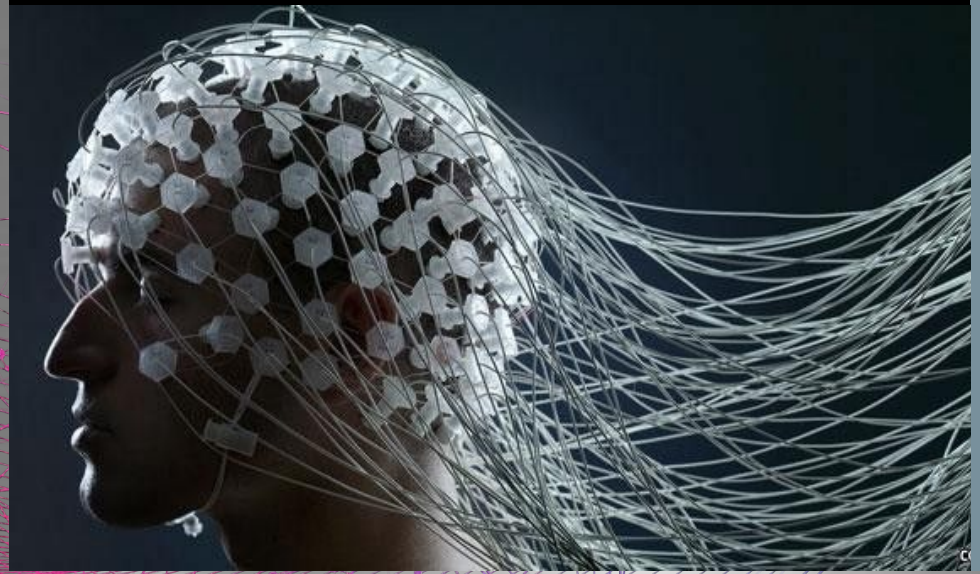
Ten major Hyperloop projects are in the works across the globe. High-speed travel would revolutionize how humans define and prioritize time, money, and location.

Digital Dollars

The conversation around cryptocurrency continues, but with vital support from the most forward-leaning U.S. Treasury Secretary yet. Janet Yellen was recently quoted to say, "Too many Americans really don't have access to easy payment systems and to banking accounts, and I think this is something that a digital dollar—a central bank digital currency—could help with."

The demand for implementing digital currency is being heard by legislators, which could perhaps lead to a future reality in which there's an official digital currency monitored by the government. Experts are starting to question if or when such a change may lead us to a cashless economy.

Brain-Computer Interfaces



The field of neurotechnology is reaching new heights as companies like Neuralink and even Facebook look for next-generation technology that allows the brain to control devices. Linking the brain to the Internet via the cloud will provide us with a massive boost in processing power and memory.

What would the future look like if the human brain could exchange signals with an external device like a computer without using words? The authors write that brain-computer interfaces "might also be a way to survive our own success." Through this technology, BCIs could allow us to fully participate in an AI-dominated world.

Free Energy

The day is coming when alternative energy sources will be used by the majority of consumers. According to a 2019 report done by the International Renewable Energy Agency, renewable energy accounts for ⅓ of the world's power. Studies report that solar power is five doublings away from being able to produce enough power to meet all of our energy needs.

The authors predict that we are heading toward a total demonetization of the energy that powers the planet, and that because all innovators require energy, this shift itself will further accelerate the rate of change in the world.

Stem Cell Food

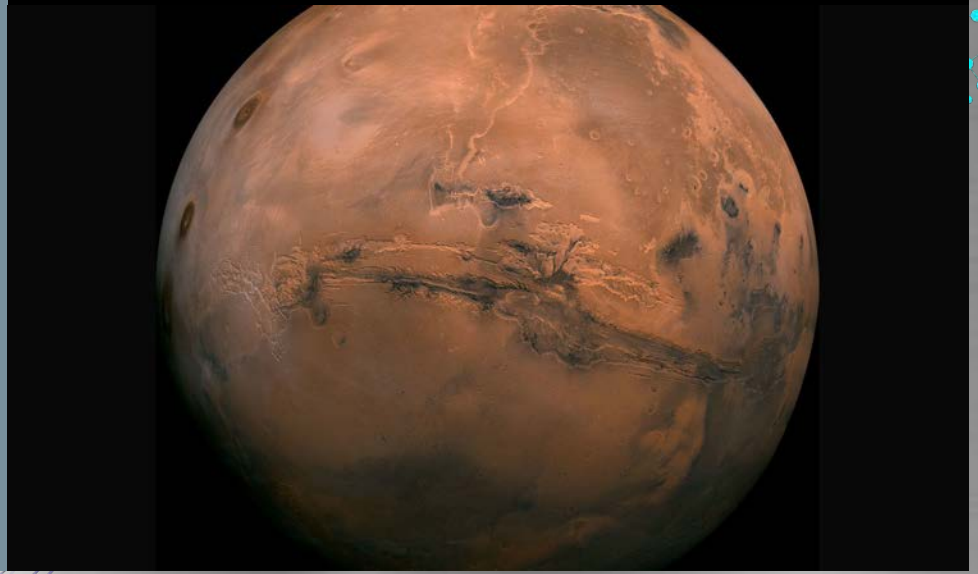
The conversation around climate change often touches on agriculture and the massive amounts of energy it takes to raise cattle.

An imminent innovation is meat that can be grown from stem cells, with no animals or environments harmed along the way. Once the beef industry matures and technology like bioreactors shed costs, there is the possibility to produce an infinite number of cultured steaks for consumption.

Space Civilization

Space exploration continues into the next decade with billionaires at the helm. Both Elon Musk and Jeff Bezos are investing millions in research and development into the colonization of Mars. Musk has stated that he aims to have humans on Mars before 2030.

By creating a second human civilization in space, innovators are leading Earth to become a "spacefaring civilization and multiplanetary species," using advancements in technology to defy scientific conventions that were once universally accepted.



POLL

Which of these innovations are you most excited to potentially experience in your lifetime?

1 / Flying Cars

2 / New Advancements in Longevity

3 / Renewable Energies for Almost Everything

4 / High-Speed Travel

5 / Space Civilization

2

Exponentially Accelerating Technologies

Exponentially Accelerating Technologies

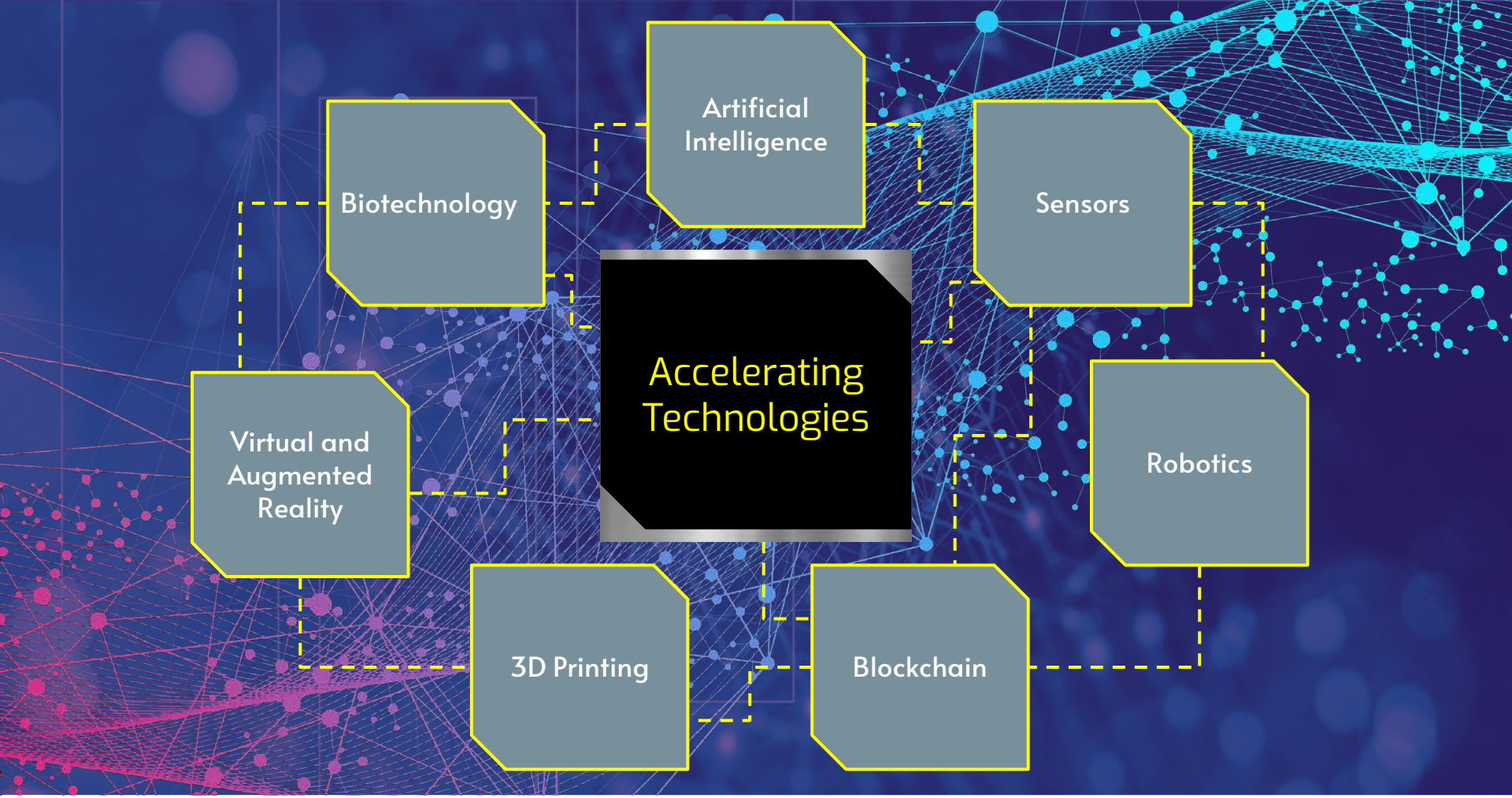
- A term coined by the authors of *The Future Is Faster Than You Think*
- Exponential technologies: tech innovations that rapidly accelerate and shape major industries and all aspects of our lives
- Any technology that doubles in power while dropping in price on a regular basis is an exponentially accelerating technology

How does this concept impact my category?

Exponentially accelerating technologies have the power to transform consumers' ways of thinking, shopping, and living.

Completely new industries are emerging from these technologies, presenting innovation opportunities across categories.

The most bleeding edge innovations of today can turn into the most widely accepted technologies of tomorrow. Staying alert to the changes and disruptions has never been more vital.


Artificial Intelligence
Biotechnology
Sensors
Accelerating Technologies
Virtual and Augmented Reality
Robotics
3D Printing
Blockchain

Artificial Intelligence

By blending conversational friendliness, decision making precision, and deep learning, tech companies are creating systems that think for themselves and even help us understand our feelings.

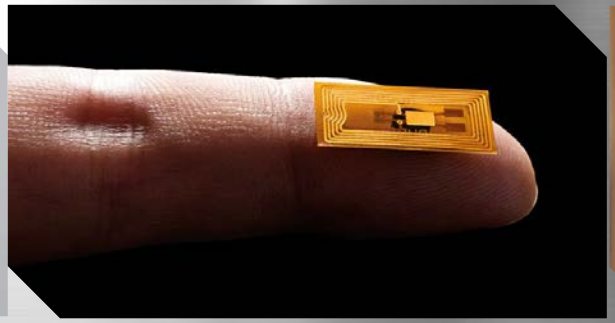
NotCo Giuseppe
Chile-based alt protein company NotCo's AI platform, named Giuseppe, sifts through huge datasets (ex. USDA library) to find ingredient and processing combinations that would best mimic the elements (flavor, texture, etc.) of real meat or dairy in plant-based analogues to create a product that completely mimics traditional meat and dairy.

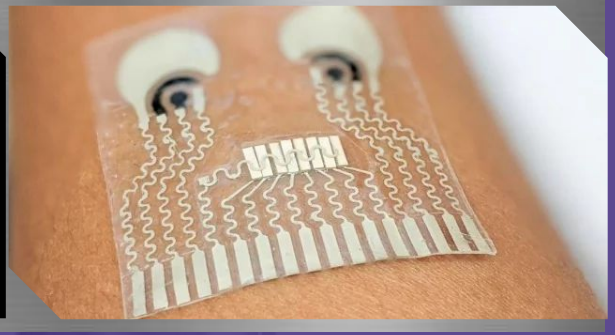
Xiaoice
Based on an emotional computing framework, this virtual AI bot is beloved in China by her 500 million users. Xiaoice is optimized for friendliness and empathy, not task completion. She is sarcastic, ironic, and perceptive, and has hobbies such as writing poems and singing. She's known as a "virtual girlfriend" to many.

Audeo
Audeo is a system that takes silent videos of a person playing the piano and generates sound and a transcript for the music that the person is actually playing. Through visual cues and an algorithm, the AI system can identify the exact notes and then reproduce that sound.

Sensors

The network of small data collecting electronic devices that make up the Internet of Things (IoT) will soon span the globe. As innovation in this field continues to grow, the devices become smaller, and sensors are beginning to migrate into the body.





Oura Ring
This ring is made of three sensors that track and compute different body signals, making it the most accurate sleep monitor on the market. It is small and noninvasive, and the data it provides is used for individuals to learn more about their sleep health.

Smart Dust Sensors
'Neural dust' are millimetre-sized sensors that can be implanted in the body and used to stimulate nerves and muscles, as well as to monitor the activity of different organs.

Skin Patch I
A team at the UC San Diego Center for Wearable Sensors has created a stretchy skin patch that combines electrochemical sensors for alcohol, caffeine, glucose, and lactate with an ultrasound-based sensor that monitors blood pressure deep inside the body. It's the first wearable device that tracks heart signals and biochemical levels at the same time.

Robotics

Robots will emerge in situations where accuracy and experience are key, such as customer service and even disaster relief, but also as comforting objects used for connection and safety.

Pepper from Softbank
Pepper is the world's first social humanoid robot able to recognize faces and basic human emotions. It has been optimized for human interaction, and is available for purchase and use by schools and businesses.

Dr. Spot
Researchers from MIT and Brigham and Women's Hospital conducted a study on patient acceptance of robots in a healthcare setting when COVID cases were surging in Massachusetts. The robots were outfitted with an iPad to allow for remote video communication with healthcare providers to evaluate patients in the emergency department in a contactless manner.

E.M.I.L.Y.
Emergency Integrated Lifesaving Lanyard (EMILY) is a remote-controlled robot that acts as a hybrid flotation buoy-lifeboat. In 2016, EMILY helped rescue hundreds of asylum seekers off the coast of Greece during the European migrant crisis. EMILY aided more than 240 refugees in its first 10 days of deployment alone, demonstrating that robots can be serious resources in times of crisis.

Virtual and Augmented Reality

Virtual reality, when done well, is more than a media experience: it's an actual experience. VR technology has the power transport consumers into other states of consciousness, expanding their understanding of life and others' realities.

Tumi
This lifestyle brand launched its first VR online experiential store for customers in the Middle East and Asia-Pacific. The virtual store inspires customers to use interactive touchpoints. It is connected to other Tumi shopping channels, including local e-commerce websites, which allow customers to engage with sales associates and make enquiries like they would in a real-life setting.

Project Aria (AR)
Facebook revealed its Project Aria smart glasses product in September 2020. Set for a launch sometime in 2021, Project Aria will provide users with both a prescription and standard AR smart glasses experience with access to various applications and everyday ease-of-use features. In addition to those features, the upcoming AR devices could feature facial recognition technology if it deems users are comfortable with that.

Virtual Reality Tourism
With globe-trotting banned in the pandemic, increasing numbers of people are turning to virtual reality to relieve pent-up demand for travel. Oculus recently launched its Quest 2 headset in October, where users can visit just about any place in the world; from the pyramids of Egypt, to the heart of Paris, and even Antarctica, where users can climb an ice shelf and survive a raging snowstorm.

3D Printing

This technology has the potential to threaten the globe's $12 trillion manufacturing sector, but even more impressively it has the power to print everything from shoes to rocketship parts.

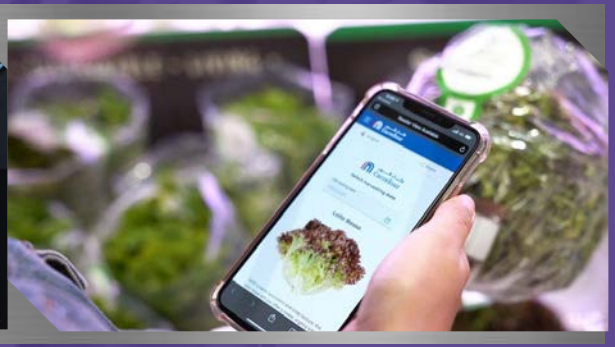
Sugar Lab
Sugar Lab is the world's first digital bakery. It recently launched a new line of 3D printed truffles, cocktail garnishes, bonbons, and candies in February for Valentine's Day. The method brings a lot of flexibility to customers whims and wishes, letting them use their imaginations to create custom treats.

Porsche Electric Drives
Porsche is taking advantage of 3D printing to quickly plug electric vehicle components into its vehicle development program. The company has been 3D printing prototype housings for electric drives that are stronger, lighter, and much quicker to manufacture.

LoreOne
LORE, a California and Mountain West-based company, just announced LoreOne, which the company says will be the most powerful custom road shoe ever created as well as the world's first 3D-printed hardshell shoe. Order a pair, and they'll be printed in carbon to precisely fit you based on a scan of your feet.

Blockchain

Many consumers' understanding of blockchain technology is based in what little they've read about bitcoin. But the traceability and ultimate security of blockchain technology provides huge opportunities for more privacy and the digitization of activities such as voting.



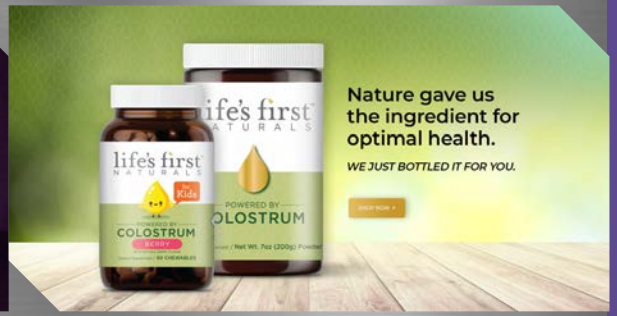
Voatz
Voatz is an emerging force in the virtual voting space; the organization incorporates biometrics, cryptography, and blockchain to ensure the integrity of the virtual voting process. Its most successful trial was in 2020, where the voting technology's platform was used in the virtual Republican convention in the state of Utah.

Polestar
This recent EV brand advocates for transparency and accountability in the electric vehicle manufacturing industry, was the first car to announce the use of blockchain to trace cobalt in its batteries. Polstar's blockchain will track the life cycle of its cobalt and collect data on the origin, size, weight, chain of custody, and information showing adherence to OECD supply chain guidelines.

Carrefour x IBM Food Trust
Europe's largest retailer Carrefour has recently implemented IBM Food Trust blockchain technology, with a new rollout centered on UAE operations. By scanning the QR code, the history of the product, including production process, halal and hygiene certifications, date of birth, nutrition information and temperature data, will be immediately available.

Biotechnology

By turning the fundamental biologic components—genes, proteins, and cells—into tools that can manipulate life, new advancements in the field of biotech are leading to innovation achievements such as personalized medicine and sustainable ethanol for fragrances.



CRISPR
This highly precise genetic editing tool enables the editing of DNA. It has been used in cancer treatment and also on embryos. It is cheap, fast, and easy to use. This technology is widely known by experts the lead innovation allowing humans to seize control over "our evolutionary destiny."

Coty Sustainability
Beauty giant Coty has been working alongside scientists from biotechnology firm LanzaTech Inc. to craft high-purity sustainable ethanol that is suitable for use in fragrances. LanzaTech makes its ethanol out of carbon emissions from industrial sources like steel mills. In a bioreactor that collects those emissions, bacteria eats that pollution and turn it into ethanol.

PanTheryx e
PanTheryx, a colostrum-focused nutrition and biotechnology company utilizes the cellular and biomolecular processes of bovine colostrum to develop and produce a wide range of therapeutics. Their new line expansion includes products developed specifically for digestive and immune health, with innovative new formulations designed to bring the health benefits of colostrum to consumers of all ages.

The Future of Everything

In *The Future Is Faster Than You Think*, the authors breakdown the future of 9 areas.

We chose 3 to focus on for this next chapter:

1 / The Future of Shopping

2 / The Future of Food

3 / The Future of Longevity

The Future of Shopping

The future of shopping will aspirationally be one that is frictionless. Consumers have been able to embrace the convenience of online shopping, and there are even more ways industry leaders will make shopping faster and more customized for consumers.

"This isn't just about AI—it's about AI converging with additional exponentials. Add networks and sensors to the story and it raises the scale of disruption, upping the FQ—frictionless quotient—in our frictionless shopping adventure."

The connected measure of humanity will grow from 3.8 billion in 2017 to 8.2 billion in 2025. The majority of these people won't frequent retail stores...they'll make their purchases digitally, via mobile devices, from the comfort of their homes.

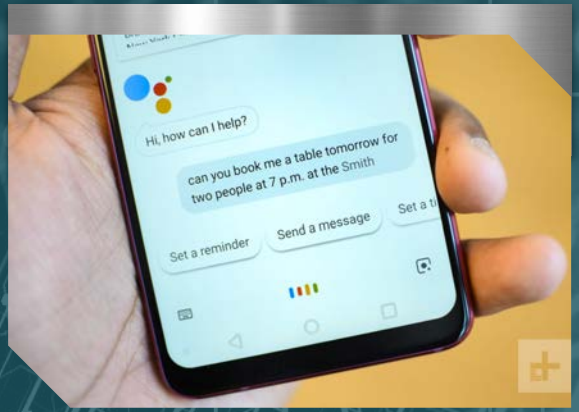
Souce: **World Bank**

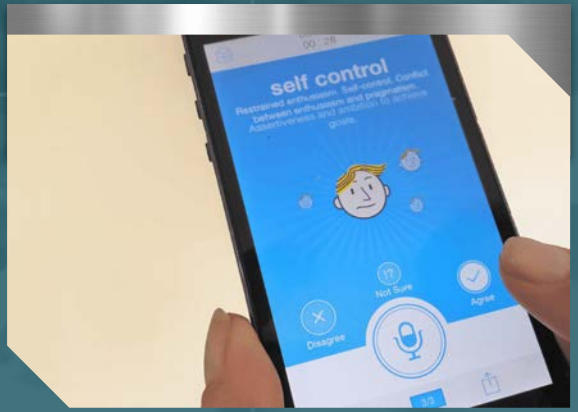
Shifts Impacting Shopping

Frictionless	Emphasis has been placed on an easy, angst-free shopping experience.
Convenience	Consumers expect to be able to shop from the comfort of their own homes.
Customized	There's a greater desire for products that match consumers' exact desires.

Digital Shopping Assistants

The authors predict there will be two camps when it comes to retail: those who make full use of AI technology and those who "declare bankruptcy." One innovation that is relevant is digital shopping assistants. Revenue from products purchased via voice-driven commands are projected to leap from $2 billion today to $8 billion by 2023.





Google Duplex

- Free feature on iPhones
- Uses automatic speech recognition technology to make calls and reservations at restaurants
- System uses a natural sounding human voice to make calls

Beyond Verbal

- Tel-Aviv start-up
- Uses technology to analyze the tone of a person's voice
- Makes human sales agents understand and react to customer emotions
- Making those calls more pleasant, but also more profitable
- Helps you know if they are an early adopter or a more conservative shopper

Robot Delivery

So much deters consumers from going to the store: long commutes, long lines, and the frustration of a shopping trip that yields no results. But technology in the delivery area continues to grow through robots that deliver products to consumers' doors, providing convenience for the masses. Certain state laws are opening up to this technology and are even licensing delivery robots as pedestrians.

Starship Technologies

- Autonomous general delivery robots
- The robots have 10 cameras on them and multiple different sensors, ultrasonic sensors, GPS, and rotational sensors
- Recently teamed up to deliver food on the UCLA campus

Amazon Scout

- Slowly rolling out in select counties in Washington, Atlanta, and Southern California
- Ships products to Prime Members
- Robot is the size of a cooler, moves at a walking pace to navigate around people, animals and other objects in its path

3D Printing and Customization

3D printing is an accelerating technology that has the potential to disrupt many categories and manufacturing at-large. This technology could be the end of the traditional supply chain by astronomically reducing waste and ending the spare parts market. It's also a huge opportunity for creating user-designed products. These days, if all you want is customized 3D-printed clothing, all you need is a smartphone and an idea. The possibilities for customization are endless!

Ministry of Supply

- Boston-based clothing company
- Allows consumers to personalize a garment—picking their colors, buttons, and cuffs
- Clothing is 3D printed in front of them from start to finish as they wait
- Clothing is printed in a single piece, eliminating 30% of fabric that is usually thrown out in the traditional cut-and-sew process

Staples

- Offers a 3-D printing service in select stores
- Consumers can come to the store and design and print objects much as they would print documents
- Easy way for consumers to prototype devices and homemade innovations

The Future of Food

The reality of growing food and transporting it is a very energy-intensive one. Experts are wondering how to optimize food production to make it more efficient, and are investing in technology that can optimize freshness and the healthiness of food. While seemingly complex, the strategy follows a simple objective: reduce waste by improving efficiency.

"Every step in our food chain is now being completely transformed."

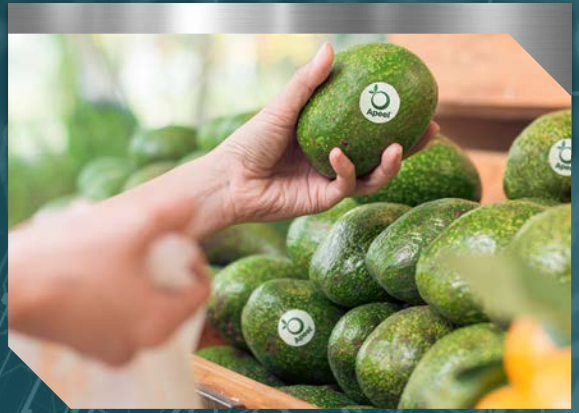
According to the National Resources Defense Council, if we could "rescue" just 15% of the food that's never eaten we'd be able to feed 25 million of the 42 million Americans now facing food insecurity.

Shifts Impacting The Future of Food

Zero-Waste Movement	Consumers want to be conscious of saving and conserving food.
Eating Less Meat	More consumers are prioritizing healthy eating and plant-based diets.
Democratization of Gardening	At-home growing devices are becoming more accessible to consumers.

What Makes it Last

Here's where companies can start: making food more durable. Studies have shown that 40% of food in America is never eaten; it rots or ends up in a landfill. But scientists and tech innovators are looking for ways to make food last longer through biotech products and even through apps.



Apeel Sciences

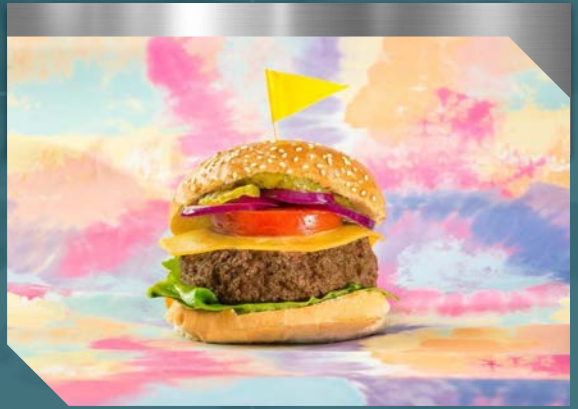
- Santa Barbara-based food tech company
- Uses biomimicry to take on the problem of food waste
- Peels are nature's anti-spoilage mechanisms; they keep food fresh. The technical name for peels is "cutin"
- Apeel created a natural, tasteless recipe that mimics cutin's qualities
- Can be sprayed onto produce, already used on avocados, makes them last 60% longer

Too Good to Go

- An app that combats food waste at grocery stores and restaurants
- Users can search their area for surplus food that may be going to waste
- Users pay a small fee for the food

Labs Take the Lead

Plant-based meats and seafood are a megatrend in the world of ag-tech, but cultured meat is also emerging as a viable future option for those who are health and environmentally-conscious. Experts predict that in 5 years cultured meats will be ready to hit the marketplace.



Ocean Hugger Foods

- Leader in sustainable plant-based seafood products
- Products on the market include tomato-based tuna, eggplant based unagi eel
- Sold in stores in U.S., U.K., & Canada

Mosa Meat

- Dutch company that is a leader in cultured meat grown in a lab
- First lab grown burger cost $325,000 to produce in 2013
- Now it costs €9 to produce
- Projected leader of getting first cultured burger to consumers

Accessible Homesteading

The democratization of growing your own food is a prime example of exponentially accelerating technologies. Vertical farming, once an expensive and high-tech innovation, has become available to many consumers, allowing them to easily venture into the indoor gardening space and grow their own food at home.

Rise Gardens

- At-home hydroponic gardens
- The garden's water levels and fertilization are monitored through an app
- It's an example of converging technologies between utilizing advancements in vertical gardening technology and IoT

Lettuce Gardens

- Self-watering, self-fertilizing farmstand
- Provides consumers with seedlings that can be harvested in 3-4 weeks
- Seasonal non-GMO veggies, fruits and herbs bundles like "The Daily Juicer Bundle" (for the juice enthusiasts) and "The Italiano Bundle"

The Future of Longevity

Converging forces are rewriting the rules in the races between technology and mortality. Drug discovery work, genetic engineering, and the exploration into immunity are combining to lead us into new territories for how consumers think about aging.

"Longer lives means more time spent at our productive best which means more innovation."

Business Wire expects the global anti-aging market to reach a value of $88.30 Billion by 2026, exhibiting a CAGR of 7.10% during 2021-2026.

Source: Business Wire

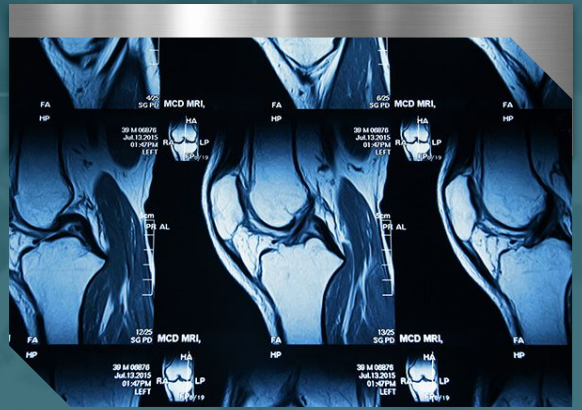
Shifts Impacting Longevity

New Advancements in Medicine	Researchers in biotechnology are investing in drugs that can expand a person's lifespan.
Desire to Live Longer	The anti-aging movement is being widely adopted, and is finding solutions in new technologies.
Cell Aging and Recovery	Consumers are looking to products that build healthier cells and reduce aging.

Medicine Moves Forward

There are huge companies investing in drug trials for anti-aging purposes. In a recent article in *MIT Technology Review*, tech writer Adam Piore, wrote, "The first wave of a new class of anti-aging drugs have begun human testing. These drugs won't let you live longer (yet) but aim to treat specific ailments by slowing or reversing a fundamental process of aging."

Google
Calico Project



Google's Calico

- Total funding of $2.5 Billion
- Focuses on creating drugs for aging-related diseases such as neurodegeneration and cancers
- In the process of R&D, but working with partners already on how to commercialize medicine by the end of the decade

Unity Biotechnology

- Backed by investments from Jeff Bezos and Peter Thiel
- Mission: "Extend human healthspan, the period in one's life unburdened by the disease of aging."

Anti-Aging Technologies

It's only a matter of time until anti-aging tech is democratized and demonetized. While these resources may first be only available to the wealthy, through the power of accelerating technologies, they will eventually become available to the masses.

Red Light Therapy

- Safe, concentrated wavelengths of natural light into your skin
- Improves skin complexion and builds collagen to diminish wrinkles
- Red light devices come in the form of red light face mask or even a RLT bed

Cryomed Clinic

- Based in Tokyo, Japan
- Private clinic offering cryotherapy
- A process used to accelerate the metabolism and slow tissue ageing

Cell Aging and Recovery

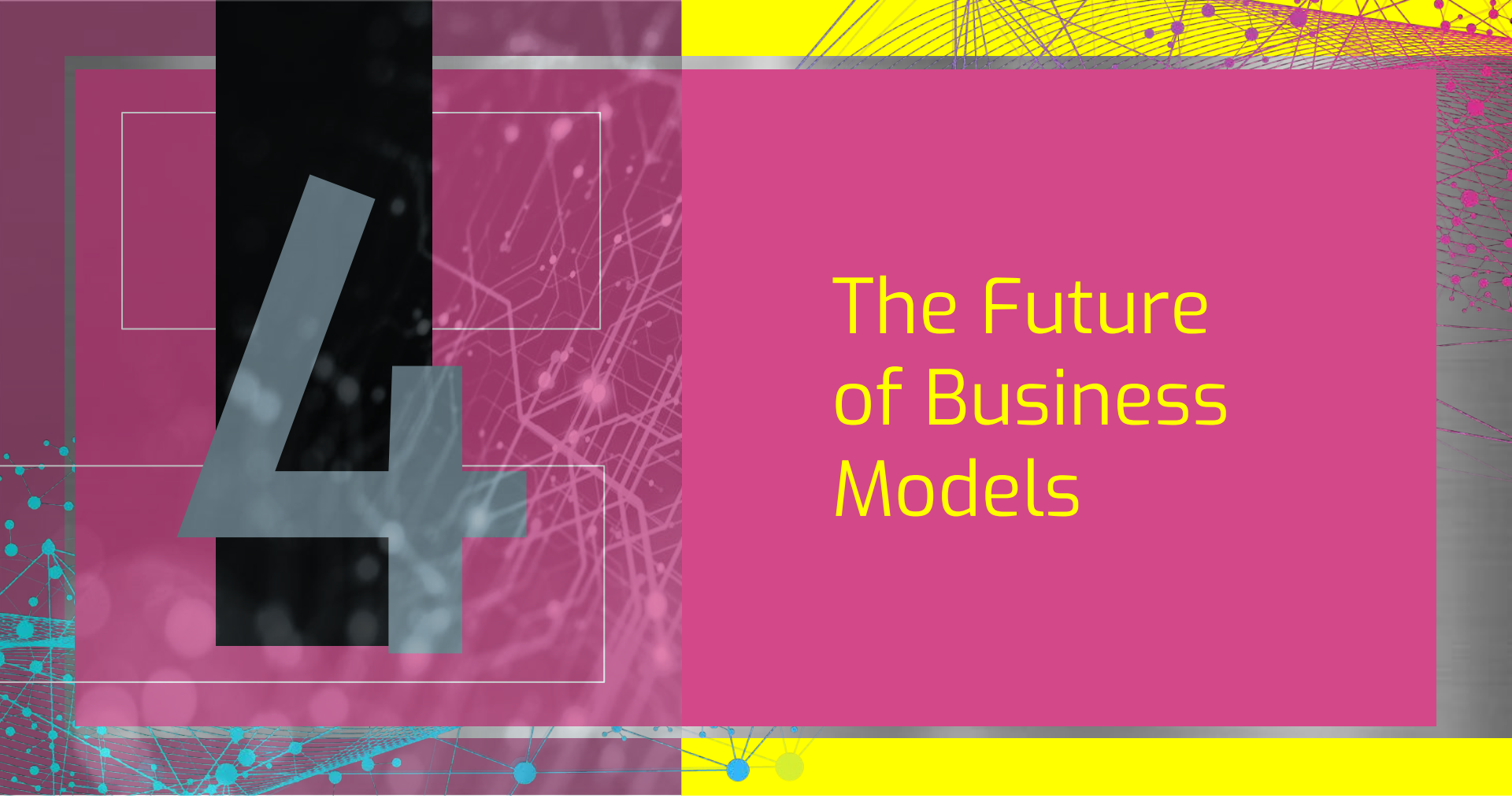
Instead of being reactive to health risks, consumers are making moves towards being more proactive in taking care of their health. The cell aging and recovery field is growing exponentially, making products that support cell health more widely available to consumers.

Matter for Long-Term Brain Health

- Clinically proven B-vitamin complex, patented by Oxford to slow brain atrophy as you age
- B-vitamin complex slows age-related grey matter atrophy in regions important for learning and memory by an average of 86%
- Includes omega-3 fatty acids with enhanced bioavailability and antioxidants called anthocyanins to further support cognitive health

Basis for Cellular Health

- Promote a healthy cellular aging process
- Activate sirtuins, which play a key role in cellular health
- Support cellular energy and helps maintain healthy DNA
- Maintain hundreds of integral processes in your cells



The Future of Business Models

Business as Unusual: New Economies Emerge

In the words of the authors, "Business as usual is now becoming business as unusual." These emerging ways of doing business will disrupt all industries as we know them, and now is the time to consider what these new models could mean for the future of your organization.

1 / The Crowd Economy

2 / The Free Data Economy

3 / The Smartness Economy

4 / Closed-Loop Economies

5 / Decentralized Autonomous Organizations

6 / Multiple World Models

7 / Transformation Economy

1 / The Crowd Economy

By leveraging the billions of people who are online through crowdsourcing, crowdfunding, and ICOs, businesses can rapidly adapt to ever-changing market conditions.

2 / The Free Data Economy

Customers with access to free, unique services offer up their data to platforms and services that utilize user information to shape their business strategy.

3 / The Smartness Economy

A product or service automatically increases in a level of “smartness,” or becomes qualified as “smart,” when a digital feature like AI or sensors is incorporated into its make or model.

4 / Closed-Loop Economies

Businesses move towards models where no resources are wasted; products are made with recycled materials and consumers who return waste to manufacturers receive incentives for "closing the loop."

5 / Decentralized Autonomous Organization

Companies that don't employ humans but still have non-stop production in which computers do the most. This is a super cutting edge model and offers new opportunities for efficiency.

6 / Multiple World Models

Augmented and virtual reality present a new venue for doing business. New layers of the "digital strata" have economies of their own, in which people pay others for products and services in virtual worlds.

7 / Transformation Economy

Consumers pay for experiences that can transform their lives. They want to feel themselves change, and have experiences that provide transcendent value to their day-to-day existences.

"The trepidation, the excitement, the unlocking of innovation. We feel it too. And all we can really say is what we've been saying to each other along the way: Take a deep breath and don't blink, because, ready or not, here comes tomorrow."

Peter Diamandis and Steven Kotler

About the Authors

Peter Diamandis

- Founder of more than twenty high-tech companies
- Founder and executive chairman of the XPRIZE and executive founder of Singularity University
- Degrees in molecular genetics and aerospace engineering from MIT
- MD from Harvard Medical School

Steven Kotler

- Award-winning journalist and the founder and executive director of the Flow Research Collective
- Author of *Stealing Fire, Bold, The Rise of Superman, Abundance, Tomorrowland, and Last Tango in Cyberspace*
- Pulitzer Prize-nominee

IN CONCLUSION

So much of what we think of as "impossible" comes from a place of accepting things as they are, not how they could be. By keeping our eyes on the latest innovations and cutting-edge technologies, we stay inspired as innovators, and as individuals, to think without limits.

What is your organization working on?

We'd love to know about some of the active initiatives in your pipeline.

Please send us a private message via the Zoom chat or an email. We'd love to connect and learn more.

Thank You!

Please reach out to us to learn more about what we do. We'd love to help you discover what's next now.

KALYN ROZANSKI
kalyn@theebco.com