As our experience of what money is and what it can do evolves, opportunities for new financial products and services will emerge. Our bodies are the interface as new 5G-powered physical experiences become increasingly activated by facial and body language recognition. Artificial Intelligence is blending with human intelligence to unlock the full potential of people and machines working together. As digital twins evolve beyond their role as industrial tools, brands will need to learn how to interact with our personal digital doubles. And so will we. 

30% of Americans no longer use cash in a standard week.

5G is expected to generate the majority of global mobile media revenues by 2025.

Ready, reset, reinvent: the emerging trends in business, technology and design

It’s time to realign the fundamentals. As we realize that our world’s resources can’t support endless growth, businesses, individuals and governments are reassessing their purpose. 2020’s meta-trend is Realigning the fundamentals – a once-in-a-lifetime chance to innovate in business models, services and products around new definitions of value. For companies with the courage to act, the opportunities are both challenging and exciting. 

As people shift focus from “me” to “we”, organizations will have to design for all life, not just human life. 70% of adults now feel public companies should be mission-driven as well as focused on shareholders and customers. 60% of young people launching their careers want a job with social impact. 80% of businesses have some form of AI in production within their organizations. As organizations define success in more life-enhancing ways than financial growth, corporate transformation will switch focus from digital to purpose.