

INNOVATION HIGHLIGHTS 2019

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In between a map and a timeline, this chart plots 50 innovation highlights from 2016 to today, and identifies a few macro-trends underpinning them.

This is just a prototype, and it's therefore highly incomplete in capturing the whole set of innovation trends.

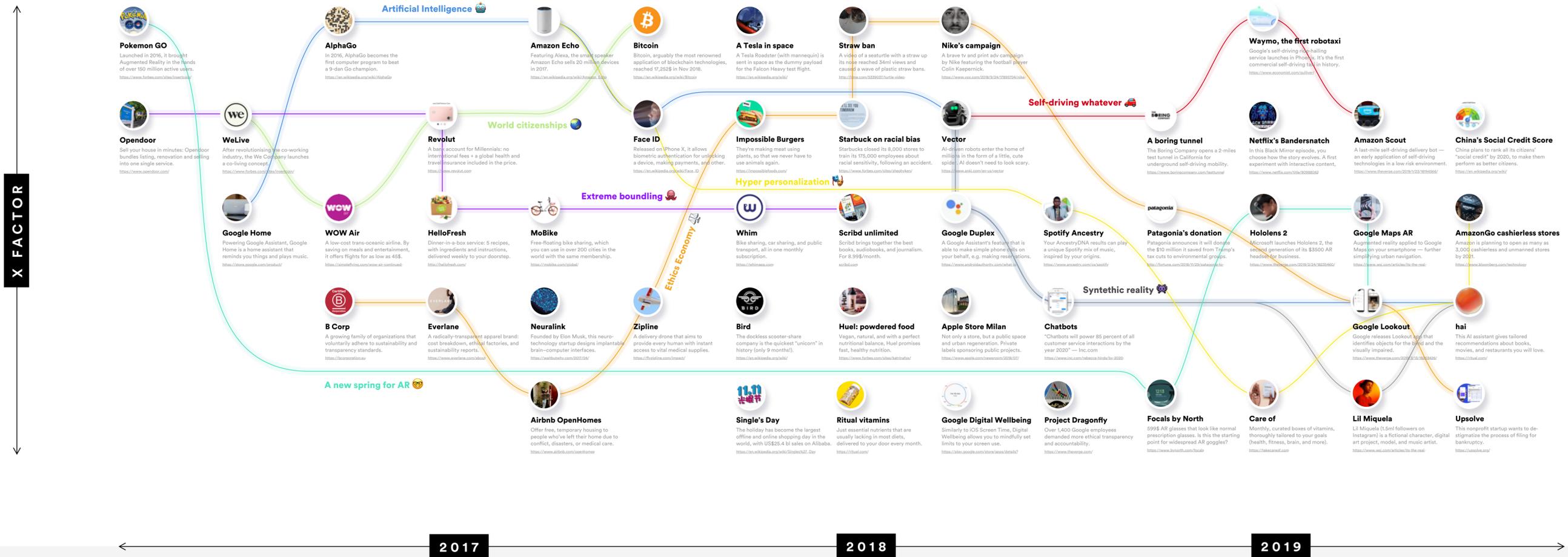
Credits and more information:

- boardofinnovation.com
- trendwatching.com
- fortune.com
- trendhunting.com
- fjordnet.com

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or send an email to giorgio.orsucci@gmail.com



X FACTOR



MEGATREND 01
Ethics Economy

Millennials and Gen Z expect brands to walk their talk when it comes to sustainability and transparency. Brands win customer preference by demonstrating that they truly care about ethical and political stances.



MEGATREND 02
Artificial Intelligence

While DeepMind, GAFAs, and all major economies are looking into advanced research around AI and machine learning, consumer applications are multiplying.



MEGATREND 03
Extreme bounding

For our convenience, services that we were used to consider separated are being merged into a single one. This allows brands to satisfy customers' higher levels of needs.



MEGATREND 04
A new spring for AR

After Pokemon Go brought AR in the hands of millions, a new spring of AR applications and content may begin. How can we add an enriched layer of information to our reality?



MEGATREND 05
World citizenships

The world is getting smaller: people, information, and goods travel around the world at increasing speed and convenience. How can your products and services target the growing community of global citizens?



MEGATREND 06
Syntetic reality

Through chatbots, mini-robots, and image generation, we're giving intelligence (and "life", in a way) to artificial technologies, challenging our previous sense of "truth" and "authenticity".



MEGATREND 07
Hyper personalization

Products and services recognize our face or fingerprint, know our musical tastes, recommend us books and tv shows that we'll love, and deliver us an experience that is increasingly tailored-made.



MEGATREND 08
Self-driving whatever

With self-driving technologies becoming more widely available, whatever needs to move can be put on automatic wheels. Expect cars, pizzas and coffee to come to you by themselves.