

# The End of Sci Fi

**Mo**

Chief Business Officer - Google [x]

Serial Entrepreneur, Board Member & Investor

Author - Solve For Happy (2017)

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Serial Entrepreneur, Board Member & Investor

**IBM**

**Microsoft**

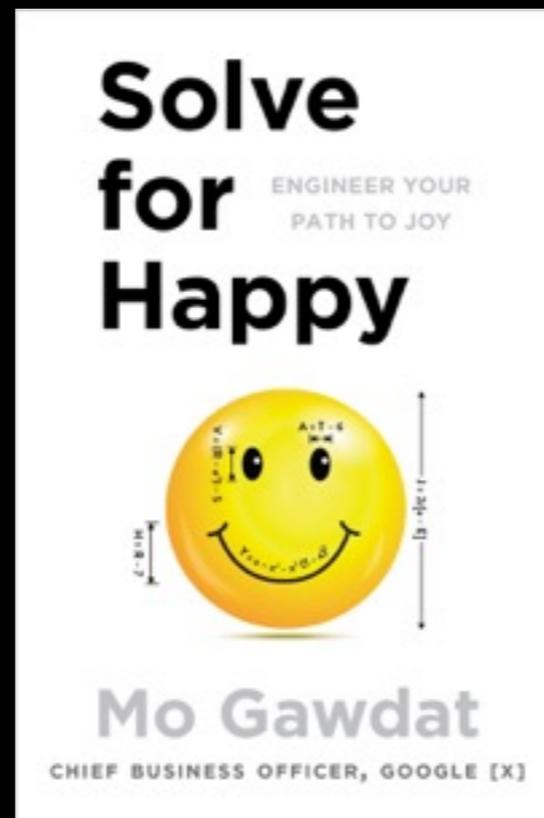
Google



# My Personal Diverse Experience About Innovation

Health & Fitness  
Food & Beverages  
Gaming & VR  
Internet & Software  
Robotics  
Real Estate

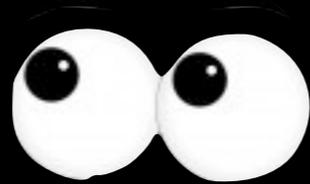
Author - Solve For Happy (2017)



From the 1960s onward, the rotary dial was gradually supplanted by dual-tone multi-frequency push-button dialing, first introduced to the public at the 1962 World's Fair

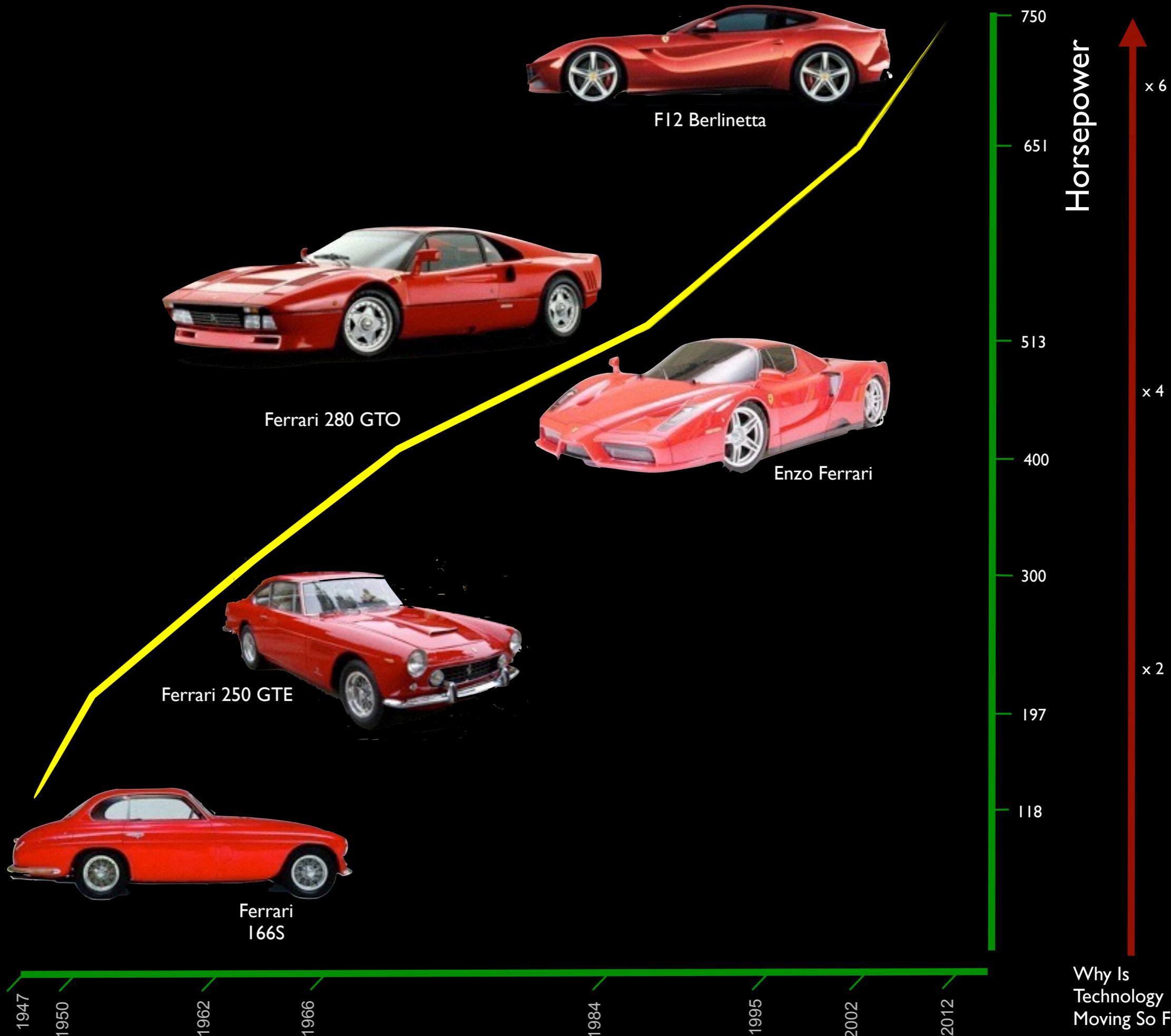


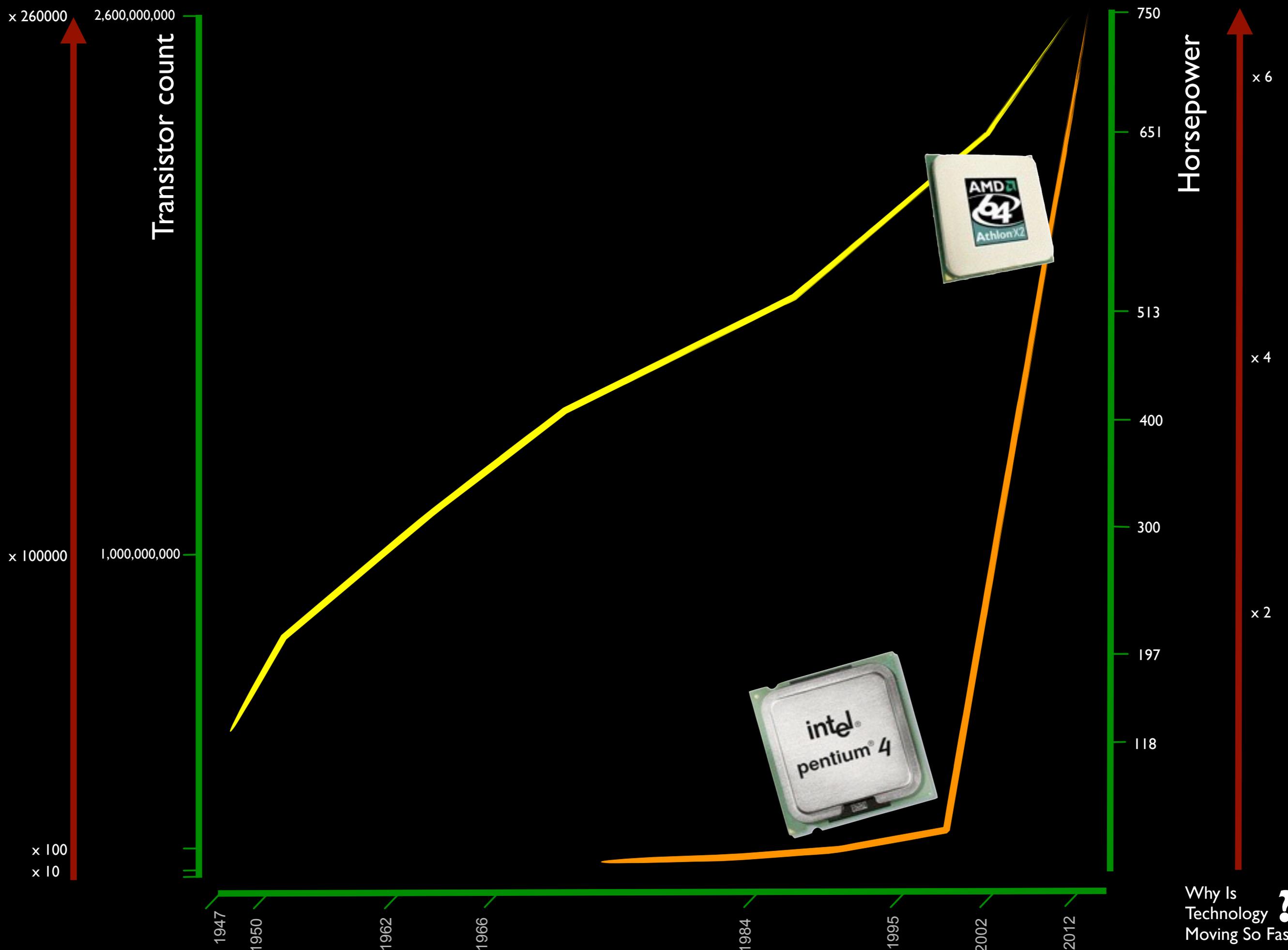
This Projector      Digital Cameras  
Hyperlinks      Wifi  
Fitness Monitors      LED 3D Smart TV  
Email      Google Search      Video Conferencing  
Home Cinema      Xbox      Your Gym  
Smart Phones      SMS  
YouTube      Facebook      Tablets  
Pokemon Go      Maps & Earth  
This MacBook Air      TCP/IP  
eBooks      Navigation      Electric Cars      Netflix  
Electronic Trading      Plastic Surgery



Why Is  
Technology ?  
Moving So Fast

Why Do  
We Take It ?  
For Granted



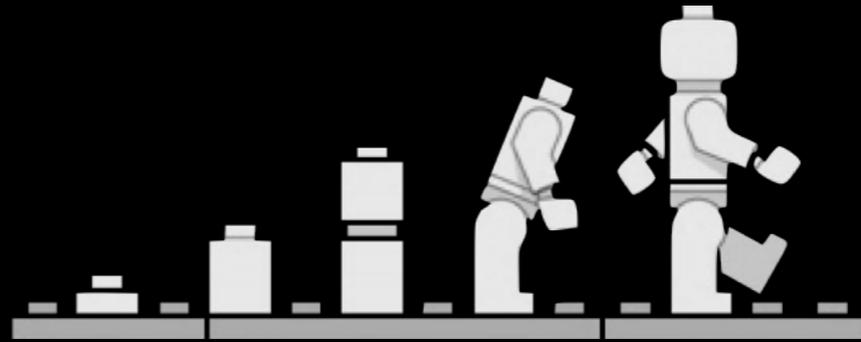


NETWORK TECHNOLOGY DOCUMENT DEVELOPMENT WISDOM KNOWLEDGE WEB  
DIRECTIONS FACTS INTERNET WORD MEDIA DATA DIRECTIONS INFO COMPUTER  
BOOKS INFO WISDOM WEB COMPUTER PERCEPTION INFO INTERNET  
DIRECTIONAL DIRECTIVE KNOWLEDGE FACTS STUDY WEB DOCUMENT SOURCE TEACH  
NEWS TEACH INFO DIRECTIONS SCIENCE SYMBOL WORD DATA SEARCH  
MESSAGE TECHNOLOGY DATA NETWORK SEARCH LEARNING BOOKS DIRECTIVE  
KNOWLEDGE SYMBOL DIRECTIONS BOOKS DOCUMENT PERCEPTION FACTS SOURCE MODERN  
SCIENCE COMPUTER DOSSIER WEB PERCEPTION REVIEW WORD DIRECTIVE KNOWLEDGE  
LEARNING NETWORK INTERNET TECHNOLOGY COMPUTER REVIEW NETWORK  
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TEACH SOURCE INFO PERCEPTION DOCUMENT WEB STUDY FACTS KNOWLEDGE DIRECTIVE BOOKS  
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DATA TECHNOLOGY FACTS NEWS MODERN SCIENCE KNOWLEDGE WISDOM TECHNOLOGY  
DEVELOPMENT GUIDANCE SEARCH NEWS DOCUMENT PERCEPTION FACTS



# Every One Can Innovate

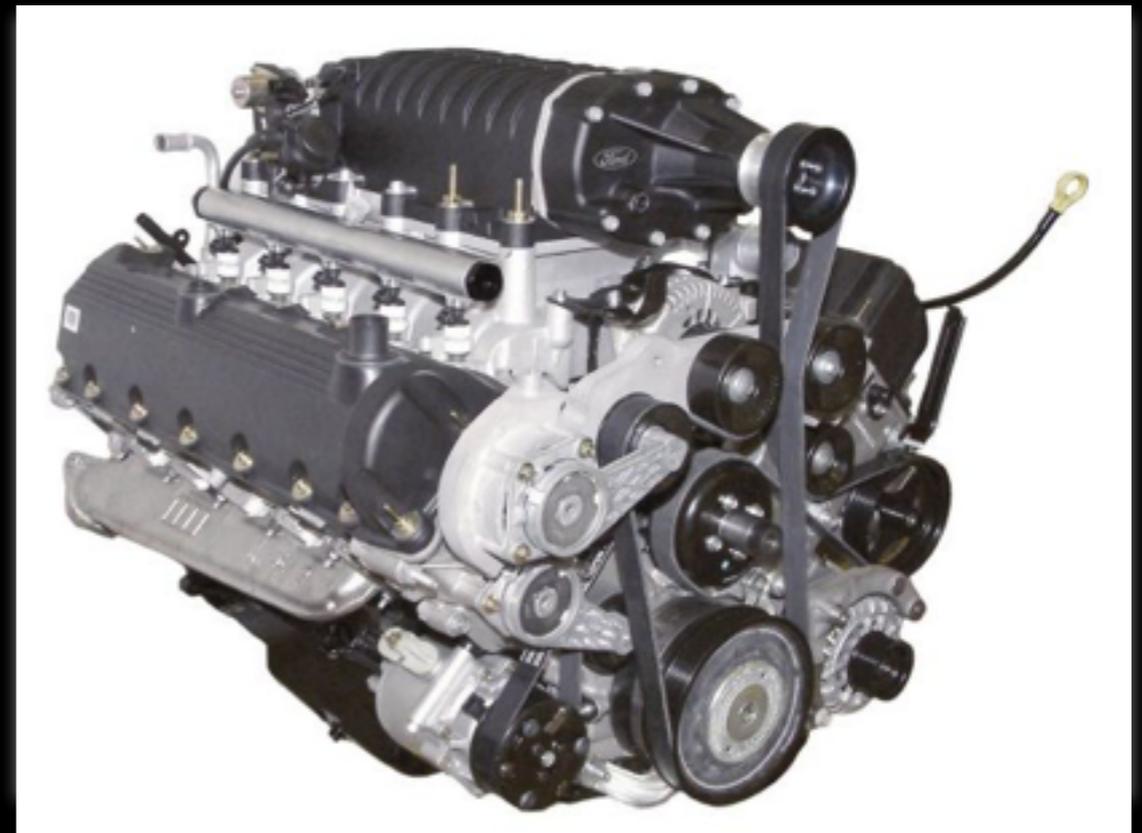




As We Dismiss The Possibility Of Revolutions ...



➔ We Don't Try Enough To Create Them



Fact or Fiction?

# Fact or Fiction?

2001: A Space Odyssey (1968)

At the end of 2011, 34 million people had a tablet (15% of internet users)  
In 2014 expected that 90 million will have a tablet - 36% of US internet users



Star Trek 'The Cage' 1964  
In the first series, communicators stranding characters in challenging situations, malfunctioned, were lost or stolen

# Fact or Fiction?

Minority Report 2002



# Fact or Fiction?



I-Robot 2004

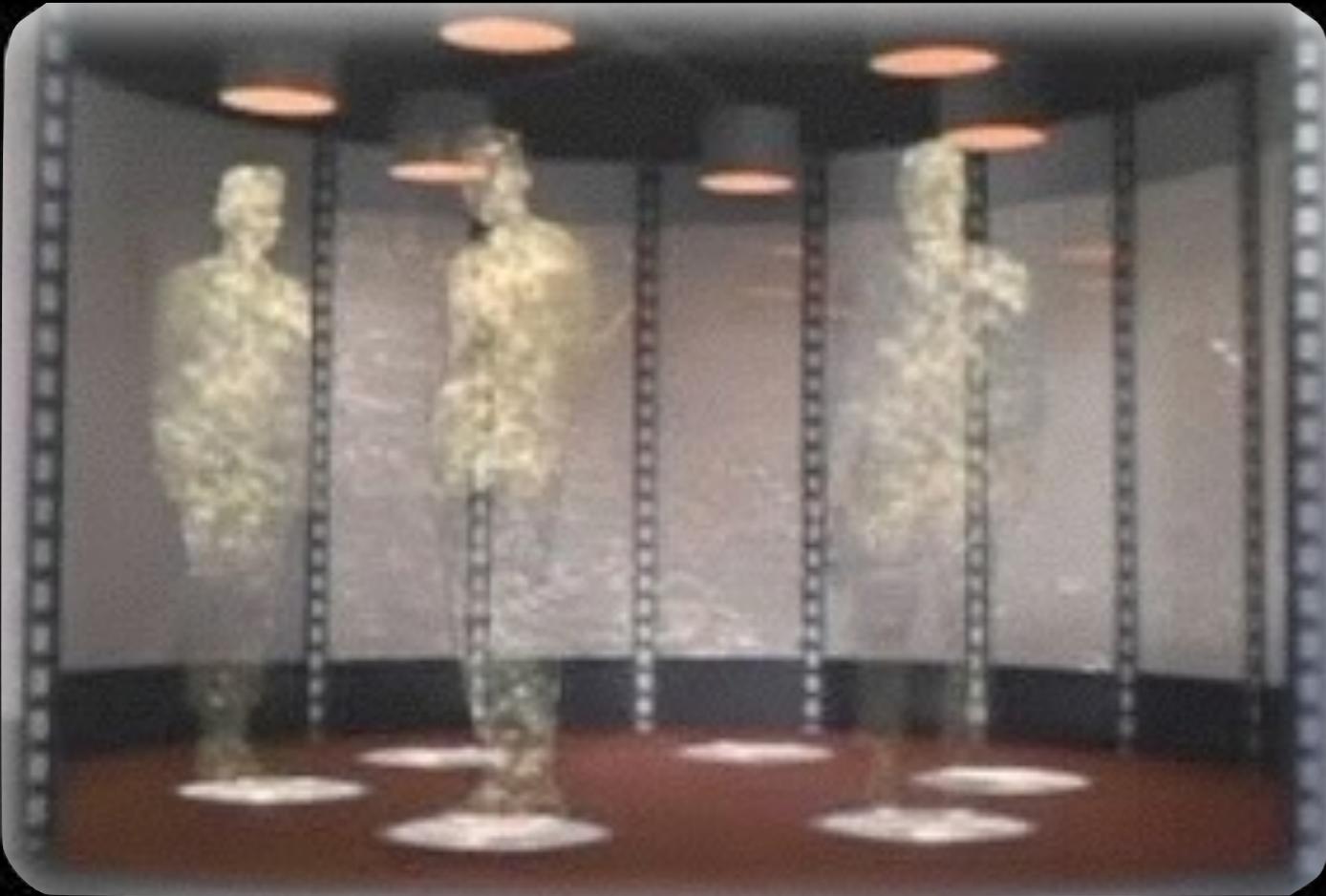
# Fact or Fiction?



# So How About This? Is It Fiction?



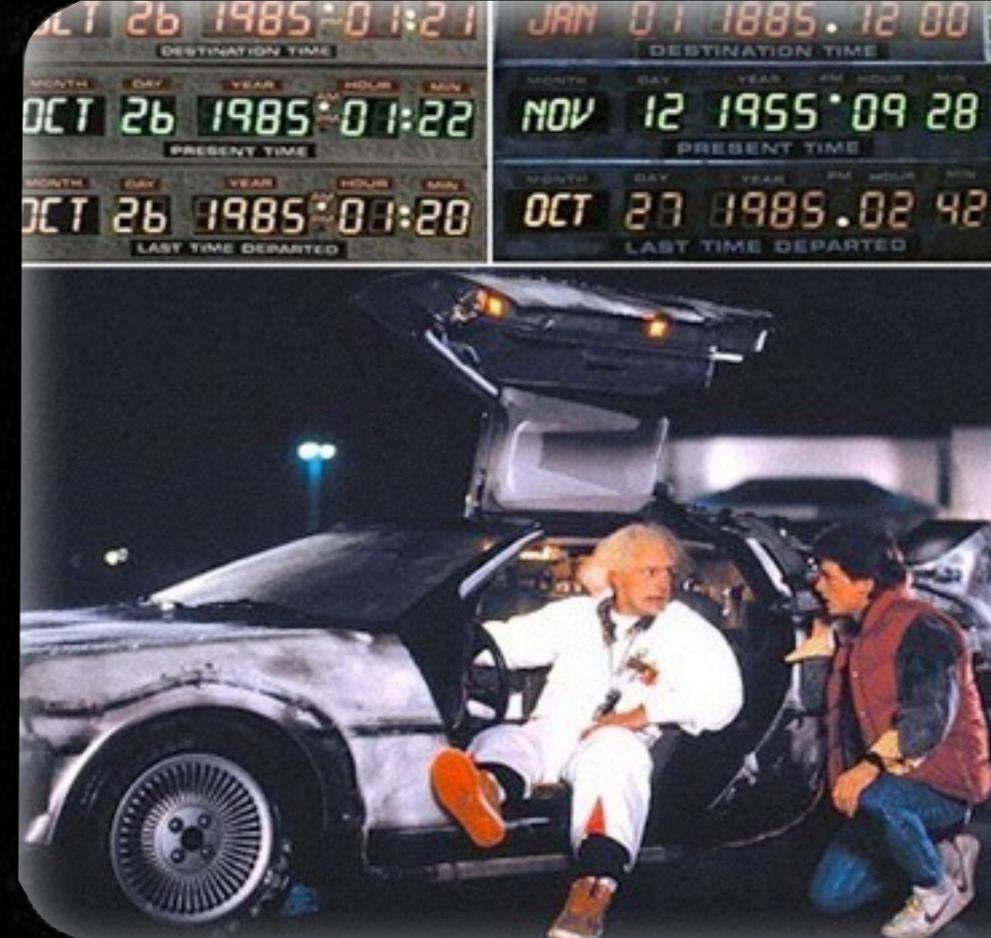
# How About This?



... Or This?



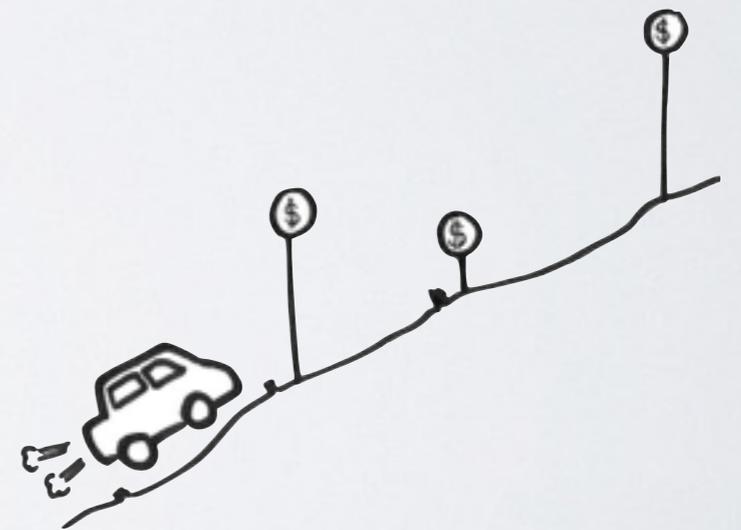
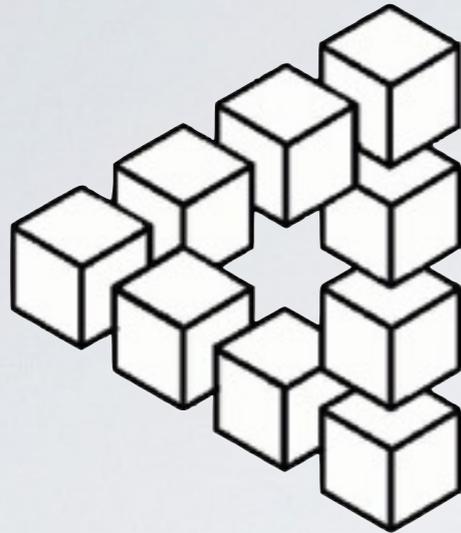
# Or Even This?



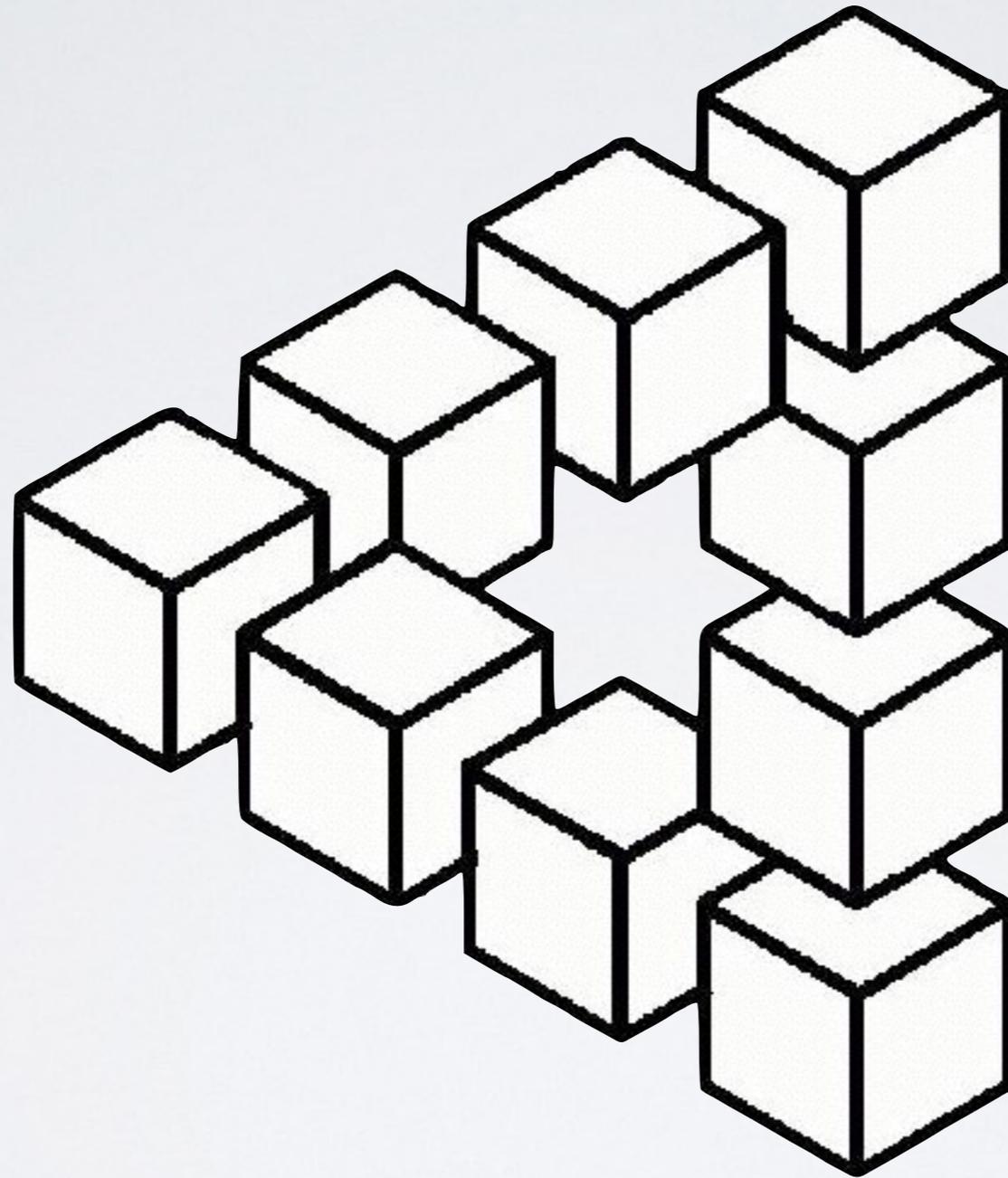
Why Then Do  
We Settle For  
**Incremental Innovation**  
(A Better Photo-sharing App)  
When Inventing SciFi is possible



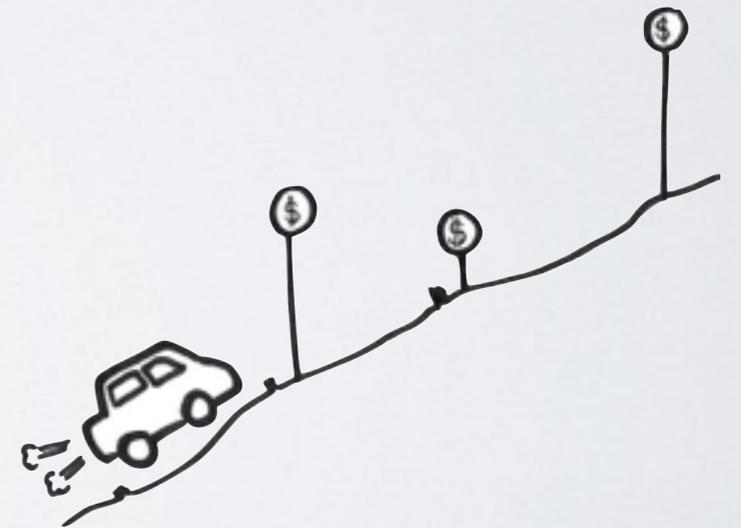
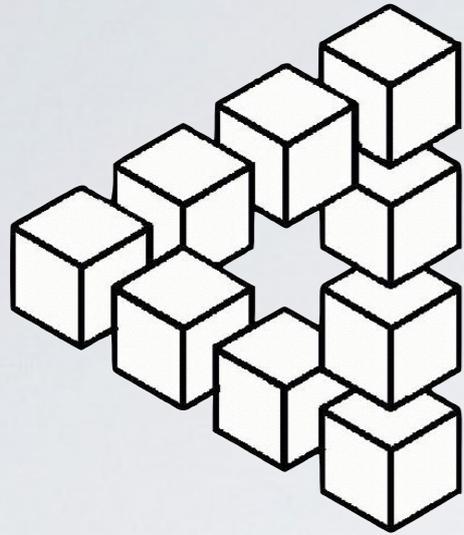
# It's A **Mindset** Challenge



# A **Mindset** : It Can't Be Done



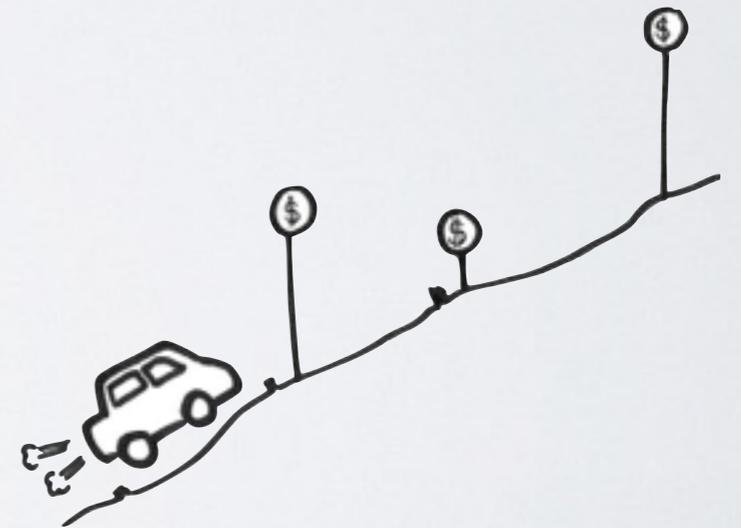
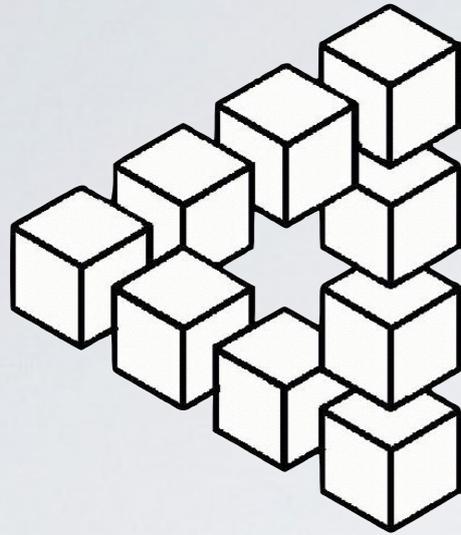
# It's A **Mindset** Challenge



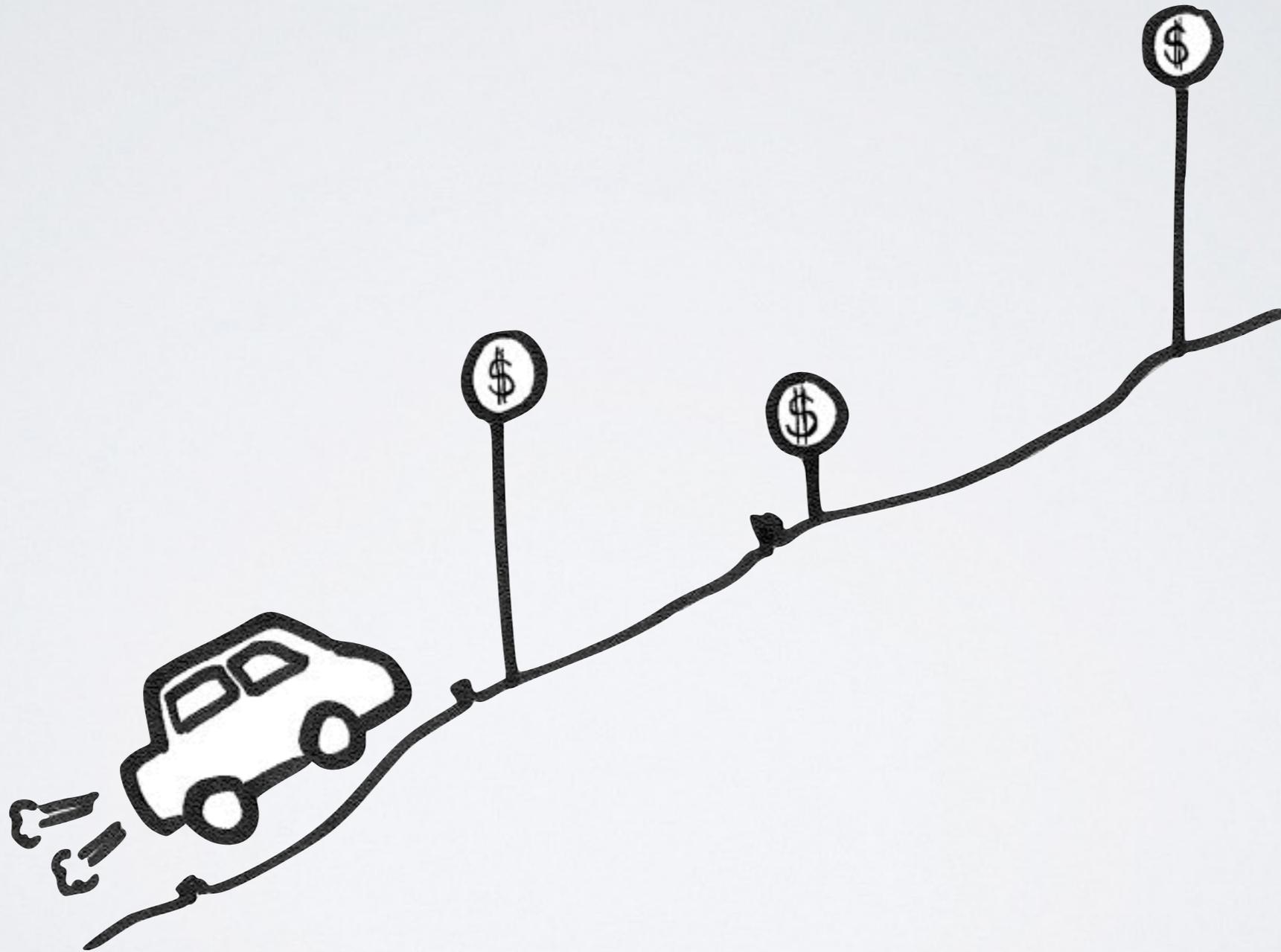
# A Mindset : It's Too Risky



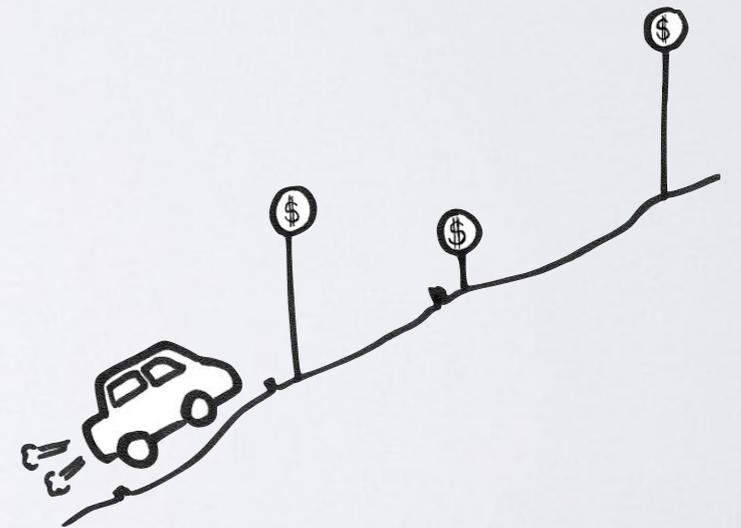
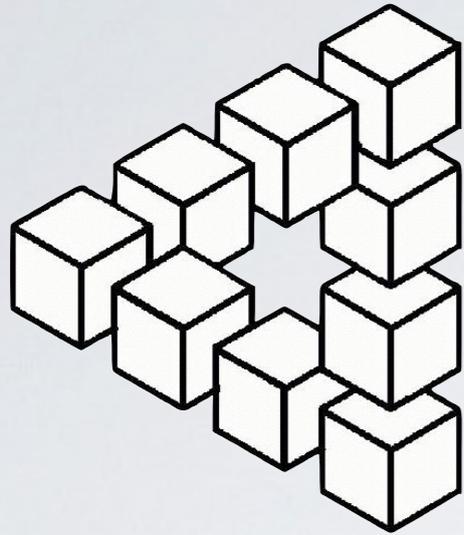
# It's A **Mindset** Challenge



A **Mindset** : The Incentives Are Against It



# It's A **Mindset** Challenge



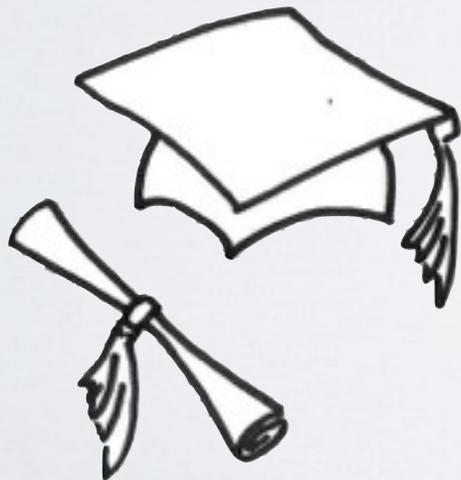
# A **Mindset** : Someone Else Should Do It



Corporates



Start-ups



Academics &  
Research Labs



Governments

...And that Leaves Us With **A Problem** !



Start-ups



Academics & Research Labs



Corporates



Governments

\$

\$\$\$

Investment

Impact

Radical Innovation

Incremental Innovation

# A **Lot Of** Problems !

Clean Water

Poverty

Hunger

Education

Climate Change

Safety & Security

Health

Justice & Human Rights

Clean Renewable Energy

Modern Day Slavery

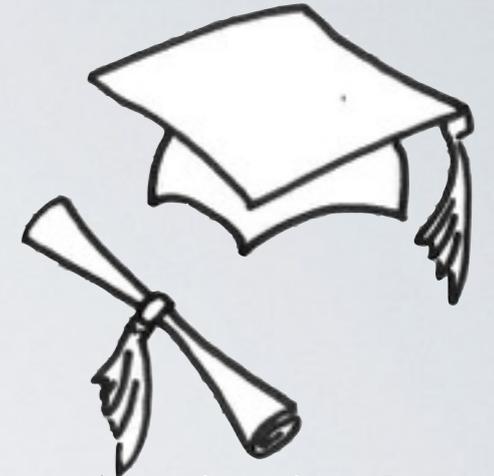
Population Displacement

Disaster Recovery

Digital Divide



Start-ups



Academics & Research Labs



Corporates



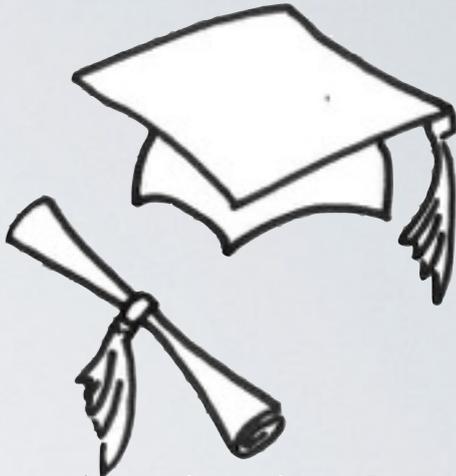
Governments

# .. And So A **BIG** Question

How Do You  
Innovate For A  
World That's Still  
**Full Of Problems** Though  
**Everything Is Possible**



Start-ups



Academics &  
Research Labs

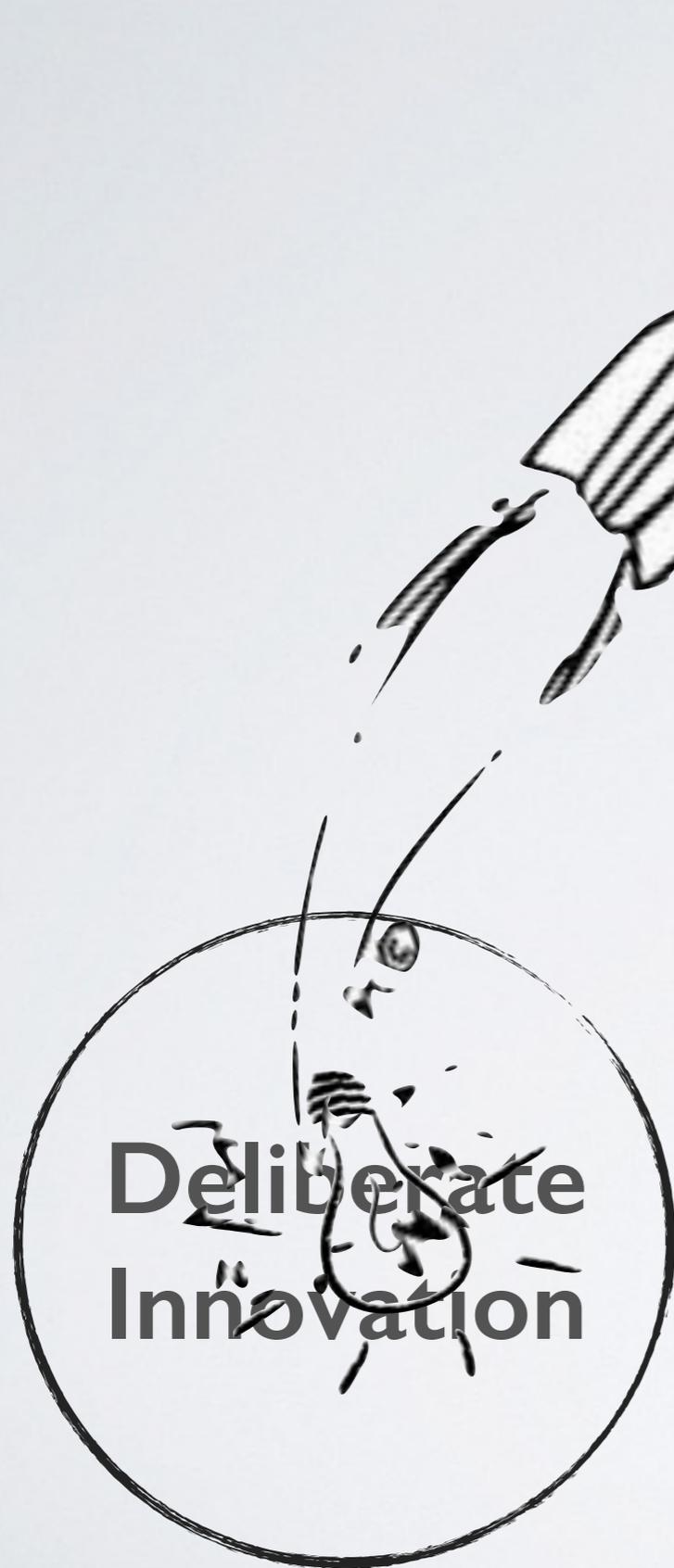


Corporates



Governments

# You Fix The Mindset



## **A Moonshot:**

When You Commit To Solving A Problem Before You Even Know How You Can Make It Happen



Start-ups



Academics & Research Labs



Corporates



Governments

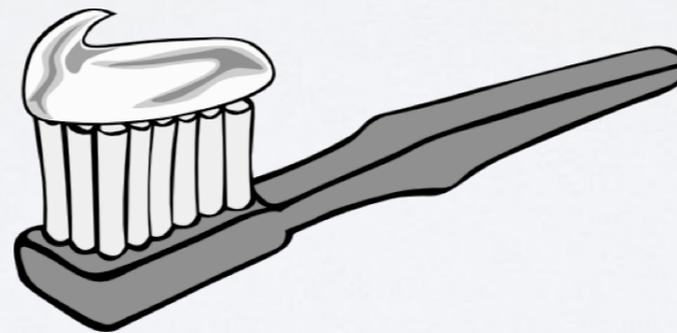
# Deliberate Innovation

*Not The Product*

## **1. Commit To **The Problem****

*... Not The Technology*

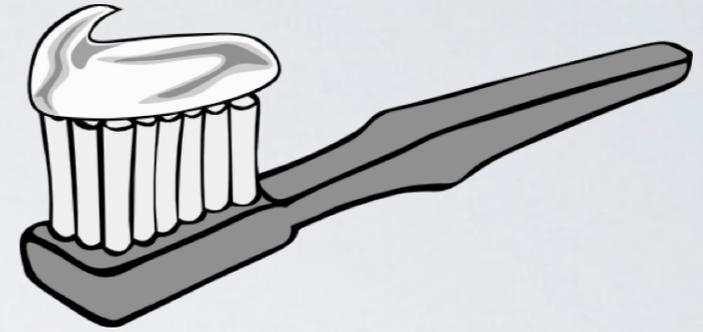
*... And Not The Legacy*



The Tooth Brush Test

# Deliberate Innovation

## 1. Commit To **The Problem**



## 2. Commit To **Radical Innovation**

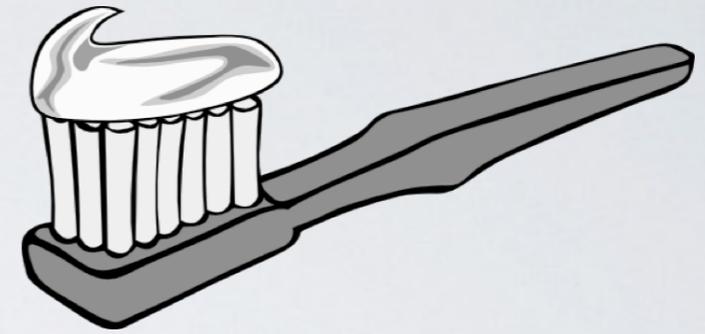
Reject x%

How You Would Build The  
Product In The 21st Century  
Assuming Zero Legacy?

Aim for 10x  
How You Would Build It  
When Everything Is Possible?

# Deliberate Innovation

**1. Commit To The Problem**



**2. Commit To Radical Innovation**



**3. Get Ready To Fail Fast**

But Don't Get Attached

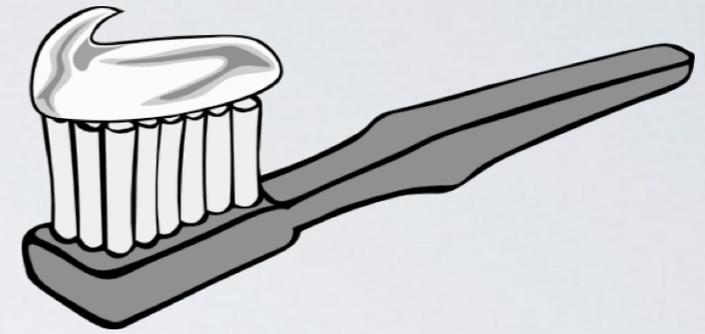
Fail Fast Learn

And Celebrate Your Best Failures

When Everything's possible,  
it's easier to build a  
prototype than a plan.

# Deliberate Innovation

**1.** Commit To **The Problem**



**2.** Commit To **Radical Innovation**



**3.** Get Ready To Fail Fast

**Fast**

**4.** Trust That The **Technology** “Mostly” Exists

# Technology Trends That Will Reshape Our World



**Machine Learning**



**Virtual & Augmented Reality**



**Robotics**



**Life Sciences**



This is not the end, It is not even  
the beginning of the end.

It is perhaps, the **End Of The  
Beginning.** *Winston Churchil*