

Where the Future Goes

THE GOOD
FUTURE

Gerd Leonhard, Futurist



futuristgerd.com



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**WHERE
THE
MONEY GOES**

30 / 9 / 2025

NÁRODNÍ DŮM NA VINOHRÁDECH V PRAZE



Gerd



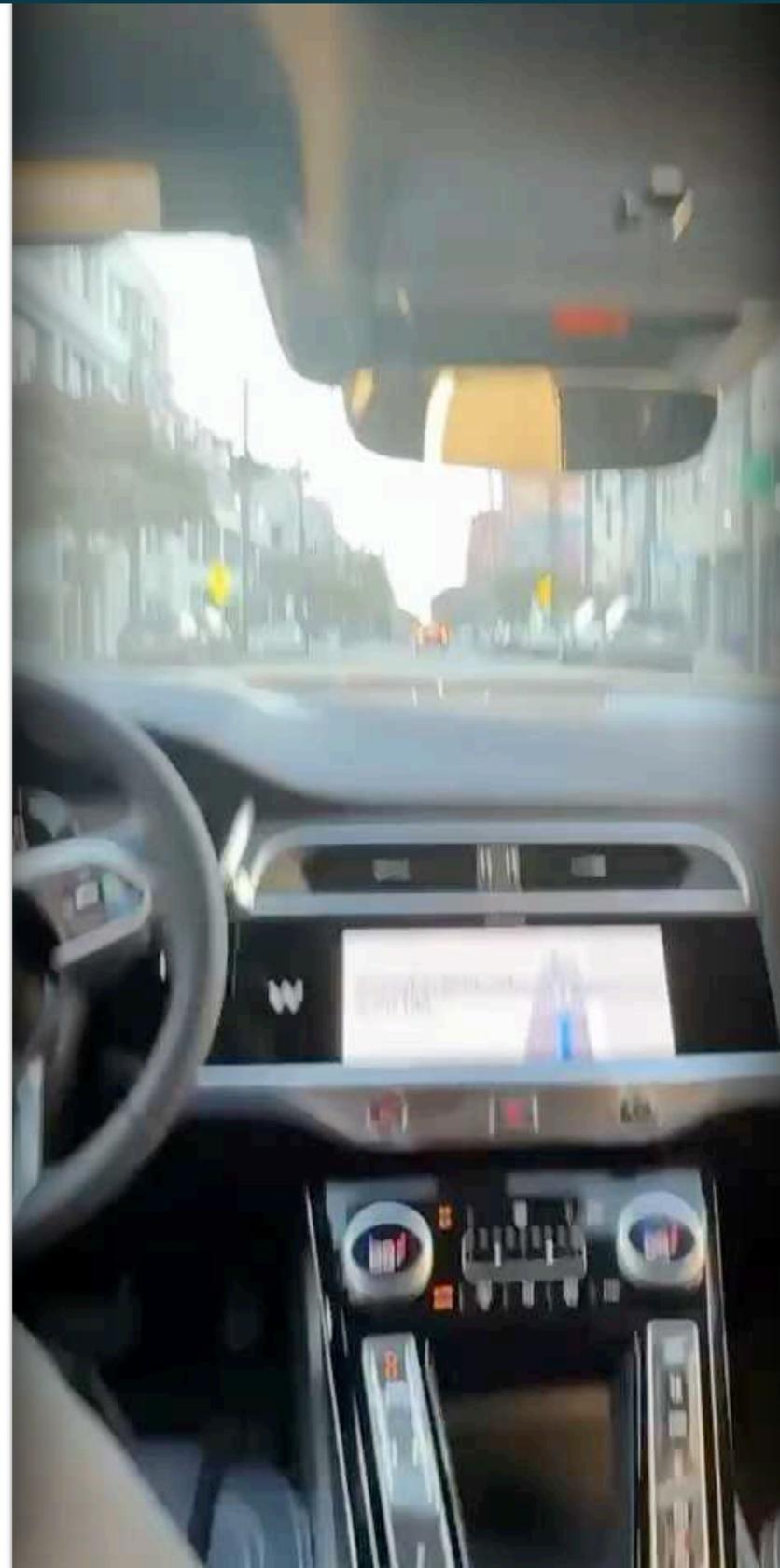
SCIENCE

FACT

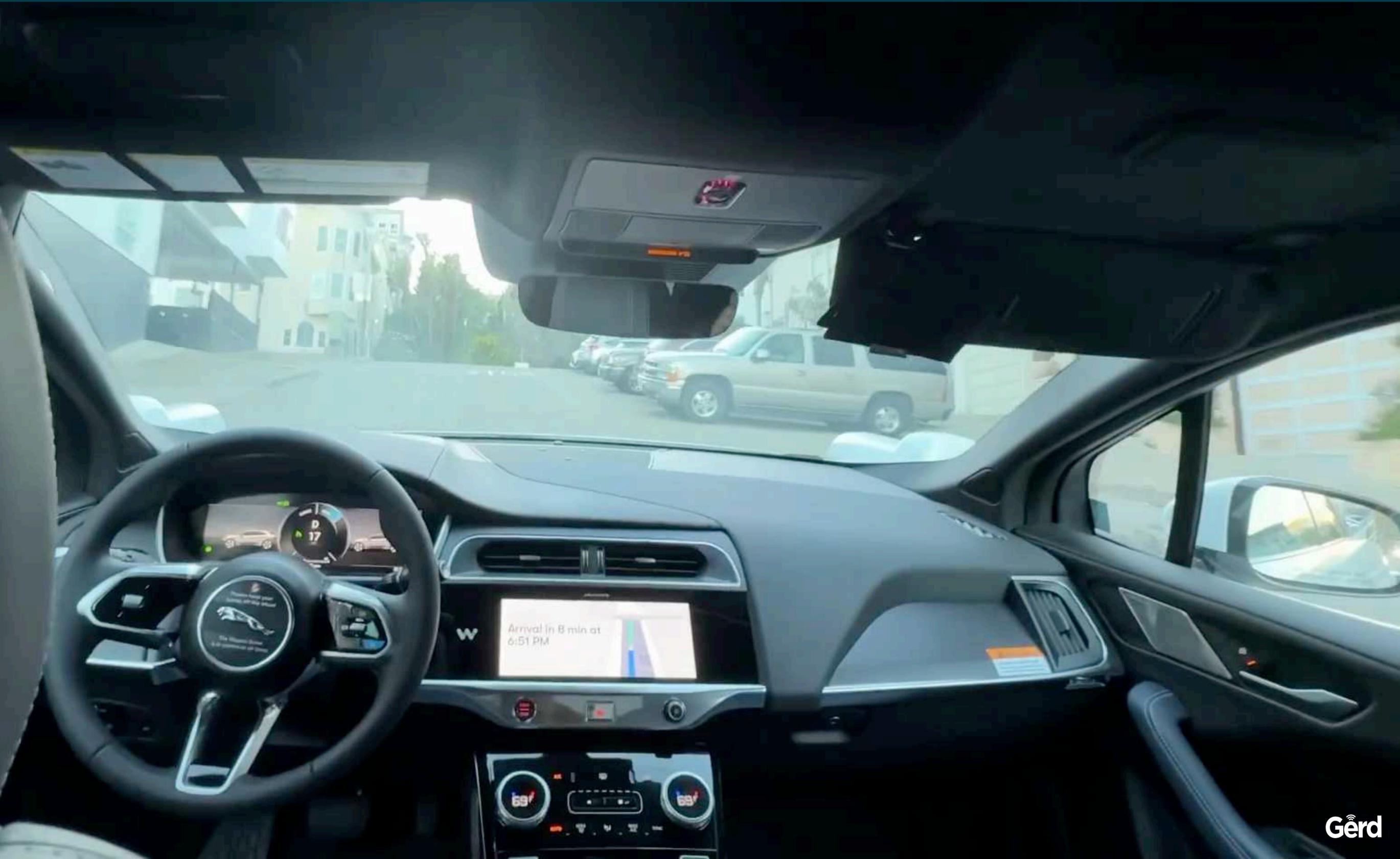
SCIENCE

FICTION

THE FUTURE OFTEN ARRIVES GRADUALLY, THEN SUDDENLY



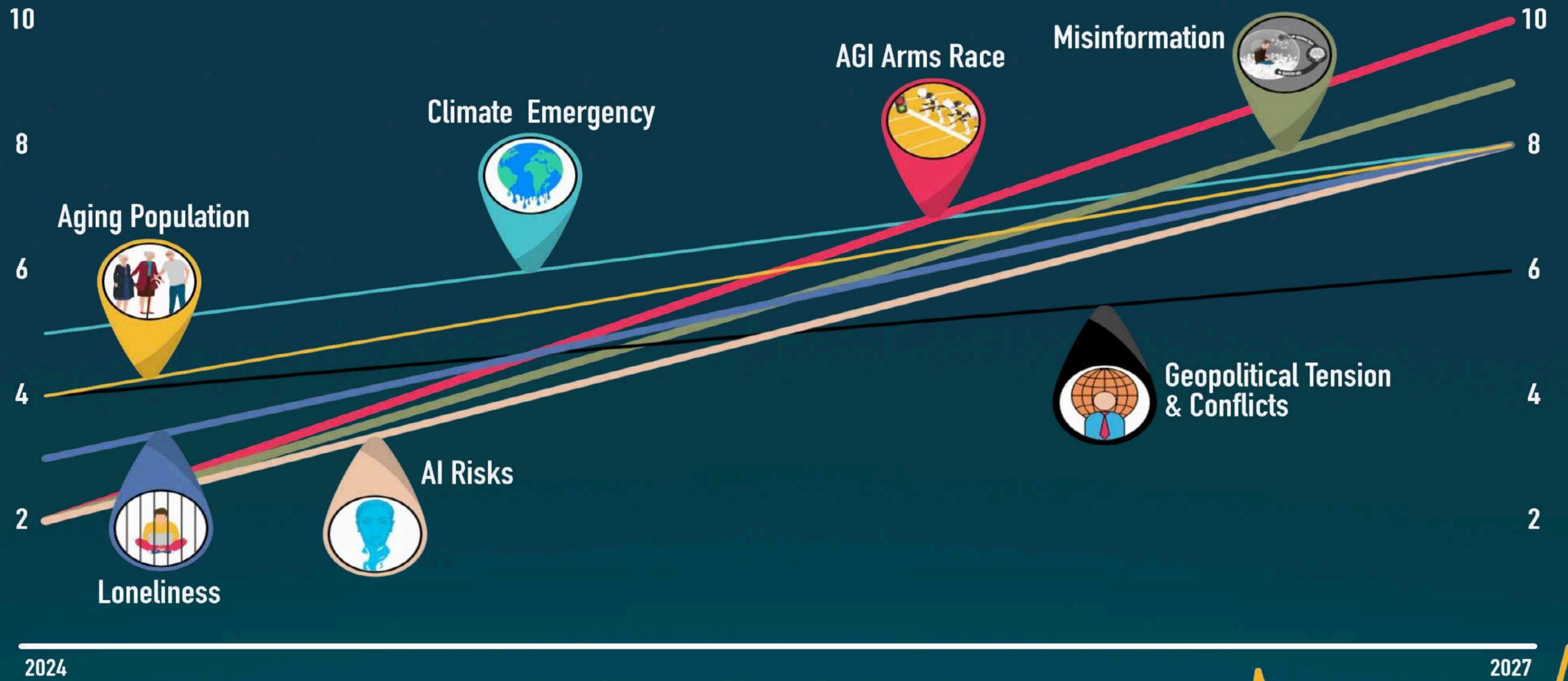
THE FUTURE OFTEN ARRIVES GRADUALLY, THEN SUDDENLY



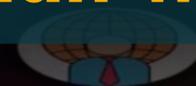
Hear, see, understand, **sense** what's coming

Spend 45 minutes
in/on **the Future**,
every single day !

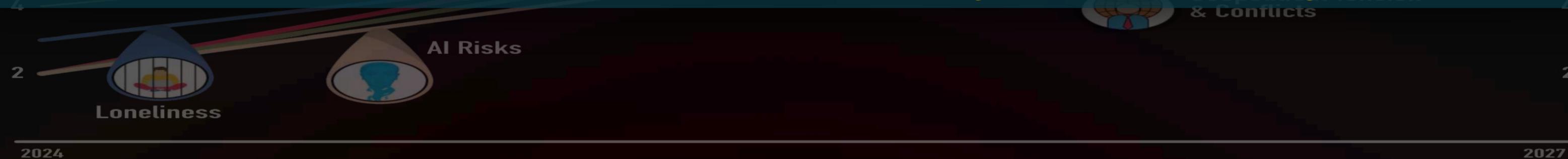
128 256 512



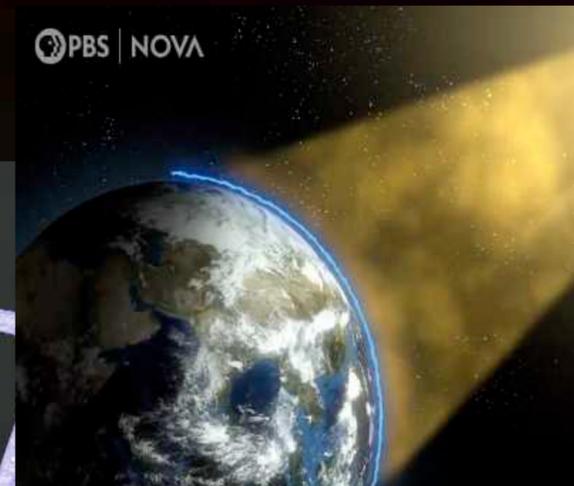
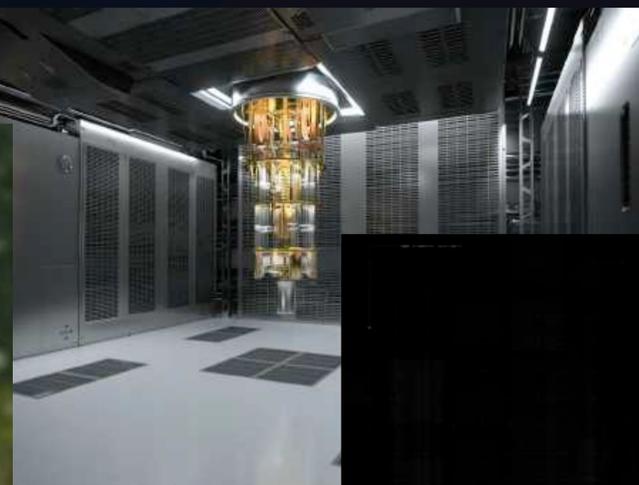
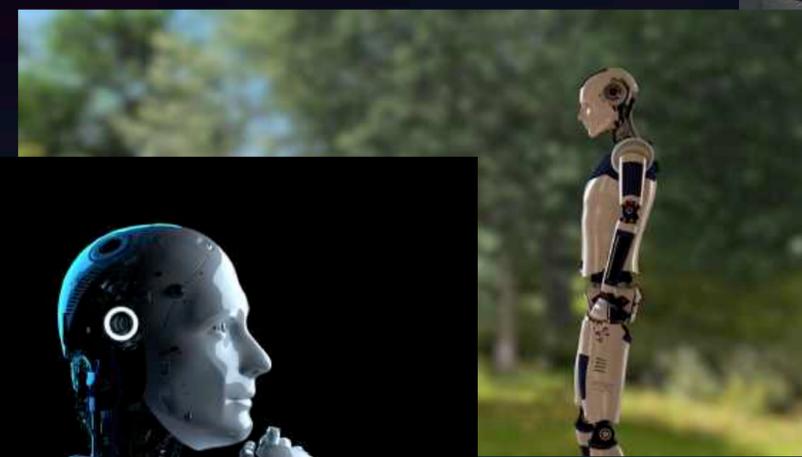
Source: POLICYUNCERTAINTY.COM



“We should be optimistic not because our problems* are smaller than we thought, but because our capacity to solve them is larger than we thought” (Kevin Kelly)



AI Robotics Quantum Computing Nuclear Fusion Synthetic Biology Genomics & Crispr Geo-Engineering



THE DISRUPTIVE IMPACT OF SYNTHETIC BIOLOGY

WHEN, AND HOW, THE TECHNOLOGY WILL AFFECT YOUR INDUSTRY



- **Coffee without beans:** Startups like Atomo Coffee use synthetic biology to recreate the molecular profile of coffee . . . **Cacao without deforestation:** producing cocoa butter and flavors through fermentation
- **Probiotic & prebiotic drinks:** Engineered microbes can produce customized probiotics that support gut health, immunity, or even stress reduction.



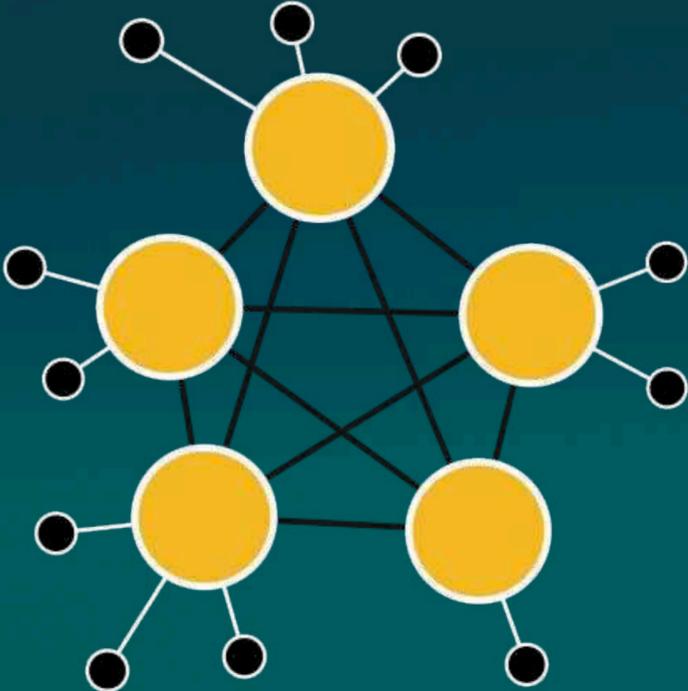
The next 10 years will bring more change than the previous 100 years

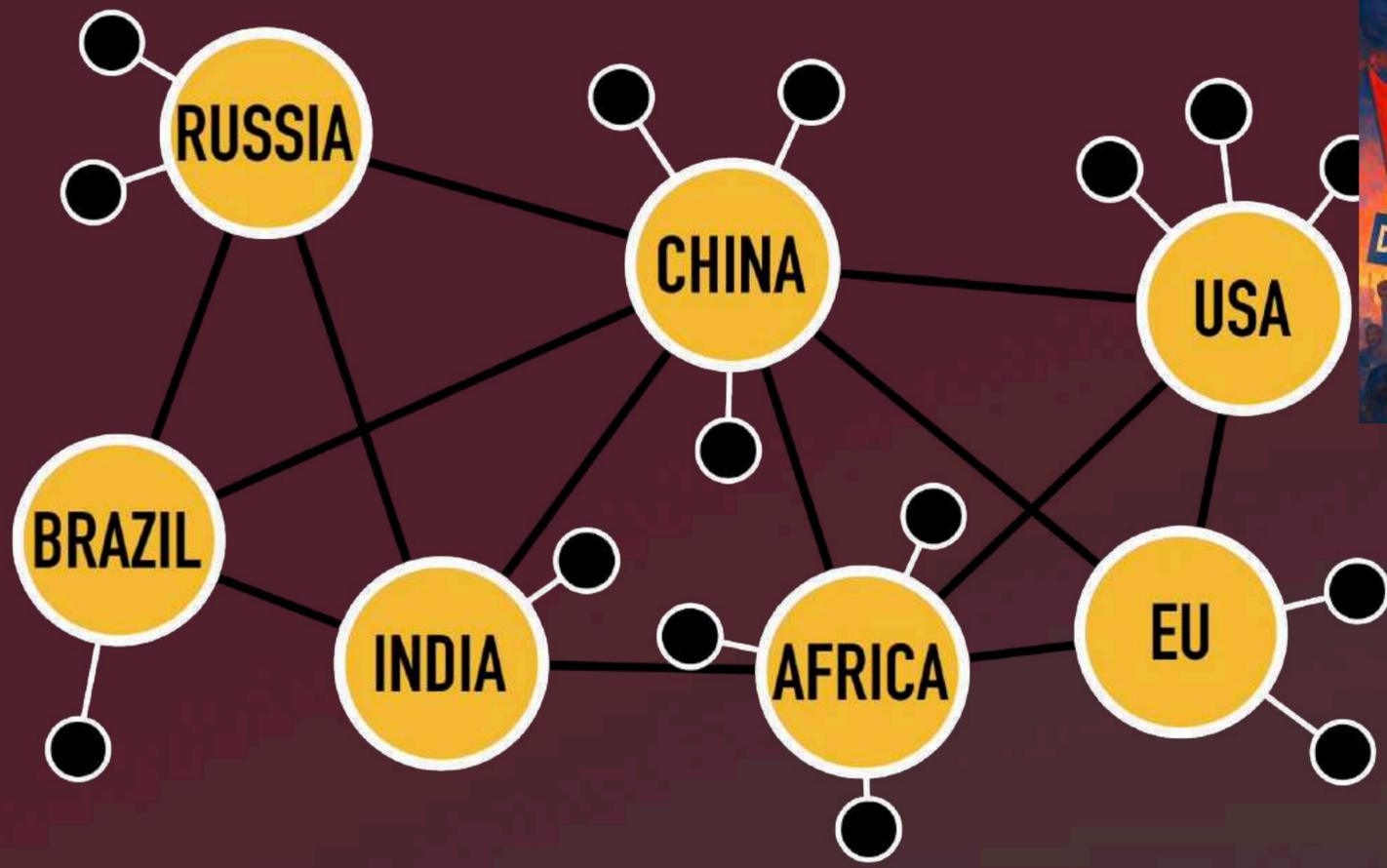
GEOPOLITICAL REVOLUTION

DIGITAL REVOLUTION

SUSTAINABILITY REVOLUTION

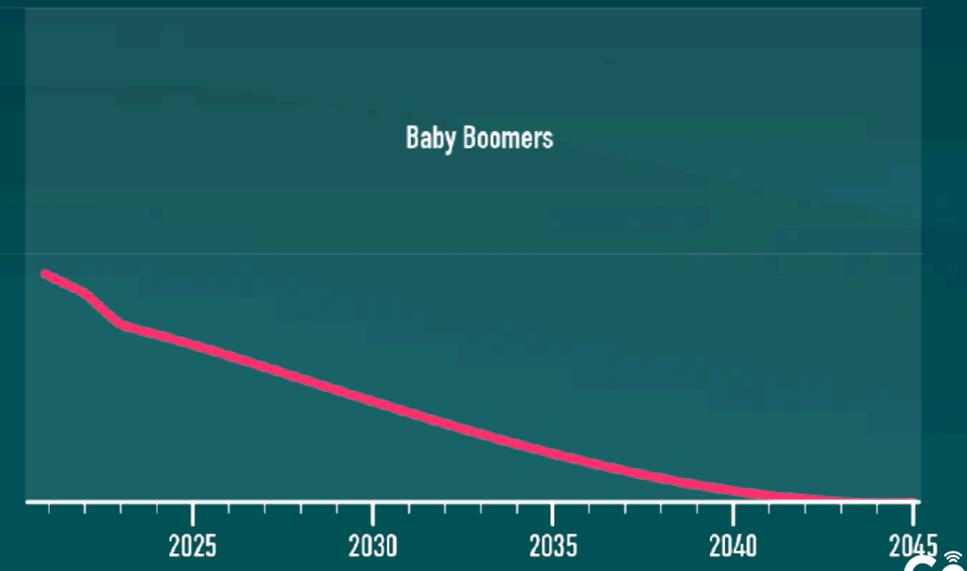
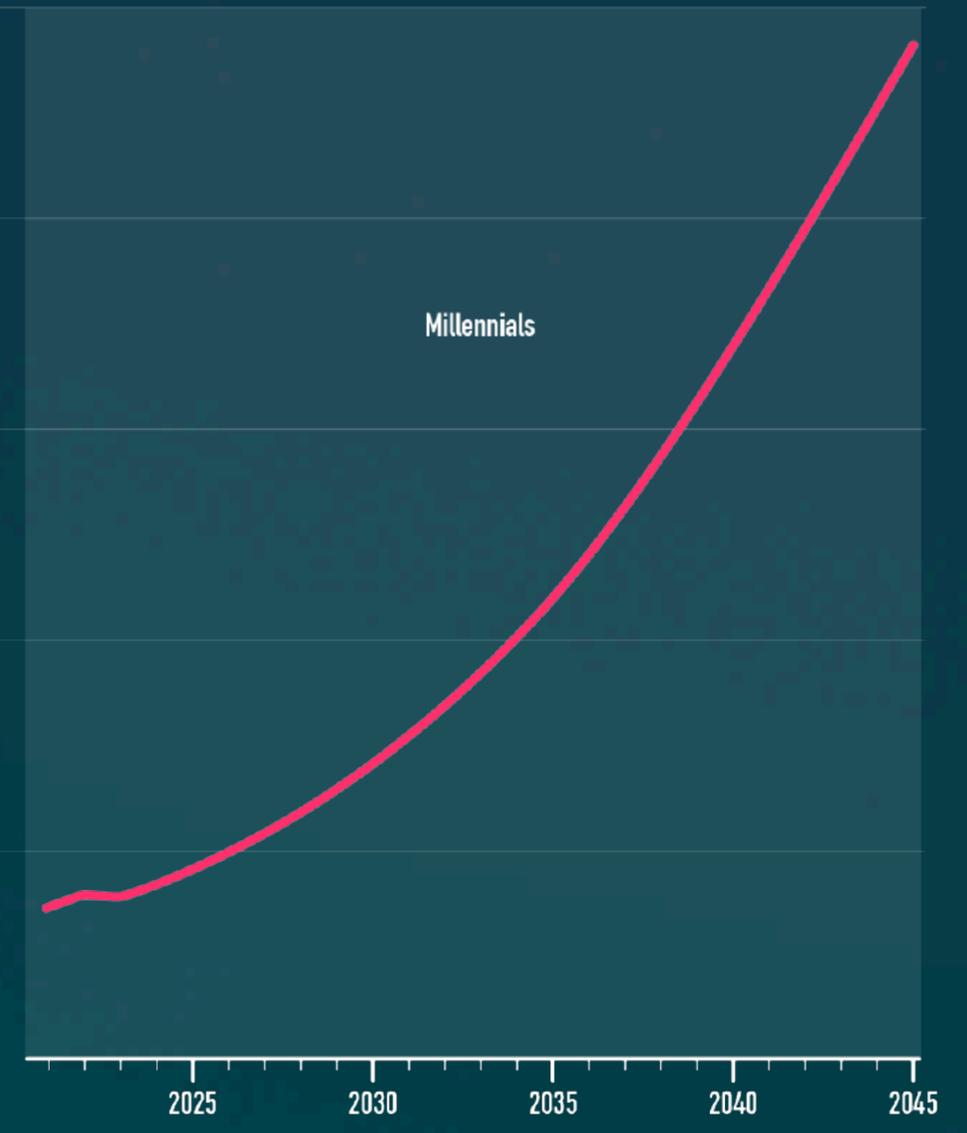
PURPOSE REVOLUTION





**GEOPOLITICAL
REVOLUTION**

PURPOSE REVOLUTION



Where the money goes: 2030

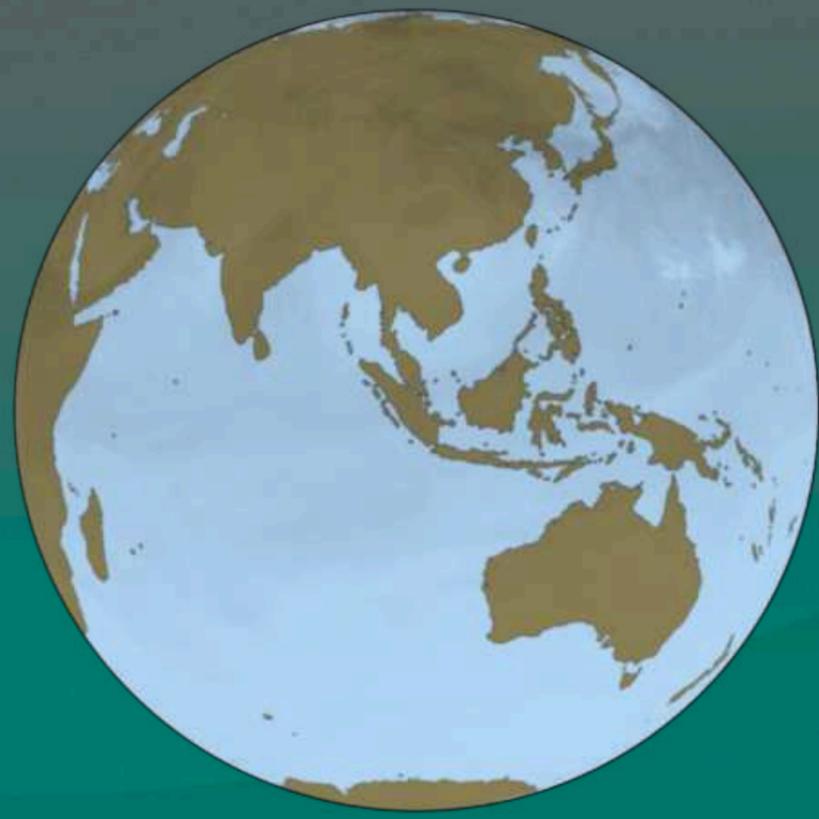
CULTURE

Boomer-centric



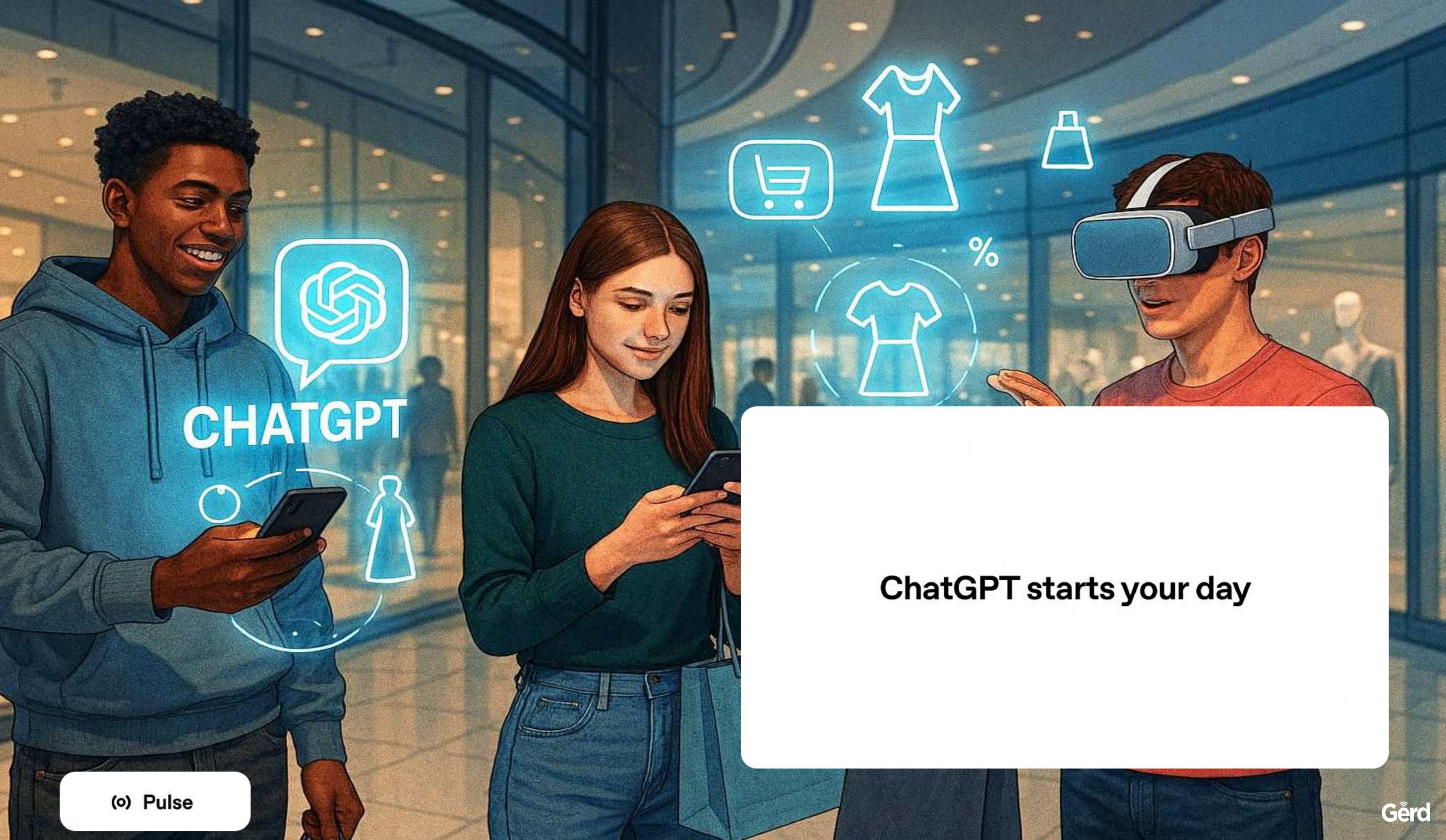
Millennial-centric

PROFIT
GROWTH



PEOPLE
PLANET
PURPOSE
PEACE
PROSPERITY



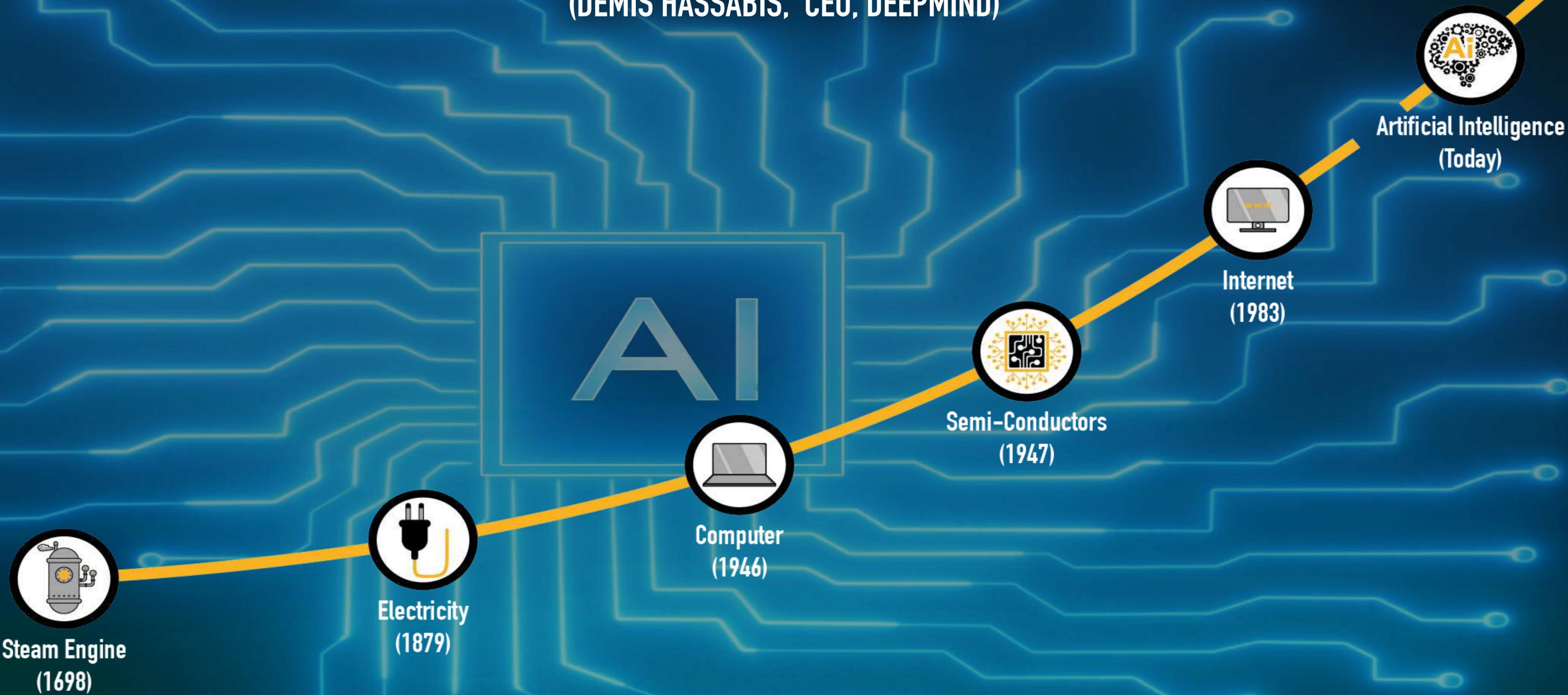


CHATGPT

ChatGPT starts your day

AI: "Computer systems that turn information and data into **KNOWLEDGE**"

(DEMIS HASSABIS, CEO, DEEPMIND)

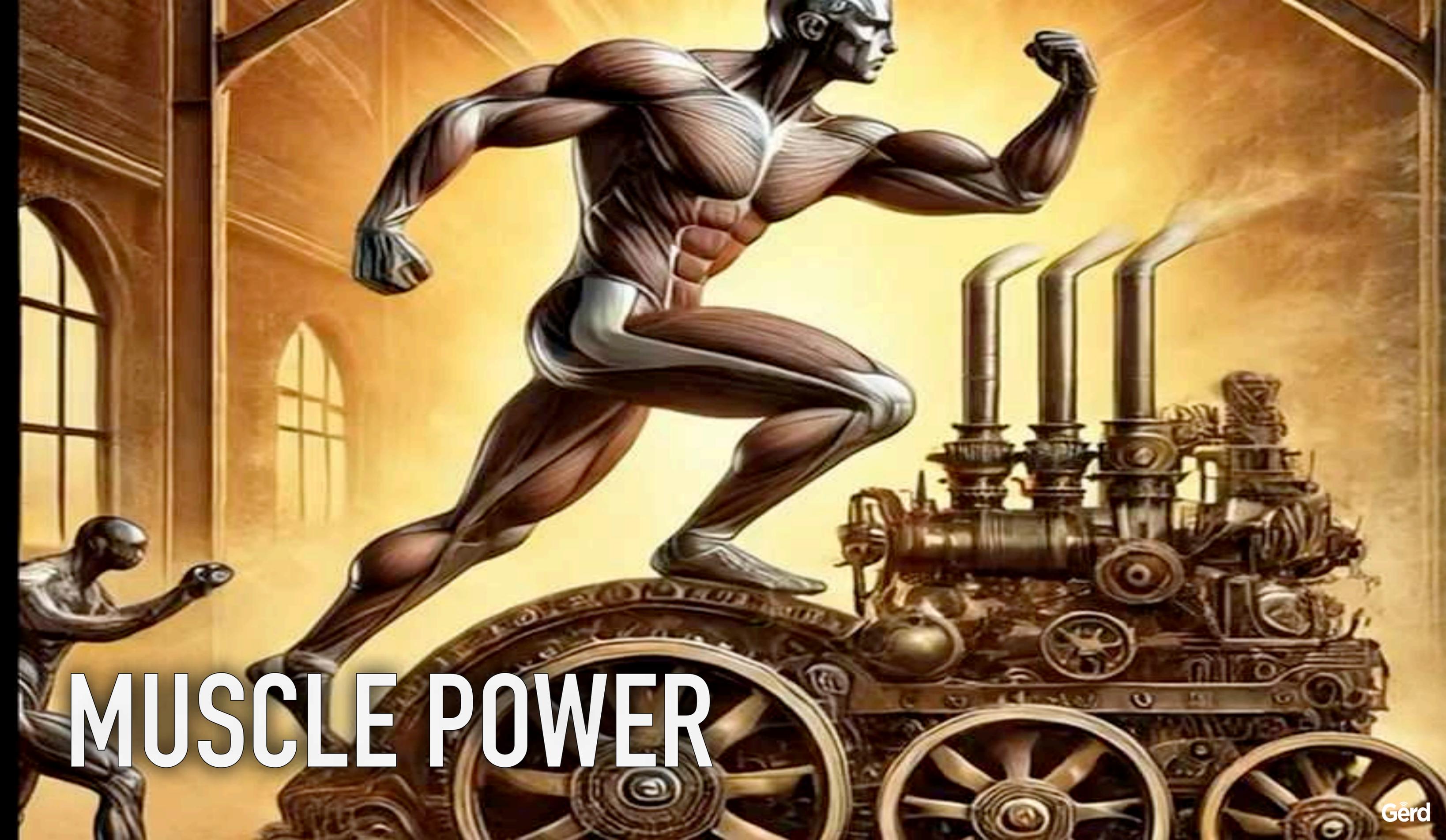


**GEOPOLITICAL
REVOLUTION**

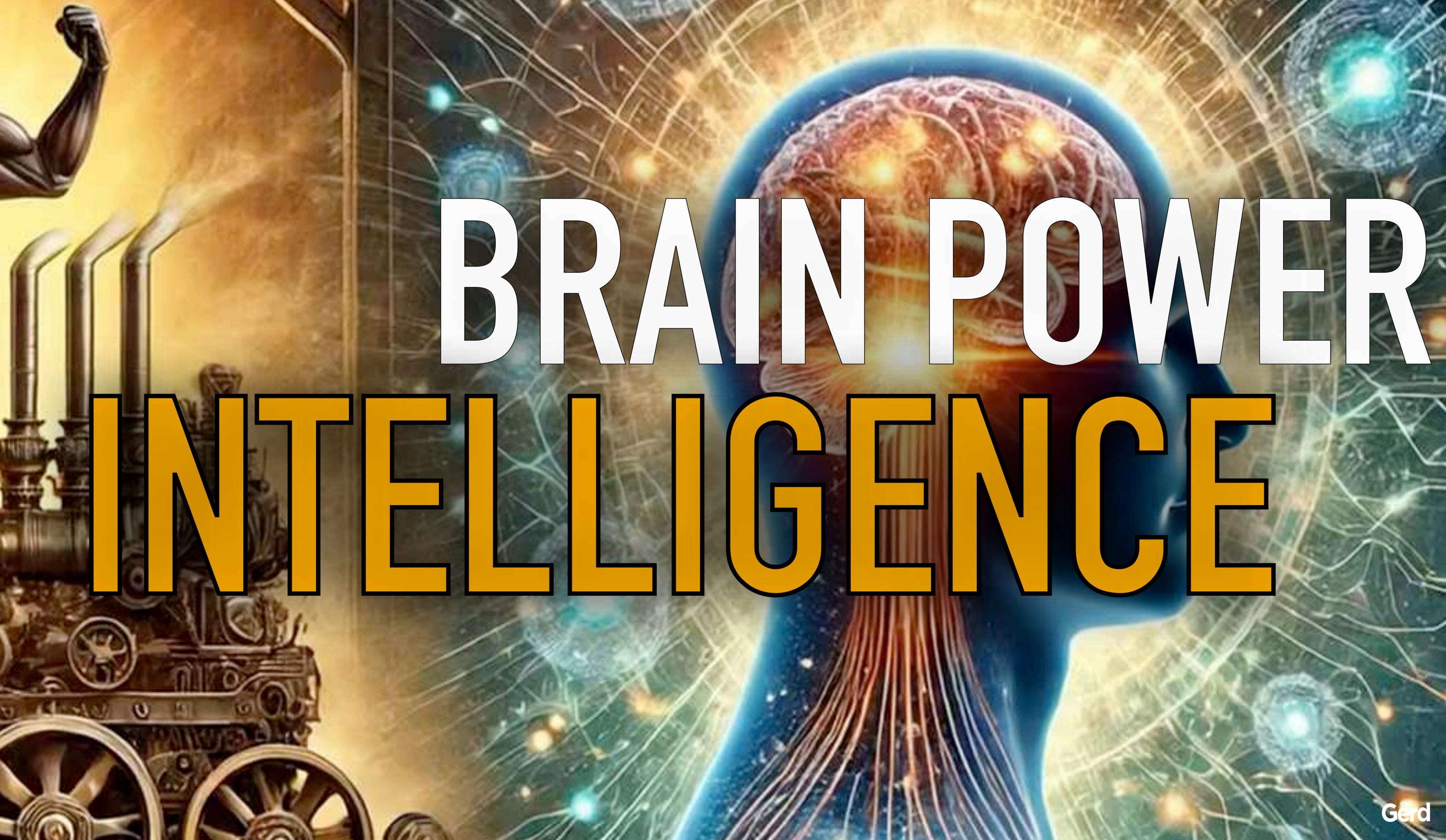
**DIGITAL
REVOLUTION**

**SUSTAINABILITY
REVOLUTION**

**PURPOSE
REVOLUTION**



MUSCLE POWER



BRAIN POWER

INTELLIGENCE

**IF ANYONE
BUILDS IT,
EVERYONE
DIES**

**WHY
SUPERHUMAN AI
WOULD
KILL US ALL**

**ELIEZER
YUDKOWSKY &
NATE SOARES**

**THE
TECHNO-
OPTIMIST
MANIFESTO**

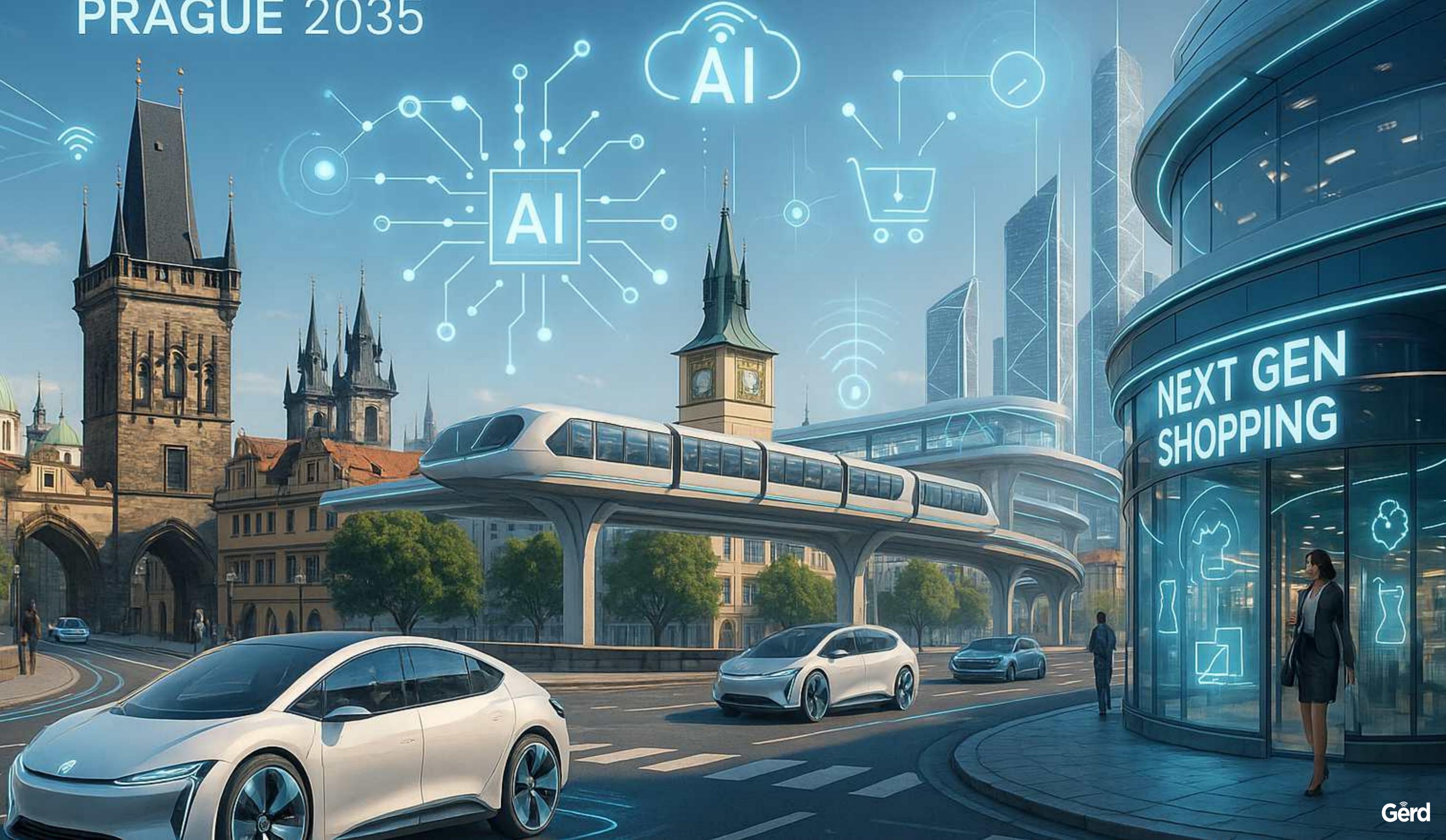


MARC ANDREESSEN

INTELLIGENCE

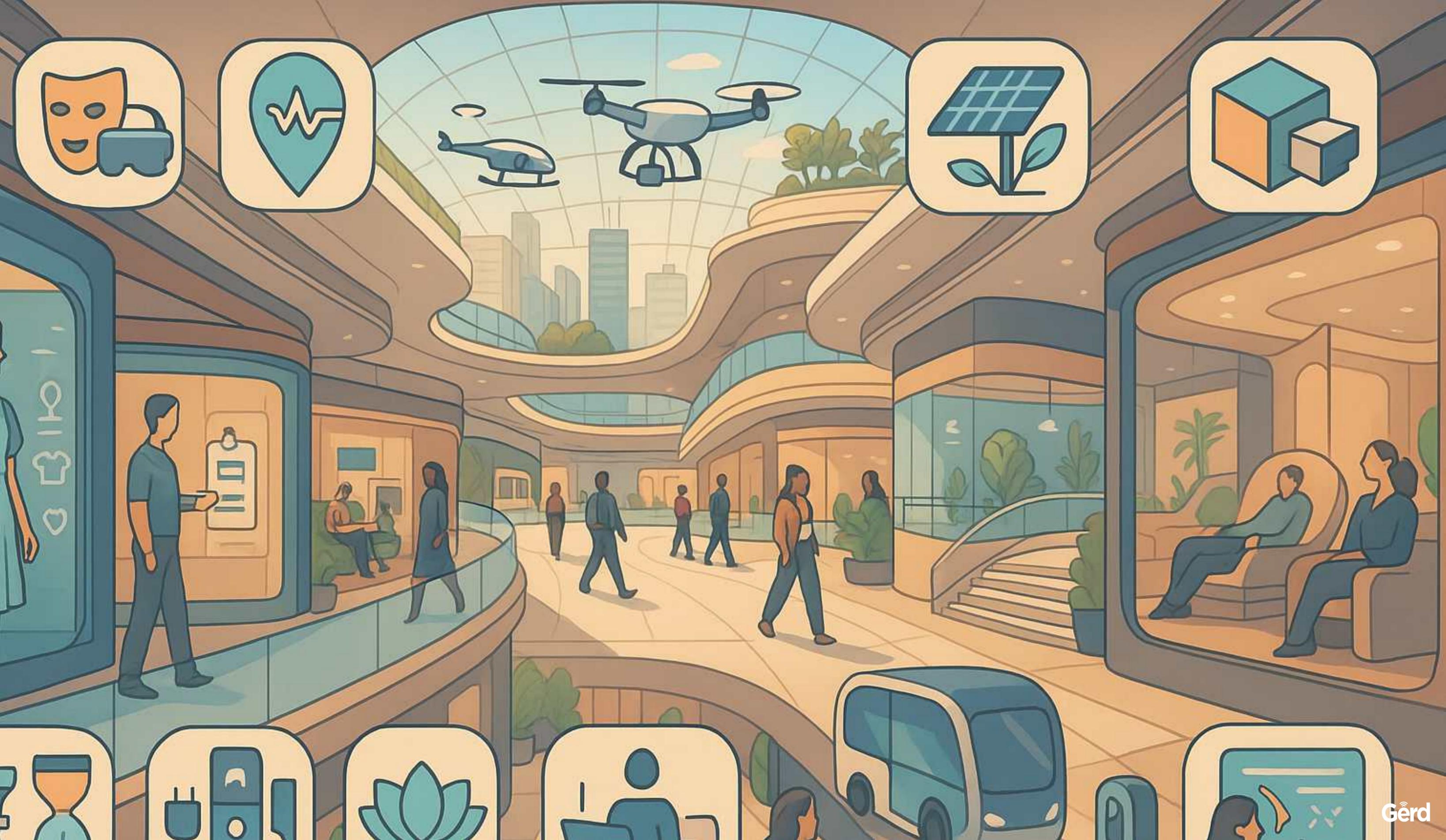


PRAGUE 2035





SMART MALL





Can you help me find a great
housewarming gift for my friend?
maybe handmade, ceramic
dinnerware, in white and tan under
\$100



Set by BlancPottery



75.00

Buy

/ returns

like this

TRAPS to avoid

TRUTHLESSNESS

Fluidity not Fidelity,
Truth is secondary objective

REDUCTIONISM

Bias, Echo-Chamber of
Ultra-Processed Information

ABDICATION

Cognitive Outsourcing leads to
Laziness, Emotional Dependence

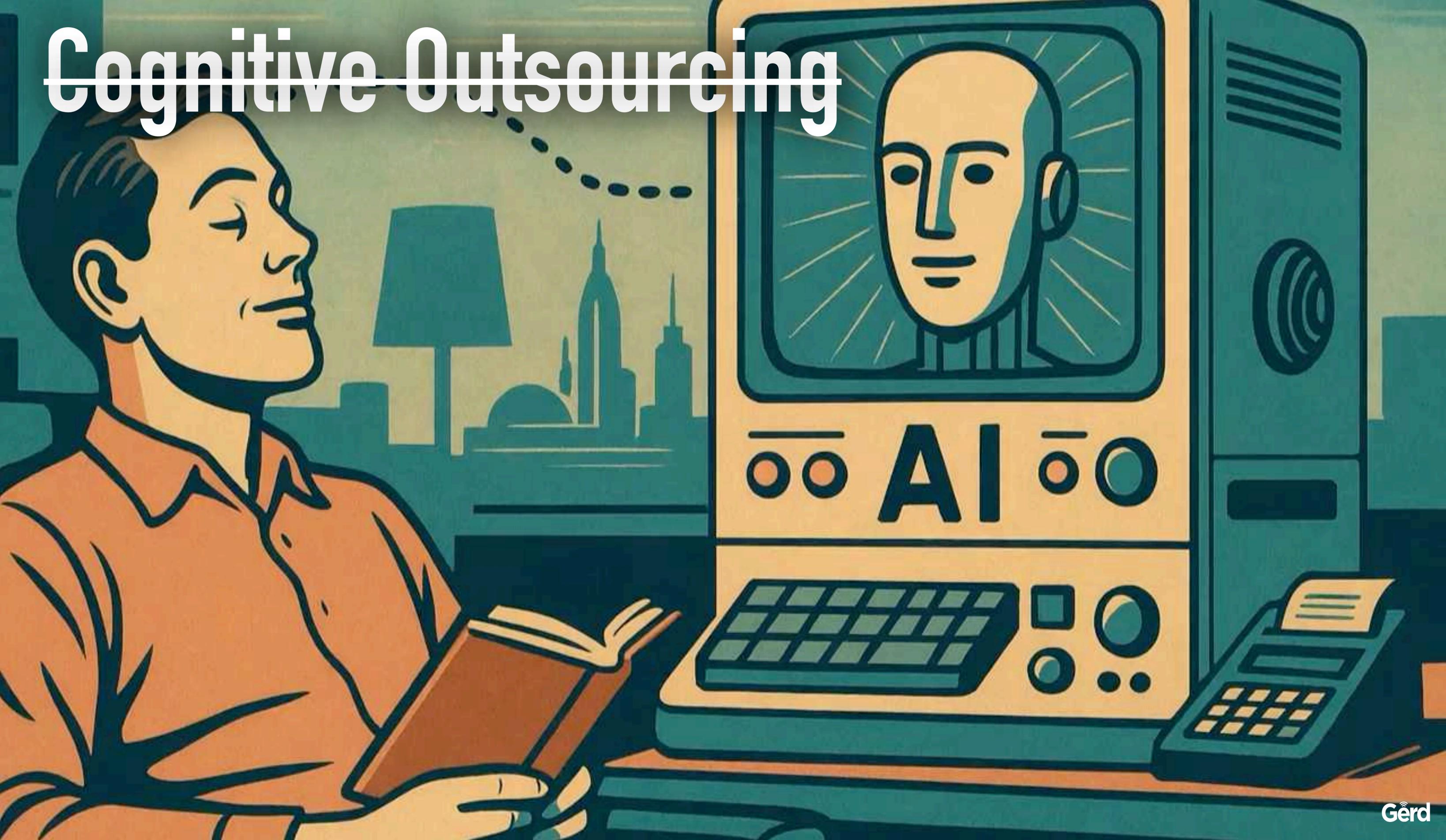
PRETENSE

Interface Theatre: Illusions and
Simulations, fake Humanity

SYCOPHANTRY

Yaysaying, Flattery and Gaslighting

~~Cognitive Outsourcing~~



Outsourcing your thinking to AI is like sending a forklift to the gym to do the weightlifting for you



Hire Artisans, Not Humans

ava@artisan.co



ARTISAN

14X48

OUTFRONT/

464050

6269

PARKING
← 400 3RD ST



STOP HIRING HUMANS

Interview Ava, the AI BDR

415-936-0349



AI BDR Ava



ARTISAN

artisan.co

3802 37x62

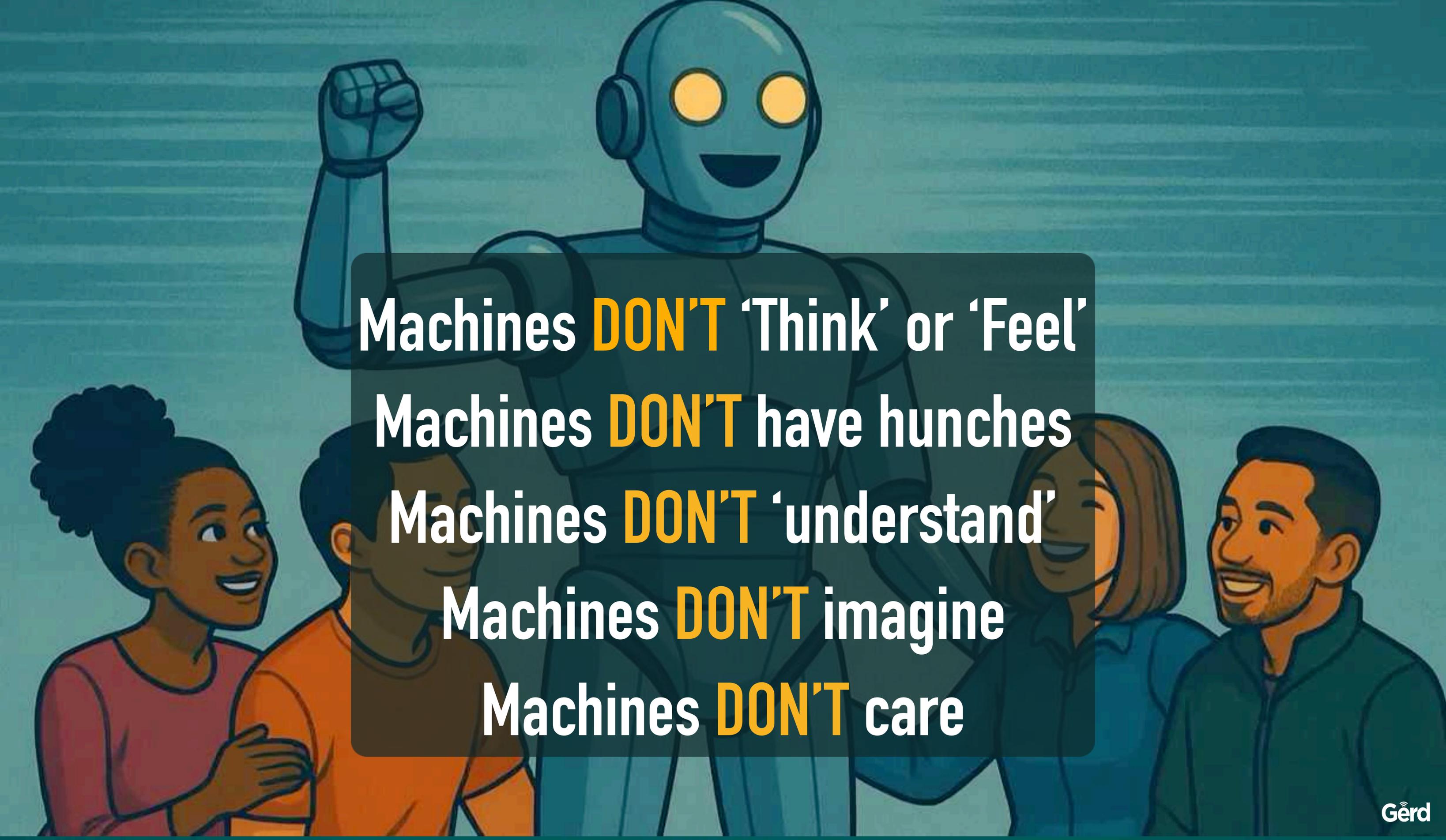
CAPITOL



TOW-AWAY
NO STOPPING
3PM - 6PM
NO PARKING
2in - 6in
TUES - THURS
STREET CLEANING

Jackson Place

FedEx



Machines **DON'T** 'Think' or 'Feel'

Machines **DON'T** have hunches

Machines **DON'T** 'understand'

Machines **DON'T** imagine

Machines **DON'T** care

Humans: Consciousness AND Intelligence

LOGICAL-MATHEMATICAL

SPATIAL

LINGUISTIC

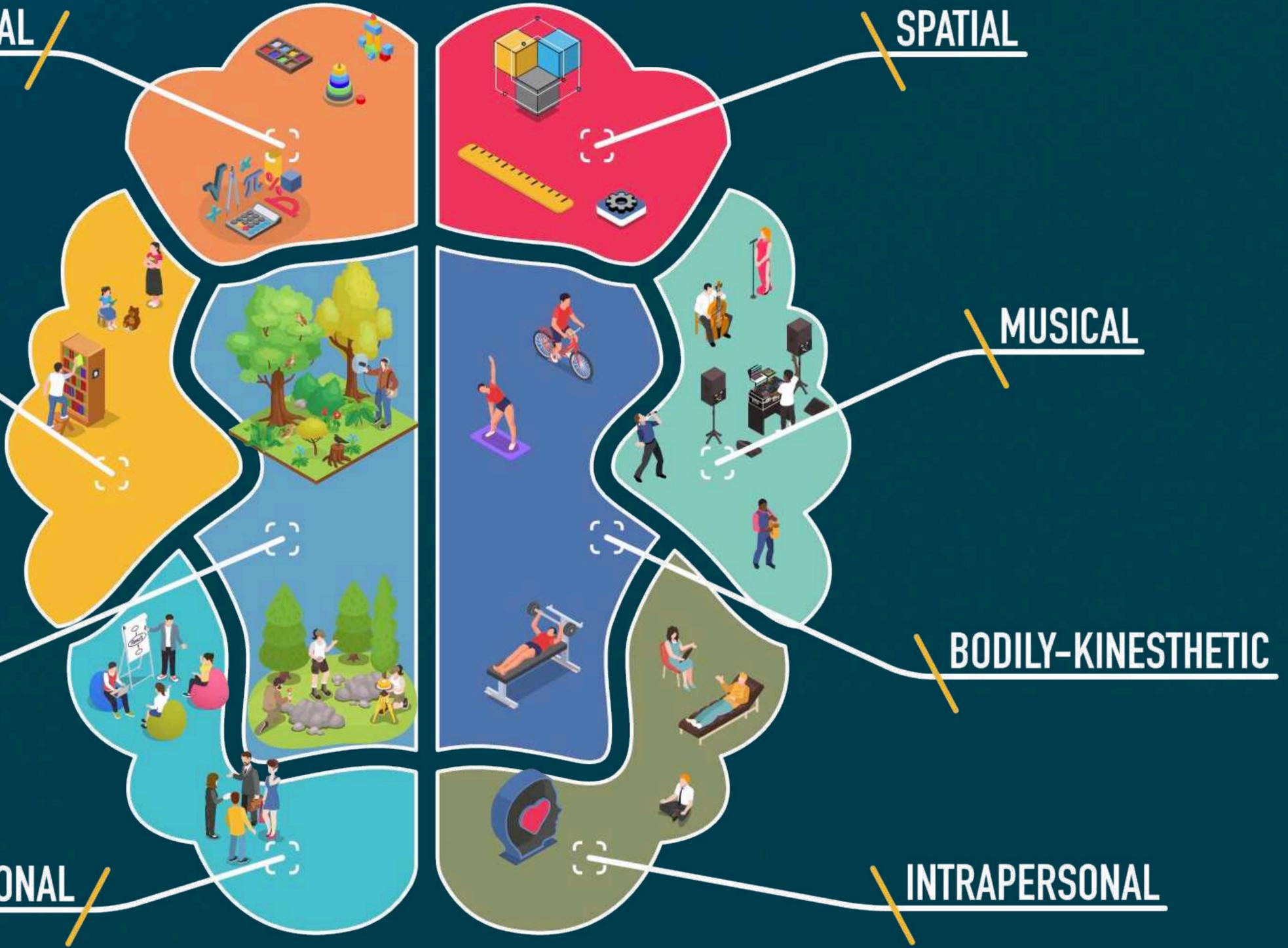
MUSICAL

NATURALISTIC

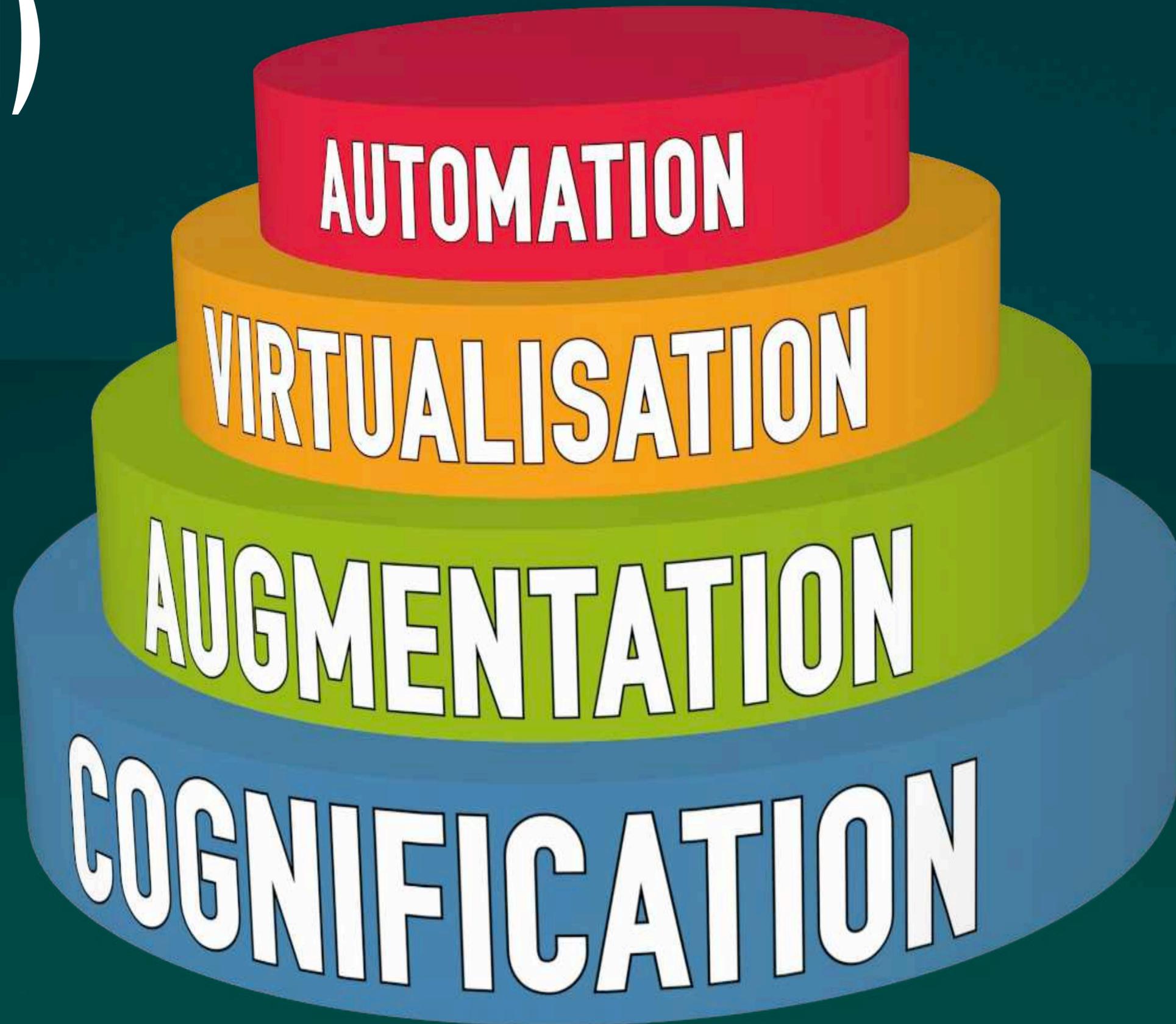
BODILY-KINESTHETIC

INTERPERSONAL

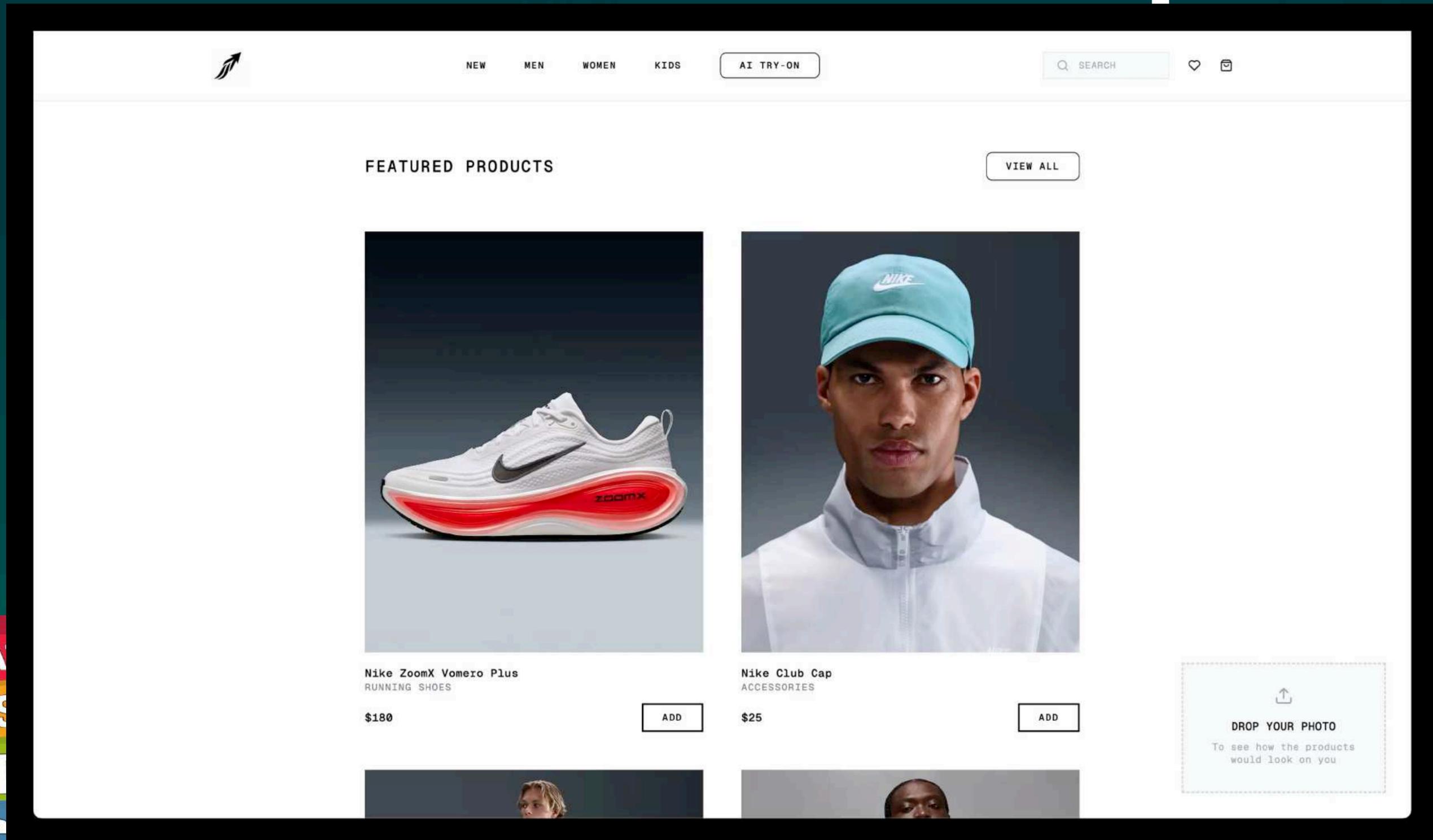
INTRAPERSONAL



(CAVA AI)



CAVA AI: Retail Examples



AUTOMATED
VIRTUALIS
AUGMENT
COGNIFICATION

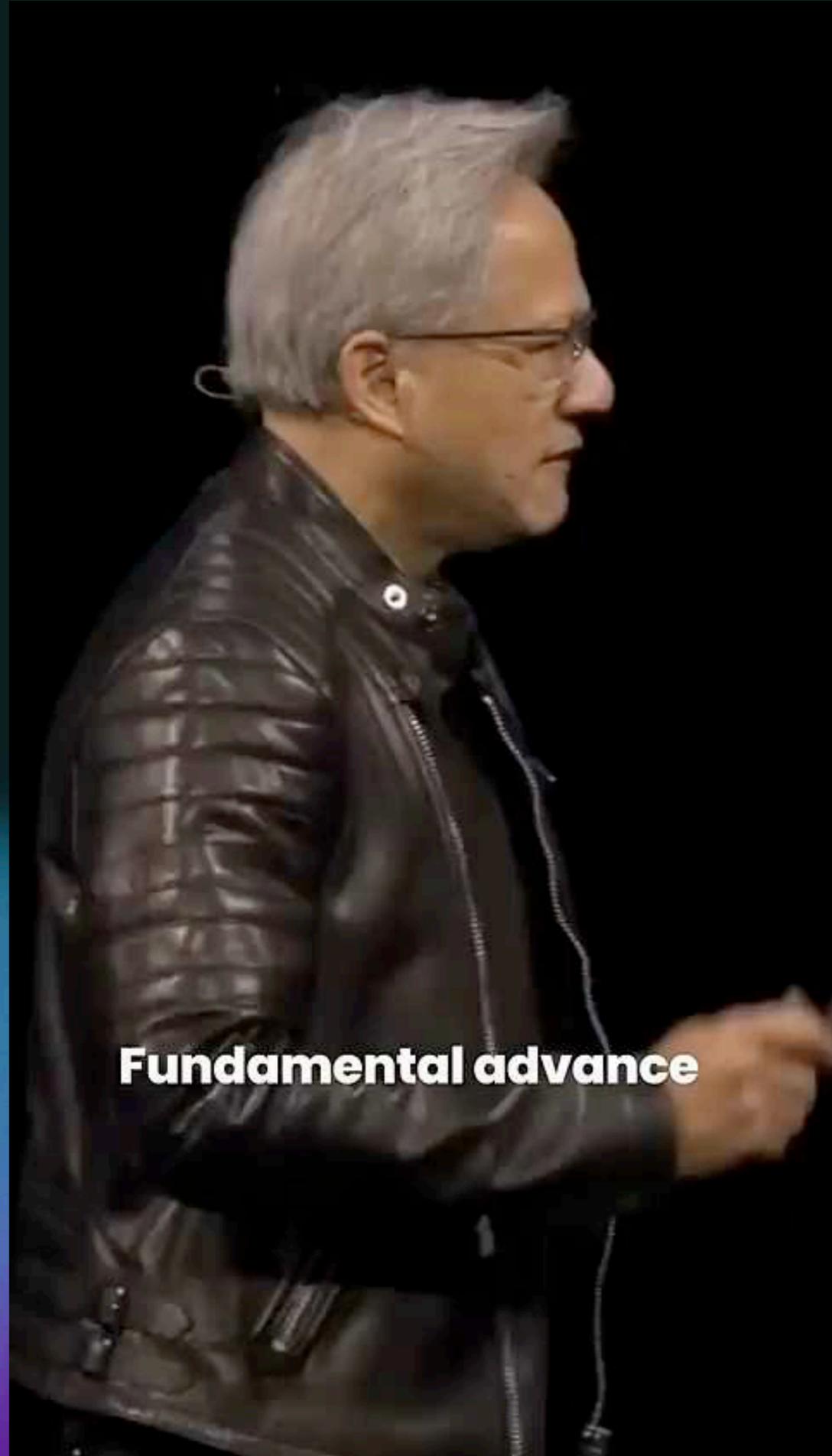


ΜΟΔΟΝ Υ/ΑΝΝΟΔ·ΥΡ ΕΒΟΥΡΣ

ΑΝΥΑΤΗΓ ΟΝΕ ΜΑΥΙΥ

GENERATIVE AI





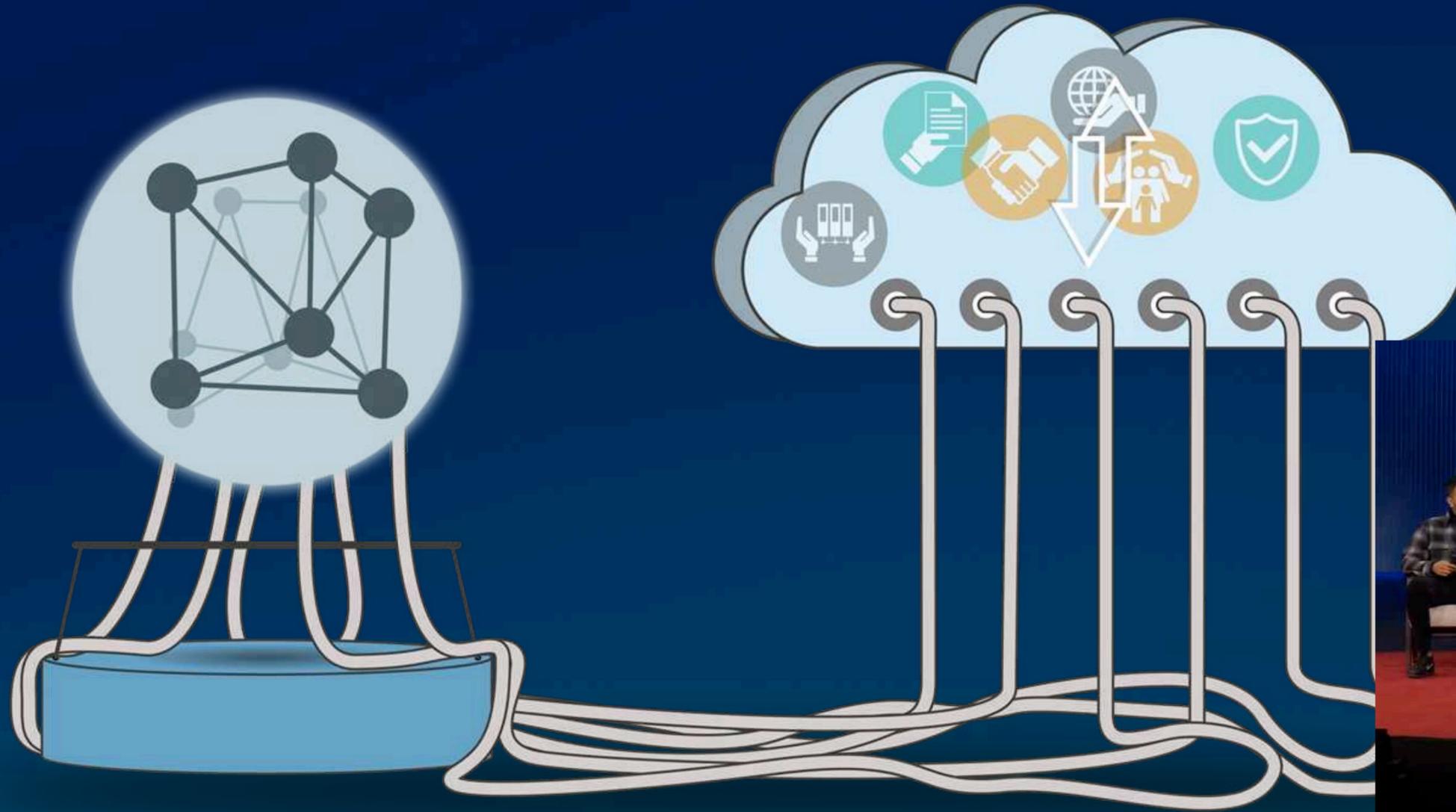
Fundamental advance

Agentic AI

An artificial intelligence AGENT is a system or program that is capable of performing tasks autonomously



AI Agenting



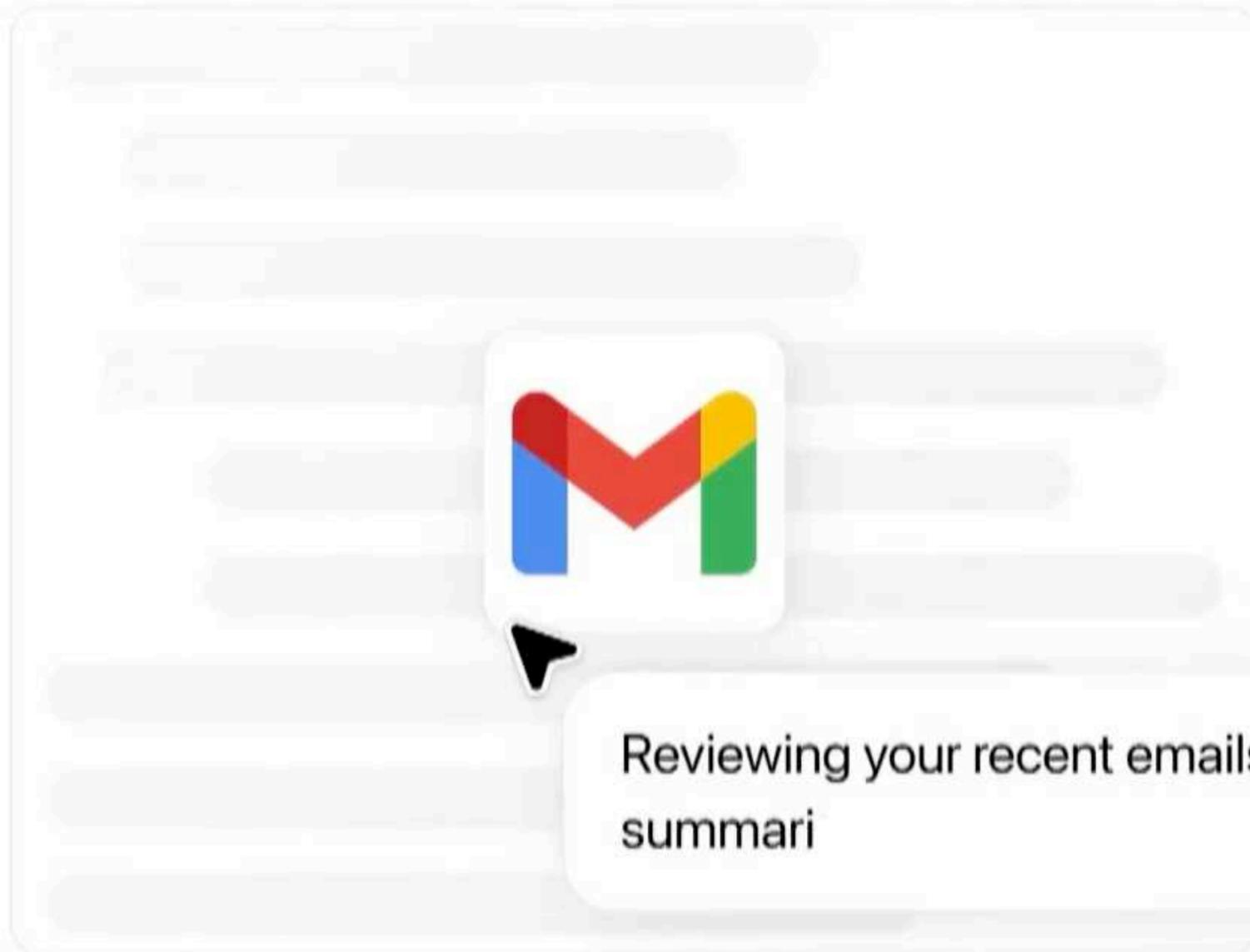
The eventual state of this is the computers running all business processes, right?





Subscribe

 Connecting to Gmail



Reviewing your recent emails and
summari





The size of the circle shows the projected time saved from AI

MARGINAL

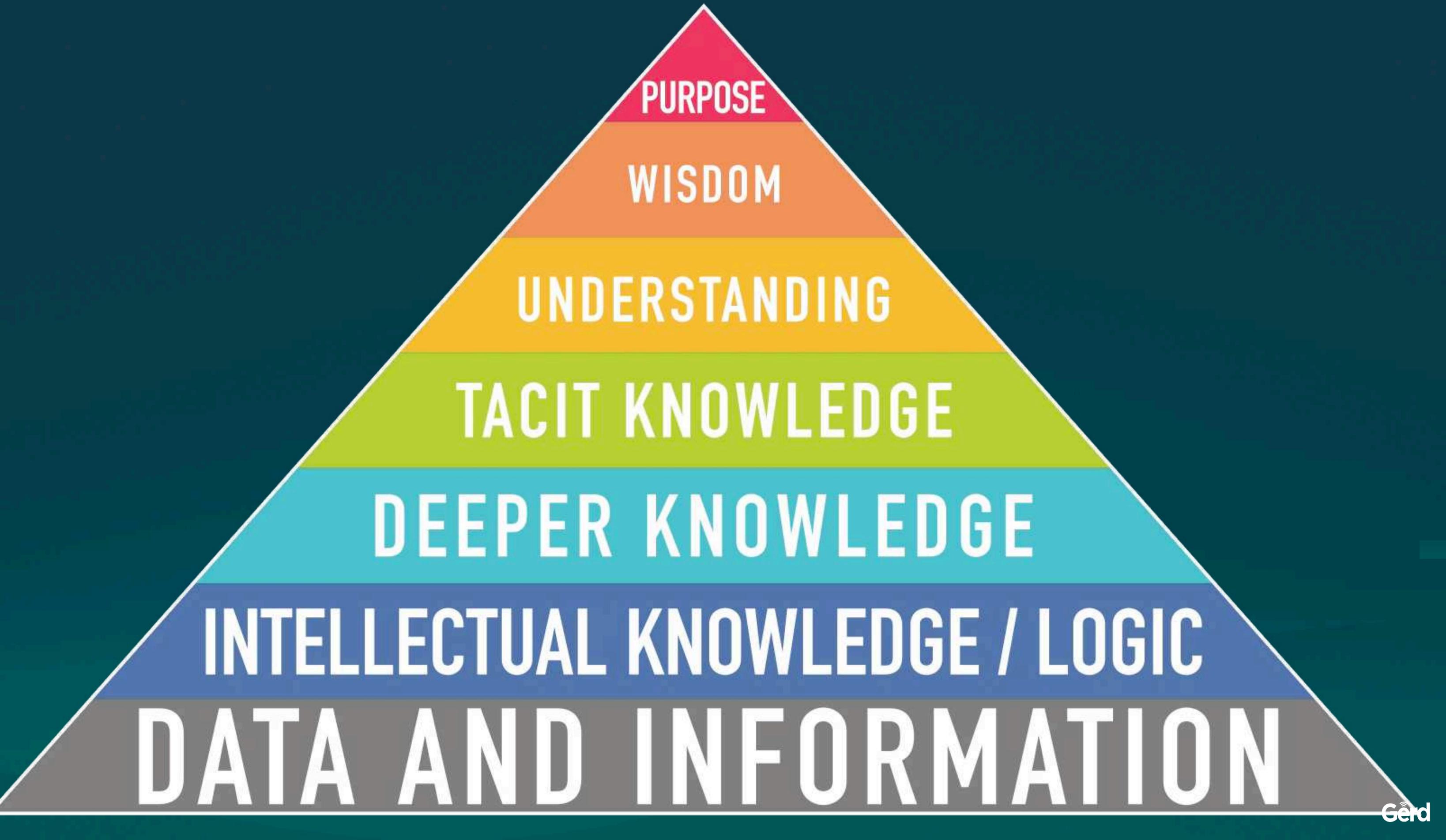
Minimal time savings
Less than 20% time saved
27% of occupations

AUGMENTATION

Material time savings
20% - 40% time saved
57% of occupations

AUTOMATION

Significant time savings
Greater than 40% time saved
16% of occupations



PURPOSE

WISDOM

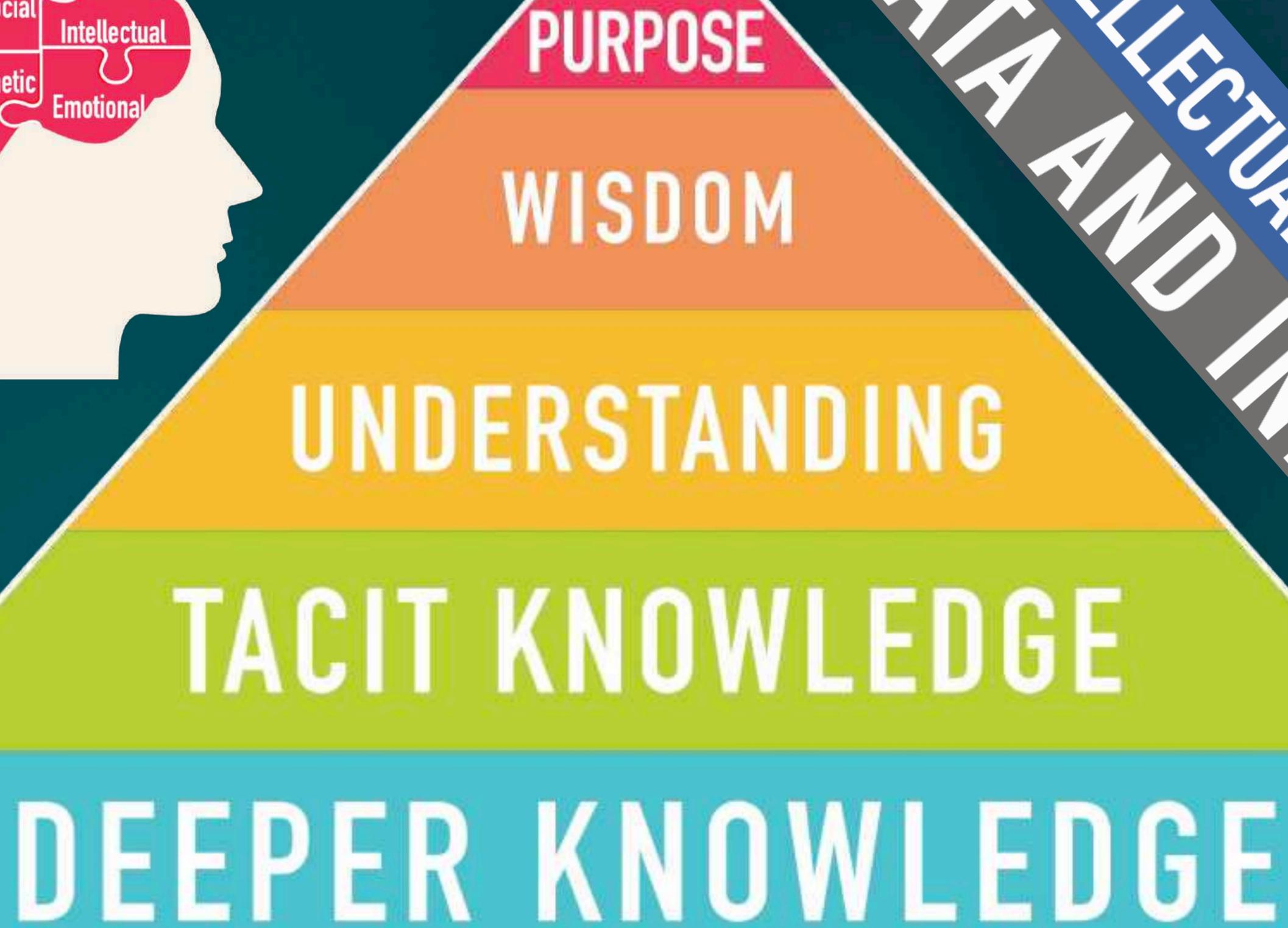
UNDERSTANDING

TACIT KNOWLEDGE

DEEPER KNOWLEDGE

INTELLECTUAL KNOWLEDGE / LOGIC

DATA AND INFORMATION

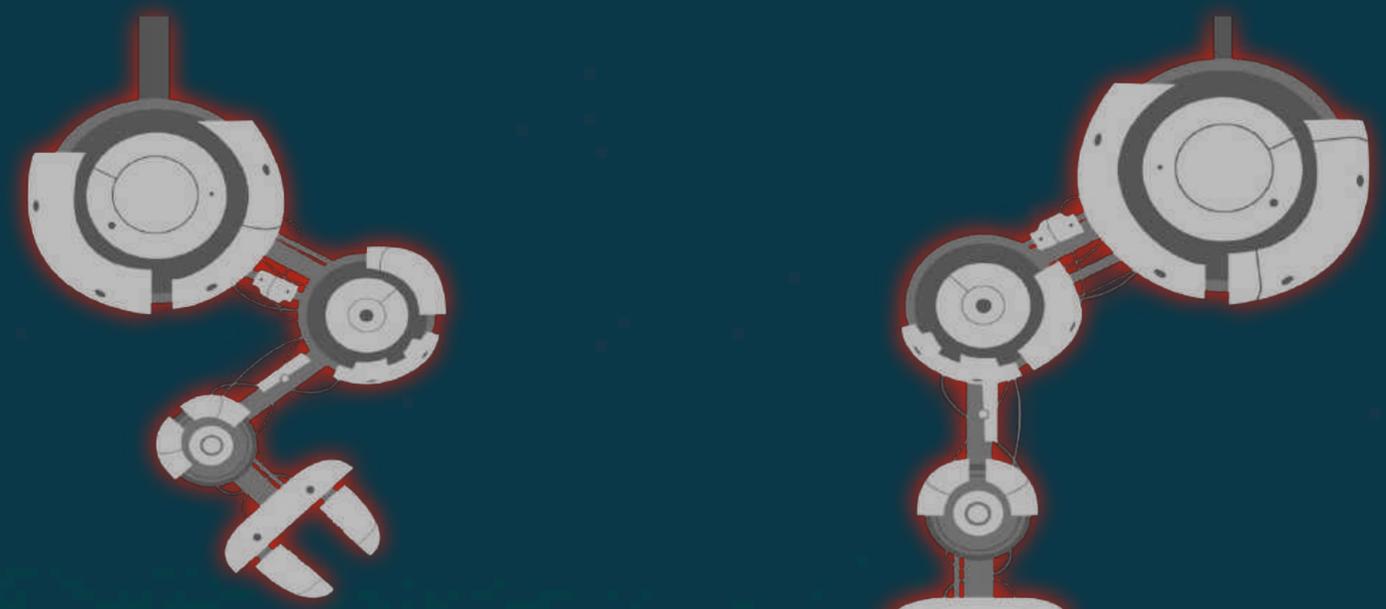


DATA AND INFORMATION

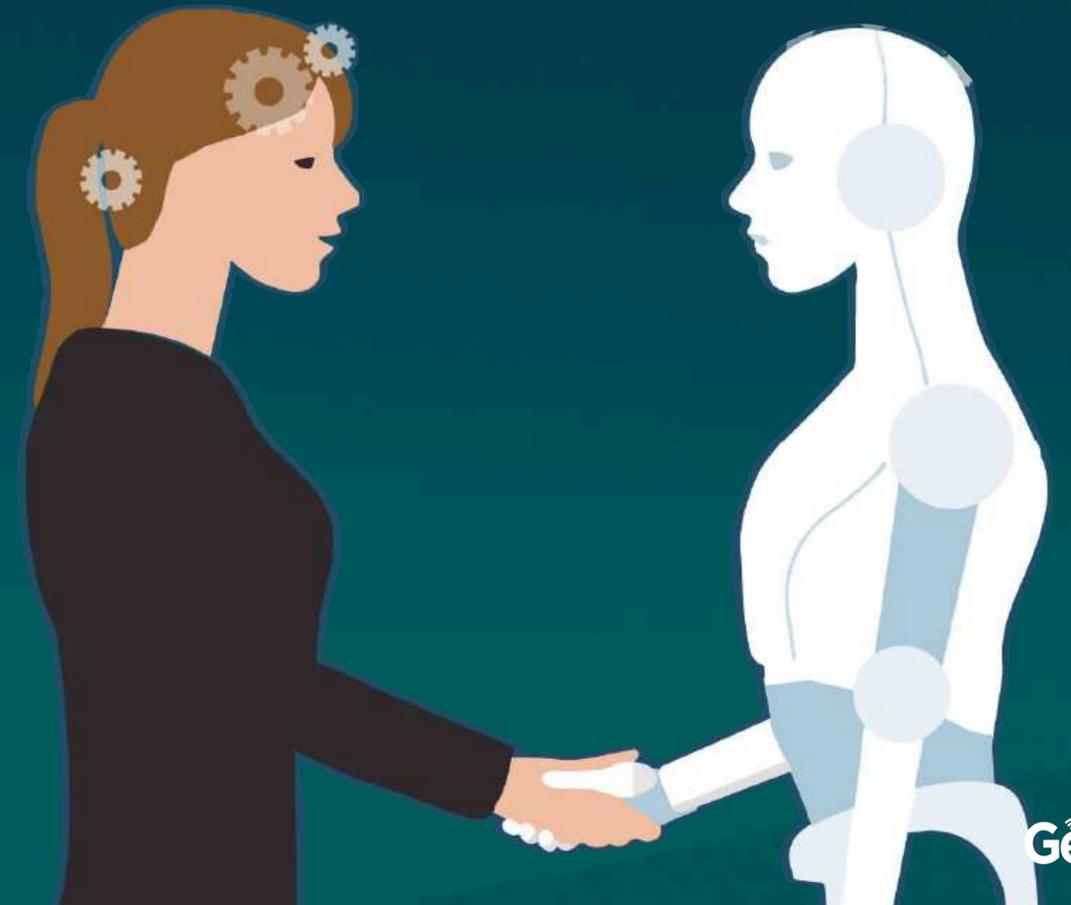
INTELLECTUAL KNOWLEDGE / LOGIC



TRANSLATE
SUMMARISE
RESEARCH
OBSERVE
VERIFY
ORGANIZE
COLLECT
REMINDE
IDEATE



R O U T I N E



The **FUTURE** is **NO LONGER** an extension of the present.



PRESENT

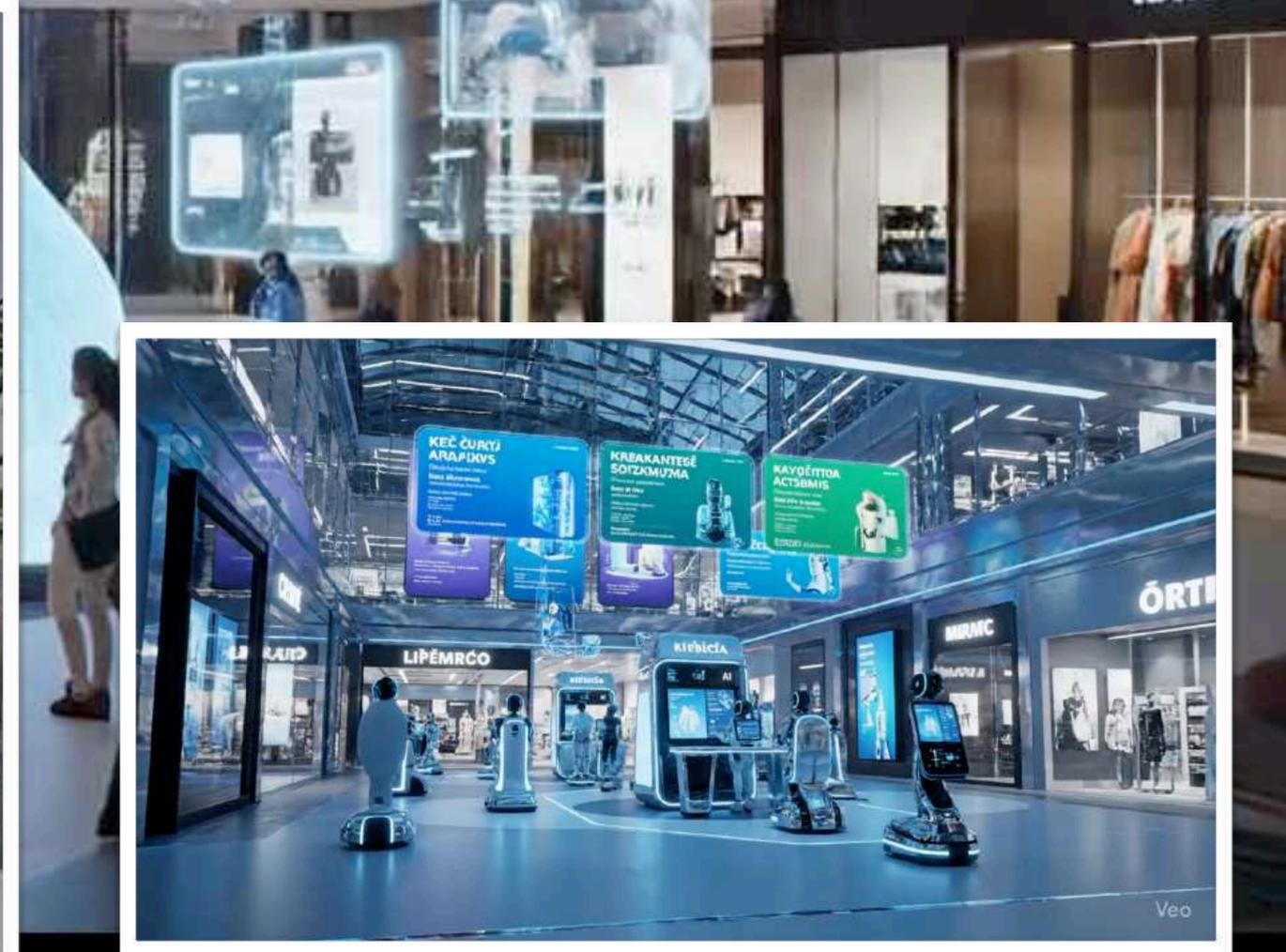
BUSINESS AS USUAL
**IS DEAD
OR DYING**

GREEN
IS THE NEW
DIGITAL

FUTURE

WHAT IF?

AI and Robotics VR / MR / Spatial

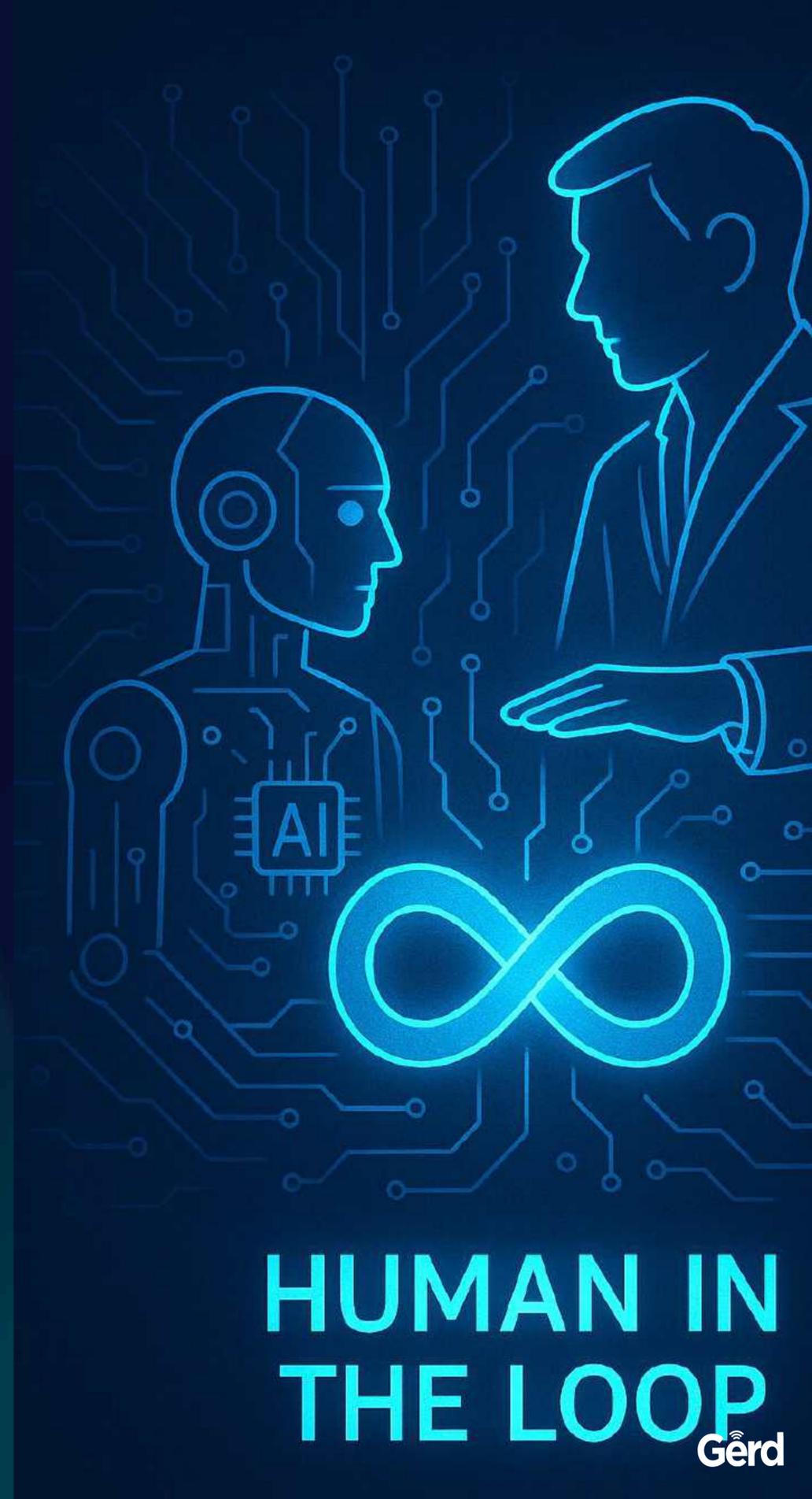


THE FUTURE OF SHOPPING MALLS?

1. **Experience Hubs** — **Malls will shift from pure retail to becoming destinations** for entertainment, culture, learning, and wellness.
2. **Community**: Malls will host coworking spaces, health clinics, and even libraries: **the new "town squares" of urban life.**
3. **Hybrid Retail** — **Blending online and offline**: stores become showrooms: test, touch, order digitally for same-day delivery.
4. **AI-Driven Personalization** — Smart mirrors, AR fitting rooms, and AI concierges guide you through a curated mall journey.
5. **Sustainability Showcase**: Rooftop urban farms, solar power, zero-waste food courts turn malls into circular economy stories
6. **Pop-Up & Rotating Spaces** — Flexible leases and modular design will keep malls fresh with seasonal experiences
7. **Luxury 2.0**: Malls will emphasize relaxation: spas, meditation pods, and lounges where shoppers recharge
8. **Smart Mobility Integration** — EV hubs, drone delivery ports, autonomous shuttle systems, seamless and eco-friendly
9. **Gamified Shopping** — Malls will borrow ideas from gaming: loyalty quests, AR treasure hunts, interactive brand experiences.



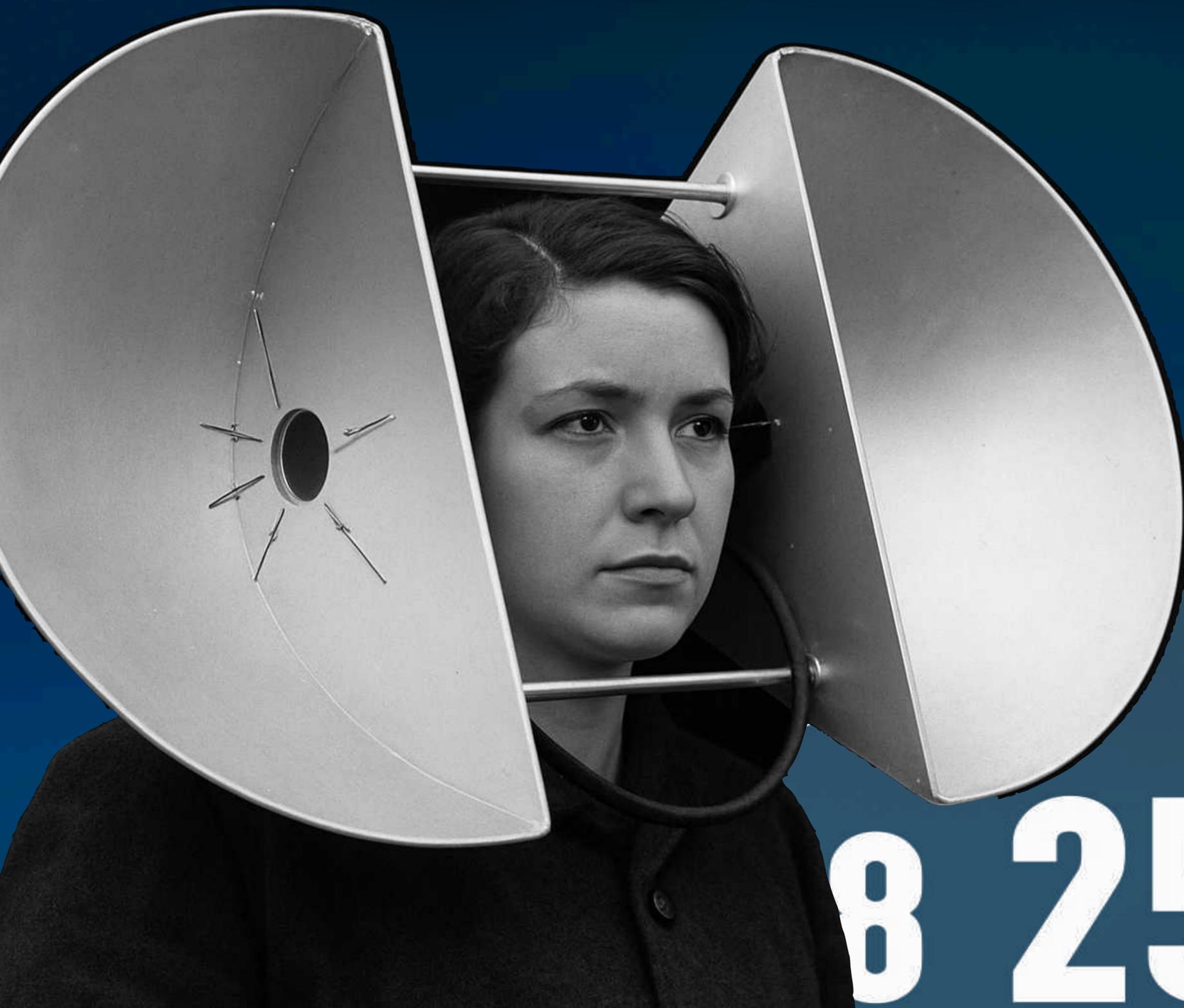
TRUST ISN'T DIGITAL



HUMAN IN
THE LOOP

Gerd

THE FUTURE MINDSET



8 256 512

Power Tool AI: Use it wisely. Apply safety rules. Establish standards.

COGNIFICATION
AUGMENTATION
VIRTUALISATION
AUTOMATION



REFUSE THE MANIC & TOXIC



Magic

Manic

Toxic

HUMANNESS AND HUMAN CONNECTION IS THE NEW SCARCITY

AI



EVERYTHING EVERYWHERE EVERYONE