

Instruction:

Print each page on a **single A4** yellow paper

Competition for the most technological products between companies is increasing at the same time as they need to adapt their business models



The USA and Europe no longer lead the world in the knowledge economy. A “**New knowledge world order**” is emerging, with Asia as a hub.



**The war for talent
grows
increasingly
fierce, with a
greater workforce
diversity
providing
competitive
advantage.**



Workplaces are increasingly virtual, using **brain computer interfaces** and **virtual reality**.

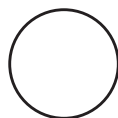


A stylized smartphone frame with rounded corners and a black outline. At the top center is a small horizontal rectangle representing a camera lens. At the bottom center is a larger horizontal rounded rectangle representing a home button. The main area of the phone is a white rectangle with a black border, containing the following text:

Consumers
are
increasingly
concerned
about
ethics,
resource
use and
their health.



**Access to
funding** remains
the biggest
hurdle to
develop
research,
development
and innovation



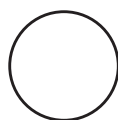
Politics

Voting in
elections goes
online-only,
and elections
are **regularly**
challenged

Economy

Physical money
is replaced by
**contactless
payments** with
all transactions
**monitored by
the public
authorities**

**Developing
countries
continue to
grow their
share of capital
inflows and out
flows**



**Fresh water
becomes
scarce and
triggers war
and/or mass
migration**



**Water
scarcity
challenges
food and
energy
security**



**Climate change and
extreme weather events
demand proactive
measures to adapt or
develop resiliency**



Citizens become
increasingly
concerned about who
has access to **private**
health data after a
significant breach



**Components, materials,
and other consumable
parts become **more
expensive** due to
political or other activity**



○

**All western countries
shut down their
borders to refugees
and migrants**



 COMPASS

Society

The
population
is ageing
in all
countries

 COMPASS





COMPASS

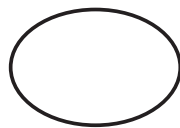
**Health care
becomes more
connected to
daily life
through the
growth of
mobile and
social health
solutions**

Health Issues

**Medicine
treatments
are
increasingly
personalized**



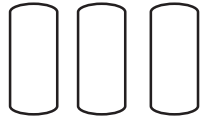
**Deadly outbreaks
of
antibiotic-resistant
infections increase
pressure on
medical
infrastructure**



Technology

Consumers are increasingly using **mobile devices** making their more agile but also leading to a “**mobile first**” world





**Mobile
phones start
to move onto
more
integrated
brain
computer
interfaces**



Governments
expect
companies to
**give up data on
users** of their
systems without
warrants





