

Decarbonization



Disruption

MarthaRehnberg



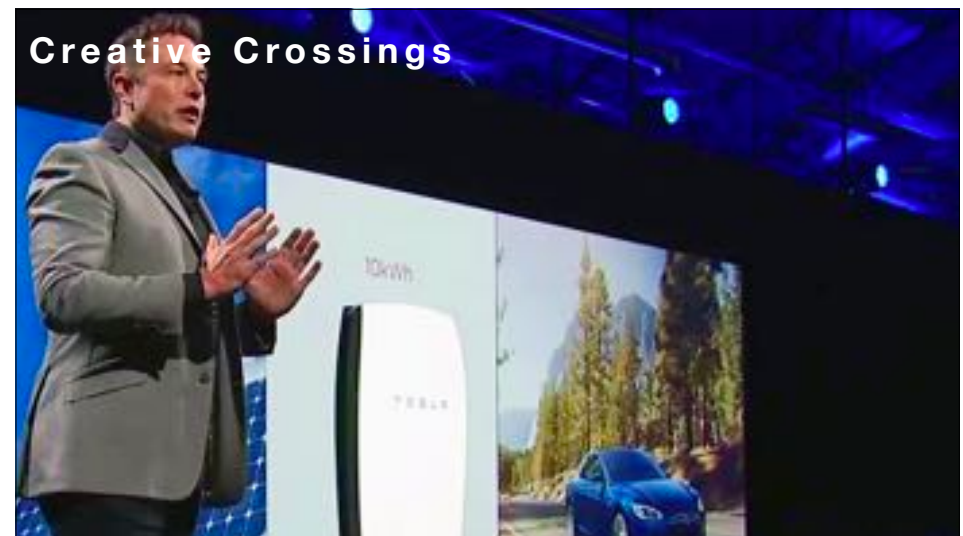
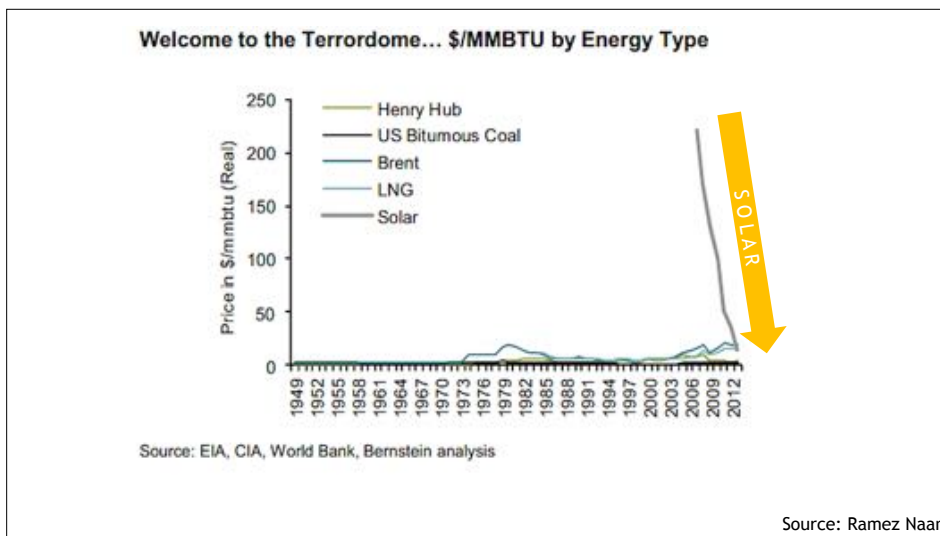
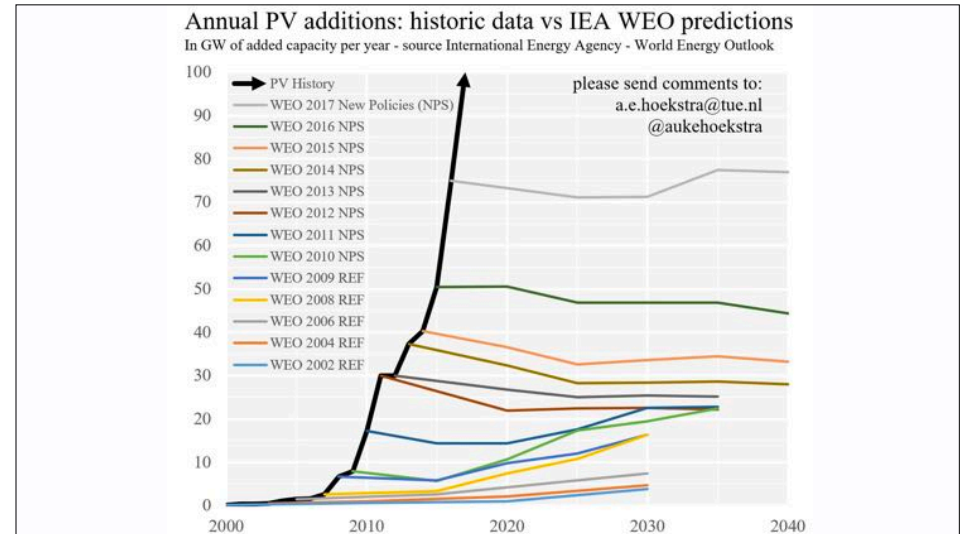
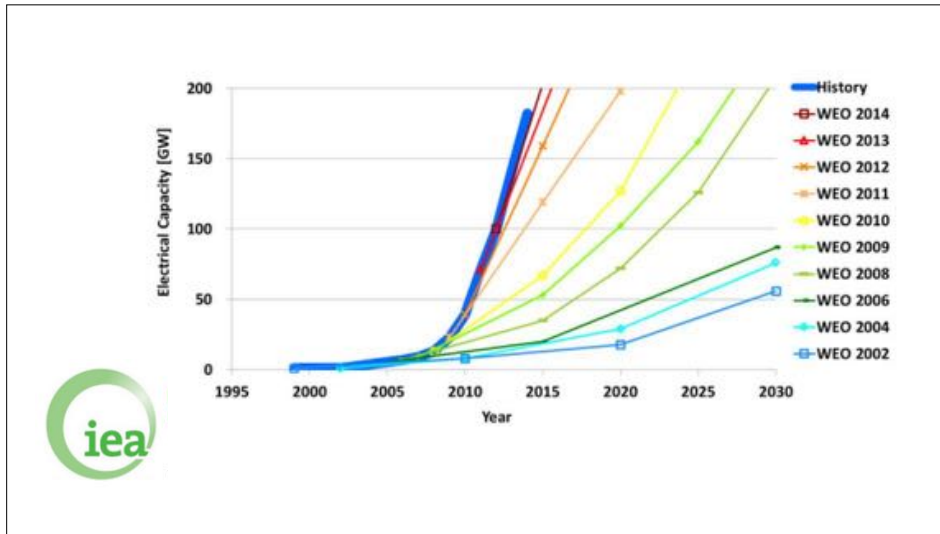
Who is Cody?

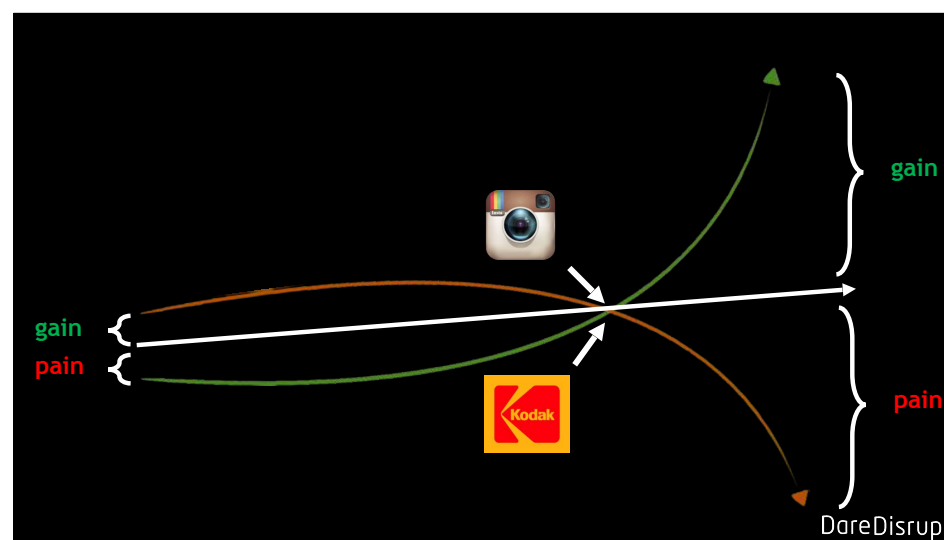
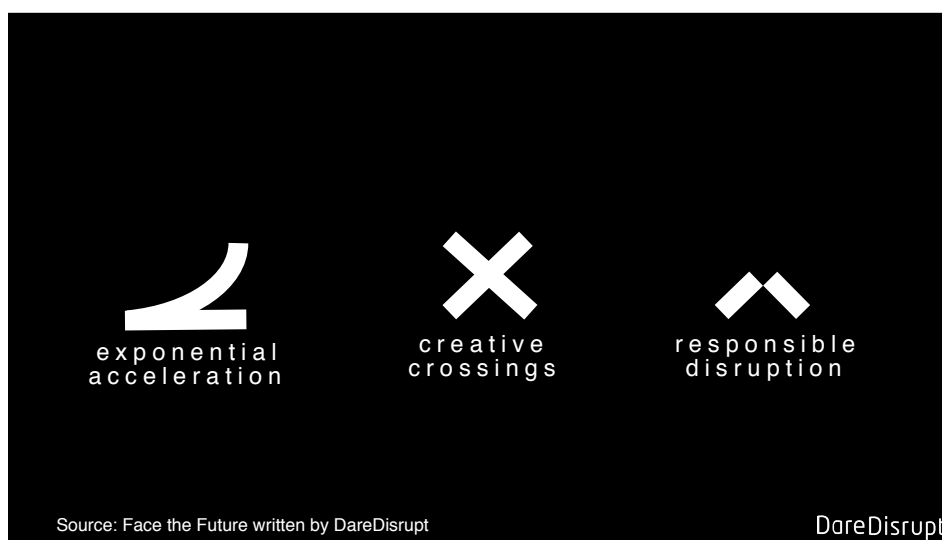
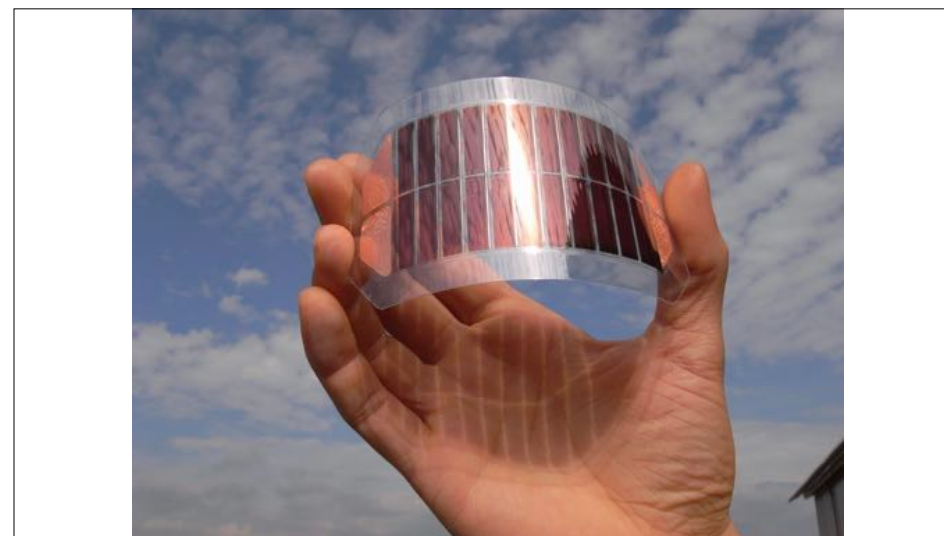
What is 'the liberator'?



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Nanotech
Quantum computing
4D printing
Robots
Blockchain
3D printing
Synthetic Biology
Artificial Intelligence
Mobile tech
Communication tech
AR/VR
Energy





not only what tech does,
but the **values** it represents

3,902,605,513

Internet Users in the world

internetlivestats.com

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Value-driven [systemic] disruption

	Old words	New words
1. <i>Economy</i>	Top-down division of labor	Bottom-up digital divide
2. <i>Value Chains</i>	Global & Linear	Glocal & Spiral
3. <i>People</i>	Consumers & Producers	Prosumers
4. <i>Goods</i>	Standardized & Material	Personalized & Servitized
5. <i>Value</i>	Ownership & Exchange Value	Access & Use Value
6. <i>Innovation</i>	Product selling & Quality	Problem solving & Good Enough
7. <i>Growth</i>	Profit & Externalities	Profit, People & Planet
8. <i>Wealth</i>	Distributed by default	Distributed by design
9. <i>Skills</i>	Lifelong Specialism	Lifelong Generalism
10. <i>Life/Jobs</i>	Is a journey	Is a dance

source: Märtha Rehnberg

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disruptors driven by the **right values** win

 MarthaRehnberg



Thank you!

Stay in touch

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DEFINING BUSINESS BY PROBLEMS SOLVED.