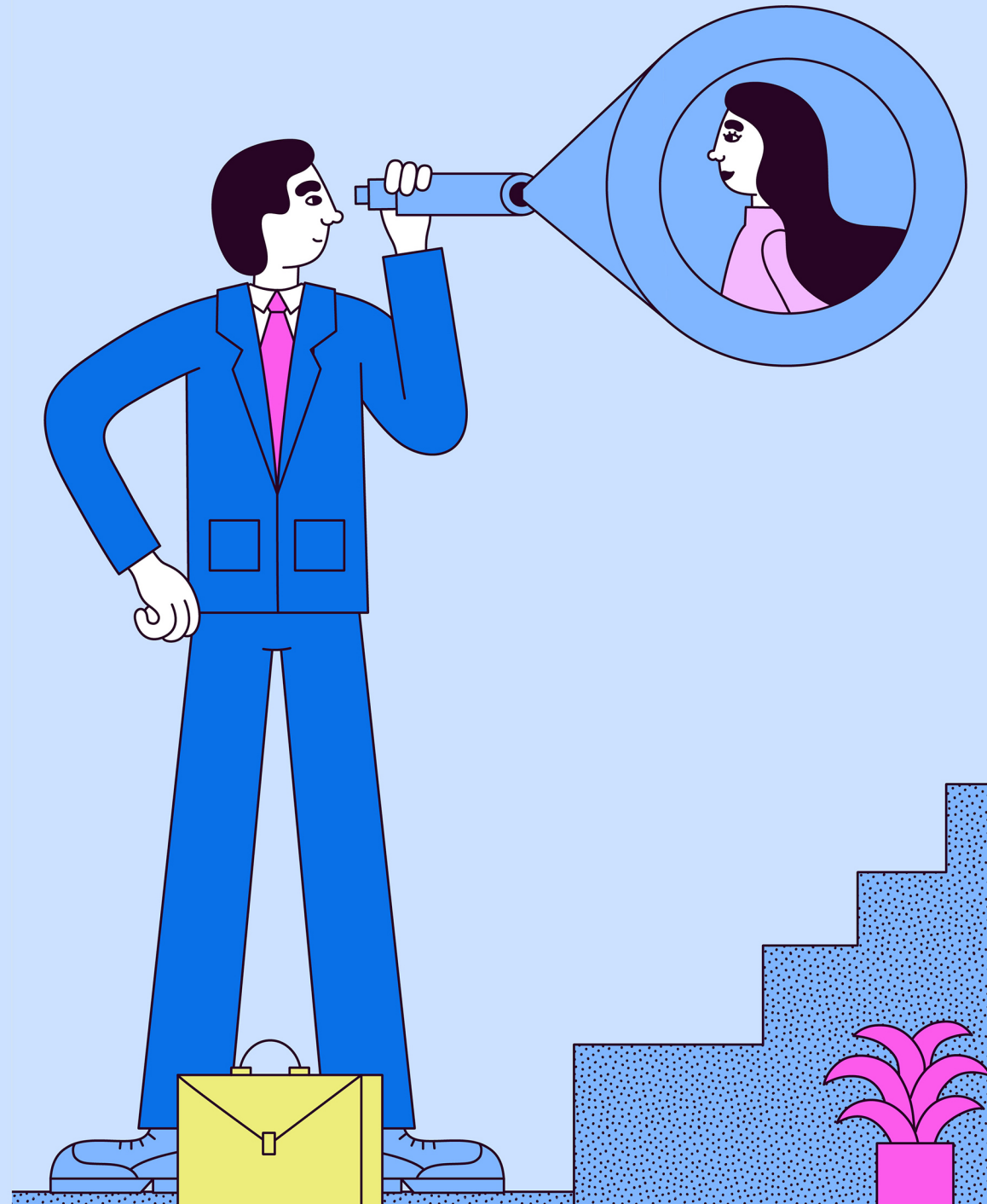


Are you ready for the Customer of the Future?

John Marshall
Chief Strategy & Innovation Officer
Lippincott

#MeetDawn



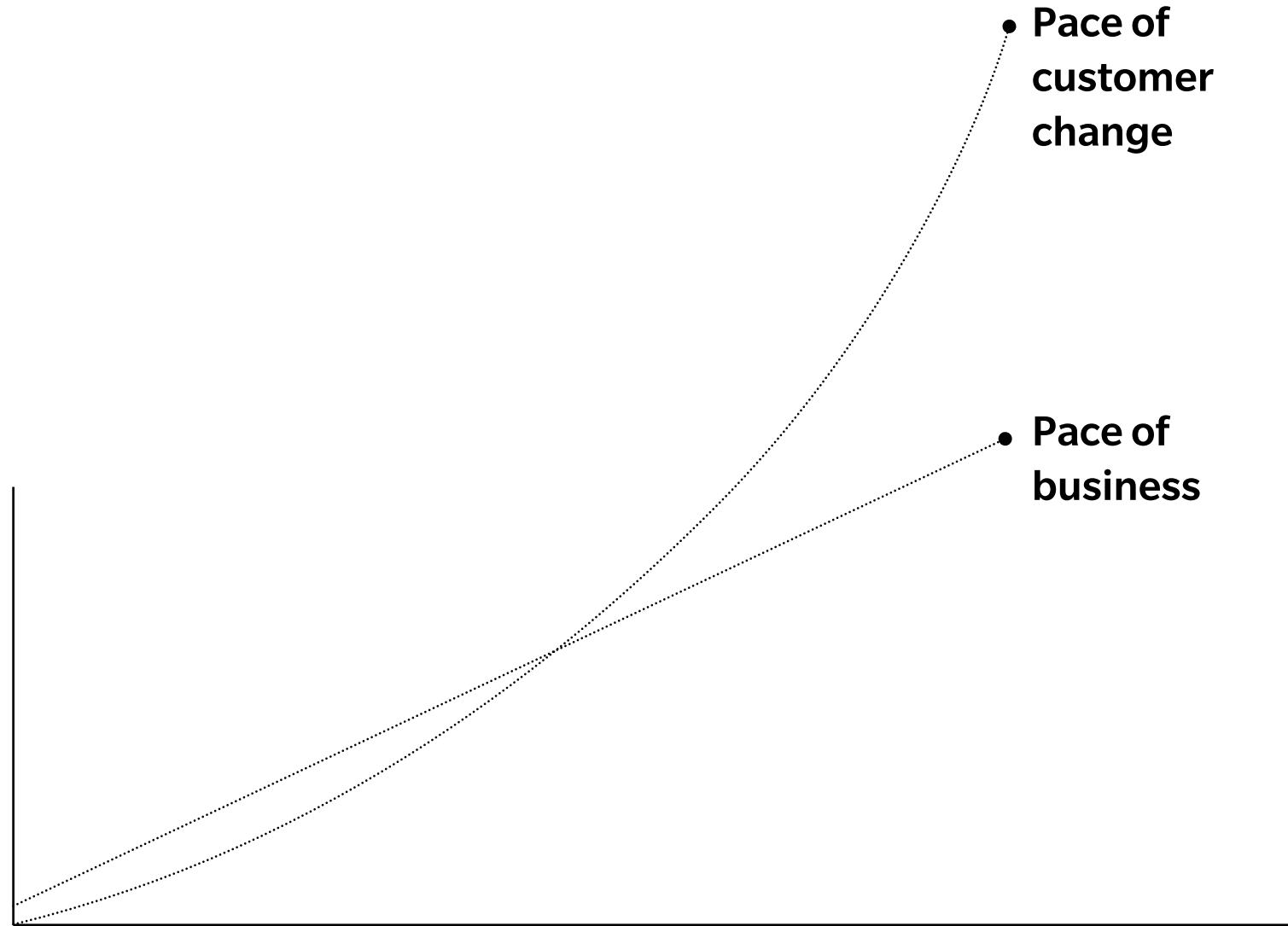
Lippincott is a creative consultancy

**We're a group of strategists, designers,
innovators and change agents**

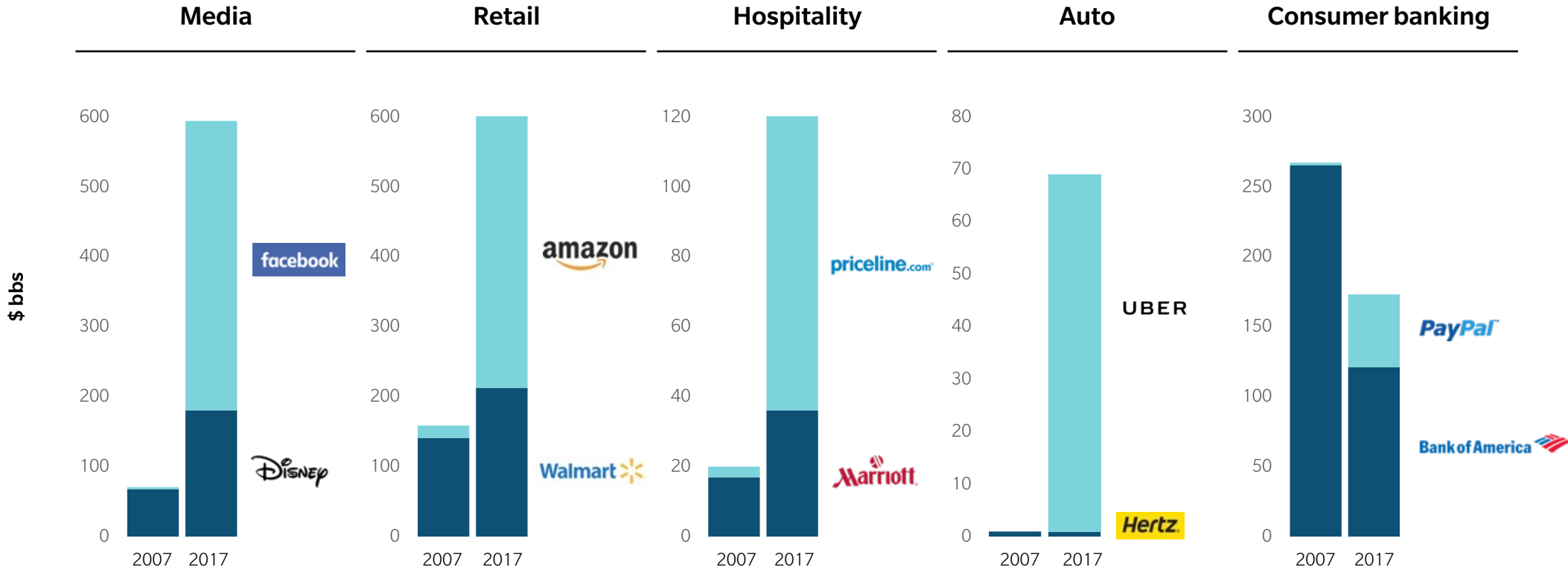
**Our goal is to help business leaders design
businesses that succeed on the edge of change**

Today, now, this very moment, is the
slowest pace of change you will
experience in the rest of your life.

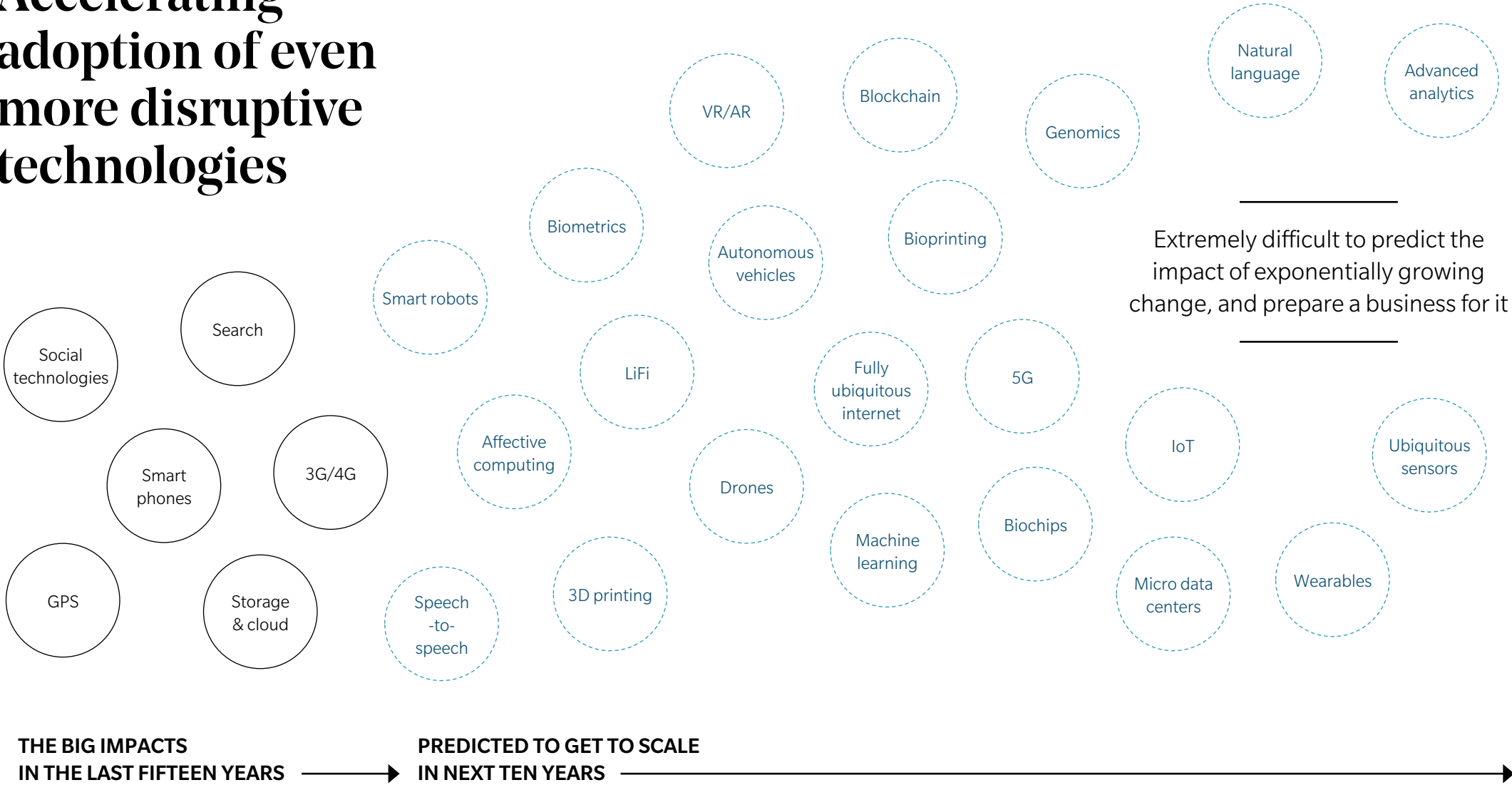
**Are you changing
as fast as your
customer?**



A significant wave of value migration is coming to every industry



Accelerating adoption of even more disruptive technologies



Expect a world where...

The internet becomes a seamless part of the fabric of life

“Your body is your password”

Everything, and everyone, is tracked, scored and measured

“The design of the internet of everything is to track data. The 34 billion devices we connect to this cloud are built to stream data. Anything that touches this cloud that is able to be tracked, will be tracked”

We live in a blend of the physical and virtual

“VR will be the cost of an iPhone, and truly feel real”

AI, filtering and intelligent agents help us with most decisions

“My personal avatar is stored online, accessible to anyone I want to interact with”

Products digitize and move to platforms, becoming modular, customized, and democratized

“Everything that can be a platform, will be a platform. Platforms scale faster, learn faster”

The real uncertainty isn't the technology, it's the human being



Ten years ago, would you imagine that ...

You'll make your baby's pictures public for the world to see

You'll stay in a complete stranger's apartment instead of a hotel

You'll trust a robot to manage your money

You'll never buy another music album

You'll buy a mattress from your phone

You'll get out of a taxi without paying the driver

You'll make as much entertainment content as you consume

The big human tradeoffs

Will we seek **ownership and stability** or **on-demand access and optionality**?

Will we cherish **control** or surrender decision-making to **automation**?

Will we require **human** validation or increasingly trust **machines**?

Will we demand **physical** interactions or end the distinction between “**virtual**” and real?

Will we fight for **privacy** or **transparently** share our data for new value?

Will we look for simple shortcuts and **curated solutions**? or largely **craft and customize** our own experiences?

Dawn's Life



A Life in Flow

Wi-Fi, Li-Fi, and changing norms mean we can do anything from anywhere — enhancing flexibility in everything from work to ownership

On-Demand Everything

Automated tasks and instant, on-demand access to everything will enable us to do less and demand even more.

Exponential Intelligence

We'll trust smart devices, systems and robots as intimate resources and friends.

Transparent Existence

We'll increasingly be tracked — and track ourselves — reaping greater and greater benefits of connection, quantified performance and personalization.

Omnipotent Individual

Everything, every moment and every experience will be customized. Our lives will be designed for us and by us.

Synthetic Reality

The boundaries between what is real and what is virtual will disintegrate. Immersive experiences will become our new way of living.

When you are in the Exhibit, ponder the following questions

Are you ready for the Customer of the Future?

Do you know how Dawn will affect your business model?

What are your planning assumptions?

Are you building an experience for Dawn today?

Get ready to meet Dawn

lippincott.com/customerofthefuture

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