6Genesis research potential for business
November 2018

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World 2050
Population: 9.6bn

Technology Trends
Driverless cars: increase
Tele-work: increase
Tele-education: increase
Tele-health: increase
Smart grids: ubiquitous
Smart factories: ubiquitous
As of 2018, most of the world is now middle class or wealthier*

*households spending $11-110 per day per person in 2011 purchasing power parity

https://www.brookings.edu/blog/future-development/2018/09/27/a-global-tipping-point-half-the-world-is-now-middle-class-or-wealthier/

World 2050

Population: 9.6bn
Average Age: increase
Retirees to Working age: increase
Urbanisation: increase
Unemployment: mixed
# Megacities: increase
Dominant Industries: Services
Climate: Warmer and Changed
But what about ...

- Personal information
- Cyber security
- Data Sharing
... artificial intelligence will become a core technology across many different industries and one of the driving forces of the coming fourth industrial revolution, the standardization community will play a critical role in shaping its future.

Orchestrating infrastructure for sustainable Smart Cities: to contribute to solving global challenges through its International Standards and Conformity Assessment services.

Internet of Things: Wireless Sensor Networks

The concept of edge intelligence introduces a paradigm shift with regard to acquiring, storing, and processing data: the data processing is placed at the edge between the data source and the IoT core and storage services located in the cloud.

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https://basecamp.iec.ch/downloads/white-paper/
A global market need
Innovation Needed

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