



Seeing Beyond Data: Futures of Semantic Intelligence

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What do futurists do? (1)

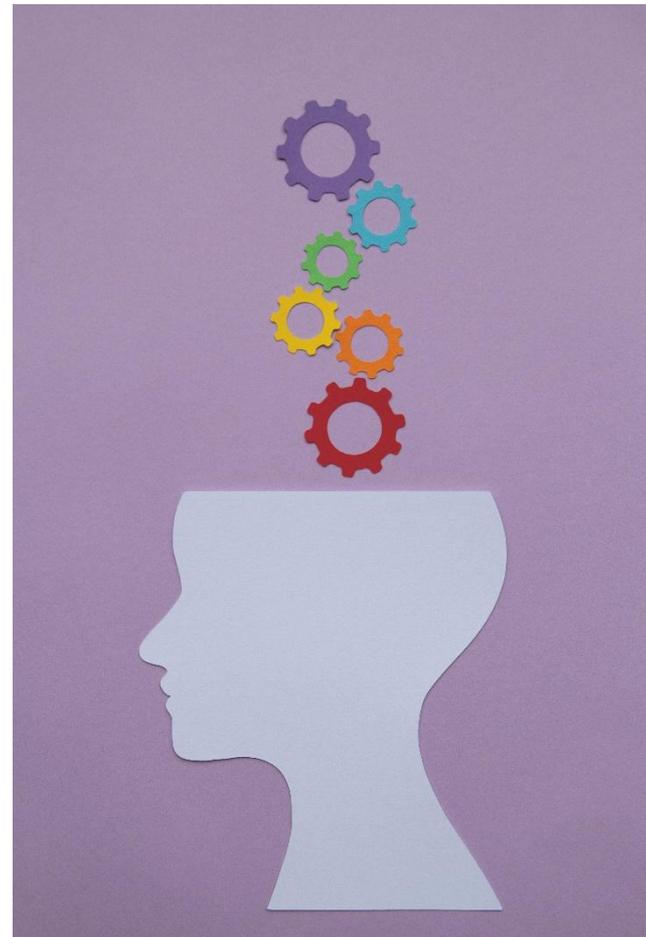
5-20 years into the future

Mostly qualitative approach



What do futurists do? (2)

Futures consciousness



What do futurists do? (3)

Help make decisions:

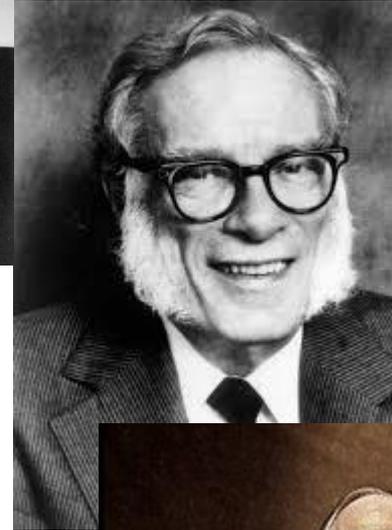
- for organizations
 - Product decisions
 - Strategy
- for governments and nations
 - USA: most departments had resident futurists... until Trump
 - EU: many standing bodies, inc the Euro Commission
 - South Africa: End of apartheid! success case!
 - UAE: Minister for the Future

Famous 20th century futurists

Arthur C Clarke



Isaac Asimov

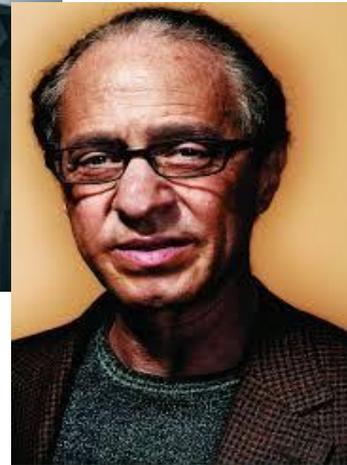


Alvin Toffler



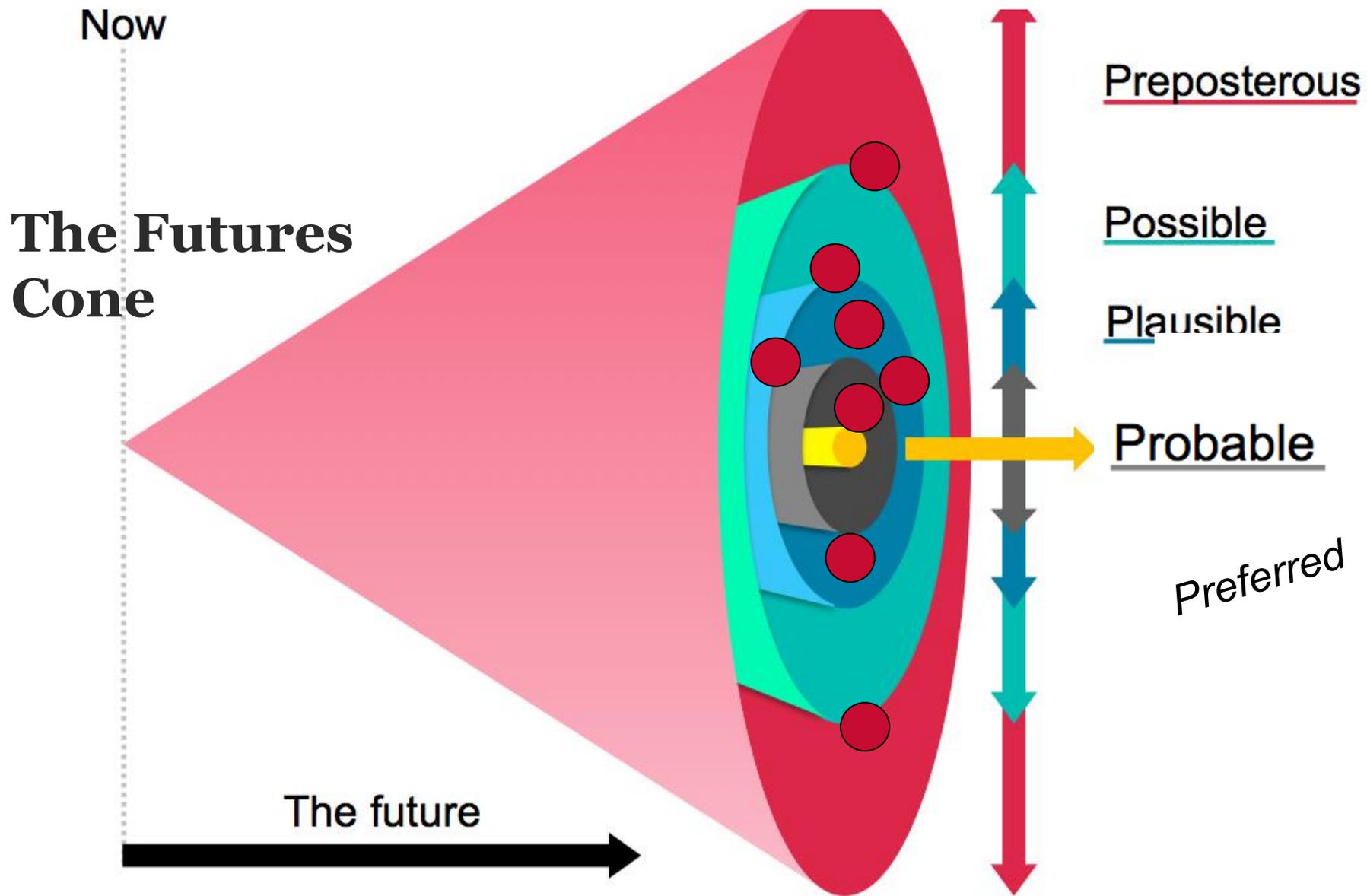
... famous contemporary influential futurists

- Harari
- Kurzweil
- Amy Webb



What Futurists Do?

1. Scenarios
2. Framing: Futures Cone
3. Weak Signals/Trends.
Fringe → fad → trend → megatrend
4. Ask: What can go wrong? Black Swans
5. Framing: exponential change



Scenarios

Help us:

- Explore options
- Test assumptions
- Guide choices
- Prepare
- Explore uncertainties



Headlines of Future



Frankfurter Allgemeine

Oktober 7, 2050

Frankfurter Allgemeine

Oktober 7, 2050

Estonia Elected an AI as Prime Minister

In a surprise result today, Tark, an AI, was backed by 55% of voters

Frankfurter Allgemeine

Oktober 7, 2050

**Survey: 21% of couples now
mediating their relationships
via empathic AI**

Opa und Oma cannot believe it, but divorce
is down 34% in last decade

Yuval Harari “Dataism”

- Dataism is the new religion.
- Data is the new god.

In *Homo Deus* (2016), he describes Dataism as quasi-religion that worships data flows rather than gods.



Father Meaning Data Takes Over Stillwater, Oklahoma

After years of broadcasting sermons coded in Scripture-to-SQL, Father Data's followers relocated en masse to Stillwater in 2043. His Church of The Cloud now controls City Hall's cloud. Salvation and voter records share the same cloud.

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Survey Finding: AI is making most decisions in the C-Suite

Coca Cola Board saved \$45 million by firing the CEO.

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Deutsche Welle reports breach

Last week all avatar
news reporting was
manipulated by
North Korea



Data is the new oil



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October 7, 2050

Data Futures Market Opens on Wall Street

Wall Street saw the launch of its first Data Futures Market today, marking a historic shift in global finance. Corporations and governments alike are now investing heavily in data, driving unprecedented interest in this new digital commodity.

Scenarios

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Building Futures Scenarios:

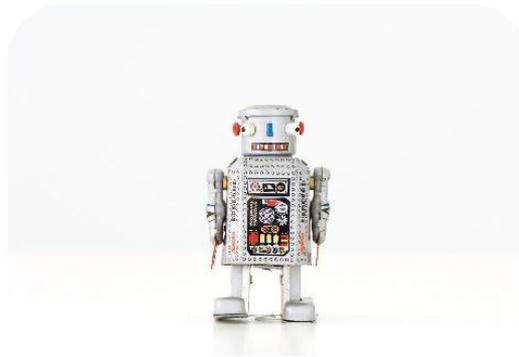
4 archetypes



Business as
Usual – linear,
predictable



Collapse of current
ecosystem



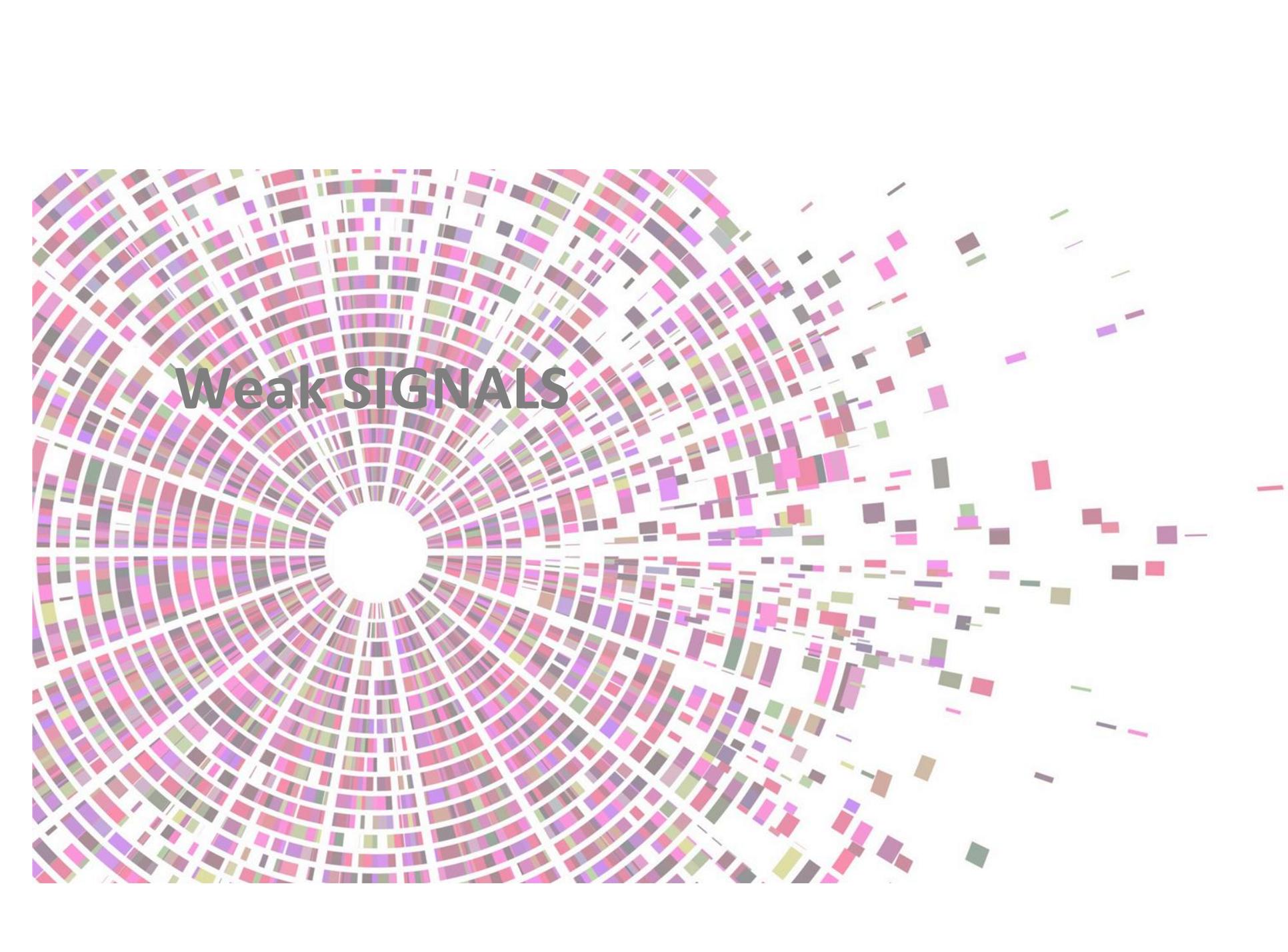
Tech transformation



Harmonious

What Futurists Do?

1. Scenarios
2. Framing: Futures Cone
3. Weak Signals/Trends.
Fringe → fad → trend → megatrend
4. Ask: What can go wrong? Black Swans
5. Framing: exponential change



Weak SIGNALS

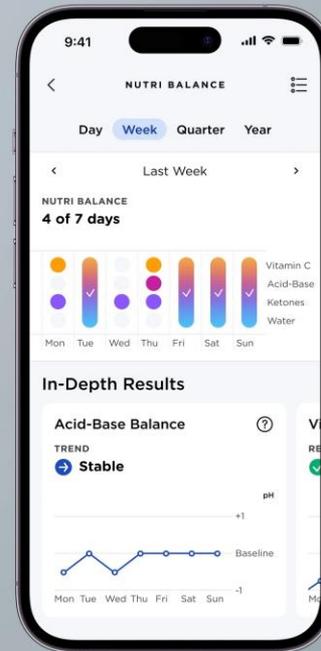
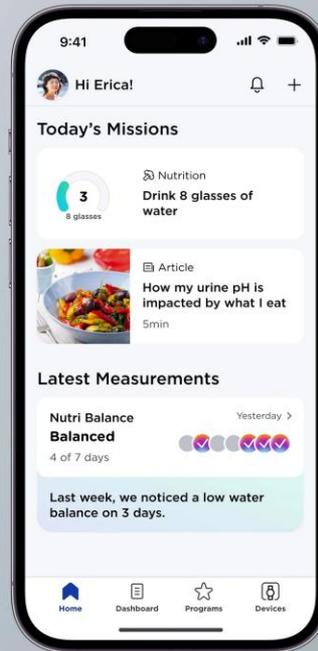
Selected Signals:

from Amy Webb's Future Today Strategy Group (FTSG)
2024 100 Signals

- AI
 - AI copilot
 - AI battles on ethics, regulation; White House and EU AI
- Biotech
 - Cultivated meat was FDA approved
 - AI makes proteins that never existed
- Medical
 - "Withing Corporation" 's urine lab on your toilet
- Geopolitics
 - China now has largest global fleet
- Environment/Climate
 - Anti-plastic. Danone is sued for plastic yogurt containers



“Withing Corporation” launches urine lab that easily fits on your toilet



Anti-plastic.

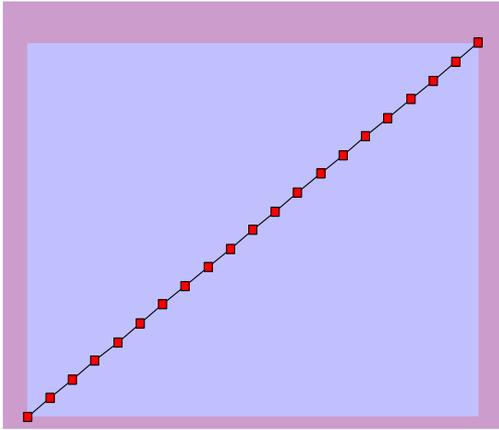
**Danone is sued
for plastic yogurt
containers**



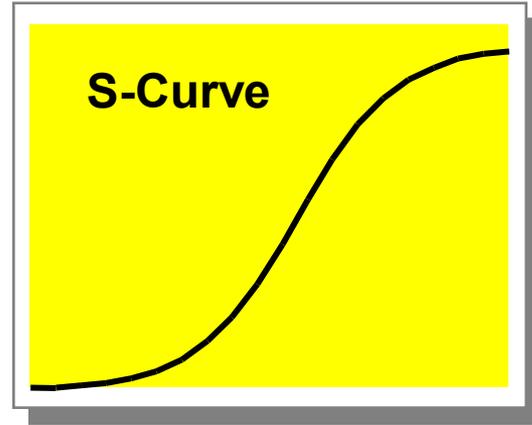
Black Swans, Wild Cards



The Shapes of Change



Linear



Geometric



**I pronounce
you all....**

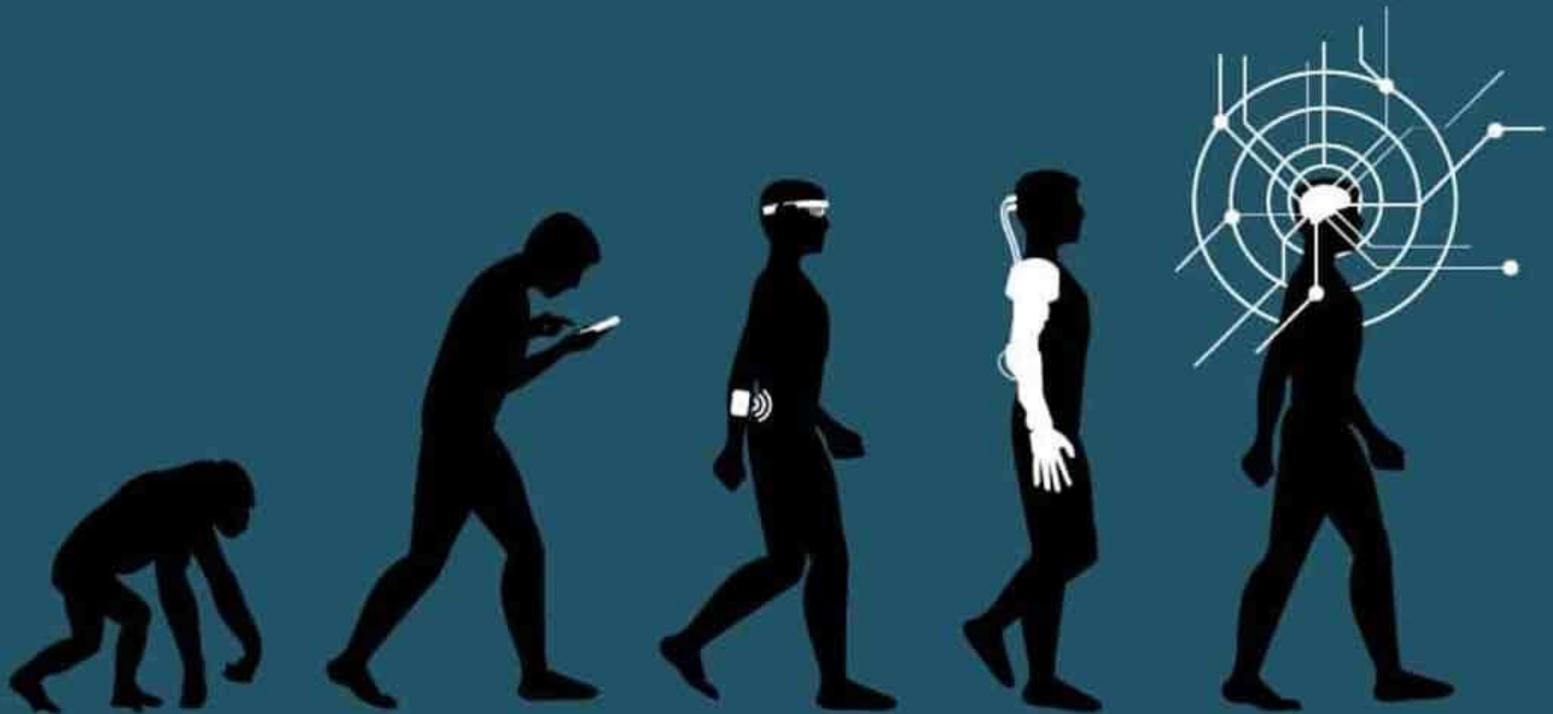
**Semantic
Futurists!**

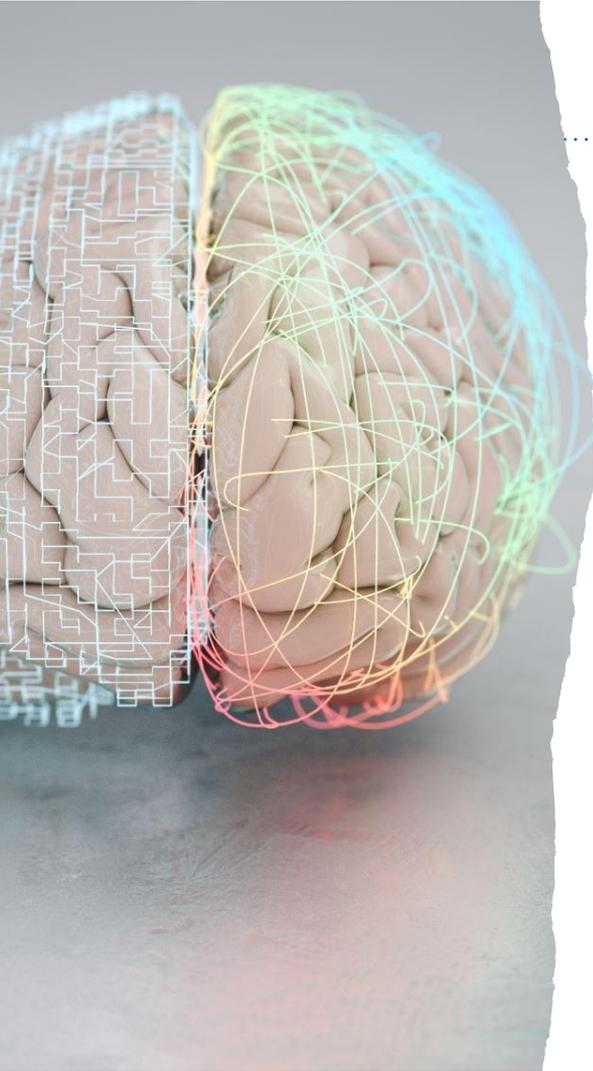


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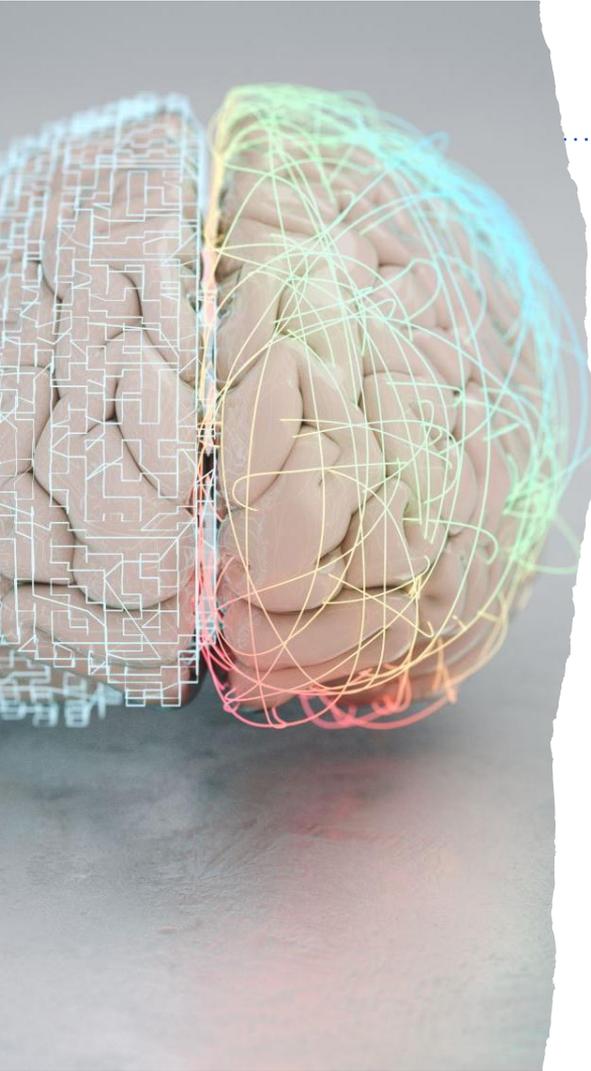
Singularity





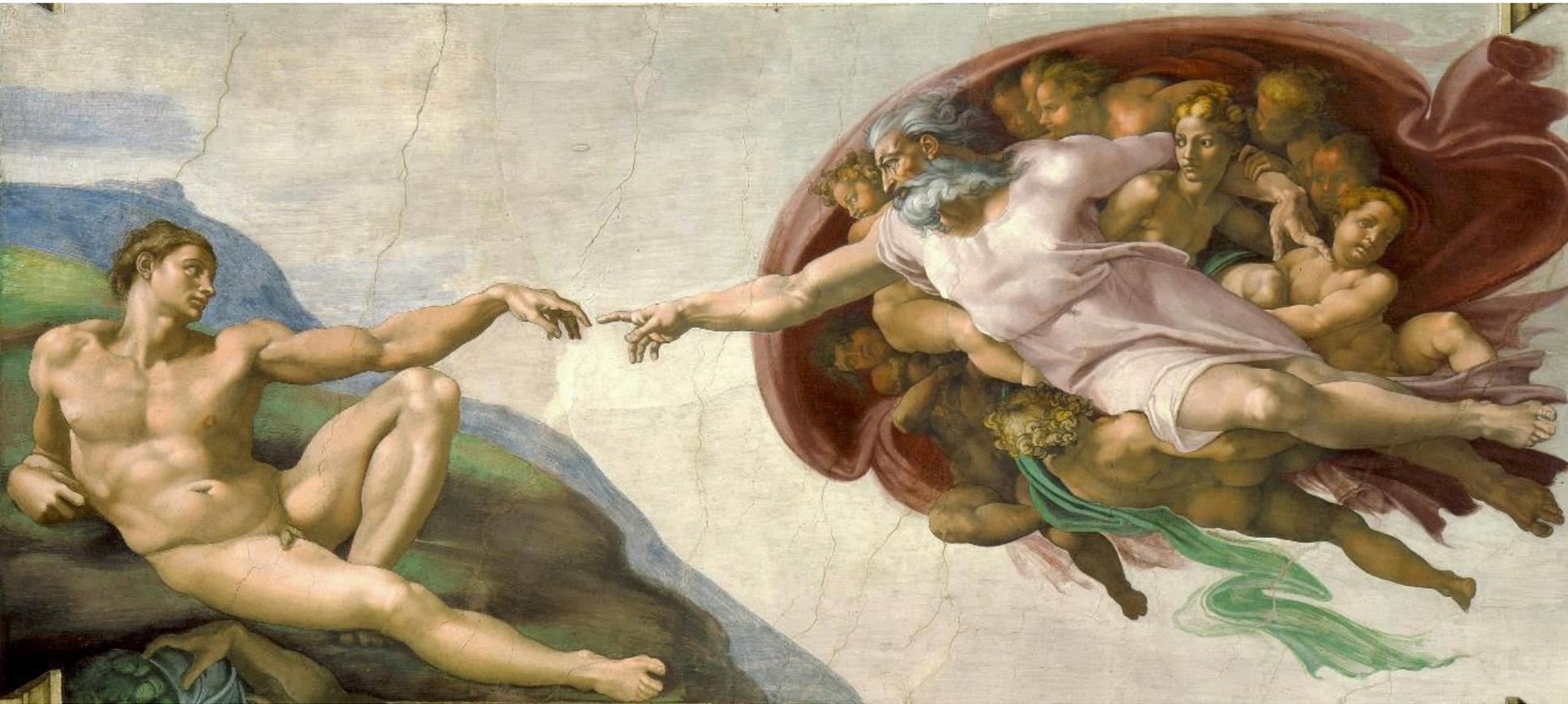
Singularity

When
AI > human intelligence



Singularity

= ~ AGI
Artificial General Intelligence



The Creation of Adam by Michelangelo is a fresco painting on the ceiling of the Sistine Chapel.

