



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:

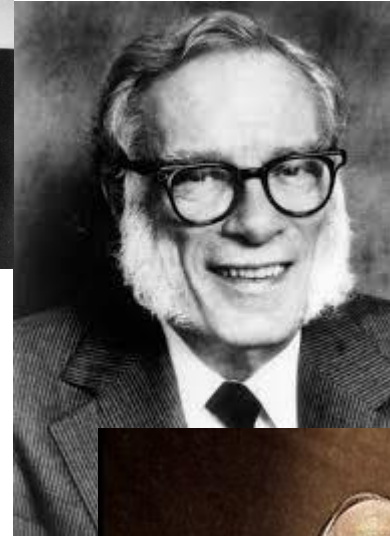
- for organizations
 - Product decisions
 - Strategy
- for governments and nations
 - USA: most departments had resident futurists... until Trump
 - EU: many standing bodies, inc the Euro Commission
 - South Africa: End of apartheid! success case!
 - UAE: Minister for the Future

Famous 20th century futurists

Arthur C Clarke



Isaac Asimov



Alvin Toffler



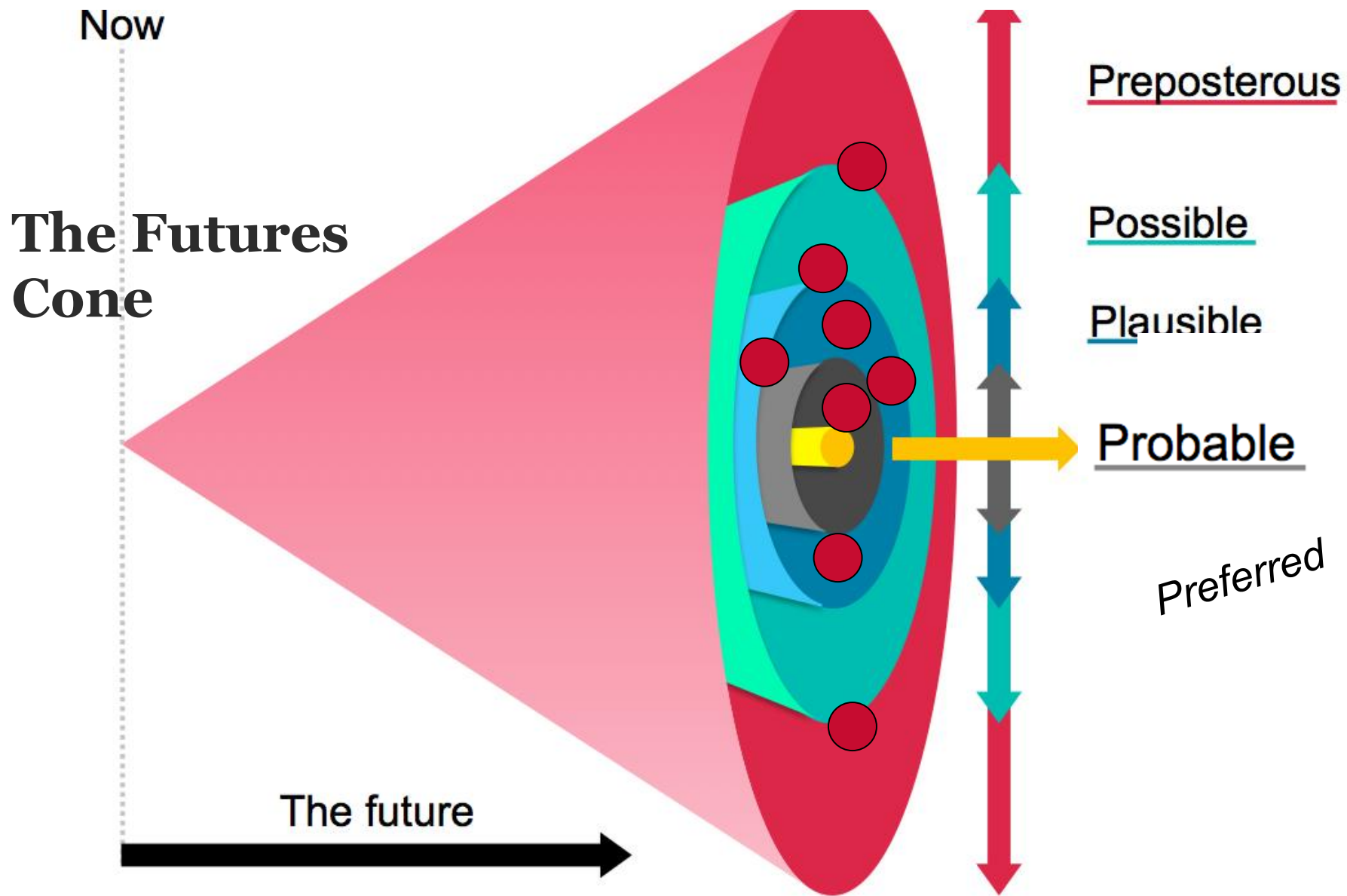
... famous contemporary influential futurists

- 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.



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October 7, 2050

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.

DJIA 40829.59 1.20% ↑ S&P 500 5471.05 1.16% ↑ Nasdaq 16884.60 1.16% ↑ Russell 2000 2097.78 0.30% ↑ U.S. 10 Yr 1/32 3.704% ↑ VIX 19.45 -13.09% ↓ Gold 2150.00 0.20% ↑

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October 7, 2050

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

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

Frankfurter Allgemeine

Oktober 7, 2050

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

Help us:

- Explore options
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- Guide choices
- Prepare
- Explore uncertainties



Building Futures Scenarios:

4 archetypes



Business as
Usual – linear,
predictable



Collapse of current
ecosystem



Tech transformation



Harmonious

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Weak SIGNALS

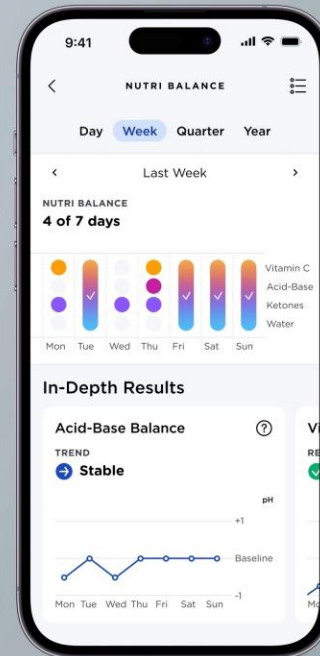
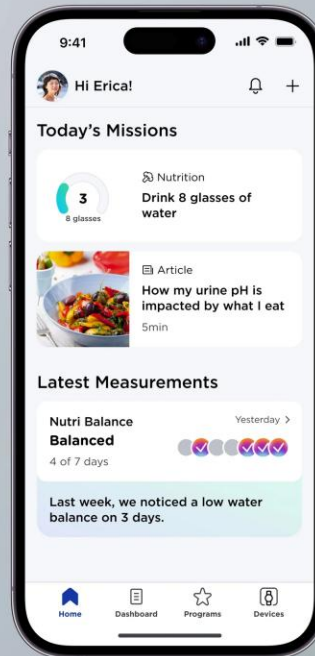
Selected Signals:

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.

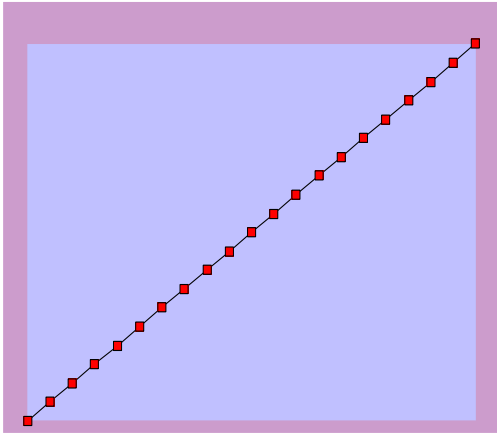
**Danone is sued
for plastic yogurt
containers**



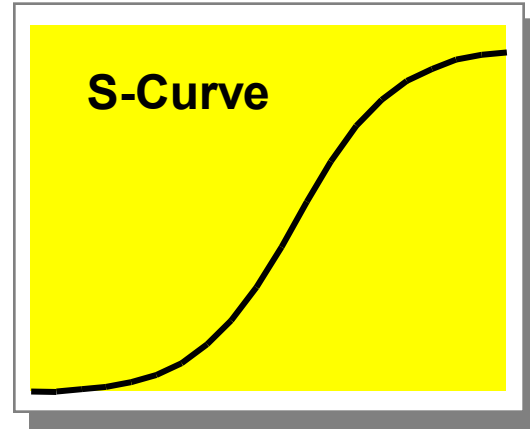
Black Swans, Wild Cards



The Shapes of Change



Linear



Geometric



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

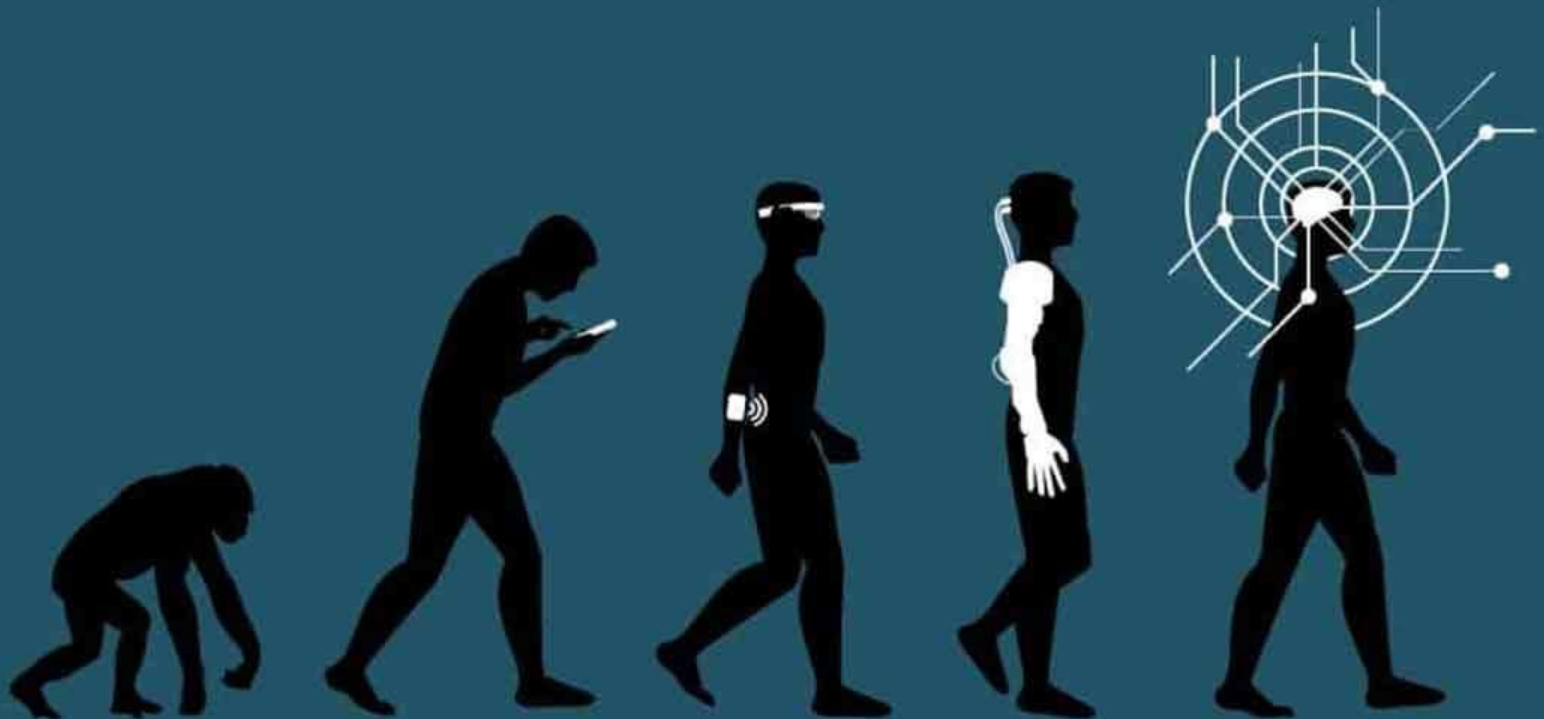
**Semantic
Futurists!**

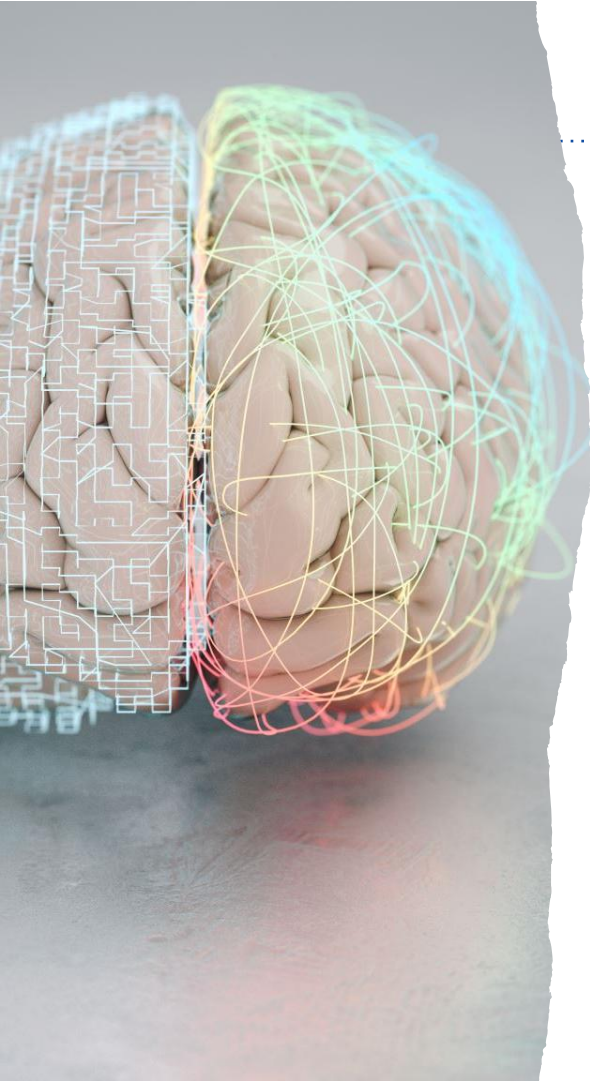


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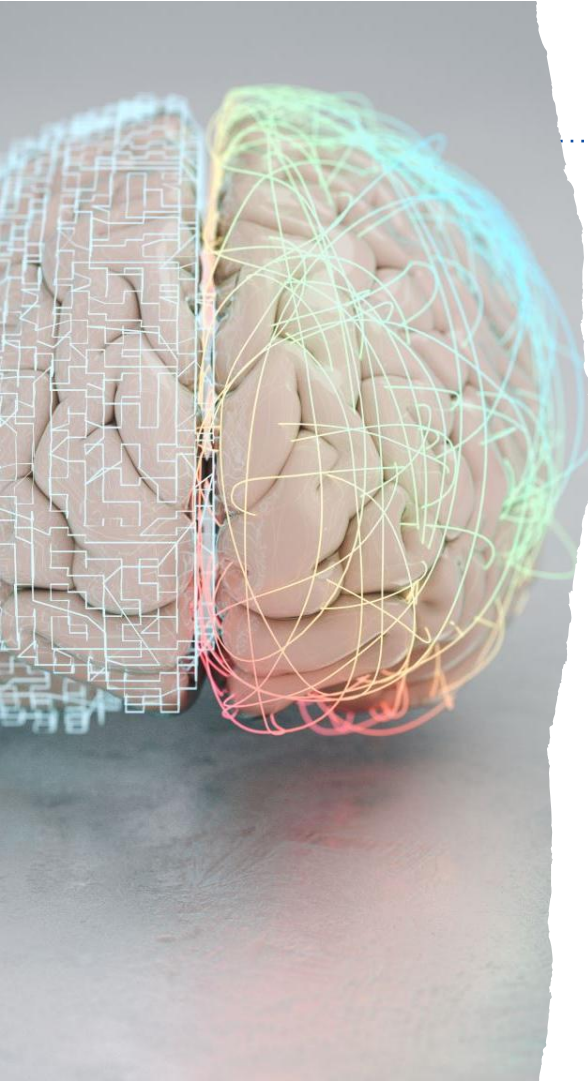
Singularity





Singularity

When
 $AI > \text{human intelligence}$



Singularity

= ~ AGI
Artificial General Intelligence



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

