

The Connected Economy

David
Bartlett





u·biq·ui·ty 🔊 [yoo-**bik**-wi-tee] ? [Show IPA](#)

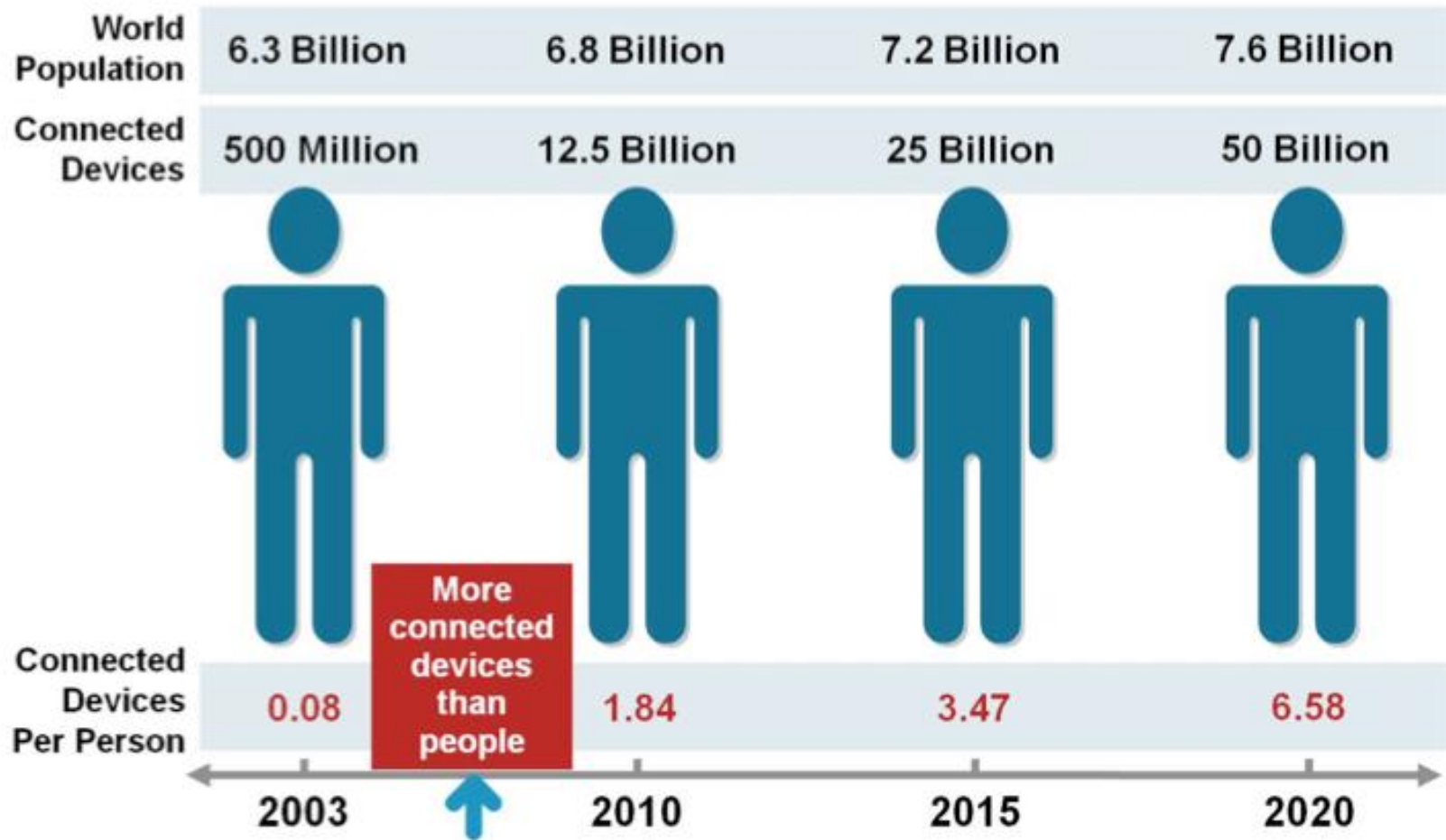
noun

- 1.** the state or capacity of being everywhere, especially at the same time; omnipresence: *the ubiquity of magical beliefs.*
- 2.** (*initial capital letter*) *Theology* . the omnipresence of God or Christ.

Origin:

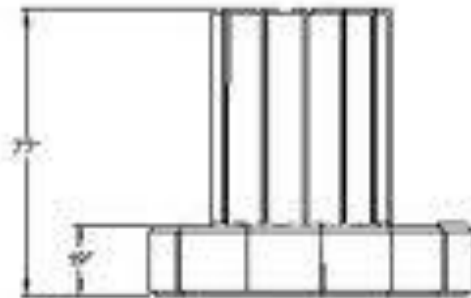
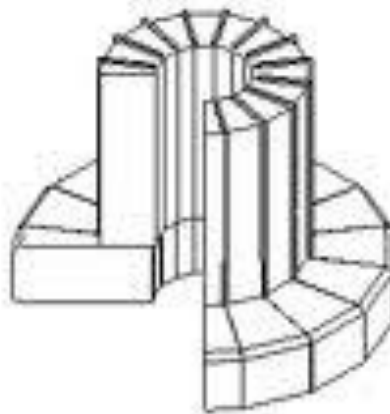
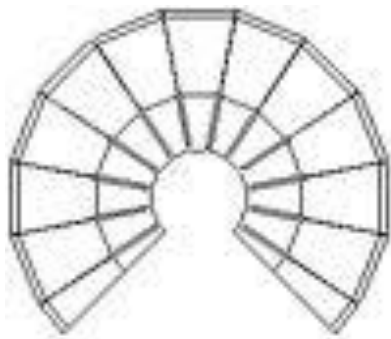
1570-80; < Neo-Latin *ubiquitās*, equivalent to Latin *ubīqu* (*e*) everywhere + *-itās* -ity

What hath
God
wrought?



Source: Cisco IBSG, April 2011

We shape our
tools and
thereafter our
tools shape
us.



Mobility
3-D Printing
Augmented Reality
Big Data
Robosourcing
Sensing
Geospatial

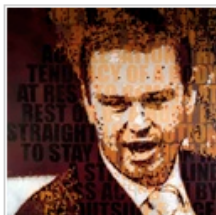


Unexpected
new solutions
to old public
policy
problems...



Profile as viewed by

You

public url: www.fitbit.com/user/23J2PN[View account settings >](#)**David B.**

Male • 45 • 175 cm

AU • Joined Oct 31, 2012

[Change profile pic](#)[Upload pictures](#)[View all pictures](#)

50% of 70,000 weekly steps

Overall

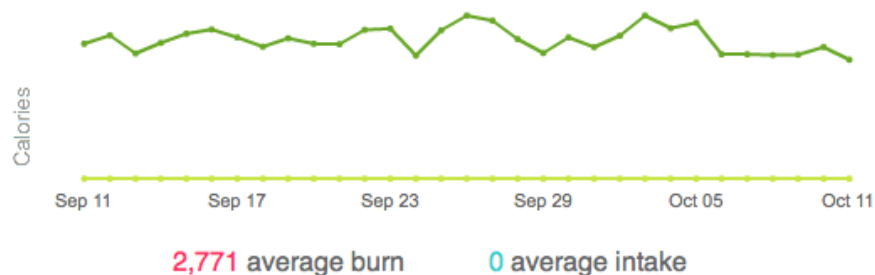
Food

Activities

Weight

Sleep

Journal

Last 30 Days30 day graph of ■ intake vs. ■ burn

Steps

Distance

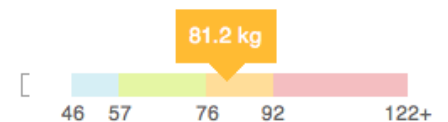
30 day graph

About Me

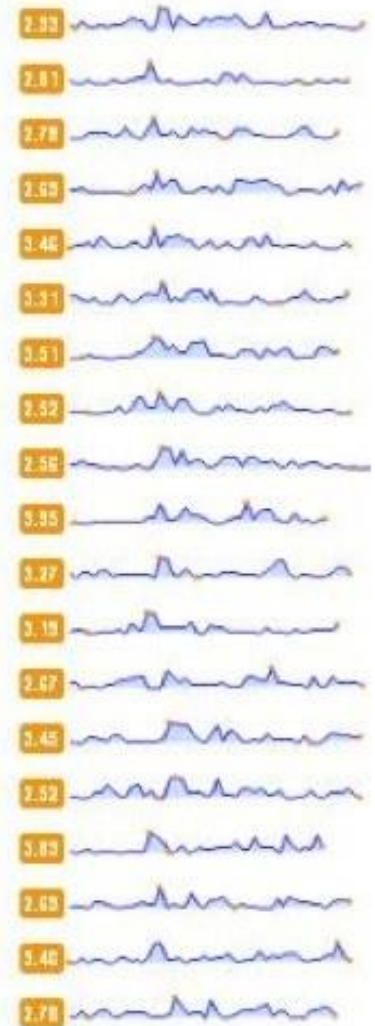
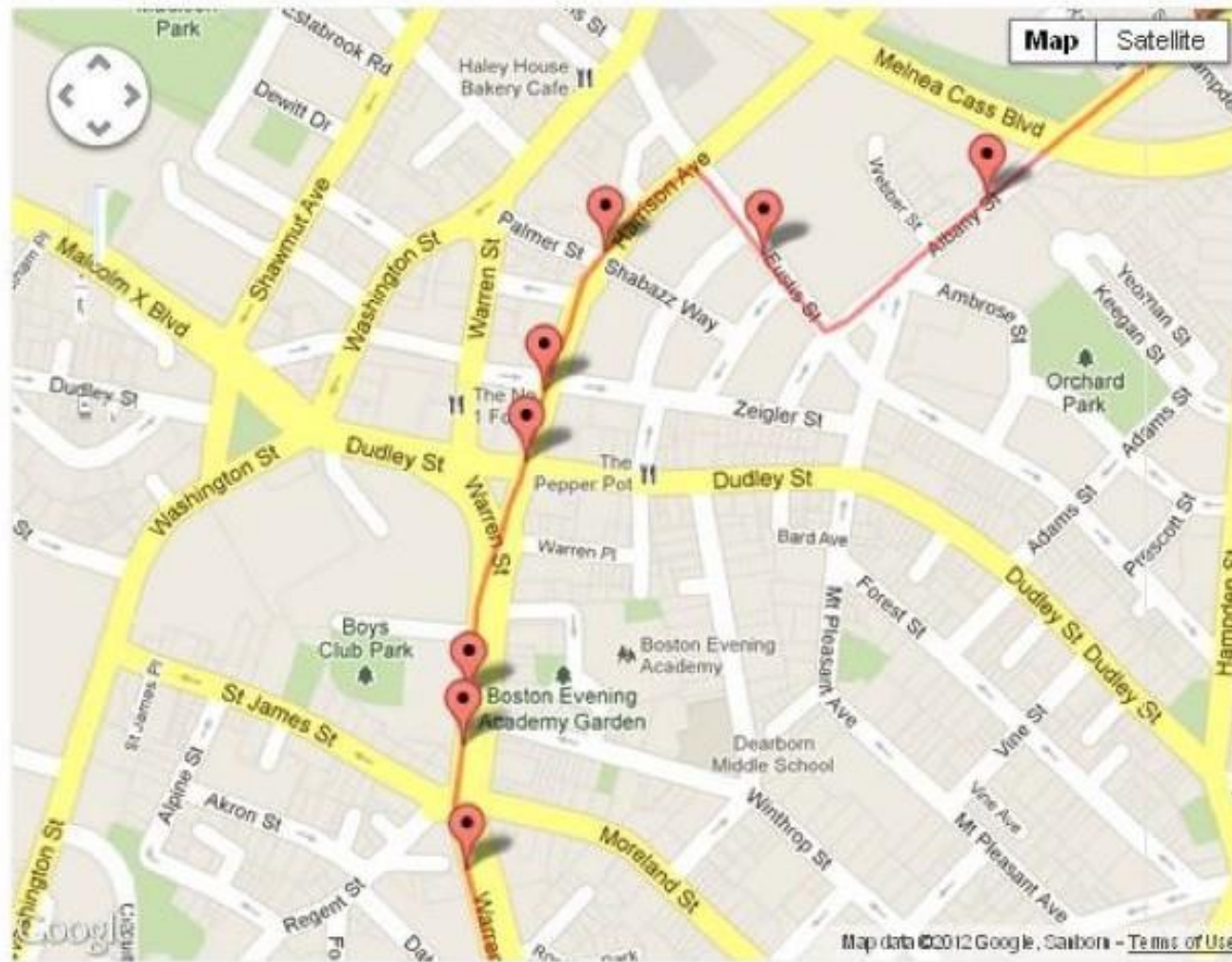
No description available.

My Body**Weight**

BMI

**My Achievements**

Bumps detected during trip



**Disruptive
new ways of
communicat-
ing with our
customers...**







Extra-
ordinary new
ways of
creating
wealth...

Every
business is
now a
software
business.

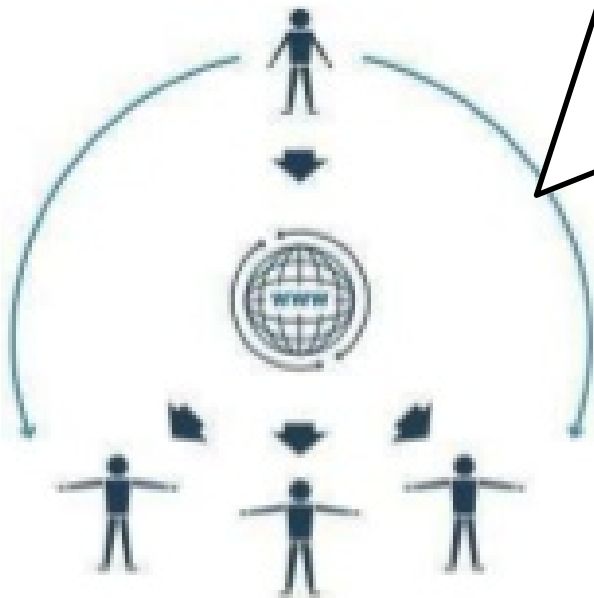
The connected economy...

Why is the
crowd
becoming more
powerful than
companies?

A short history of everything internet, in brief...

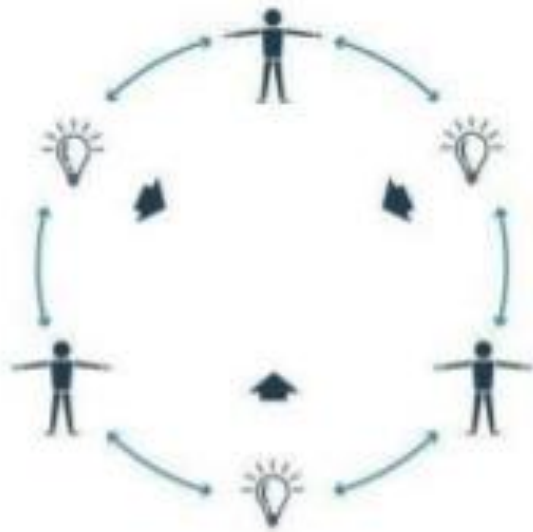
The First Era:
A few people
could publish
on the
internet.

Few of us can
publish, I talk, and
you listen.



The Second
Era: Anyone
can publish
using social
tools.

We can speak our
minds and listen to
trusted opinions.



**The Third Era:
Using
collaborative
tools people
share products.**


Using social sharing
sites I can easily
access products
and services.





But now, people can use technology
to do it at a scale without boundaries



A man in a grey suit and red tie is walking from left to right, pulling a black rolling suitcase. The background is a blurred airport or train station with glass railings and lights. The top of the image has a dark blue and purple abstract graphic with light streaks.

Imagine you're going on a business trip

And you can tap the crowd to get what you need—without buying from companies

[List Your Car](#)[Rent A Car](#)[How It Works](#)[Trust & Safety](#)[Support](#)[Login](#)[Sign Up](#)

LIST YOUR AWESOME CAR.

**FREE AIRPORT PARKING. FREE CARWASH.
FULLY INSURED.**

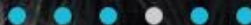
RENT A SWEET RIDE.

**SAVE UP TO 50%. FREE INSURANCE/GPS.
PICKUP AT TERMINAL. NO SHUTTLES.**

BE THE BOSS

TAKE A MEETING ON YOUR WAY TO THE MEETING

SIGN UP FOR UBER





Where are you going?

BROWSE ▾

SIGN UP

LOG IN

HELP ▾

LIST YOUR SPACE

Find a place to stay.

Rent from people in over 34,000 cities and 192 countries.

Where do you want to go?

Check in



Check out



1 Guest ▾

Search

Beautiful Villa on the Beach

Bali, Indonesia - \$181 A/N



Bring creativity to life

Curious how Kickstarter works?

[Learn more >](#)

Melissa's conceptual art project sent her on an Arctic expedition.

Staff Picks: Publishing

[See all 554 Publishing projects](#)[K Project of the Day](#)[▶ PLAY](#)

 **THE TEXAS TRIBUNE**
LIVESTREAMING

Livestreaming the 2014 Race for Governor

by Texas Tribune in Austin, TX

We livestreamed the Wendy Davis filibuster. Now we want to make unfiltered video the norm in politics – starting with the 2014 races.

65%
funded

\$39,521
pledged

11
days to go

Art
Comics
Dance
Design
Fashion
Film & Video
Food
Games
Music
Photography
[Publishing](#)
Technology
Theater





Ready to launch?

[Hire](#)[Work](#)

The #1 Resource for Small Business & Entrepreneurs

This Week [Search](#)

LIQUIDSPACE for ENTERPRISE

- ✓ Derive more utility from your existing real estate portfolio
- ✓ Support workplace mobility - on site and on the road
- ✓ Increase business agility and grow sustainably

[LEARN MORE >](#)[LEARN MORE ABOUT ENTERPRISE SOLUTIONS >](#)

The background of the entire page is a blurred photograph of a woman smiling while cooking in a kitchen. The text and form are overlaid on this image.

feastly

Login

AUTHENTIC FOOD WITH REAL PEOPLE

Find homemade meals prepared and served in a cook's home.

Get an invite to Feastly!

☐ I want to cook

Your Email Address

United States ▼

- select your city - ▼

Get an Invite



yerdle

Why shop when you can share?

Yerdle is a place where thousands of people give and get things for free. Get free credits just for joining, and spend them on anything you want on yerdle. Earn more credits by posting items that you're ready to give away.

Get yerdle in the App Store

(281) 330 8004

Text me a link



Stefan Henß

Germany



Alexander Larko

Russia



Wayne Zhang

Hong Kong

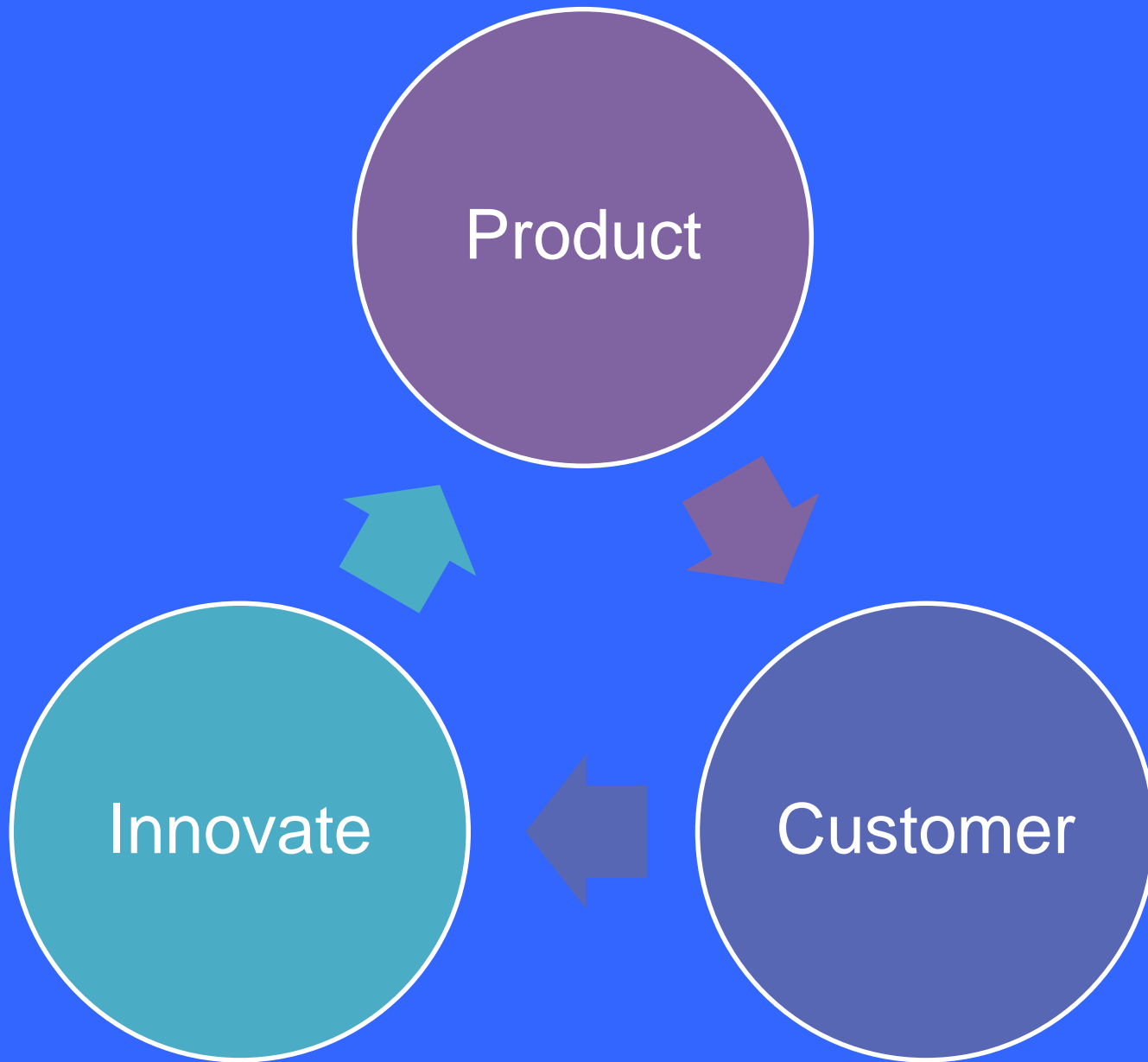
Connect with the world's top data scientists.

[Learn more](#)or **compete as a data scientist** »

All you need is data and a question.
Our data scientists will provide the
answer.

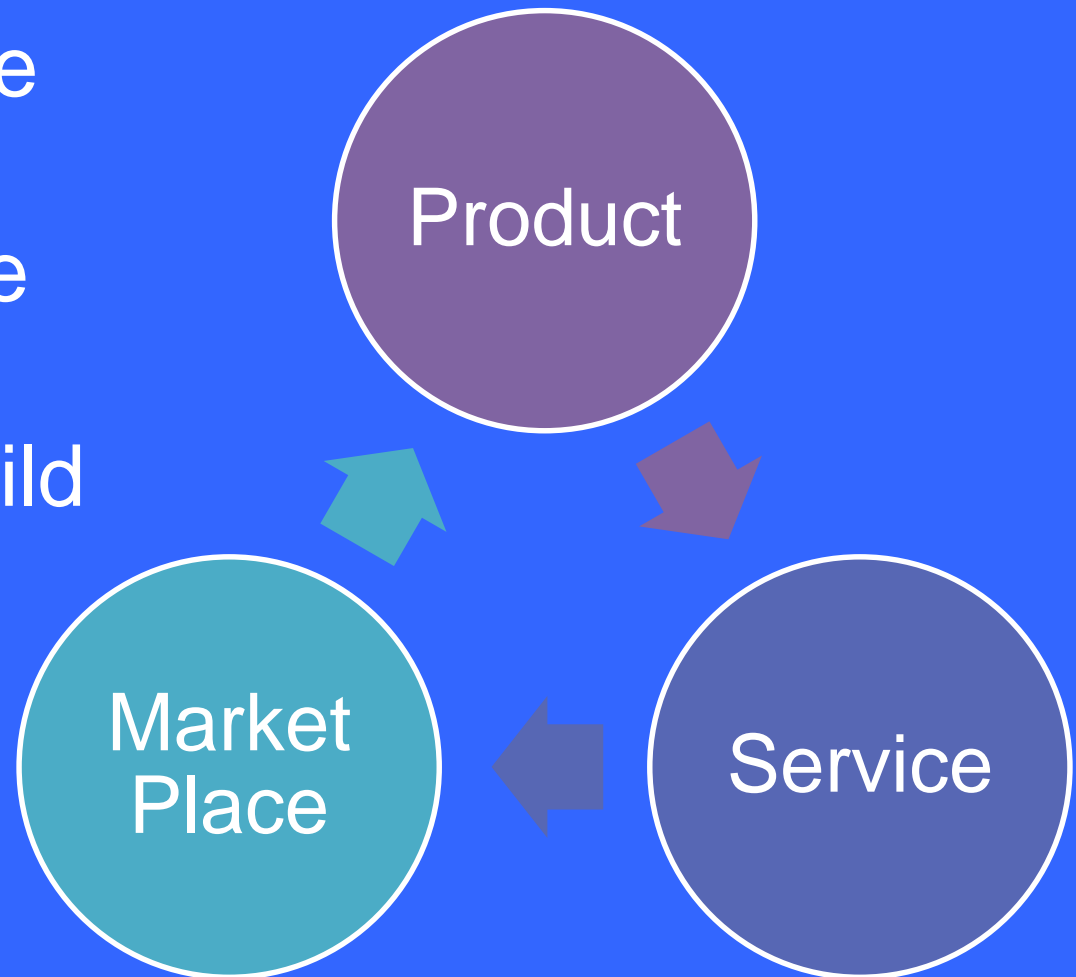
"Efficient, fast, straight to the point.
Minimal back & forth required."
—Patrick Meier, iRevolution

What does
all this mean
for your
business?



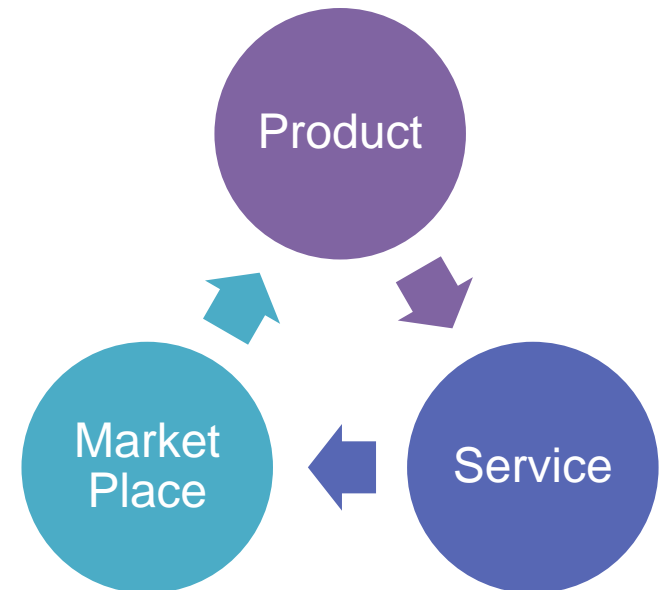
The key is to change the way we think:

- Products become services.
- Services become marketplaces.
- Marketplaces build your products.



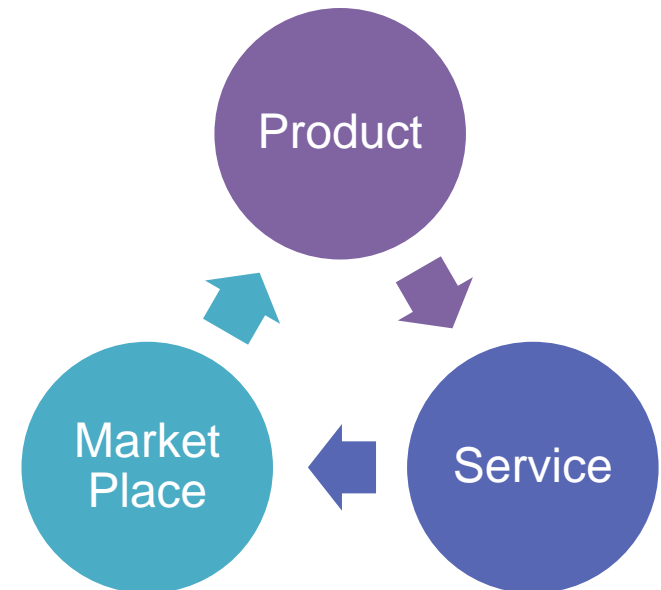
**A GREAT
SHAVE FOR
A FEW BUCKS A MONTH**

DO IT



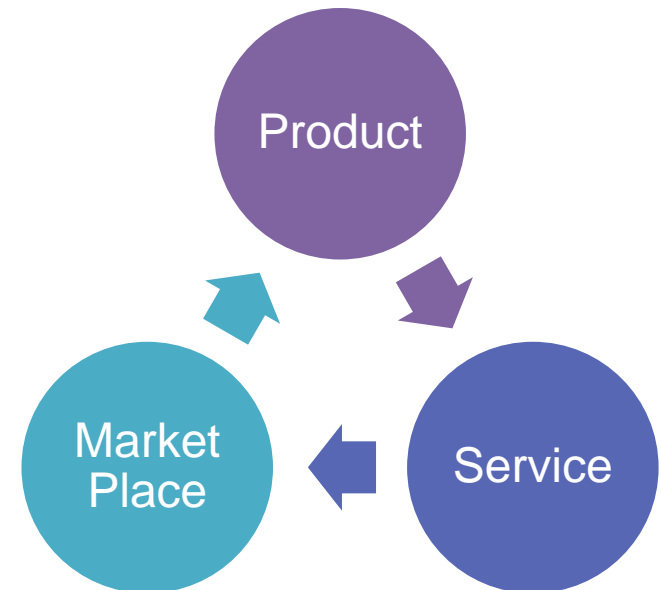


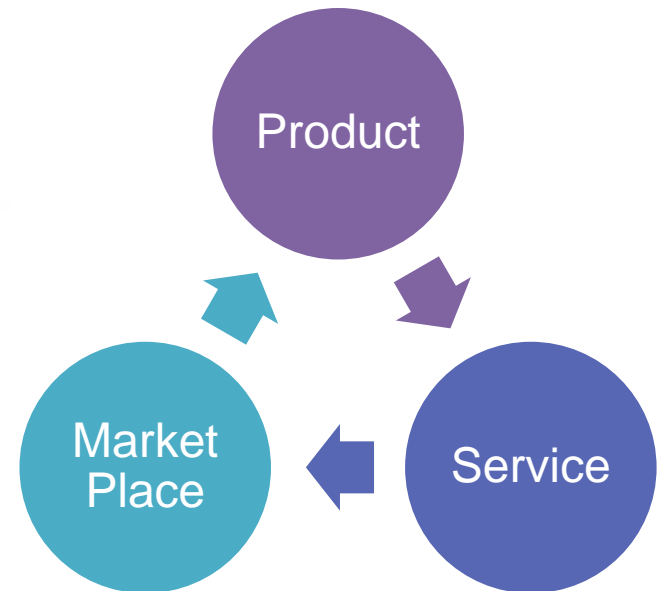
Travel like a human.





JUST DO IT.





www.decodefuture.com

