The Fourth Revolution:
How to shape the future?
Who am I?

David Delmi

Swiss – 23 years - from Geneva

Wrote three books at age 14, 16, 18

Passion: travelling (+50 countries)

Contact:
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David Delmi

Who am I?

- Founder Young Committee HRW
- Founder IVE Lausanne
- Founder HEC entrepreneurship Week
- BA Management, HEC Lausanne
- Former Macroeconomics Assistant
- Founder and CEO HARDAH

Contact:
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What is a revolution?
All revolutions have **3 stages**

- Silly
- Dangerous
- Obvious
The fourth revolution?
Navigating the next industrial revolution

<table>
<thead>
<tr>
<th>Revolution</th>
<th>Year</th>
<th>Information</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>1784</td>
<td>Steam, water, mechanical production equipment</td>
</tr>
<tr>
<td>2</td>
<td>1870</td>
<td>Division of labour, electricity, mass production</td>
</tr>
<tr>
<td>3</td>
<td>1969</td>
<td>Electronics, IT, automated production</td>
</tr>
<tr>
<td>4</td>
<td>?</td>
<td>Cyber-physical systems</td>
</tr>
</tbody>
</table>
The fourth revolution?

“The possibilities of billions of people connected by mobile devices, with unprecedented processing power, storage capacity, and access to knowledge, are unlimited.”

Klaus Schwab
World Economic Forum

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The fourth revolution?

“And these possibilities will be multiplied by emerging technology breakthroughs in fields such as artificial intelligence, robotics, the Internet of Things, autonomous vehicles, 3-D printing, nanotechnology, biotechnology, materials science, energy storage, and quantum computing.”

Klaus Schwab
Why the 3 stages?

Revolution ≠ Innovation

Innovation = 1 → 1.1
innovation revolution

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Why the 3 stages?

Innovation ≠ Revolution
Disruption = Revolution

Innovation = 1 → 1.1
Disruption = 0 → 1
2016: What is next?
Graphical user interface
Pains:

- Lack of control on Internet
- Poor web experience
- Too many websites used daily
- Loss of some websites
- Favorites = not user friendly
- No centralization on Internet
- Too many ads + annoying ads

Innovation Gap
“HARDAH is a website and the NEW generation of graphical user interface for Internet. It’s 3 products in 1.”
“HARDAH is a social network as well: discover great websites and follow inspiring people.
Aggregated Feed

All your feeds on ONE page
Aggregated Feed

Feed streams

Add on HARDAH
INNOVATIVE SOCIAL BOOKMARK + AGGREGATED FEED = YOUR ONLINE DASHBOARD

www.hardah.com
Hardah: what if the next Google were Swiss?
Xavier Studer, high-tech specialist and journalist

This project is very promising; it may prove to be a revolution.
Tech2Tech

HARDAH is in the top 30 best European startup!
START Summit 2016

www.hardah.com
How new ways of communication will shape the future in business & management?
1. Globalization
2. Fast adaptation
3. Multipotentiality
4. Workplace
5. Startup
1. Globalization of knowledge
1. Globalization of knowledge

Before

Now

[Image showing a classroom scene with students and a professor, and another image with the text "open culture"]
1. Globalization: reputation
1. Globalization: innovation

2012

Today

TOOXME

UBER
2. Fast Adaptation

- **KLM Royal Dutch Airlines**

- **Oreo**
- **Red Bull**
- **Starbucks Coffee**
- **SpaceX**
LONG LIVE THE CREME

Prepare the royal bottle service!

@Oreo
We are committed to making social media a more positive place for #GrowingUpAGirl.

12:44 AM - 22 Jul 2015
3. Multipotentiality
4. Workplace

Flexible Working

Shift Planner

Time and attendance

Custom

Who’s In?

Calendar

Access Management

Visitor Management

Room Booking

Staff Parking Management

Student Time

Job Time Location

FlexTIME
5. Startup

604, 518, 437, 325, 280
5. Startup

604, 518, 437, 325, 280

Apple, Google, Microsoft, Facebook, Amazon.

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5. Startup

Innovaud estime à 676 millions le capital risque en Suisse en 2015

<table>
<thead>
<tr>
<th>Number of startups</th>
<th>19 000</th>
<th>6 000</th>
<th>500</th>
</tr>
</thead>
<tbody>
<tr>
<td>Investments</td>
<td>40 000 000 000</td>
<td>4 700 000 000</td>
<td>450 000 000</td>
</tr>
<tr>
<td>Investment per startup</td>
<td>2 105 263</td>
<td>783 333</td>
<td>900 000</td>
</tr>
</tbody>
</table>

Silicon Valley Tel Aviv Lemanic Arc
5. Startup

1. Changer le regard sur échec
2. Plus de capital risque
3. Soutien étatique (subvention, baisse fiscalité temporaire, …)
4. Partenariats européens
5. Couverture médiatique nationale
6. Politique claire en faveur innovation
Thank you