Constantly Connected

The Role of Humans in the Digital Revolution

@rahafharfoush

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How are you there?

Roman
I'm OK. A little down.

Roman
I hope you aren't doing anything interesting without me?

A lot is happening. Life is going on, but we miss you.

Roman
I miss you too.

Roman
I guess this is what we call love.

THREAD

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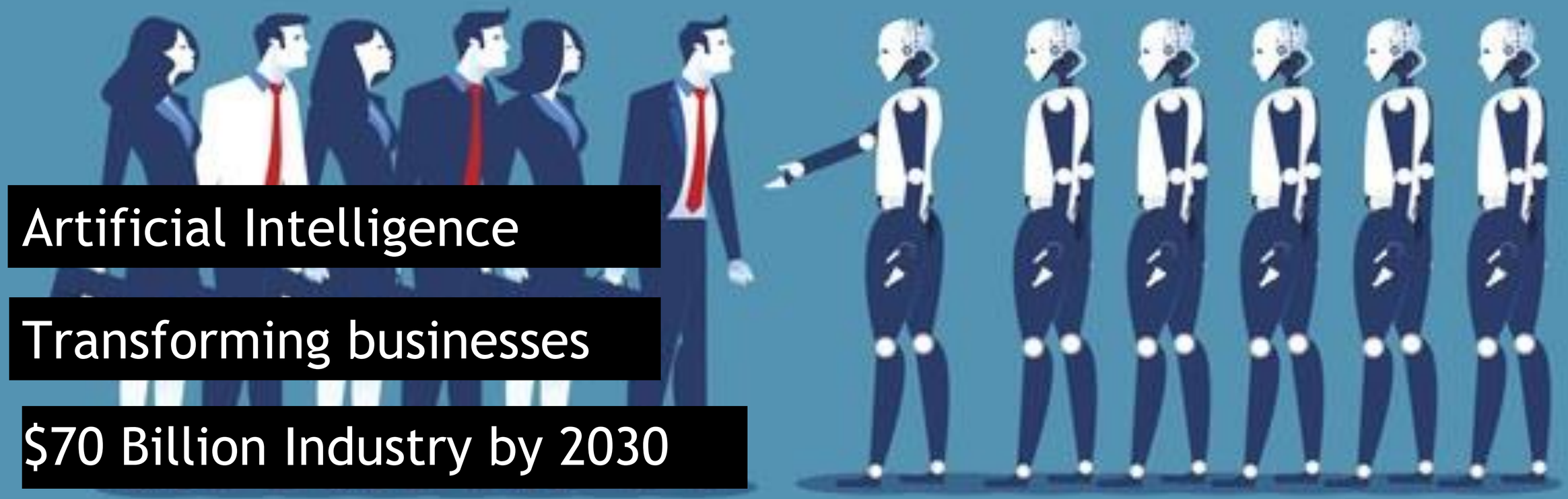
Tool Centric Discussions



Artificial Intelligence

Transforming businesses

$70 Billion Industry by 2030

Impact the way we work and live

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AI in Healthcare

Patient-Facing

AI Chatbots
buoy, Your.MD, medwhat, GYANT, Dr.AI

Wearables & Devices
physiQ, QARDIO, sano, QUANTTUS, kiwi.ai, BIOSERENITY, Jodytrak, DietSensor, Magnea, kinsa, SCANADU, aira, AliveCor, 19 Labs, CliniCloud

Personalized Genetics
iCarbonX, rthm, CG, DAY TWO, Positive, LIFENOME, MEDICUS, 23andMe, VITAGENE, Arivale, habit, Suggestic, VIOME

Mental Health
Woebot, TOUCHKIN, BIOBEATS, Ginger.io, NeuroLex, AURA, koko

Women's Health
CYRCADIA HEALTH, bloomlife, celmatix, flutter, eva, Clue, elyse, Natural Cycles

Skin
SkinVision, skinIO, skin analytics, SCANZ, skin, DOCTOR HAZEL, FIRST DERM

Telehealth

Telemedicine
ada, SENSELY, how are you feeling today?, babylon, anamnèse, Remedy, pager, spruce

Lifestyle Management
AiCure, MedAware, ovia health, next IT, Catalia Health, Healthcare lucina, Health Next Gen, Doctella, NarrativeDx, cardiogram, Wellframe, Welltok, CareAngel

Disease Management
prognos, INFOBIONIC, HealthReveal, HEALTH FIDELITY, DIABNEXT, SENTRIAN, FLASHBACK TECHNOLOGIES, TEMPUS, dreamed, Healint, WIKAYA, RxPREDICT, BELONG

Research

Drug Discovery
Mind the Byte, DATAVANT, QUANTITATIVE MEDICINE, Standigm, ENVISAGENICS, BERG, RECURSION, BenevolentAI, Athelas, Exscientia, NuMedii, healx, transcriptic, Numerate, twoXAR, Atomwise, Better medicines faster., CloudPharmaceuticals, Globavir

Information & Clinical Trials
trials.ai, PathAI, BenchSci, CYCLICA, Mendel.ai, rativ, peptone, Brite Health, iPLEXUS, antidote, Plex Research, nference, RESULTCARE

Genetic Research
MolecularMatch, Blueprint Genetics, VERGE GENOMICS, NURITAS, diploid, HUMAN LONGEVITY, INC., SOPHIA GENETICS, freenome, FDNA, PATHWAY GENOMICS, deep genomics, DESKTOPGENETICS

Doctor-Facing

Medical Records
APIXIO, AUGMEDIX, clinithink, MODERNIZING MEDICINE, saykara, nimblr, emr.ai, WellSheet, hCue, patientory, SANSORO HEALTH, PROTENUS, BloomAPI

Data Analytics
ZEPHYR HEALTH, burstIQ, MD.ai, Infermedica, CLOUDMEDX, jvion, CareSkore, flatiron, ROAM, Hindsait, Oncora MEDICAL, GRAIL, MEDALOGIX, ensodata, pulseData, healthcare.ai, Ken Sci, COMBINOSTICS, impacthealth, LYTICS

Medical Imaging
VIZ, AMARA HEALTH ANALYTICS, enlitic, zebra MEDICAL VISION, 推想科技 infervision, CureMetrix, BAYLABS, VUNO, ADVENIO, koios, BUTTERFLY Network, Inc., SIGTUPLE, Behold.ai, imagia, ARTERYS, Mindshare MEDICAL, aidence, aidoc, IMAGEN, Lunit, Cardiologs, Genetesis, HubMedX, DIA, SemanticMD, Blackford analysis

Hospital
FORWARD, Qventus, MedyMatch, gauss, orgo.ai, MEDASENSE, P3d, AURIS, VERB SURGICAL, Qualaris

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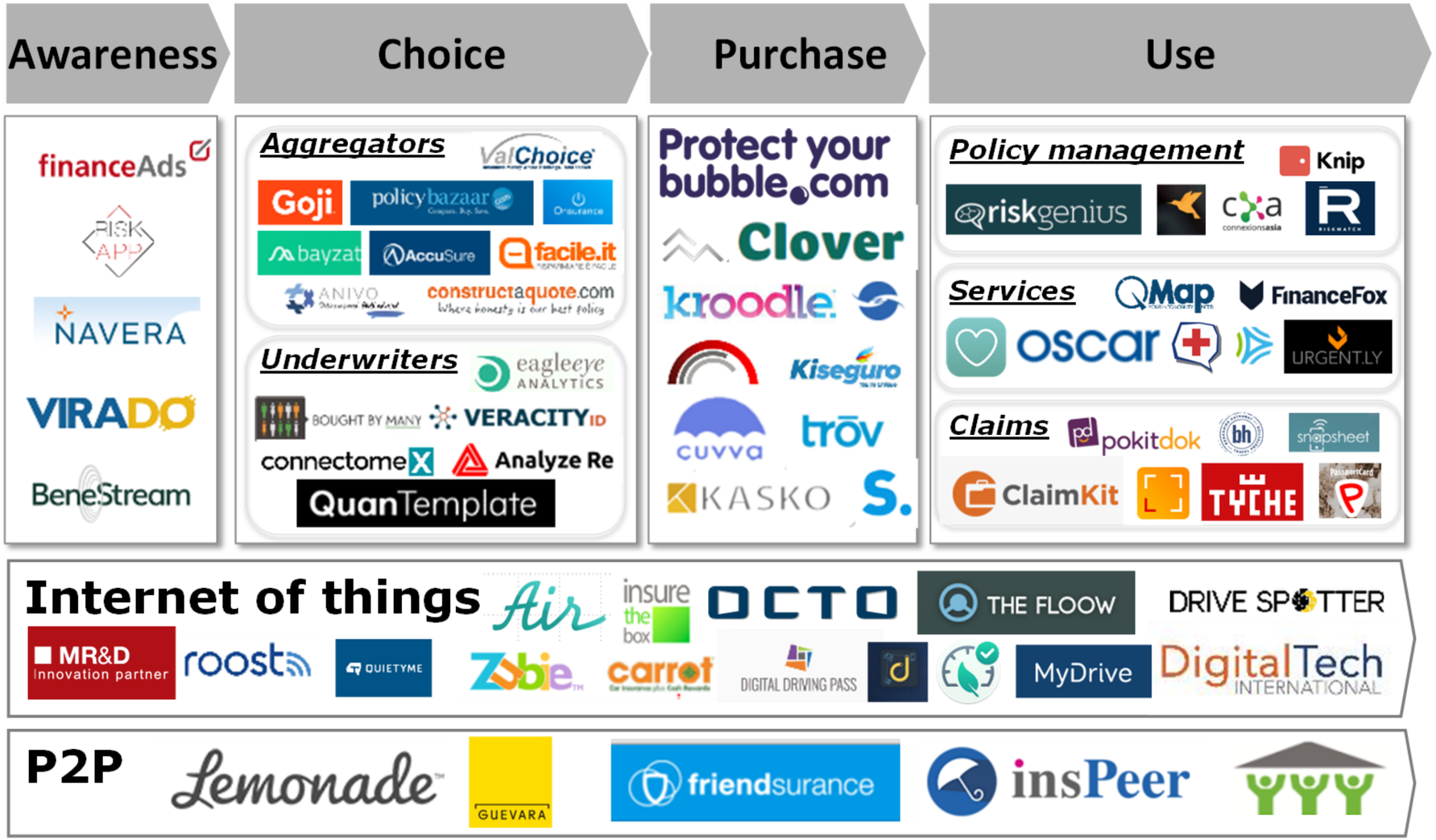

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www.cbinsights.com

https://www.economist.com/special-report/2018/03/31/how-ai-is-spreading-throughout-the-supply-chain

250 FINTECH COMPANIES TRANSFORMING FINANCIAL SERVICES

WALLETS & MONEY TRANSFER

蚂蚁金服 · one97 · KakaoPay · TransferWise · Revolut · worldremit · CIRCLE · MobiKwik · LevelUp · Toss · Mynt · paga · BitPesa · momo · currencyfair · ZOONA · coins.ph

PROCESSING & PAYMENTS INFRASTRUCTURE

stripe · 拉卡拉 · adyen · Klarna · iZettle · SIGNIFYD · YAPSTONE · Ebury · Payoneer · ZOOZ · flywire · MARQETA · Currencycloud · ty · iyzico · ASSEMBLY · GOCARDLESS · ezetap · PayNearMe · veem · YOCO · paystack · PING++ · rdp · AIRWALLEX · QFPAY

CAPITAL MARKETS & TRADING

Quantopian · TRUMID · DAQ · KENSHO · Credit Benchmark · alphasense · xignite · iex · riskalyze · STREET CONTEXT · eShares · CAPTABLE.IO · ALGOMI · 55 · easynvest · NUMERAI · NYSHEX · Neighborly · Reorg Research · ARTIVEST

CROWDFUNDING

KICKSTARTER · INDIEGOGO · CircleUp · crowdcube · AngelList · 轻松筹 · SEEDRS · gofundme

REAL ESTATE INVESTING

POINT · CADRE · REALTYSHARES · roofstock · PeerStreet · Property Partner

BLOCKCHAIN

ripple · Digital Asset · Chain · JU 矩阵金融 JUZHEN.IO · AXONI · Blockstream · factom · coinbase · bitFlyer · brave · xapo · Polychain Capital · BLOCKSTACK

WEALTH MANAGEMENT

Oraisin. · GuiaBolso · PERSONAL CAPITAL · Betterment · nutmeg · wealthfront · THEO · Wealthsimple · WEALTHNAVI · FOLIO · ADDEPAR · 富途證券 · robinhood · acorns · 老虎證券 TIGER BROKERS · STASH · Ellevest · moneyfarm · Guideline

PERSONAL FINANCE & MOBILE BANKING

digit · nerdwallet · claritymoney · clearTax · 51信用卡 · tink · 随手记 · CAPITAL · Even · Moneytree · PROPEL · monzo · tally · Atom · N26 · bank

FINANCIAL SERVICES & INFRASTRUCTURE

cross river · Cloud9 · SYMPHONY · solarisBank · DEPOSIT SOLUTIONS · figo · Quovo · PLAID · openfin · Kasisto · TRADEIT

REGULATORY & COMPLIANCE

EverCompliant · OpenGamma · Perfios · Digital Reasoning · token · verato · SOCURE · Trulioo · fenergo: · DROiT · ComplyAdvantage · Merlon Intelligence · ComplyAdvantage

GENERAL LENDING & MARKETPLACES

LU.com · JD.COM 京东 · WeLab · Paytm payments bank · LendUp · TrueAccord · 融360 · indifi · Kreditech · auxmoney · Orchard · OPORTUN · finrise

PERSONAL & CONSUMER LENDING

Affirm · activehours · upgrade · SoFi · 用钱宝 · 微贷网 · creditas · 趣分期 · earnest · GreenSky · 分期乐 · Financeit · 买单侠 · AUTOGRAVITY · zopa · smava · 拍拍贷 ppdai.com · SocietyOne · zest

BUSINESS LENDING

Kabbage · Funding Circle · 点融网 Dianrong.com · BlueVine · behalf · FUNDBOX · marketinvoice · C2FO · prospa · LENDINGKART · funding societies · CAPITAL FLOAT · 元宝铺 · 农分期

MORTGAGE LENDING

lendinvest · LendingHome · habito · ROOSTIFY · better MORTGAGE · blend · 大道金服

CREDIT SCORE & ANALYTICS

credit karma · Wecash闪银奇异 · zest finance · TALA · Juvo · ICE KREDIT · bonify · PEERIQ · nav · branch · CreditMantri

MERCHANT SERVICES

silverfin · avidxchange · TRADESHIFT · billtrust · SirionLabs · wave · freee · Avalara · VATBOX · canopy · zuora · FinancialForce · kyriba · travelbank · ZEITGOLD. · PARAŞÜT · Magento

INSURANCE

众安保险 · oscar · Clover · bright HEALTH · trov · Metromile · BIMA · Lemonade · 宜信博诚保险服务 · 大特保 · next · simplesurance · CYENCE · Ladder · EMBROKER · 小雨伞 · WorldCover · Namely · bob · GUSTO

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source topbots via @mikequindazzi

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DOMINO'S HAS A RIDICULOUS TECH SOLUTION FOR THE BIGGEST PROBLEM WITH PEPPERONI PIZZA

By JAMES CHRISMAN
Published On 11/10/2017
@james_chrisman2

COLE SALADINO/THRILLIST

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How else is tech influencing us?

Changes to processes, workflows, pipelines

Tech is weaving itself into the social fabric of our lives.

Revealing truths about who we are and what we want

Unprecedented technological intimacy.

What this means for the world that we are co-creating

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Image Courtesy of Shutterstock

TECH · ARTIFICIAL INTELLIGENCE

Tech CEOs Declare This the Era of Artificial Intelligence

Google CEO Sundar Pichai. Photograph by Justin Sullivan Getty Images

By REUTERS June 3, 2016

Stories From Ideal Media

1, 2, 3, 4, Trump Declares A Trade War!
whotrades.com

More Valuable Company: Twitter Or Snapchat?
whotrades.com

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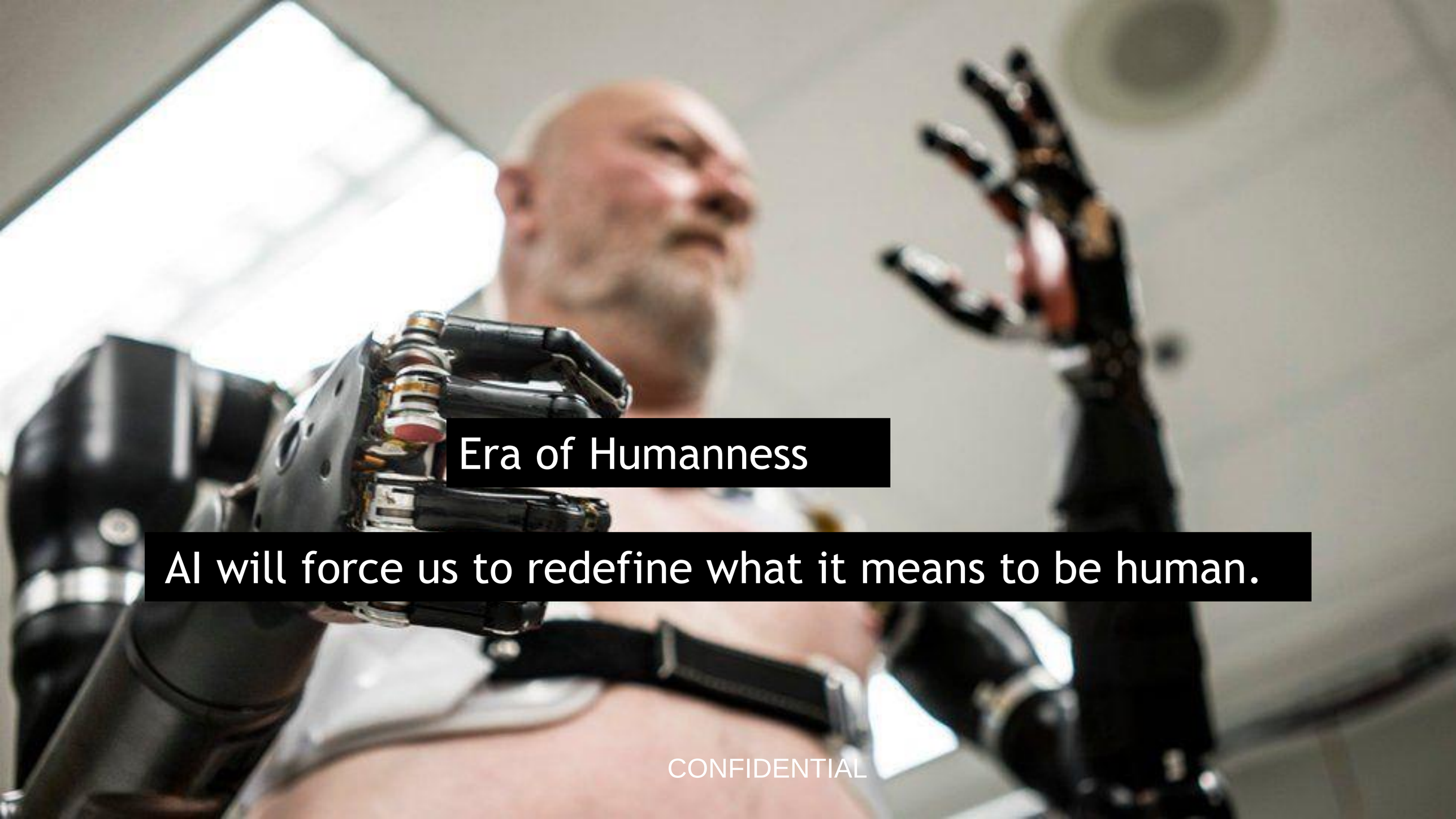

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5 Themes:

How technology is shaping us

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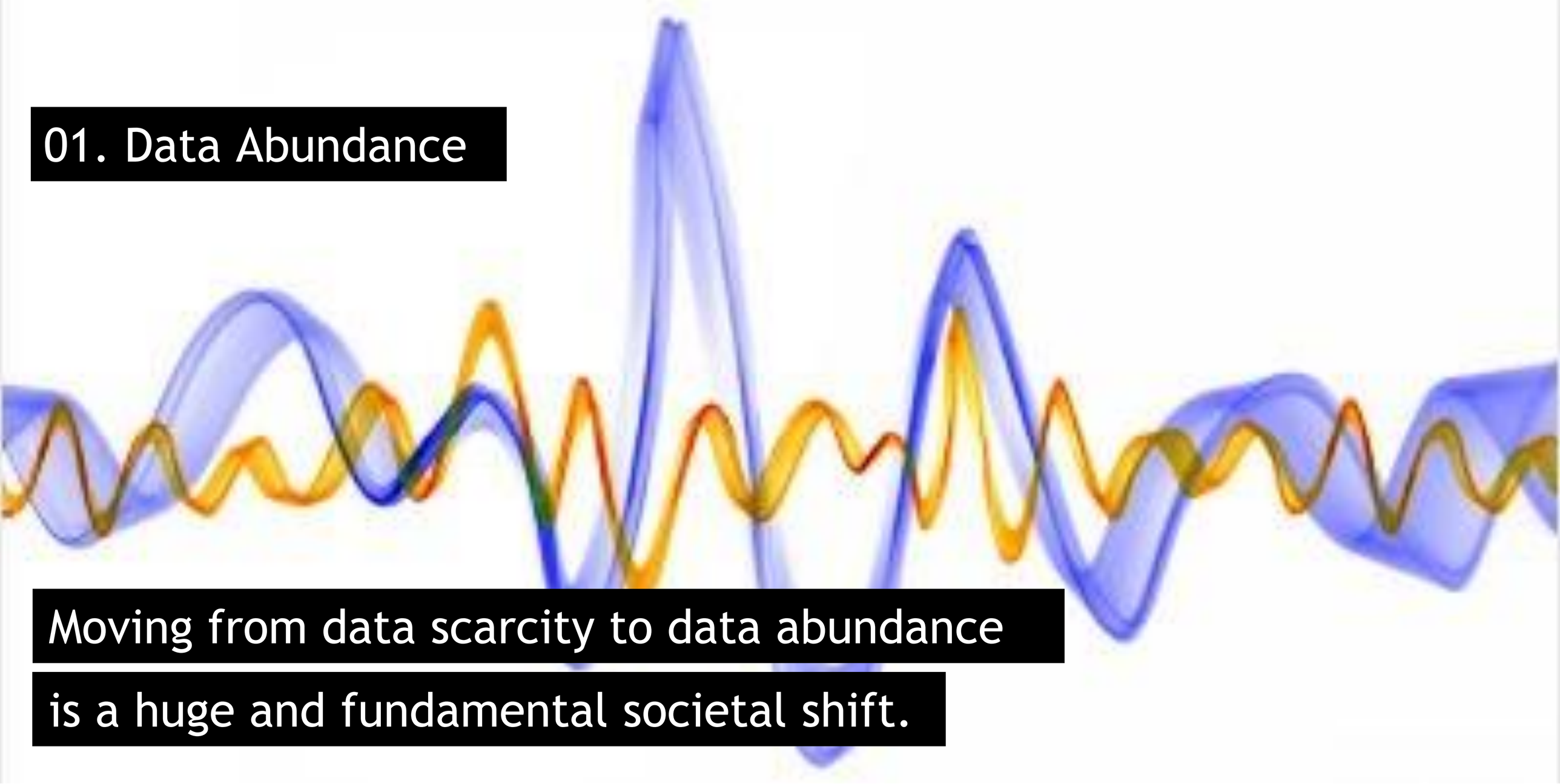
Image Courtesy of Shutterstock

01. Data Abundance



Moving from data scarcity to data abundance is a huge and fundamental societal shift.

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Image Courtesy of Shutterstock

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91% Employees Disregard Information w/o fully reading

62% Say Quality of Work Suffers

52% Feel Demoralized or at “breaking point”

Our Evolving Relationship **with** Information Consumption

Information ecosystem has moved from linear to infinite.

Cognitive Impact

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Image Courtesy of Shutterstock

Those that suffer from **LOW BATTERY ANXIETY** panic when their phone battery drops to 20 percent or lower and exhibit symptoms including:

Ordering something at a bar or restaurant just to use their power outlet

22%

Asking a total stranger to charge their smartphone

39%

Skipping the gym to charge their smartphone

33%

Arguing with a significant other or romantic interest because of unanswered calls or texts

23%

Secretly 'borrowing' someone else's charger

35%

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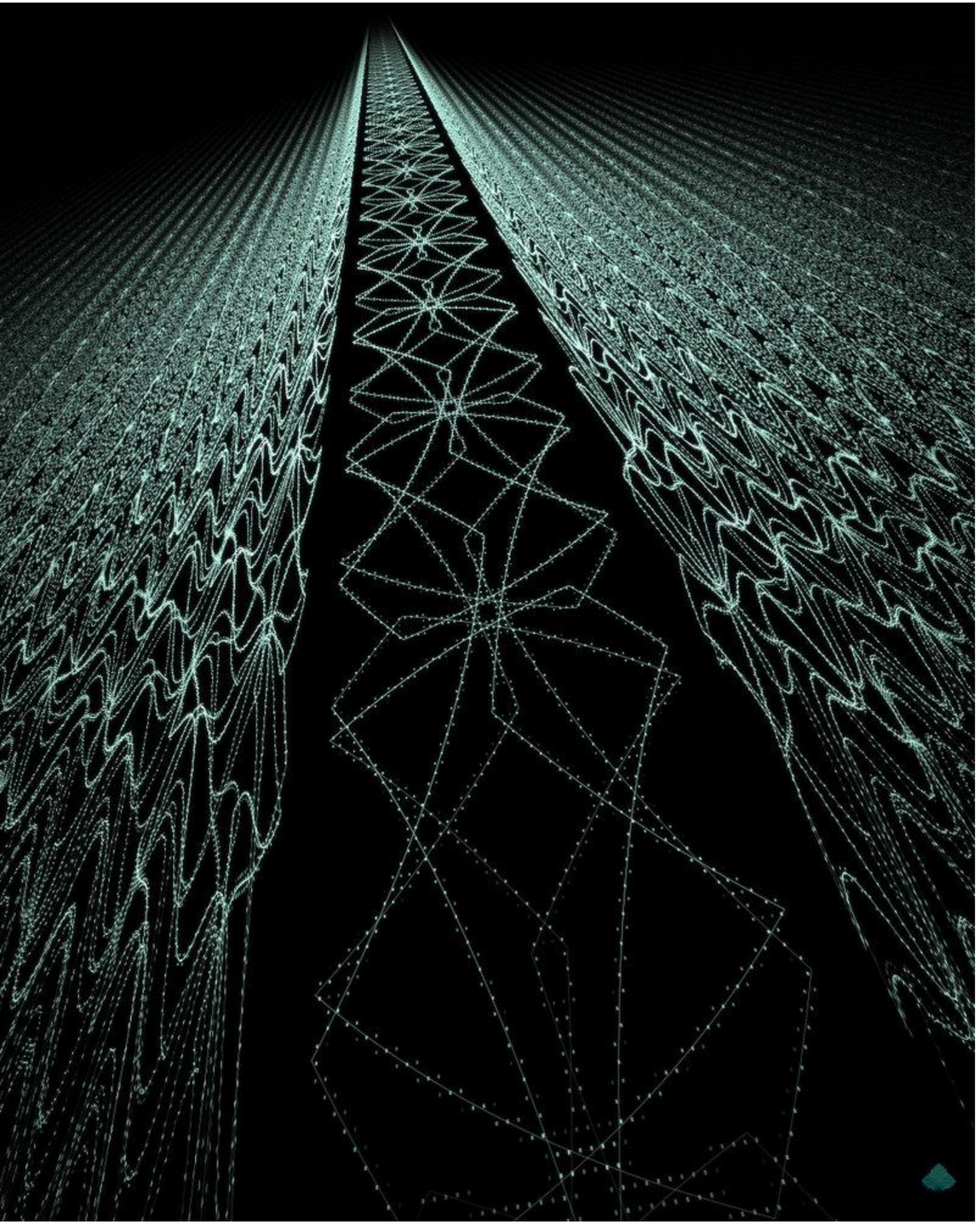

AI Cuts Through the Noise

Relief & Meaning

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Philosophical Shift

From knowing to learning.

Learning is Prioritized and Rewarded

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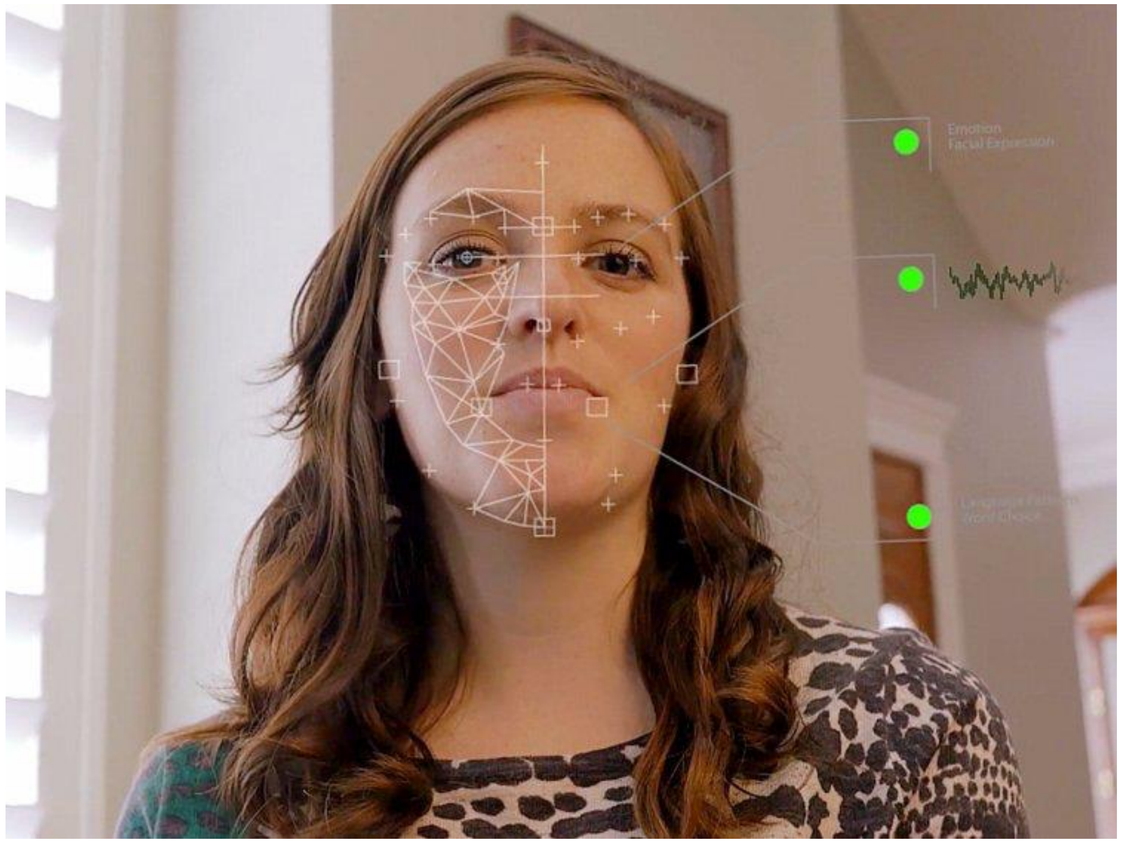
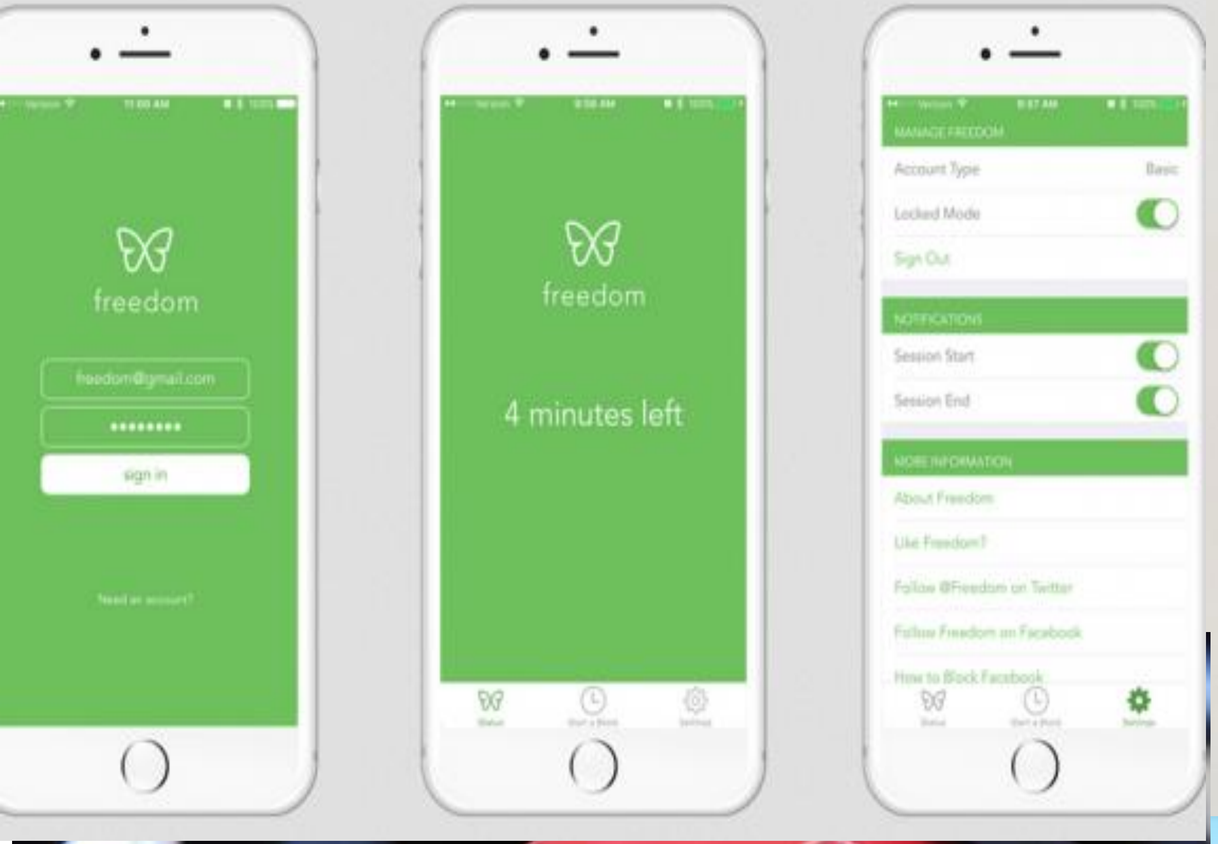
Making Better Informed Decisions



- 68 Countries, 15 languages, 250,000 applicants
- 30,000 applicants (up from 15,000) first 90 days
- Most diverse class, increase in universities represented.
- Candidate hire down to 4 weeks from 4 months
- Recruiters spent 75% less time reviewing applicants
- Acceptance Offers: 82% (64)

Signals for Recovery



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Q: How will we prioritize sense-making and recovery in our data strategy?

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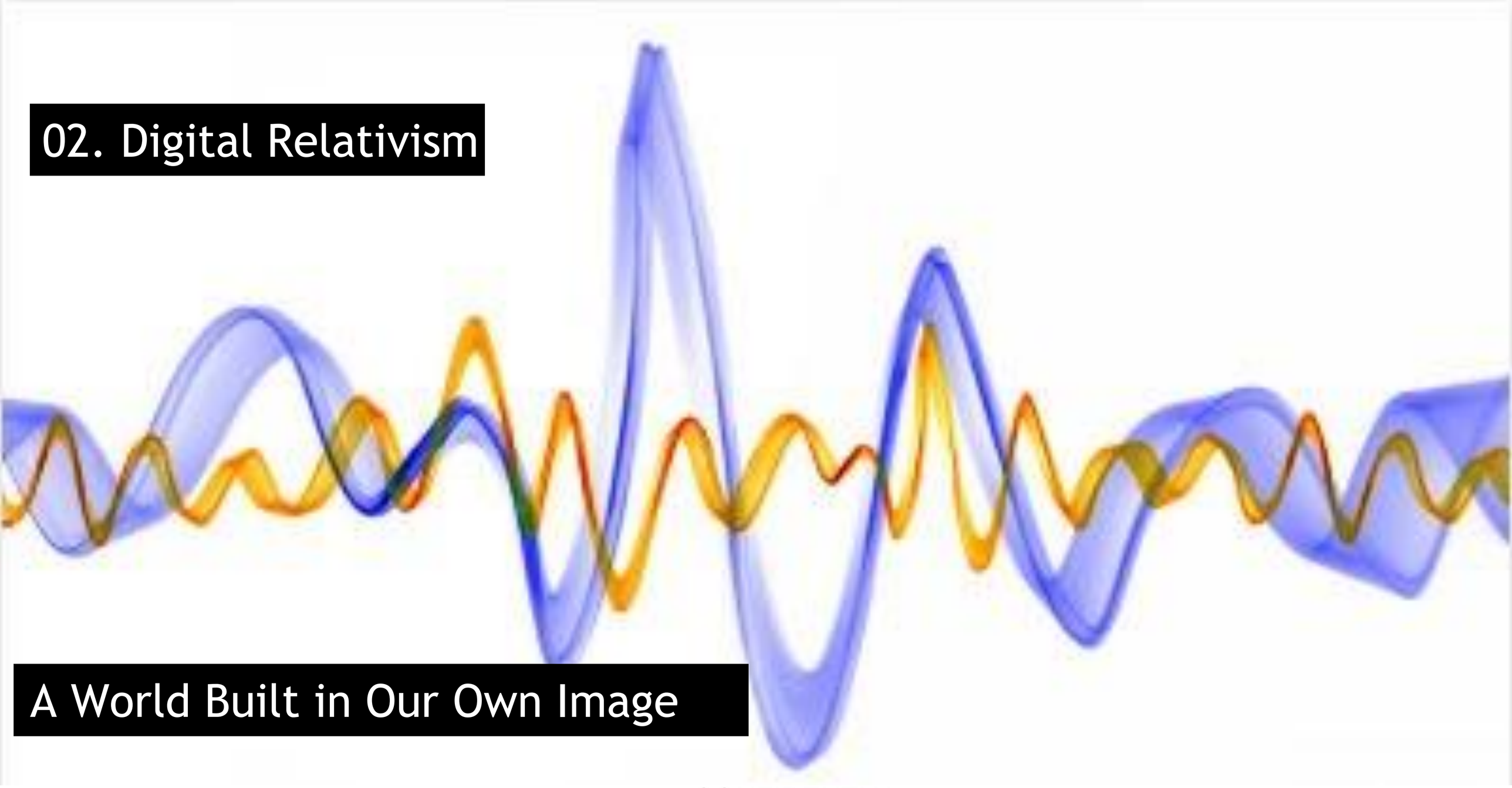
02. Digital Relativism



A World Built in Our Own Image

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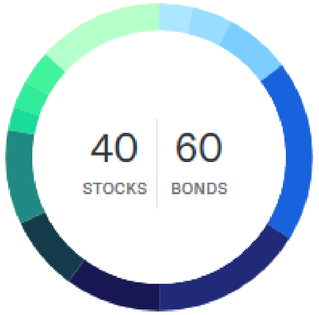
Our recommendations are based on your age and income

33
AGE

$85,000
ANNUAL INCOME

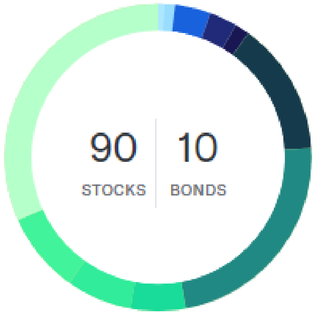


Safety Net

A Safety Net is a conservative portfolio. Using your pre-tax income, we've estimated a **target amount of $16,158**

Read more

Select this goal



Retirement

Based on your age and income we recommend you invest long-term with a **target of $2,472,451** for an **annual retirement income of $62,485**. This can be a regular investment account, or an IRA account.

Account Type

Regular (Taxable)

Read more

Select this goal

Betterment

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Normal
TO OPEN
YOUR EARS,
OPEN THE APP

6	9	$47
RECOMMENDATIONS	PILLS PER PACK	PER MONTH

Iron ›

18mg Iron

− 1 capsule + Suggested Dose $5/mo

Calcium Plus ›

999IU Vitamin D, ...

− 3 tablets + Suggested Dose $12/mo

Update pack

Checkout

Free shipping for packs over $20. Change/cancel anytime

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beam
smarter dental care

Dental PPO plans with a twist.

Save up to 15% on dental insurance premiums*
with the Beam Brush.

Get a quote

Watch the video

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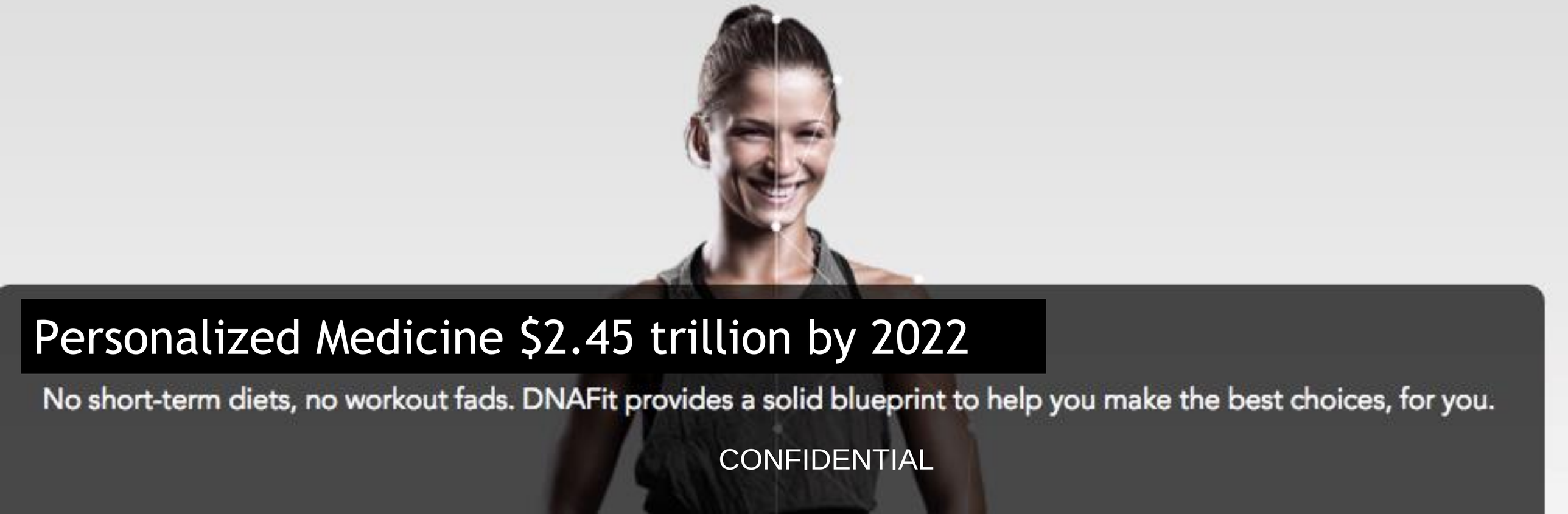
DNAfit

Let's talk about you.

Our groundbreaking DNA test will change the way you think about fitness and nutrition forever.



Personalized Medicine $2.45 trillion by 2022

No short-term diets, no workout fads. DNAFit provides a solid blueprint to help you make the best choices, for you.

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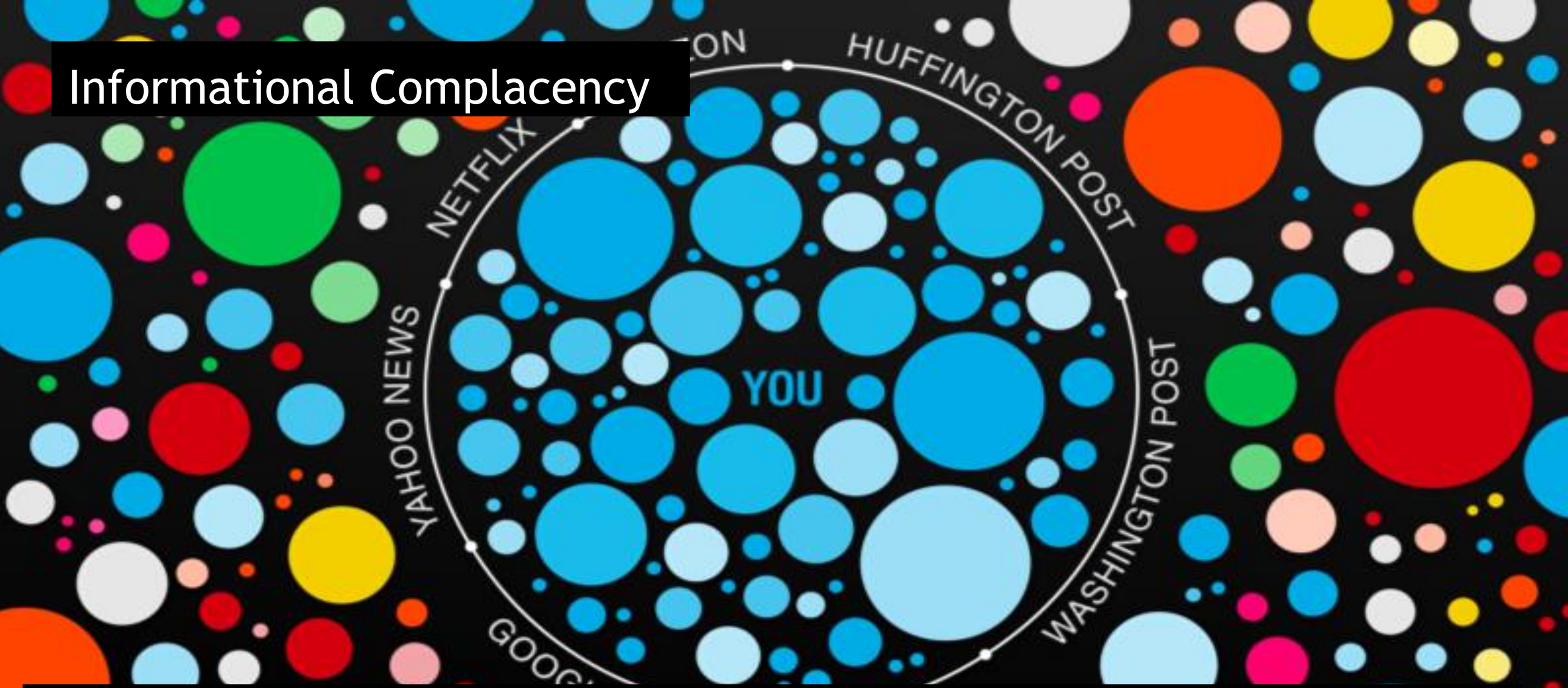
Informational Complacency



The expectation of personalized content is making objectivity redundant

https://backchannel.com/facebook-published-a-big-new-study-on-the-filter-bubble-here-s-what-it-says-ef31a292da95

Facts are being ignored in favor of technologies that provide a false sense of certainty disguised as truth.

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A balanced INFO diet

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Q: How can we leverage the benefits of personalization while cultivating objectivity into our daily lives?

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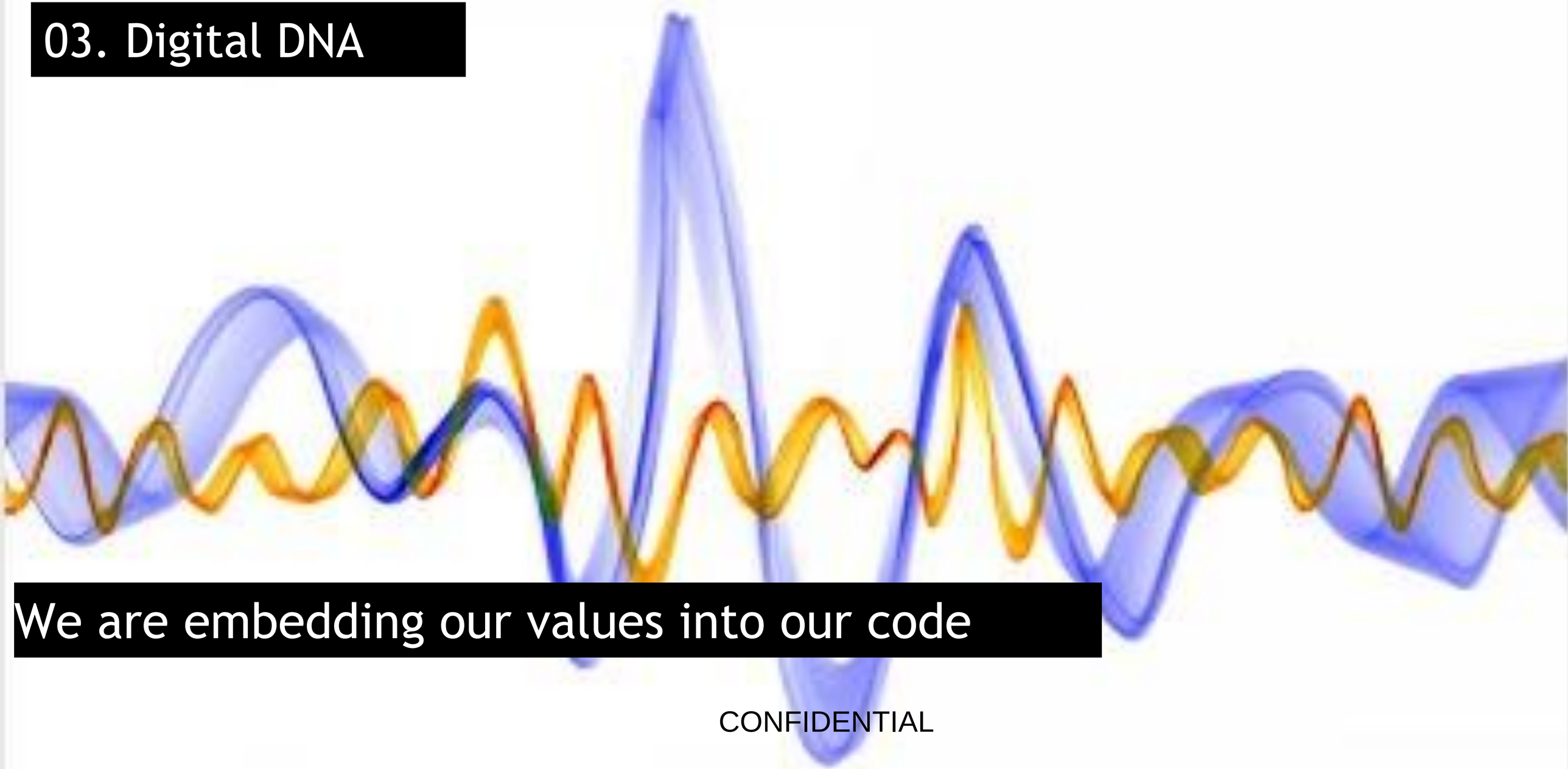
03. Digital DNA



We are embedding our values into our code

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An objective decision maker?

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AI picks up racial and gender biases when learning from what humans write

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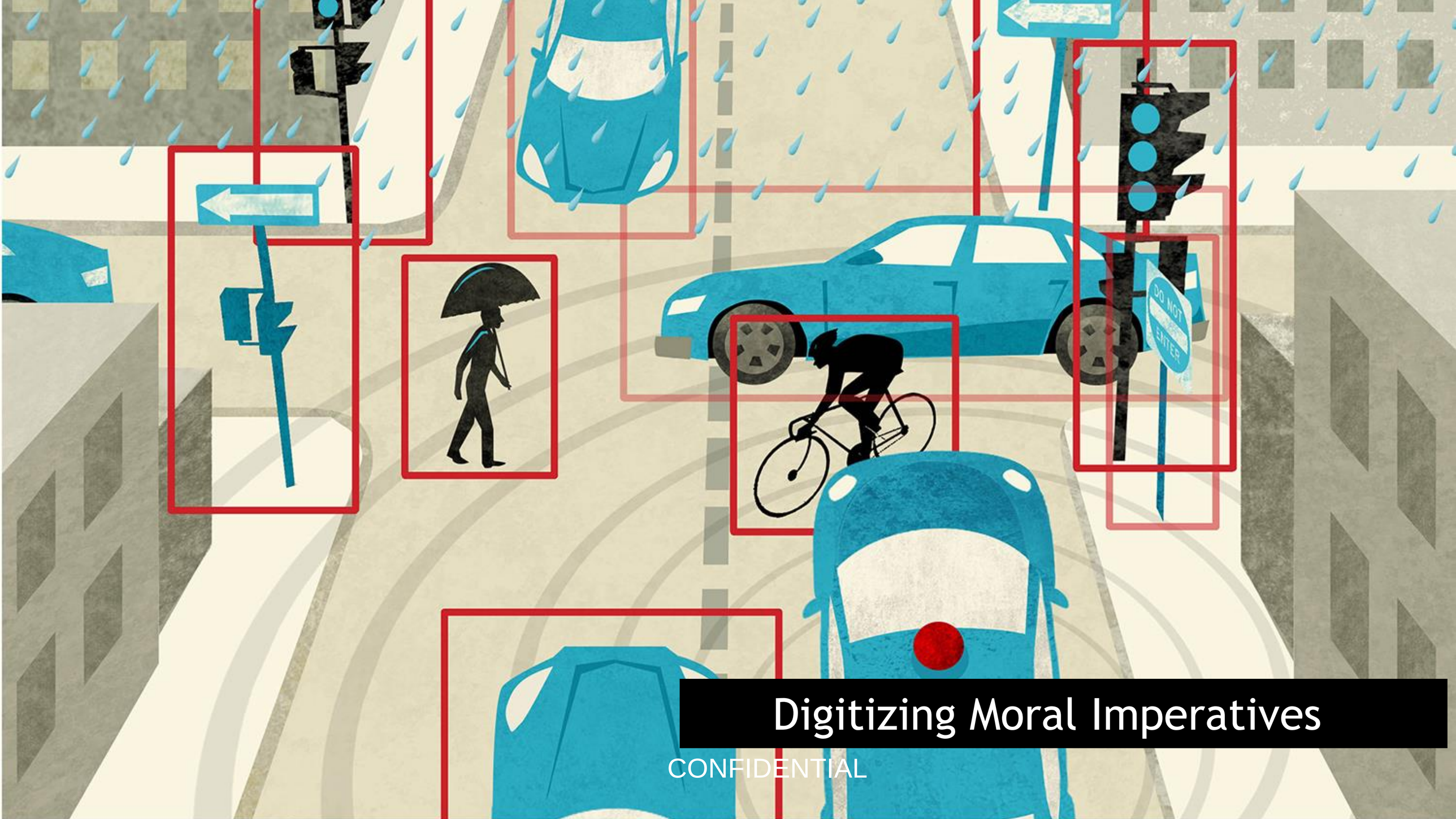

Digitizing Moral Imperatives

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OS with a POV: Algorithmic Bias

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The Power of Corporate States

WorldViews

Denmark is naming an ambassador who will just deal with increasingly powerful tech companies

“In the years to come we will have more bilateral relations with GAF A than with Greece”

– Anders Samuelsen, Danish Foreign Minister

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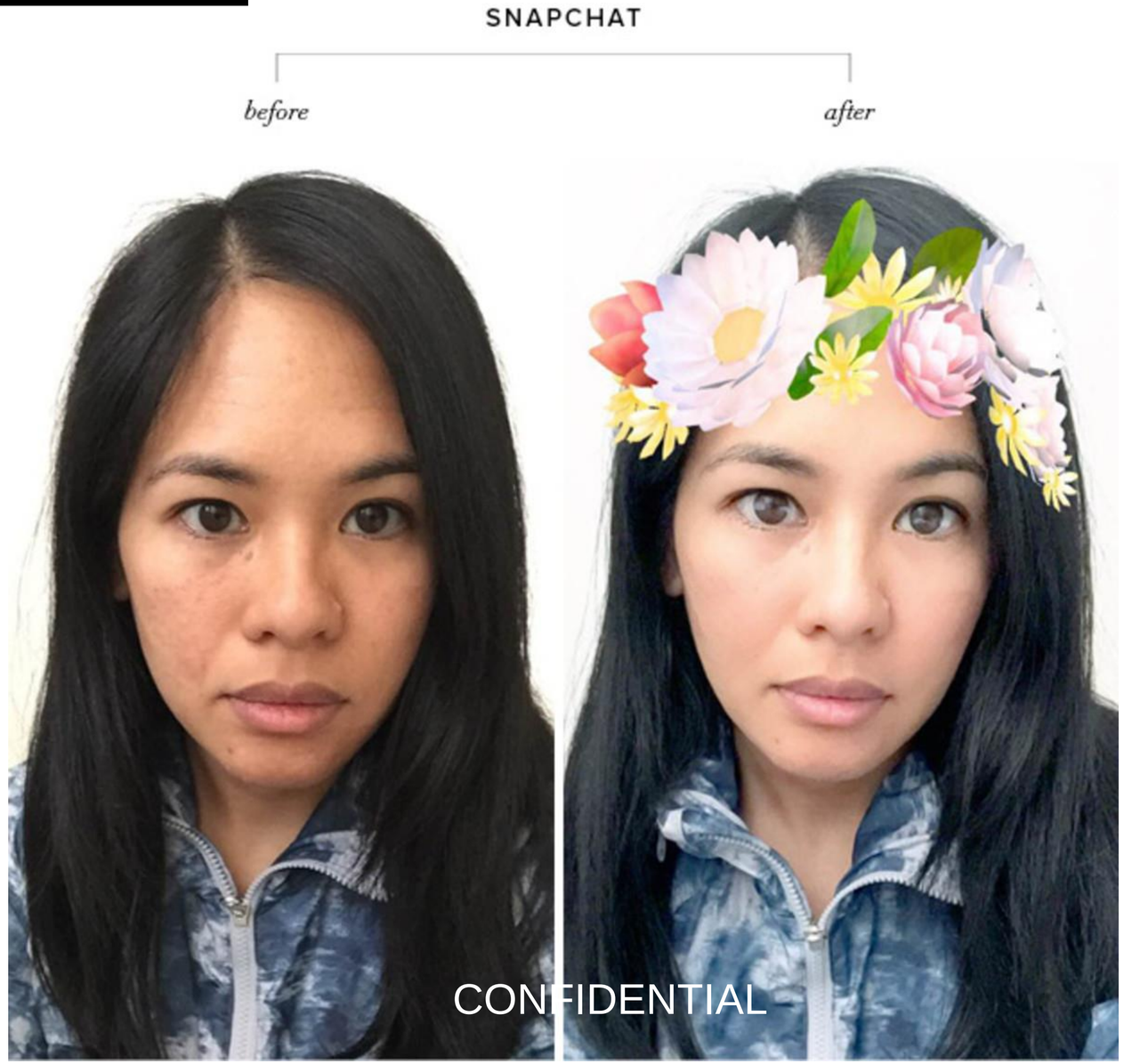
Image Courtesy of Shutterstock

https://www.washingtonpost.com/news/worldviews/wp/2017/02/04/denmark-is-naming-an-ambassador-who-will-just-deal-with-increasingly-powerful-tech-companies

Modern technology is the manifestation of belief systems

SNAPCHAT FILTER



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Q: What beliefs do our tools have?

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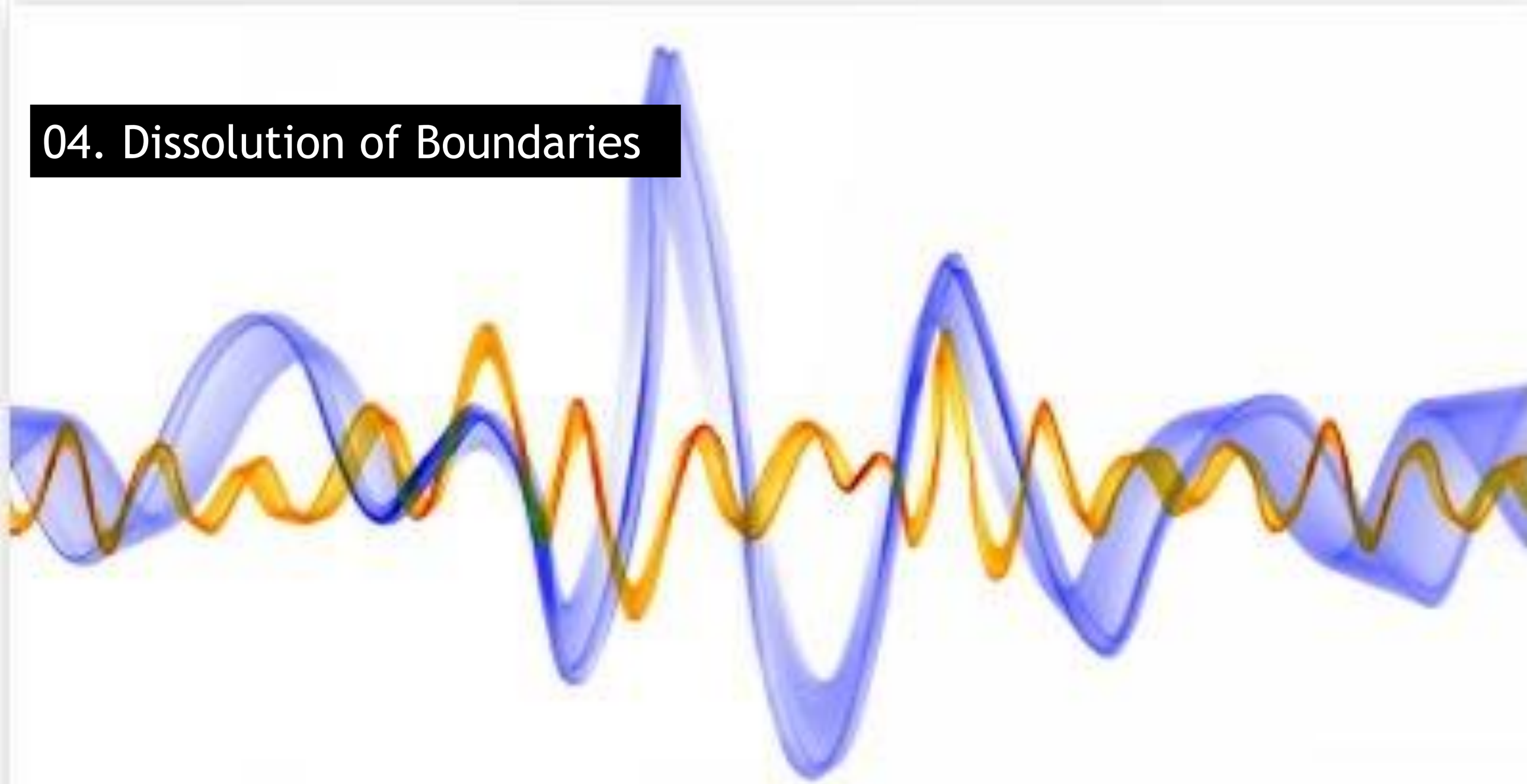
04. Dissolution of Boundaries



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New Social Norms

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Objects and People

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Man & Machine

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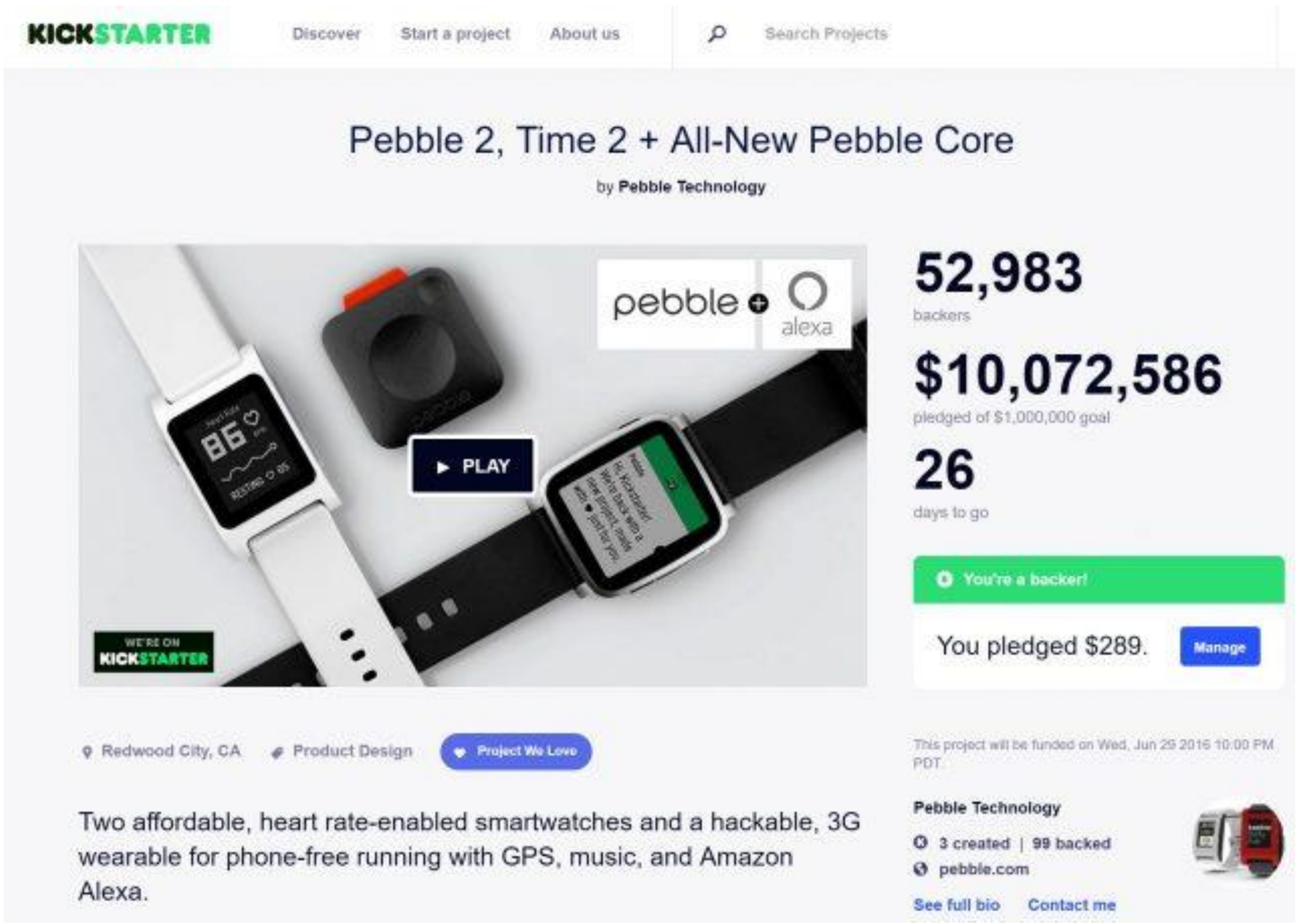
Industry boundaries



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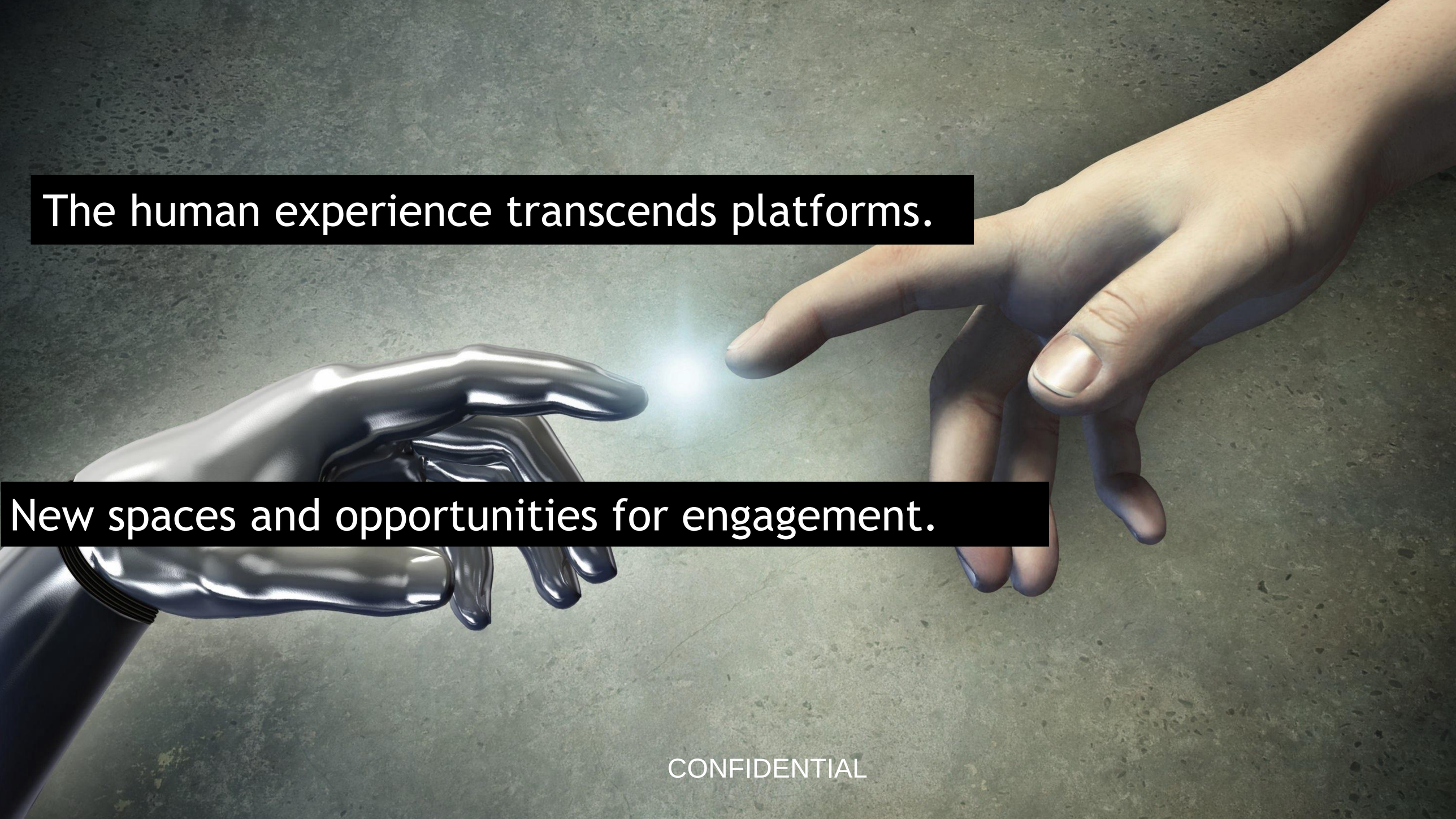

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Q: How are we integrating exploration into our strategy?

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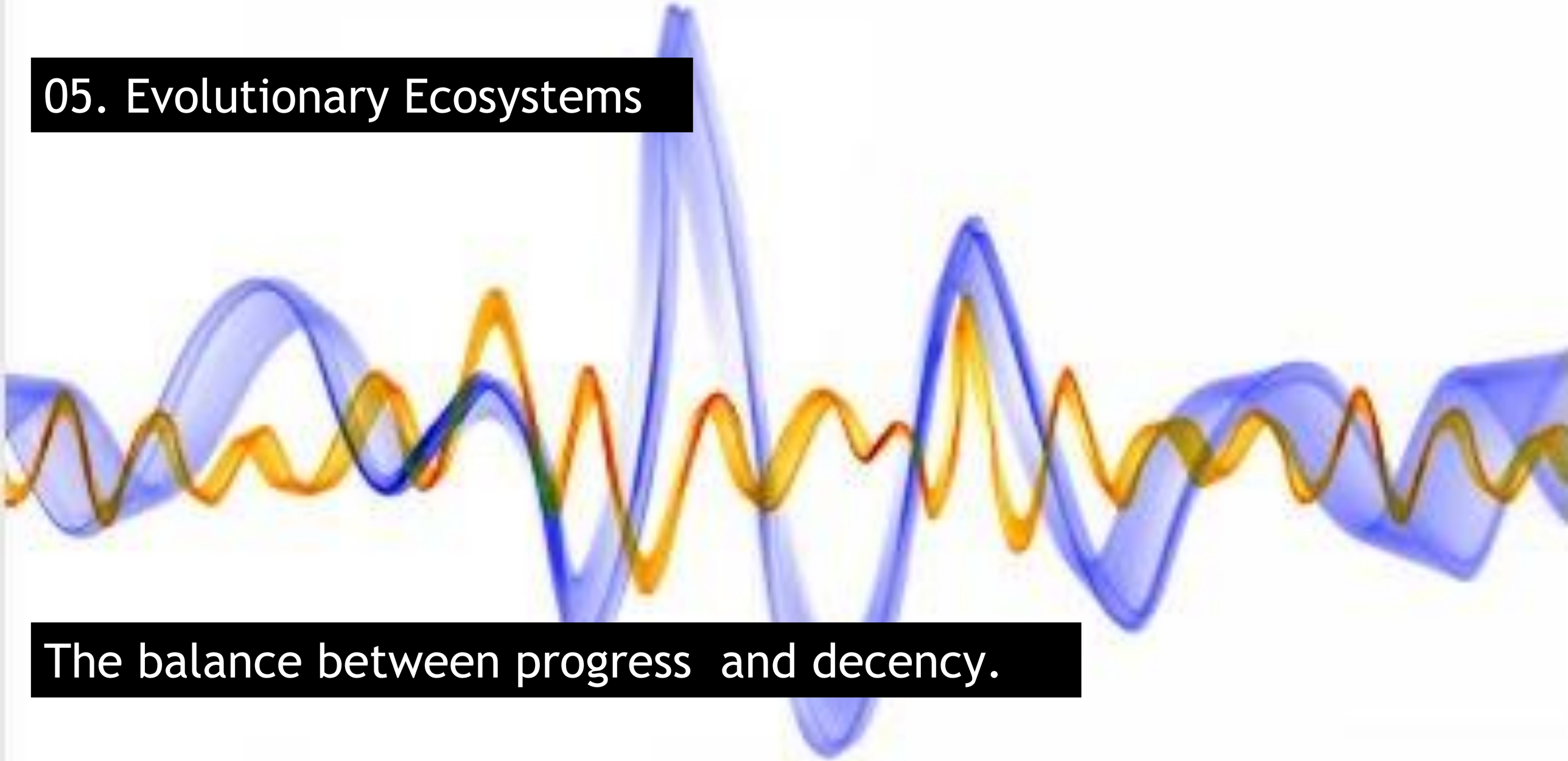
05. Evolutionary Ecosystems



The balance between progress and decency.

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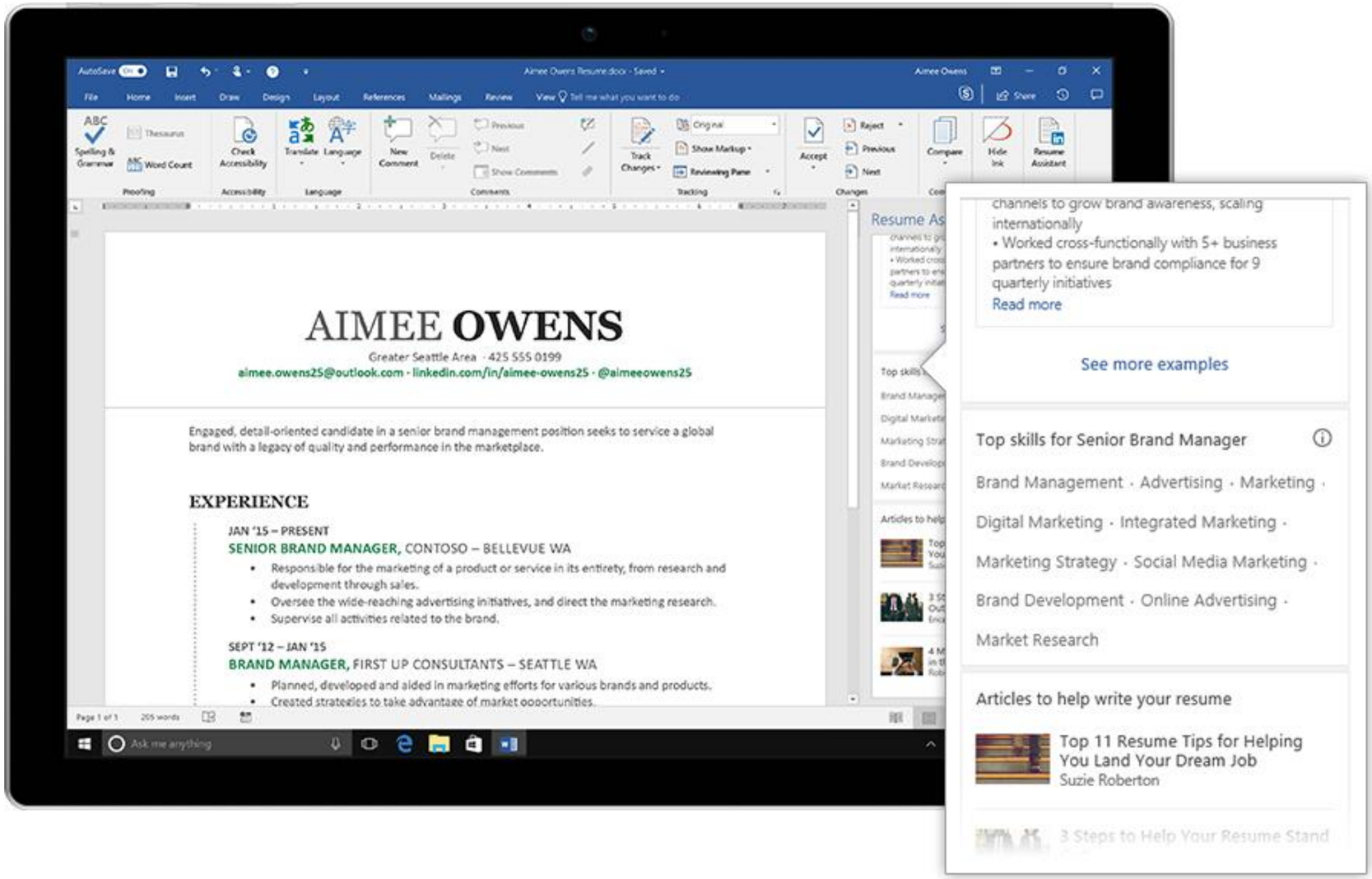
Beyond your organization



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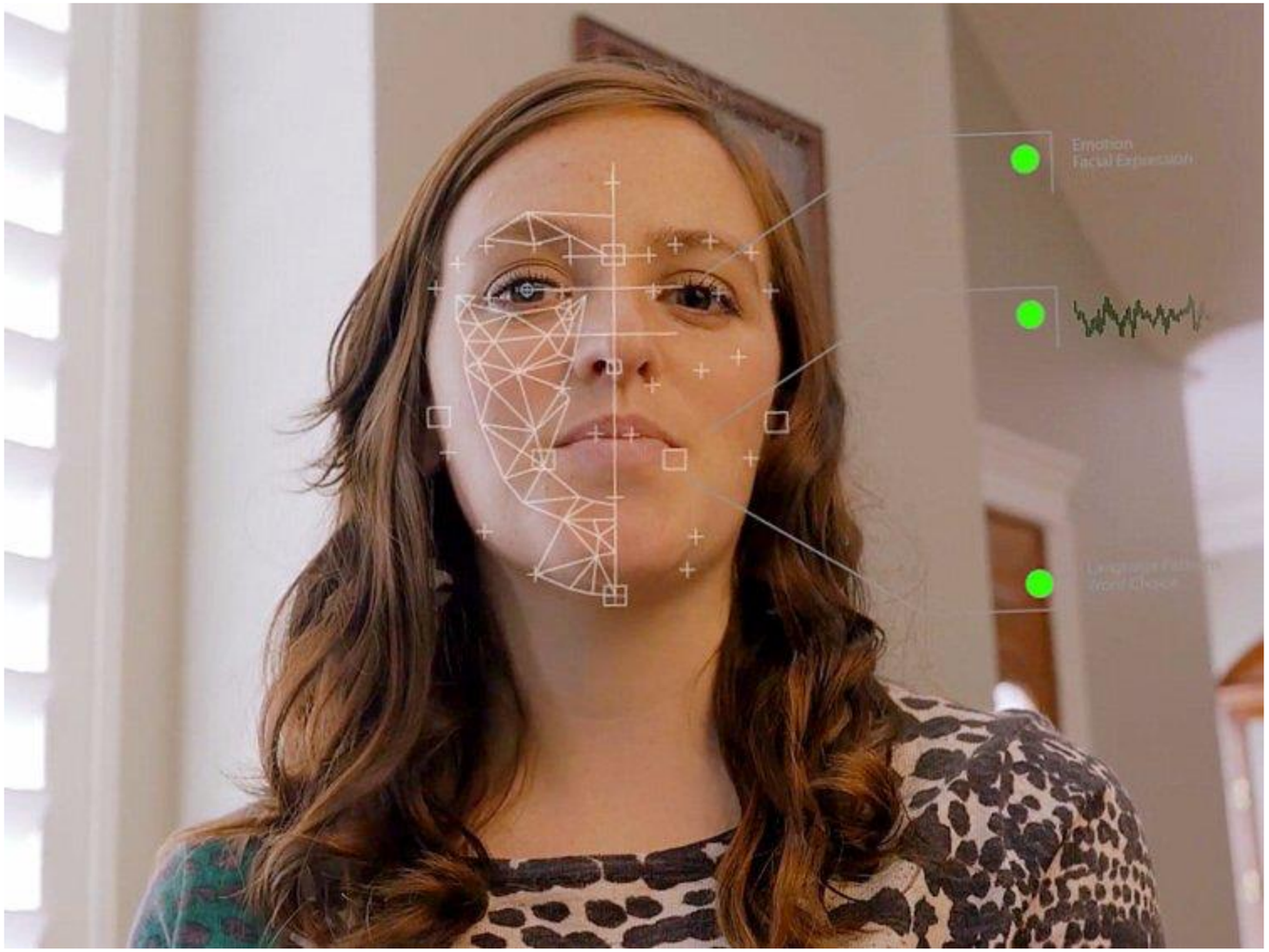

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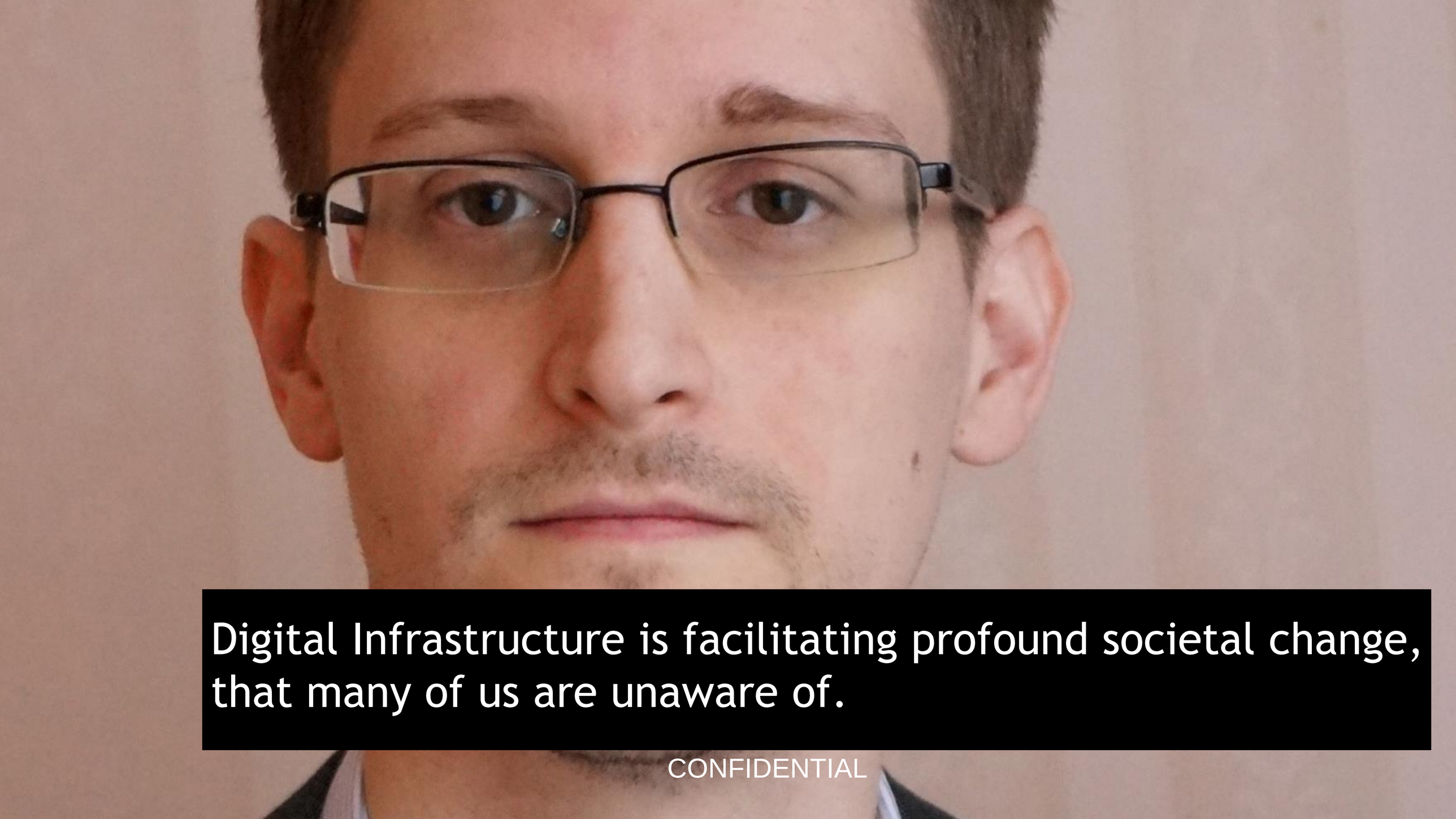

Digital Infrastructure is facilitating profound societal change, that many of us are unaware of.

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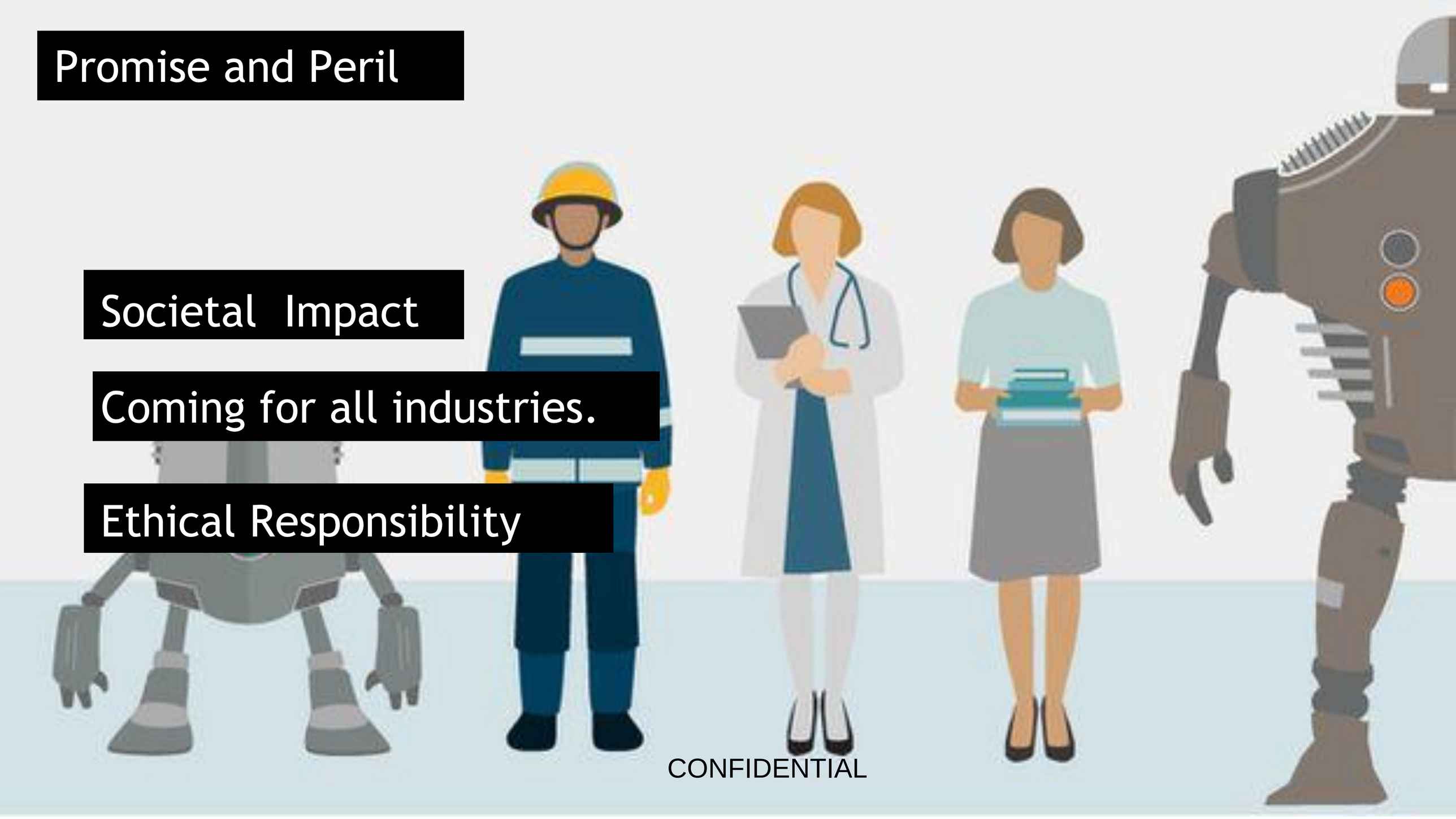
Promise and Peril

Societal Impact

Coming for all industries.

Ethical Responsibility



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Q: Are we holding ourselves accountable for the impact of our tech?

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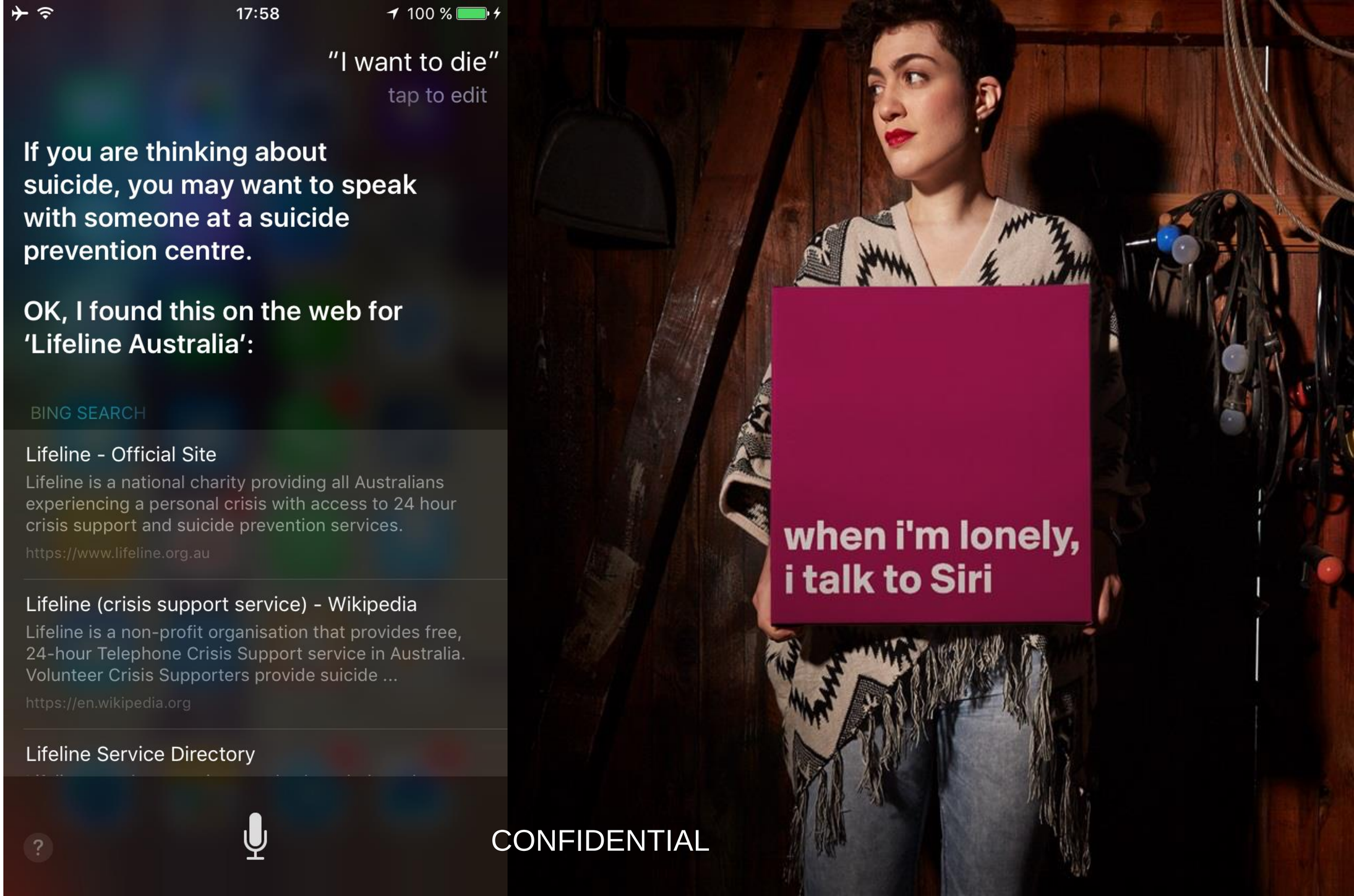
Image Courtesy of Shutterstock



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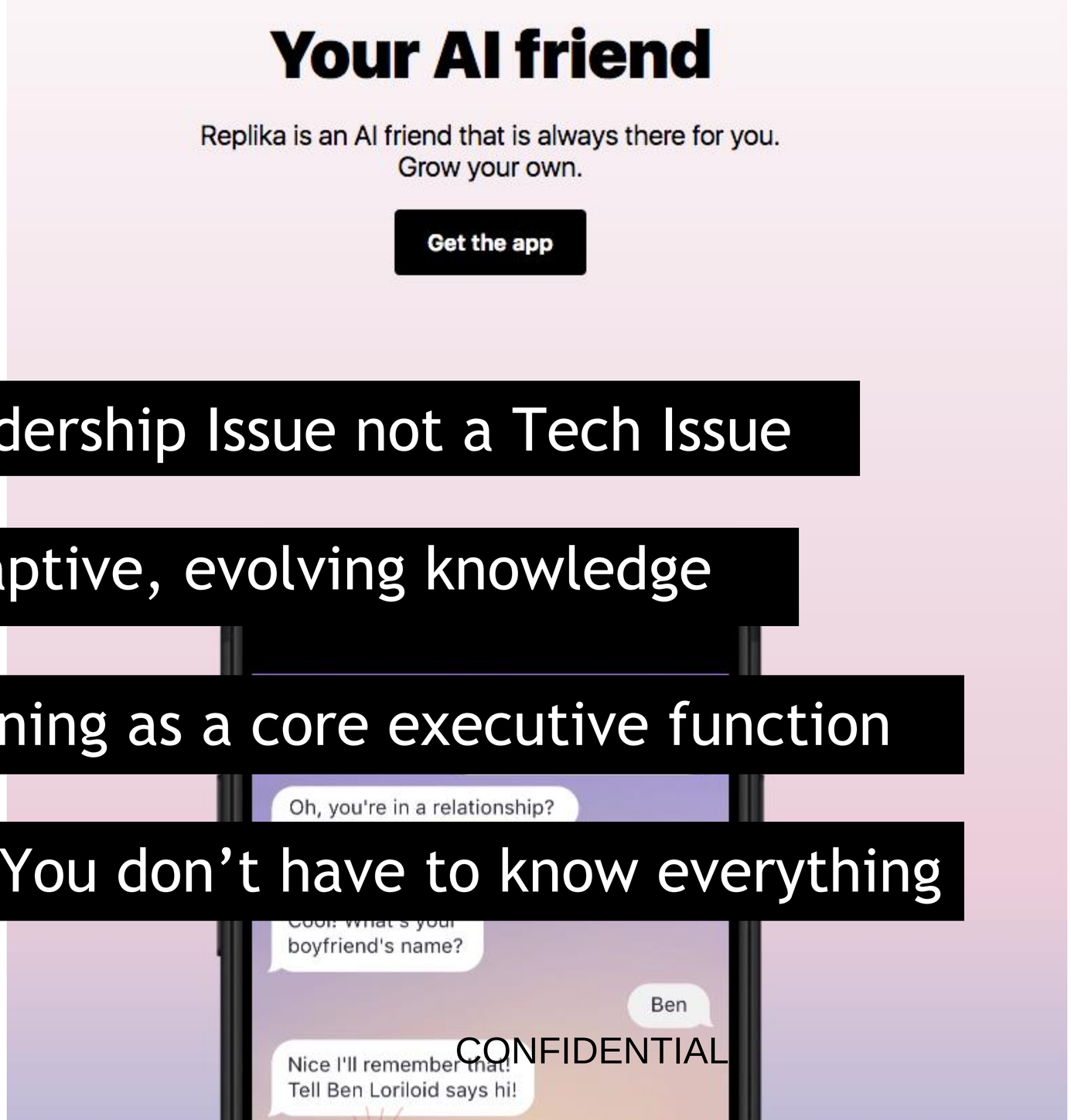

This is a Leadership Issue not a Tech Issue

We need adaptive, evolving knowledge

Reclaim learning as a core executive function

Start today. You don’t have to know everything

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Ask yourself the following:

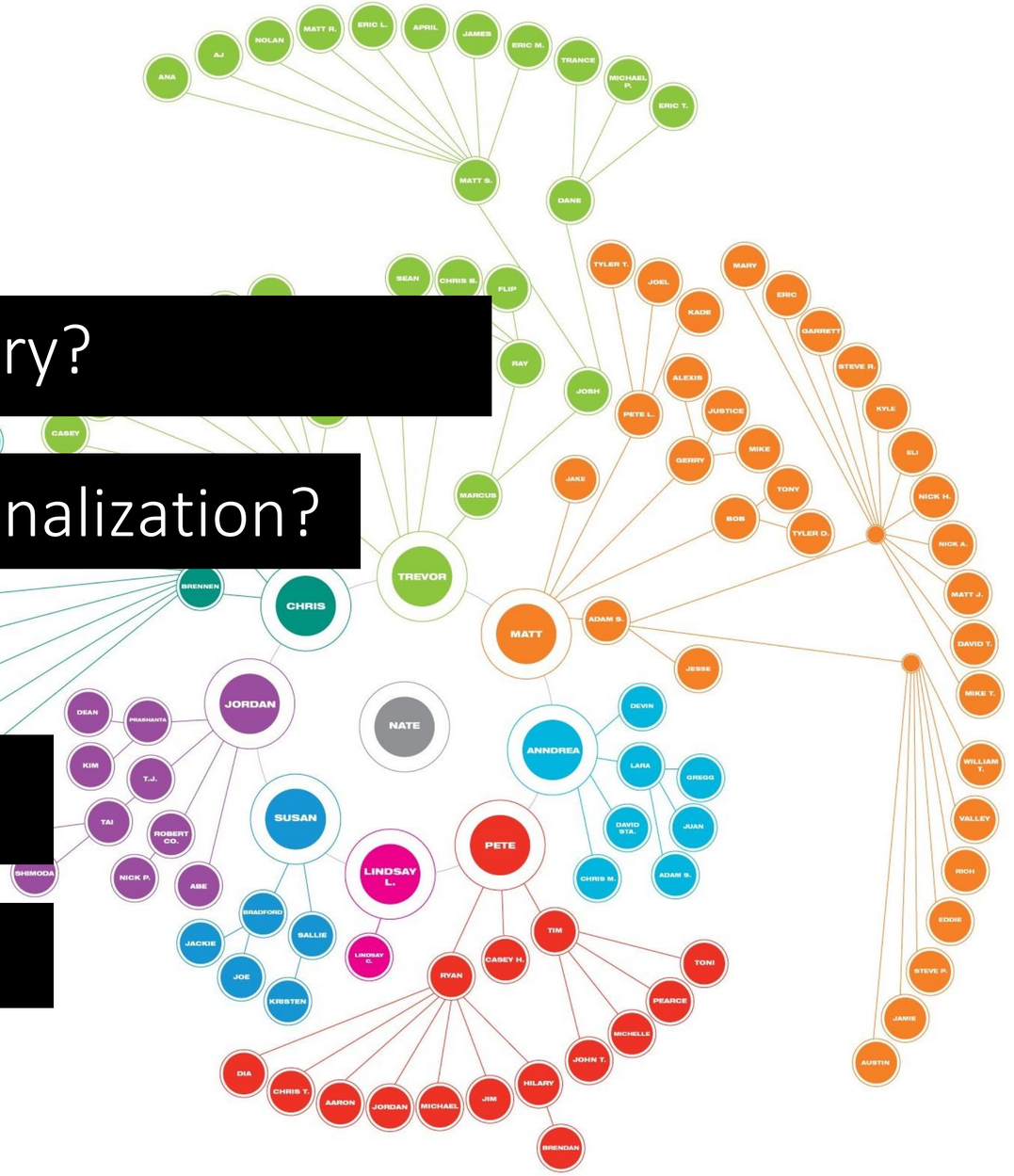
Are we prioritizing sensemaking & recovery?

How are we balancing objectivity & personalization?

What beliefs does our tech hold?

Are we pushing exploration?

Are we holding ourselves accountable?



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Eric Hoffer

“In a world of change, the learners shall inherit the earth,

while the learned shall find themselves perfectly suited for

a world that no longer exists."

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Thank You!

Red Thread is a think-tank and special projects agency that specializes in strategy, foresight and digital culture.

Visit Red Thread’s Institute of Digital Culture to learn how we develop organizational intelligence through thought-provoking courses and workshops.

hello@redthreadinc.co
redthreadinc.co

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