



The 3 Lane Economy



Experience vs Content



Less Walls, More Doors



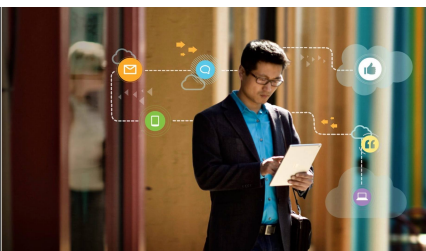
Learning Networks



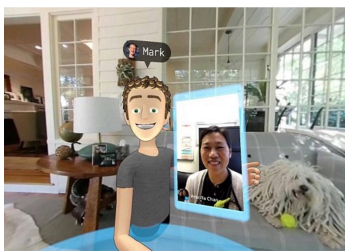
Digital Currencies

# TOP 10 Trends 2017

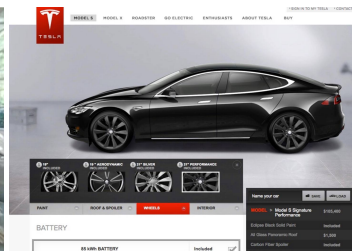
Roger James Hamilton



The fall of email marketing



Mixed Reality



Renaissance 2.0



Return to Earth



World Wide Wealth

Tap into  
your  
future  
potential  
today

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## **Fast Forward your Business**

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# WELCOME TO THE FUTURE

Hello,

If keeping up with the pace of change is challenging for you, you're not alone. Companies are losing their competitive edge to new startups at an unprecedented pace. An estimated 50% of jobs today will be replaced by computers or robots within the next decade. Keeping up with the pace of change was never a subject we learned at school. And there's no university degree you can take to learn this skill either.

So what can you do to stay on the cutting edge? How can you keep your business competitive? What's the best steps to tomorrow's next big thing?

**Step One:** Know what the top trends are from one year to the next. Just as a surfer who watches the patterns of the waves, when you know the trends you can make right choices for you. You'll find the Top 10 Trends of 2017 in the pages ahead.

**Step Two:** Connect to a community of future-focused entrepreneurs, where you can share opportunities and resources to ensure you make the most of the coming waves - instead of being wiped out by a wave you fail to see. Join us at one of my upcoming Fast Forward Summits. You can book your place at [fastforward.geniusu.com](http://fastforward.geniusu.com)

Fast Forward Summit has grown to become the widest reaching entrepreneur event in the world, with over 10,000 entrepreneurs in over 80 countries attending live or virtually.

I look forward to seeing you at one of our events this year.

Keep shining brightly,

A handwritten signature in cursive script that reads "Roger".

P.S. As a special gift I'd like to offer you a **50% discount code** on any ticket for the **Fast Forward Summit 2017**.

<http://fastforward.geniusu.com>

**COUPON CODE: genius50**

*“Education is the passport to the future, for tomorrow belongs to those who prepare for it today.”*

- Malcolm X

## TREND #1: THE 3 LANE ECONOMY

### » Future Trend #1



## The 3 Lane Economy

As speed grows and time shortens, we have moved from a 1 lane to 2 lane to now 3 lane economy. Which means what people are willing to pay (and what you are able to earn) continues to shift dramatically.

Ignoring this shift will mean getting left far behind, stuck in a jam, or crashing into a ten car pile-up!

20 years ago, we had a 1 lane economy - All you needed to do was to get in front of a customer, and earn their money. Provided they were willing to pay money, you were in business. These were the days where sales skills were all it took to get started, and you could take people's time and attention for granted.

10 years ago, we grew to a 2 lane economy - You could still grab people's time with an ad or phone call, but you could no longer take people's attention for granted. You needed to earn their attention before you could earn their money.

This was the basis of Advertising's AIDA formula (Attention, Interest, Desire, Action). Those who paid for media, got people's attention, they moved from the fast lane to the slow lane, and having earned their attention you could now earn their money.

Today, we have grown to a 3 lane economy - Attention can no longer be bought, because no one is spending time watching ads. So time too now needs to be earned. If people haven't first paid you attention, they won't pay you time. If they aren't paying you time, they won't pay you money.

That means success today doesn't start with a funnel, but with a following.

Your following = Those paying you attention (but not yet time or money)

Your community = Those paying you time (but not yet money)

Your customers = Those paying you money

Everyone on social media are already maxed out on time, in the fast lane of the highway. Earn their attention through valuable content, engagement or experiences and your following will grow.

Invite your most avid followers to join your community, where they opt to invest more time with you - whether in a private group at an event or free program. Earn their time and your community will grow. This is your middle lane.

Invite your most active community members to become your customers. If what you offer has been worth their attention and their time, it's far simpler for them to trust your higher level products or services will be worth their money. This is your slow lane.

Every industry have a relationship between followers, community & customers. But a safe rule-of-thumb across all is 100 followers leads to 20 community members to 1 customer.

(As an example, within Entrepreneurs Institute we have 20,000 new followers each week, 5,000 new community members, and 250 new paying customers)

Too many entrepreneurs today don't have these three lanes, or don't manage the flow from one lane to the next. Which means pushing

people who don't want to be pushed or wondering where all the customers are.

"Don't try and hitch a ride in the fast lane."

Understanding that flow has grown and that all the most successful companies today understand the value of nurturing a community over building a list is the difference between success and struggle.

Differentiating between followers, community and customers in 2017 - is the difference of building a flowing highway and an empty country lane.

So how can you use this first trend to redesign your business for 2017?

*"Be still like a mountain and flow like a great river."* ~ Lao Tzu

## TREND #2: EXPERIENCE vs CONTENT

### Future Trend #2



### Experience vs Content

Trend #2 is the surprising consequence of the downward cost of content: As content moves to its nominal cost (ie. Free), people are spending more on experiences. This is a trend which will rapidly grow in 2017.

Ten years ago, musicians would make their money selling songs and albums. Today, most music is listened to for free, and musicians make more from their concerts, merchandise and fan clubs. They are happy to see their music played on Youtube or streamed for free as they are no longer relying on their content for revenue, instead making more from experiences.

As newspapers and TV find it increasingly difficult to charge for their content, at the same time festivals, concerts, sporting events and adventure travel are all booming.

Experiences are pre-designed memories, and memories multiply when shared, so the most powerful experiences are shared experiences - through games, festivals, events, communities and movements.

People may come for the content, but they will stay for the connection.

Why will this trend grow even more rapidly in 2017? Because the volume of free available media continues to exponentially grow, and because AR, VR and mixed reality will hit the mainstream, where virtual experiences will grow exponentially.

Companies like NextVR have already done deals with Fox Sports, NBC Sports, Live Nation, HBO and CNN, and are set to livestream all the biggest sports events and concerts in virtual reality.

As NextVR founder, David Cole says, "By the end of this year it's projected there will be over 20 million viewers in virtual reality, and by the end of 2018 there will be 200 million users."

Are you still trying to sell your content?

What would happen if you gave it away for free instead, and then charged for upgraded experiences?

That's what Pokemon GO has done, breaking all records to reach \$500 million in revenue after 3 months simply through in-app purchases in the free game (the first Augmented Reality game that interacts fully with the real world).

This is what we do at Entrepreneurs Institute, where over 1.5 million entrepreneurs get free content from us, and then a percentage of them choose to attend our events, accelerators or retreats.

Expect all content to trend towards zero cost, and for all the most successful business models to move revenues upstream to one of the FIVE 'E's:

Experiences  
Engagement  
Ease-of-use  
Exclusivity  
Expertise

Which ones will you be most focused on in 2017?



## TREND #3: LESS WALLS MORE DOORS

### Future Trend #3



## Less Walls, More Doors

Trend #3 is about the waves that are breaking the barriers between us - and why the pace of walls falling will accelerate exponentially in 2017.

Over the last decade, social networks like Facebook, Youtube, Instagram and LinkedIn, together with trading platforms like Amazon, eBay and Alibaba, have connected people and places, markets and movements globally.

Politicians in England can plan to separate from the EU, and the President-Elect of the United States can plan a wall on the Mexican border, but none of these plans impact the direct connection we already have via the Internet and our mobile phones.

That's how Alibaba's "Single's Day" promotion earlier this month on 11/11 made \$13.4 billion in sales across 150 countries from their one site in China (compared to the \$3 billion in sales from all US stores that will be made on Black Friday)

Why is this trend towards greater connection going to grow exponentially in 2017?

Because after 5,000 years of human history, the final barrier - our language barrier - is about to fall.

Imagine starting a store in a village of 100 people, and only being able to speak to and sell to just 11 of them. That's what you've been doing if you only operate your business in English.

According to Ethnologue, out of 7.4 billion people in the world, only 335 million people speak English as a first language, and only 505 million more speak it as a second language. That's just 11%.

How did Alibaba sell in so many countries? Because they already operate in all the main languages. Yesterday, Edinburgh-based website Skyskanner was bought by China's Ctrip for \$1.7billion. What made it so valuable? Early on, the company decided to be truly international by publishing flight details in 30 different languages.

Now, you too can operate your business in multiple languages.

This year was the tipping-point.

In 2016, Skype Translator has rolled out instant translation in 51 languages on instant messaging, and instant translation in speech in English, French, German, Chinese, Italian, Spanish, Portuguese, Arabic and Russian.

They also made the Microsoft Translator API available for anyone to create their own instant translation apps.

Google Translate now instantly translates into 100 different languages - including instant translation of your web site. Their Google Translate App also gives instant visual translation of everything from street signs to menus and magazines. This year, they too have made their Translation API available for any developer to use.

That's why we are now seeing projects like "The Pilot" which raised \$3.5 million on Indiegogo in June, giving you an earpiece that instantly translates speech into your language.

Social media platforms, from Youtube to Facebook to Instagram, turned on instant translation in 2016.

In 2017, instant translation will become the norm, allowing each of us to easily reach out to and connect with the other 89 people in that village of 100.

From 11% speaking English, to everyone speaking everything - all in the next year.

Less walls, more doors: Every language you add to your business is a doorway to an entirely new universe. Start with a multi-language, multi-currency business, and from day one you can learn from everywhere and work from anywhere. There's never been a better time to start.

*"If opportunity doesn't knock, build a door."* ~ Milton Berle

If you could communicate with anyone in any country without any language barriers, where would you go? What would you do?

If we all could truly understand each other better, what kind of future could we build together?

*"You are confined only by the walls you build yourself."* ~ Andrew Murphy

## TREND #4: LEARNING NETWORKS

### » Future Trend #4



## Learning Networks

Trend #4 hits the mainstream this year and will revolutionise the speed at which we all learn.

Learning networks are the evolution of social networks. When social networks like Facebook and LinkedIn appeared 10 years ago, they transformed our speed and volume of connections. But as the focus of social networks is conversation, they also multiplied our noise and distraction.

Over the last five years, more and more people are using social networks to learn.

Want to find the best health tips? Follow the right pages on Facebook. Want to play the guitar? Watch the right videos on Youtube. Want to keep up with future trends? Follow the right people on Twitter.

Over the last two years, the phenomenon of social learning has accelerated. Skaters, surfers, skiers, singers have shared their latest

moves on Youtube, and as others see what's possible, they've learned from the learning, and entire global groups have learned exponentially new ways of doing things beyond what any of them would think would be possible - far beyond the level that any one expert could learn on their own.

These learning networks - united by action more than distraction - have accelerated even further with the addition of artificial intelligence.

Early this year, DeepMind developed an A.I. called "AlphaGo" to beat world champions at the Chinese game of GO - seen as the "Holy Grail of AI". It did this by studying hundreds of thousands of games, and then playing itself millions of times. It then began playing humans, starting with 3 time European Go champion, Fan Hui - beating him in all of their games. The standard of AlphaGo brought millions to the game of Go, learning from the televised games and improving their own games.

Fan Hui himself, despite losing, learned so much by the accelerating standard of AlphaGo's game, that this summer he rose from 633rd ranked in the world to up in the 300s.

With learning networks, we collectively learn far faster than when on our own.

Now, learning networks have begun springing up around every area of learning, with their own tailor-made tools and with the help of artificial intelligence:

> IBM's Watson is at the centre of "Ecosystem" - A learning network for doctors and the medical industry, learning from doctor and medical expert inputs in over 100 million health records to diagnose disease for any patient better than any one doctor can.

> Google's just launched "Trips" - A learning network for travellers to share their experiences and preferences that, together with artificial intelligence, can then recommend the ideal trip for you based on your own history and preferences - and everyone's combined experiences.

> Our company, Entrepreneurs Institute launched "GeniusU" - A learning network for entrepreneurs to share their best learning and connections with each other. In just over a year we've attracted over 600,000 entrepreneurs from 180 countries, exponentially growing and sharing the best strategies and resources to grow their individual and collective profit and purpose.

Expect many of the fastest growing companies next year to be learning networks, where the networks are not just ABOUT learning, but the networks themselves ARE learning.

What could you do to create a learning network for your customers?

What learning network will you join?

All the biggest global challenges, from the environment to energy to equality, are being solved by new learning networks. It won't be individuals that come up with the ultimate solutions, but a combination of humans and AI working together.

Education itself will be transformed not by some new school system, but by learning networks where the students drive the social learning, united by a common purpose.

We are moving from communities united by place to communities united by purpose.

And as learning networks (based on exponential action) grow, social networks (based on exponential distraction) will begin to decline.

"Education is learning what you didn't even know you didn't know." ~ Daniel J Boorstin

## TREND #5: DIGITAL CURRENCIES

### » Future Trend #5



## Digital Currencies

Trend #5 has been a long time coming - Digital Currencies.

While digital wallets like Apple Passbook & Google Wallet, and Cryptocurrencies like Bitcoin & Ethereum have been around for some time, 2017 will be the year of mass adoption.

Why? Because it's getting exponentially easier to access and trade in digital currencies.

Companies like Stripe, which just raised \$150 million at a \$9 billion valuation on Black Friday (<http://bit.ly/2gqd8uU>) now allow you to accept Bitcoin with one click of a button. Just yesterday, iPayYou launched Amazon Direct, allowing you to buy any products on Amazon using Bitcoin.

Whether you use a cryptocurrency or digital payments with national currencies, one-click pay buttons have now appeared on all the major social media sites from Facebook to Twitter.

There are now over 700 cryptocurrencies and Governments are finally coming to terms with them, while supporting their own moves towards digital currencies. This month Sweden announced it was looking to launch the first Government-issued digital currency, the “e-kroner”. Sweden is already leading the way in cashless economies, with only 2% of transactions now in cash and 98% in digital payments.

On November 8th, India scrapped its high demonination bank notes in a move to cut corruption and move more people to digital payments. Since then, Paytm (India’s largest digital payments startup) has said over 45 million have used its service. That’s more users in 10 days than the population of Canada.

One of the fastest growing areas in digital currencies is in mobile payments. Here’s 3 mind-boggling facts on how fast mobile payments is growing:

- 1) IDC forecasts mobile mobile payments will reach \$1 trillion in 2017 - up 124%.
- 2) Tractica forecasts smartwatch payments will grow from \$3 billion in 2015 to \$501 billion by 2020.
- 3) MarketsandMarkets forecast the African mobile money market (where countries like Kenya and Tanzania are leading the way in mobile digital money) will grow from \$2.7 billion in 2015 to \$14.3 billion by 2020.

What will this shift mean for your business and industry? Here’s the top 3 impacts:

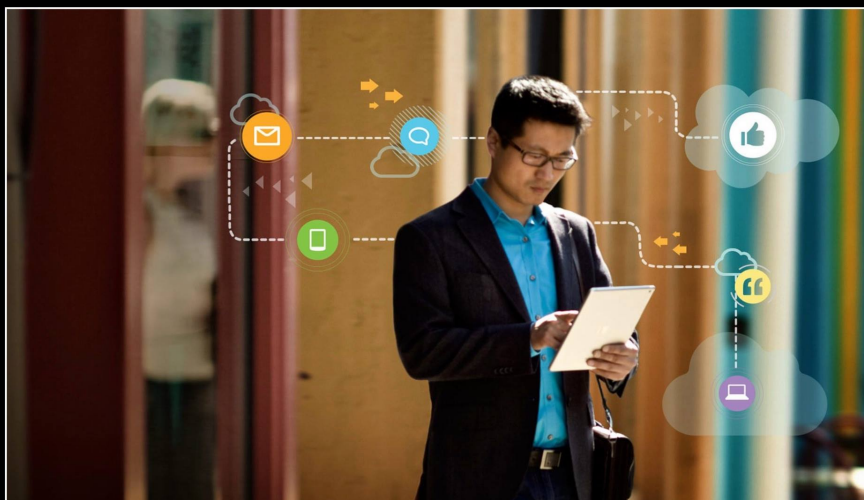
- > Micro-payments will rapidly grow, changing the way we price our products.
- > Community-currencies will grow, with company-issued currency from Air Miles to Pekoins becoming common place, giving us all the ability to create our own currencies.
- > Peer-to-peer payments will continue to rise, allowing us to exchange without the need for government currencies or banks.

The result? 2017 will be the beginning of a new era in which money begins a switch from being a scarce resource to becoming an abundant means of exchange.

*“We each have the choice in any setting to step back and let go of the mind-set of scarcity. Once we let go of scarcity, we discover the surprising truth of sufficiency.” ~ Lynne Twist*

## TREND #6: THE FALL OF EMAIL MARKETING

### Future Trend #6



## The fall of email marketing

Do you use email marketing as one of the main ways to connect with your customers? Then don't ignore this trend!

You've probably noticed a decline in your email open rates and click-throughs over the last few years. But you may still be persevering as you still get some results.

If you don't make some changes in the coming year though, get prepared for a nasty shock.

Why? Because customer habits have changed, and your potential customers are already responding to other media far more than emails.

Even the best marketers with lists of 100,000+ prospects and customers are only achieving 20% to 30% open rates and 4% to 8% click through rates (which means 20% to 30% of those opening,

clicking) at the very most. Which means over 90% of even their lists aren't responding.

Compare that to 1.18 billion of Facebook's 1.79 billion users logging in every day. That's 67% responding daily without Facebook needing to send them any emails.

If our preference for social media over emails wasn't enough, this year instant messages sent from platforms like Whatsapp, FB Messenger, WeChat, QQ, Viber, Line, Skype, Snapchat and Slack have overtaken email as the top form of online one-to-one and group communication - with over 150 million instant messages per minute.

So what can you use that already works better than email marketing?

Here are three strategies which are already more effective than emails:

1) Remarketing and Remessaging - Facebook, Youtube, Twitter and Google all give you free tools to add pixels to every person who visits a site, clicks on a link, watches a video, or takes any other action you want to track. Then you can retarget them with new messages, posts or ads.

Want to ensure your audience sees your latest message? They're much more likely to see it as a post or ad on their Facebook wall than in an email most of them don't even see or read.

The volumes are also entirely different. As an example, we have around 5,000 new subscribers to our emails each week and 20,000 new followers to our social media sites. But we have over 25,000 new pixel audiences each week that have interacted with us and that we can connect back with - in the medium they prefer.

2) Mobile Messaging - Remember that time a site or social network asked you for your phone number for "added security"? The main reason for wanting your phone number is that it's now more precious than your email address. With a phone number you have the ability for your prospects and customers to opt in to messaging and instant messaging.

This year, over 60% of people accessed the Internet via mobile phones, This October, according to web analytics firm StatCounter, the percent of total global internet usage via mobile also exceeded all desktops for the first time.

Your customers are already responding to instant messages and social media notifications before they look at emails. So collect their phone numbers, set up your Whatsapp or WeChat groups, and invite your community to opt in and engage.

3) App Notifications - If you're ready to get fully committed to building a responsive community, the very best way is with a dedicated app that provides high value, engagement and notifications.

Marketplaces like Amazon and Alibaba, games like Pokemon Go and Candy Crush, platforms like Facebook and Instagram, connect directly with their customers via in-app notifications. This trend will continue to grow as we spend more time interacting with AI assistants, voice commands, virtual reality and mixed reality on mobile devices far more than visiting websites or email inboxes.

Does this mean quitting email? No. It just means depending on it less as your primary form of communication.

How? By creating omnichannel customer journeys.

All the top CRM systems, from Salesforce to NetSuite now allow you to design customer journeys across multiple media and multiple devices, from remarketing messages to mobile messaging to emails to face-to-face conversations.

When you're focused at what you want to say, where you want to say it, customer engagement falls.

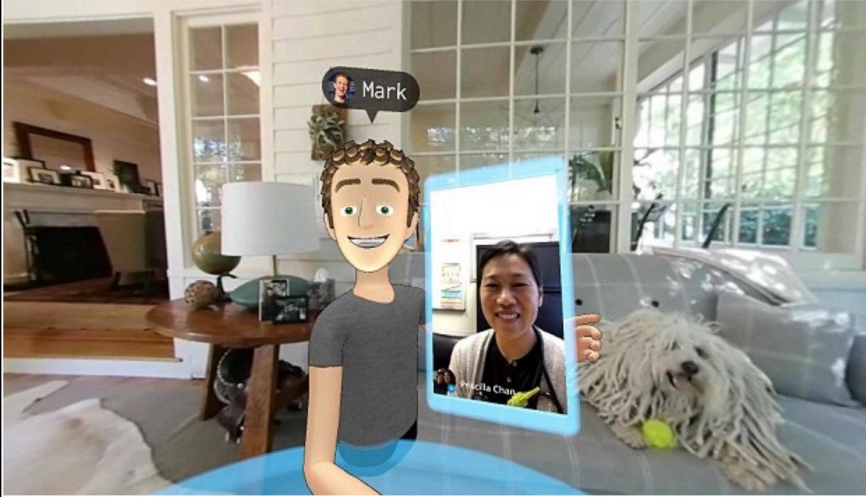
When you focus at what the customer wants to read, where they want to read it, engagement grows.

So test, measure and be open to change in 2017.

"The illiterate of the 21st century will not be those who cannot read and write, but those who cannot learn, unlearn, and relearn." ~ Alvin Toffler

## TREND #7: MIXED REALITY

### » Future Trend #7



## Mixed Reality

Mixed reality is the mix of reality, virtual reality and augmented reality. Within a year, we'll all be in it.

Today you're reading this post on a Facebook Wall. In a year, you're more than likely going to be reading, watching or connecting in a virtual Facebook Room.

Last month Mark Zuckerberg did the first live demo of what he called "Social VR", where he went from the Oculus Connect 2016 stage in front of the audience, to Mars, to his office, to his home.

Within a few minutes he did everything with his two demo buddies from playing chess, to sword fighting, checking messages and ending with a selfie of his VR self with his real dog (called Beast) and his wife, Priscilla (who made a video call to his virtual self and asked him "Why do you look like Justin Timberlake?").

2016 was the year that all the major VR and AR platforms launched (Oculus Rift, Microsoft Hololens, HTC Vive and Playstation VR). They

join smartphone headsets like Samsung Gear VR and Google Cardboard, growing the number of people using VR headsets to 20 million by the end of 2016.

2017 will be the year of hyper-growth: By the end of 2017, there is a predicted 10x growth in people using mixed reality wearables, to 200 million...

Remember the speed with which smartphones grew? Within five years they beat PCs as the main way we connect online. The speed with which we switch from mobile screens to wearable screens is expected to be even faster - as we grow from 3.4 billion to 6 billion online in the next four years.

This coming shift has led to an unprecedented alliance between the top Silicon Valley VCs and accelerators (including Sequoia Capital, Matrix Partners, and 500 Startups), creating the \$10 billion "Virtual Reality Venture Capital Alliance" to invest in the industry together instead of competing with each other.

How fast is this wave coming? Just yesterday the British press reported on the reaction to Google announcing their plan to flood British Classrooms with a million VR headsets, calling it "Educational Cocaine". This week Google Earth became fully accessible via VR, allowing you to fly to any part of the world in 3D, and Alibaba let buyers shop in VR during this month's record-breaking 'Single's Day'. Facebook themselves are expected to launch their "Social VR" within the year.

Companies like NextVR are already live streaming concerts and sports events in virtual reality. Founder David Cole says "With virtual reality, anyone in the world can attend any sporting event, any concert, any award show, and not only attend - they can actually sit in the best seat in the house."

Startups like Magic Leap, already worth \$4.5 billion, will have their light field glasses launched in the the next 18 months. When launched, the current bulky VR and AR headsets today will be reduced to glasses and contact lenses with hyper-realistic digital images mixed with the real world.

As Forbes' David Ewalt wrote after seeing Magic Leap's demo, "Throw out your PC, your laptop and your mobile phone, because the computing power you need will be in your glasses, and they can make a display appear anywhere, at any size you like."

It's hard to imagine that most of us won't be using smartphones in 2020. It's also hard to work out what we could or should be doing to prepare for this coming wave.

Here's what we are doing at Entrepreneurs Institute:

> We're staying focused on the problem we're solving for our community and our customers - which is the need to access the best knowledge and network to support their progress wherever they are on their entrepreneurial journey.

> We're partnering with mixed reality developers to help solve that problem more effectively (From creating virtual rooms for global masterminds and meetings within GeniusU, to live streaming our larger summits in virtual reality).

> We're starting with the minimum viable product and then scaling as we grow engagement, with a commitment to staying on the front edge of the wave.

When faced with new technology, you have three options: Sink, swim, or surf. My recommendation is always take the third option.

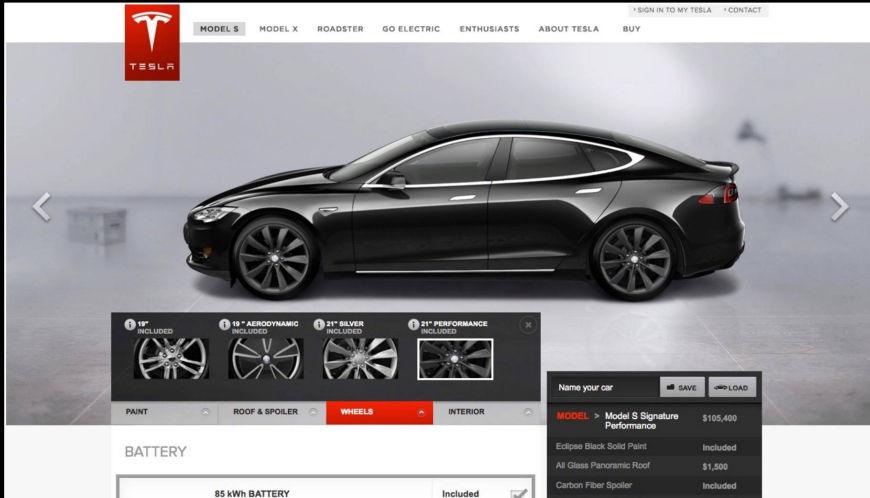
How could you anticipate using mixed reality to provide solutions and service to your customers more effectively? Start the journey today as you may be sitting on the next billion dollar idea.

First there was websites, then social media, then mobile, and now - the fourth platform to drive the Internet - mixed reality. This fourth time, the opportunities are even greater than in the previous three - from travelling to any place and any time, to meeting anyone anywhere, to recording any experience to relive whenever, forever.

*"Any sufficiently advanced technology is indistinguishable from magic."* ~ Arthur C Clarke

## TREND #8: RENAISSANCE 2.0

### Future Trend #8



### Renaissance 2.0

This is one of my favourites! Renaissance 2.0.

500 years ago Europe came out of the Dark Ages with entrepreneurs like the Medici Family bringing back the ancient wisdom of the Platonic Academy and Humanism, and sponsoring artists like Michelangelo and Leonardo Da Vinci to lift the human spirit.

The age that became known as the Renaissance was based on artisanship and personalized masterpieces. Today, the same shift is taking place from mass production to customization, from information to inspiration and from transactions to transformations.

In 2017 we will be well into the rise of Renaissance 2.0 - Where all the best products, services and experiences are personalized.

Tesla as an example. Every part of your car can be personalized. You can do it easily online or in a Tesla store. Companies like Local Motors lets you not only design your own car, but will 3D print it within less

than 48 hours. With 3D printing, AI and VR, all the biggest growth opportunities lie in personalizing for one instead of standardizing for a thousand.

All of our online experiences, from our social media platforms to our mobile apps to our video and music playlists are already customized. With the growth in co-investing, co-purchasing and co-working, we're going to increasingly see customized dashboards and interfaces extend far beyond our current co-creation:

From personalized learning, to personalized medicine, to personalized art - the paradox is that more powerful technology in AI and big data is allowing us to become more human.

The past industrial age was all about the product and productization. The new artisan age is all about the customer and customization.

2017 will see the beginning of the end of one-size-fits-all education systems and pharmaceuticals, and one-size-fits-all factories and factory farms.

As with the first Renaissance, with the new Renaissance 2.0 comes a new rise in consciousness. Lower consciousness values quantity over quality. Higher consciousness values quality over quantity: Quality of the food we eat, the thoughts we have and the life we lead are all rising. As are the quality of our experiences and our environment.

What can you do to shift your business in this age of artisanship?

- 1) Grow by increasing quality while decreasing quantity
- 2) Focus your business at a customer of one  
*"If you want to create a great product, just focus on one person. Make that person have the most amazing experience ever."* ~ Brian Chesky, Founder Airbnb
- 3) Give your customers the tools to personalize their own experience
- 4) Treat your life as a masterpiece

*"Let the beauty of what you love be what you do."* ~ Rumi

*What sets this second Renaissance apart from the first Renaissance?*

*The last time, you could either be the one funding the art - like the Medici's or making the art - like Michelangelo. This time - like Elon Musk - you can be both.*



## TREND #9: RETURN TO EARTH

### » Future Trend #9



### Return to Earth

Here's Trend #9 out of the 10 Future Trends 2017: "Return to Earth".

We are at a tipping point which few are aware of - and it's a positive one. After 100+ years destroying the planet, 2017 is the year we begin the irreversible return to a sustainable Earth.

Why? The rise in innovation, the drop in technology cost and the growing collective action to switch to renewable energy and reverse climate change are all converging to five major 2017 milestones:

1) Solar will permanently replace oil as the most investible energy industry:

Headlines in the last three months have included Elon Musk's Tesla earning more profit in the last quarter than the entire US oil industry earned last year (technically correct as Tesla made \$22 million while the US oil industry lost \$67 billion last year) and the UK generated

more electricity from solar than coal over the last six months (6.9GWh vs 6.4GWh).

In contrast, the oil and gas industry is seeing record losses, with a collective debt mountain that has now passed \$3 trillion. The industry is now referred to by the media as the “doomsday market.”

## 2) Solar will be cheaper than Grid Power globally:

The average cost of solar has dropped 75% over the last 5 years, and is already at Grid Parity (which means it's the same price or less than power from the electric grid) in half the world's countries. A study by Deutsche Bank predicts solar energy will be at grid parity in up to 80% of the world by the end of 2017.

Last month, Elon Musk announced his new solar roof tiles would be cheaper than normal roofs, saying "The basic proposition will be: Would you like a roof that looks better than a normal roof, lasts twice as long, costs less and, by the way, generates electricity? Why would you get anything else?"

## 3) The growth in the global solar market continues to hit records year-after-year:

According to the Global Solar Power Market Report, the world had 76GW of new solar installations this year - a 48% increase from 2015. In the US, the solar industry will add 10 GW of new power output in the second half of this year, which is 34 percent more than was installed in all of 2015 (which itself was a record year).

Last year, a research team from UNEP and Bloomberg reported that renewable energy made up 53.6% of all new gigawatt capacity installed globally (up from 49% in 2014 and 40% in 2013), with green energy investments at \$286 billion. The trend has continued in 2016.

## 4) The most tangible actions are being led by the world's largest cities

The C40 Cities Climate Leadership Group is leading climate action, with 83 of the world's biggest megacities including New York, Los Angeles, London, Paris, Berlin, Madrid, Moscow, New Delhi, Beijing, Hong Kong, Singapore and many of the World's capitals. All have committed to big goals from becoming carbon neutral to generating 100% of power from renewable energy - supporting everything from electric cars to vertical farms.

It was the opt-in nature of the alliance (where if you weren't going to make a commitment, you couldn't join) that led the United Nations to shift from the consensus-basis of agreement in previous climate conferences (where everyone had to agree) to the opt-in basis of the Paris Agreement last year (where each country had to make their own commitment).

But the cities are not waiting for the countries. As Portland Mayor, Charlie Hales, said: "Cities are where the action is on climate, and there will be no turning back," he said. "If we get it right, the world will get it right. And we can get it right without the support of the national government."

5) The combined will of 197 nations is at its highest

This month 197 countries issued the "Marrakesh Action Proclamation" - reaffirming the Paris Agreement. Ironically, it was Donald Trump's threat to "cancel" the Paris Agreement that led the countries issuing the document, which says "This year, we have seen extraordinary momentum on climate change worldwide, and in many multilateral fora. This momentum is irreversible."

"It is being driven not only by governments, but by science, business and global action of all types at all levels. Our task now is to rapidly build on that momentum, together, moving forward purposefully to reduce greenhouse gas emissions and to foster adaptation efforts."

At the Marrakesh Climate Conference this month, a 2020 Roadmap was agreed to implement the Paris Agreement and take the steps to reverse the human impact on climate change.

2017 will be a year we remember - when these different forces combined to make the return journey to earth - the beginning of the path back to where it was before our age of destruction.

"When you live on a round planet, there's no choosing sides." ~ Wayne Dyer

## TREND #10: WORLD WIDE WEALTH



### Future Trend #10



## World Wide Wealth

Here's Charles. A month ago he was set to close his business. This week, he sold it for \$180 million. That's why he's smiling...

After six years trying to figure out how to make games on the iPhone, Charles Forman was about to give up, with his company, Omgpop, set to run out of money by this May. Things changes three days ago. He said in an interview with the New York Times on Monday "I had \$1,700 in my bank account yesterday, and now I have a whole lot more."

So what changed? After 35 attempts at making games that would be successful, the Omgpop team finally found a hit at the beginning of

February. The game, called “Draw Something” is like Pictionary for the iPhone. Since it launched on Feb 6th, it has been downloaded 35 million times. It caught the attention of Zynga, the game company behind Farmville and other Facebook game hits. A month after the game launched, Zynga just bought Omgpop from Charles for \$180 million.

Do you have the perseverance to try to create a success after 35 failures? Is it worth the six years of trying and failing to reach the runaway success? This is another example of hyper-growth that comes from getting your surf board back out there again and again.

This story unfolded while I was on my recent Australia tour, where I was sharing similar stories of 'overnight' successes. This hit the headlines this week. Next week will be another story, and then another. Surf's up! Will it be your turn next?

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