



WHY BRITISH TECH INVESTORS FAIL AND AMERICANS SUCCEED: TIME TO REINVENT FUTUROLOGY?

Professor Richard Harvey, Professor of Computer Science, University of East Anglia

Webinar

Wednesday, 10 November, 10:00 GMT

A Word From Today's Chairman



Professor Michael Mainelli

Executive Chairman

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Today's Agenda



- 10:00 – 10:05 Chairman's Introduction
- 10:05 – 10:25 Keynote Presentation – Professor Richard Harvey
- 10:25 – 10:45 Question & Answer

Today's Speaker



Professor Richard Harvey

IT Livery Company Professor of Information Technology

Gresham College

Why British Tech Investors Fail and Americans Succeed: Time to Reinvent Futurology?

Richard Harvey

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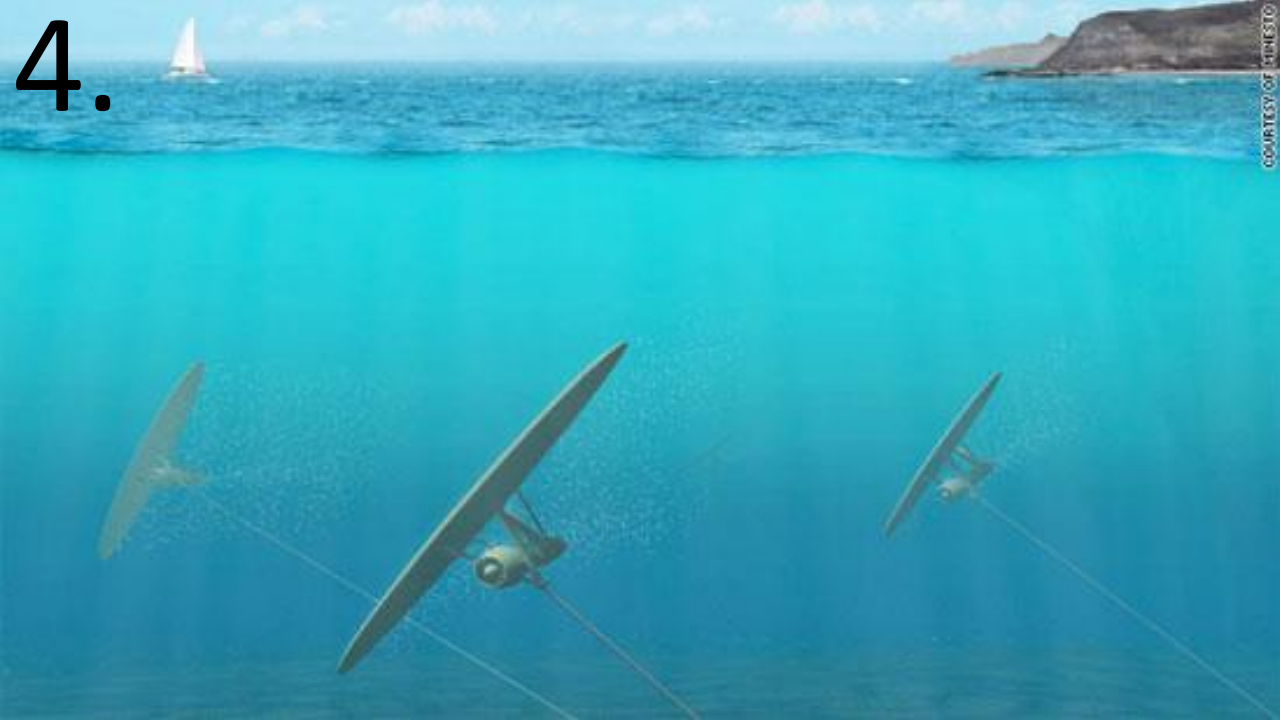
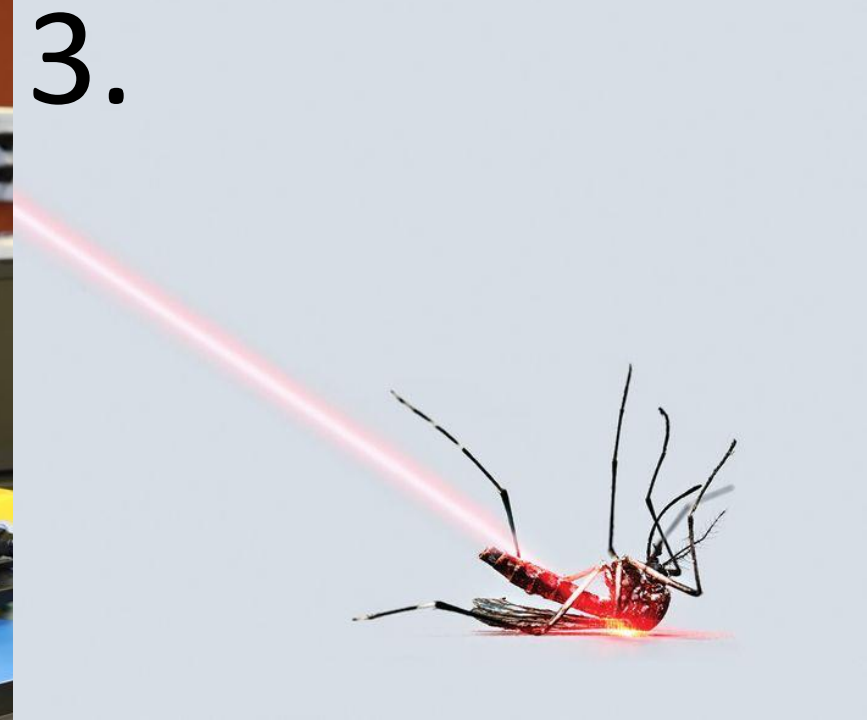
Abstract

As a technologist, I am often asked to distinguish between wild speculation from solid prediction. And of course, the business world thrives on monetising the difference between those two things. While there are great number of numerical techniques that help us put error bars around mathematical extrapolations, the tricky business of predicting society is largely unknown. Does futurology need to be reinvented to focus not on technological prediction, but on societal prediction? There is no innovation in Amazon is there? What there is, is a founder who is obsessive about his customers, i.e. a sociologist. Likewise, Steve Jobs, a man who was obsessive about computer users, not about technology. In this talk, Richard will try to set out the problem as he sees it, and will offer practical advice to technological futurology.

Poll 1

Which one of these inventions is the best investment over the next ten years?

1. The jetpack
2. The 3D Bioprinter
3. The mosquito laser gun
4. The green kite generator
5. The electric pavement

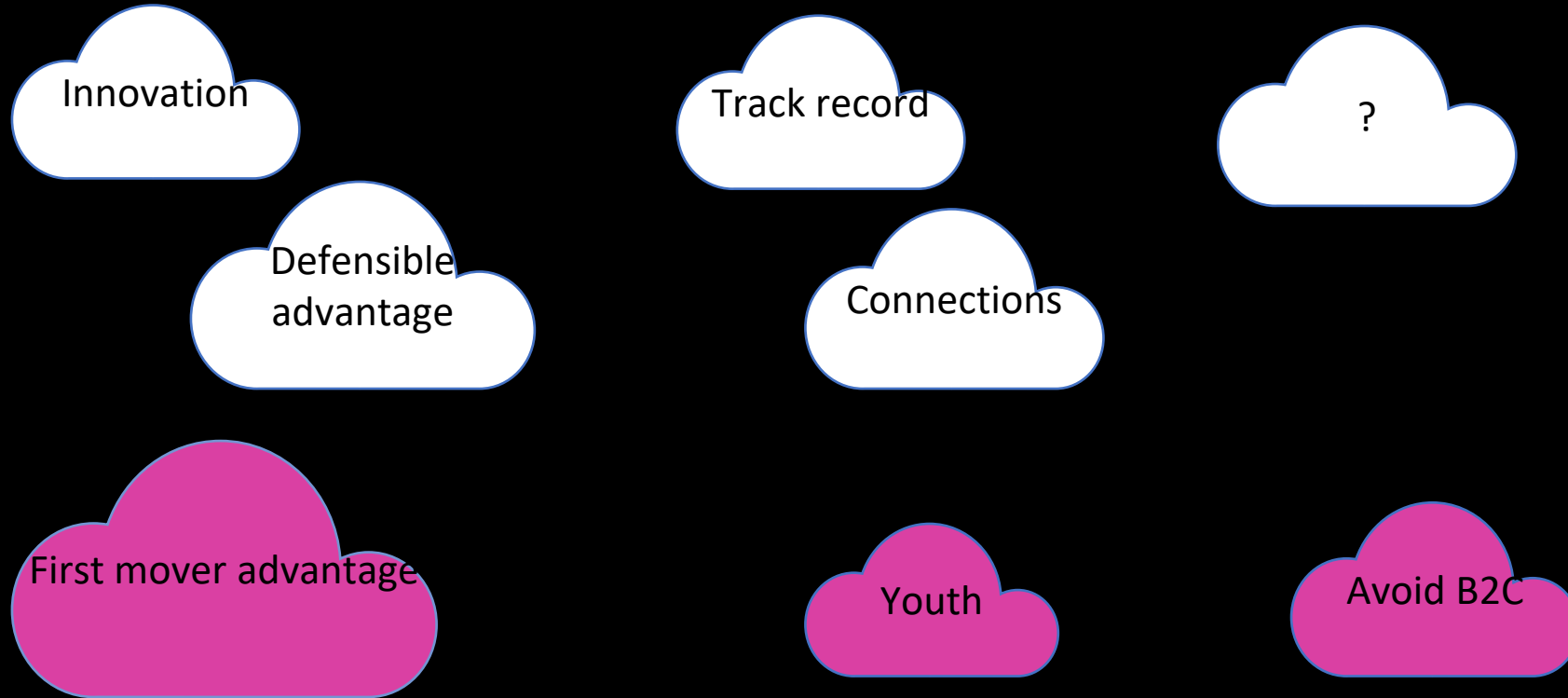


Poll 2

In which one of these early stage green business would you invest your £500k?

1. Linear Wave Ltd	10
2. Solar fields Ltd	2
3. Geothermal Power Ltd	5
4. Electros witch Ltd	8

TECHNOLOGY + MANAGEMENT + MARKET = SUCCESS



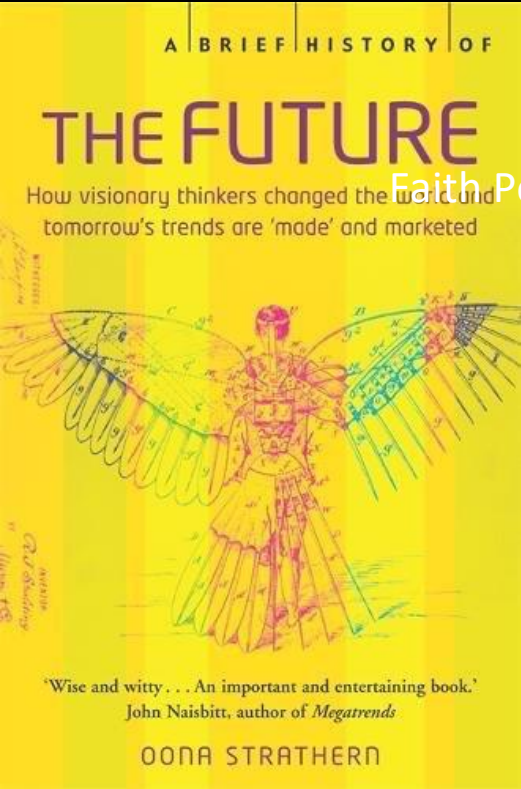
Customer need

- 9 ACTUAL SYSTEM PROVEN IN OPERATIONAL ENVIRONMENT
- 8 SYSTEM COMPLETE AND QUALIFIED
- 7 SYSTEM PROTOTYPE DEMONSTRATION IN OPERATIONAL ENVIRONMENT
- 6 TECHNOLOGY DEMONSTRATED IN RELEVANT ENVIRONMENT
- 5 TECHNOLOGY VALIDATED IN RELEVANT ENVIRONMENT
- 4 TECHNOLOGY VALIDATED IN LAB
- 3 EXPERIMENTAL PROOF OF CONCEPT
- 2 TECH CONCEPT FORMULATED
- 1 BASIC PRINCIPLES

10 - 20 years



Predicting society



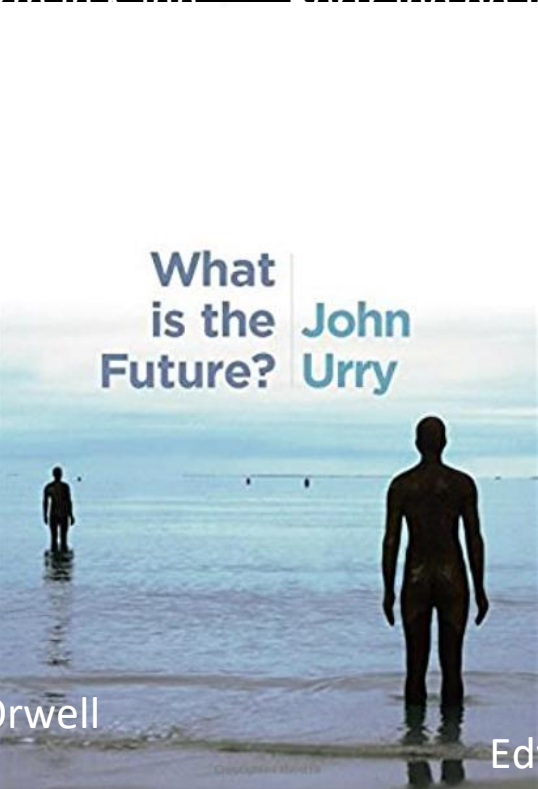
John Naisbitt

John Langdon-Davies

Faith Popcorn

Peter Schwartz

Robert Jungk Ossip Flechtheim
Herman Kahn Bertrand de Jouvenel
 Ulise van Kármán



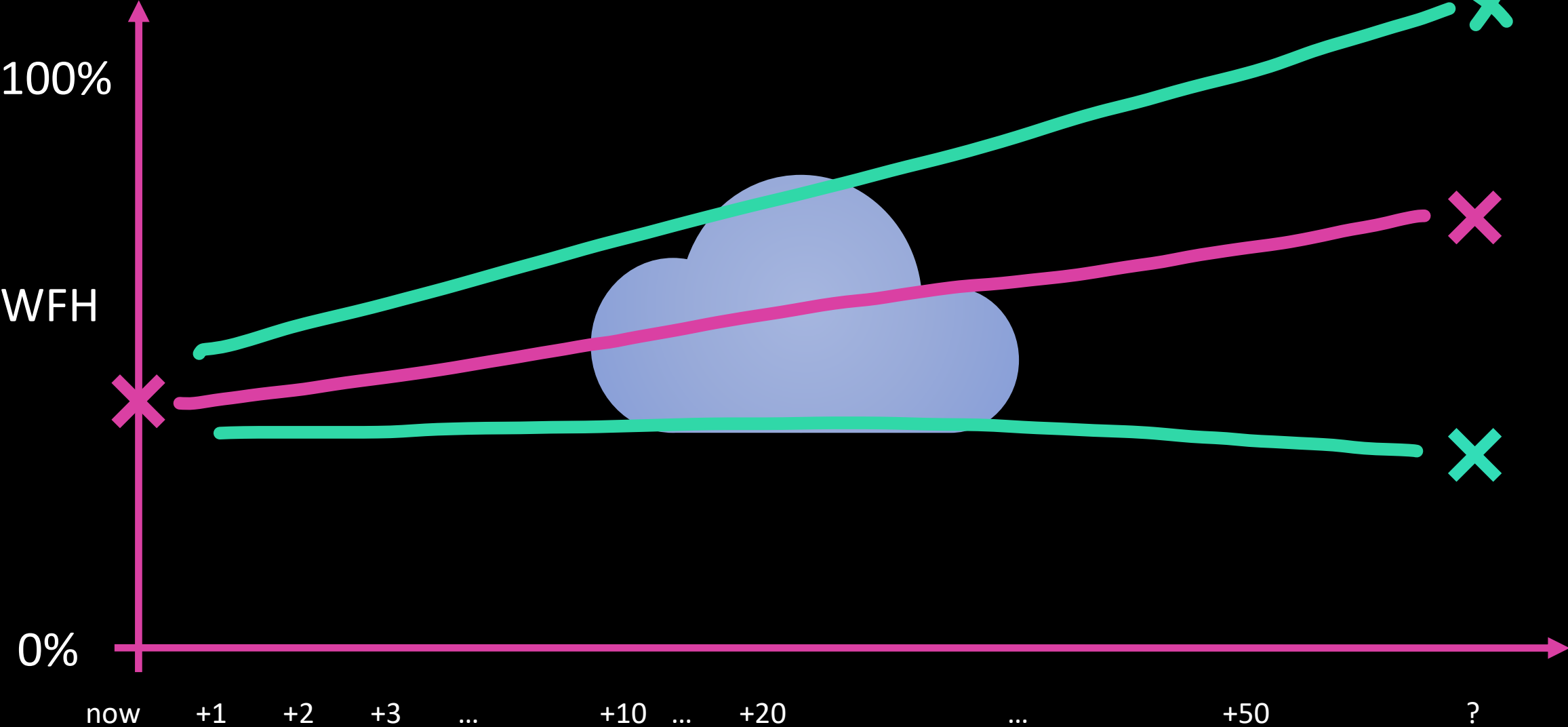
George Orwell

Sci Fci
Utopians
Dystopians

Edward Bellamy
Charlotte Perkins Gilman
Albert Robida



Predicting society



Concluding

- Tech success is NOT about technology
- Tech success is about understanding customer need
- Predicting society is tricky
 - there are enumerable gurus operating at +50 years
 - very few work at +10 years

- Cri de coeur: Can we please pay more attention to societal prediction?

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- Tue, 16 Nov (15:00-15:45) Financial Centres Of The World 2021: Focus On Turks & Caicos
- Wed, 17 Nov (16:00-16:45) This Is How They Tell Me The World Ends: The Cyberweapons Arms Race
- Thu, 18 Nov (11:0-11:45) Esop Sofa: Hot Topics In Employee Share Ownership – Newspad Review IV

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