

Dematerialization



**Sickcare to
healthcare**



Loneliness



INFORMATION GATHERING

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DEMATERIALIZATION

VALUE, ECONOMY

SUMMARY

Transfer of items and systems from the material world into the digital spaces at an exponentially growing rate, including changes in our approaches to the value of a product, possession, purchase, or use.

TREND

Describing dematerialization as a process that consumes less resources but still increases the value. Simply put, enabling enterprises to 'create more with less.' The metaverse has accelerated and amplified the process through the integration of e-commerce via NFTs, digital real estate, skins/clothes/ cars and home decor in virtual reality. Representations of physical products that will not undergo wear and tear and hence devaluation. Not to mention its immense impact on the environment. On one hand using less raw materials like paper, plastic and wood etc; on the other hand having extremely high electric and water needs to carry out the processes. However, companies are already looking at more sustainable ways to advance.

SIGNALS

- Luxury Brands Are Already Making Millions in the Metaverse. The Dematerialised, a digital department store of your dreams that sells nothing but virtual luxuries; clothing and accessories that will only ever exist online.
- After conquering the physical world of interior design Roar will operate in a user-owned digital world as a furniture showroom, an art gallery and a studio that develops decor solutions for clients in the virtual environment. 'My bedroom can be full of plants in the morning and have a spa-like interior by the afternoon.'
- Thanks to new technologies, many advanced economies are reducing their use of timber, metals, fertilizer, and other resources. Dematerialization trend is spreading to other parts of the globe and offers some hope for environmental protection when combined with effective public policy.
- CodeNekt has identified an opportunity to utilize digital tools to solve pressing issues in the automotive market, such as the increased importance of vehicle safety, carbon footprints, public authorities and insurance companies dematerializing their services.
- Gryn, CEO of MetaHero, is doing his part to make that new reality as real as possible, creating high-definition 3D scans of people, objects and animals that you may soon encounter in games, virtual worlds and NFTs.
- A metaverse mogul is ready to make his move after buying \$2 million in virtual land

FUTURE OF E- COMMERCE

On the optimist side, we will see a growth of dematerialized enterprises able to create more with less. Artificial intelligence and data mining is enabling white-collar employees to be faster and more productive. Many enterprises are showing significant CO2 reductions driven by dematerialization efforts, such as selling digital products and services instead of physical products, or by moving data and applications to the cloud instead of having their own servers. Real estate, car shopping, e- shopping, comic books and art, human presence and all their belongings in the metaverse will create a whole new economy for creators, developers and artists.

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SICK-CARE TO HEALTHCARE

TECHNOLOGY, VALUE

SUMMARY

A paradigm shift in the area of healthcare moving from a more reactive approach (treatment of diseases) to a more preventative approach (Maintaining health, preventing and counteracting disease, even from a genetic level.)

TREND

Technology is being used more and more in all aspects of the health area, specially moving towards preventive medicine. This area deals with the prevention of a certain disease instead of its treatment, that is, the patient does not get the disease to begin with. In some cases, it can also give a very early diagnosis of the disease, thus facilitating treatments and possibilities of cure. The debate around the ethics and boundaries of genome editing to correct genetic dysfunctions in a fetus is picking up pace with urgency.

HealthTech companies are focused on wearable devices, Smarthealth, big data seem to be at the forefront of development.

SIGNALS

- Queensland Health has recently published a decade-long strategy to digitally transform the state's healthcare services in rural and remote areas.
- The infants of mothers who completed two doses of either the Moderna or Pfizer/BioNTech coronavirus vaccines during pregnancy had about a 60% reduced risk for being hospitalized with Covid-19 in the first six months of their lives, a new study finds.
- The digital-health space has grown fast in recent years, as more people have embraced telemedicine, at-home fitness setups, and mental health apps.
- Global VC investment in digital health companies in 2021 totaled more than \$57 billion, according to data from CB Insights. That's an increase of nearly 80% compared with 2020.
- An Apple Watch could track metrics like your heart rate and your oxygen level and share that data with a sleep monitoring device to determine the optimal light and temperature for the highest sleep quality
- In 2018, scientist He Jiankui, a researcher at the Southern University of Science and Technology in China, claimed to have produced the world's first genome-edited babies using CRISPR technology — twin girls born resistant to HIV.
- People who need IVF treatment are being urged not to go to other countries to create “designer babies” that are screened for certain traits.
- According to data presented by the HIMSS there are already more than 300 health institutions that use wearable devices, and the number is only increasing. These devices can promote the prevention and control of numerous diseases, in addition to improving the patient experience.

FUTURE OF BIOHACKING

Industry 4.0 is bringing a series of new concepts to different markets (internet of things, big data, storage, accessibility, and sharing, among others). Within that context, “health 4.0”, a new technological and operational solutions that will directly influence the development of new treatments, the monitoring of patients, and the management of resources in health units. Genome editing will lead to a more resilient evolution of our species. Designer babies may be an eventuality, where customizing physical features could be the new elite norm. Age reversal technologies may also see light, bringing down mortality rates.

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LONELINESS

SOCIETY, VALUE

SUMMARY

“As a society, we do little to support emerging adults at precisely the time when they are dealing with the most defining, stressful decisions of their lives related to work, love, and identity.” Digitalization of socialization has affected social skills in communication, situations of awkwardness and discomfort.

TREND

Loneliness and isolation has been affecting the health of the society (Not only psychologically but also physically) generating serious consequences, including economic ones. Lack of human contact and intimacy is increasing, especially through COVID and as we move ahead into new plains of socialization online. Identity is hugely based on other's reactions and responses to us, and growth of healthy identity comes from the fallacies and discomfort of physical interactions, which is being substituted by curated social apps that provide the safety of not dealing with consequences of online communication.

SIGNALS

- New report suggests that 36% of all Americans—including 61% of young adults and 51% of mothers with young children—feel “serious loneliness.” Not surprisingly, loneliness appears to have increased substantially since the outbreak of the global pandemic.
- Loneliness deserves attention, but headlines that claim we are witnessing a ‘loneliness epidemic’ are not true, and are actually unhelpful.
- One reason why younger people may feel more isolated, may be their greater tendency to use social media. The study found an increasing correlation between social media usage and feelings of loneliness.
- Facebook depression’ is a new term that refers to depression that develops as a result of children and teens spending a lot of time on social media sites and begin to experience depression as a result. When teens compare themselves to photos of others and the illusion of others’ better lives, they can experience decreased self-esteem and depression.
- Mom Paid 12-Year-Old Son \$1,800 to Stay Off Social Media ‘Til His 18th Birthday
- Mom Paid 12-Year-Old Son \$1,800 to Stay Off Social Media ‘Til 18.
- Is Online Dating the New Normal Thanks to COVID?
- The increased use of social media has created new social norms for dating.
- During adolescence, kids begin to build an identity and sense of self, and it is only natural that an interest in dating, intimacy, and romantic love would follow. It's not surprising that dating would be online when 95% of teens have a smartphone.

FUTURE OF INTIMACY

Intimacy being a core human need will find new ways to manifest digitally. New relationship bonds will be created through online avatars in the Metaverse, that may or may not fulfill the physical needs of contact that friendship bloom from. Social skills will have to be focused on as training. AR will hopefully launch games that interact with the primary world, need for flesh bonding and communication. Intimacy therapy is on the rise, A.I assisted designed intimacy its already taking form.

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