Value Creation in the Age of Imagination

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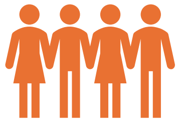
Human – Technology Interface



Every Advancement of Technology Has Made Humans Lazier

Latest Developments are making us Weaker

It is leading us towards **CONGITIVE SURRENDER**

We may be moving towards the end of the Age of Information

From the Age of Information to the Age of Imagination

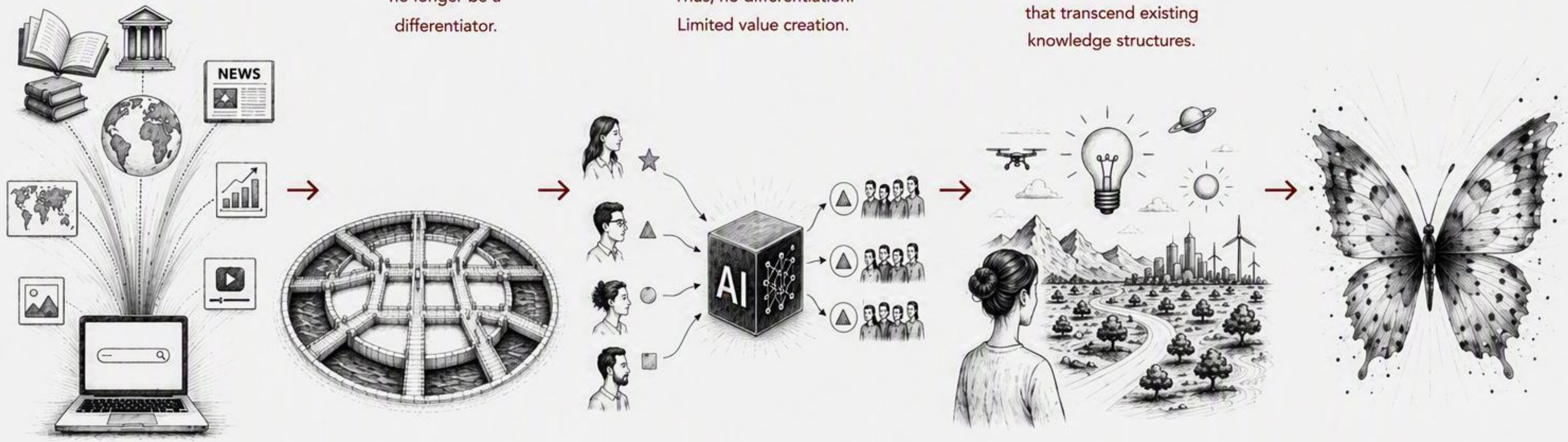
1. AI makes past and present information universally accessible.

2. The capacity to recall, organise and analyse information, a considerable competitive advantage in the Information Age, will no longer be a differentiator.

3. When everyone optimises on the same intelligence layer that AI generates, everyone begins to look the same.
Thus, no differentiation.
Limited value creation.

4. Rather differentiation and value creation will be a result of the ability to imagine new and novel solutions and futures that transcend existing knowledge structures.

5. Hence, MICA argues, that we are transitioning from the age of Information to the Age of Imagination.



Information is abundant	Access becomes ubiquitous	Optimisation without imagination leads to sameness and low value	Imagination creates new possibilities	Imagination becomes the new currency

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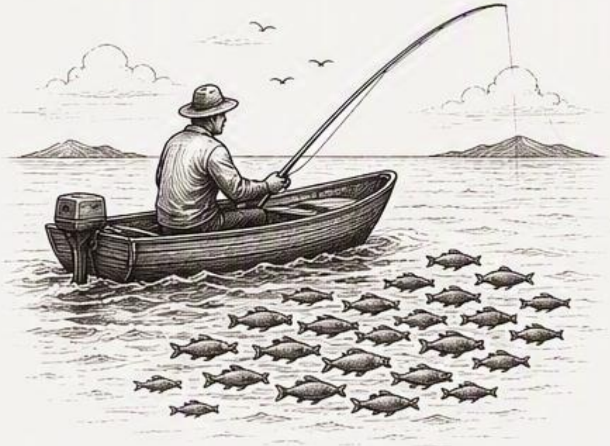
Marketing in the Age of Imagination

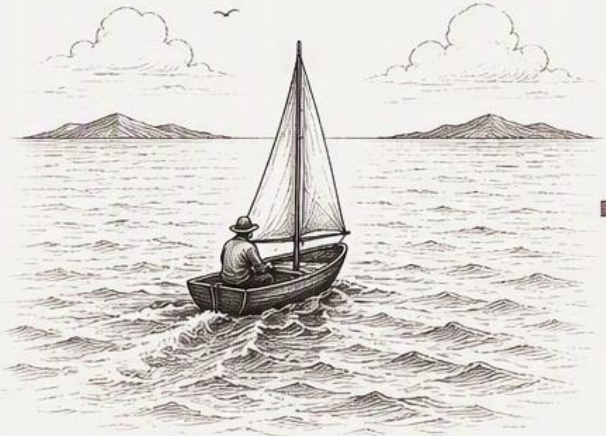
Marketing must evolve from discovering demand to *imagining demand into existence.*

1 Find the Fish



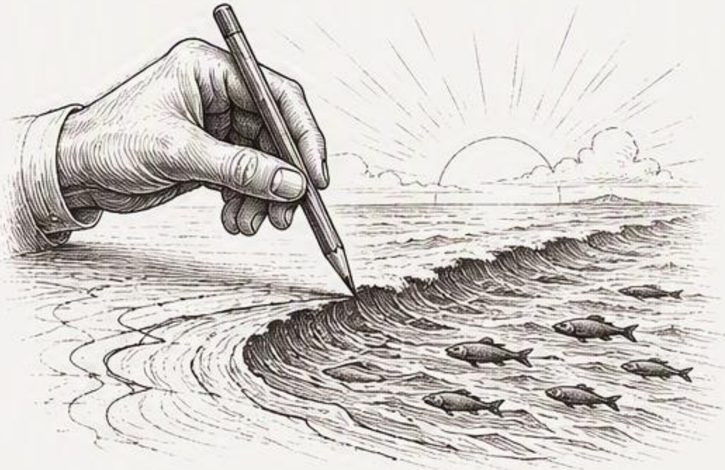
- Identify existing demand
- Locate customers
- Understand needs
- Fish where the fish are

2 Find New Oceans



- Discover uncontested markets
- Find new demand spaces
- Fish where no one else is fishing

3 Create New Oceans



- Invent entirely new categories
- Create demand that did not previously exist
- Create the ocean itself

Thus competitive advantage shifts from discovery and navigation to *imagination, creation and navigation.*

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The Financial Paradox

WILL QUARTERLY RESULTS MAKE SENSE?

HOW DO WE SET A VALUE FOR MARKET MAKING?

HOW DO WE DETERMINE THE VALUE OF A NEW BUSINESS MODEL?

Value Measurement

- GMV
- Revenue
- Profits
- Cash at Hand
- Tangible Assets
- Intangibles / Goodwill
- Market Cap
- Leverage
- Customer Base
- Planet
- People

OR

Market Making

New Business Models

Paradigm Shift

Prediction and Prescription → Scenario Planning

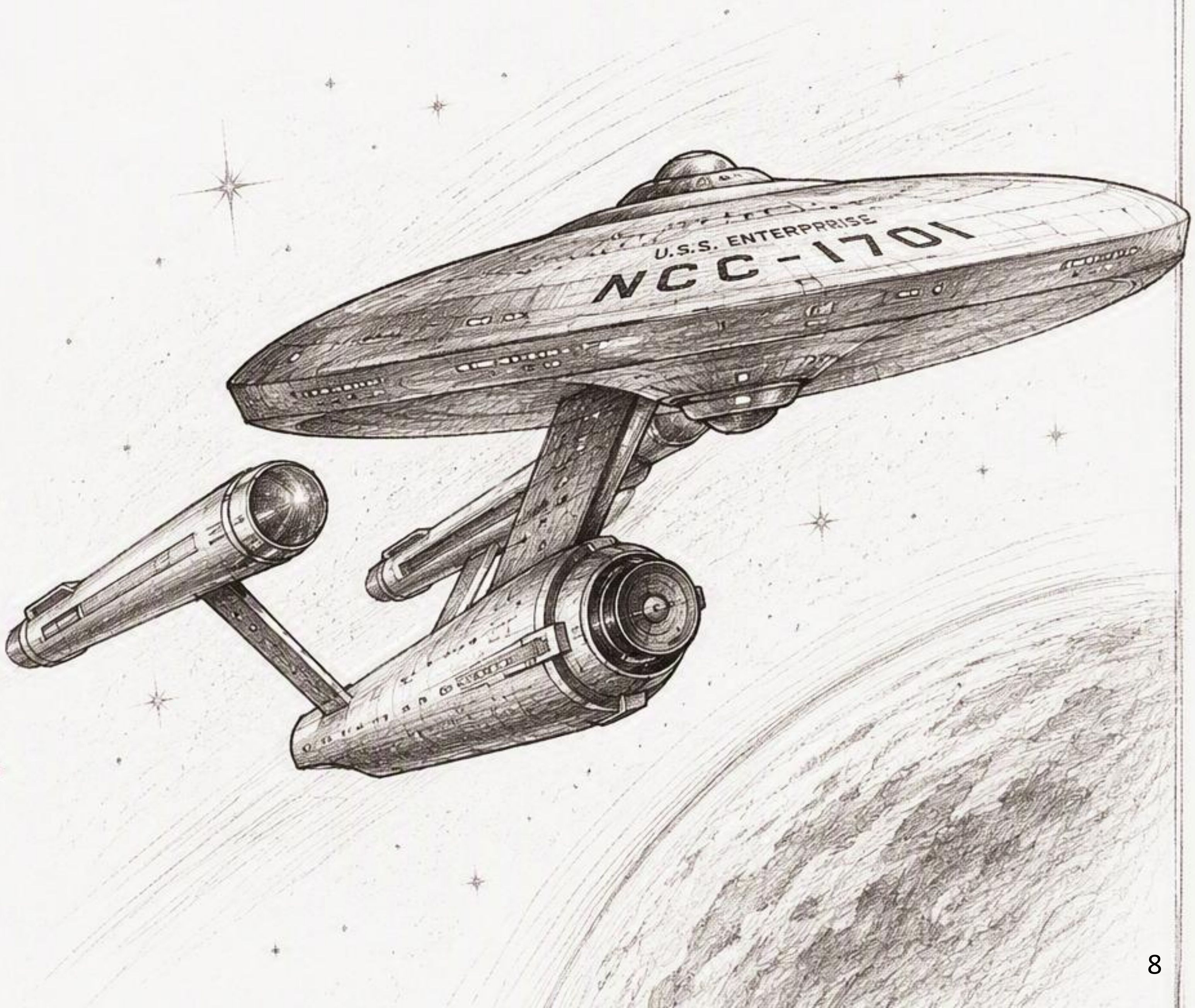
Custodian of Financial Health → Custodian of Futures

To paraphrase the most evocative captain who symbolises imagination and curiosity:

Futures:
the final frontier.

Its five-year mission:
to boldly go where no
person has gone before.

– Captain T Kirk,
Starship USS Enterprise, 1966



Thank You