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THE INDUSTRIES OF THE FUTURE

ALEC ROSS

ALEC ROSS was Hillary Clinton's Senior Advisor for Innovation when she served as Secretary of State of the United States of America. Since leaving the State Department, he has advised investors, businesses and government leaders on technology and innovation policy. Alec Ross is currently a Distinguished Visiting Fellow at John Hopkins University where he specializes in emerging technologies, geopolitics and geoeconomics. Alec Ross is a co-founder of the nonprofit One Economy which serves low-income people on four continents. He also sits on the board of directors for companies in the fields of technology, media, telecommunications, education, health care and cybersecurity. Alec Ross is a graduate of Northwestern University.

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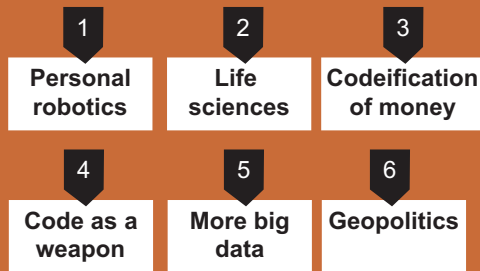
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MAIN IDEA

What are going to be the growth industries of the next twenty years as globalization, digitization and the Internet work their way through the economy?



The big six industries which will flourish in the next couple of decades are:



"The innovation and company creation that is just now beginning to take place in robotics, genomics, cyber, big data, and new fields made possible by the code-ification of money, markets, and trust will spring from alpha cities around the world, but they will also come from places that most business leaders have never visited. The rise of the Internet economy has taught business leaders that very young people who grew up digital are likely the ones who are going to create the big Internet companies. The same will hold true in many of the industries of the future. I expect most of the billion-dollar businesses in cyber and big data to spring from the minds of people in their twenties and thirties—those who grew up programming in a time of code war and the exponential growth of data."

— Alec Ross



1. Personal robotics Page 2

As populations age, more and more care of the elderly will move to robots. In the coming decade, societies will undergo a far-reaching revolution as humans learn how to live and work alongside intelligent robots.

2. Life sciences Page 3

Cutting edge advances in genomics and life sciences will allow people to live longer and healthier lives. Genetic sequencing will become more widespread and genomics is a trillion-dollar industry in waiting.

3. Codeification of money Pages 4 - 5

Digital currency – the codeification of money, markets, payments and trust – is now well underway. Bitcoin is a good trial run but the application of code to commerce is going to be incredibly powerful and far reaching. Anyone anywhere in the world will be able to send, receive, hold or spend money at the touch of a button on their mobile device.

4. Code as a weapon Pages 5 - 6

The weaponization of code is one of the fastest growing and most disruptive industries in the modern world. This is increasing the ability of bad parties to cause widespread systemic damage to the global economy.

5. More big data Page 7

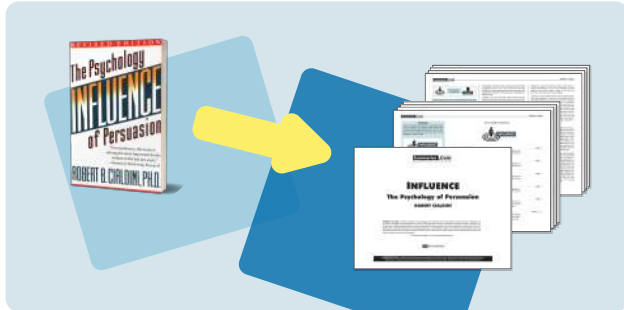
To excel in the agricultural age, you needed land. The raw material of the industrial age was iron. To move forward and do great things in the information age, you need lots of data and the ability to use that data to make smarter, more efficient decisions. Big data will change what you eat, how you speak and how you act in the future.

6. Geopolitics Page 8

The industries of the future will be created within the current geopolitical structure and will also transform it in profound ways. The question is no longer left versus right. Today, it's open vs. closed. The countries which will excel in the future will do so on the strength of open political and economic models which empower all.

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