



FUTURES PLATFORM

A hand holding a rolled-up document against a city skyline at sunset. The background is a warm, orange-hued sky with silhouettes of city buildings. A hand is holding a rolled-up document, with a bright light emanating from the end of the scroll, suggesting a vision or plan.

HELPING YOU TO BUILD A BETTER FUTURE

Futures Platform Oy

KALEVANKATU 3 B, FI-00100 HELSINKI

www.futuresplatform.com



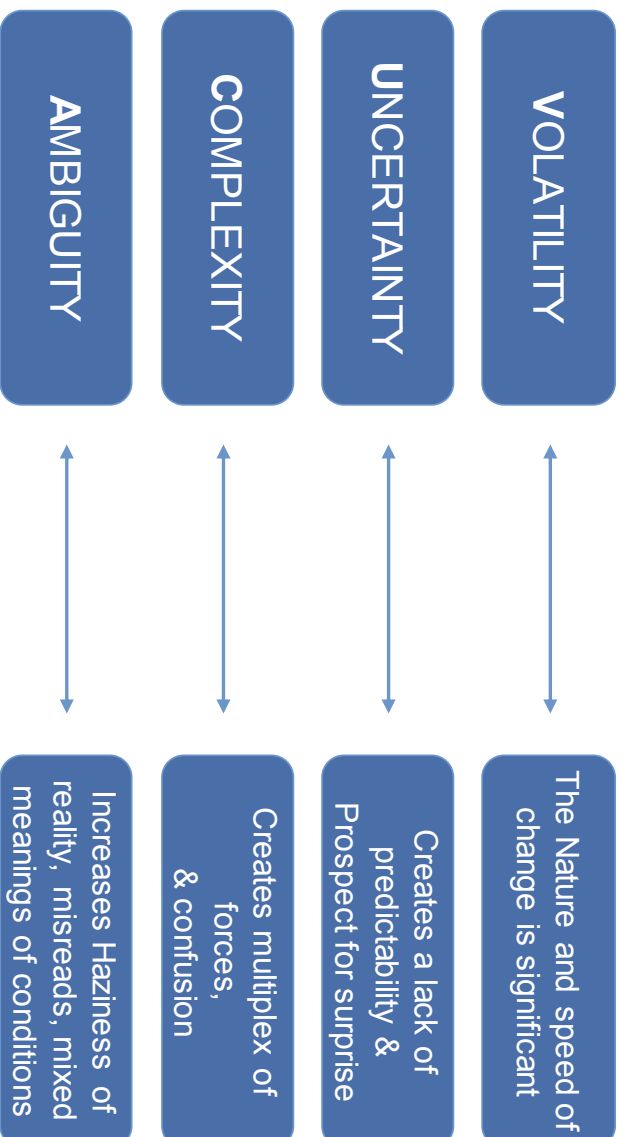
The global landscape and operational environment is going through an unprecedented change

- Global Megatrends and related phenomena are constantly shaping the world around us. This change is no longer only faster, in fact it is said to be exponential and fundamental.
- On top of the obvious technological and scientific revolutions, which we read about daily, our global environment is shaped daily by several large scale revolutions such as:
 - Climate change
 - Aging of population (Western world)
 - Advancements in wellbeing and health
 - Socio-cultural change
 - Ethical and ecological changes
 - Knowledge revolution
- The big question remains, that How to make sense, and gain understanding on impacts and potential developments in the midst of this change?



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VUCA - One way to look at the global change and revolutions



*VUCA is a globally recognized phenomena explaining the change/transformation we are facing in our societies today. Originally introduced in military context, it presents elements in which organizations view their current and future state. They come together in ways that either confound decisions or sharpen the capacity to look ahead, plan ahead and move ahead. VUCA sets the stage for managing and leading – Source, Wikipedia



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Building the future, through Strategic Foresight

Plan and develop new and agile and adaptive processes and methodologies.

- Allow continuous strategy and planning, in order to close the gap between strategy and action

Form and visualize the shared view of the future(s):

- Combining data, information and knowledge on different levels. E.g. Blending community & expert knowledge together with the organisation's own insight, in order to bring clarity on planning and decision making.

Actively use new and agile methods of work and collaboration on different levels

- Break through the organisational silos and sandboxes
- Looking further to the future
- Activate your communities
- Leadership through foresight vs. leading through hindsight.

Analyze, prioritize and create concrete, plans, strategies and roadmaps for testing and piloting

- From "survival mode" and "just reacting" to thought leadership and shaping the future



FUTURES PLATFORM

Futures Platform in a Nutshell

Futures Platform™ is a web-based tool that helps organisations build a holistic view of their own future and make winning choices in a changing world. Subscription to the tool provides access to a trends map with inspirational articles and videos curated by future foresight experts. Users can blend in their own insights, assess future changes together with their team, and make educated decisions to seize opportunities and mitigate risks. With Futures Platform™, organisations will have their future radar constantly switched on.

The founding team of Futures Platform™ has strong experience in market intelligence, foresight work, participatory planning, and software business. Futures Platform™ manifests our vision of foresight work at its best: It should be easy, insightful, and engaging – and a continuous activity.

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FP Background

- Based on innovation to create an easy to use interface to visualise futures data
- Help organisations to create a clear view and shared understanding of the their prioritised changes and trends
- Over 5 years of development
- Startup (spinoff) 2016

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Potential Benefits of strategic foresight and Futures Platform

1. **SHARED UNDERSTANDING OF FUTURE**

Key people in strategy process and working in relation to the selected future theme, will have a holistic and structured view of all the relevant future trends affecting the theme in question on a short-, mid- and longterm.

2. **OPPORTUNITY AND THREAT IDENTIFICATION**

The tool can be used specifically to process all identified trends & phenomena into concrete opportunities or threats from the point of view of the selected theme.

3. **SCENARIOS, QUESTION SETTING AND ROADMAPPING**

The shared understanding and new identified opportunities and threats will serve as an input to create burning questions, concrete scenarios and road-maps on how to approach the theme in the future.

4. **COMMUNICATION, ENGAGEMENT & KNOWLEDGE SHARING**

The Futures Platform is a great visual tool to communicate through, and engage with the company's management and employees as well as externally to its customers and key stakeholders.

5. **THOUGHT LEADERSHIP**

Company may publish or share (with special permission to be agreed separately) some results externally as part of its thought leadership marketing. Can be shared through company's own publications and/or digital marketing channels.

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FUTURES PLATFORM

FP Core Team



Ville Vanhala

CEO

An expert in the global market of B2B insights products. Ville co-founded Global Intelligence Alliance (GIA) in 1999 and was in charge for its insights services until the company was sold in 2014. Ville started his career at McKinsey & Company.



Mika Ilari Koskinen

CX & Technology Director

A designer and architect with over 20 years of experience in digital service design. Co-founder of Alternative Futures together with Tuomo Kuosa and Jari Koskinen.



Dr. Tuomo Kuosa

Content Director

A futurist specialised in strategic foresight, futures research methodology, and anticipating societal transformation. Author of the book "The Evolution of Strategic Foresight".



Jari Koskinen

Consulting Director

A futurist & co-designer with a vast consulting experience in service concept design, brand management, participatory strategy work and facilitation of change processes.



Saku-Juhani Koskinen

Sales Director

20 years of sales and client driven business development. International business and management consultancy experience of more than 10 years.



Markko Vaarnas

Chairman

Specialised in internationalising B2B software and service companies. Co-founded GIA in 1999 and grew the company with VC money to 10 offices across 4 continents, and 15 mEUR in revenue by 2014.



Marianna Mäki-Teeri

Futures Analyst

Marianna holds a Master's degree from the Turku School of Economics, specifically on Futures Studies. She participates in the identification, selection and analysis of future change phenomena that are constantly updated in the Futures Platform tool.

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FP Advisory Board



Sohail Inayatullah

Professor at Tamkang University, Taipei (Graduate Institute of Futures Studies); Associate, Mt. Eliza Executive Education, Melbourne Business School

First UNESCO Chair in Futures Studies.

Laurel award for all-time best futurist by the Shaping Tomorrow Foresight Network.

Co-Editor of the Journal of Futures Studies and on the editorial boards of numerous publications including *World Future Review*, and *Foresight*.



Gerard Drenth

Associate Fellow at Saïd Business School, Oxford University, and also Senior Partner and Managing Director at Normann Partners, an international consulting firm that focuses on innovation, strategy and scenarios.

At Shell from 1990 until 2004, Gerard was with Shell in a variety of roles including assignments in the global scenarios team. He spent the last five years with Shell as the Scenario Manager in Shell's scenario team in London.



John P Geis

PhD, Col USAF, retired. Published author on long-range strategic planning.

Currently Director, Airpower Research Task Force.

Formerly Chief of Research and Professor at the Air Force Research Institute.

Former Director of the Air Force Center for Strategy and Technology (CSAT) where he directed U.S. Air Force's principle long-rang planning research organisation charged with investigating the national and strategic implications of new and emerging technologies.

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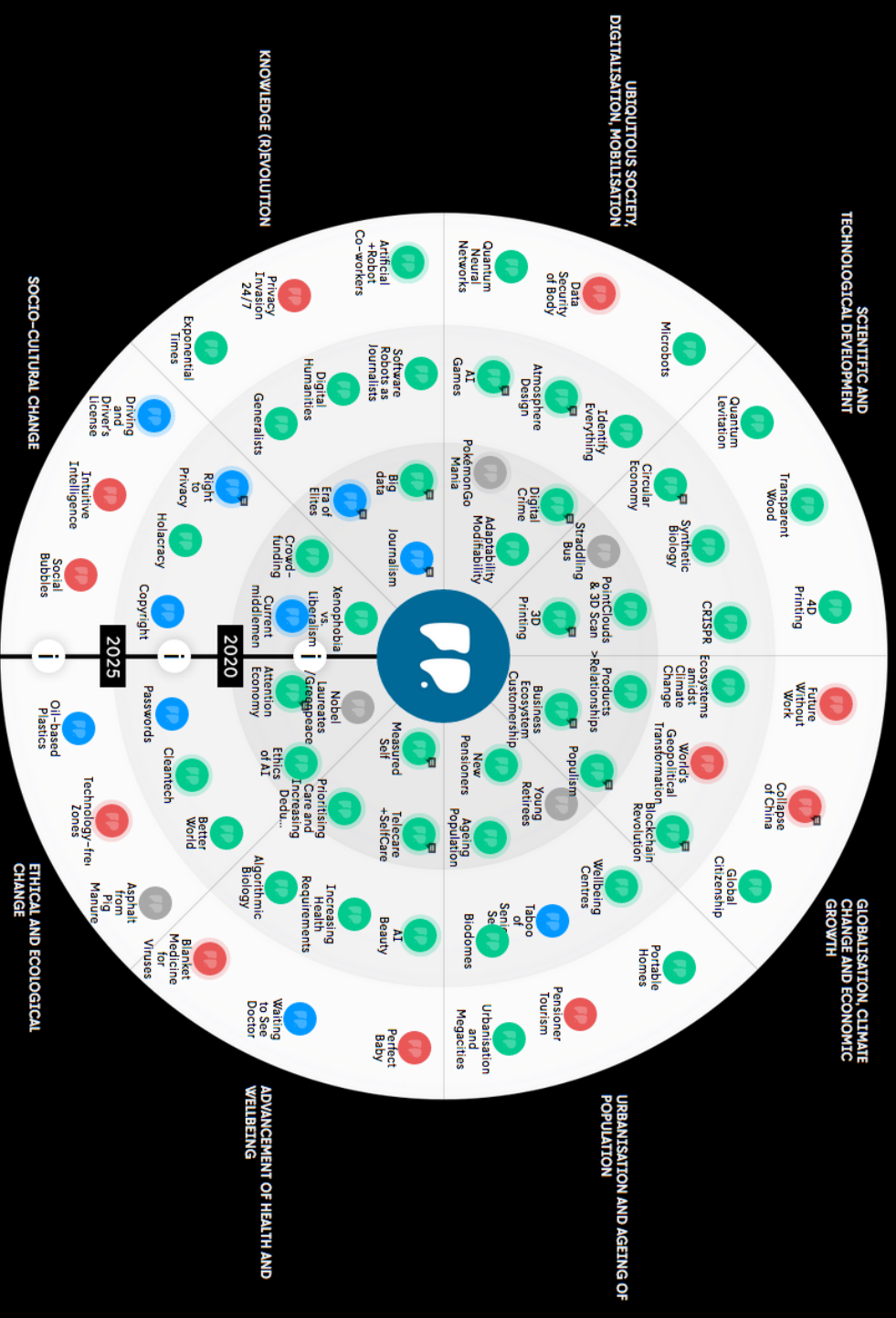
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KEY FEATURES OF THE PLATFORM

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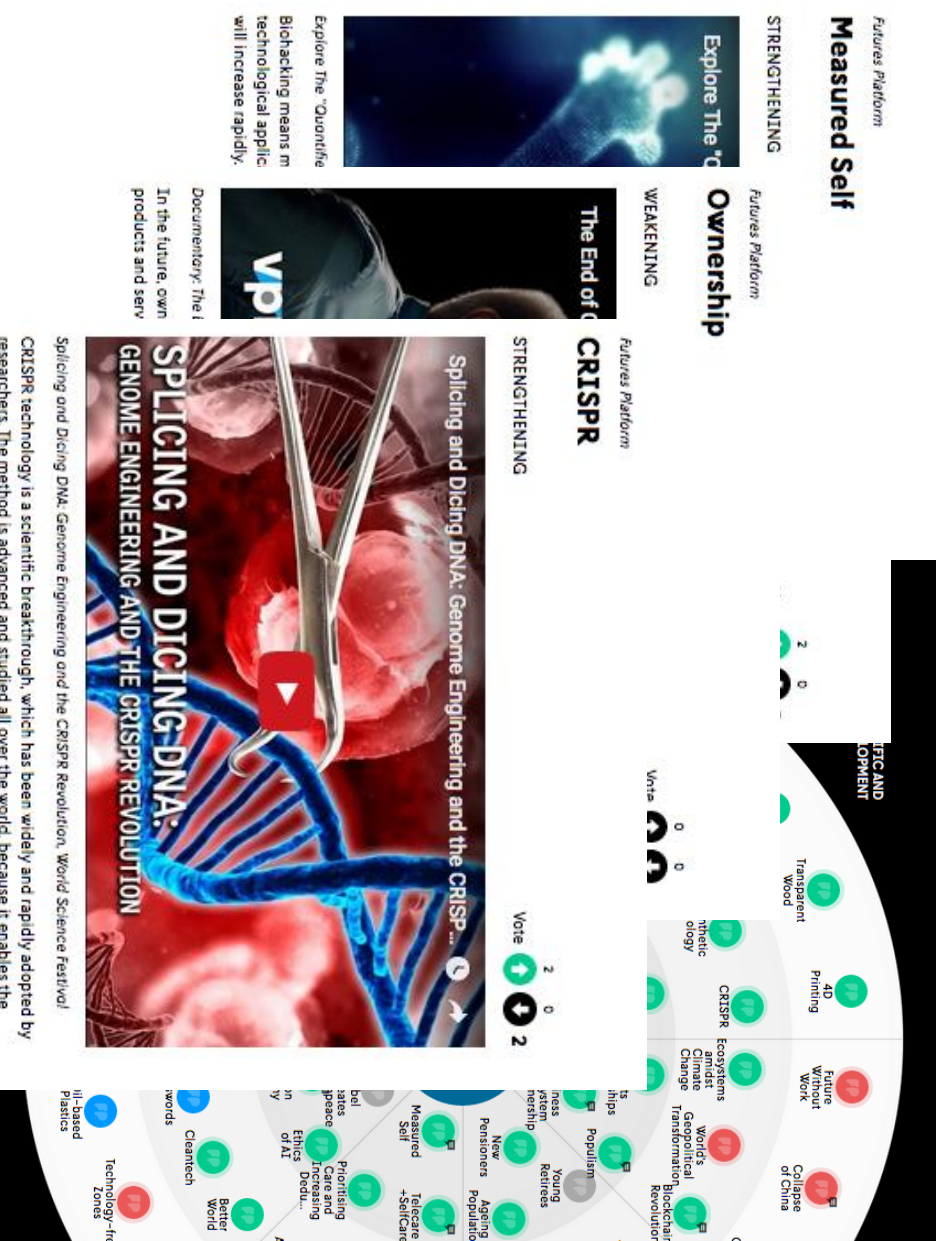
**Create a visual 360°
view of the future
trends and phenomena**

- Concise and clear
- Easy to get an holistic picture
- Simple dosing
- Prioritized view
- Pre curated content



Constantly updated and curated expert foresight content, and live news feed

- Over 350 different ready curated Phenomena descriptions, by Futurists and Foresight experts.
- Constantly updated news feed on current evolvments, based on selection and interest.



Futures Platform
Measured Self

STRENGTHENING

Futures Platform
Ownership

WEAKENING

Futures Platform
CRISPR

STRENGTHENING

Splicing and Dicing DNA: Genome Engineering and the CRISPR ...

SPlicing AND DICING-DNA: GENOME ENGINEERING AND THE CRISPR REVOLUTION

Splicing and Dicing DNA: Genome Engineering and the CRISPR Revolution, World Science Festival/

CRISPR technology is a scientific breakthrough, which has been widely and rapidly adopted by researchers. The method is advanced and studied all over the world, because it enables the

Explore The 'Quantif

Biohacking means m technological applic will increase rapidly.

Documentary: The I
In the future, own products and serv

Transparent Wood

4D Printing

Future Without Work

Collapse of China

CRISPR

Ecosystems

Worlds Geopolitical Change

Biocchain

Population

Young Retirees

New Pensioners

Ageing Population

Measured Self

Telecare +SelfCare

Prioritising peace and increasing in of AI

Cleantech

Better World

Technology-iv Zones

ill-based Plastics

-

Business Ecosystem Customership

Futures Platform

STRENGTHENING

Business ecosystems come of age

Business Ecosystems Come of Age, Deloitte US

Corporations are increasingly competing against each other in locking consumers their business ecosystems. Companies aim to build comprehensive product and service portfolios with their partners to acquire customers who are dedicated to the umbrella ecosystem. A fight between these umbrellas, a sort of ecosystemic play-off battle, has already begun and will continue to spread over more and more business fields, changing traditional business models and competition.

<p>Opportunities and New Ideas</p> <p>sakuradokken 3110.2016 13:34 We need to define a new way to describe our customer relations!</p>	<p>Challenges and Threats</p> <p>sakuradokken 2119.2016 13:28 Wie beschreiben alle?</p>
<p>Proposals and Action Points</p>	<p>Comments</p>

Vote 1 0 1



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Create your own phenomena and trends

- Your own content can be easily added, through a publishing tool.
- You can also easily edit any existing content.

[illegible]

Create Insight, Action plans and Strategies for the future

- Collect, reflect and make decisions based on discussion and relevant trends/phenomena
- Create scenarios based on most important trends and phenomena
- Create roadmaps and strategies, which can be updated and re-shaped as the future evolves

DISCUSSION

TÄHÄN PÄÄKÄYTTÄJÄLLE VIESTIKENTÄÄ, JOSSA VOI OHIATA KESKUSTELUA. TÄMÄ VOI STUO "MAKE STICKY"

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Publish this comment as topic

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Print the discussion

RATINGS

COMMENTS

CONCLUSIONS

"Relevance to our business"

Superbus	Adaptability+ Modifiability
Hyperloop	
Password	

"Impact to employer image"

"Relevance to our business"

Adaptability+ Modifiability

0.95 Superbus

0.67 Hyperloop

0.50 Password

"Impact to employer image"

Adaptability+ Modifiability

0.95 Superbus

0.67 Hyperloop

0.50 Password

EXPORT functions (TDB)



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MAKE THE FUTURE YOURS.

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