

INTERSECTION
CONFERENCE

ROMA, 2024

Focusing on The “Right” Priorities In a Time of Flux

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CONTEXT of MY WORK

How We Develop Technology and Its Interaction with Humans

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Consultancy



Authentication
Technologies

Investment

COMPOSEVC



Advisory

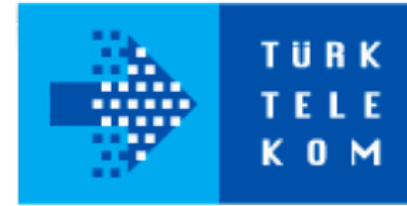
SXSW



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CLIENTS



SALT GALATA



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FEATURED BY

**Harvard
Business
Review**
TÜRKIYE



QUARTZ



TEDx



SXSW

DESIGN
FOR
EUROPE



dmi:
design
management
institute

Stanford **SOCIAL**
INNOVATION Review
Informing and inspiring leaders of social change

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AWARDS



DESIGN MANAGEMENT INSTITUTE
Design Value Awards - Boston, USA
2nd Place - 2019



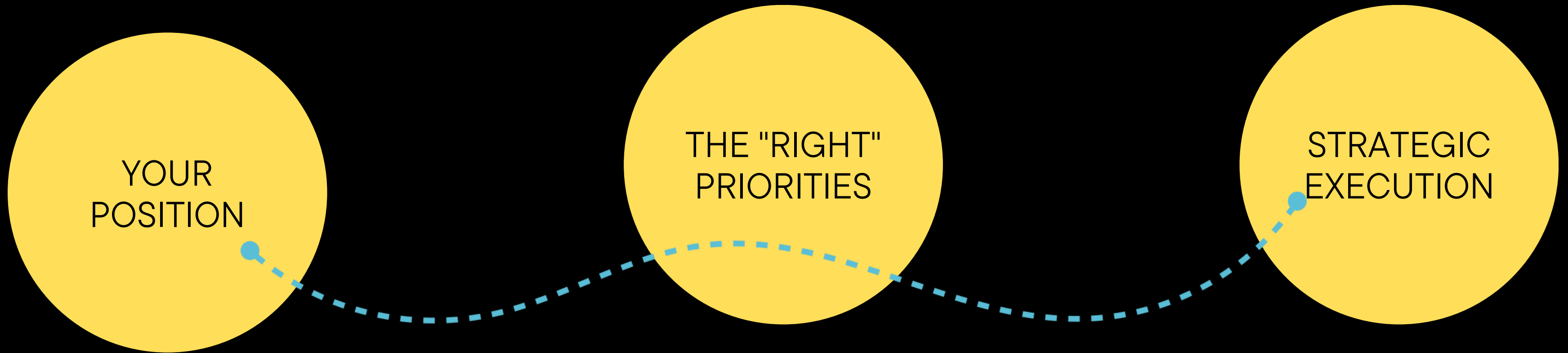
FAST COMPANY
Female Founders 100
2020

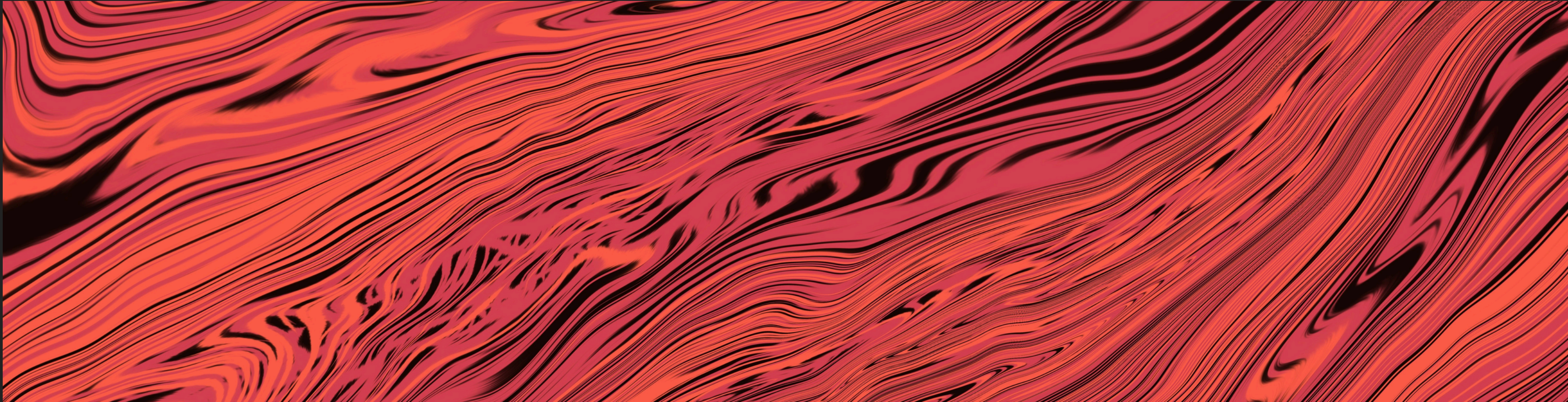


MICROSOFT
Women Leader Making Difference with New Technologies
2020



DESIGN MANAGEMENT INSTITUTE
Global Women & Diverse Design Leaders - Boston, USA

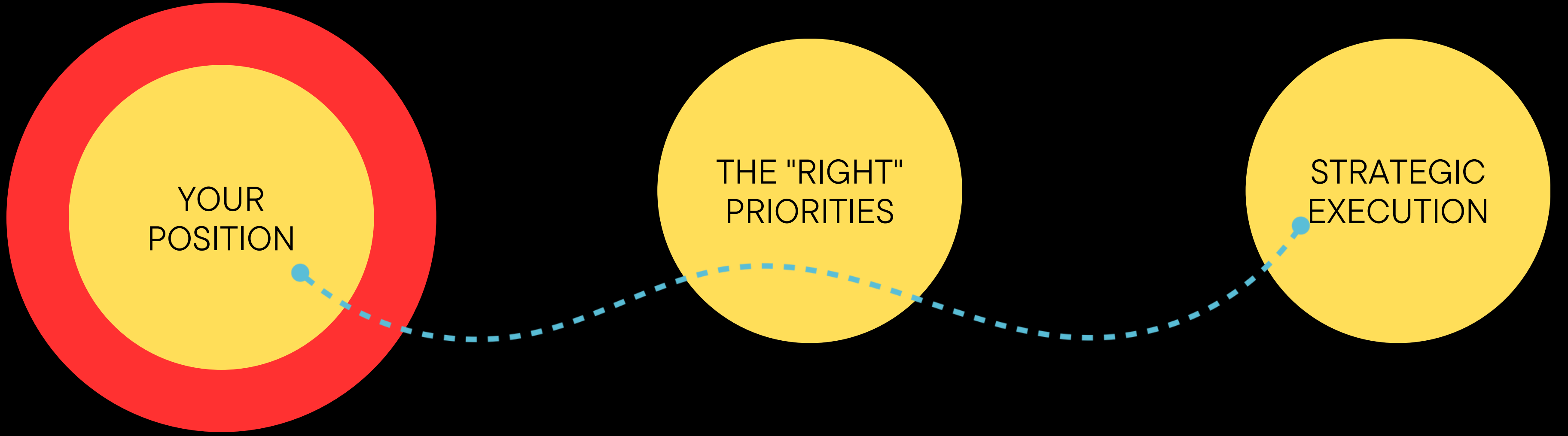




FLUX

**"Panta rhei"
"Everything flows."**

Heraclitus



YOUR
POSITION



You should aim to understand the main themes of flux as objectively as possible.

YOUR
POSITION

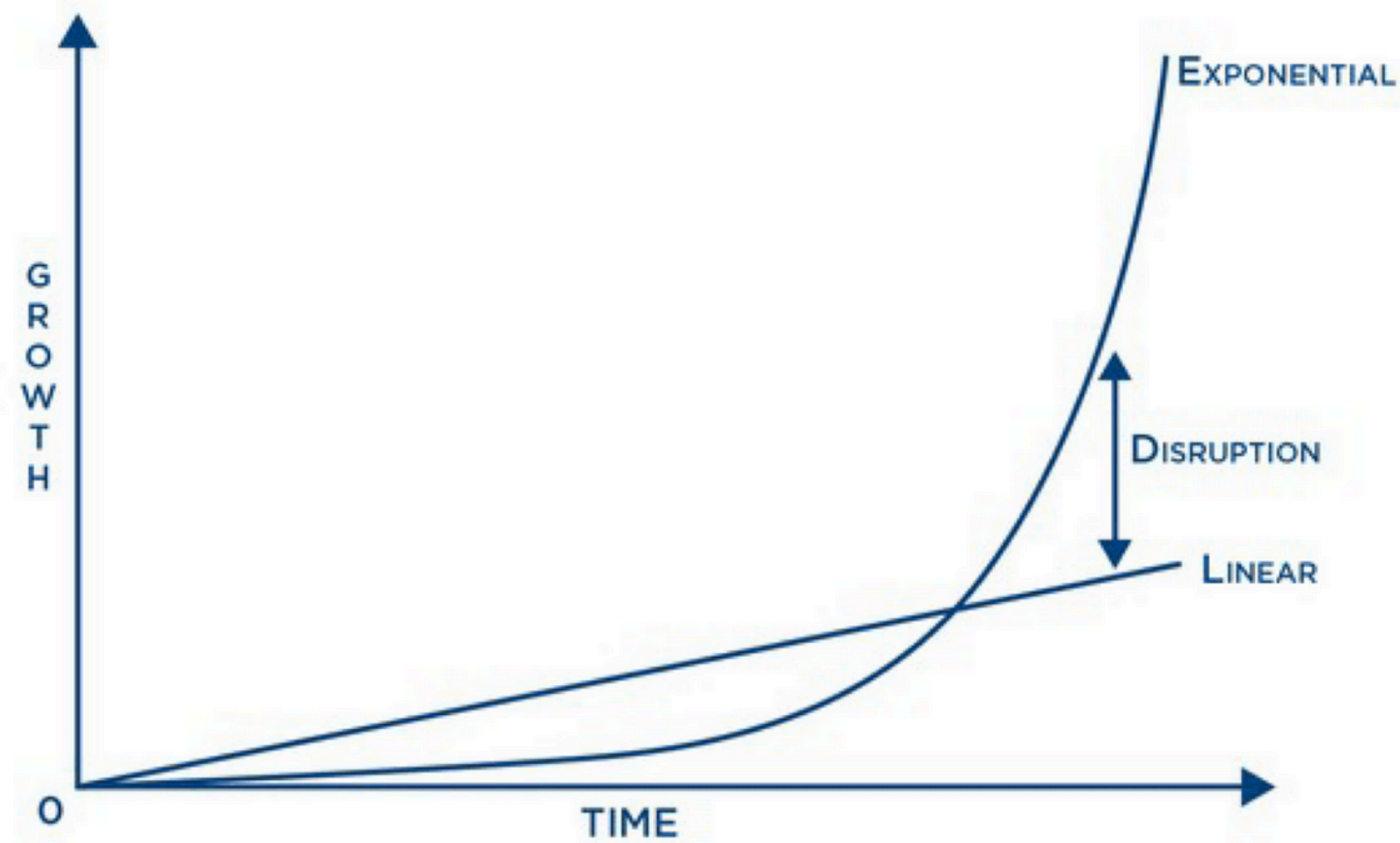
2

Many people don't understand the nature of technology and humans' interaction with it

YOUR
POSITION

Exponential technologies vs. humans and organizations with linear adaptation

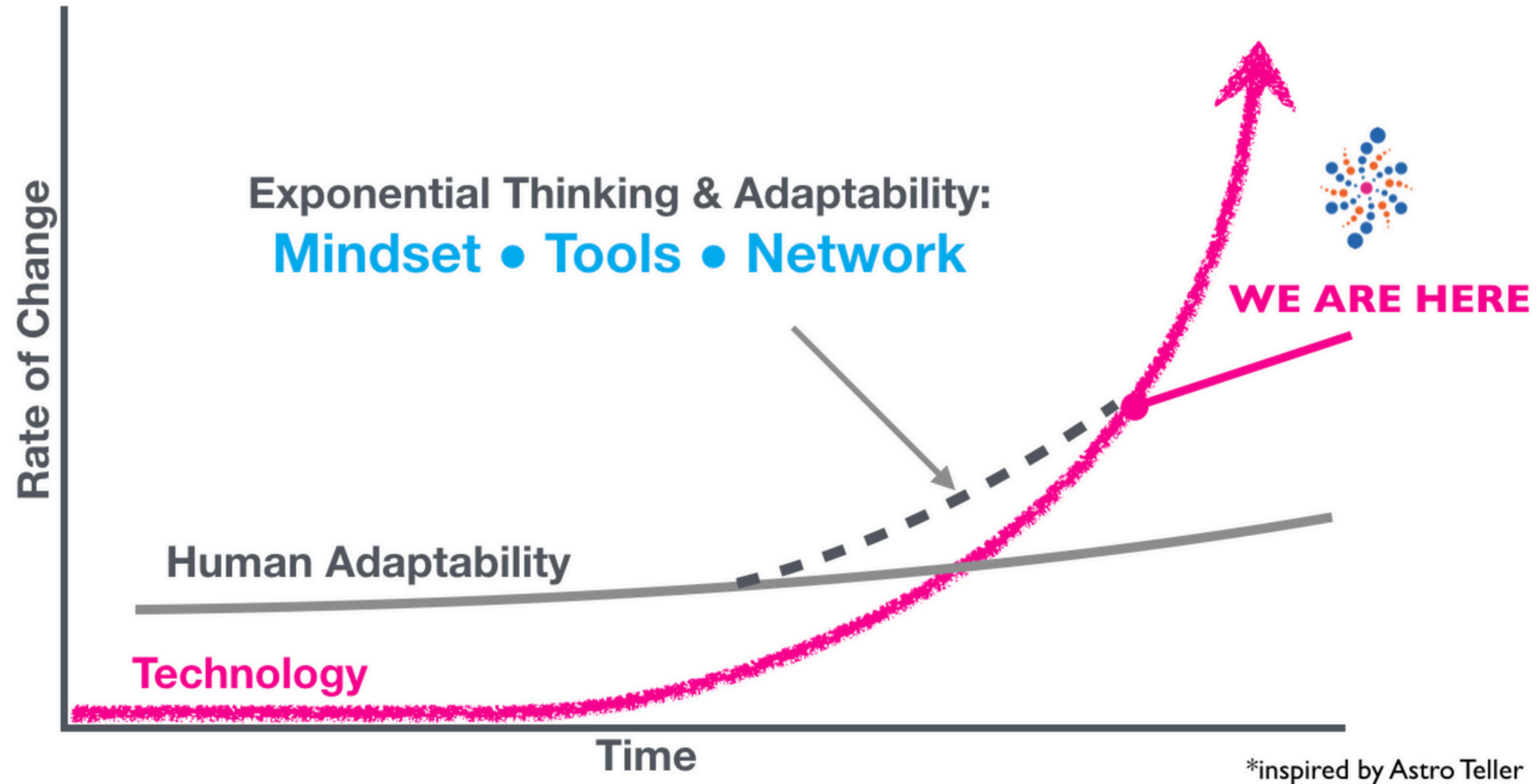
Linear vs. Exponential



Source: Salim Ismail, Michael Malone and Yuri Van Geest, *Exponential Organizations* (New York: Diversion books, 2014).

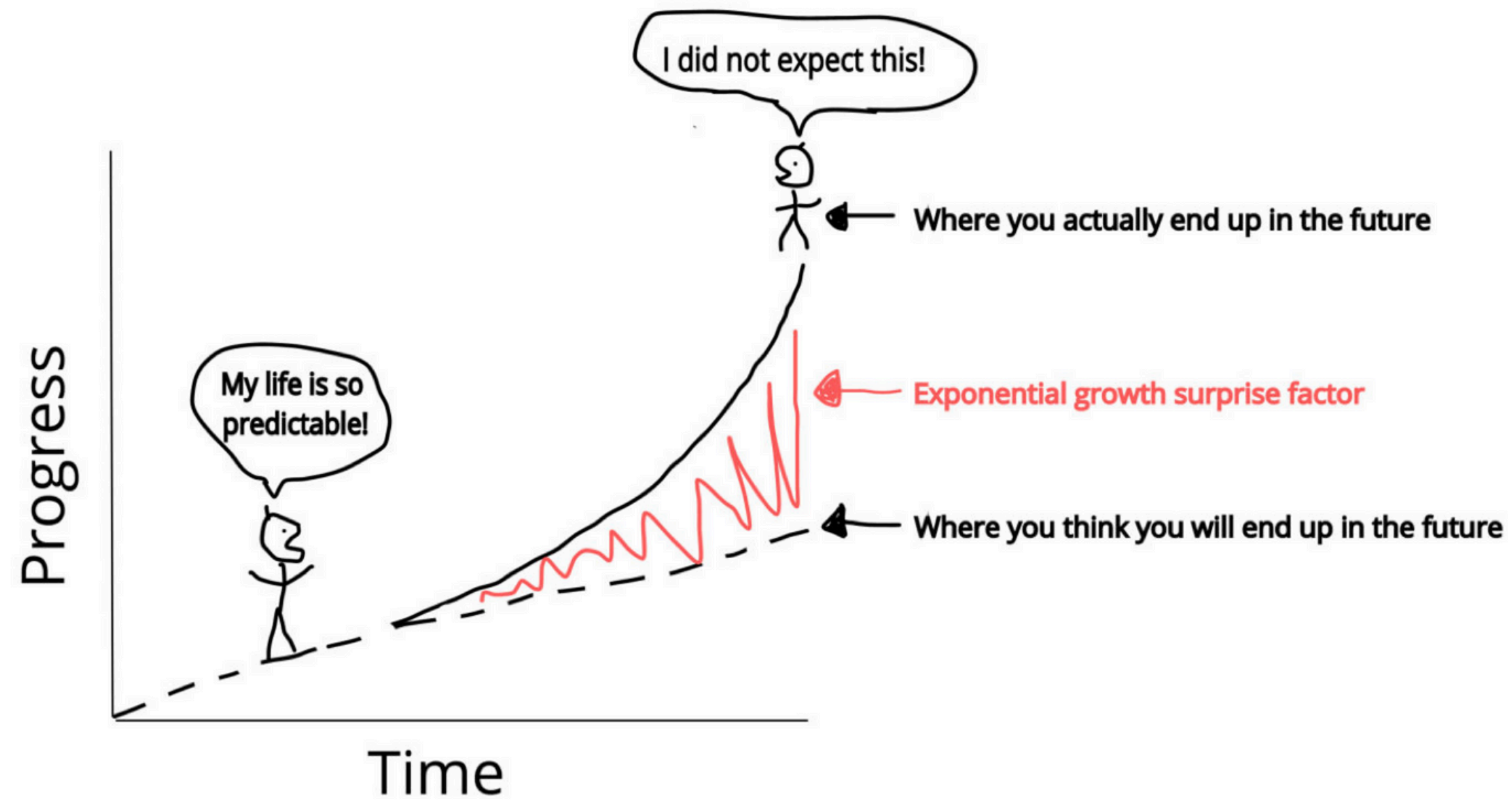
YOUR
POSITION

Exponential technologies vs. humans and organizations with linear adaptation



YOUR
POSITION

Exponential technologies vs. humans and organizations with linear adaptation

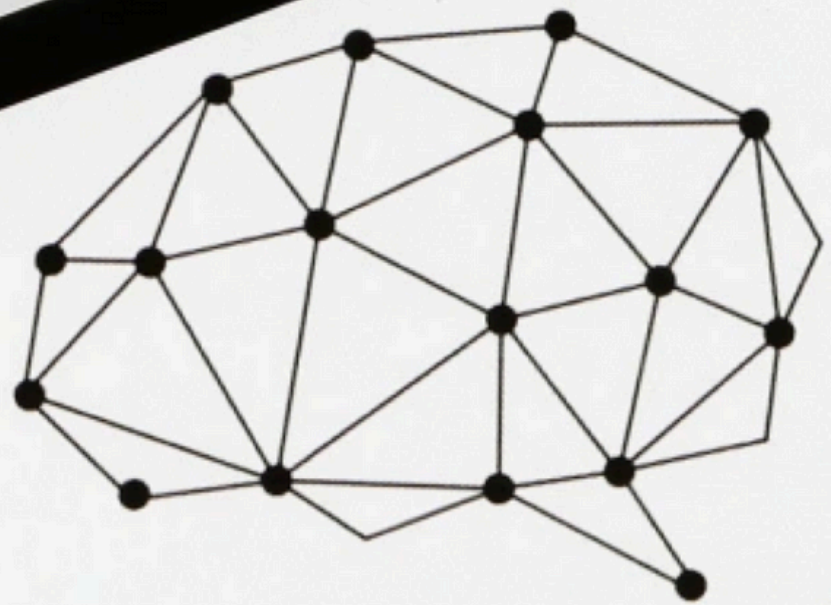


YOUR
POSITION



History repeats itself.





Cambridge
Analytica

facebook

facebook

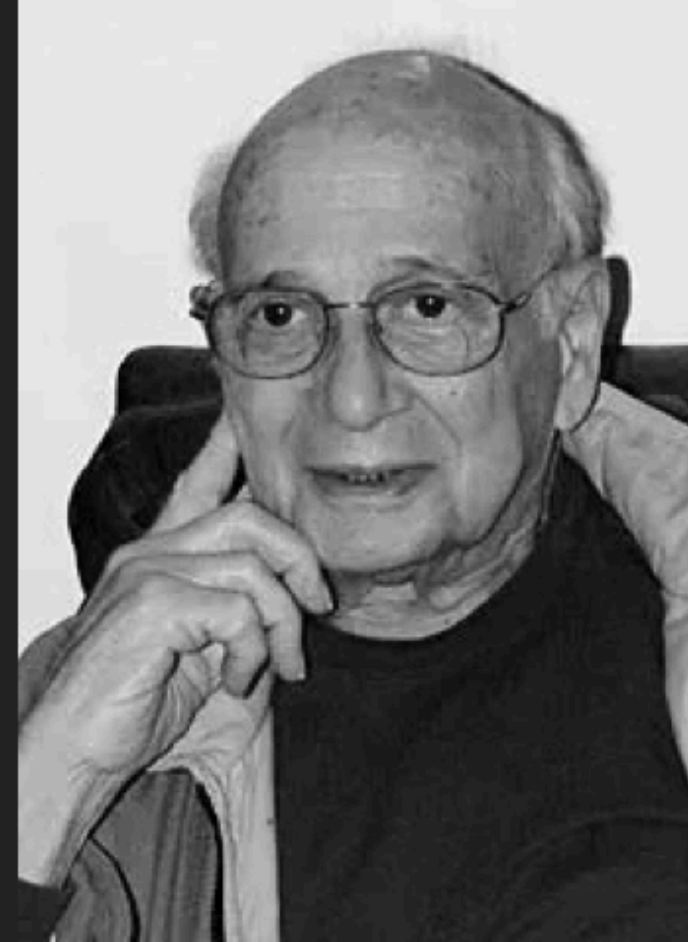
YOUR
POSITION

The same things will happen
with AI and synthetic
biology.

YOUR
POSITION



Understanding what
wicked problems mean



Horst Rittel and Melvin Webber, UC Berkeley

Some problems in design and planning have “complex and multidimensional” characteristics. These unique problems were made up of components that couldn’t precisely be identified. Therefore there was no absolute or single solution.

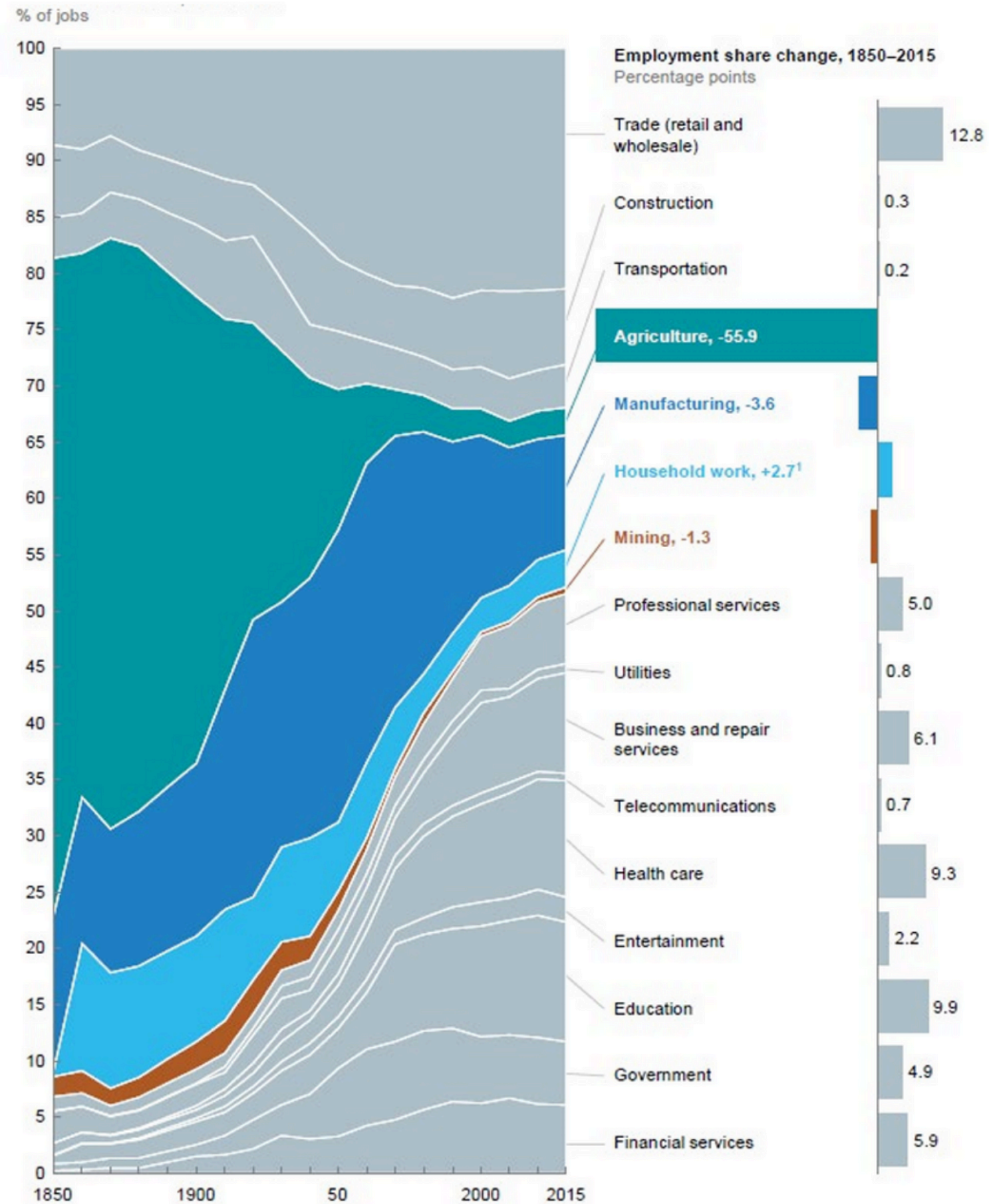
“Solutions to wicked problems are not right or wrong, only better or worse.” – Rittel

YOUR
POSITION

Will robots or AI take our
jobs?

YOUR POSITION

Share of Total Employment by Sector in the United States, 1850-2015

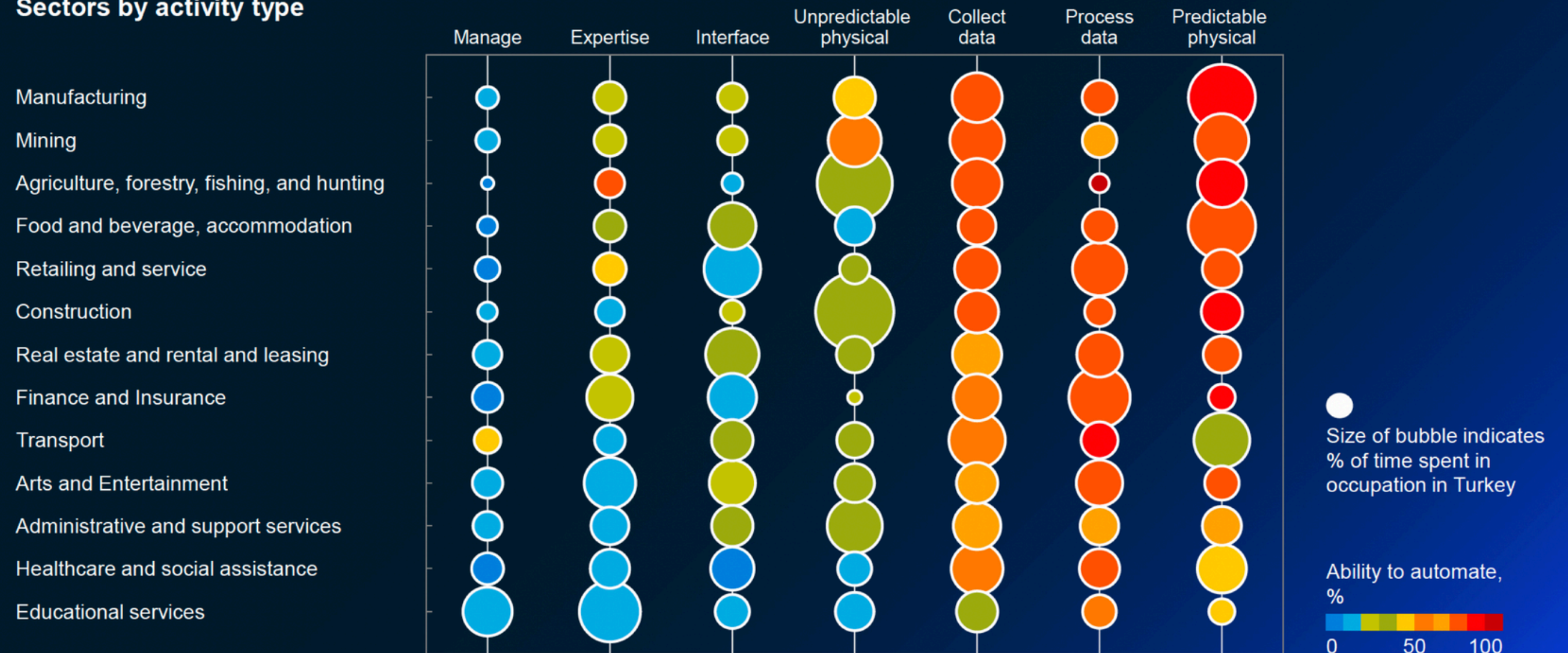


¹ Increase from 1850 to 1880 in employment share of household work primarily due to changes in how unpaid labor (slavery) was tracked.

YOUR POSITION

Sectors with the highest automation potential include manufacturing, mining, and agriculture

Sectors by activity type



NOTE: Figures may not sum to 100% because of rounding

Source: O*NET; World Bank; BLS; MGI Automation Model, May 2019; McKinsey Global Institute analysis

YOUR
POSITION



Centralization vs. Decentralization

YOUR
POSITION



Knowledge ownership and control are evolving.

YOUR POSITION



OpenAI's licensing spree

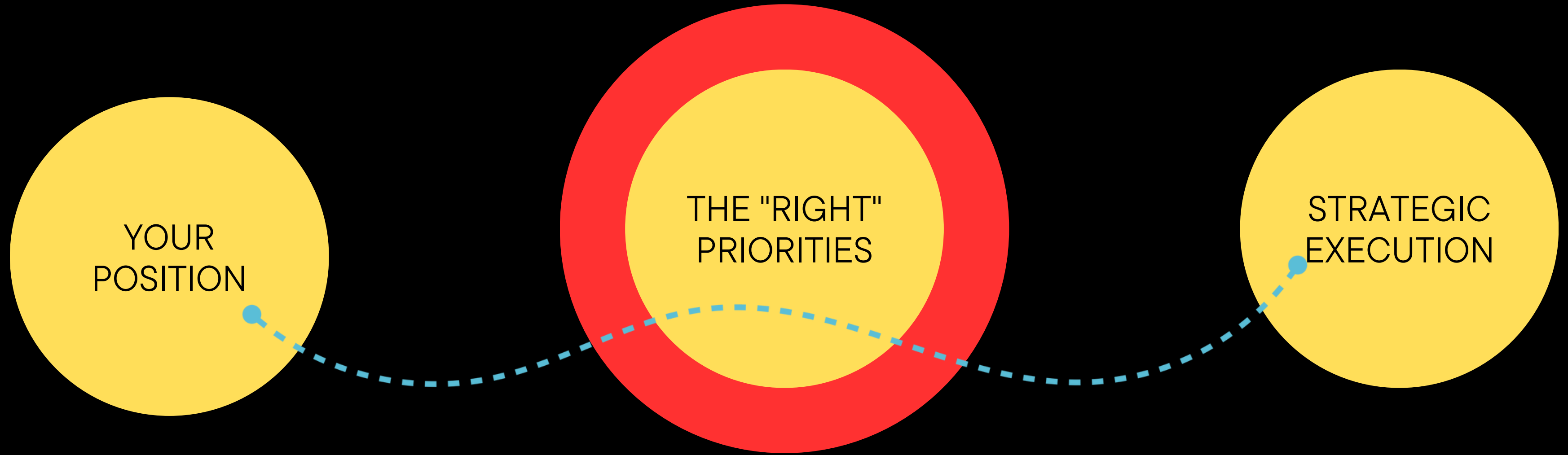
Notable content licensing deals, July 2023 – June 2024

Year	Month	Partner	Reported deal value	Notable sub-brands
2023	July	shutterstock		
		AP		
	December	axel springer	\$25M+	POLITICO BUSINESS INSIDER
2024	March	Le Monde		
		PRISA MEDIA		EL PAÍS CincoDías
	April	FT FINANCIAL TIMES		
	May	stackoverflow		
		Dotdash meredith		People Better Homes & Gardens
		reddit		
		News Corp	\$250M+	WSJ BARRON'S
		VOXMEDIA		Vox TheVerge
		The Atlantic		
	June	TIME		

Source: CB Insights business relationships data.

YOUR
POSITION

Have a rough idea of your position in a flux based on these perspectives.



THE "RIGHT"
PRIORITIES



Your ideas are not the needs. Those are assumptions.

THE "RIGHT"
PRIORITIES

\$120M IDEA



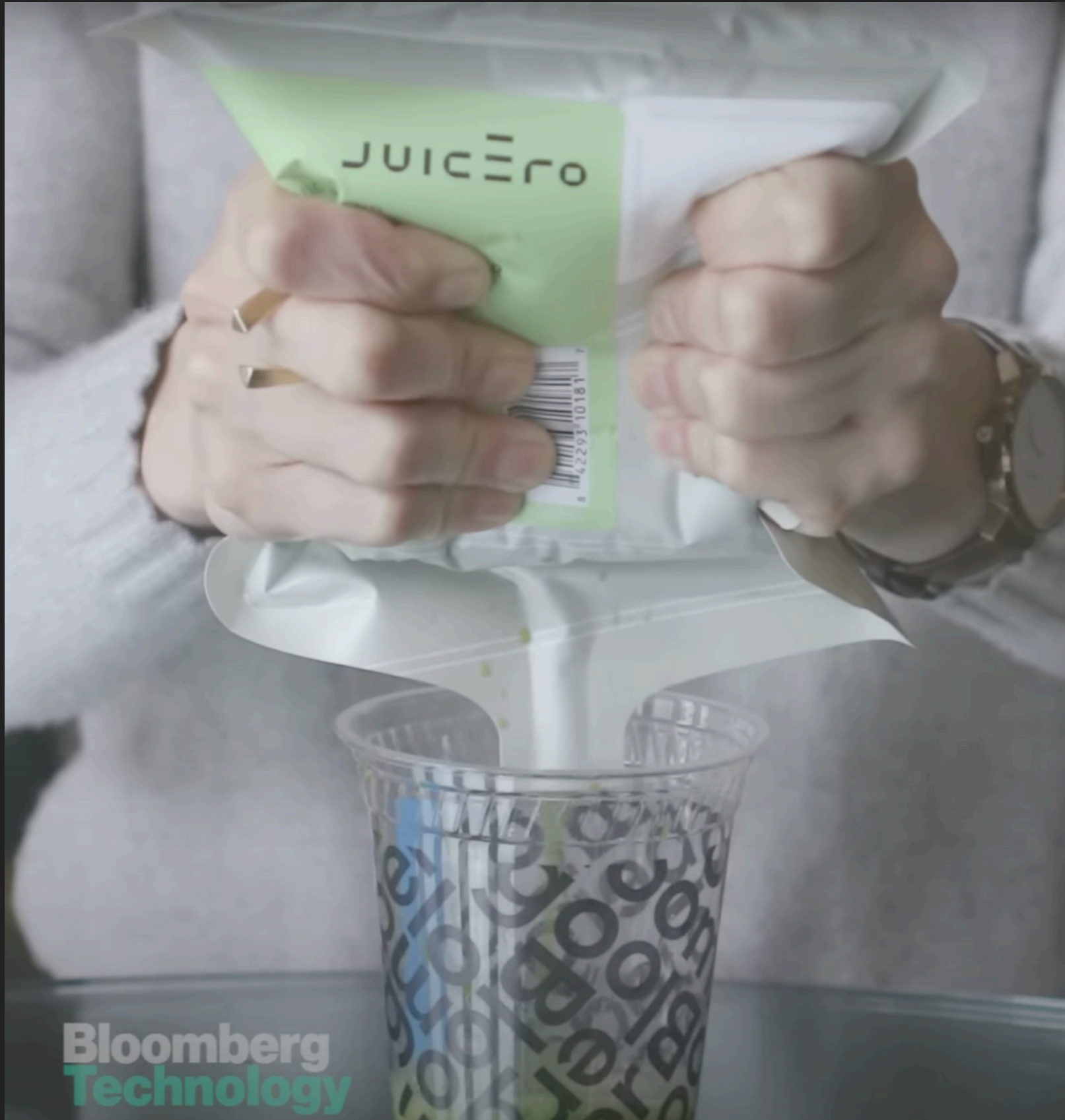
THE "RIGHT"
PRIORITIES



\$120M IDEA

“Juicero’s mission is to make it dramatically easier and more enjoyable to consume more fresh, raw fruits and vegetables, and that’s a really tough nut to crack.”

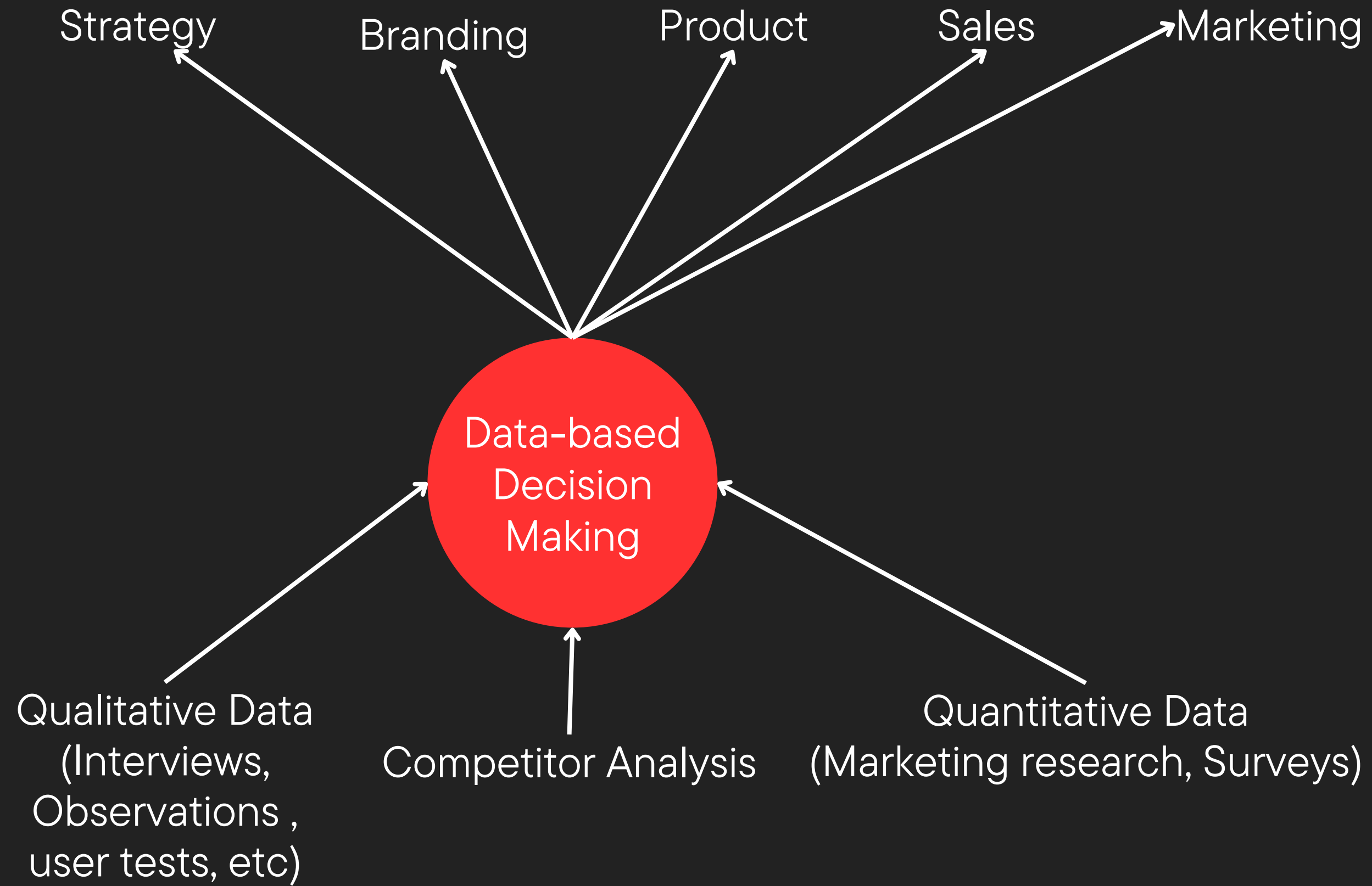
Juicero CEO Jeff Dunn



Bloomberg
Technology



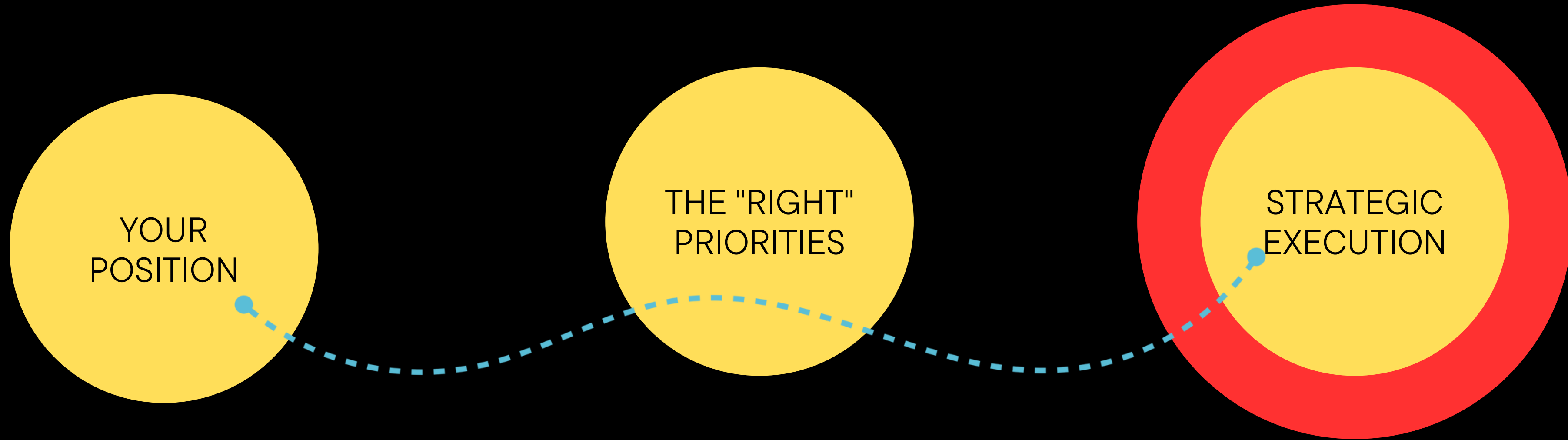
THE "RIGHT"
PRIORITIES



THE "RIGHT"
PRIORITIES

2

What you think people need may not actually be their true needs.



0

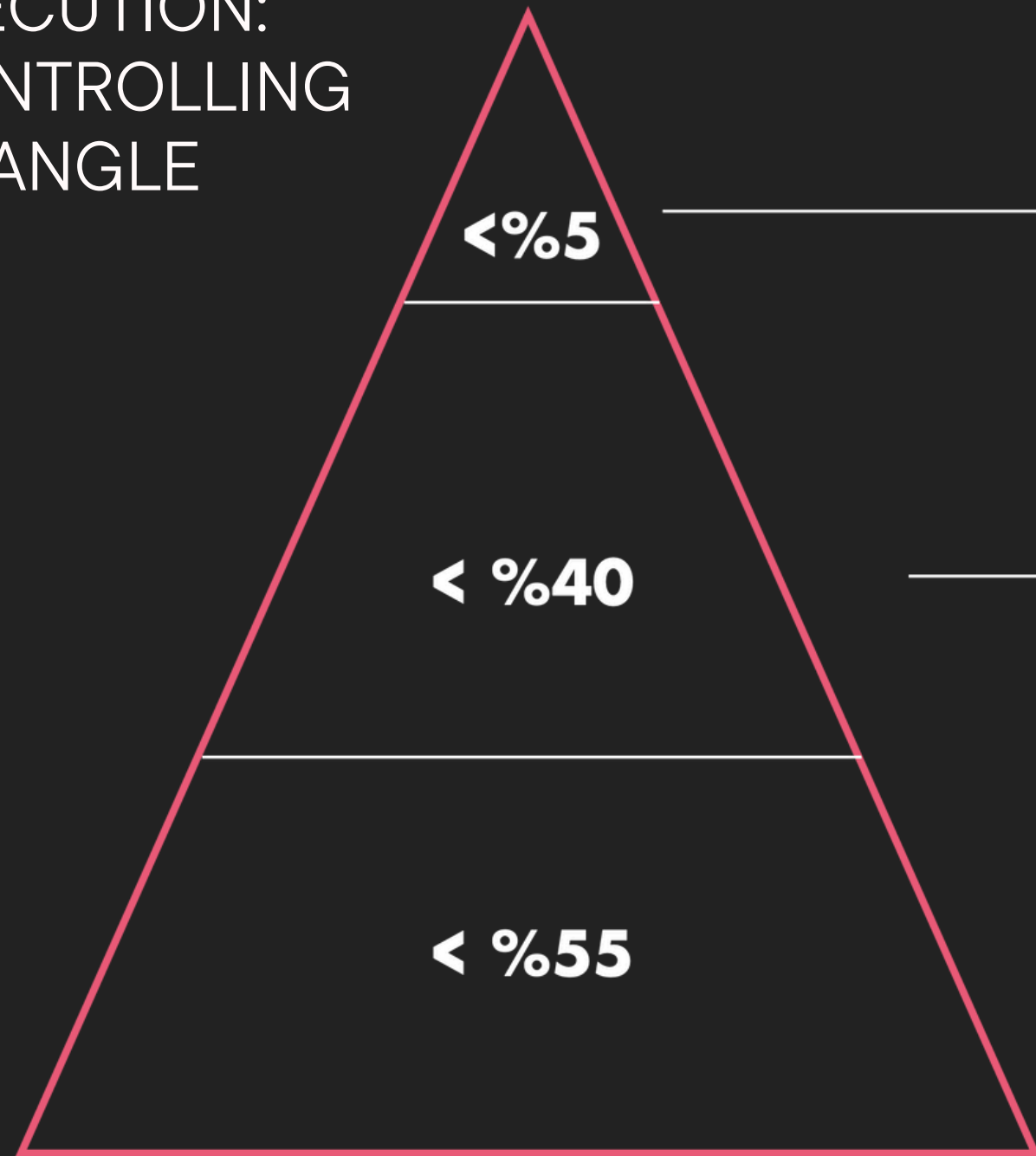
By far the most important thing is managing your psychology.

STRATEGIC
EXECUTION



You need to finance your
own R&D

STRATEGIC
EXECUTION:
CONTROLLING
TRIANGLE



Your own R&D. Nobody pays for that and nobody understand what you do

The business that you do with the pioneer brands

The business that will fade out soon or already in the red market zone

Investment - R&D

Paid - Business

2

Setting priorities: Being aware of conscious and unconscious actions

STRATEGIC
EXECUTION

Your reality is the actions
you take, not your to-do list.

3

Selling things at the right time—neither too early nor too late.

01 YOUR POSITION

1. The main themes of flux as objectively as possible.
2. The nature of technology, humans' interaction with it
3. History repeat itself. Check previous tech waves
4. Wicked problems
5. Centralization vs Decentralization

02 THE "RIGHT" PRIORITIES

1. Your ideas are assumptions
2. What you think vs people's true needs
3. The reality of the market

03 STRATEGIC EXECUTION

1. Managing your psychology.
2. Nobody pays for your experiments
3. Setting priorities - Conscious and unconscious actions
4. Selling things at the right time

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Thank You

Stay connected