10X دبي

WEEKLY SPEED READ

Vision: Be 10 years ahead of all other cities

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10X WISDOM

"Smart companies fail because they do everything right. They cater to high-profit-margin customers and ignore the low end of the market, where disruptive innovations emerge from."

- Clayton M. Christensen, Professor at Harvard Business School and author of "The Innovator's Dilemma"

GOVERNMENT HACKS

Malaysia
Ride-hailing service opens up its traffic data to urban planners

Montreal
New institute to aid electrification and intelligent transport

Germany
Legalizing 'eyes-off' the road; one step closer to fully automated driving

San Fransisco
Bike shop lets you trade in car for e-bike

Oslo
On track for a car-free future downtown by 2019 (view the film)

#Lightform
Augmented Reality (AR) projections making screens obsolete

#Voyage
Self-driving taxi hints rides will be free, supported by ads

#Eatsa
Healthy fastfood: iPads/smartphones replace servers & cashiers

#Middlesex University (Switzerland)
Increasing happiness for disabled in the city with wheelchair that climbs stairs

#Arcadia Power
50% wind energy option free on utility bill

The Stage Where Most Innovation Projects Fail

#Process #Innovation #Team

The problem with innovation isn't that companies lack good ideas for new products, services, and business models. Often, data shows customers are willing to buy. It's when projects are transferred to the business units for a large-scale launch, problems arise. Harvard Business Review explores further.

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Pain point addressed	Mitigating obstacles in executing innovation projects
Key insights	In a recent study, 26% of 164 executives said the transition from innovation to the business unit 'needs serious work' and another 16% said it was 'terrible.' Is there enough communication? Does the business unit feel like they had a hand in shaping the project? Are people moving from the innovation lab team to help roll it out? One way is to invite business units to lay out targets or problem areas for the innovation team to explore.

Researchers Develop Solar-Powered Device to Harvest Water in the Desert

Nine scientists from MIT, King Abdulaziz City for Science and Technology, and University of California, Berkeley designed a water harvester that can pull water from air even if humidity is just 20%.

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Pain point addressed	Water scarcity
Key insights	Right now, it's difficult to harvest water in low humidity except to draw on extra energy, which can be very expensive. But sunlight enables this device to work (only 0.7 gallons of water in 12 hours only so far). The scientists' vision is to have 'personalized water' - water off-grid where you have a device at home running on solar delivering water that satisfies your household's needs. Perhaps this could be an alternative to the cost of recent cloud seeding.

The Unique Strategy Netflix Deployed to Reach 90 Million Worldwide Subscribers

Amanda Lotz, the author of Portals: A Treatise on Internet-Distributed Television, explores how Netflix forced the existing TV industry to radically change its practices. With others entering the video on-demand market, how has Netflix continued to evolve and build its subscriber base, reaching 93 million worldwide?

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Pain point addressed	Studying disruptive business models and strategies
Key insights	Netflix first disrupting video rental, and now TV and film industries is a rare accomplishment. With the advances in high-speed internet services, it's 'conglomerated niche' strategy allowed them to develop on-demand programs needed for only a handful of different audiences, not having to rely on mass audiences, advertisers, or TV schedules. Today, their quest to truly reach a global audience may be the next chapter of TV history.

Creativity Will be the Source of Our Next Industrial Revolution, Not Machines

#Process #Innovation #Human Resources

The 1st industrial revolution was driven by engineering, the 2nd through electricity and production lines, and the 3rd by technology and information. Itai Palti, Director of Architecture and Design, The Centric Lab, says the 4th will not be machines, but human creativity. He explores what is key in this transition.

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Pain point addressed	Preparing for the Fourth Industrial Revolution
Key insights	As robots take on manual labor, we need to foster what differentiates human from machine (at least for now): creativity. Evidence that psychological and physical well-being is paramount to creative thinking and will turn the historic exchange of human health for economic growth on its head. As Klaus Schwab, founder of the World Economic Forum writes, "I am convinced of one thing—that in the future, talent, more than capital, will represent the critical factor of production."

Artificial Intelligence Might Put Musicians Out of Work (Video)

In the future, music will be composed by humans and machines working together. This video shows you how you can use Amper, a commercially available Artificial Intelligence music composing software to make music together.

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Pain point addressed	Addressing job risks in arts
Key insights	Will AI put musicians out of work? Probably not, unless you're a stock music composer. But it does envision a future where humans use AI to create music that was never possible before, perhaps similar to how the disruption of YouTube allowed people to create DIY videos.

Reimagining Politics: The Next Generation of Indian Politicians Could Be Robots

Combining Crowdfunding and Place-Making to Fund Community Projects

4 Lessons From the Longest-Running Study on Happiness (75 Years)

For Programmers, the Ultimate Office Perk is Avoiding the Office Entirely

6 Ways to Adopt Your Business Model to Disruptive Technology

Avoid 7 Brainstorming Killers that Discourage Collaboration

Setting up team rules to avoid these can increase collaboration. Remember, you want to defer judgement and go for quantity.

After your team established the question to answer, unleash true innovation by going for 100 ideas, and numbering them. (Your team can do it!)

Don'ts

- The boss gets to speak first

- Not everybody gets a turn, or letting critics rule

- Lack of diverse backgrounds (no cross-pollination)

- Brainstorming only happens off-site

- Not allowing silliness or fun - encourage wild ideas

- Writing down every detail

- Not having a facilitator

Reference: **"The Art of Innovation," book by Tom Kelley and Jonathan Littman**

The first robot minister: What if the next minister of the cabinet is a robot, keeping a balance between the power of data and the 'human touch'?
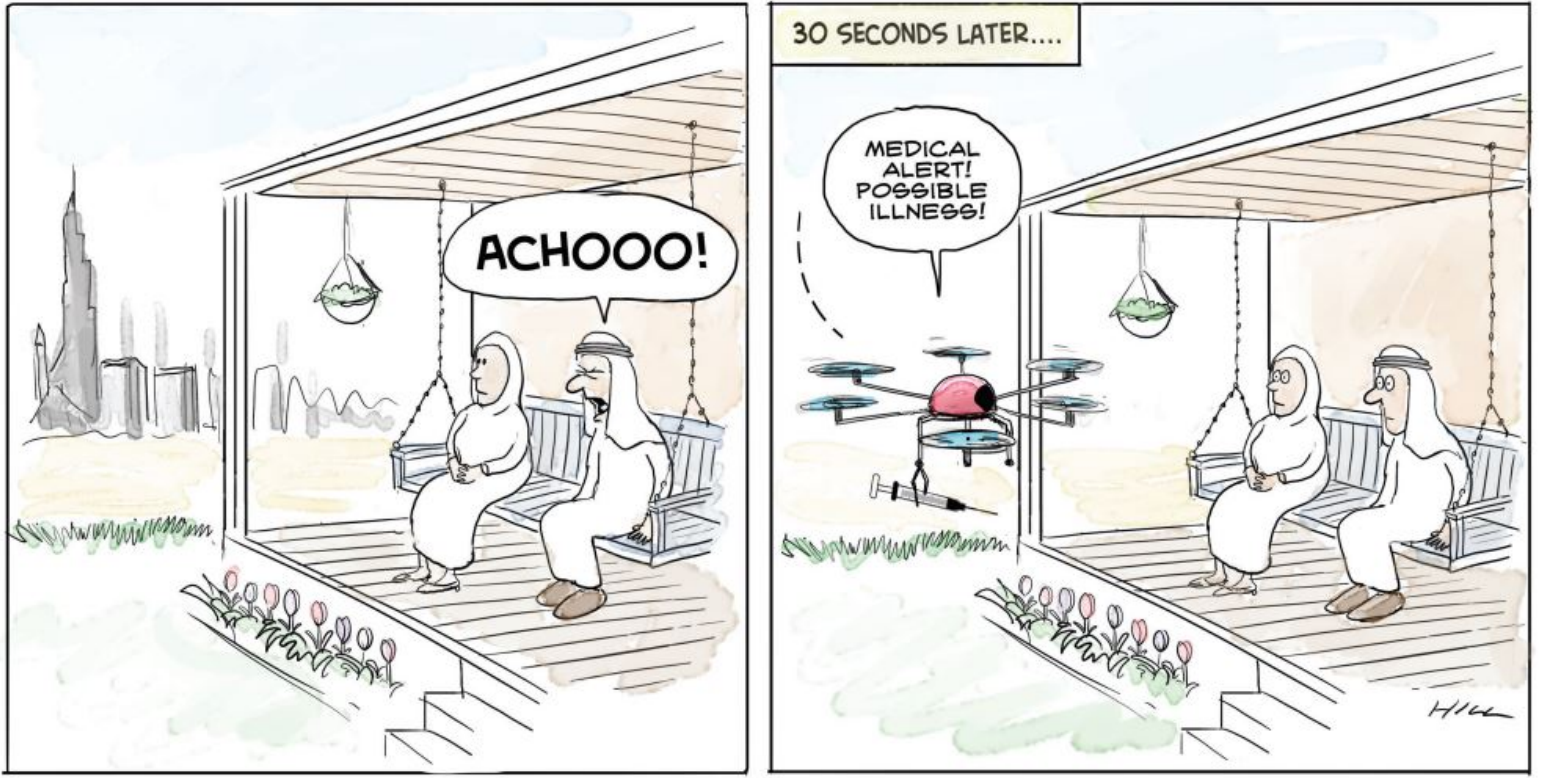
Free 'basic cost of living' by 2040: Be the first city in the world to aim for making the basic cost of living free by 2040 (e.g. education, housing, food, transportation, healthcare, energy), through advancements in technology and democratization.

Harvest water from the sun in desert conditions: Invest in the advancement of 'personalized water' - water off-grid where you have a device at home running on solar delivering water that satisfies your household's needs.

Adopt early on to a screen-free future: With advancements in AR projections, screens will likely becoming obsolete - including phones, computers, and TVs - and become major disruptors to real estate, education, travel and entertainment. How will government services and the economy adapt?

- This Weekly Speed Read is to inspire and inform Dubai's 10X teams on latest disruptive developments and enablers from around the world

- **Contact:** For any questions or feedback on this newsletter please email: Dr. Sayd Farook