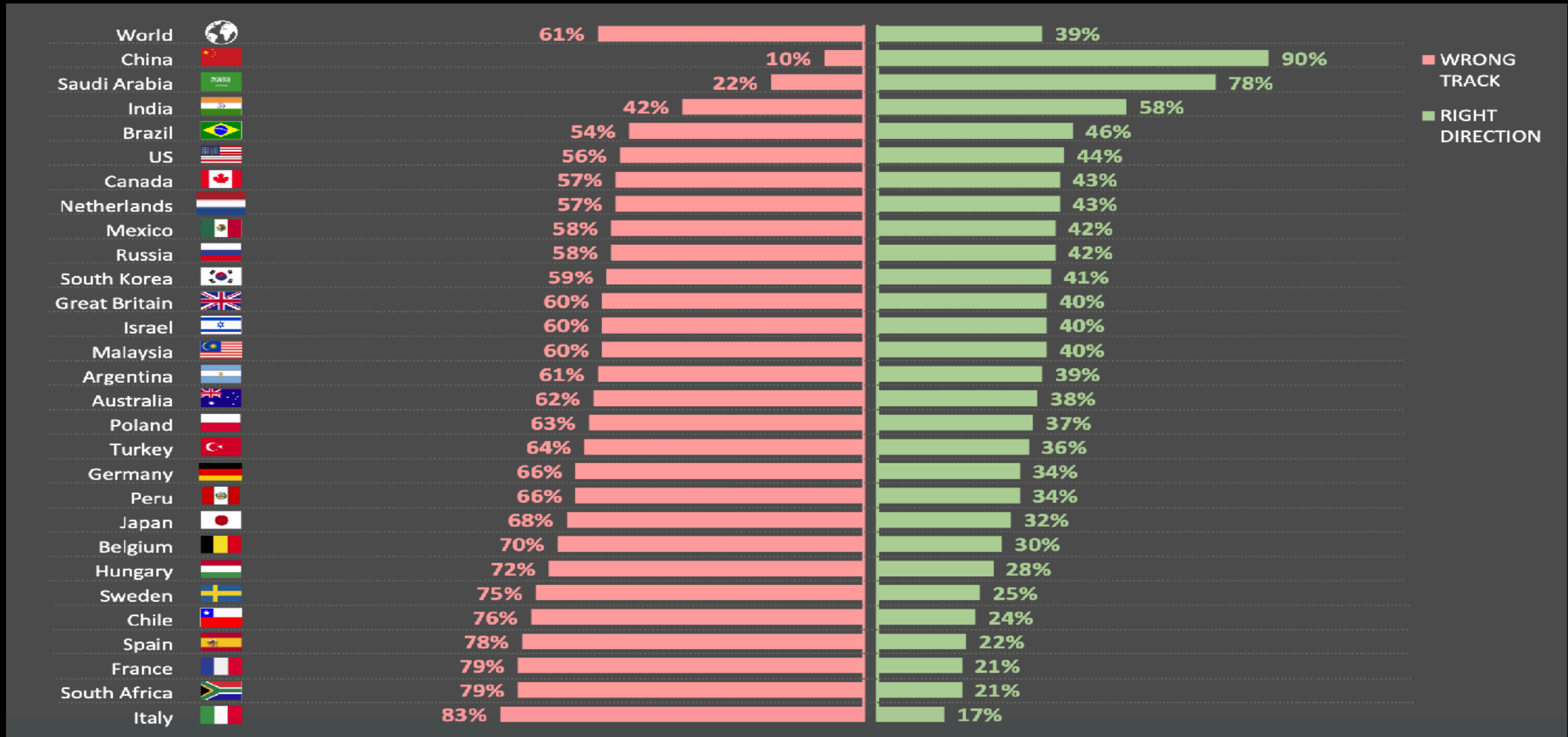


# Reclaim The Future - Taking back tomorrow from lazy futurists, scaremongers, Silicon Valley and Donald Trump

5th Pakistan Pharma Summit by PPMA  
Islambad, February 19

Magnus Lindkvist  
Futurologist

# Is your country on the right or wrong track?



Source: Ipsos Mori, "What Worries The World", January 2020

The Future

To Future

# Seven Ways To Future

1.

2.

3.

4.

5.

6.

7.

# Seven Ways To Future

1. Look Elsewhere

2.

3.

4.

5.

6.

7.

R&D

# R&D

Ripoff and Duplicate



# Engineer

Ugly

Smells Bad

Says Strange Things

Very Intelligent

# Salesperson

Looks Good

Smells Good

Says Right Things

Intelligent

# Seven Ways To Future

1. Look Elsewhere

2.

3.

4.

5.

6.

7.

# Seven Ways To Future

1. Look Elsewhere

2. X-periment

3.

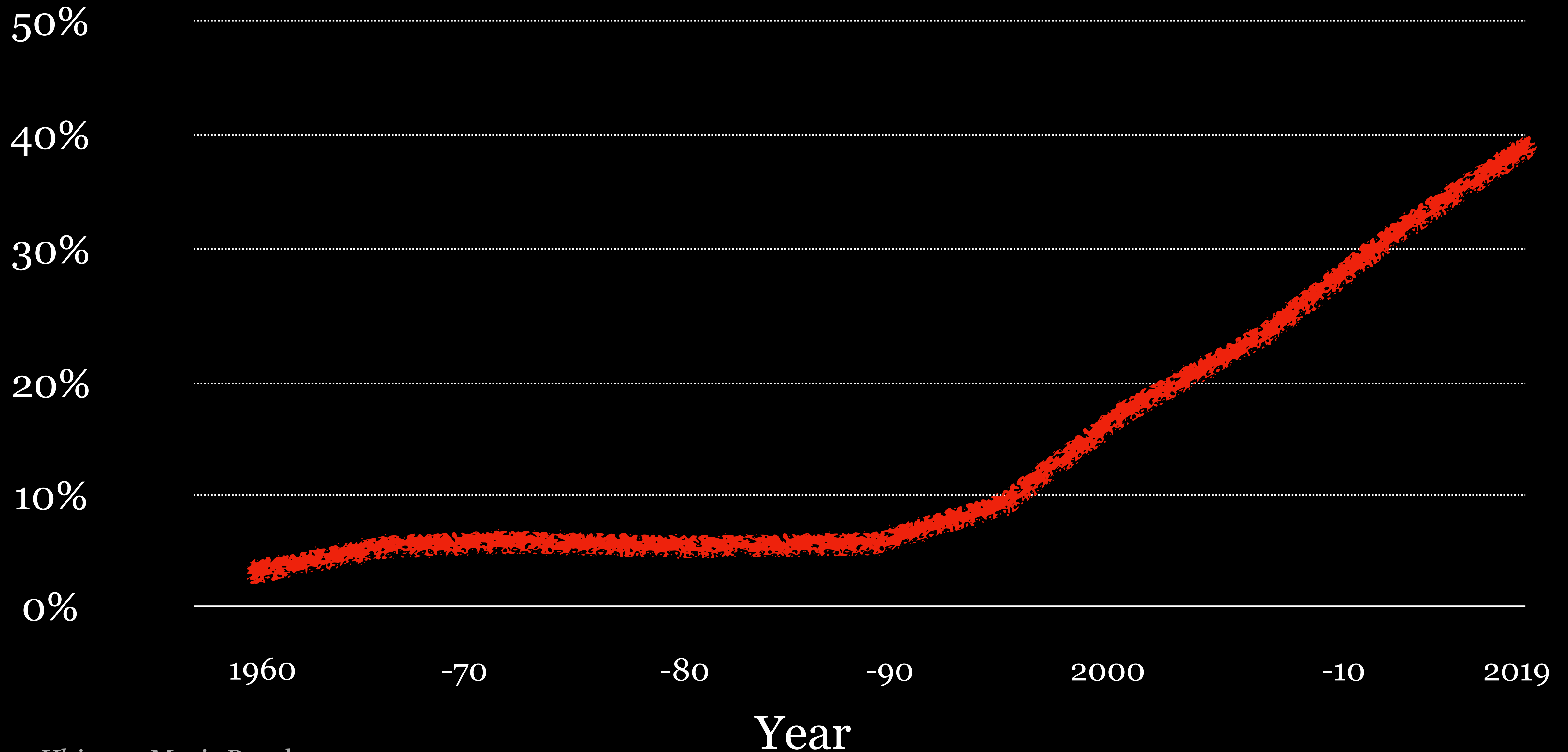
4.

5.

6.

7.

# Number of Billboard Hot 100-songs with two or more songwriters



# Seven Ways To Future

1. Look Elsewhere
2. X-periment...Make Wedeas!
- 3.
- 4.
- 5.
- 6.
- 7.

# Seven Ways To Future

1. Look Elsewhere

2. X-periment

3.

4.

5.

6.

7.

”Success is toxic”

Risto Siilasmaa, Nokia Chairman

# Seven Ways To Future

1. Look Elsewhere
2. X-periment - Make Wedeas!
3. Be a Loser!
- 4.
- 5.
- 6.
- 7.



# Seven Ways To Future

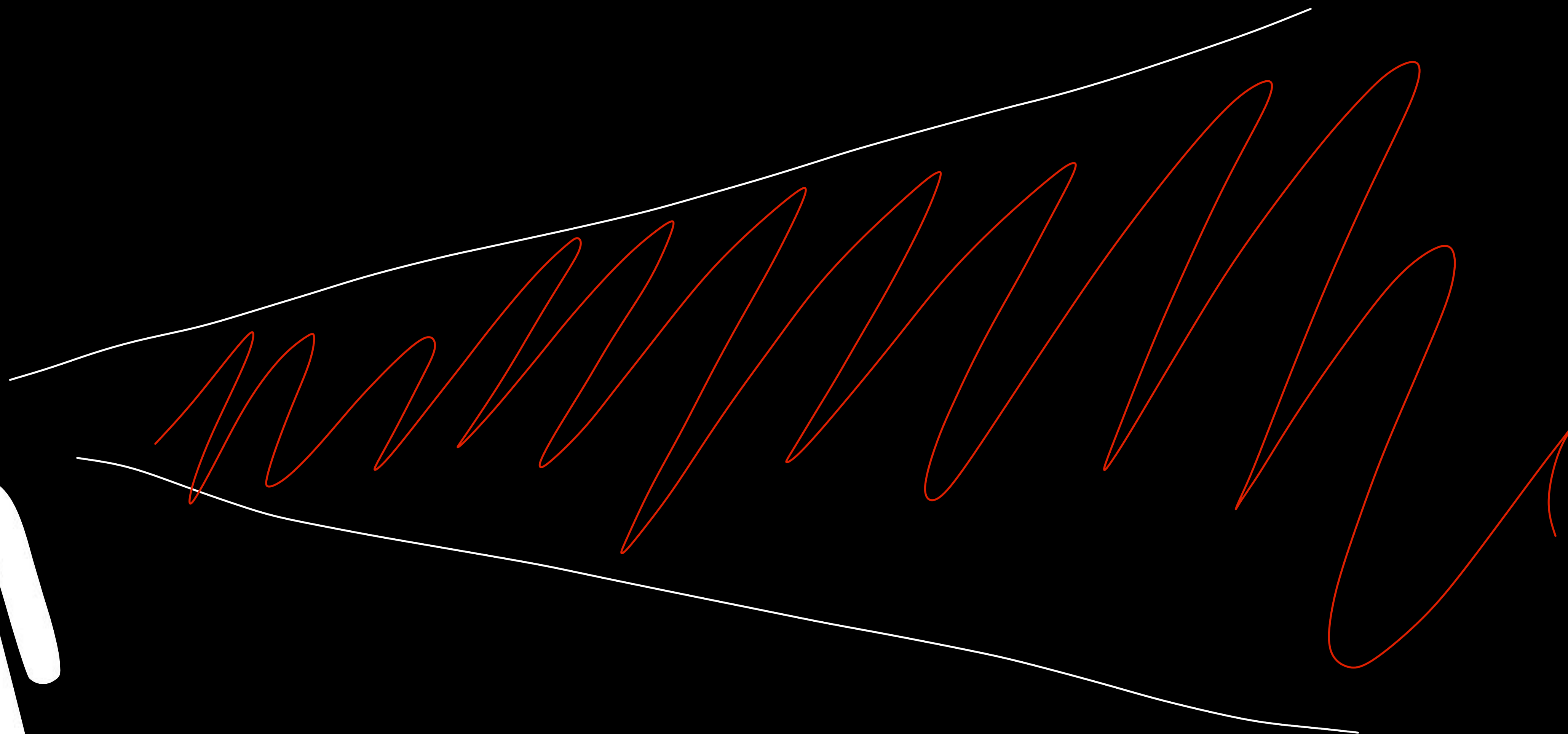
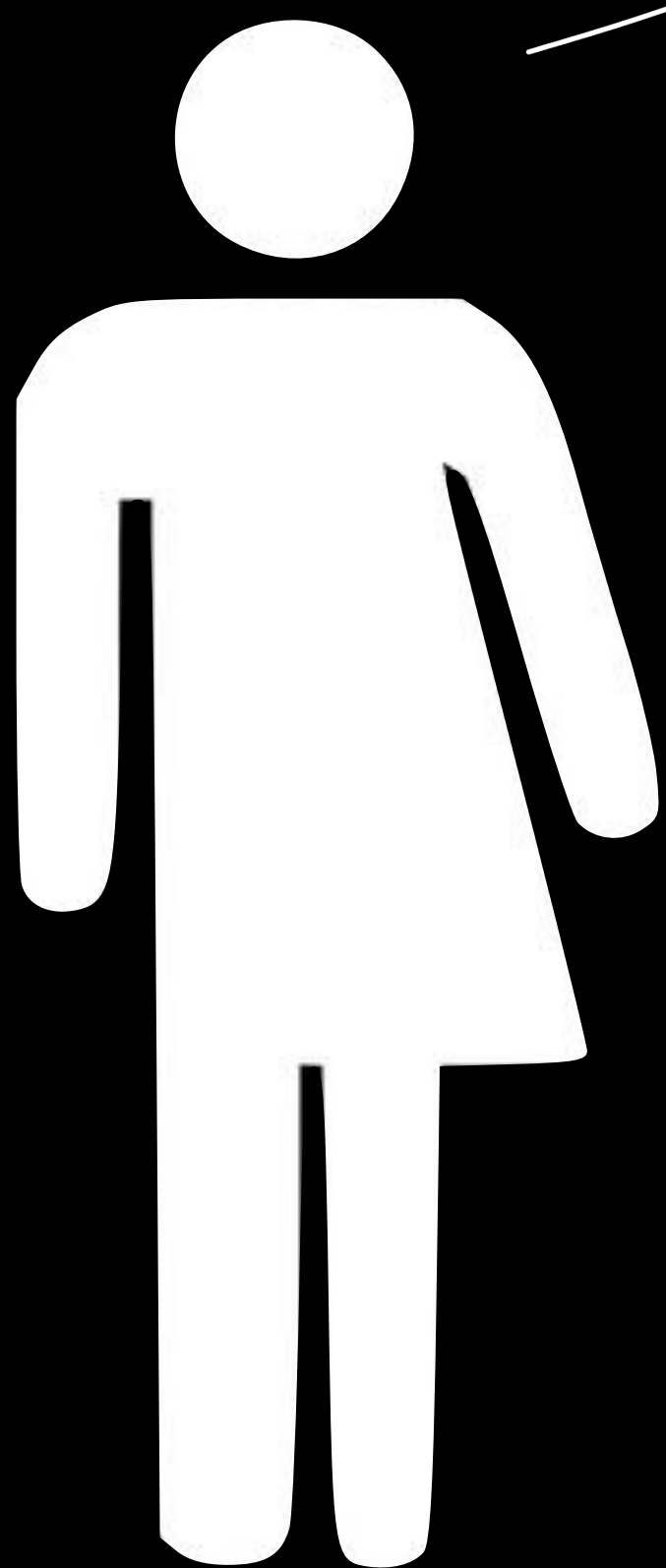
1. Look Elsewhere
2. X-periment - Make Wedeas!
3. Be a Loser!
4. Believe in Strange Magic!
- 5.
- 6.
- 7.

“...any sufficiently  
advanced technology  
is indistinguishable from  
magic”

- Arthur C. Clarke

“Life is always going to  
be stranger than fiction,  
because fiction has to  
be convincing,  
and life doesn't”

- Neil Gaiman



# Seven Ways To Future

1. Look Elsewhere
2. X-periment - Make Wedeas!
3. Be a Loser!
4. Believe in Strange Magic!
- 5.
- 6.
- 7.

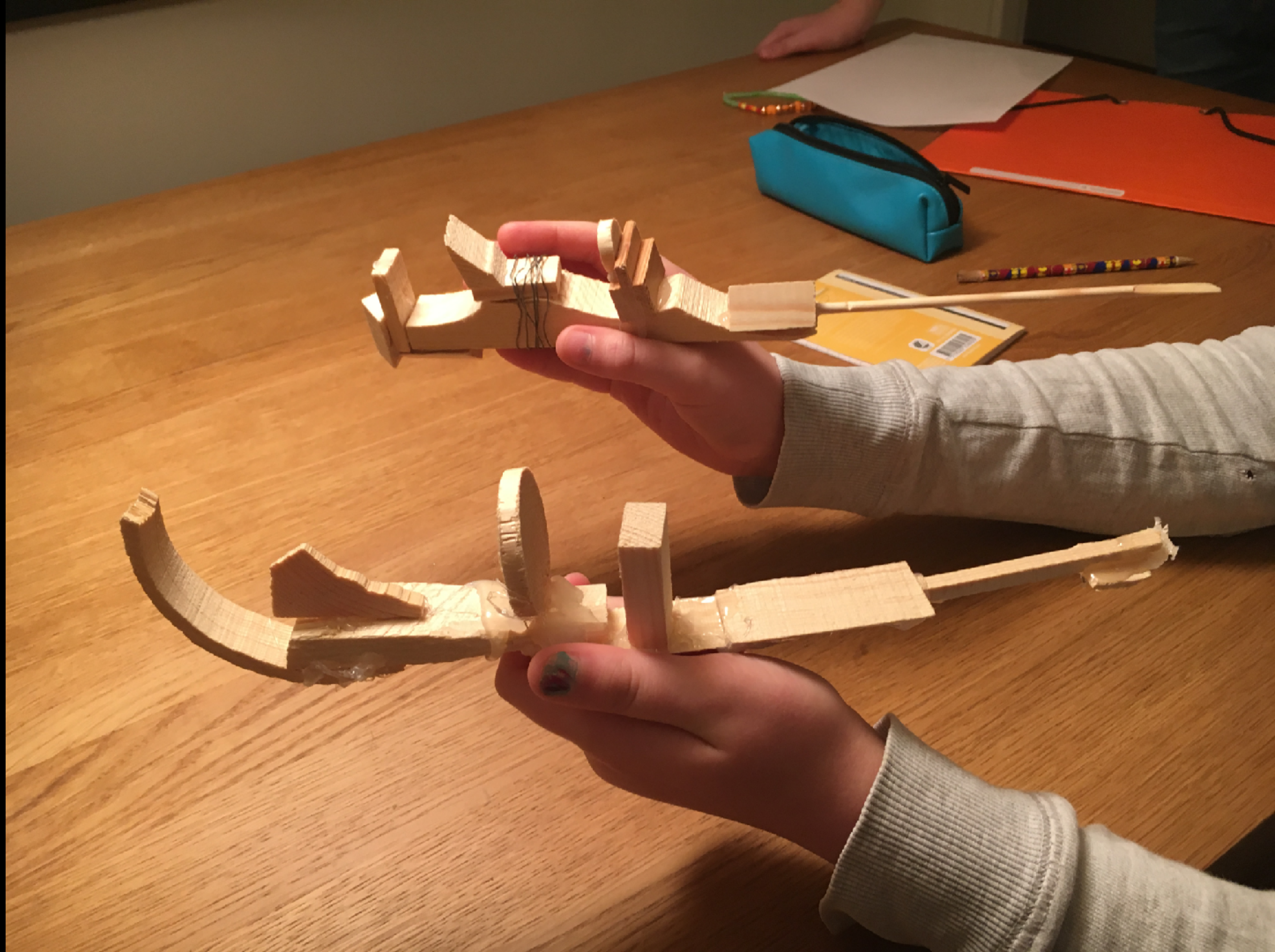
# Seven Ways To Future

1. Look Elsewhere
2. X-periment - Make Wedeas!
3. Be a Loser!
4. Believe in Strange Magic!
5. Make Meaning!
- 6.
- 7.

# Seven Ways To Future

1. Look Elsewhere
2. X-periment - Make Wedeas!
3. Be a Loser!
4. Believe in Strange Magic!
5. Make Meaning!
6. Have an Open Relationship with Rules!
- 7.







# Seven Ways To Future

1. Look Elsewhere
2. X-periment - Make Wedeas!
3. Be a Loser!
4. Believe in Strange Magic!
5. Make Meaning!
6. Have an Open Relationship with Rules!
- 7.



# Seven Ways To Future

1. Look Elsewhere
2. X-periment - Make Wedeas!
3. Be a Loser!
4. Believe in Strange Magic!
5. Make Meaning!
6. Have an Open Relationship with Rules!
7. Survive Three Sorrows!

If you want to create something new,  
you have to be willing to be  
misunderstood for a long time

# Seven Ways To Future

1. Look Elsewhere
2. X-periment - Make Wedeas!
3. Be a Loser!
4. Believe in Strange Magic!
5. Make Meaning!
6. Have an Open Relationship with Rules!
7. Survive Three Sorrows!

# Seven Ways To Future

1. Look Elsewhere
2. X-periment - Make Wedeas!
3. Be a Loser!
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5. Make Meaning!
6. Have an Open Relationship with Rules!
7. Survive Three Sorrows!

# How the future erupts...

