

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?

World	- 🕤 -	61%	39%	
China	*)	10%	90%	WRON
audi Arabia	70673	22%	78%	TRACK
India		42%	58%	RIGHT
Brazil		54%	46%	DIRECT
US		56%	44%	
Canada	*	57%	43%	
letherlands		57%	43%	
Mexico	*	58%	42%	
Russia		58%	42%	
outh Korea		59%	41%	
reat Britain		60%	40%	
Israel	卒	60%	40%	
Malaysia		60%	40%	
Argentina	*	61%	39%	
Australia	¥¥	62%	38%	
Poland		63%	37%	
Turkey	C	64%	36%	
Germany	_	66%	34%	
Peru	@	66%	34%	
Japan	•	68%	32%	
Belgium		70%	30%	
Hungary		72%	28%	
Sweden		75%	25%	
Chile		76%	24%	
Spain	<u>18:</u>	78%	22%	
France		79%	21%	
outh Africa		79%	21%	
Italy		83%	17%	

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

South Afr

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South Ko

Great Brit

Saudi Ara

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The Future



To Future

1. 2. 3.

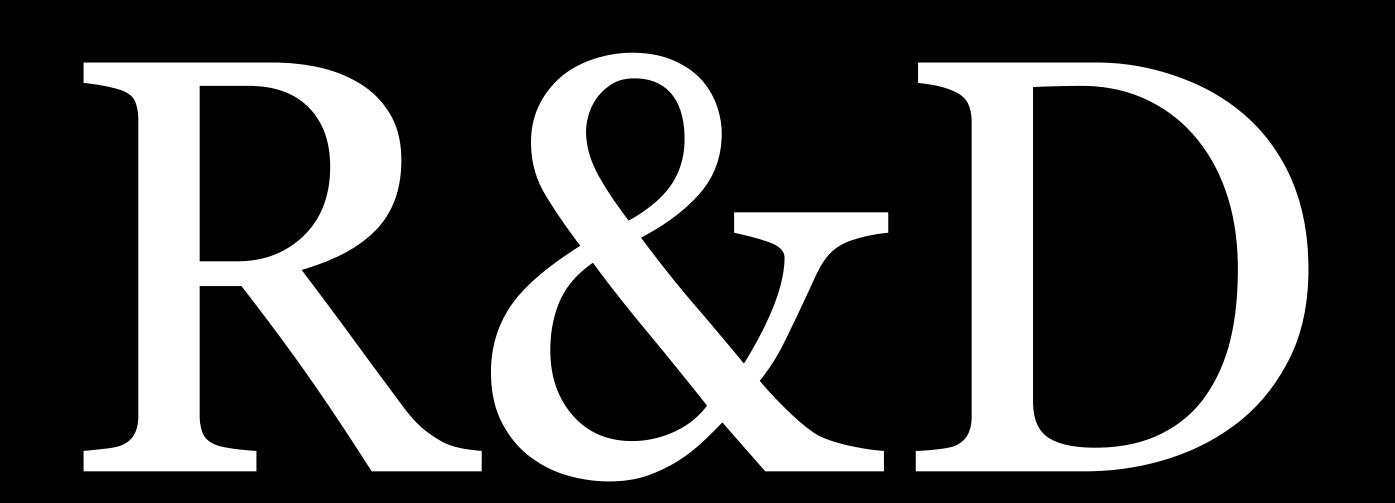
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7.

- 1. Look Elsewhere
- 2. 3.
- 4.
- 5.
- 6.
- 7.



Ripoff and Duplicate



Engineer

Ugly

Smells Bad

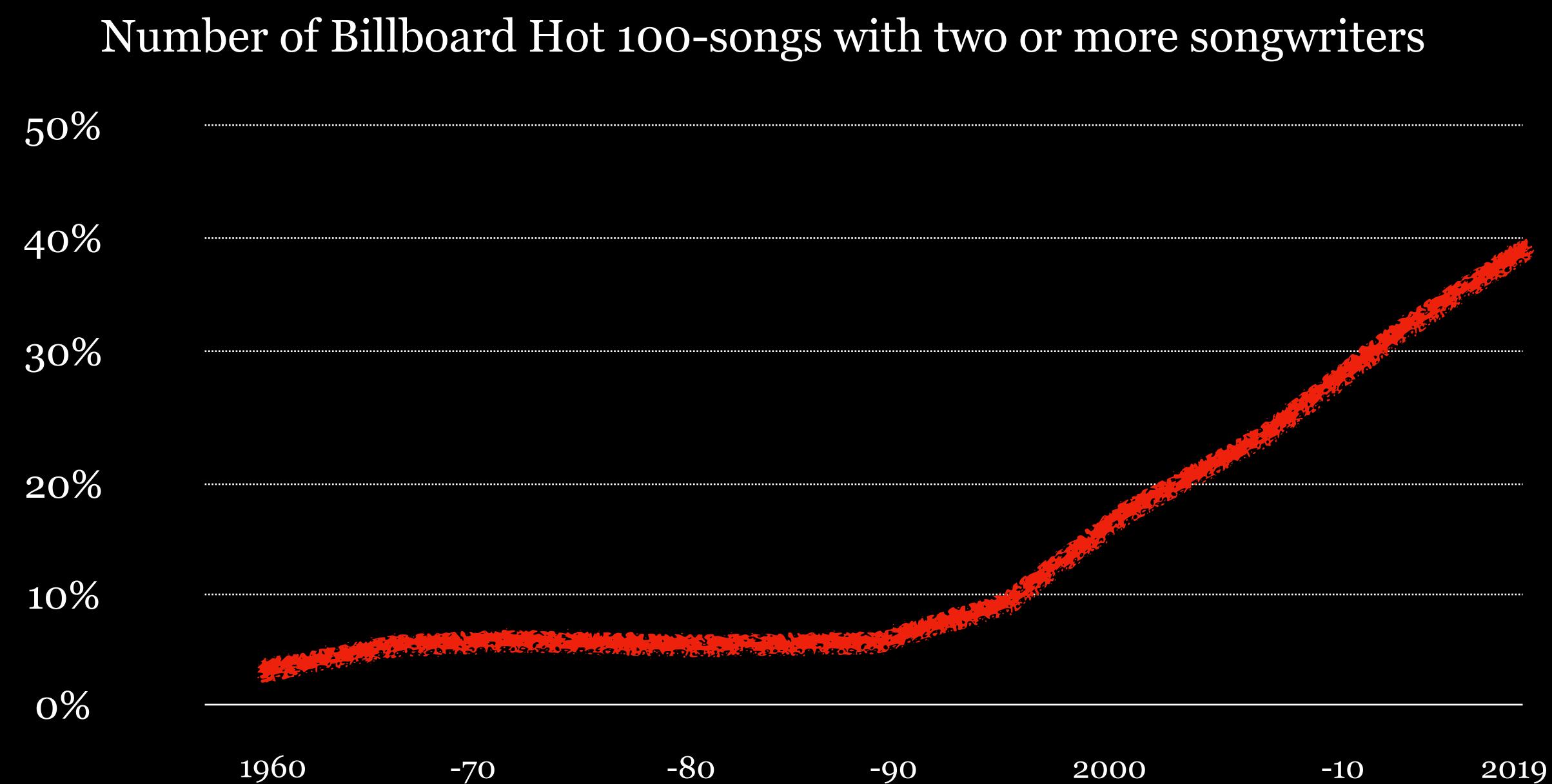
Says Strange Things Very Intelligent

Salesperson

Looks Good Smells Good Says Right Things Intelligent

- 1. Look Elsewhere
- 2. 3.
- 4.
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- 1. Look Elsewhere
- 2. X-periment
- 3.
- 4.
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- 6.
- 7.



Source: Ultimate Music Database

2000 -90 Year

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

- 1. Look Elsewhere
- 2. X-periment
- **3** 4.
- 5.
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- 7.

"Success is toxic"

Risto Siilasmaa, Nokia Chairman

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

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

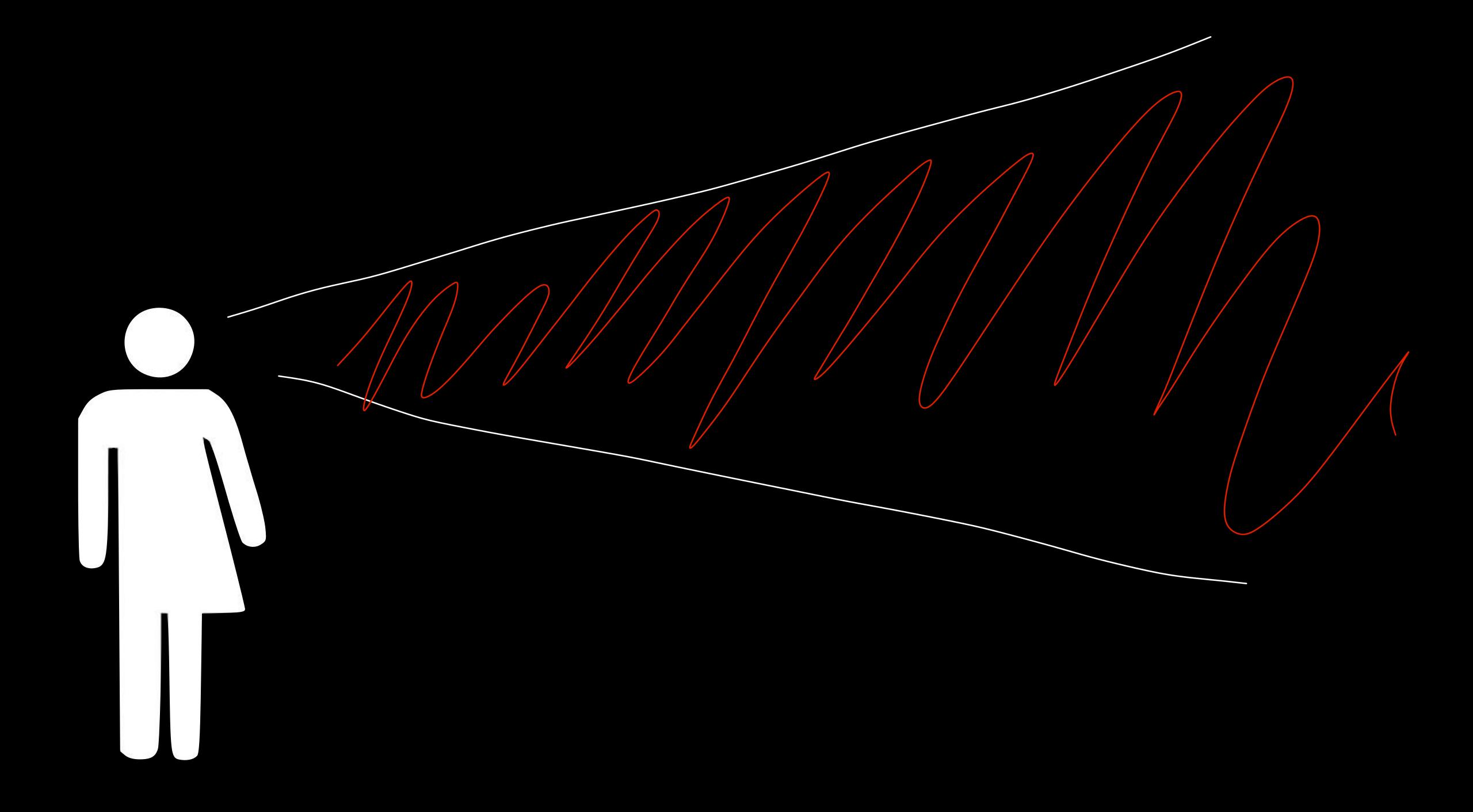
"...any sufficiently advanced technology is indistinguishable from magic"

- Arthur C. Clarke

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

- Neil Gaiman





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- 5.
- 6.

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

- 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!



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- 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



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How the future erupts...