A row of ten pencils is shown against a light gray background. The first nine pencils are standard brown pencils with black erasers and sharpened tips. The tenth pencil, on the far right, is a red pencil with a white eraser and a sharp tip, standing out from the rest. Above the pencils, a white rectangular box with a thin gray border contains the title text.

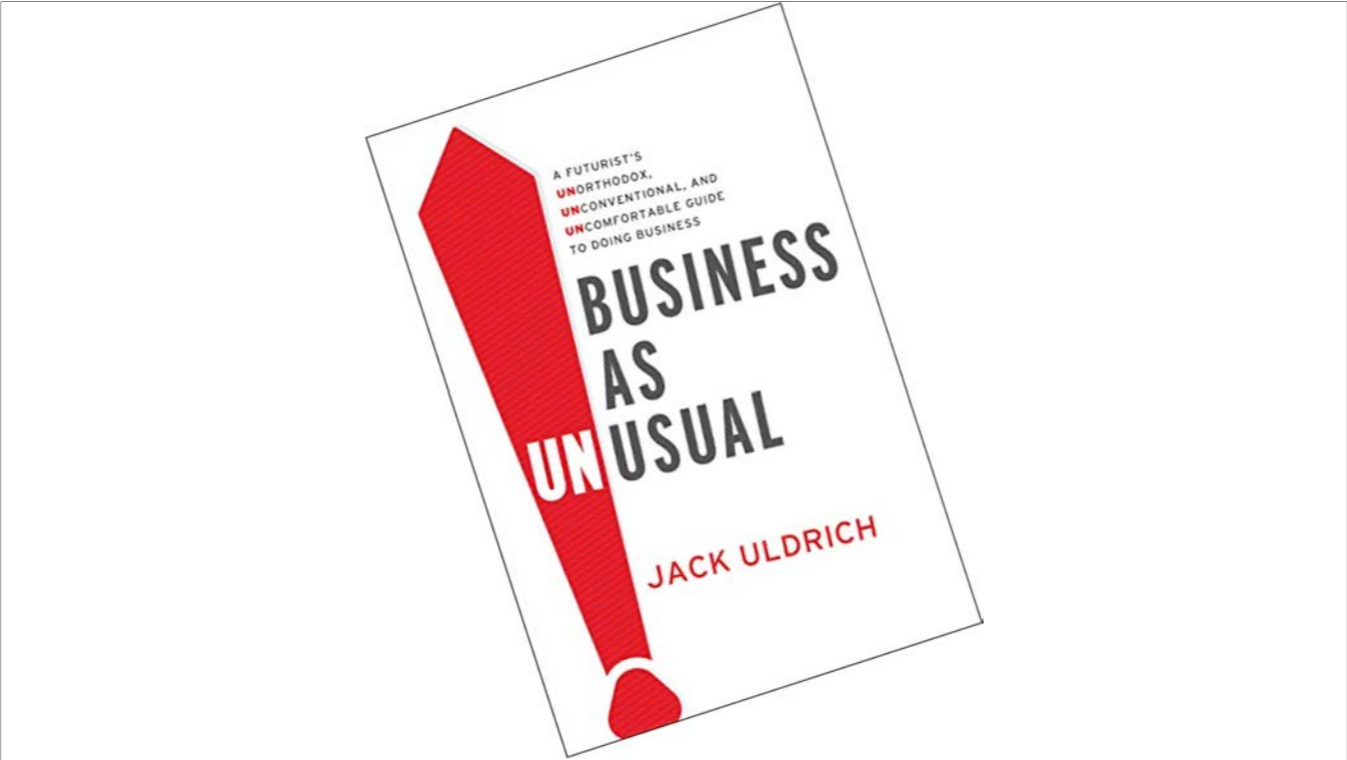
# Business as **U**nusual:

10 **U**nconventional Ways to  
Future-Proof Your Business

Final

Jack Uldrich  
FIRMA  
Virtual  
May 5, 2022

Jack Uldrich  
[@jackuldrich](https://twitter.com/jackuldrich)  
[www.jackuldrich.com](http://www.jackuldrich.com)



**A** Awareness

**H** Humility

**A** Action

The Big AHA =  
Awareness  
Humility  
Action



1900 ... 1 automobile in NYC





Risk is in the future ...



# **AUTONOMOUS VEHICLES**



May 3, 2022 ... China just issued first robotaxi permits yesterday!









Spend less money on auto insurance ... more money on saving for retirement and long-term care





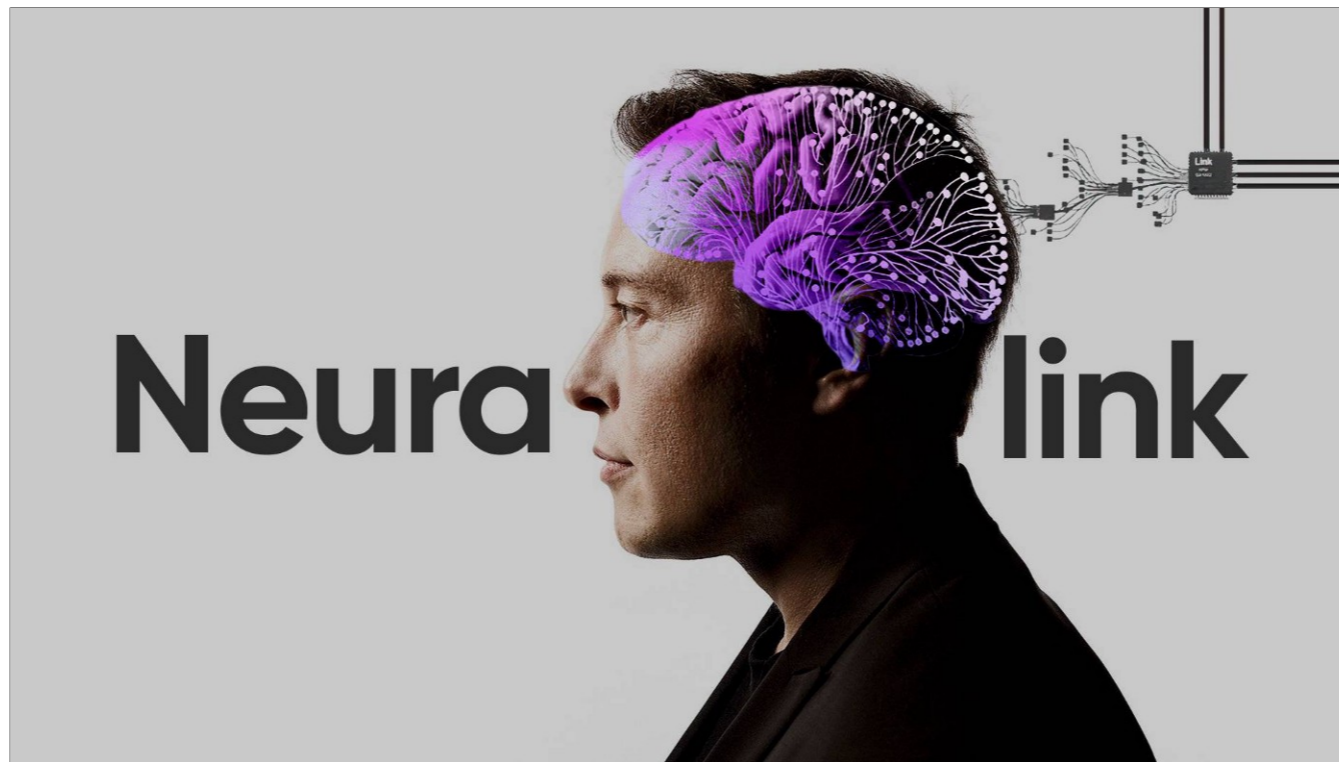


In 2010, the President of the US commission a study to determine how long and how much money it would take to get back to the moon.

Answer: 12 years and \$36 billion dollars



Elon Musk did 50% faster (6 years) and at a fraction of the cost (\$1 billion). As an added benefit, the rockets are reusable!



NeuroLink ... treat locked in syndrome, treat other diseases such as depression, bipolar.




The Boring Company ...

Phoenix to San Diego in 20 minutes



First, the pandemic taught us to expect the unexpected ... remote work, e-commerce, telemedicine, online education





“Today is the slowest rate of change we will ever experience.”



## TD Bank Targets 2,000 Tech Hires in 2022





“The strategy is to build a financial services super app, a single place for consumers to manage their money.” WSJ, Jan 26 2022



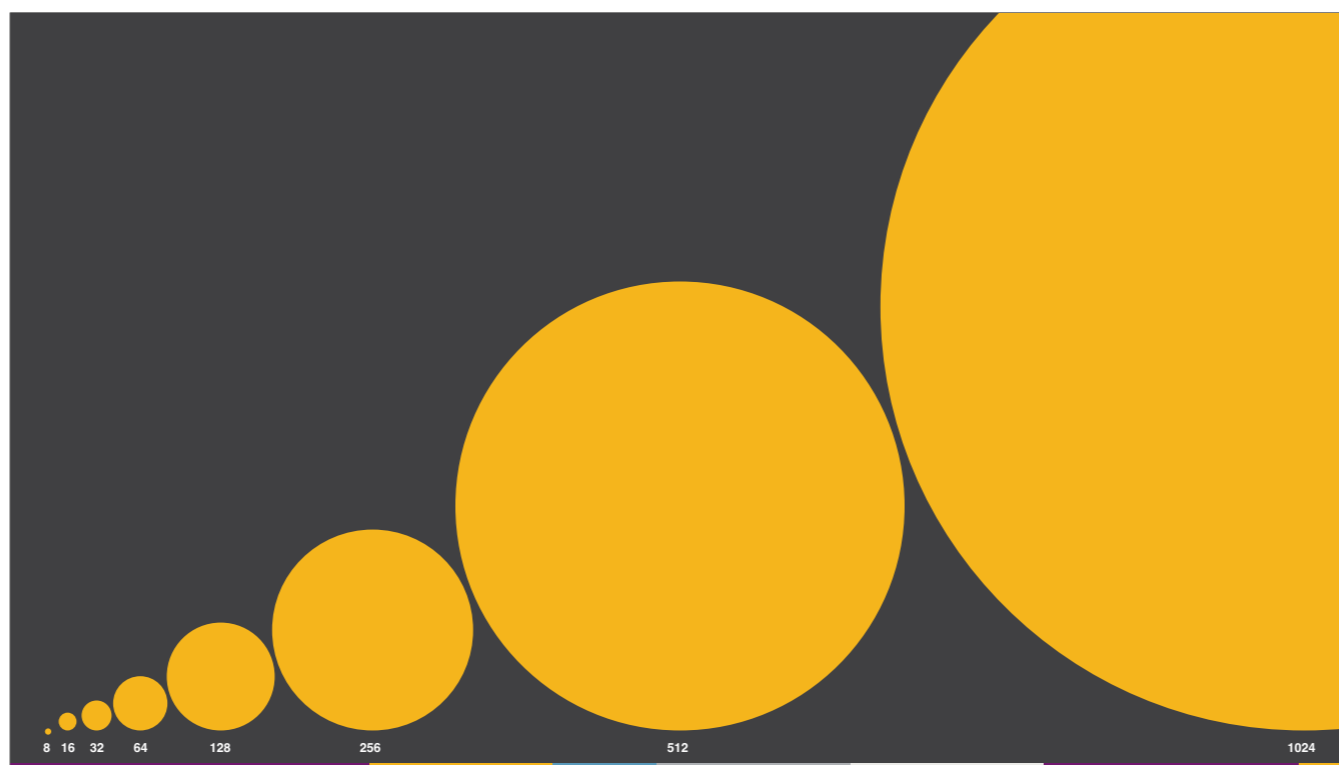
Money is being reimagined with digital cryptocurrencies ...







EXPLORE THE UNKNOWN



But what's coming next? (Hint: It'll be a thousand-fold more powerful). Let me give you 3 examples ... wearables, satellites, and quantum computing ...



Apple S8

Latest iWatch

**Apple Watch with Vitality health and life insurance.**

Pay from **£69 upfront** for an **Apple Watch Series 2** and nothing more if you stay active with Vitality.

[vitality.co.uk/watch](http://vitality.co.uk/watch)

Example	Apple Watch Series 2 (38mm)	Upfront payment	Monthly payment	Amount payable
	£329	£69	£0 - £12.50 depending on your activity	£0 with maximum 10000 Steps per day

Offer requires an approved Apple Watch Series 2. Total upfront payment will vary depending on model. Watch is sold with a 1-year warranty. Subject to terms and conditions. See [vitality.co.uk/watch](http://vitality.co.uk/watch) for full details. Payment and insurance provided by Vitality. Required for all UK residents. Required for all UK residents. Required for all UK residents. Required for all UK residents.

Offers discounts and rewards for exercising ...





Wearables will change banking ...



The number of satellites will transform the world in some profound ways ...



Trend #1: Bandwidth

4G ... 1400-fold faster

5G ... 100X faster than 4G (Download movies in second vs minutes)



More people will have access to remote care and telemedicine

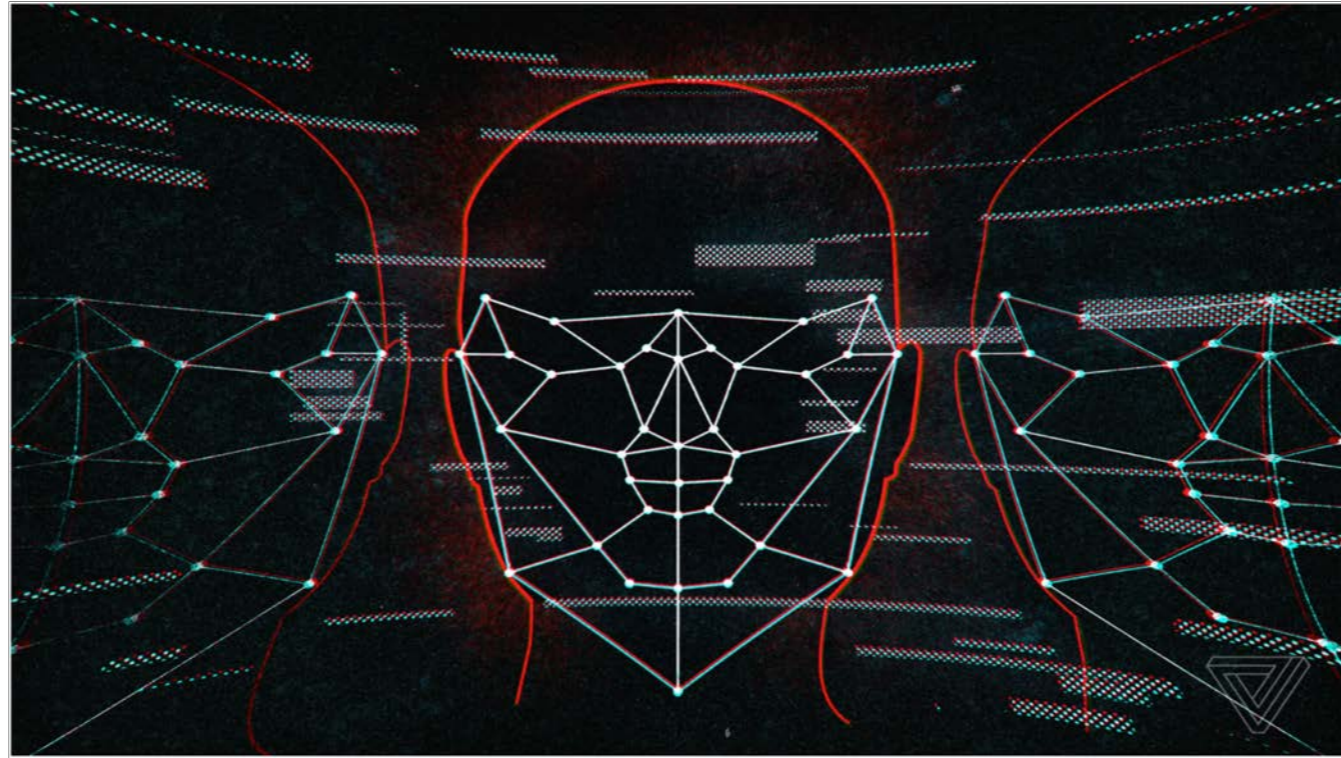




EMBRACE **UNCERTAINTY**



To future-proof yourself, your branches and your clients you must learn to embrace ambiguity.









UNLEARN OLD HABITS













Wells Fargo Announces Rebuilt Mobile App and All-New Virtual Assistant, Fargo™









GET COMFORTABLE  
BEING UNCOMFORTABLE

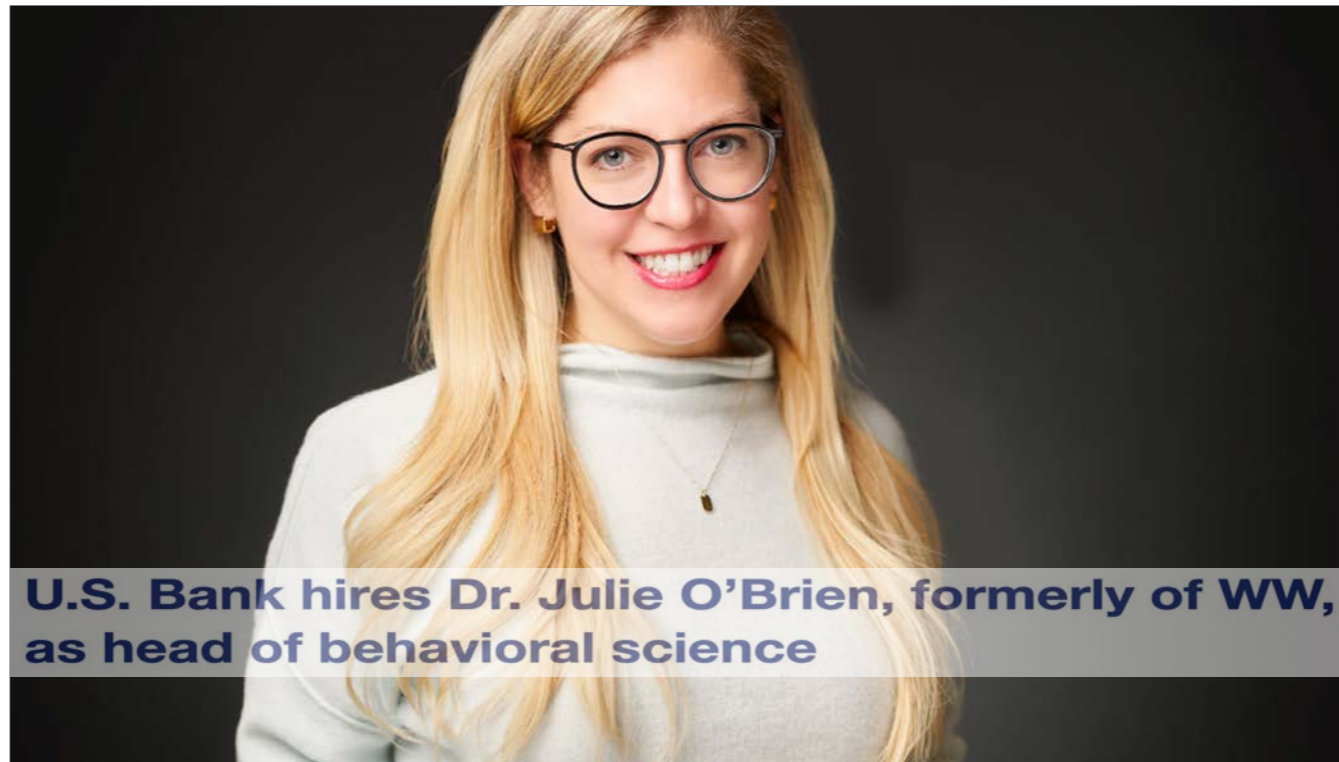




Worldly wisdom teaches that it is better for  
reputation to fail conventionally than to succeed  
unconventionally.

(John Maynard Keynes)





How do people think emotionally about banking, money, health insurance, life insurance, and wellness? (Cigna has also hired a chief behavioral scientist)



TRY **UNORTHODOX** IDEAS



# Risk-avoidance-as-a-Service

[Learn More](#)

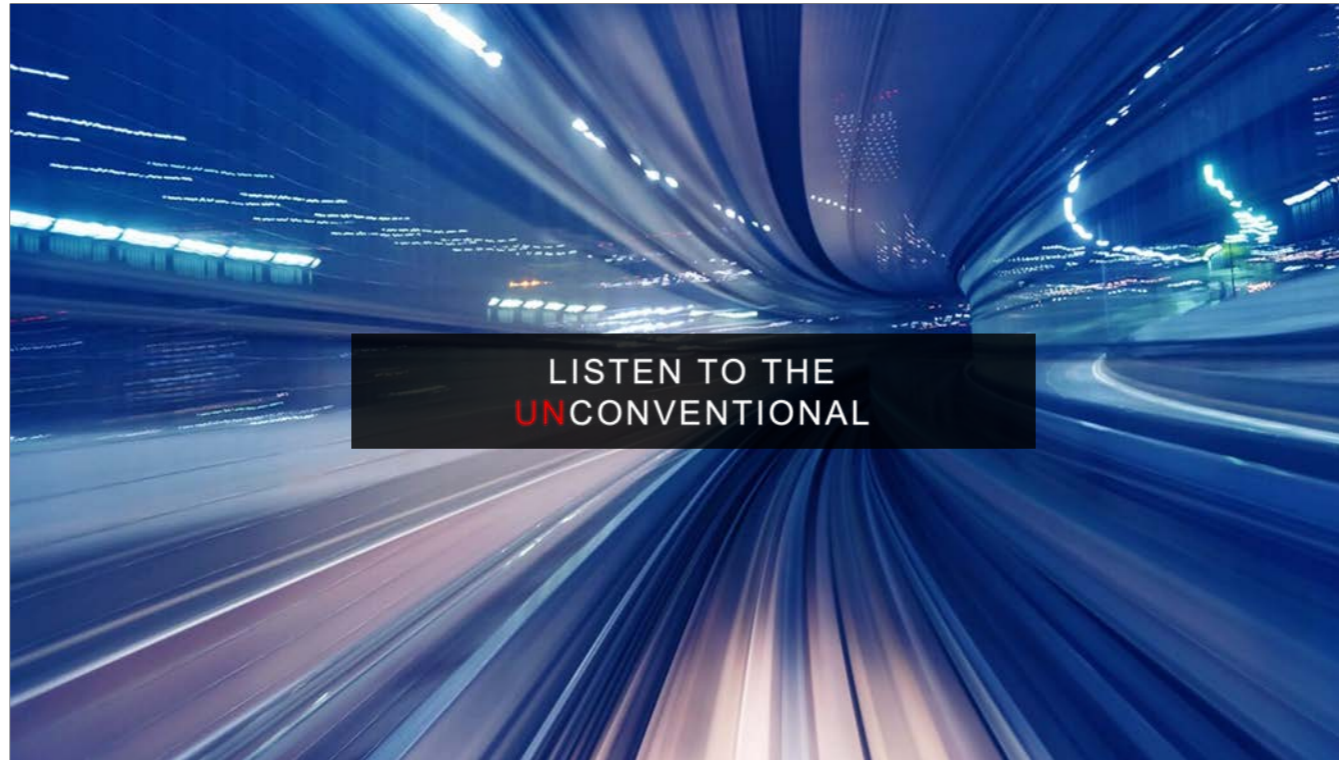






Powered by  
DATA+  
ANALYTICS

KPMG's  
Dynamic Audit



LISTEN TO THE  
UNCONVENTIONAL





DIFFICULTY: MEDIUM

WHAT IS THE NUMBER OF THE PARKING SPOT  
THE CAR IS PARKED IN?





April 20, 2022: SDSU is now a "metaversity" ... less \$ on tuition?



A photograph of a Bank of America building facade. The building features a stone wall with a large, three-dimensional blue 'Bank of America' sign. Above the sign is the bank's logo, a stylized flag with red and blue stripes. The sky is visible in the background.

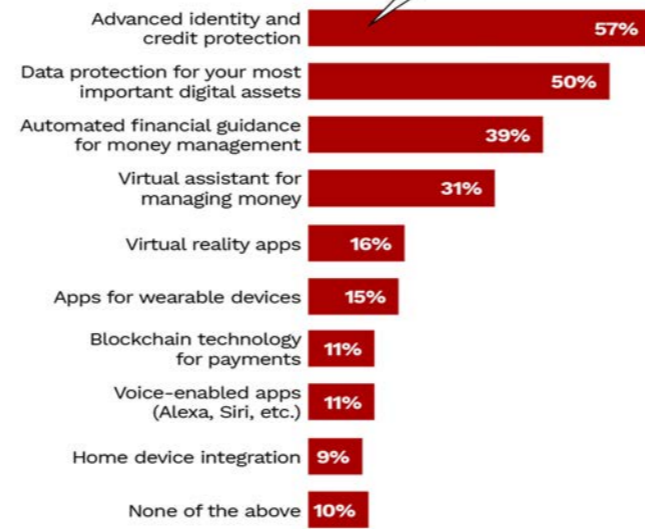
Bank of America is First in Industry to Launch Virtual Reality Training Program in Nearly 4,300 Financial Centers



## Top Gen Z Trends Impacting Banking

## What Gen Z is looking for in a banking provider

### Consumers age 15-24



SOURCE: MX © January 2022 THE FINANCIAL BRAND

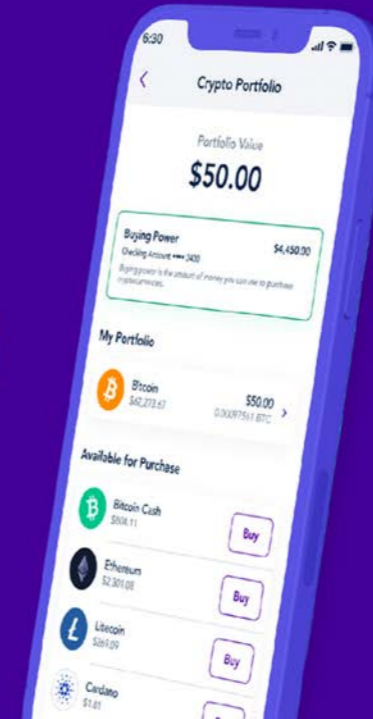
# The NFT Revolution



Vast.bank

# CRYPTO BANKING

We've taken the complexity and anxiety out of owning crypto.







QUESTION THE UNQUESTIONABLE



Convergence of satellites, smartphones, and cloud computing ...



Price of NYC taxi medallion



A development as powerful as electricity and, perhaps, even fire ...



From tens of billions to trillions ...





5G

# BANKING WITH BLOCKCHAIN TECHNOLOGY



- Time Consuming
- Less Flexible
- Less Accessible
- Cumbersome
- Expensive
- Greater Transparency
- Enhanced Security
- Improved Traceability
- Increased Efficiency
- Increased Speed
- Reduced Costs



# All the ways Amazon is unbundling the bank





THINK THE UNTHINKABLE



To future-proof your plumbing business you must ... think!!!! Take one week every year!

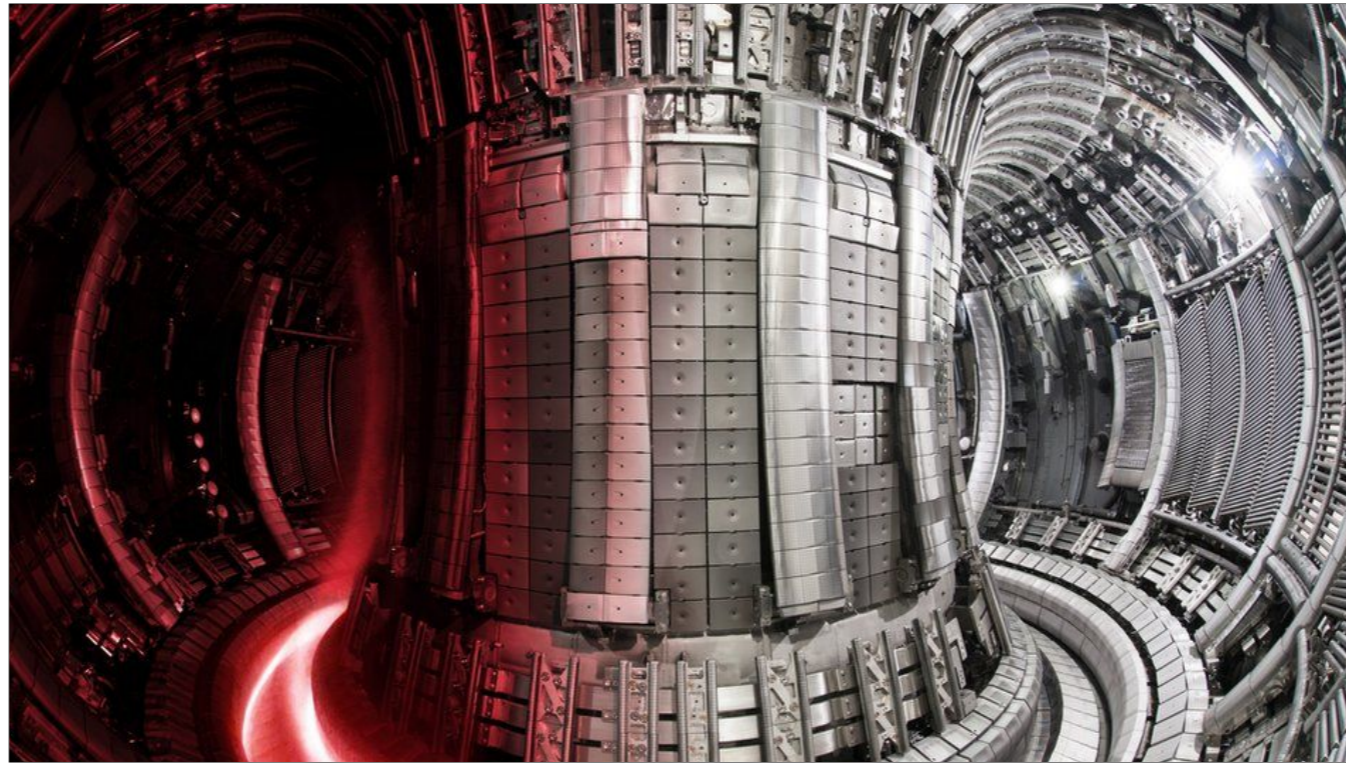




Cyberattack on world's largest meat processing plant ... severely hurt supply chain in 2021



The Fed keeps us guessing on the future of a digital dollar



Some banks are beginning to explore the use of quantum computing





M T W Th **Friday  
Future Fifteen**

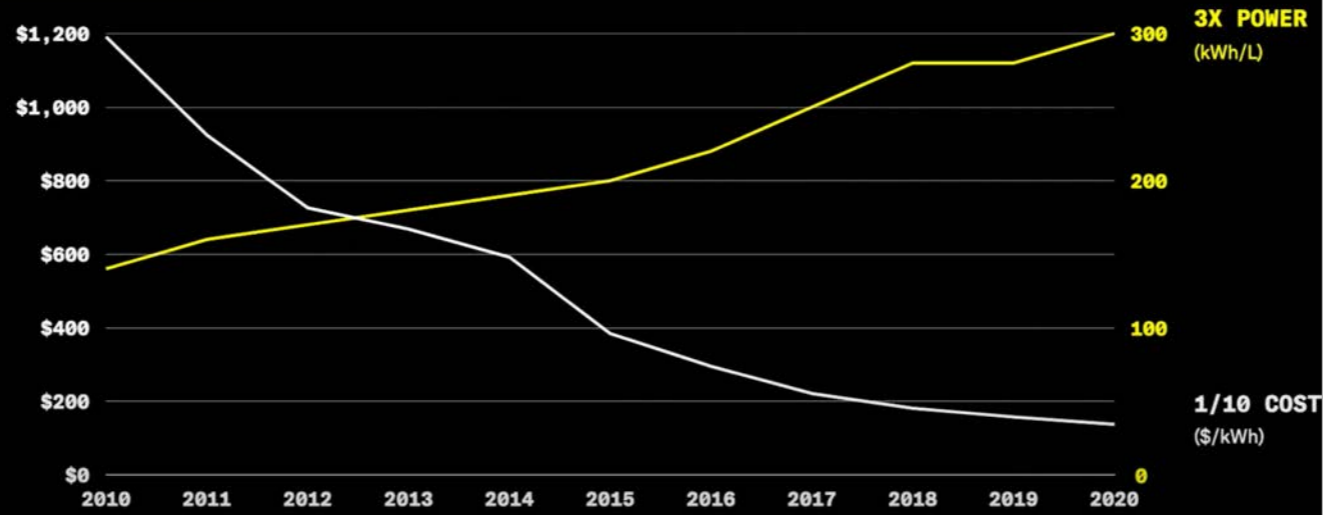


## Think week

1. Friday @ 4:45 pm
2. unplug / shutdown
3. 15 minutes
4. think about the future



# Lithium Ion Batteries Since 2010



Source: Bloomberg New Energy Finance









United 100 ePlanes





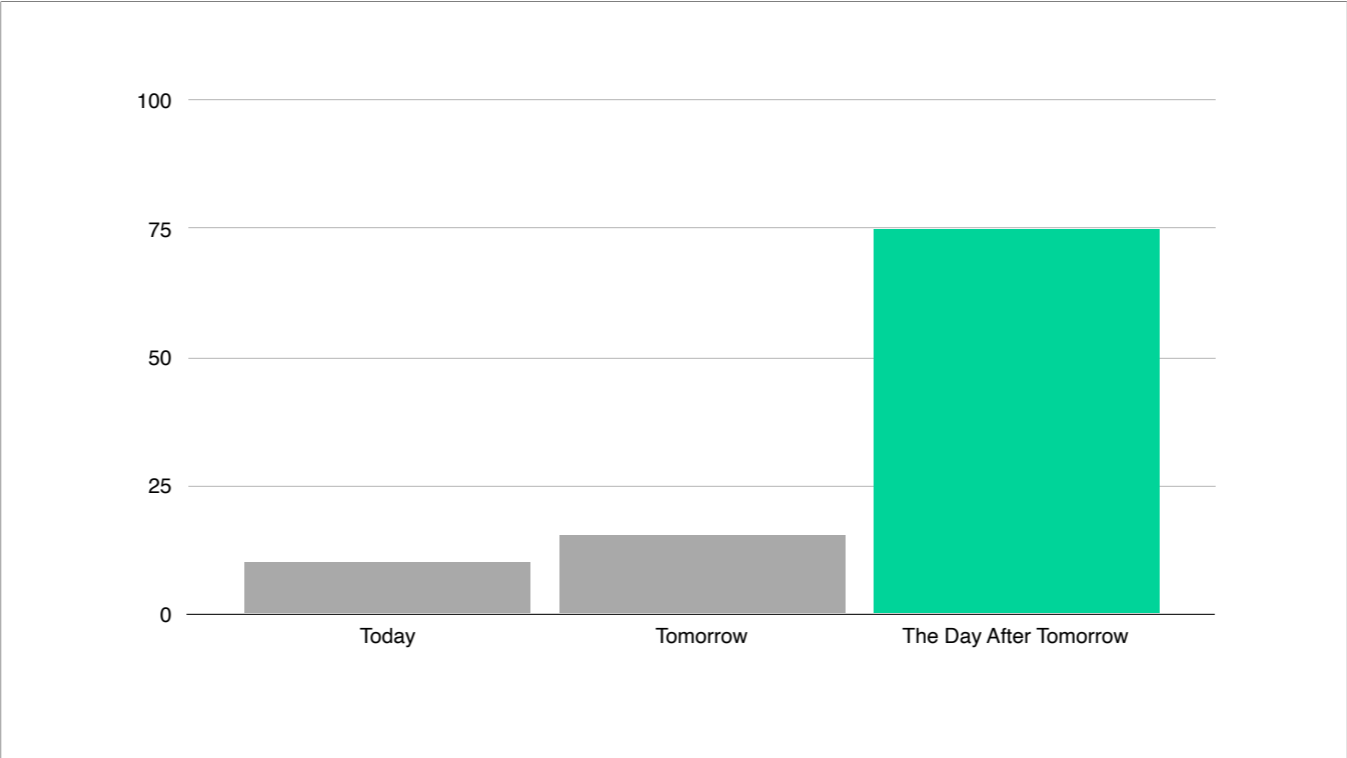


Think Harder!





A battery with a range of 600 to 1000 miles ... its coming



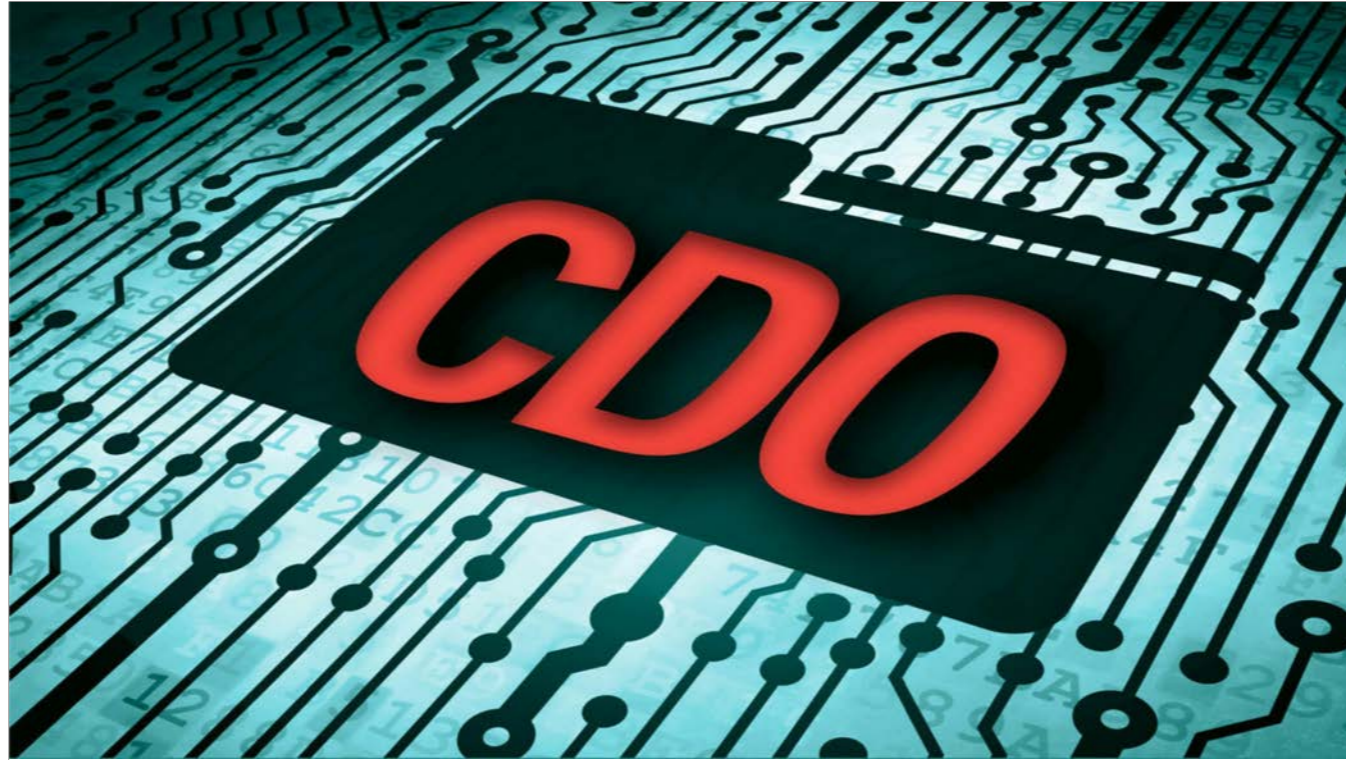
# HYPER-PERSONALIZATION: THE NEXT STAGE OF DIGITAL BANKING

**New message** 🏦 🌐

**Jenny the Banking Bot says:**

Good morning, Alex! The currency we've been watching for you has a great rate today. Would you like me to initiate an exchange?







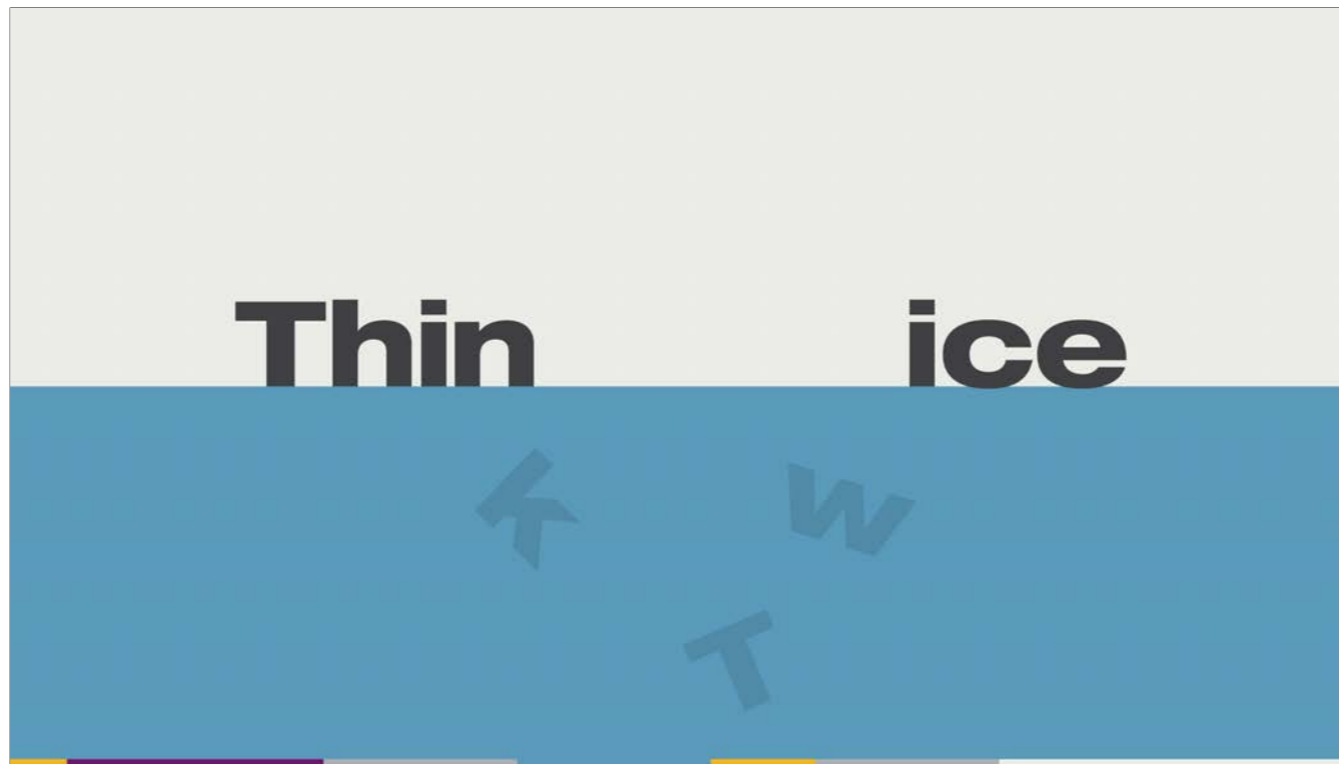


Decentralization and token-based economics. Peer-to-peer based banking ...

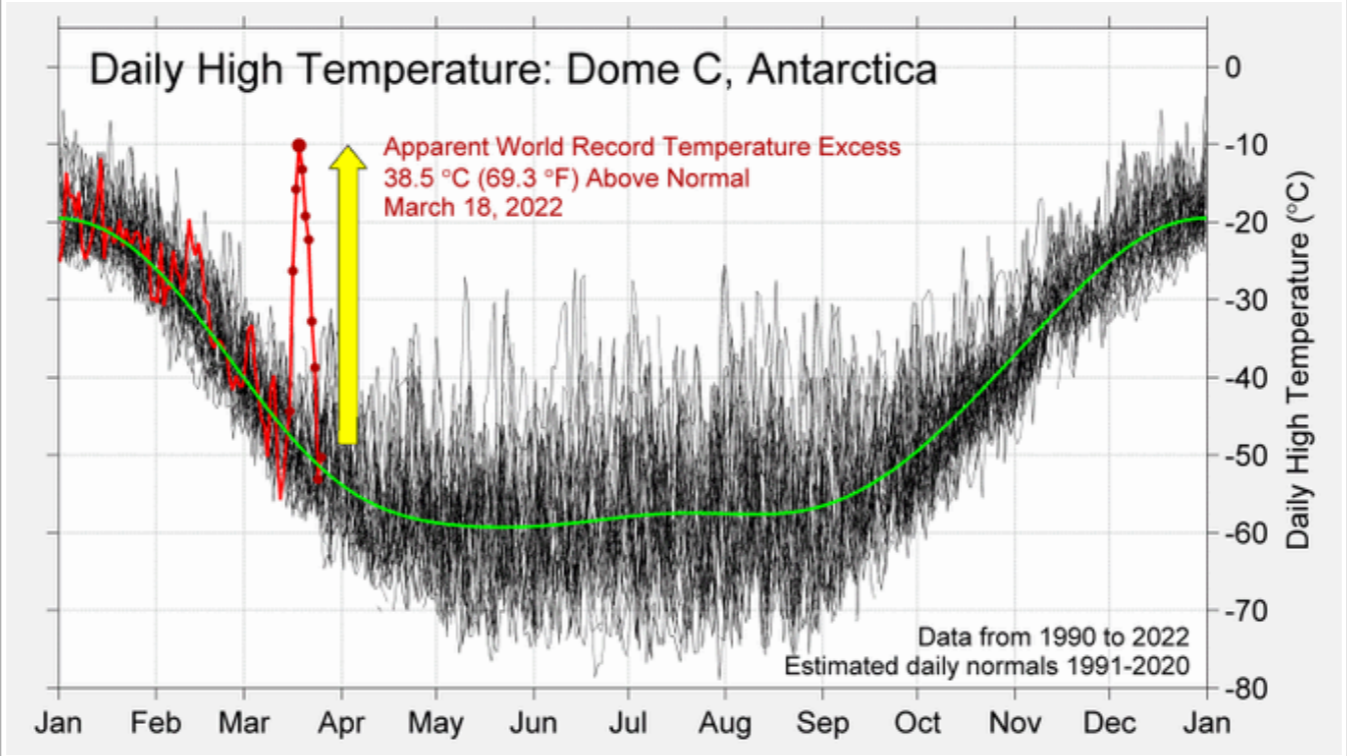


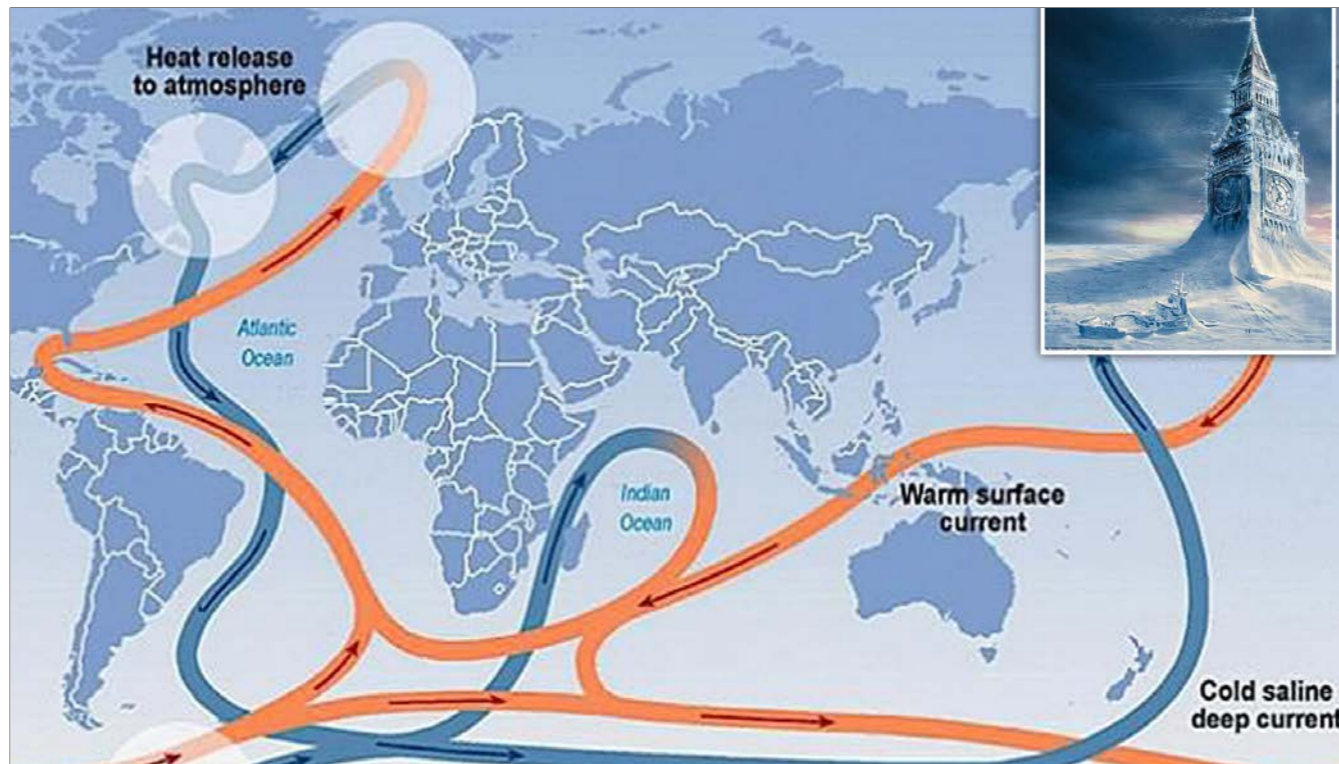
# Think Twice

Think Twice ... you might be on “thin ice”



Think Twice ... you might be on "thin ice"





If the Gulf Stream slows or, worse, collapses ... the consequences will be dire.





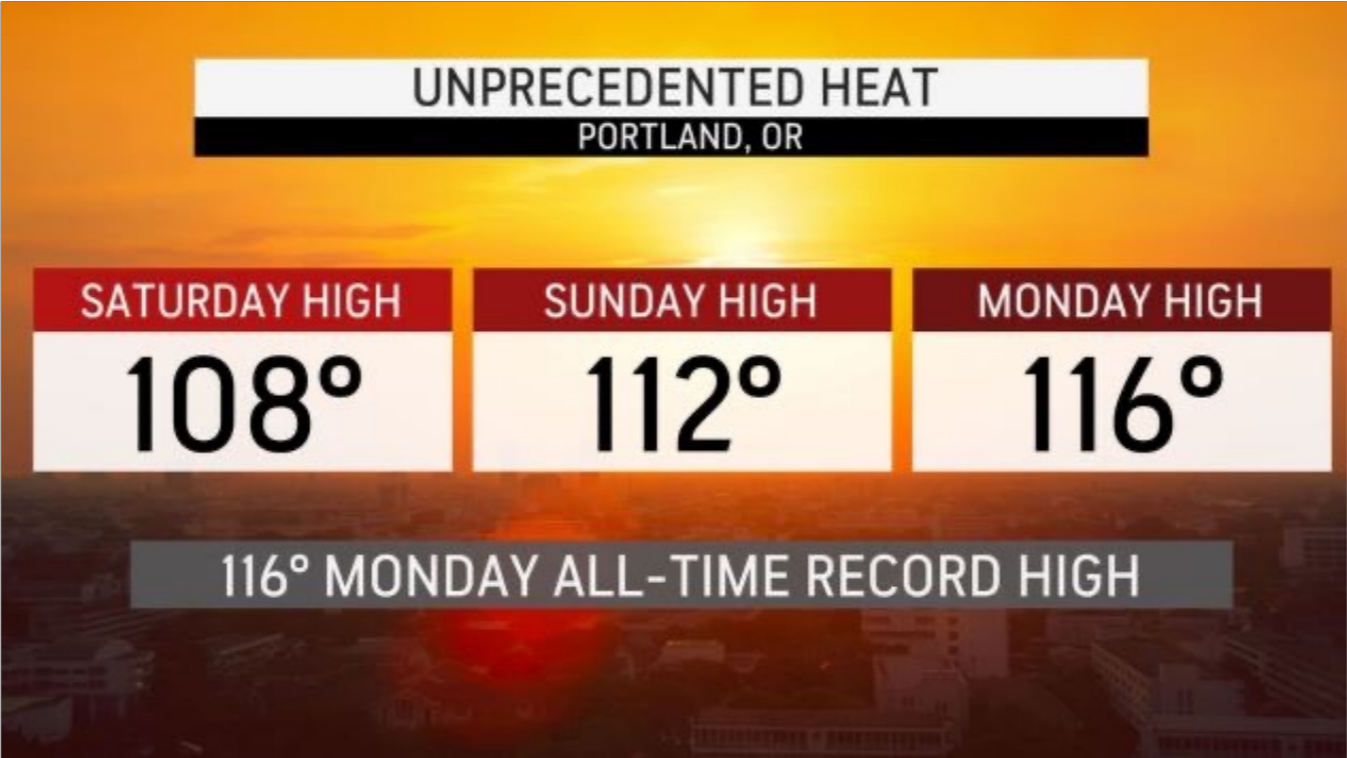
May 2022

Heat wave in India/Pakistan is “testing the limits of human survivability” ... when this water no longer cools body temperature, there will be hell to pay.





The west is experiencing a 25 year “mega drought” ... the worst in 1200 years.



Portland 2021



Derecho ... Iowa 2020 ... hurricane winds 140 miles per hour ...





Houston ... 55 inches of rain



**New Zealand to make banks report climate impact**

Climate change policy will be driven by ... banks





and financial fund managers.

FINISHED FILES ARE THE RE-  
SULT OF YEARS OF SCIENTIF-  
IC STUDY COMBINED WITH  
THE EXPERIENCE OF YEARS.

A little test for why you need to take time to think!

FINISHED FILES ARE THE RE-  
SULT OF YEARS OF SCIENTIF-  
IC STUDY COMBINED WITH  
THE EXPERIENCE OF YEARS.

If you use the data to “see” new opportunities, TD Bank can benefit immensely.



Younger generations will drive change ...









Green Banking. Checking accounts with carbon tracking features. Lower interest rate loans for renewable energy investments.

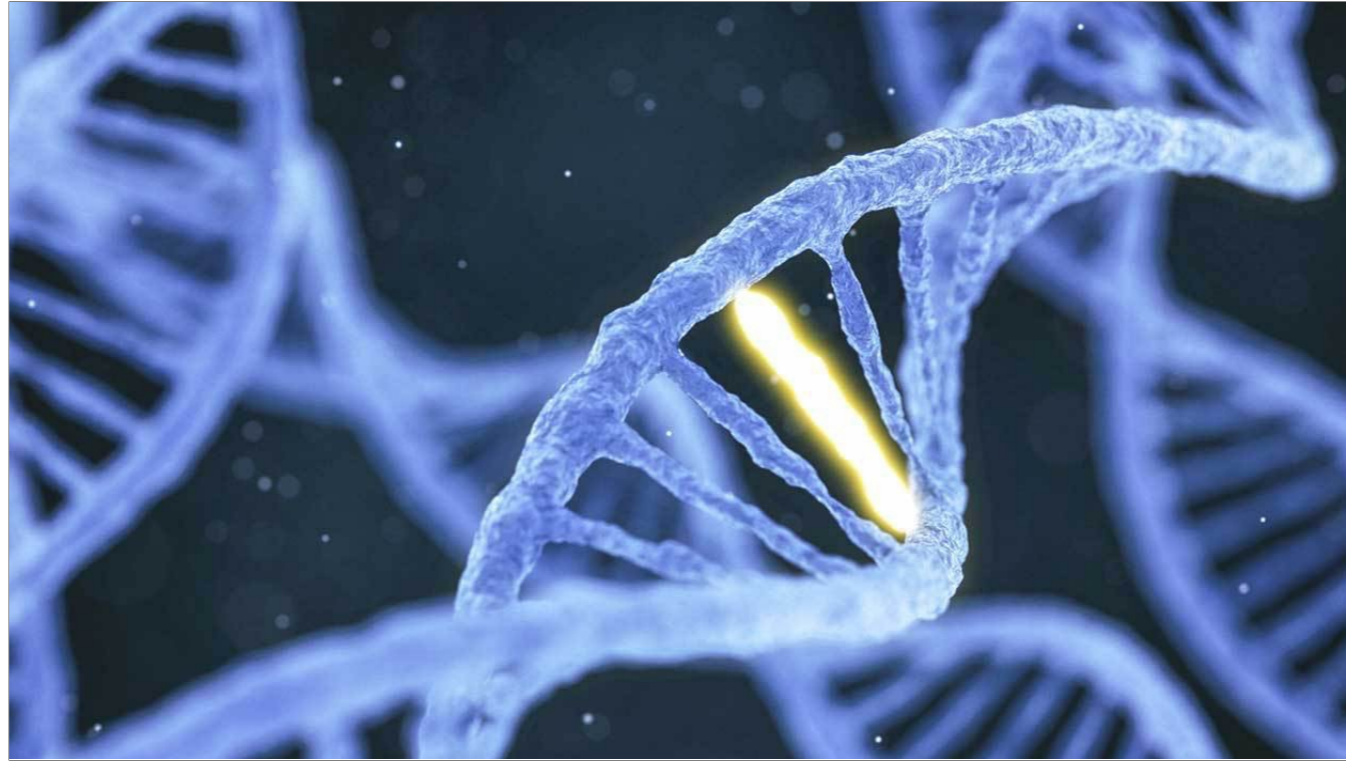


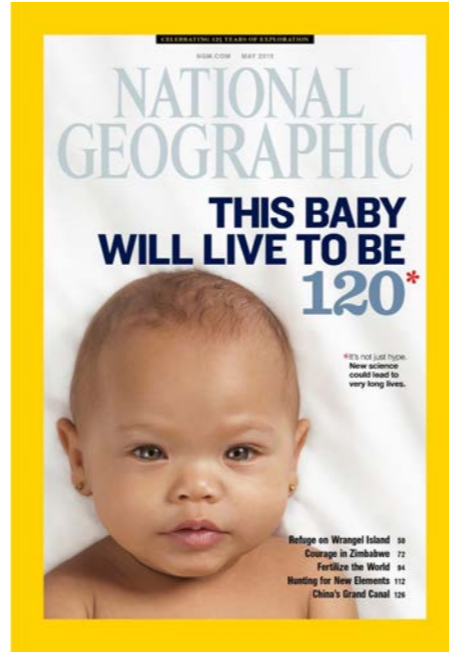
Ant Financial. Earn virtual points for low carbon choices.



IMAGINE THE UNIMAGINABLE













The reasonable **man** adapts himself to the world;  
the unreasonable one persists to adapt the **world**  
to himself. Therefore all **progress** depends on the  
**unreasonable** man.

— *George Bernard Shaw* —