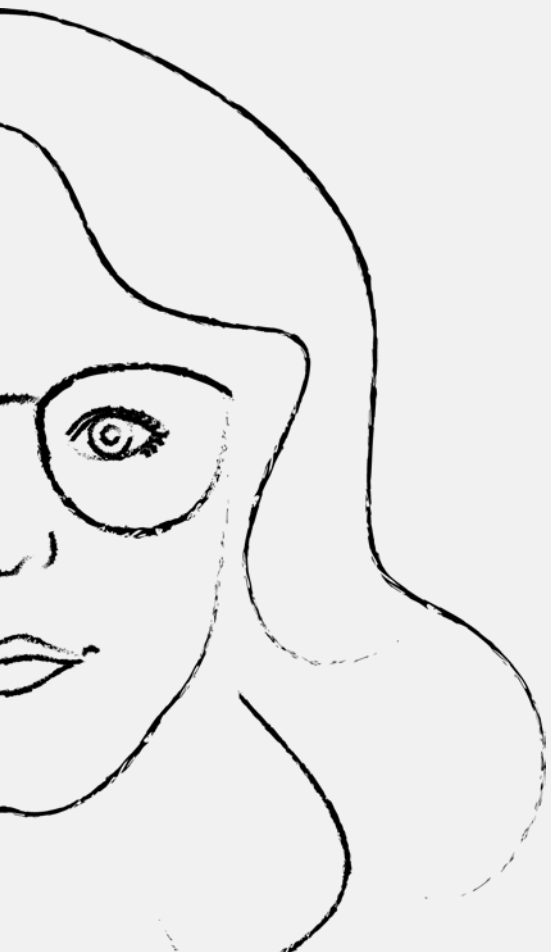


STAY AHEAD AND
PLAN FOR THE
FUTURE

WELCOME



PURPOSE

- Understand the importance to keep track of trends and how it could affect your business
- A method of how to work with uncertain trends in a structured way

AGENDA



INTRODUCTION



METHODOLOGY



WORKSHOP SESSION



COFFE & MOBILE PHONE BREAK



REFLECTIONS

SOME RULES

- ⦿ Put the phone in your pocket, we will have a break
- ⦿ Listen to everyone in the group
- ⦿ In the creative phase we do not criticise
- ⦿ Ask if you get stuck
- ⦿ Share knowledge and have fun

WHY PREPARE FOR THE FUTURE?



WHY PREPARE FOR THE FUTURE?

The Kodak logo is displayed in red, lowercase letters. It is enclosed within a white rectangular box that has two horizontal yellow bars, one above and one below the text.

Kodak

VS

The Netflix logo is displayed in red, uppercase letters. It is enclosed within a white rectangular box.

NETFLIX

WHEN IS THE FUTURE?

WHEN IS THE FUTURE?



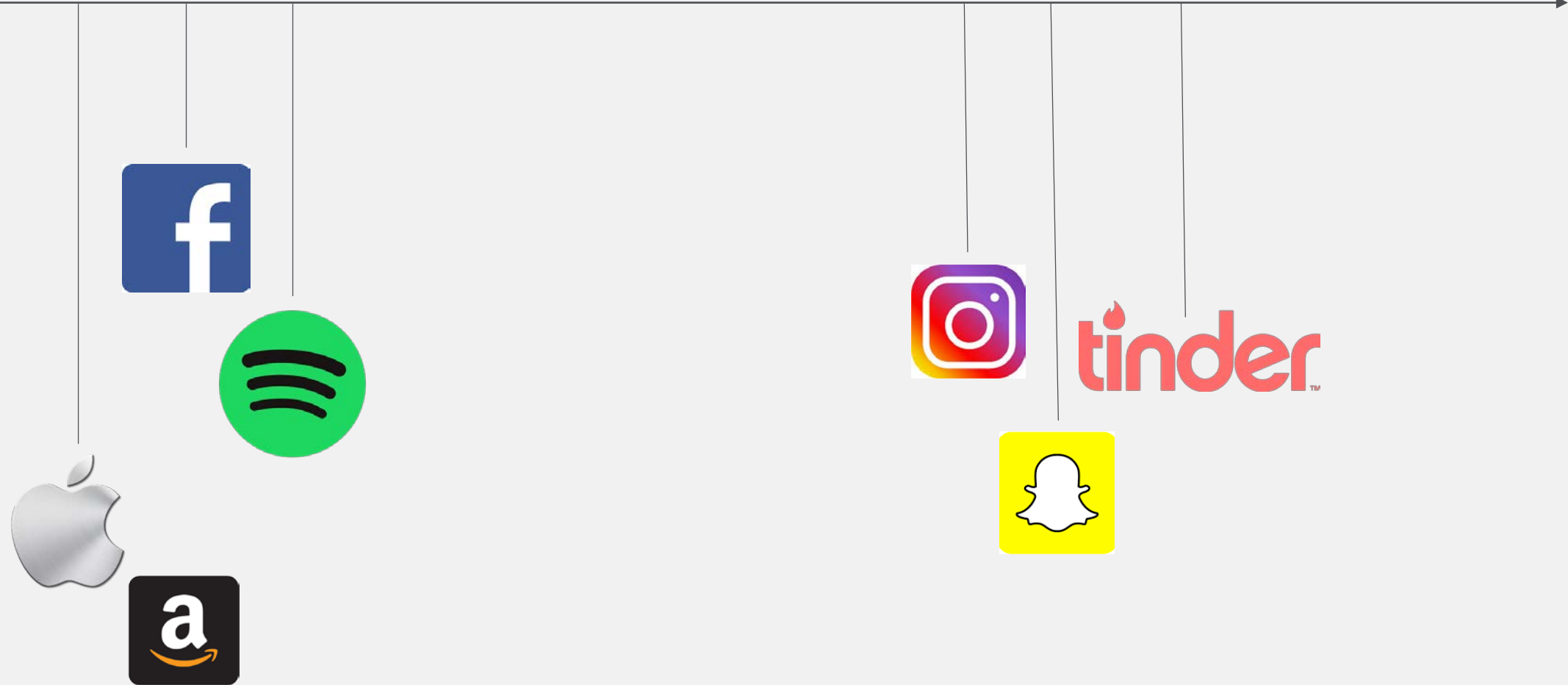
WHEN IS THE FUTURE?



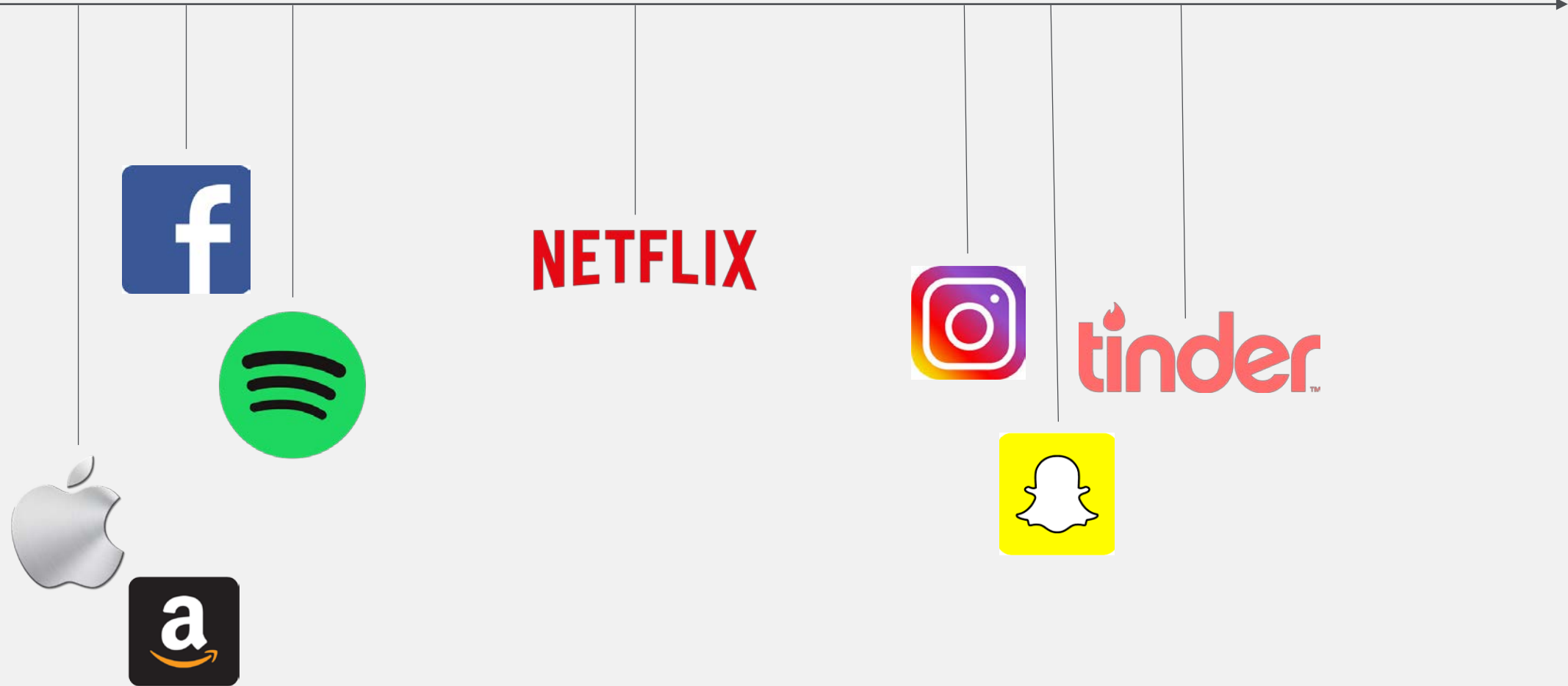
WHEN IS THE FUTURE?



WHEN IS THE FUTURE?



WHEN IS THE FUTURE?



WHEN IS THE FUTURE?



NETFLIX

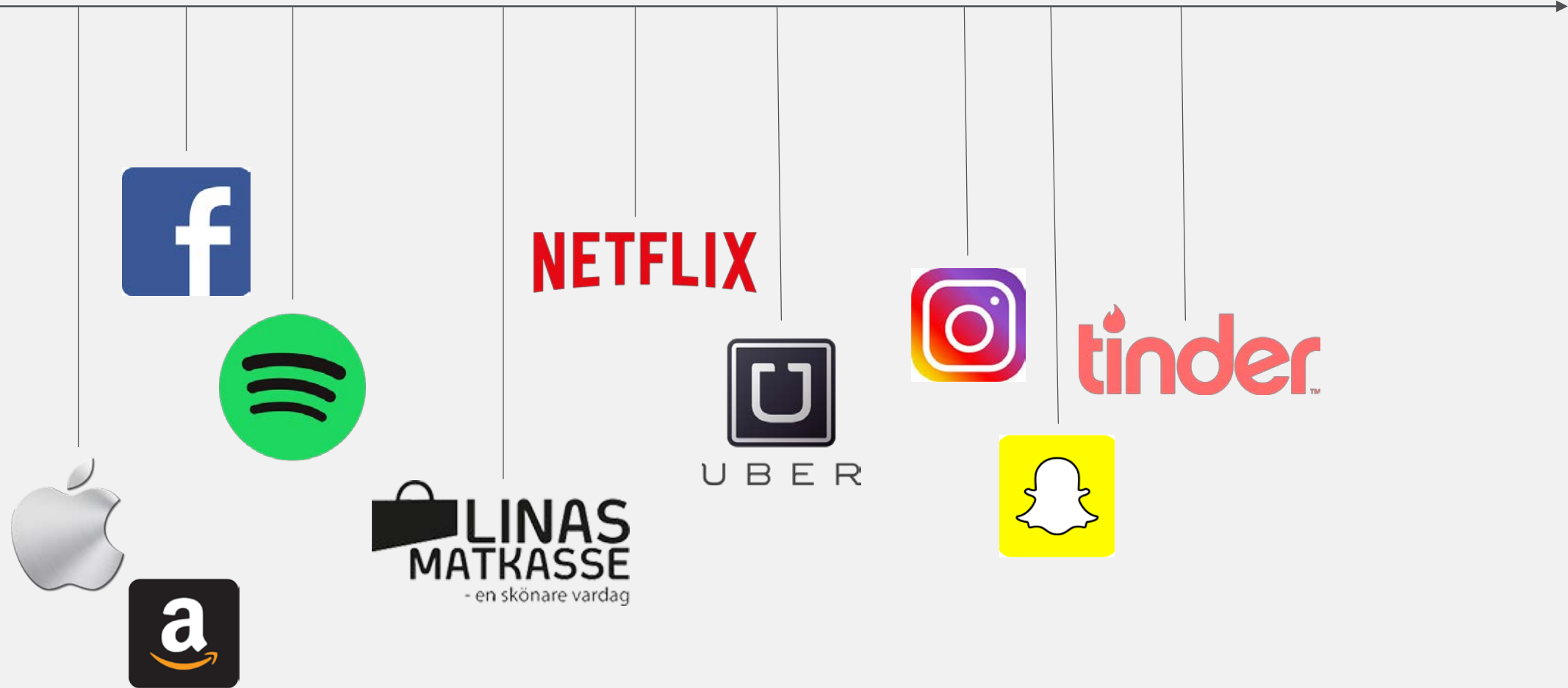


tinder

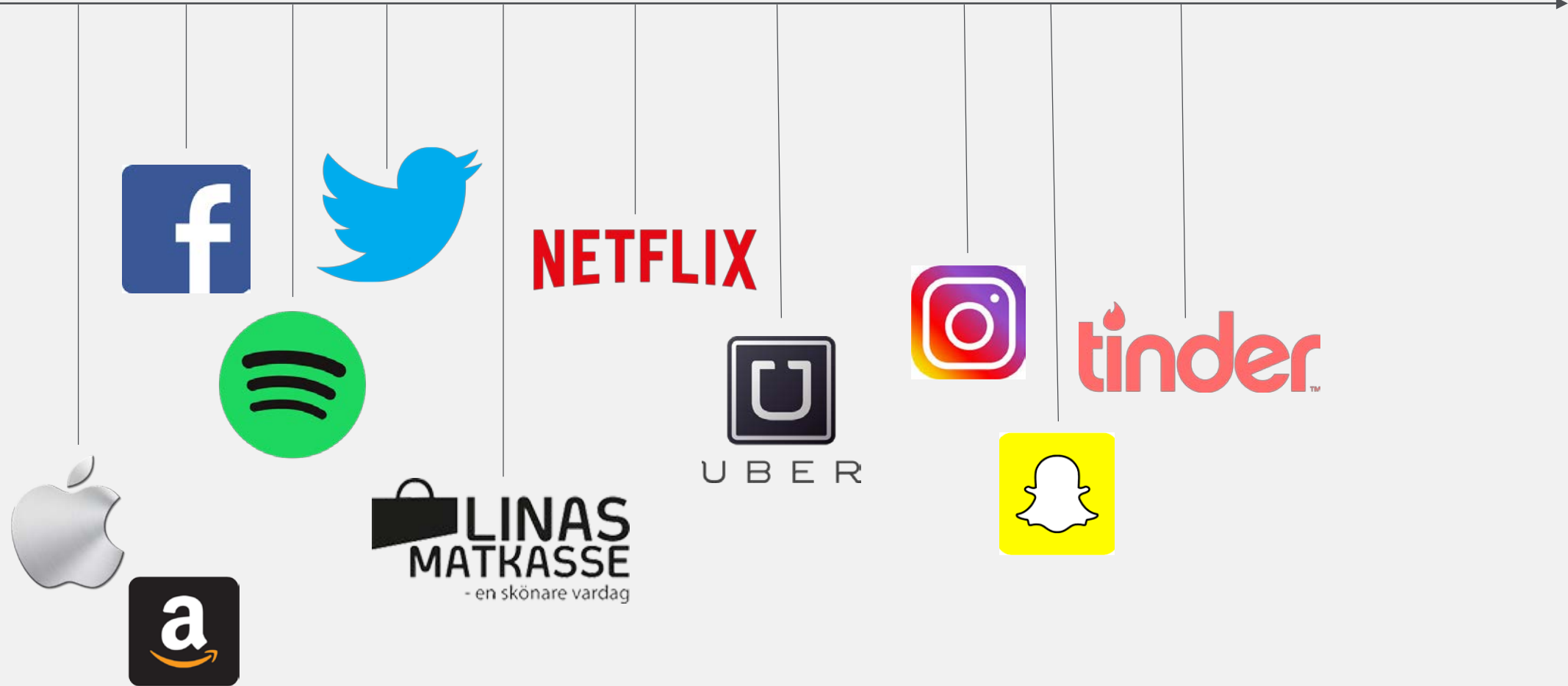


LINAS
MATKASSE
- en skönare vardag

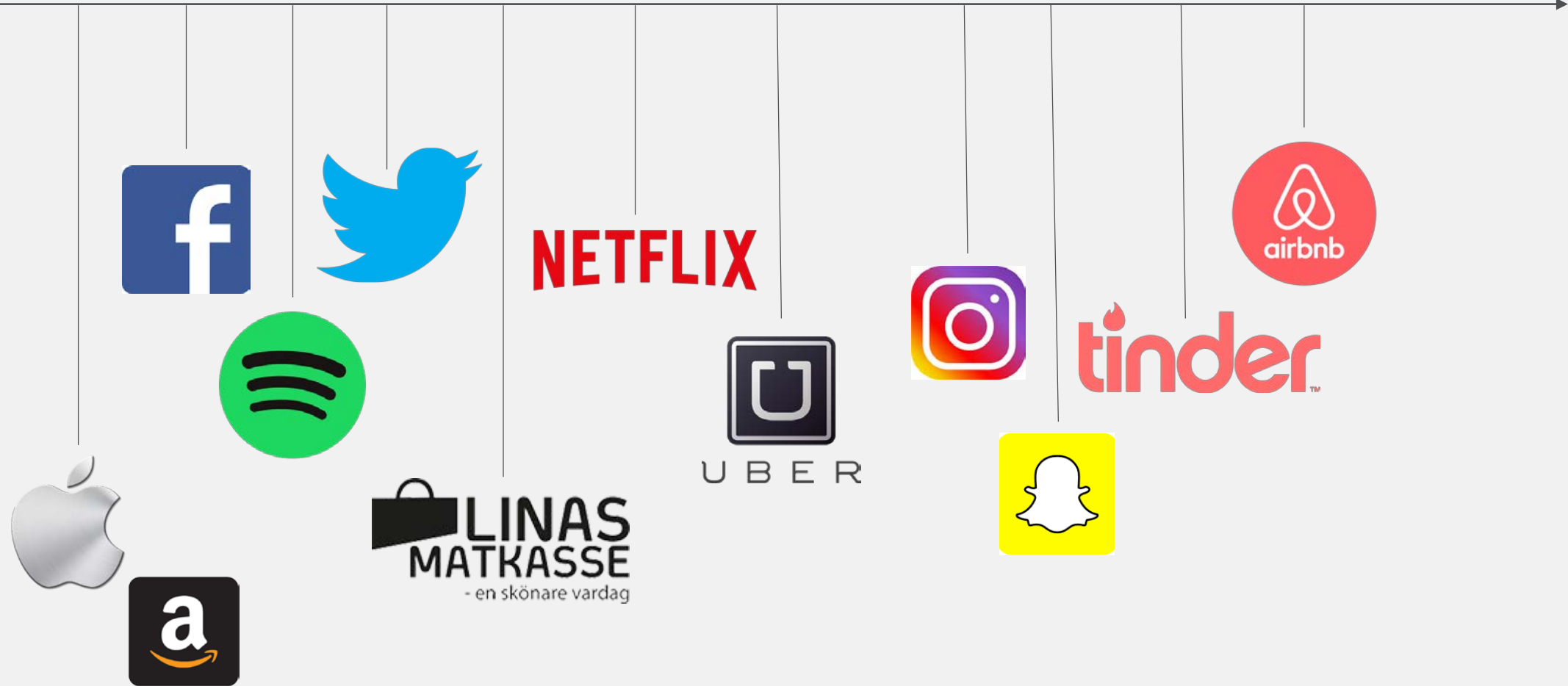
WHEN IS THE FUTURE?



WHEN IS THE FUTURE?



WHEN IS THE FUTURE?

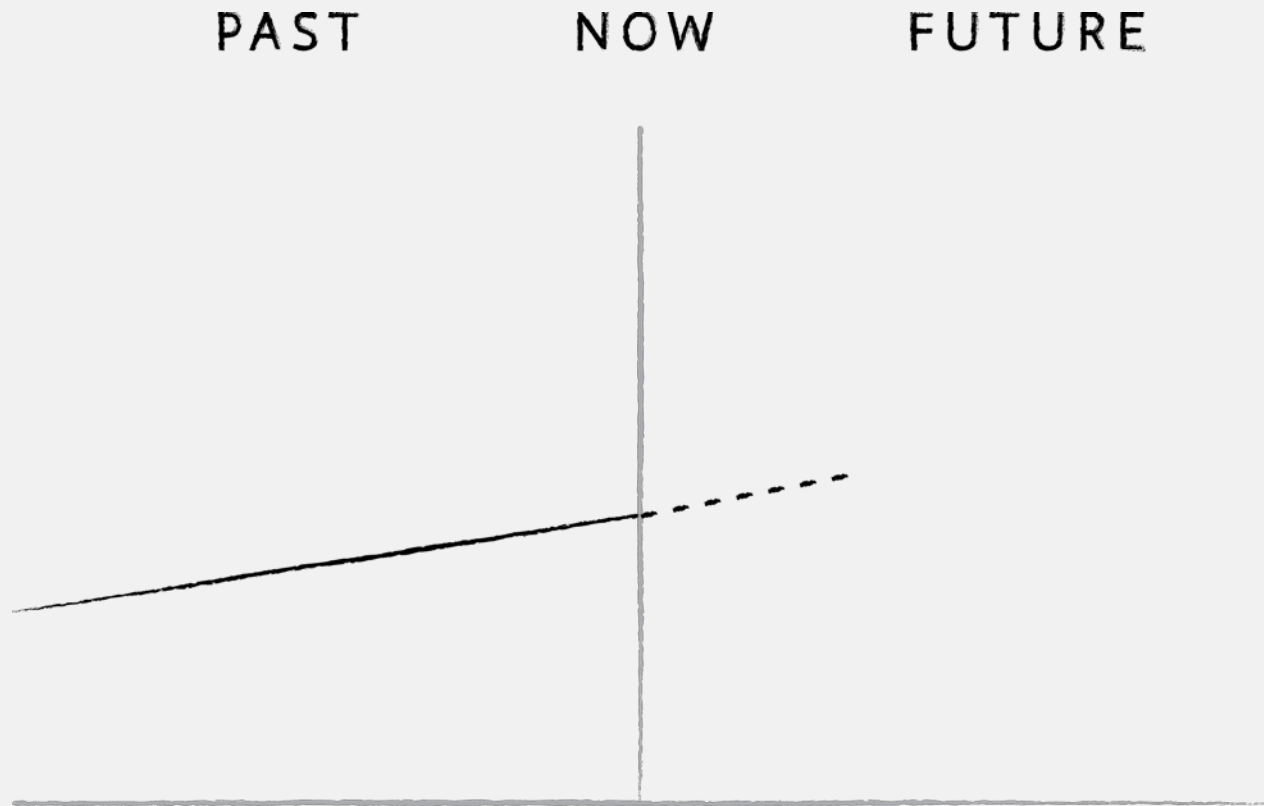


WHEN IS THE FUTURE?

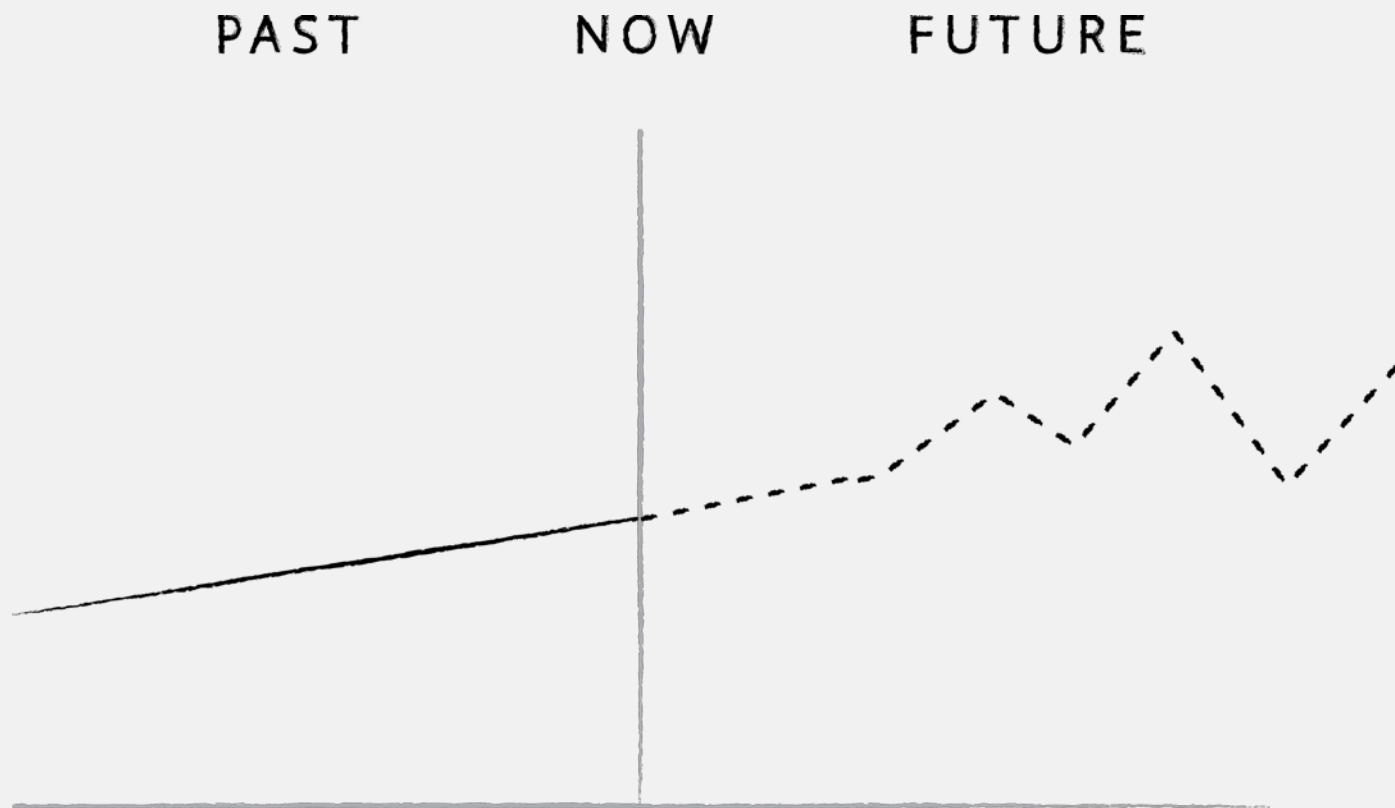


HOW TO PLAN FOR THE FUTURE?

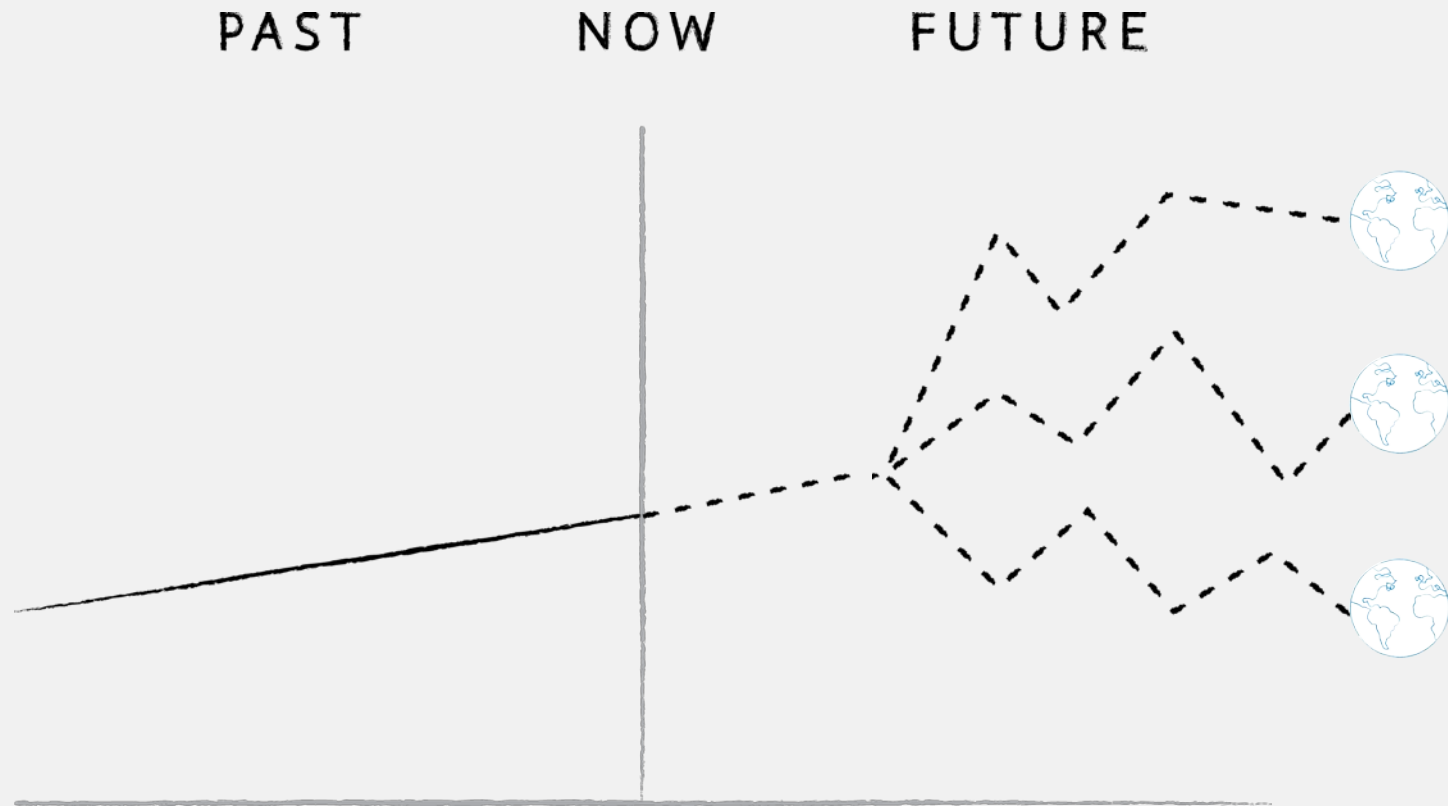
FORECASTING

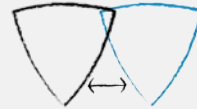
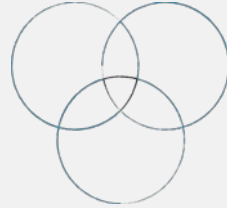
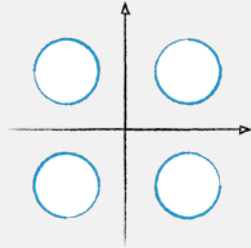
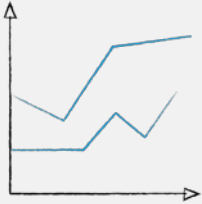


FORECASTING



SCENARIO PLANING





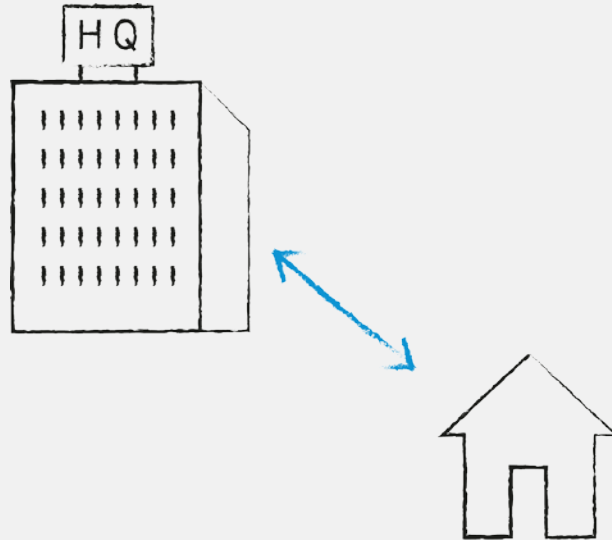
MY ♥ CAR – CORE BUSINESS

MY ♥ CAR

PRIVATELY OWNED MOBILITY

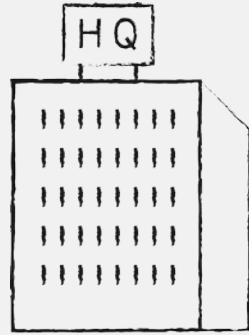
MY ♥ CAR - NEEDS

Daily commute
to and from work

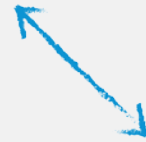
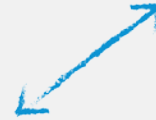
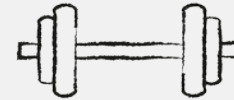


MY ♥ CAR - NEEDS

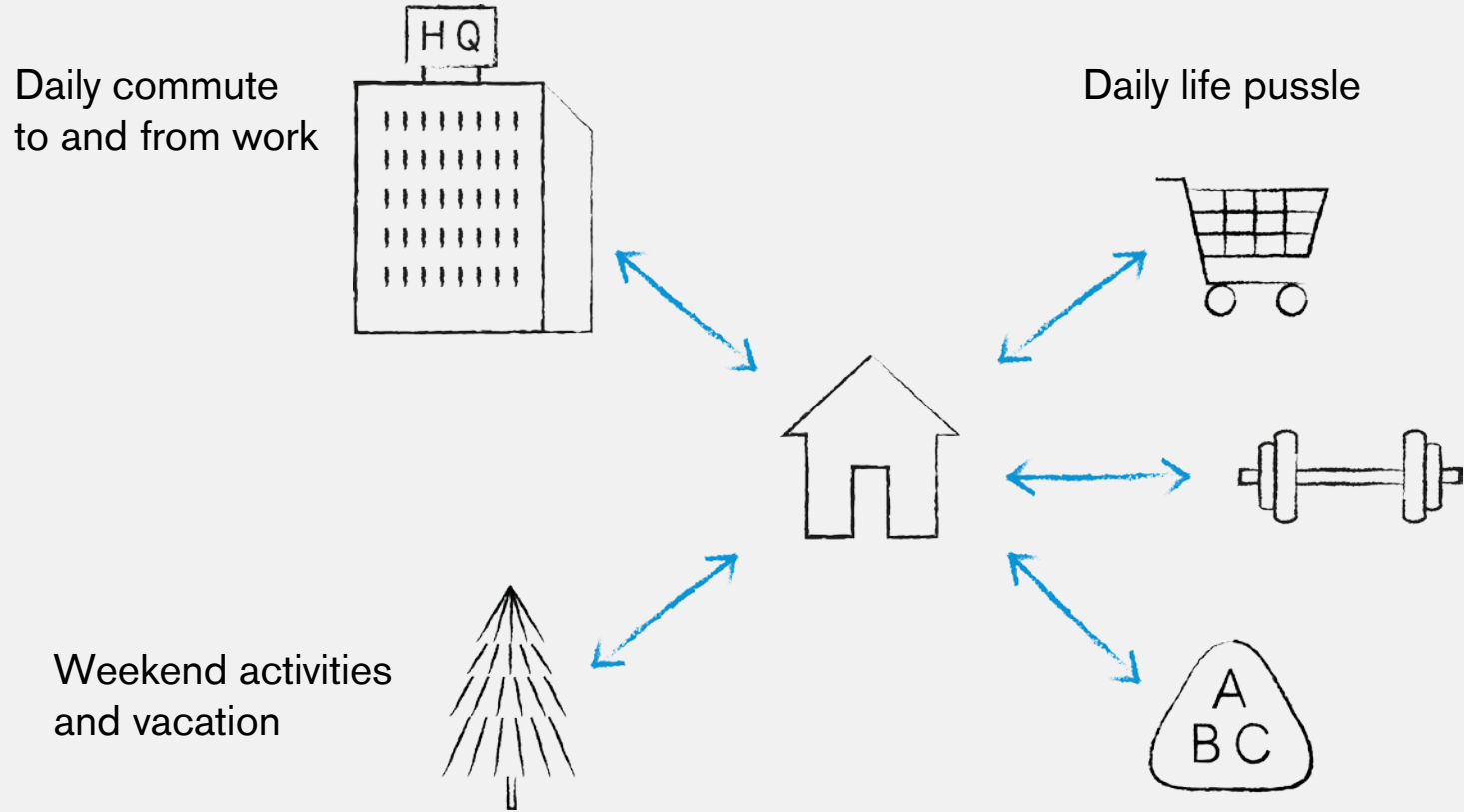
Daily commute
to and from work



Daily life puzzle

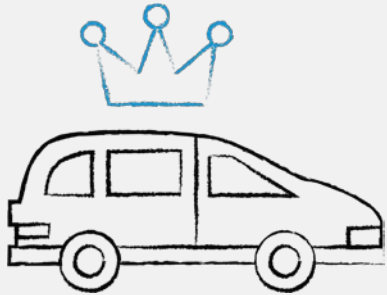


MY ♥ CAR - NEEDS



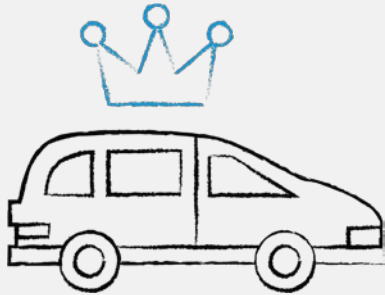
MY ♥ CAR – PREREQUISITES & CONTEXT

Society built around car..

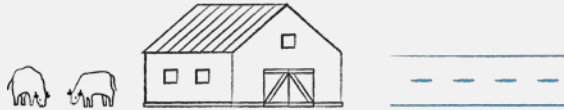


MY ♥ CAR - PREREQUISITES & CONTEXT

Society built around car..

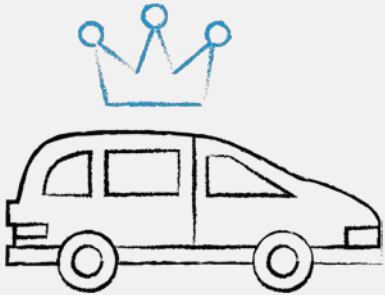


.. the country side..



MY ♥ CAR - PREREQUISITES & CONTEXT

Society built around car..



.. the country side..

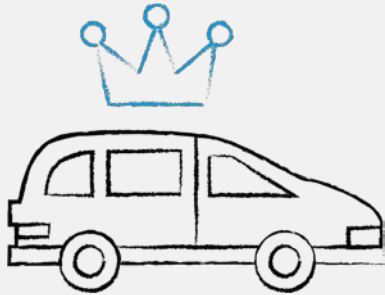


.. as well as cities



MY ♥ CAR - PREREQUISITES & CONTEXT

Society built around car..



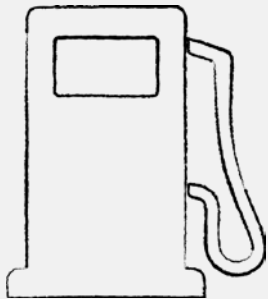
.. the country side..



.. as well as cities

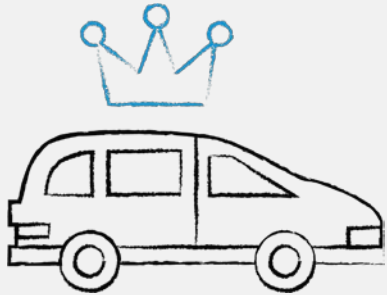


Fuel easily accessible



MY ♥ CAR - PREREQUISITES & CONTEXT

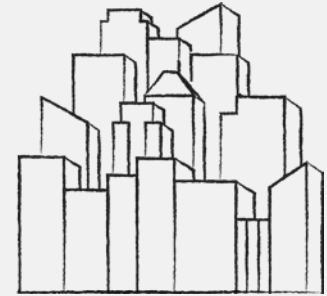
Society built around car..



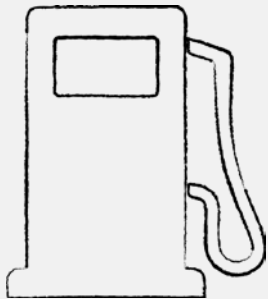
.. the country side..



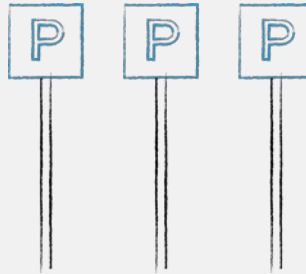
.. as well as cities



Fuel easily accessible

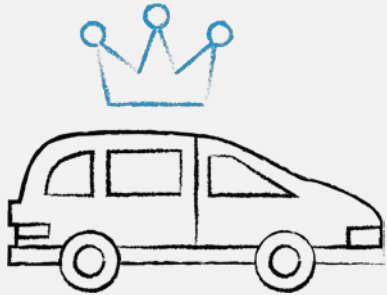


Parking spots around the corner



MY ♥ CAR - PREREQUISITES & CONTEXT

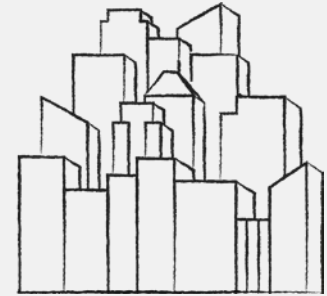
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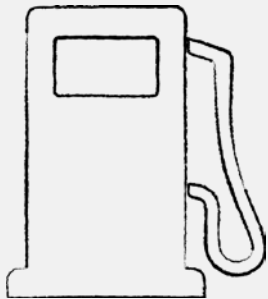
.. the country side..



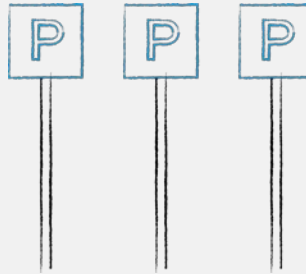
.. as well as cities



Fuel easily accessible



Parking spots around the corner

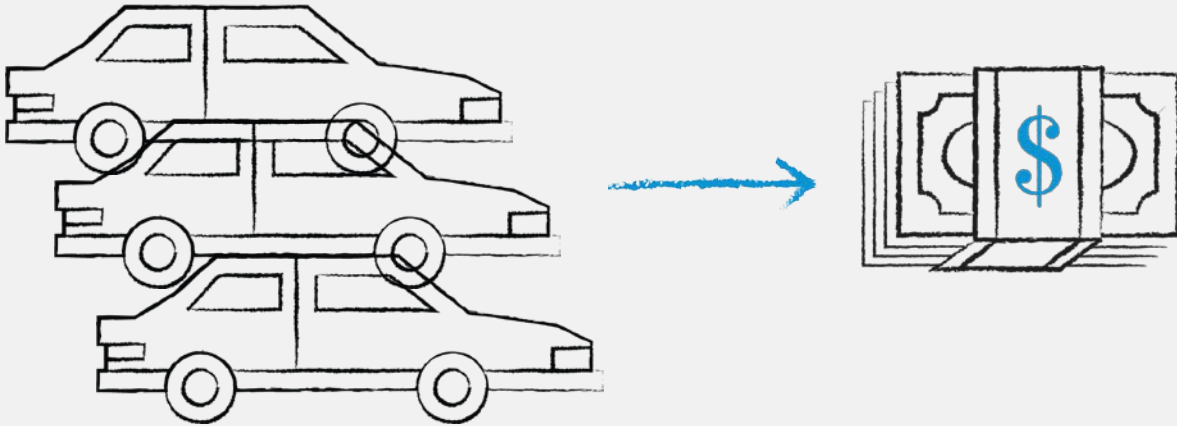


Driven by people



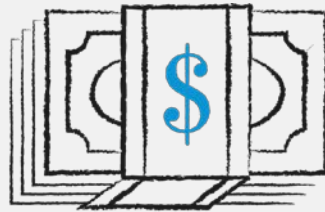
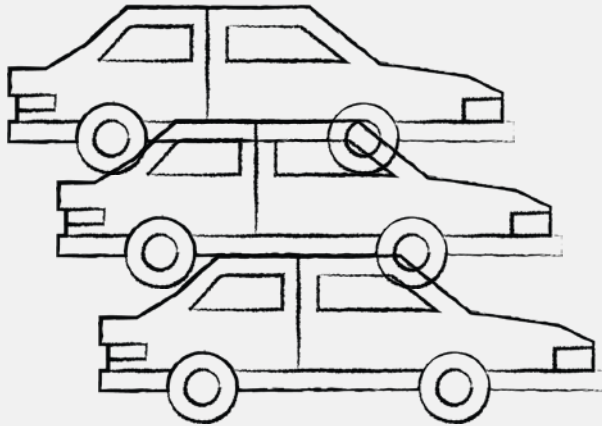
MY ♥ CAR – PROFIT MODEL

Selling cars

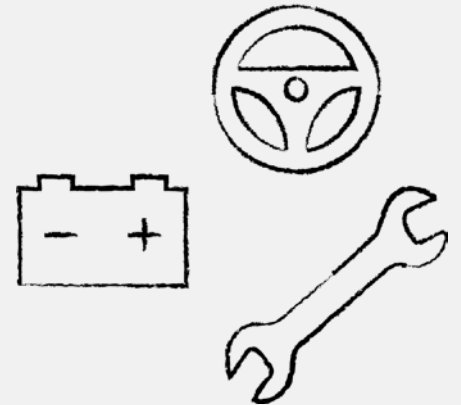


MY ♥ CAR – PROFIT MODEL

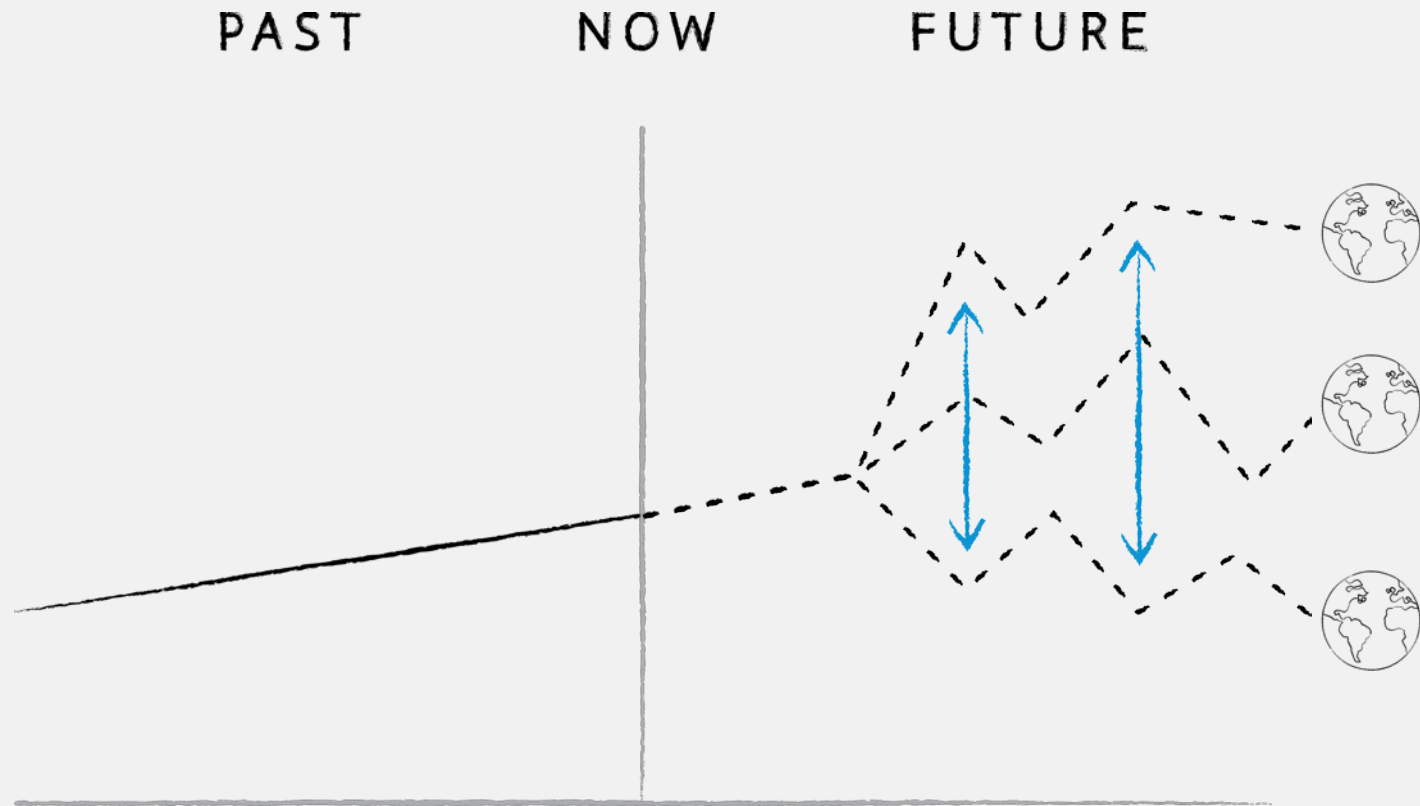
Selling cars



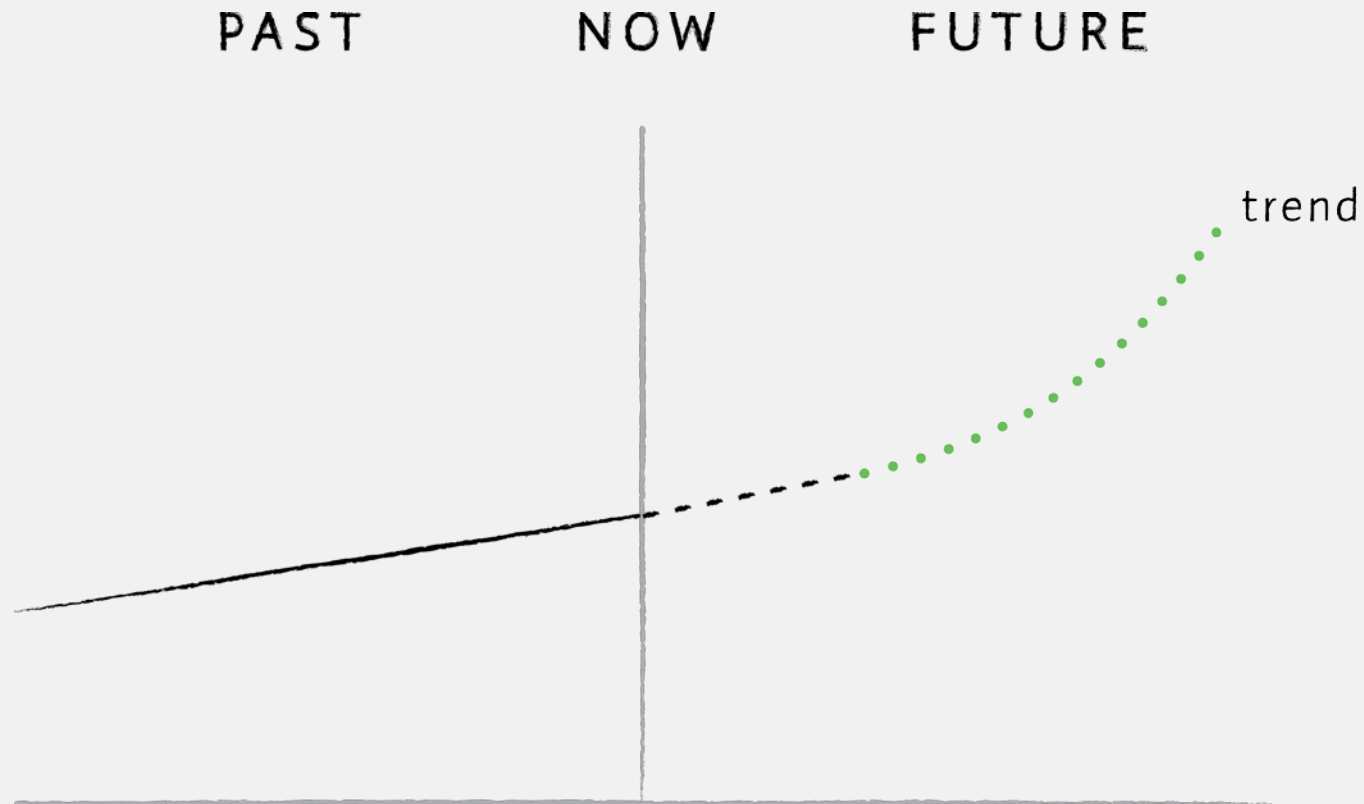
Selling spare parts



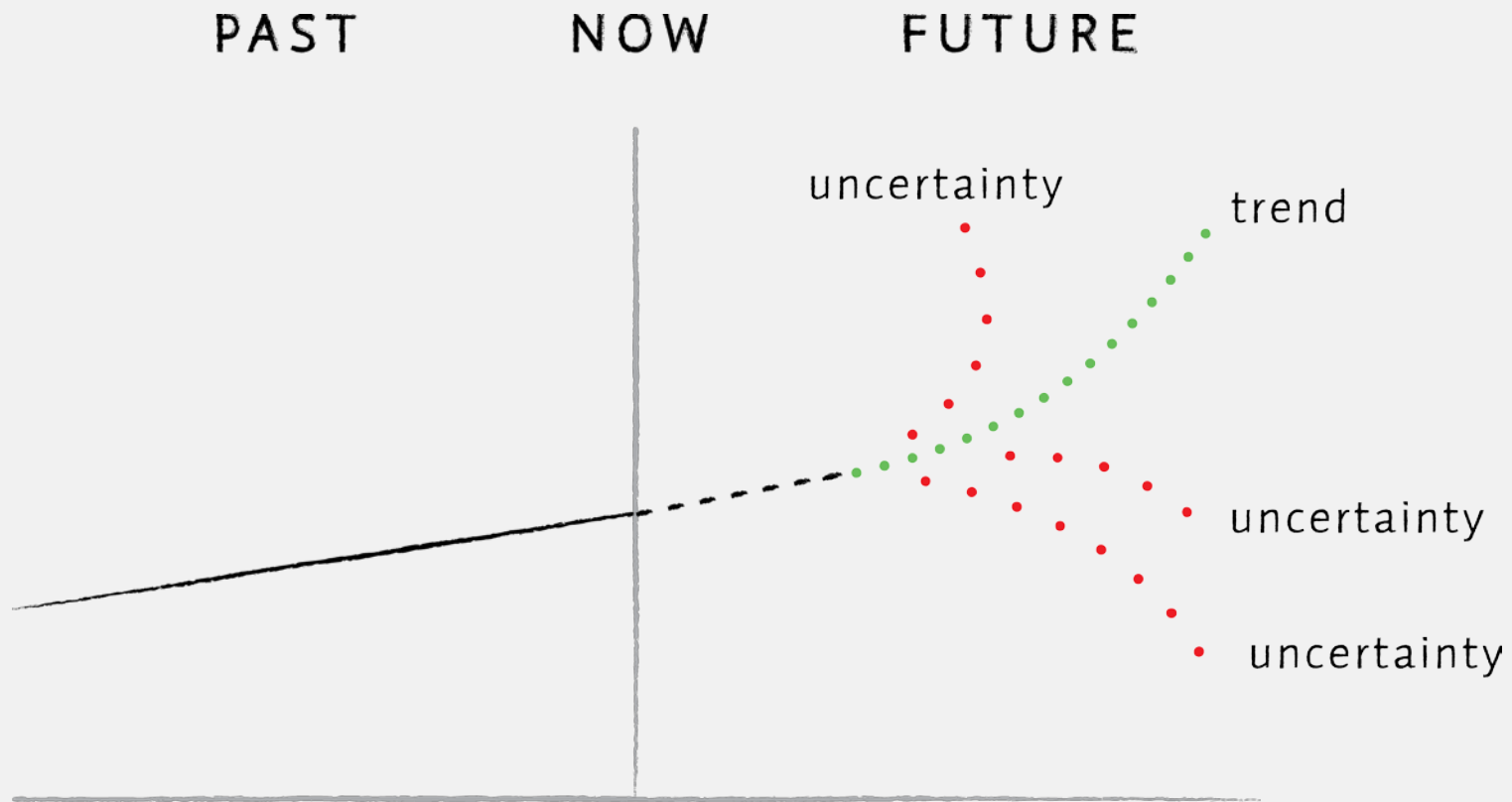
TRENDS AND UNCERTAINTIES



TRENDS AND UNCERTAINTIES



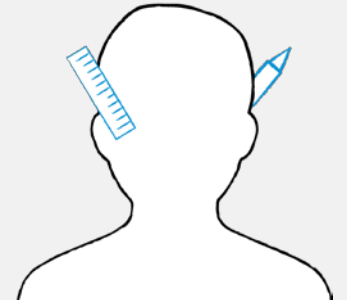
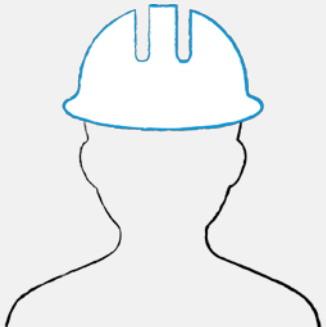
TRENDS AND UNCERTAINTIES






TRENDS AND UNCERTAINTIES

uncertainty A uncertainty B uncertainty C uncertainty E

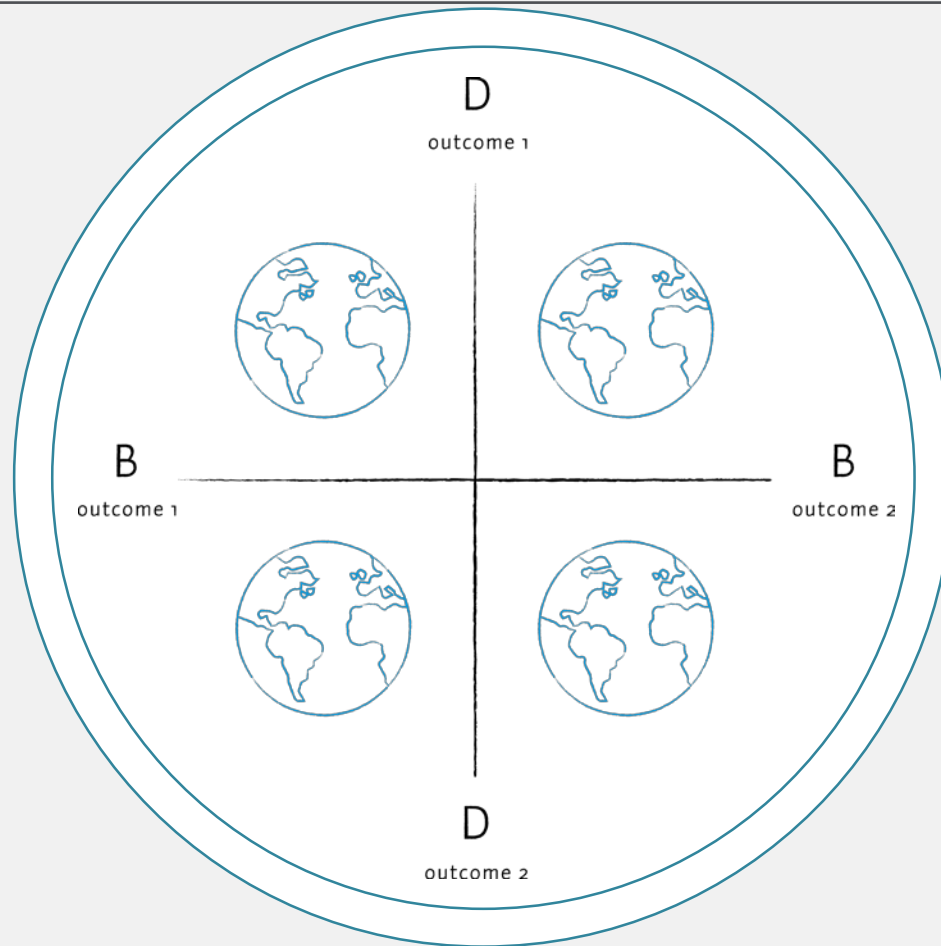
 uncertainty D



SCENARIO CROSS

	A	B	C	D	E
A					
B					
C					
D					
E					

SCENARIO CROSS



THE SCENARIO – SHARED MOBILITY

- UNCERTAINTY
Shared mobility will dominate the mobility market
- MAIN FORCES
Higher costs associated with owning a car
Digital subscription services is maturing
People values time and experience over owning
- IMPACT
Seamless travelling available for all needs and wallets

owning  sharing

THE SCENARIO – VIRTUAL MEETING SPOTS

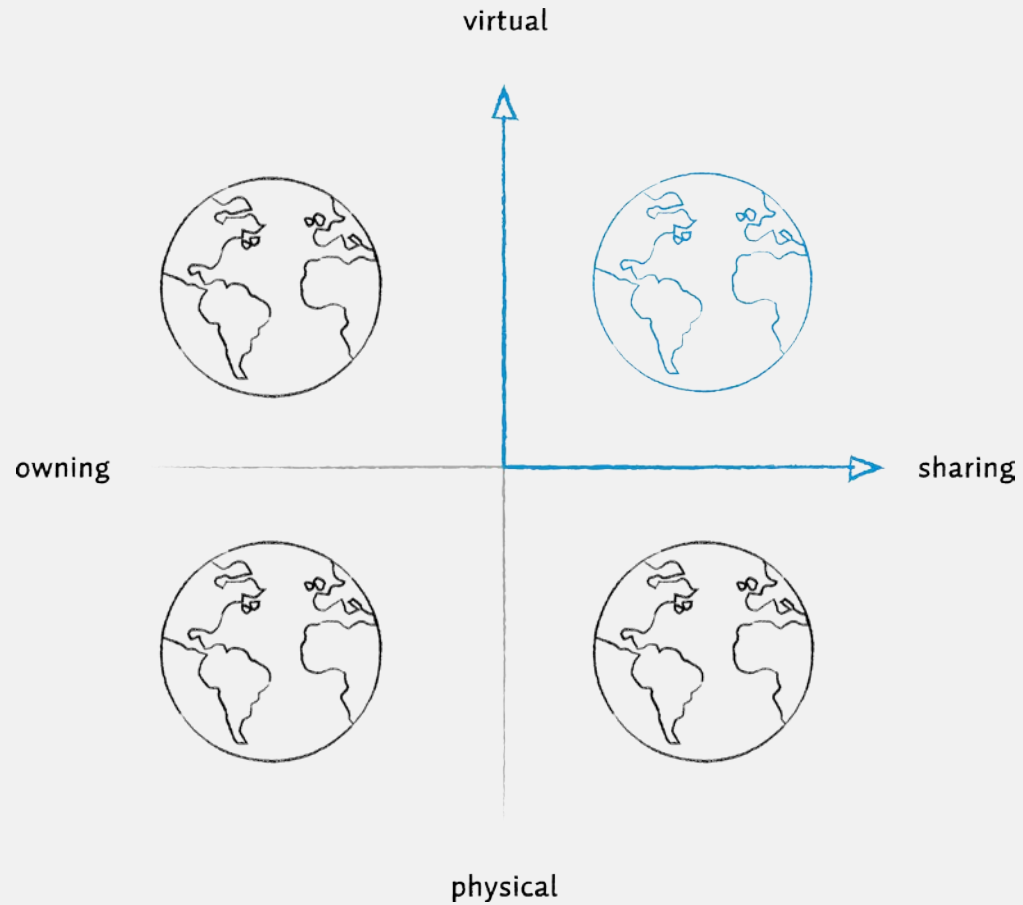
- **UNCERTAINTY**
Virtual meeting spots will reduce the need for physical meeting spots
- **MAIN FORCES**
Better data transfer
Development of smarter sw such as AI
Development of more advanced hardware
- **IMPACT**
The need for everyday travelling decreases

virtual



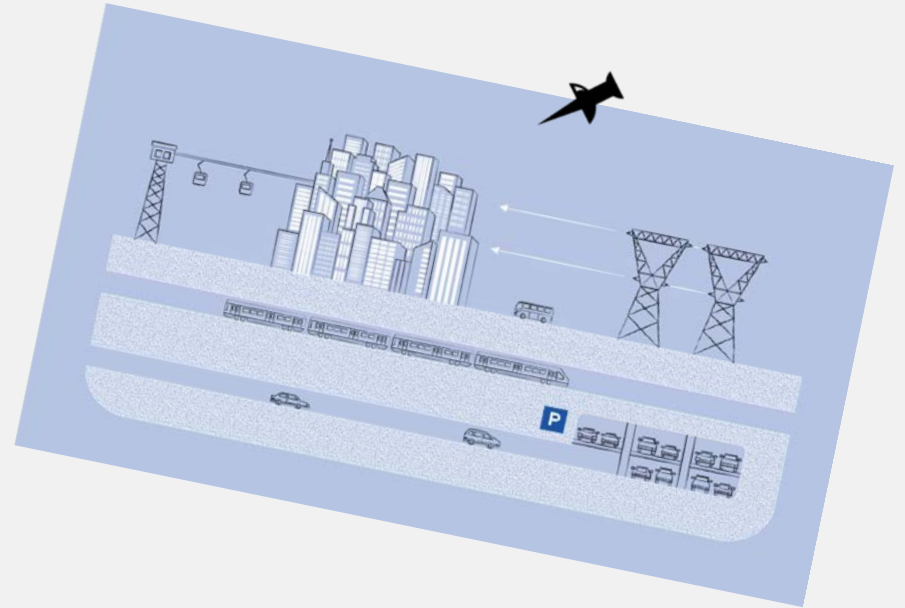
physical

THE SCENARIO

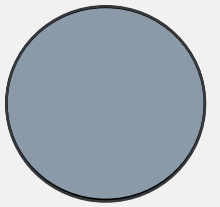


THE FUTURE SCENARIO

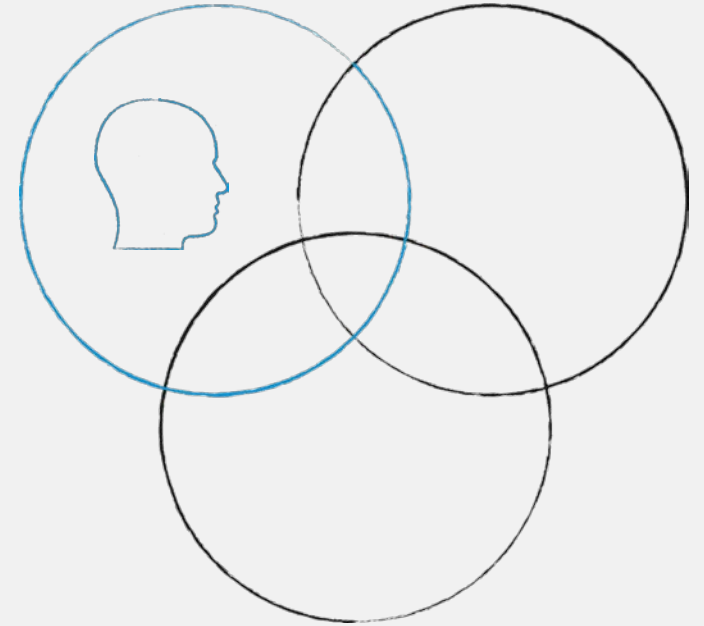
- What stood out the most in the future scenario?



FUTURE MOBILITY NEEDS

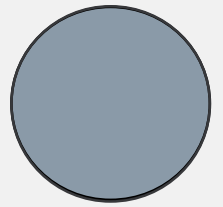


○ How has **mobility needs** changed in the **future scenario**?

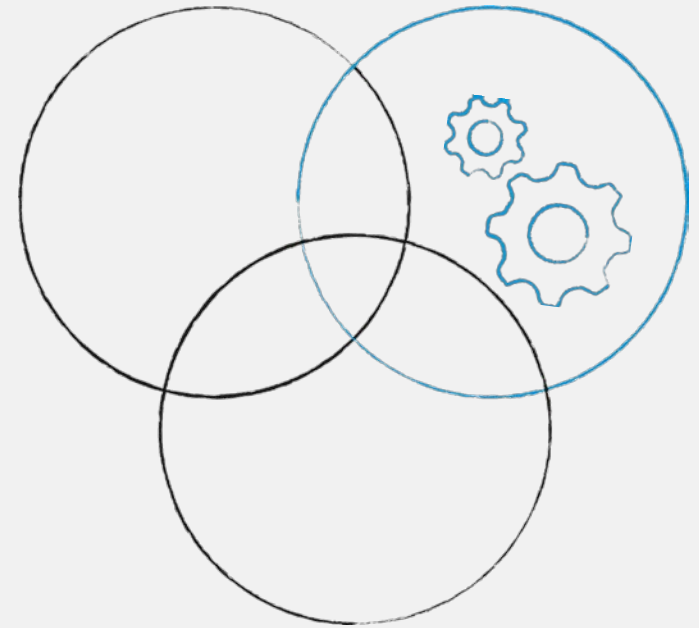


commute to work
one day a week

FUTURE MOBILITY PREREQUISITES

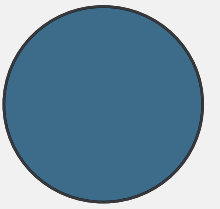


- How has the **prerequisites for mobility** changed in the **future scenario**?

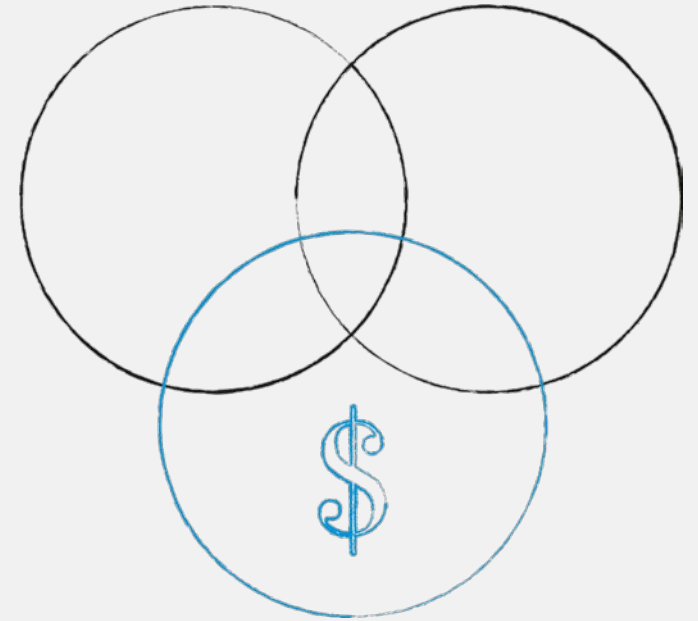


No private cars in
the city centre

NEW PROFIT MODEL

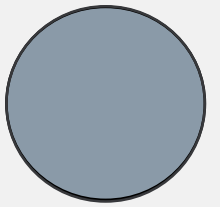


What can MY ♥ CAR **offer** to meet the prerequisites and needs in the new society and be as **profitable** as possible?

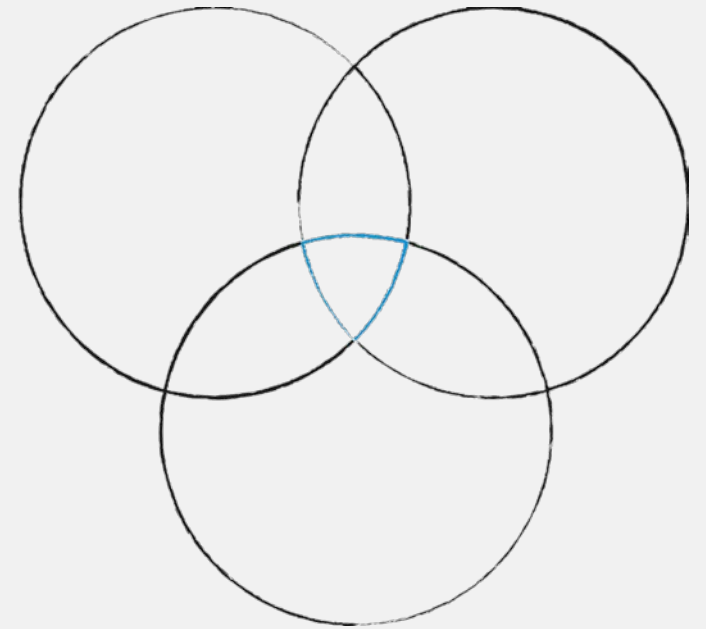


Drones that deliver
office supplies to the
apartment windows

NEW CORE BUSINESS



- What is the new **company core** for MY ♥ CAR in the **future scenario**?



Provide supplies on demand

INDICATORS AND ACTIONS

PAST

NOW

FUTURE



INDICATORS AND ACTIONS

PAST

NO



INDICATORS AND ACTIONS

PAST

NOW

FUTURE



Donald J. Trump 
@realDonaldTrump

Following 

As I have said all along Climate change is real!

RETWEETS 22,999
LIKES 27,982



9:06 PM - 10 May 2024

 13K  23K  28K 

INDICATORS AND ACTIONS

PAST

NOW

FUTU



Next year 15.000 new
all inclusive apartments will be
available for rent.

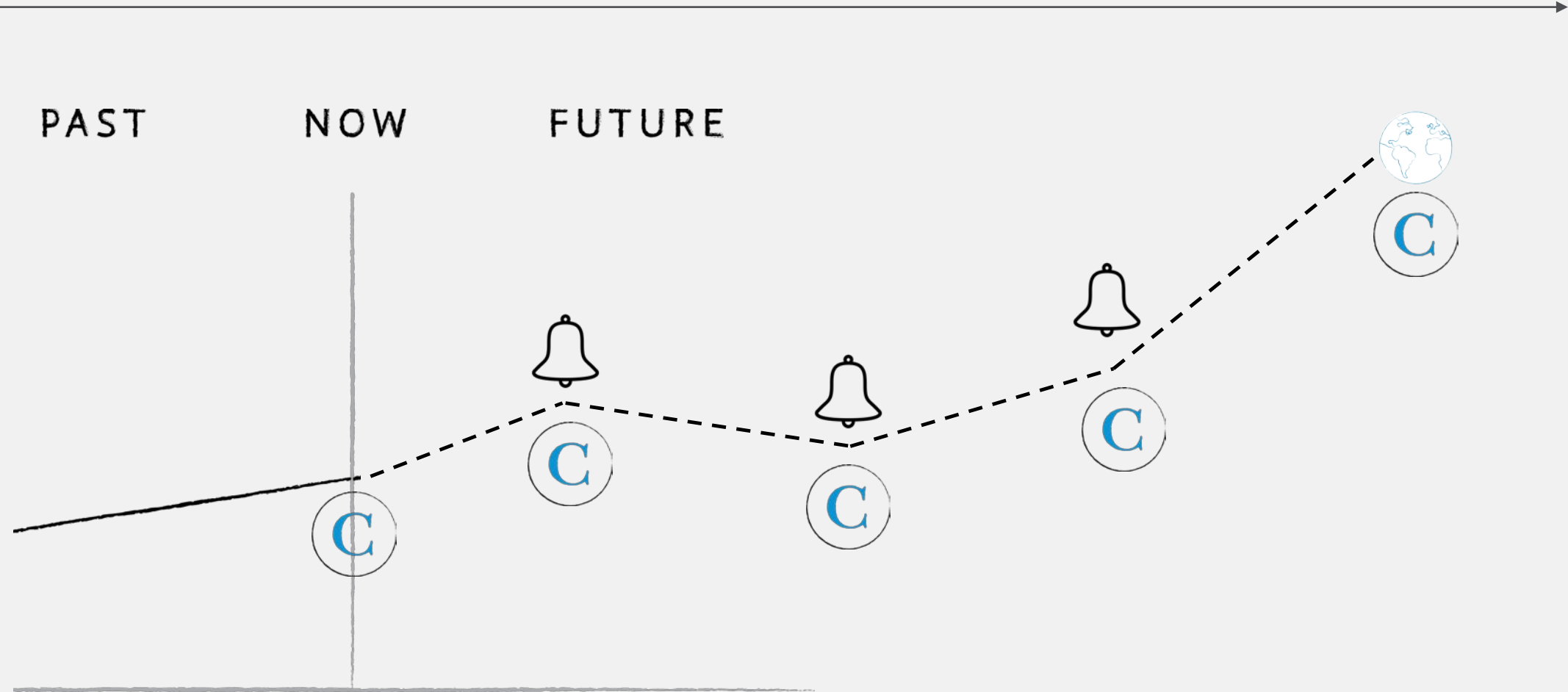
Accommodation
Transportation
Cleaning
Food

All at a monthly fee

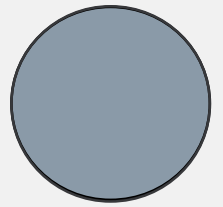
Sign up today!



INDICATORS AND ACTIONS



PLAN TO CLOSE THE GAP



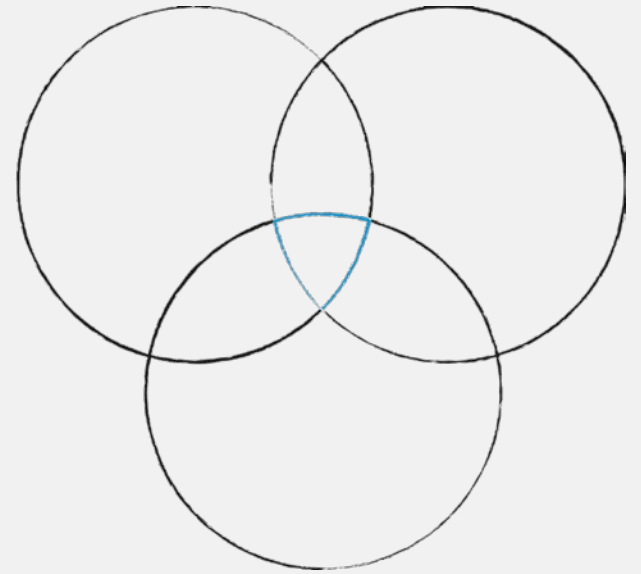
- What **steps** can MY CAR take to **gradually change** from the core business today towards the core business tomorrow?

Provide
privately owned
mobility

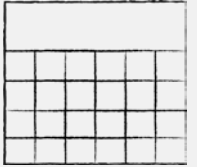
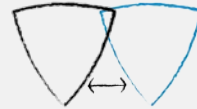
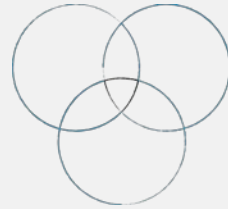
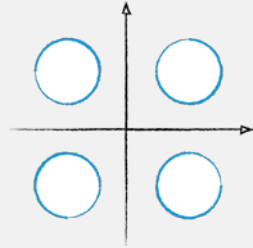
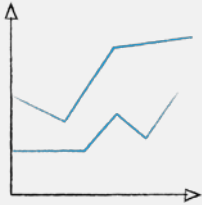
Provide supplies
on demand

SHARE YOUR INSIGHTS

- ① What is your suggestion of MY ♥ CAR's new core business?
- ① How did you come to that conclusion?



SCENARIO PLANNING RECAP



SCENARIO PLANING AT VOLVO

SCENARIO PLANING AT VOLVO

Shared mobility



SCENARIO PLANING AT VOLVO

Shared mobility



Life puzzle



SCENARIO PLANING AT VOLVO

Shared mobility



Life puzzle



Make use of time



PURPOSE

- Understand the importance to keep track of trends and how it could affect your business
- A method of how to work with uncertain trends in a structured way

THANK YOU

menti.com 42 58 8

