

THE POCKET GUIDE TO REBOOTING, RENEWING & REBUILDING

THE PIVOT WE'RE ALL EXPERIENCING IS LONG-LASTING AND DRAMATIC. WE WILL NEVER RETURN.

WE DON'T WANT TO RETURN. HOW CAN WE BUILD A NEW FOUNDATION, OR TURN THE EXTREME CHALLENGES INTO OPPORTUNITIES?

THE BROAD SHIFTS

- HYPER-CONNECTIVITY
- CONTACT-FREE EXPERIENCES
- HEALTH SOLUTIONS AT STARTUP SPEED
- SUPPLY CHAINS AS CENTER OF UNIVERSE
- AGGRAVATED ACCESS DISPARITIES
- HERO FLIPPING: HEALTH, GROCERY, JANITORS

KEY TENSIONS

WE ARE CONCURRENTLY:

- CONNECTED AND DIVIDED
- GLOBAL AND LOCAL
- GREENER AND TOXIC
- VIRTUALLY "BLENDED" AND TRADITIONAL
- TECH EFFICIENT AND JOBS-THREATENING

EXPERIENTIAL SHIFTS

- MORE "VIRTUAL EVERYTHING" – LESS CONTACT
- MORE HANDS-FREE QUERIES (E.G. ALEXA)
- MORE GAMIFICATION (MULTIPLAYER TO ESPORTS)
- MORE IMMERSIVE STORYTELLING & SHOPPING (AR/VR)
- MORE "HYBRID" EVENTS – ONLINE AND OFFLINE
- MORE ZOOM ENTERTAINMENT (E.G. HAPPY HOURS)
- MORE PELOTONIZATION OF EVERYTHING

THE MARCH OF TECH

- MORE ROBOTICS, SMARTER LOGISTICS
- MORE SUPPLY CHAIN TRACEABILITY + BLOCKCHAIN
- MORE PAYMENT INNOVATION (CASHLESS TIPS, 0-TOUCH)
- MORE IOT AND USE OF SENSORS, BIG DATA
- MORE USE OF AI FOR SOLVING HEALTH ISSUES
- MORE BROADBAND TO RURAL AREAS
- MORE REASONS FOR BIGTECH TO SHIFT FROM COASTS

BUSINESS, COMMERCE, ADVERTISING

- MORE 1-CLICK, 1-COMMAND CASHLESS COMMERCE
- MORE HYBRID ONLINE/OFFLINE BUSINESS MODELS
- MORE "SERVICE" (HUMAN + TECH) AS DIFFERENTIATION
- MORE PURCHASE ANCHORED TO "TRUST" CREDENTIALING
- MORE "DIGITAL FIRST" BRAND DEVELOPMENT
- MORE "CLEANLINESS" REVIEWS AS PURCHASE DRIVER
- MORE TECH-FOCUSED RE-SKILLING @ LOWER COST

MARCH OF HEALTH

- MORE TELEHEALTH FOR VISITS, TESTING & DIAGNOSTICS
- MORE APPS FOR EARLY RADAR, WELLNESS SCORING
- MORE FOCUS ON FOOD BENEFITS TO IMMUNE SYSTEM
- MORE AMAZON, GOOGLE, APPLE, ALIBABA IN HEALTH
- MORE DISEASE RESILIENCE VIA FEEDBACK LOOPS
- MORE OPEN PLATFORMS & RECORD DEMOCRATIZATION
- MORE AND SMARTER PATIENT COMMUNITIES

EDUCATION

- MORE "BLENDED" LEARNING
- MORE RATINGS AND REVIEWS FOR TEACHERS
- MORE VIRTUAL COLLEGE VISITS
- MORE QUESTIONS AND COMMENTS IN CLASS
- MORE STUDENTS TAKING "GAP YEARS" IN 2020
- MORE SCRUTINY ON ANY EDUCATION BILL
- MORE UBERIZATION OF THE INDUSTRY
- MORE HYGIENE INSTRUCTION AND "DRILLS"

LIFESTYLE & ENTERTAINMENT

- MORE HOME TIME: DINNER, OFFICE, HOME GYM
- MORE MOVIES RELEASING ON-DEMAND
- MORE TIME WITH PETS, DOG WALKS
- MORE VIRTUAL REALITY AS ENTERTAINMENT
- MORE CITIZEN SURVEILLANCE (E.G. NEXT DOOR)
- MORE SHORT-HAUL FAMILY TRIPS
- MORE NEIGHBOR CHATS (AT A DISTANCE)
- MORE SENIORS & MILLENNIALS LIVING AT HOME

TRANSPORTATION

GOVERNMENT & PUBLIC SERVICES

- MORE REMOTE WORK = LESS COMMUTE TIME
- MORE PPP IN RIDE SHARING AND PUBLIC TRANSPORT
- MORE FAMILY ROAD TRIPS TO LOCAL DESTINATIONS
- MORE COST STRUCTURE TO ADDRESS SPACING SPECS
- MORE USE OF PRIVATE PLANES (AT A DISCOUNT)
- MORE PPE VENDING MACHINES NEAR PICK-UP POINTS

- MORE TECH UPGRADES
- MORE ONE-CLICK SERVICES FROM STATE, LOCAL, FED
- MORE OPEN SOURCING FOR PROBLEM SOLVING
- MORE USE OF DIGITAL SIGNATURES AND FINTECH
- MORE VOTING ONLINE (AFTER ACRIMONIOUS DEBATE)
- MORE DISASTER PREPAREDNESS TRANSPARENCY

EXPECT MORE

EXPECT LESS

- NGO/MILLENNIAL PRESSURE TO RETAIN CLIMATE GAINS
- DISTRIBUTED LEDGERS
- REWARDS FOR FRONT LINE "HEROES"
- AIRLINE LEG ROOM & SPORTING EVENT STRETCH SPACE
- VIRTUAL WORKOUT PROGRAMS
- EVENT "SAFETY" SCREENING
- DISPOSABLE PLASTIC (FOR NOW)
- EARPLUGS AND HOME SOUND-BARRIERS

- TIME AT EVENTS, CONCERTS, CHURCH, OR STADIUMS
- INTERNATIONAL TRAVEL
- TIME IN THE OFFICE
- DISCRETIONARY BUDGET
- REUSABLE PRODUCTS (IN SHORT TERM)
- TOBACCO, VAPING, OR SMOKING (VS EATING) POT
- REDUNDANT SURVEYS IN HOSPITALS (MORE DATA)
- BUSINESS DEPENDENT ON SEASONALITY

HELLO...

GOODBYE...

- CARDBOARD
- ALEXA & GOOGLE ASSISTANT
- UBIQUITOUS THERMOMETERS
- DELIVERY CLEANLINESS PROTOCOLS
- HOME SOUNDPROOFING AND EAR PLUGS

- BLACKFRIDAY STAMPEDES
- HANDSHAKES & BEAR HUGS
- RECYCLABLE SHOPPING BAGS (FOR NOW)
- PUBLIC TOUCH-SCREENS (WITHOUT A FIX)

MIGHT WE SEE...

- THE REVIVAL OF GAS STATION ATTENDANTS
- ATMS INTEGRATING HAND-SANITIZER
- PPE AS FASHION FOR THE STYLE + HEALTH CONSCIOUS
- A REVIVAL OF COOKING, AIDED BY VIRTUAL TUTORIALS
- VIRTUAL TUTOR NETWORKS, ESPECIALLY FOR HAVE-NOTS

IMAGINE IF...

- THE "GREAT SUPPLYWAY" BECAME AN EVEN BIGGER MAGNET FOR INVESTMENT AND JOBS
 - WE LED THE WORLD IN TELEHEALTH, COMBINING OUR GREAT UNIVERSITY EFFORTS
 - OUR "INCLUSIVE ENTREPRENEURISM" STARTED TO COMPETE WITH ATLANTA AND DETROIT FOR MINORITY FOUNDERS
 - WE WERE SEEN AS THE "CONSUMER EXPERIENCE" CAPITAL OF THE WORLD
- AND GOOGLE, FACEBOOK, APPLE THREW THOUSANDS OF JOBS HERE TO CO-CREATE THAT FUTURE WHERE WE PACE-SET EVERYONE ELSE ON CONTACTLESS EXPERIENCES (E.G. VOICE) AND P&G & KROGER REINVENTED THE FUTURE OF ADVERTISING AND BRANDING RIGHT IN OUR BACKYARD*
- 10% OF STARTUPS ON THE COASTS CONSIDERED CINCINNATI AS THE PLACE FOR 2ND HEADQUARTERS

ABOUT CINTRIFUSE:

WE HAVE ONE CLEAR MISSION: TO MAKE GREATER CINCINNATI THE #1 TECH STARTUP HUB IN THE MIDWEST AND AMONG THE MOST ATTRACTIVE INNOVATION HUBS IN THE NATION.

PREPARED BY CEO PETE BLACKSHAW IN COLLABORATION WITH CINTRIFUSE TEAM