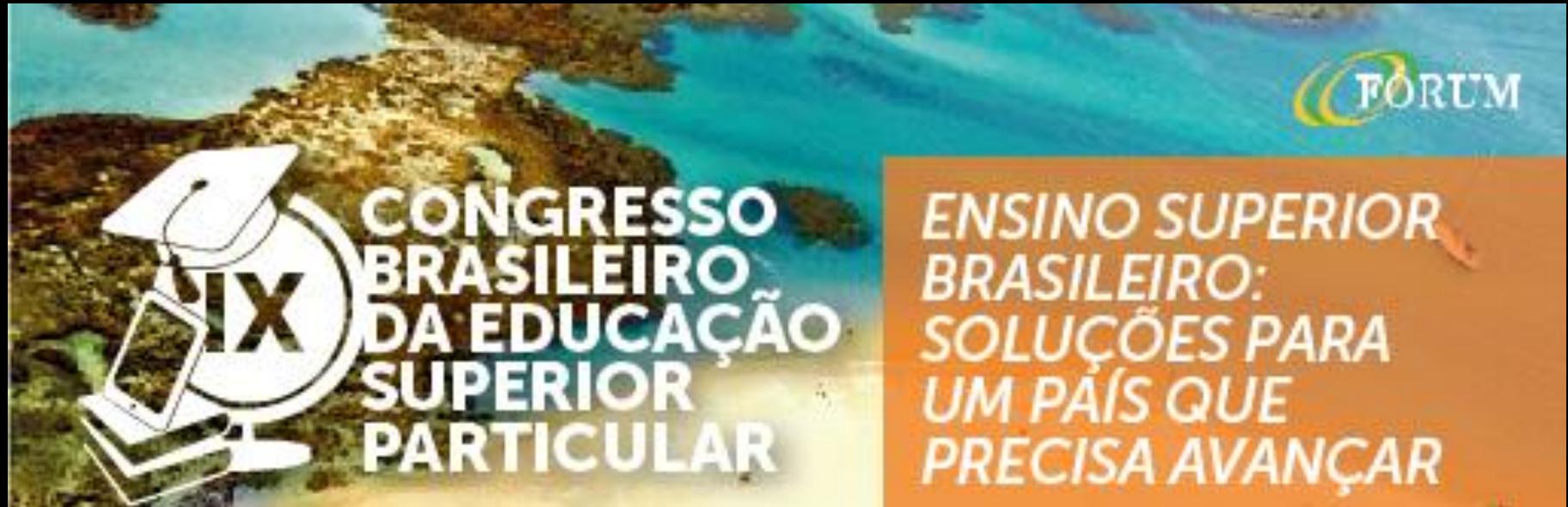


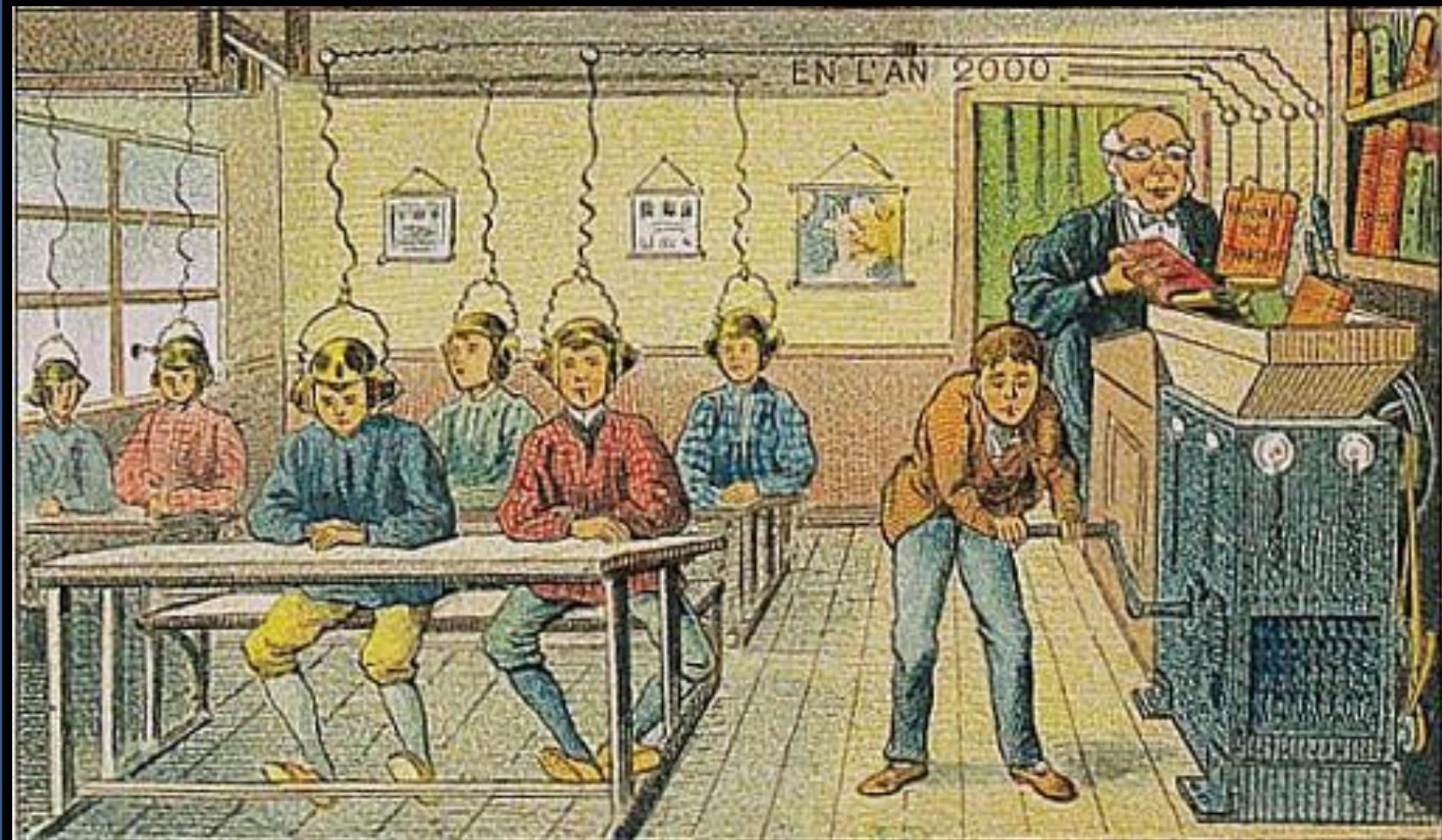
AS QUATRO ECONOMIAS DE FUTURO E SUAS IMPLICAÇÕES NO CONTEXTO DO ENSINO SUPERIOR

Lala Deheinzelin, Porto de Galinhas, 15/04/16





1890



October

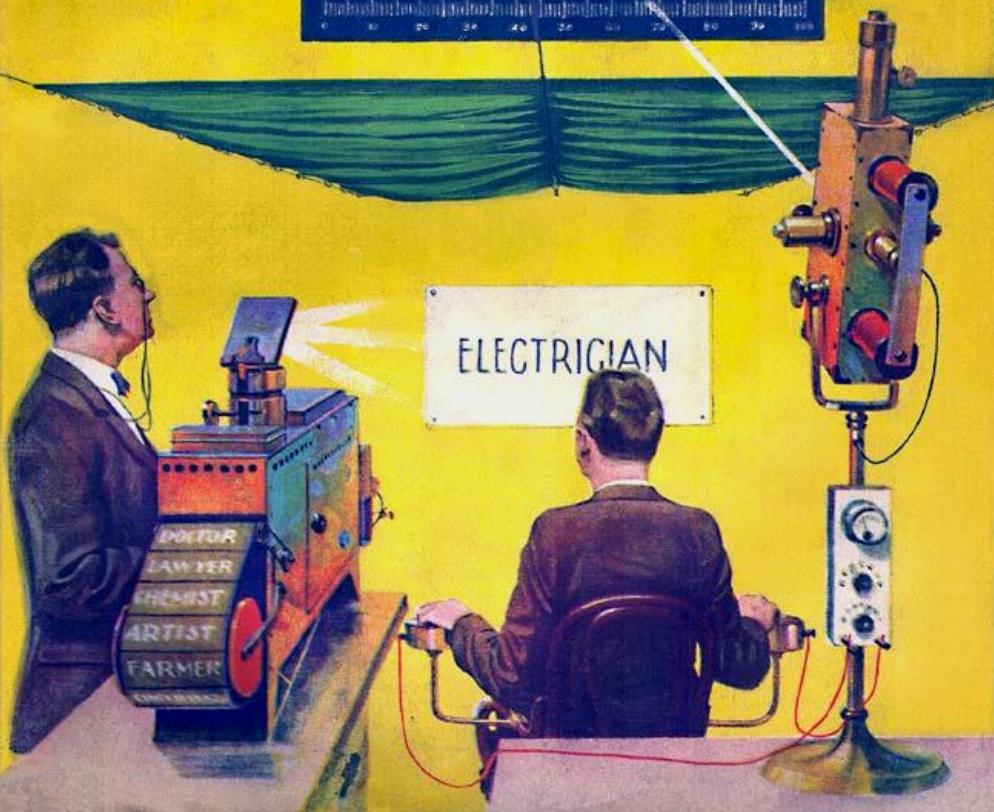
25 cents

Science and Invention

FORMERLY
ELECTRICAL EXPERIMENTER

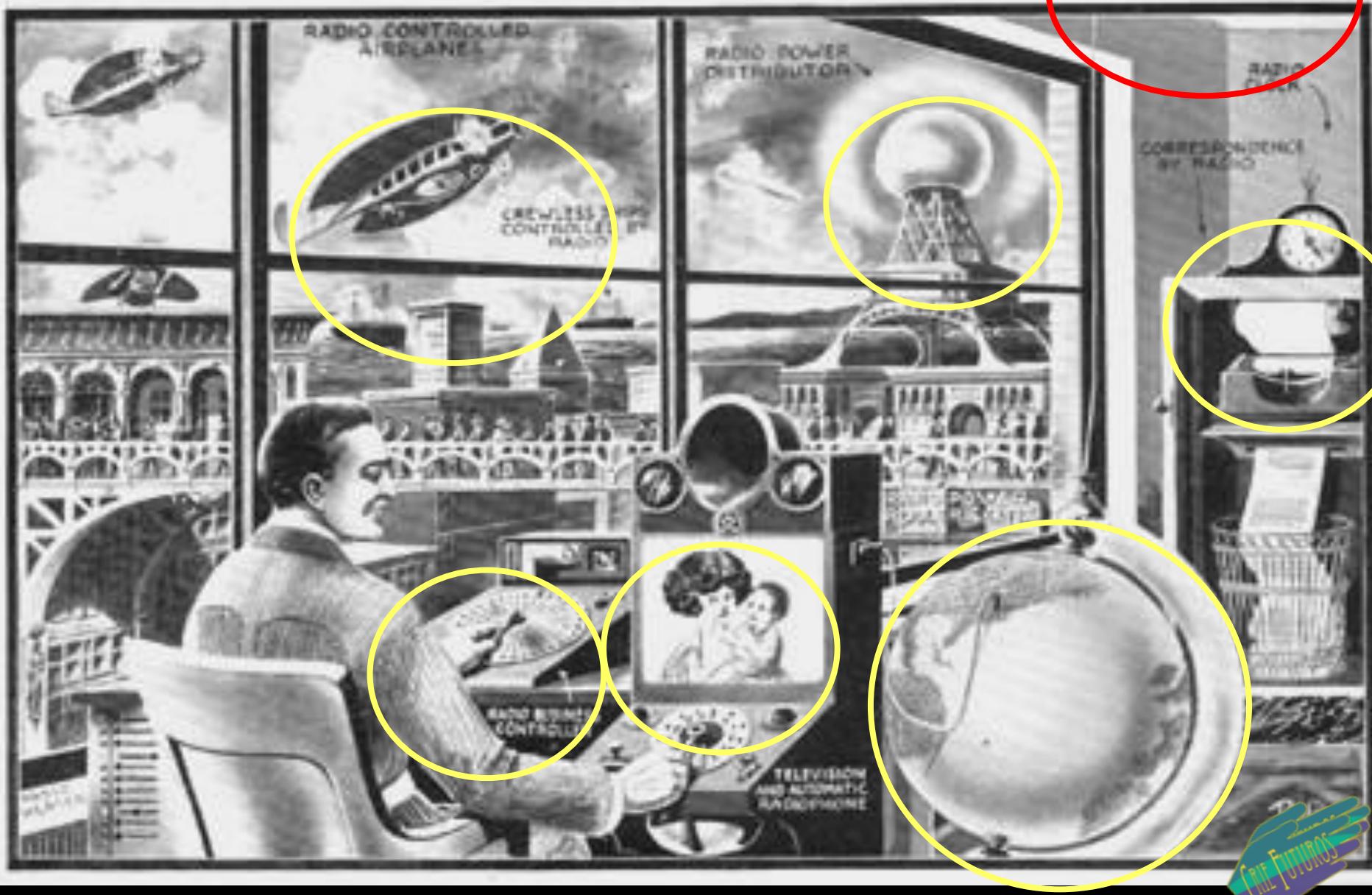
REVEALING
YOUR TRUE VOCATION

See Page 514



1925

EUA 1929



ANOS 30





Acredito que haja um mercado mundial para talvez 5 computadores

Thomas Watson, presidente da IBM, 1943

**futuros
PROVÁVEIS
Reativo**

inovação

**Criar futuros
desejáveis para
ampliar o campo
dos futuros
possíveis**

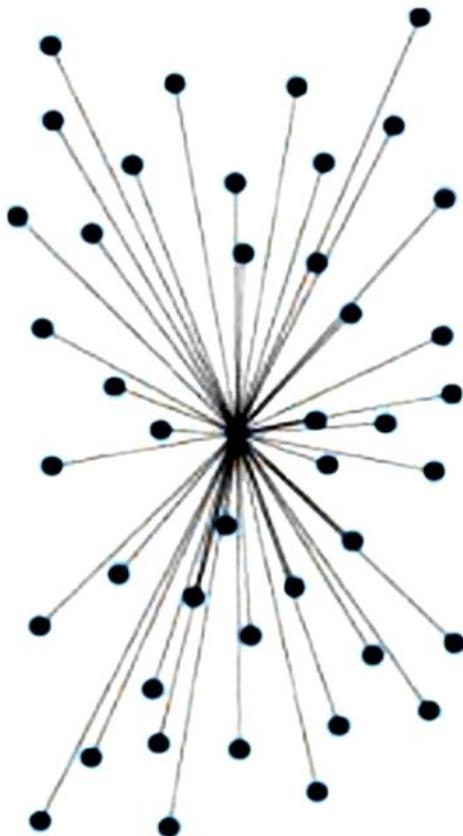
SABE DIZER MEU
PRESENTE ?



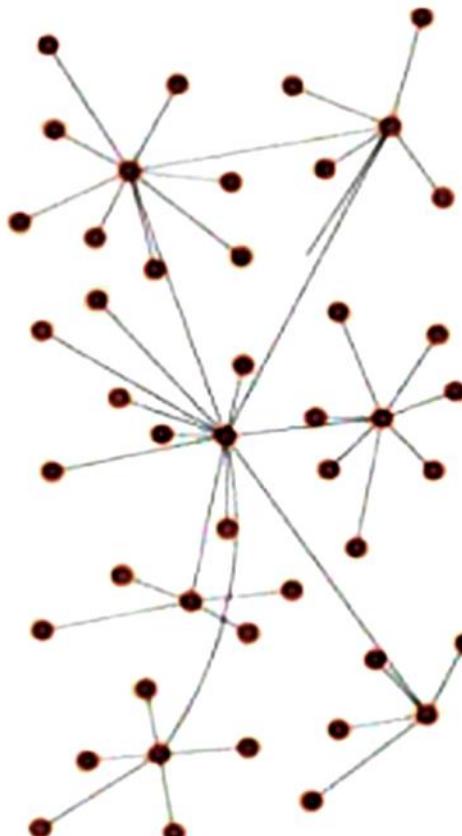
PARA QUE SERVE
UMA FUTURISTA?

REDE = maneira como tudo se conecta e flue

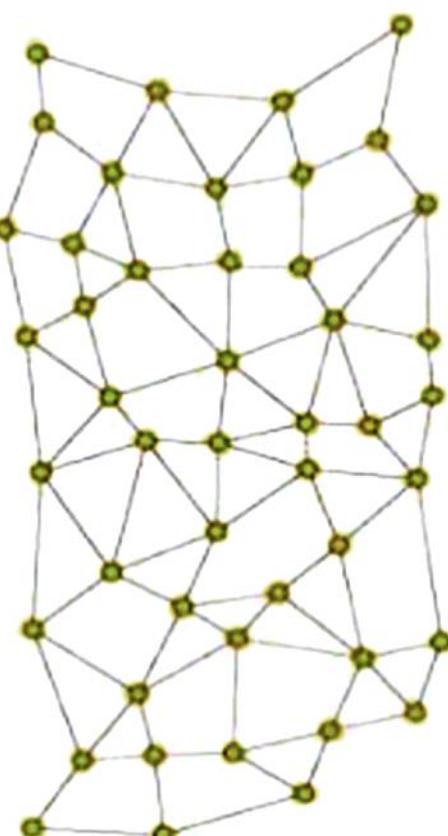
Determina cultura, sociedade, política e economia



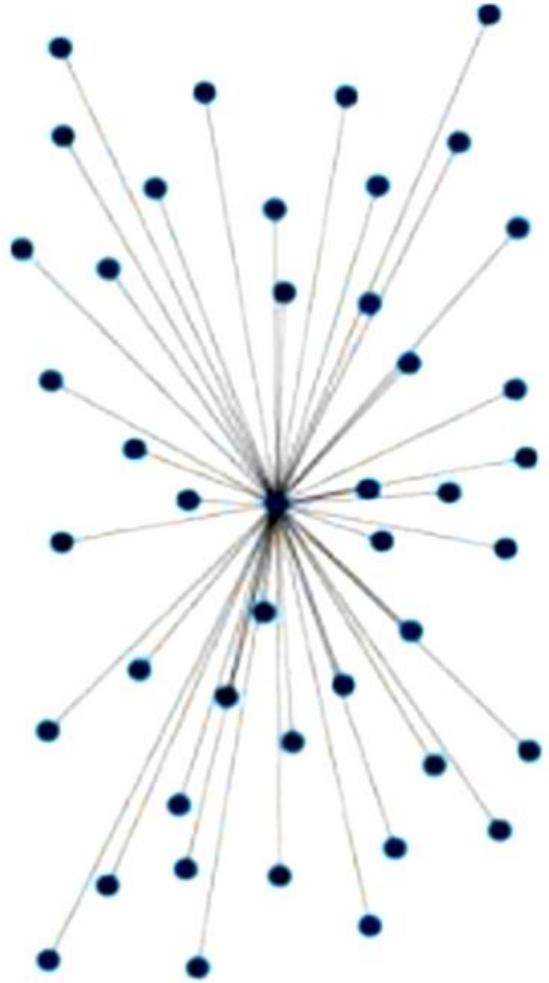
Rede Centralizada



Rede Descentralizada



Rede Distribuída



Rede Centralizada

CONTROLE ABSOLUTO

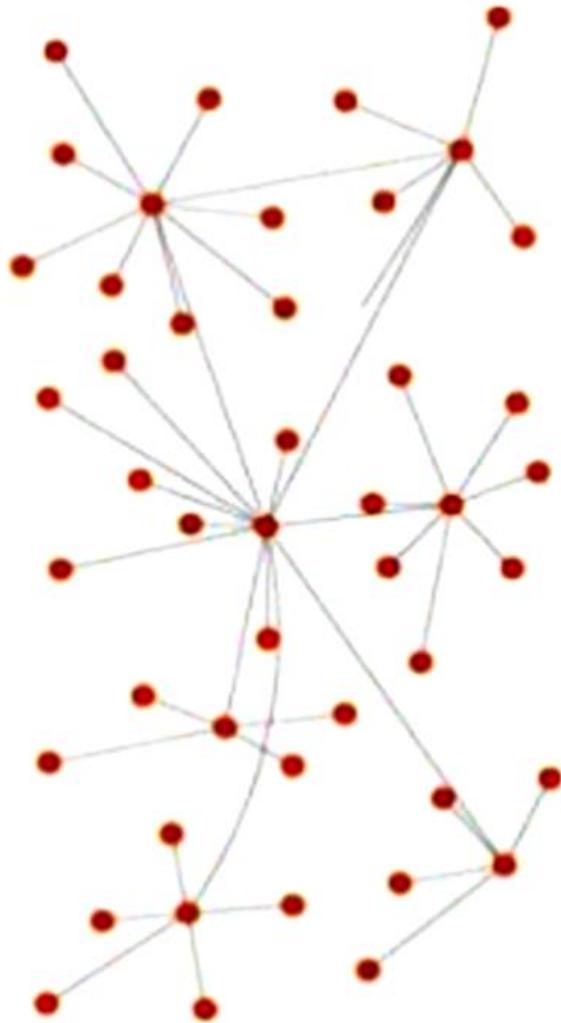
Baixo fluxo de informação e bens

Baixa conexão entre as pessoas

MONARQUIA

MONOPÓLIOS

Ritmo de Crescimento e Complexidade: $5 + 5 = 10$



Rede Descentralizada

CONTROLE HIERÁRQUICO

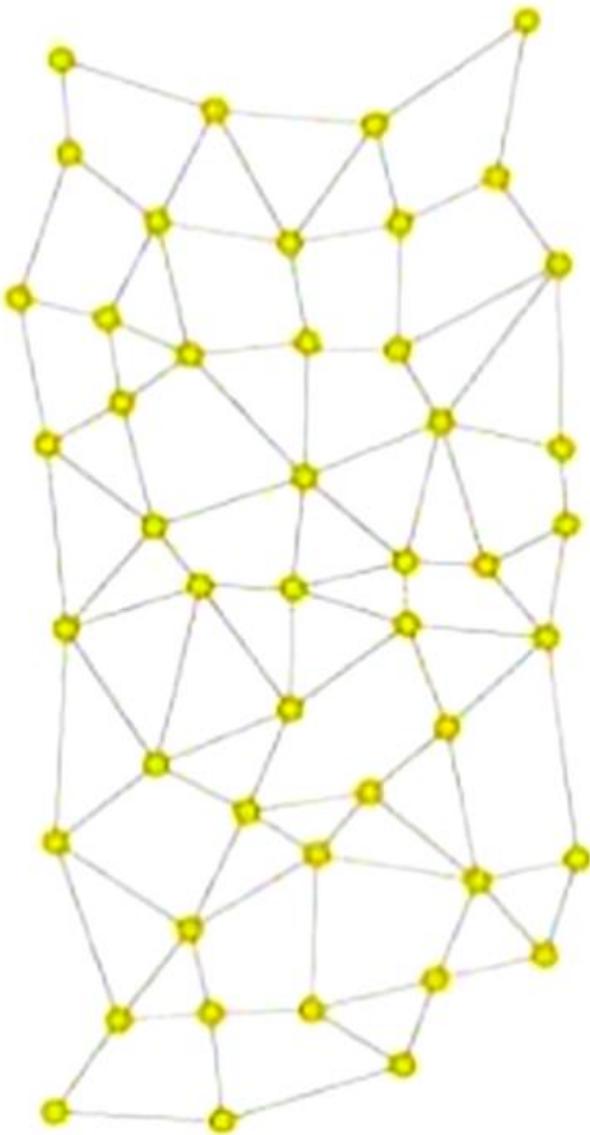
Aumenta fluxo de informação e bens

Aumenta conexão entre as pessoas

REPÚBLICA

REVOLUÇÃO INDUSTRIAL

Ritmo de Crescimento e Complexidade: $5 \times 5 = 25$



Rede Distribuída

A REDE – P2P

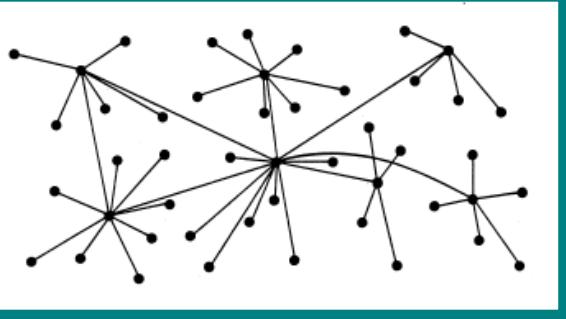
Fluxo direto de informação e bens

Total conexão entre as pessoas

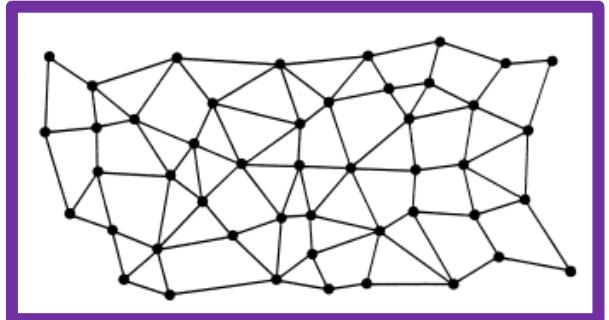
**NOVAS ECONOMIAS : CRIATIVA
COMPARTILHADA, COLABORATIVA**

? ?? (**DEMOCRACIA DIGITAL DIRETA?**)

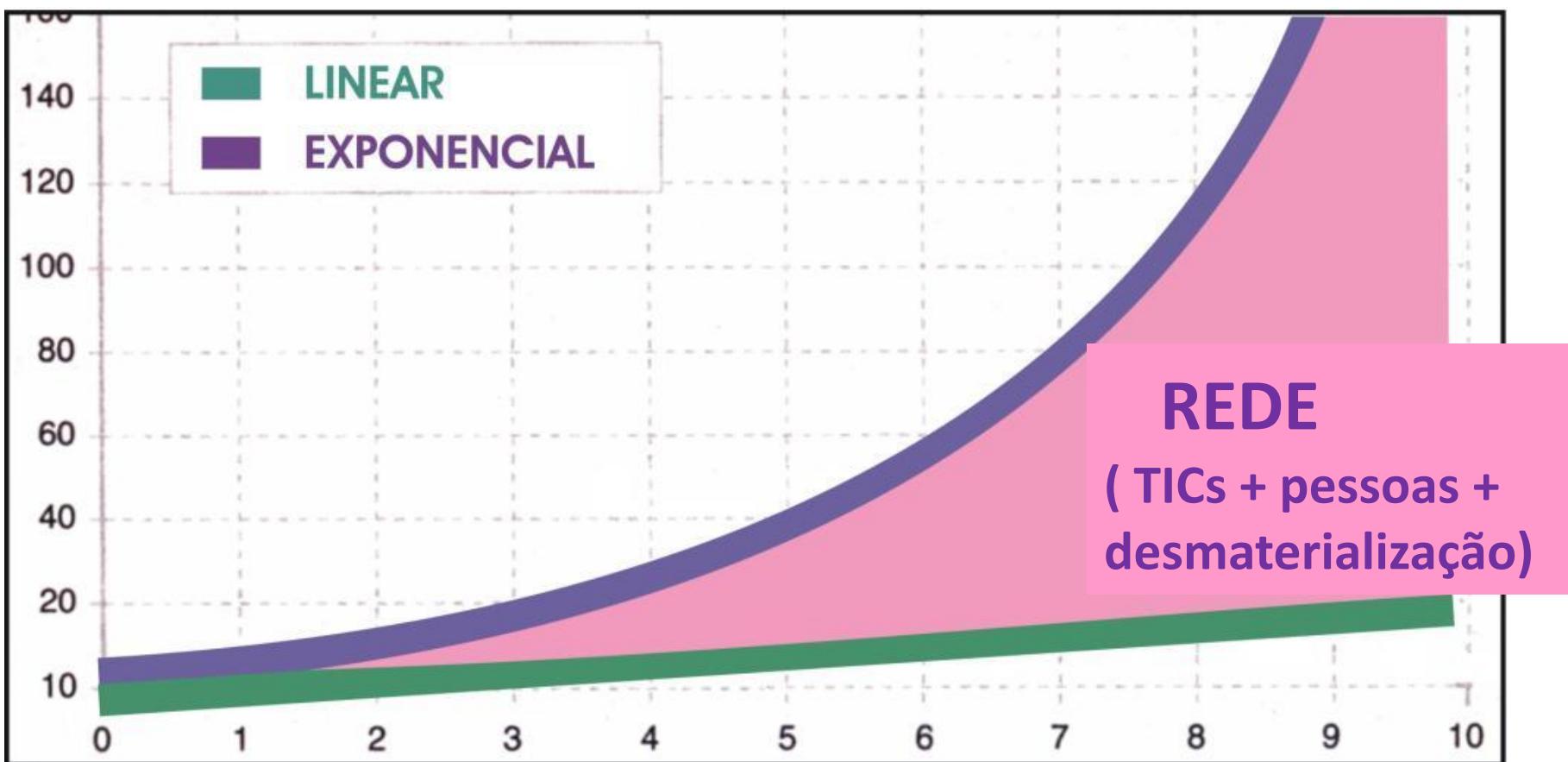
*Ritmo de Crescimento e
Complexidade $5^5 = 3125$*



LINEAR



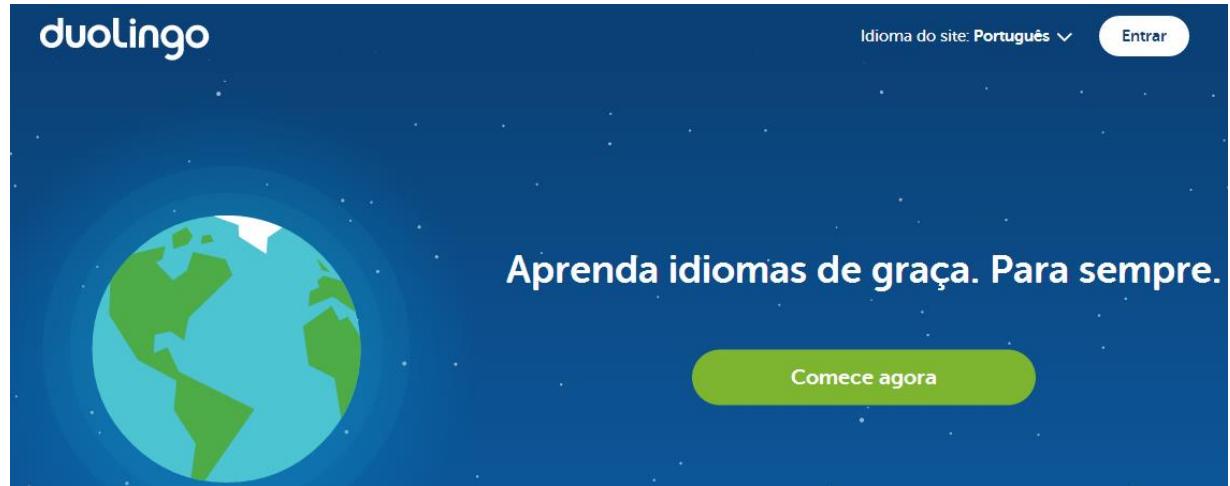
EXPONENCIAL



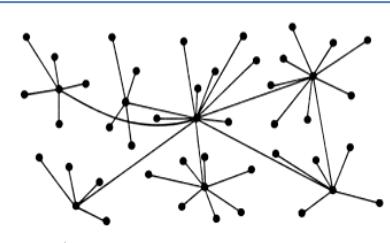
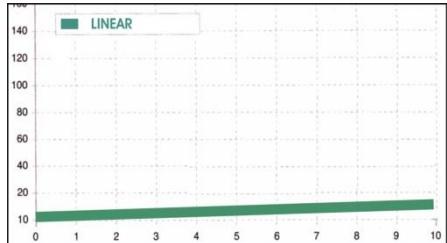
Solução para traduzir a internet

Duolingo:
Aprender outra língua enquanto traduz frases.

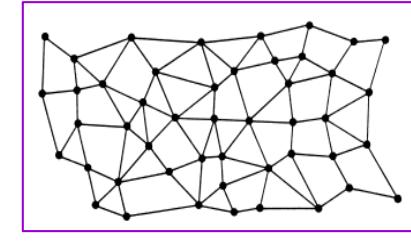
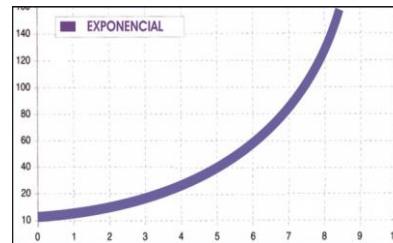
Alcance
Wikipedia
traduzida do inglês para espanhol



LINEAR



EXPONENCIAL



1996

Capital de mercado: US\$ 28 Bi

Empleados: 140.000



Kodak 2012

Falido

Empleados: 17000

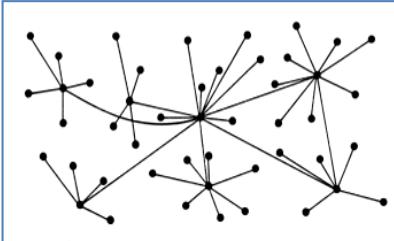
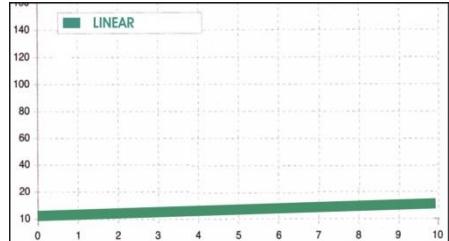


Instagram Abril 2012

Capital de mercado : US\$ 1 BI

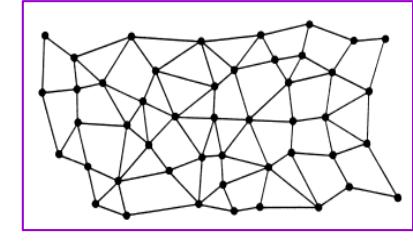
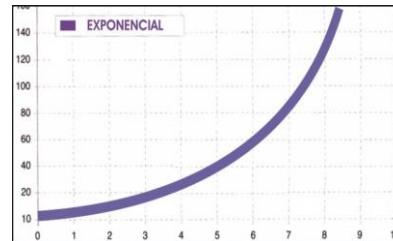
Empleados: 13

LINEAR



GERAR RIQUEZA PELO
CONSUMIR

EXPONENCIAL



GERAR RIQUEZA PELO
CUIDAR

EM REDE = MUDOU TUDO...

Transdisciplinar

Empreendedor:
Do emprego ao
trabalho

Desmaterialização

Tempo é o elemento
central

Prosumer:
Aluno não é passivo

Desterritorializado: ir até
as pessoas

O QUE FAZER
?

Calle de La Felicidad, La Paz, Bolivia

ECONOMIA

Cadê o “software”
Desejo, valores,
linguagem,
conhecimento?

SOCIAL

Intangível

AMBIENTAL

ECONÔMICO

Tangível

CULTURAL

ECONOMIA COLABORATIVA

Gera valor em rede, distribuído

**ECONOMIA
COMPARTILHADA**
Gera valor
compartilhando
infraestrutura

**ECONOMIA
MULTI VALOR 4D**
Recursos e
Resultados além
do monetário

4
Economias
Exponenciais

ECONOMIA CRIATIVA
O valor está nos
intangíveis



4

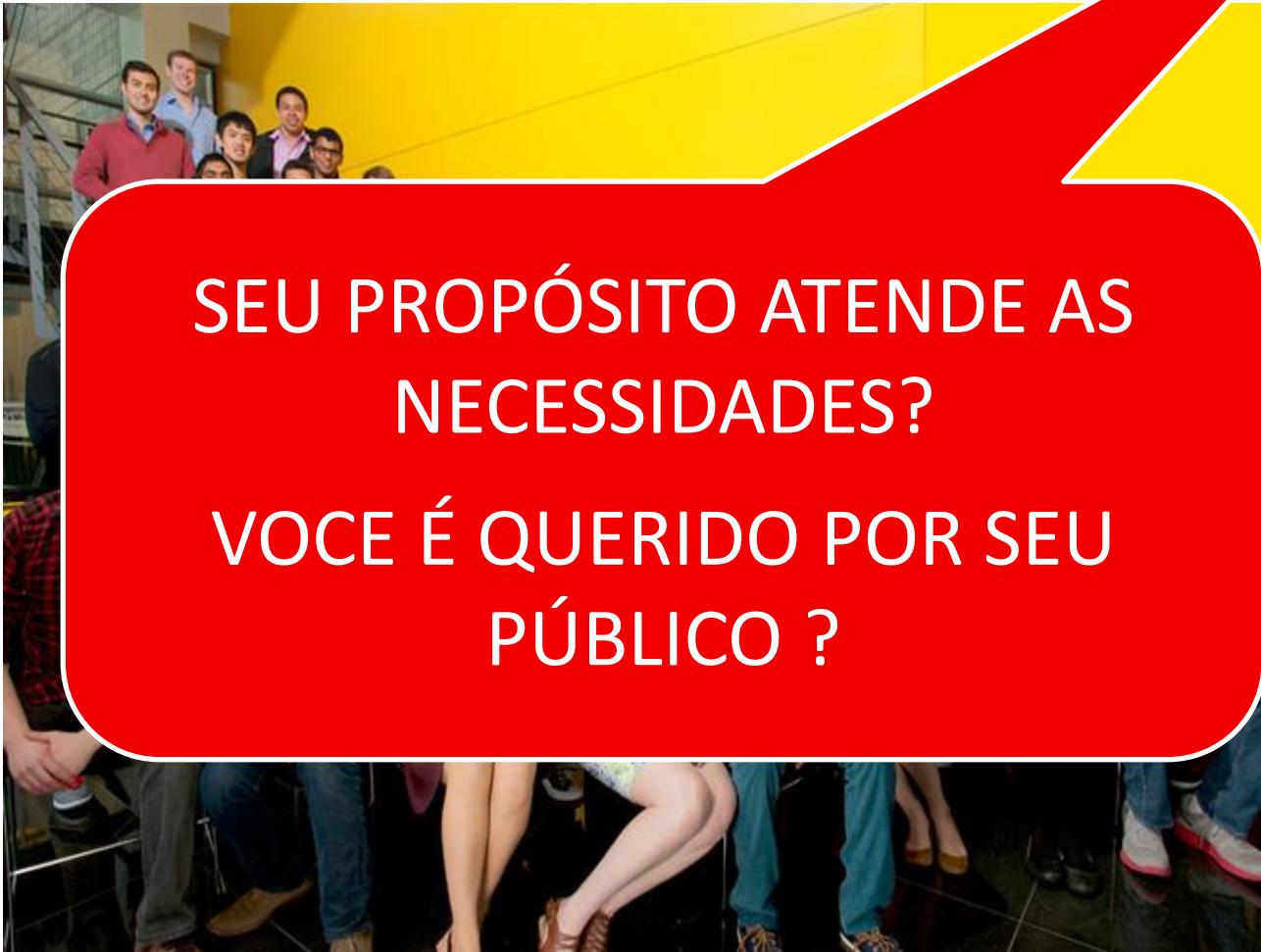
*Economias
Exponenciais*

ECONOMIA CRIATIVA

Valor está nos intangíveis

Peter Thiel (fundador PayPal) selecionou 20 jovens brilhantes e deu a eles US\$ 100.000 para sairem do college e fundar uma companhia.

Resultado em um ano foi...



SEU PROPÓSITO ATENDE AS
NECESSIDADES?

VOCE É QUERIDO POR SEU
PÚBLICO ?

30 companhias
movimentando
US\$ 34 milhões
(lucros +
investimentos +
prêmios)

Medellin: referência de cidade Urbanismo Cívico Pedagógico



Institut for the Future – Future of Learning

De Instituições de Ensino a Fluxos de Aprendizado EdYOUcation

<http://extremelearners.iftf.org/>

extreme learners |  INSTITUTE FOR THE FUTURE

about stories get involved future of learning

 #ExtremeLearner About IFTF

future of learning

IFTF Future of Learning Map

The Extreme Learners project is part of the Institute for the Future (IFTF) [Future of Learning](#) initiative, dedicated to re-imagining the future of education in light of technology, demographic, and global changes and challenges. Explore these resources to learn more about what we imagine for the future of learning.

A combination of drivers is breaking learning—and education overall—out of traditional institutional environments and embedding it in everyday settings and interactions. The IFTF [From Educational Institutions to Learning Flows](#) map is a synthesis of key components of the emerging learning ecology. Based on our forecasting methodologies such as expert workshops, interviews, and signals analysis, this map will help you imagine the future stories that will shape the world of learning in the coming decade. Whether you're an educator, policy maker, or student, we encourage you to download, print, and share this map.

A Future for Good: EdYOUcation

What factors are contributing to this changing learning ecology, and how can individuals grasp their own potential? Milton Chen, one of IFTF's six 2013 Future for Good Fellows, is working with us to identify opportunities for the future of learning. His Future for Good project, *The Future of Learning and The Power of YOU*, looked at how we can empower learners to put the "you" back into education. Watch a short introduction to Milton and read more about his project on our [website](#).



[Download \[PDF\]](#) the learning map today!

Milton Chen: Grasp the Future



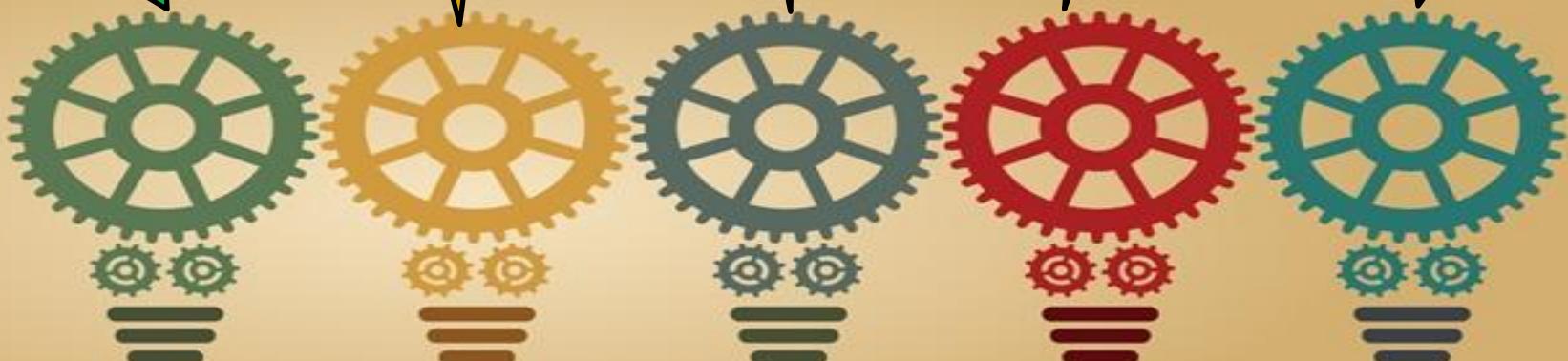
Universidade Nômade
(sem "hardware")

Universidade Interface
(+ Tecnologia)

Universidade
Polidisciplinar
(transversal)

Escola de Artes e
Comunicação
(criatividade)

Universidade Lúdica
(simulação)



4
*Economias
Exponenciais*

RELACIONAMENTO

ÉTICA
COMPLIANCE

INFORMAÇÃO

HISTÓRIA

REPUTAÇÃO

COMUNICAÇÃO

ECONOMIA CRIATIVA
Valor está nos intangíveis

**ECONOMIA
COMPARTILHADA**
*Gera valor
compartilhando
infraestrutura*

4
Economias
Exponenciais

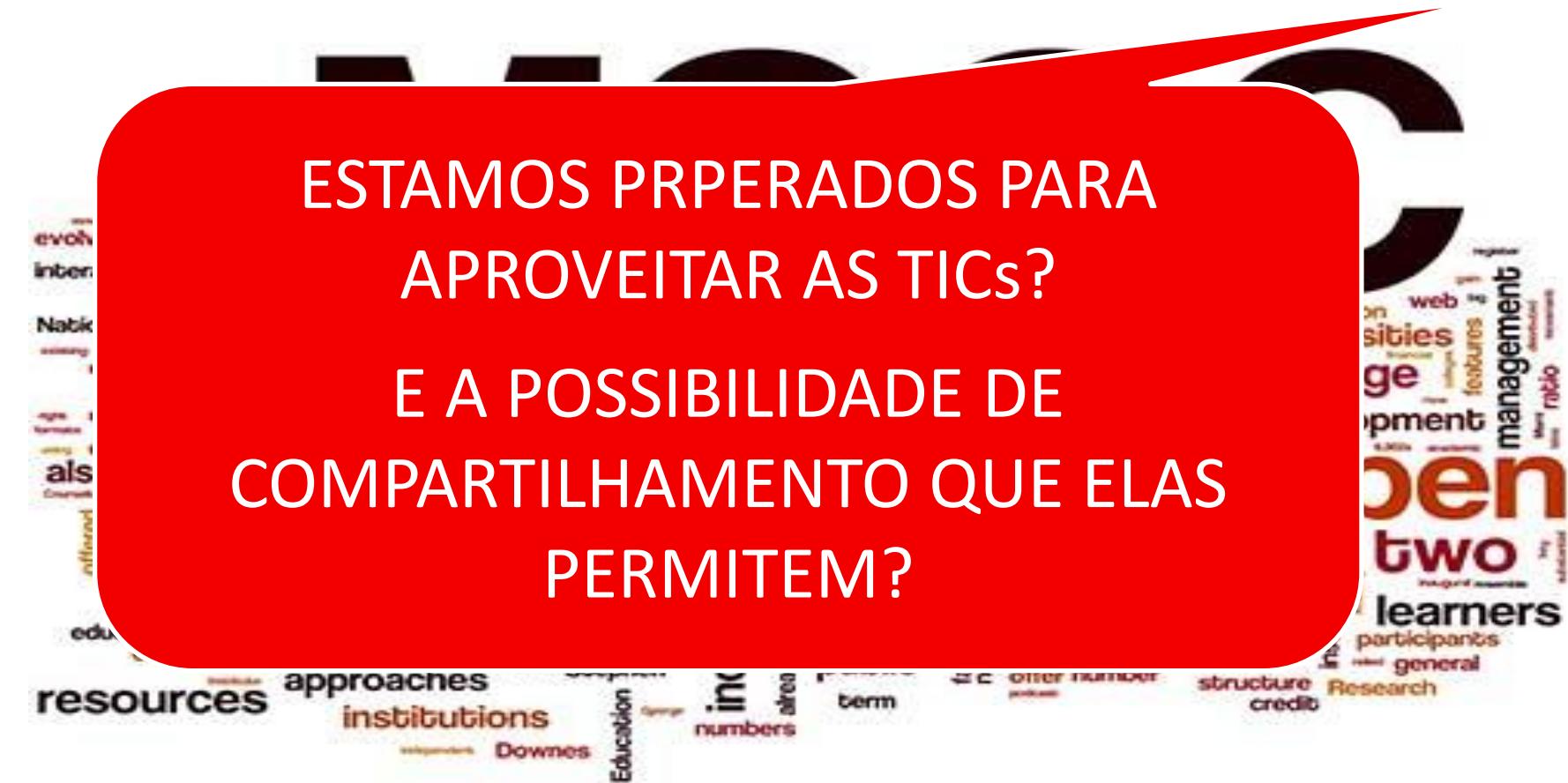
ECONOMIA CRIATIVA
*O valor está nos
intangíveis*

Temos serviços especializados para educação ?

(simuladores, ferramentas para comunicação, software novos ambientes , mecanismos de interação etc)

Exemplos EUA: New Classrooms, ClassDojo,

MasteryConnect, LearnZillion, Rocketship, Carpe Diem



Sharing Cities Network



The Sharing Cities Network connects local sharing activists in cities around the world for fun, mutual support, and movement building.

Minerva project

[http://www.minervaproject.com/ /](http://www.minervaproject.com/)



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Academics

Admissions

Apply

HIGHER EDUCATION FOR THE 21ST CENTURY

An Education Built For You

Minerva offers a unique undergraduate education. The intensive four-year experience is deliberately designed to enhance your intellectual growth and prepare you for success in today's rapidly changing global context.



Global Immersion



Innovative Learning



Accessible Admissions



Community of Equals

**ECONOMIA
COMPARTILHADA**
*Gera valor
compartilhando*

4 Economias Exponenciais

EFICIÊNCIA
LOGÍSTICA

O QUE PODE SER
COMPARTILHADO?

DO POSSUIR
AO USAR

TICs

“COOPETIÇÃO”

REDUZ
CUSTOS

AUMENTA
CONFIANÇA

ECONOMIA COLABORATIVA

Gera valor em rede, distribuído

**ECONOMIA
COMPARTILHADA**
Gera valor
compartilhando
infraestrutura

4
Economias
Exponenciais

ECONOMIA CRIATIVA
O valor está nos
intangíveis

EM REDE = COLABORANDO, FAZER JUNTO, PROSUMER

► Society for Participatory Medicine ▾ e-patients.net blog ► Journal of Participatory Medicine



e-patients.net

because health professionals can't do it alone

Home Categories ▾ I am an e-Patient Found on the Net

About Us Contribute / Contact Us Search Go

Featured

Monthly introduction to e-Patients.net

e-Patient Dave
general | November 3, 2013



Society for Participatory Medicine

This is our monthly introduction to [e-Patients.net](#), blog of the [Society for Participatory Medicine](#). Follow the Society on Twitter (@S4PM), [Facebook](#), and [LinkedIn](#). Here's how to [become a Society member](#), individual or corporate.

Our publications:

- This blog is [e-patients.net](#). Subscribe via [RSS](#) or [email](#), tweets etc.
- Our open-access journal is the [Journal of Participatory Medicine](#) (Twitter: @JourPM)

"Participatory Medicine is a movement in which networked patients shift from being mere passengers to responsible drivers of their health, and in which providers encourage and value them as full partners."

Welcome



Society for
**Participatory
Medicine**

Participatory Medicine is a model of cooperative health care that seeks to achieve active involvement by patients, professionals, caregivers, and others across the continuum of care on all issues related to an individual's health. Participatory medicine is an ethical approach to care that also holds promise to improve outcomes, reduce medical errors, increase patient satisfaction and improve the cost of care.

Join the Society Member Tools

Stay Connected

[Curtir](#) 1,4 n [Follow @s4pm](#) 3,210 followers

Ciência Colaborativa

<http://nerdsfornature.org/monitor-change/diablo.html>



Collaborative Economy Honeycomb Version 1.0

The Collaborative Economy enables people to efficiently get what they need from each other. Similarly, in nature, honeycombs are resilient structures that efficiently enable many individuals to access, share, and grow resources among a common group.

In this visual representation, this economy is organized into discrete families, sub-classes, and example companies. To access the full directory of 9000+ companies visit the Mesh Index, at meshing.it/companies managed by Mesh Labs.

By Jeremiah Owyang
@Jowyang

With input from:

Neal Gorenflo (@gorenflo),
Lisa Gansky (@instigating),
Shervin Pishevar (@sherpa),
Mike Walsh (@mwalsh),
Brian Solis (@briansolis),
Alexandra Samuel (@awsamuel),
and Vision Critical (@visioncritical).



KEY MARKET FORCES

SOCIETAL DRIVERS

- DESIRE TO CONNECT
 - SUSTAINABLE MINDSET
 - POPULATION INCREASE

ECONOMIC DRIVERS

- FINANCIAL CLIMATE
 - UNTAPPED IDLE RESOURCES
 - STARTUPS HEAVILY FUNDED

TECHNOLOGY ENABLERS

- INTERNET OF EVERYTHING
 - MOBILE TECHNOLOGIES
 - SOCIAL NETWORKS

ECONOMIA COLABORATIVA

Gera valor em rede = distribuído + colaborativo



Ganhar escala a partir da conexão de micro iniciativas

Amplia mercado

Descentralização:
Espaço e Gestão

Desburocratizar e descentralizar processos

Crowd sourcing

Nichos
(personalizado)

ECONOMIA COLABORATIVA

Gera valor em rede, distribuído

**ECONOMIA
COMPARTILHADA**
Gera valor
compartilhando
infraestrutura

4
Economias
Exponenciais

**ECONOMIA
MULTI VALOR 4D**
Valor cultural,
social, ambiental
e financeiro

ECONOMIA CRIATIVA
O valor está nos
intangíveis

Social estruturas e gestão do coletivo

Exemplos de quem usa as 4 economias

Média: 15 a 30% em \$\$

Resto em fluxos não monetários

Cultural

conhecimento, criatividade,
experiência, valores

Tradaq

<http://www.tradaq.com.br/>



Tradaq®

A Maior Rede de Permutas do Brasil

1.200 associados; cresce 20%/ano; R\$ 150 milhões em negócios feitos.

Mercado no mundo: US\$ 6 bilhões em negócios

Benefícios:

- preserva fluxo de caixa, pois compra não é em dinheiro
- risco zero de inadimplência
- reduz a capacidade ociosa da empresa

Social
REPUTAÇÃO
- 6

SER SUSTENTÁVEL É GERAR RESULTADOS
NAS 4D.

Am
Ma
Re
Na

- 5

CULTURAL
GESTÃO DE CONHECIMENTO
+ 2

4

Economias Exponenciais

RECURSOS E
RESULTADO 4D
ALÉM DO \$

TEMPO: O OUTRO LADO
DA MOEDA

NEGÓCIO NÃO
É PREÇO

ADAPTABILIDADE

GESTÃO DE
TODOS OS
CAPITAIS 4D

PRODUTIVIDADE

ECONOMIA
MULTI VALOR 4D
Valor cultural,
social, ambiental
e financeiro

Profissão de Futuro

PERSONAL TRUSTER



ALCANCE DO EXPONENCIAL/ COLABORATIVO:

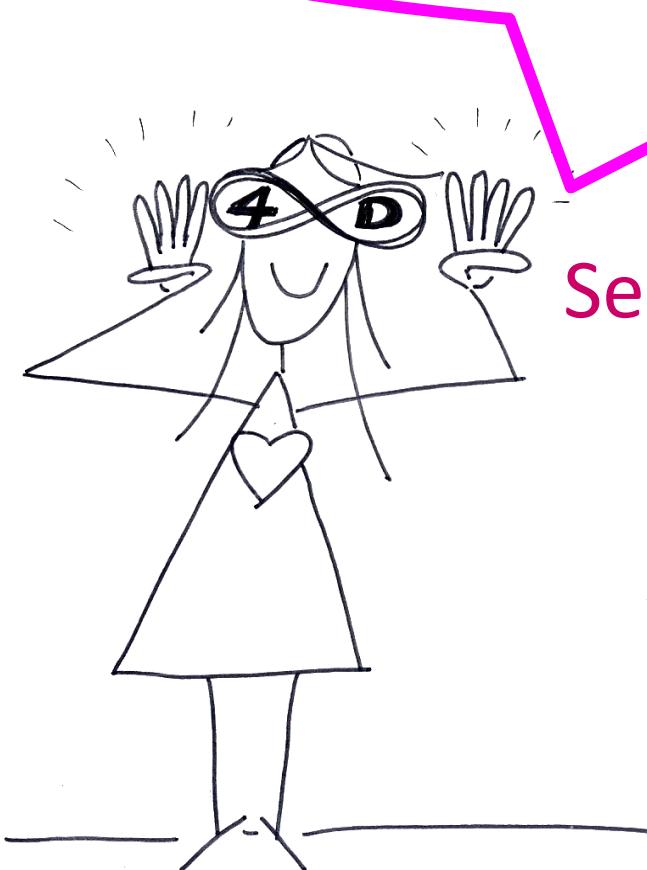
A cada mês mobilizar mais uma para mudança de
paradigma:

33,3 meses = 7 bilhões de habitantes !

Gracias ! Quer saber mais?

www.laladeheinzelin.com.br

www.desejavelmundonovo.com.br



Seu depoimento, meu “alimento”!

Lala Deheinzelin
lala@crifuturos.com.br