

THE 0 TO 100 EFFECT

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NEW BEHAVIOURS

TROLLS

MEMES

@SHAWNKANUNGO



ellen

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LIBRARY

- History
- Watch later
- Liked videos

SUBSCRIPTIONS

- Popular on YouTube...
- Music
- Sports
- Gaming

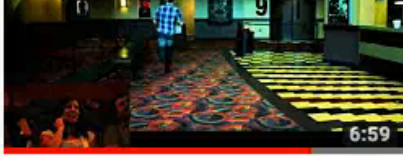
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YouTube Movies

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Policy & Safety
Test new features



Matt Still tells his girlfriend Ginny he has to work on a Saturday and gets Ginny's brother Charlie to take her see the **Movie** "Fast 5".

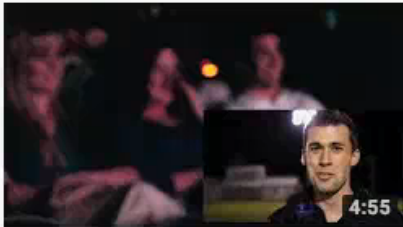


Aussie guy proposes to girlfriend in packed cinema. Best wedding proposal EVER!

Liam Cooper • 8.8M views • 2 years ago

When I decided I wanted to **propose** to my girlfriend Amy, I wanted it to be something pretty special and something she'd never ...

CC



The BEST movie theater proposal EVER!!!

andrewmanzano • 1.1M views • 6 years ago

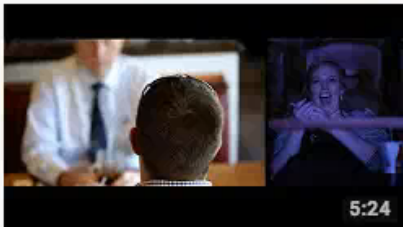
Todd Cavanaugh asks Elisabeth Baldanza (Miss New York, 2007) to marry him with the help of his own action **movie** trailer.



Greatest Marriage Proposal EVER!!! - Romantic comedy movie trailer proposal. You'll cry!

Andrew Pulley • 185K views • 3 years ago

So excited to have been featured on RightThisMinute, Godvine, and Faithit! On August 22nd 2014, I proposed to my girlfriend ...



BEST MOVIE TRAILER PROPOSAL WITH HER REACTION

Luminance Wedding Films • 41K views • 2 years ago

Travis held nothing back when planning his **proposal** to his girlfriend Kila. He always said it would be over the top and he sure did ...



James Bond Proposal In Cinema

Caters Clips • 1.5K views • 1 year ago

Please contact video@catersnews.com to licence this video. Follow us on Twitter: https://twitter.com/Caters_News Like our ...

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NEW CHALLENGES

THE INTERNET

LARGEST COPYING MACHINE OF ALL TIME



ATA
UNT

NEW CHALLENGES

DATA PRIVACY & SECURITY

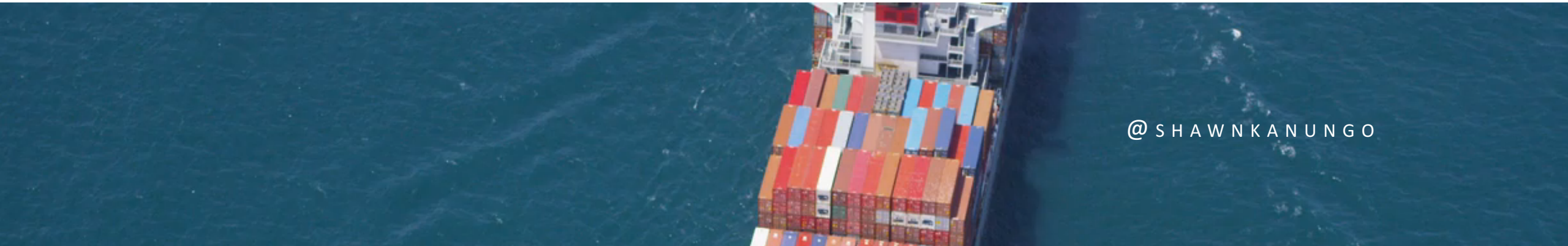


NEW OPPORTUNITIES

THE INTERNET IS NOW
“DRAG AND DROP”



RISING BILLION



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CONVERGING TECH

MOST CHAOTIC ERA IN
COMMERCE



ALWAYS ALWAYS ALWAYS

NEW CHALLENGES

NEW BEHAVIOURS

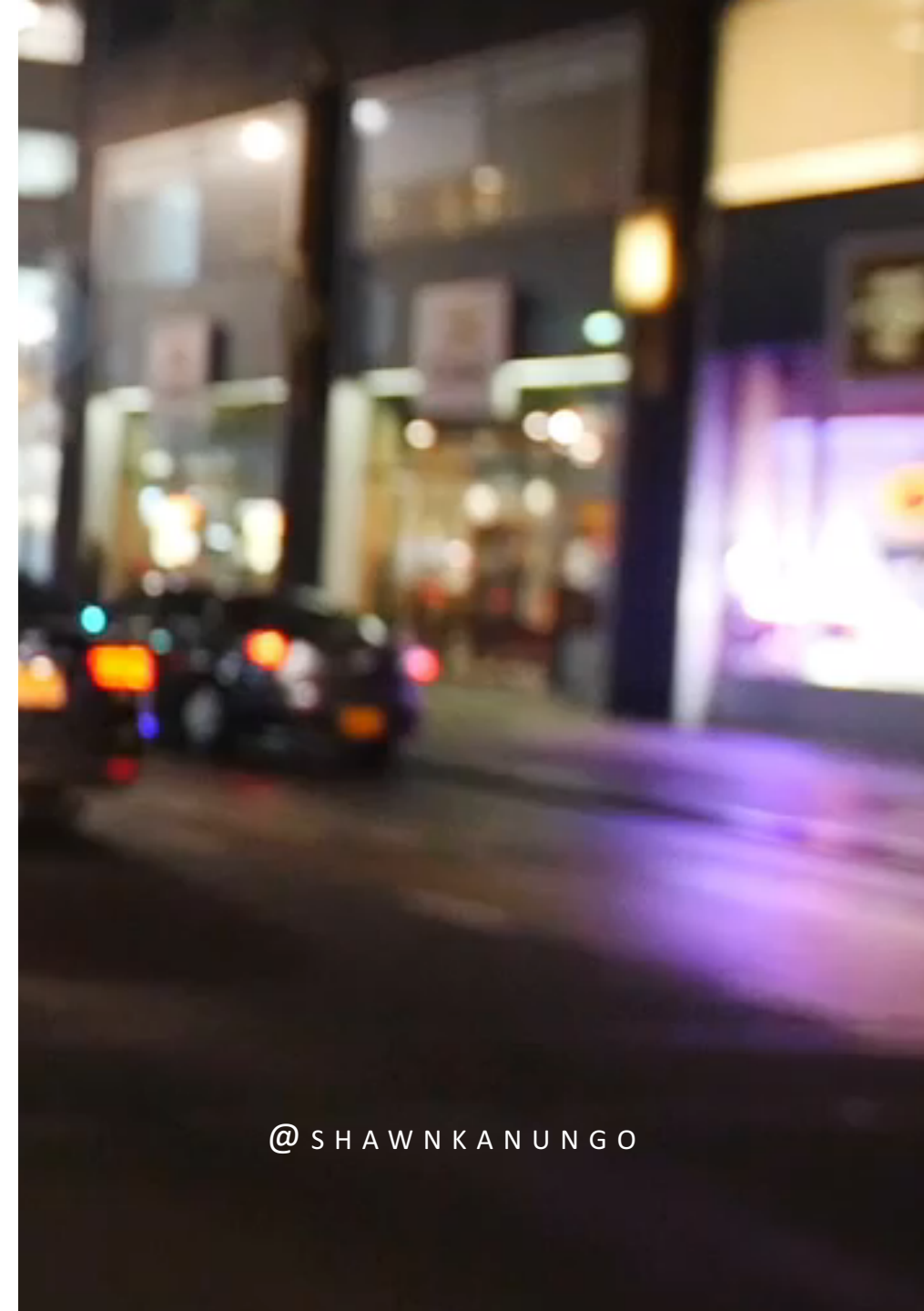
NEW OPPORTUNITIES



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SHARING ECONOMY



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NEW CHALLENGES

AM I SAFE IN THIS PERSON'S CAR?

WHAT HAPPENS IF WE GET INTO AN ACCIDENT?

WILL THIS INCOME BE ENOUGH TO SUPPLEMENT
MY BASIC FINANCIAL NEEDS?



NEW BEHAVIOURS



Carol

@Carols10cents



1998:

- Don't get in strangers' cars
- Don't meet ppl from internet

2016:

- Literally summon strangers from internet to get in their car



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BASIC UNIVERSAL INCOME
RETHINK THE IDEA OF OWNERSHIP
NEW OPPORTUNITIES



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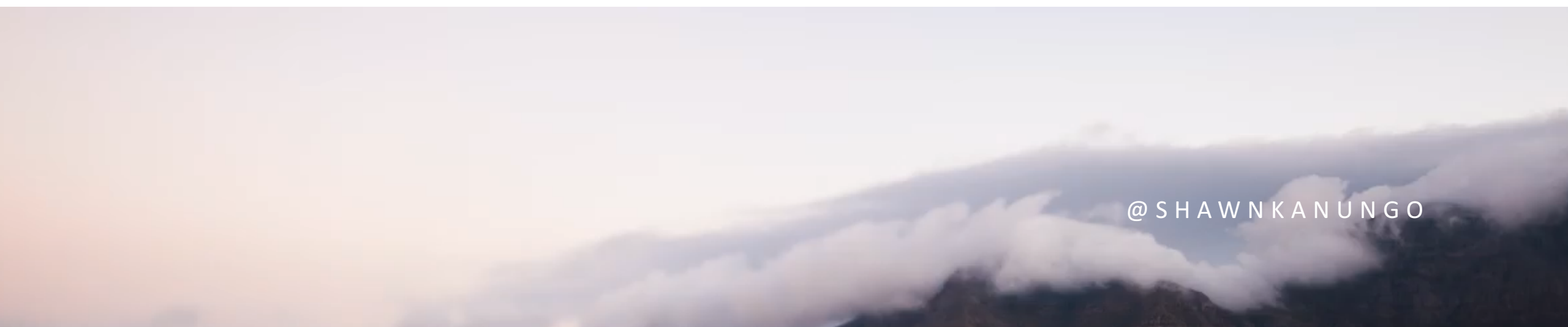
DIGITAL CAPTURING & STORAGE



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NEW CHALLENGES

WHERE DO I STORE ALL THESE
PICTURES?



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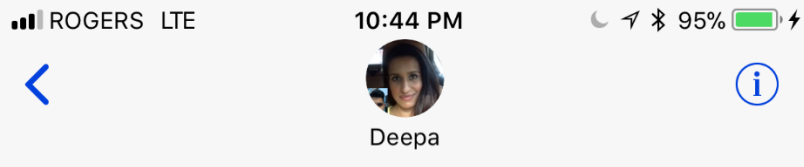
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WE THROW AWAY 99% OF THE PICTURES WE TAKE
NEW BEHAVIOURS



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SNAP IS THE ANTI-KODAK
NEW OPPORTUNITIES

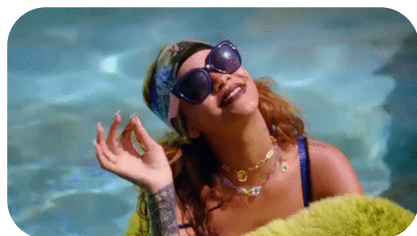


iMessage
Wed, Sep 13, 9:55 PM

Hi bunny.



Thu, Sep 14, 10:47 AM



Fri, Sep 15, 10:10 AM

Avi is coming to Edmonton today.

I told him to tell us if they want to meet tomorrow and that Sunday is tough for us to meet.

Fri, Sep 15, 11:00 AM



NEW LANGUAGE
GIPHY





\$600 MILLION VALUATION / 300 MILLION USERS

GIPHY





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CROWDSOURCING



HOW DO I KNOW WHOSE GOOD?
NEW CHALLENGES

DO I NEED TO DO THIS?
NEW BEHAVIOURS

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~~CREATE MORE PROGRAMS & SERVICES~~
~~HIRE MORE PEOPLE~~

NEW OPPORTUNITIES

Data.gov.sg

Search Singapore's Public Data

e.g. "rainfall", "gross domestic product", "transport"



ENABLING THE CROWD

Singapore at a glance

Singapore Residents By Gender, End June,
Annual - Data

Total Male Residents	Total Female Residents
1,929,526	2,004,033

Crude Birth Rate - Data

9.4

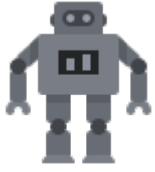
Per Thousand Population in 2016

1-hr PM2.5 Readings (Past 24 Hrs)

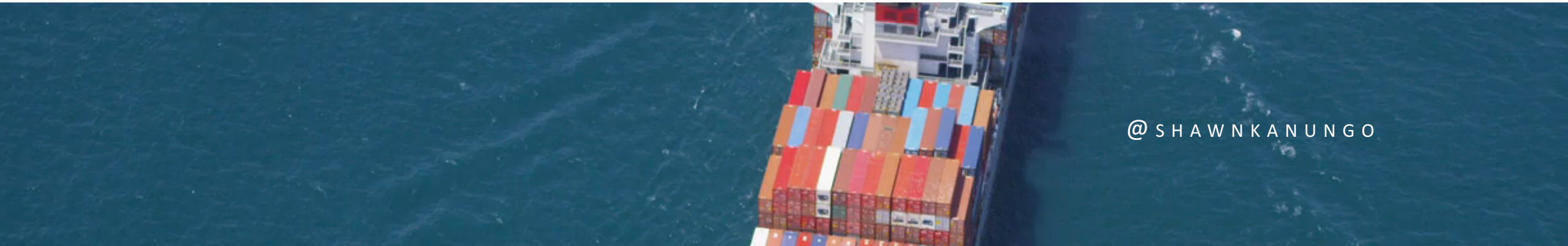
east	central	south	north	west
5	4	6	4	9

µg/m³ as of 18/6/2017 9PM





ANTICIPATORY SHIPPING



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AMAZON PRIME WARDROBE





PLEASE AMAZON, I ACTUALLY DON'T NEED
ANYTHING

NEW CHALLENGES

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1:30

59° ☁


Have fun

Try "Alexa, beam me up"

“ALEXA, I’M THINKING OF GETTING A BROOM”

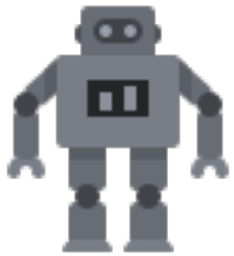
NEW BEHAVIOURS

Music Navigation

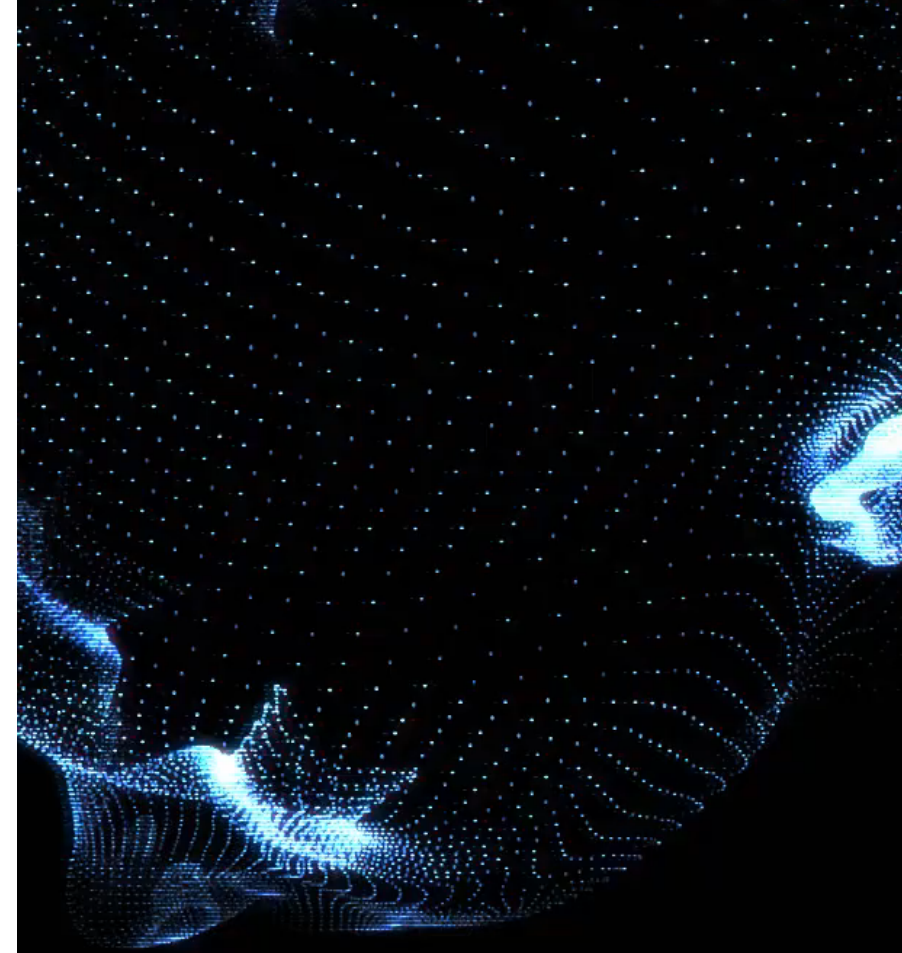


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RIGHT DRUG TO THE RIGHT PATIENT
NEW OPPORTUNITIES



AUTOMATION



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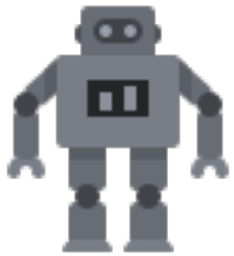
DOCTOR
ENGINEER
ACCOUNTANT
LAWYER
*MARRY A DOCTOR

Enter your job

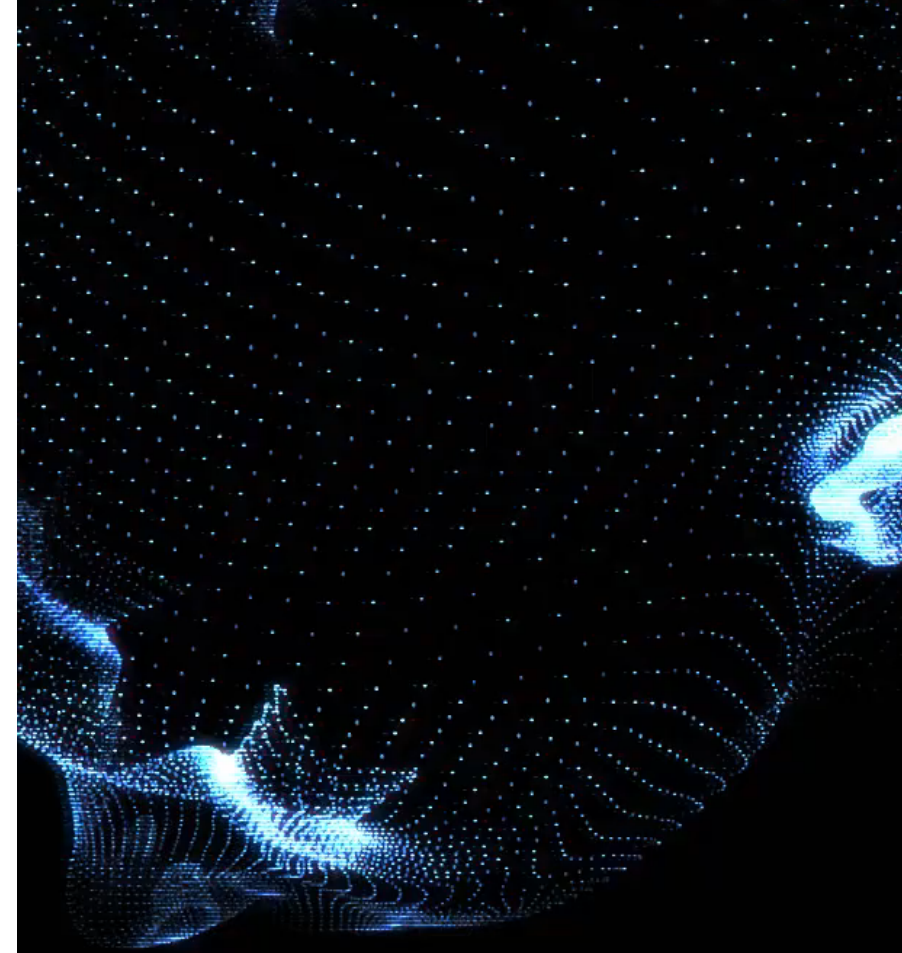


or show [random example](#)

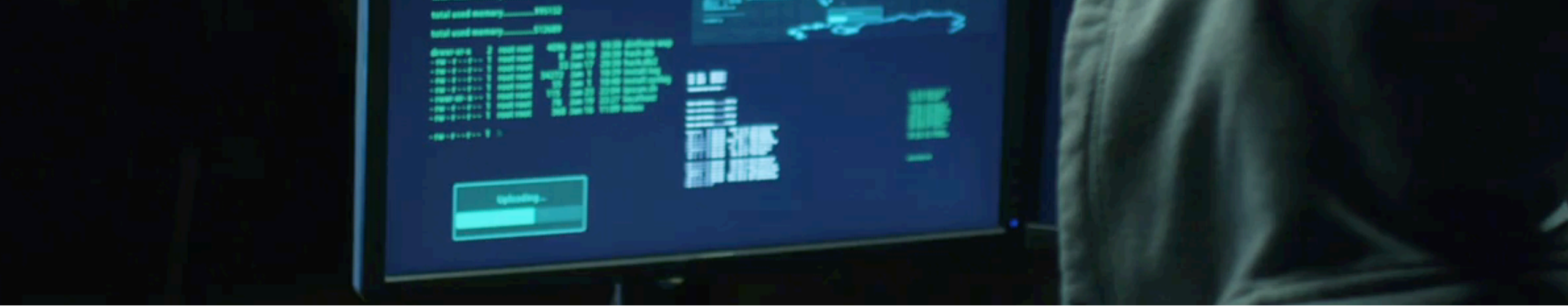




AUTOMATION



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GATEWAY DRUG TO
ARTIFICIAL INTELLIGENCE

ROBOTIC PROCESS AUTOMATION



THE BENJAMIN BUTTON EFFECT

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THE BEST ORGANIZATIONS ARE SELF-LEARNING

THEIR PRODUCTS OR
SERVICES BECOME MORE
VALUABLE WITH USE



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FEAR

WHAT'S KILLING
INNOVATION?

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BIKE FACE



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WHEN THE
IMPROBABLE IS
THE NEW
NORMAL.

WE CAN'T BE
FEARFUL.



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NOSTALGIA

WHAT'S KILLING INNOVATION?

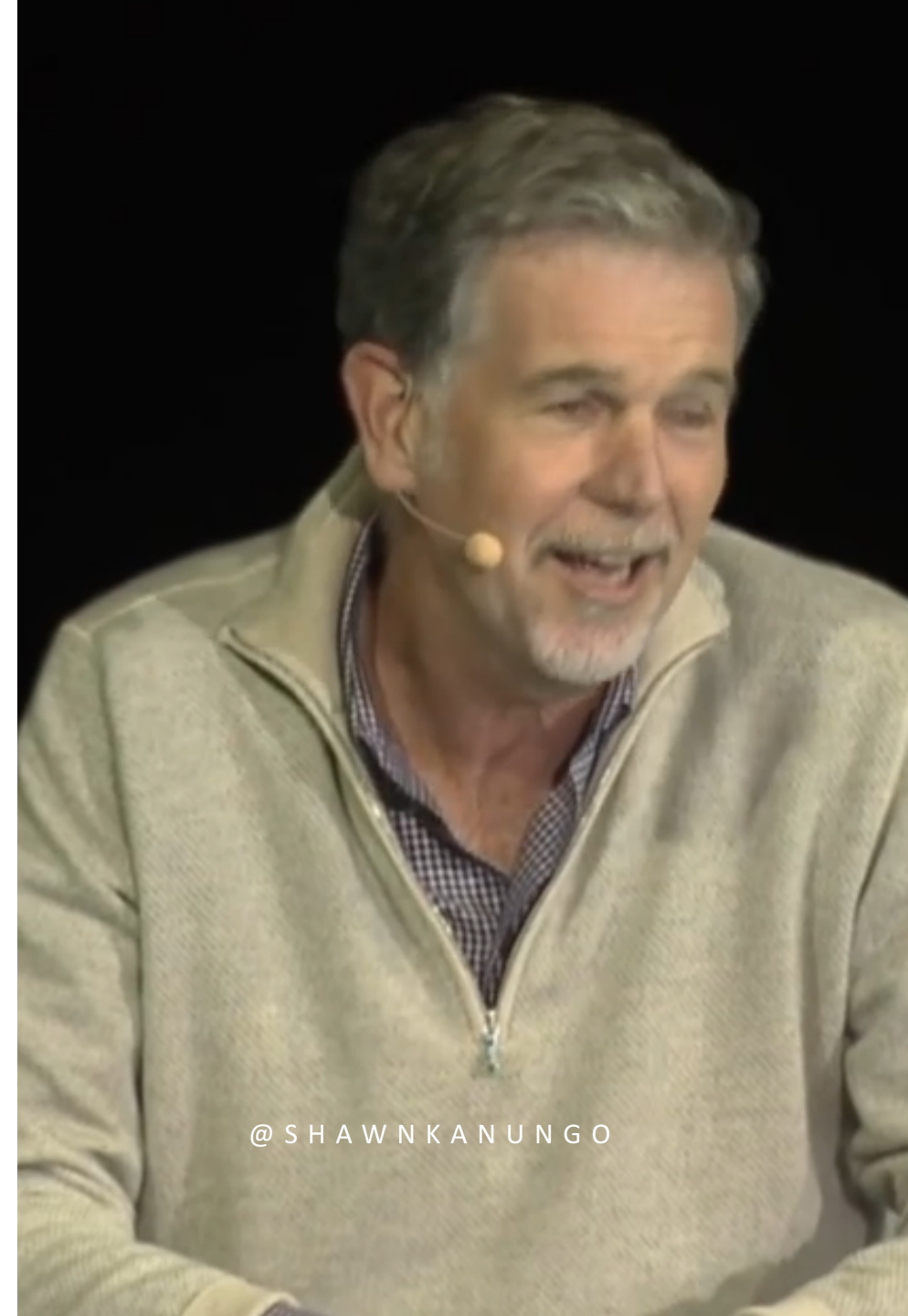


NOSTALGIA

SAME LEADERS
DIFFERENT ERA?

CEO KICKED OUT THE DVD
EXECUTIVES OUT OF THE
MAIN MANAGEMENT
MEETING

THE DVD TEAM WAS
RESPONSIBLE FOR ALL THE
REVENUE AND PROFIT OF
THE COMPANY



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MARRIOTT

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AMAZON SOLD BOOKS

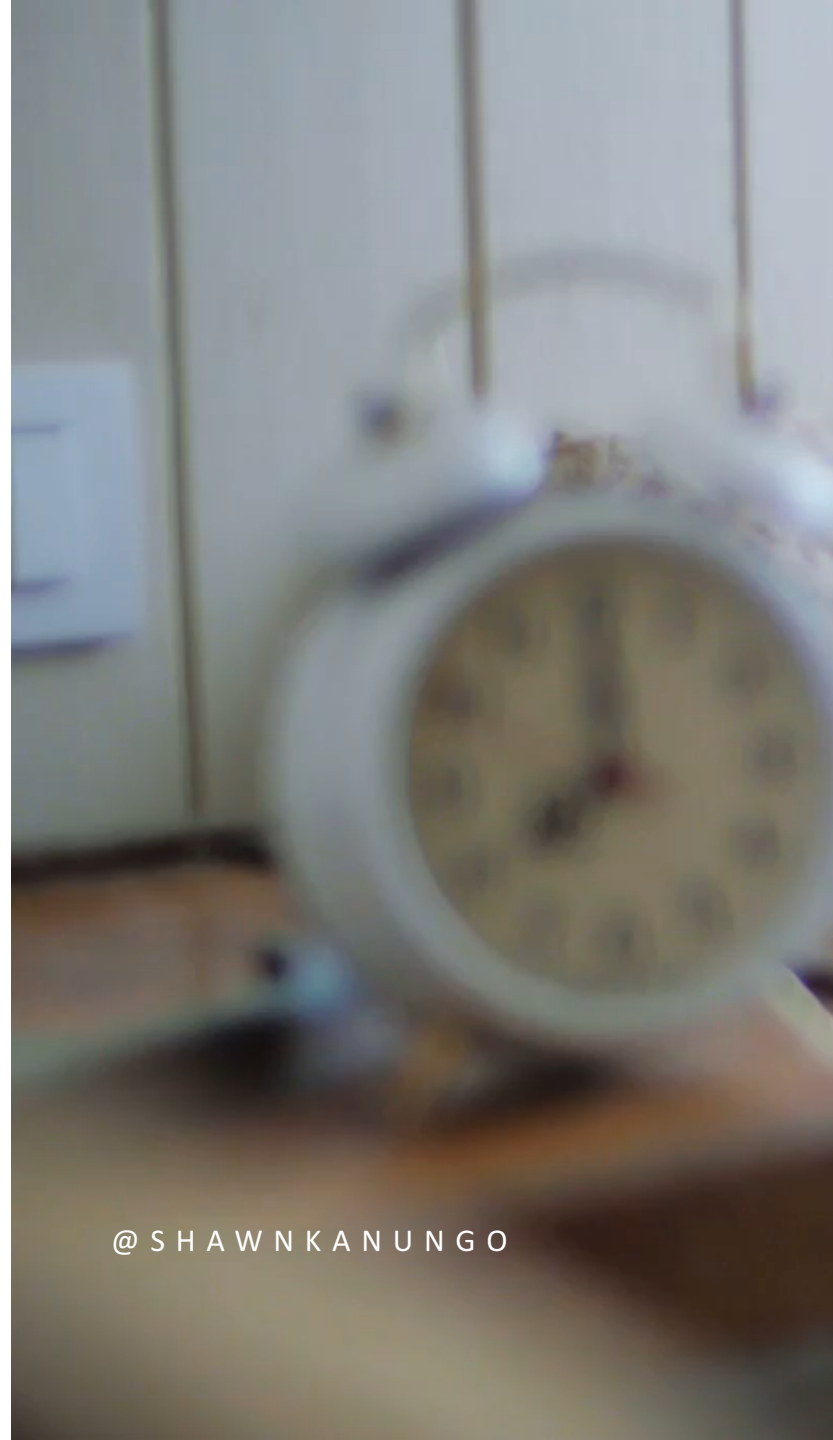
SHELL SOLD SEA SHELLS

SAMSUNG SOLD DRIED KOREAN FISH

EVOLUTION

NO BAD IDEAS IN TECH
JUST TIMING

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A photograph of Ice Cube performing on stage. He is in the center, wearing a green jacket and dark pants, looking towards the right. To his left, another performer in a dark suit and white shirt is partially visible. The stage is lit with bright spotlights, creating a hazy atmosphere. The background is dark with some stage lights visible.

ICE ICE BABY

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TRACK ECOSYSTEMS

NOT THE GROWTH OF
INDIVIDUAL TECHNOLOGIES



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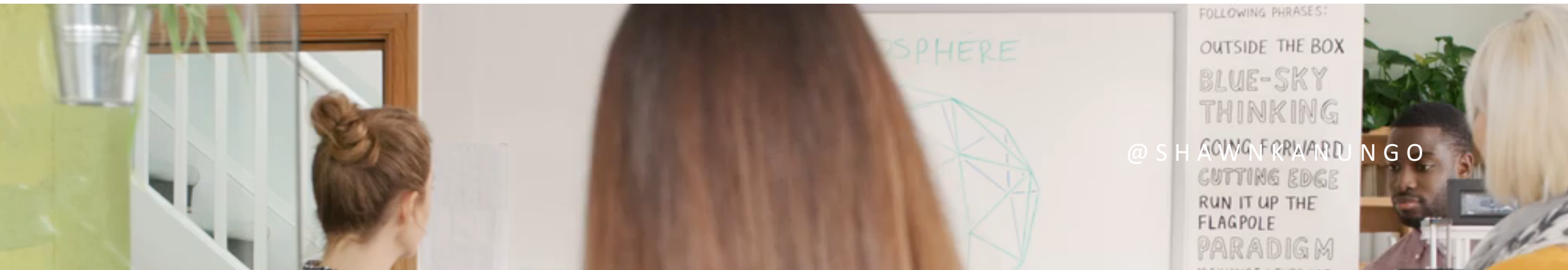


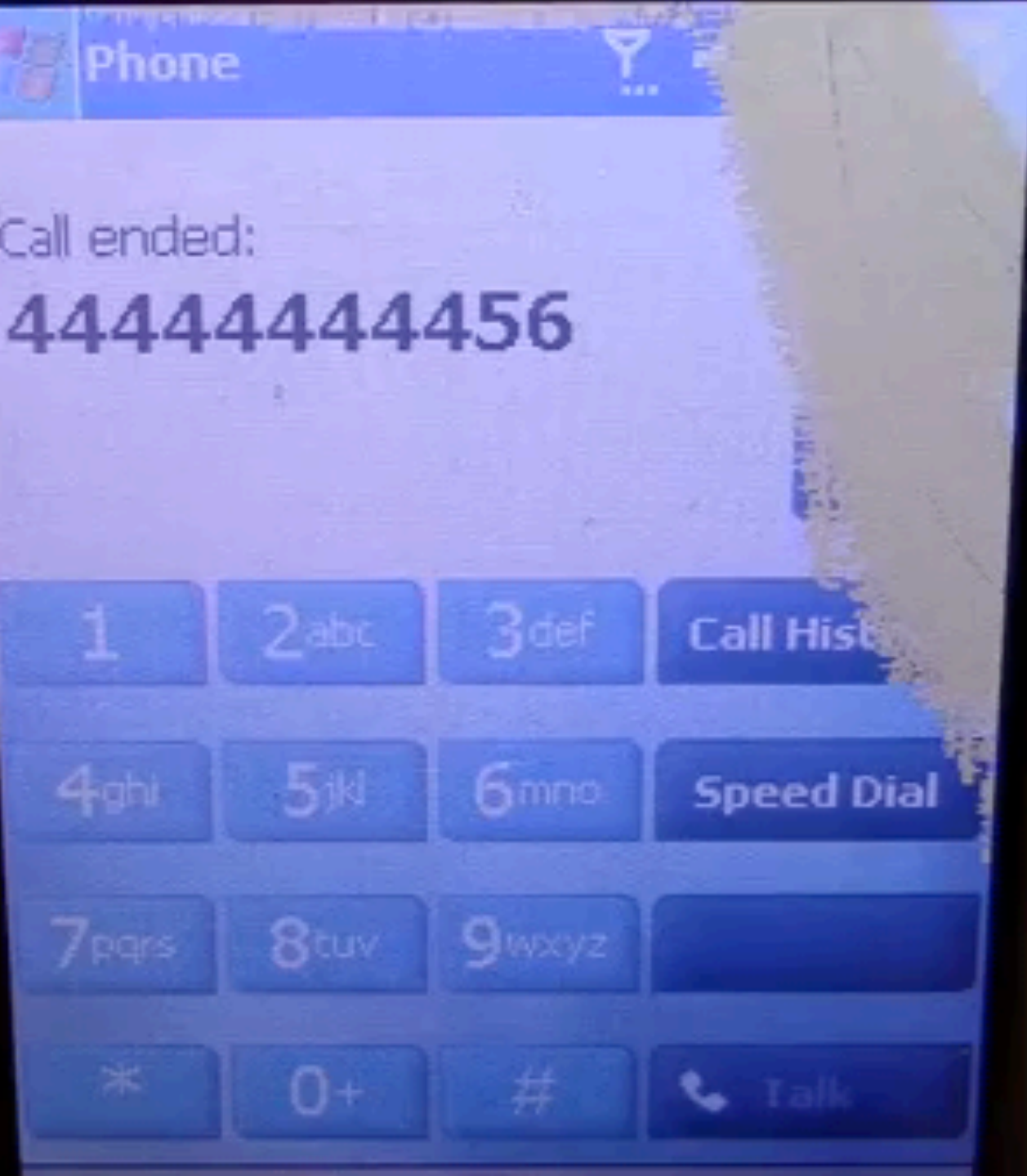
STRATEGY

IN A DISRUPTIVE ERA

COLD TRUTH ABOUT DISRUPTION

THE MOST ESTABLISHED
ORGANIZATIONS ARE THE MOST
UNPREPARED FOR DISRUPTION





WINDOWS MOBILE
MICROSOFT



BBM VS WHATSAPP
BLACKBERRY



SMALL PROBLEMS
SMALL TEAMS
SMALL SPRINTS

EXPERIMENTATION



IF YOU DOUBLE THE
NUMBER OF
EXPERIMENTS YOU
DO PER YEAR,
YOU'RE GOING TO
DOUBLE YOUR
INVENTIVENESS
– JEFF BEZOS, AMAZON

WEWORK

EXPERIMENTING WITH
DATA TO BUILD
SPACE-AS-A-SERVICE





CONTROLLED EXPERIMENTS ARE
THE FUNDAMENTAL **BUILD BLOCK**
OF DECISION-MAKING AT **AIRBNB**

100 EXPERIMENTS

PER WEEK

3300 METRICS

TRACKED

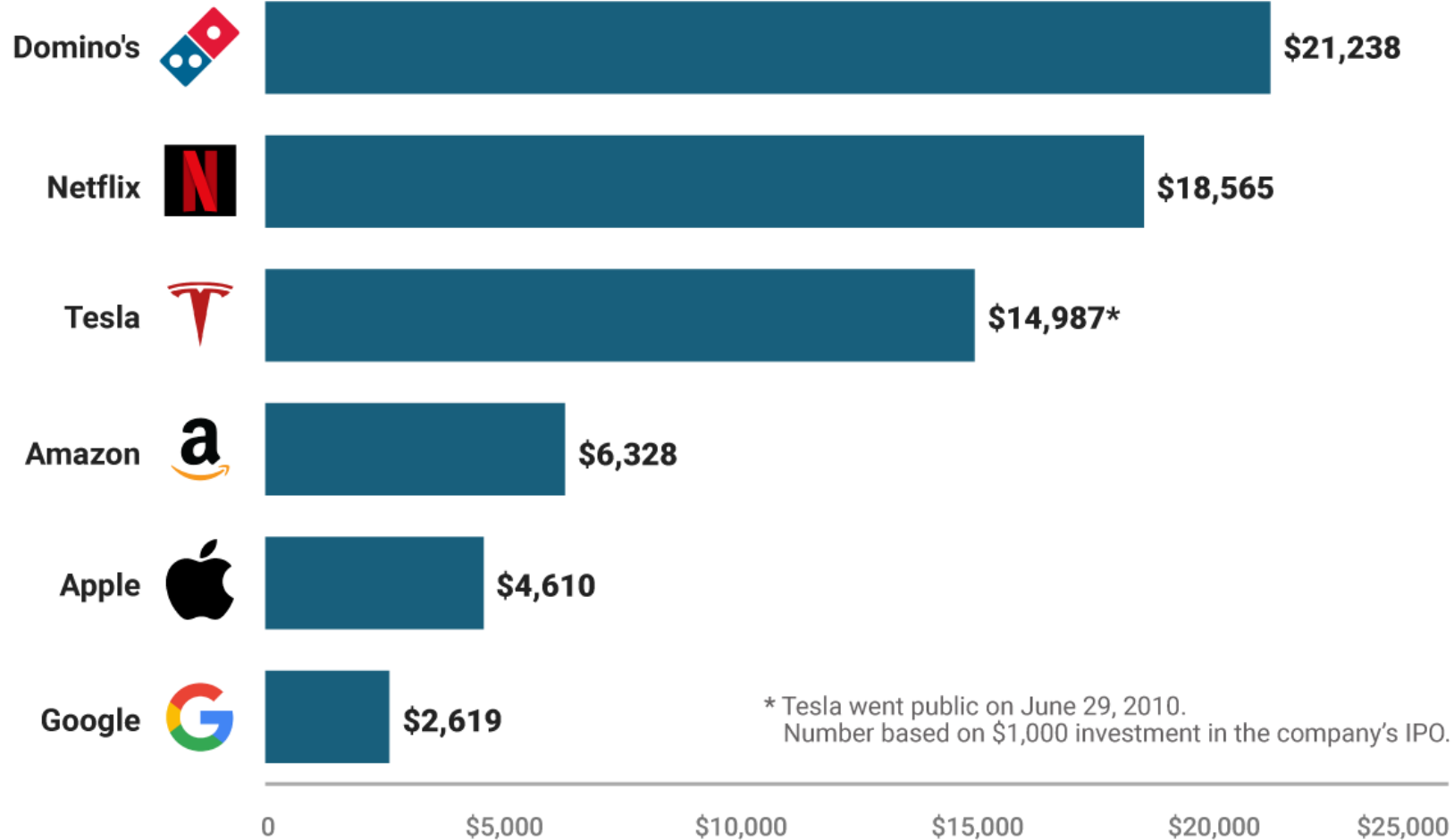
60% TEAM

EXPERIMENT

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PRESENT VALUE OF \$1,000 INVESTED IN JANUARY 2010

Present value as of March 23, 2017; adjusted for splits and dividends.



SOURCES: Statista, Yahoo Finance



A top-down view of a black ceramic bowl with a wide rim and a slightly flared base. The bowl is placed on a light-colored wooden surface with visible grain. The word "TASTY" is written in a bold, yellow, sans-serif font across the center of the bowl's interior. The lighting is soft, creating subtle reflections on the smooth surface of the bowl.

TASTY

WITH FACEBOOK'S AUTOPLAY
FEATURE, **BUZZFEED** DISCOVERED
THAT **40 SECONDS** WAS THE
MAGICAL ENGAGEMENT NUMBER.

THEY CREATED A TEAM - **FB40** - TO
SCALE THEIR VIDEO EXPERIMENTS.



THE BEST
EXPERIMENTS
ARE BASED ON
ACTUAL HUMAN
BEHAVIOUR

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MEET BARRY

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AGS

24/27
DIGITAL DATA PROGRESS FORM

TITLE: Calgary-Lethbridge Considered Water Chemistry Data
from water wells for water chemistry mapping in Southern Alberta
(tabular data, tab delimited format to accompany Report #4)
PRIMARY AUTHOR: N. Nakvusta Is there an associated report? Yes ☒ No ☐

DIG ID: 2016-0041 Assigned by AGS Information Manager during Step 4 REPORT ID: 91

1. Approve Concept

Direct leader confirms product is part of approved AGS or AER activity.

Direct Leader: [Signature] Date: 21 July 2016

2. Create Metadata

Create metadata record. Remember to add any necessary cross-references.

Metadata ID Number(s): 7273

With P.A.
for publication

3. Review Dataset

Send GIS data to Joan and tabular data to Barry.

Joan/Barry: [Signature] Date: Sept. 13/16

4. Approve Metadata

For GIS data, Joan approves. For tabular data, Barry approves.

Joan: _____

Shon
Barry: [Signature] Sept. 13/2016

5. Create Zip File

Joan or Barry creates a zip file containing the shapefiles or tabular data and metadata records. They will place file in the Infostore and notify the author.

Date author notified: 26 JAN 2017

6. Approve Dataset for Quality and Release

Read the below Approval Process to understand which elements you are approving.

(1) Author: [Signature] Date: Jan 30, 2017 (2) Direct Leader: [Signature] Date: Jan 30, 2017

(4) Prov. Geol.: [Signature] Date: FEB 7, 17 (5) AGS VP: [Signature] Date: FEB 29, 17

24/27
DIGITAL DATA PROGRESS FORM

Calgary-Lethbridge Considered Water Chemistry Data

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Shawn Kanungo

Disruptive Innovation | Strategist | Keynote Speaker

Queen & Rook Capital • University of Alberta

Canada • 500+ 

Shawn Kanungo is a strategist and keynote speaker who operates at the intersection of creativity, business and technology. He has been recognized nationally and globally for his work in the innovation space after 12 years ...

[Show more](#) 

