

10X دبي

WEEKLY SPEED READ

**Vision: Be 10 years
ahead of all other
cities**

May 1, 2017; Volume 6



"A prototype is worth a thousand meetings. Try something -- see what happens. If it doesn't work, that's OK."

-- Maria Roat, Chief Information Officer, Small Business Administration, USA

GOVERNMENT HACKS



Washington, DC

New research lab with social scientists addressing public problems



Jakarta

Alibaba pushes the next level of e-sports at the 2022 Asian Olympics



Egypt

Japanese education system to be applied in 45 Egyptian schools



UK

First coal-free day since the Industrial Revolution



Scotland

Latest wind farm will help fund 500 new affordable homes

DISRUPTIVE COMPANIES #TAGGED



#IKEA

Unveils plan to lift 200,000 people out of poverty



#Swansea University

Futuristic 'smart bandages' use 5G data and track human health



#Apple

Plans to make all products from recycled materials



#Mastercard

Building fingerprint scanners directly into their cards



#360World

HoloLens Innovating Air Traffic Control Management



#Baidu (The 'Google of China')

Releases self-driving operating system for free

Facebook's Plan: Death of Smartphone, AR Platform, & Typing from the Brain

#Social Media #Communication #Technology



Mark Zuckerberg just signed the death warrant for the smartphone. At this year's F8 conference, Zuckerberg doubled down on the company's ambitious 10-year master plan. Facebook expects to turn AI, ubiquitous internet connectivity, and VR and AR into viable parts of its business over the next decade.

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Pain point addressed

Disruptive future for media, social media, and entertainment.

Key insights

Highlights of the launch include: 1) Facebook Spaces: taking selfies and hanging out in VR. 2) AR Camera Effects Platform: allowing outside developers to build AR apps using Facebook app's camera (e.g. leave a virtual note for a friend at a restaurant). 3) Replacing the TV, phones, and tablets: a pair of glasses that can project virtual objects instead. 4) Typing Directly From Your Brain: at 100 words/minute.

Moving Factories to Space May be The Future of Our World

#Space #Manufacturing #Healthcare



With the cost of sending people to space getting cheaper, it's opening up an entirely new world of possibilities for companies across different fields. This article presents one surprising development: manufacturing in space. The future of manufacturing is here with no longer the sky being the limit.

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Pain point addressed

Making new manufacturing products possible and cheaper.

Key insights

With Dubai looking to space technology, there are a lot of benefits of moving operations to space that can significantly benefit certain types of manufacturing, especially in medicine, building 3D printed organs, and producing more efficient fiber optic cables and solar panels. E.g. nScript, Bioficial Organs, and Techshot are working together to print real hearts from patients' stem cells on the International Space Station by 2019.

A “Citizen-Government Currency” Concept Can Incentivize Citizen Engagement

#Citizen Engagement #Business Model



A Harvard team won first place in the World Government Summit Global Universities Challenge for their 'cit-coin' idea, up against 12 groups, including LSE, Stanford, and MIT. The event was attended by over 4000 delegates from 140 countries, including the IMF, WEF, World Bank, and UN.

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Pain point addressed

Future models of government to address automation and future unemployment

Key insights

The 'citizen-government currency' is where ordinary citizens can participate in more fuller roles in government and help drive solution-oriented actions. Citizens can assess social issues around them and implement various programs, incentivized and compensated through the coins. The coins can be cashable or usable in health and education access, becoming more than a universal basic income.

Time to Disrupt Parenting

#Education #Parenting



In an age of outsourced parenting, Clayton Christensen, Professor at the Harvard Business School and renowned thought-leader on disruptive innovation, predicts disruption in parenting as critical part of disrupting education. He has identified need to reprioritize tackling authentic projects at home, with both children and adults working together, to build up a generation of young people equipped for the future.

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Pain point addressed

Making education at home relevant for the future

Key insights

Looking into the future, Clay defines a good parent as one who immerses his child in lots of small, authentic opportunities to navigate and conquer challenges. He sees the goal of future parenting as raising children who feel a sense of duty, responsibility, and selflessness. E-learning can support this when it goes beyond teaching academic content. Can Dubai's focus on innovation in education and its startup ecosystem create engaging, character building, home learning solutions?

Prescriptions For Fresh Produce Linked to Government Assistance

#Health #Municipality #Diet



Wholesome Wave, the food winner of Fast Company's 2017 World Changing Ideas Awards, wants to enable doctors to write prescriptions for free produce for the people most at risk for diet-related diseases. The chef behind this wanted to create opportunities for people who couldn't afford \$40 for a healthy entrée.

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Pain point addressed

Eliminating diet related diseases

Key insights

Wholesome Wave runs the US's largest prescription program for fruits and vegetables, and matches subsidies to those on governmental assistance. With the US spending \$500 billion/year on medical treatments for diet-related diseases, the fix is simple: investing in better food at the front end instead of paying for treatment at the back end. With Dubai's new \$100m vegetable and fruit market project, linking government assistance to healthy prescriptions can proactively address diet-related diseases and reduce expensive treatment spending.

MORE DISRUPTIVE TRIGGERS...



How Self-Driving Cars will Create Millions of Green-Energy Jobs



Store of the Future? Digital Accounts, Ordering Through the Mirror, and More



Can You Picture a World Without Money? This Man's Life Work Did



Scientists Use Martian Dust to 3D Print Tools



Virtual Dinner Dates Connect Foodies In London And Milan

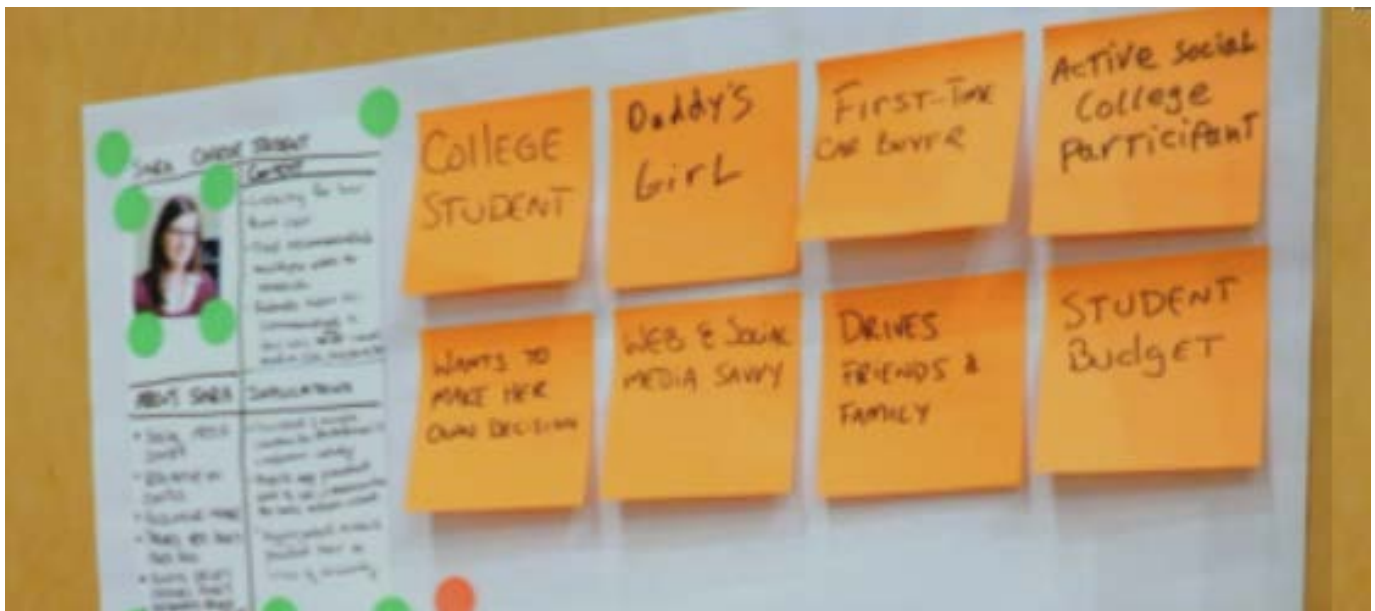
PROTOTYPE - X

Using 'User Personas' to Better Build Your Idea

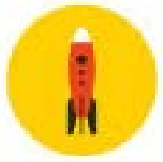
A user persona is used to help understand more information about the user of your service.

Download the exercise to help uncover the needs of the user and understand who the user is so you can design your disruptive service with empathy.

Download a user persona building exercise
(source: YLab Wales)



Also, checkout key pitfalls to avoid in developing quality personas



Adopt Early to the Death of Smartphones: UAE has one of the highest penetration rates for the smartphone. Adopt early in its disruption phase by working alongside replacement efforts of AR apps, brain-typing, and VR.



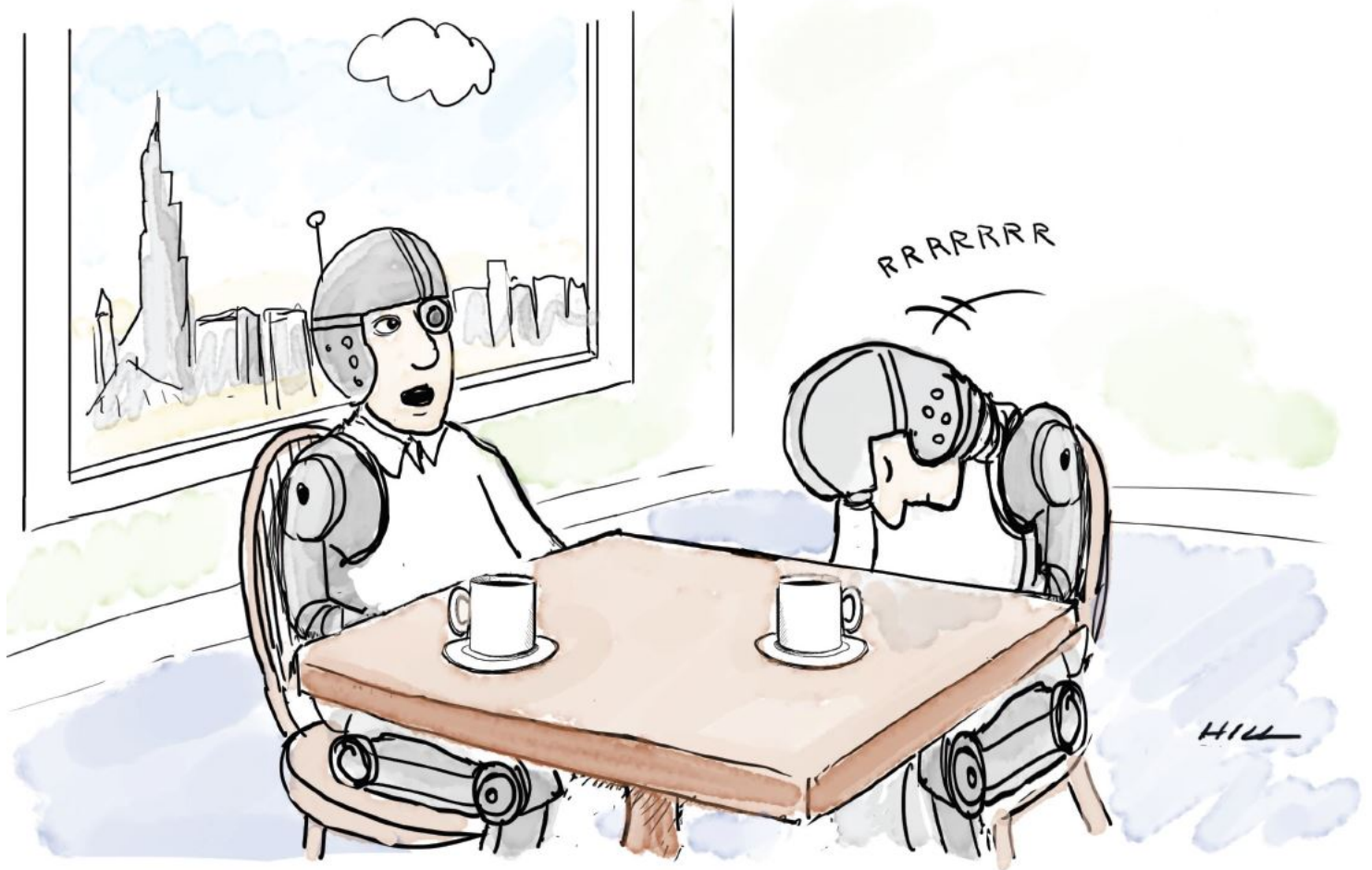
Introduce Cit-Coin Citizen Currency: Use a 'cit-coin' currency to enable citizens to participate in more fuller roles in prioritizing and supporting social programs, where the earned coins are cashable



Fight Obesity Through Fresh Produce Doctor Prescriptions: Enable doctors to prescribe fresh produce, to prevent high numbers of diabetes and obesity cases, and to drastically reduce government healthcare spending on the back end.



Manufacture in Space: Leapfrog in manufacturing competitiveness. Collaborate with companies advancing in manufacturing in space, e.g. 3D-printed organs, solar panels, 3D printed tools using Martian dust.



"THEY HAVE SOME GREAT DEALS ON SOLAR POWER UPGRADES AT DUBAI MALL."

ABOUT this *WEEKLY SPEED READ*

- This Weekly Speed Read is to inspire and inform Dubai's 10X teams on latest disruptive developments and enablers from around the world

How satisfied are you with this newsletter?



Extremely Unsatisfied



Unsatisfied



Neutral



Satisfied



Extremely Satisfied

- **Contact:** For any questions or feedback on this newsletter please email: [Dr. Sayd Farook](#)