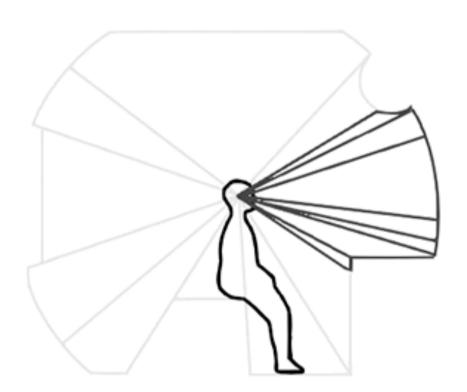
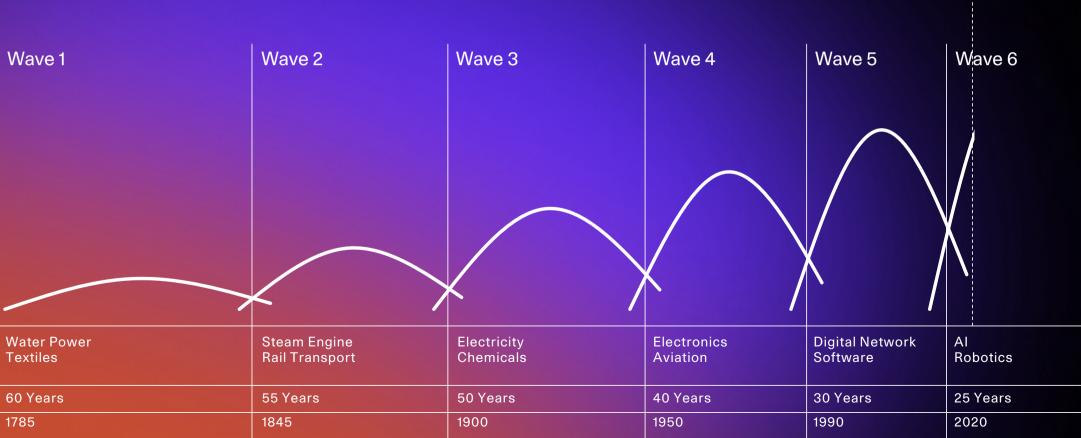
This is an excerpt from Lennard Niemann's keynote at MEADFA 2024 in Abu Dhabi

GHARAGE

Possible Futures The Future Possible Futures Possible Futures

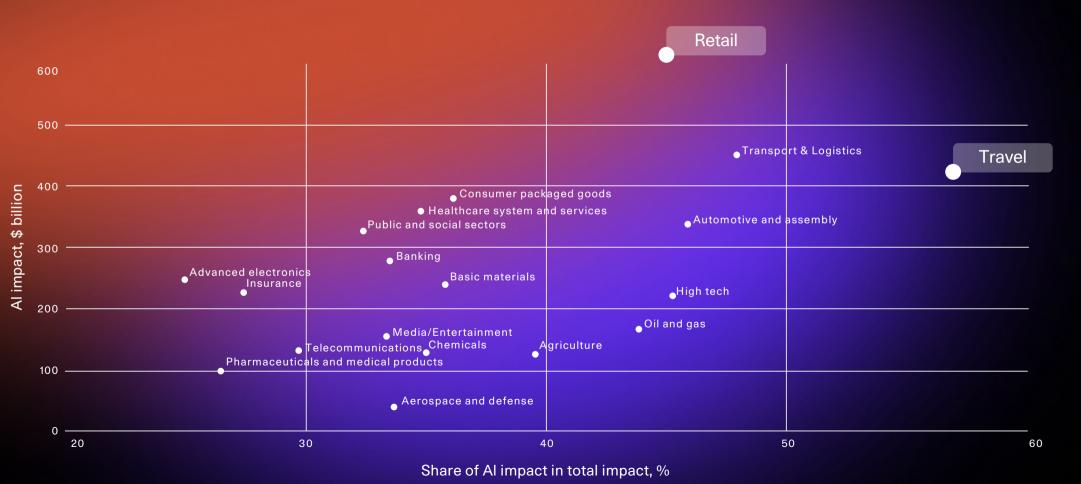


Technological waves are becoming shorter and more advanced.



We Are Here

The influence of Al in different industries.





Imagine if...

80

By 2040, the demand for air travel is expected to double from roughly 4 to 8 billion.



2.5%

Aviation accounts for 2.5% of global CO₂ emissions already and is projected to 'double by 2050'.



1.5%

A 1% increase in traveller satisfaction leads to a 1.5% increase in non-aeronautical revenue.



26%

Of people perceive language barriers as a significant obstacle during their travels.



90%

Of consumers are encouraged by personalised messages or offers.



Technological evolution vs. adoption rate.

Technology Evolves at an Exponential Rate

Organizations Adopt at a Logarithmic Rate

How to tackle the growing gap of innovation.

gap of innovation.			
High			
	Advanced Wins	Transformative Wins	
	(Low Complexity, High Impact) 'Advanced Level – Do this to create value'	(High Complexity, High Impact) 'Expert Level – Do this for transformation (time and money required)'	
Impact			
	Quick Wins	No Go	
	(Low Complexity, Low Impact) 'Beginner Level – Do this for confidence-building'	(Low Complexity, but low Impact) 'Waste of time'	
Low			
	Low Complexity High		

