

# The fourth industrial revolution and the real estate.

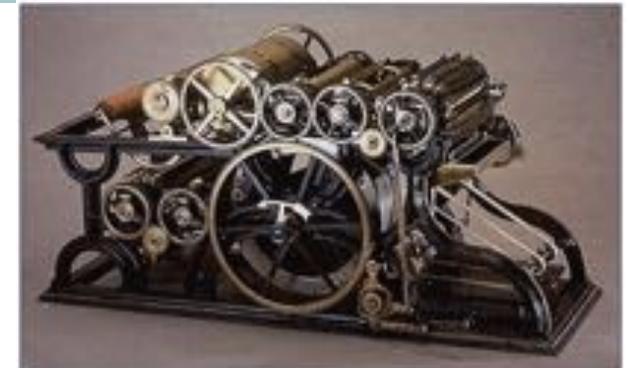
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# Industrial revolution

“(...) when a new method of use of a new energy source and a new way of collecting and transmitting information happen” (Rifkin 2011)

THE 4<sup>TH</sup>: Critical juncture of:

- **personal liberation**, which is subject to **economic and political manipulation** originated by big data collection
- new role of **machines** and automation
- the energy of **social media** reinventing the social capital
- groundbreaking changes taking place in the decade of the **global crisis aftermath**



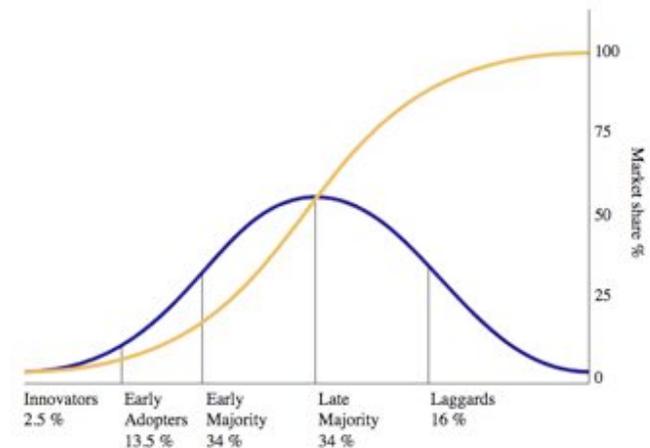
# How innovations diffuse

(Bass 1969)

“The probability of adopting by those who have not yet adopted, is a linear function of those who had previously adopted”

(Rogers 2006)

- the **innovation** itself,
- **channels** through it is communicated,
- **time** of exposition to the innovation,
- characteristics of the **particular social system**.



# No more “bowling alone”

(Putnam 1995)

**Social media** have boosted the transition and they are not only the most effective **conductors of diffusion**, but contribute to **redefinition** of communities and the social capital.

and

- **platformization** of the economy, leading to
- **emancipation** of low-income opinion makers and voters



## Machines and automation are changing the job market

- Unlike, when machines pushed out farmers from fields to factories and later to the service sector...
- this time no jobs are safe.
- **skills gap** (WEF 2019) due to limited adoption and not properly implemented augmentation of jobs of new technology harming the economy  
(with a special attention to politicians and policy makers)
- large scale **migrations**
- institutionalized **resistance** to changes of “not satisfied customers”



## An emergence of the post-industrial society.

Post-industrial society (Bell 1973):

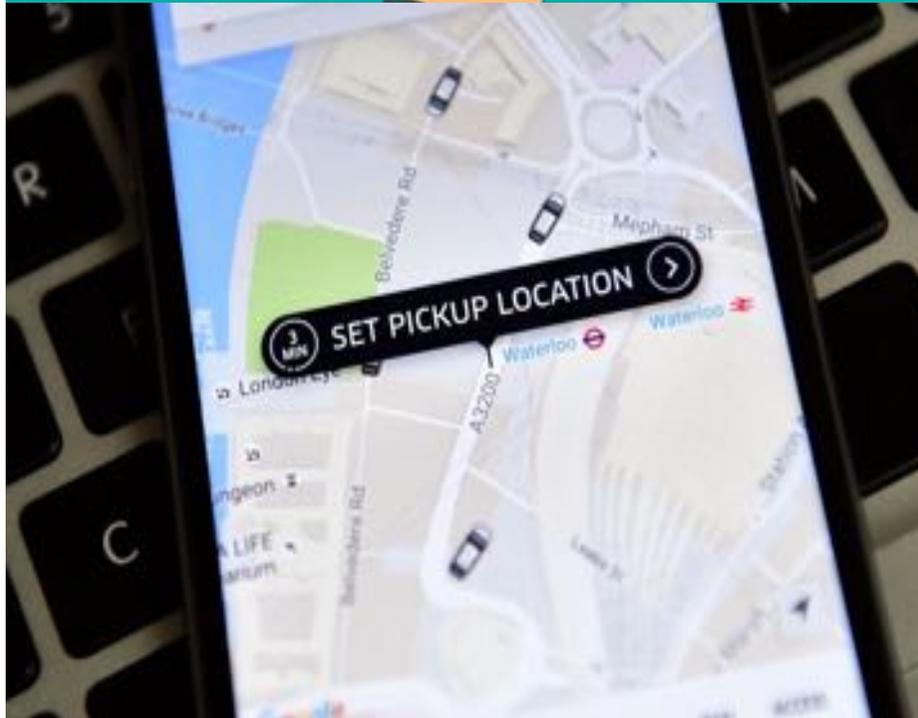
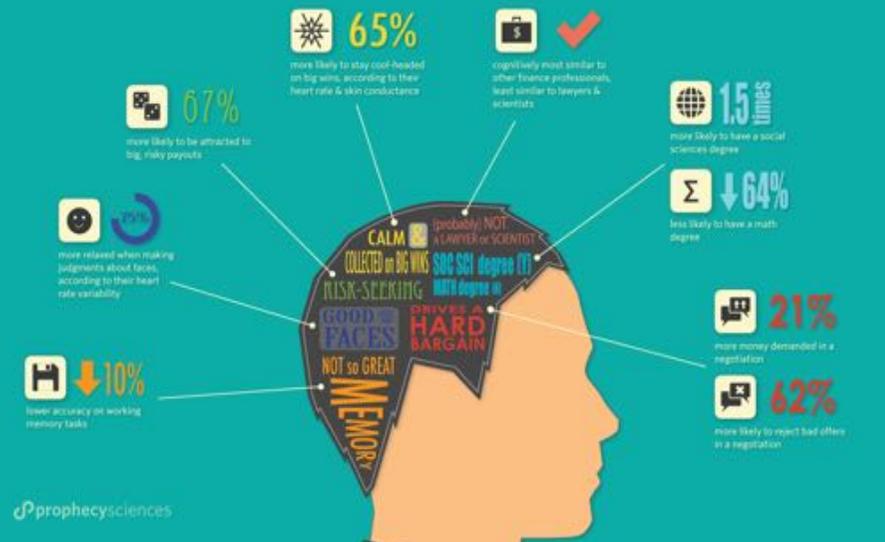
- **knowledge** and **technology** are the major social powers and the source of the society's dynamism,
- service industries are contributing to the economy more than manufacturing
- the educated and technical class is dominating there

“the role of simulation, systems engineering, and the like linked to the computer” Bell D. (1973), *The Coming of Post-industrial Society*. A Venture in Social Forecasting.



# The Mind of a VC

Prophecy Sciences uses a neuroscience-based assessment to measure the cognitive factors that predict performance. Results are achieved through a combination of cognitive games, biometric signals, and machine learning algorithms. The data used in this graphic come from a sampling of VCs in Silicon Valley and San Francisco. Comparisons are made versus the rest of the data set, which is composed of elite performers at top tech companies, start-ups, media outlets, universities, athletic organizations, and more. To read about how these results can work for you, visit [blog.ProphecySciences.com](http://blog.ProphecySciences.com)



# Urbanisation and agglomeration

55% of the global population, lives in urban areas



## Ambiguous urbanization and agglomeration.

- effects of globalization of the twentieth century
- demographics
- unequal urban distribution of the economic recovery
- high concentration of stakeholders in global cities and tech areas
- growing subnational urban governance
- big data urban planning and management

# Proptech startups of the XXI century

## Ideas depend on customer's creativity

- IoT, digitalization and automation
- vertical farming
- risk management systems
- platformization of transactions
- ecology and sustainability
- funding innovations
- portfolio management



## Concluding implications to the real estate strategy

- the forthcoming **reinvention of real estate** and **reorganization of space** is imminent and necessary
- new valuation and research methods
- new real estate investment instruments
- redrafted national strategies
- elastic leadership and action

(Bell 1973)

„The bitterness of one generation is often the banality of another”



Thank you for attention!

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