

Chapter 1 :

Everything changes



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Did you know that all products eventually become outdated because something new and better comes along? It's like when you get a new toy. At first, you're really excited about it and you play with it every day. But eventually, you get bored and you want something new. That's how it is with technology too.

And this is what futureproofing is all about. Thinking about what might come next and how it could affect your company. If you really try hard and do a good job you can make sure your company will stay relevant in the future!

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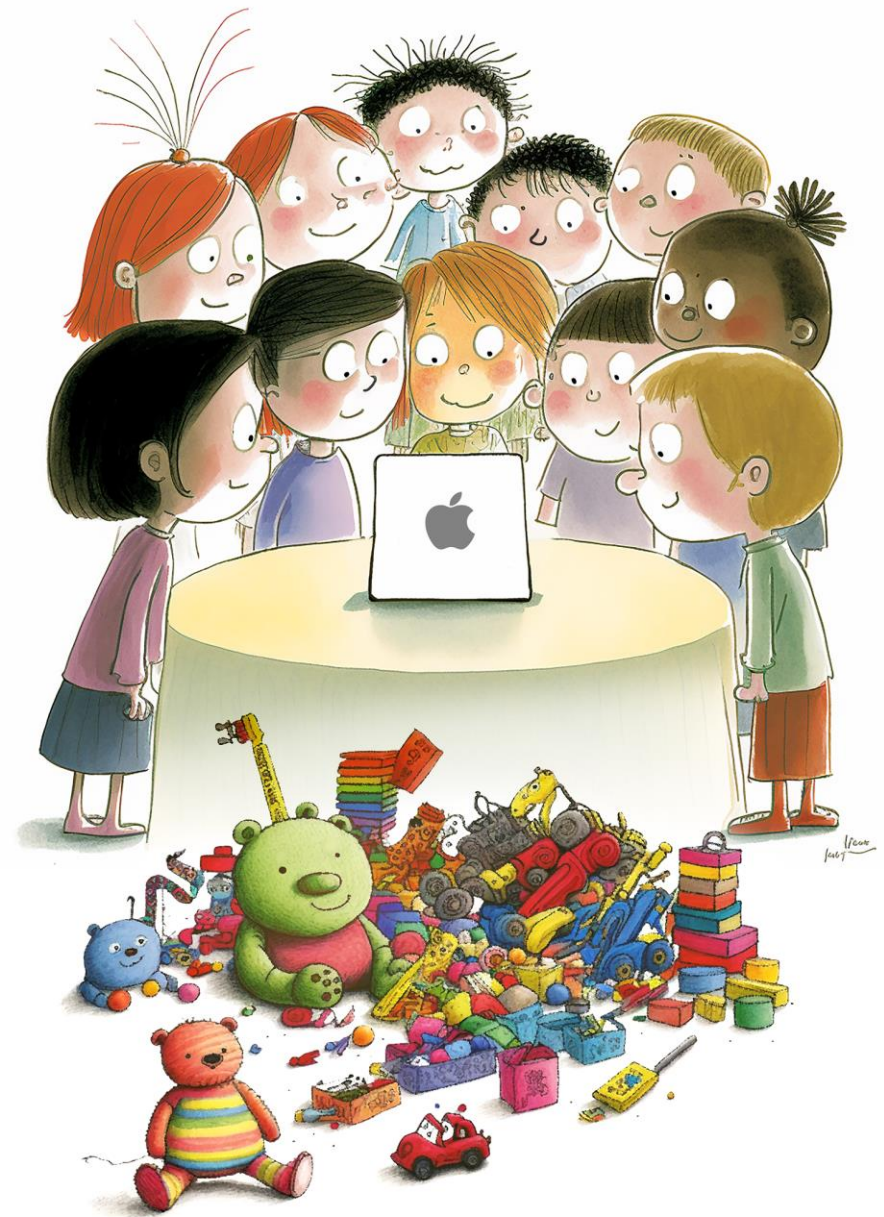
Do you know what a floppy disk is?

Technologies that come along and replace old technologies are called disruptive technology and history has shown that such 'disruptive technologies' can happen almost overnight, it can be a good thing, but it can also be bad for some companies that have been around a long time. In some cases, the company can even go out of business.

We surely do not want that to happen to our company, right?

It is therefore very important to stay up to date with new technologies and to keep an eye out for future competitors. However, it is not always easy to recognize these 'future competitors'.

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Many kids nowadays prefer iPads to traditional toys.

Maybe some examples can help?

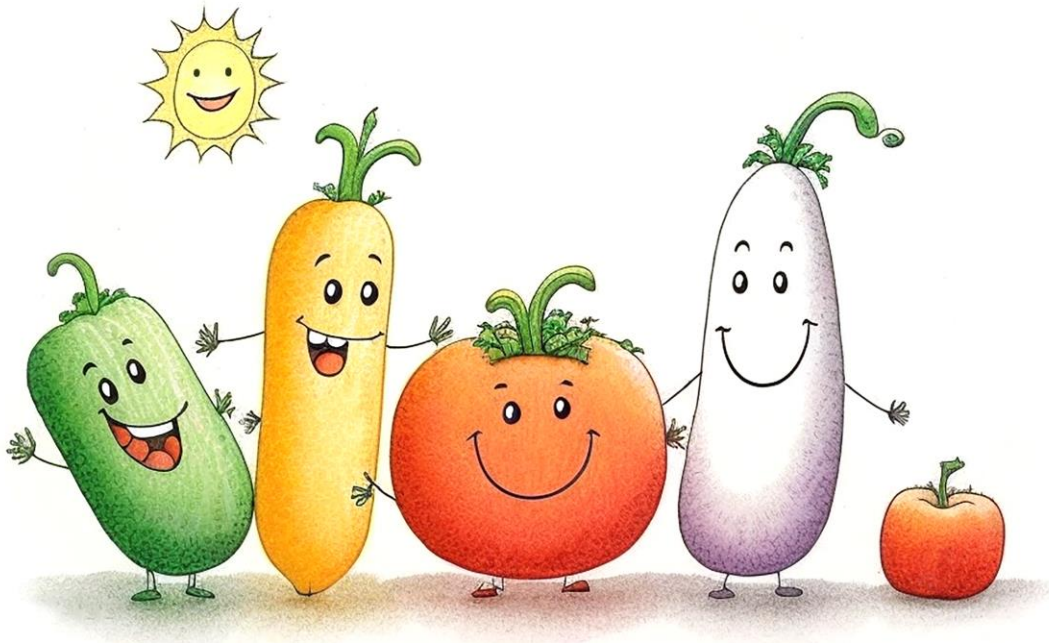
Nowadays, in some really big cities, some apartments don't have kitchens! People get prepared meals delivered by companies like Deliveroo. This saves them space, time, and sometimes even money! So instead of buying a kitchen and cooking a meal, they get their food delivered right to their doorstep.

Another one? Have you seen the amazing electrified Bird steps? They are the newest way for people to get around - perfect for commuters! So now, instead of carrying a bulky folding bike, you can hop onto one of these Bird steps and get to your destination in no time and just leave it there.

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Everything can now be ordered and delivered to your door.



In the future, we will eat a lot more vegetables

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Of course, people also change, their needs change, but also their beliefs and principles.

It's not that hard to imagine that within the next 20 years, many people will eat less meat and not drink as much alcohol. This is something that is already starting to happen. Overall people are starting to care more about their health but also about how their actions and behavior can affect the planet. Companies that don't pay attention to these trends won't do very well in the future.

It's therefore also important to pay attention to consumer trends so you can make sure you are selling the things people want to buy.

Just like your parents can tell you what to do, the government can decide what is allowed and what is not allowed.

They make the rules and sometimes even ban stuff, other times they choose to give people some money to buy certain stuff, like solar panels, or an electric car.

Governments also have plans for the future, and it's really important to know what those plans are.

Knowing what the government wants to do helps you know what might happen in the future.



It is best to be on the Government's good side.

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