



FUTUROS PRAGMÁTICOS
e NATIVOS VIRTUAIS



"Qualquer tecnologia
suficientemente avançada
é indistinguível de mágica"

Arthur C. Clarke

FINANCE REPORT

ACCOUNT REPORT

DASHBOARD > INCOME

DAILY WEEKLY MONTHLY



TOTAL INCOME



LINE ITEMS	16.15 M\$	LINE ITEMS	13.5 M\$	LINE ITEMS	13.00 M\$
SHIPPING	0.15 M\$	SHIPPING	0.2 M\$	SHIPPING	0 \$
TAXES	0%	TAXES	0%	TAXES	0%
TOTAL	16.3 M\$	TOTAL	13.7 M\$	TOTAL	13.00 M\$

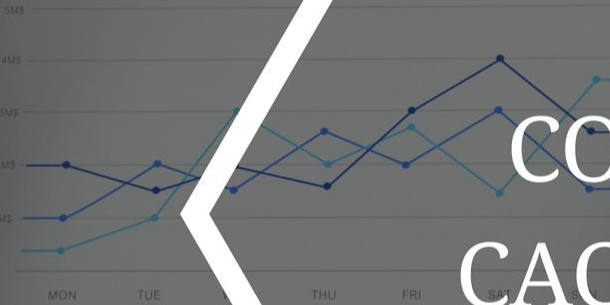
victor hugo soares

FINANCE REPORT

ACCOUNT REPORT

DASHBOARD > INCOME

DAILY WEEKLY MONTHLY



TOTAL INCOME



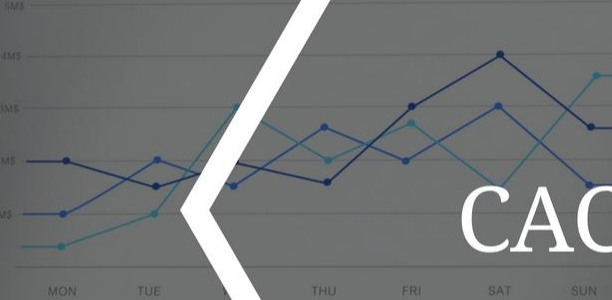
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FINANCE REPORT

ACCOUNT REPORT

DASHBOARD > INCOME

DAILY WEEKLY MONTHLY



TOTAL INCOME



Category	Value	Category	Value	Category	Value
LINE ITEMS	16.15 M\$	LINE ITEMS	13.5 M\$	LINE ITEMS	10.00 M\$
SHIPPING	0.15 M\$	SHIPPING	0.2 M\$	SHIPPING	0 \$
TAXES	0%	TAXES	0%	TAXES	0%
TOTAL	16.3 M\$	TOTAL	13.7 M\$	TOTAL	13.00 M\$

CACTU
for business

FINANCE REPORT

ACCOUNT REPORT

DASHBOARD > INCOME

DAILY WEEKLY MONTHLY



DATABIZZ

TOTAL INCOME



LINE ITEMS	16.15 M\$	LINE ITEMS	13.5 M\$	LINE ITEMS	13.00 M\$
SHIPPING	0.15 M\$	SHIPPING	0.2 M\$	SHIPPING	0 \$
TAXES	0%	TAXES	0%	TAXES	0%
TOTAL	16.3 M\$	TOTAL	13.7 M\$	TOTAL	13.00 M\$

GERAR DADOS SOBRE NOVOS NEGÓCIOS

FINANCE REPORT

ACCOUNT REPORT

DASHBOARD > INCOME

DAILY WEEKLY MONTHLY



TOTAL INCOME

37.91%

31.86%

30.23%

LINE ITEMS	16.15 M\$
SHIPPING	0.15 M\$
TAXES	0%
TOTAL	16.3 M\$

LINE ITEMS	13.5 M\$
SHIPPING	0.2 M\$
TAXES	0%
TOTAL	13.7 M\$

LINE ITEMS	13.00 M\$
SHIPPING	0 \$
TAXES	0%
TOTAL	13.00 M\$



TRANSFORMAÇÃO
DIGITAL

FUTURISMO



FUTURISMO

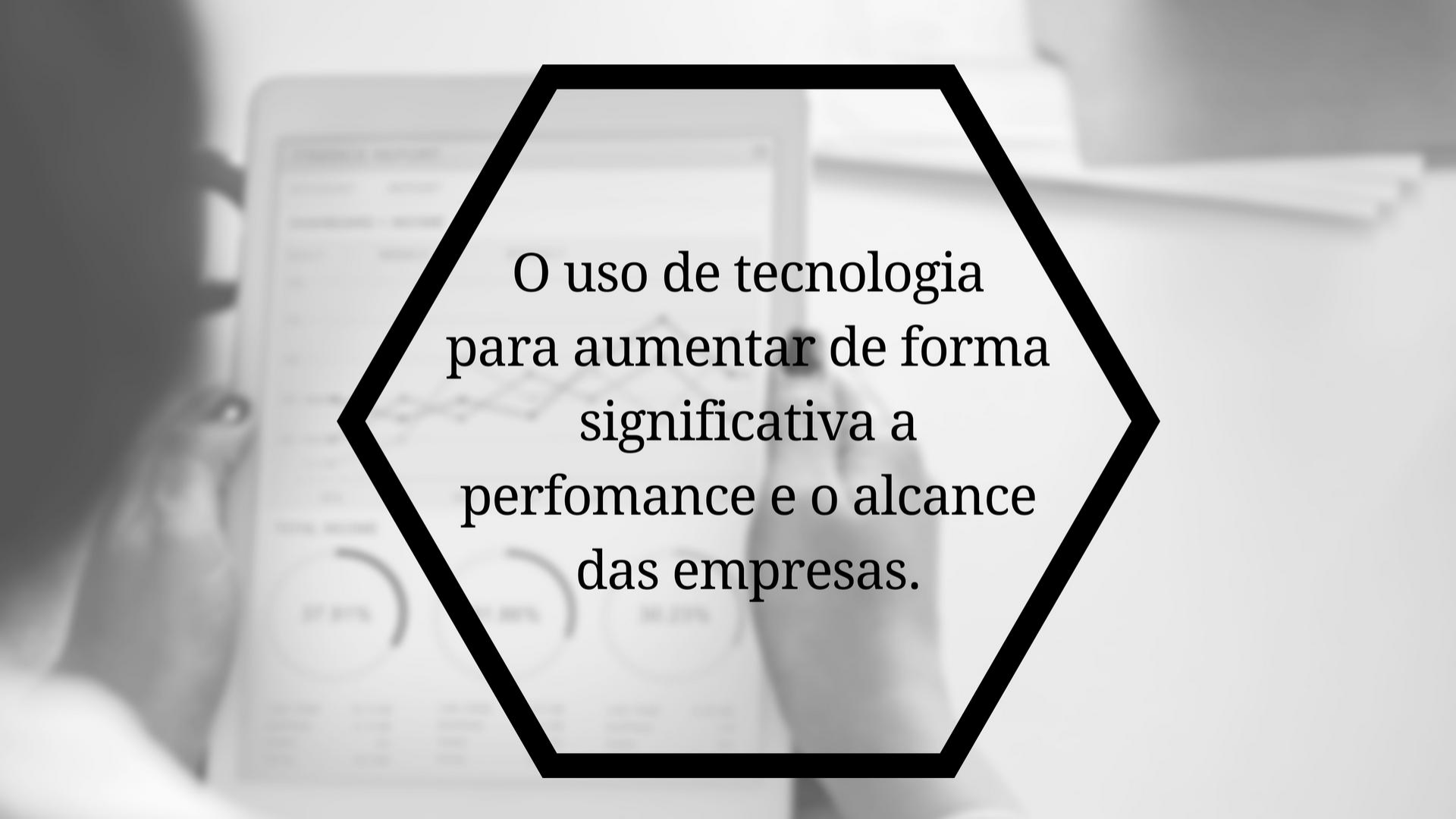
HUMANOS







transformação
digital

A grayscale background image showing a person's hands holding a tablet. The tablet screen displays a data dashboard with various charts and graphs. Overlaid on this background is a large, thick black hexagonal border. Inside this hexagon, the text is centered and reads: "O uso de tecnologia para aumentar de forma significativa a performance e o alcance das empresas." The text is in a black, serif font.

O uso de tecnologia
para aumentar de forma
significativa a
performance e o alcance
das empresas.



3 Core Capabilities

To successfully navigate digital transformation and protect against digital disruption, all organizations need to develop three core capabilities (Professor Michael Wade)

01

Hyper-awareness

02

Informed decision-making

03

Fast execution

How Blockbuster Almost Beat Netflix

Before Internet killed the video store, Netflix and Blockbuster almost merged (twice) and the retail video store giant nearly toppled its upstart online competitor.

Aaron Sankin ([AaronSankin](#))
Nov 14, 2013 at 11:29AM

Last week, former movie rental behemoth Blockbuster announced the closure of its approximately 300 remaining company-owned storefronts, as well as the cessation of its rent-by-mail business by early 2014. While **Dish Network** ([NASDAQ:DISH](#)), the satellite TV firm that bought Blockbuster following its 2011 bankruptcy, has said its franchised stores will remain open and the streaming movie service Blockbuster@Home will continue operation, this decimation of Blockbuster's once-thriving business represents the end of an era in the world of home entertainment.

As told by author Gina Keating, the story of Blockbuster's downfall is also the tale of **Netflix's** ([NASDAQ:NFLX](#)) ascent. And the decade-long battle between the two companies over who would dominate America's television screens is far more interesting and complex than the simple narrative of a young, nimble upstart eating the lunch of its slow-moving, monopolistic competitor. The history of the two companies is intertwined with multiple mergers almost coming to fruition and one brief shining moment when it looked like Blockbuster might actually drive Netflix out of business.

Where it all began

According to Netflix CEO Reed Hastings, the company was borne in 1997 after he racked up a \$40 late fee on *Apollo 13* at Blockbuster, and thought there had to be a better way to rent movies. While Keating, in her book, *Netflixed: The Epic Battle For America's Eyeballs*, argues that Netflix's inception was more about finding a way to sell things on a data-rich Internet platform than creating a Blockbuster-slaying killer app, the company's focus on a single rival is instructive. At virtually every stage, Netflix designed its system by asking a single question over and over again: How do we make this experience better than renting a movie from Blockbuster.

Netflix immediately started throwing ideas against the wall and seeing what stuck. There were originally late fees on movie rentals and the company initially made much of its profit through the sale of DVDs. However, Netflix eventually eliminated those fees, a big advantage over Blockbuster. And it got out of the DVD sales game when it realized there was no way it could compete with prices at big box stores like Wal-Mart and Best Buy, which sold DVDs below cost as loss leaders just to get people in the door to buy televisions and digital cameras.

AUTHOR



Aaron Sankin
([AaronSankin](#))

ARTICLE INFO

Nov 14, 2013 at 11:29AM

The Business

STOCKS

NETFLIX **Netflix**
[NASDAQ:NFLX](#)
\$377.88 \$8.45 (2.29%)

DISH Network



Xerox Star

USA 1981

Editor: Cornelis Robat



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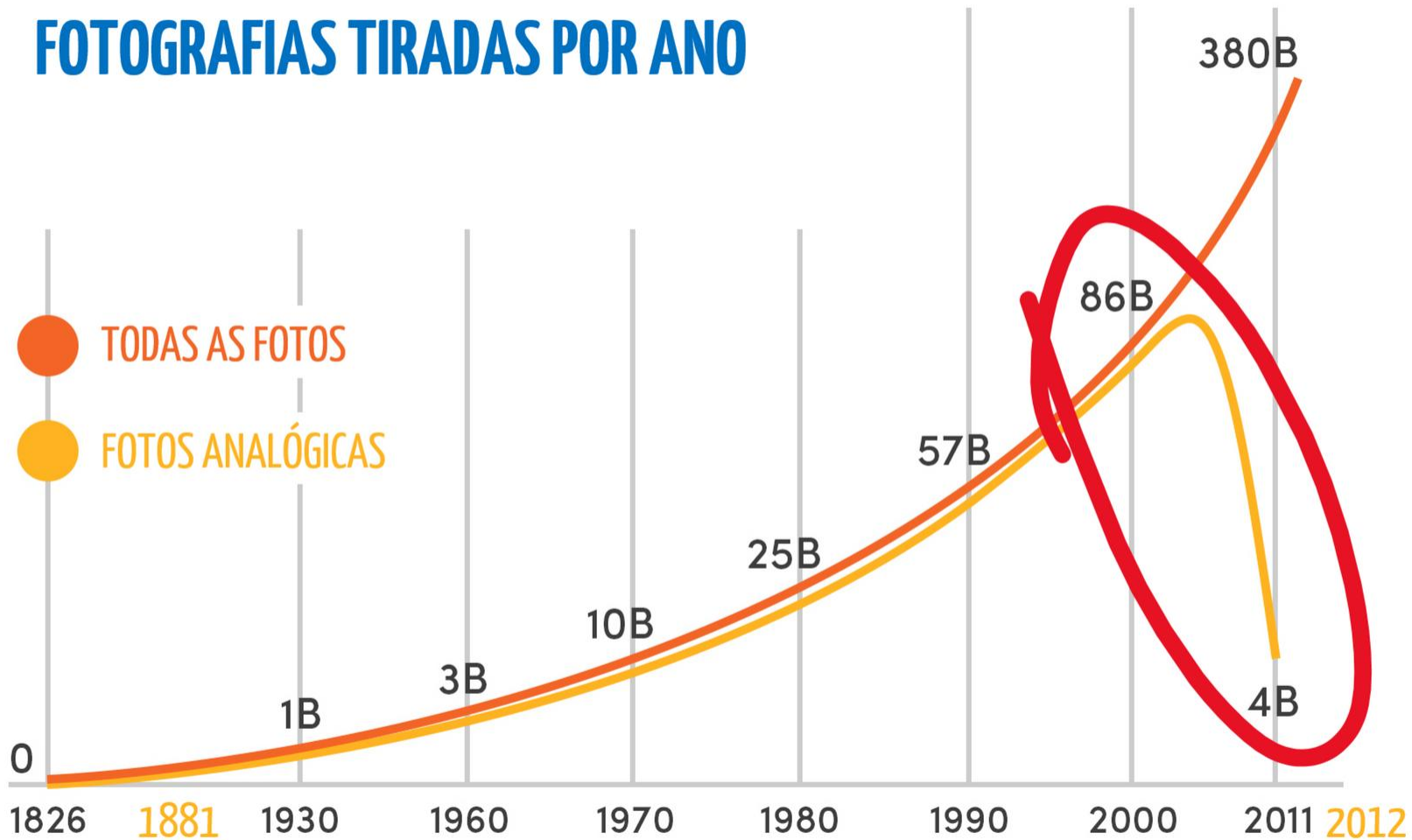
[hardware](#)

[software](#)



(3)

FOTOGRAFIAS TIRADAS POR AÑO

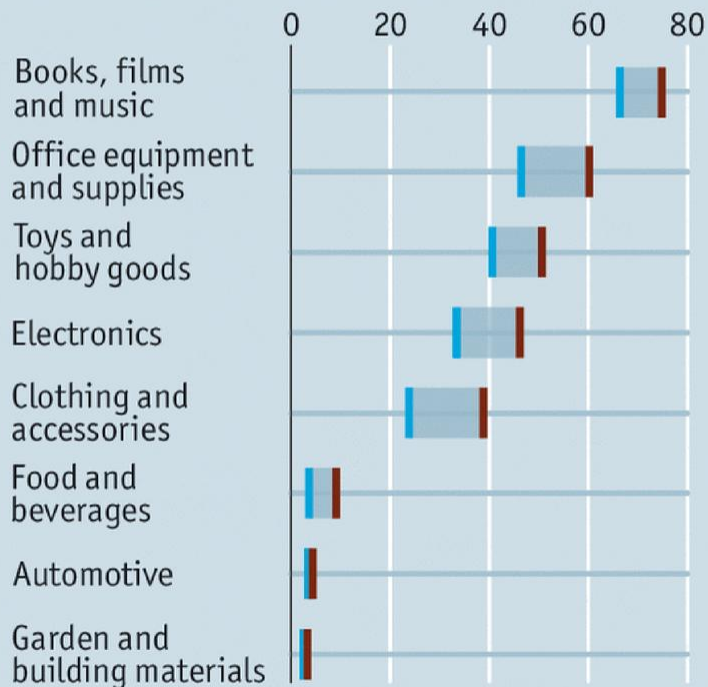


Clickbait

1

United States, share of online sales, forecast, %

2017 2022

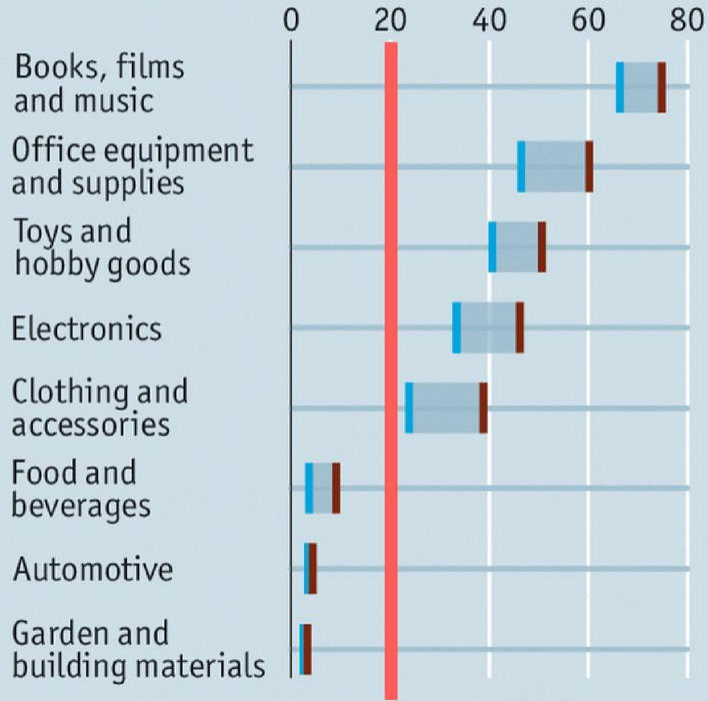


Source: Cowen and Company

Clickbait

United States, share of online sales, forecast, %

2017 2022



Source: Cowen and Company

1

Ao chegar a 20% da receita num mercado, o digital provoca uma ruptura; a partir daí, se você não estiver razoavelmente digital, já era.

Paul Proctor, VP, Gartner

transformação
digital



transformação
digital

Futurismo





Tendência
(1-3 anos)



Longo Prazo
(10 anos)





The image shows a person's hands holding a tablet displaying a financial report. The report includes a line chart and three donut charts. A large white hexagonal outline is overlaid on the center of the image, containing the word 'Futurismo' in a white serif font.

FINANCIAL REPORT

PERIOD: MONTHLY

PERFORMANCE & INCOME

DATE: MONTHLY

PERCENTAGE

TOTAL INCOME


PERCENTAGE	PERCENTAGE	PERCENTAGE
37.81%	31.86%	30.23%

DATE: MONTHLY

PERCENTAGE

TOTAL INCOME

PERCENTAGE	PERCENTAGE	PERCENTAGE
37.81%	31.86%	30.23%



Conjunto de estudos sobre os possíveis, prováveis e preferíveis futuros.

A person is holding a tablet displaying a financial report. The report includes a line graph and three donut charts. A large white hexagonal overlay is centered on the screen, containing the text 'Sinais Fracos Sinais de Futuro & Wild Cards.' The background is a blurred office setting.

Sinais Fracos
Sinais de Futuro
& Wild Cards.

FINANCIAL REPORT

PERIOD: REPORT

EXPENSES & INCOME

Q1 Q2 Q3



NET INCOME



Category	Q1	Q2	Q3
Revenue	10000	11000	12000
Expenses	62190	78140	89770
Net Income	37810	31860	30230







FINANCIAL REPORT


PERFORMANCE & INCOME



PERCENTAGE INCOME



Category	Value	Category	Value
Category 1	1.2	Category 2	1.5
Category 3	1.8	Category 4	2.1
Category 5	2.5	Category 6	3.0

- 
- Mudanças de comportamento social
 - Mudanças de regras/leis/jurisdições
 - novos modelos de negócios que surgem
 - tecnologias com novos paradigmas
 - resultados inesperados sobre algo



nativos virtuais



FUTUROS PRAGMÁTICOS
e NATIVOS VIRTUAIS





VIRTUAL

AUMENTADA

VIRTUAL









MISTA
AUMENTADA VIRTUAL



An aerial, high-angle view of a city at night, showing a grid of streets and illuminated buildings. The image is dark, with the city lights providing a pattern of yellow, blue, and white. A large, white, hollow hexagonal frame is centered over the image. Inside the hexagon, the text 'realidades extendidas' is written in a white, lowercase, sans-serif font. Below this, the words 'EXTENDED REALITY' are written in a smaller, uppercase, sans-serif font.

realidades extendidas

EXTENDED REALITY



NATIVOS DIGITAIS VIRTUAIS

The background is a blurred, high-angle view of a modern office or digital workspace. It features numerous people in white silhouettes moving through the space. The environment is filled with colorful, glowing lines and rectangular shapes in shades of blue, purple, yellow, and red, suggesting a complex network or data flow. The overall atmosphere is dynamic and technological.

NATIVOS DIGITAIS



Mark Prensky

NATIVOS DIGITAIS
IMIGRANTES

An aerial, high-angle view of a busy city street at night. The scene is filled with blurred figures of people walking and colorful lights from buildings and streetlights, creating a sense of motion and activity. The overall color palette is dominated by dark blues and blacks, with vibrant streaks of yellow, red, and green light.

PENSA PROCESSA



PENSA
PROCESSA INFORMAÇÃO

A young child with long hair, wearing a white long-sleeved shirt, is sitting at a dark table. They are wearing a black VR headset and have their hands near their face, looking intently at the screen. The background is a blurred indoor setting with a white chair back visible.

NATIVOS VIRTUAIS

An aerial, high-angle view of a busy city street at night. The street is filled with blurred figures of people walking, suggesting a fast-paced environment. The scene is illuminated by various colorful lights, including yellow, blue, and purple, which create a vibrant and dynamic atmosphere. The overall image is slightly out of focus, emphasizing movement and light over sharp details.

[SE?



NATIVOS VIRTUAIS

An aerial, high-angle view of a city at night. The city lights are blurred, creating a bokeh effect. In the foreground, several white silhouettes of people are walking, suggesting a busy urban environment. The overall color palette is dark with vibrant, out-of-focus lights in various colors like blue, yellow, and red.

OCUPAÇÃO HÍBRIDA

An aerial, high-angle photograph of a busy city street, likely Times Square in New York City, showing a dense crowd of people and colorful billboards. A large white hexagonal frame is superimposed over the center of the image. Inside the frame, the words "Personal Landmarks" are written in a white, serif font, stacked on two lines. The background is dark and slightly blurred, emphasizing the central text and frame.

Personal
Landmarks







IMMERSIVE INFLUENCERS

An aerial, high-angle view of a city at night, showing a dense grid of streets and buildings. The city lights are visible, and the overall scene is dark with some colorful highlights from the buildings. A large, white, outlined hexagon is centered on the image, containing the text "1st Gen".

1st Gen



eVR

your appearance



Welcome to
 AltspaceVR

Please take a moment and choose your appearance



ENTER ALTSPACE

Welcome to
 AltspaceVR

Please take a moment and choose your appearance



ENTER ALTSPACE




Please take a m



@NowThisNews

NT



A close-up shot of a woman with long, dark, wavy hair that appears to be wet. She is looking towards the left of the frame with a slight, pleasant smile. Her hand is raised to her hair. In the foreground on the left, the back of a man's head and shoulder is visible, suggesting he is looking at her. The background is a soft, out-of-focus outdoor setting, possibly a beach or a poolside.

So you kind of like me?



GOVERNOS VIRTUAIS

An aerial, high-angle view of a city at night, showing a dense grid of buildings and streets illuminated by streetlights. The image is dark, with the lights providing contrast. A large, white, hollow hexagonal frame is centered over the image. Inside this frame, the words "Remote Services" are written in a white, serif font, stacked on two lines.


Remote
Services

An aerial, high-angle photograph of a city at night, showing a dense grid of buildings and streets illuminated by streetlights. The image is slightly blurred, giving it a sense of motion or a wide-angle shot. In the center of the image, there is a white, thick-lined hexagonal frame. Inside this frame, the words "Citizen Experience" are written in a white, serif font, centered both horizontally and vertically.

Citizen
Experience



Democracia
Virtual



INFLAÇÃO DO CUSTO MATERIAL



005967 T



FEDERAL RESERVE NOTE

20 DOLLARS

63 00005967 T

20

TWENTY



TRANSFORMAÇÃO
DIGITAL

FUTURISMO



Como acompanhar
a ruptura?

Como ver
ou criar
o cenário
na frente?



bit.ly/nativosvirtuais



Victor Hugo Soares
@victorhasz
victor@databizz.co



FUTUROS PRAGMÁTICOS
e NATIVOS VIRTUAIS