



FÓRUM RNP 2015
mobilidade

**Mobilidade e Big Data:
Como o mercado vê
oportunidades na academia**

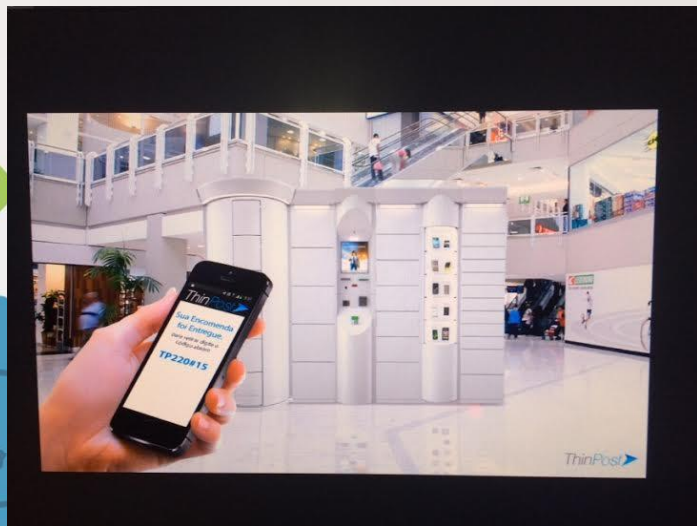
Cezar Taurion





FÓRUM **RNP** 2015

mobilidade



O QUE QUEREMOS?



**O FIM DO CORRETOR
ORTOGRÁFICO DOS
CELULARES!**



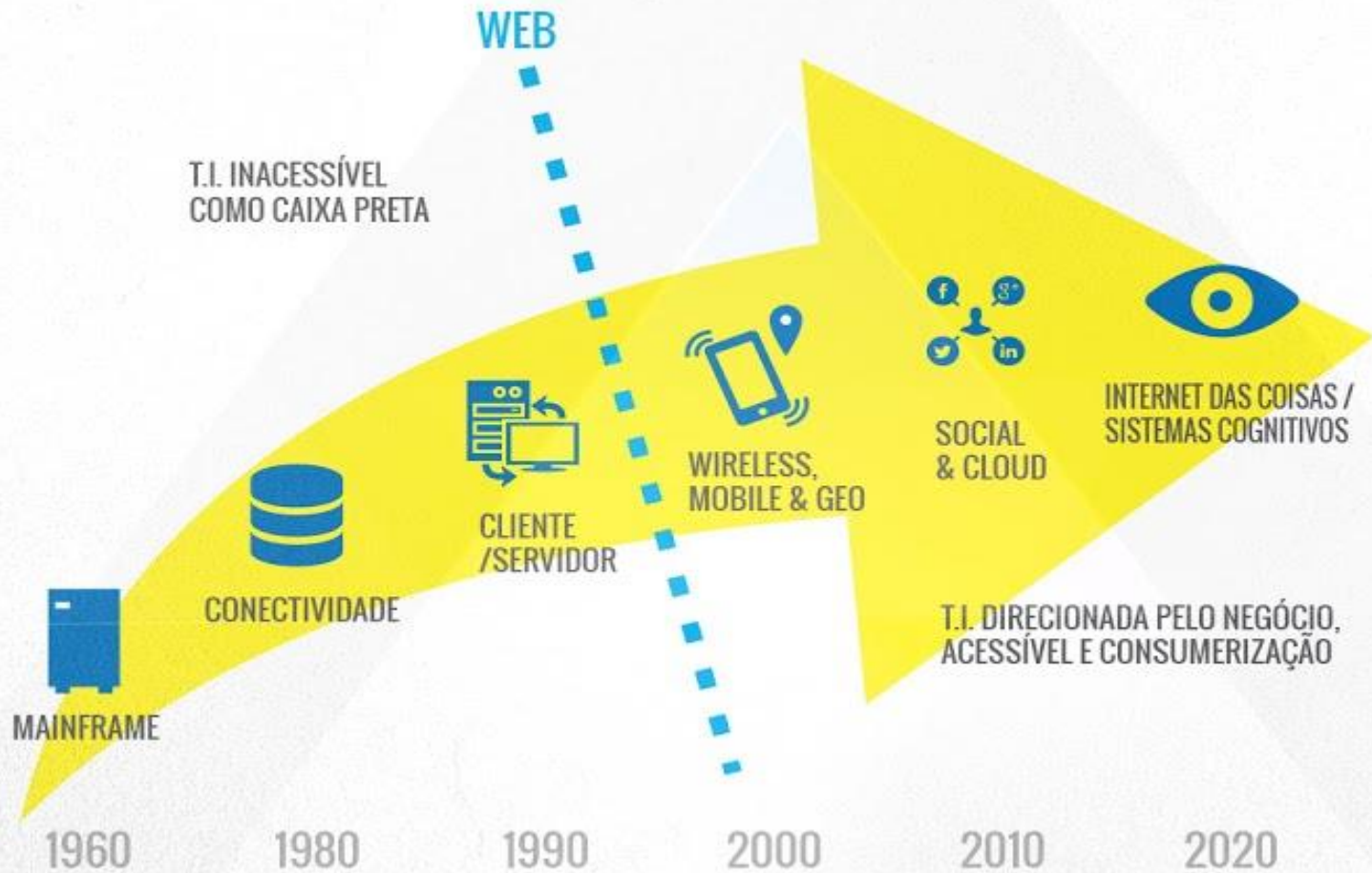
QUANDO QUEREMOS?



**ADORA!
AMORA!
AFLORA!
AURORA
VAI TOMAR NO CÉU!**



A REVOLUÇÃO DA INTERNET





2005



2013

A ECONOMIA DOS APLICATIVOS




A SOCIEDADE HIPERCONECTADA



REVISITANDO A PIRÂMIDE DE MASLOW





Padre, eu
pequei....

Já to
sabendo.



LITTERIS
Consulting





TECNOLOGIA
SOCIAL E
PERVASIVA

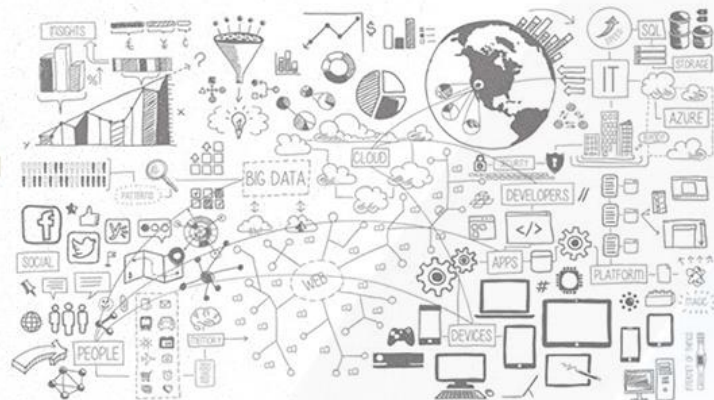
TUDO EM
TEMPO REAL

A SOCIEDADE
HIPERCONECTADA

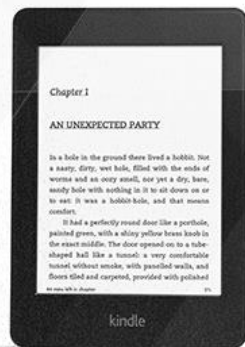
UM NOVO
AMBIENTE DE
TRABALHO

UMA NOVA
GERAÇÃO

MUNDO CADA VEZ MAIS DATA-DRIVEN



A REVOLUÇÃO DO MICROSCÓPIO



E VOCÊ AINDA
PENSAVA QUE
LIA SOZINHO(A)?



INSTITUTE FOR THE FUTURE

O IFTF prevê mudanças profundas na forma como a tecnologia transformará o mundo dentro de 10 anos:

“Há claros sinais de um movimento na direção de um mundo no qual todo elemento da vida estará ligado a dados”

2015: O MUNDO MUDOU, VOCÊ PERCEBEU ?



U B E R A maior empresa de táxis do mundo não possui nenhum veículo em sua frota.

facebook A maior empresa de mídia do mundo não produz nenhum conteúdo.

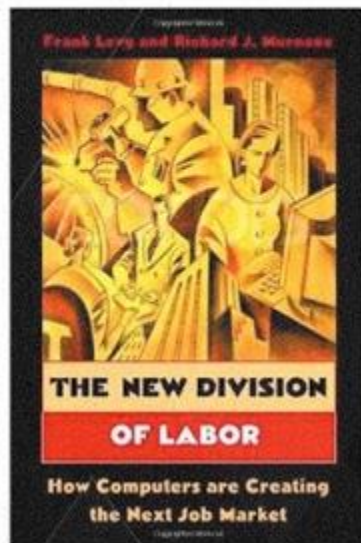


AliExpress O varejista virtual mais valorizado do mundo não possui nenhum produto em seu estoque.

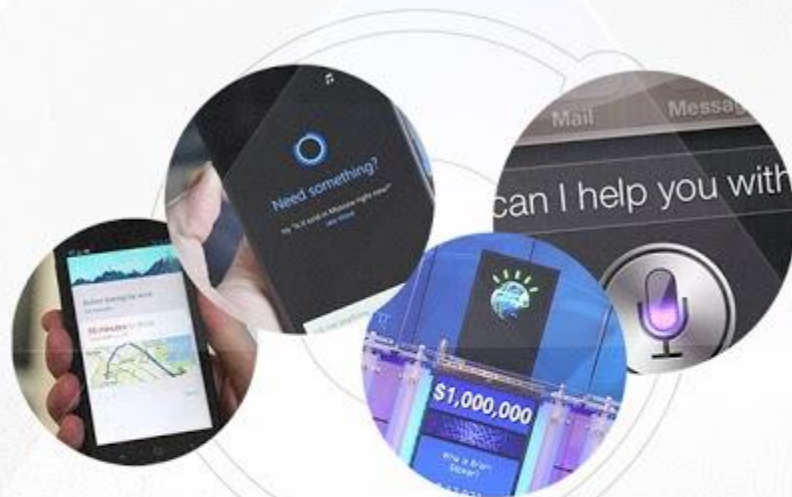


airbnb A maior empresa de reservas de hospedagem do mundo não é proprietária de nenhum imóvel.



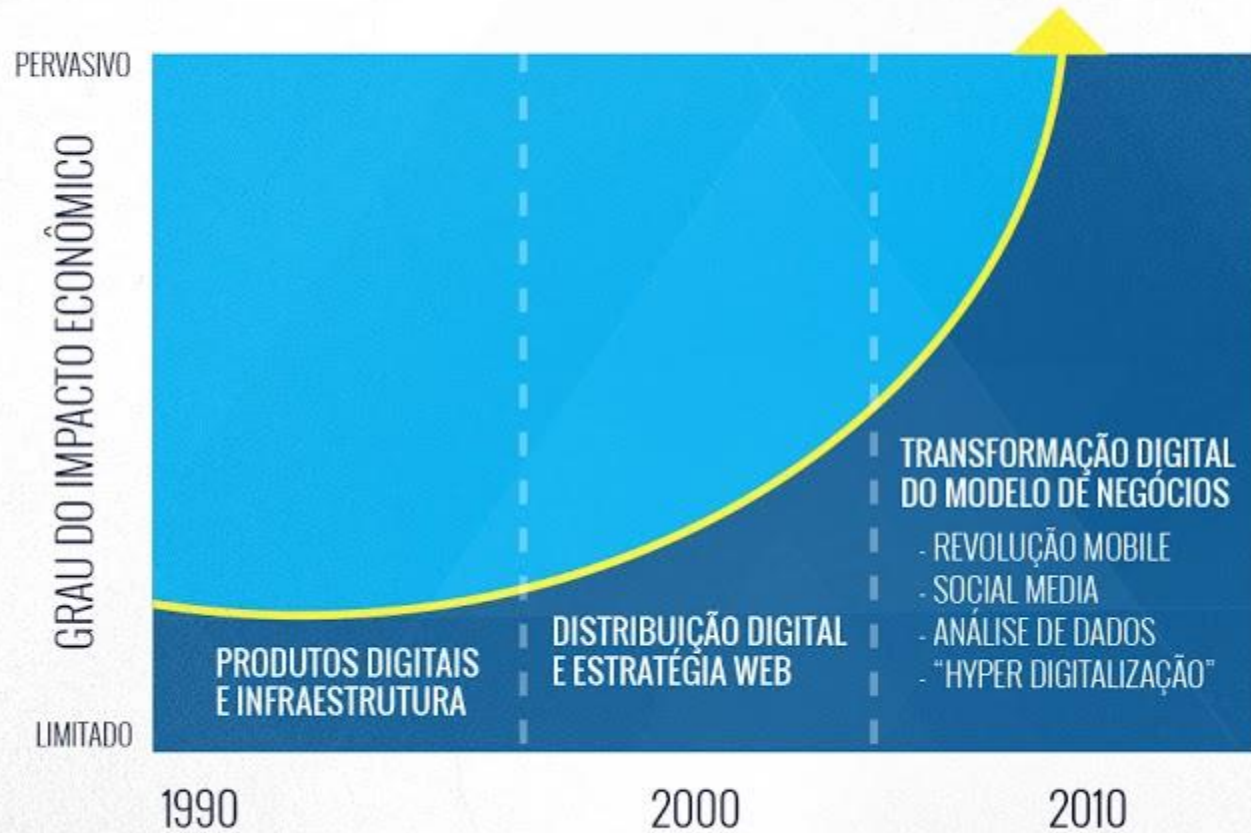


DE FÁBRICA
DE AUTOMÓVEIS
PARA EMPRESA
DE MOBILIDADE
PESSOAL

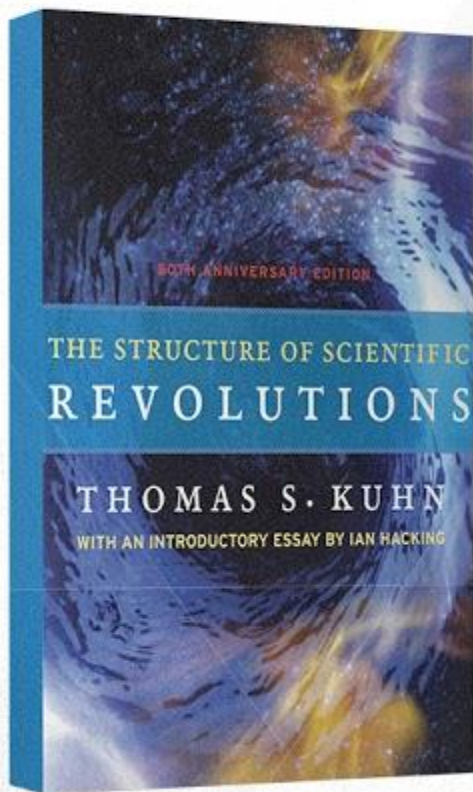


COMPUTAÇÃO COGNITIVA

TRANSFORMAÇÃO DIGITAL ESTÁ SE TORNANDO UBÍQUA



A MUDANÇA DE PARADIGMA JÁ ESTÁ ACONTECENDO



The Structure of Scientific Revolutions (1962)
por Thomas Kuhn

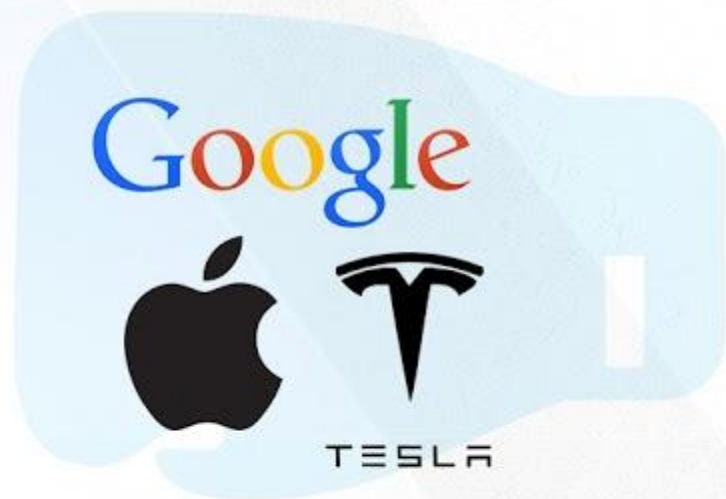
Think of a Paradigm Shift as a change from one way of thinking to another. It's a revolution, a transformation, a sort of metamorphosis. It just does not happen, but rather it is driven by agents of change.

PENSAR DIGITAL



THE E-BOOK
IS ON
THE TABLET

INDUSTRIA AUTOMOTIVA E NOVO CAMPO DE BATALHA “MONTADORAS X VALE DO SILICIO”





Valor das empresas da Shared Economy



28 bi US\$



23 bi US\$



20 bi US\$



10 bi US\$

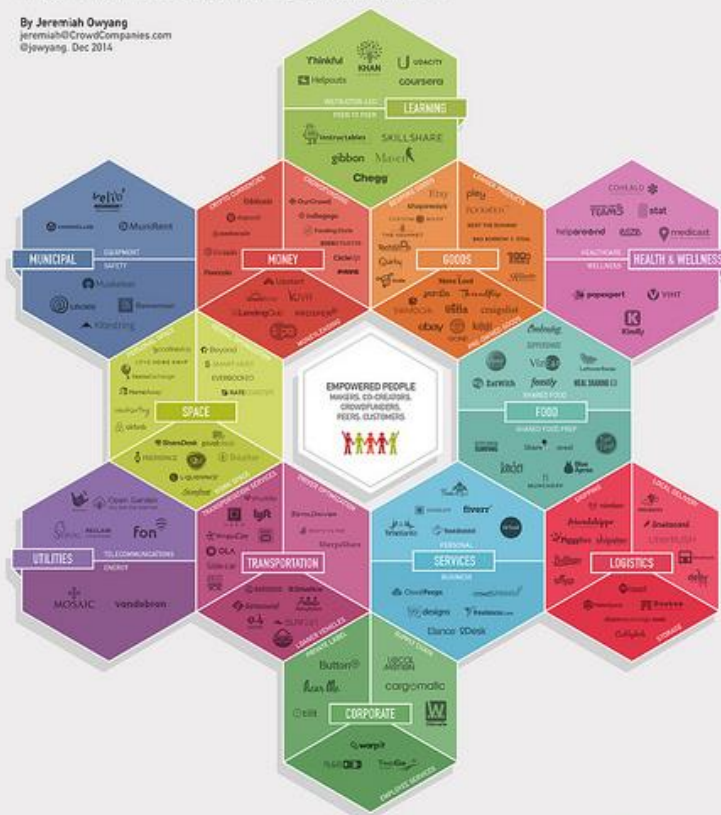
Collaborative Economy Honeycomb Version 2.0

The Collaborative Economy enables people to get what they need from their community. Similarly, in nature, honeycombs are resilient structures that enable many individuals to access, share, and grow resources among a common group.

In the original Honeycomb graphic, six distinct families of startup types were represented by the inner track of hexes. In a very short period of time, this movement has expanded, as reflected in the six additional hexes on the outer perimeter.

This visual representation of the movement is organized into families, classes, and startup examples. To access a complete directory of over 9,000 startups worldwide, advance to the Mesh Directory, managed by Mesh Labs: <http://meshlab.io/>

By Jeremiah Ouyang
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©jowyang, Dec 2014.



With input from:
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MASSACHUSETTS INSTITUTE OF TECHNOLOGY



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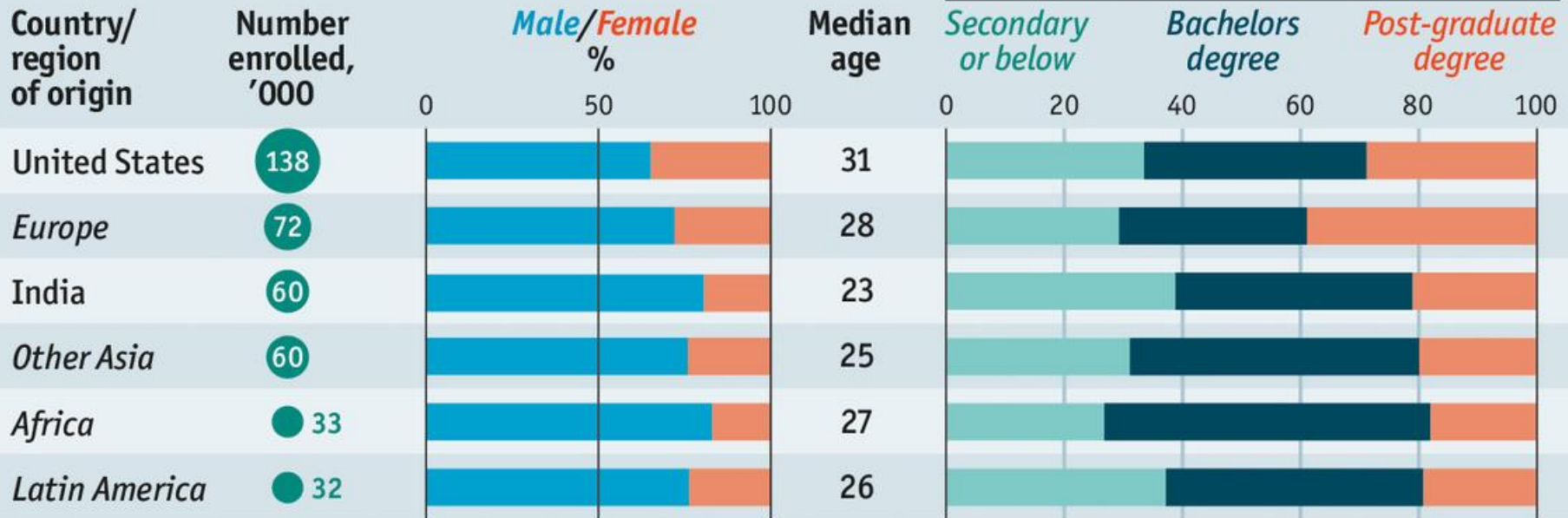




Scrolling for scrolls

Online MOOCs* provided by edX†

Student statistics, 2012-13 academic year



Source: edX

*Massive open online course

†Harvard University and Massachusetts Institute of Technology



1. **Uses of student data analytics for personalised services**
2. **Uses of technology to transform learning experiences (MOOC...)**
3. **Student driven flexible study modes**

Facebook

STRIKING, MIRACULOUS
SOCIAL TEAM-UP!



YOUR FILMS WILL LAST FOREVER ON
YOUTUBE
THE CHAMPION ADDRESS ON INTERNET!



Twit

The sublime
community wi

A VIRTUAL locality with
Twitter! A notorious new
contact with family
following or being
experiences like
books, photos

É PRECISO
AGIR RÁPIDO!
O FUTURO SE
TORNA PASSADO
RAPIDAMENTE





Ministério da
Cultura

Ministério da
Saúde

Ministério da
Educação

Ministério da
Ciência, Tecnologia
e Inovação

GOVERNO FEDERAL
BRASIL
PÁTRIA EDUCADORA



FORUM **RNP** 2015

mobilidade

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