



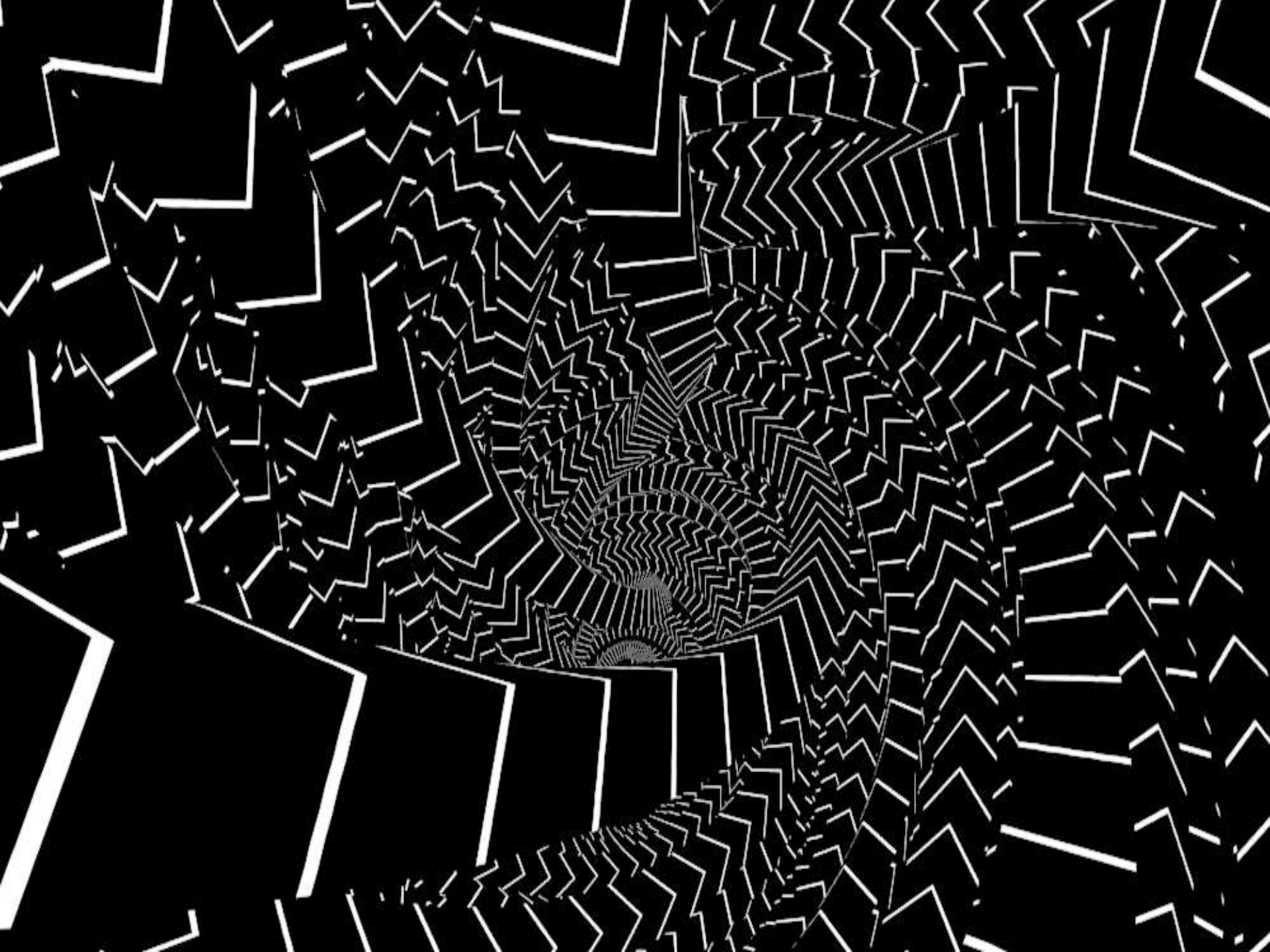
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BY silvio meira, silvio@meira.com

esta apresentação usa o [font Yanone Kaffesatz](#)



silvio@meira.com

@srlm

/srdlm

boletim.de/silvio

much
more

Unlocking Digital Dollars



Paper: Sinais do Futuro Imediato

Data 25/04/17 - Categoria Inovação - Tempo de Leitura 3 minutos

Por Silvio Meira, Chief Imagination Officer, MuchMore

Internet das coisas, Plataformas, Mercados em Rede e Transformação Digital.

Veja por outra a gente é tentado a fazer previsões para o futuro próximo, como se houvesse uma descontinuidade radical entre o que está acontecendo agora e o que poderá vir a rolar depois de uma data qualquer, como o 31/12 de qualquer ano. Nunca gostamos de pensar o futuro nestes termos. O futuro – qualquer um que há de acontecer – já está rolando, em parte, agora, só não está homogeneamente distribuído. Seja como imaginação, ou planos, ou protótipo ou, quem sabe, talvez até já tenha acontecido há algum tempo e ninguém tenha notado. Ou, em muitos casos, tenha acontecido, mas não era seu tempo ainda – deu errado – e, de repente, vai voltar a acontecer.

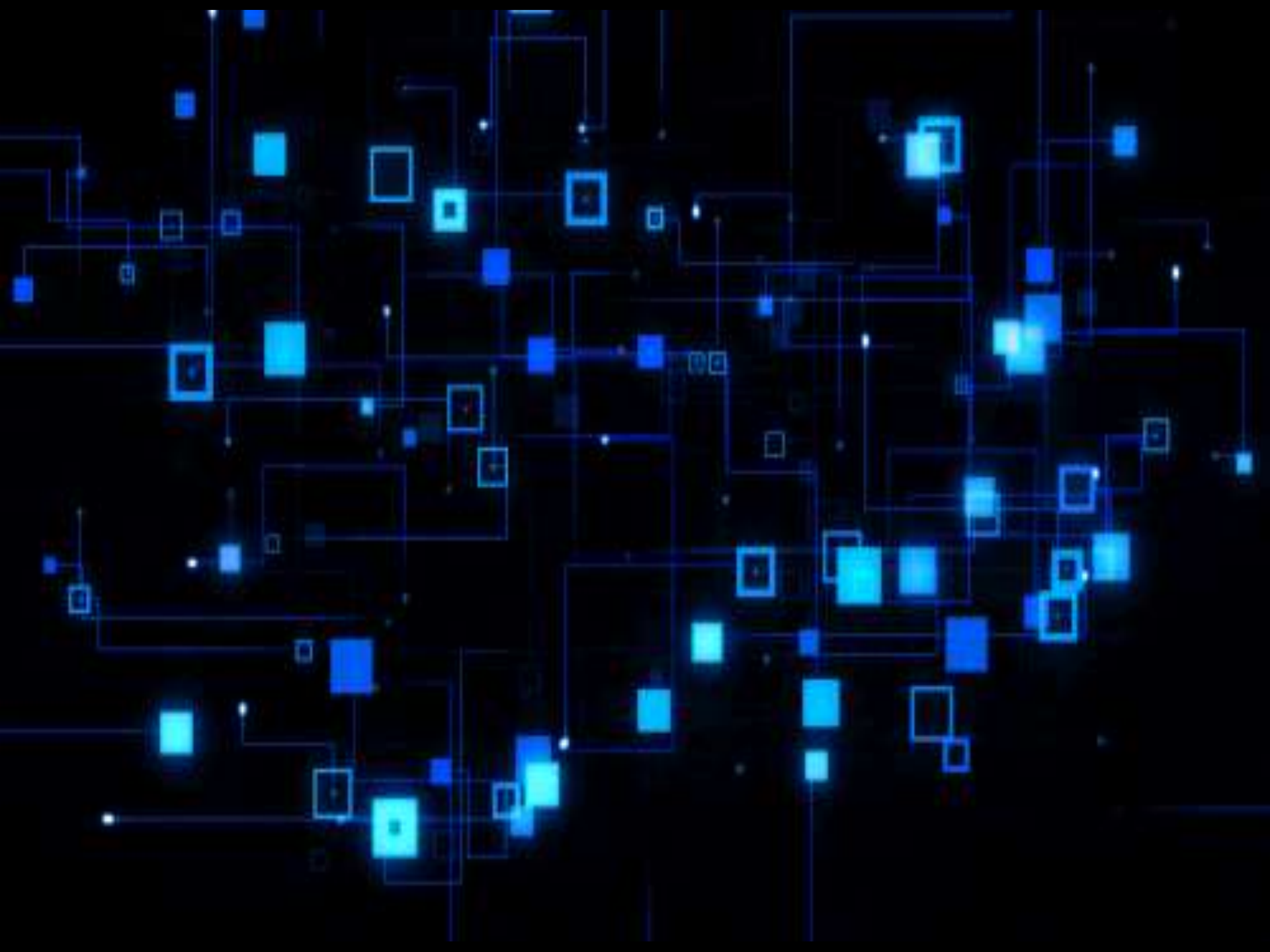
bit.ly/muchmoresinais

much
more

Unlocking Digital Dollars



DIGITAL DISRUPTION



3

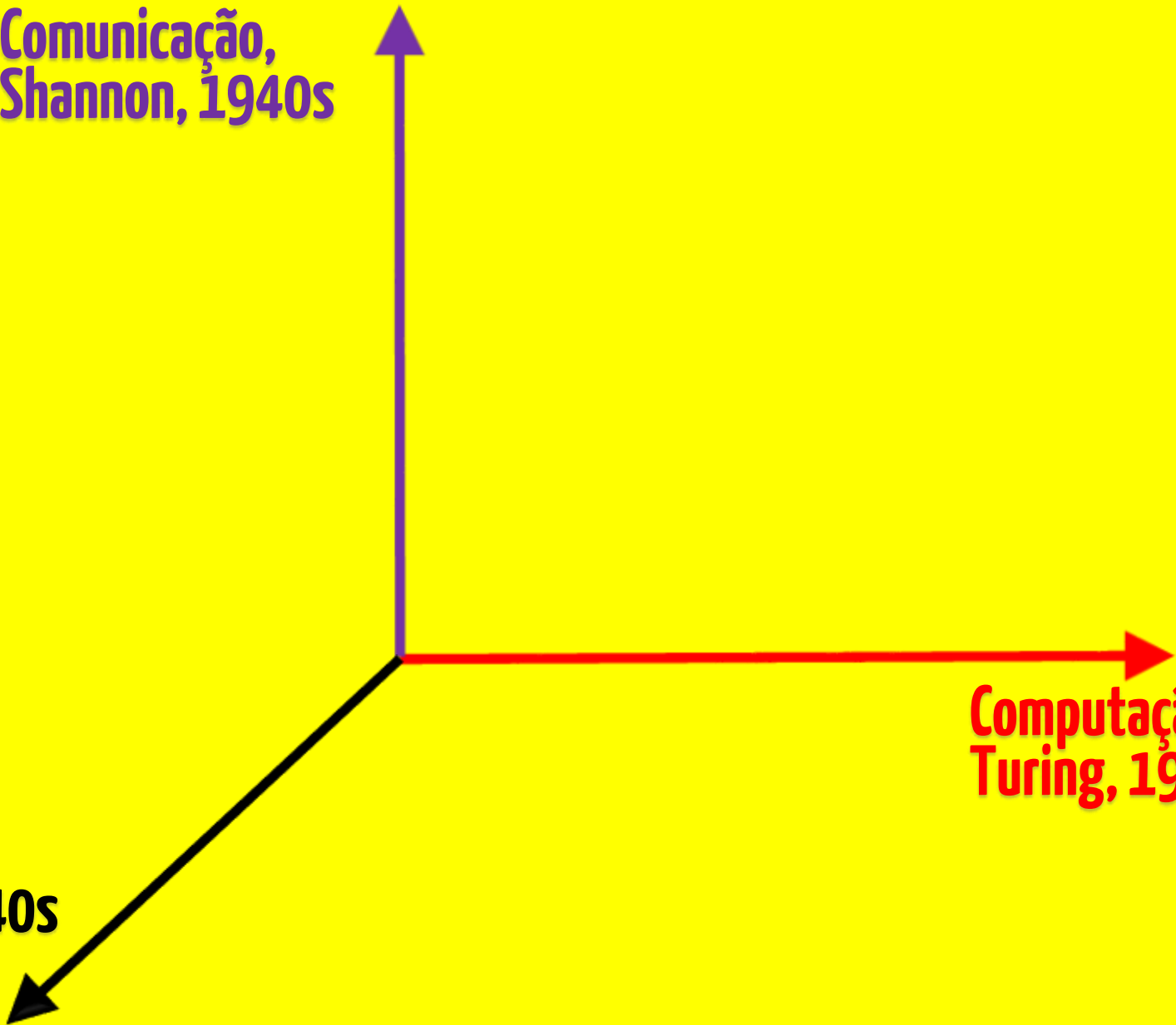
chaves para o futuro imediato

1. internet das coisas

**Comunicação,
Shannon, 1940s**

**Computação,
Turing, 1930s**

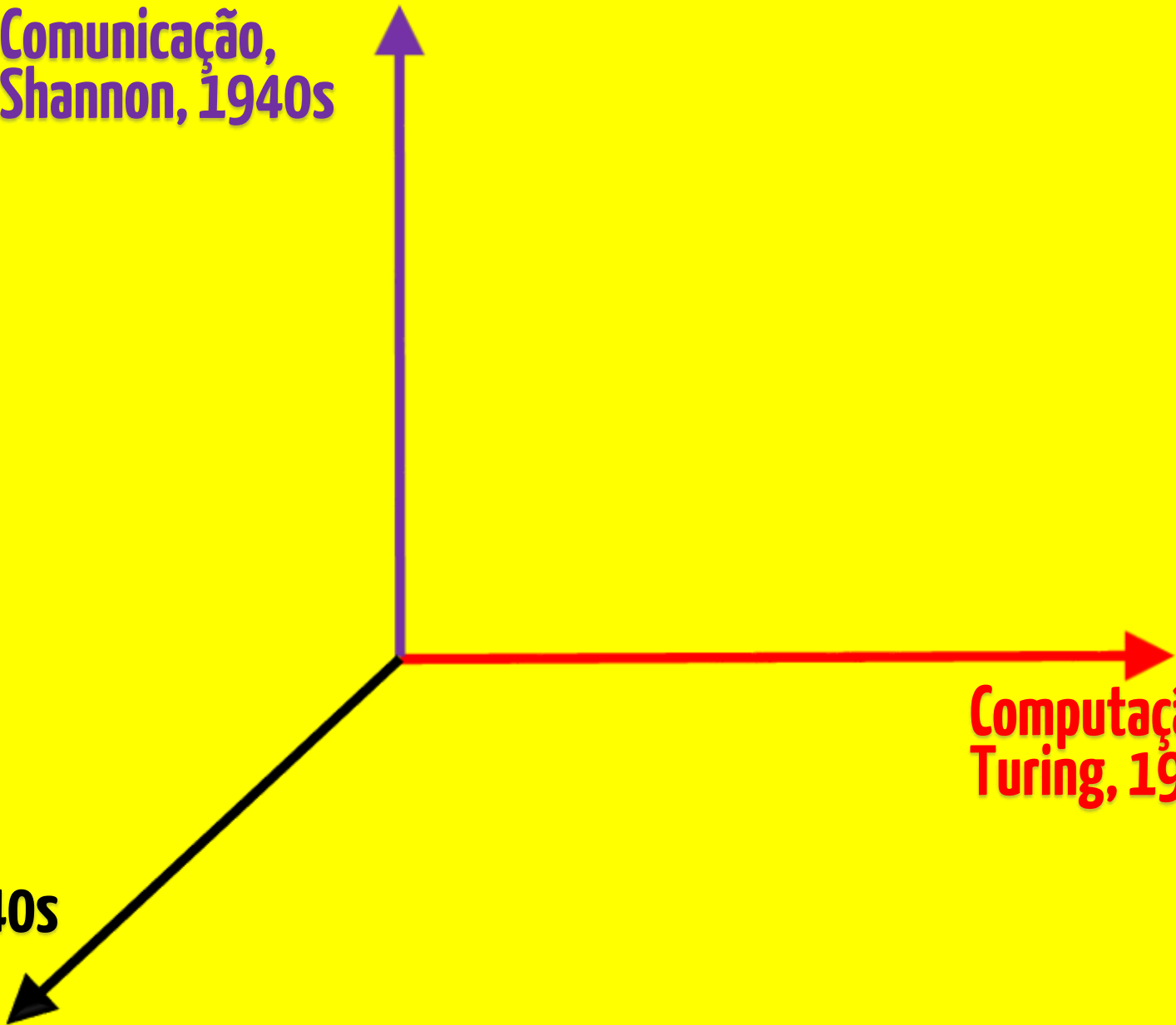
**Controle,
Wiener, 1940s**



**Comunicação,
Shannon, 1940s**

**Computação,
Turing, 1930s**

**Controle,
Wiener, 1940s**



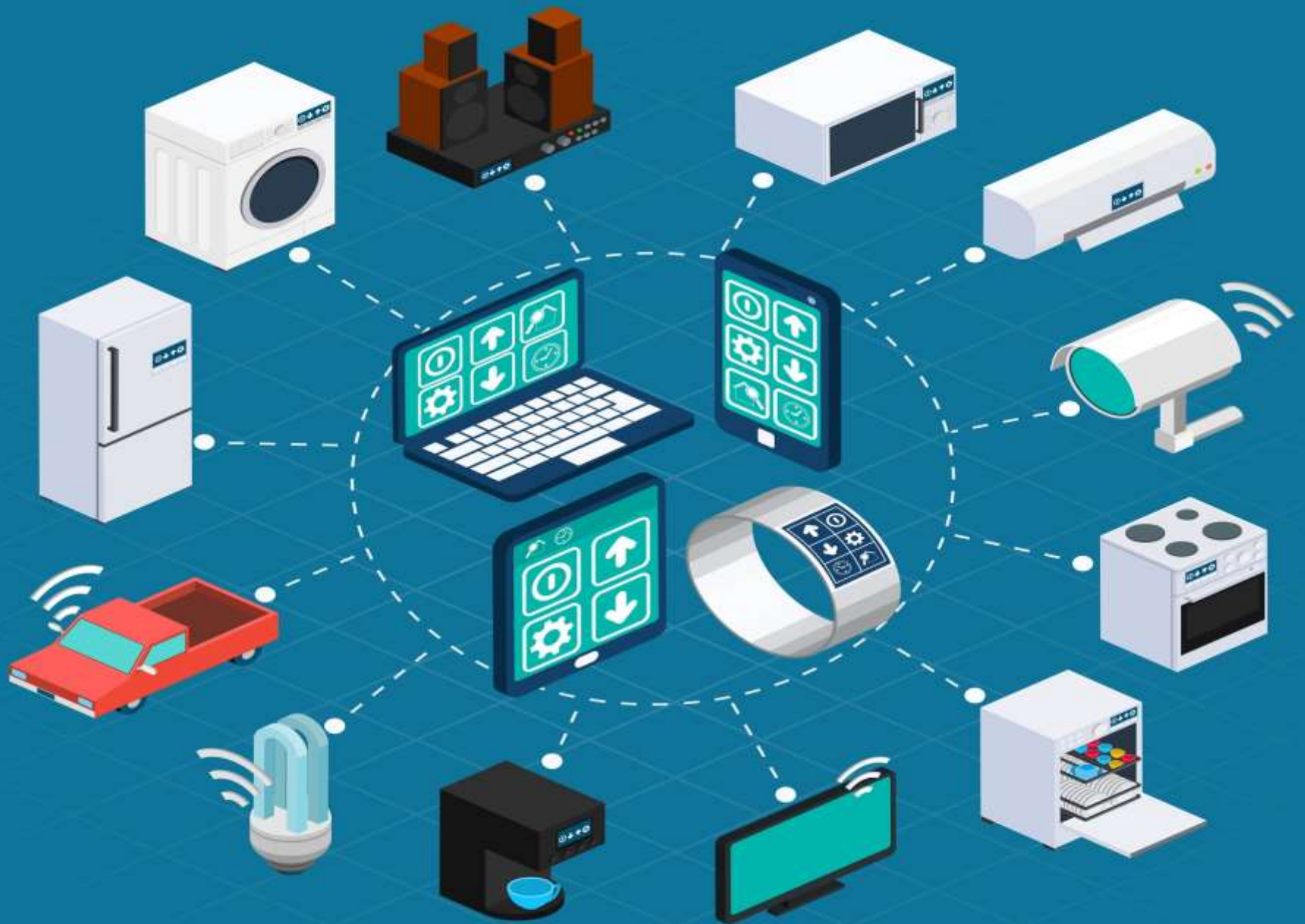
**Comunicação,
Shannon, 1940s**

**Computação,
Turing, 1930s**

**Controle,
Wiener, 1940s**

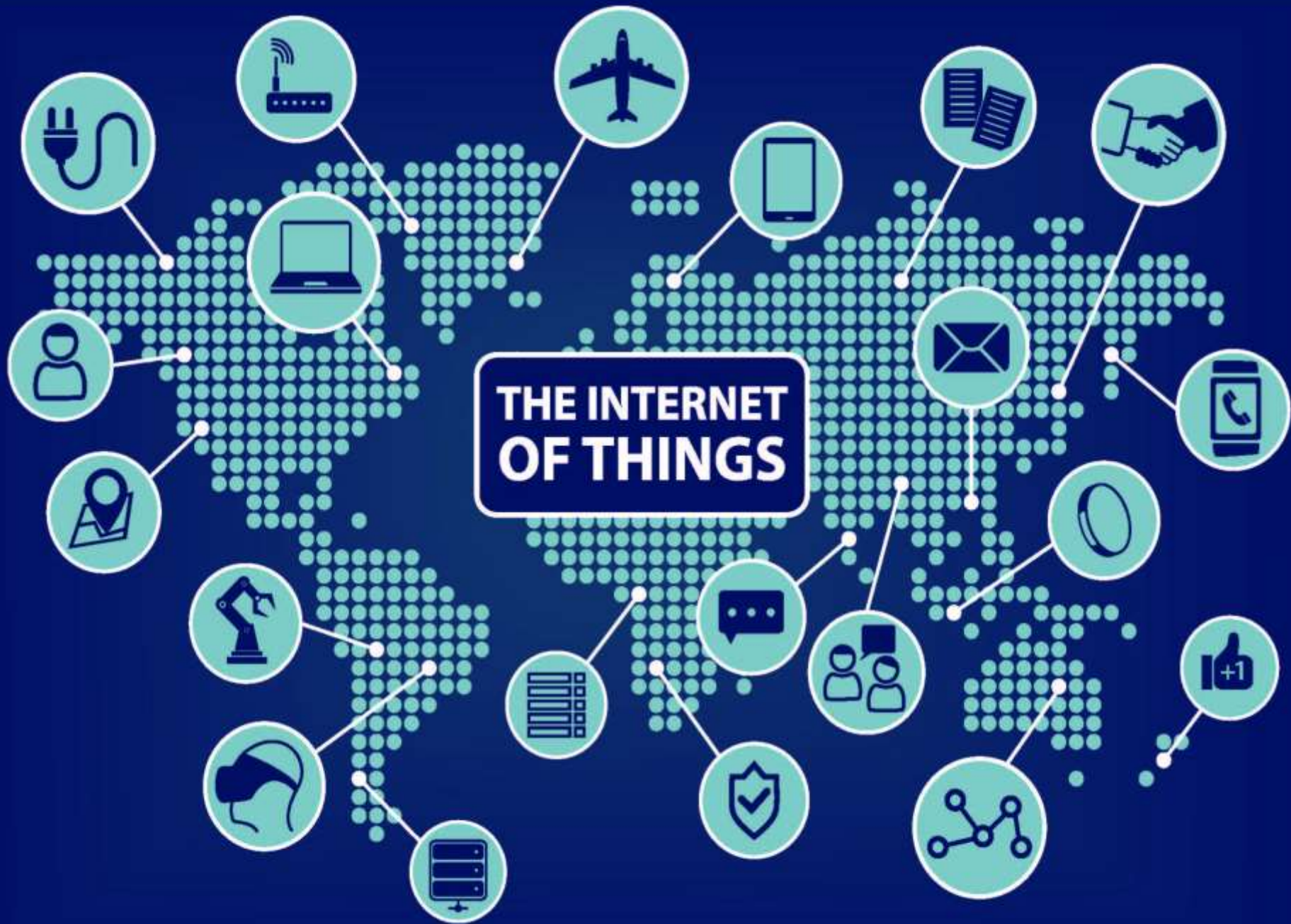
COISAS

bit.ly/2fjK483



INTERNET OF THINGS

THE INTERNET OF THINGS



The Internet of Things

The Internet of Things (IoT) connects machines and devices to one another. IoT can help all industries become more efficient, productive and safer.

To become connected an object must be able to:



2003-2010:

10 - 20 BILLION

things connected to the internet today⁽¹⁾



By 2020 this number is estimated to grow to

40 - 50 BILLION⁽¹⁾



That's roughly 5 connected devices per person on earth!

The Rise of Sensors

Sensors enable IoT. Every object, even the human body.



Anything that is hard to monitor can become easy.



THE INTERNET OF THINGS

EVOLUTION OR REVOLUTION?

The opportunities generated by IoT far outweigh the risks

For businesses to fully realize the great potential of IoT, they will need to be prepared for the risks that lie ahead.

The insurance industry is well positioned to help businesses navigate an IoT world.

IoT Risks:



PRIVACY CYBERSECURITY LIABILITY

Industries currently benefitting from IoT:



AUTOMOTIVE BANKING MARINE PROPERTY ENERGY AEROSPACE HEALTHCARE MANUFACTURING FOOD

Safety Driverless cars, worker accident prevention **Efficiency** Biometric banking, smart TVs & thermostats

Decision Making Data driven insights **Infrastructure** Risk triggers, electrical networks & predictive maintenance

A New Economic Age

The 2020 annual global economic potential across all sectors is estimated up to

\$14.4 TRILLION⁽³⁾

That is the current GDP of the European Union!



Today's devices have between 6-9 sensors:



Cost of an Accelerometer

2007 1 Axis:

\$7⁽²⁾

Today 6 Axis:

\$0.5

Cheap sensors are accelerating the growth of IoT.

The decrease in cost of sensors has fuelled the number of connected devices:



“só” isso?...

2. internet de TUDO

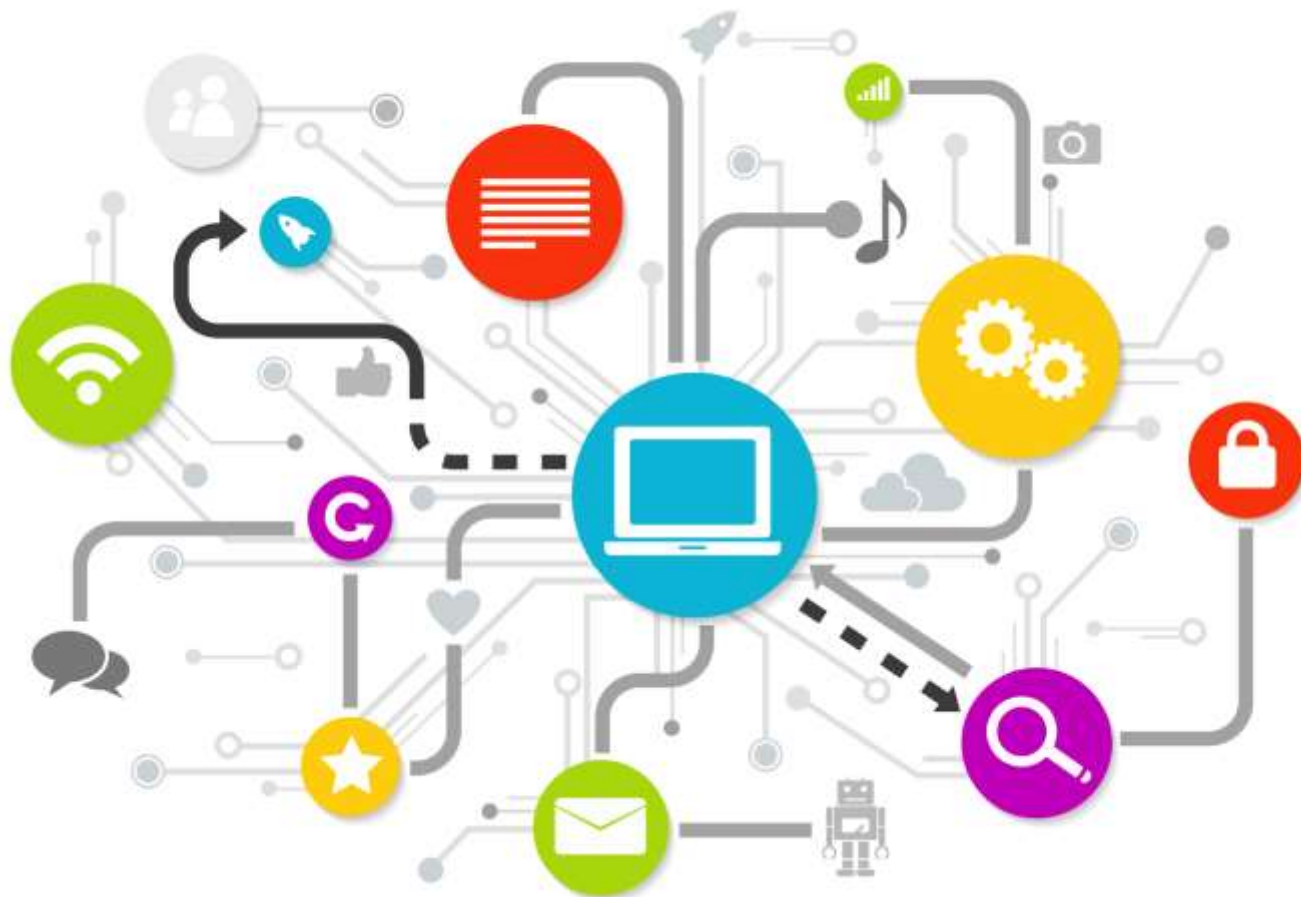
→ **instituições**

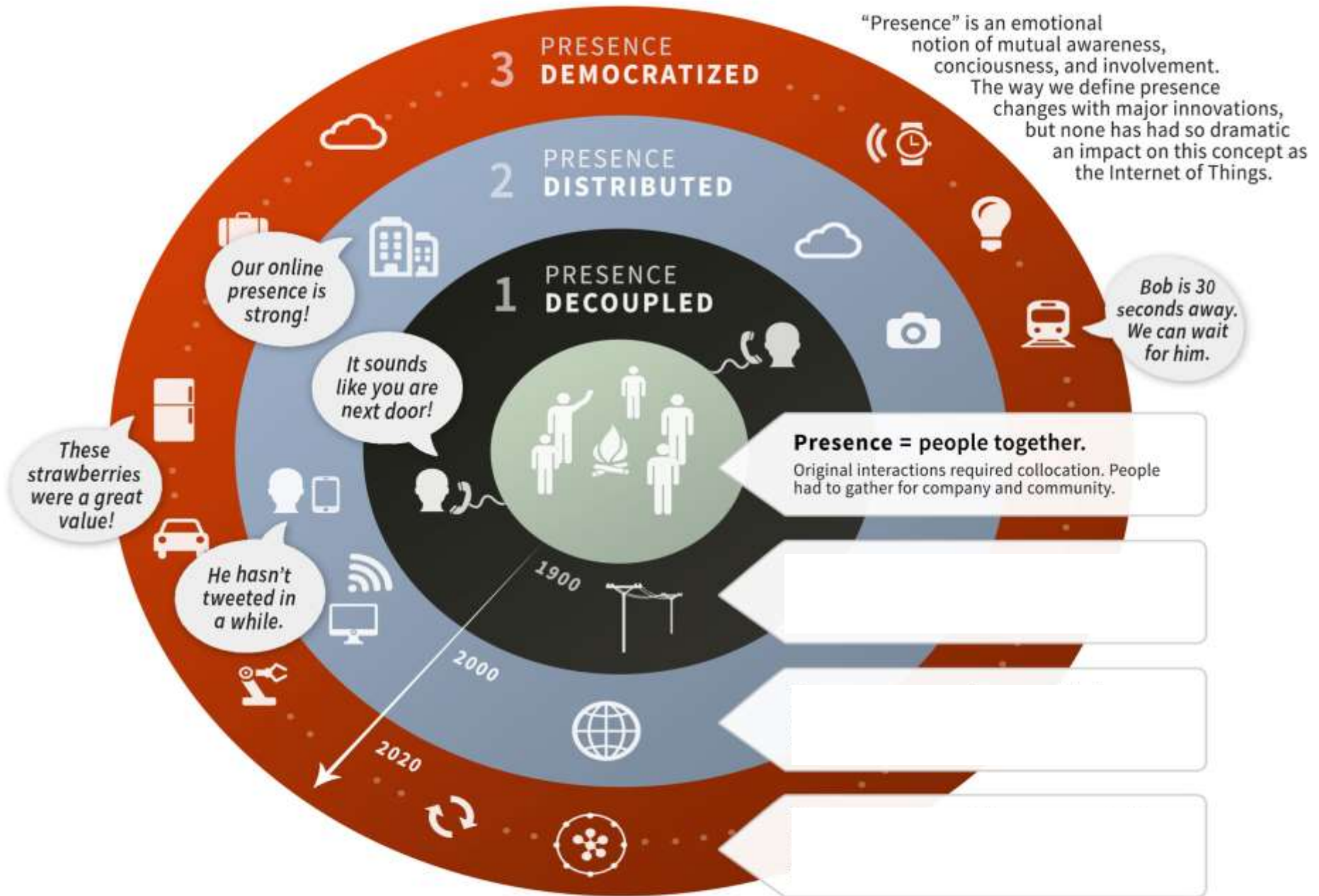
→ **pessoas**

→ **coisas**

→ **dados**

→ **processos**











11h 28m elapsed

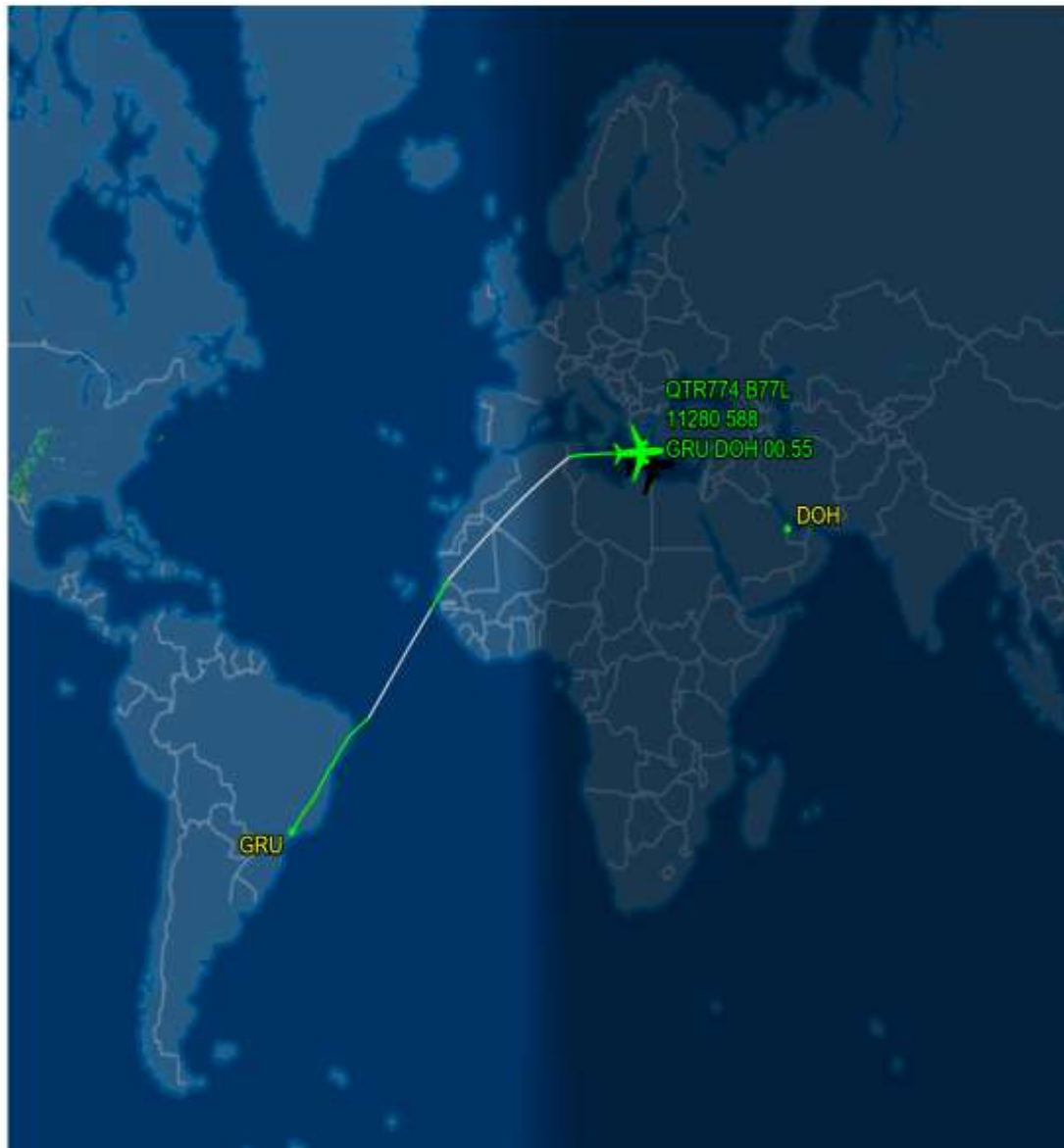
6,085 mi flown

15h 44m total flight time

4h 16m remaining

1,891 mi to go

NOT YOUR FLIGHT? [QTR774 flight schedule](#)



[Get Notifications](#)



Flight Details

updated a few seconds ago

[View track log](#)

[Track inbound plane](#)

[All flights between GRU and DOH](#)

DEPARTURE TIMES

	Gate Departure	Taxiing	Takeoff
Actual	03:21 -03	24 minutes	03:45 -03
Scheduled	03:00 -03		03:00 -03
Average Delay	Less than 10 minutes		

ARRIVAL TIMES

	Landing	Taxiing	Gate Arrival
Estimated	00:55 +03 (+1)	10 minutes	01:05 +03 (+1)
Scheduled	00:10 +03 (+1)		00:30 +03 (+1)
Average Delay	Less than 10 minutes		

AIRCRAFT INFORMATION

Aircraft Type **Boeing 777-200LR/F (twin-jet) (B77L)**

[Photos](#)

AIRLINE INFORMATION

Airline [Qatar Airways](#) "Qatari"

[all flights](#)



“...400,000 data parameters on our new A350, compared with only 20,000 parameters on our older A320... in the order of 250GB of data collected per flight on an A350”. The sheer complexity and depth of data collected from IoT is clear, but how this is to be translated into value for customers is yet to be defined completely.

PW1900G

5000 sensores
10GBps



E2, 12h/dia...
844TBpd



2.000.000.000u
1.000TBpd

1 PETABYTE/dia

UM QUADRILHÃO

1.000 TERA
1 foto $\approx$ 3MB

1.000.000.000.000.000

3.000.000 BYTES

333.333.333 fotos, POR DIA!

Human brain
2.5 PB

Ebay
90 PB

Google
15,000 PB
(estimated)

Spotify
10 PB

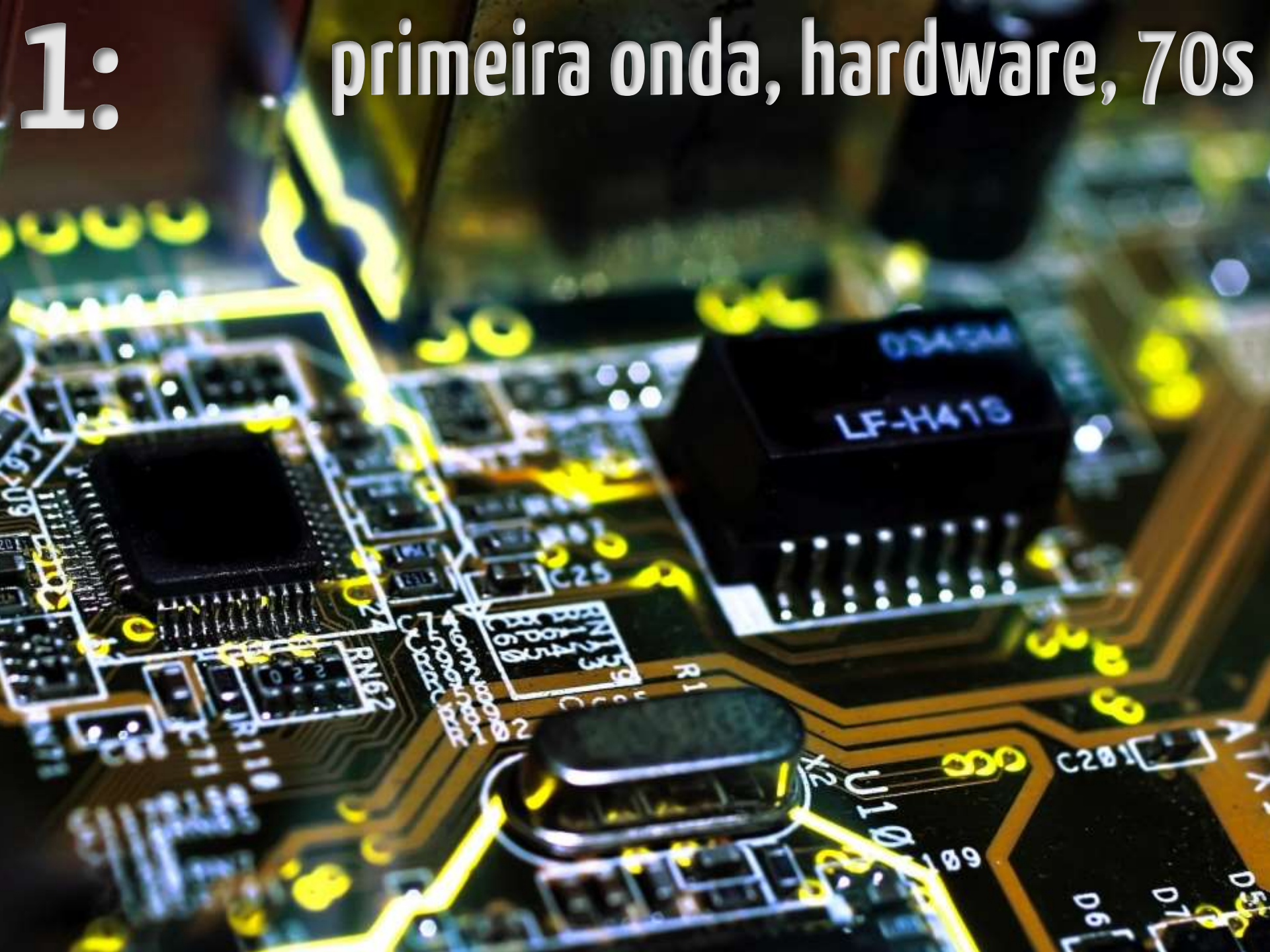
Facebook
300 PB

THE ROYAL SOCIETY

3. APIs

APIs?

1: primeira onda, hardware, 70s





2: segunda onda, software, 80s

```
def decodedSecret: List[Char] = ... returns the decoded secret

// Part 4a: Encoding using Huffman tree

/**
 * This function encodes `text` using the code tree `tree`
 * into a sequence of bits.
 */
def encode(tree: CodeTree)(text: List[Char]): List[Bit] = {
  def iter(tr: CodeTree, txt: List[Char], acc : List[Bit]) : List[Bit] = {
    if (txt.isEmpty) acc else tr match {
      case Leaf(_, _) => iter(tree, txt.tail, acc)
      case Fork(l, r, _, _) =>
        if (chars(l).contains(txt.head)) iter(l, txt, acc ++ List(0))
        else if (chars(r).contains(txt.head)) iter(r, txt, acc ++ List(1))
        else List.empty
    }
  }

  iter(tree, text, List.empty)
}
```

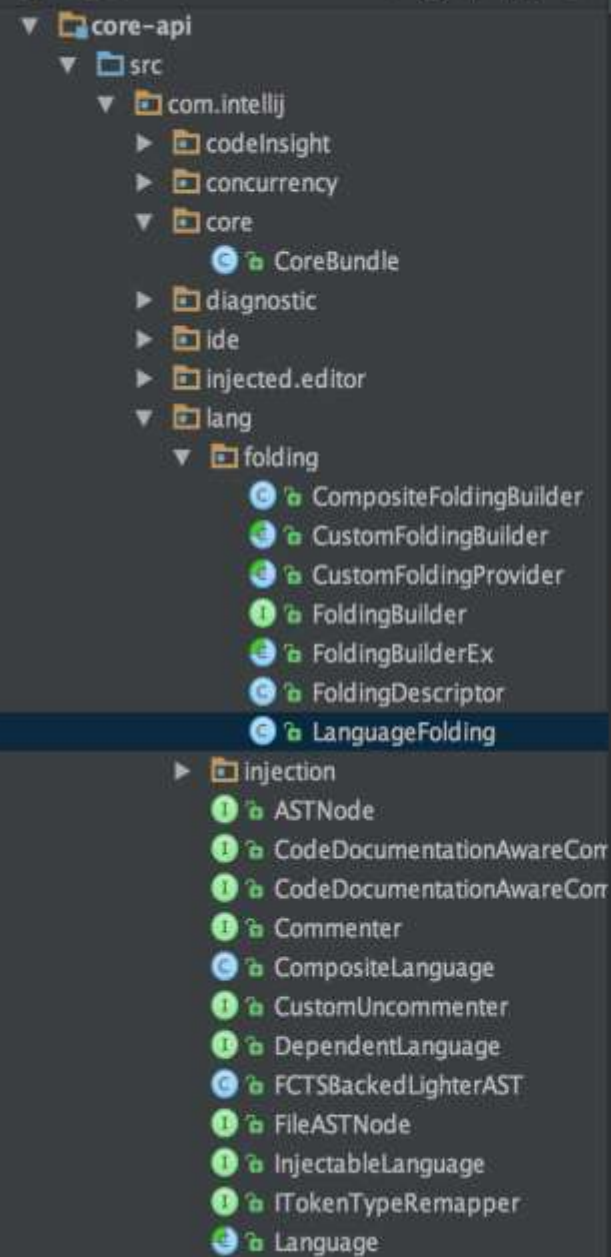
6 of 6 (6.919 s)

/Library/Java/JavaVirtualMachines/jdk1.7.0_45.jdk/Contents/Home/bin/java ...

Testing started at 19:23 ...

- weight of a larger tree
- chars of a larger tree
- string2chars("hello, world")
- list for some frequency table
- id be identity

Test - Time elapsed Results
HuffmanSuite 0.201 s



```
private LanguageFolding() { super("com.intelliJ.lang.foldingBuilder"); }

@NotNull
public static FoldingDescriptor[] buildFoldingDescriptors(@Nullable FoldingBuilder
builder, @NotNull PsiElement root, @NotNull Document document, boolean quick) {
    if (!DumbService.isDumbAware(builder) && DumbService.getInstance(root.getProject())
.isDumb()) {
        return FoldingDescriptor.EMPTY;
    }

    if (builder instanceof FoldingBuilderEx) {
        return ((FoldingBuilderEx)builder).buildFoldRegions(root, document, quick);
    }

    final ASTNode astNode = root.getNode();
    if (astNode == null || builder == null) {
        return FoldingDescriptor.EMPTY;
    }

    return builder.buildFoldRegions(astNode node, Document document) FoldingDescriptor[]
    FoldingDescriptor.EMPTY (com.intelliJ.lang.folding) FoldingDescriptor[]
    Use ⌘⇧ to syntactically correct your code after completing (balance parentheses etc.) >>

@Override
public FoldingBuilder forLanguage(@NotNull Language l) {
    FoldingBuilder cached = l.getUserData(getLanguageCache());
    if (cached != null) return cached;

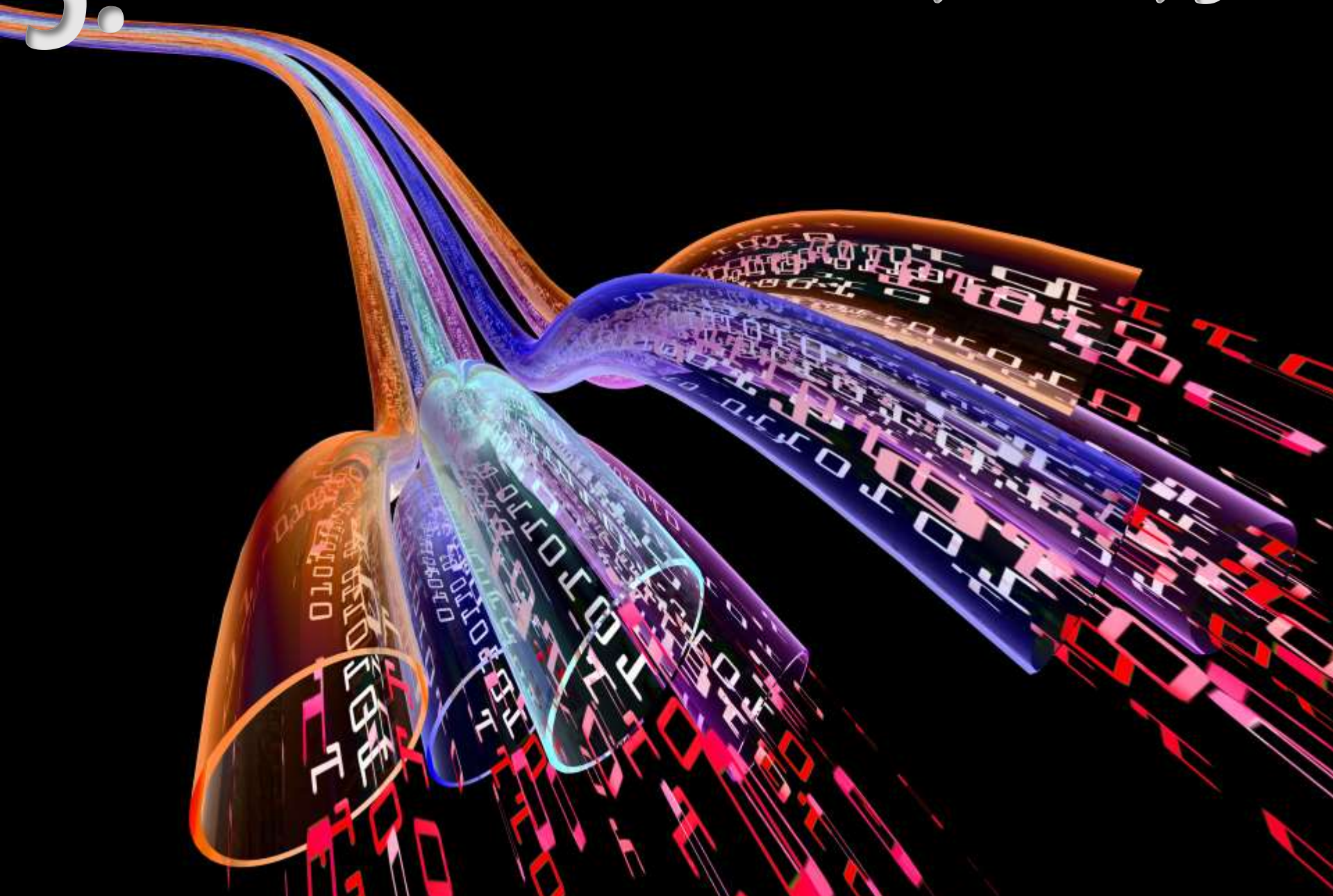
    List<FoldingBuilder> extensions = forKey(l);
    FoldingBuilder result;
    if (extensions.isEmpty()) {

        Language base = l.getBaseLanguage();
        if (base != null) {
            result = forLanguage(base);
        }
        else {
            result = getDefaultImplementation();
        }
    }
    else {

```

3:

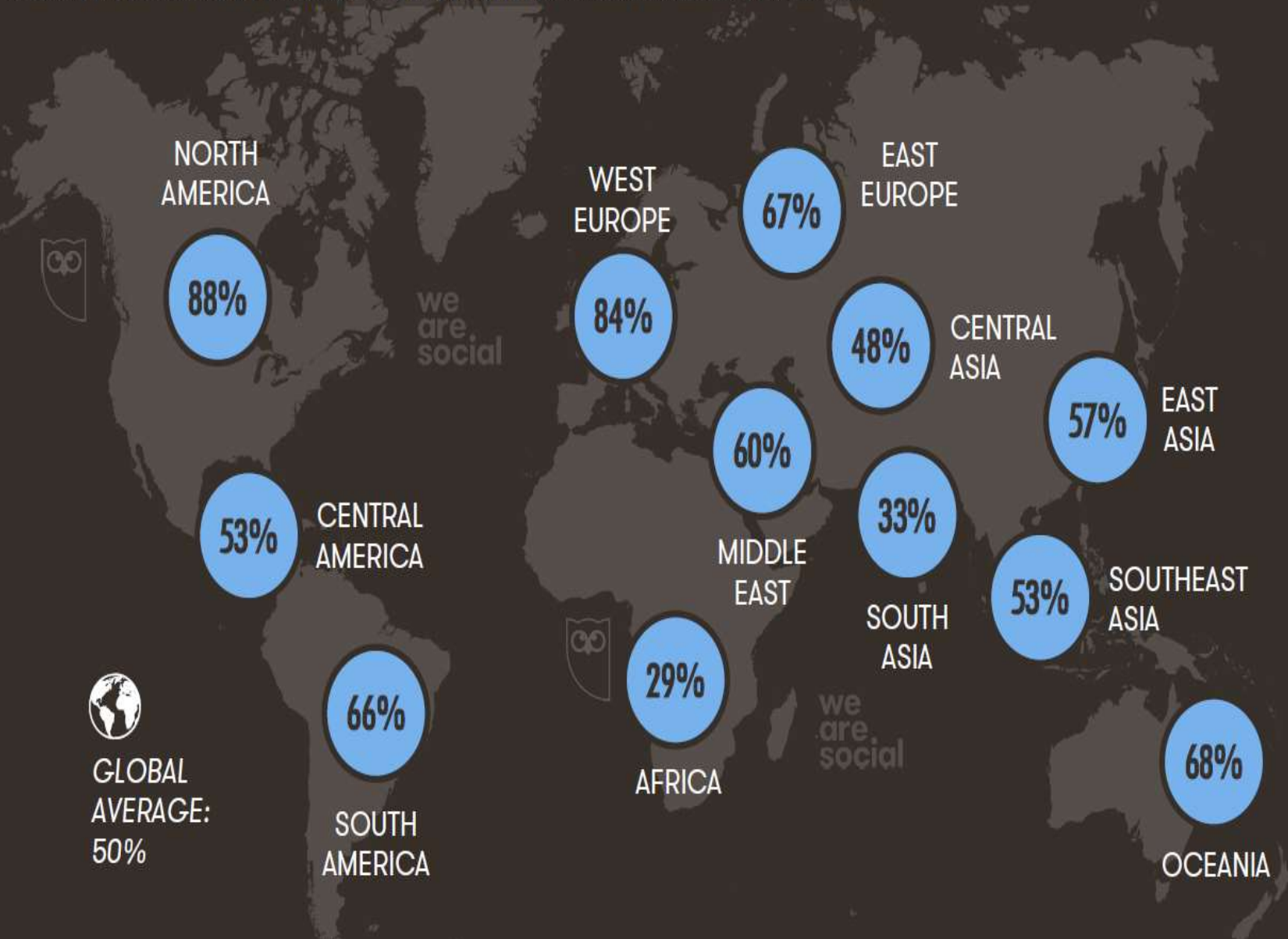
terceira onda, redes, 90s



JAN
2017

INTERNET PENETRATION BY REGION

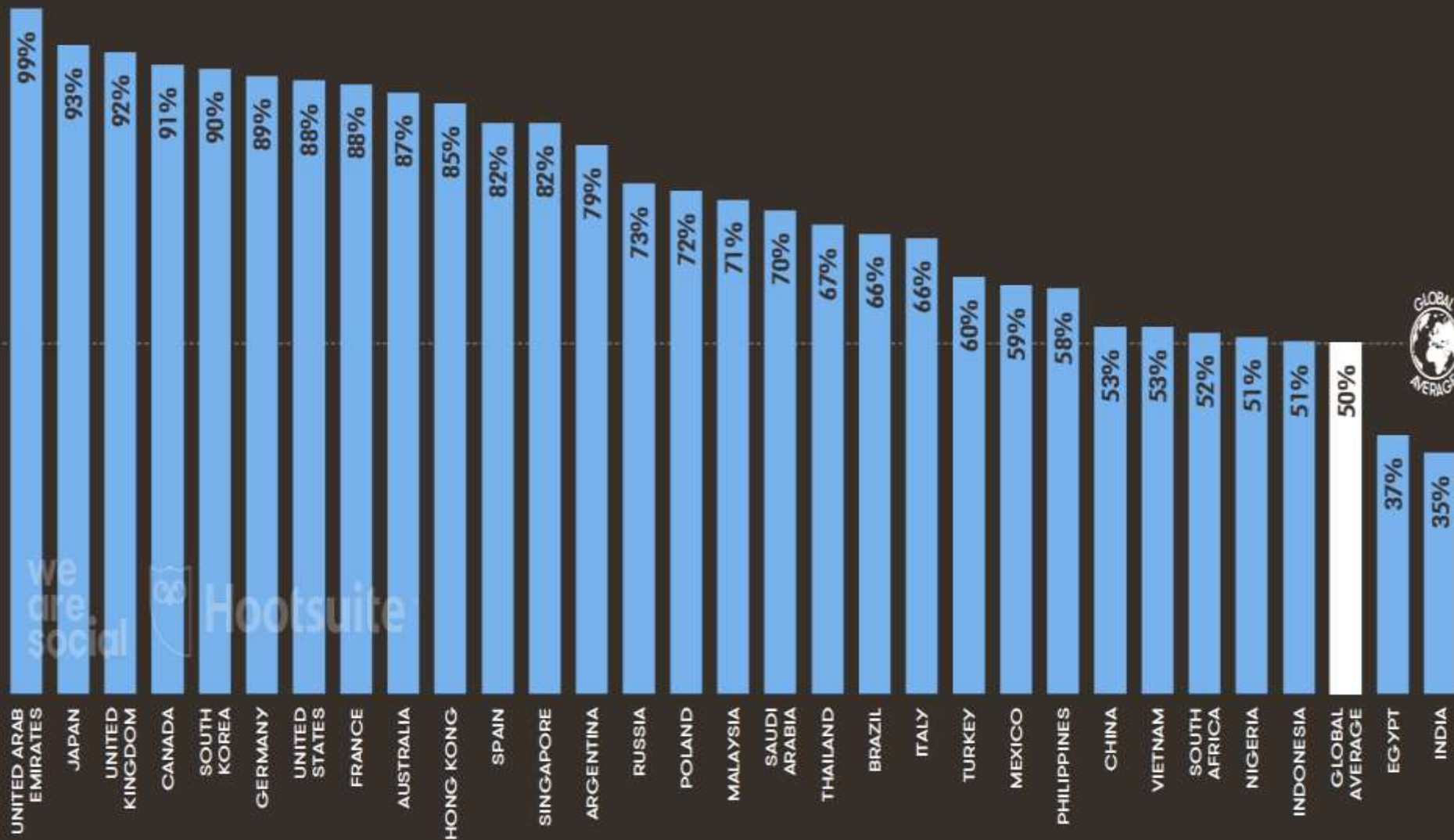
REGIONAL PENETRATION FIGURES, COMPARING INTERNET USERS TO TOTAL POPULATION



JAN
2017

INTERNET PENETRATION BY COUNTRY

NATIONAL INTERNET PENETRATION FIGURES



NORSE



ATTACK ORIGINS				ATTACK TYPES				ATTACK TARGETS				LIVE ATTACKS			
#	COUNTRY	#	PORT	SERVICE TYPE	#	COUNTRY	#	COUNTRY	TIMESTAMP	ATTACKER	ATTACKER IP	ATTACKER GEO	TARGET GEO	ATTACK TYPE	PORT
167	United States	128	25	smtp	743	United States	16:06:03.426	Syptec Las Vegas	16:06:03.426	Syptec Las Vegas	70.96.47.203	Las Vegas, US	Las Vegas, US	netbios-dgm	138
157	China	79	23	telnet	88	United Arab Emirates	16:06:03.179	Chinanet Hubei Province Network	16:06:03.179	Chinanet Hubei Province Network	116.211.0.90	Wuhan, CN	Dubai, AE	http-alt	8080
16	Ukraine	30	8080	http-alt	36	Spain	16:06:03.178	Chinanet Hubei Province Network	16:06:03.178	Chinanet Hubei Province Network	116.211.0.90	Wuhan, CN	Dubai, AE	http-alt	8080
8	South Korea	30	5900	rfb	21	Italy	16:06:03.177	Chinanet Hubei Province Network	16:06:03.177	Chinanet Hubei Province Network	116.211.0.90	Wuhan, CN	Dubai, AE	http-alt	8080
8	Spain	27	3389	ms-wbt-server	10	Singapore	16:06:02.927	Krnic	16:06:02.927	Krnic	211.36.143.216	Anyang-Dong, KR	De Kalb Junction, GA	telnet	23
7	Netherlands	11	50854	xsan-fs-system	3	Saudi Arabia	16:06:02.925	Microsoft Corporation	16:06:02.925	Microsoft Corporation	207.46.100.251	Redmond, US	De Kalb Junction, GA	smtp	25
5	Moldova	10	3306	mysql	2	Russia	16:06:02.922	Microsoft Corporation	16:06:02.922	Microsoft Corporation	157.56.111.245	Redmond, US	De Kalb Junction, GA	smtp	25
4	Colombia	9	443	microsoft-ds	2	France	16:06:02.920	Cox Communications	16:06:02.920	Cox Communications	70.183.54.227	Tulsa, US	De Kalb Junction, GA	telnet	23
3	Turkey	4	22	ssh	2	Germany	16:06:02.916	Romtelecom Data Network	16:06:02.916	Romtelecom Data Network	92.82.237.58	Bucharest, RO	San Francisco, CA	telnet	23
3	Romania	4	138	netbios-dgm	2	Cyprus	16:06:02.913	Chinanet Hubei Province Network	16:06:02.913	Chinanet Hubei Province Network	116.211.0.90	Wuhan, CN	Dubai, AE	http-alt	8080



HOME

EXPLORE

WHY NORSE?



4:

quarta onda, móvel, 00s

Unique mobile subscribers



2016
4.8 billion
4.2% CAGR 2016-20
2020
5.7 billion



SIM connections



2016
7.9 billion
4% CAGR 2016-20
2020
9.7 billion



*Excluding M2M

ACCELERATING MOVES TO MOBILE BROADBAND NETWORKS AND SMARTPHONE ADOPTION

Mobile broadband connections to increase from 55% of total in 2016 to

73%
by 2020

By 2020, there will be
5.7bn
smartphones, growth of
1.9 billion from the end of 2016

Mobile data traffic to grow by a CAGR of

47%
over the period 2016-2020

Source: Ericsson



**JUL
2017**

FACEBOOK'S TOP COUNTRIES AND CITIES

COUNTRIES AND CITIES WITH THE LARGEST ACTIVE FACEBOOK USER BASES

COUNTRIES WITH THE LARGEST NUMBER OF ACTIVE FACEBOOK USERS

#	TOP COUNTRIES	USERS	% TOTAL*
01	INDIA	241,000,000	11%
02	UNITED STATES	240,000,000	11%
03	BRAZIL	139,000,000	6%
04	INDONESIA	126,000,000	6%
05	MEXICO	85,000,000	4%
06	PHILIPPINES	69,000,000	3%
07	VIETNAM	64,000,000	3%
08	THAILAND	57,000,000	3%
09	TURKEY	56,000,000	3%
10	UNITED KINGDOM	44,000,000	2%

CITIES WITH THE LARGEST NUMBER OF ACTIVE FACEBOOK USERS

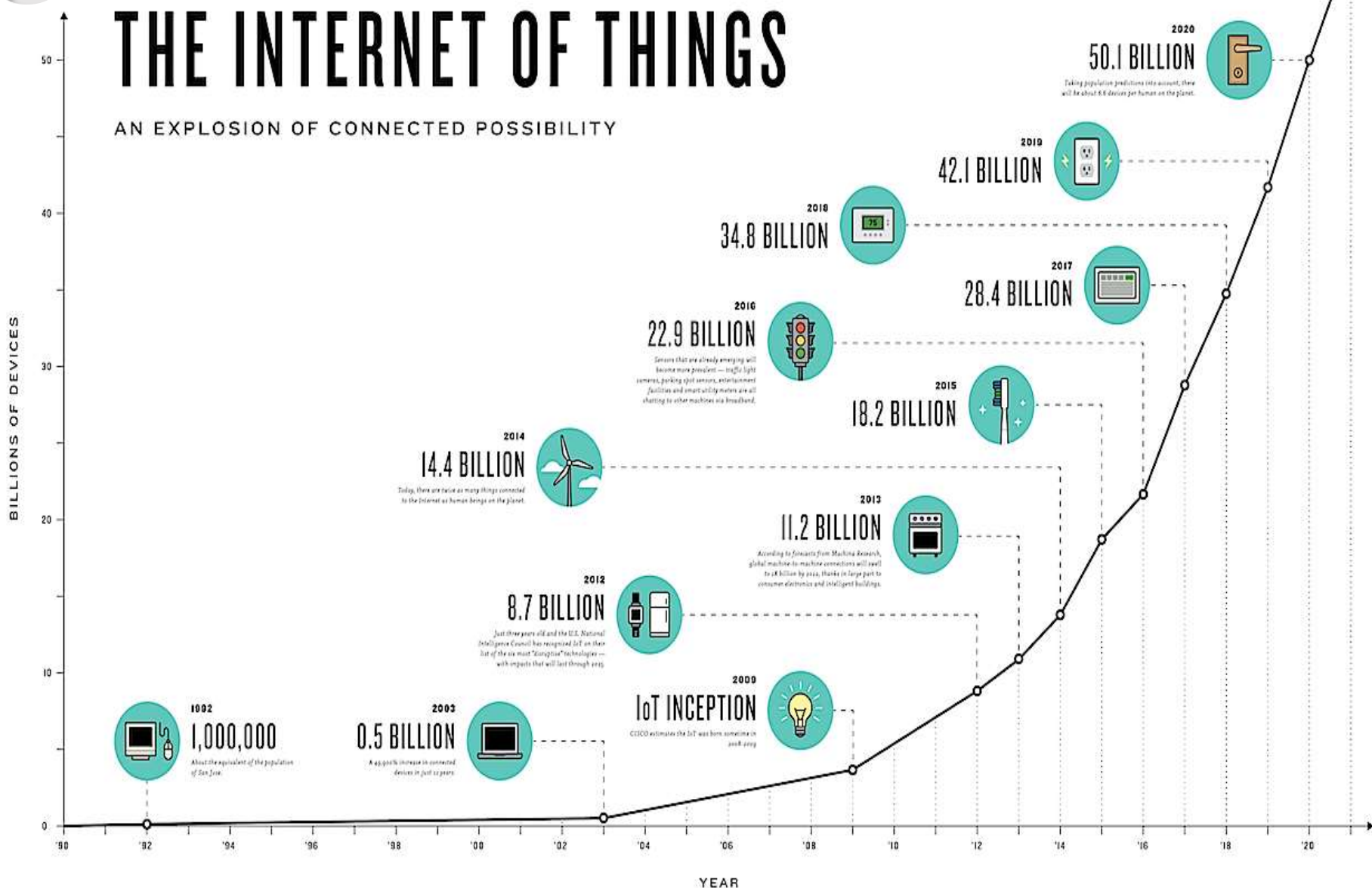
#	TOP CITIES	USERS	% TOTAL*
01	BANGKOK	35,000,000	1.6%
02	JAKARTA	26,000,000	1.2%
03	DHAKA	25,000,000	1.1%
04	MEXICO CITY	16,000,000	0.7%
05	ISTANBUL	15,000,000	0.7%
06	NEW DELHI	15,000,000	0.7%
07	LIMA	15,000,000	0.7%
08	CAIRO	14,000,000	0.6%
09	SÃO PAULO	14,000,000	0.6%
10	HO CHI MINH	14,000,000	0.6%

5:

quinta onda, coisas, 10s

THE INTERNET OF THINGS

AN EXPLOSION OF CONNECTED POSSIBILITY

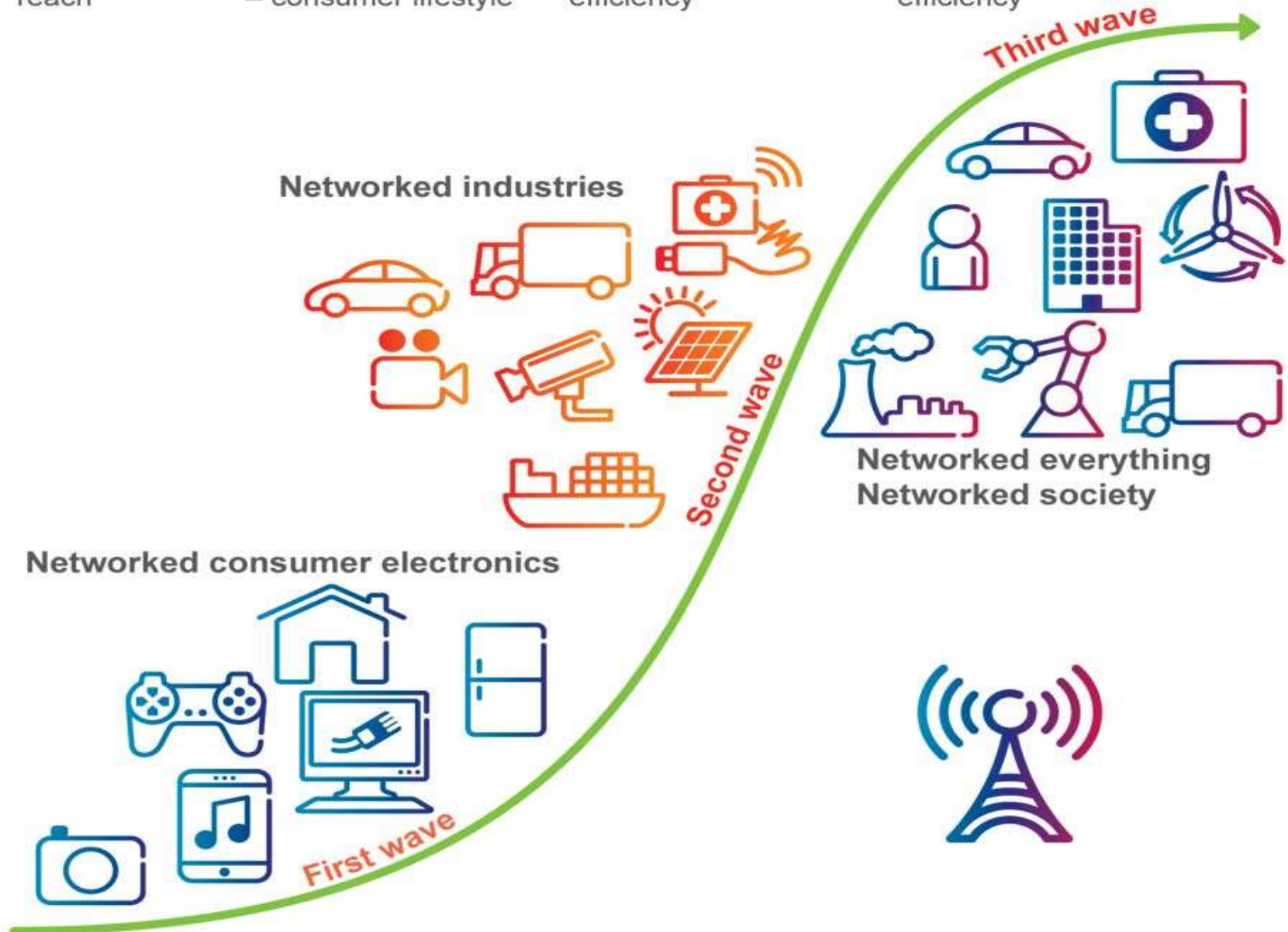


Improved reach

Improved value
– consumer lifestyle

Improved process efficiency

Improved human efficiency



The three waves of connected device development.



4th Industrial Revolution

The connected enterprise leads to the 4th industrial revolution. Connecting production facilities with the internet of things.



3rd Industrial Revolution

Combining IT and electronics allows for further automation of the production process



2nd Industrial Revolution

Mass production fuels the 2nd industrial revolution with the help of electrical power



1st Industrial Revolution

Introduction of mechanical production facilities supported by water and steam power

tudo -literalmente- conectado:





wireless soil
monitoring system



1

Links, placed indoors or outdoors, send signals to the PlantLink™ Basestation.

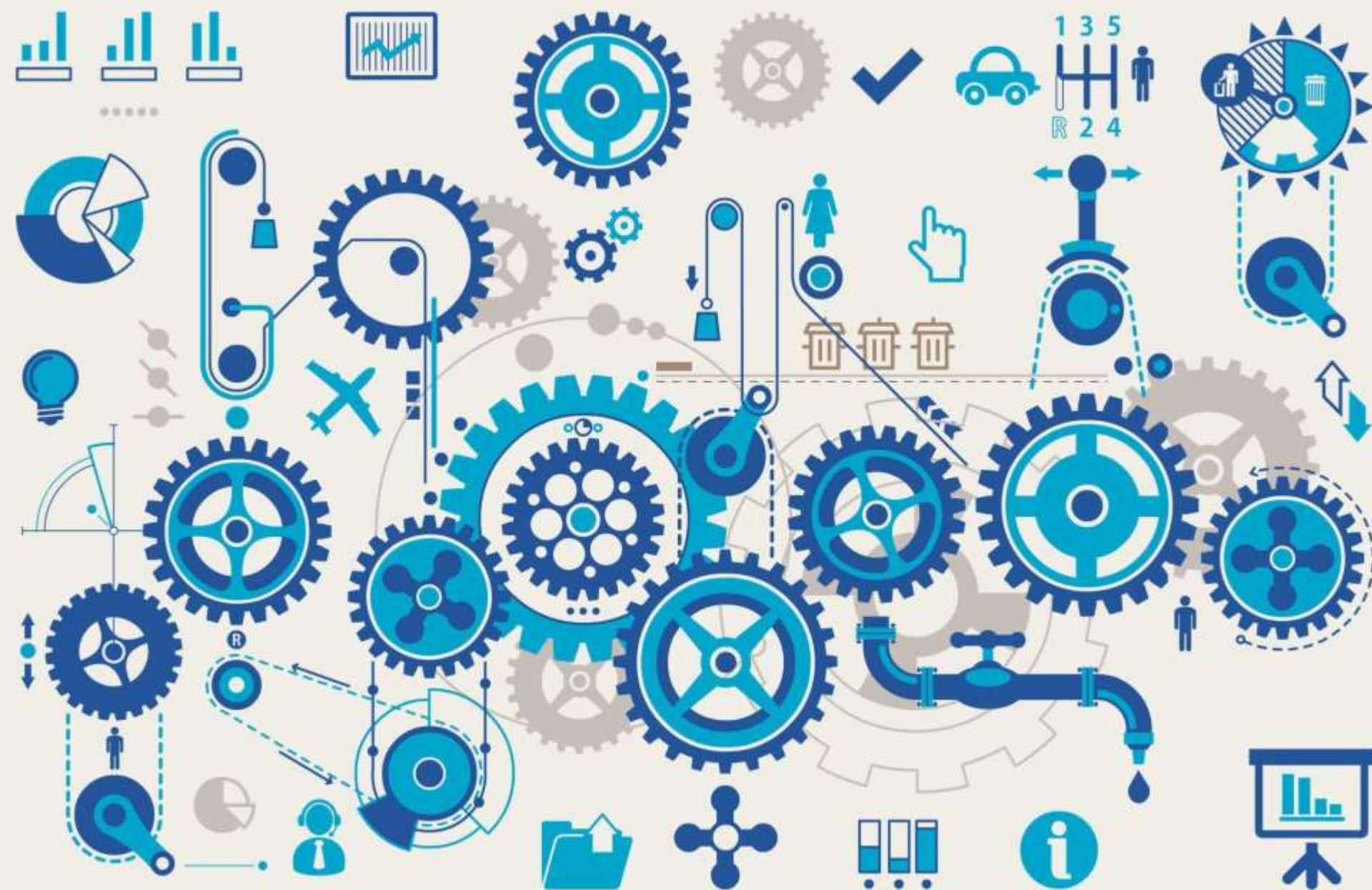
2

The PlantLink™ Basestation connects to the internet via wireless router.

3

The FREE PlantLink™ App receives real-time watering info.

como conectar, economicamente, tanta coisa?





~ APIs >

interfaces abertas, programáveis, de sistemas

CHECKOUT EXPERIENCE

SPOTIFY PAYMENT ARCHITECTURE

FORM

FIRST

LAST

D.O.B. 00 00 00

XXXX -XXXX - XXXXX

XXX XXX

=

CLIENTS





ifood

RESTAURANT

HOTEL

ENTREGA
GARANTIDA

\$

transformando produtos...



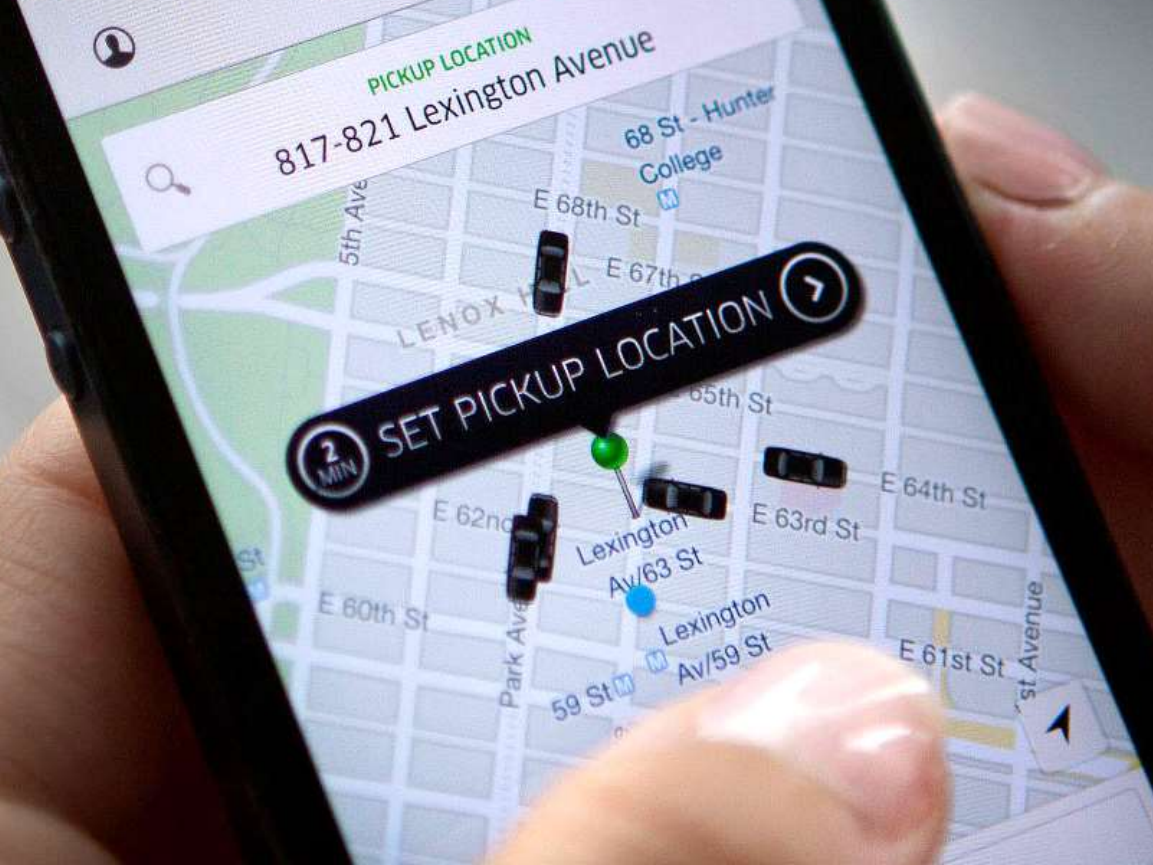
produtos intensivos em serviços:

AT&T LTE 12:03 PM 70%

UBER

PICKUP LOCATION
817-821 Lexington Avenue

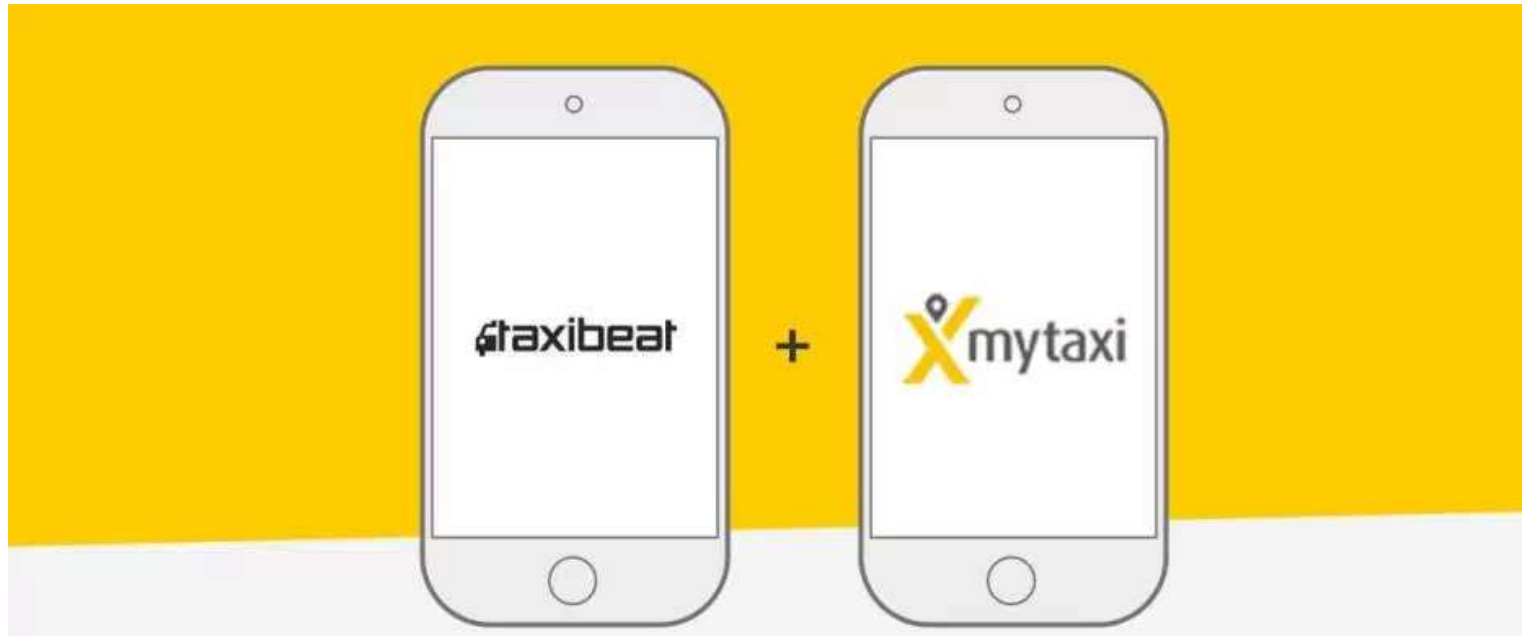
2 MIN SET PICKUP LOCATION



e redefinindo serviços como...

serviços intensivos em serviços!





Founded in 2009, **MyTaxi** is an Uber-like service that connects taxis with riders. It was acquired by automotive giant **Daimler** in 2014 and today claims 10 million downloads across 50 European cities, with 100,000 registered drivers on board. Last summer, MyTaxi merged with U.K. etaxi company **Hailo**.

e...



PROUDLY BREWED.
SELF-DRIVEN.

Budweiser
OTTO

~as 3 chaves>

1. internet das coisas

2. internet de tudo

3. APIs

~ levam a >

2

consequências radicais, imediatas

4. plataforma[s]

10

propiedades de plataformas

3

coisas habilitadas por plataformas

PLATAFORMAS habilitam...
CONEXÕES simples e efetivas
para compartilhar e transacionar

PLATAFORMAS habilitam...
CONEXÕES simples e efetivas
para compartilhar e transacionar
ATRAÇÃO de {produt+consumid}ores
para agregar valor à rede

PLATAFORMAS habilitam...

CONEXÕES simples e efetivas
para compartilhar e transacionar

ATRAÇÃO de {produt+consumid}ores
para agregar valor à rede

FLUXOS para CADA UM e TODOS
para co-criação e troca de VALORES

4

vertentes e papéis de plataformas

social
conexões, relacionamentos, interações

social
conexões, relacionamentos, interações
agregação
usuários <~> recursos, transações

social

conexões, relacionamentos, interações

agregação

usuários <~> recursos, transações

mobilização

ambientes para ação em conjunto

social

conexões, relacionamentos, interações

agregação

usuários <~> recursos, transações

mobilização

ambientes para ação em conjunto

aprendizado

compartilhar conhecimento, aprender

3

bases para agir em rede...

3 BASES PARA AGIR EM REDE

sair de **CONTROLE** para **COLABORAÇÃO**,
criando **PLATAFORMAS ABERTAS**

3 BASES PARA AGIR EM REDE

sair de **CONTROLE** para **COLABORAÇÃO**,
criando **PLATAFORMAS ABERTAS**

sair de **OTIMIZAÇÃO** {do “seu”} para
INTERAÇÃO {com os “outros”...}

3 BASES PARA AGIR EM REDE

sair de **CONTROLE** para **COLABORAÇÃO**,
criando **PLATAFORMAS ABERTAS**

sair de **OTIMIZAÇÃO** {do “seu”} para
INTERAÇÃO {com os “outros”...}

sair de **VALOR** para **CADA UM** para
VALOR para o **ECOSSISTEMA**.

em resumo...



**interoperabilidade
performance
arquitetura
segurança**

**conexões
colaboração
criação de valor
TRANSAÇÕES**

CARACTERÍSTICAS da PLATAFORMA

GOVERNANÇA das INTERAÇÕES

e PLATAFORMAS são

os 10 pilares para...

5. mercados em rede





MAIN

Browse

Activity

Radio

YOUR MUSIC

Songs

Albums

Artists

Local Files

PLAYLISTS

Starred

OVERVIEW

RELATED ARTISTS

BIOGRAPHY

POPULAR

	1	+	Love Me Like You Do - From "Fift...	36,493,799
	2	+	Burn	179,998,788
	3	+	Lights - Single Version	62,725,224
	4	+	Your Song - Bonus Track	41,385,421
	5	+	How Long Will I Love You - Bonu...	36,754,921

SHOW 5 MORE

ON TOUR

JUN 27 View upcoming concerts in your country
Ellie Goulding with John Newman at Hyde Park
 (June 27, 2015)
 Hyde Park (London, UK)

OFFERS



ALBUMS



2013

Halcyon Days



Florence + The Machine



Lily Allen



Lana Del Rey



La Roux



Diana Vickers



Adele



Porto Alegre · Acomodações

Torne-se um Anfitrião

Aja

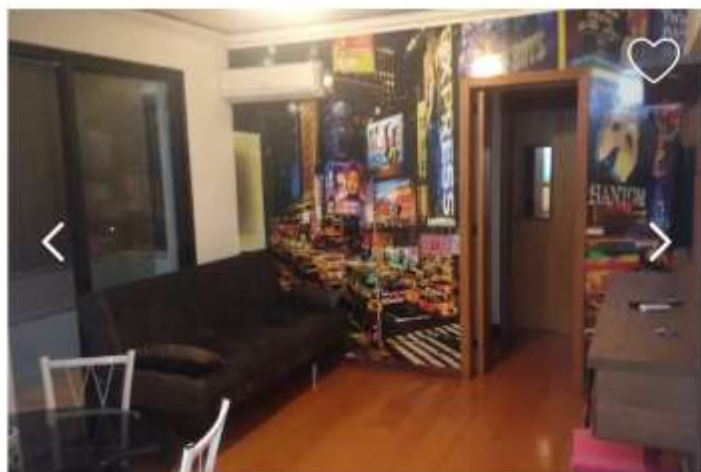
Datas ▾ · Hóspedes ▾ · Tipo de acomodação ▾ · Preço ▾ · Reserva Instantânea ▾ · Mais filtros ▾



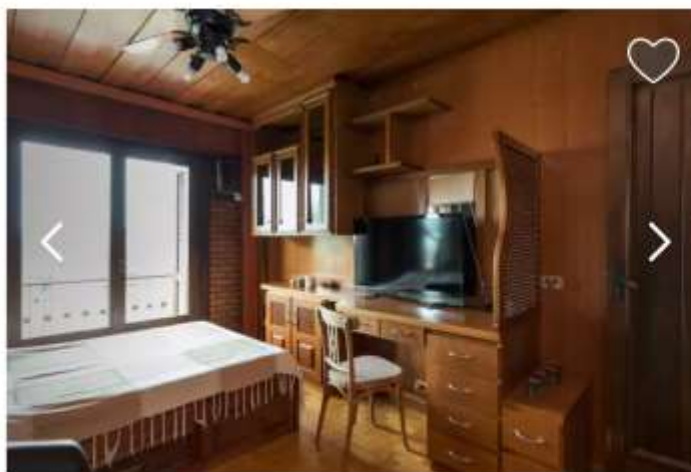
R\$100 ⚡ Ap com excelente localização, Wi-Fi, tv a cabo
Apartamento inteiro · 2 camas
★★★★★ 12 comentários



R\$194 🏠 Loft no Barra Shopping com vista para o Guaíba
Apartamento inteiro · 1 cama
★★★★★ 59 comentários



R\$78 ⚡ Ótimo AP no Santana
Apartamento inteiro · 3 camas



R\$50 ⚡🏠 Q1- Linda casa. Tranquila, aconchegante e com...
Quarto inteiro · 1 cama



[About Porto Alegre](#) [Hotels](#) [Vacation Rentals](#) [Restaurants](#) [Things to do](#) [Flights](#) [...](#)[Vacation Rentals](#) > [South America](#) > [Brazil](#) > [State of Rio Grande do Sul \(RS\)](#) > [Featured Porto Alegre Vacation Rentals](#)[Featured Porto Alegre Vacation Rentals](#)

29 Porto Alegre Vacation Rentals - Search Deals for Big Savings

**Only 19 rentals left for your dates. Book soon!**

Oct 18 —



Oct 28 ▾

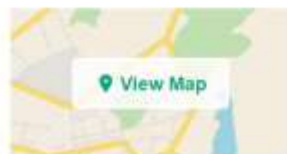
Any Bedrooms ▾

Any Guests ▾

[Update](#)[Clear all filters](#)**You're traveling in the peak season.**

Get your perfect Porto Alegre rental now, before it's gone.

★ Oct 18 - Oct 28

Price per night
\$80 Average

Suitability

- ☐ Kid friendly (10)
- ☐ Pet friendly (2)
- ☐ Smoking allowed (2)
- ☐ Wheelchair access (3)

Bathrooms

Any ▾

[More filters ▾](#)19 Matching Rentals in Porto Alegre [View all 29 rentals](#)

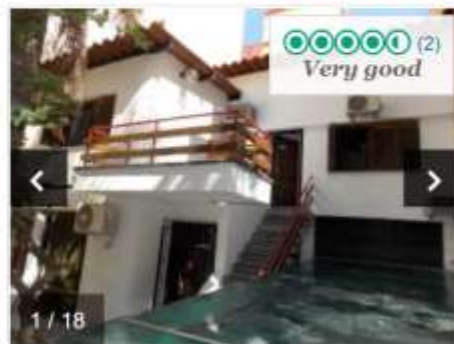
Sort by: Default ▾



APARTAMENTO EXCELENTE ACOMODA...

1 Bedroom, 2 Bathrooms, Sleeps 4 [Quick View](#)**\$1,425** Per Week
\$2,037 / 10 Nights

Payment Protection

[Book Now](#)

Aluguel apto. mobiliado CENTRO P.Alegre ...

Historic City Center

2 Bedrooms, 1 Bathroom, Sleeps 5 [Quick View](#)

2 other travelers have booked this property

\$320 Per Week
\$458 / 10 Nights

Payment Protection

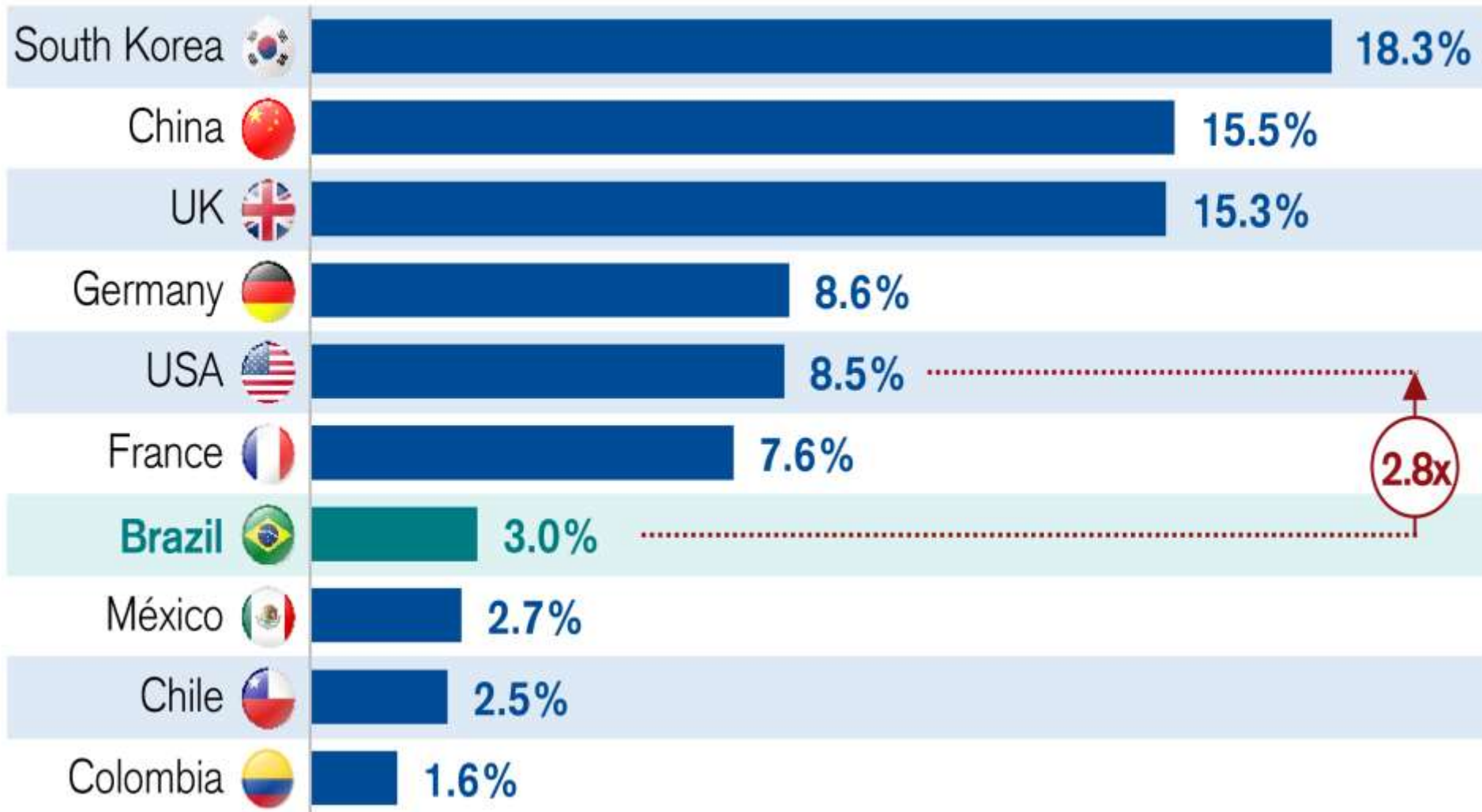
[Book Now](#)

Apartamento JK conforto centro de Porto A...

\$252 Per Week

ecommerce, BR

(E-commerce penetration, as % of total retail sales, 2014)





cas relacionadas: adesivos carro - carregador de bateria - pecas fusca - bateria estacionaria - pecas fusca

essórios para Veículos > Peças de Moto

Motores e Partes de Motos

973 resultados

Organizar anúncios

relevantes |

Categorias

- ndros (14.941)
- ção (71.461)
- nsmissão (50.089)
- ões (35.085)
- os de Juntas (25.468)
- buradores (22.539)
- mpas Laterais (15.990)
- rentes de Transmissão (15.538)
- el Segmento (12.413)

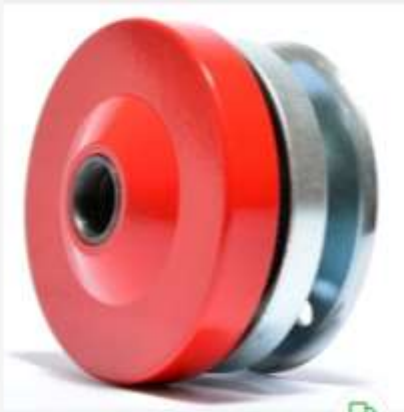
[todos](#)

ndição

vo (320.220)

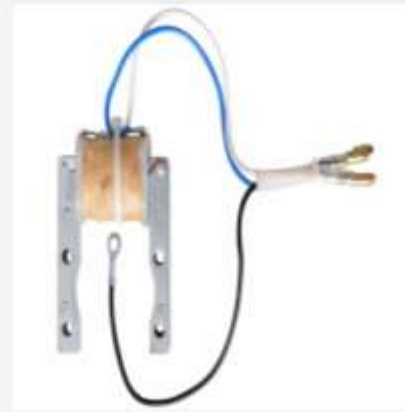
do (56.572)

calização



R\$ 189
R\$ 166 12% OFF
12x R\$ 15⁷⁶

Embreagem Mobilette Doppler De
Competição Vermelha Bikelete
por Bikelete



R\$ 47

Bobina Do Magneto Kit Motor Bicicleta
Motorizada
por Bikelete



R\$ 220
12x R\$ 18³² sem juros

Painel Digital 299km Universal Moto 7
Cores Manual Português



freelancer.com/jobs/dot-net/?keyword=java&status=undefined&fixed=true&languages=en,pt

freelancer

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My recent searches

java

coder java

Filter by:

Budget

☒ Fixed Price Projects

min

to

max

☐ Hourly Projects

min

to

max

All Durations

☐ Contests

min

to

max

Skills

☒ .NET

☐ PHP

☐ HTML

☐ Javascript

☐ CSS

Or enter skills

Newest first

3,738 .NET jobs found, pricing in USD

1

2

3

communicating between ASP.NET and C (C++). 6 days left

VERIFIED

\$49 (Avg Bid)

5 bids

I have an IIS server. There is also an exe file (for example, [url removed, login to view]). You want to create a simple Web site on an IIS server (text, buttons, text area, ...text area, etc. on your website) and send the results of the exe file to this website. For more information, I will talk by chat(need expert work)...an

.NET ASP IIS Java PHP

.NET, C Programming, C++ Programming, Java, Photoshop Expert for a project 5 days left

VERIFIED

\$20 (Avg Bid)

2 bids

The details will be given with winning bid. Least bid will win. Easy task for an expert in these technologies.

.NET Java Photoshop Programming Software Architecture

Add features to an existing java web application Ended

\$2712 (Avg Bid)

16 bids

I would like to add a new page to an existing web application. This page is a subscription page that will display available products and give user option to purchase subscriptions. In this page, user can change billing information. The payment gateway API to be used is Stripe. Another feature to incorporate to the

.NET Android Graphic Design Java PHP

FEATURED

Project for Tigran G. 2 days left

\$10 (Avg Bid)

1 bids

have you done jasmine tests? serenity tests? are you good with javascript and java?

.NET AJAX CSS3 HTML5 Javascript

Type here to search



Get Started

Browse our highest-rated writers & editors



RAQUEL F.

Translator, Proofreader an...

Hourly Rate **\$25/hr**

Location Spain

Job Success 100%

Translation English Spanish

Translation Spanish English

View Profile



TIM P.

Online Direct Response Co...

Hourly Rate **\$75/hr**

Location United States

Job Success 100%

Copywriting

Sales Letters

Internet Marketing

Email Marketing

View Profile



SCOTT T.

Certified Sales Copywriter...

Hourly Rate **\$75/hr**

Location United States

Job Success 100%

Email Marketing

Landing Pages

Copywriting

Sales Writing

View Profile



PHILIPP C D.

Digital Marketing Expert /...

Hourly Rate **\$29.5/hr**

Location Germany

Job Success 100%

Social Media Marketing

Translation English German

View Profile

Some of our most in-demand pros

movidos a...

APIs...

dados...

software

#tudoÉsoftware

algoritmos = estratégia E execução

algoritmos = estratégia E execução

**algoritmos como parte
dos processos de
RUP TURA**

1

algoritmos = estratégia E execução

**algoritmos como parte
dos DIFERENCIAIS
COMPETITIVOS**

2

algoritmos = estratégia E execução

**algoritmos como essência
da REALIZAÇÃO de**

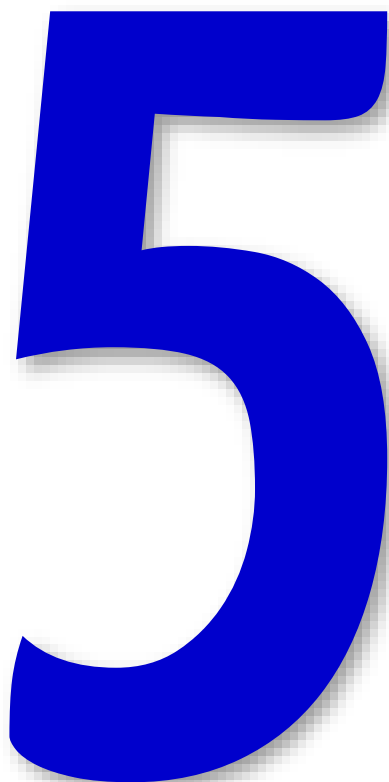
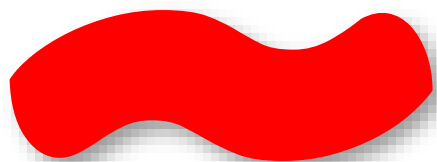
+ TRANSAÇÕES

3

algoritmos = estratégia E execução

**algoritmos como parte do
DESENVOLVIMENTO da
ESTRATEGIA!**

4



5 fundamentos que redefinem qualquer **estratégia**

1. internet das coisas

2. internet de tudo

3. APIs

4. plataforma[s]

5. mercados em rede

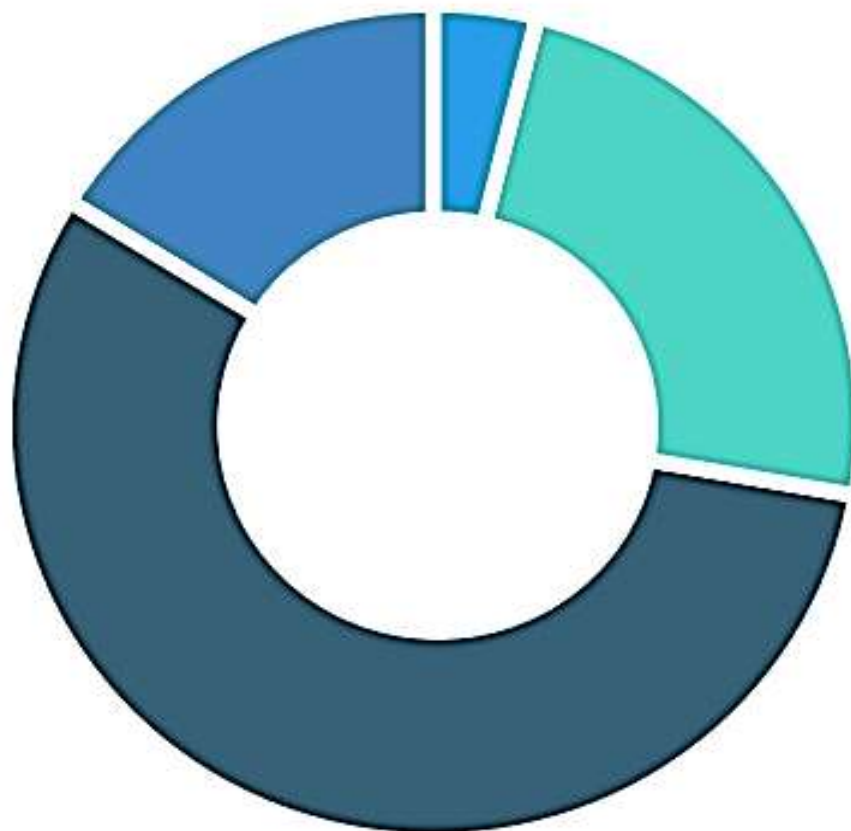
a grande transformação

DIGITAL

dos MODELOS DE NEGÓCIO

PONTO DE INFLEXÃO DIGITAL É IMINENTE

porcentagem dizendo que seu mercado/negócio já atingiu o **ponto de ruptura** ou vai chegar lá nos **próximos 3 anos**



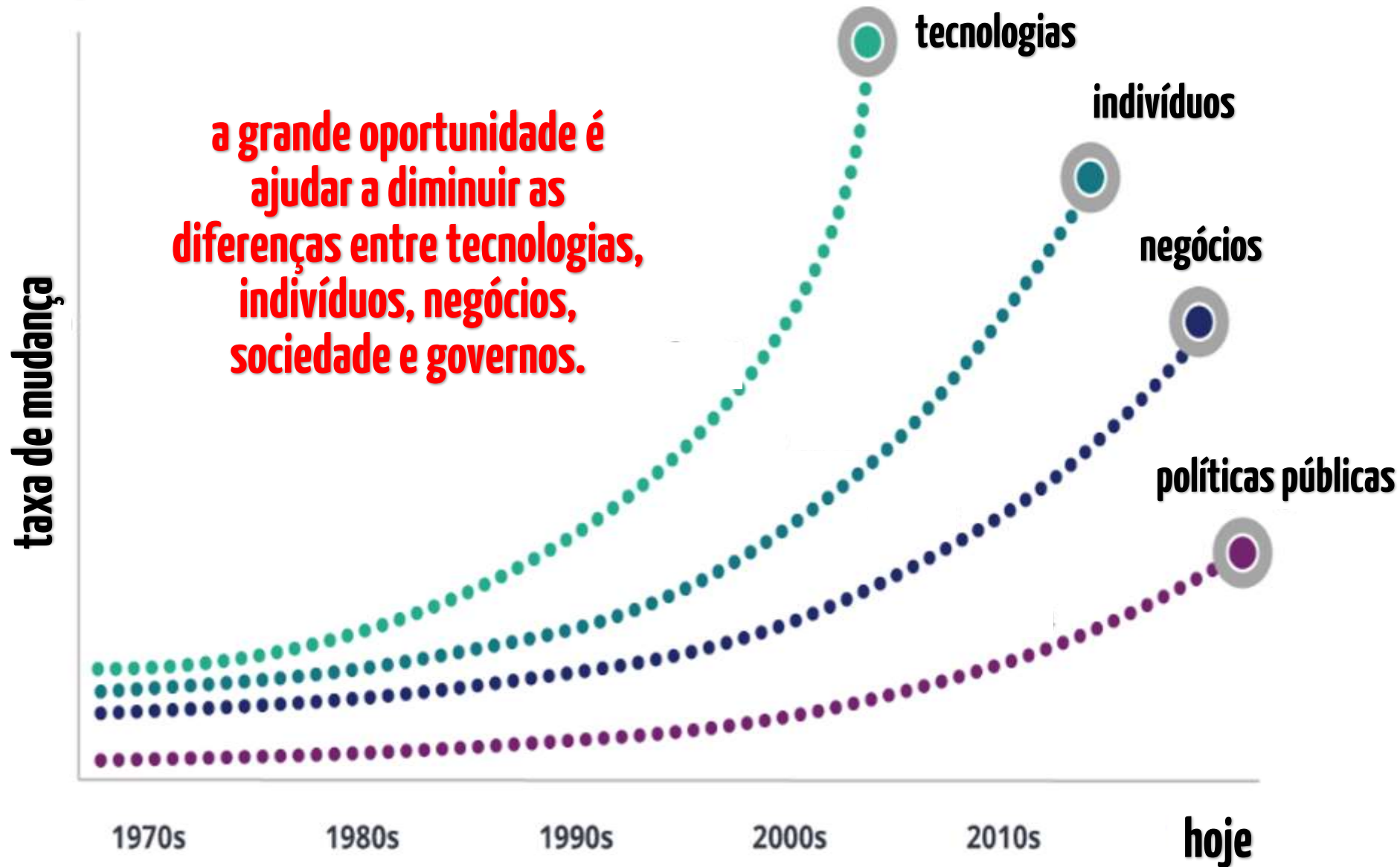
ANTES de 2010

2010 a 2016

DEPOIS de 2020

o que está acontecendo agora?...

a grande oportunidade é
ajudar a diminuir as
diferenças entre tecnologias,
indivíduos, negócios,
sociedade e governos.



a essência da ruptura

**TECNOLOGIAS
SOFISTICADAS
QUE SIMPLIFICAM
EXPERIÊNCIA DE USO
[NA SOLUÇÃO DE PROBLEMAS]**

**POLÍTICA, PADRÕES, REGULAÇÃO,
EDUCAÇÃO, CULTURA,
QUE INCENTIVAM
[ou TOLERAM]
MUDANÇAS**

**MODELOS DE NEGÓCIOS
DE FÁCIL PERCEPÇÃO,
BAIXO CUSTO DE TRANSAÇÃO
E ALTO POTENCIAL DE RETORNO**

**REDES DE VALOR
DE ALTA ESCALABILIDADE
E RISCOS MENSURÁVEIS
PARA TODOS OS AGENTES**



“

In the future, there shouldn't even be a 'digital strategy'. It will simply be strategy in a digital world.

Marc Fontaine

RUPTURA









Innovation
Branding
Solution
Marketing
Analysis
Ideas
Success
Management





mudança

na vida real...

capital, humano:

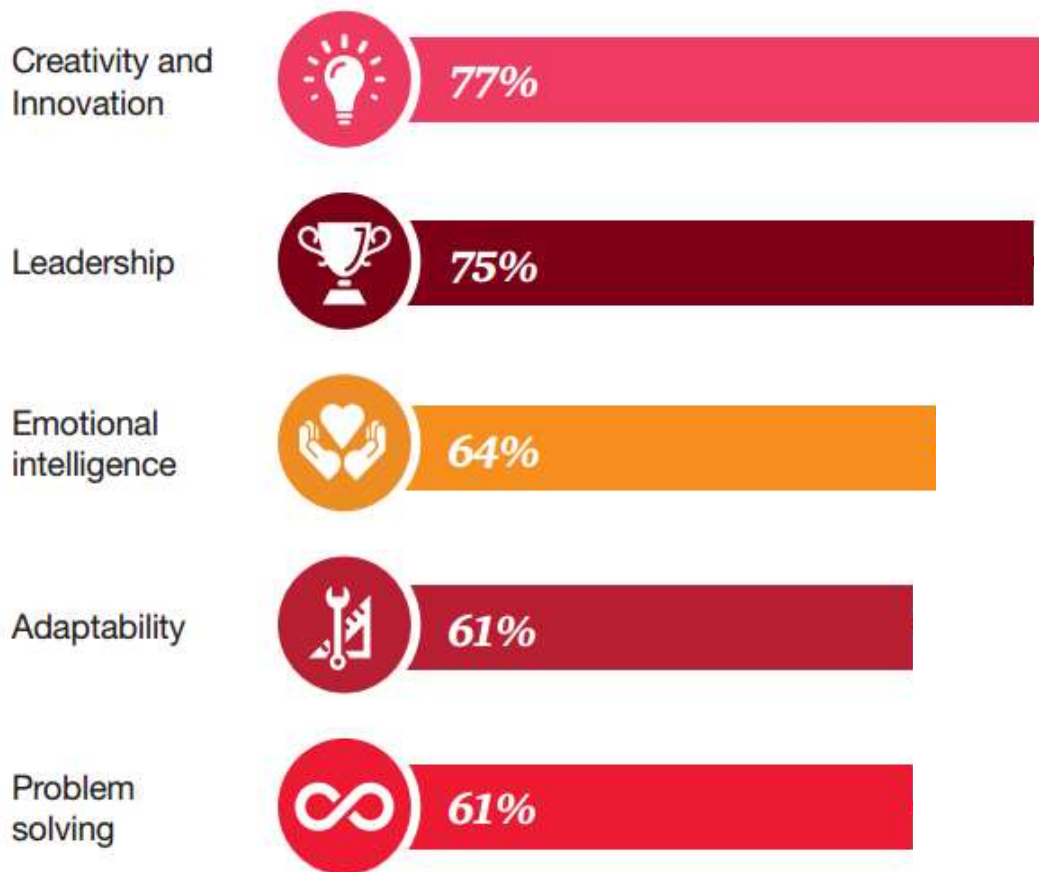
Figure 9: The hardest skills to find are those that can't be performed by machines

Q: How difficult, if at all, is it for your organisation to recruit people with these skills or characteristics?

Q: In addition to technical business expertise, how important are the following skills to your organisation?

Difficulty in recruiting people with skill

Respondents who answered somewhat difficult or very difficult



desafio?

de qualquer ~~TRANSFORMAÇÃO~~

INOVAÇÃO

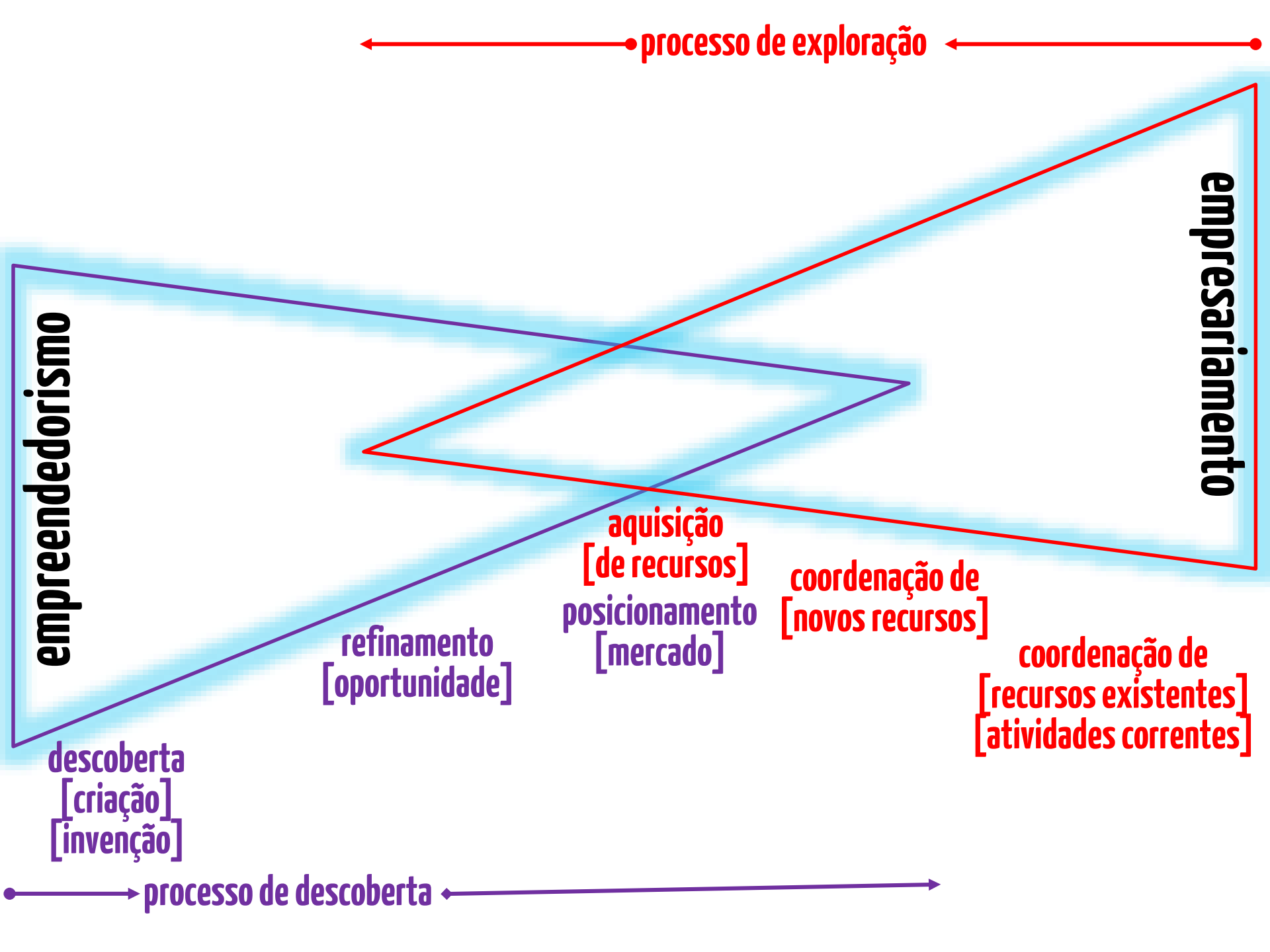
empresariamento

aquisição
[de recursos]

coordenação de
[novos recursos]

coordenação de
[recursos existentes]
[atividades correntes]

processo de exploração



transformação

digital

transformação
digital

hoje...

as empresas
contratam quem?

HABILIDADES 2015

resol. prob. COMPLEXOS

COORDENAÇÃO com outros

gestão de PESSOAS

pensamento CRÍTICO

NEGOCIAÇÃO

controle de QUALIDADE

orientação a SERVIÇOS

cap. p/ JULGAR e DECIDIR

escutar ATIVAMENTE

CRIATIVIDADE

HABILIDADES 2020+

HABILIDADES 2015

resol. prob. COMPLEXOS

COORDENAÇÃO com outros

gestão de PESSOAS

pensamento CRÍTICO

NEGOCIAÇÃO

~~controle de QUALIDADE~~

orientação a SERVIÇOS

cap. p/ JULGAR e DECIDIR

~~escutar ATIVAMENTE~~

CRIATIVIDADE

HABILIDADES 2020+

resol. prob. COMPLEXOS

pensamento CRÍTICO

CRIATIVIDADE

gestão de PESSOAS

COORDENAÇÃO com outros

inteligência EMOCIONAL

cap. p/ JULGAR e DECIDIR

orientação a SERVIÇOS

NEGOCIAÇÃO

FLEXIBILIDADE COGNITIVA

aliança...



The image shows a top-down view of a business meeting around a large wooden table. Several people are seated around the table, working on laptops and documents. The word "PROPOSITO" is overlaid in large, bold, blue 3D letters across the center of the image. The table is cluttered with various items including keyboards, mice, coffee cups, papers, and a blue folder. The people are dressed in business attire, and the overall atmosphere is professional and collaborative.

PROPOSITO

para...

resolução de problemas COMPLEXOS pensamento CRÍTICO
CRIATIVIDADE COORDENAÇÃO com outros gestão de PESSOAS

bit.ly/muchmoresinais

much
more

Unlocking Digital Dollars

silvio@meira.com

@srlm

/srdlm

boletim.de/silvio