Future of Internet

2

NOV 2024

early makers since 1872

em lyon business school

FOI

early makers
since 1872

em
lyon
business
school

Stratégie - FOI

- Digital Mindset

1 Écosystème - FOE — Atelier 1

2 Stratégie - FOI — Atelier 2

3 Relation Client - FOX — Atelier 3

4 Management - FOW — Atelier 4

#innovation

AI or DIE

EX

INBOUND MARKETING

PERVASION

IA

DISRUPTION

MARKETING

VUCA

UX

LIQUID EXPECTATION

Health-Tech

DNVB

L'environnement et la concurrence

Le futur du travail : hybride

L'utilisation éclairée des technologies

Les attentes utilisateurs

Enjeu de l'UX (expérience utilisateur)

PERSONA

BLOCKCHAIN

NBIC

VOC

wearable

GAMIFICATION

SBTI

HYBRID

IOT

ENGAGEMENT

Voyage dans le DEEP WEB avec hubert kratiroff

en 5 questions et 5 parties.
Un nouveau digital mindset pour aborder ce #new-world.

C'est le FOE (future of economics), mais aussi le FOW (future of work) grâce au FOT (future of technology).

Celui qui change tout c'est le client : place au FOM (future of marketing)... quelle expérience !!!
Quelle expérience ?

FOM

GAFAMS

CX

FOW

CONTENT STRATEGY

CRYPTOCURRENCY

BigTech

PLATEFORM

IIOT

METAVERS

Royal Oak

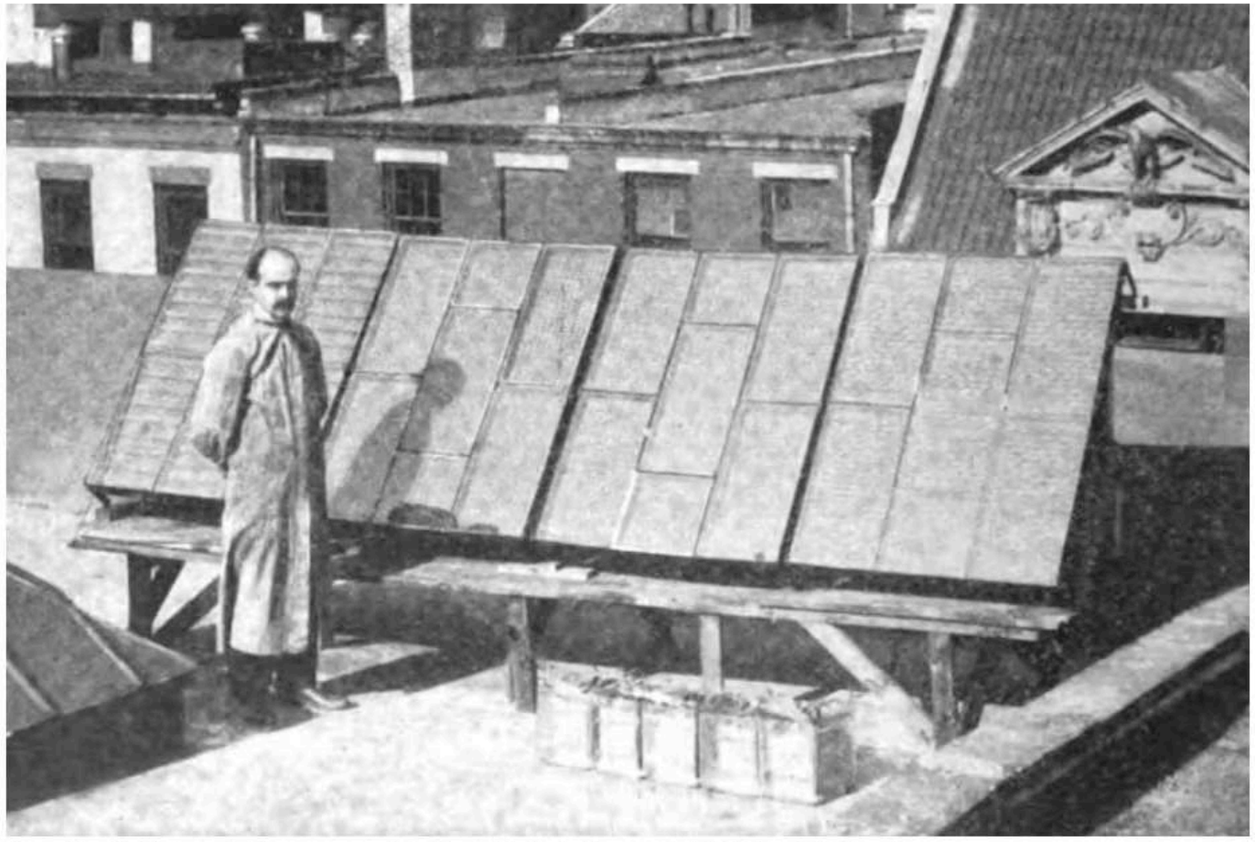
With its steel case, octagonal bezel, “Tapisserie” dial and integrated bracelet, the Royal Oak overturned the prevailing codes in 1972 and took its rightful place as a modern icon.

BIG BANG

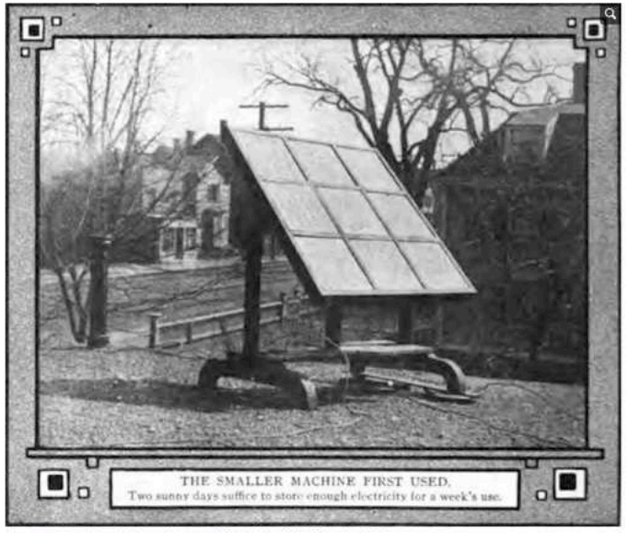
ORIGINAL GOLD

44MM

EUR 36,200 *



George Cove à côté de son troisième panneau solaire. Popular Electricity Magazine, April 1910 / Low Tech Magazine



Les panneaux solaires de George Cove en 1909, Technical World Magazine/wiki

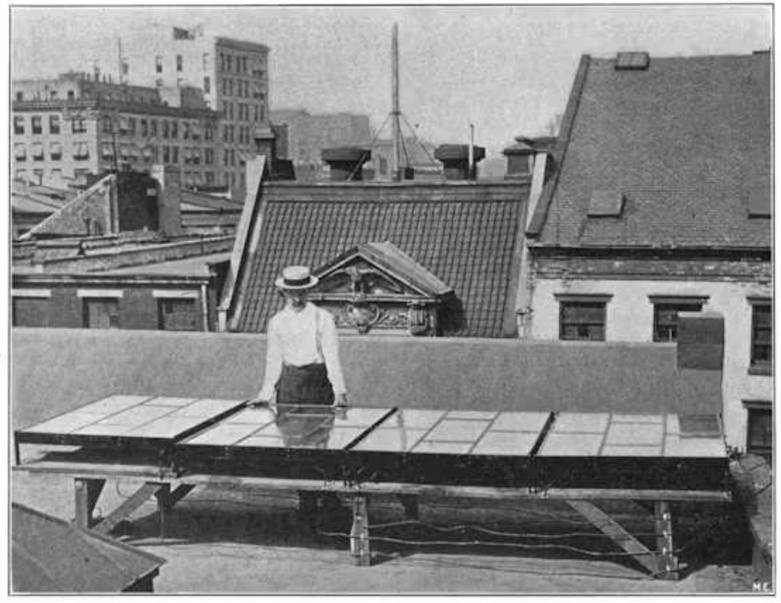
1909, George Cove

MODERN ELECTRICS

Vol. II. SEPTEMBER, 1909. No. 6

Harnessing Sunlight

By René Homer



Mr. Cove and his Sun Electric Generators

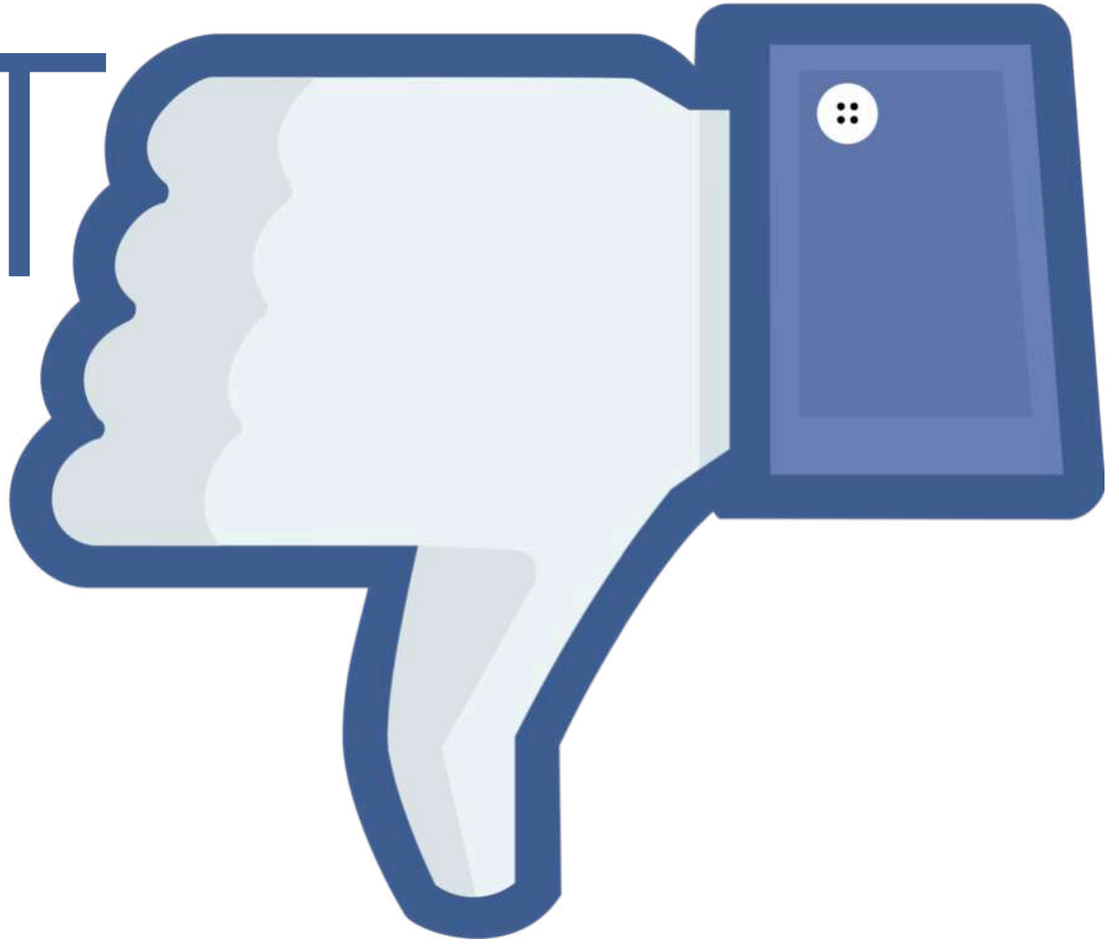
Four units are shown in the picture, each containing 1804 plugs of the new secret alloy. These units develop 60 watts each: 6 amperes at 10 volts. One form upon which he is experimenting will show a voltage of 500 per 10 sq. ft., though the amperage is very slight.

It has been the contention of many eminent scientists during the past two centuries that the energy expended in any way upon the earth came originally from the sun. Thus the power derived from streams, waterfalls and the combustion of wood, coal and oil is directly traceable to the work done by the sun in lifting vapor to fall in rain or snow for the formation of streams or the growing of the trees and other vegetation that form the coal beds and petroleum deposits. So quietly does the sun do this work that the billions of tons of water constantly lifted from the ocean and the land for the slow growth of trees attracts no attention.

Our present civilization is mainly dependent upon the energy we develop from coal and petroleum, without which our great activities would at once come to a standstill. The mines, factories, railways, automobiles and even airships would become useless; the water, gas and electric supply of our cities would be taken away and all our cities rendered uninhabitable, and yet the total amount of energy furnished by combustion of all the coal and petroleum of our world is quite infinitesimal when compared with that furnished us by the sun.

Dr. Langley estimates that a very small fraction of a second indeed would be taken by the sun in consuming all of the coal in the State of Pennsylvania. If the sun were one solid block of coal, it would have burned to the last cinder in about five thousand years. This leads scientists to the conclusion that the energy of the sun is not dependent upon

INTERNET DIGITAL



NBIC

Convergence de technologies à appliquer :

1/ aux produits/services

2/ aux processus de l'entreprise

NBIC

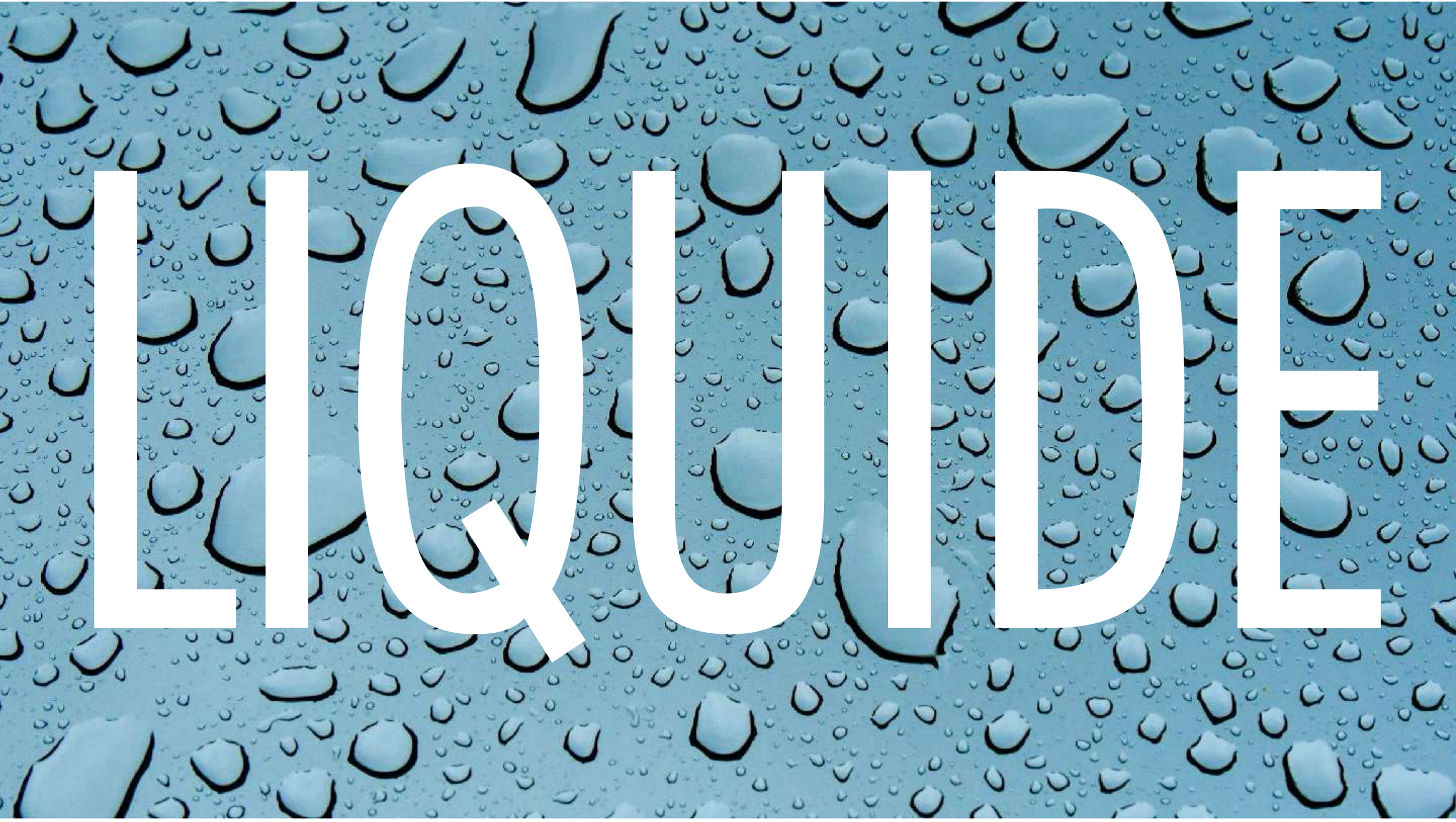
Nano : techno, petits matériaux 10^{-9}, LK99, H, graphène, supraconducteur...

Bio : techno, mimétisme, blob, axolotl, morpho-genèse, bioengineering...

Informatique :IOT, IIOT, 3Dprint-Additiv Blockchain, Quantique, Token, NFT, Quantique, Algorithme, industry4.0, cybersécurité...

Cognitif : IOB, IA, ML, MOOC, edTech,SGE apprentissage adaptif, neuro-science, métavers...

IKB79


LIQUIDE

ADN
Virus
RNA
Cas9
Bact

MAX
PLANCK

Anura™

Take a selfie, know your healthie!™

Anura's intended use is to increase people's awareness of their general wellness

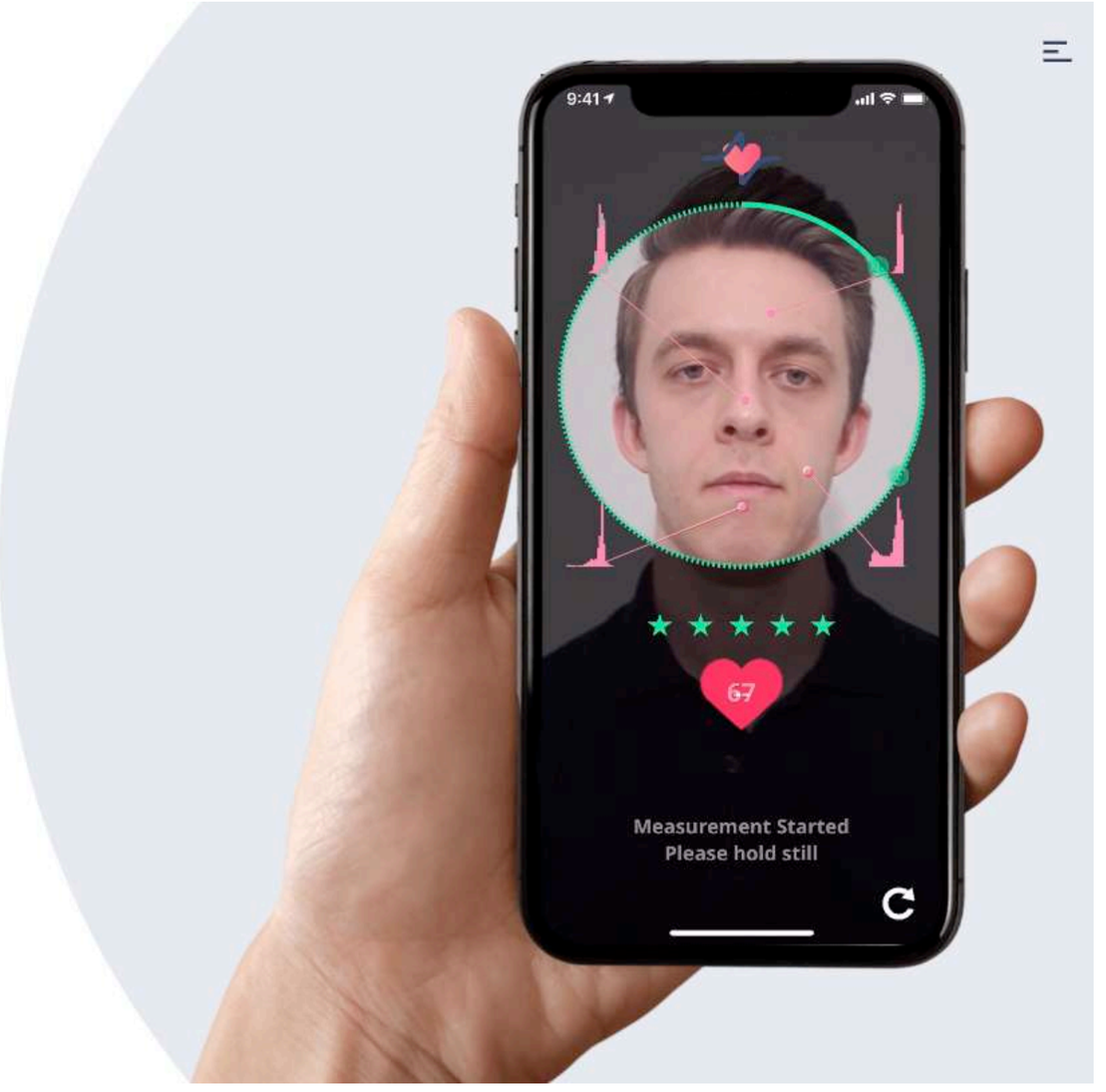
Read our publications

Clinical studies

Research

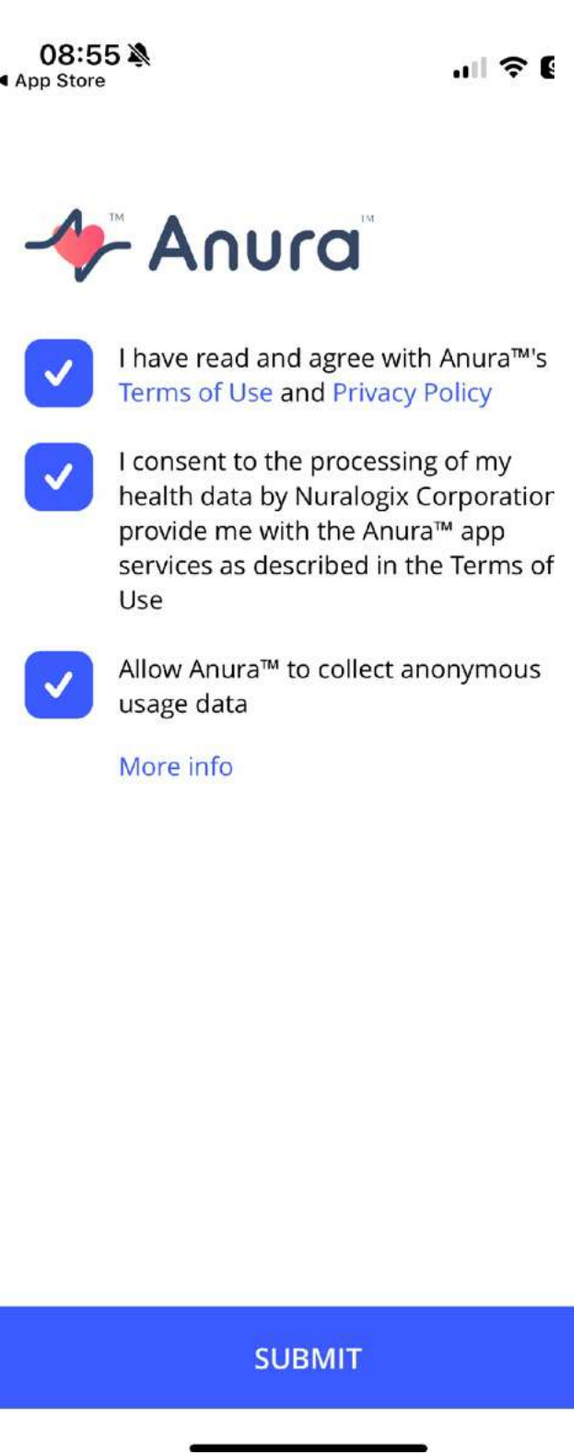
Download on the App Store

GET IT ON Google play

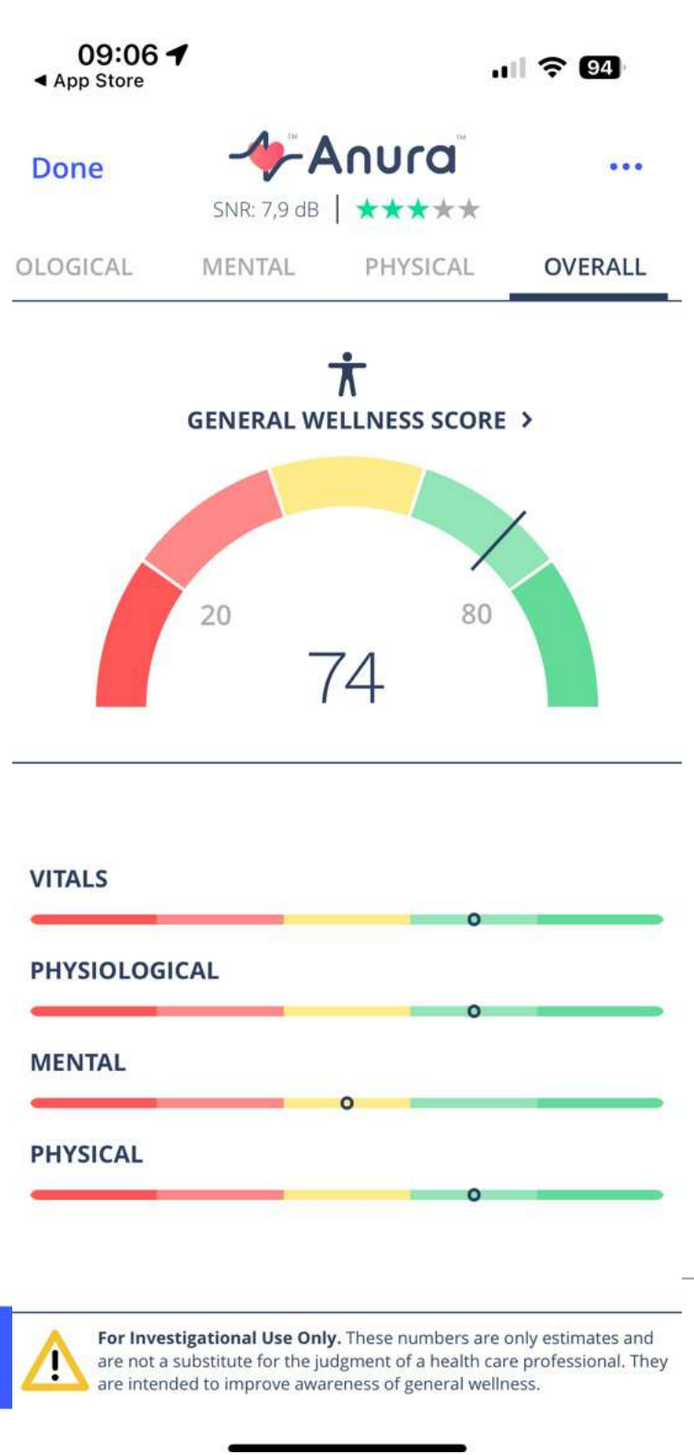


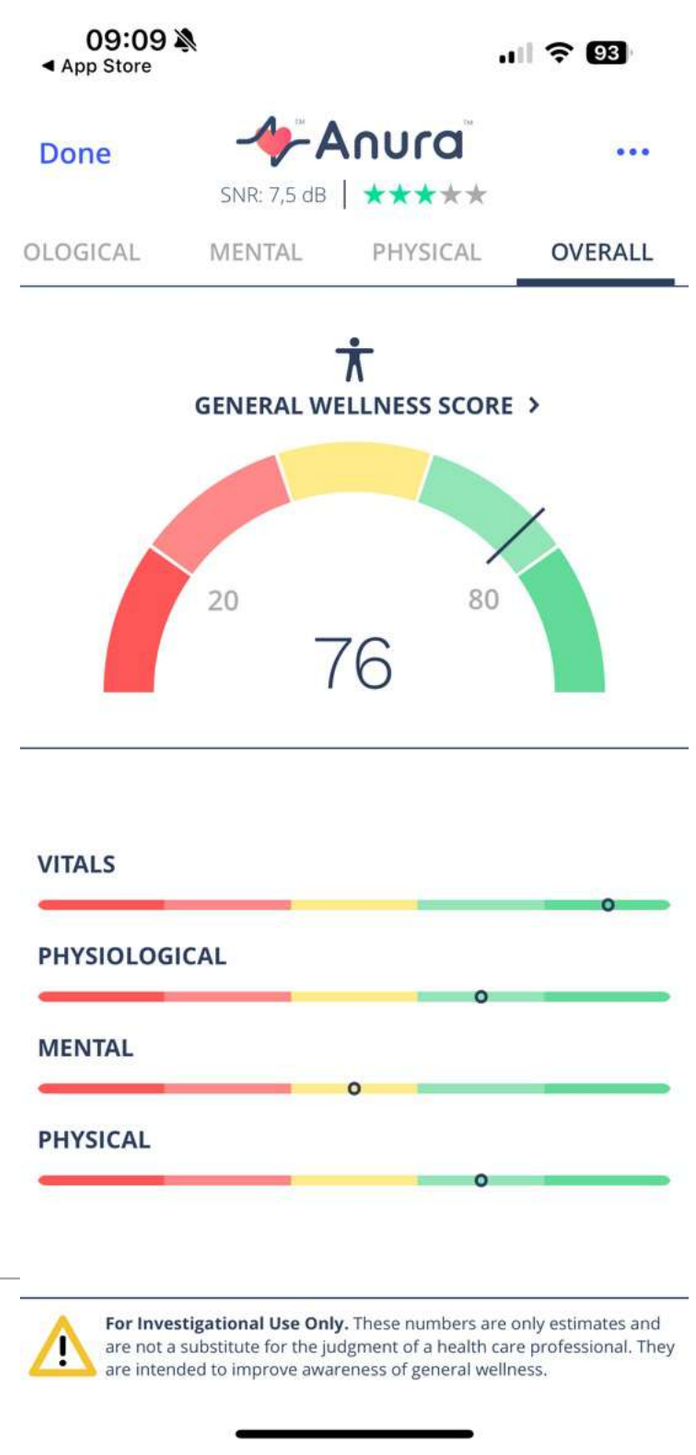
⚠ Anura™ is not a substitute for the clinical judgment of a health care professional. Anura™ is intended to improve your awareness of general wellness. Anura™ does not diagnose, treat, mitigate or prevent any disease, symptom, disorder or abnormal physical state. Consult with a health care professional or emergency services if you believe you may have a medical issue.

Cerba HealthCare | em lyon business school executive education


08:55
App Store
Anura™
I have read and agree with Anura™'s Terms of Use and Privacy Policy
I consent to the processing of my health data by Nuralogix Corporation to provide me with the Anura™ app services as described in the Terms of Use
Allow Anura™ to collect anonymous usage data
More info
SUBMIT

08:56
App Store
nuralogix™
Hi, I'm Anura™.
Let's begin your 30-second Health Check.
Anura™
Login
SIGN UP


09:06
App Store
Done
Anura™
SNR: 7,9 dB
OLOGICAL
MENTAL
PHYSICAL
OVERALL
GENERAL WELLNESS SCORE
20
80
74
VITALS
PHYSIOLOGICAL
MENTAL
PHYSICAL
For Investigational Use Only. These numbers are only estimates and are not a substitute for the judgment of a health care professional. They are intended to improve awareness of general wellness.


09:09
App Store
Done
Anura™
SNR: 7,5 dB
OLOGICAL
MENTAL
PHYSICAL
OVERALL
GENERAL WELLNESS SCORE
20
80
76
VITALS
PHYSIOLOGICAL
MENTAL
PHYSICAL
For Investigational Use Only. These numbers are only estimates and are not a substitute for the judgment of a health care professional. They are intended to improve awareness of general wellness.

ACTUALITÉS

09/11/23
POUR CERTAINS EXAMENS : PAS DE PRELEVEMENT LA VEILLE DU 11 NOV.

20/07/23
Les perturbateurs endocriniens, Nouveautés sur la prise en charge en 2023

04/07/23
CHANGEMENT DE KIT / MILIEUX DE TRANSPORT

21/06/23
RUPTURE REACTIF ALDOLASE

16/06/23
METANEPHRINES URINAIRES ALLONGEMENT TEMPORAIRE DU DELAI DE RENDU

26/05/23
Dépistage prénatal non invasif par ADNlc des anomalies chromosomiques (DPNI)

10/05/23
Recherche des AC Anti-plaquettes - Arrêt de l'examen

17/04/23
Nouveau Site Cerba Oncology

13/04/23
VITAMINE B6 : CHANGEMENT DE TECHNIQUE

12/04/23
Nouvel examen // La cartographie optique : de nouvelles perspectives de diagnostic dans les maladies rares

Toutes les Actualités →

Les perturbateurs endocriniens, Nouveautés sur la prise en charge en 2023

Cher confrère,

Par ingestion, inhalation ou encore diffusion percutanée, les sources d'exposition aux perturbateurs endocriniens sont nombreuses ; ils font désormais partie de notre quotidien.
Les perturbateurs endocriniens, bisphénols et phtalates, ont fait l'objet de nombreuses mises en garde des services publics et autres autorités de santé.

Le début de la grossesse, l'enfance et l'adolescence restent les périodes les plus à risques où l'organisme est le plus réceptif aux perturbateurs endocriniens.

MESURER SON EXPOSITION EST MAINTENANT POSSIBLE.

A l'issue des résultats, des mesures de prévention ciblées permettront de réduire son exposition rapidement.

NOUVEAUX EXAMENS

Panel Bisphénols : bisphénol A, S, F, AF et AP
Panel Phtalates : MeOHP, MeHHP, MECPP, MCPP, MEP, MiBP, MnBP, MBzP, MCOP et MCNP

Prélèvement :

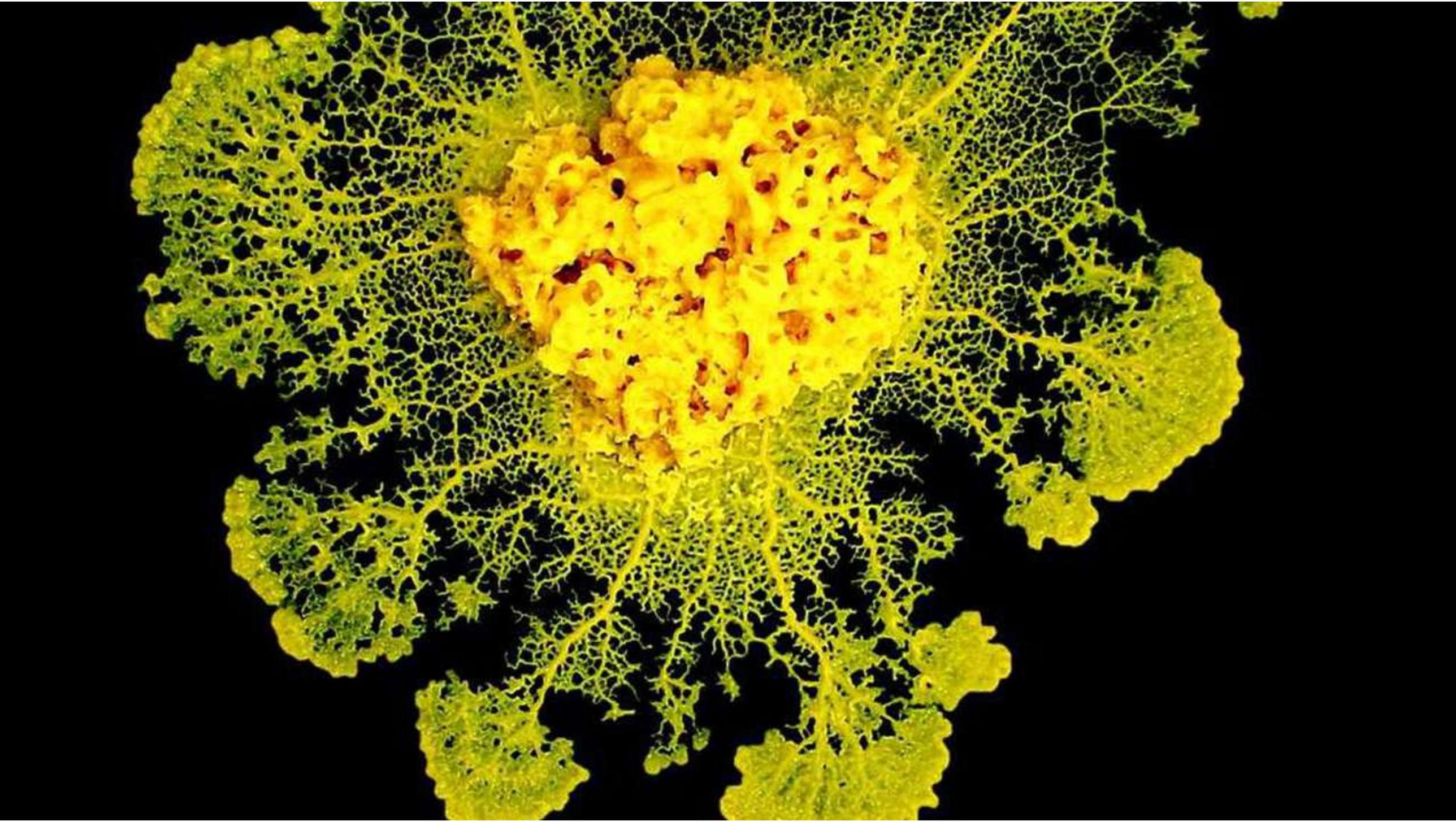
Urines (2 ml), sur tube en polypropylène ou en polyéthylène
Privilégier l'urine ponctuelle plutôt en fin de journée (et pas au réveil)
Sur urines des 24h si demandé par le médecin prescripteur
Conservation :

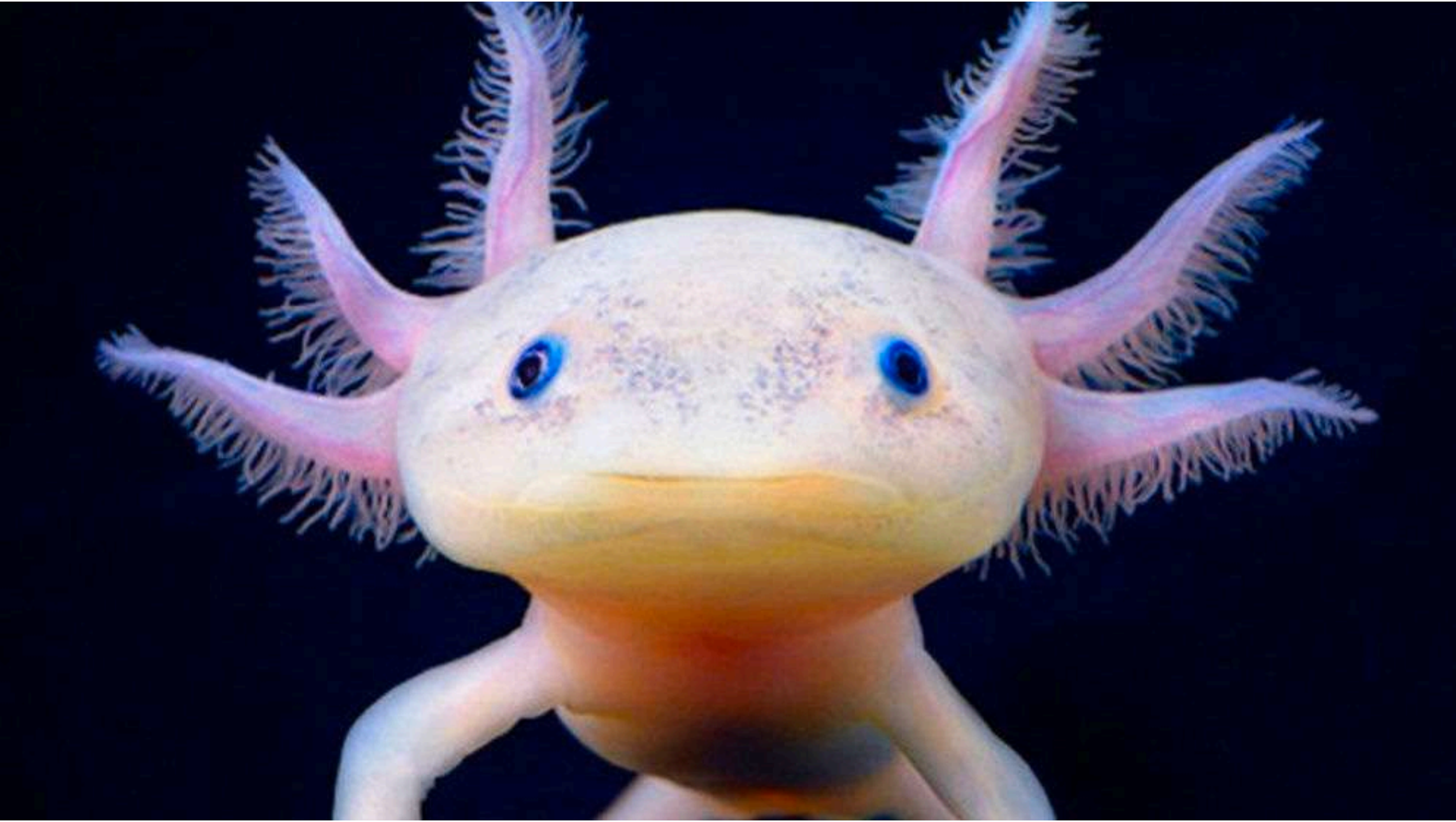
À conserver entre 2 °C et 7 °C (7 jours max) et à envoyer au laboratoire Cerba en congelé.

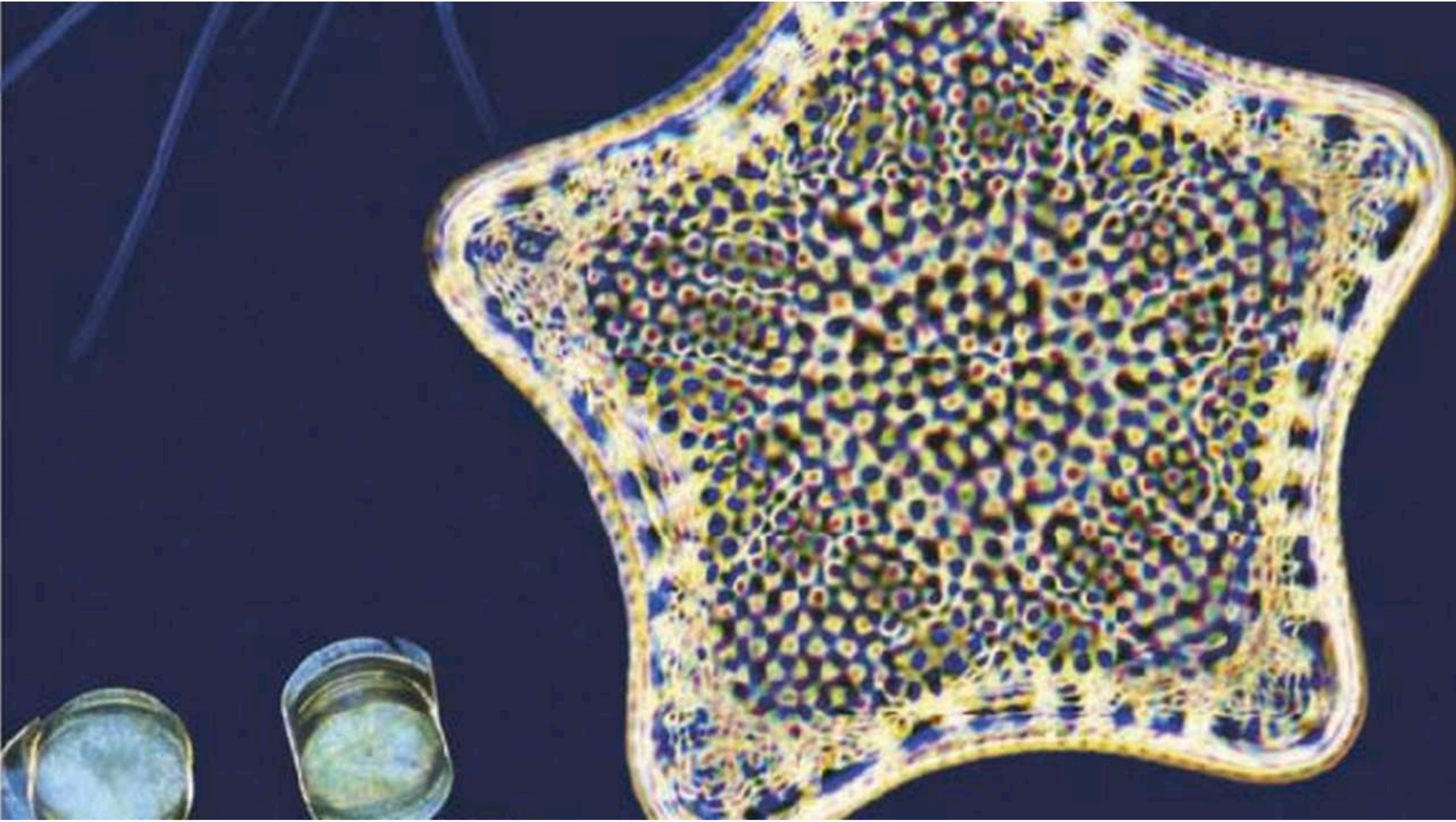
Lien vers le catalogue

Yuka

YUKA







FORTNITE

xTheslayer360x
CaamilaLP
FROM
CHRISTOPHER NOLAN
CaamilaLP
15 m

Want to get started?

CONTACT US HERE

EXAMPLES OF APPLICATIONS WHERE WE CAN SUPPORT YOU:

From Concept to Reality

AIMING ARM INSTRUMENTS

Produce aiming arms that are light, reusable and endure many sterilization cycles. Reduce material waste by 60%, while increasing structural integrity and performance.

READ MORE

TAILORED ORTHOPEDIC IMPLANTS

Create composite implants with adaptable fiber and stiffness distribution to match patient-specific body structure.

X-RAY TRANSLUCENT TOOLS

Make tools that enable the in-situ verification of the correct position of the whole fixation system. Maximum accuracy and durability, for better reliability.

9T Labs, spécialiste de l'impression 3D carbone, lève 17 millions de dollars

© 9T

Senet et Eutelsat s'associent pour un réseau LoRaWAN IoT véritablement mondial

PREMIUM

STARLINK PREMIUM

SWÀRM

THANK YOU FOR YOUR INTEREST IN ORDERING STARLINK!

Starlink Premium is not yet available in your area. Please check back for future availability in your area.

x

a

p

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-AAS

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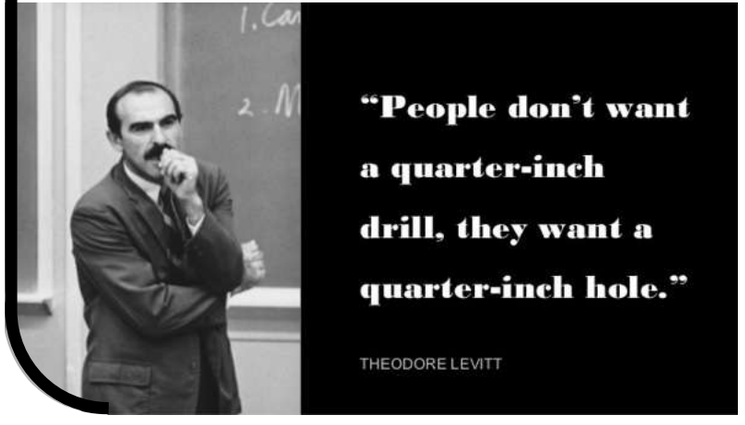


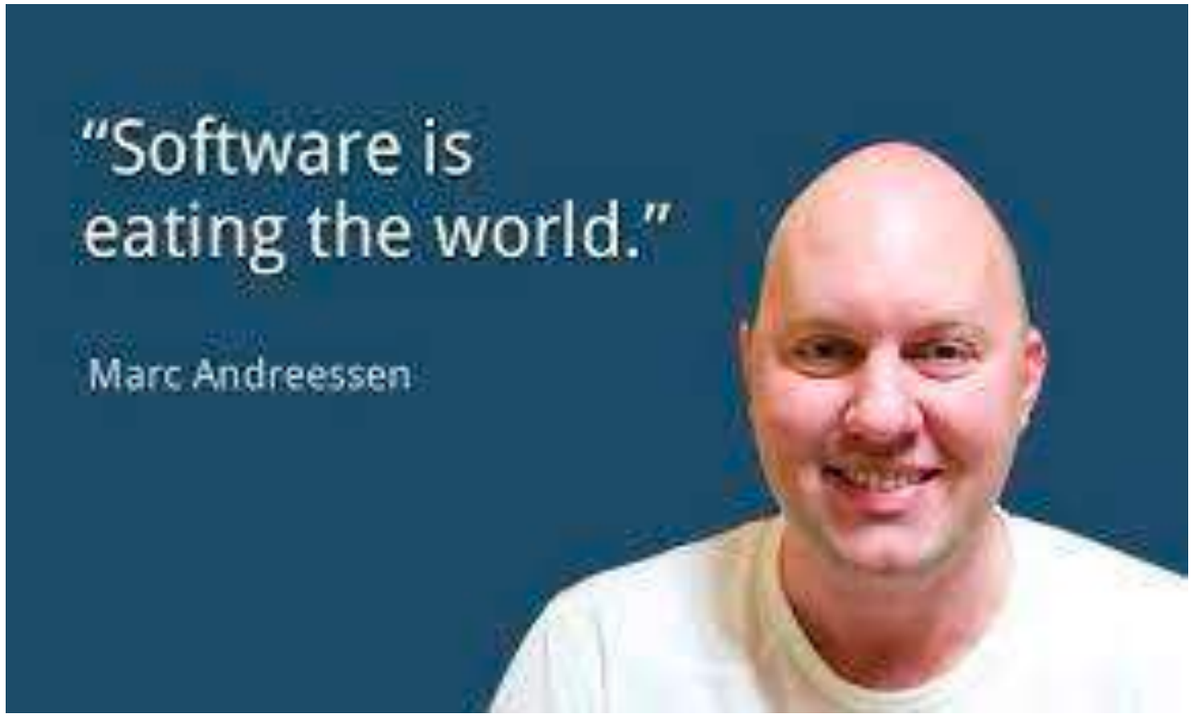
d

h

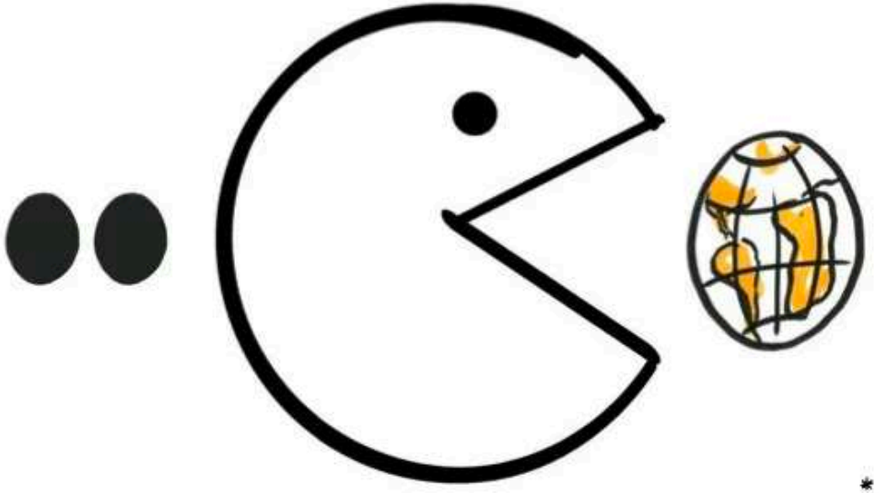
wtf

p

everything



Software is eating up the world*



* Marc Andreessen
in Wall Sreet Journal

Intelligent Machines

Nvidia CEO: Software Is Eating the World, but AI Is Going to Eat Software

andreessen. horowitz It's time to build

Portfolio Team Focus Areas Content About Jobs

Understand the Future, Now
Software is eating the world. Future is your guide from a16z to technology, innovation, and where it's all going.
Go to Future »

Software is eating the world
WEB 1.0 —> 3.0

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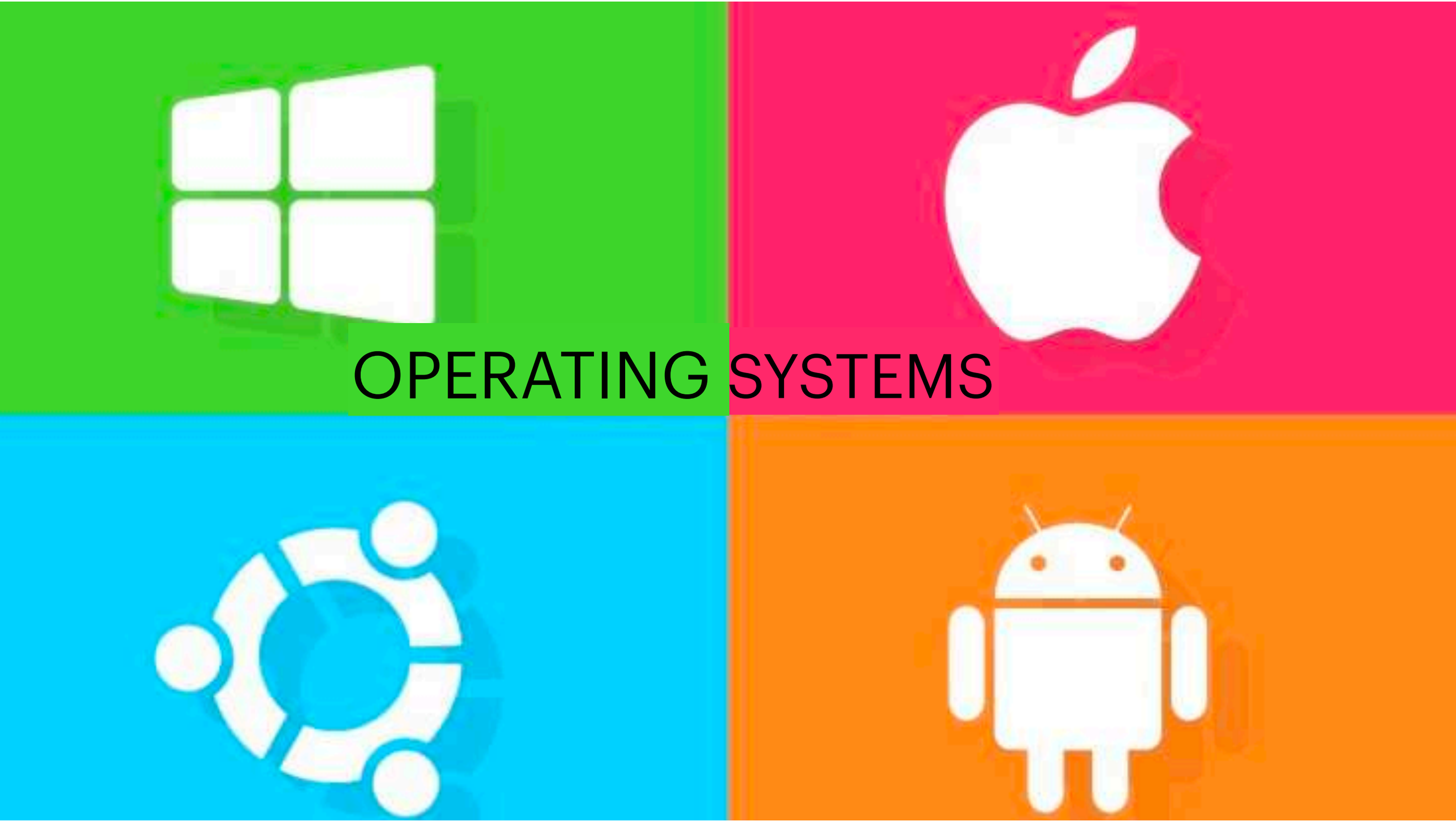

OPERATING SYSTEMS

Blackberry Palm Next DOS OS2 unix fedora symbian

Operating System : OS

Linux

Windows

Android

IOT

IOB

HomeKit

CarPlay

TeslaOS

OSShop (AmazonGo et JustWalkIn)

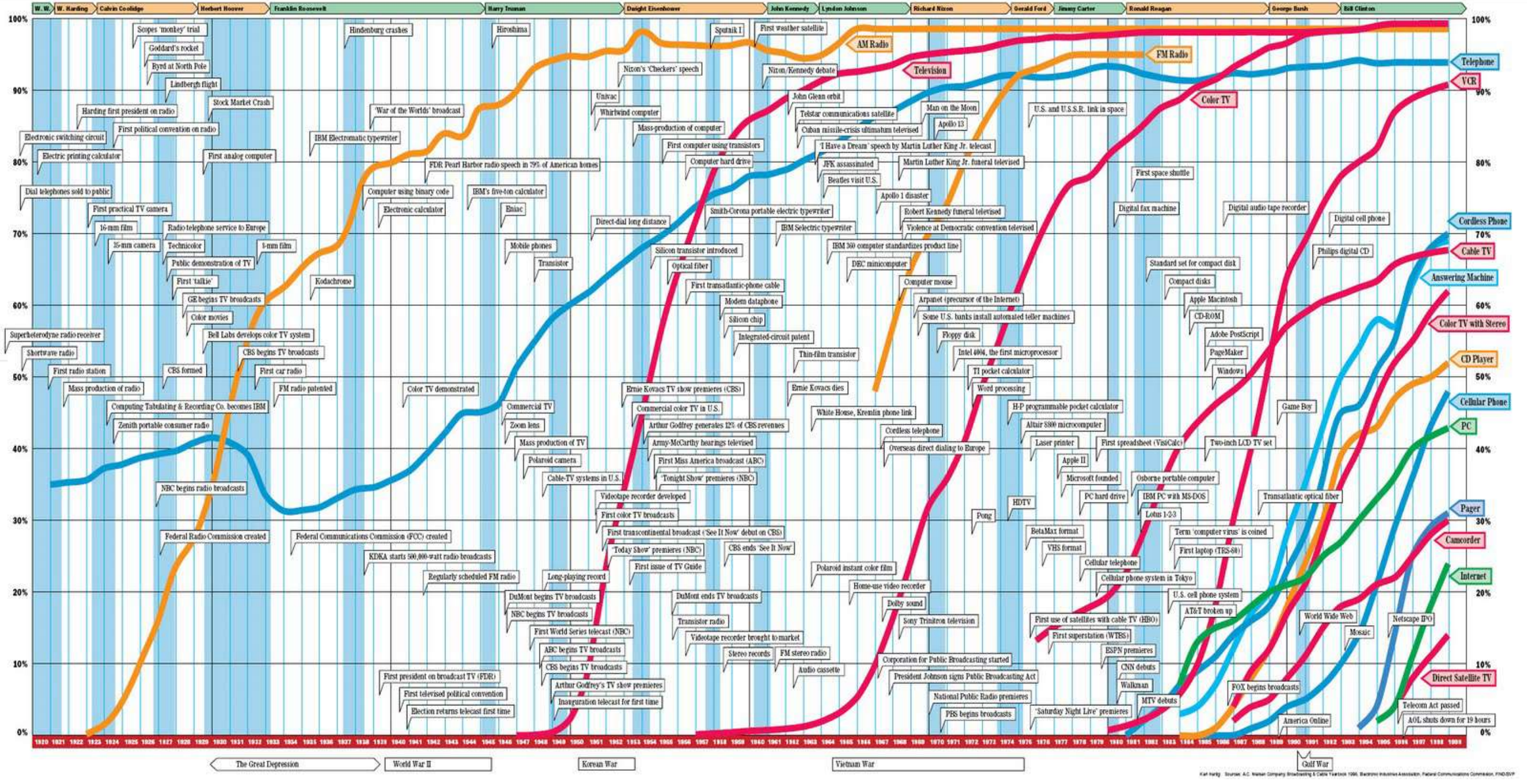
Shopify

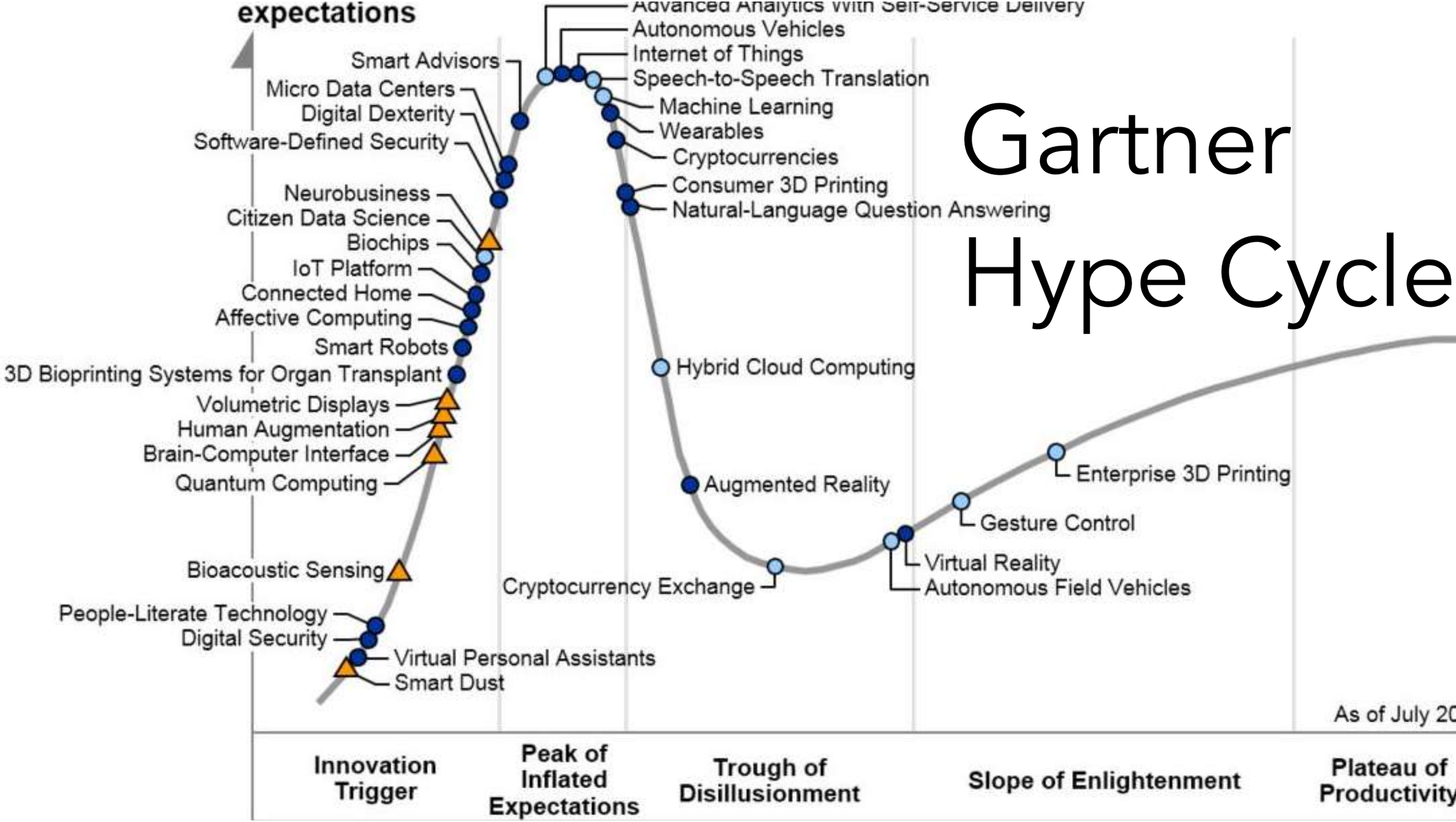
Le graphène, un matériau miracle

Des travaux en laboratoire montrent que des transistors en graphène sont potentiellement capables de détrôner les transistors en silicium, ouvrant la voie à des ordinateurs plus performants car plus rapides et plus petits. Étant pratiquement transparent et aussi bon conducteur que le cuivre, le graphène peut servir à réaliser des écrans tactiles, des panneaux lumineux et probablement des cellules solaires.

On s'attend aussi, lorsque seulement 1 % de graphène est mélangé à de la matière plastique, à ce qu'il la rende électriquement conductrice. Sa résistance thermique devrait augmenter de 30 °C, ainsi que sa résistance mécanique (on sait que le graphène lui-même est 200 fois plus résistant que l'acier à la traction). D'intéressants matériaux composites au graphène devraient apparaître dans un avenir proche, avec des applications dans les satellites, les avions et les voitures.

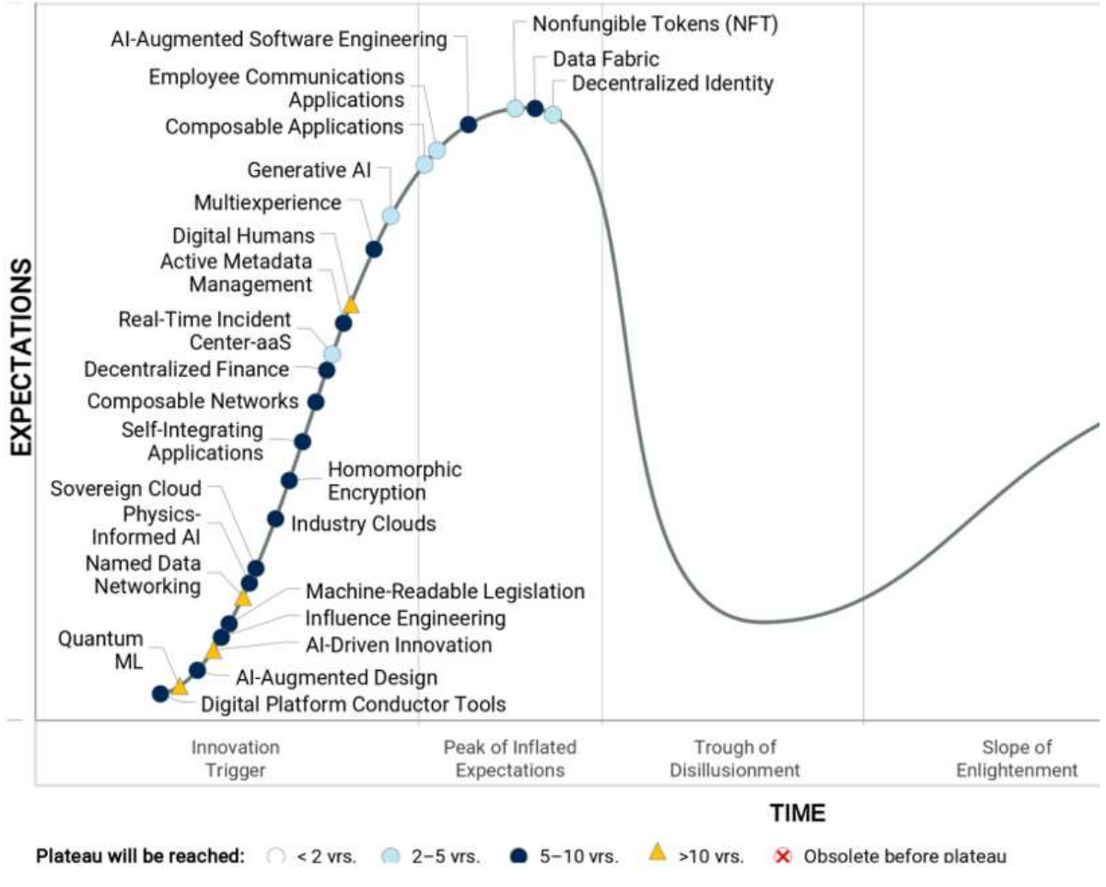
D'un point de vue plus théorique, la mécanique quantique a son mot à dire. En effet, bien que les électrons se déplacent dans le graphène 300 fois plus lentement que la lumière, les conditions auxquelles ils sont soumis imposent de les décrire mathématiquement par l'équation de Dirac, comme pour une particule relativiste presque sans masse ! Il en résulte que l'analogue de certains phénomènes ordinairement rencontrés en théorie quantique des champs relativistes peut s'y manifester. On peut donc simuler de la physique des particules avec le graphène. Mieux, des connexions, là aussi de nature analogique et mathématique, avec des calculs en théorie des cordes, sont étudiées.


W. W.
W. Harding
Calvin Coolidge
Herbert Hoover
Franklin Roosevelt
Harry Truman
Dwight Eisenhower
John Kennedy
Lyndon Johnson
Richard Nixon
Gerald Ford
Jimmy Carter
Ronald Reagan
George Bush
Bill Clinton
100%
90%
80%
70%
60%
50%
40%
30%
20%
10%
0%
Scopes 'monkey' trial
Goddard's rocket
Byrd at North Pole
Lindbergh flight
Hindenburg crashes
Hiroshima
Sputnik I
First weather satellite
AM Radio
FM Radio
Television
Telephone
VCR
Color TV
Cordless Phone
Cable TV
Answering Machine
Color TV with Stereo
CD Player
Cellular Phone
PC
Pager
Camcorder
Internet
Direct Satellite TV
Nixon's 'Checkers' speech
Nixon/Kennedy debate
Univac
Whirlwind computer
John Glenn orbit
Telstar communications satellite
Man on the Moon
Apollo 13
Cuban missile-crisis ultimatum televised
U.S. and U.S.S.R. link in space
Harding first president on radio
Stock Market Crash
'War of the Worlds' broadcast
First political convention on radio
Mass-production of computer
Electronic switching circuit
IBM Electromatic typewriter
First computer using transistors
'I Have a Dream' speech by Martin Luther King Jr. telecast
Electric printing calculator
First analog computer
FDR Pearl Harbor radio speech in 79% of American homes
Computer hard drive
JFK assassinated
Martin Luther King Jr. funeral televised
Beatles visit U.S.
First space shuttle
Dial telephones sold to public
Computer using binary code
IBM's five-ton calculator
Apollo 1 disaster
Digital fax machine
Digital audio tape recorder
Digital cell phone
First practical TV camera
Electronic calculator
Eniac
Smith-Corona portable electric typewriter
Robert Kennedy funeral televised
Philips digital CD
16-mm film
Radio telephone service to Europe
Direct-dial long distance
IBM Selectric typewriter
Violence at Democratic convention televised
35-mm camera
Technicolor
8-mm film
Mobile phones
Silicon transistor introduced
IBM 360 computer standardizes product line
Standard set for compact disk
Public demonstration of TV
Transistor
Optical fiber
DEC minicomputer
Compact disks
First 'talkie'
Kodachrome
First transatlantic-phone cable
Computer mouse
Apple Macintosh
GE begins TV broadcasts
Modem dataphone
Arpanet (precursor of the Internet)
CD-ROM
Color movies
Silicon chip
Some U.S. banks install automated teller machines
Adobe PostScript
Superheterodyne radio receiver
Bell Labs develops color TV system
Integrated-circuit patent
Floppy disk
PageMaker
Shortwave radio
CBS begins TV broadcasts
Thin-film transistor
Intel 4004, the first microprocessor
Windows
First radio station
CBS formed
First car radio
TI pocket calculator
Mass production of radio
FM radio patented
Color TV demonstrated
Ernie Kovacs TV show premieres (CBS)
Ernie Kovacs dies
Word processing
Computing Tabulating & Recording Co. becomes IBM
Commercial TV
Commercial color TV in U.S.
White House, Kremlin phone link
H-P programmable pocket calculator
Game Boy
Zenith portable consumer radio
Zoom lens
Arthur Godfrey generates 12% of CBS revenues
Cordless telephone
Altair 8800 microcomputer
Mass production of TV
Army-McCarthy hearings televised
Overseas direct dialing to Europe
Laser printer
First spreadsheet (VisiCalc)
Two-inch LCD TV set
Polaroid camera
First Miss America broadcast (ABC)
Apple II
Cable-TV systems in U.S.
'Tonight Show' premieres (NBC)
Microsoft founded
NBC begins radio broadcasts
Videotape recorder developed
PC hard drive
Osborne portable computer
Transatlantic optical fiber
First color TV broadcasts
IBM PC with MS-DOS
HDTV
Pong
Lotus 1-2-3
First transcontinental broadcast ('See It Now' debut on CBS)
BetaMax format
Term 'computer virus' is coined
Federal Radio Commission created
Federal Communications Commission (FCC) created
'Today Show' premieres (NBC)
CBS ends 'See It Now'
VHS format
First laptop (TBS-80)
KDKA starts 500,000-watt radio broadcasts
First issue of TV Guide
Polaroid instant color film
Cellular telephone
Regularly scheduled FM radio
Long-playing record
Home-use video recorder
Cellular phone system in Tokyo
DuMont begins TV broadcasts
DuMont ends TV broadcasts
Dolby sound
U.S. cell phone system
NBC begins TV broadcasts
Transistor radio
Sony Trinitron television
AT&T broken up
First use of satellites with cable TV (HBO)
World Wide Web
First World Series telecast (NBC)
Videotape recorder brought to market
First superstation (WTBS)
Mosaic
Netscape IPO
ABC begins TV broadcasts
Stereo records
FM stereo radio
ESPN premieres
CBS begins TV broadcasts
Audio cassette
Corporation for Public Broadcasting started
CNN debuts
First president on broadcast TV (FDR)
President Johnson signs Public Broadcasting Act
Walkman
Arthur Godfrey's TV show premieres
National Public Radio premieres
MTV debuts
FOX begins broadcasts
First televised political convention
Inauguration telecast for first time
PBS begins broadcasts
'Saturday Night Live' premieres
Telecom Act passed
Election returns telecast first time
America Online
AOL shuts down for 19 hours
1920 1921 1922 1923 1924 1925 1926 1927 1928 1929 1930 1931 1932 1933 1934 1935 1936 1937 1938 1939 1940 1941 1942 1943 1944 1945 1946 1947 1948 1949 1950 1951 1952 1953 1954 1955 1956 1957 1958 1959 1960 1961 1962 1963 1964 1965 1966 1967 1968 1969 1970 1971 1972 1973 1974 1975 1976 1977 1978 1979 1980 1981 1982 1983 1984 1985 1986 1987 1988 1989 1990 1991 1992 1993 1994 1995 1996 1997 1998 1999
The Great Depression
World War II
Korean War
Vietnam War
Gulf War


expectations
Advanced Analytics With Self-Service Delivery
Autonomous Vehicles
Internet of Things
Speech-to-Speech Translation
Machine Learning
Wearables
Cryptocurrencies
Consumer 3D Printing
Natural-Language Question Answering
Smart Advisors
Micro Data Centers
Digital Dexterity
Software-Defined Security
Neurobusiness
Citizen Data Science
Biochips
IoT Platform
Connected Home
Affective Computing
Smart Robots
3D Bioprinting Systems for Organ Transplant
Volumetric Displays
Human Augmentation
Brain-Computer Interface
Quantum Computing
Bioacoustic Sensing
People-Literate Technology
Digital Security
Virtual Personal Assistants
Smart Dust
Hybrid Cloud Computing
Augmented Reality
Cryptocurrency Exchange
Enterprise 3D Printing
Gesture Control
Virtual Reality
Autonomous Field Vehicles
Gartner
Hype Cycle
As of July 20
Innovation Trigger
Peak of Inflated Expectations
Trough of Disillusionment
Slope of Enlightenment
Plateau of Productivity

Gartner Hype Cycle

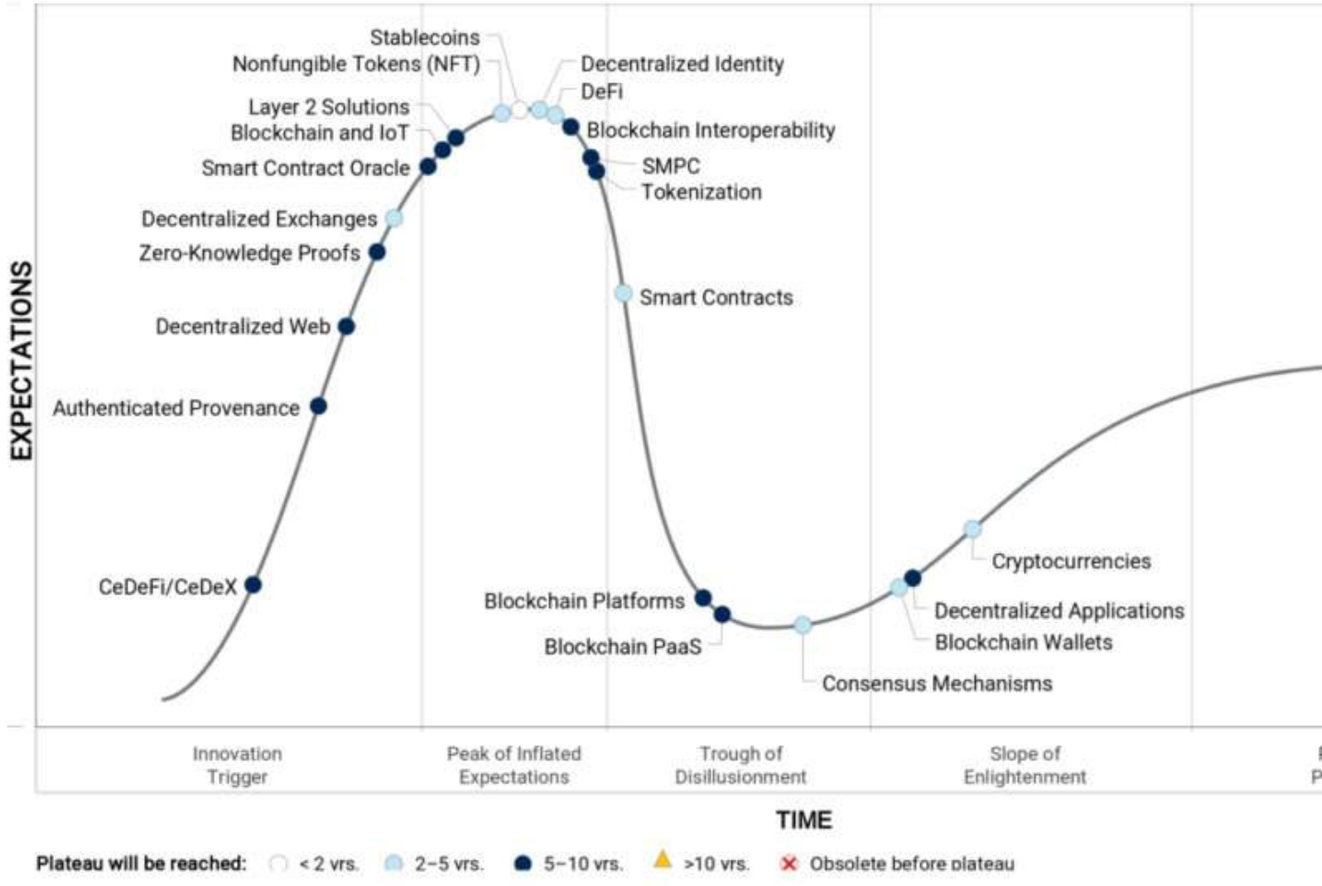
Hype Cycle for Emerging Technologies, 2021



Source: Gartner (August 2021)

747576

Hype Cycle for Blockchain, 2021



Source: Gartner (July 2021)

747513

Gartner®

WorkShop

Les 9 tendances technologiques

Gartner®

1/ L’internet des comportements «Internet of Behaviors » qui découle de l’ « Internet of Things »

2/ L’expérience totale : multiexperience (MX), l’expérience client (CX), l’expérience employé (EX)

3/ L’agilité des entreprises

4/ L’ingénierie de l’intelligence artificielle

5/ L’hyper-automatisation est l’idée que tout ce qui peut être automatisé dans une organisation

6/ Le cloud distribué

7/ Les opérations en tout lieu

8/ Cybersécurité

9/ Vie privée informatique

Gartner®

WorkShop

Les 9 tendances technologiques

Gartner’s Top Strategic Technology Trends for 2023

Optimize	Scale	Pioneer
Digital Immune System	Industry Cloud Platforms	Superapps
Applied Observability	Platform Engineering	Adaptive AI
AI TRiSM	Wireless-Value Realization	Metaverse
	Sustainable Technology	

Gartner

Top Strategic Technology Trends for 2025

AI imperatives and risks	New frontiers of computing	Human-machine synergy
• Agentic AI	• Postquantum cryptography	• Spatial computing
• AI governance platforms	• Ambient invisible intelligence	• Polyfunctional robots
• Disinformation security	• Energy-efficient computing	• Neurological enhancement
	• Hybrid computing	

Shape the future with responsible innovation

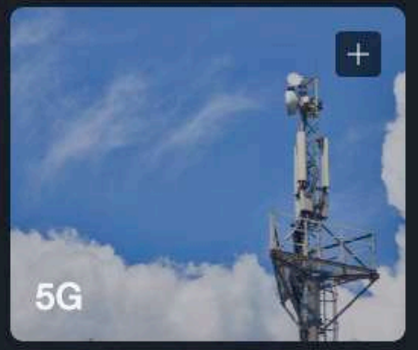
Les 9 tendances technologiques

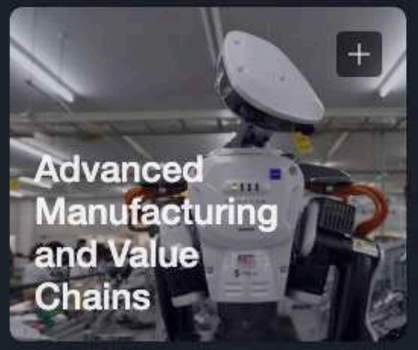
Gartner®

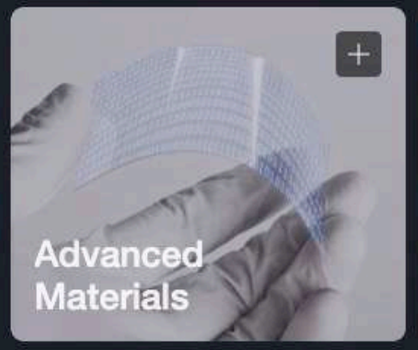
McKinsey Technology Trends Outlook 2022

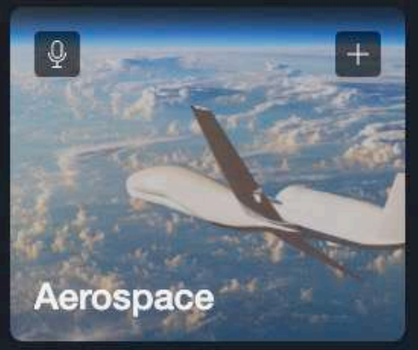
August 24, 2022 | Interactive

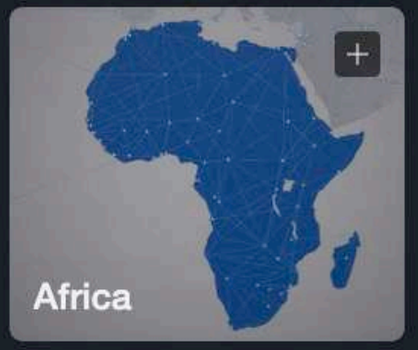
3D Printing

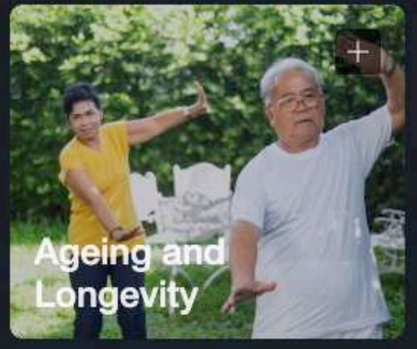

5G


Advanced Manufacturing and Value Chains

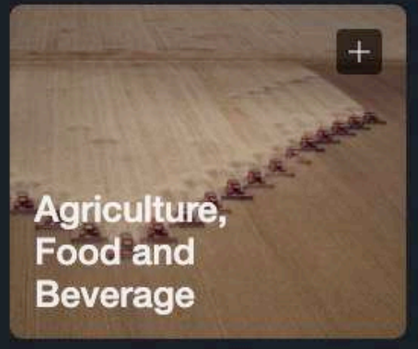

Advanced Materials

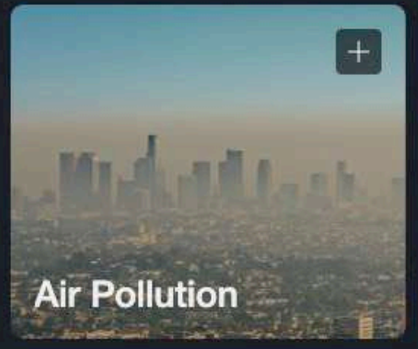

Aerospace

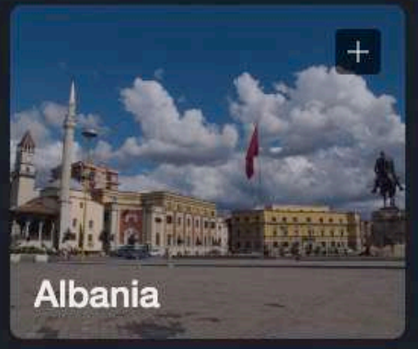

Africa


Ageing and Longevity

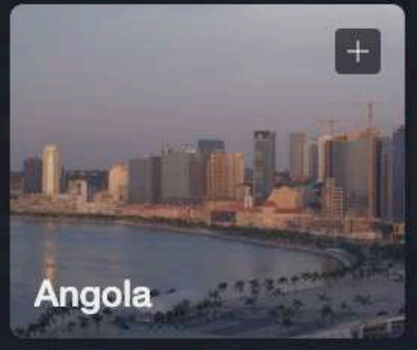
Agile Governance


Agriculture, Food and Beverage

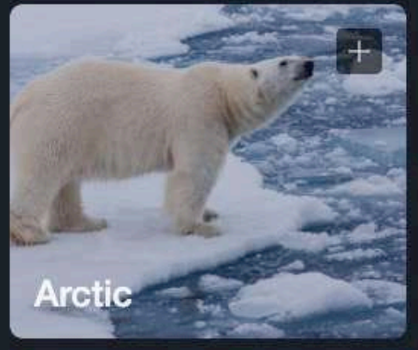

Air Pollution


Albania

Algeria


Angola

Antarctica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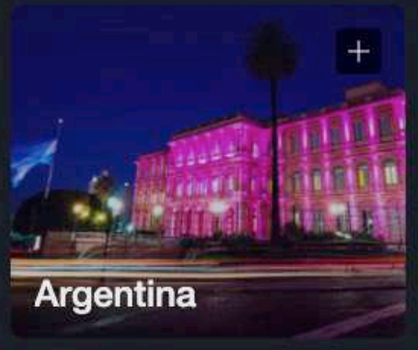
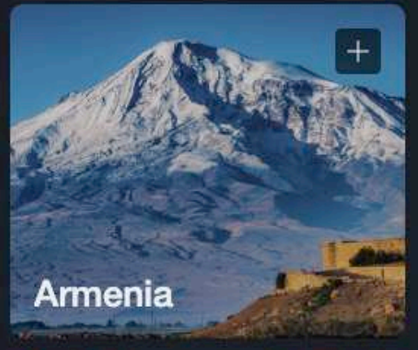
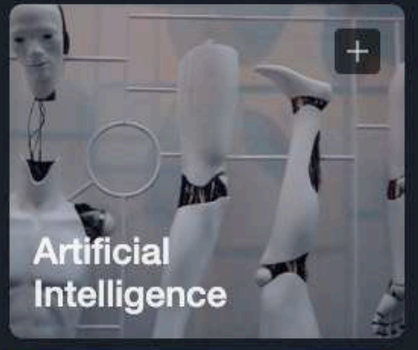
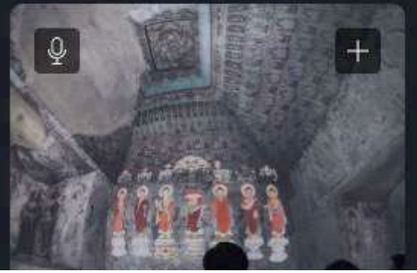
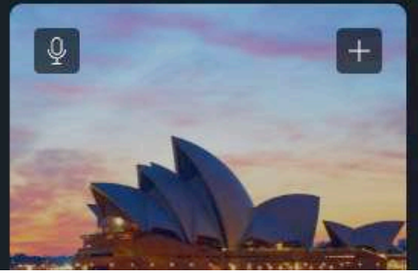
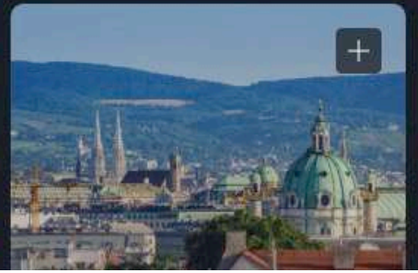

Argentina

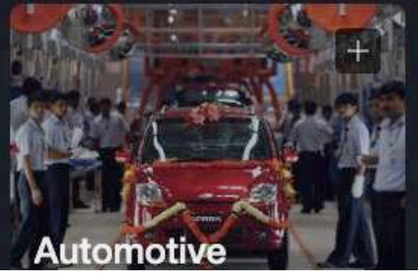

Armenia

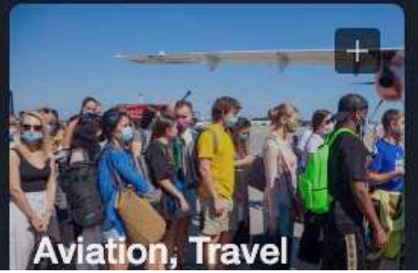

Artificial Intelligence








Automotive


Aviation, Travel

system push work vs. pull model

techno push

vs.

market pull

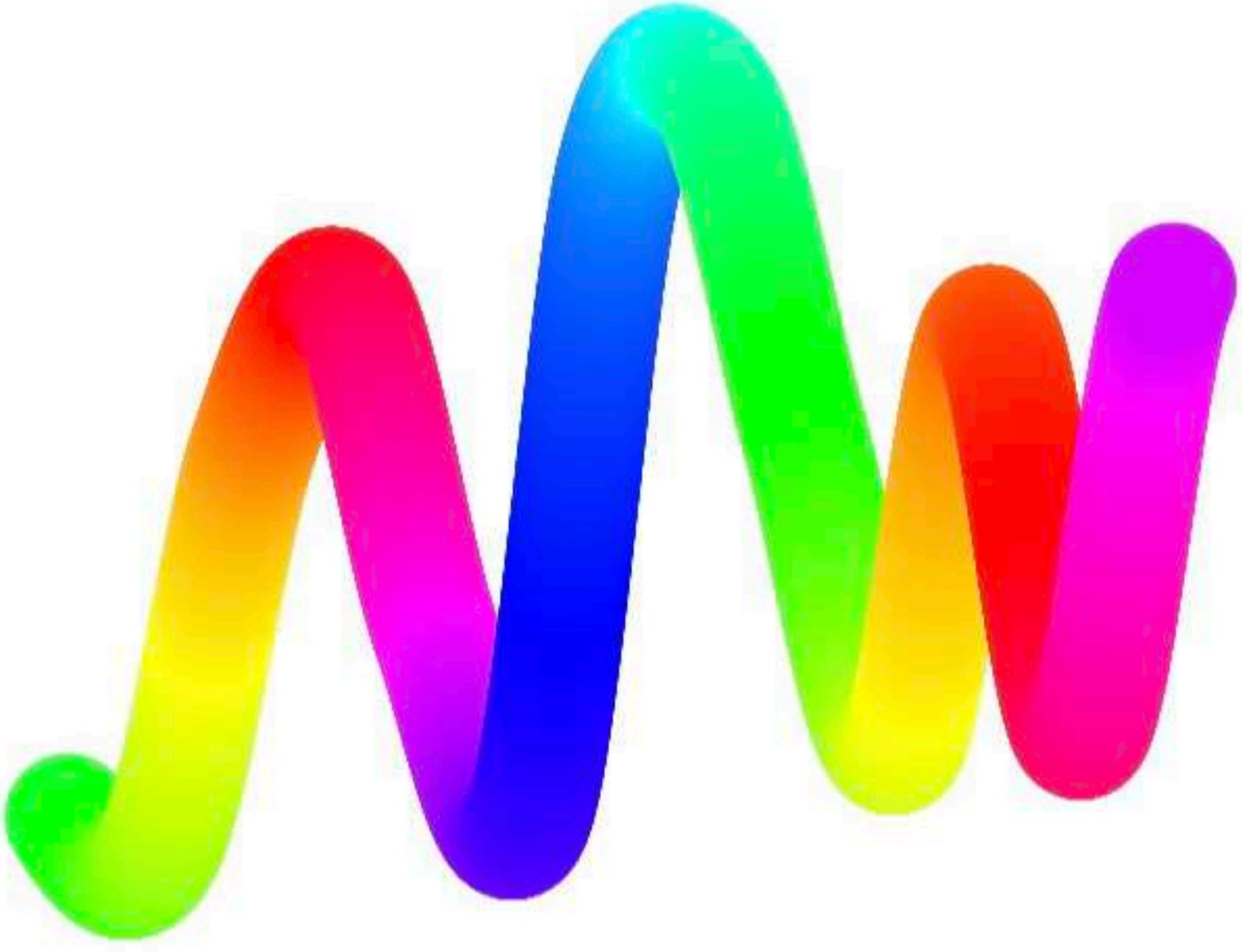
1/
marketing de
l'offre

Offre initiale (solution)
Problème résolu
Persona
Carte empathie
Value proposition
Offre finale
Distribution

2/
marketing de la demande

Persona
Carte empathie
Problèmes réels
Value proposition
Offre
(solution qui résout le problème)
Distribution

From
MAKING PEOPLE WANT THINGS
›
To
MAKING THINGS PEOPLE WANT
DESIGN THINKING
Better by Design
TIM BROWN



WEB3

privacy

SHA / hash

DeFi
Deso

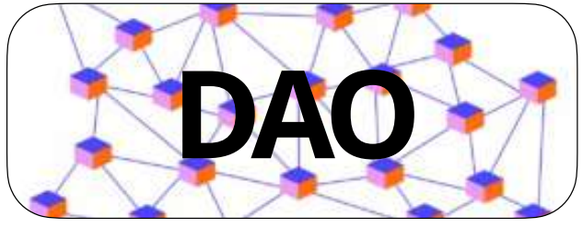
MICA

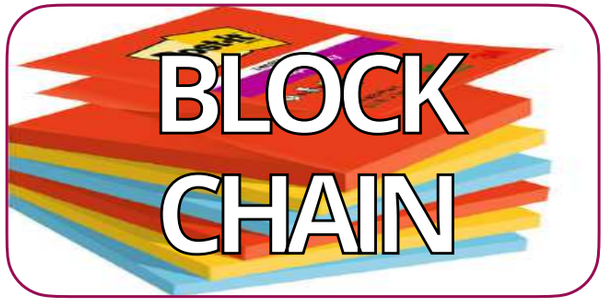
e-sport
gameFI
play to earn

WEB3

web3

...

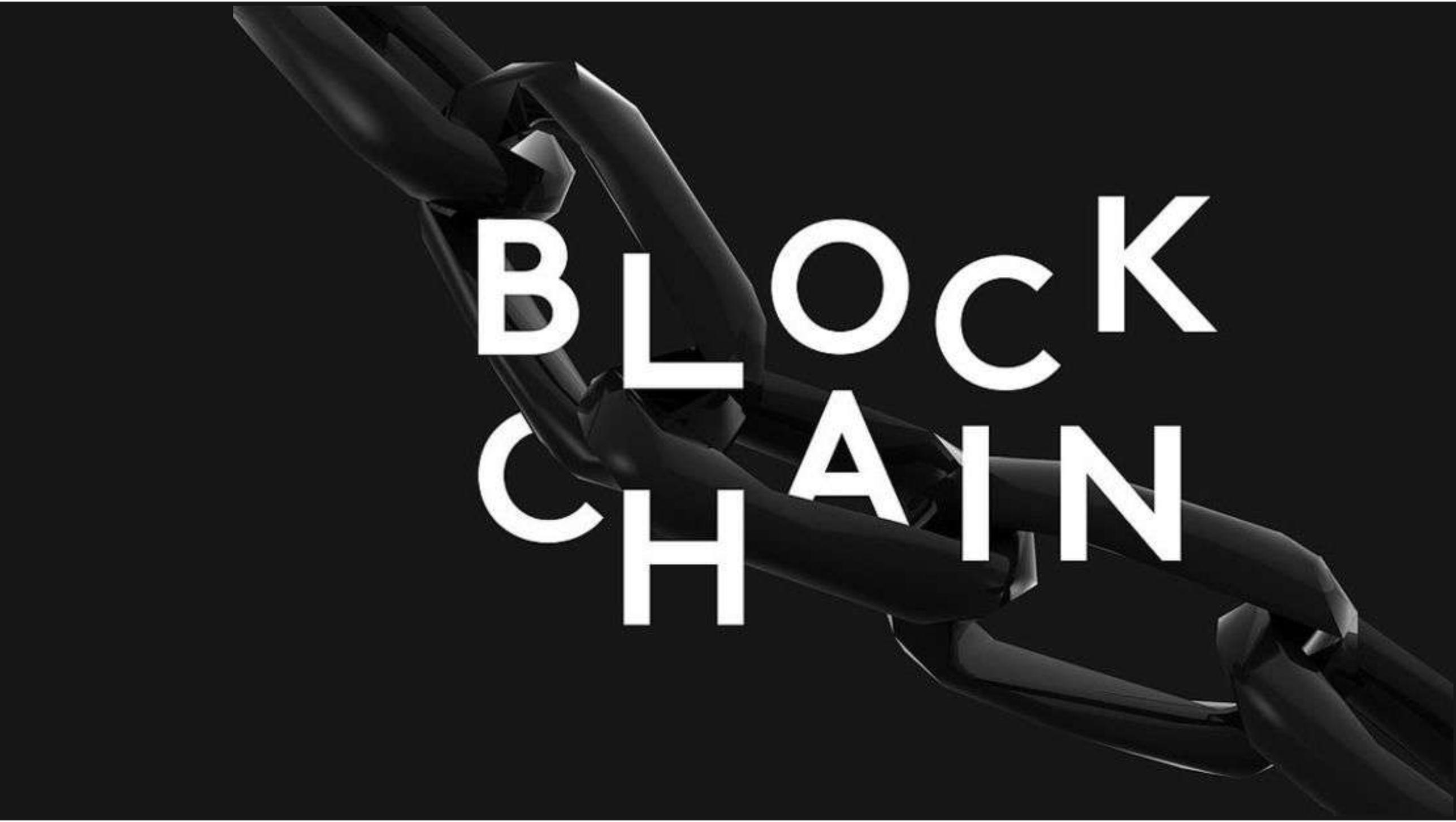




ICO

EVM

PILIERS WEB3
ABC DU
WEB 3


BLOCK
CHAIN

A

Decentralized web
DAO, Holacracy
Scrum
Linked data

B

Transparence
Trust
Verified ID
Ownership

C

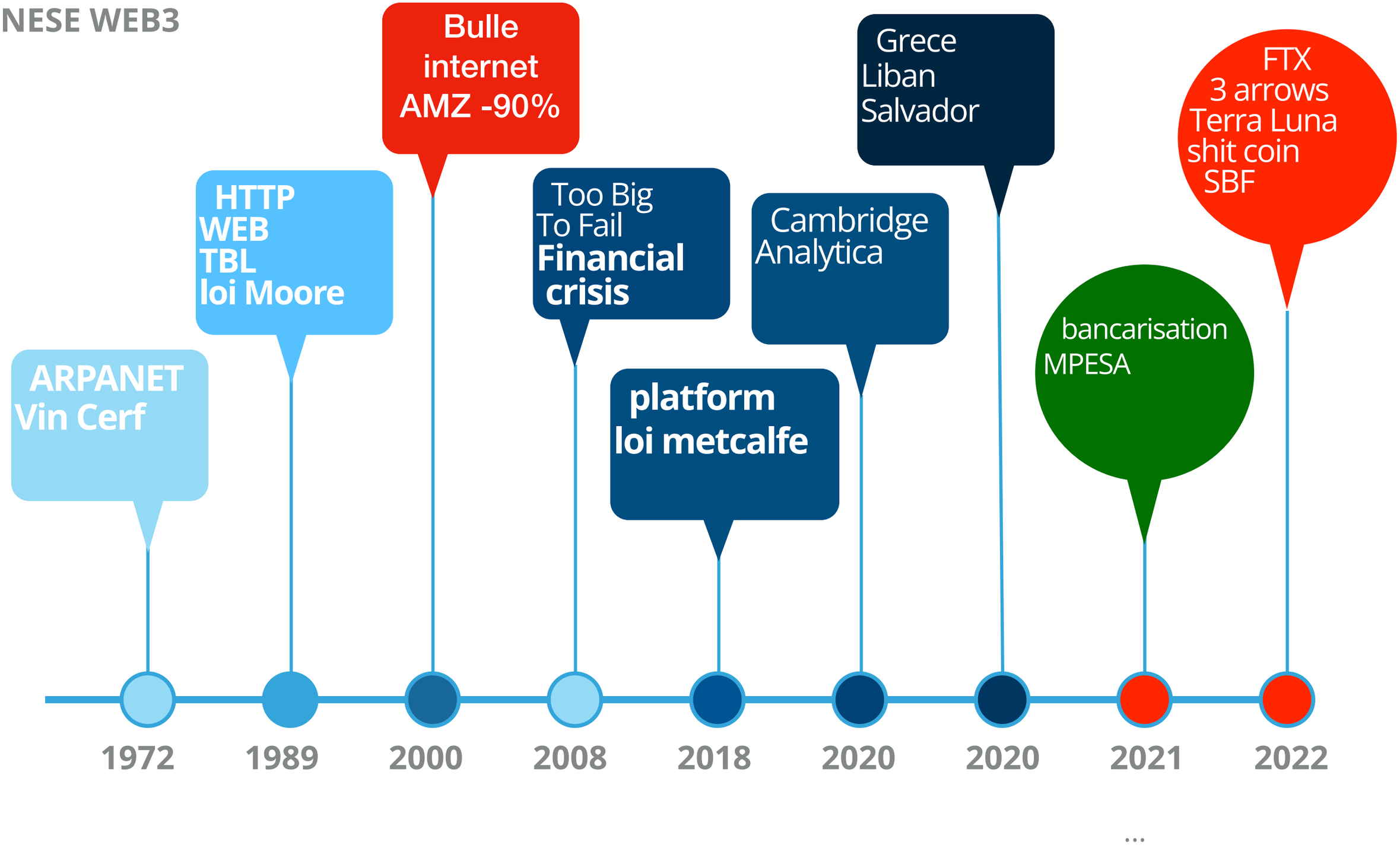
Native payment
Crypto inside
Wallet connected
Play to Pay

PILIERS WEB3

FONDATION

Fondation : Blockchain

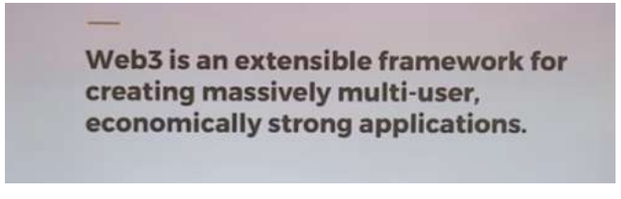
GENESE WEB3

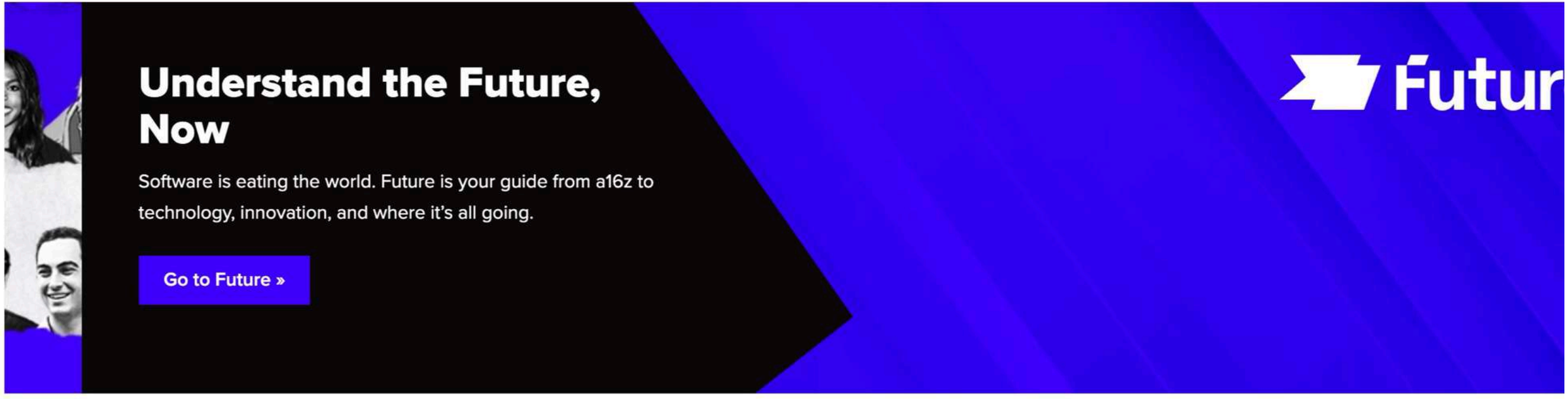

ARPANET
Vin Cerf
HTTP
WEB
TBL
loi Moore
Bulle
internet
AMZ -90%
Too Big
To Fail
Financial
crisis
platform
loi metcalfe
Cambridge
Analytica
Grece
Liban
Salvador
bancarisation
MPESA
FTX
3 arrows
Terra Luna
shit coin
SBF
1972
1989
2000
2008
2018
2020
2020
2021
2022
...

The term "Web3" was coined by Gavin Wood in 2014
Ethereum & Polkadot founder

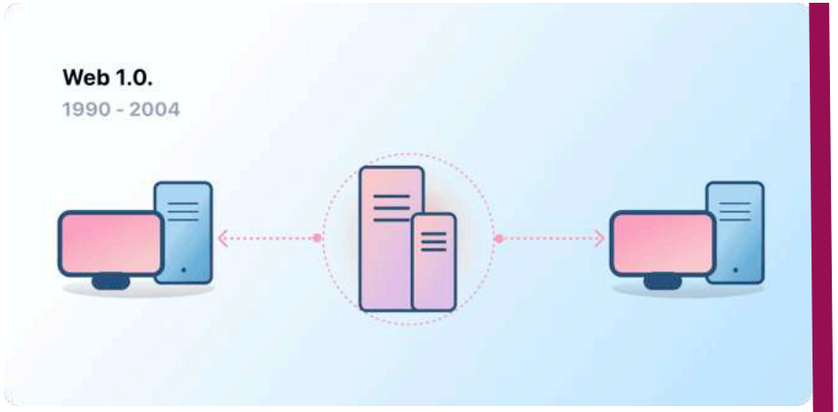
« decentralized online ecosystem based on blockchain »

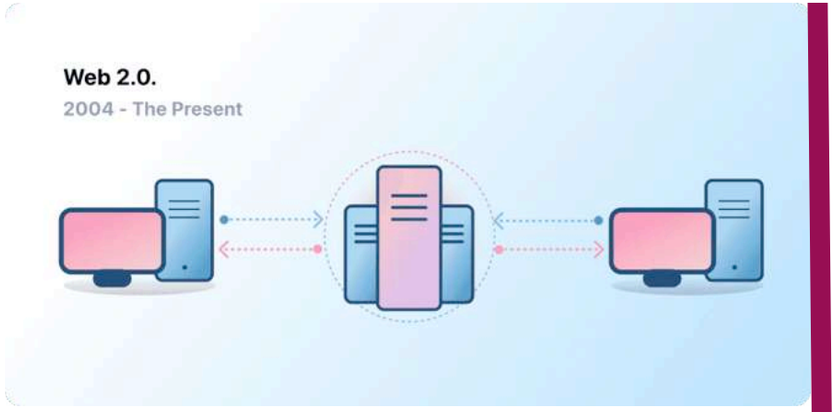
web3
foundation

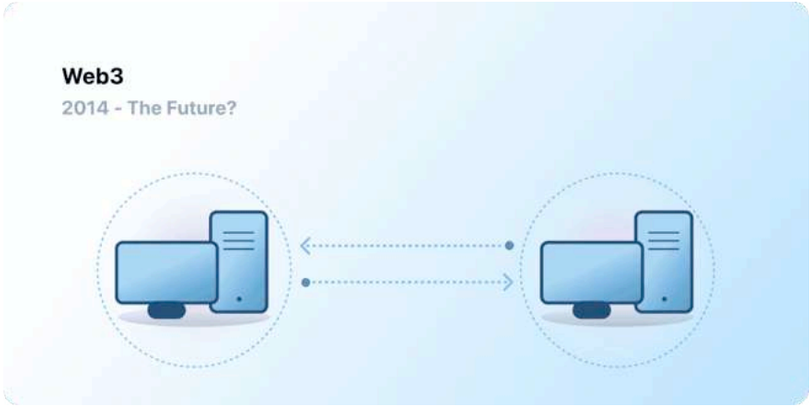




Software is eating the world
WEB 1.0 —> 3.0







WEB1

information economy

read

creator → user

WEB2

platform economy

read
write

user creator

user creator

designed by freepik.com

WEB3

ownership economy

read
write
own

user creator owner ⇄ user creator owner

https://ethereum.org/en/web3/

Internet
wires, network
Web 1.0
read-only
static
Web 2.0
read-write
interactive
Web 3.0
read-write-trust
verifiable

Web 3.0

RELEVE D'IDENTITE BANCAIRE

PARTIE RESERVEE AU DESTINATAIRE DU RELEVE

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Banque	Indicatif	Numéro de compte	Clé RIB	Domiciliation
30002	08969	0000070654L	57	CL VERRIERES BUISSON (08969)

IDENTIFICATION INTERNATIONALE

IBAN	**FR09 3000 2089 6900 0007 0654 L57**
Code B.I.C	**CRLYFRPP**

TITULAIRE DU COMPTE : **M O[redacted]X**

0x98d3926be932D916391F57fbcbA578f517CBC995

Dropbox

Paper

IPFS

InterPlanetary File System

Zero Knowledge Proof

WORLDCOIN

passeport = objet non fongible = jeton unique = token ≠ image

	WEB 1 1990-2005	WEB 2 2005-2015	WEB^2 2015-2022	WEB 3 2022-2030
Réactivité	Semaine	Jours/Heures	Temps réel	Continu
Interaction	Requête / réponse READ ONLY	À la demande ÉCHANGE DE DONNÉES	Automatique	Confiance ÉCHANGE DE VALEURS
Ressources	Contenus	UGC Contenus Généré par Utilisateurs	Recommandation personnelle	IA
Données	Sémantique	Dynamique	Algorithmique	Décentralisée
Producteurs	Éditeur ex: wikipedia	Utilisateur réel ex: FB, TWTR	Utilisteur anonyme	Blockchain ex: sorare, ledger
Type	Partage statique HTML CSS	Réseau interactif JAVASCRIPT	Réseau dynamique IA / ML	IOT / IOB BLOCKCHAIN

1	.com	wikipedia
2	@social#network	instagram
3	web.3	diamond

Risques WEB3

VC

les investisseurs peuvent prendre des positions dominantes

Droit à l'oubli

impossible d’effacer la blockchain, le passé est figé

Courbe apprentissage

détenir ses informations oblige des connaissances techniques

Risques WEB3

copyright

art original facile à voler et à protéger au nom d’un tiers

scam

manipulations nombreuses sur base d’idées brillantes

hyper tokenisation

peut-on durablement tout tokeniser sans risquer une pénurie

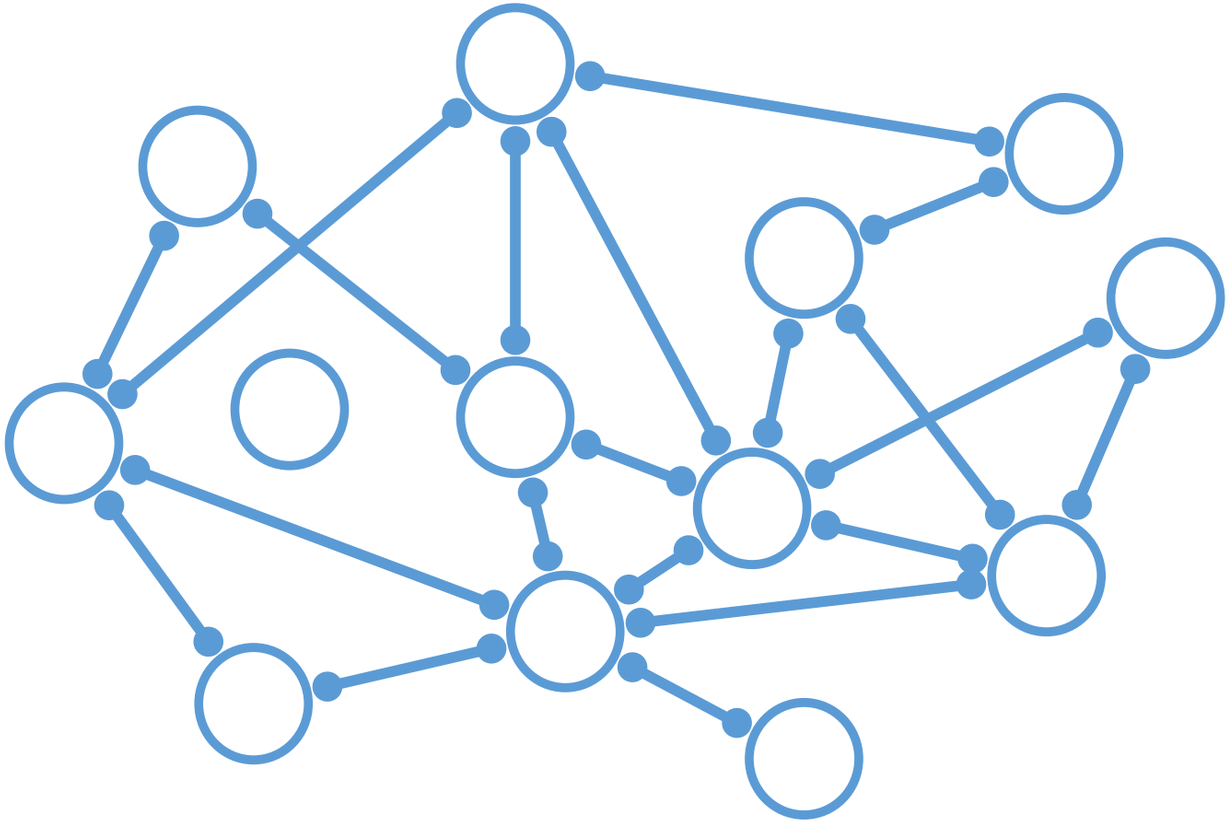
not your keys
not your coins

Le WEB3 est :
plus complexe
plus technique
plus codé
plus acteur

moins assisté
moins infantilsé
moins le produit

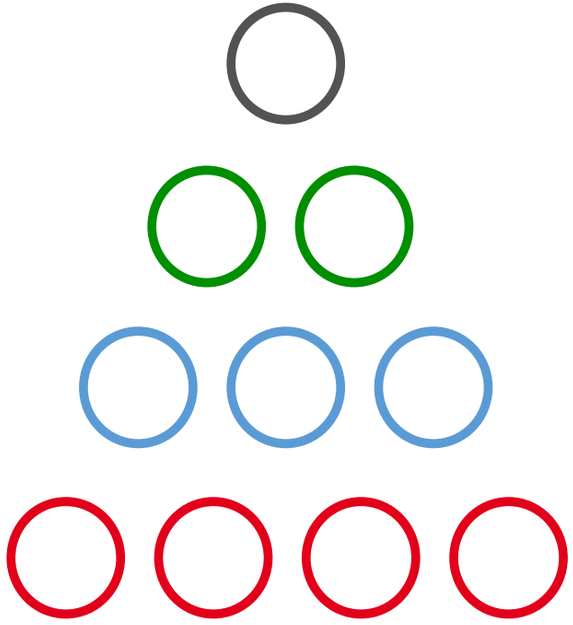
BESOIN DE FORMATION

DeFi : decentralized finance



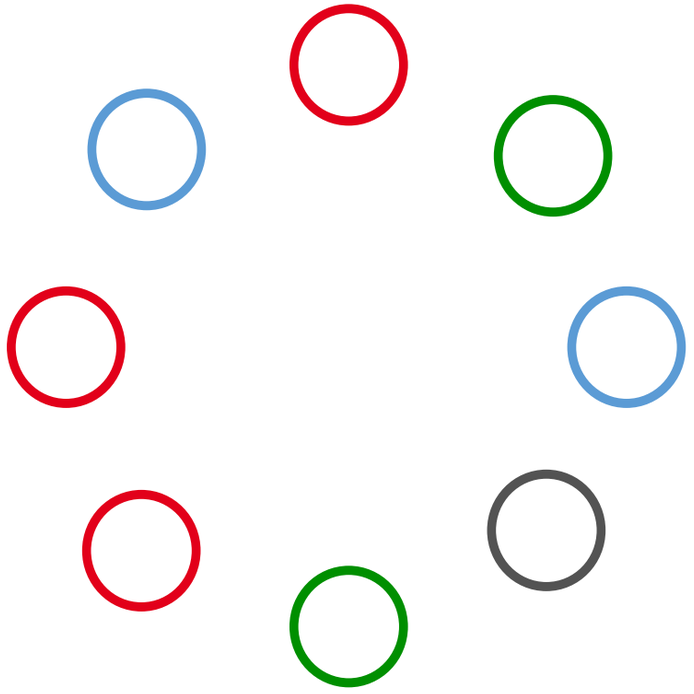
DAO: decentralized autonomous organization

HOLACRACY



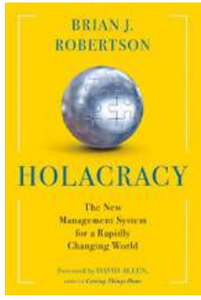
Top-Down

old / XXe century / hierarchy / pyramid / slow
silo / secure / indirect /



Holacracy

new / Zappos / fast / risky / direct / Robertson



Pourquoi cette couverture de « The Times » est-elle célèbre ?

THE TIMES

Max 5C, min -5C

Saturday January 3 2009 timesonline.co.uk No 69523

£1.50

Chancellor on brink of second bailout for banks

Billions may be needed as lending squeeze tightens

Francis Elliott Deputy Political Editor
Gary Duncan Economics Editor

Alistair Darling has been forced to consider a second bailout for banks as the lending drought worsens.

The Chancellor will decide within weeks whether to pump billions more into the economy as evidence mounts that the £37billion part-nationalisation last year has failed to keep credit flowing. Options include cash injections, offiering banks cheaper state guarantees to raise money privately or buying up "toxic assets", The Times has learnt.

The Bank of England revealed yesterday that, despite intense pressure, the banks curbed lending in the final quarter of last year and plan even tighter restrictions in the coming months. Its findings will alarm the Treasury.

The Bank is expected to take yet more aggressive action this week by cutting the base rate from its current level of 2 per cent. Doing so would reduce the cost of borrowing but have little effect on the availability of loans.

Whitehall sources said that ministers planned to "keep the banks on the boil" but accepted that they need more help to restore lending levels. Formally, the Treasury plans to focus on state-backed gurantees to encourage private finance, but a number of interventions are on the table, including further injections of taxpayers' cash.

Under one option, a "bad bank" would be created to dispose of bad debts. The Treasury would take bad loans off the hands of troubled banks, perhaps swapping them for government bonds. The toxic assets, blamed for poisoning the financial system, would be parked in a state vehicle or "bad bank" that would manage them and attempt to dispose of them while "detoxifying" the mainstream banking system.

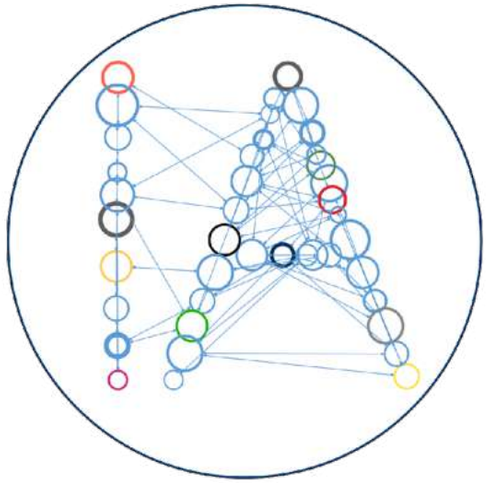
The idea would mirror the initial proposal by Henry Paulson, the US Treasury Secretary, to underpin the American banking system by buying

Continued on page 6, col 1
Leading article, page 2

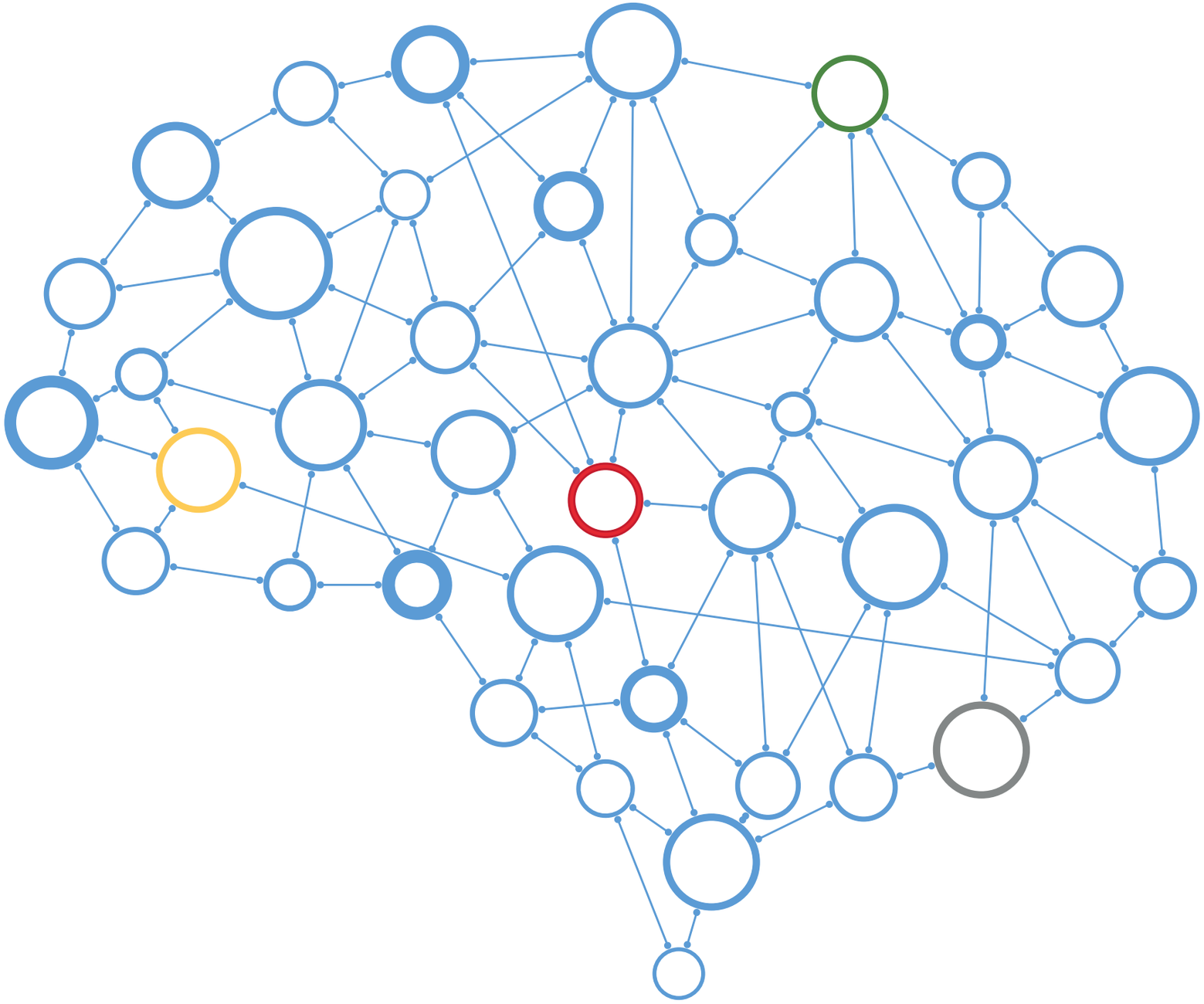
99p

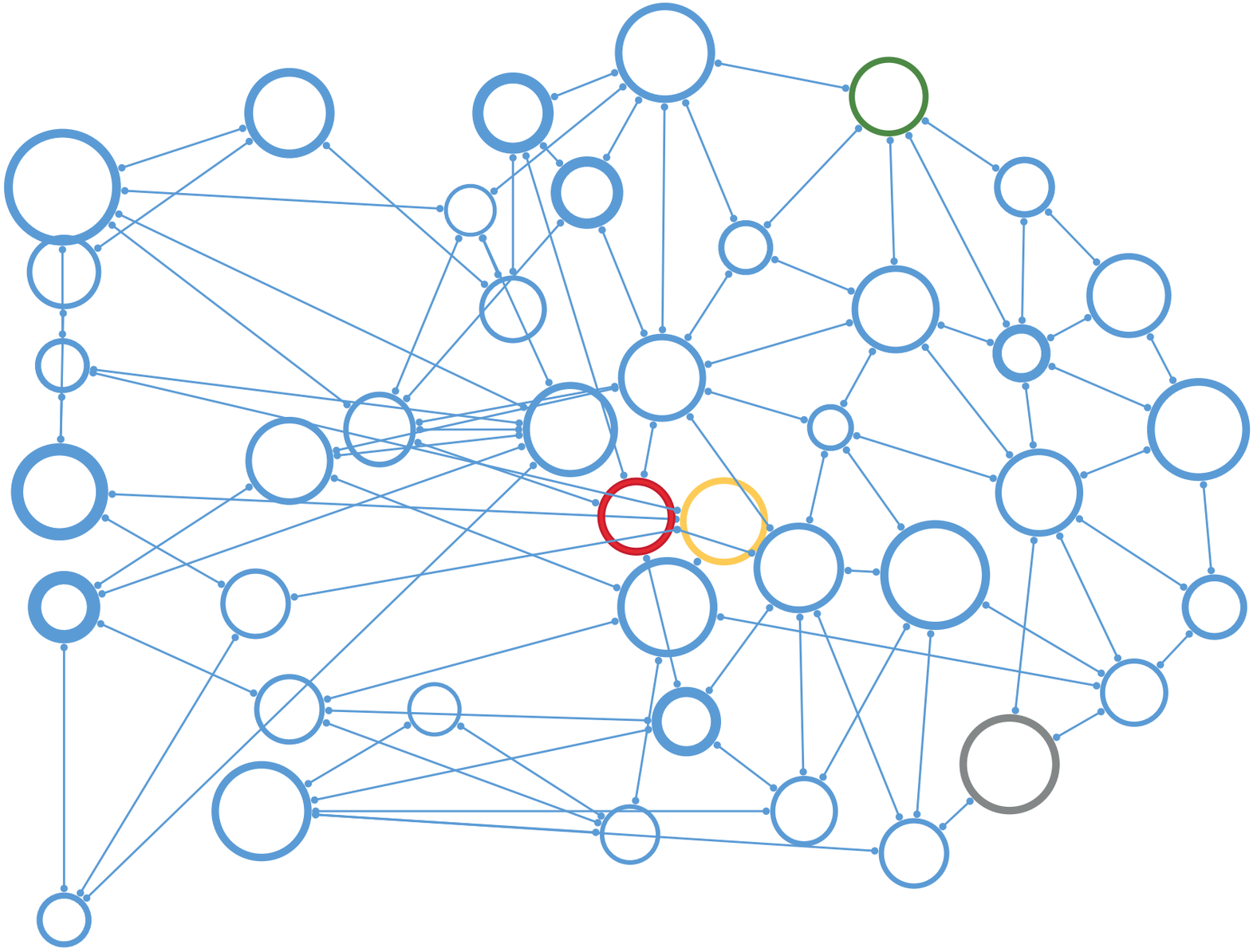
Pub chain cuts the price of a pint from £1.69 to 1989 levels

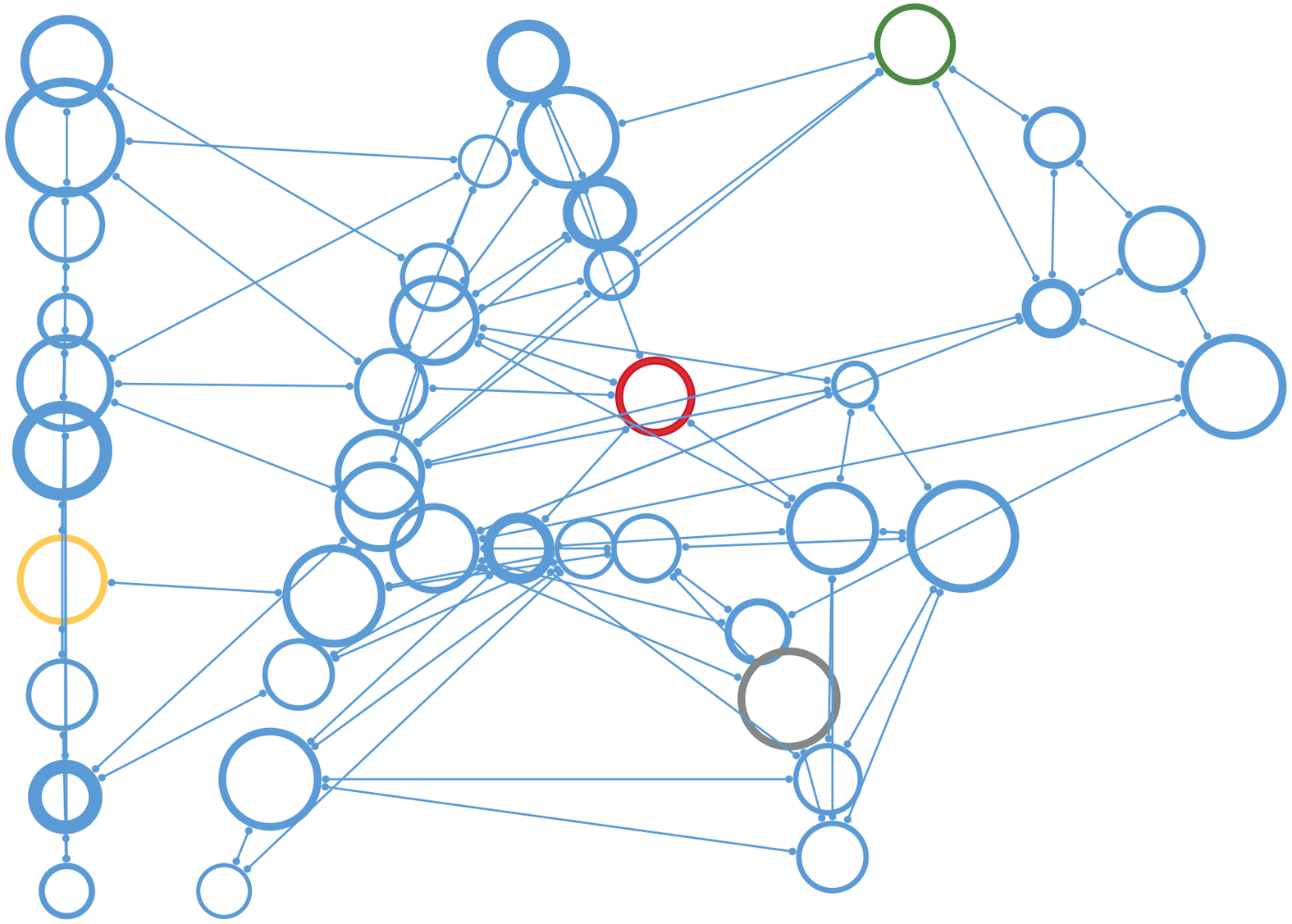
Business, page 47

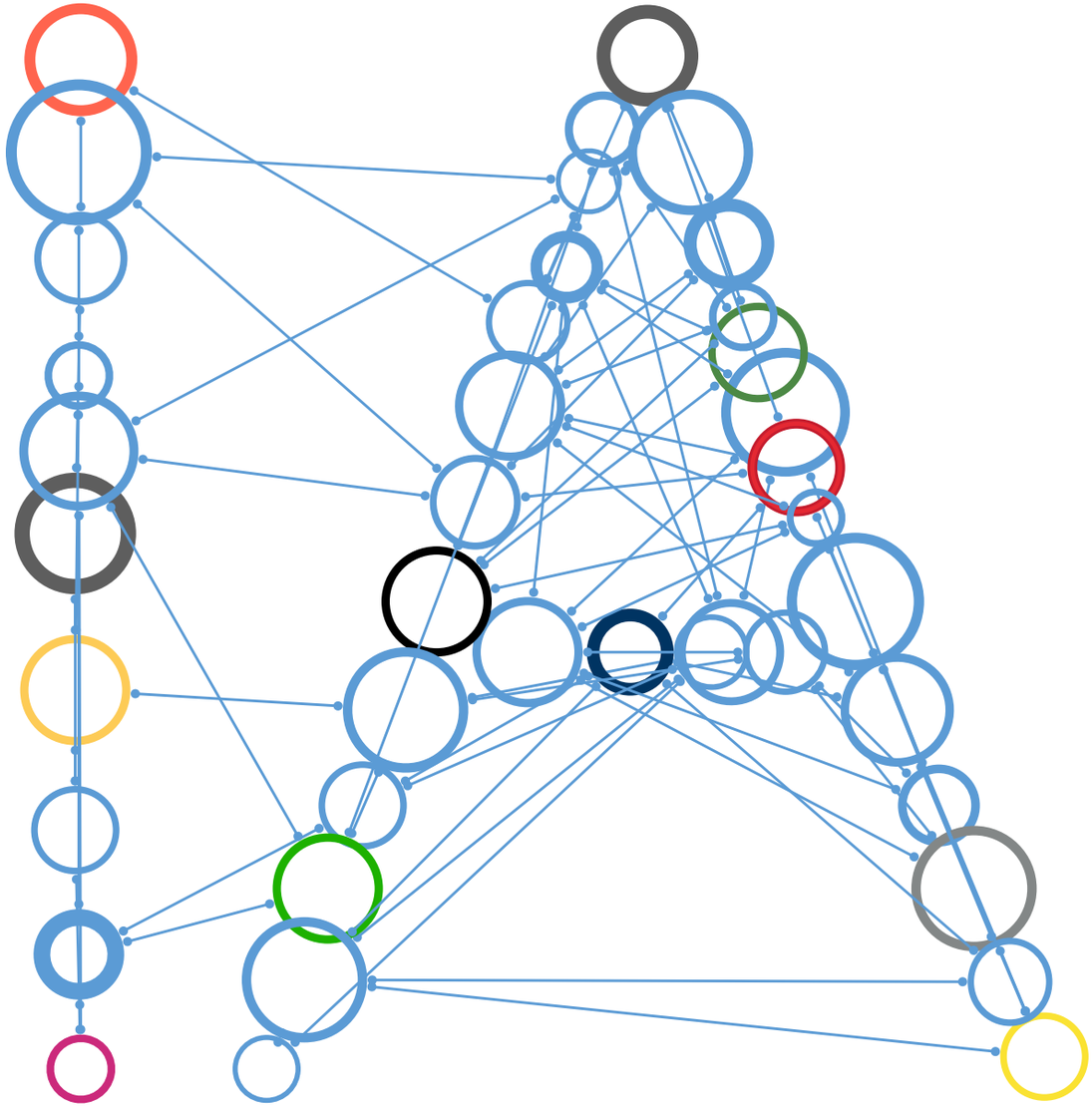


Intelligence artificielle









business intelligence (BI)
marketing intelligence (MI)
technology intelligence
competitive intelligence
media/market intelligence
open source intelligence OSINT

…ARTIFICIAL INTELLIGENCE

«PLUS» D'INTELLIGENCE

AI = IA

intelligence ≠ information

renseignement

.com moment

iPhone moment

AI moment*

… BOT moment?

* February 2023 by Jensen Huang, nVIDIA

NVIDIA

Picks and Shovels

aws

life.augmented

arm

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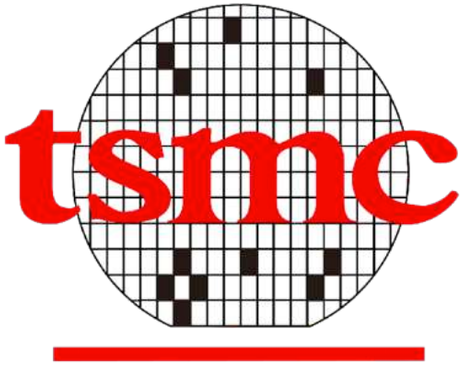
TESLA DOJO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- **Facebook AI** — Company · 341 models
- **Graphcore** — Company · 33 models
- **Google AI** — Company · 518 models
- **Intel** — Company · 56 models
- **SpeechBrain** — Non-Profit · 55 models
- **Microsoft** — Company · 197 models
- **Grammarly** — Company

AIAAS

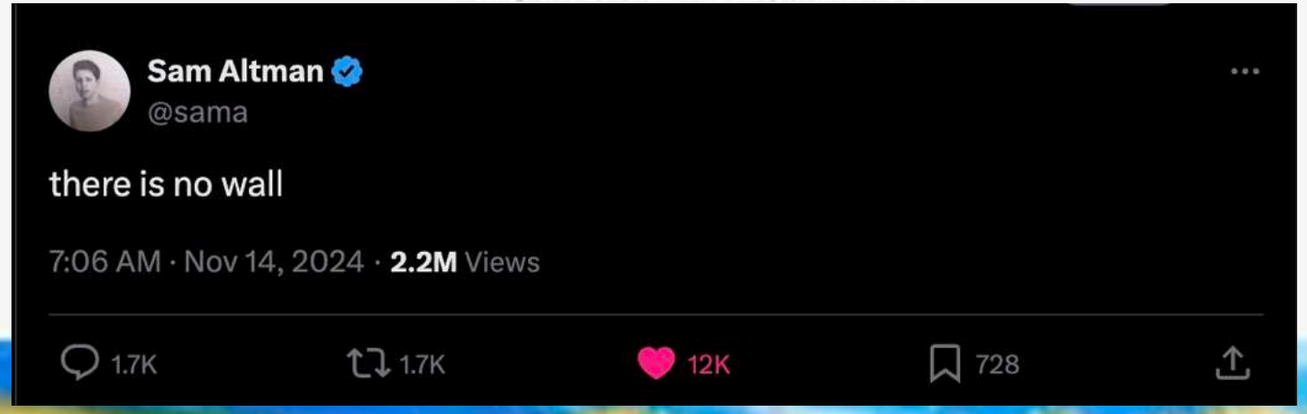
AI As A Service

API

AI As An Agent

The Intelligence Age

September 23, 2024



Sam Altman

1000 jours

Anthropic's Dario Amodei Posits An AI Future

By John Werner, Contributor. I am an MIT Senior Fellow, 5x-founder & VC inve...

Follow Author

Oct 14, 2024, 12:52pm EDT

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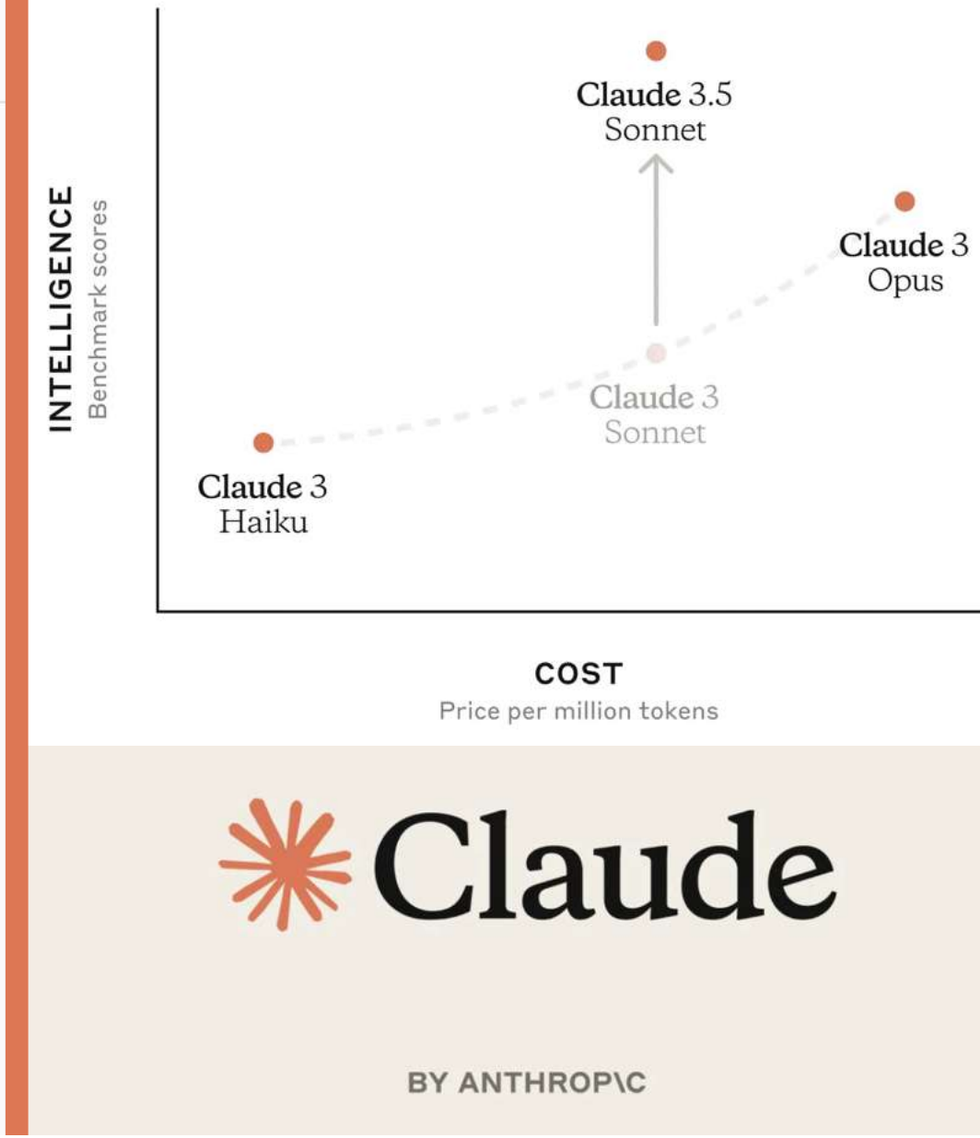
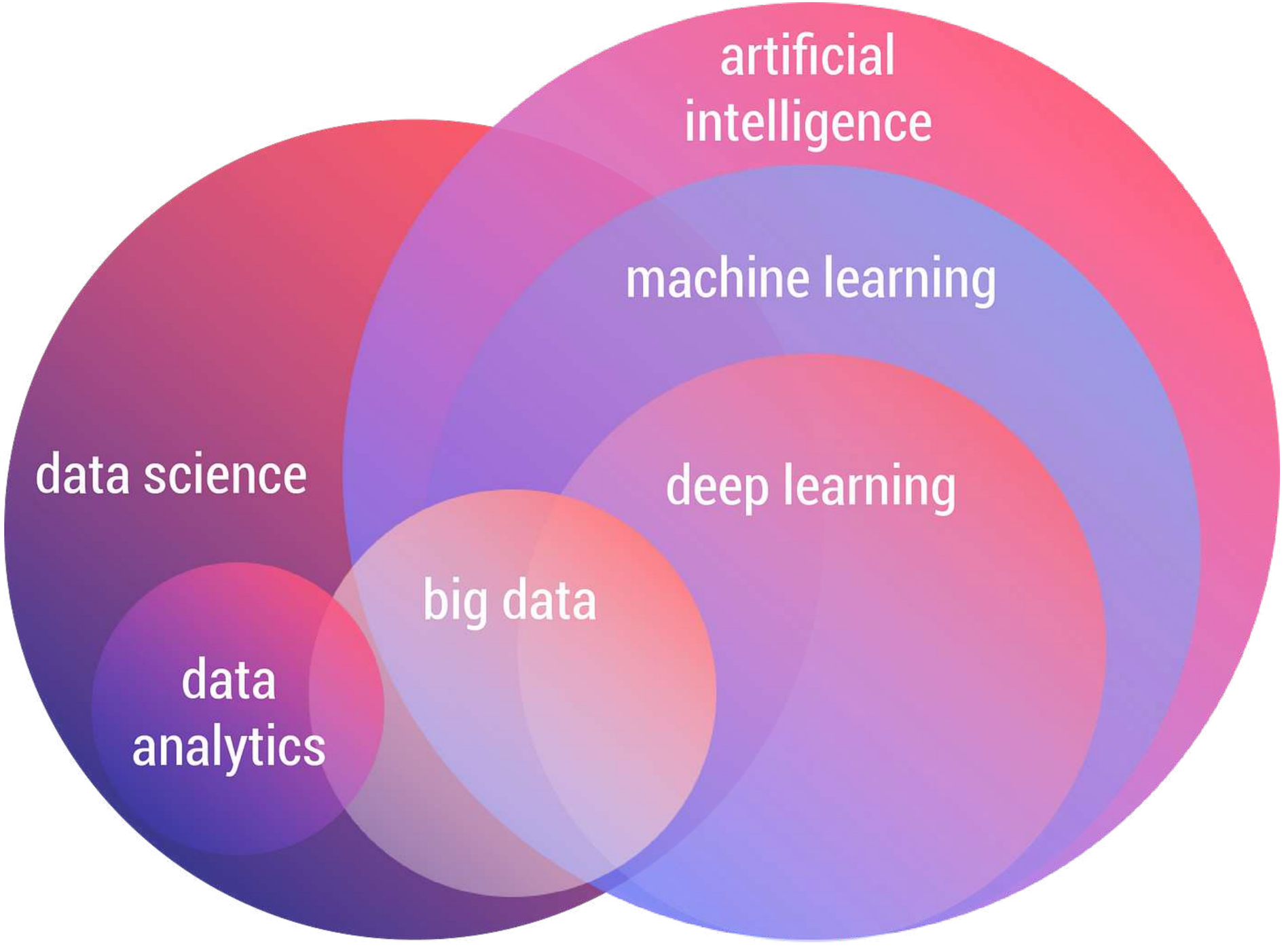
But you don't often see something like this: Anthropic CEO Dario Amodei has penned an epic essay called "Machines of Loving Grace" that's fresh out on his personal blog.

This series of insights on the power of new non-deterministic AI is unlike most of what's out there, and to set the stage, Amodei explains a number of reasons why he's not just cheerleading for new innovations and initiatives, but bringing a bit of a different, more nuanced perspective.

He talks about the ubiquity of propaganda, the tendency of experts and people on the front lines to be grandiose about potential results, and our human tendency to apply "science fiction" ideas to AI's vague and generalized potential.

On the other hand, Amodei makes it clear that he does believe in quite a bit of benefit arising out of what we're exploring now. In a definition of what he calls "powerful AI," he talks about systems that are smarter than a Nobel prize winner, set up with modern, capable interfaces, and able to do autonomous tasks, a phenomenon he calls a "country



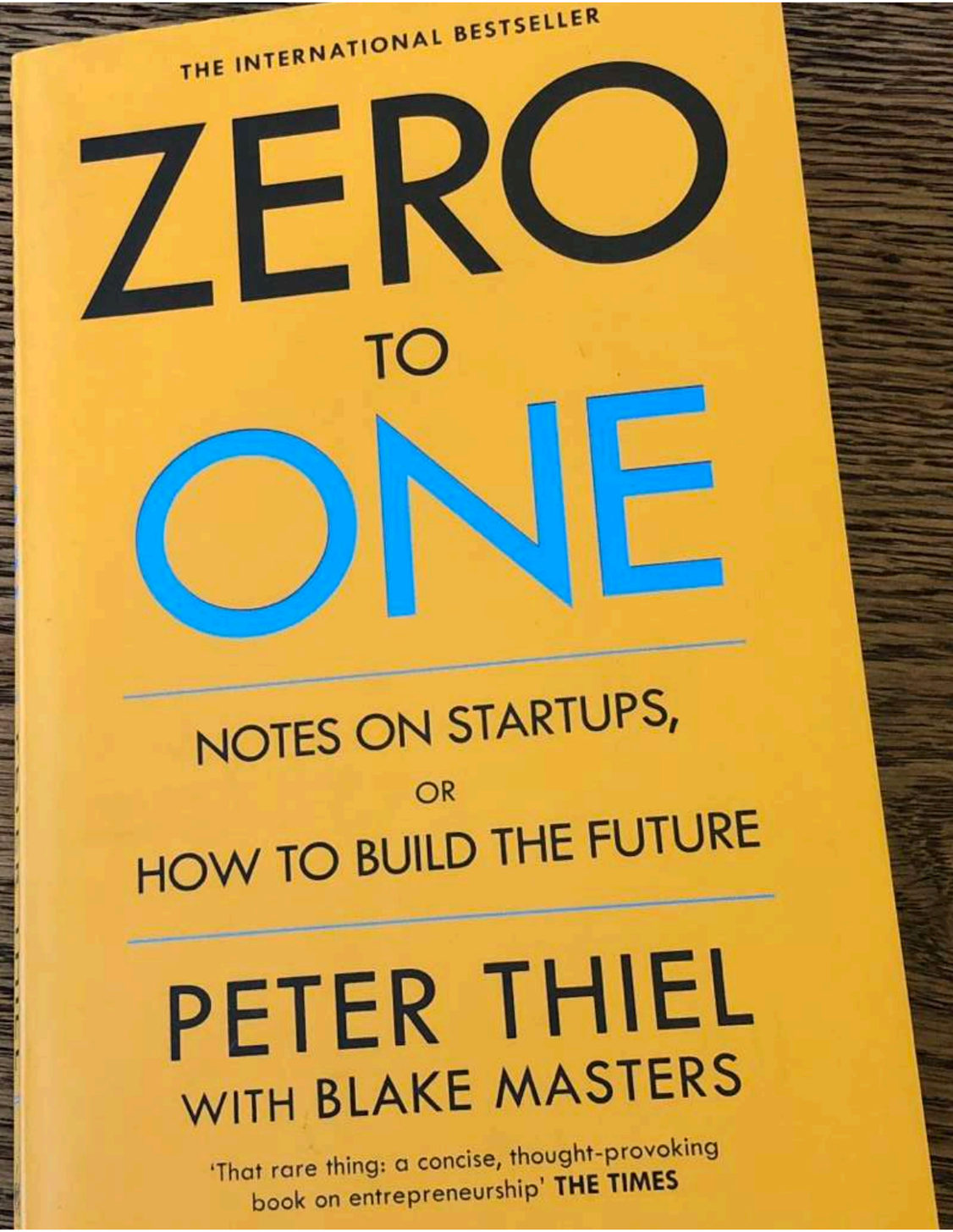

artificial
intelligence
machine learning
data science
deep learning
big data
data
analytics

Preface

ZERO TO ONE

EVERY MOMENT IN BUSINESS happens only once. The next Bill Gates will not build an operating system. The next Larry Page or Sergey Brin won't make a search engine. And the next Mark Zuckerberg won't create a social network. If you are copying these guys, you aren't learning from them.

Of course, it's easier to copy a model than to make something new. Doing what we already know how to do takes the world from 1 to *n*, adding more of something familiar. But every time we create something new, we go from 0 to 1. The act of creation is singular, as is the moment of creation, and the result is something fresh and strange.



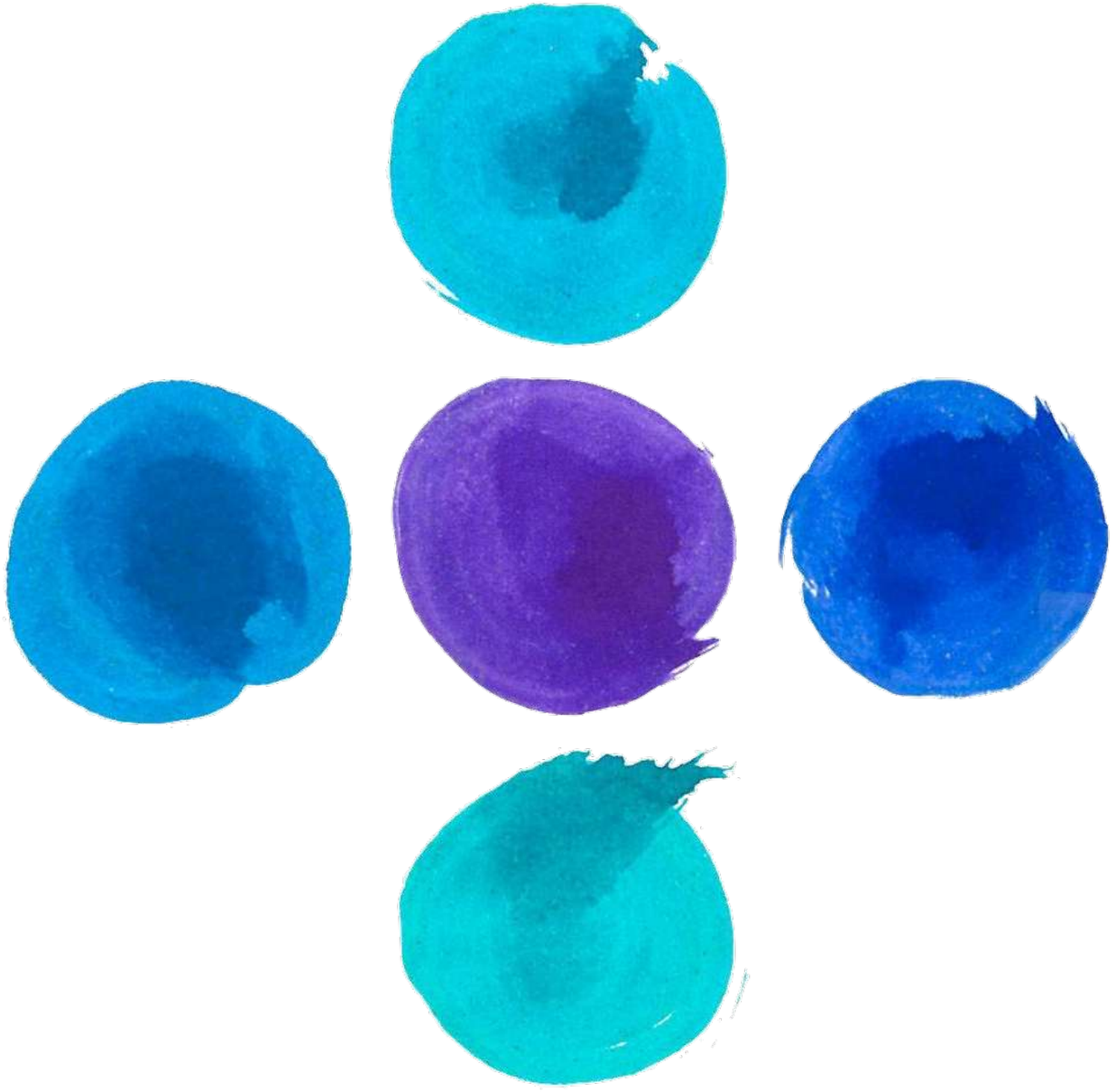
2012-2014
Peter Thiel
PayPal
FB, spaceX, LinkedIn

Les 3 étapes de toute Innovation / rupture / revolution

1. **Utopiste / étrange / ridicule**
2. **Impossible / dangereux**
3. **Évident / simple**

Thiel / Aberkane

Atelier Workshop Use-Case



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Faire avancer le diagnostic, c'est **faire progresser la santé.**
Cerba HealthCare, *éclairer la santé.*
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Comment intégrer les NBIC dans les services CERBA ?

servicisation
disruption
uberisation
tycoonisation
plateformisation

Si les produits deviennent des services… que deviennent les services ?

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