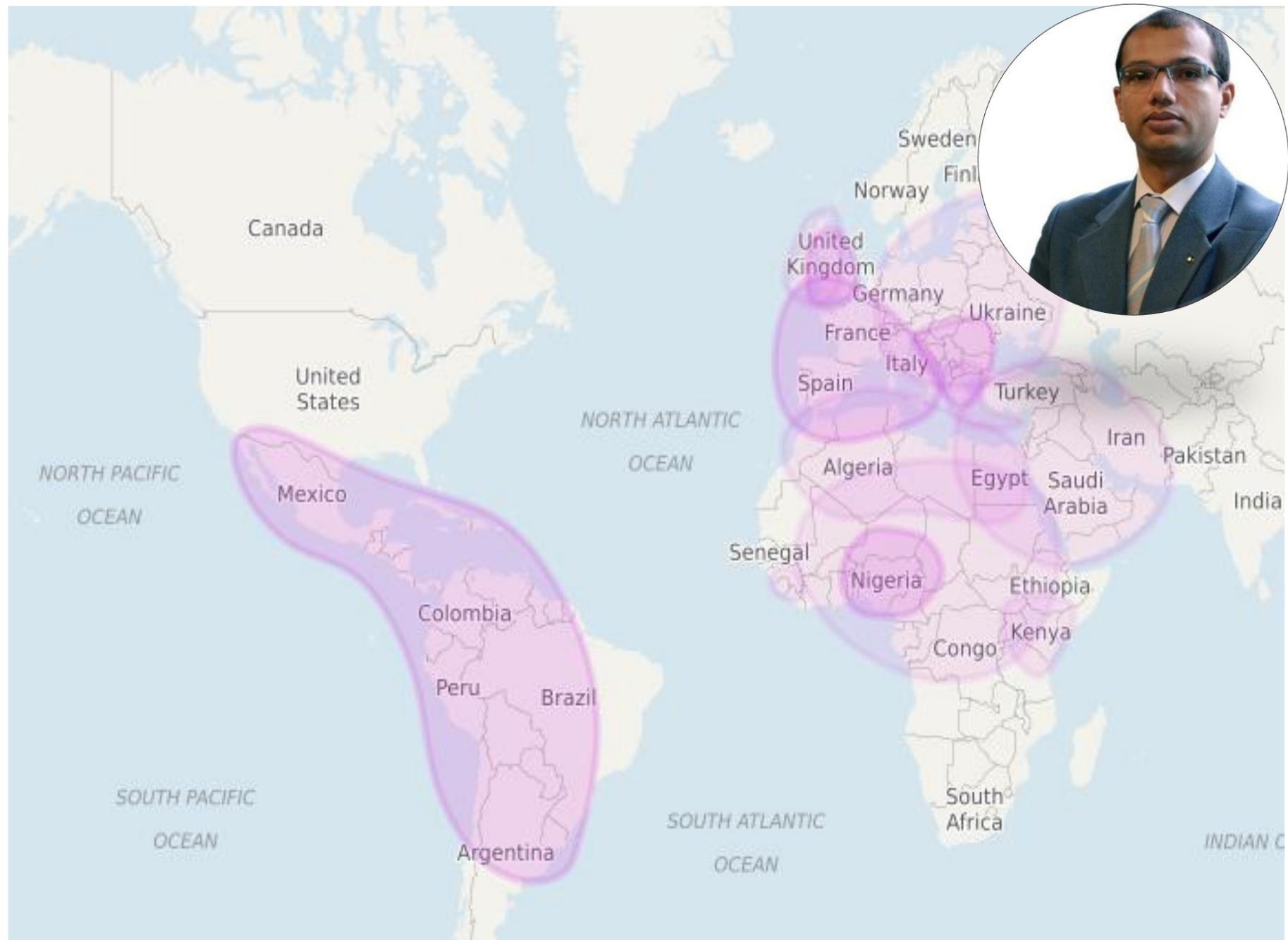
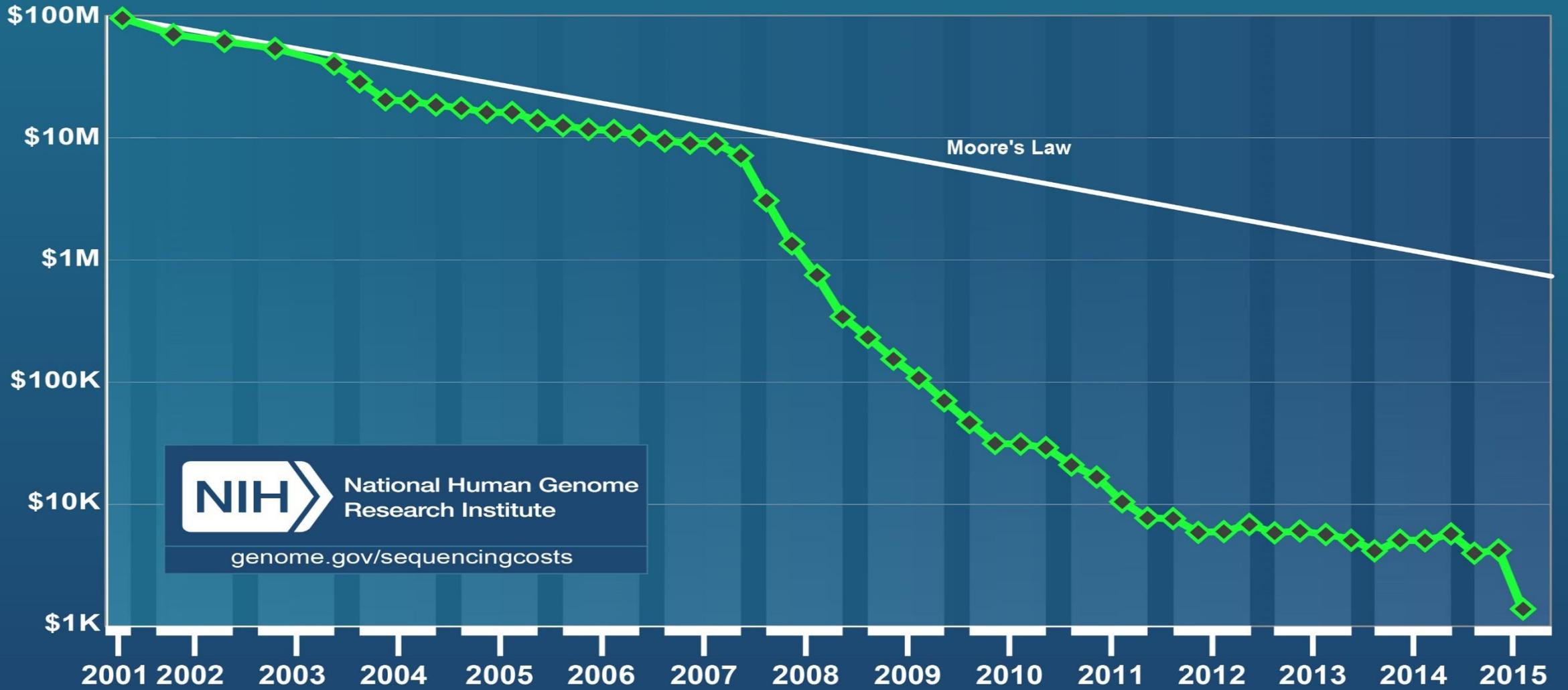




^ Europa	61.7%
● Europa Oriental	25.6%
Balcânico	25.6%
● Norte da Europa e Europa Ocidental	20.2%
Inglês	10.9%
Irlandês, escocês e galês	9.3%
● Sul da Europa	12.8%
Ibérico	10.5%
Grego	2.1%
● Judeu asquenazita	3.3%
Judeu asquenazita	3.3%
^ África	21.2%
● África Ocidental	11.4%
Nigeriano	10.2%
Serra-leonês	1.2%
● África Oriental	5.8%
Queniano	5.8%
● África Central	2.9%
Centro-africano	2.9%
● Norte da África	1.1%
Norte-africano	1.1%
^ América	15.1%
● América Central	15.1%
Centro-americano	15.1%
^ Oriente Médio	2.0%
● Oriente Médio	2.0%
do Oriente Médio	2.0%
<b>Italo Oliveira Mendes</b>	<b>100.0%</b>



# Cost per Genome



# 1 The accelerating pace of change ...



# 2 ... and exponential growth in computing power ...

Computer technology, shown here climbing dramatically by powers of 10, is now progressing more each hour than it did in its entire first 90 years

## COMPUTER RANKINGS

By calculations per second per \$1,000



### Analytical engine

Never fully built, Charles Babbage's invention was designed to solve computational and logical problems



### Colossus

The electronic computer, with 1,500 vacuum tubes, helped the British crack German codes during WW II



### UNIVAC I

The first commercially marketed computer, used to tabulate the U.S. Census, occupied 943 cu. ft.



### Apple II

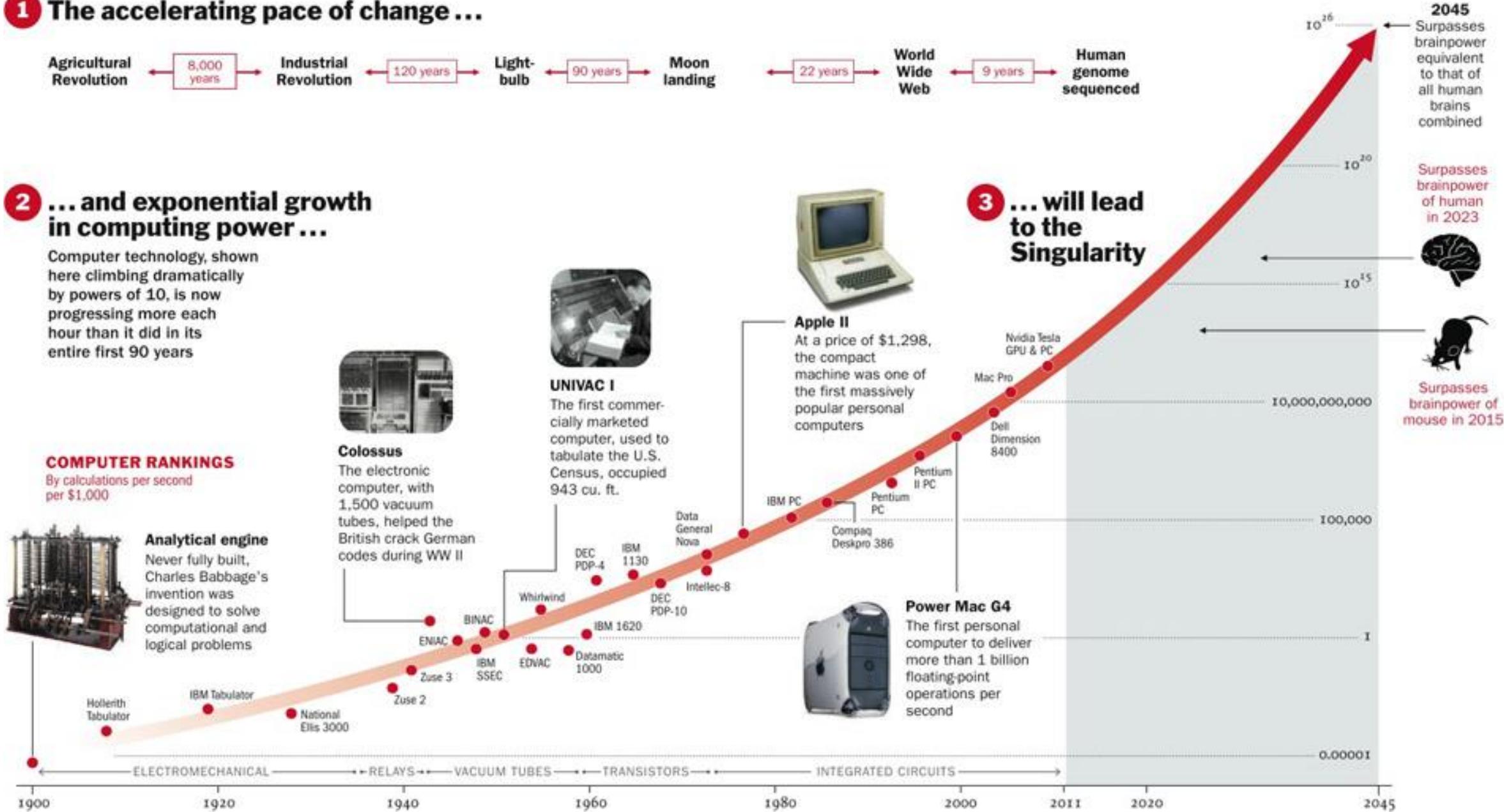
At a price of \$1,298, the compact machine was one of the first massively popular personal computers



### Power Mac G4

The first personal computer to deliver more than 1 billion floating-point operations per second

# 3 ... will lead to the Singularity



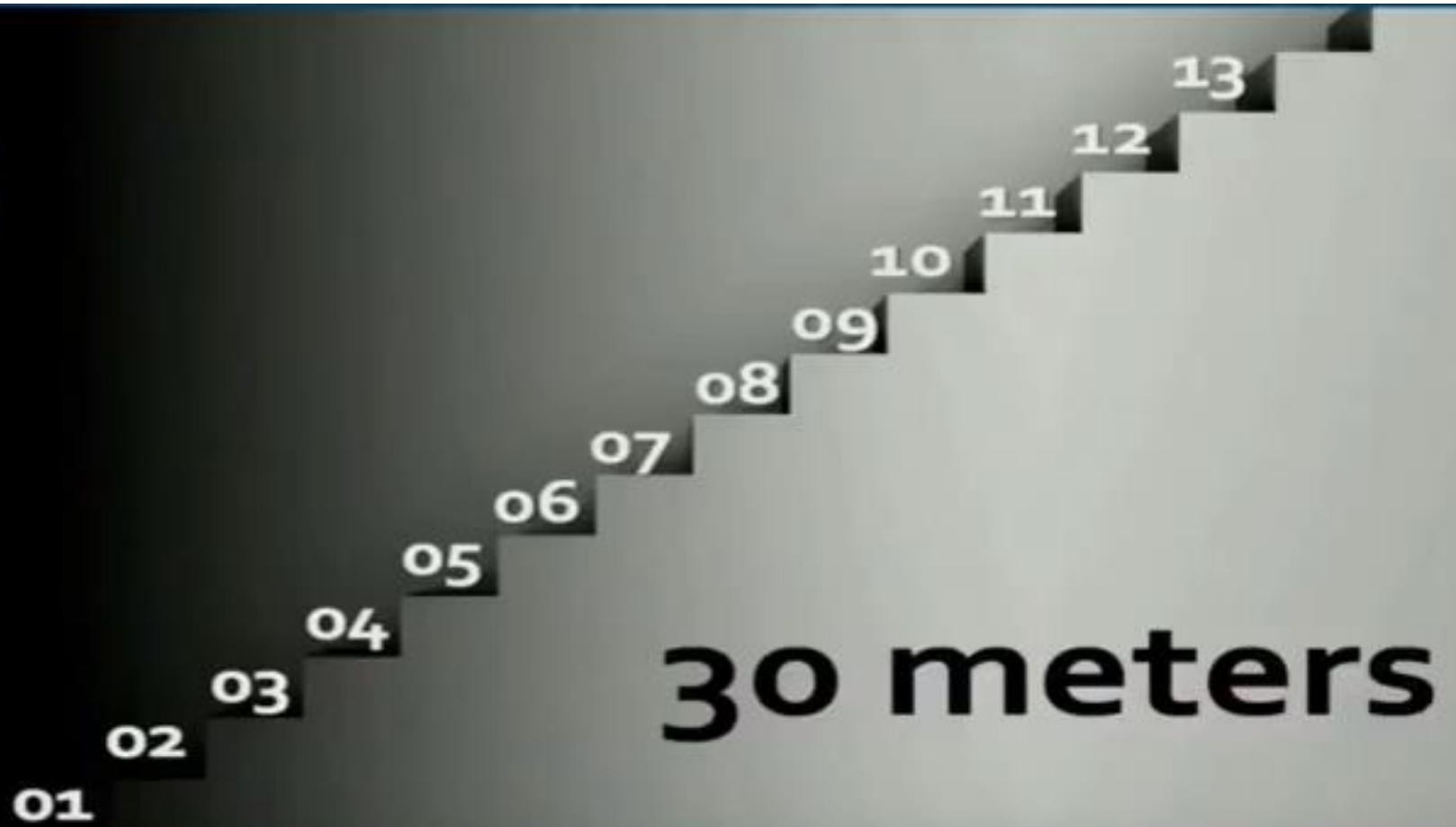
2045  
Surpasses brainpower equivalent to that of all human brains combined

Surpasses brainpower of human in 2023



Surpasses brainpower of mouse in 2015

Take 30  
**LINEAR**  
paces...



Take 30

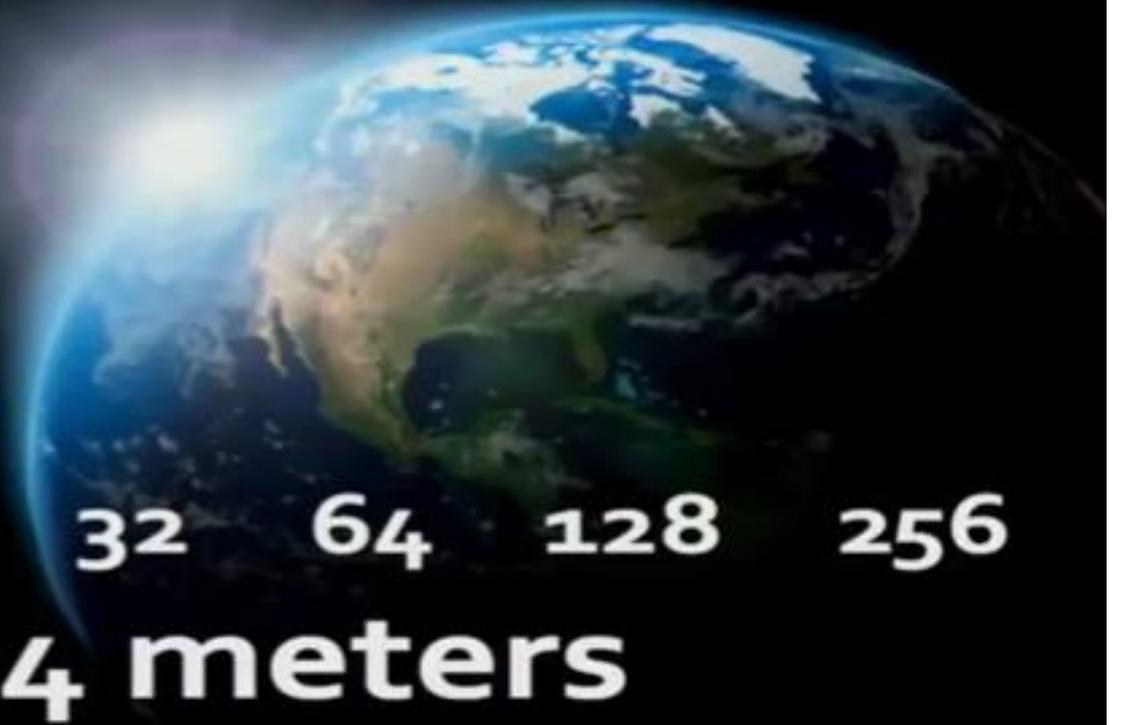
**EXPONENTIAL**

steps...

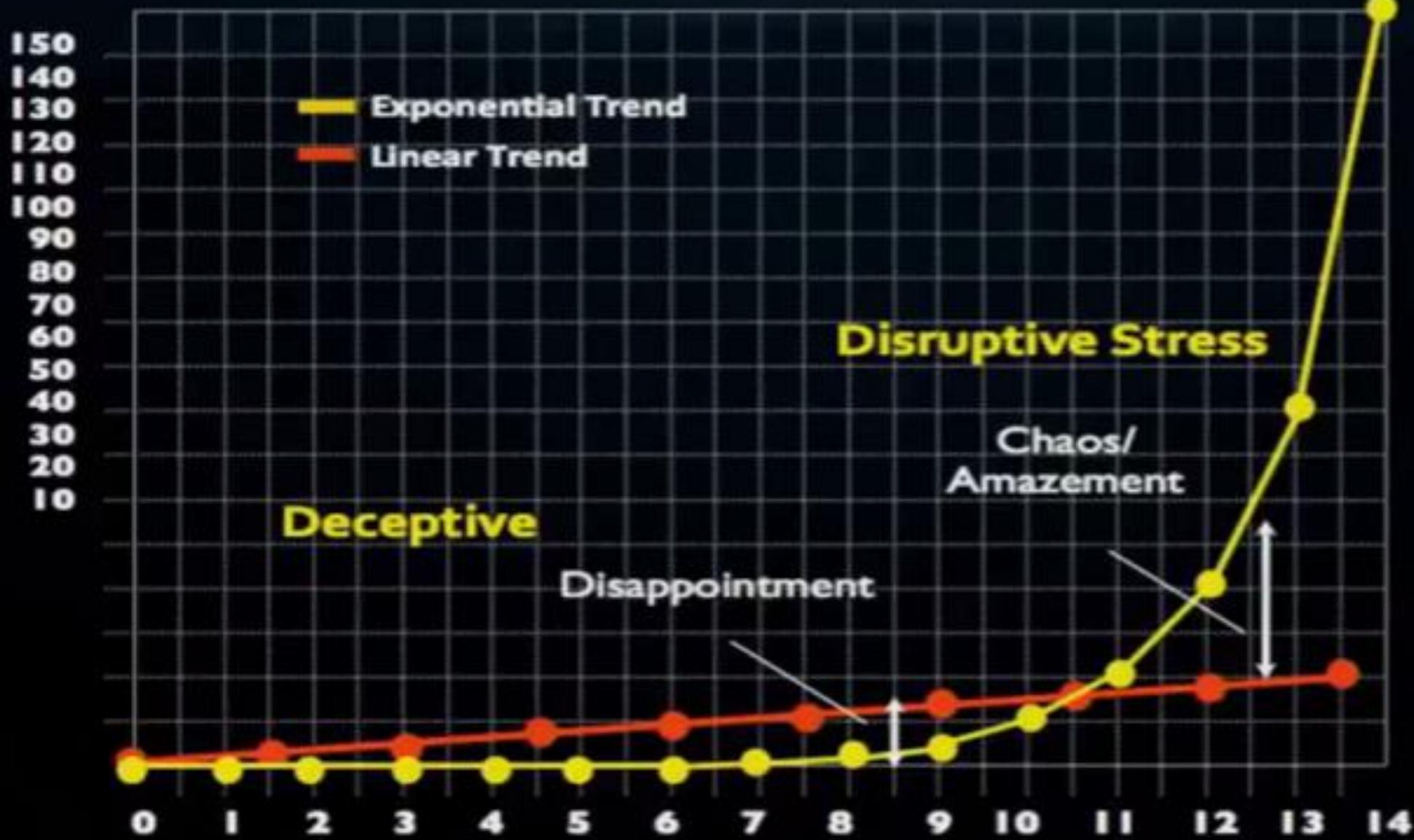
**26X**  
around  
the Earth!

01 02 04 08 16 32 64 128 256

... **1,073,741,824 meters**



# Linear Vs. Exponential



0	0.01
1	0.02
2	0.04
3	0.08
4	0.16
5	0.32
6	0.64
7	1.28
8	2.56
9	5.12
10	10.2
11	20.5
12	40.9
13	81.9
14	163.8

**O futuro não é  
mais como  
antigamente**

# DIGITALIZAÇÃO

Combinação sem precedentes de novas tecnologias gerando receita e valor

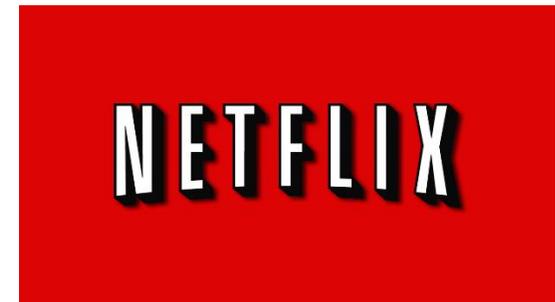
# NEGÓCIO DIGITAL

A criação de novos modelos de negócios que surgem a partir do choque entre o mundo físico e o mundo digital

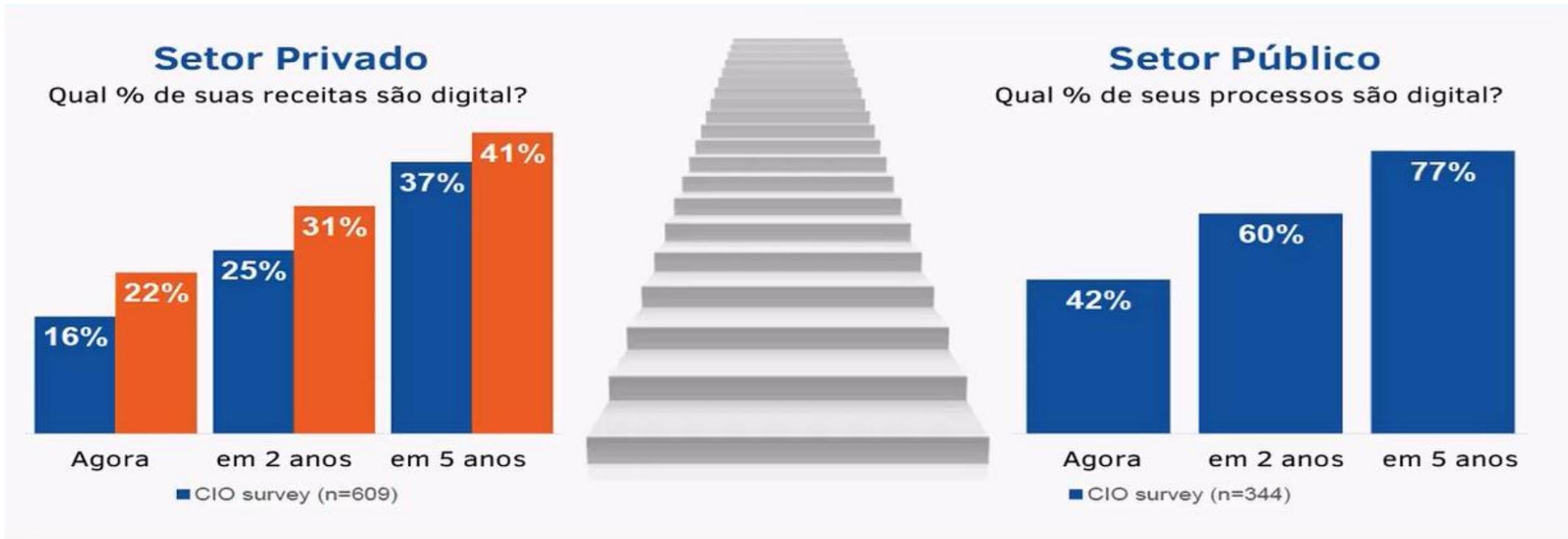
# LIDERANÇA DIGITAL

Desenvolvimento de uma visão de negócios digital, criação de uma estória digital e uma atitude que irá conduzir as pessoas através da estória na direção dessa visão

# Alguns exemplos de negócios digitais



# O crescimento da digitalização

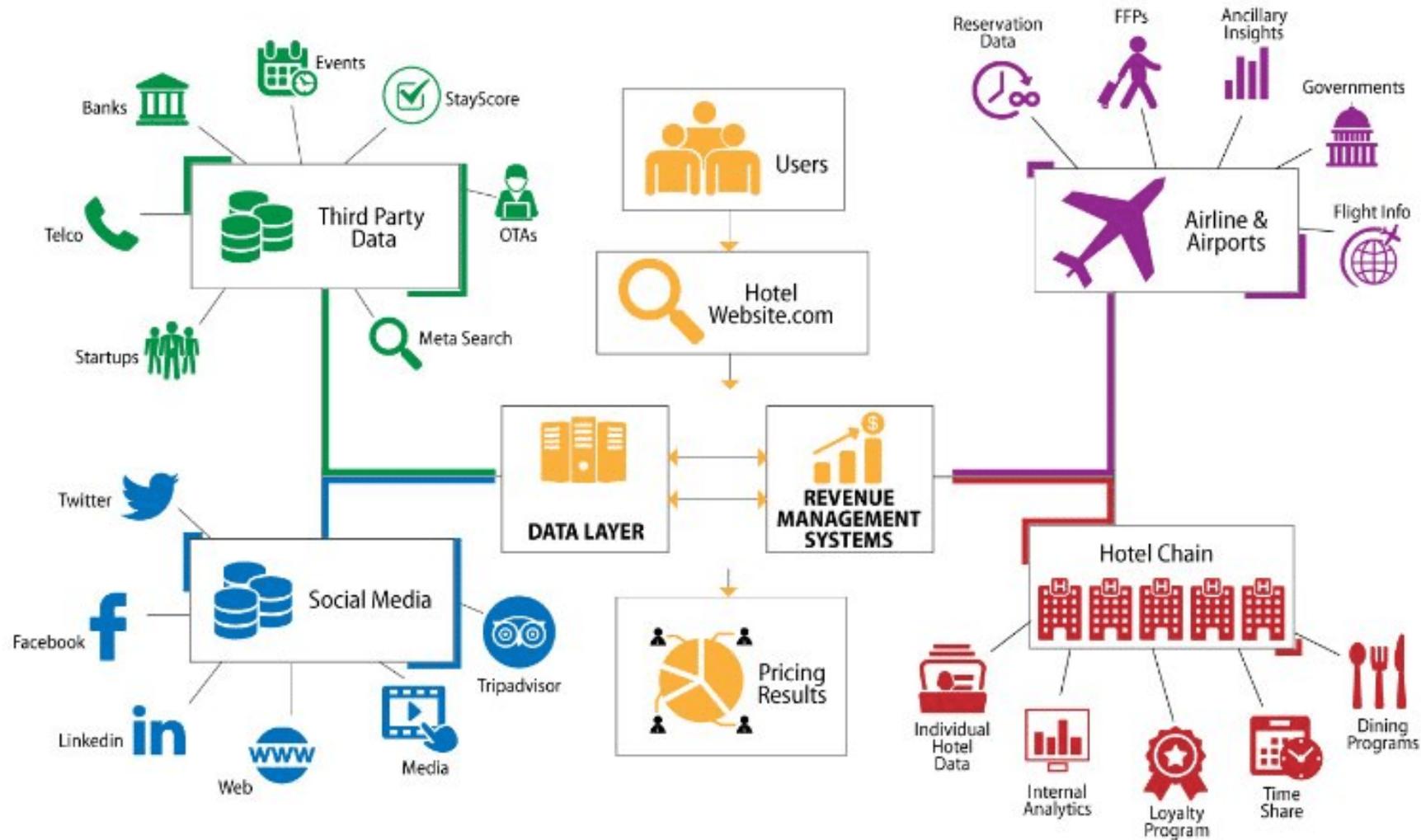


**O que vem por aí ?**

# Digitalização de serviços (Aplicativos)



# Big Data, antenas e sensores



# Realidade aumentada



# Realidade virtual



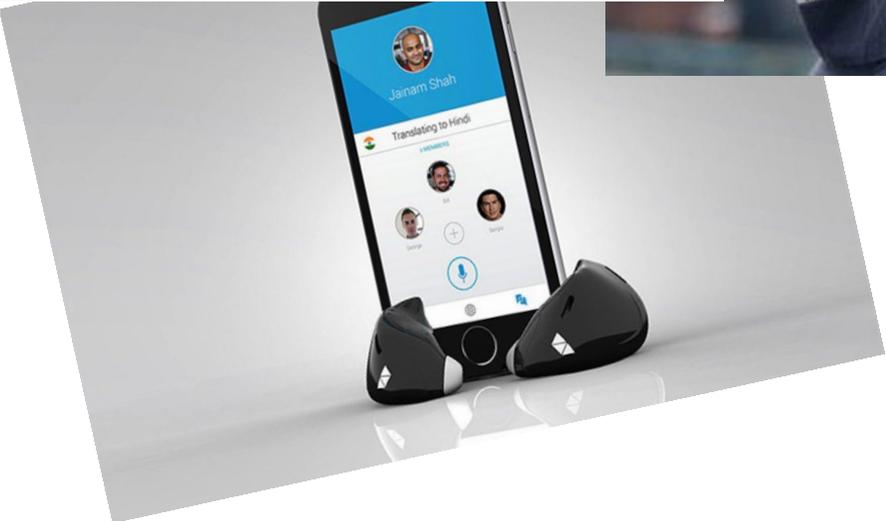
# Drones



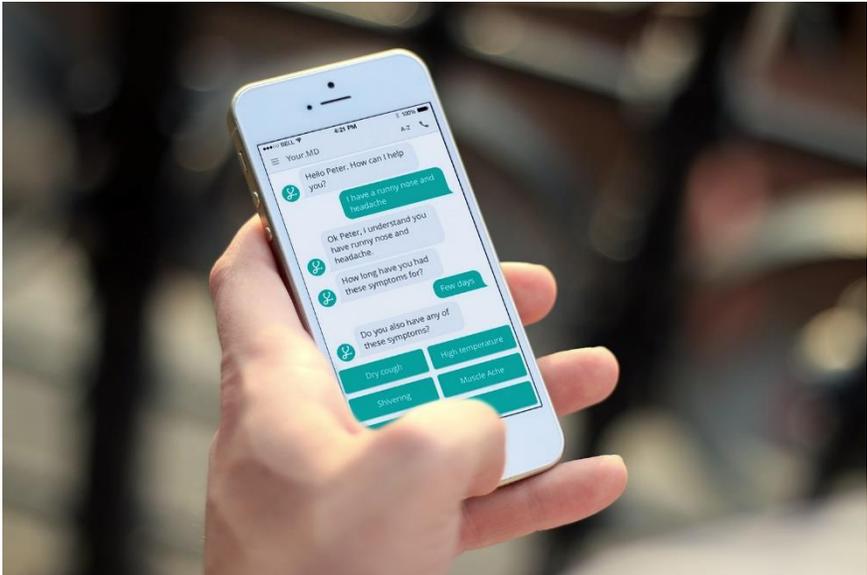
# Internet das Coisas (IoT)



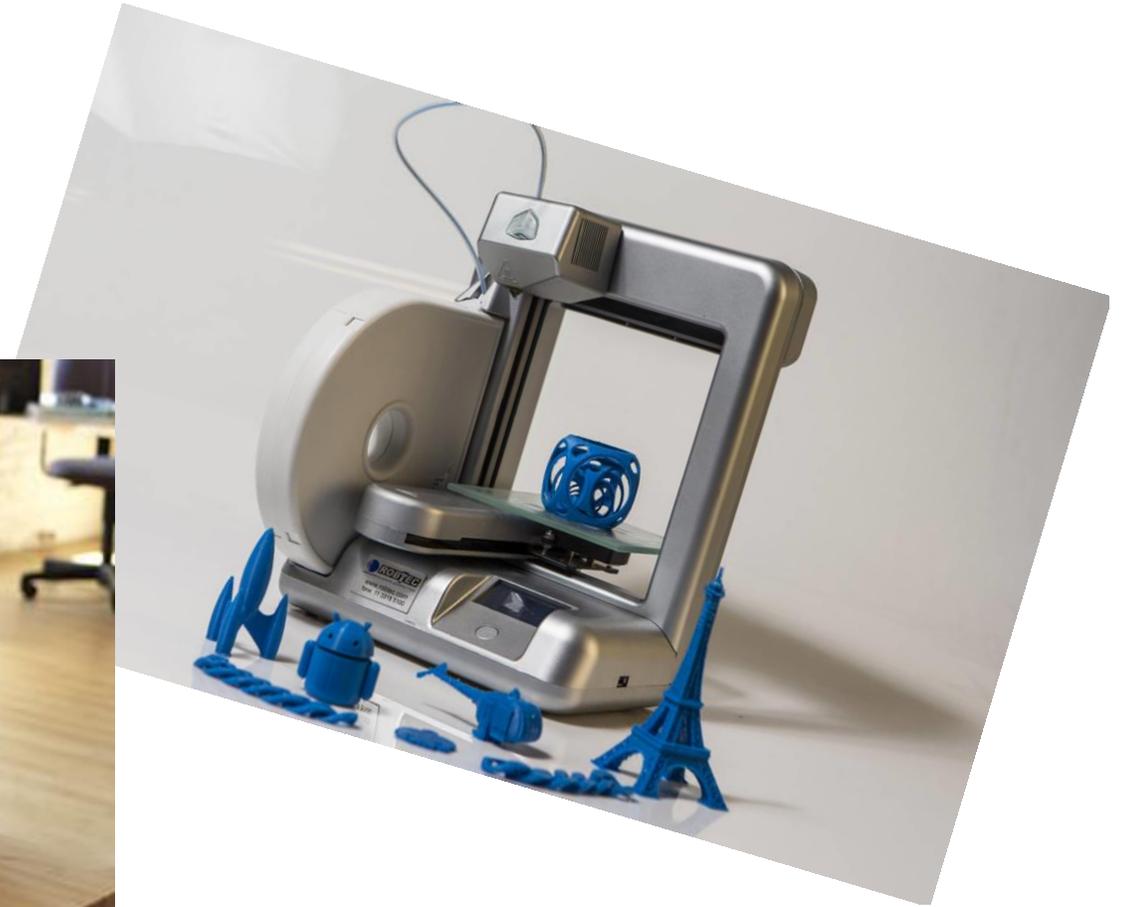
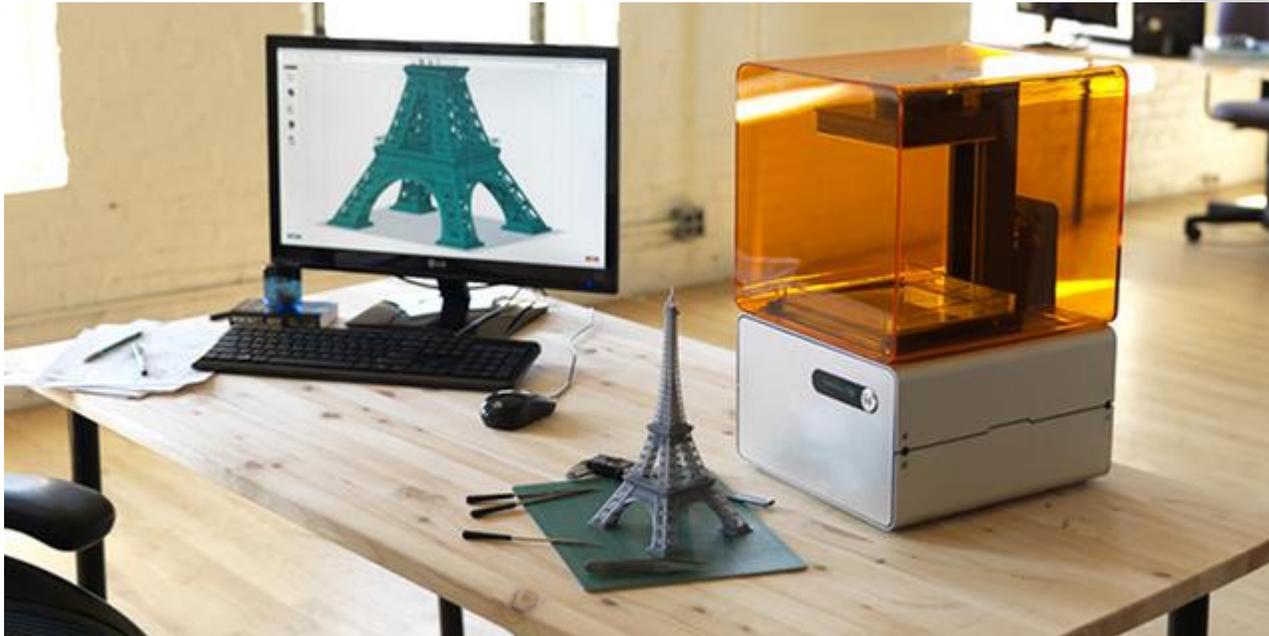
# Gadgets e wearables



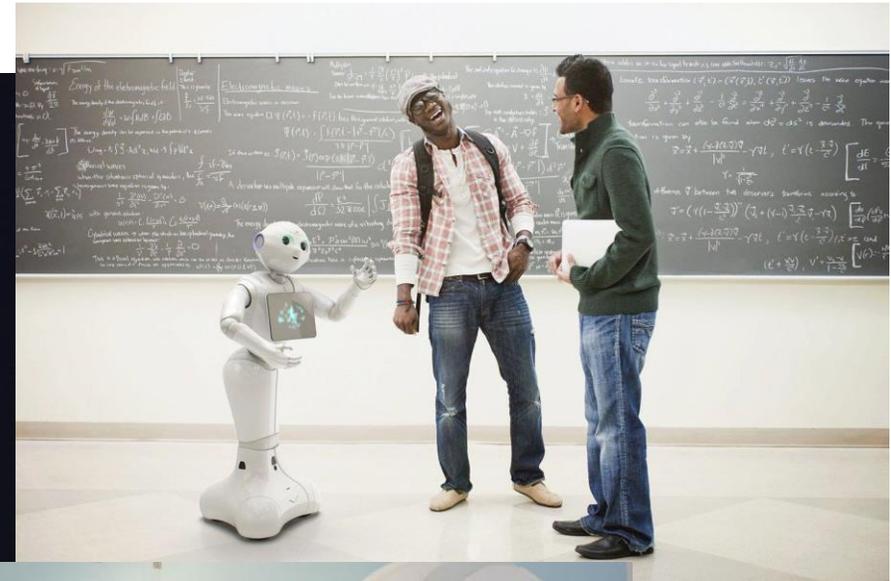
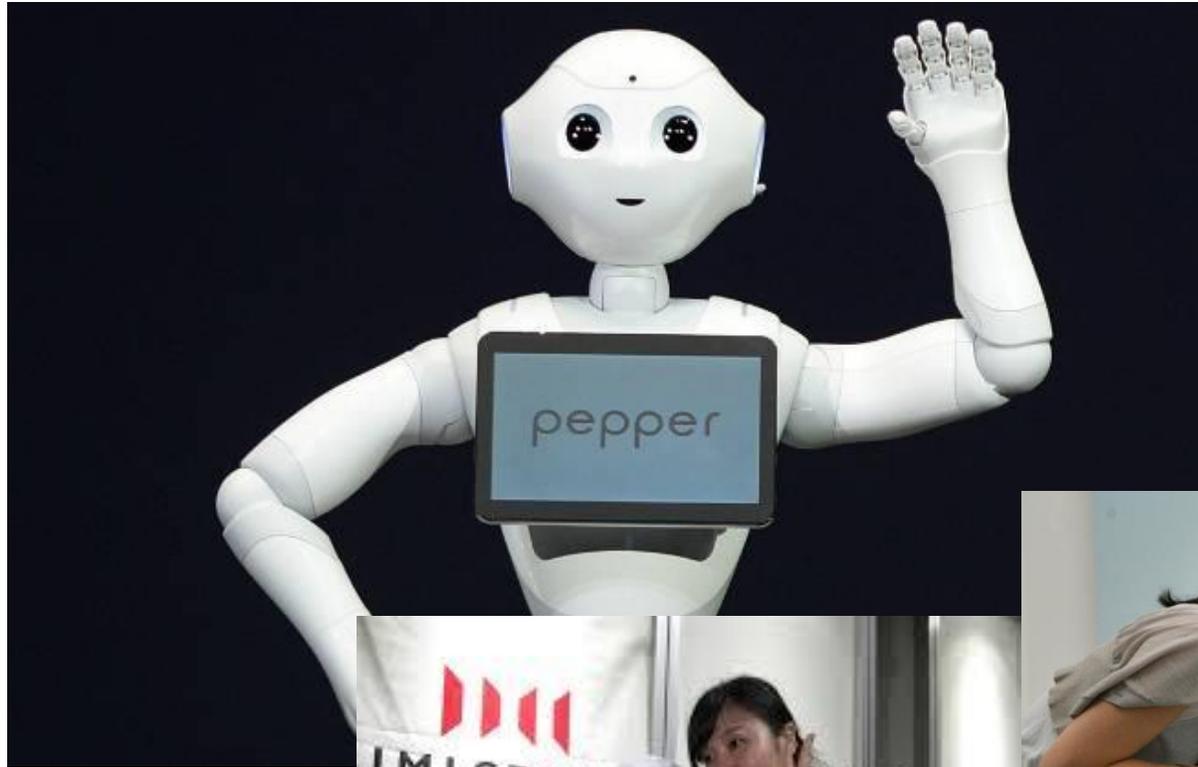
# Chatbot



# Impressão 3D



# Robótica





**Como nossos  
destinos podem  
se preparar?**

**“A chave do sucesso nos negócios é  
saber para aonde o mundo vai, e  
chegar ali primeiro”**

**Bill Gates**



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