

## **PROVOCATION 1**

### **UBER/AIRBNB**

Challenging the norms of ownership through shared on demand services.

## **PROVOCATION 2**

### **INTUIT/TURBOTAX**

Translating complicated financial and legal jargon to plain, everyday language that empowers humans to file their own taxes.

## **PROVOCATION 3**

### **NEST/ HOME AND BODY CAMERAS**

Tracking and predicting behaviors and activity and, in turn, providing 24/7 awareness of our environments.

## **PROVOCATION 4**

### **SELF DRIVING CARS**

Automating complex yet everyday and relatively mundane tasks, previously understood to be done only by humans.

## **PROVOCATION 5**

### **INSTACART / AMAZON PRIME**

Making brick and mortar retail obsolete and drives instant shopping from the home.

## **PROVOCATION 6**

### **BETTERMENT / SMART DEFAULTS FOR FINANCES**

Inviting 3rd party financial expertise and investment guidance into our bank accounts to manage money through smart customized defaults, not 1:1 advice.

## **PROVOCATION 7**

### **ARTIFICIAL INTELLIGENCE**

Deep learning algorithms that mimic deep neural networks and abilities that only humans had previously.

## **PROVOCATION 8**

### **DATA VISUALIZATION**

Visualizing information from traffic patterns to how long the wait is at your neighborhood lunch spot. Allows more informed decisions by surfacing non-obvious trends.

## **PROVOCATION 9**

### **HUMANE TECHNOLOGY**

To be a competitive tech company in 2018 is to be trusted, requiring increased transparency with customers around data usage, humane & appropriate user interactions.