



Digital Disruption

The Implications for Cybersecurity & Cryptography

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#Lennon



#TADlock 15

"ALL YOU NEED IS LOVE"
Prana

#abigonalife

MILUJU PAULU
MICHAEL

#TADlock

ALL YOU NEED IS LOVE

HAPPY BIRTHDAY
NAME & DATE
Post
16.02.14



MO

To reach an audience of
50 MILLION it took



38 Yrs

To reach an audience of
50 MILLION it took



13 Yrs

To reach an audience of
50 MILLION it took



4 Yrs

To reach an audience of
50 MILLION it took



2 Yrs

Quick Experiment

1 in 7 Divorces are blamed on Facebook

Facebook is Divorce Lawyers New Sales Channel

To reach an audience of
50 MILLION it took



19 Days

Google

3.5 billion searches on Google each Day

To
Whom

Were
These
questions
Asked

before
Google

“Alexa”

Are we going to see Disruption
in Cryptography

“Will answer this Later”

Digital Disruption

10x

More Innovation

1/10th

The Cost

100x

The Power

User Needs



TIPSYROBOT

CREATE. DRINK. SHARE.



“Innovation”





vs

CDMI

Uber

The world's largest taxi company, owns no vehicles.

The world's most popular media owner, creates no content.

Facebook

Alibaba

The most valuable retailer, has no inventory

The world's largest accommodation provider, owns no real estate.

Airbnb

HABIT

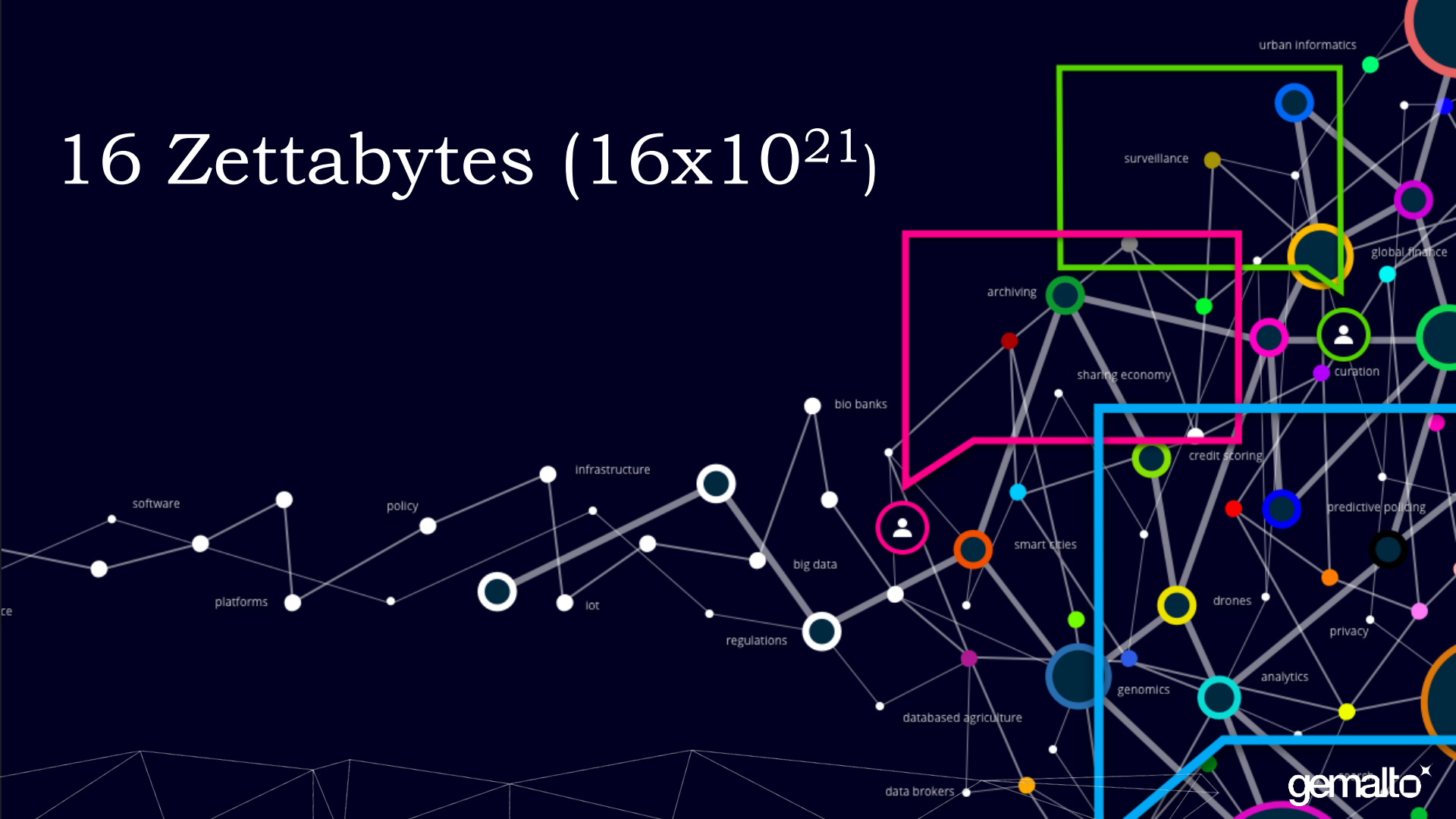
FORMING

**Disruption is underpinned by
meeting the need of the user and
in turn driving the acceleration of
adoption**

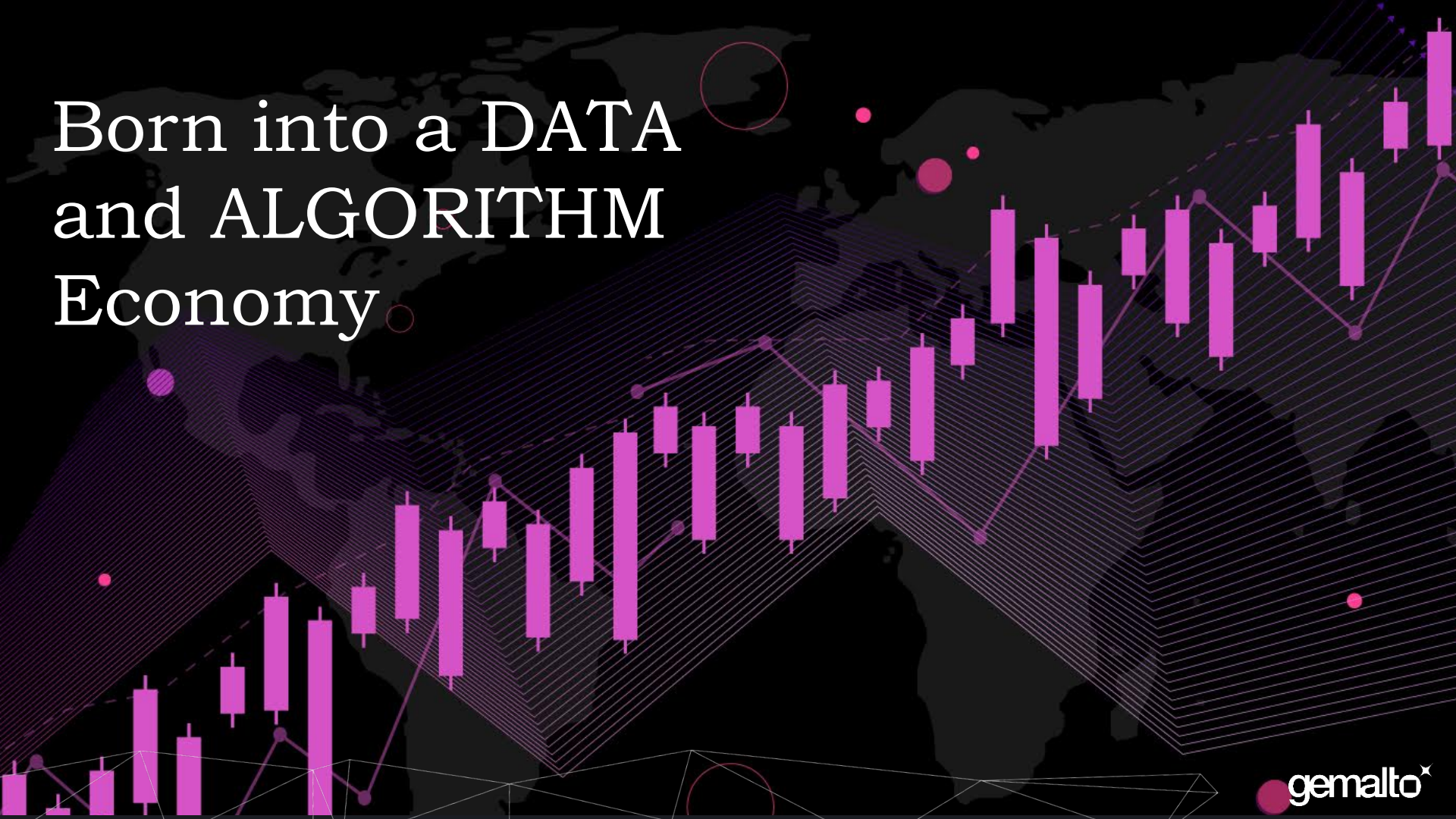
Jason Hart 2016



**OPPORTUNITY
@WORK**

16 Zettabytes (16x10²¹)



Born into a DATA and ALGORITHM Economy





90%

of the World's Data
has been created
In the Last 2 years



Never has DATA been so IMPORTANT

Data Economy Disruption through Data



UBER



airbnb



gemalto^{*}

Erosion of Trust



gemalto^x

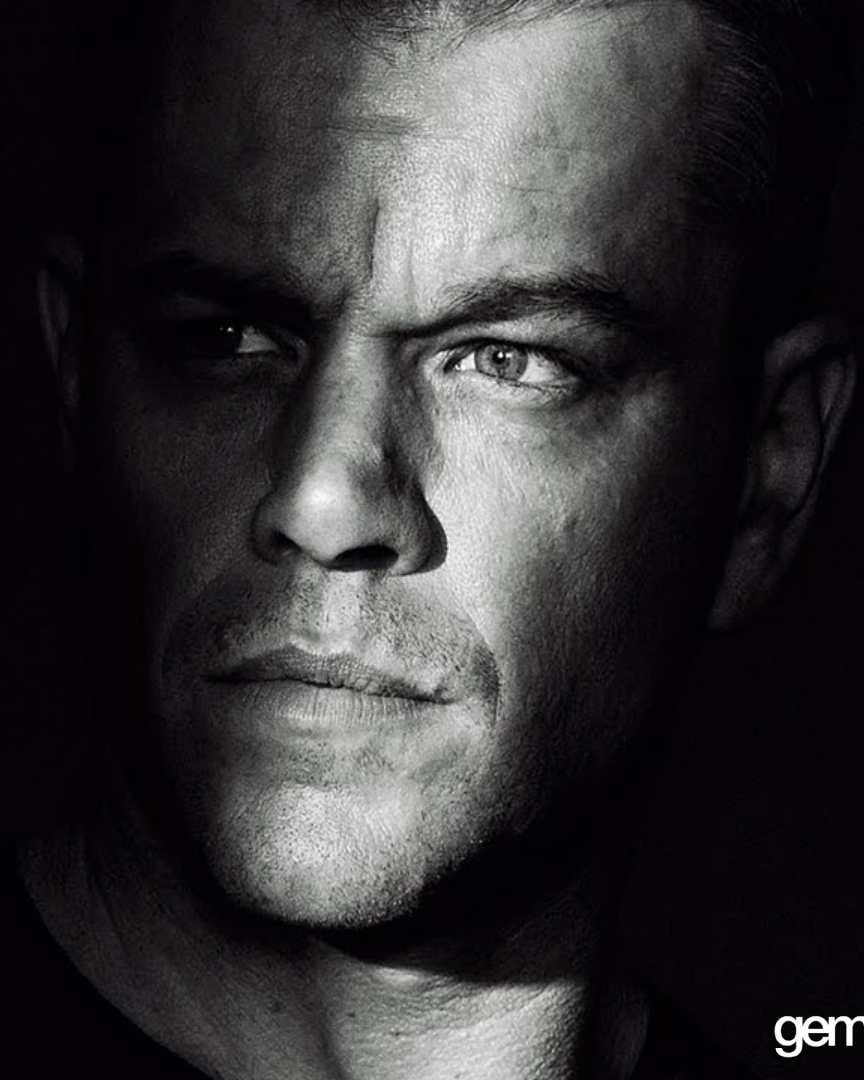
I warned you not to trust me

Y O U

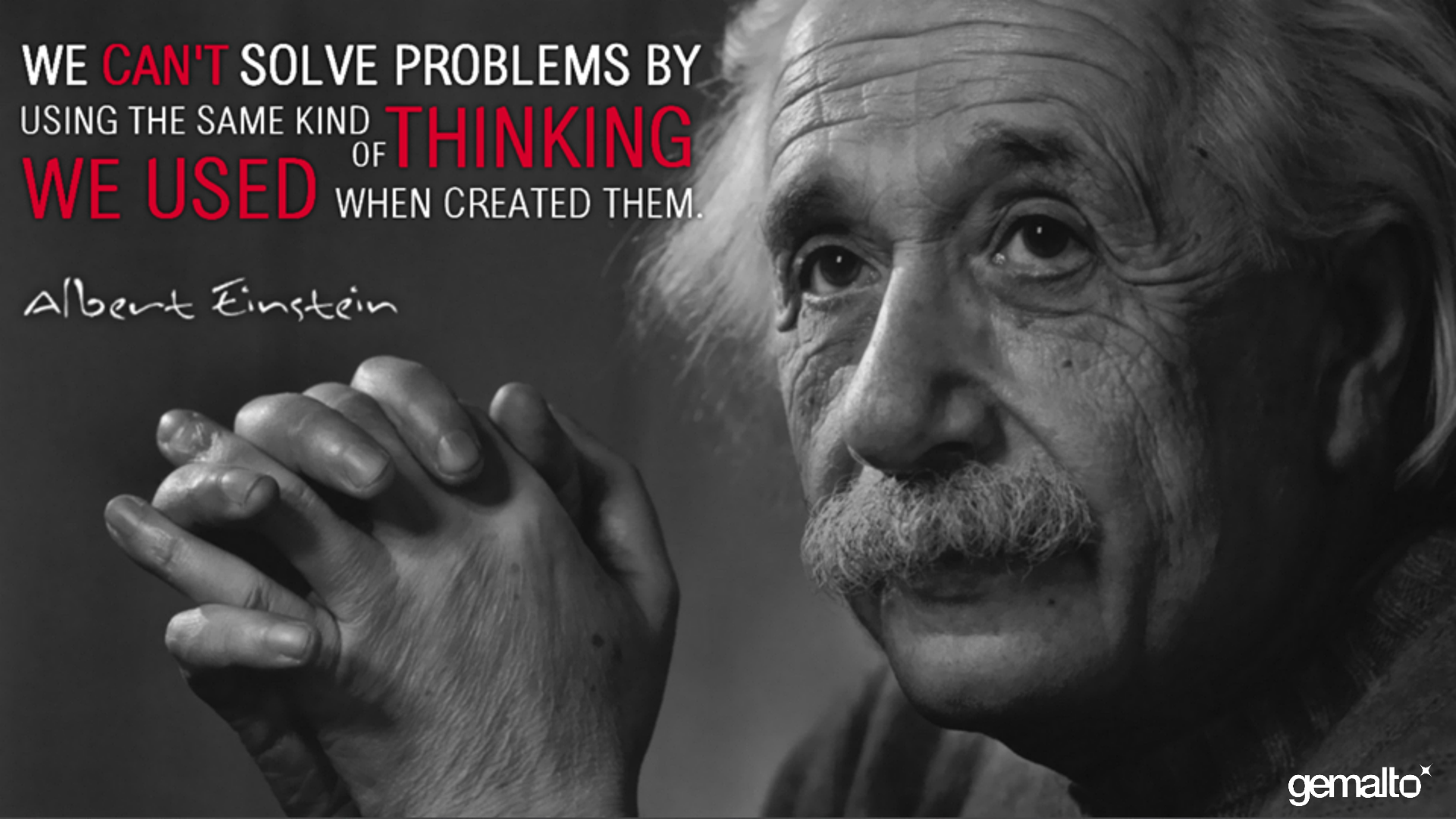
K N O W

H I S

N A M E



THE **COMPOUND** EFFECT

A black and white close-up portrait of Albert Einstein. He is looking slightly to the left of the camera with a thoughtful expression. His hands are clasped together in front of him, with his fingers interlaced. The lighting is dramatic, highlighting the texture of his skin and his iconic wild hair.

WE **CAN'T** SOLVE PROBLEMS BY
USING THE SAME KIND **OF THINKING**
WE USED WHEN CREATED THEM.

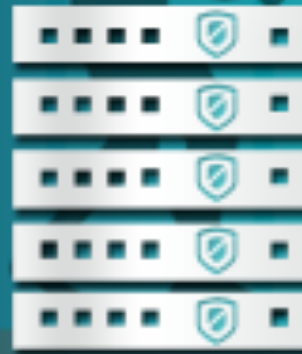
Albert Einstein

The Evolution of “Cyber Security”



The Evolution of “Cyber Security”

Or Not ?



A person is shown from the waist down, covered in dark mud. They are splashing through water, with mud and water droplets flying around them. The background is a colorful, abstract pattern of green, blue, and red. The text "Industry expectation of users using security solutions" is overlaid in yellow.

**Industry expectation of
users using security
solutions**


**OPPORTUNITY
@WORK**

Waking up in the Morning

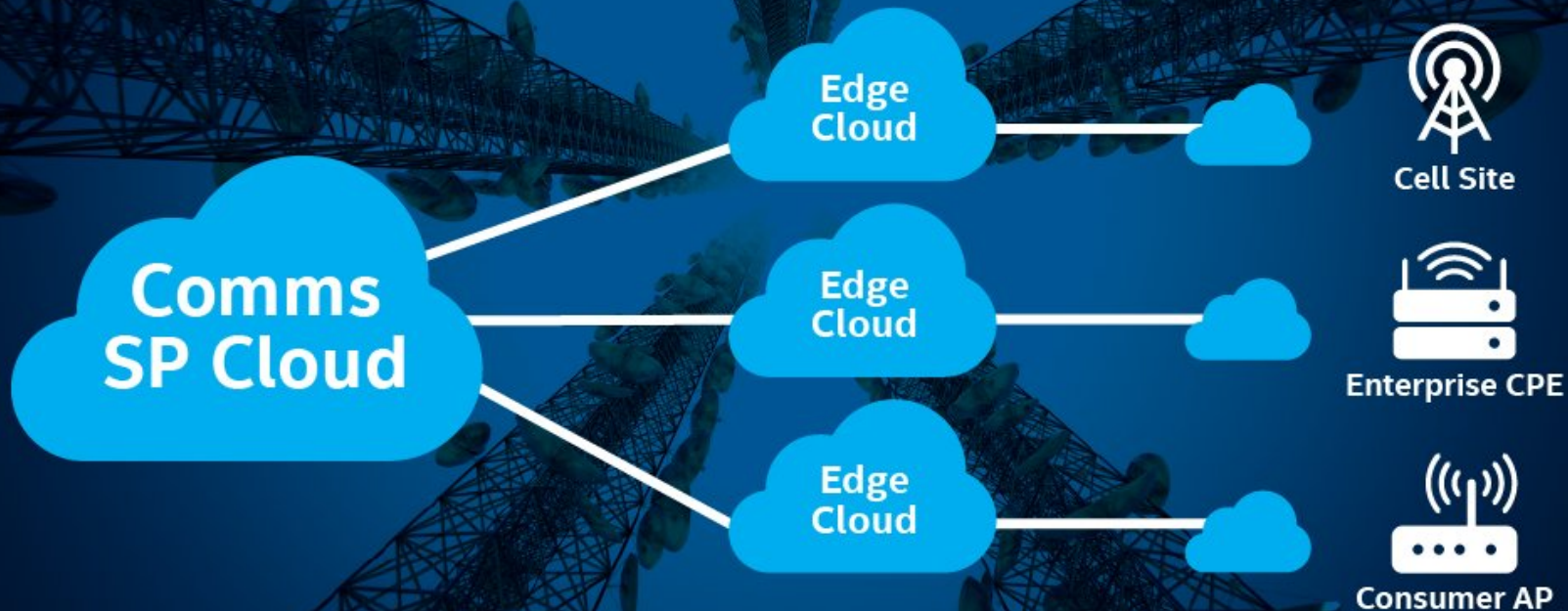




BLOCK CHAIN TECHNOLOGY



EVOLUTION OF EDGE COMPUTING





BIOHACK YOUR BODY

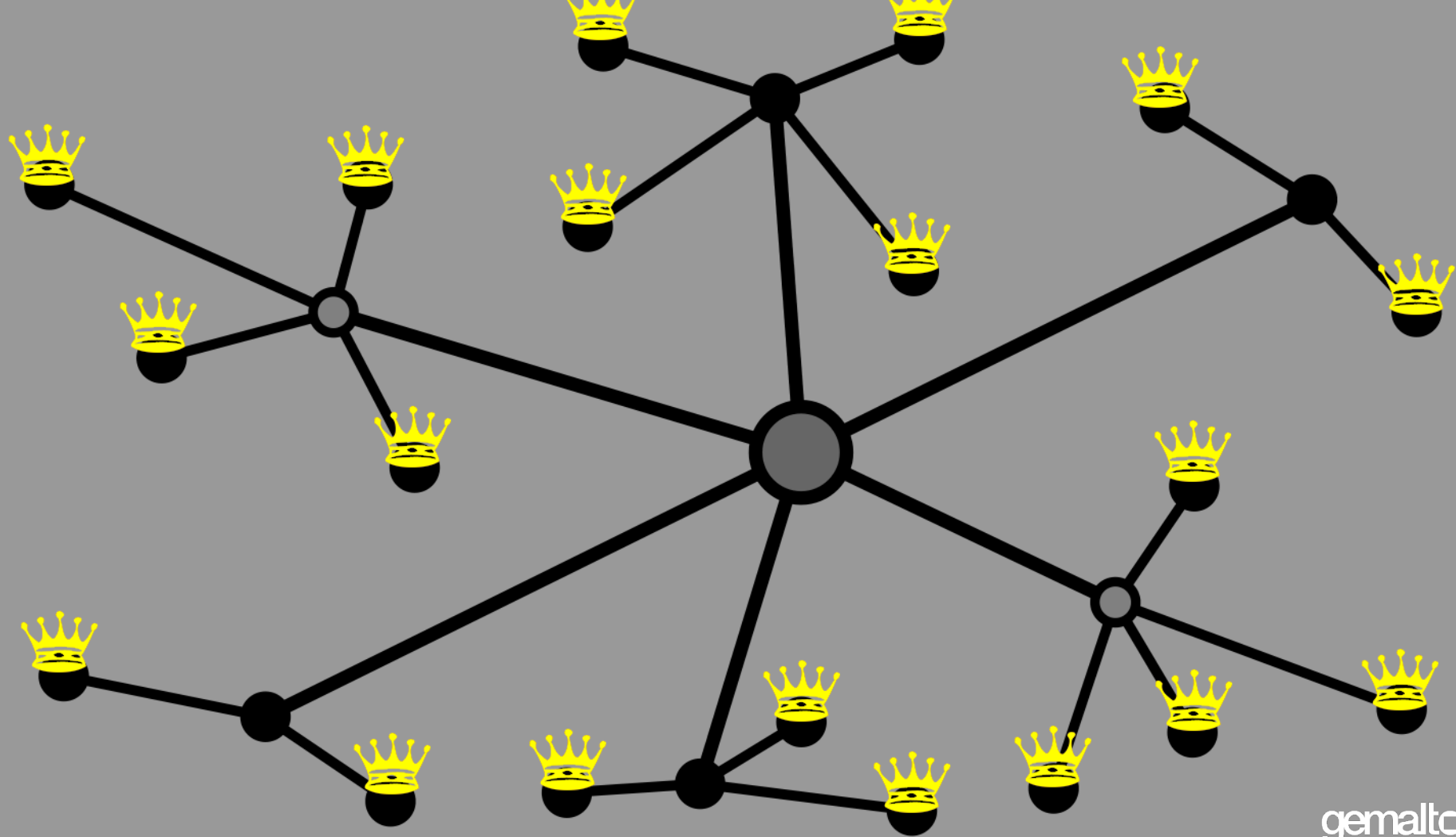


QUANTUM BREAK

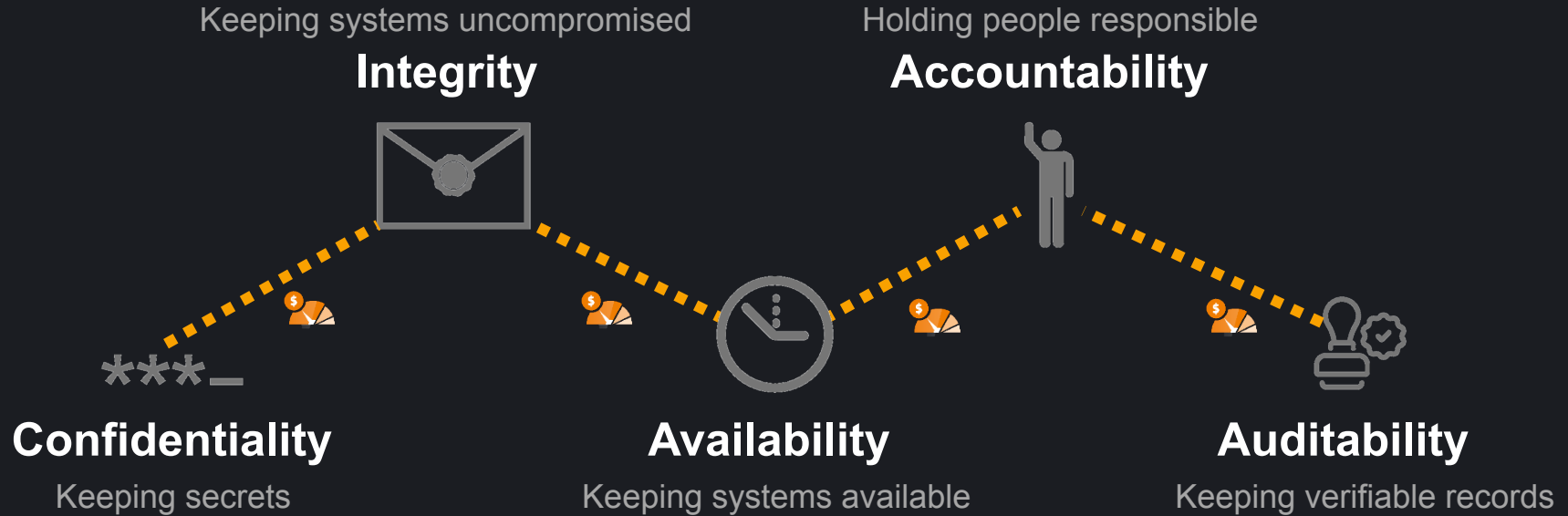
PERFECT STORM

The title 'PERFECT STORM' is rendered in a bold, metallic, 3D font. The letters are dark grey with a reflective surface. Two bright blue lightning bolts strike horizontally across the text, one passing through the top row 'PERFECT' and another through the bottom row 'STORM'. The background is dark with faint, wispy blue smoke or mist.





Focus on the basics.....





TELEPHONE

NEED TO ADAPT OR BECOME IRRELEVANT



Thank You

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