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Welcome to the Mid-August Edition of What's Emerging

Welcome to the mid August edition of the newsletter.

In the next few weeks Paul will be working on two major projects around education and the future of work plus presentations on the future of agriculture and the future of tourism and foresight for councils. Paul will also be appearing at Speakerbook's event planner speaker showcase in August.

If any of those approaches interest you then please contact us at info@emergentfutures.com.

We hope that you continue to find then newsletter interesting and useful.

Cheers,

Paul Higgins, Sandy Teagle, Prafulla, Syed Muqthar, and Samantha Kyle-Little

SECTIONS

[What we are writing about](#)

[Business Tips](#)

[What's Emerging](#)

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What are we writing about?

Paul presented on the future of drones and data in Agriculture to in Queensland in Late July. The presentation is available by going to our [home page](#) and clicking on recent downloads. If any of the subjects interest you then please contact us at info@emergentfutures.com.

Business Tips

The contrarian view: With freemium, it's easier to start with the paid product

At Wistia, we started with a paid plan only, and over the last eight years, we've progressively made the product more and more free. It's counterintuitive, but constraining growth by not making our product free from the start has been one of the best decisions we've made. [Read More...](#)

Why copy & paste isn't the best product strategy for emerging markets

There is often a presumption, either explicitly stated or implicitly assumed, that transposing a successful product from a mature market to an emerging one is simply a case of translating the copy and adjusting the marketing and consumer positioning. [Read More...](#)

Jobs To Be Done – Job Statement Canvas

A useful look at one of the major components of value proposition creation. [Read More...](#)

[↑ Top of the page](#)

■ In case you missed it: Most popular links from the Last Edition

[When the End of Human Civilization Is Your Day Job](#)

Among many climate scientists, gloom has set in. Things are worse than we think, but they can't really talk about it.

■ What's Emerging

The Happiness Machine

How Google became such a great place to work. [Read More...](#)

Climate models are even more accurate than you thought

The difference between modeled and observed global surface temperature changes is 38% smaller than previously thought. [Read More...](#)

NASA astronauts take their first bites of space-grown lettuce at International Space Station

Astronauts living at the International Space Station have taken their first bites of space-grown lettuce in what scientists describe as another step toward enabling human missions to Mars. [Read More...](#)

The rise of urban playgrounds for the elderly

This week's best city stories from around the web include playgrounds for older generations, protests against London's anti-homeless spikes, recycled car tyres helping street trees in Seattle – and an influx of hanging dildos in Portland. [Read More...](#)

Insurance/Uber monitoring dashboard devices let hackers “cut your brakes” over wireless

UCSD computer scientist Stefan Savage and colleagues will present their work at Usenix Security: they were able to disable the brakes on a 2013 Corvette by breaking into a Mobile Devices/Metromile Pulse dongle, used by insurance companies to monitor driving in exchange for discounts on coverage. [Read More...](#)

In big move, Accenture will get rid of annual performance reviews and rankings

As of September, one of the largest companies in the world will do all of its employees and managers an enormous favor: It will get rid of the annual performance review. [Read More...](#)

3D Computer Interfaces Will Amaze—Like Going From DOS to Windows

We spend as much time immersed in the digital world as we do the real world. But our computer interfaces are flawed. [Read More...](#)

China's July exports slump 8 percent, raises pressure for more stimulus

Chinese exports tumbled 8.3 percent in July, their biggest drop in four months and far worse than expected, reinforcing expectations that Beijing will be forced to roll out more stimulus to support the world's second-largest economy. [Read More...](#)

A Chinese company assembled this 3D-printed home in just three hours

Forget 3D-printed sponges or cooking knives, a company in China just successfully 3D-printed an entire 200 square meter home and then assembled the structure in just three hours. [Read More...](#)

Larry Lessig considers running for the Democratic presidential nomination

He'll be a “referendum candidate”: if elected, he'll immediately pass campaign-finance reform, then resign. [Read More...](#)

Amazon proposes drones-only airspace to facilitate high-speed delivery

The retail giant's proposal carves out airspace from 200ft-400ft exclusively for autonomous drones, with a further 100ft above it declared a no-fly zone. [Read More...](#)

Lessons from the Digital Classroom

Technologists and venture capitalists are betting that the data online learning generates will reshape education. [Read More...](#)

Robots Seem to Be Improving Productivity, Not Costing Jobs

Nearly 30 years ago, in 1987, the Nobel-winning economist Robert Solow surveyed the impact of IT on the economy and concluded that "you can see the computer age everywhere but in the productivity statistics." [Read More...](#)

Artist Writes The Word "Crisis" With €1000 Euro Coins On A Wall In Bilbao; The Work Disappears In 24 Hours

The current political situation in Greece is on everybody's mind at the moment. So the installation by Madrid based artist SpY couldn't be more poignant. [Read More...](#)

Oculus signs deal to build out its VR movie library

Oculus might have put a heavy focus on games for the consumer Rift headset, but it's also trying to shore up other parts of its catalog before the launch. [Read More...](#)

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