Introduction and presentation of the Futures Platform project

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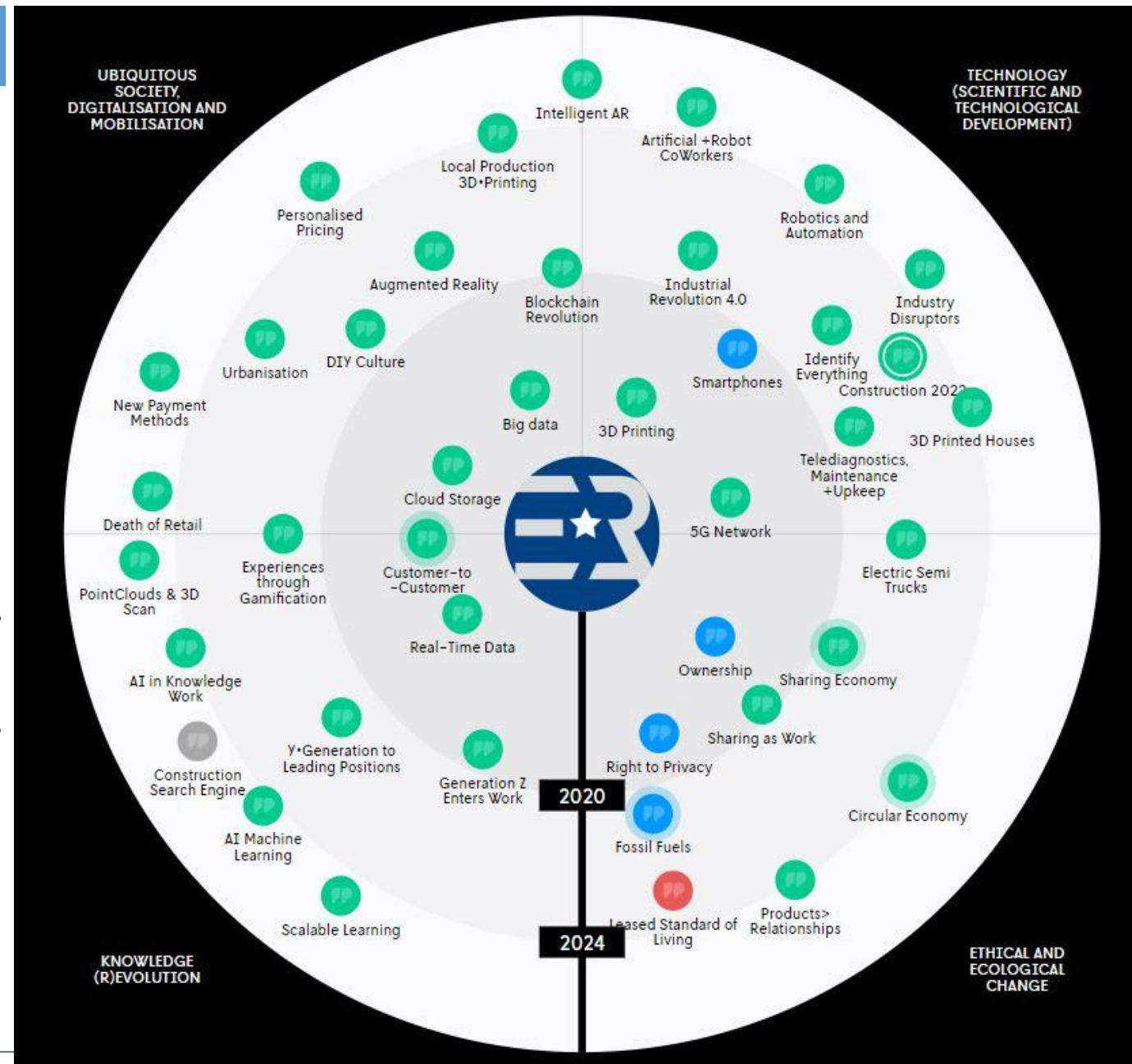*Please react on Twitter, @era_rental, #eraconvention2019*

- Collaboration with **Futures Platform**:
  - Futures Platform is an AI-powered software that provides way to generate and share relevant strategic foresight on any selected theme on a continuous basis
  - The tool allows to visualize different trends (phenomena) in radar view of the future
  - Each phenomenon can be voted and rated on, to establish how relevant it is for the industry
  - It is not a scientific survey, only indicative exercise

First radar on the topic:

The Rental Branch of the Future

Other potential topics for developing a radar:

- Digital and technological disruption in rental business
- HR challenges in rental
- The effects of sustainability and circular economy on the rental business
- Consolidation, fragmentation and other market trends in rental and construction

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For today´s discussion 12 topics have been selected from
the radar (max 6 for each workshop session):

- **Big Data**
- **Augmented Reality**
- **Circular Economy**
- **Industry Disruptors**
- **3D Printing**
- **Generation Z enters work**

- AI Robotics
- Personalized Pricing
- Leased Standard of Living
- Self-maintained Buildings

- Internet of Things
- Platform Economy

Which other topics and trends will have an impact on the rental branch?

Presentation of the trends

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