How GenZ is changing the world.

Agenda

December 7th, 2017 | 10am - 5pm
San Francisco, CA

#GenZishere
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Agenda

Meet GenZ
10:00am — 10:30am
After Millennials disrupted the present, how does GenZ see the future? How will they shape politics, climate change, and the economy?

Keynote presentation by Elav Horwitz, Global Innovation Director at McCann World Group

How GenZ watches
10:30am — 11:15am
As true digital natives and voracious content consumers, we’ll explore the media universe where GenZ lives and discuss video, e-sports, augmented reality, and more.

Panel discussion led by Guillaume Payan, Orange Silicon Valley, featuring:
- John Dodini, Head of Business Development at Gfycat
- Benjamin Vallat, VP Business Development and Strategic Partnership at Twitch
- Mathieu de Fayet, VP Strategic Partnerships at Niantic
- Melinda Staros, Director of Insights, Sharethrough

Who GenZ follows
11:45am — 12:30pm
The rise of social media stars as modern day digital celebrities has paved the way for direct dialogue with fans like never before. Some of GenZ’s favorite influencers join us to share their journey with us.

Panel discussion led by Eric Galen, Attorney at Galenlaw PC, featuring:
- Gabbie Hanna, Actress, Author, Poet, Comedian and Singer-Songwriter
- Wes Tucker, YouTube Creator
- Molly Omalia, YouTube Creator
- Andrew Graham, Agent CAA

How GenZ thrives
02:00pm — 02:45pm
Finance, Housing, Jobs, Sustenance, as GenZ enters the world, what new brands will be supporting her basic needs? Where are the opportunities for entrepreneurs?

Panel discussion led by Brian Warmoth, Content Lead, Orange Silicon Valley, featuring:
- Tiffany Zhong, CEO, ZebraIQ
- Daniela Fernandez, Founder, Sustainable Oceans Alliance (SOA)
- Jay Parekh, Director of Business Development, Venmo

GenZ in the city
02:45pm — 03:30pm
GenZ will be the primary beneficiary for the Internet of Things, and will navigate a built world with autonomous vehicles, and flexible work spaces.

Panel discussion led by Will Barkis, Principal, Orange Silicon Valley, featuring:
- Itamar Novick, CIO, Life360
- Alex Sweet, Sr. Associate, Nelson\Nygaard
- Omar Toro-Vaca, Partner, Assembly Design
- Allison Arieff, Editorial Director, SPUR

GenZ at work
03:45pm — 04:45pm
GenZ is equally likely to start a company as join one. This cross-disciplinary panel shows us tools to anticipate how the GenZ workforce will create value.

Keynote presentation by Kelly Monahan, Deloitte Center for Integrated Research:
- Darren Kaplan, Co-founder, HiQ
- Sara Skvirsky, Research Director, Workable Futures, Institute for the Future
- Elton Kwok, GM, No California, WeWork
- Dan Buczaczer, VP, Quid

Closing Remarks
04:45pm — 05:00pm

Reception
05:00pm — 07:30pm
Take a break to enjoy some food and mingle.
“We don’t want to end up like Millennials”

For the Hippies, not trusting anyone over 40 was a heuristic for not screwing up like earlier generations. This quote from a recent GenZ survey shows what a bad rap Millennials have received in the popular imagination.

What will GenZ build?

In this composite portrait, we'll be engaging with GenZ through the lens of her behaviors and experiences, not her purchases or how much she spends. Those experiences are so markedly different that she will build cities, companies, and relationships that are truly new and responsive to that changing world. We’re excited.

...as Millennials feel positive about GenZ:

Deloitte reports 61% of Millennials expect GenZ to have a positive impact on the workplace, notably due to IT skills, as well as creative thinking and new ideas.

“The Millennial Myth”

69M
Current size of GenZ cohort, defined as born since 1996.

20% of the 2025 workforce will be staffed by GenZ. Today, Millennials make up 34% of the workforce.

61% of Millennials expect GenZ to have a positive impact on the workplace.

“It’s all about personal relationships, personal accountability, and blameless failure.”
— Facebook executive
From WeWork to WePlay

In a recent GenZ survey, 47% of respondents list “fun working environment” in top 2 factors for a job alongside “flexibility.” This may be an accelerant to a global co-working population that crossed the 1-million mark in 2017, according to the Deskmag annual survey.

Alexa, let’s talk (better)

YouTube, SnapChat, Instagram, Siri, and Alexa all present information in frictionless, snackable formats. When surveyed about what skills she wants to acquire the most to succeed in the workforce, GenZ lists “public speaking” and “communication skills” as the top two. When we connect these dots together, it seems clear GenZ wants to get right to the point, and appreciates others doing so.
The 8” TV

Traditional TV is already struggling to retain Millennials, as they are turning to more convenient services such as Netflix or Hulu. However, they should fear another threat: the non-arrival of Gen Z on television sets.

70% YouTube consumption is via mobile devices and tablets.

Microdosing content

The future of GenZ TV may be shaped in Norway: “Skam” was completely tailored for GenZ media consumption habits: “clips”, 5-minute sequences from the upcoming episode, were released every day, so viewers could follow the story without waiting until Friday for the complete episode. In addition, creators opened up Instagram accounts for every major character.

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Telco TV: Unlimited meets Premium

Telcos thought they were in the smartphone business, turns out those phones are GenZ’s TV. So bundling premium content with wireless service makes sense as competition heats up. Wireless promotional muscle and price-competition has now sucked brands like Disney and HBO into the fray.

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“We are part of a greater community of passionate Influencers who are dedicated to building their unique brands. We’re here to help creators grow their audience, make better content and connect with other talented people.” — Pitch for Awesomeness TV

$130.5B Amount of current and planned investment in TV business by AT&T in past 3 years.

“The Millennial Myth”

21 hours weekly digital video consumption by GenZ, vs. 19 hours of TV.

Games to Skills

Much has been written about the value of videogames in teaching skills like collaboration and teamwork. What GenZ will have is all of that packaged in mixed reality — leadership skills from Pokemon Go.

71% Millennials prefer streaming and OTT

“GenZ, who grew up with the internet and are not only demanding that all brands entertain them, but also that entertainment shifts to behave like a friend.” — Maude Standish, Fullscreen

125B The number of Pokemon Go that have been caught by players worldwide, according to its maker, Niantic.
Influencers go shopping

The audience building tools of MSNs who provide growth-hacking infrastructure for creators on YouTube continue to attract investment: Dreamworks is the majority owner of AwesomenessTV. Brands are running, not walking to be in the conversation — and GenZ is just fine with that.

GenZ: practitioners of video-first learning

It’s not just about beauty tips, the clear message from the stats about video use is that GenZ learns through watching video — from Amazing Body Facts (5.5M views) to an How Good is Your Eyesight? (10M views).

Who GenZ follows

6M subscribers to AwesomenessTV influencers Niki and Gabi

85% of GenZ went online to find a video that could give them a skill in the past week.
Influencers go shopping

Unlike Millennials who subscribe to a specific OTT service to watch a hit show (Stranger Things on Netflix or Game of Thrones on HBO), Gen Z do not follow programs, they follow influencers, such as Lilly Singh, Cameron Dallas or Logan Paul. They are a major drive for Gen Z consumption on those platforms.

GenZ do not follow programs, they follow influencers.”
— Christopher Betremieux, Orange

48.7M
Total reach across 5 social media channels of the influencer Logan Paul.

Always on the Social Camera

What do Influencers influence? Well for one thing, being camera-ready involves good make-up -- lots of it. Social media has fueled 25% growth in beauty sales among Millennials in past two years. Kylie Jenner, with 99 M Instagram followers, has used social as a channel to generate $420M in sales of her products in 18 months.

As a result, cosmetic and beauty companies are flying influencers to exotic locations that look amazing on Snapchat and Instagram.

$420M
sales generated by Kylie Jenner for her beauty products, much of it from her 99M Instagram followers.

$1B
expenditures on influencer marketing in 2016, according to Adweek.

“GenZ expects to be able to have direct access to friends, celebrities, and brands.”
— Pete Stein, Fullscreen

200%
Growth in beauty chain Ulta’s share price in past 3 years.

“The reality of the situation is, with the amount of money that people are making in this industry, a trip to wherever is a drop in the bucket. It’s simply not enough to buy people.”
— Samantha Ravndahl, influencer
Don’t waste GenZ’s time...

Warby Parker, Stitch, Birchbox, Zady, and Amazon. Online, sure, time-saving, of course -- these are fashion brands that didn’t exist when Millennials were born. With Amazon selling $22 billion in apparel sales in 2016, bringing convenience to brick and mortar is going to revitalize the category. Just visit a Warby Parker store to experience a holistic digital/retail delight.

“GenZ may be sensitive to looking at a broadcast spam newsletter and immediately have a gut negative reaction to delete it and unsubscribe. If they unsubscribe, that means they’re not going to shop. This is why you’re starting to see the rise of brands that target millennials and younger generations, because they’re not wasting everyone’s time by treating customers like a single audience.”
— David Martin, Orange

The Death of Retail is greatly exaggerated

Retail is changing, but its not dying. The latest data from the retail experts at Walker Sands show the 18-25 cohort preferring physical to online shopping by a whopping 1500 basis points.

43% of Millennials report making a purchase through a voice assistant in past year.

58% of 18-24 year olds prefer physical stores to online (source: Walker Sands).

52% of GenZ retail shoppers use ratings and reviews in the store (Generational Kinetics).
GenZ’s house is Smarter...

Millennials are adopting smart appliances, thermostats, and lights: 46% of 26-35 year olds average smart device ownership. Their younger cohort is already at 33% even though at 18-25 they are just starting out in shaping their residences.

Finance: GenZ plans ahead

Like e-Commerce, the FinTech ecosystem is a story of new and better experiences running the tables on incumbents. From student debt with SoFi to social payments with Venmo, and even branchless banking with Chime.

35% of GenZ plans to start retirement accounts in their 20’s, 12% already are saving for retirement (Generational Kinetics).

What’s Food: a Fresh Start

Millenial’s started the organics, GenZ is taking it to a new level: beyond the local and sustainability imperative that is challenging incumbent packaged food producers, GenZ is exploring entirely new categories.

What to Feed a Millenial

82% of US households buy organic food products. 52% of all organic consumers are millennials (OTA).
GenZ’s in motion

Millennials made America’s big cities safer for bikes than ever before. GenZ can thank them for widespread lanes, bike-sharing platforms, and an onslaught of innovation in propulsive technology.

29%
Growth in US cyclist population fro 2012-17, when it reached 66M riders.

Optimize your city: tech takes over

Sidewalk Labs, Y-Combinator -vv on both coasts of the US a new breed of tech-minded and tech-funded private sector think tanks are taking to the streets to partner or autonomously operate research projects on how to drive sustainability, affordability, and mobility goals of cities in Internet time. ...at the same time as tech researchers literally cover the waterfront (see Sidewalk Labs’ Sidewalk Toronto project), tech HQ’s are issuing RFPs as if they were hiring an entire city. Amazon’s search for a 2nd HQ home has unleashed a frenzy.

$1,000/mo
Y-Combinator’s Basic Income research project will pay $1K for up to 5 years to random sample of people.

50,000
Employees will be hired by Amazon in its new HQ city, many of them will be GenZ.

$50M
Amount Sidewalk Labs (unit of Alphabet) committing to Sidewalk Toronto project.

“Measuring how individuals spend their time and money, indicators of mental and physical health, and effects on children and social networks will help us learn how this basic level of economic security helps people cope.” — Elizabeth Rhodes, Research Director, Basic Income Project.

“"We want to invest in a community where our employees will enjoy living, recreational opportunities, educational opportunities, and an overall high quality of life.” — Amazon HQ2 RFP

“"We have an opportunity to fundamentally redefine what urban life can be.” — Sidewalk Labs CEO Dan Doctoroff, who used to work for Mayor Bloomberg

Uberize your family: digital tracks

While Uber and Lyft took the idea of an urban map on a smartphone and put it work for us, apps like Life360 point the way towards deeper utility, like keeping track of your family members. Others, like Hum, focus specifically on the vehicle.
**Branded workplace:**

Creating casual spaces for creative collisions/collusions creates branding opportunities.

“We all feel safe wherever we go because it all feels the same.”
— Facebook designer

Once the decision is made to eliminate private space, all of the space becomes public and an opportunity to publish.

**Nomadic workplace:**

**the adjustable desk is the new office**

Sitting, standing (that’s where the adjustments comes in), personalized, perhaps with your dog curled up at your feet, this desk may be your home for six months, until the team is moved to a new neighborhood.

90%

You will bump into 90% of your colleagues if you are all on the same floor, only 20% when on two (MIT).

“Every space is designed to be usable by every team.”
— Assembly Design

Assume the space will have to be adapted every nine months.”
— Assembly Design
Work as party

Taps and food: GenZ doesn’t have to wait for a party to access these basic social accommodations. Microkitchens, lounges, buffets, coffee shops complete with baristas: welcome to the Party Office.

Flexibility in the face of automation

Just as the physical workplace has become reconfigurable, the nature of GenZ’s work will be under constant modification as algorithmic and robotic actors intervene and restructure the role of humans.

30M
Number of meals prepared by Google for its 78,000 FTE’s annually.

48% of Millennials already feel automation/robots/AI will reduce human involvement in the workplace. 51% see the need to retrain.

“...It's team human vs. the robot overlords, and guess who is winning?“
— Harper Chen, GenZ blogger

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