



CROWDFUNDING : **Opportunities Arising from a New Work Order**

THE TIPPING POINT

Oil Price Collapse
Inequality and Rising Cost-Of-Living
Financial Crises

Internet
Social Media & Mobile Technology
Internet-of-Things

DRIVERS OF CHANGE

Intergenerational Gap

Urbanisation

**DIGITAL
ECONOMY**

User
Generated
Contents

Collaborative
Production

Shared
Economy

CURRENT STATE

DEMANDS

Cost Effective

Time

Convenience

Decentralised Value Chain

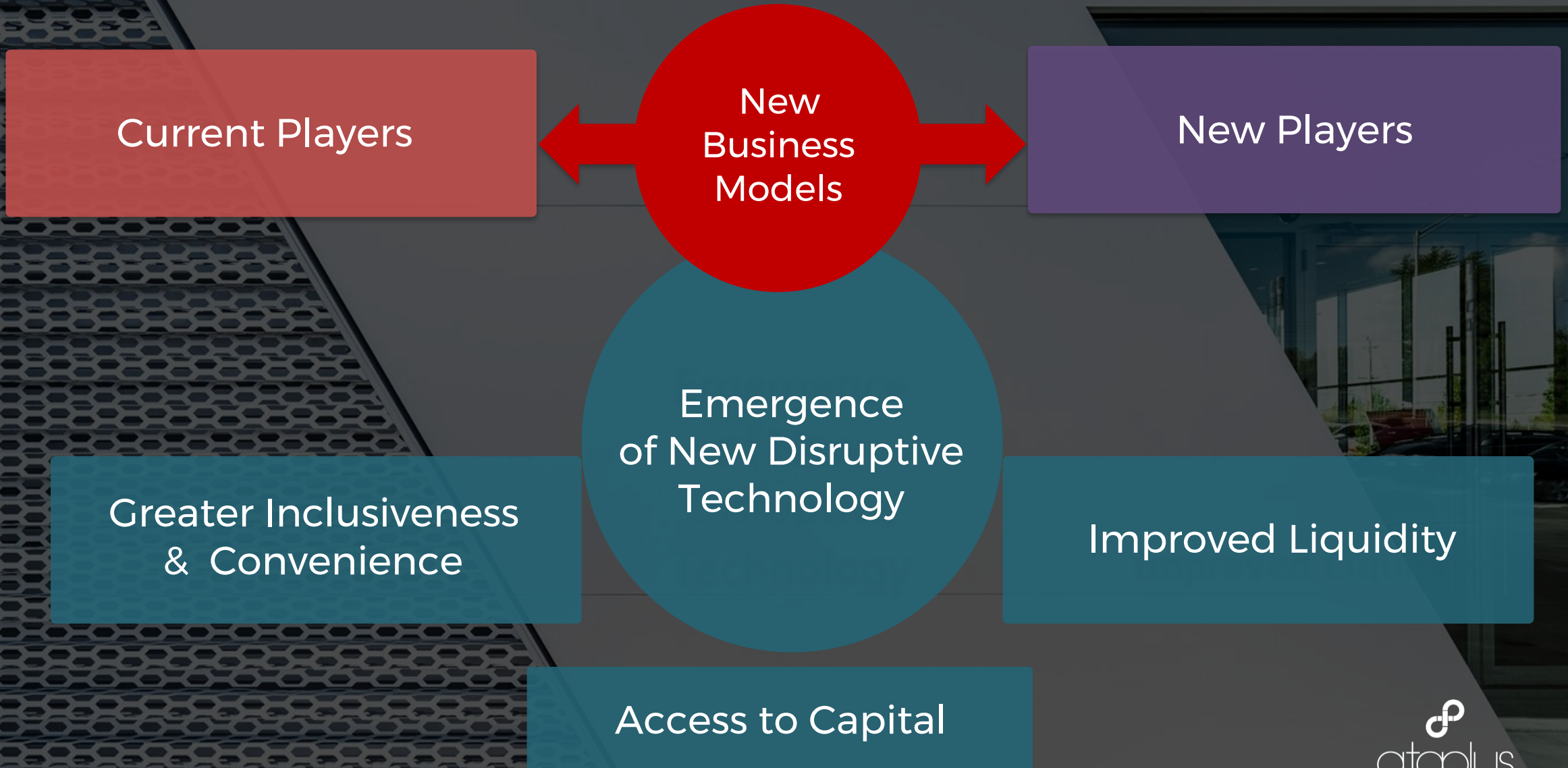
Companies

Customers/
Consumers

Financial
Institutions

INCLUSIVENESS

FUTURE STATE ?



Social Media Manager

Drone Operator

Driverless Car Engineer

Data Scientist

Sustainability Manager

JOBS THAT DIDN'T EXIST 10 YEARS AGO

App Developer

Millennial Generation Expert

Cloud Computing Specialist

Big Data Analyst

YouTube Content Creator

Uber Driver



WHAT IS THE FUTURE OF WORK?



THE FUTURE OF WORK

Automation

What work will we do?

Globalisation

Where will we work?

Collaboration

How will we work?

1. PERSONAL IMPACT

2. ORGANIZATIONAL

IMPACT

3. SOCIETAL IMPACT

THE FUTURE OF WORK

Automation

Ever-smarter performing, ever-more human tasks

Globalization

Our workforce goes global and the global workforce comes to us

Collaboration

Many jobs, with many employers, often at the same time



Opportunities

Lower barriers, greater flexibility and specialization, wider markets



Risks

Unemployment, Inequality, Insecurity

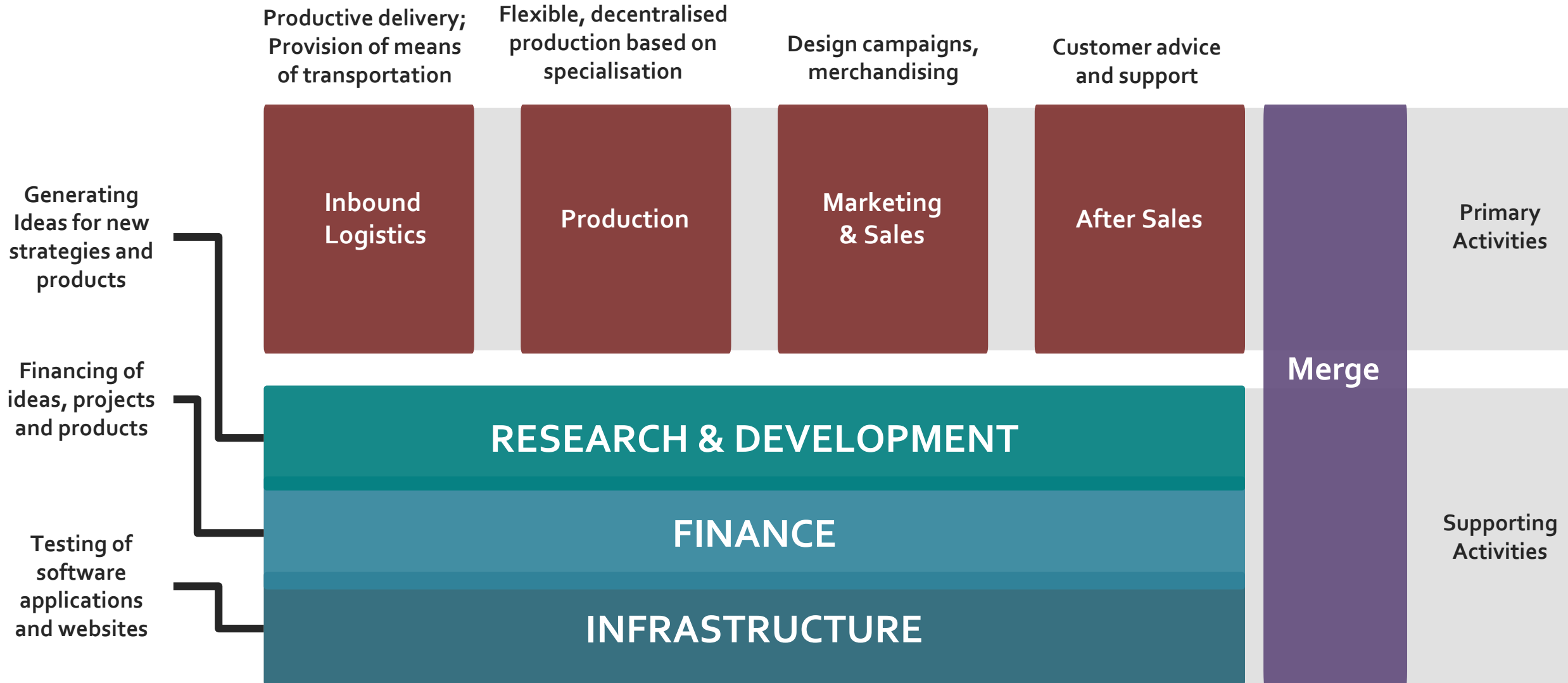
A background of many unlit light bulbs, creating a textured, repetitive pattern. The bulbs are slightly dimmed, and the overall color palette is muted, with shades of grey and brown.

CROWDSOURCING

IS CHANGING

THE NORMS OF WORK

CROWDSOURCING IN BUSINESS



“SHIFTING” THE DEFINITION OF WORK

WORK : Goal directing effort for the **creation of goods and services**

GAINFUL WORK :

Goal directing effort for livelihood and creating income

DIGITAL GAINFUL WORK

Goal directing effort for livelihood and creating income

CROWD WORK

Digital gainful employment based on crowdsourcing

PAID

DIGITAL WORK

Effort to create digital goods with digital tools

CROWDSOURCING

Crowd effort to create goods through digital platform

Volunteering

Domestic Work

Childcare

UNPAID

PREPARING FOR THE FUTURE

ENABLE

*Redesign Education
& Training*

PROTECT

*Reform Policies &
Incentives*

TRANSFORM

*Design New Models &
Framework*

ENABLE

Redesigning Education and Training



EMPLOYMENT-FOCUSED

*Entrepreneurship as a viable
career option*

*Incentives for start-ups
through grants*



DIGITAL LITERACY

*Computing curriculum in
schools*

*Access to digital
infrastructure*



ENTERPRISE SKILLS

*Promote problem solving,
creativity, and social
connection*



INNOVATION INCENTIVES

*Superannuation in VC and PE
Relax constraints around
crowdfunding*

PROTECT

Reforming Policies and Incentives



Reform the tax
and transfer
system in favour
of labour



Workplace
protections to
accommodate all
forms of work



Encourage
digital
platforms to
self-regulate

TRANSFORM

Design New Models & Frameworks

INTANGIBLE

**SATISFACTION
/FULFILLMENT**

RECOGNITION

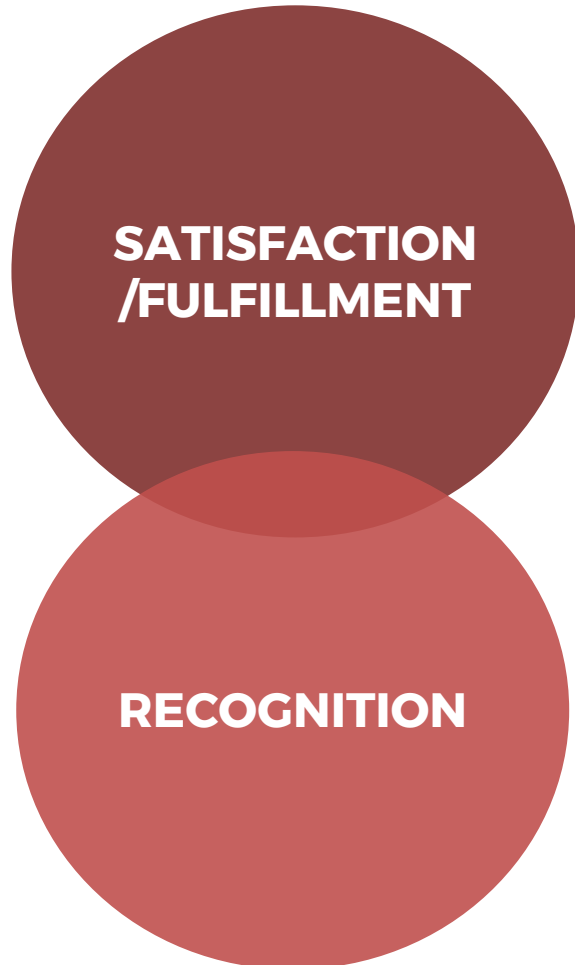
TANGIBLE

**COMFORT &
WELLBEING**

**SUSTAINABLE
LIFE**

INTERNAL

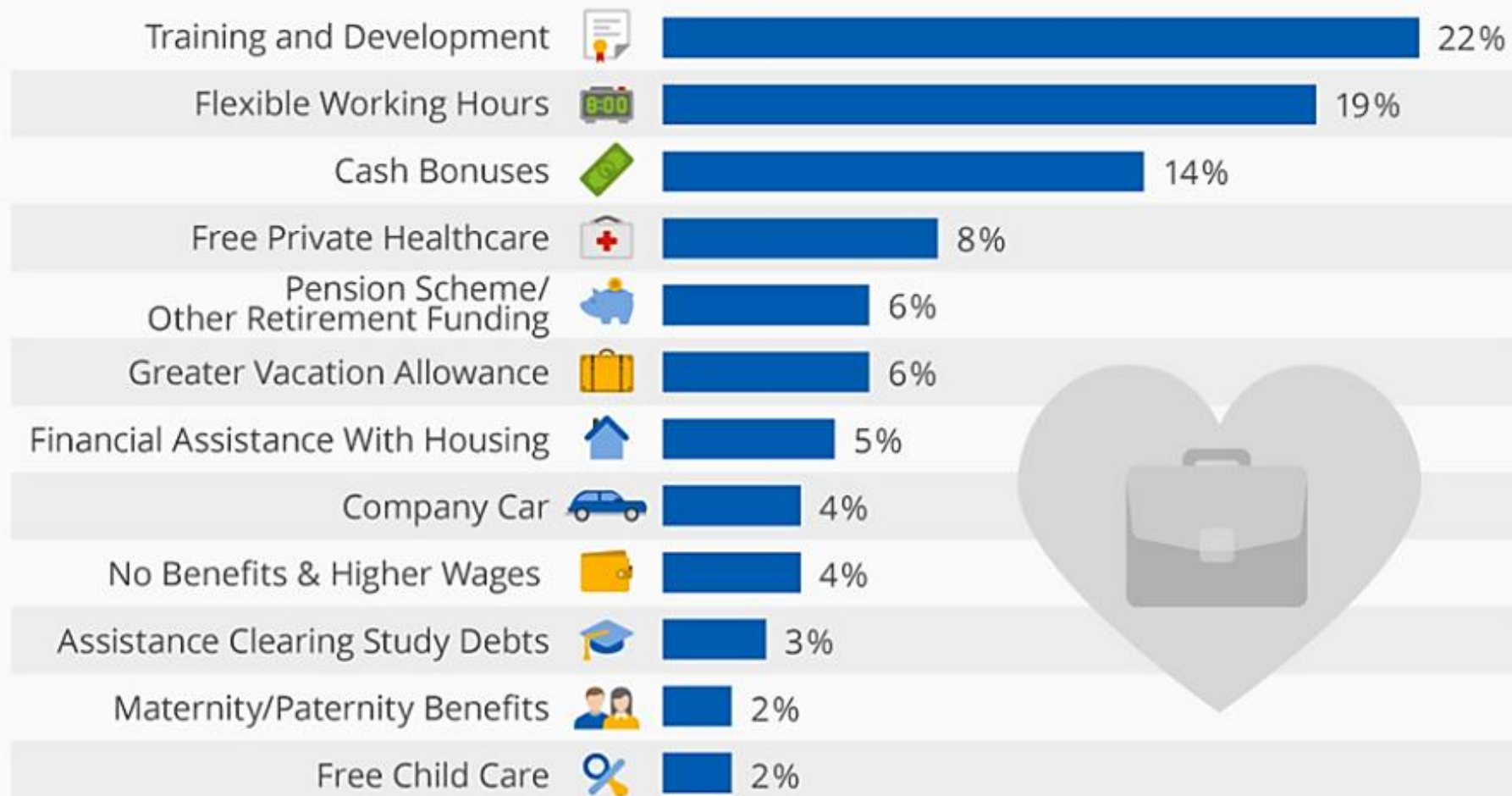
EXTERNAL



REDESIGNING THE INCENTIVE FRAMEWORK

Which Working Benefits Do Millennials Value Most?

% of global millennials ranking each of the following benefits first





WORK OF THE FUTURE?

THANK YOU

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