



FAITH POPCORN'S BRAIN RESERVE

# Mood Morphing: FutureVision 2028

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Cannes Health June 19, 2018

**If you knew everything  
about tomorrow,  
what would you do  
differently today?**



# ap•plied fu•tur•ism

Accurately painting the varied and  
paradoxical landscapes of Tomorrow  
to Futurize your business

# Our IP: 95% Predictive Accuracy



+



# Transformations We've Delivered



*FROM* Distrusted Bank  
*TO* Enabler of Progress



*FROM* Treating Sickness  
*TO* Building our Well-th



*FROM* Health Care Company  
*TO* Caregivers' Caregiver



*FROM* Delivering Mail  
*TO* Delivering Connection



*FROM* Helping Home Owners  
*TO* Making Renters Feel at Home



*FROM* A Tough Workout  
*TO* Building Body Beauty



*FROM* Treating Pain  
*TO* Celebrating It



*FROM* a Birth Control Pill  
*TO* a HealthStyle Brand



*FROM* Slaughterhouse  
*TO* Protein Powerhouse



*FROM* Total Beverage Alcohol  
*TO* Total Mood Modulation



*FROM* A Family Company  
*TO* A Company for Families



*FROM* Making Money  
*TO* Making a Better World

# FutureVision 2028





## **We're entering a time of head-spinning, mind-bending upheaval.**

Times are tense. The planet is in peril; nationalism is rising; and the robots are marching in, taking our jobs. The gap between the Have's and the Have-Nots has never been wider.

The consumer is ever more connected—but lonely and distrustful. An anxiety epidemic takes root, and we crave a sense of control.

There's an awakening to the intense stress we are under and how brain and body are intertwined. Tech helps us tweak our minds and moods, but we also seek to reclaim our humanity as the digitization of life marches on.



# Meet Jessica

She's 32 and runs a boutique VR travel agency and is training as a PastCrafter, creating VR of past eras for travelers. She and her partners David and Ashley are parenting one 10-year-old. She has her eggs on ice, is passionate about fitness, and is an insomniac.





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**6:45 AM**

Sleep app  
completes Beach  
Bliss dream;  
implanted chip  
calibrates  
breakfast  
smoothie with  
LSD micro-dose



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## 10:30 AM

Yesterday's  
PastCrafter work  
corrupted;  
implanted chip  
senses Jessica's  
stress soaring and  
sends calming  
dose to her  
cannabis pen



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## 11:45 AM

Implanted Nutrition Bot scans Jessica's gut microbiome; designs lunch to optimize social skills for client meeting at 2 PM



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**3:45 PM**

Holographic yoga  
with Mumbai  
group; elixir  
inhalations  
afterward with  
virtual trainer



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**9:30 PM**

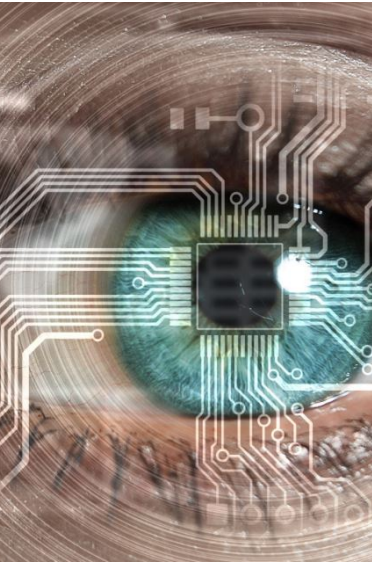
Sex and sound  
bath with David;  
pre-sleep elixir  
to remove  
brain plaque

Tracking Tomorrow's Consumer

# 5 Key Currents In Mood Morphing

#1

N of 1



#2

SelfHacking



#3

SuperHuman



#4

HighChasing



#5

Anchoring

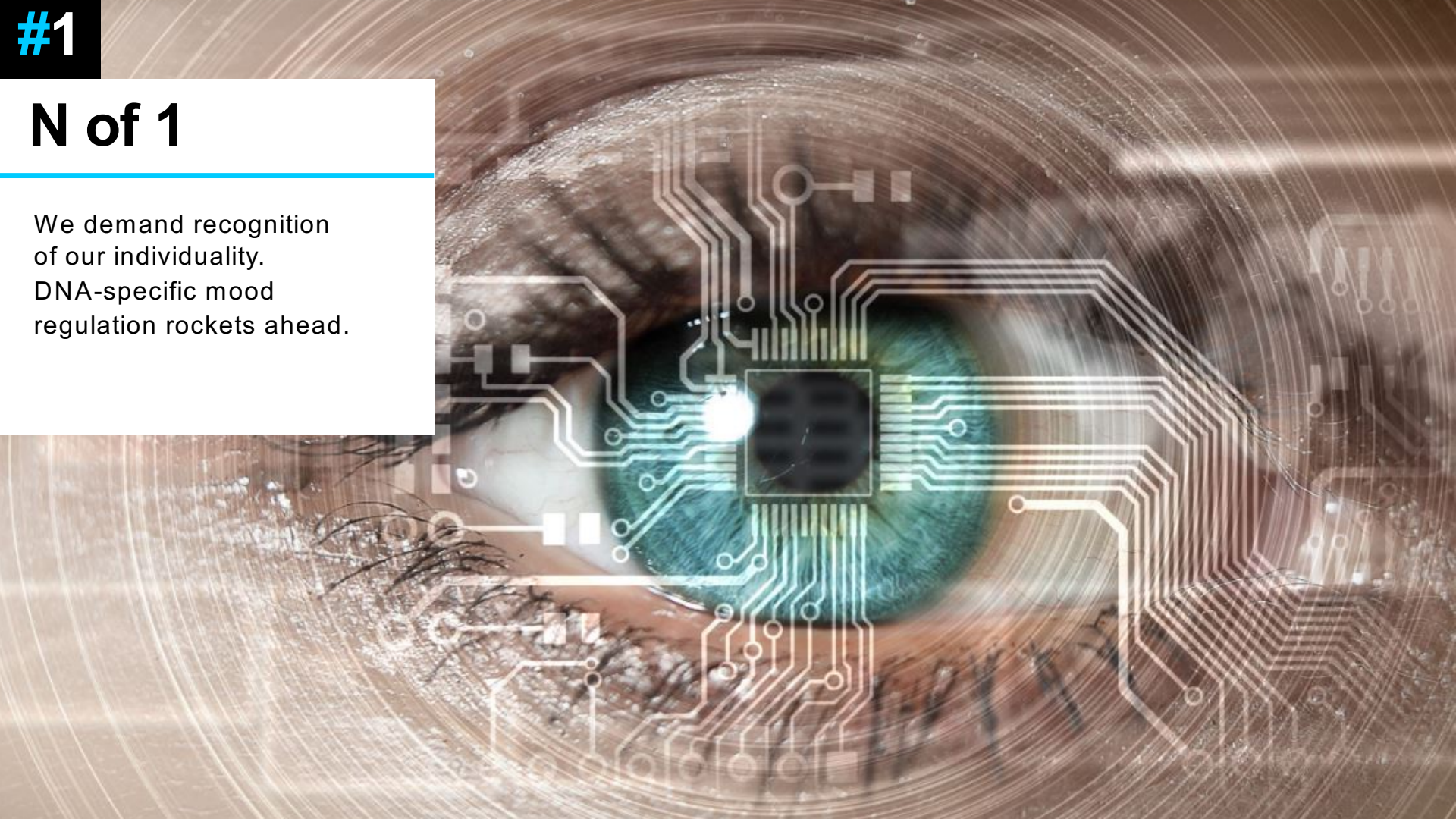




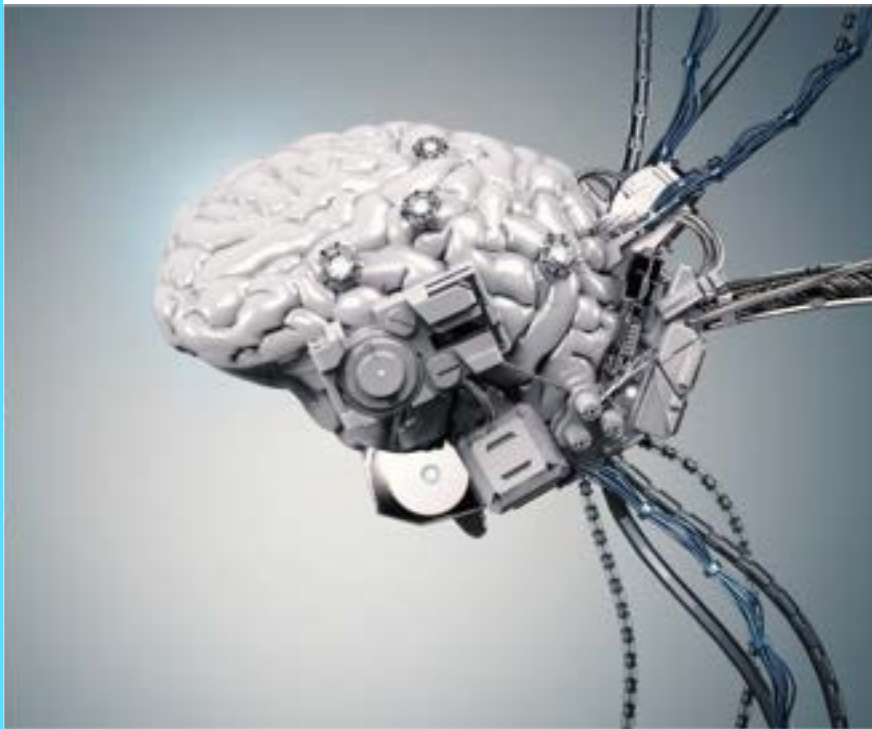
#1

# N of 1

We demand recognition  
of our individuality.  
DNA-specific mood  
regulation rockets ahead.



# TomorrowVision: **Totally Wired Wellness**



Implanted chips and  
“neural lace” read  
your mind and body

Constantly connected to the Internet,  
the consumer’s bio and emotional needs  
and wants stream in real time.



# Microbiome Mastery

“

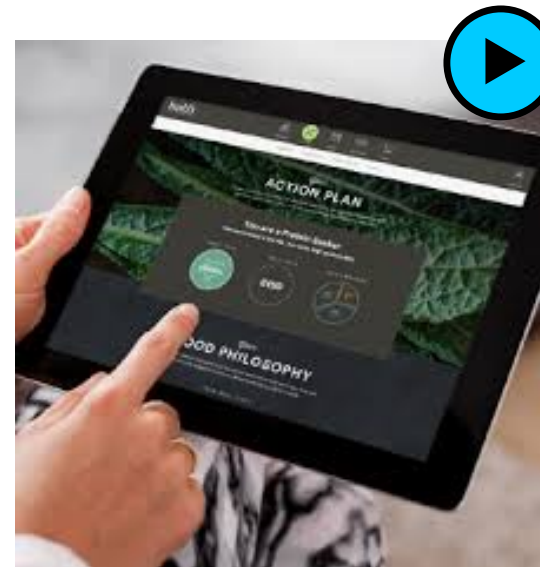
*“Gut bacteria imbalances have been linked to depression and anxiety symptoms...New research finds that fermented foods ease stress.”*

— Traci Stein, Ph.D.

”



- ▶ **CalTech microchip:**  
Monitors health; relays info to MDs



- ▶ **Habit Nutrition Plan:**  
DNA-tailored meals;  
Campbell's has invested



# Hyper-Personal Care



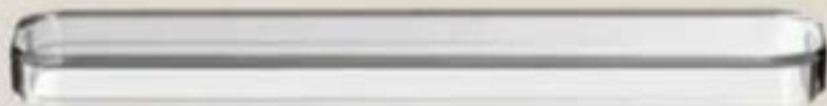
- ▶ **Spire:**  
Health tracker detects stress; sends meditations



- ▶ **Vitagene Supplements:**  
DNA-tailored vitamins for mood and body



- ▶ **Dosist:**  
Calibrated Cannabis



# A 'DOSE' OF ITS OWN MEDICINE

DOSIST IS ONE OF FIRST CANNABIS BRANDS TO PROVIDE SAFE, CONTROLLED EXPERIENCE



**cheddar**



# Creativity Opportunity:



## Curator

- Consumers curating friends'/family's/clients' moods
- Environments that induce personalized moods



## Protector

- Personal Privacy Officers to build customer confidence about data confidentiality

#2

# SelfHacking

We integrate  
technology to optimize  
our mental space.



# TomorrowVision: **Headware Is Here**



## Mind Design

We recraft our human nature into cyborg-hood:

- Implanted chips
- Brain stimulators
- Swallowables track and tweak hormones



# The Technified Body



- ▶ **Monitoring cap:**  
Chinese workers' brainwaves tracked for efficiency



- ▶ **Body Vibes:**  
Vibrational stickers for "harmonic homeostasis"



- ▶ **Remote-Controlled:**  
Deep-brain stimulation improves depression, Alzheimer's





**THE OHIO STATE UNIVERSITY**  
WEXNER MEDICAL CENTER

**Dr. Douglas Scharre**  
Ohio State Wexner Medical Center

Douglas Scharre, MD  
Cognitive Neurology



# Creativity Opportunity:



## Engineered Happiness

- ITMD's, a hybrid of tech and medical gurus, to care for our cyborg selves

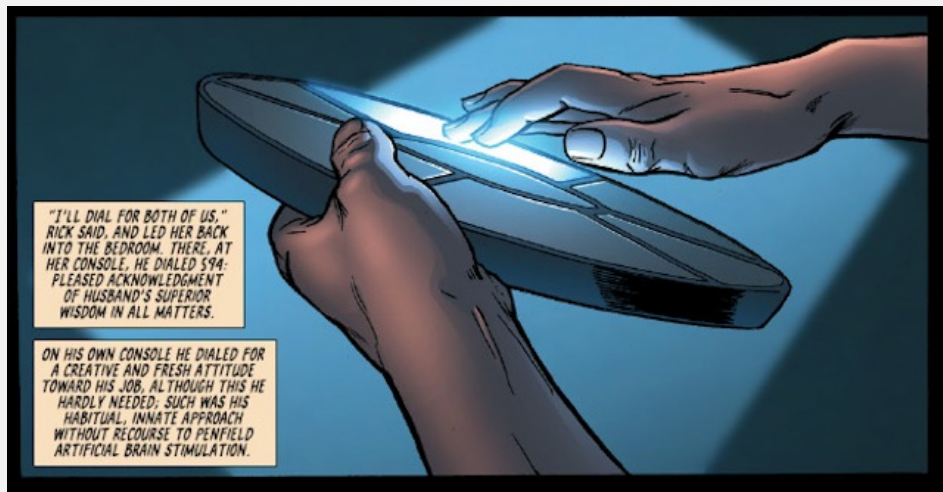
#3

## SuperHuman

We push our natural limits to stay competitive amidst unprecedented stress.



# TomorrowVision: Remote-Control Moods



## Programmable Brains

- Qualia Research Institute using tech to explore and eradicate depression

- **From *Blade Runner* book:**  
"On his own console he dialed for a creative and fresh attitude towards his job"

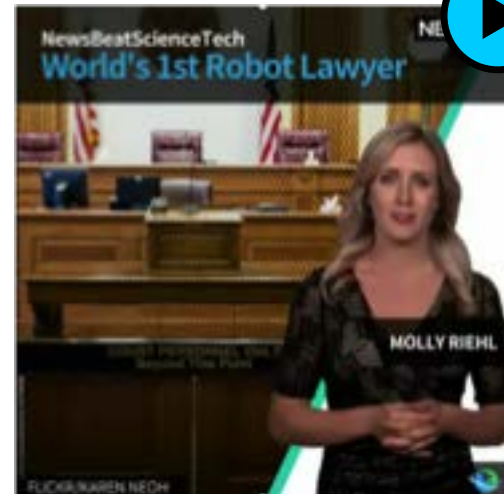
# You Will Be Replaced



- ▶ **47% of US jobs** will be robo-replaced by 2036  
– Oxford University



- ▶ **87% of manufacturing job** losses due to automation



- ▶ **Education Is No Buffer**  
AI and bots are lawyers, composers and authors



NewsBeatScienceTech

NBS IPO

# World's 1st Robot Lawyer



MOLLY RIEHL

FLICKR/KAREN NEOH

Video: United News  
International

# It's Enough to Make You Want a Drink



▶ **Robo-Bartender**  
AI-assisted drinks





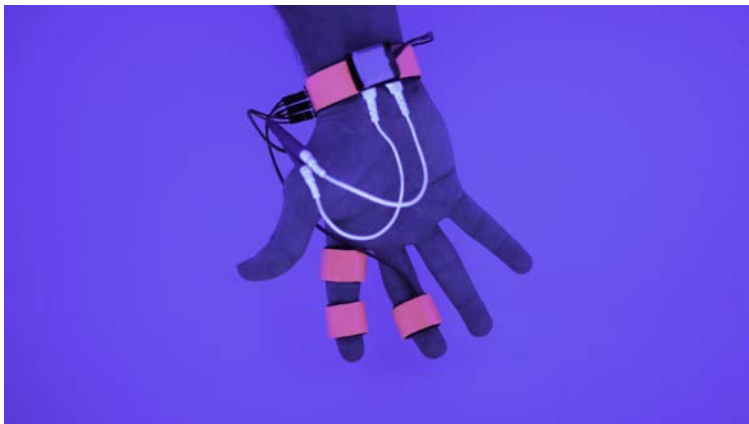
LIQUID-KILLER  
XK500

# TIPSY ROBOT

Video: The Tippy Robot/Now Report



# How We'll Compete



- ▶ **Dormio:**  
MIT wristband/app = dream control  
for enhanced creativity



- ▶ **Provigil:**  
Narcolepsy drug used  
off-label to support cognition



- ▶ **Mental Acuity Boost:**  
Nootropics and micro-  
dosing of psychedelics



# reason

Video: Reason

 reason



# Creativity Opportunity:



## IQ Optimizer

- Uploading concentration and education for higher-performance humans



#4

# HighChasing

We crave escape.  
Exploring new realms  
of our mind delivers  
release and relief.



# TomorrowVision: 24-7 Ecstasy



## Engineered Bliss

- Regular rapture becomes a given, not a goal

## Instant Zen



U.S. teens' anxiety  
at all-time high—  
and rising;

**46%**

feel so stressed,  
they are “hopeless”



- **Resolve One:** Inhaler with K-cups of marijuana



- **Huso:** Calibrated calming sounds



**AR and VR:**  
The new way to manipulate your mood





# OPIOID OBSOLESCENCE



Video: Applied VR



# Creativity Opportunity:



## Escape Artist

- Delivering VR for the journey inside our minds and beyond

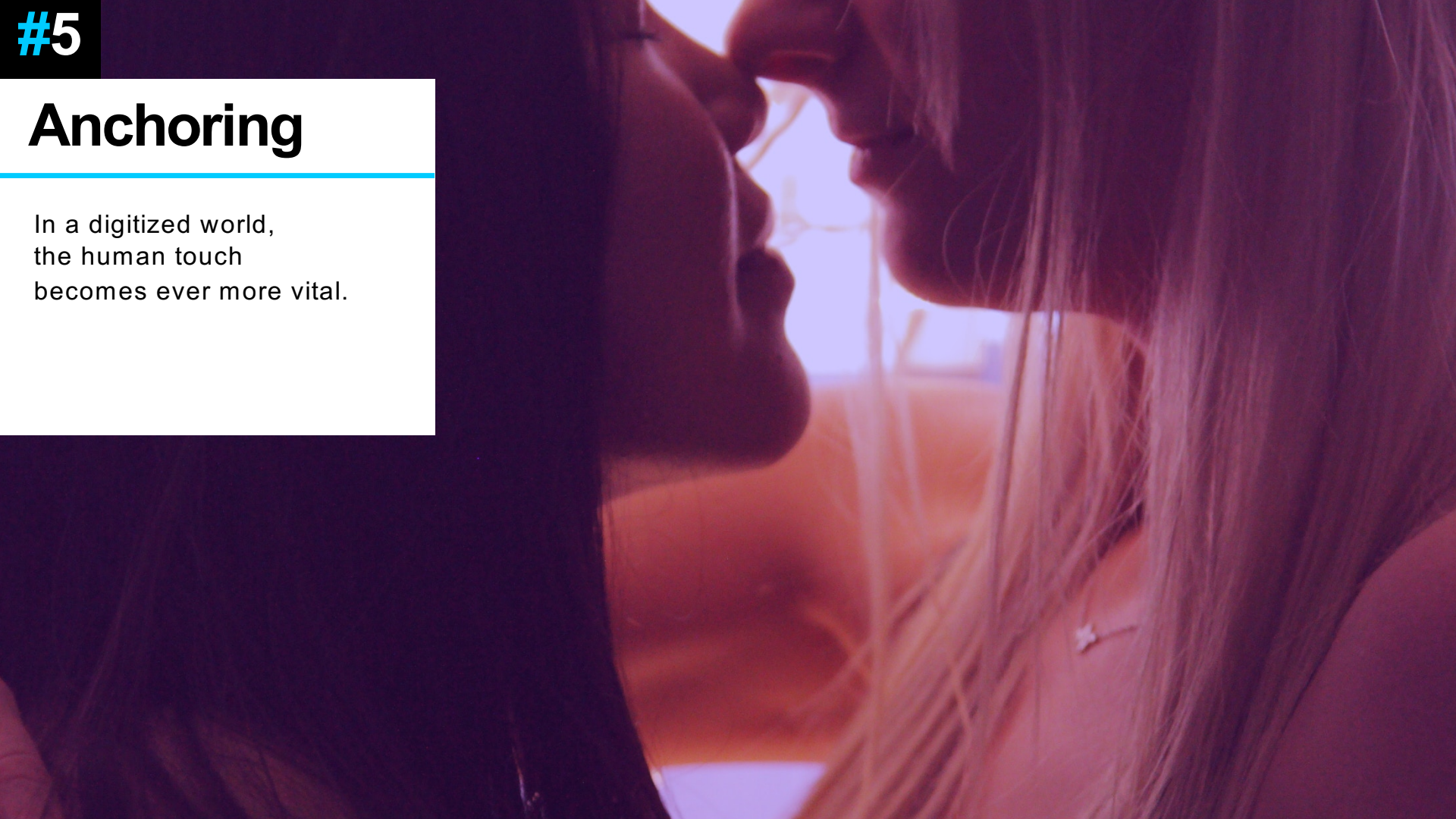


#5

# Anchoring

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In a digitized world,  
the human touch  
becomes ever more vital.



# TomorrowVision: **Salvaged Humanity**



## Tenderness Transformed

The Mammalian brain – feelings, memories—is cultivated. Your consumer craves:

- Sensory engagement
- Intensified human connection

# The Lonely Crowd



- ▶ **80%** faster growth for **Talkspace tele-therapy** than expected due to surge in Millennials seeking help



## 10+ hours

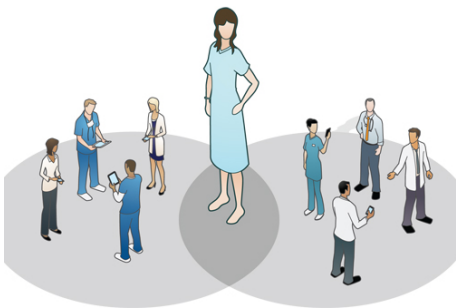
Americans' current screen time...and rising

## 54%

of Americans feel no one knows them well

—Cigna

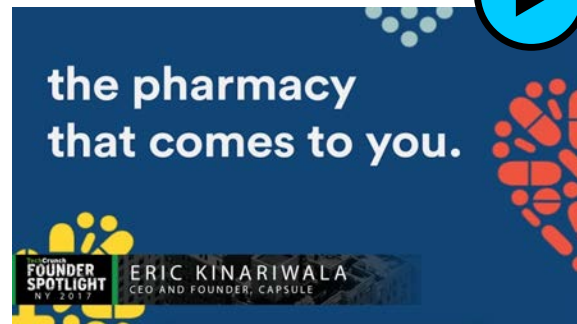
# Hungering for Humanity



- ▶ **HealthUnlocked:**  
Local wellness  
support clans



- ▶ **Lush's Synesthesia:**  
Choose-a-mood sensory  
spa treatments



- ▶ **Capsule Rx:**  
Seamless transactions +  
human communication





**NBR**

Video: NBR/CNBC



# Creativity Opportunity:



## Humanist

- Caregivers who deliver touch and emotional support
- MinuteClinics for urgent mood balancing



**The consumer's  
evolution is accelerating.  
Radical innovation is  
your mandate!**

**5 major shifts**



**N of 1**



**SelfHacking**



**SuperHuman**



**HighChasing**



**Anchoring**



**Tweet your questions  
[@faithpopcorn](https://twitter.com/faithpopcorn) and  
I'll personally answer**



**BrainReserve**



**PopcornBrains**



**Faith Popcorn's BrainReserve**



**FaithPopcorn.com**

