The future of Money

@ Club of Amsterdam,
April, 24th, 2008
What am I doing here?

If \( X = 3Y \)

\[ 10Y = X^a \]

\[ X^a = -25 \]

\( x = \text{Price} \quad y = \text{Days} \)

\( a = \text{attention} (\text{force} \times \text{direction}) \)
Everybody is connected to everything

From huntergatherers in territories to citizens in nation states, to employees in organisations, to individuals in networks.
Paradox of Sales
Organisations want to sell products
Individuals want relationships with them

Attitudes to choice

Bren: Changing Lives/InVision 2003
Towards the end of scarcity
Markets exploded from a couple to endless options.
Micro economies in micro societies, with different roles and needs in different networks...
The future of Money
Attention* will become the New Oil

*attention = Knowledge, loyalty, time, mindfulness, effort, ideas, solution
The next Marketplace

Market Marxism

[Diagram showing the concept of the long tail in a marketplace]

- Head
- Long Tail

Popularity vs. Products
From hunting
Monopolisation
Short term
Transaction
Hierarchy / Control
Facts / Aggression
Career
Large organisations
Decision skills
Recognition
Money

...to farming
Mobilisation
Long term
Relation
Network / Cooperation
Intuition / Consensus
Development
Smaller organisations
Feelings
Broad orienting
Free time
Network generation 9/11 isn’t into money, they’re into attention, acknowledgement

Amongst the young, the group categorized as being individually idealistic has grown to 37%,

only 48% is still materialistic

Source: Motivaction
The future of **Money**  
**What’s the next scarcity?**
Trackable, traceable, analizable. Soon to be predictable.

Source: Micha Mekes
The future of Money
Who will we trust with our most vulnerable possessions?
Reputation, intention, ideas
“Something within me,” the guardian of my credibility, protector of my reputation. Something that provides and secures my chosen privacy in the different networks that I belong to. Guard over the privileges I extend to my peers, the people we must trust. My smart wallet. Something that helps me, not competes with me.
Pocket money > 5,000 euro

5 new challenges
-> innovation rate
-> precision rate
> tasks
> skills

Fundings
> Pension has been filled up to 2034 on the basis of own house.

Knowledge network > 20 credits

Commons
This presentation is dedicated to all the people and organisations who made it possible,

Rabobank Nederland.
Het Eerste Kabinet van de Vertraagde Vooruitgang, Arnold Heertje, Martijn Aslander,
Circe van Bergen,
De Vas Diaz Keukentafel. All the Inspiring Twitterazzi, The Next Web, Lifehacking Acedemy. Unconferance The future of money.
Hallo©, Unconference Health 2.0

A publication on this subject is soon available and will be lounged at a symposium. With still 60 places left. Arnold Heertje is asked to talk about Echte Economie, Martijn Aslander will talk about network-dynamics. There will be supervised think tables. There is a price tag to it. But then you’re also member of the open future.

Frank, Open, Without fear:

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The future of Money technology will provide us with safe pay it forward systems