

Technology Shifts: Transforming How We Make Money

A Marketing Analysis of the Digital Economic Revolution



The Technology Drivers of Change

Artificial Intelligence

Affecting 40% of global jobs, transforming cognitive work and decision-making processes across industries

Automation & Robotics

Creating 97M new jobs by 2025 while displacing 85M, enabling "glocalization" of manufacturing

Digital Platforms

Facilitating new marketplaces and business models, projected to reach \$27T in e-commerce value by 2027

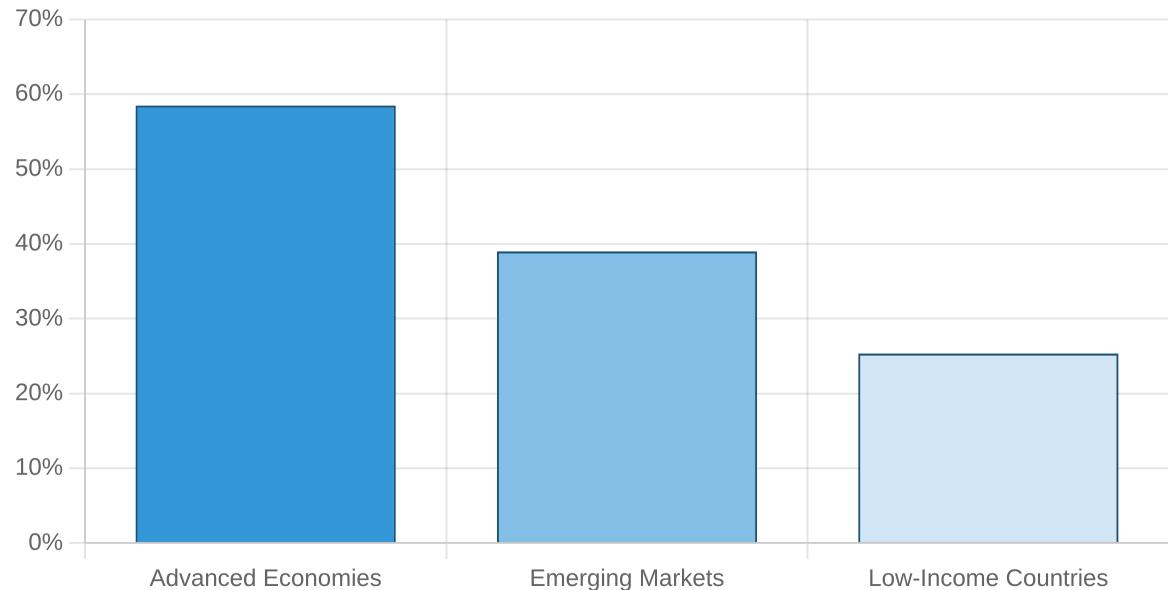
Blockchain & Cryptocurrency

Redefining financial systems, enabling peer-to-peer transactions, and creating new forms of value exchange



Economic Impact by the Numbers

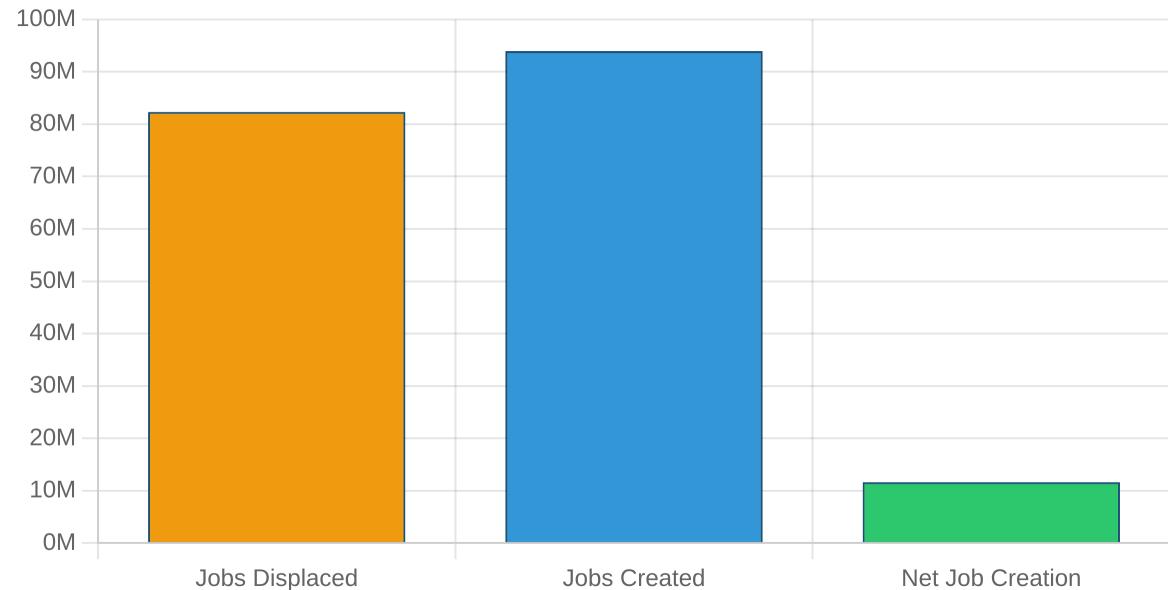
AI Impact on Jobs by Region



\$6.5T Potential GDP boost by 2030 from investment in reskilling and upskilling

1.1B Workers will need significant reskilling by 2030 (OECD)

Job Creation vs. Displacement by 2025



0.8-1.4% Annual global productivity growth from automation by 2030 (McKinsey)

\$1T Opportunity cost by 2030 from unfilled manufacturing positions

7 Digital Business Models Reshaping Commerce

Ad-Supported Model

Monetizing user attention and data (Google, Facebook)

E-commerce

Direct online sales, projected to reach \$27T by 2027

Freemium

Basic features free, premium features paid (Spotify, Dropbox)

Marketplace/Platform

Facilitating transactions between users (Uber, Airbnb)

Subscription

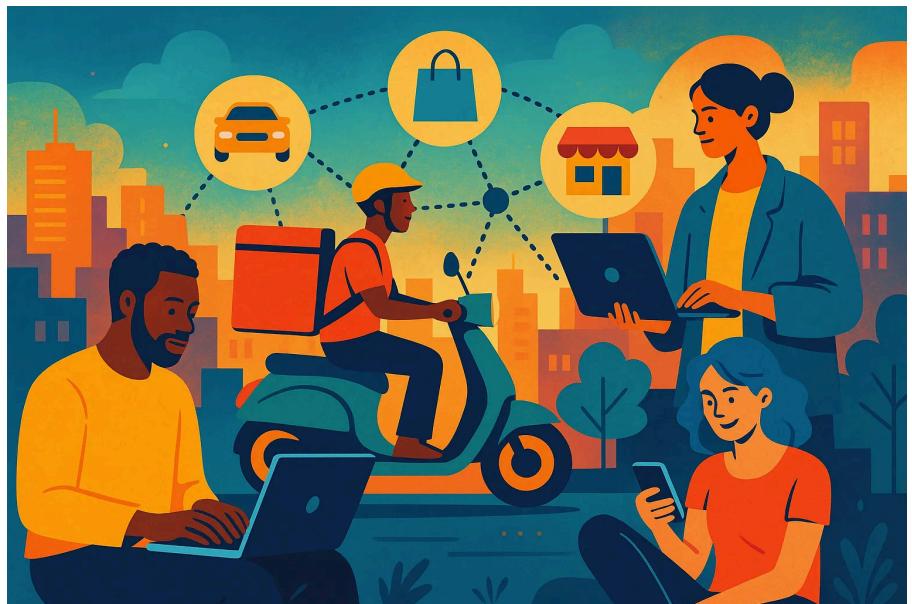
Recurring payments for ongoing access (Netflix, Microsoft 365)

Aggregator Sites

Comparing options across providers (Expedia, comparethemarket)

Crowdfunding

Direct funding from supporters (Kickstarter, Patreon)



Revenue Distribution by Business Model (2025)

The Transformation of Work

Emerging Job Categories

Data Science & Analytics

Data scientists, ML engineers, and business intelligence analysts among fastest-growing roles

Digital Marketing & Content

Social media managers, content creators, SEO specialists, and influencer marketers

Cybersecurity

Security analysts, ethical hackers, and cybersecurity consultants in high demand

UX/UI Design

Experience designers creating digital interfaces and product experiences



Remote Work & Gig Economy Impact

-  Geographic constraints removed, enabling global talent access
-  "Portfolio careers" combining multiple income streams
-  Economic activity redistributed from urban centers to smaller cities

Strategic Recommendations

For Businesses

- 1 Embrace digital transformation as an ongoing process, not a one-time project
- 2 Invest in employee reskilling and upskilling to adapt to technological change
- 3 Develop comprehensive data strategy to derive insights and competitive advantage
- 4 Experiment with new business models that leverage digital platforms and AI

For Individuals

- 1 Develop continuous learning mindset and regularly update digital skills
- 2 Build personal brand and professional network across digital platforms
- 3 Diversify income streams through multiple digital channels and platforms
- 4 Balance technical skills with human capabilities like creativity and empathy

Future Outlook: The Next Wave

Quantum Computing

Will revolutionize complex problem-solving, creating new opportunities in drug discovery, materials science, and financial modeling

Metaverse & Digital Twins

Virtual environments will create new economic spaces for commerce, entertainment, and collaboration, blurring physical and digital boundaries

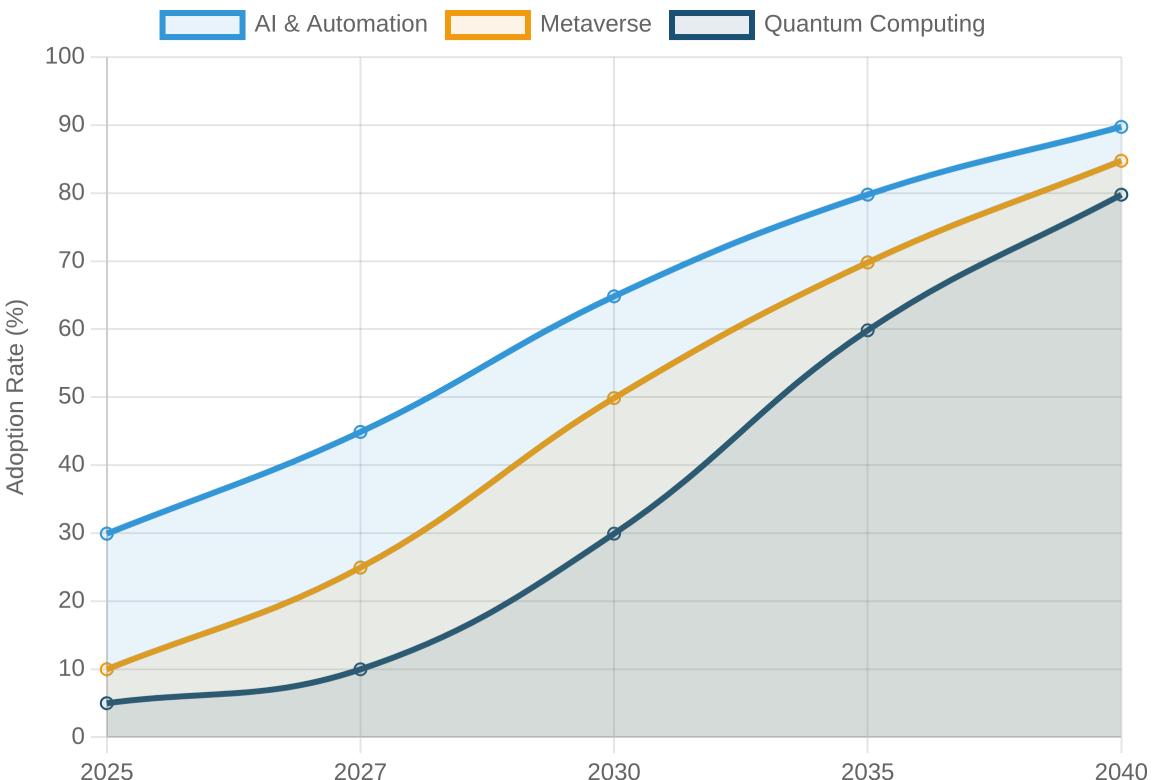
Biotechnology Convergence

Integration of AI with biotechnology will accelerate personalized medicine, synthetic biology, and sustainable manufacturing

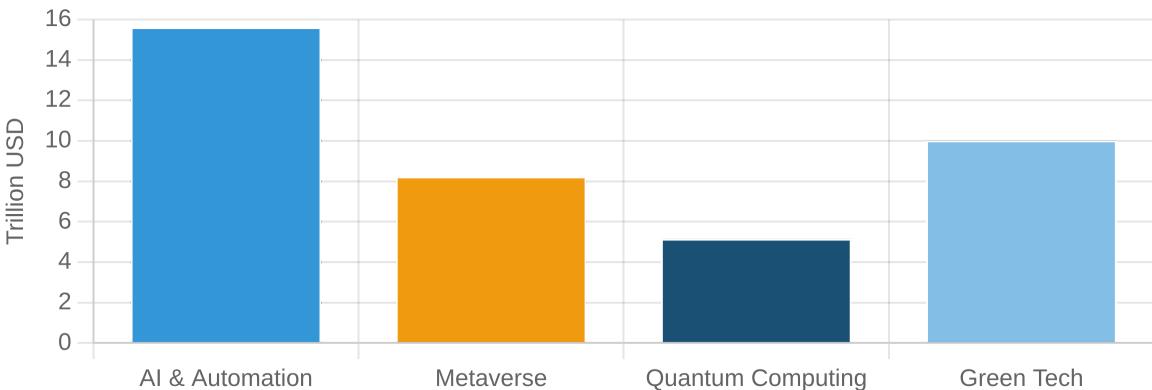
Green Tech Revolution

Climate technologies will create trillion-dollar markets in renewable energy, carbon capture, and sustainable infrastructure

Technology Adoption Timeline



Projected Economic Impact by 2035



Conclusion: Navigating the New Economic Landscape

- Technology is creating more economic value and opportunities than it is destroying, with a projected net gain of 12 million jobs by 2025
- Success requires combining human creativity and judgment with technological capabilities to create value in new ways
- Continuous learning and adaptation are essential as the half-life of specific technical skills continues to decrease
- Organizations that delay digital transformation risk losing competitive position that may be difficult to recover

The opportunity is unprecedented, but it requires action. The time to begin is now.

