

Welcome

"My mother will not use it"

Nuno Loureiro





Wesley— oss/acc



@wslyvh



My mom will never use crypto.. Trying to optimize for her is a waste of time

3:43 PM · Jul 22, 2024 · **1,189** Views

<https://x.com/wslyvh/status/1815397135623544883>



6 FOR ALL PLAYERS

"My mother would not use it"

The Greatest Generation – 1901-1927
The Silent Generation – 1928-1945
The Baby Boomer Generation – 1946-1964
Generation X – born 1965-1980
Millennials – born 1981-1996
Generation Z – born 1996-2012
Gen Alpha – born 2013 – 2025

...

...

12:11 / 26:27



Is Design the final frontier to mass adoption? / Nuno Loureiro



Duct Tape
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"My **mother** will not use it"

When did mass adoption of a technology
started with the elder generation?

Conclusion I

When did mass adoption of a technology
started with the elder generation?

NEVER

Conclusion I

When did mass adoption of a technology
started with the elder generation?

NEVER EVER

I did not research this, don't take my word for it and DYOR



Who is “our” mother?

~30 years old in the audience

~25 years old when gave birth

+ 55 year old “mother” today

Who is “our” mother?

The Greatest Generation – 1901-1927

The Silent Generation – 1928-1945

The Baby Boomer Generation – 1946-1964

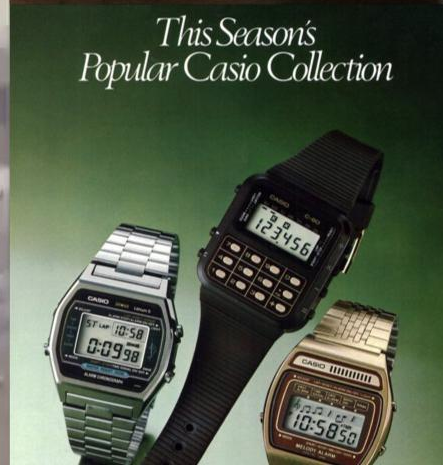
Generation X – born 1965-1980

Millennials – born 1981-1996

Generation Z – born 1996-2012

Gen Alpha – born 2013 – 2025





ACTION-PACKED EXCITEMENT FOR THE ENTIRE FAMILY

RECOMMENDED FOR AGES 8 TO ADULT.

NOW THE ENTIRE FAMILY CAN GET IN ON THE ACTION.

The Nintendo Entertainment System Action Set is a video system designed with the entire family in mind. That's because only Nintendo offers innovative accessories like the NES Advantage and NES Max for added excitement and a vast library of Game Paks that are both simple and sophisticated enough to challenge the abilities of everyone in the family.

Nintendo

ENTERTAINMENT SYSTEM™



*This Season's
Popular Casio Collection*



CASIO®

Who is “our” mother?

Born analog, not digital natives

High trust in institutions (mostly)

Limited technology literacy

Cultural shift to adapt to digital


Why do we even bother!

They will follow the younger generation... regardless of what we build!

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They will follow the younger generation... regardless of what we build!



Wesley— oss/acc 

@wslyvh

...

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soooooooooo...

To all the Gen Z and Gen Alpha out there

Generation Z's Adoption Of New Technology Spells A New Era For Entertainment

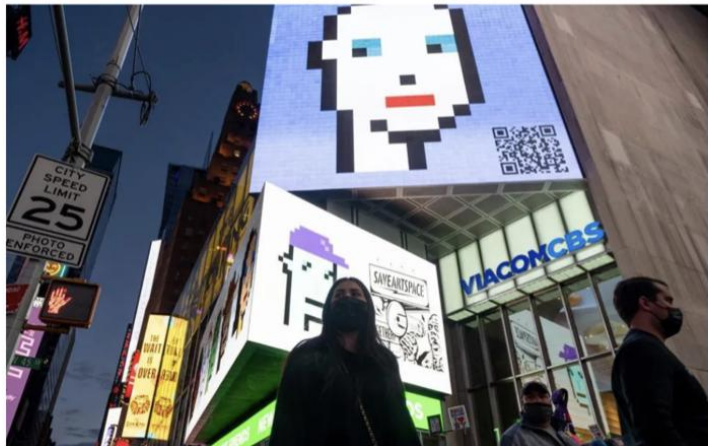
Josh Wilson Former Contributor @

I cover film, TV, and entertainment through the lens of a producer.



May 26, 2022, 05:30am EDT

🕒 This article is more than 2 years old.



Why GenZ & Millennials are the Ultimate Web3 customers?



GenZ & Millennials, marked by their digital nativity and forward-thinking

Generation Z is unprecedentedly rich

Millennials were poorer at this stage in their lives. So were baby-boomers

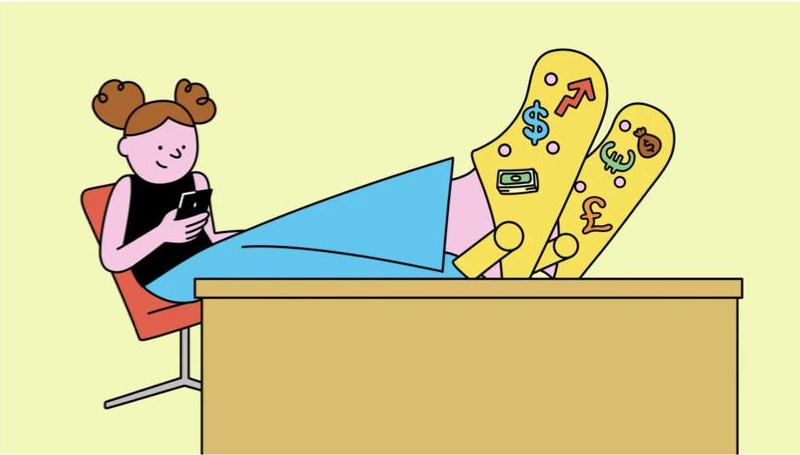


ILLUSTRATION: VINCENT KILBRIDE

Apr 16th 2024 | KALAMATA AND NEW YORK

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GENERATION Z is taking over. In the rich world there are at least 250m people born between 1997 and 2012. About half are now in a job. In the average American workplace, the number of Gen Z-ers (sometimes also known as “Zoomers”) working full-time is about to surpass the number of full-time baby-boomers, those born from 1945 to 1964, whose careers are winding down (see chart 1). America now has more than 6,000 Zoomer chief executives and 1,000 Zoomer politicians. As the generation becomes more influential, companies, governments,

SUCCESS · GEN Z

Gen Zers face a Sisyphean task when it comes to building wealth: They're richer than you think, but have no spending power

BY CHLOE BERGER

May 2, 2024 at 8:44 PM GMT-7



The Gen Z Wealth Boom in the USA



FREDERIK BUSSLER

Frederik Bussler is the Gen Z owner of New York marketing firm **Bussler & Co** and a new-time acquired start-up founder.

A new generation of affluence is rising faster than ever before. American Gen Zers, the oldest now entering their late 20s, have already accumulated substantial wealth through inheritance, investments, and entrepreneurship.

Cerulli Associates estimates a **median \$100,000** will transfer from baby-boomer wealth in the USA to heirs, with Gen Z first and center. This “great wealth transfer” has already started in 2023, an increase **\$25.4B** of **\$20,000-\$50B** in the USA owned homes, overtaking millennials and Gen Xers who struggled with recessions and loans.

But it's not just about the wealth transfer. While millennials entered adulthood during a financial crisis, Gen Z came of age during an economic boom. The **wealthy of American Gen Z** have strong credit scores and less school debt than previous generations. They're ready and able to deploy capital at unprecedentedly young ages.

This affluence is radically transforming the lives of America's young and wealthy. Consider the **statistic**: Gen Z and the upcoming millennial generation (early 20s) are expected to hold **as much as 50% of the nation's net worth**, according to a Bloomberg report. Consider the statistic: **household income** is rising **\$10,000** in new Gen Z buyers just last year, as the cohort enters the job market.

01-26-2024 | NEWS

We're in the midst of the 'great wealth transfer': How some Gen X, millennials, and Gen Z are getting rich

Baby boomers worked through an unprecedented period of economic growth in the United States. Now, they're about to pass **\$84 trillion** down to their heirs.



[Photo: Kamilina Gribakova/Pexels]

1

BY SAM BECKER 4 MINUTE READ

2

Could “trickle down” economics finally be living up to its promise? In a way, yes.

3

Americans are currently in the early stages of the “great wealth transfer”—a massive, multigenerational avalanche of cash and assets sliding down from the silent generation and baby boomers to Gen X, millennials, and Gen Z. In all, the transfer comprises some **\$84 trillion** or so in wealth, according to estimates from Cerulli Associates, with approximately **\$72.6 trillion** headed for heirs, and the remaining **\$12**

ARTICLE

The Great Wealth Transfer: A new era in wealth management



Marine Augé

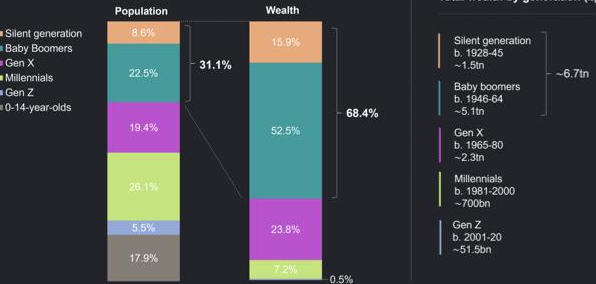
15 min read



Over the next few decades, the wealth management industry is expected to experience a transformative shift. In the United States alone, an estimated **\$84 trillion** will change hands, primarily moving from Baby Boomers to Millennials and Gen Z (while Boomers will only inherit up to **\$12 trillion**). This unprecedented ‘Great Wealth Transfer’ presents a massive opportunity for the industry, but also brings significant challenges, particularly for traditional firms struggling to keep up with modern demands.

Population and wealth

By generations in the UK, 2020



Source: The Financial Times, 2024. The great wealth transfer is coming (but are advisers prepared?)

We need to focus on
the younger generations

Let's stop saying ~~“my mother will not use it”~~

When referring to a product or idea

Just say, “the youth will not use it”

Let's stop saying ~~“my mother will not use it”~~

When referring to a product or idea

Just say, “my kid will not use it”

Let's stop saying "~~my mother will not use it~~"

When referring to a product or idea

Just say, "the tiktokers will not use it"

Let's stop saying ~~“my mother will not use it”~~

When referring to a product or idea

Just say, “the swifties will not use it”

LET'S START BUILD!
To you and for you

Thank you — Find me at **@nloureiro** on the interwebs out there