In today’s incredibly exciting yet overwhelming world of connected digital devices, these are the truths we hold to be self-evident:

**Disruption will only accelerate.** The quantity and diversity of connected devices—many of which we haven’t imagined yet—will explode, as will the quantity and diversity of the people around the world who use them.

**Our existing standards, workflows, and infrastructure won’t hold up.** Today’s onslaught of devices is already pushing them to the breaking point. They can’t withstand what’s ahead.

**Proprietary solutions will dominate at first.** Innovation necessarily precedes standardization. Technologists will scramble to these solutions before realizing (yet again) that a standardized platform is needed to maintain sanity.

**The standards process will be painfully slow.** We will struggle with (and eventually agree upon) appropriate standards. During this period, the web will fall even further behind proprietary solutions.

But there’s hope. While we can’t know exactly what the future will bring, we can:

1. Acknowledge and embrace unpredictability.
2. Think and behave in a future-friendly way.
3. Help others do the same.

The future is now ours to make –friendly.