

**AGIR CHAQUE JOUR
DANS VOTRE
INTÉRÊT**



**ET CELUI DE LA
SOCIÉTÉ**

DIGITAL MINDSET

18 mars 2021

CASRA

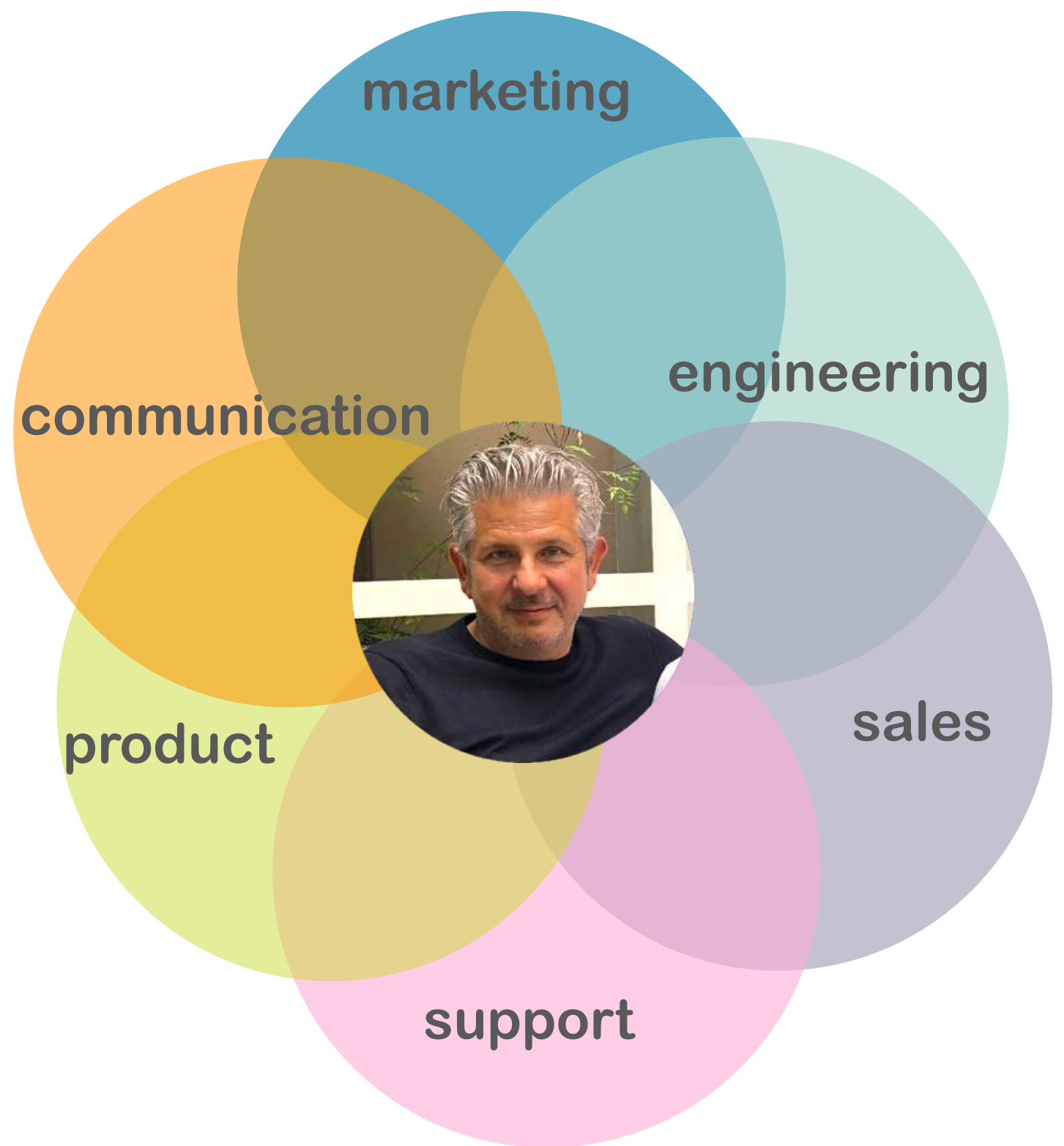






technology evangelist

hubert@kratiroff.com



technology evangelist

full stack marketer

CDDO: chief digital/data officer

DPO: Data Protection Officer

professeur d'économie numérique

expert learn marketing, CMI, marcom

everyday writing, coding & programming



hubert@kratiroff.com



@kratiroff



linkedin.com/in/kratiroff



UK



UX

CX

EX

SX

$k \propto QI \times t \times A_t$

expérience phygital N°1





les
nouveaux
marketing
.com/
digitalmindset

premier site
sur recherche
Google (SEO) :

GEM digital mindset
ou
digital mindset conference

Les acronymes du marketing moderne



Toute spécialiste a son jargon, en attendant un tel lexicus, voici 250 acronymes – pas tous pertinents – du marketing digital... qui est le marketing de tous les jours ! Et même si vous pensez, comme Elon¹ que ASB (acronyme seriously suck), sachez que TAWYO (Totally Agree With You Guys), mais c'est le langage des entrepreneurs ! Bonne lecture (du moins utile) !
¹ mal de Elon Musk a été écopée en 2019 (Tesla, SpaceX, SolarCity, Boring and previously PayPal co-founder)

AAV: Average active sessions
 AAD: Android Advertising Identity
 AARRR: Acquisition, Activation, Retention, Referral, Revenue
 ABC: Always Be Closing
ABM: Account Based Marketing
 ABT: AB testing
 ACBE: Association pour commerce et services en ligne (ADEL: Association de l'Economie Numérique)
 ADEX: Ad Exchange platform
AdTech: Advertising Technology (cf. MarTech)
 ADX: Google DoubleClick Ad Exchange platform
 ADA: Adandon Interest Desire Action "First Purchase Funnel"
 AMA: Ask Me Anything
AMP: Accelerated Mobile Pages de Google
 APP: Application (a program designed to run on mobile devices)
API: Application program interface (cf. MUM)
AR: Augmented Reality (ou RA)
ARPU: Average revenu par user
 ARR: average recurring revenue (cf. annual)
ASO: App Store Optimization (cf. Search)
 ASF: Apache Software Foundation
 ASP: Application service provider
 AsurTech (cf. InsurTech)
 AtRiskAd: Anytime Anywhere Anydevice
 AtRiskAd: AtRiskAd + AnyContent
 ATF: Above the Fold (au dessus du pl, donc visible) (cf. BTF)
 ATL: above the line (cf. BTL & media)
 AWD: Adaptive web design (cf. RWD)
BAT(X): Baidu Alibaba Tencent Xiaomi (ou: GAFA)
 BANT formula: Budget, Authority, Need, Timeline (developed by IBM)
 BAU: Business As Usual
BI: Business Intelligence
 BMG: Business Model Generation by Alex Osterwalder
 BOB: Best of Breed

BOFU: Bottom Of Funnel (cf. ToFu)
BPM: Business Process Management
 BR: bounce rate (valeur bndée à une seule page ou non réception d'un email)
 BRCC: 5 couronnes competing with Trade and N-11
 BTC: Bitcoin (BET)
 BTF: Below the fold (en dessous du pl, donc invisible) (cf. ATF)
 BTL: below the line (cf. ATL & hors media)
 BtoG: Business to Government
BtoB: Business to Retail
 BYOD: Bring your own device (cf. CYOD)
CAC: Customer Acquisition Cost (ou cycle d'activité client coûtés du parrainé client)
 CAD: communication audiovisuelle dynamique (cf. DOOH & digital signage)
 CCO: Chief Customer Officer
 COU: cf. UOC
 CSC: Cahier des Charges
 CDJ: customer digital Journey
CDO: Chief Digital Officer (ou Chief Data Officer)
 CDN: content delivery network / réseau de diffusion de contenu (AKAM)
 CDP: Customer Data Platform (it's more than a DMP and CRM)
 CEM: Customer Experience Management
CES: Customer Effort Score
 CGI: Computer-generated imagery
CHO: Chief Happiness Officer
 CLI: command line interface
 CLV: Customer Lifetime value
 CM: Community Manager
 CMI: Communication Marketing intégrée (CMC)
CMO: Chief Marketing Officer
CMS: Content management system
 CNIL: Commission Nationale Informatique et Liberté (cf. RGPD)
 COOC: Corporate Open Online Course
 COS: Cost Of Sale

CPA: collective performance et acquisition
CPA: Cost per action (or acquisition)
CPC: Cost per click: amount of money required to produce a single click (or Cost-per-Customer)
 CPCV: Cost per completed view (CPCV = Cost + Completed Views)
 CPL: Cost per lead
CPM: Cost per thousand (note)
 CPT: Cost-per-Transaction
 CPV: Cost per view (see also PPV)
 CR: Conversion rate
 CRM: Customer relationship management
CRO: Conversion rate optimization
CSAT: Customer Satisfaction Score
 CSR: Corporate social responsibility (RSE)
 CSS: Cascading Style Sheets
ETA: Call to action
 CtoB: Customer to Business (cf. UOC)
 CtoC: Customer to Customer
 CTR: Click Through rate (number of click on an item/total)
CX: Customer experience (including UX)
 CYOD: Choose Your Own Device (cf. BYOD)
 D3.js: cf. DDD
 DAO: Decentralized Autonomous Organization (dollarcoin)
 DDD: Data Driven Document
 DDM: data-driven decision management
 DDS: data-driven strategy
 DL: Digital Learning
 DM: Direct mail or: Direct message sur Twitter
DMSCo: Digital marketing exposition and conference (Congres. DE)
DMP: Data management platform
 DNS: Domain name system (cf. ICANN & registrar)
 DNVB: Digital Native Virtual Brand
 DOOH: Digital Out Of Home (Digital Signage)
 DL: Deep Learning



lesnouveaux
marketing.com/
digitalmindset

ou Google :
GEM digital mindset
ou
digital mindset conference





Michel Houellebecq
**La carte
et le territoire**

roman

**PRIX
GONCOURT
2010**

Flammarion



SUD RHÔNE ALPES



学习

🔊 xué xí

étudier / apprendre / apprentissage / imiter

[+] Syn.

En chinois, le même mot (xue) signifie à la fois copier et apprendre.

XUE

Google Translate

Chinese ↔ English

🔊 CHINESE X

xue

学

Camera Handwriting Conversation Voice

🔊 ENGLISH ☆

learn

ALTERNATE TRANSLATIONS

verb

learn
学习、学、学会、得知、记住、知悉

study
研究、学习、学、考察、研、读书

imitate
模拟、模仿、仿、仿效、仿照、学



La définition du mot "Crise" en chinois

Crise

危机

DANGER

OPPORTUNITÉ

Le mot CRISE est composé de deux caractères. Le premier caractère « danger » représente un homme au bord d'un précipice. Le second, souvent associé au vocabulaire des machines, signifie opportunité / chance lorsqu'il est associé à 危.

La sémantique chinoise est dans ce cas plus positive en évoquant le caractère favorable que peut représenter une crise pour une organisation.

#neWWorld





NO LIMIT

EXPONENTIAL
MINDSET
STARTUP



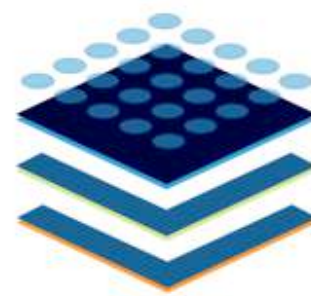
OMNISCANAL

RÉSEAUX
AI



NEW WORLD

RÉVOLUTION
BLOCKCHAIN



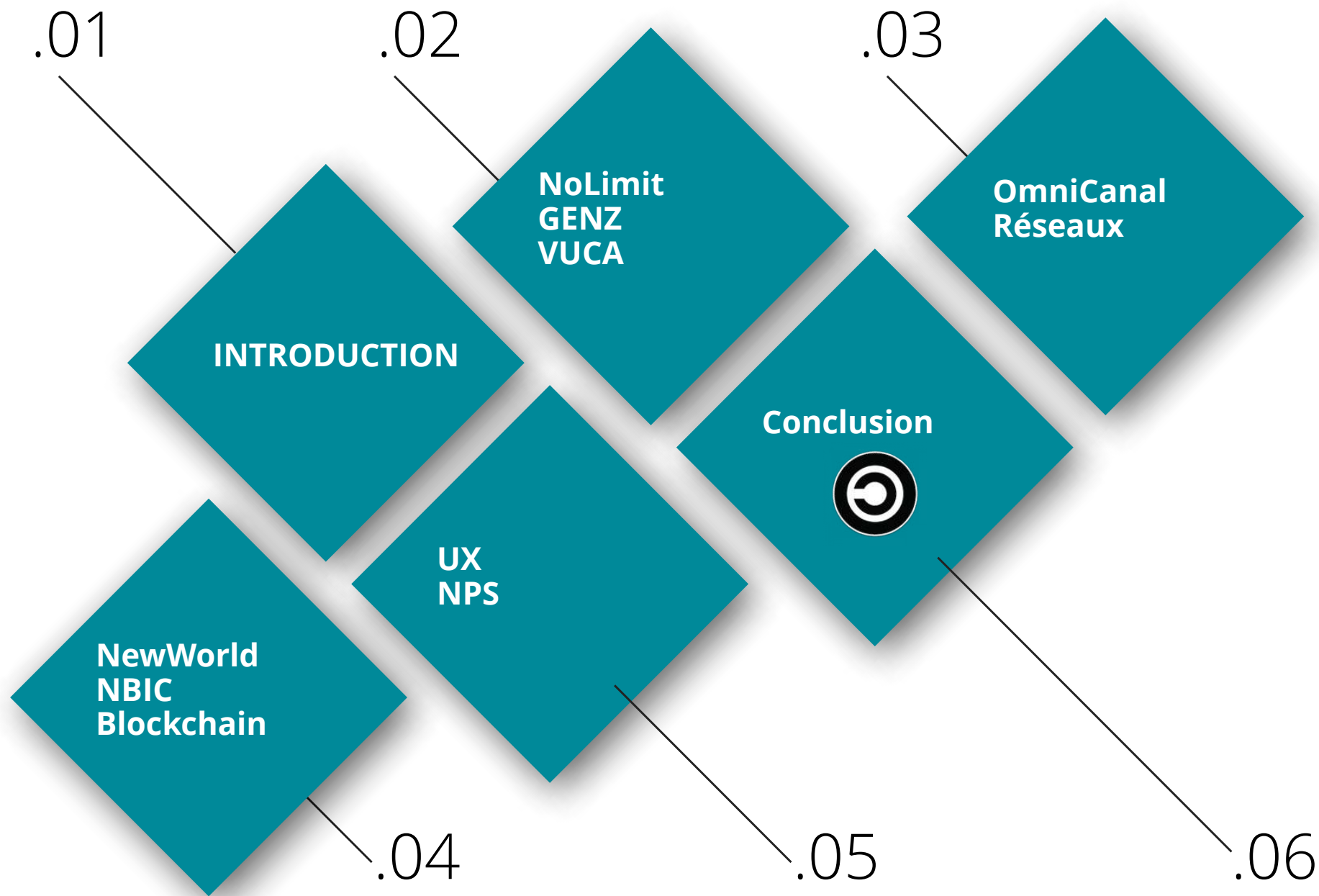
UX CX

NPS
RSE



SUD RHÔNE ALPES





EPO1

EPOL



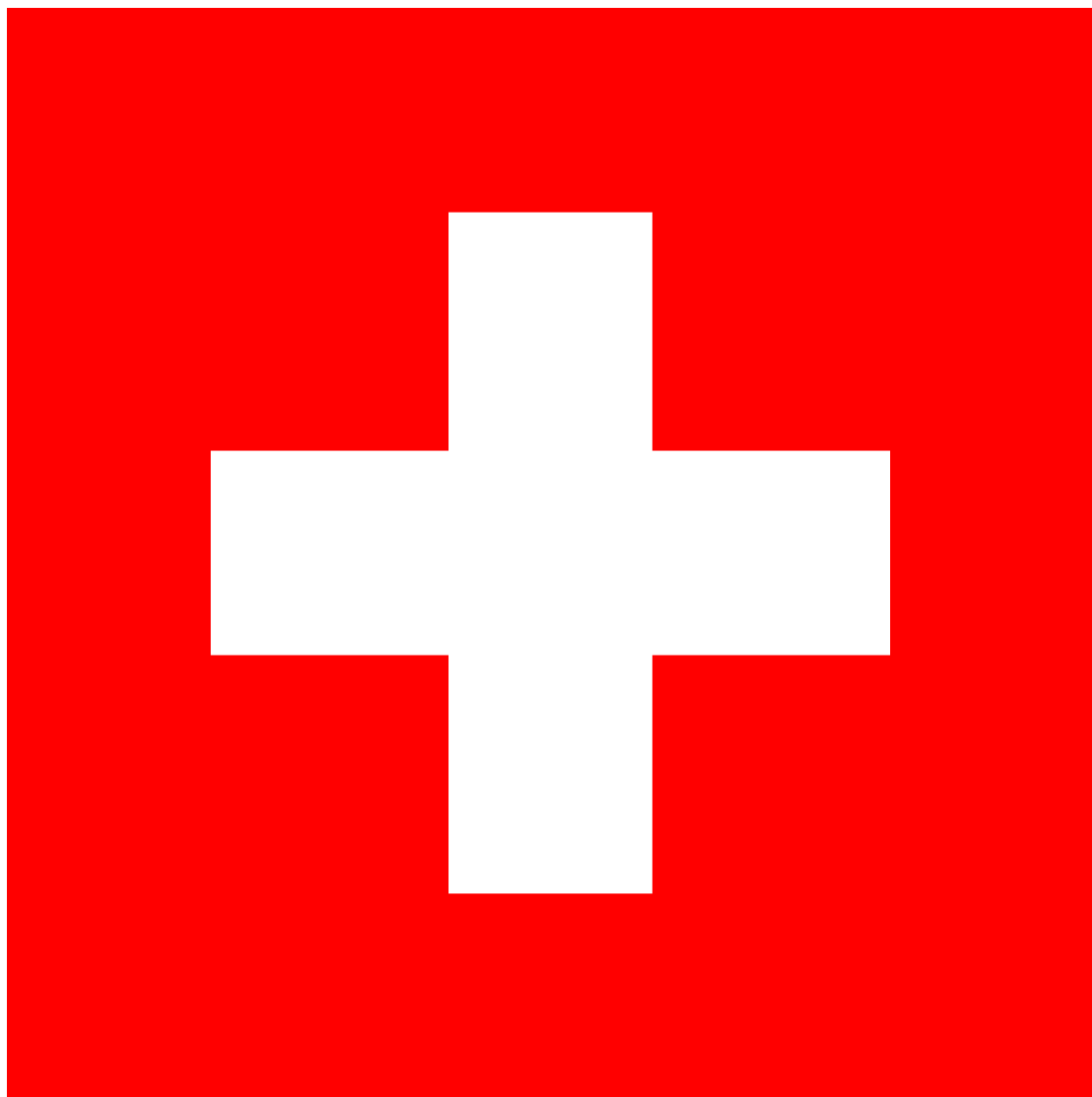
SUD RHÔNE ALPES

NO LIMIT

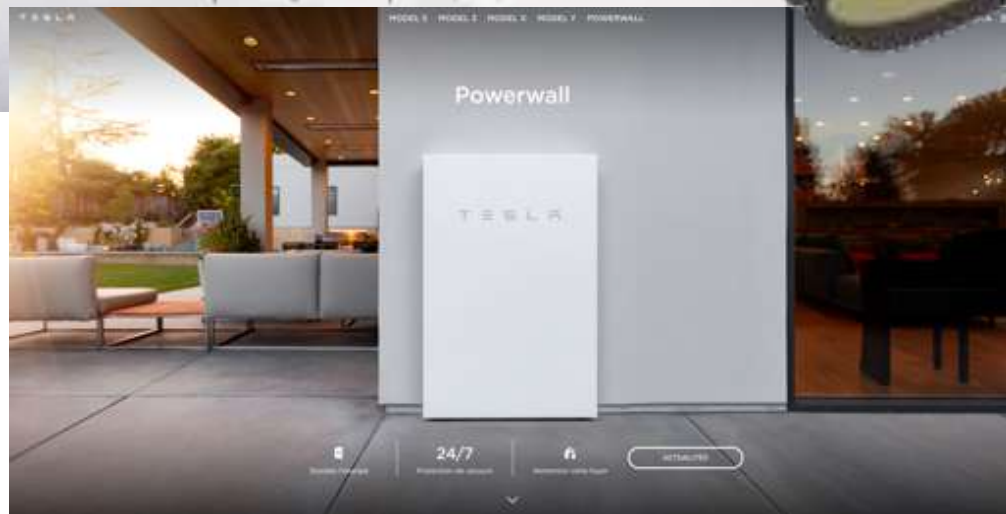
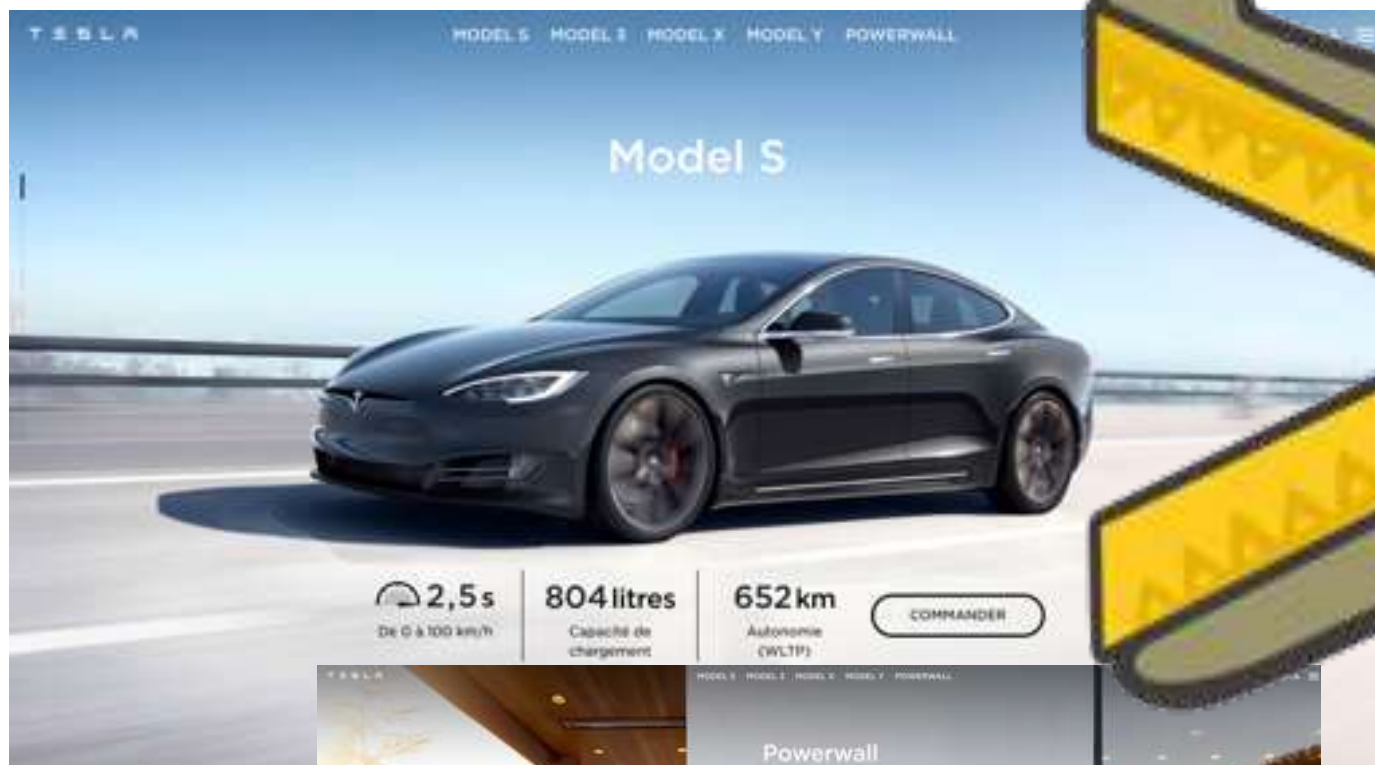




ROLEX







NETFLIX



Disney





Ranking	Banking Group	Market Capitalisation (USD bn)
1	JP Morgan	388
2	ICBC	330
3	Bank of America	315
4	China Construction Bank	270
5	Wells Fargo	268
6	HSBC	198
7	Agricultural Bank of China	200
8	Citi	183
9	Bank of China	180
10	Ant Financial	150
11	China Merchant Bank	122
12	Royal Bank of Canada	114
13	Santander	100
14	BNP Paribas	90
15	Goldman Sachs	91
16	Sberbank	84
17	Unicredit	50
18	Barclays	47





05/01/20

NASA SELECTS LUNAR OPTIMIZED STARSHIP

NASA selected SpaceX to develop a lunar optimized Starship to transport crew between lunar orbit and the surface of the Moon as part of NASA's Artemis program.



74 milliards en 1 jour

2020 天猫双11全球狂欢季

2020 天猫双11全球狂欢季 (11.3-11.11)

成交额 **4982 亿**

\$74.10 billion

4982 generated in USD
ALL CNY INFORMATION IS SUBJECT TO CHINA'S ACCOUNTING STANDARDS

31766 个海外品牌入驻

105 个产业带成交额过 1 亿元

210 万线下小店参与

覆盖 1406 个县镇的 41 万款农产品

38 万个来自贫困县的店铺加入

AI 直播销售 15 万亿元

D I G I
T A L
2 0 2 1
F R A N C E

we
are
social

JAN
2021

DIGITAL AROUND THE WORLD

ESSENTIAL HEADLINES FOR MOBILE, INTERNET, AND SOCIAL MEDIA USE

INTERNET USER NUMBERS NO LONGER INCLUDE DATA SOURCED FROM SOCIAL MEDIA PLATFORMS, SO VALUES ARE **NOT COMPARABLE** WITH PREVIOUS REPORTS

TOTAL
POPULATION



7.83
BILLION

URBANISATION:
56.4%

UNIQUE MOBILE
PHONE USERS



5.22
BILLION

vs. POPULATION:
66.6%

INTERNET
USERS*



4.66
BILLION

vs. POPULATION:
59.5%

ACTIVE SOCIAL
MEDIA USERS*



4.20
BILLION

vs. POPULATION:
53.6%



we
are
social



NOTES: THE DATA SOURCES AND METHODOLOGIES FOR THIS REPORT ARE LISTED AT THE END OF EACH SECTION. ***ADDITIONAL:** INTERNET USER NUMBERS NO LONGER INCLUDE DATA SOURCED FROM SOCIAL MEDIA PLATFORMS, SO VALUES ARE **NOT COMPARABLE** TO DATA PUBLISHED IN PREVIOUS REPORTS. SOCIAL MEDIA USER NUMBERS MAY NOT REPRESENT UNIQUE INDIVIDUALS. **© COMPARABILITY ADVISORY:** VALUES AND DATE CHANGES

we
are
social



Hootsuite®

JAN
2021

DAILY TIME SPENT WITH MEDIA

THE AVERAGE AMOUNT OF TIME* EACH DAY THAT INTERNET USERS AGED 16 TO 64 SPEND WITH DIFFERENT KINDS OF MEDIA AND DEVICES.

TIME SPENT USING THE
INTERNET (ALL DEVICES)



6H 54M

TIME SPENT WATCHING TELEVISION
(BROADCAST AND STREAMING)



3H 24M

TIME SPENT USING
SOCIAL MEDIA



2H 25M

TIME SPENT READING PRESS MEDIA
(ONLINE AND PHYSICAL PRINT)



2H 02M

TIME SPENT LISTENING TO
MUSIC STREAMING SERVICES



1H 31M

TIME SPENT LISTENING
TO BROADCAST RADIO



1H 00M

TIME SPENT LISTENING
TO PODCASTS



0H 54M

TIME SPENT PLAYING VIDEO
GAMES ON A GAMES CONSOLE



1H 12M

JAN
2021

FRANCE

ESSENTIAL HEADLINES FOR MOBILE, INTERNET, AND SOCIAL MEDIA USE

⚠ CHANGES TO DATA SOURCES FOR INTERNET USERS AND SOCIAL MEDIA USERS MEAN THAT VALUES ARE **NOT COMPARABLE** WITH PREVIOUS REPORTS



FRANCE

TOTAL
POPULATION



65.35
MILLION

URBANISATION:
81.1%

MOBILE
CONNECTIONS



67.21
MILLION

vs. POPULATION:
102.8%

INTERNET
USERS



59.47
MILLION

vs. POPULATION:
91.0%

ACTIVE SOCIAL
MEDIA USERS



49.60
MILLION

vs. POPULATION:
75.9%

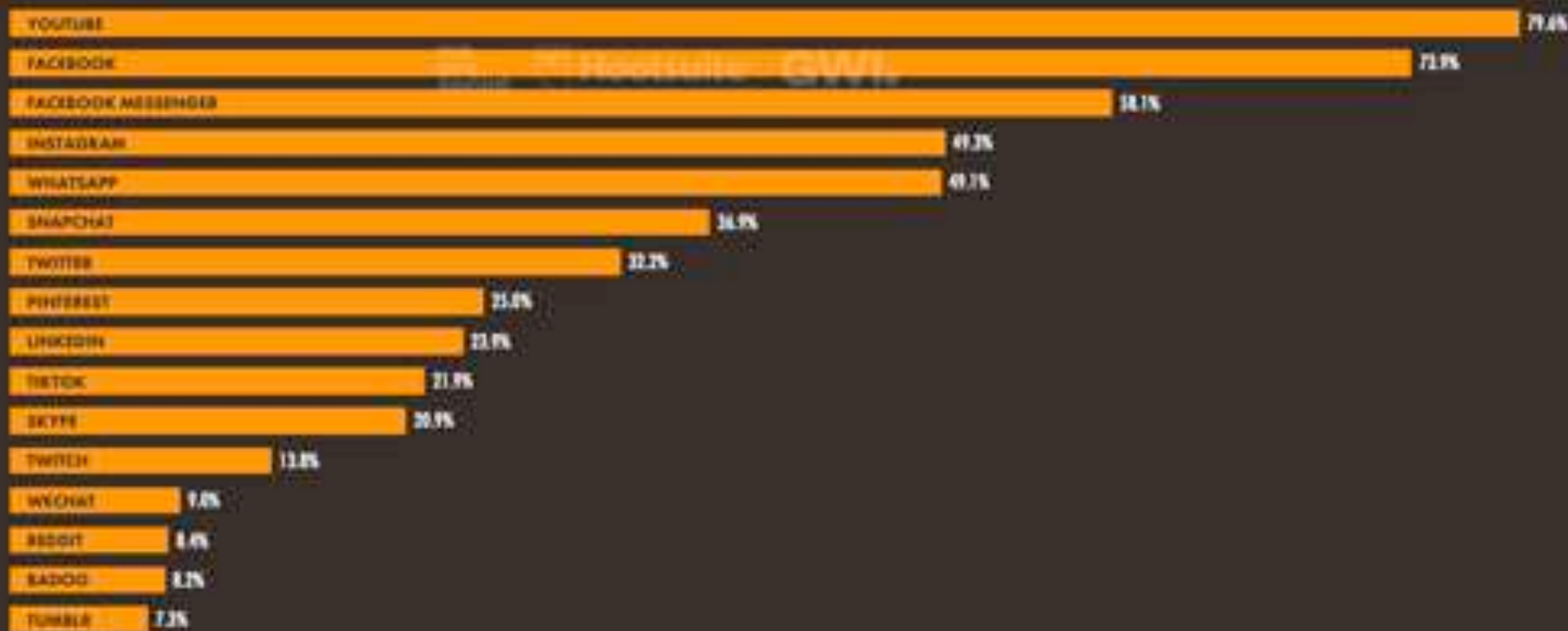
JAN
2021

MOST-USED SOCIAL MEDIA PLATFORMS

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 THAT HAS USED EACH PLATFORM IN THE PAST MONTH



FRANCE



thingonomics (IOT)

GIG

expectation

new

blue

evonomics

sha | ring

micro

macro

offre

economy

neuro

gift

platform

nudge

barter

collaborative

attention

comportementale

market

GAF A

GAFA

Google Amazon Facebook Apple Microsoft Salesforce Huawei

MSH

NATU

Netflix Airbnb Tesla Uber

BEY

Booking Expedia Yandex

BATX

Baidu Alibaba Tencent Xiaomi

BDH

Bytedance DJI Hikvision

The background of the slide is a dark gray color. It is decorated with numerous overlapping, semi-transparent circles in various colors including teal, pink, blue, purple, yellow, and orange. These circles are of different sizes and are scattered across the slide, creating a bokeh effect.

Qui disruptive
les BATXBDH ?



La

FRENCH TECH

NEXT40



La

FRENCH TECH

FT120



Kat Borlongan

Entrepreneuse

Katherine Borlongan, dit Kat Borlongan, née le 30 janvier 1983 à Manille, est une consultante en innovation et une entrepreneuse française, directrice de la Mission French Tech depuis 2018.

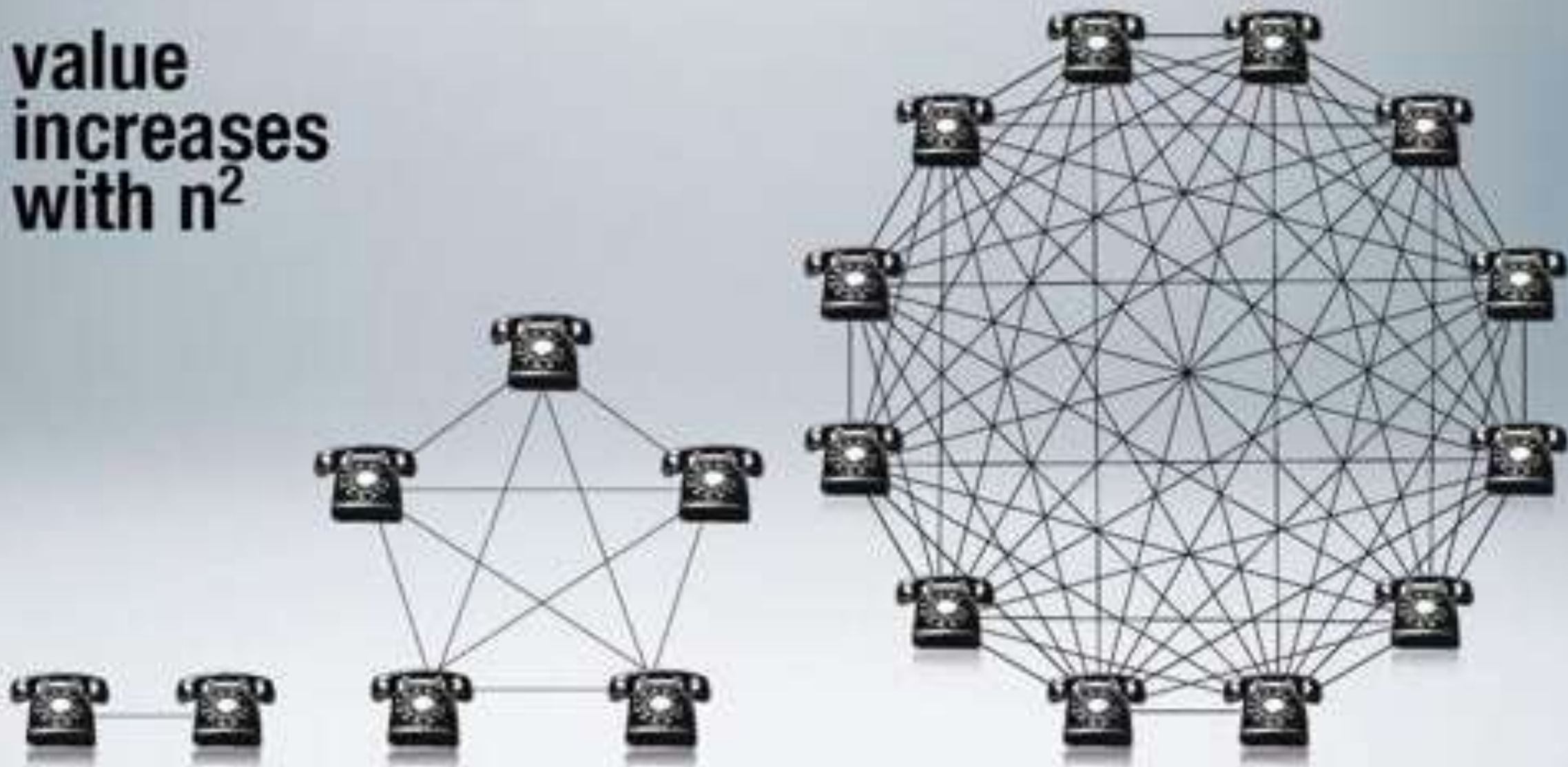
[Wikipédia](#)

Date et lieu de naissance : 30 janvier 1983 (Âge: 37 ans), [Manille](#), [Philippines](#)

Les critères du FT120 sont perfectibles parce que l'écosystème French Tech est extraordinairement divers", selon Kat Borlongan

METCALFE'S LAW

value
increases
with n^2



**AGIR CHAQUE JOUR
DANS L'INTÉRÊT DE
NOS CLIENTS ET
DE LA SOCIÉTÉ.**



voc



GEN XYZ +

Lost ... Greatest ... Silent
BabyBoomer (1940 - 1965 +/- 6 ans)

GenX (1955 1985 +/- 8 ans)

GenY = Millennials (1979 1999 +/- 5 ans)

GenZ = Digital Natives = GEN C (1994 2007 +/- 4 ans)

alphaGen = 2008 - 2020 ?

SingularityGeneration = 2018 - 2030 ?

MARS Gen = ?



GENERATION Z:
CONNECTED FROM BIRTH.
Born mid-1990s to 2010.





bernard pivot

@bernardpivot1

Apostrophes, Bouillon de Culture, Double je, Ecriture, Football, Gourmandise, Homme, Interview, Journalisme, Kiosque, Lire, Mots.....Zut.

Joined November 2011

[Tweet to bernard pivot](#)

Tweets 9,249 Following 81 Followers 977K Likes 149

Following

Tweets Tweets & replies Media



bernard pivot @bernardpivot1 · 4h

Merci pour nos amis suisses d'avoir admis dans les Robert 2019 le verbe azorer (réprimander) et la calure (personne très compétente).

[Translate Tweet](#)



12



53



124



12



bernard pivot @bernardpivot1 · 4h

Je regrette l'entrée chez Robert de cosplay, queer, hoverboard, storytelling, running, etc. qui appartiennent au globish ?



bernard pivot

@bernardpivot1

Le mot arrogance contient deux r, un r de mépris, un r de connerie.

07:55 - 24 mars 2016

1 024 1 204 personnes parlent à ce sujet







#GEN

GENZ

Nouvelles

Attentes

*Pourquoi se contenter du
minimum ?*

GenX 1995 : web et internet

GenY 2010 : mobile

GenZ 2015 : living services

source : Google, Accenture

1995 : information

2000 : e-commerce

2005 : relation

2010 : mobile / smartphone

2015 : services

2020 : blockchain (use case NFT)

If you're not on Google,
You don't exist



#GenX

Si vous n'êtes pas dans Google, vous n'existez pas !

TECHNOLOGIE & MÉDIAS | 9



#GenX



**MOBILE
FIRST**

ONLY

#GenY



NAVER

#GenY

france•2



1 • 2 • 3 • 4 • 5 • Ô

france•2 france•3 france•4 france•5 france•Ô



hulu



vimeo

NETFLIX



Podcasts

#GenY

LS

#GenZ

Living Services

**THE DIGITISATION
OF EVERYTHING
+
LIQUID EXPECTATIONS**

OUR HOMES
OUR BODIES
OUR FAMILIES
OUR EDUCATION
OUR WORK
OUR TRANSPORT
OUR FINANCES
OUR SHOPPING

LIQUID
EXPECTATIONS

Define

Differentiate

Disrupt

AND LIQUID
OPPORTUNITIES



How to meet liquid expectations in digital government

How can government better serve citizens and businesses in a digital world?

Overview



accenture

High performance. Delivered.





Les lois de Michel Audiard

Un client
ça ose
tout



Méfiez-vous des recettes des années 60

- 4P de Jerome McCarthy (1960)
Produit - Prix - Promotion - Place
- 5B de Charles Kepner (1955): BON -
produit prix endroit moment quantité
- SWOT de Humphrey (1970)
- CAP Caractéristique Avantage Preuve
cognitif / conatif / affectif
- SONCAS / AIDA

WUOLLES
comic

Harvard Business Review

JULY-AUGUST 2014

ON Strategy

Four Paths to Business
Model Innovation

Karan Grover and Sangeeta Reddy

FOR THE CEO Interview

Lenovo CEO
Yang Yuanqing on
the PC's Future

AT THE Big Idea

The Crisis in
Retirement Planning
Robert C. Merton



The New Basics of

MARKETING



**AGIR CHAQUE
JOUR DANS VOTRE
INTÉRÊT ET CELUI
DE LA SOCIÉTÉ**



15:29



camif.fr

camif

#JeMcDeconnecte PourLaPlanete

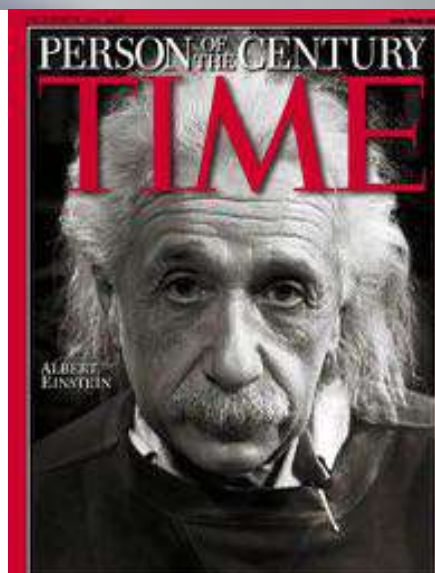
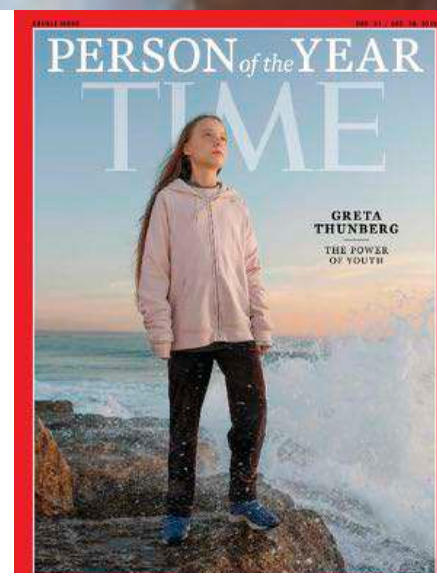
Aujourd'hui, pas de Black Friday, on déconnecte !

Pour la 3^{ème} année, Camif se déconnecte
pour la planète !

Un boycott pour cause d'urgence
climatique. Une façon d'être totalement
aligné avec nos valeurs pour consommer
moins mais mieux !

Mais, pour nous, déconnexion rime avec
action. Alors, aujourd'hui, on vous propose
de ne pas acheter et de faire un geste bon
pour vous et la planète.

FERMER LE SITE : POURQUOI ?



marketing

**créer de la valeur
pour l'entreprise,
le client,
et l'écosystème**



~~SWOT~~

VUCA

~~SWOT~~

Volatilité

Incertitude

Complexité

Ambiguïté



HBR 2014

<https://hbr.org/2014/01/what-vuca-really-means-for-you>

Nathan Bennett et G. James Lemoine
« What VUCA Really Means for You. »
Harvard Business Review, 01/ 2014.



VUCA

VOLATILITY

Equity, bond and currency market volatility, the lack of predictability and positive news.

UNCERTAINTY

The turbulent change in the oil market price, uncertainty, the potential return to "outsourcing" for various kinds, halting the recovery pace, the lack of clarity in Europe, what major changes might come.

COMPLEXITY

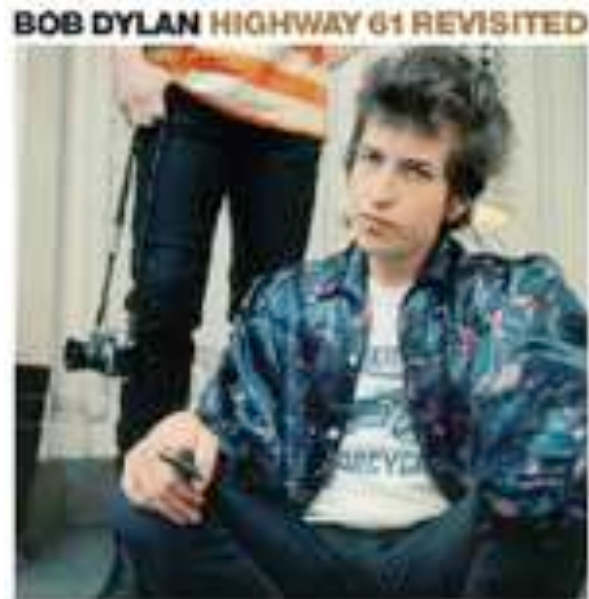
in understanding these financial markets in the era of the "new normal". The combination of increasing complexity of new financial instruments and regulation coupled with increasingly volatile markets, moving in ways that are hard to predict.

AMBIGUITY

The resulting feeling is the true great unknown: how much to adjust? Or will some place step too far? What is the best course of action?



Bob Dylan



Kendrick Lamar



PSY 4 milliards de vues
YouTube : 6M€ de droit +



#PSY #PSY #GANGNAMSTYLE
PSY - GANGNAM STYLE(강남스타일) M/V

3 508 681 756 vues • 15 juil. 2012

17 M 2,3 M PARTAGER ENREGISTRER



PINKFONG

Baby Shark



0:10 / 2:16



Spelling Kids

Bébé Requin Danse | Chante et danse | Animal Songs | PINKFONG Chansons pour les enfants

7236176834 vues · 18 juin 2016

22 M

10 M

PARTAGER

CHENETIER

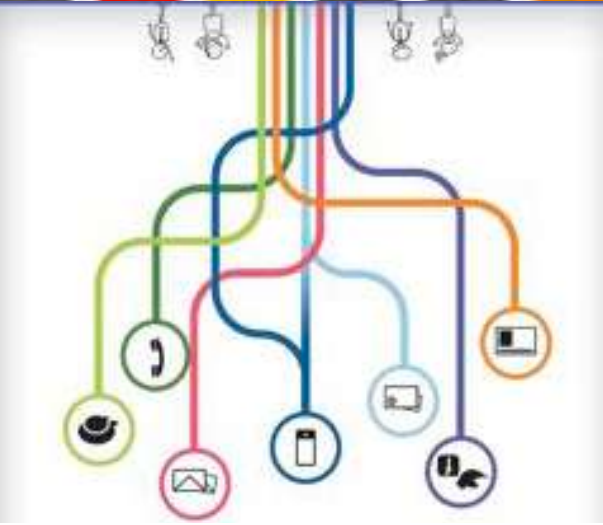




LinkedIn SSI

EP02

EP02





COMMUNICATIONAL

MonoCanal

MultiCanal

CrossCanal

OMNISCANAL

multi
cross
omni



« MULTI »



« CROSS »



« OMNI »

OFFLINE

ACHAT

ONLINE

ACHAT

ROPO

100% Physique

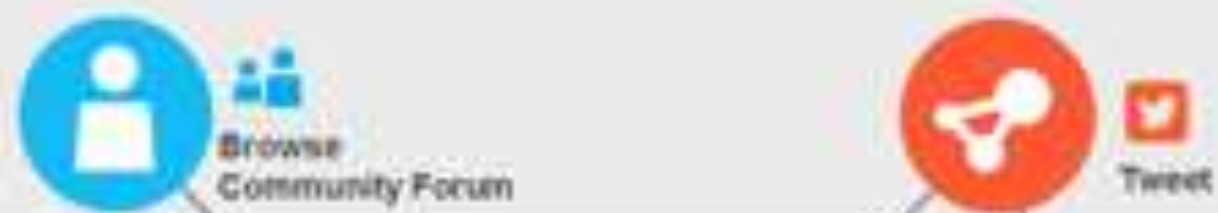
100% online

ShowRooming

inspiration ONLINE.

OFFLINE

Social



Web



In Person



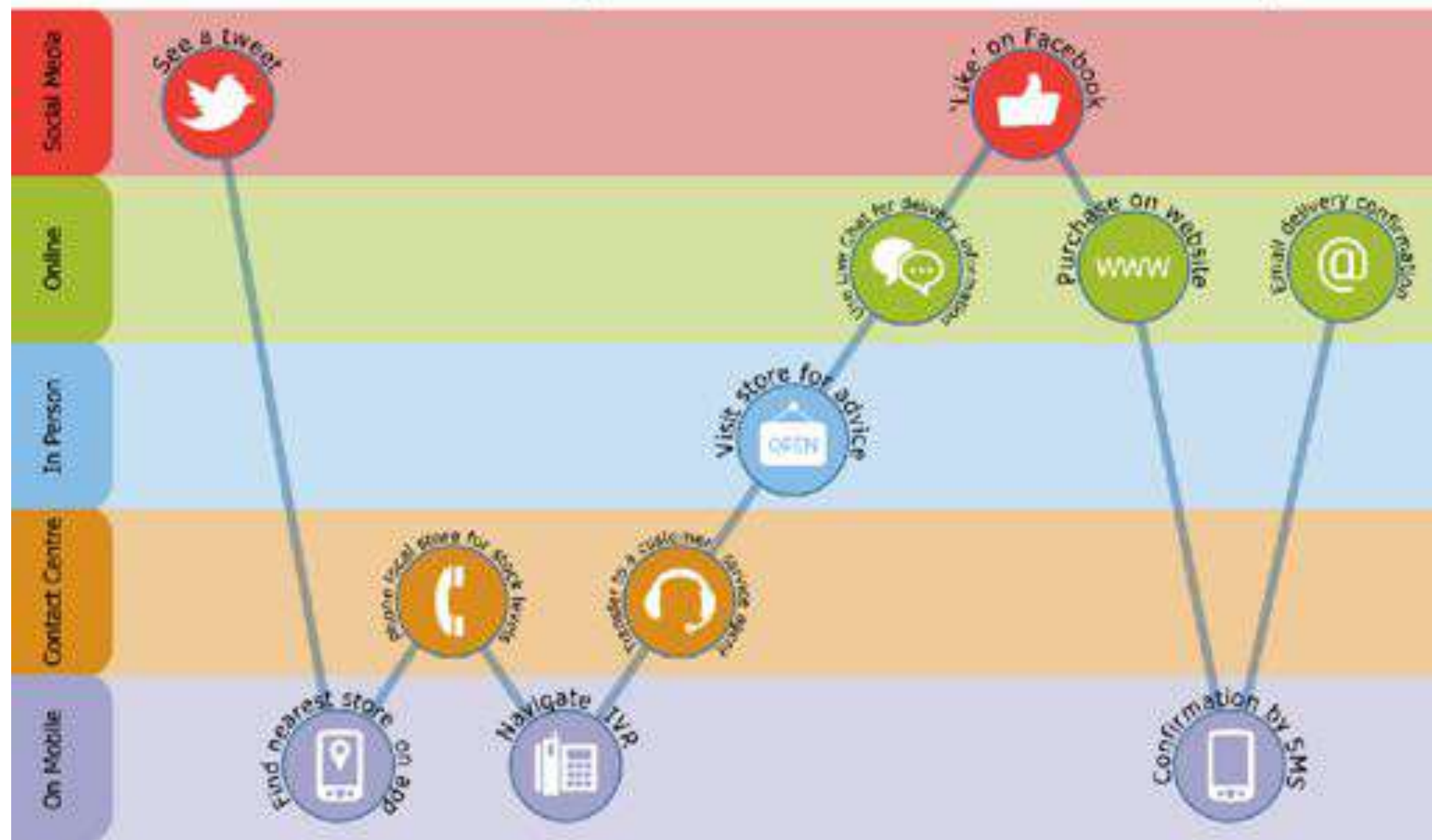
Contact center



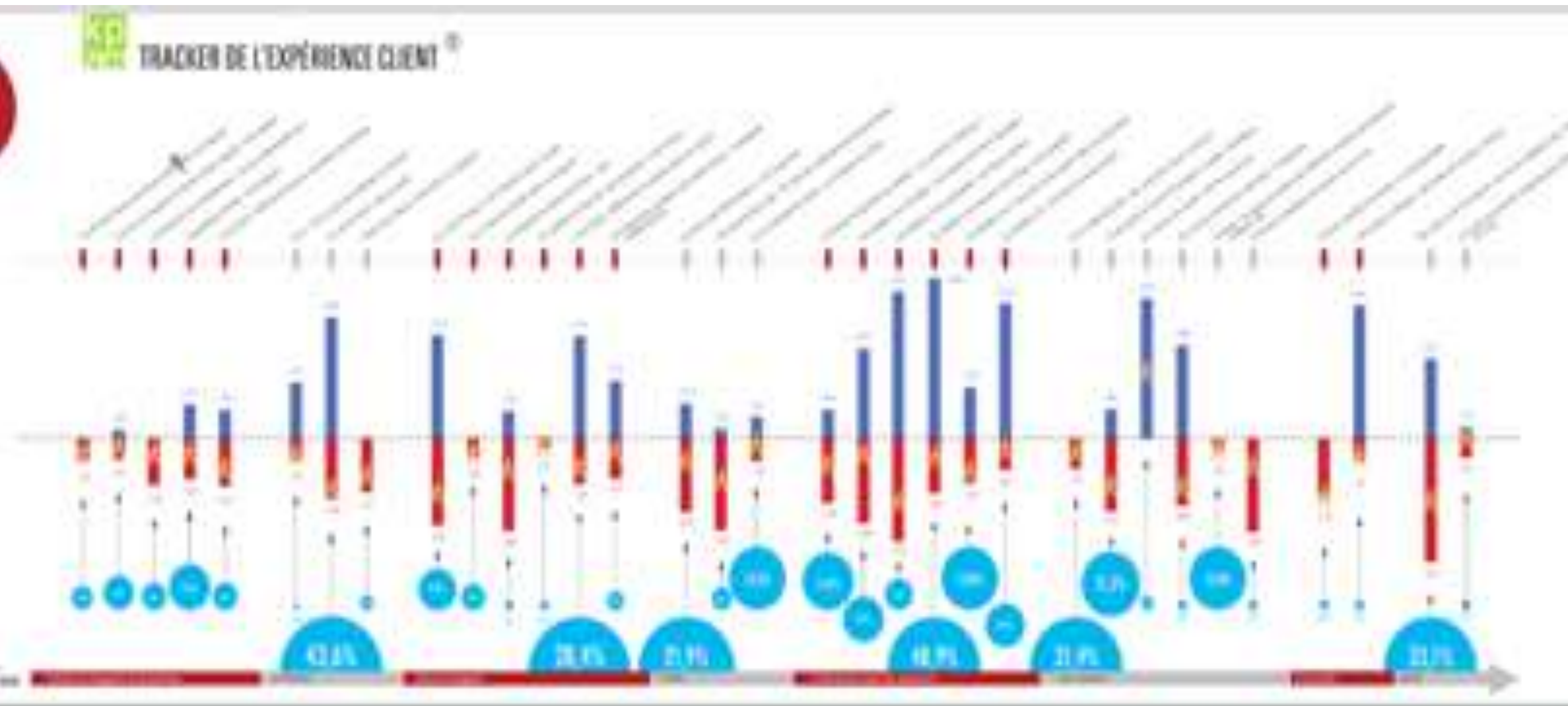
Mobile



Understanding the Customer Journey



MCA (market contact audit)



Le SCM (supply chain management) est l'élément critique de toute stratégie omnicanal :

- service
- produit sur mesure
- produit standard
- produit complexe
ou coûteux





#Ucommerce

build 2022

Ucommerce

**Le retail est mort,
vive le néo-retail !**

RETAILTAINMENT



/the social dilemma

Le périmètre Social Life



L'ÉVOLUTION DES RÉSEAUX SOCIAUX DANS LE TEMPS

MOUNIR DIGITAL



[... - 2005]

Les réseaux sociaux qui ont vu le jour avant 2005

[2010]

Top 4 des réseaux sociaux dans le monde en 2009



[2019 - ...]

Les réseaux sociaux les plus populaires aujourd'hui en France

1. Facebook : 91 %*
2. Instagram : 81 %
3. LinkedIn : 72 %
4. Twitter : 51 %
5. YouTube : 49 %
6. Pinterest : 17 %
7. TikTok : 10 %
8. Snapchat : 4 %
9. Twitch : 3 %



WeChat



Hubert Kratiroff 

France



Scan the QR code to add me on WeChat









Clubhouse



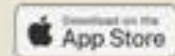
Hubert Kratiroff

@kratiroff

38 followers 61 following

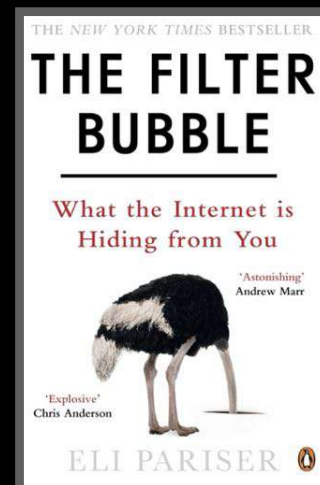
Technology evangelist, public speaker & beyond | 🗣️ 📢 📢 💡 |

Don't have a Clubhouse account?
Get the app to reserve your username
and request early access!



filter bubble (n.) -

a situation in which an Internet user encounters only information and opinions that conform to and reinforce their own beliefs, caused by algorithms that personalize an individual's online experience.





CAUTION

**YOU ARE IN YOUR
COMFORT ZONE**

THE NEW YORK TIMES BESTSELLER

THE FILTER BUBBLE

What the Internet is
Hiding from You



'Astonishing'
Andrew Marr

'Explosive'
Chris Anderson

ELI PARISER



The Filter Bubble

What [redacted] the [redacted]
[redacted]
[redacted] Internet [redacted]
[redacted]
[redacted] Is [redacted]
[redacted]
[redacted] Hiding [redacted]
[redacted]
[redacted] from [redacted]
[redacted]
[redacted] You [redacted]

Eli Pariser



marketing
d'influence



Black Mirror
NOSEDIVE (S03E01)
Entire History of you (S01E03)
Credit Social : note de confiance





Hubert Kratiroff

CDO at C4C, MyConnecting



Your Social Selling Index

Top Industry SSI rank

1%

Top Network SSI rank

2%

Current Social Selling Index 📊



Four components of your score



People in your industry



Sales professionals in the Computer Software industry have an average SSI of 32.
You rank in the top 1%.
No change since last week.

People in your network



People in your network have an average SSI of 42.
You rank in the top 2%.
A top 1% score last week.



Hubert Kratiroff
CDO at CX-convers & public speaker







EP03

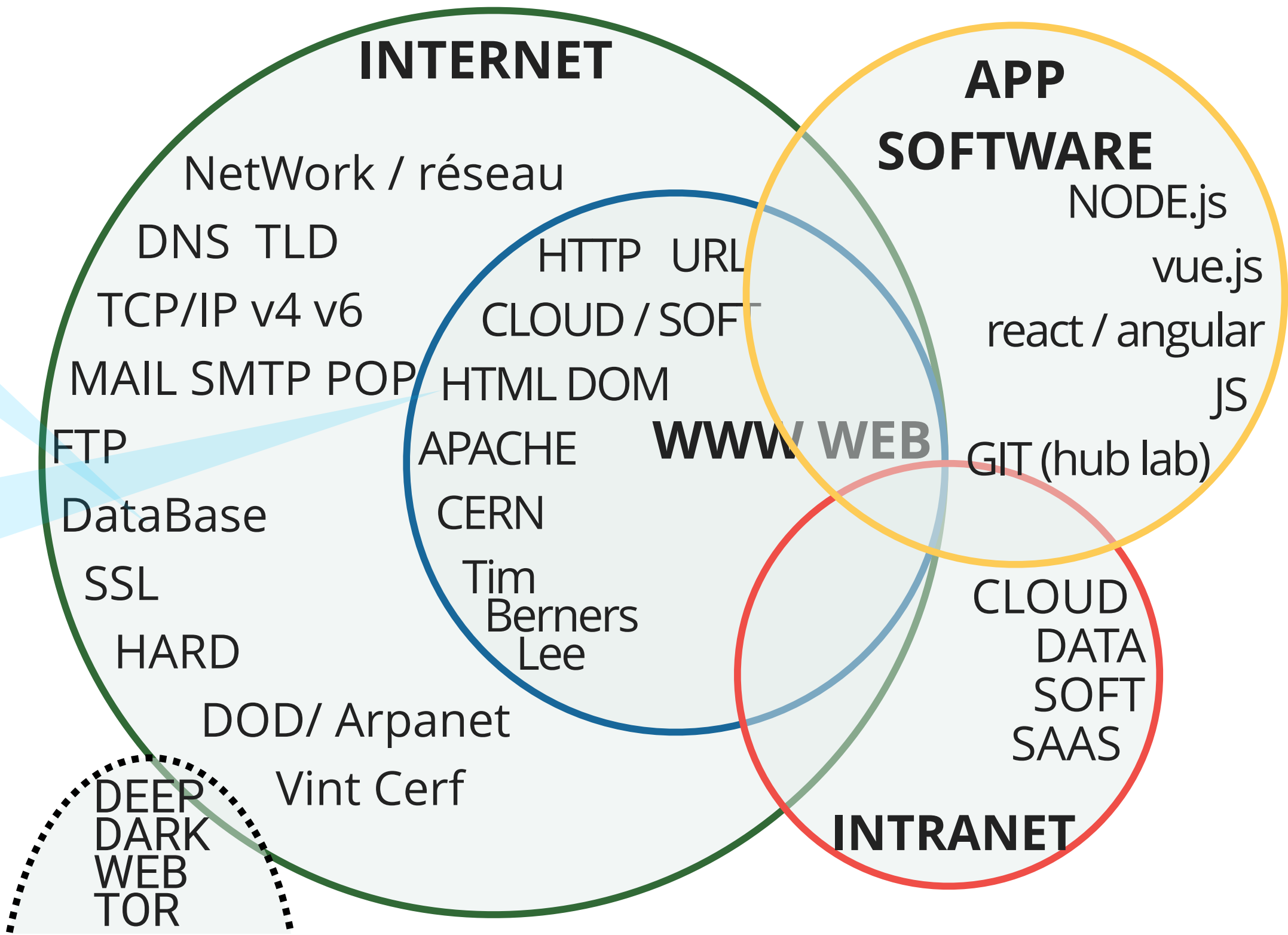
EP03

#newWORLD



SQL / Postgres
Oracle
select
from
where
group
having
order

<html>
<head>
<body>
css
.js



Numérique

invention, technologie, recherche, technique, scientifique, code, brevet...



Digital

innovation, utilisation, usage, assistance, commande, clic, relation homme-machine...



Cyber

sécurité, protection, hacker, virus, espionnage, militaire, défense, bureau des légendes



Numérique

Digital

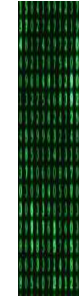
Cyber

1



**LE BUREAU
DES
LEGENDES**

2



**LE BUREAU
DES
LEGENDES**

3



**LE BUREAU
DES
LEGENDES**

Numérique
Digital
Cybernétique
Moral

=

DATA
contrôle

INDIVIDUEL
personnalisation

Éthique
politique



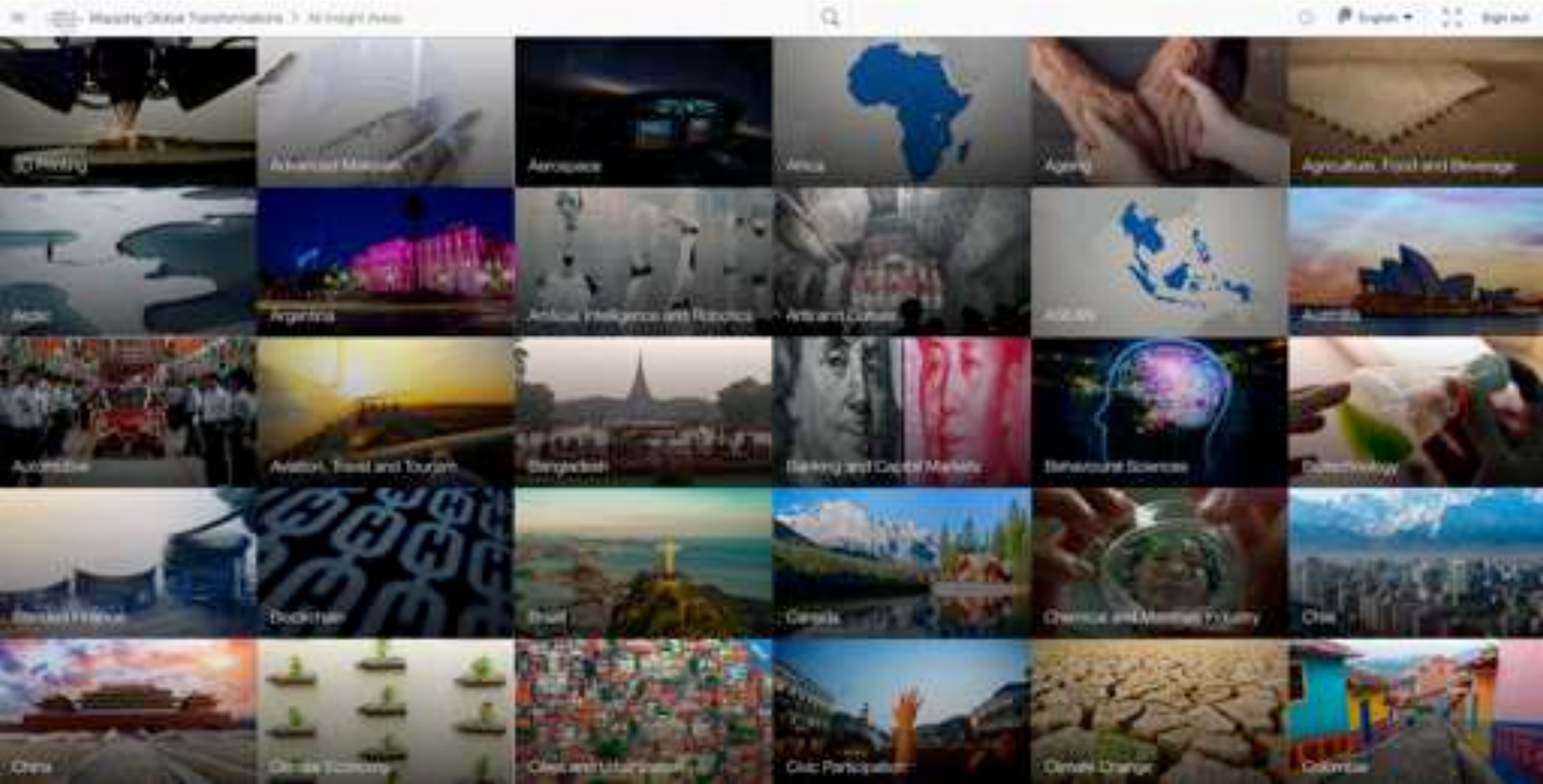
4ème
révolution
industrielle

Vapeur + moteur

Électricité

Informatique

IA ∞



<https://toplink.weforum.org/knowledge/explore/all>

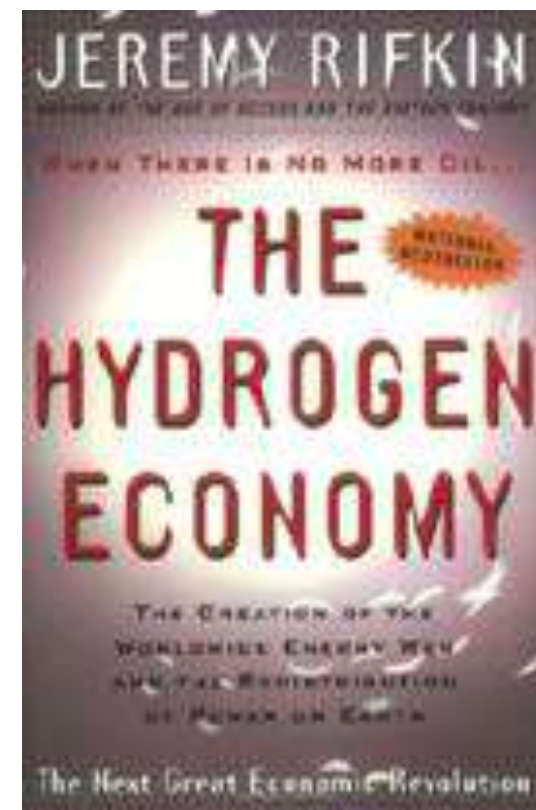
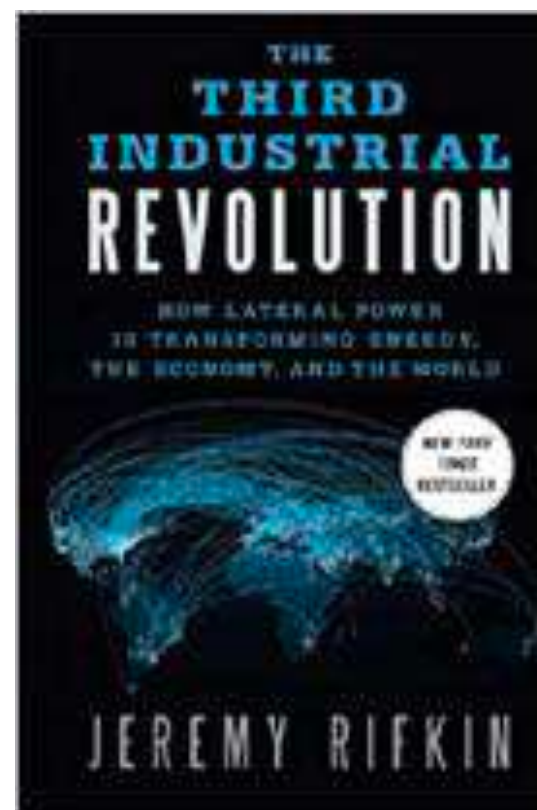
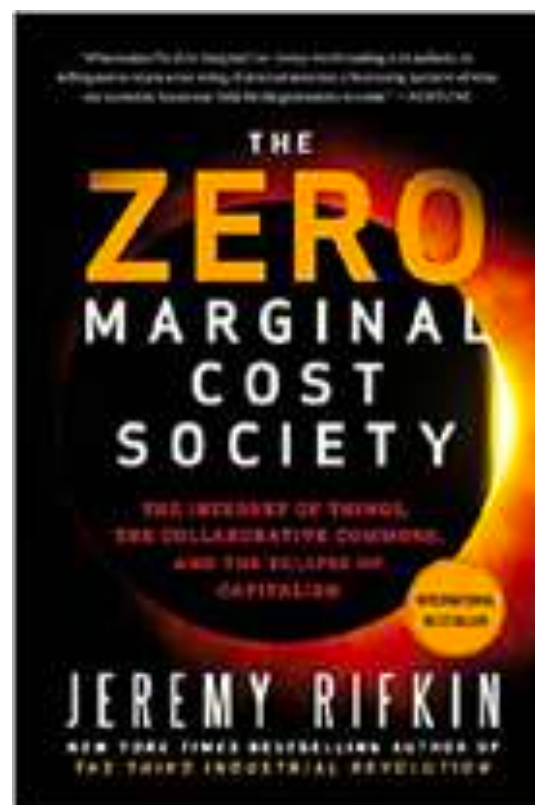
<https://toplink.weforum.org/knowledge/insight/a1Gb0000001hXcwEAE/explore/summary>

THE
THIRD
INDUSTRIAL
REVOLUTION

HOW LATERAL POWER
IS TRANSFORMING ENERGY,
THE ECONOMY, AND THE WORLD



JEREMY RIFKIN





3ème
révolution
industrielle

Vapeur + moteur

Électricité

NBIC



Michel SERRES

-3000 écriture

1450 imprimerie/chiffre

2000 NBIC



Luc FERRY

1800 Vapeur

1900 Électricité

2000 NBIC

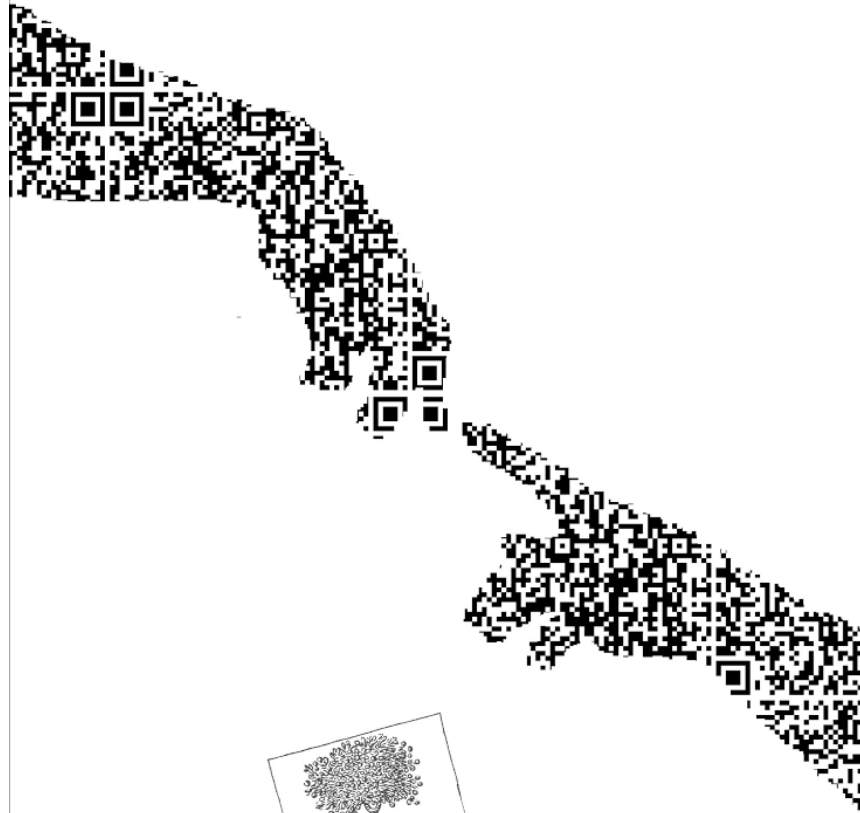


petite poucette

LE MONDE A TELLEMENT CHANGÉ QUE LES JEUNES DOIVENT TOUT RÉINVENTER : UNE MANIÈRE

michel serres

DE VIVRE ENSEMBLE, DES INSTITUTIONS, UNE MANIÈRE D'ÊTRE ET DE CONNAÎTRE...



[MANIFESTES LE POMMIER !]

Luc
Ferry

LA
RÉVOLUTION
TRANSHUMANISTE

Comment la technomédecine et l'uberisation
du monde vont bouleverser nos vies



PLON

Gutenberg



Zuckerberg Sandberg







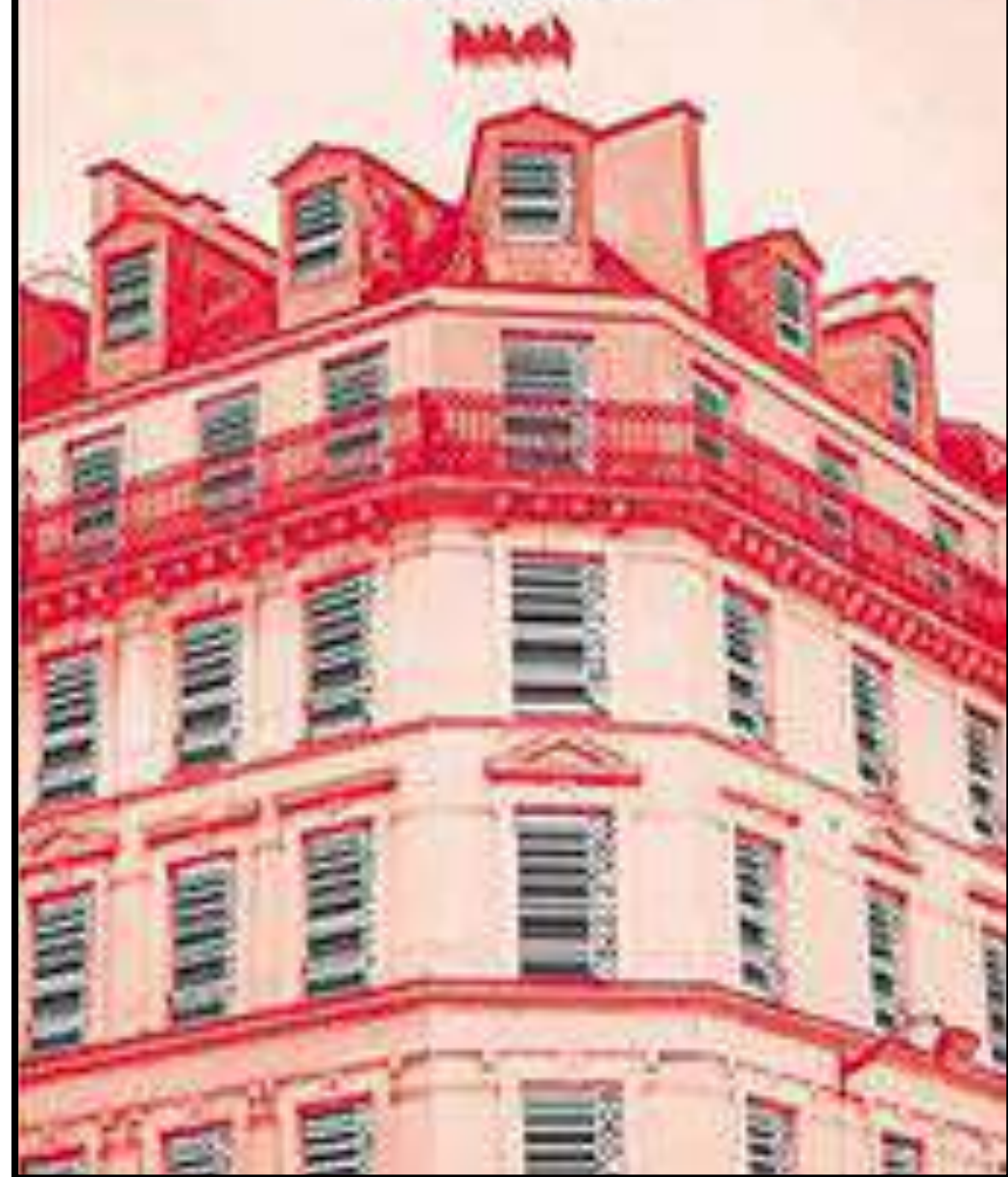
JEAN-LOUIS
MISSIKA
PIERRE
MUSSEAU

Des robots dans la ville

Tallandier

COMMENT
LES VOITURES AUTONOMES
VONT CHANGER
NOS VIES

airbnb
la ville ubérisée
ian brossat

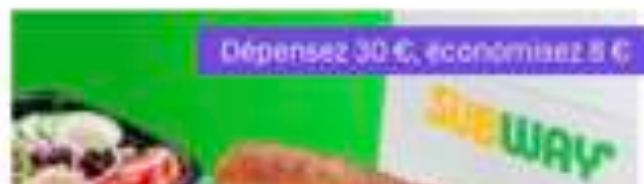


Vos plats préférés, livrés avec Uber

 Saisissez l'adresse de livraison

Voir les restaurants

Paris - Livraison de repas





**Next Big
Things
In Tech**

PERVASION

NBIC

NBIC

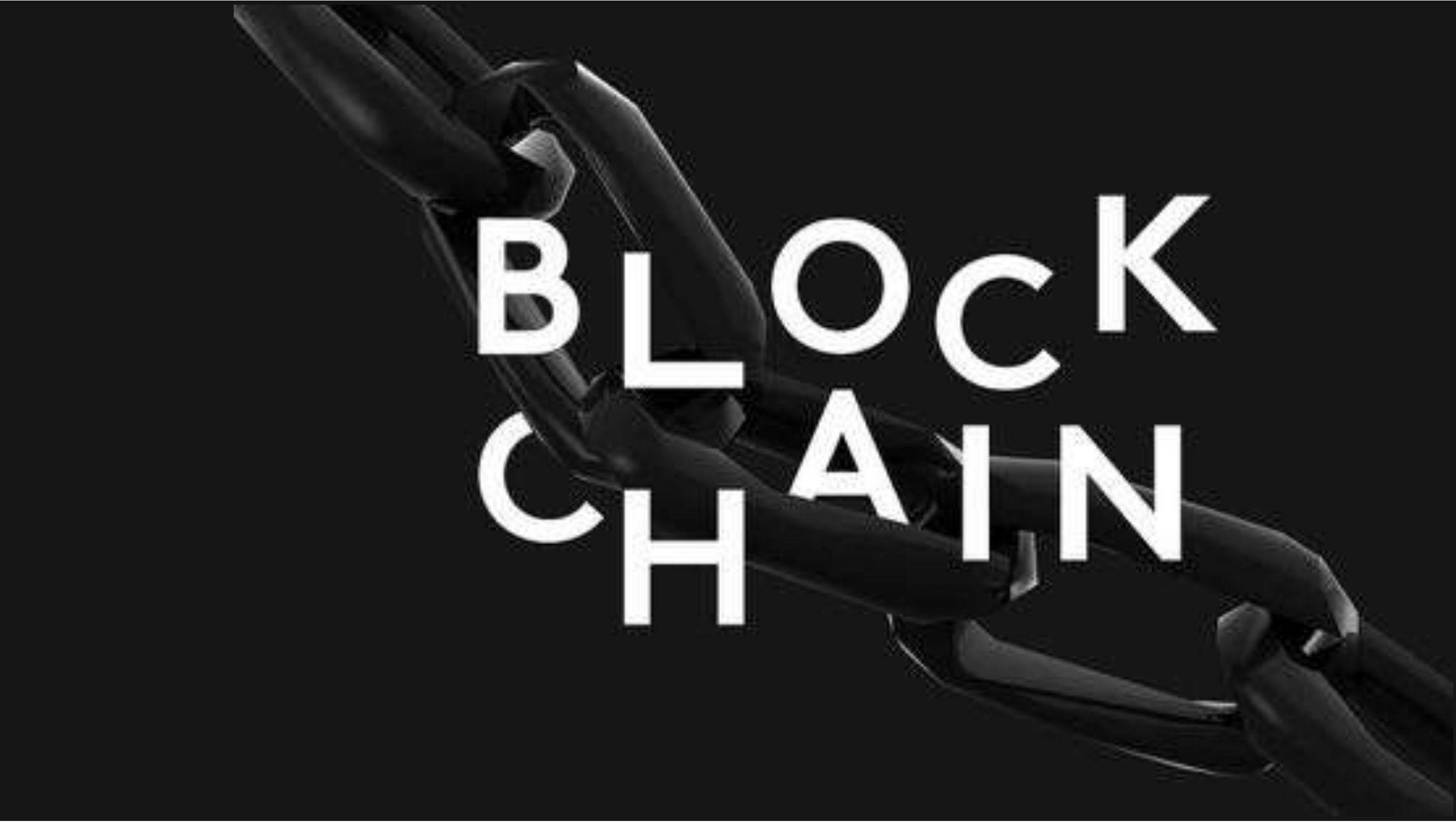
Nano (techno, matériaux)

Bio (techno, mimétisme)

Informatique (IOT, 3Dprint,
Blockchain, Quantique, Algorithmes)

Cognitif (IA, ML, MOOC, edTech,
apprentissage adaptif)



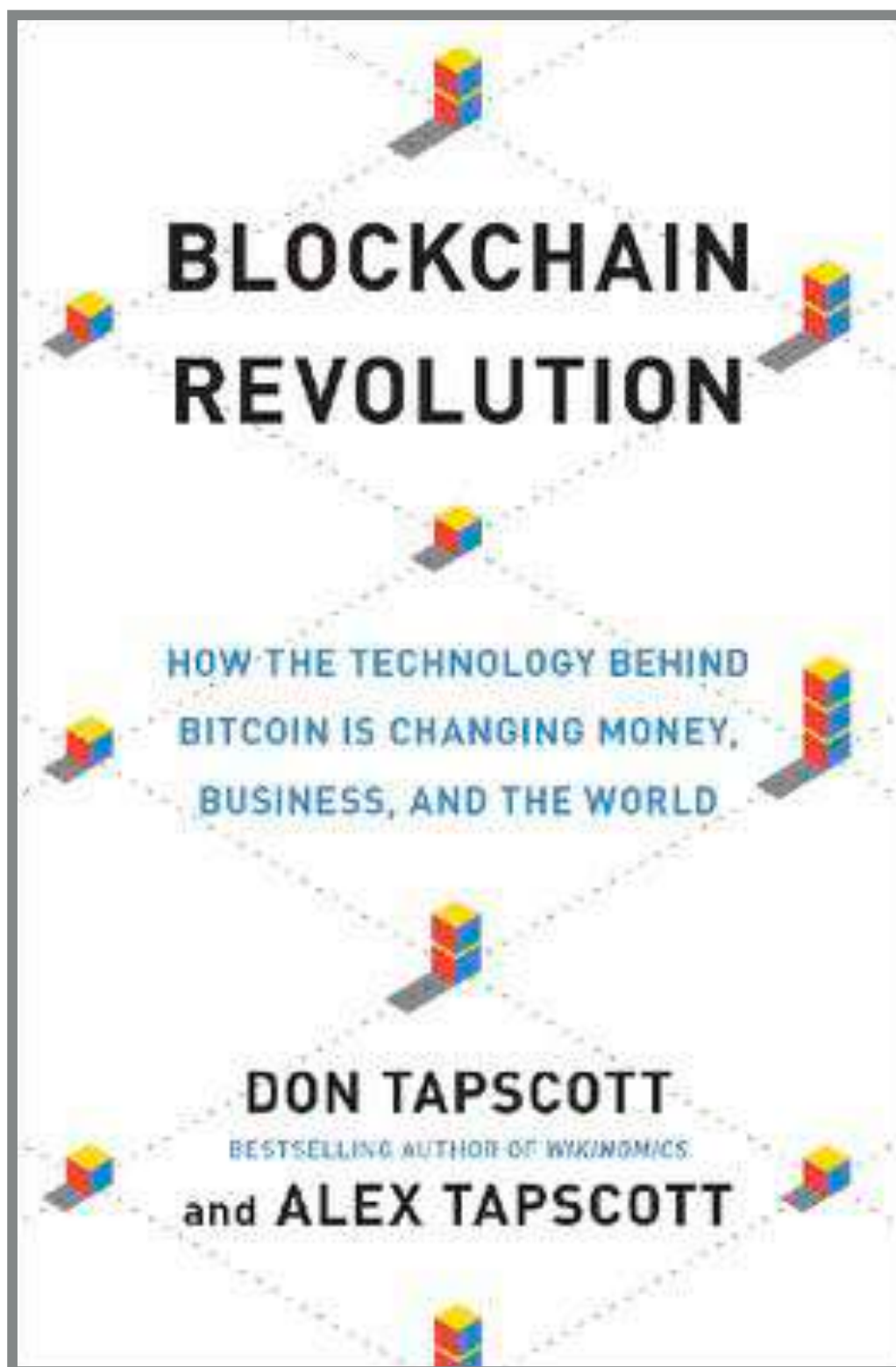


BLOCK CHAIN

BLOCKCHAIN REVOLUTION: FINALLY! MUSICIANS WILL BE COMPENSATED FAIRLY FOR THE VALUE THEY CREATE!

KEYNOTE PRESENTATION





CERN DD/DC

Information Management: A Proposal

Vague but exciting ...
Tim Berners-Lee, CERN/DD

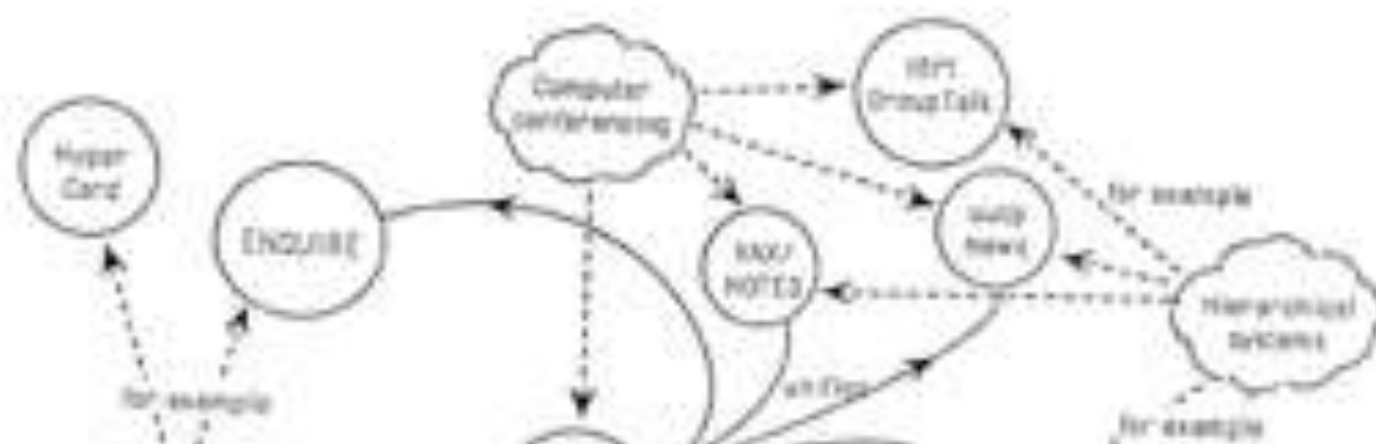
March 1989

Information Management: A Proposal

Abstract

This proposal concerns the management of general information about activities and experiments at CERN. It discusses the problems of loss of information about complex evolving systems and derives a solution based on a distributed hypertext system.

Keywords: Hypertext, Computer conferencing, Document retrieval, Information management, Project control





Perspectives après travaux supervisés par le cabinet d'architectes Groupe Franc de l'hôtel particulier Anna. Le premier immeuble vendu sur la blockchain en France. Crédits photo : Groupe Franc Architectures

La vente de l'hôtel particulier Anna, situé à Boulogne-Billancourt, est la première en France à avoir été intégralement numérisée et dématérialisée. Et ainsi l'immobilier devient «liquide»... Explications.



Kitty #639381

Owner: [0xA90f4830c65C0ba30F5C377177A903D551C61B4F7](#)

Born: March 24, 2018 at 1:09 AM UTC

Generation: 3

Block number: [0x310746](#)

Block hash: [0x21959d413cad921059895e886d3238fde6f110cb106e1d37c65bd4372bc1f01c](#)

Official profile: [CryptoKitty #639381](#)

Attributes: [savannah](#), [ashenblush](#), [wyrme](#), [camo](#), [shadowgrey](#), [simple](#), [thundergrey](#), [lemonade](#)

Genes

Use the explorer below to browse this kitty's genes in different formats. The most useful format is the one used by the scientist who mapped the genome.

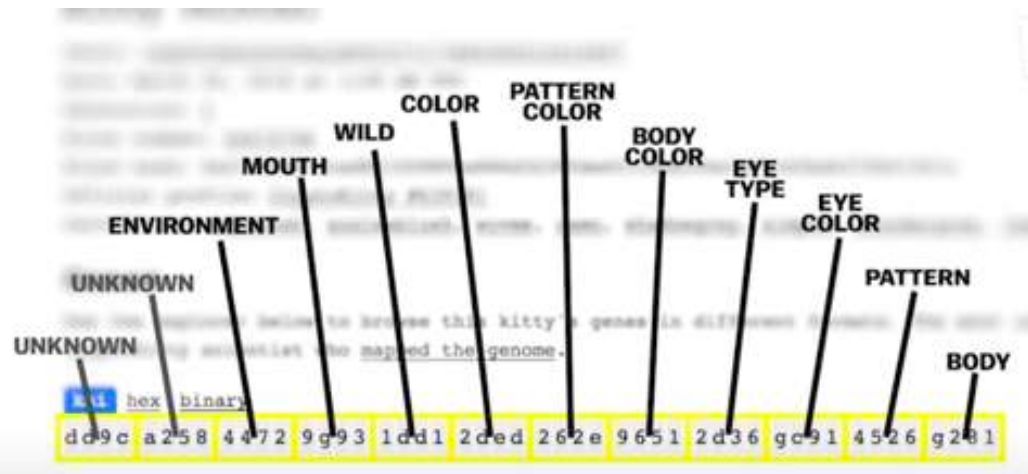
[hex](#) [binary](#)

dd9c a258 4472 9g93 1dd1 2ded 262e 9651 2d36 gc91 4526 g281

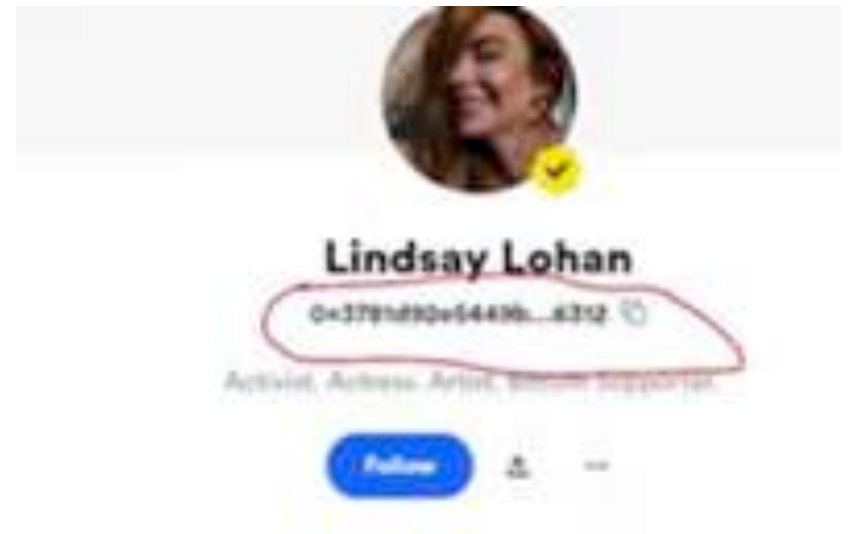
Sale history

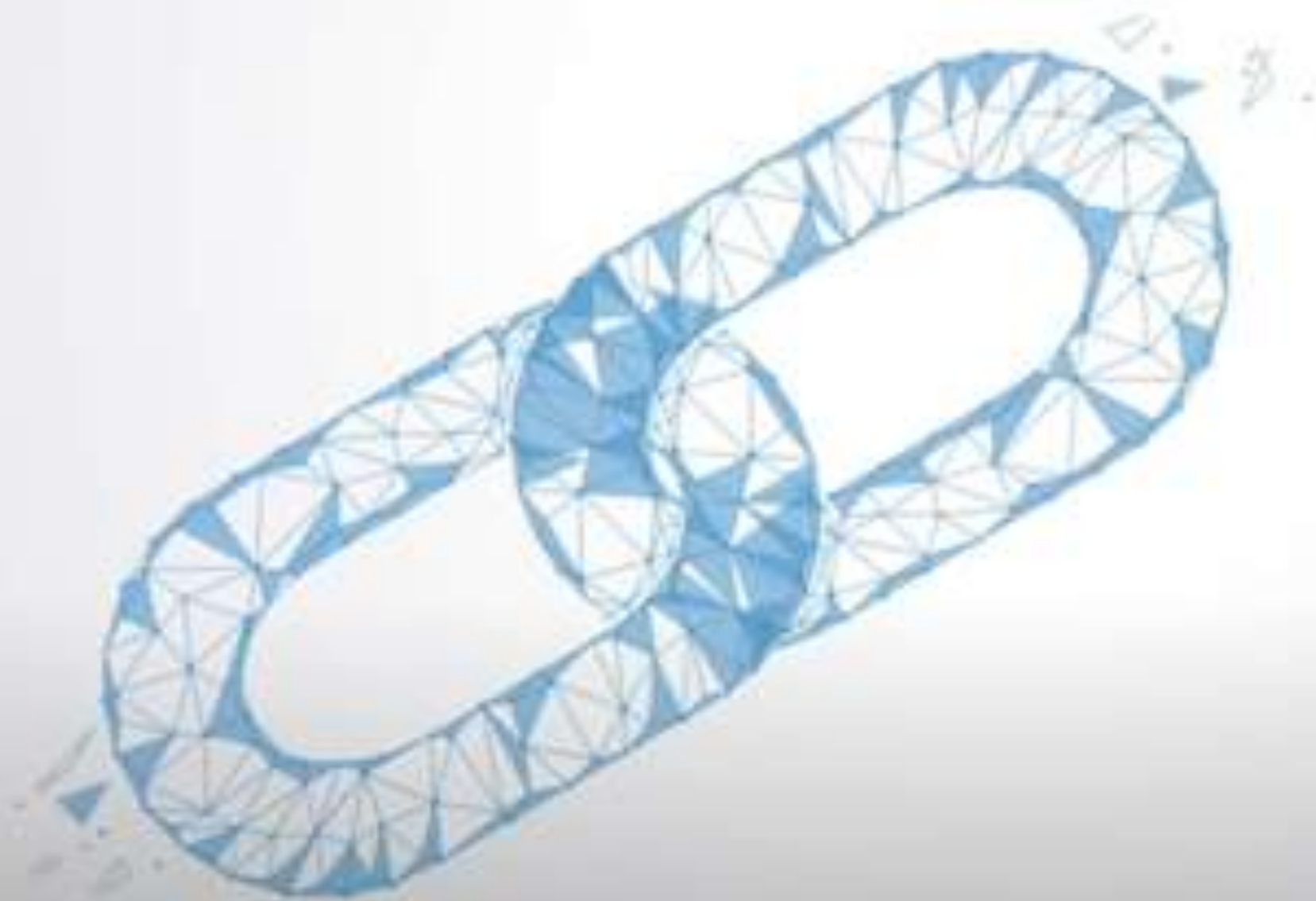
Sold for 0.008 ETH

Apr. 2, 2018, 11:25 AM UTC



```
struct Kitty {  
    uint256 genes;  
    uint64 birthTime;  
    uint64 cooldownEndBlock;  
    uint32 matronId;  
    uint32 sireId;  
    uint32 siblingWithId;  
    uint16 cooldownIndex;  
    uint16 generation;  
}
```





Blockchain



Détail d'un collage de l'artiste américain Rauschenberg, vendu jeudi 69,3 millions de dollars. - Capture d'écran - Chronos



L'œuvre « Everydays : the First 5 000 Days » réalisée par l'artiste numérique Beeple, vendue aux enchères chez Christie's le 11 mars 2021. CHRISTIE'S IMAGES LTD. 0025/BEEP

Beeple 69 millions
Blockchain
NFT non-fungible
tokens

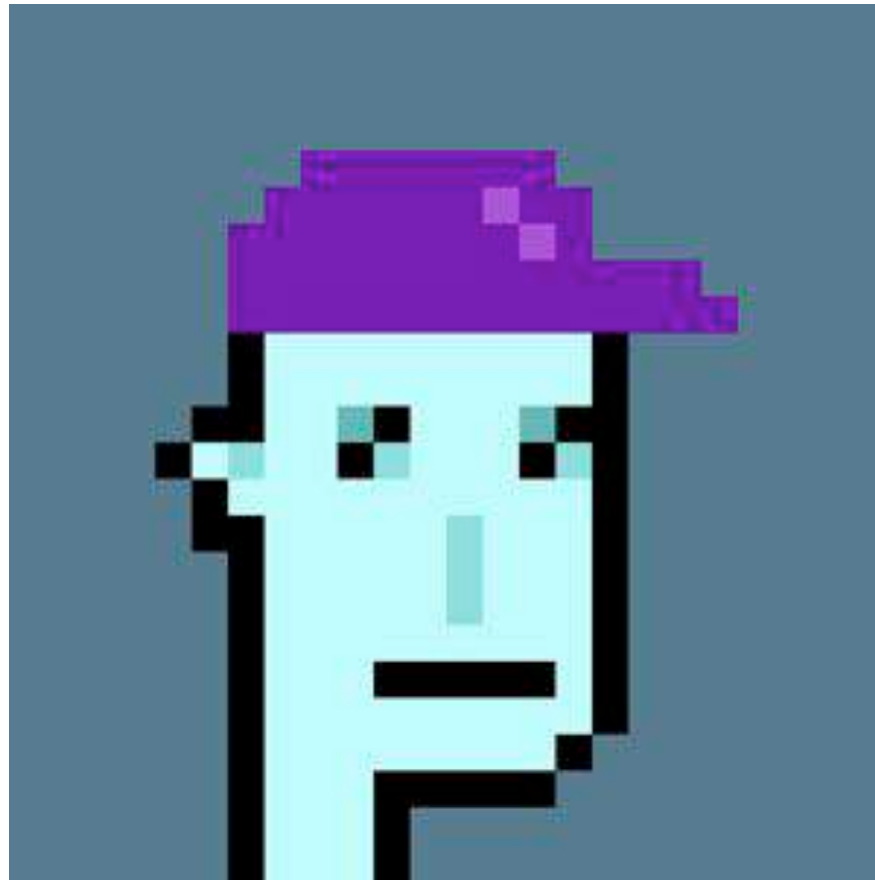


jack ✓
@jack

just setting up my twttr







CryptoPunks

A vibrant, cartoonish illustration for CryptoKitties. In the center, five diverse cats are featured: a green cat on the left, a cat with a purple crown, a cat in a blue shirt, a central cat with a red flame on its head and a white collar, a black cat with a purple sash, and a cat on the right holding a smartphone. The background is filled with floating pink and purple gems, a large black and white cat head in the top right, and a pink block with a white circle on the left. The title 'CryptoKitties' is prominently displayed in the upper center.

CryptoKitties

Collect and breed furrever friends!



nyan cat

x2



CARIS LEVERT
Assist
Base Set
Nov. 1 2009

x10



SETH CURRY
Assist
Base Set
Dec. 28 2009

17



DAMIAN LILLARD
Layup
Base Set
Aug. 20 2010



JOHN COLLINS
Dunk
Base Set
Feb. 12 2020

x3



x10



x4





Cryptomonnaie

Terme de recherche



NFT

Terme de recherche

Ajoutez un terme de recherche

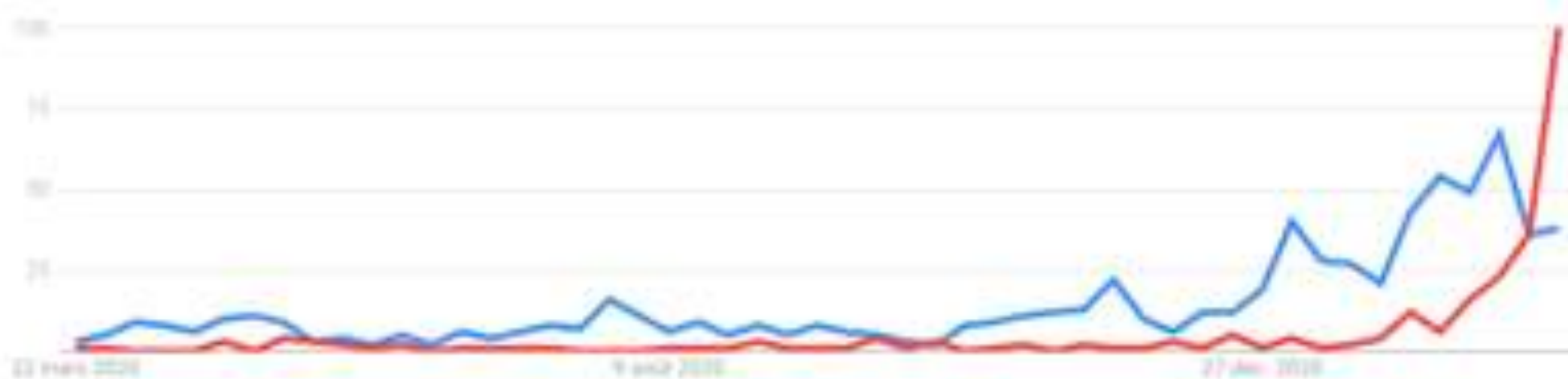
France

12 derniers mois

Toutes catégories

Recherche sur le Web

Évolution de l'intérêt pour cette recherche



Cryptomonnaie
Termes de recherche

NFT
Termes de recherche

Crédit Agricole Su...
Entreprise

CASRA
Termes de recherche



France

12 derniers mois

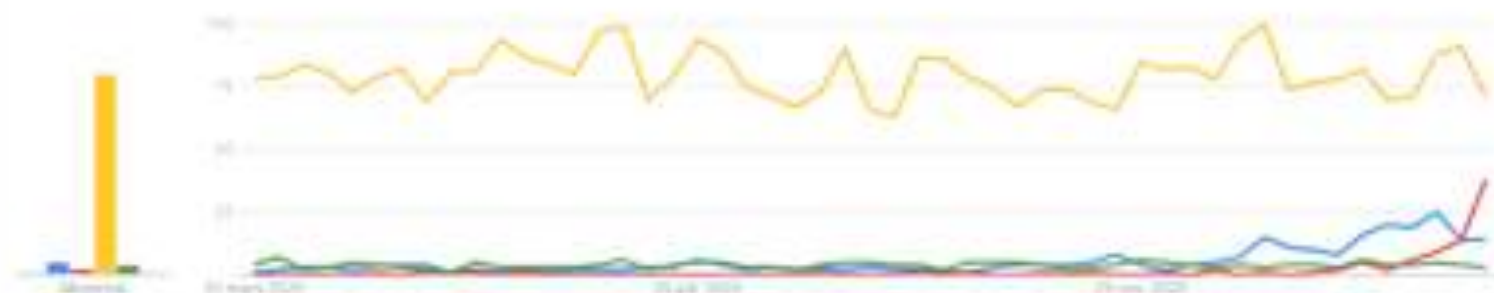
Toutes catégories

Recherche sur le Web

Remarque : Cette comparaison reflète la fois des termes de recherche et des puces, qui sont calculés différemment.

EN SAVOIR PLUS

Evolution de l'intérêt pour cette recherche



Comparaison de la répartition par région

Région

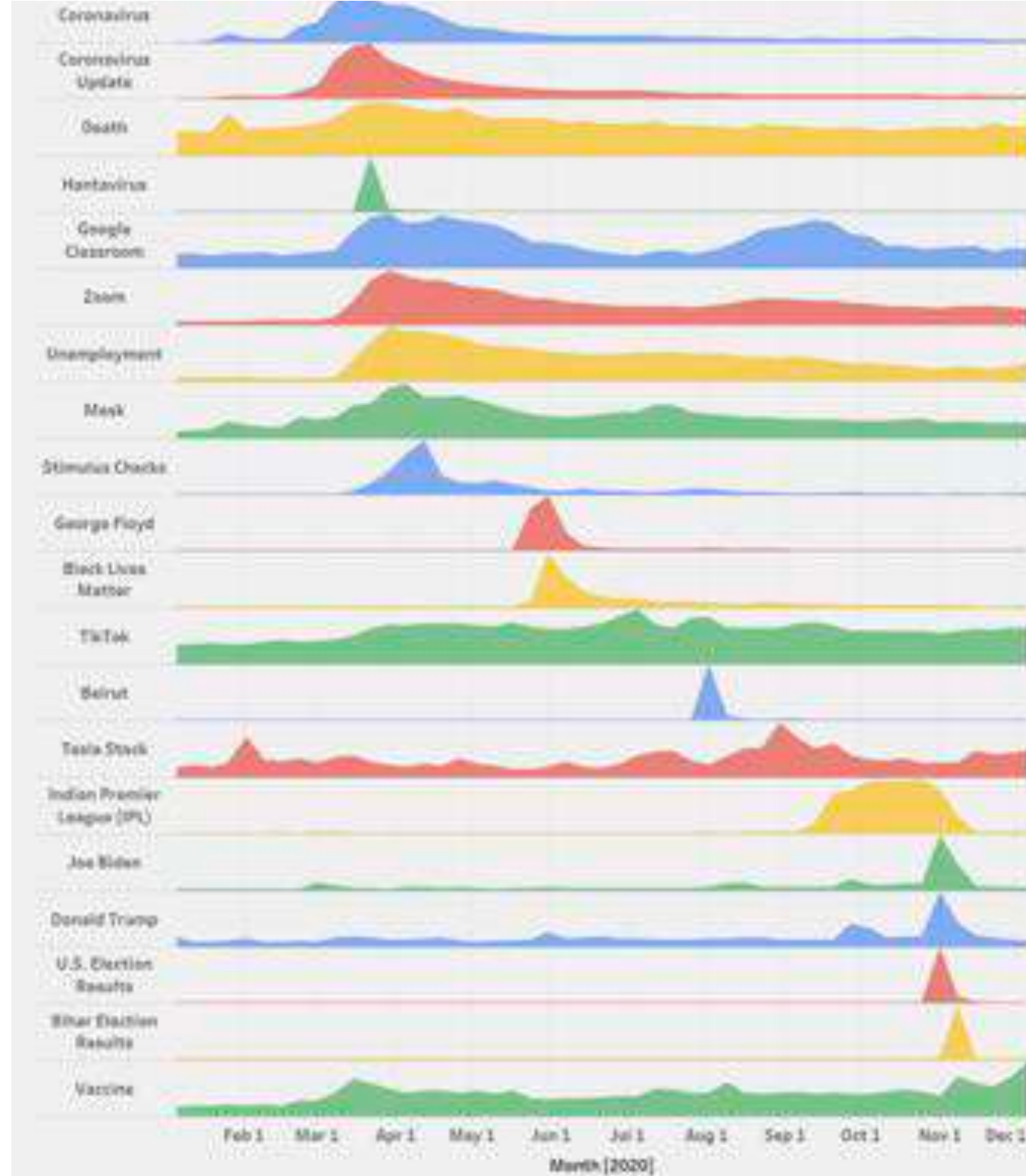
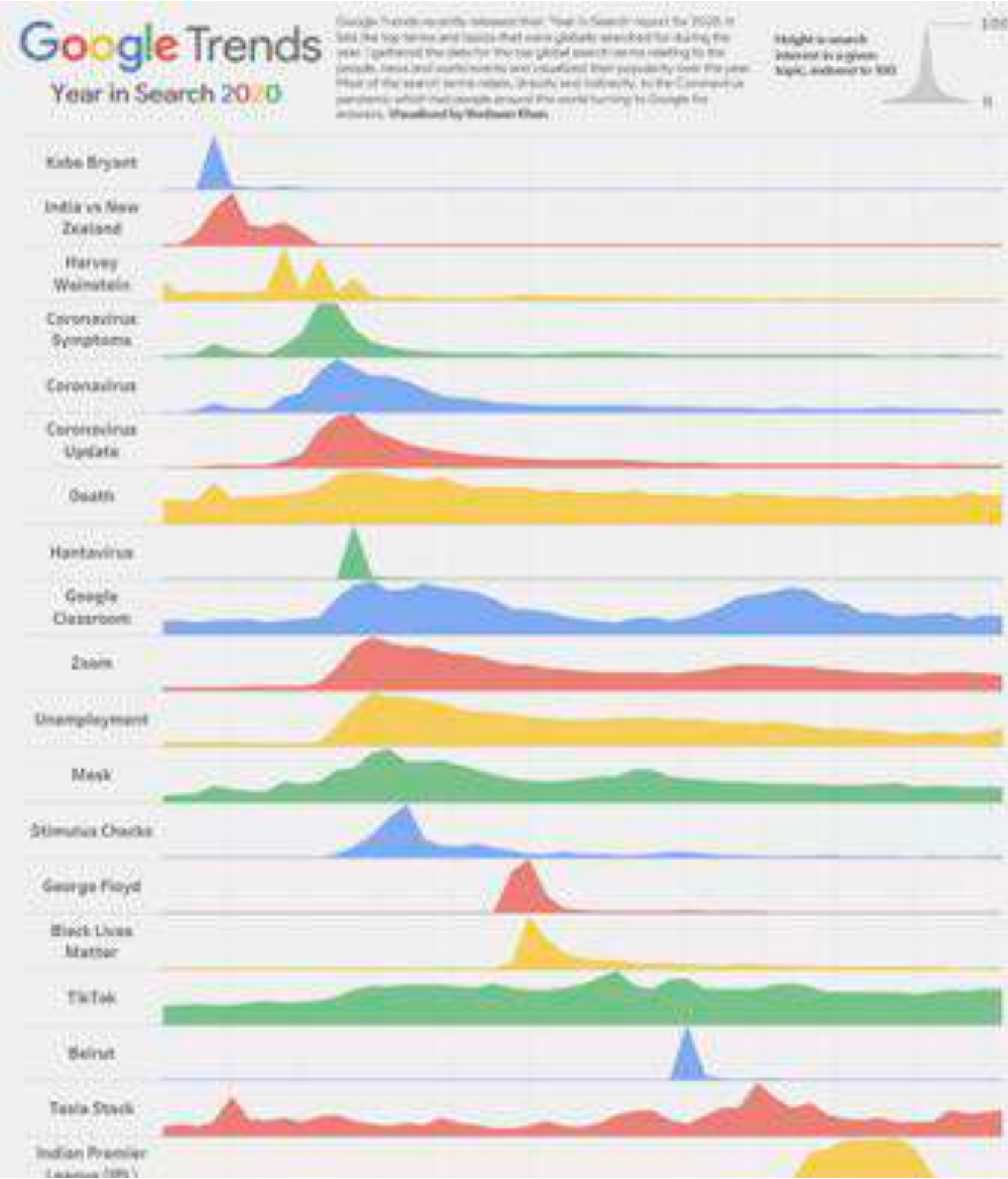
Cryptomonnaie NFT Crédit Agricole Sud Rhône Alpes CASRA

Trier : Intérêt pour Cryptomonnaie



Intensité de couleur correspond au pourcentage de recherches. EN SAVOIR PLUS

1	Champagne-Ardenne	
2	Picardie	
3	Nord-Pas-de-Calais	
4	Basse-Normandie	
5	Lorraine	





Banksy

Predefined Values:

Click the Satoshi value below to use that value above.

1 Satoshi = 0.00000001 ₿

10 Satoshi = 0.00000010 ₿

100 Satoshi = 0.00000100 ₿ = 1 Bit / μ BTC (you-bit)

1,000 Satoshi = 0.00001000 ₿

10,000 Satoshi = 0.00010000 ₿

100,000 Satoshi = 0.00100000 ₿ = 1 mBTC (em-bit)

1,000,000 Satoshi = 0.01000000 ₿ = 1 cBTC (bitcent)

10,000,000 Satoshi = 0.10000000 ₿

100,000,000 Satoshi = 1.00000000 ₿

≈ diem

Native Currency

Economic Incentive System

'Monetary Policies' vary widely



- Bitcoin - BTC

- Created through Coinbase Transaction in each block
- 'Monetary Policy' preset in Bitcoin Core
- Creation originally 50 Bitcoin per block
- Reward halves (1/2s) every 210,000 blocks
- Currently 12.5 BTCs created per block – thus 'inflation' 4.1%
- Currently 17.3 million BTC; capping at 21 million BTC in 2040
- Market based transaction fee mechanism also provided for in Bitcoin Core

- Ethereum

- Currently 3 ETH per block – thus 'inflation' 7.4%

EP04

EP04



PREVIOUSLY

in 180 sec

UX

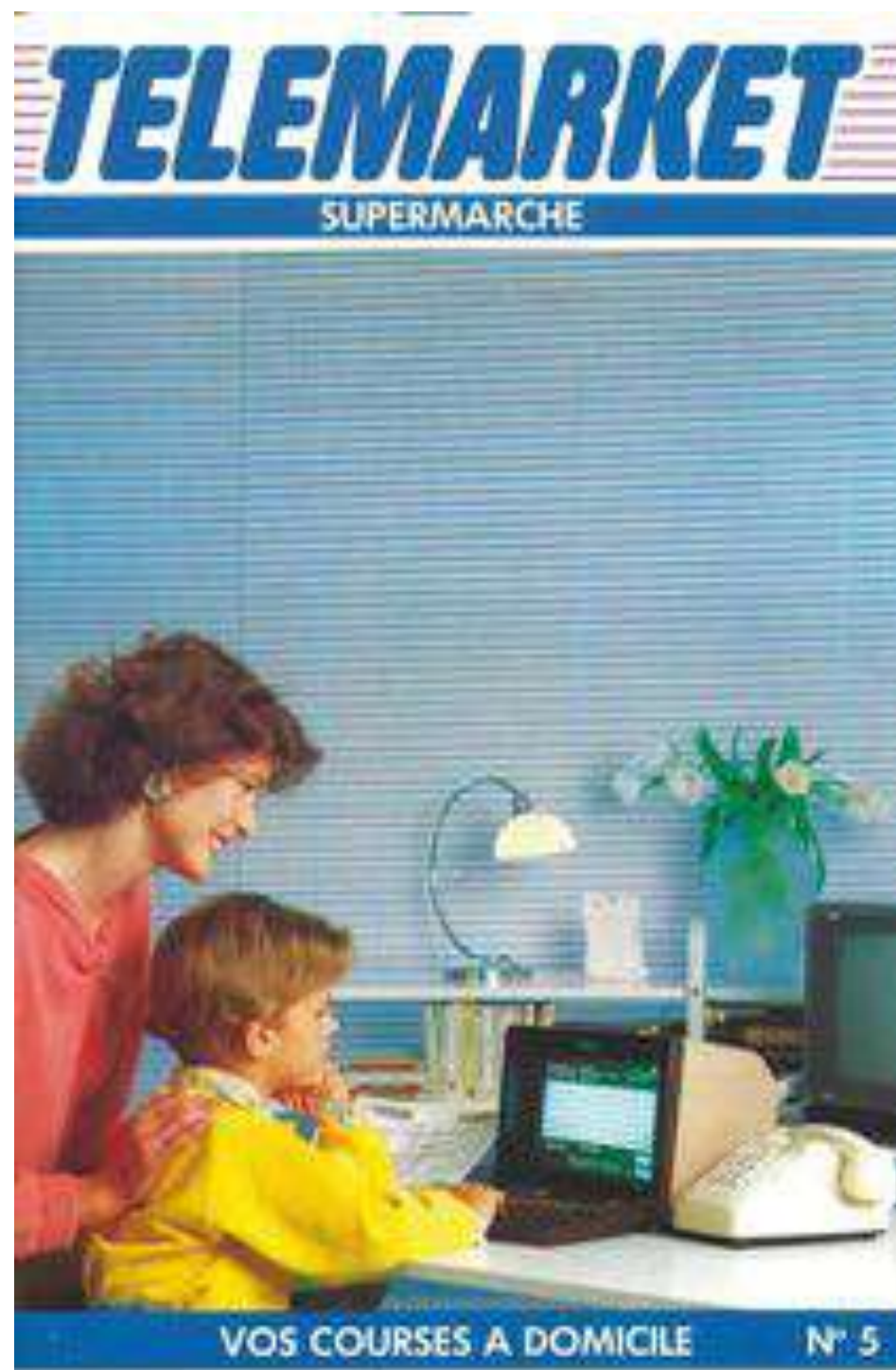
User eXperience

User ENGAGEMENT



CONVERSATION MARKETING





A propos de Telemarket.fr

Telemarket.fr
Le pouvoir d'achat pour vos courses

Depuis le 13 juin 2013, la société Telemarket a cessé toute activité.

Depuis mai 2014 le site internet Telemarket.fr propose gratuitement aux internautes un panel de remises immédiates pour se faire livrer ses courses à domicile ou essayer le retrait en magasin ou en supermarché drive.

[En savoir plus](#)





Are you looking for a full-time or part-time job in San Francisco?

Signup to shop with Instacart and become your own boss instead. Choose between being a [Full-Service Shopper](#) or an [In-Store Shopper](#) and start making great money on your own schedule. Enjoy the flexibility of choosing when, where, and how much you earn.



Shop from these popular stores near San Francisco



Andronico's
Community
Markets



Bi-Rite Market



Costco



CVS Pharmacy®



Falletti Foods



Gus's Community
Market

Why become an Instacart Shopper?



Earn extra money shopping for others

As a shopper, you go to the grocery store like normal, except you're getting paid to shop for others.



Work whenever it works for you

With no set hours or days, you can shop as much or as little as you want, anytime you want.



**MAKE
THINGS
PEOPLE
WANT**



**MAKE
PEOPLE
WANT
THINGS**

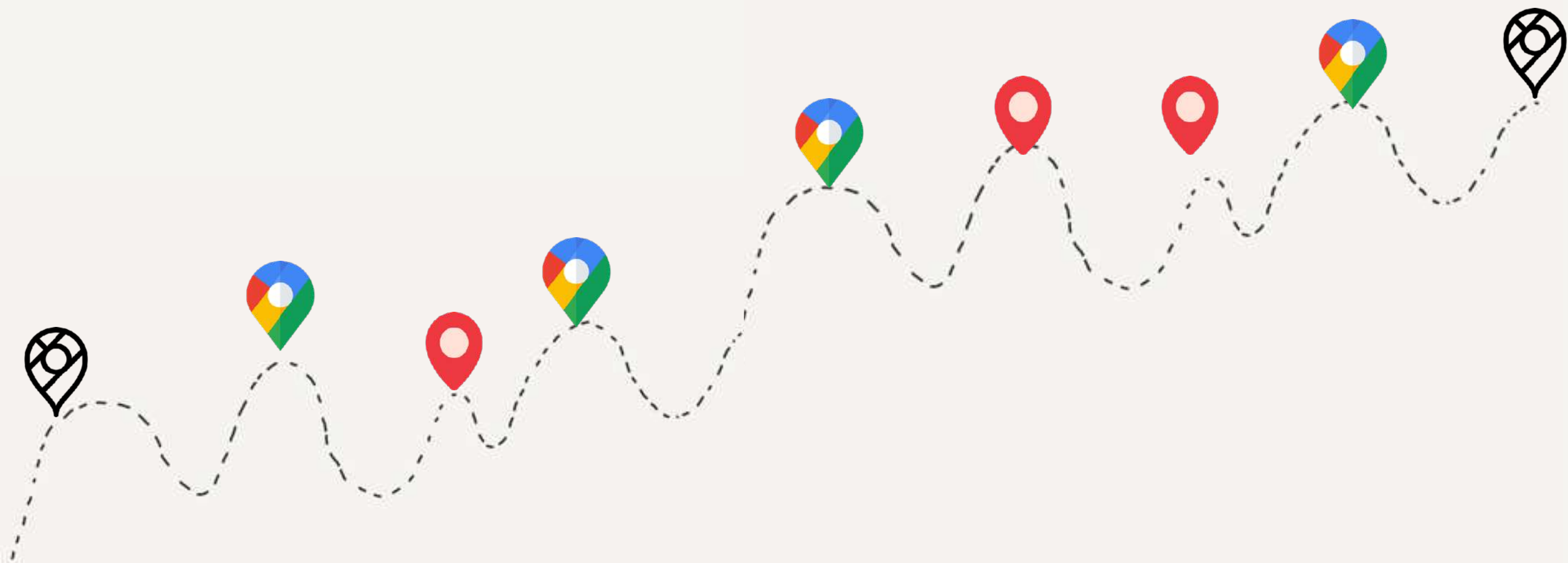
A pile of colorful confetti and dried herbs, including cinnamon sticks, is scattered on a white background. The text "PLAN DIGITAL" is overlaid in the center.

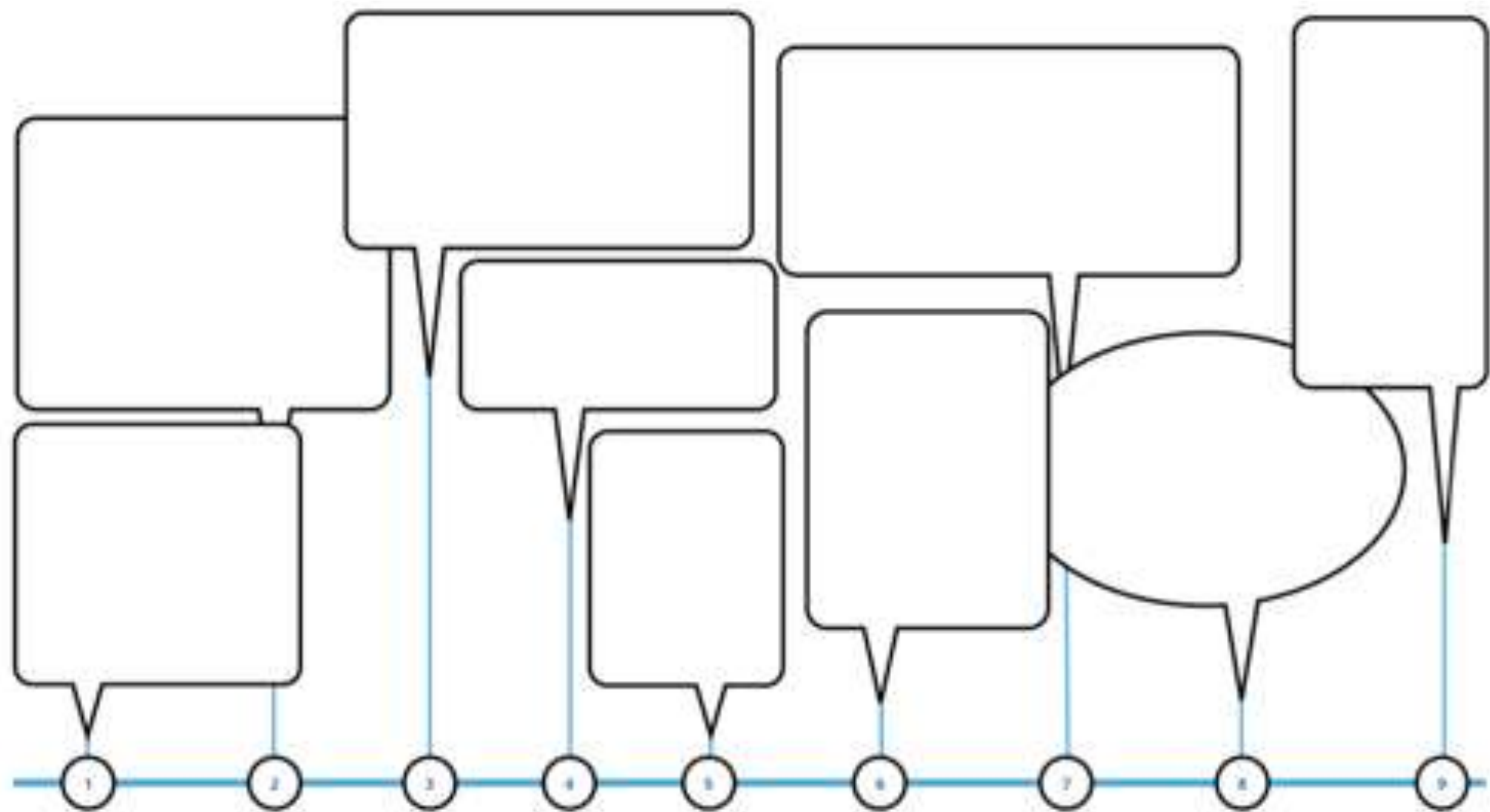
PLAN DIGITAL

... N°		
	Age Vit à Avec Enfant(s) Éducation Diplôme Première entreprise . . Occupations . . USER STORY / PAIN POINTS / PROBLÈMES 	

Customer Journey

Parcours client





Commentaires :

[illegible]

KYC

Know Your Customer

VINCENT COQUAZ
ISMAËL HALISSAT

LA NOUVELLE GUERRE DES ÉTOILES



**ENQUÊTE :
NOUS SOMMES
TOUS NOTÉS**

KERO

Satisfaction clients

Au Crédit Agricole Sud Rhône Alpes,
votre avis compte !

NPS

Net Promoter

Score





Net Promoter Score (NPS) = % Promoters - % Detractors

NPS : NET PROMOTER SCORE



How satisfied were you with your experience today?

Worst

1

2

3

4

5

6

7

Best

How satisfied are you with our services?



Very Unsatisfied



Unsatisfied



Neutral



Satisfied



Very Satisfied

CSAT CUSTOMER SATISFACTION



COOPÉRATIVE CRÉDIT AGRICOLE

LE CRÉDIT AGRICOLE
SUD RHÔNE ALPES
VOUS DÉVOILE
SON EMPREINTE
SOCIO-ÉCONOMIQUE



Mettre l'IA au service de l'efficacité énergétique des bâtiments

En 2016, Google et DeepMind ont commencé à utiliser le machine learning (ou apprentissage automatique) pour contrôler les systèmes de refroidissement de nos centres de données mondiaux. Ces algorithmes fonctionnent à présent de façon **sûre et autonome**, et nous permettent de réduire de 30 % la consommation des systèmes de refroidissement de nos bâtiments les plus énergivores. Et ce n'est que le début.

Nous avons développé la plate-forme **Industrial Adaptive Controls** pour rendre accessibles à l'échelle mondiale ces économies d'énergie optimisées par l'intelligence artificielle. Nous collaborons avec les leaders de différents secteurs d'activité, afin d'intégrer la technologie utilisée chez Google aux systèmes de gestion qui contrôlent près de 60 % des plus grands bâtiments commerciaux dans le monde. Un grand pas pour l'efficacité énergétique à l'échelle planétaire.



Neutre en carbone depuis 2007.
Objectif zéro carbone d'ici 2030.

<https://sustainability.google/intl/fr/commitments-europe/>

15:29



camif.fr

camif

#JeMcDeconnecte PourLaPlanete

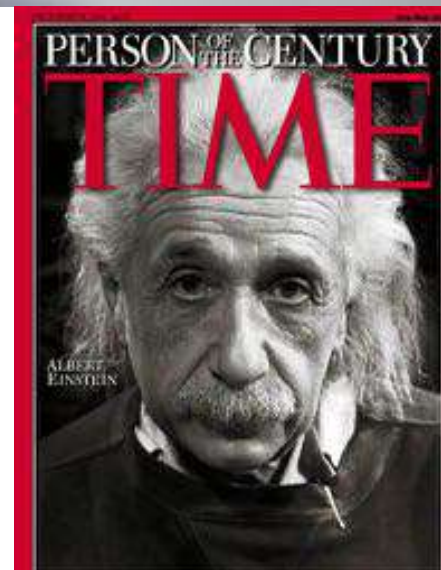
Aujourd'hui, pas de Black Friday, on déconnecte !

Pour la 3^{ème} année, Camif se déconnecte
pour la planète !

Un boycott pour cause d'urgence
climatique. Une façon d'être totalement
aligné avec nos valeurs pour consommer
moins mais mieux !

Mais, pour nous, déconnexion rime avec
action. Alors, aujourd'hui, on vous propose
de ne pas acheter et de faire un geste bon
pour vous et la planète.

FERMER LE SITE : POURQUOI ?



Développement Durable

B CORP, on en est où ?

NO PLANET B

BUSINESSES' ROLE IN
THE CLIMATE EMERGENCY

JAN COHEN GILBERT
UCLouvain

AMBERZONA CYWID
UCLouvain

WYAM GALLERY
UCLouvain

EMILIE BILLETTE
UCLouvain

NICOLETTE BARTLETT
UCLouvain



https://www.labellucie.com

Label Lucie



Devenez l'entreprise
dont notre société
a besoin.

The Global Risks Report 2020

Insight Report | 15th Edition

In partnership with Marsh & McLennan and Zurich Insurance Group

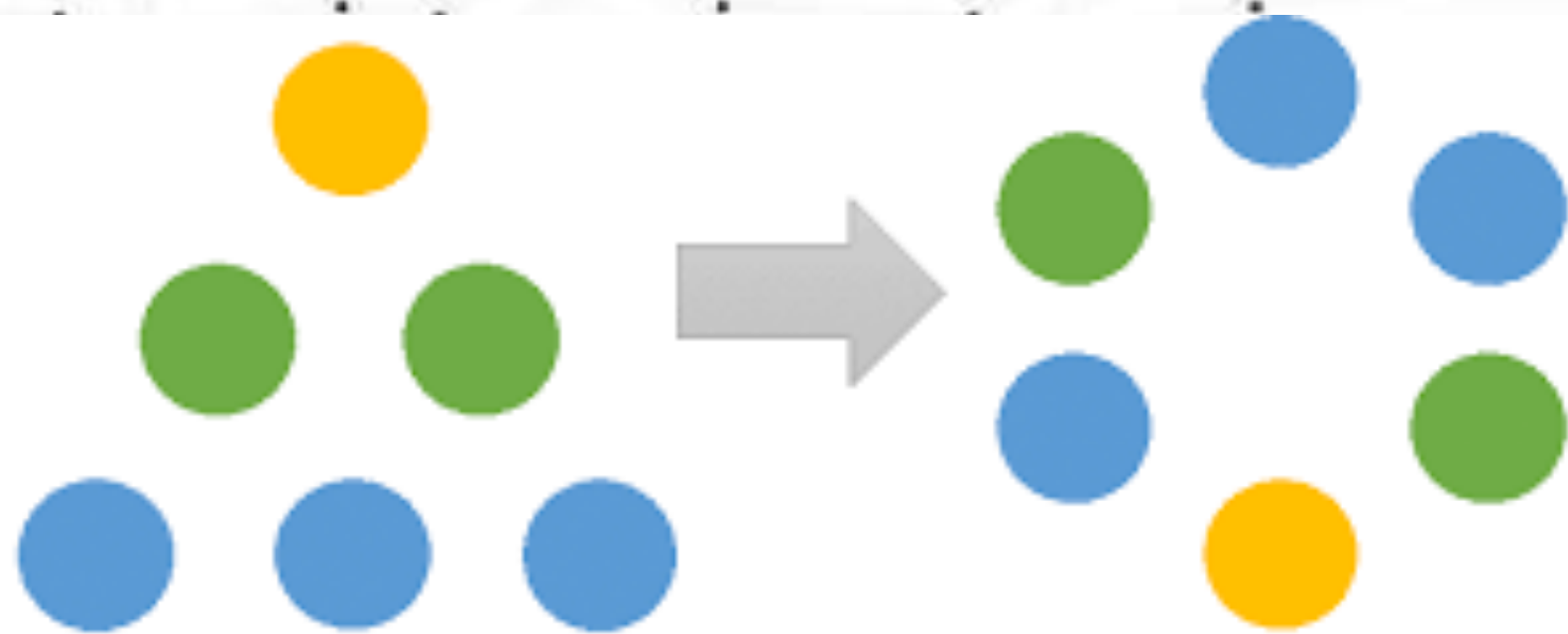
Global Risks 2020: An Unsettled World

5

The world cannot wait for the fog of geopolitical and geo-economic uncertainty to lift. Opting to ride out the current period in the hope that the global system will "snap back" runs the risk of missing crucial windows to

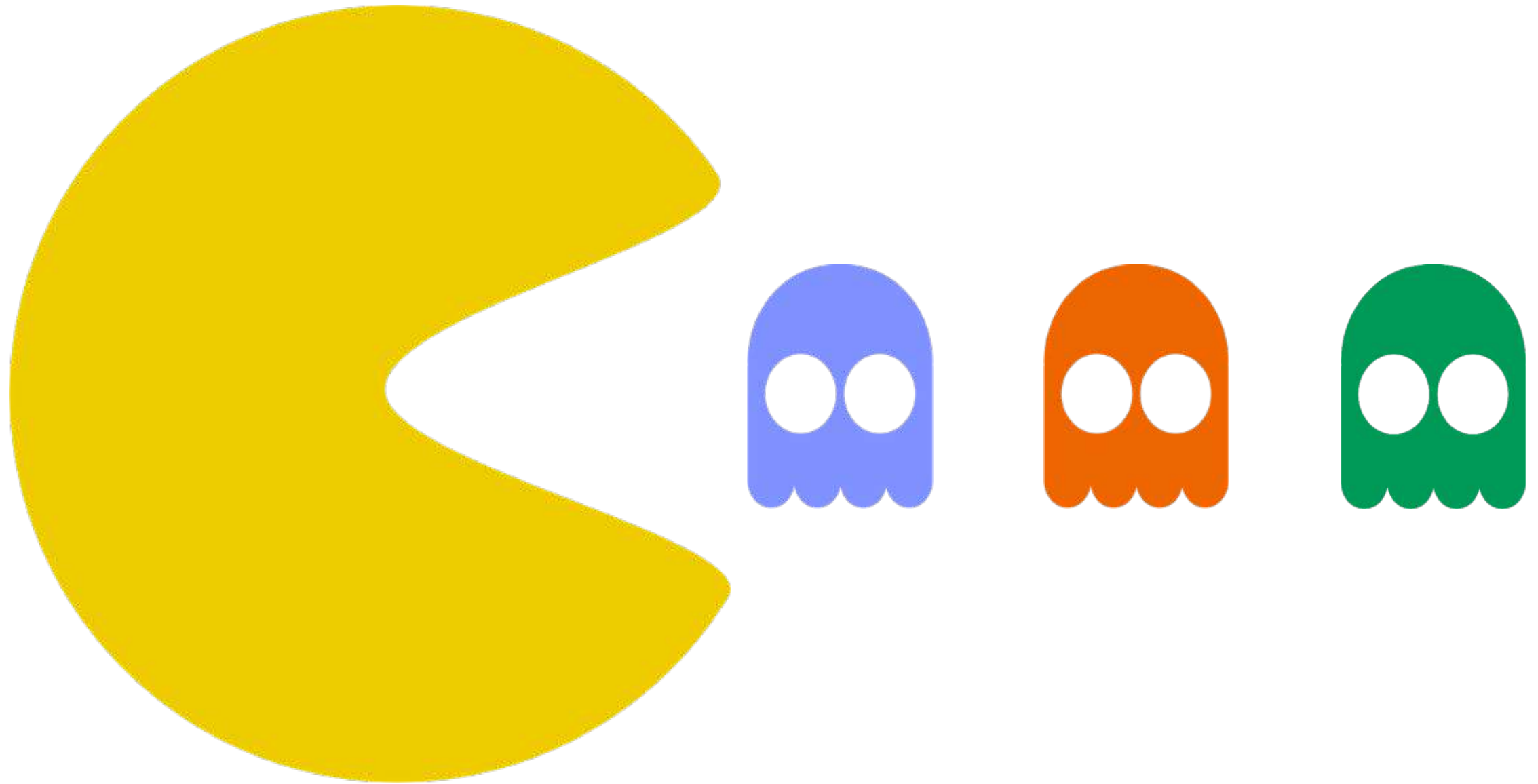
address pressing challenges. On key issues such as the economy, the environment, technology and public health, stakeholders must find ways to act quickly and with purpose within an unsettled global landscape.

HOLACRACY



Top-down

Holacratie



CULTURE EATS STRATEGY FOR BREAKFAST

Peter Drucker

UX $\Rightarrow$ *UE*

user engagement

UX > CX

*En nombre :
plus de user que de client*

CX > UX

*En qualité : plus de
contact avec les client*



AARRR

TUNNEL FUNNEL ENTONNOIR PIPELINE

Preface

ZERO TO ONE

EVERY MOMENT IN BUSINESS happens only once. The next Bill Gates will not build an operating system. The next Larry Page or Sergey Brin won't make a search engine. And the next Mark Zuckerberg won't create a social network. If you are copying these guys, you aren't learning from them.

Of course, it's easier to copy a model than to make something new. Doing what we already know how to do takes the world from 1 to *n*, adding more of something familiar. But every time we create something new, we go from 0 to 1. The act of creation is singular, as is the moment of creation, and the result is something fresh and strange.

THE INTERNATIONAL BESTSELLER ZERO

TO

ONE

NOTES ON STARTUPS,

OR

HOW TO BUILD THE FUTURE

PETER THIEL
WITH BLAKE MASTERS

"That rare thing: a concise, thought-provoking book on entrepreneurship." **THE TIMES**

2012-2014
Peter Thiel
PayPal
FB, spaceX, LinkedIn

Les **3** étapes de toute

Innovation / rupture / révolution

1 Utopiste / étrange / ridicule

2 Impossible / dangereux

3 Évident / simple

Thiel / Aberkane

Ridicule

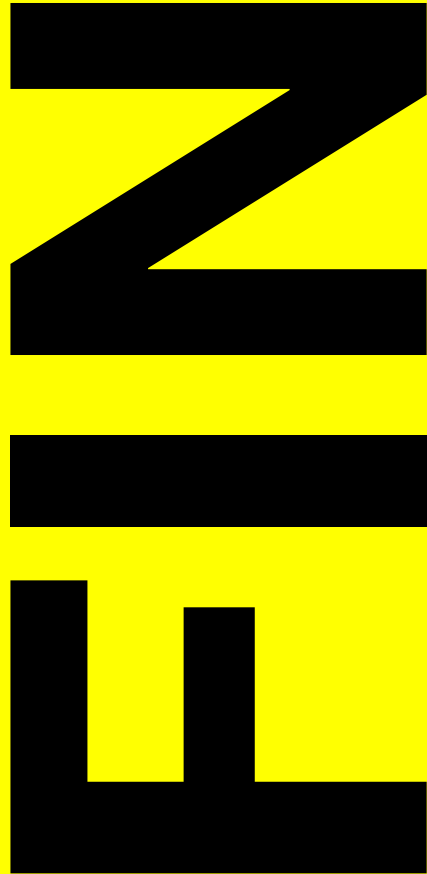
(délai)

Dangereux

(délai)

Évident





hubertkratiroff

06 80 43 29 05

hubert@kratiroff.com
linkedin.com/in/kratiroff
@kratiroff