

# Megatrends of the Next Decade

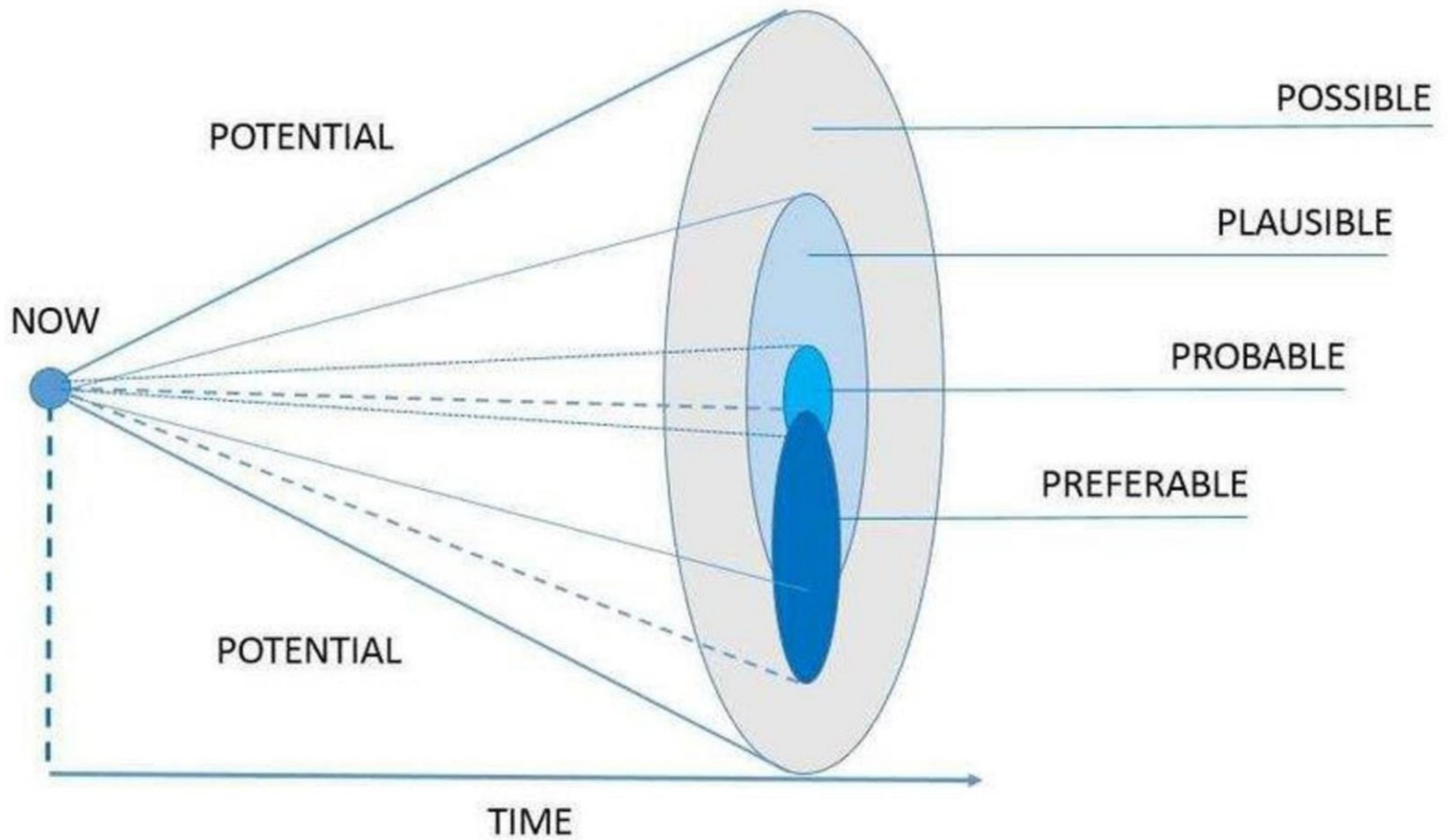
*Jim Lee, CFA, CMT, CFP, APF*

*Founder, Strategic Foresight Investments*

*[www.stratfi.com](http://www.stratfi.com)*

# How Are You Feeling Today?







# The Futurist Toolbox

Type of Future	Tools
Possible	Scanning, Wildcards
Plausible	Scenarios
Preferred	Visioning, Strategic Planning
Probable	<b>Trends, Cycles,</b> Systems Thinking





# Trend 1 Gray Boom

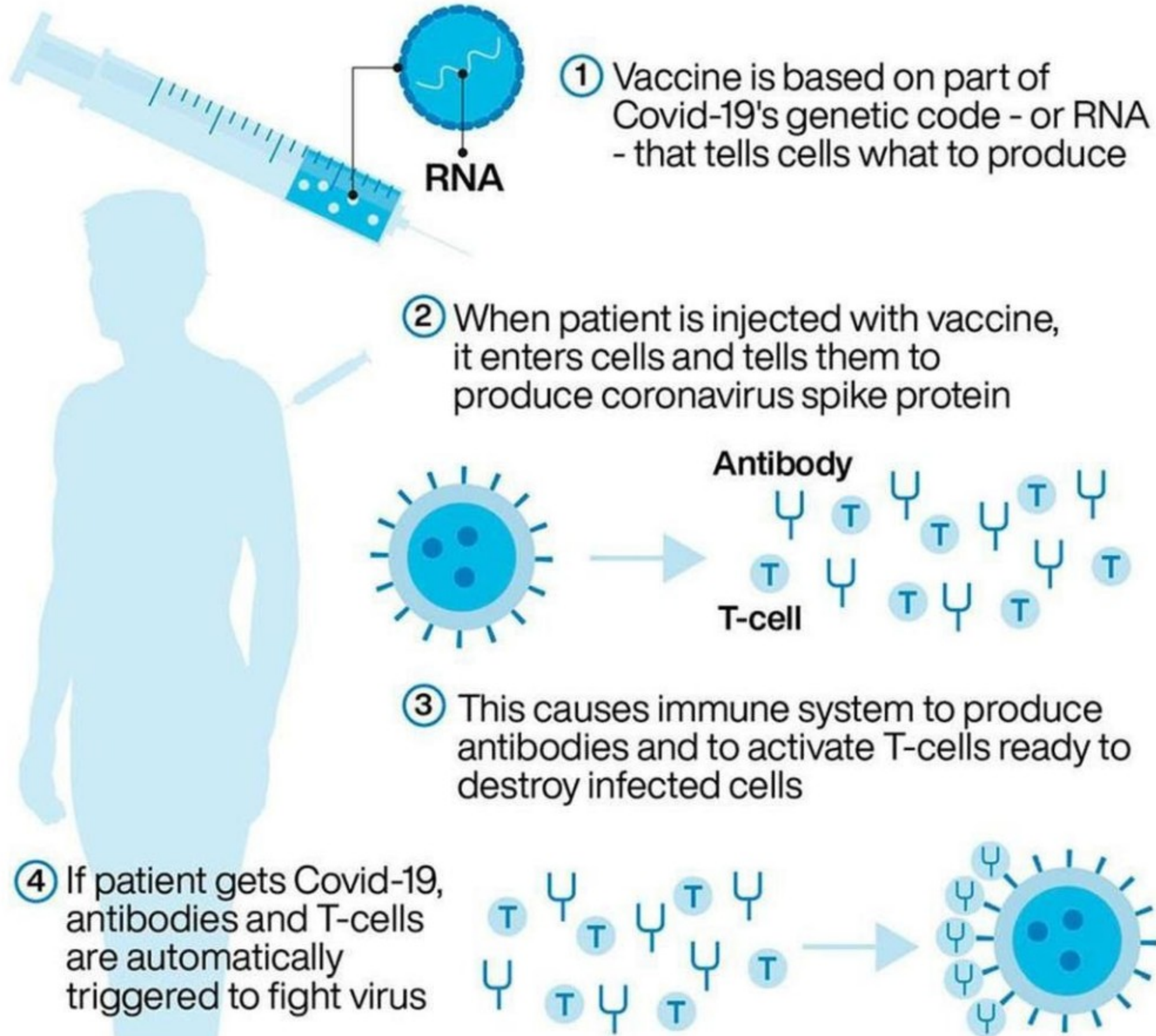




# Moderna's COVID-19 Vaccine Timeline

- Jan 11: China shares genetic sequence of novel coronavirus
- Jan 13: Moderna finishes the sequence for its coronavirus vaccine
- Feb 7: First clinical batch of vaccine is complete
- Feb 24: Moderna ships vaccines to NIH for the Phase 1 clinical study
- Mar 4: FDA approves clinical trials
- Apr 27: Moderna asks FDA approval for Phase 2 trials
- May 12: FDA gives the vaccine fast track designation
- Oct 22: Moderna completes enrollment of Phase 3 trials
- Nov 16: Interim results of Phase 3 study show 94.5% efficacy
- Nov 30: Final data shows vaccine is 94.1% effective, Moderna requests U.S., Europe approval

## How the RNA vaccine would work

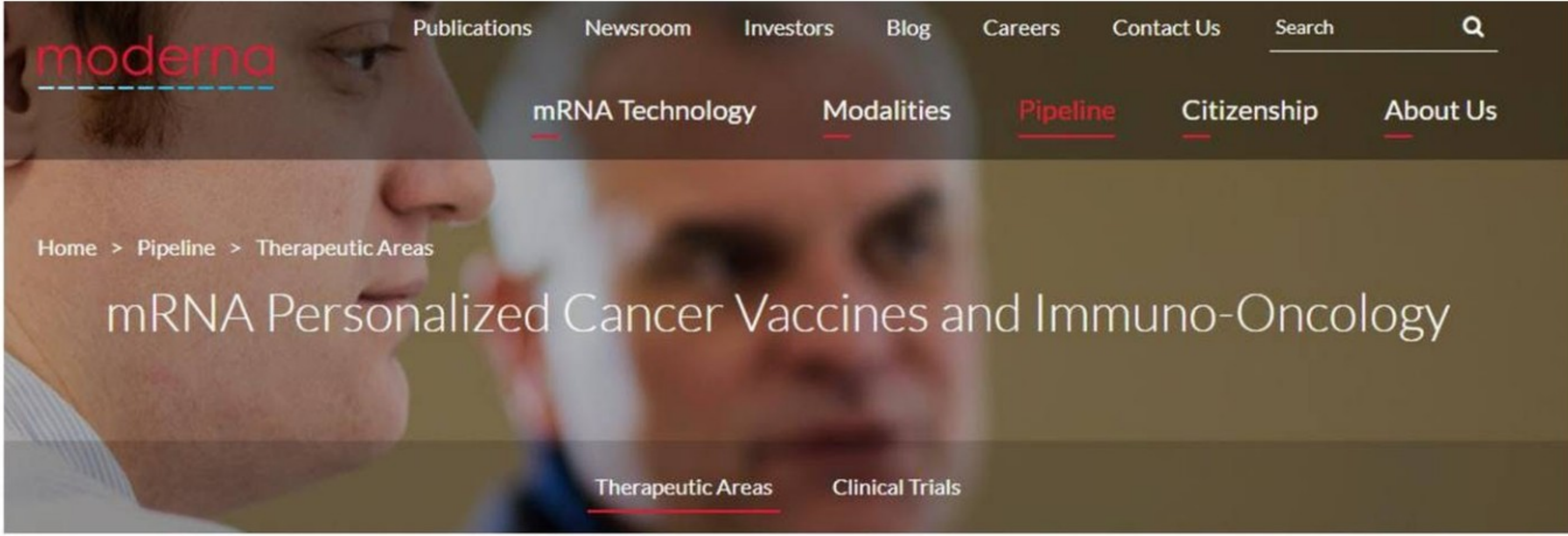


# Trend 1 Gray Boom



PA graphic. Source: Nature





# Trend 1 Gray Boom

[Infectious Diseases](#) | [Immuno-Oncology](#) | [Rare Diseases](#)

## mRNA-Based Personalized Cancer Vaccines

We are also applying our mRNA technology to the emerging field of immuno-oncology, also often referred to as immunotherapy. This therapeutic area involves harnessing the body's immune system to identify and kill cancer cells in the same way the immune system identifies and targets infection from pathogens.

Recent breakthroughs in cancer immunotherapy have demonstrated that powerful antitumor responses can be achieved by activating antigen specific T cells in a variety of cancer settings. Despite these advances, many patients' cancer responds only partially or does not respond at all to these anti-cancer therapies. One approach is to administer a cancer vaccine that encodes for peptides containing mutations found in their cancer, i.e., to create a personalized cancer vaccine composed of neoantigens unique to a patient's tumor. Moderna's Immuno-Oncology programs are currently focused on two main areas: therapeutic vaccines and intratumoral immuno-oncology therapeutics.

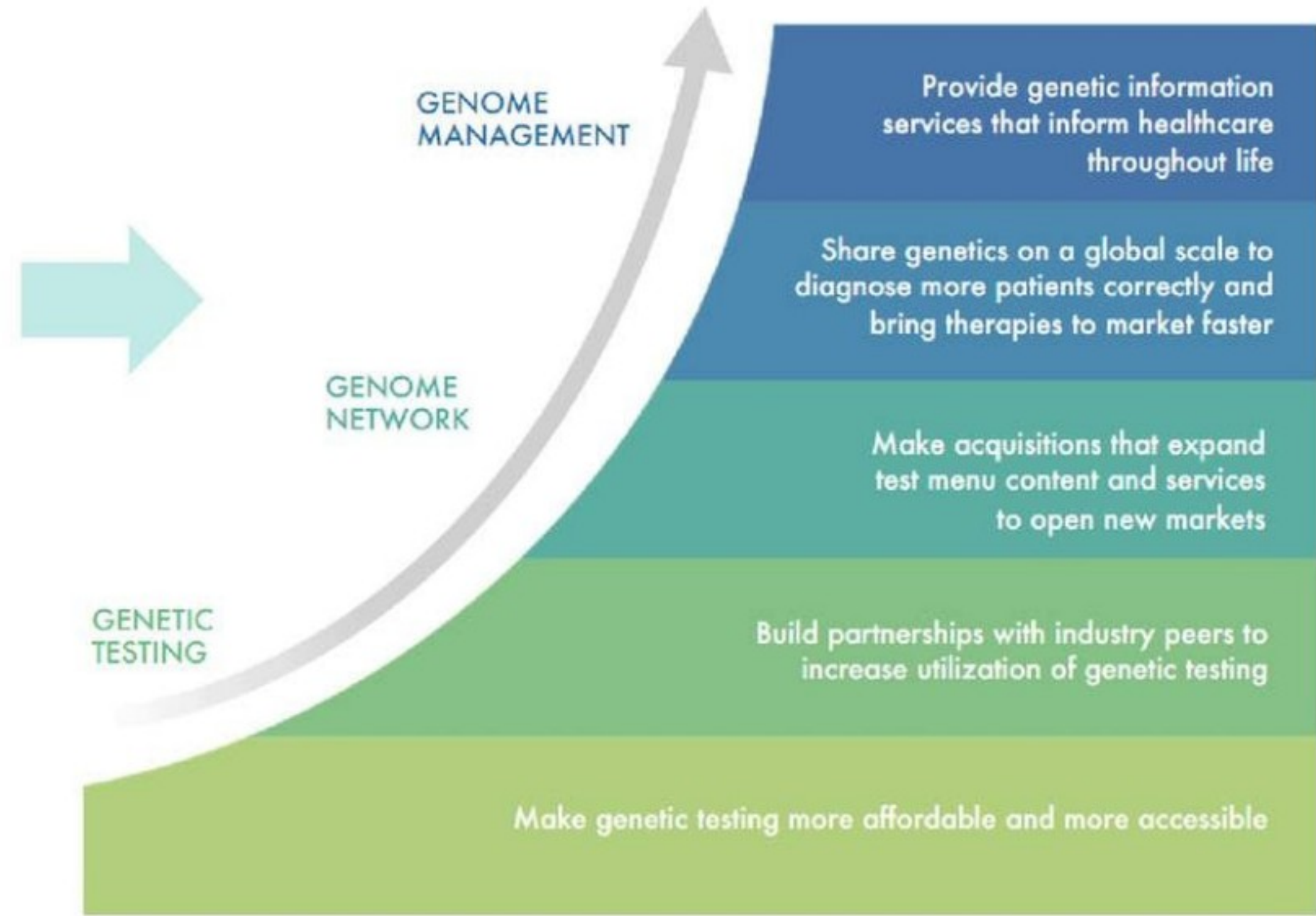
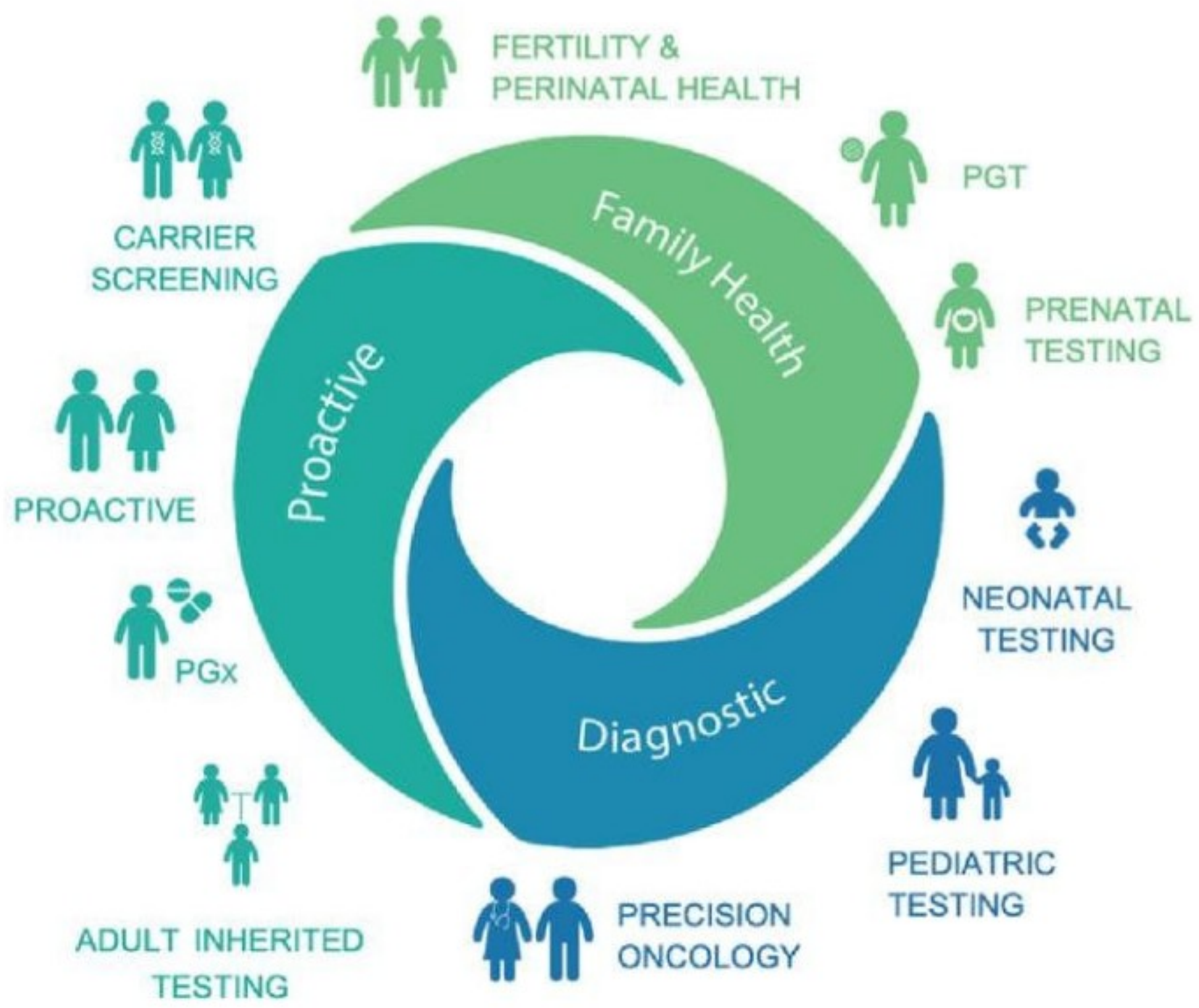
### Therapeutic Vaccines – Personalized Cancer Vaccines

Moderna is creating individualized, mRNA-based personalized cancer vaccines to deliver one custom-tailored medicine for one patient at a time. Through next-generation sequencing, we identify mutations found on a patient's cancer cells, called neoepitopes. Neoepitopes can help the immune system distinguish cancer cells from normal cells. Using algorithms developed by our in-house bioinformatics team, we predict 20 neoepitopes present on the patient's cancer that should elicit the strongest





# The Rise of Pharmacogenetics?



# Trend 1 Gray Boom





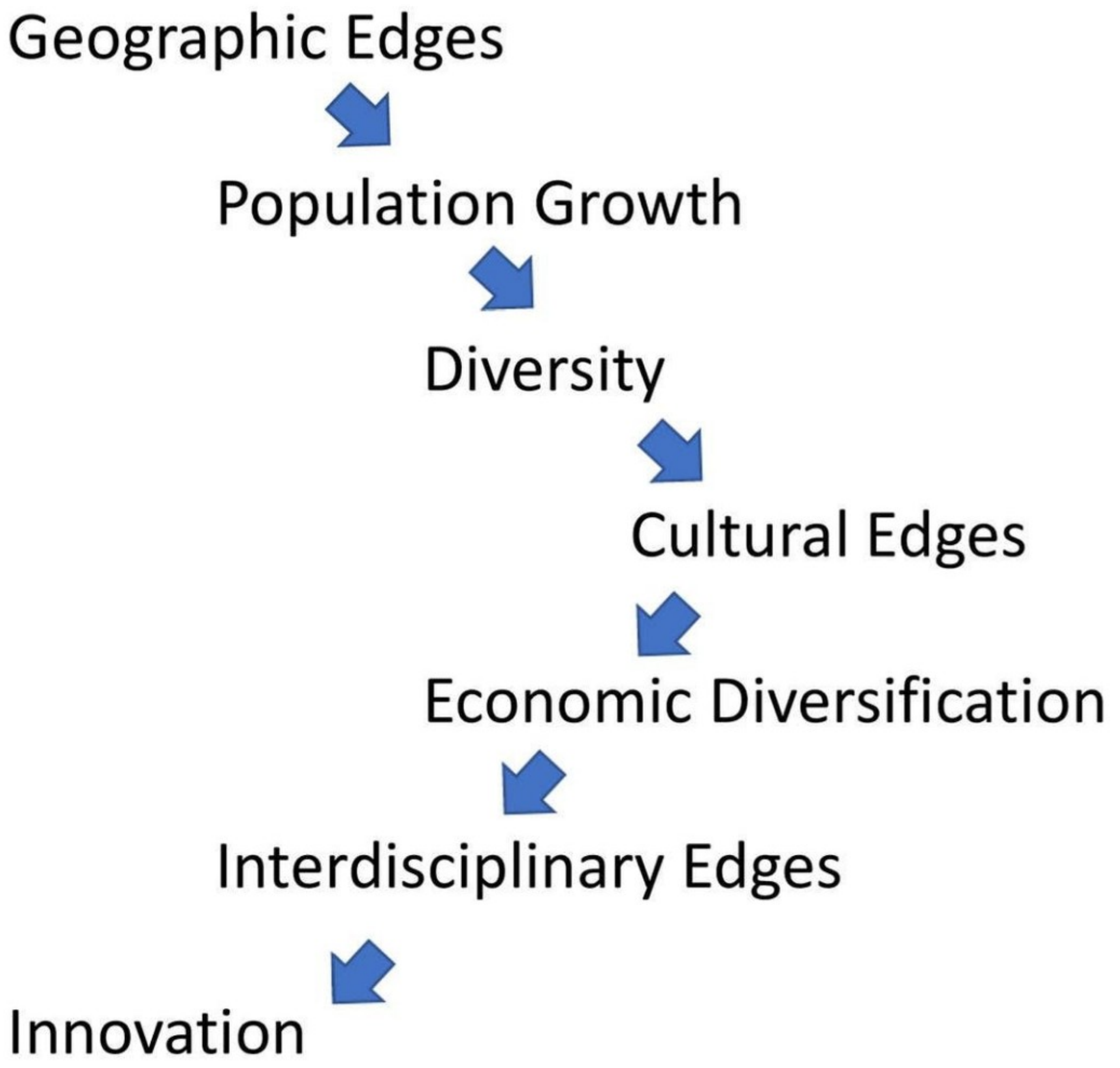


# Trend 2 Urbanize





# Trend 2 Urbanize





# Trend 2 Urbanize



## ALIGNED INTERESTS IN THE WORKPLACE

# 98%

of employees would like to work remotely at least some of the time for the rest of their careers.

# 82%

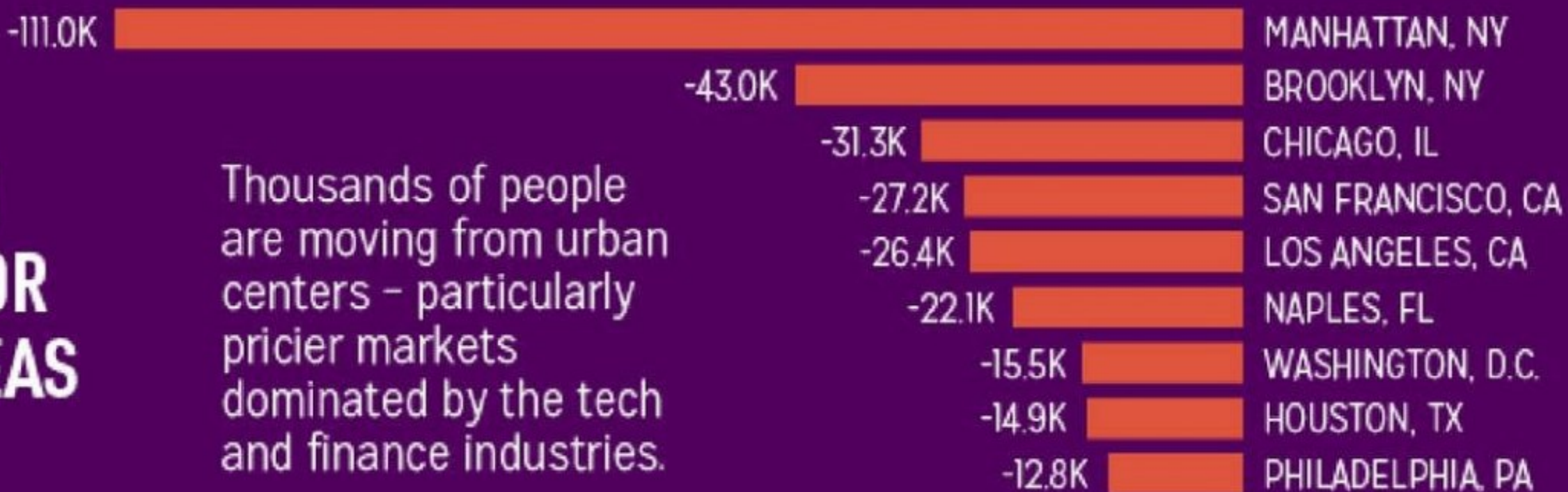
of company leaders intend to permit remote working some of the time as employees return to the workplace.

Sources: Gartner, Buffer



## MIGRATION FROM MAJOR URBAN AREAS

Thousands of people are moving from urban centers – particularly pricier markets dominated by the tech and finance industries.



Sources: MYMOVE analysis of USPS data, circa Oct 2020





# What Are Your Future Office Plans?



- Expanding square footage
- Moving to the suburbs
- Going virtual/downsizing
- No further changes expected





# Trend 3 New Energy



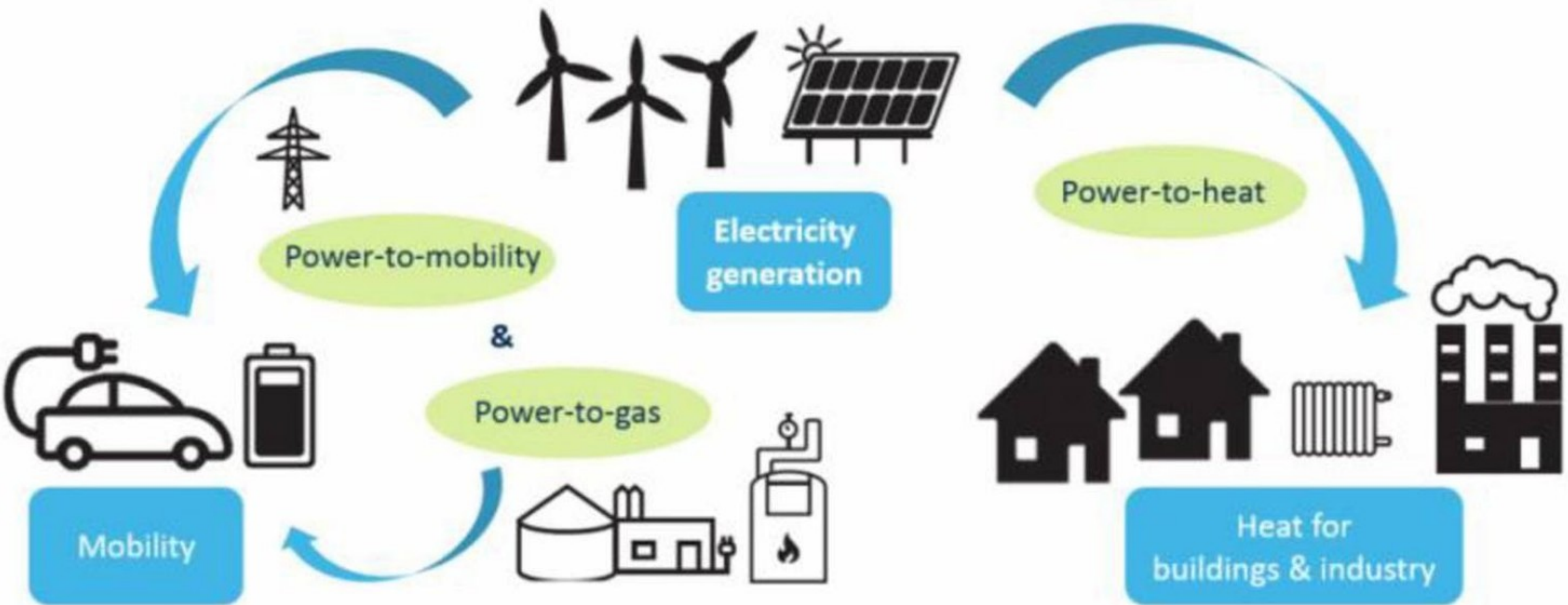


# Trend 3 New Energy



CLEAN  
ENERGY  
WIRE

Sector coupling – an integrated energy system based on renewable electricity



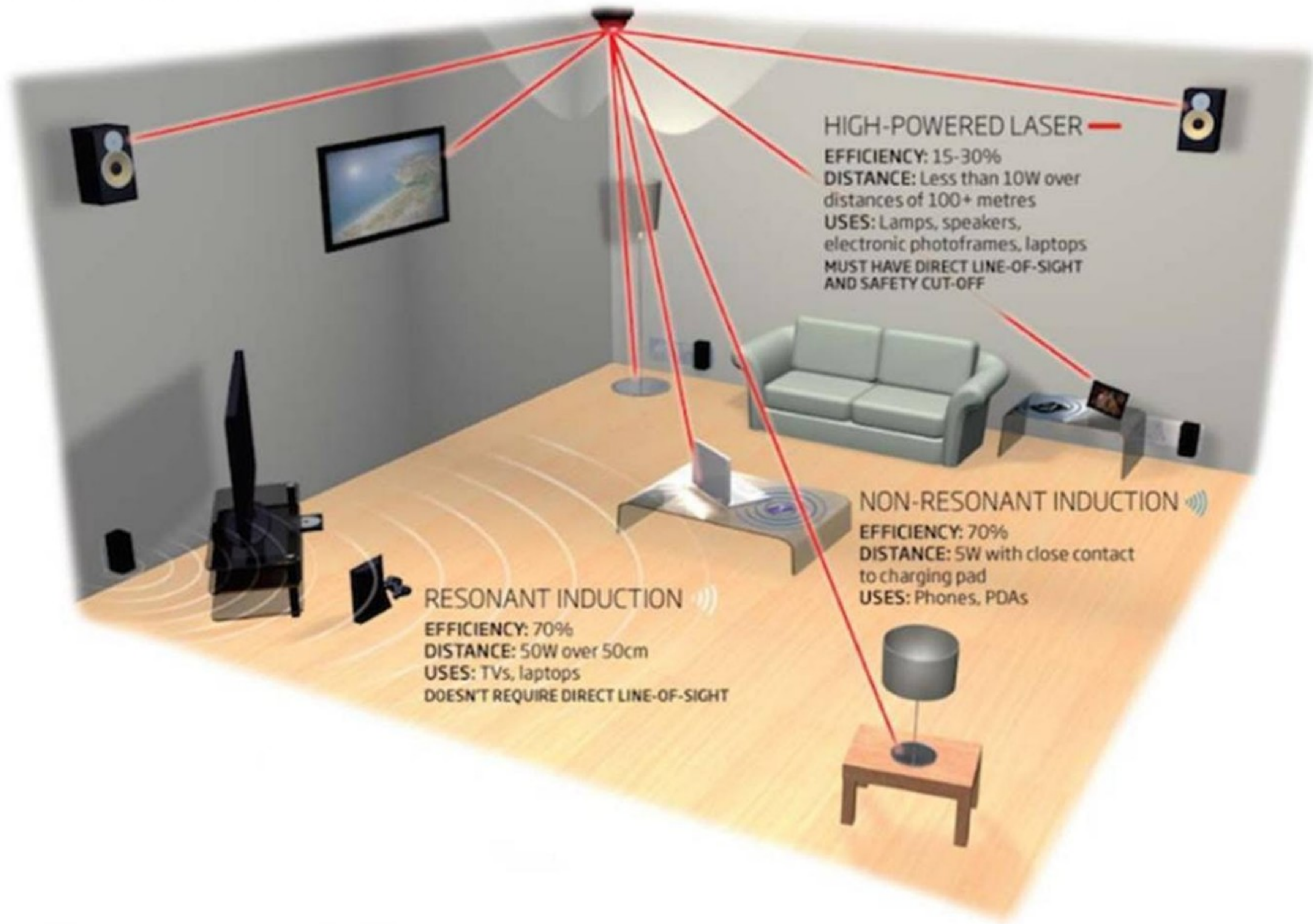
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# An electric atmosphere

New technologies to beam power to gadgets could end the days of ugly cables

©NewScientist



# Trend 3 New Energy





# Trend 4 Digitize Me





# Trend 4 Digitize Me



Interestingly, over half of consumers are willing to spend more if that means that they can avoid speaking with a retail clerk.



Digital wallets appear to be the gateway for consumers to embrace cashierless shopping.

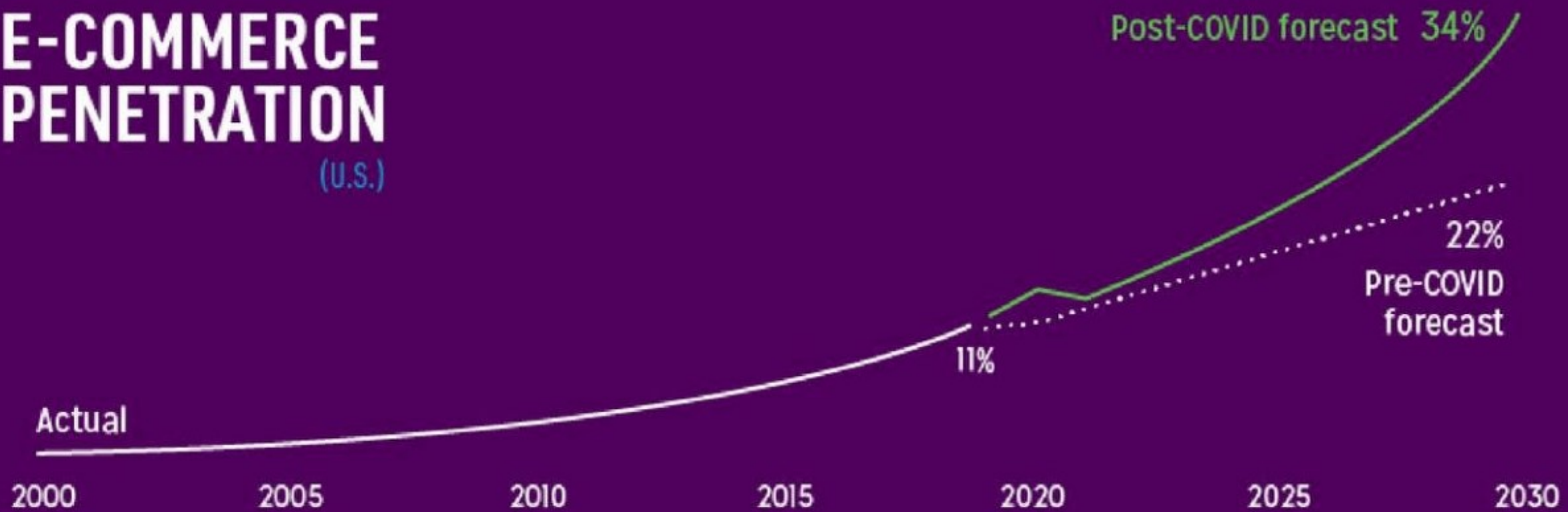


78% of consumers who made their most recent purchases using digital wallets are interested in making purchases via unattended channels.

Sources: Capgemini, PYMNTS



## E-COMMERCE PENETRATION (U.S.)



Sources: Global X ETFs, US Census Bureau, Adobe





# Trend 4 Digitize Me





## Decentralized Finance (DeFi) is a Whole New Ecosystem...

- Store of Value
- Global Payments (Bank Wires vs. Crypto Transfers)
- Currency Exchange (Uniswap)
- Lending and Borrowing (BlockFi, Compound)
- Futures Contracts (Synthetix)
- Venture Funding (ICO)
  
- Micropayments
- Smart Contracts (Ethereum, Cardano, Tezos, EOS)





Bitcoin 24h  
\$9,596.43 +2.34%

Ethereum 24h  
\$275.44 +12.47%

XRP 24h  
\$0.207998 +3.00%

Chainlink 24h  
\$7.90 +7.06%

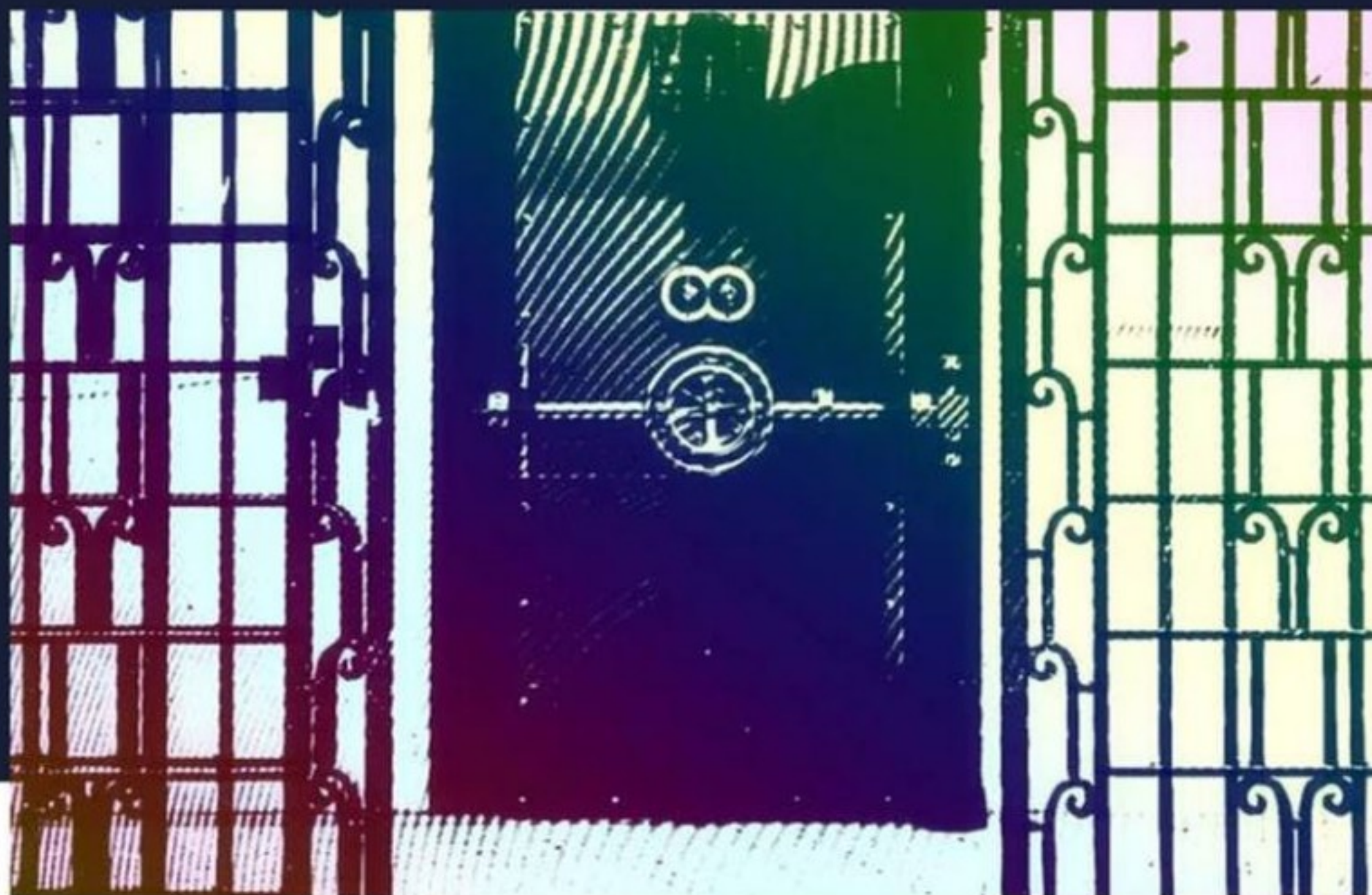
Bitcoin Cash 24h  
\$238.98 +2.75%

Story from Policy & regulation →

# Banks in US Can Now Offer Crypto Custody Services, Regulator Says

Jul 22, 2020 at 17:00 UTC • Updated Jul 22, 2020 at 17:50 UTC

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Bank vault (State Library of New South Wales, modified by CoinDesk using PhotoMosh)

The Office of the Comptroller of the Currency (OCC) is letting all nationally chartered banks in the U.S. provide custody services for cryptocurrencies.



Nikhilesh De

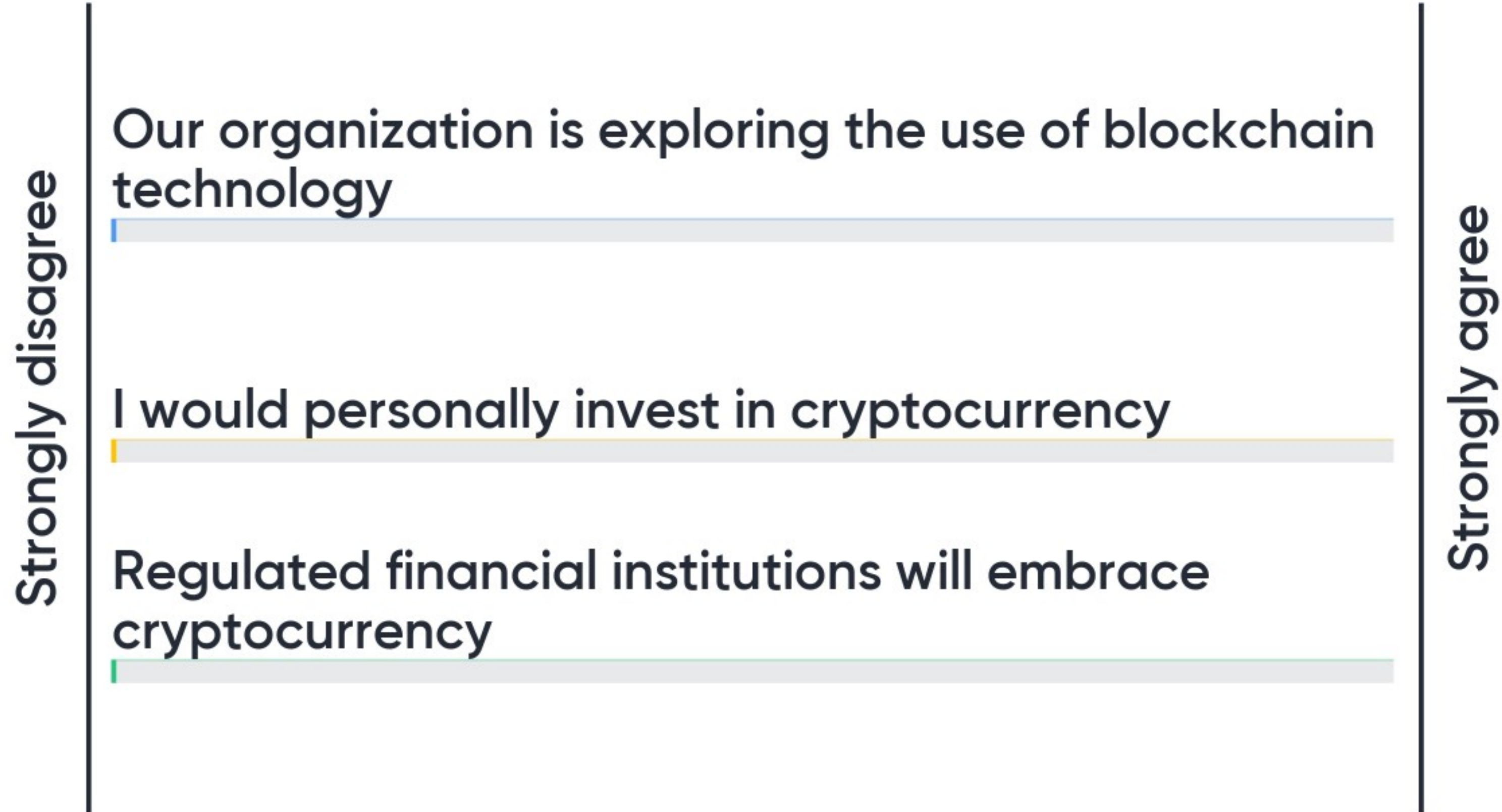
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# Trend 4 Digitize Me



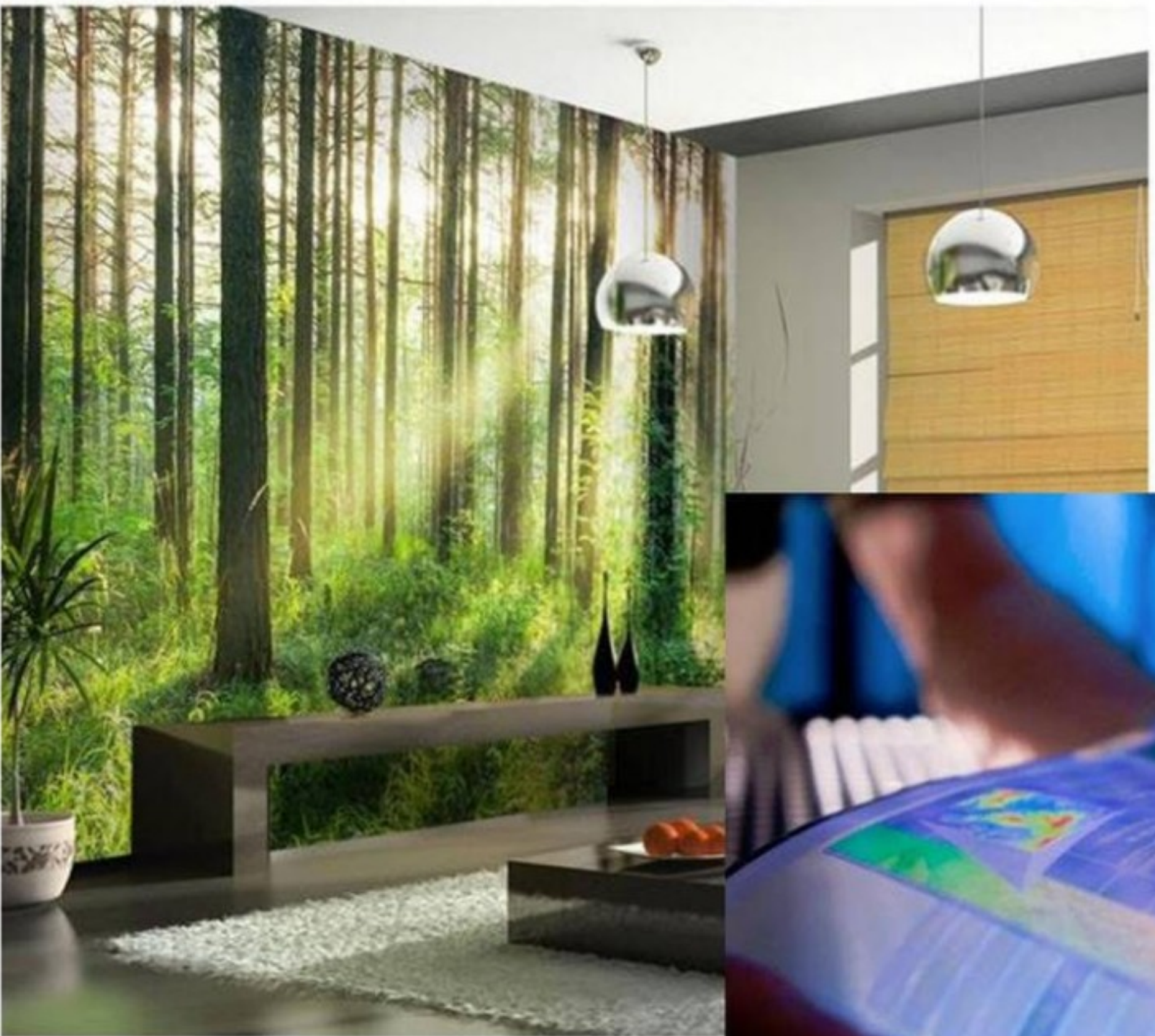
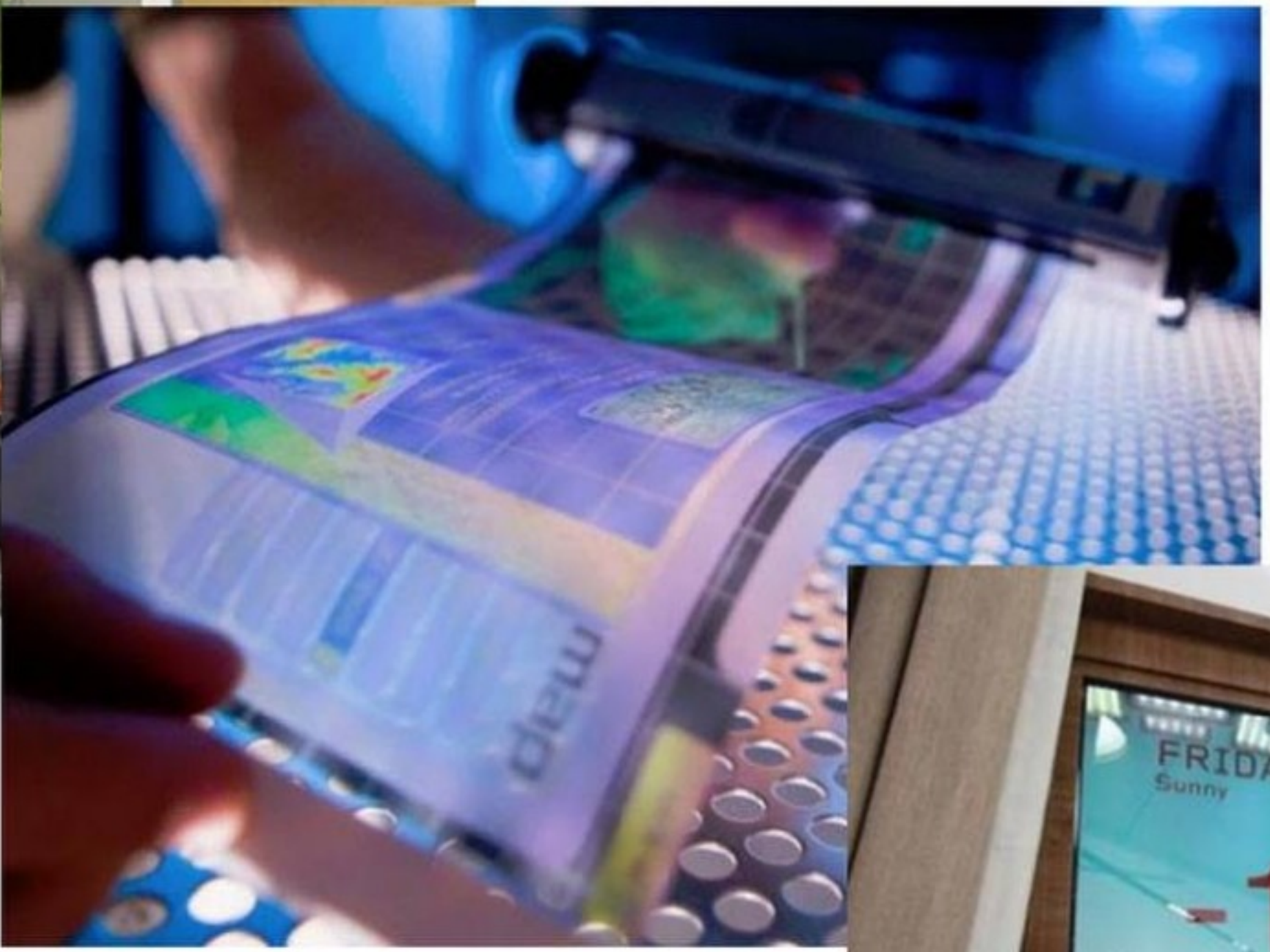
# How strongly do you feel about these statements?





# Trend 5

Smarter, Faster, Stronger





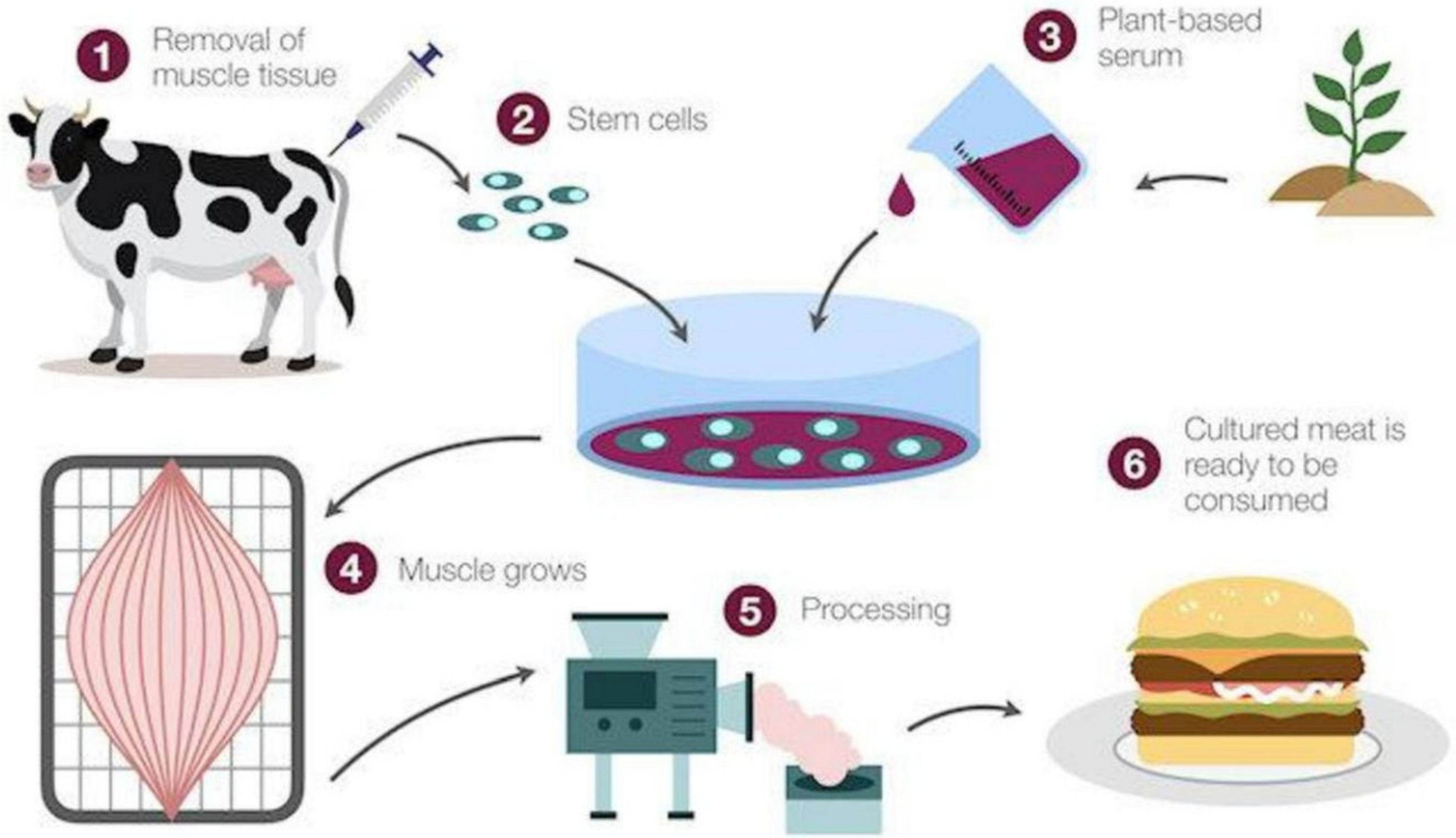
# Trend 5

Smarter, Faster, Stronger





# How cultured meat is made



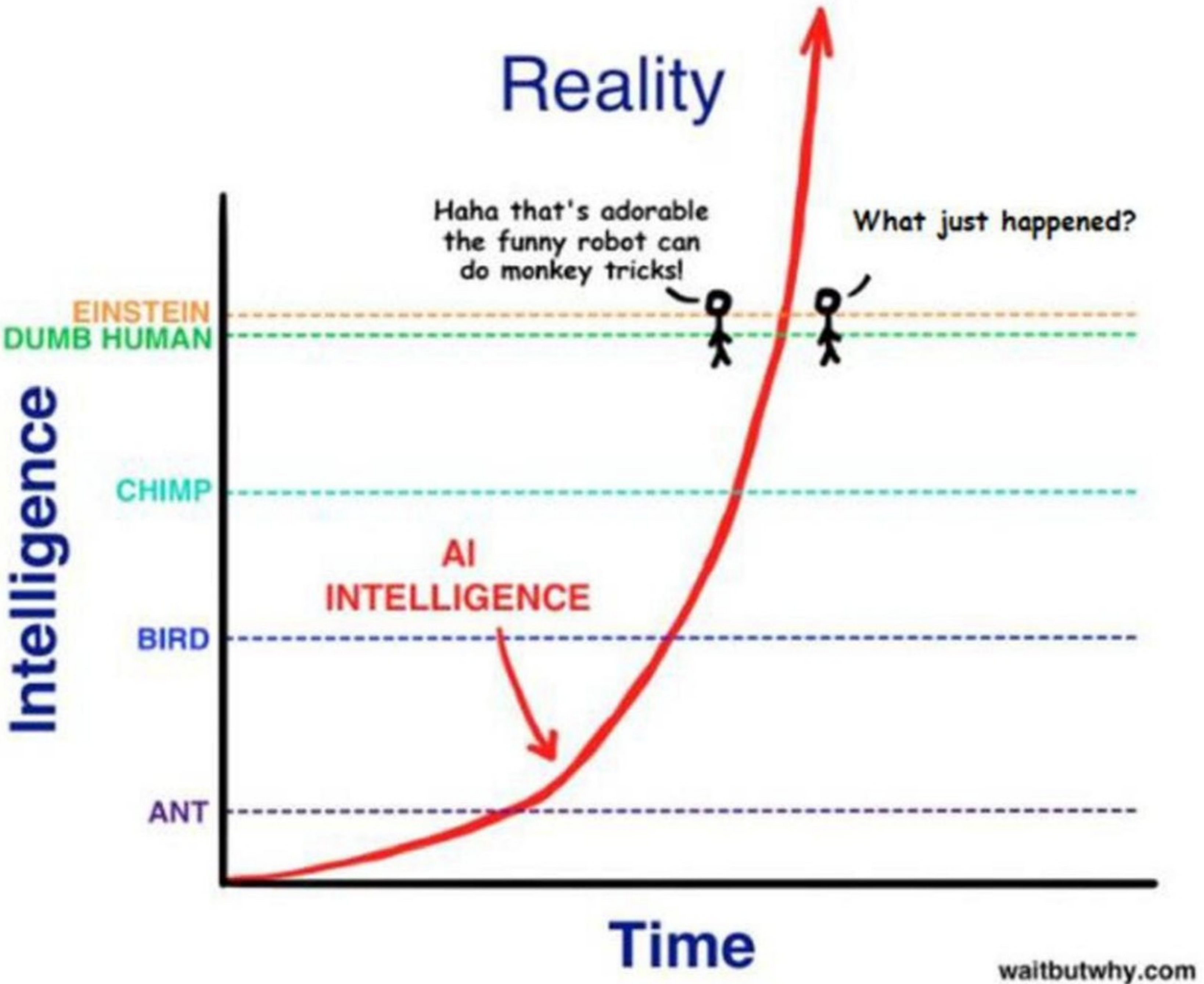
# Trend 5

Smarter, Faster, Stronger





# Trend 6 Automated





# Trend 6 Automated





# Do the Same Thing... Get the Same Results

	1-Yr Average Returns (%) Thru 9/30/20	3-Yr Average Returns(%) Thru 9/30/20
Betterment	-0.3	4.6
Schwab	-2.6	2.7
TD Ameritrade	3.0	6.6
Vanguard	2.1	6.0
Wealthfront	-0.3	5.2

- Average for taxable accounts, normalized returns (net of fees)
- Source: The Robo Report

Trend 6  
Automated



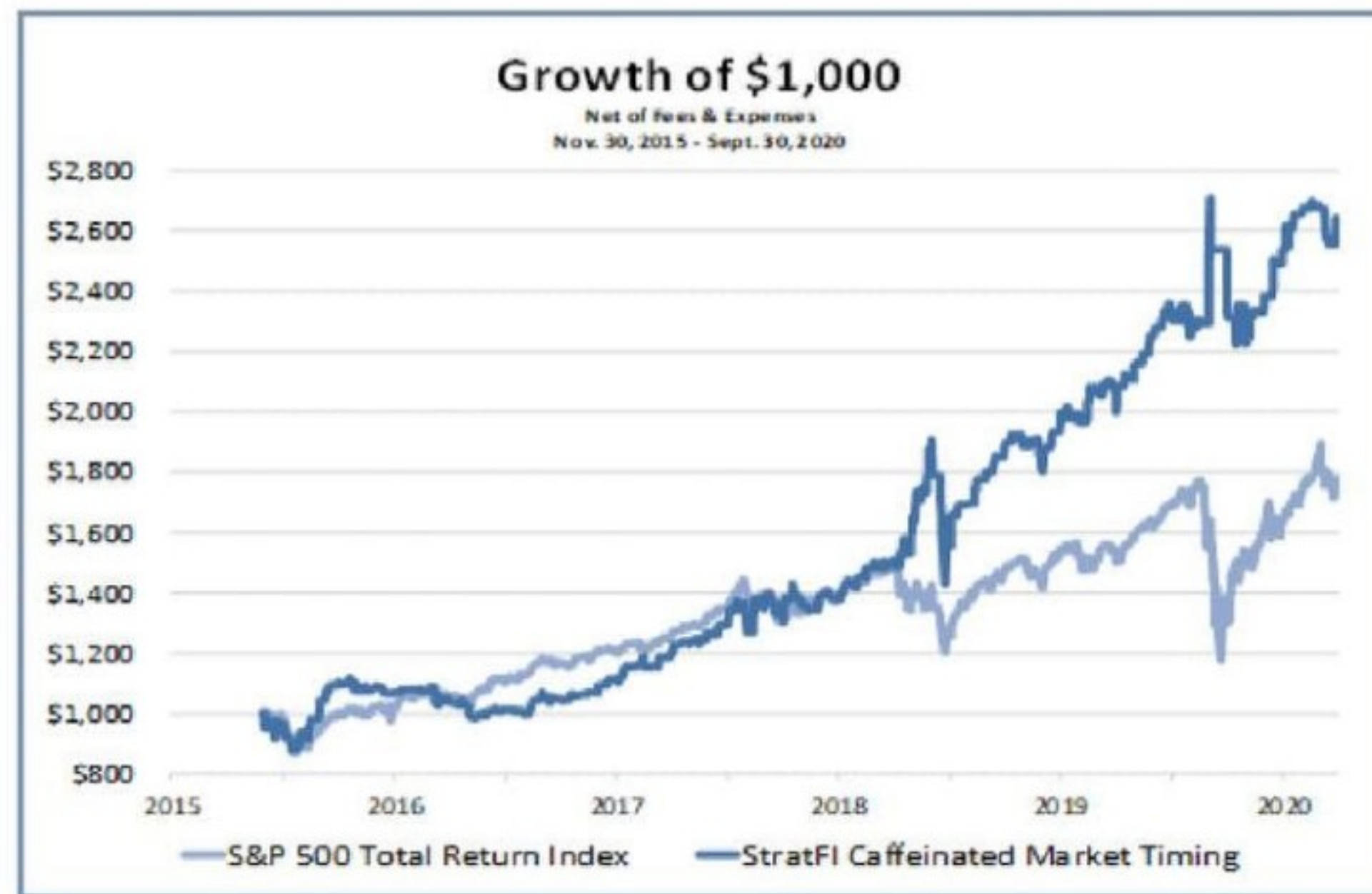


# Let's Do Something Different

## StratFI Decaffeinated Market Timing



## StratFI Caffeinated Market Timing



Trend 6  
Automated



From inception November 30, 2015 through Sept 30, 2020. Actual performance, net of fees. Dividends and gains reinvested. Past performance is no guarantee of future results. Please refer to the Disclosures for additional information. For professional use only. Data source: Morningstar

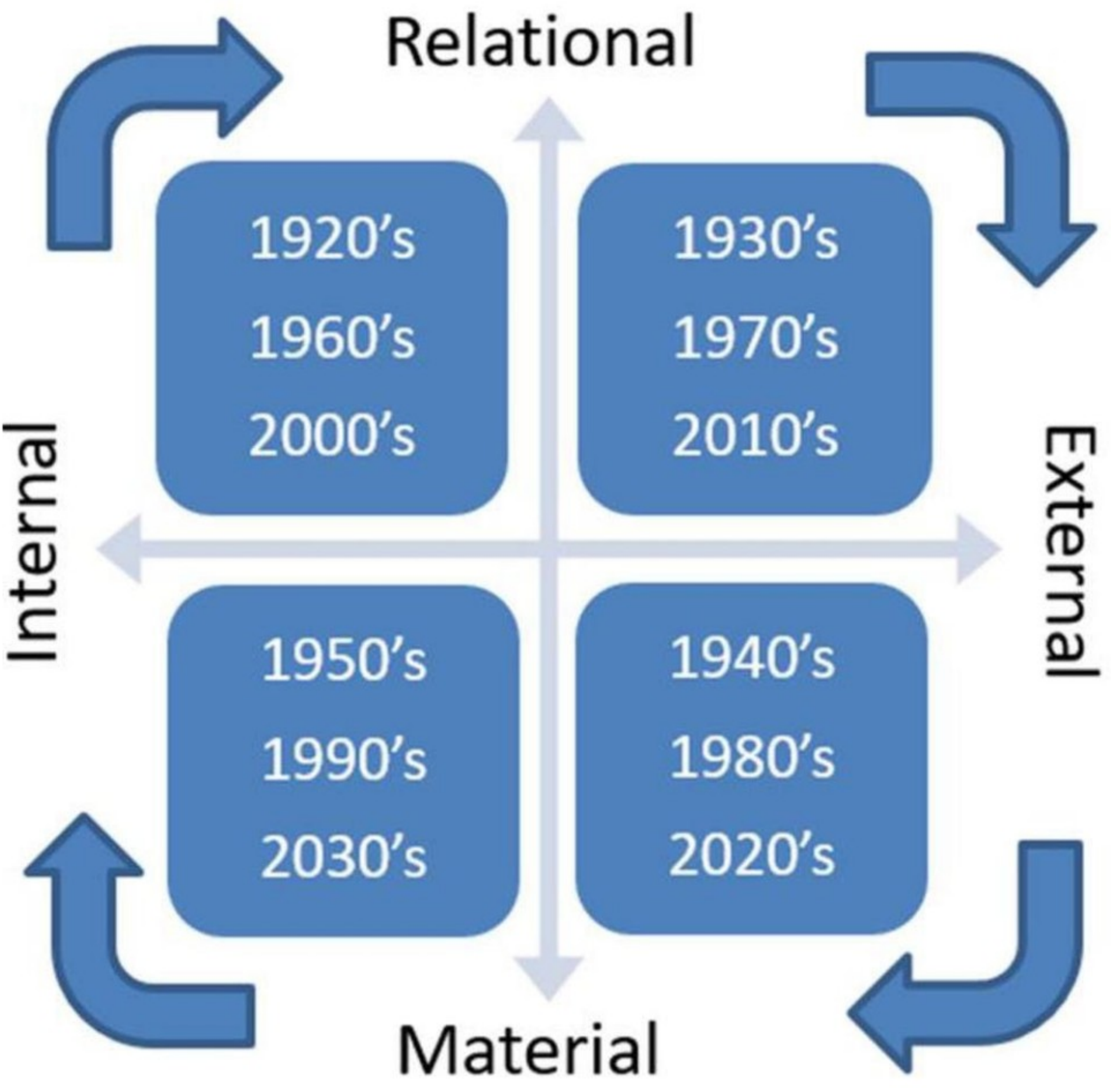


# Cycles of Growth and Consolidation





# The Values and Expression Cycle





Current



1970's



1930's



Self-Sufficiency/Back to the Land



Current



1970's



Handcrafting

1930's





Current



1970's



1930's



Fear, Depression, and Anger



Current



1970's



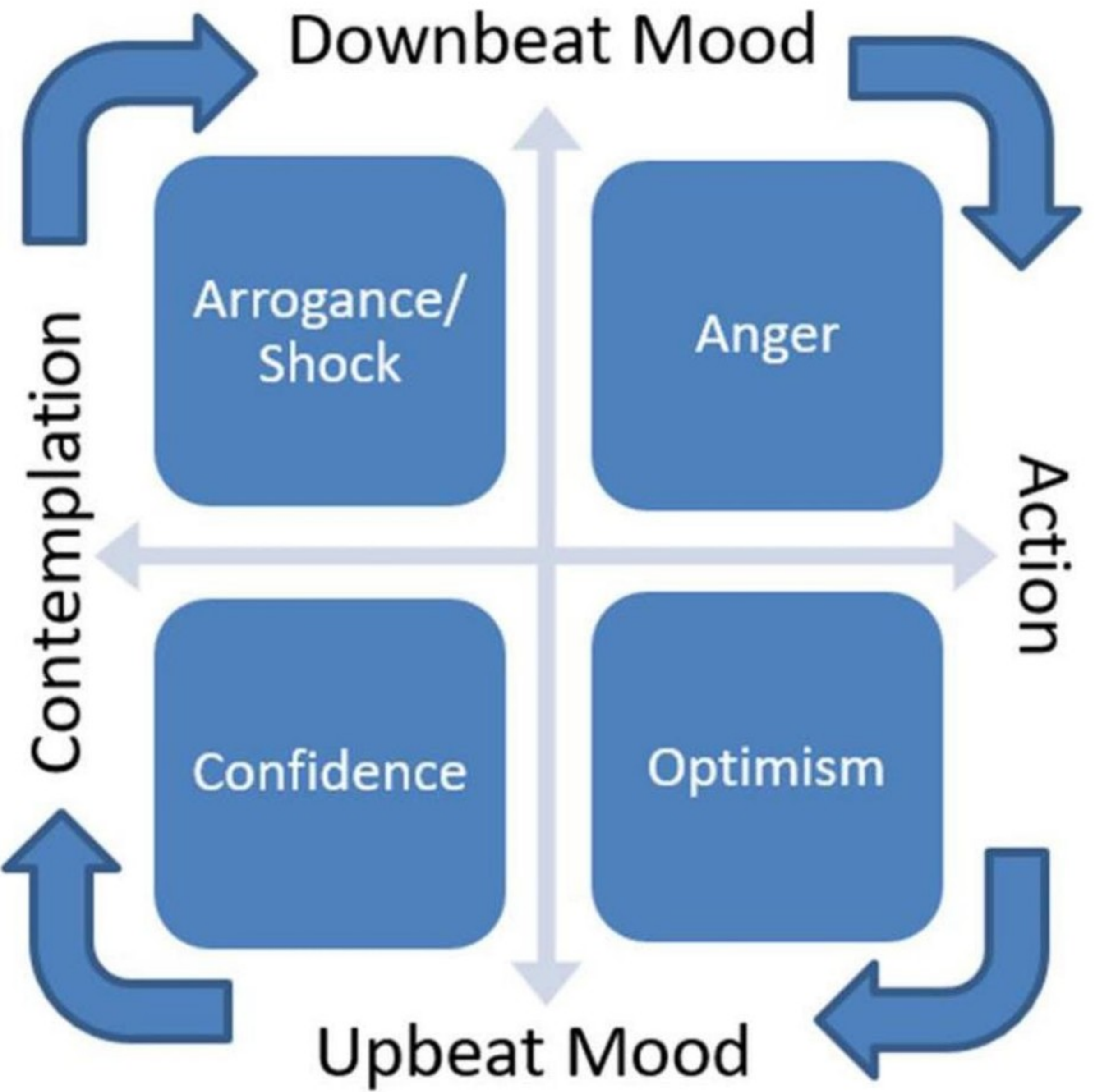
1930's



Social Experimentation



# The Values and Expression Cycle





# The Values and Expression Cycle

Decade	Defining Moment
1960's	Kennedy Assassination
1970's	Watergate
1980's	Reagan Elected
1990's	?
2000's	9/11
2010's	Social Media?
2020's	Post-COVID Recovery



# The Values and Expression Cycle

Values	Relational	Material
<b>Decades</b>	2000-2020	2020-2040
<b>Phase</b>	Reform	Growth
<b>Public Mood</b>	Declining	Rising
<b>Collective Feeling</b>	Uncertainty	Confidence
<b>Source of Prestige</b>	Social Capital	Financial/Digital Capital
<b>Cultural Push</b>	Counterculture	Conformity
<b>World Perspective</b>	Localism	Globalism
<b>View of Institutions</b>	Questioned	Respected
<b>Types of Work</b>	Generalized	Specialized
	Handmade	Automated



# Timing for Post-COVID "Normal"

0  
Spring 2021

0  
Summer 2021

0  
Fall 2021

0  
Never







*Foresight*

# INVESTING

*A Complete Guide to Finding  
Your Next Great Trade*

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**JAMES H. LEE**

Coming Soon....

## Foresight Investing

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