

What's next?

Foresight to Insight

Natural Health Products NZ Summit
Napier, August 2022

Melissa Clark-Reynolds @HoneyBeeGeek
melissa@futurecentre.nz



FutureCentre.nz

There are no Future Facts

1800



“Rail travel at high speed is not possible, because passengers, unable to breathe, would die of asphyxia.”

Dr. Dionysys Larder, Professor of Natural Philosophy & Astronomy, University College London

1876



“This telephone has too many shortcomings to be seriously considered as a means of communication.”

Western Union internal memo

1977



“There is no reason for any individual to have a computer in his home.”

Ken Olson, president, chairman and founder of Digital Equipment Corporation

1916



“The cinema is little more than a fad. It's canned drama. What audiences really want to see is flesh and blood on the stage.”

Charlie Chaplin, actor, producer, director, and studio founder

1995



“The truth is no online database will replace your daily newspaper...”

Clifford Stoll, Newsweek article entitled *The Internet? Bah!*

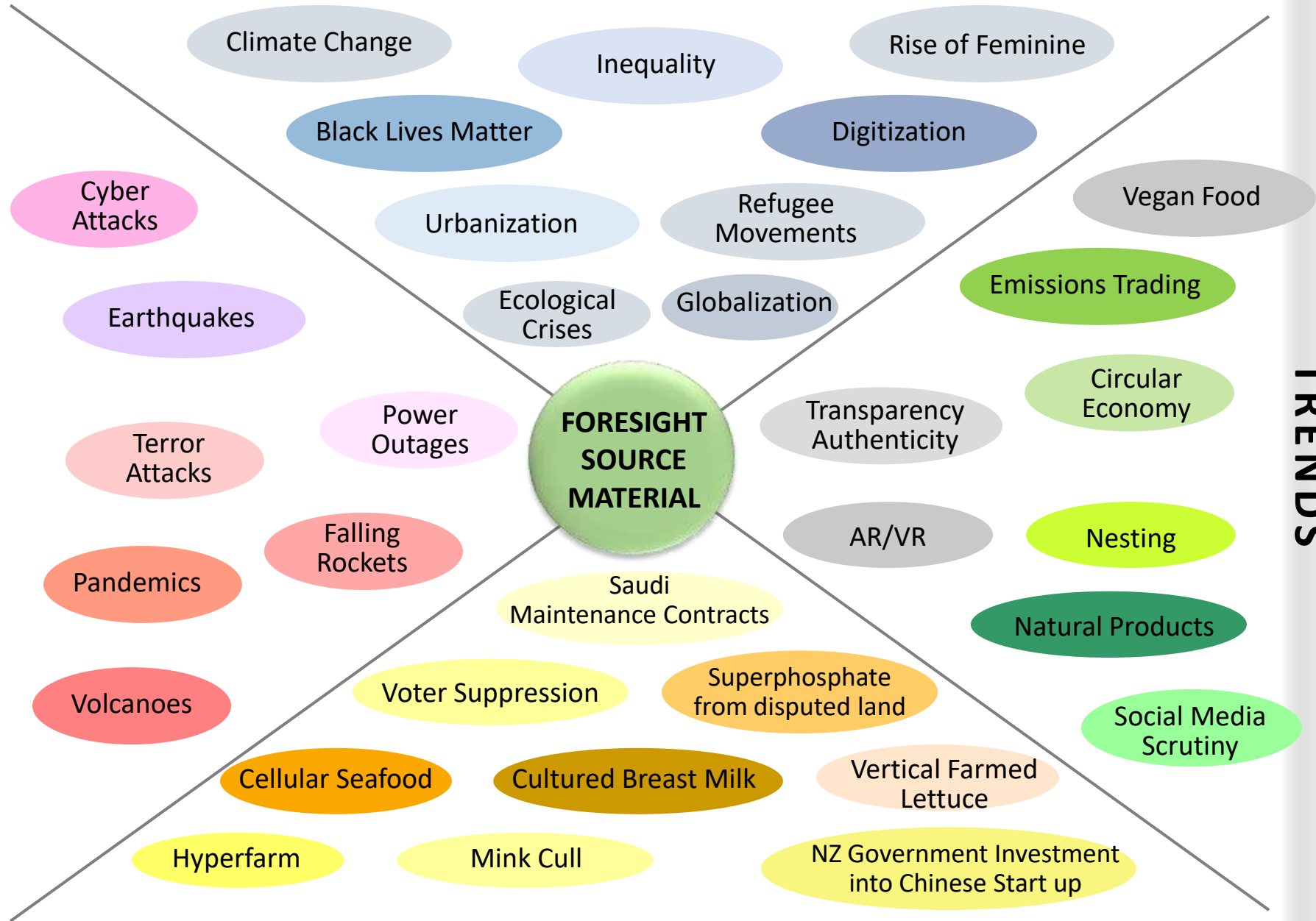
MEGATRENDS

WILD CARDS

TRENDS

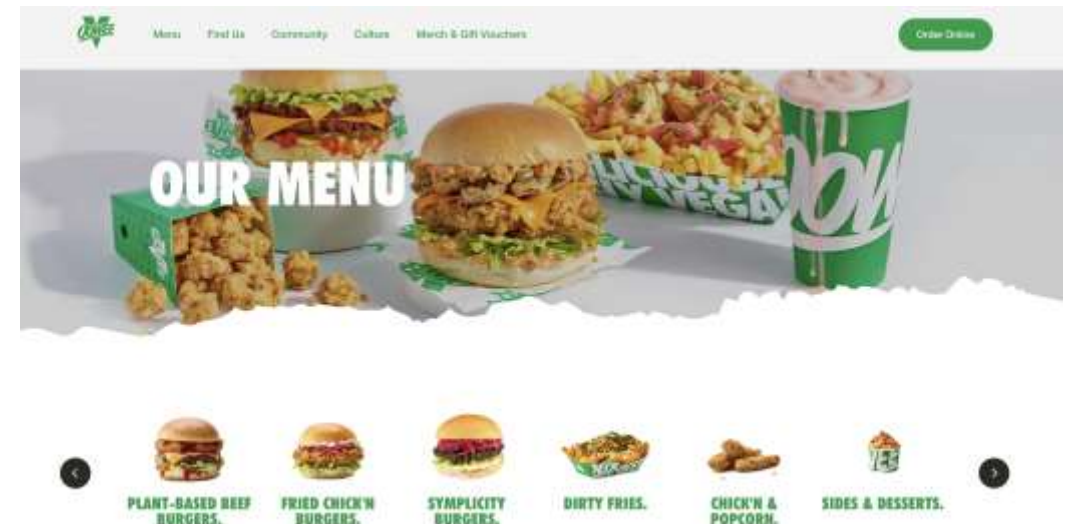
FORESIGHT
SOURCE
MATERIAL

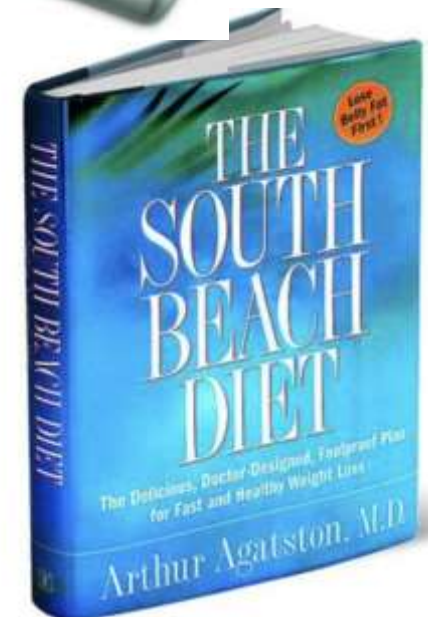
WEAK SIGNALS



A signal is a specific example of the future in the present

- Is a specific small or local innovation or disruption
- Has the potential to grow in scale and geographic distribution
- Can be an event, a new product, a new practice, a new market strategy, a new policy, new business model or new technology





We found the 1,600-by-1,200-pixel LCD screen especially crisp and bright. Since the Dell comes with both a pointing stick and a touchpad, you have a choice as to how you move the cursor around.

You never change things by fighting the existing reality. To change something, build a new model that makes the existing model obsolete.

Buckminster-Fuller

urniture Why Feather Take our Style Quiz


feather

Choose Plan Search Account

Moving? Rent furniture, don't buy it.

The best part: white-glove delivery and assembly. Available in 2,000+ zip codes across NYC, CA, TX, VA, MD, and DC.

Explore Packages



PLANS DISCOVER CLOTHING DESIGNERS CLEARANCE OCCASIONS

Enable Accessibility

\$100 OFF 8 ITEM PLAN

Labor Day Sale: \$100 OFF 3 Months of 8 Items! Use Code: LABORDAY100 TRY NOW


LABOR DAY SALE

\$100 OFF 3 Months of Our 8 Item Plan

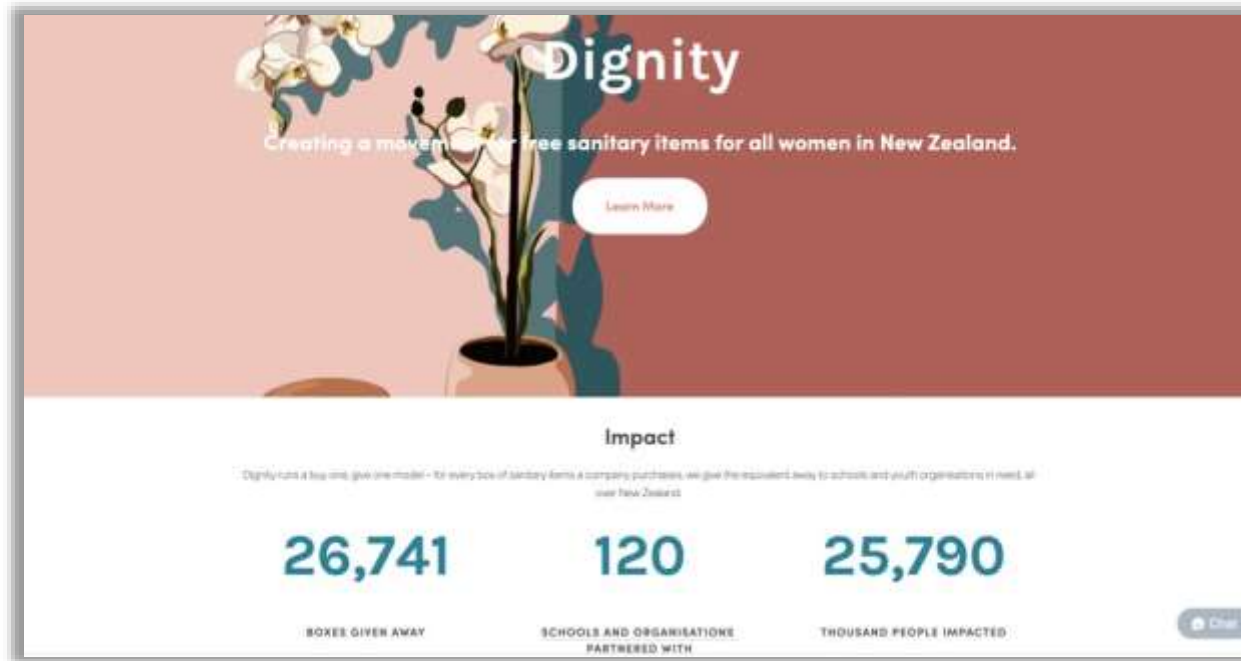
Join a membership and experience the magic of an endless closet that carries you from now through the next season and beyond.

LIMITED-TIME ONLY

PICK A PLAN



Gifting



Dignity

Creating a movement for free sanitary items for all women in New Zealand.

[Learn More](#)

Impact

"Dignity runs a buy one, give one model" - for every box of sanitary items a company purchases, we give the equivalent away to schools and youth organisations in need, all over New Zealand.

26,741

BOXES GIVEN AWAY

120

SCHOOLS AND ORGANISATIONS PARTNERED WITH

25,790

THOUSAND PEOPLE IMPACTED

[Chat](#)



Gift Bokksu

★★★★★ (3.7) Reviews

Select Your Size:

CLAYBOX 20.25 x 14.5 x 4.5	TRAYBOX 16.5 x 14.5 x 3.5
-------------------------------	------------------------------

Select Payment Plan:

10% OFF 10 MONTHS \$116.97	5 MONTHS \$116.97	3 MONTHS \$116.97
----------------------------------	----------------------	----------------------

SAVE \$33.00
\$116.97 (suggested) [GET BOOKSUS NOW](#)

Gift is delicious & authentic experience from Japan!

Bokksu delivers to your door the experience of tasting authentic Japanese snacks, candies, and teas prepared directly from 100% pure and family makers. Every time you purchase supports these family-run businesses in Japan and helps keep their traditions alive. Each box ships from Japan and comes with:

- 20-25 (2 boxes) or 10-14 (1 box) Japanese snacks, candies, and a tea pairing selected to match a fun cultural theme
- 10x Page Culture Guide Magazine that details each product's origin, history, and even common allergens
- Conversation starter app that does fun audio trivia
- Free Personalized with Message you can add on Gift page
- Free shipping worldwide from Japan

Even not a new customer, ordering from Bokksu for the very first time, your first box will be our "Welcome to Bokksu" box. Subsequent boxes give you the best selection of premium Japanese snacks across all four seasons. After your first box, your journey through Japan continues with our fun cultural themes centered around regions, events, and more to ensure you're never ordering every month!



N. K. Jemisin is creating Fiction

Overview Posts

1,563 patrons
\$6,189 per month

[FOLLOW](#) [SHARE](#)

[SHARE](#) [TWEET](#)

THE FIFTH SEASON

EVERY AGE WORTH COMING TO AN END

N. K. JEMISIN

ETA Update: Folks, thank you. As of July 1st, 2016, I've quit my day job and am living my best life as a full time writer with the help of my patrons. I am no longer actively soliciting patrons, but I'm leaving this page here so that other creators can see how my initial campaign was structured/written. (Good luck, fellow creators!)

I'm N. K. Jemisin, and I need time.

I'm an author of science fiction and fantasy novels and short stories. I've been nominated for the Nebula and Hugo so many times that I'm starting to lose count. I've won the

TIERS

Pledge \$1 or more per month
481 patrons

Ain't got much but still want to help? Thanks. Seriously. Ozzy will also thank you with a monthly cat pic. :) [ETA: while the patronage stays over \$3K, you get to see the digital content and videos too!]

[JOIN \\$1 TIER](#)

Blocks \$15 or more per month

Pre-orders



Pre-Order

Small - Star Wars Cloth Face Masks 4-Pack Set - Pre-Order

\$19.99

★★★★★ (0)

Disney is committed to serving the communities where we live and work. D

... [View Details](#)

Quantity
This item is limited to 2 per Guest.

1

Pre-Order

Add to Wish List

Exploding Kittens



This is a card game for people who are into kittens and explosions and laser beams and sometimes goats.

Get the newest Exploding Kittens game!

Created by
Exploding Kittens

219,382 backers pledged \$8,782,571 to help bring this project to life.

Last updated February 18, 2021

Surprise! Four Secret Novels by Brandon Sanderson



A Year of Sanderson: Enjoy books and swag boxes throughout 2023!

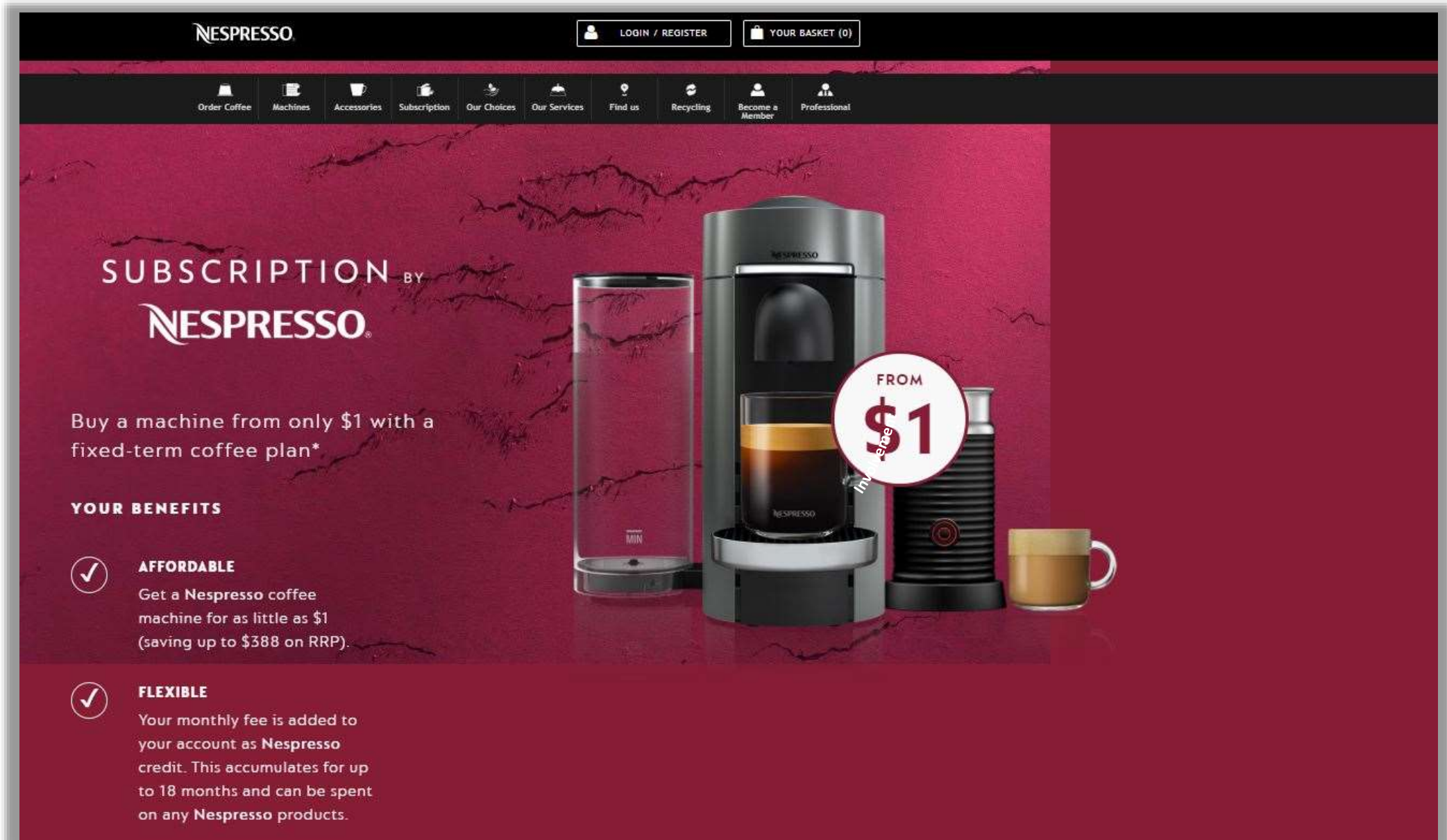
Dragonsteel Books

Created by
Dragonsteel Entertainment

185,341 backers pledged \$41,754,153 to help bring this project to life.

Last updated July 8, 2022

Bringing it together



The image is a screenshot of the Nespresso website's subscription page. The header features the Nespresso logo on the left, and links for 'LOGIN / REGISTER' and 'YOUR BASKET (0)' on the right. Below the header is a navigation bar with icons and labels for 'Order Coffee', 'Machines', 'Accessories', 'Subscription', 'Our Choices', 'Our Services', 'Find us', 'Recycling', 'Become a Member', and 'Professional'. The main content area has a dark red background with a cracked texture. It features the text 'SUBSCRIPTION BY NESPRESSO' and a promotional message: 'Buy a machine from only \$1 with a fixed-term coffee plan*'. To the right of the text is an image of a Nespresso coffee machine dispensing coffee into a glass, with a water carafe and a cup of coffee nearby. A circular badge with 'FROM \$1' is overlaid on the machine. Below the promotional text, under the heading 'YOUR BENEFITS', are two sections: 'AFFORDABLE' (Get a Nespresso coffee machine for as little as \$1 (saving up to \$388 on RRP).) and 'FLEXIBLE' (Your monthly fee is added to your account as Nespresso credit. This accumulates for up to 18 months and can be spent on any Nespresso products.).

NESPRESSO

LOGIN / REGISTER YOUR BASKET (0)

Order Coffee Machines Accessories Subscription Our Choices Our Services Find us Recycling Become a Member Professional

SUBSCRIPTION BY NESPRESSO

Buy a machine from only \$1 with a fixed-term coffee plan*

YOUR BENEFITS

- ✓ **AFFORDABLE**
Get a Nespresso coffee machine for as little as \$1 (saving up to \$388 on RRP).
- ✓ **FLEXIBLE**
Your monthly fee is added to your account as Nespresso credit. This accumulates for up to 18 months and can be spent on any Nespresso products.

FROM \$1



Select Whirlpool® Smart Cooking Appliances Now Work with Yummly!

Whirlpool smart cooking appliances just got a lot smarter! Through a series of over the

amazon go

amazon go





WHO WE ARE

We're a biotechnology company pioneering the technology to produce human milk for all humans. We're doing this differently by using cells to do so. At the heart of TurtleTree is one simple but guiding purpose: to nourish our people and protect our planet in the most sustainable way possible.

HUMAN MILK, REIMAGINED

There is nothing like mother's milk. That is never going to change. The truth is not all infants have access to their mother's milk. We exist to close the gap between the infant formula offered today and the goodness of natural human milk. Every infant deserves the best nutrition, regardless of their situation.

[< Read less](#)

Biomilk to Use Biopsies to Create Customized Cultured Breastmilk

A stylized illustration of a diverse group of people, including a man with a beard, a woman with a headscarf, and a woman with a braid, all smiling and holding a baby. The background is a solid light purple color.

Helaina is the future of nutrition

Helaina makes first-of-its-kind, nature-equivalent breast milk components that build immunity



by Chris Albrecht

- NOVEMBER 20, 2020
- FILED UNDER:
ALTERNATIVE PROTEIN
NEWS





Tru Niagen® + Immune Bundle

Made for cellular + immune health.

Get the ultimate NAD+ boost along with powerful support for your immune health and overall vitality by taking both products daily.

Serving Size

One Capsule

Niagen Per Serving

300mg and 150mg

SHOP NOW

HUM

SHOP

CLEAN + CLINICAL

OUR NUTRITIONISTS

THE WELLNEST BLOG



HI MELISSA



I'm Gaby Vaca-Flores, your HUM nutritionist. While I prepare your full personalized report, here are **3 formulas with clinically proven ingredients that work best together** to support your goals. Questions about HUM products or nutrition? [Message me.](#)

INITIAL RECOMMENDATIONS +

YOUR BAG (3)

For your convenience, recommendations were added to your bag.



Counter Cravings™

helps reduce cravings + boost metabolism*

[Clinical Research & Reviews](#)

\$50

1



Daily Cleanse®

helps clear skin + cleanse the body*

[Clinical Research & Reviews](#)

\$26

1



Beauty zzZz™

promotes a naturally restful sleep*

[Clinical Research & Reviews](#)

\$10

1

PROMO SAVINGS

HUM10 - \$10 off



PICK A PLAN

☐ MONTHLY

Ships monthly. Modify your box, pause or cancel at any time.

☒ VIP - 25% OFF EVERY ORDER

Ships monthly. Modify your box, pause or cancel at any time. Minimum of 3 orders, canceling prior will void discount.

SUMMARY

TOTAL SAVINGS	\$41.17
TOTAL DISCOUNT	48%
SUBTOTAL	\$86.00
TOTAL	\$44.83

CHECK OUT



The Inner Peace Gift Box

To calm the mind and bring tranquility - The 'Inner Peace' gift box by Nourished has been lovingly created to help support your mental health and wellbeing.

- ✓ Each box contains 4 weeks of 'Inner Peace' vitamins plus a 1 month gift card
- ✓ A cleansing blend of vitamins and super foods designed to support mental health, reduce stress and improve sleep.

ADD TO CART – £60.00
ONE-OFF



TribeVitamins - The Supplement Before Supplements



America's "Original" Supplements, freeze-dried organ-meats from Indigenous animals instead of domesticated ones.

Created by

Daniel Eisenman

127 backers pledged \$16,637 to help bring this project to life.

📅 Last updated November 11, 2020

Mass Personalisation (+ Subscription)



Melissa's Nourished

Melissa, here's your personalised Nourished stack. We recommend these 7 Nourishments to help optimise your lifestyle, diet and priorities.

- ✓ Improve sleep quality
- ✓ Delay signs of aging

☒ **Subscribe & Save** ☐ **One Time**

How often would you like your delivery?

Every 4 weeks - Most Popular

Cancel anytime | Fully edit your subscription

~~£39.99~~ **£35.99** (save 10%)

1 box | 28 gummies

inc. FREE delivery

£1.29 per day

25% OFF first monthly box + a **FREE** protein taster box!
Code: **SUMMER25**

Subscribe | Every 4 weeks

IODINE

ASHWAGANDHA EXTRACT

SELENIUM

TART CHERRY

5-HTP

SCUTELL'UP

BPL1® HT



Sugar-free



Vegan



Plastic-free



MAKE IT

VEGAN

These vegan-friendly brands look at beauty differently.



HELP DRIVE PUBLIC AWARENESS
DONATE NOW

Search



LEARN

FIND

CONNECT

SHOP

NON-GMO MONTH

SUPPORT

CONTACT

GMOs and Clean Beauty Products— Looking for the Butterfly in Cosmetics and Skincare

As more people than ever turn their attention to what they put *into* their bodies, an increasing number of shoppers are thinking twice about what they put *onto* their bodies. Clean beauty labels have gained traction in some of the country's largest personal care retailers, with brands producing natural soaps, moisturizers, shampoos and more to meet the demand. But as quickly as clean beauty products are developed and introduced, so are GMO-based equivalents.



E-NEWS SIGNUP

email address

SIGN UP

AUTHOR INFO

These New Jersey farmers grow strawberries that sell out for \$20 a box: The taste is 'a completely different experience'

Published Sat, Jul 16 2022 9:00 AM EDT



Megan Sauer
@MEGGS AUER

SHARE [f](#) [t](#) [in](#) [e](#)



“We always overestimate the change that will occur in the next two years and underestimate the change that will occur in the next ten. Don't let yourself be lulled into inaction.”

Bill Gates

Travis Barker is launching his own CBD wellness line

By Melissa Minton

February 17, 2021 | 11:20am



Travis Barker is set to launch Barker Wellness Co., his own CBD line.

Getty Images

Canopy Growth and Martha Stewart Launch CBD Products Line

Chris Funnari - Sep 11, 2020 at 05:48 PM



cheddar news

Where To Watch

LIVE



ATLANTA -- Kill Cliff, America's undisputed clean energy drink champion, is proud to announce a collaboration with Joe Rogan to create the Flaming Joe. Straight from the mind of Rogan, this incredibly unique, spicy pineapple fusion is the latest edition to the country's best-selling line of CBD beverages.



Aplós Batch Seven

49 Reviews ★★★★★

Hemp-Infused Non-Alcoholic Spirit
500 ml / 16.9 fl oz
8+ servings per bottle



Aplós is a hemp-infused, non-alcoholic spirit that calms and uplifts, without the negative effects of alcohol.

In this latest batch, we've rebalanced the flavor profile and elevated our ingredients with botanical extracts. The citrus notes are revealing more complexity in the herbal notes, while the elongating the spirit's flavor which contains yuzu, rosemary, basil, cucumber, and dandelion.

Formulated in collaboration with James Bond, honoree, Lynnette Marrero, each serving contains 20mg of broad-spectrum hemp, offering a calming and uplifting effect without the negative effects of alcohol.



“The present is messy and contradictory.
The future will be too.”

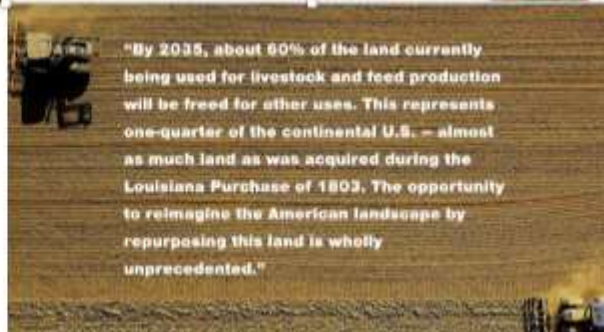
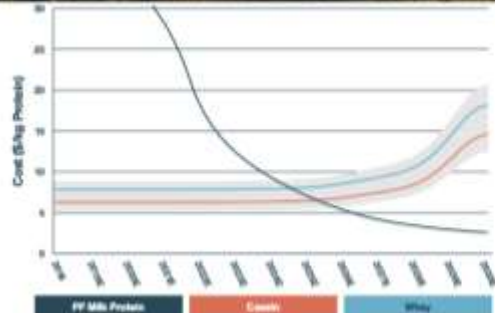
Me



"By 2030, demand for cow products will have fallen by 70%. Before we reach this point, the U.S. cattle industry will be effectively bankrupt. By 2035, demand for cow products will have shrunk by 80% to 90%. Other livestock markets such as chicken, pig, and fish will follow a similar trajectory."

The key to understanding the disruption of milk is that PF only needs to disrupt 3.3% of the milk bottle – the key functional proteins – to bring about the collapse of the whole cow milk industry

3.3% Protein



"By 2035, about 60% of the land currently being used for livestock and feed production will be freed for other uses. This represents one-quarter of the continental U.S. – almost as much land as was acquired during the Louisiana Purchase of 1803. The opportunity to reimagine the American landscape by repurposing this land is wholly unprecedented."



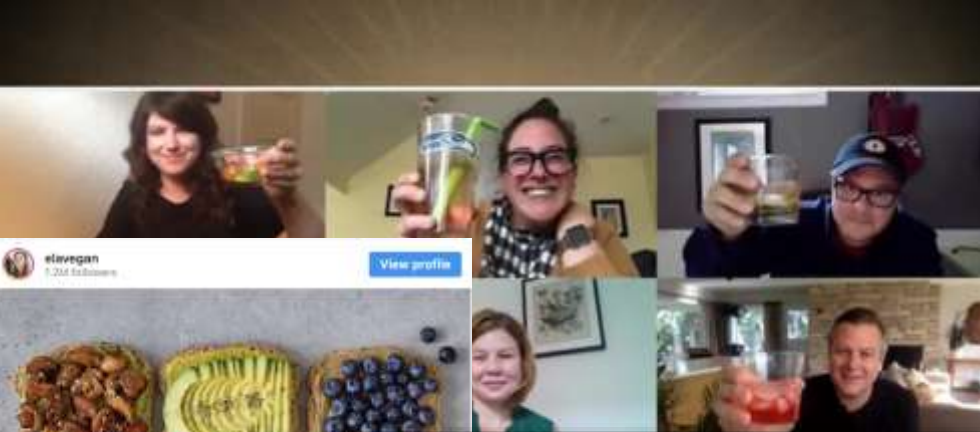
HUMAN MILK, REIMAGINED

There is nothing like mother's milk. That is never going to change. The truth is not all infants have access to their mother's milk. We exist to close the gap between the infant formula offered today and the goodness of natural human milk. Every infant deserves the best nutrition, regardless of their situation.

< Read less

WHO WE ARE

We're a biotechnology company pioneering the technology to produce human milk for all humans. We're doing this differently by using cells to do so. At the heart of TurtleTree is one simple but guiding purpose: to nourish our people and protect our planet in the most sustainable way possible.



@evegan
7,208 followers

View profile



SUBSCRIPTION
NESPRESSO


Buy a machine from only \$1 with a "fixed-term coffee plan"

YOUR BENEFITS

- AFFORDABLE**
Get a Nespresso coffee machine for as little as \$1. Getting up to \$285 off RRP.
- FLXIBLE**
Your monthly fee is added to your account on Nespresso credit. This accumulates for up to 12 months and can be spent on any Nespresso products.



OUR MENU



- PLANT-BASED BEEF BURGERS.
- FRIED CHICK'N BURGERS.
- SYMPPLICITY BURGERS.
- DIRTY FRIES.
- CHICK'N & POPCORN.
- SIDES & DESSERTS.



Gib crisis: Explaining the plasterboard shortage

27 Jun 2022 05:20 PM



We are called to
be architects of
the **future**, not its
victims.

R. BUCKMINSTER FULLER

Kia ora!

Melissa Clark-Reynolds

melissa@futurecentre.nz • @HoneyBeeGeek



FutureCentre.nz