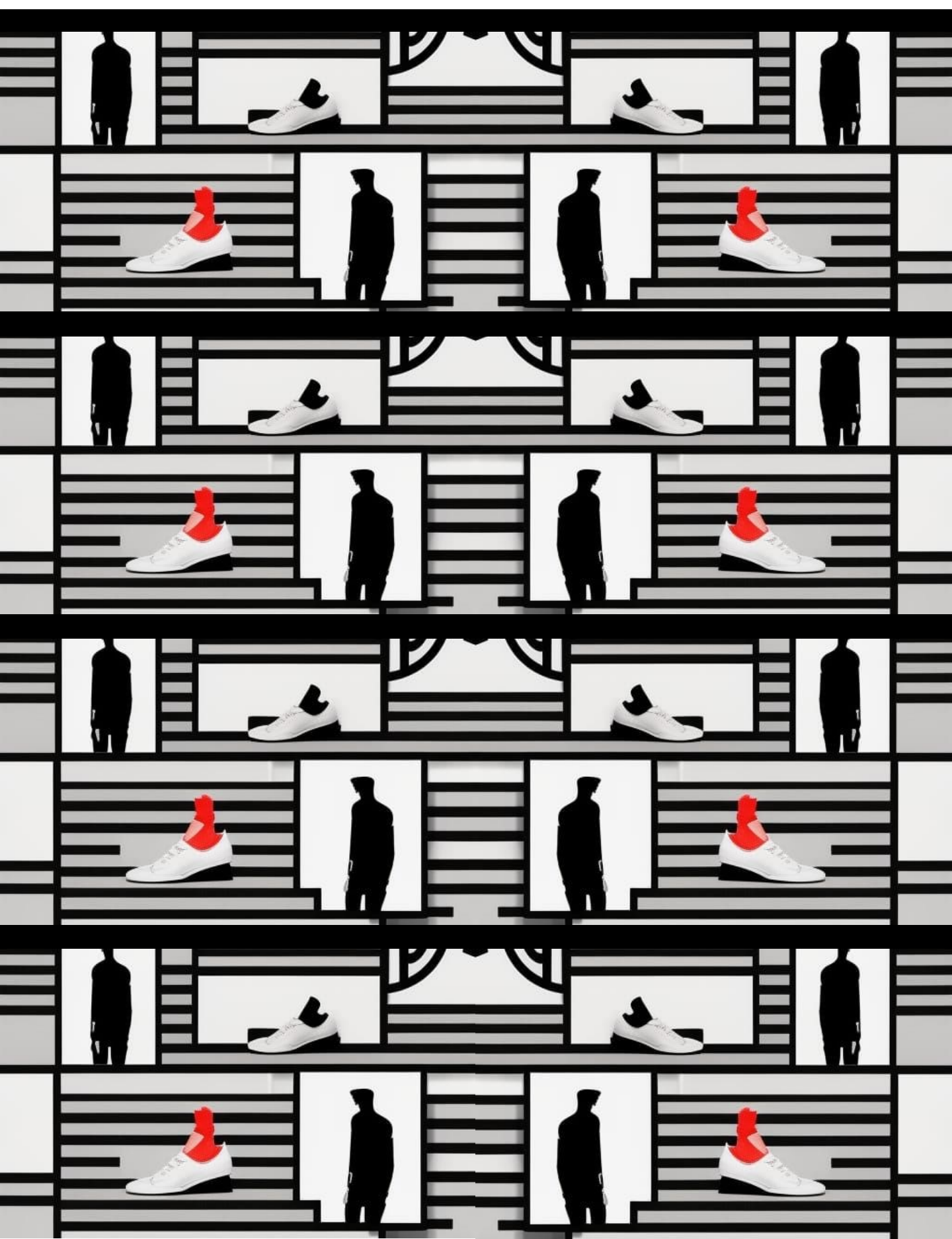


loyal future insights



jump
your
business
into the
future



about

loyal future insights

Understanding the ecosystem and the drivers of change are key to providing insightful and transformative advice.

We're listening to the businesses of the future so that we understand the prospective dynamics of business, policy and behavior. The advisor of the future is also to be disclosed in the future insights. Every month, loyal ecosystem team members will explore the unknown with the collaboration of ten future-driven minds.

loyal ecosystem

Loyal is an ecosystem of advisory services directed to future led organizations that seek transformational change to adapt and thrive into the 21st century.

A go to one-stop-shop for fast-paced organizations to softland or expand in Europe.

content

1 What is the future of business?

2 What is the future of policy?

3 What is the future of behavior?

4 Who is the consultant of the future?

what
is the
future of
business
?





Disrupt Financial Models

Businesses aiming to solve the problems of those in need - those who cannot afford the solutions they need - face a **unique challenge in defining their business and financial models.**

Relying solely on support from sponsors, governments, or institutions is not a practical solution.

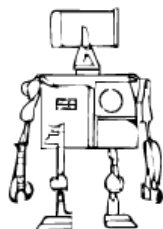
To serve the less fortunate, the businesses of tomorrow need to **rethink business and financial models** – beyond the “for-profit or non-profit” dilemma – to either generate new types of revenue streams or through the creation of innovative models which **cumulate financial sustainability alongside social impact.**



Trust in (synthetic) Data

As the development of machine-learning models (MLMs) continues to escalate, consumers' digital trust needs to become a central part of executives' business plan. Working on a data trust journey will improve organization growth by answering to **consumers' desire for transparency.**

But beyond privacy policies, it is also the way we train MLMs that needs to evolve to **counteract the current failures in real-world implementations.** Synthetic data provides an attractive solution to guarantee both **clarity to consumers on how their data is used and fine-tuning of MLMs performance in real life settings.**



Never Mind the Plans

With the never-ending uncertainty at the doorstep of all businesses, leaders need to understand positive flexibility is a key attitude in management for all environments – from the recent start-up to the more established company.



As changes and challenges keep coming, the successful leaders of tomorrow will be those moving away from rigid-structured plans to incorporate cognitive, emotional, and dispositional flexibility while ensuring their teams are set up for agility and rapid adaptation through the promotion of resilience and trainings to develop active foresight.

Time to Face the Unknown

Novel and disruptive industries rely on existing protocols and procedures to develop their own methodologies. This is the case for example with cultivated meat production, basing itself of what biology and pharma experts have previously uncovered. But these entrepreneurs must expand on top of current knowledge while facing known unknowns and unknown unknowns.

Implementing exclusive solutions to their specific problems - such as developing large-scale stem cell cultures - is key to creating things not yet accomplished.



Consumer Delight

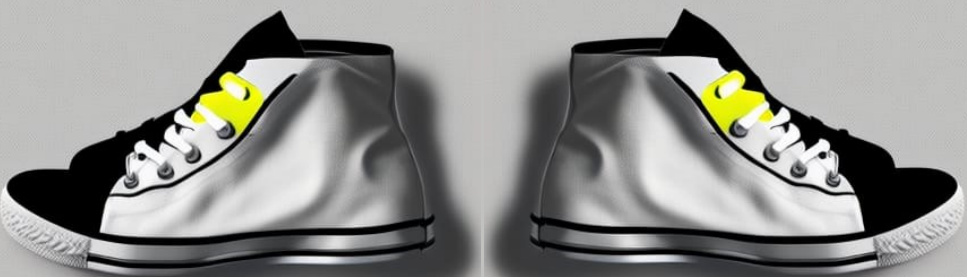
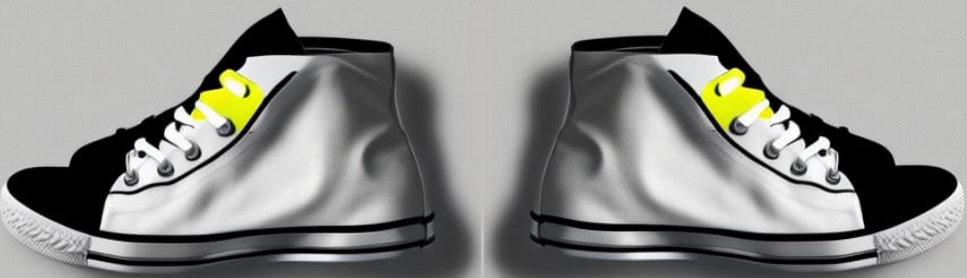
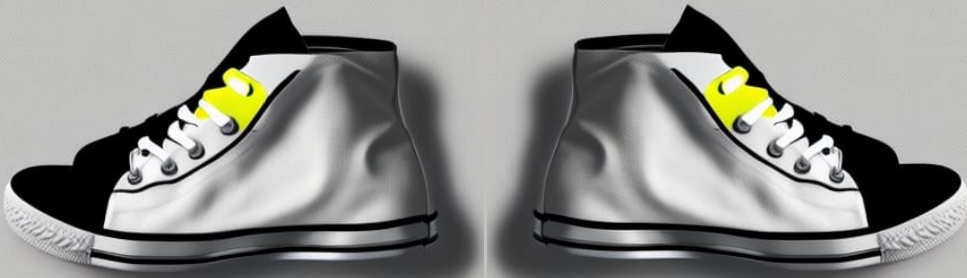
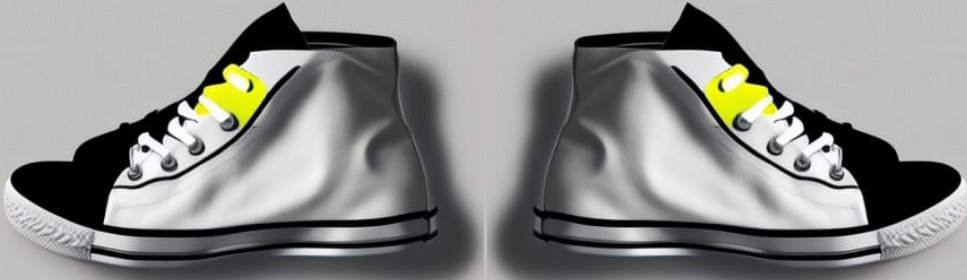
The nutritional supplements industry understands the importance of extracting goodness from food to deliver it to consumers. But beyond the wellness aspect, the future is about flavor and consumer delight. Focusing on the experience – easy to swallow, tasty, and pleasant – should expand from the wellbeing and health industries to reach all other sectors.

From gummy bears replacing distasteful tablets, to new ways of diagnosing without the need for blood samples, businesses need to rethink how their products and services are brought to and lived by the people, so that taking care of and enjoying oneself becomes the norm.



what
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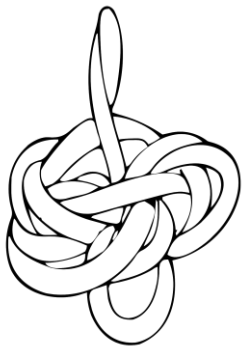
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Interconnectedness

Policymakers need to get up to date on the latest technological advancements in order to anticipate and regulate accordingly. By understanding the impacts different technologies (will) have on citizens and societies, policymakers will be better equipped to measure risks and design policies aimed at addressing those risks.

The interconnectedness between policymakers and technology makers needs to increase in order to ensure adequate risk assessments and adequate policing in a balance between pros and cons of technology implementation.



Information Warfare

Policymakers need to approach education from the point of view of the outcomes for the students. Easy access to information means former qualifications are not sufficient anymore. Encouraging the most qualified people to work in education and ensuring their high-level performance is key.

Enhancing education around practical skills such as learning to look for (the right kind of) data in a context of information overload while analyzing and drawing conclusions from it has become as important – if not more – as academic qualifications. Education policymakers need to set up adequate learning systems to prepare students to face vast amounts of information without being tricked by it.



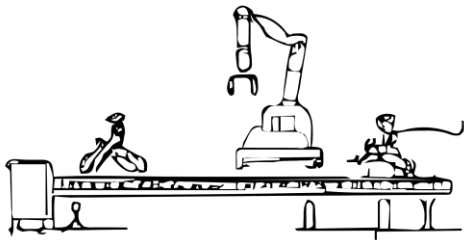
what
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From Autonomous Tech to Systemic Autonomy

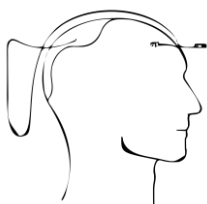
As autonomous technologies continue to advance, we are moving towards a future where entire systems will be designed to work on their own - from analysis to decision-making and action-taking.



This system-level autonomy - enabled by robotics, automation, and artificial intelligence technologies - will allow humans to focus on higher-level tasks such as scientific research, innovation, and anticipation which require human creativity and intelligence, leading in turn to greater productivity and growth. .

Reinvent Sensory Memories

As the food sector expands into new avenues – from vegan “cheese” alternatives to plant-based “salmon” – industry leaders can take consumers’ thirst for novel tastes and wellness at their advantage.



To reinvent the shopping of tomorrow, alternative and future food players should not hesitate to fuse and integrate new and less common flavors as well as to ride the “indulgent labels” trend for these new items. Playing with buyers’ sensory memory is a great way to attract and retain, especially when many will not hesitate to pay more for products if these are sustainable options.

who
is the
consultant
of the
future
?





Take your Clients for a Walk

Consultants need to walk with their clients and be a part of the journey, rather than just sit behind a desk producing knowledge and giving advice. The consultants of tomorrow will be those who not only incorporate their clients into the project but also actively engage in the field work, by going out on the terrain to check the reality of assumptions found in reports.

This approach requires consultants to be more than just experts; they need to be skilled communicators, active listeners, and problem-solvers.



Jump the Map

To provide effective consulting services, it is crucial to understand the entire ecosystem or ecosystems in which a business integrates and operates.

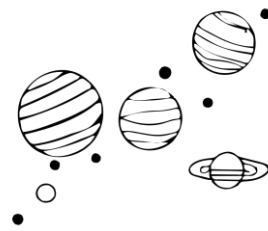
This includes understanding the complexities of regulations, policies, and requirements, but also entails deep knowledge of behavior and choice architectures as well as being able to navigate the challenges of translating business models from a country to another. The future consultant is a Global consultant, capable of assisting leaders and executives to translate their enterprise from one map to another.



Worlds Beyond the Corporate World

Young entrepreneurs are a growing demographic group increasingly in need of consulting services. Consultants who adapt their services and marketing efforts to cater to the requirements and preferences of this new generation of leaders will be able to co-create the world of tomorrow - much different from that of the corporate world.

By offering affordable and tailored services or providing free educational content, consultants can extend their reach and establish themselves as valuable partners to young entrepreneurs looking to build a new future.



Bring the Ecosystem Together

The consultant of the future has a compelling role to play within the constellation of novel and disruptive start-ups. Beyond problem-solving and management, advisory firms have the tools to bring together these new companies which currently lack policy, public relations, and financial power.

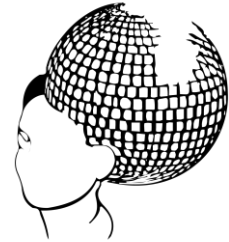
Adding structure to the start-up ecosystem and linking these industries to policymakers while aiding them to develop sophisticated financial models by adding the crucially missing expertise and knowledge should become central to consultants' work.



Thinking Beyond Thinking

Valuable consultants understand concepts and relations beyond their top layers. Business leaders already have a deep knowledge of their industry and how to implement critical thinking. The consultant of tomorrow must expand on this and provide a thinking-beyond-thinking framework to these entrepreneurial mindsets.

Challenging the status quo and bringing a fresh look to old problems and ideas should be the focus of consultants stimulating the thoughts of their clients to help them out of their black box.



lyl.fi ed #11 future thinkers





Helena Freitas | Country Lead of Sanofi Portugal

Pharma industry professional with 17 years of experience. Cross functional partner with strong focus on driving engagement and results under an inspiring and empowering leadership style. Innovative mind-set with strong finance background and solid commercial experience.

“The way we do business is continuously evolving, from one day to the next, and it is important to keep an open mind to take full advantage of the existing possibilities for the future”.

Henry Othieno | CEO of Tusafishe

“We need to identify solutions for the future of water purification which are energy efficient and account for water scarcity by developing recycling technologies”.

Trained accountant and a social entrepreneur with a passion for youth empowerment and water and sanitation.



Josef Christensen | CEO of Meat Tomorrow

With a PhD in muscle stem cell biology, 5+ years in McKinsey & Co., and former role as a partner in a venture capital fund, leveraging these experiences in building the future of meat felt like a natural choice.

“In the same way young people today can hardly believe we all used to have books with all the phone numbers in a city listed in them, 30 years from now young people will find it equally strange that we once used animals to grow meat.”

Kevin Stadnyk | CEO of Obruta Space Solutions

“Overall, I’m just excited for where we are going about the future. It’s very exciting to be a part of this next golden age of the space industry.”

CEO of Obruta Space Solutions. Holds a BSc and MSc in Aerospace Engineering and is working to bring sustainability to the in-space economy through the development of critical infrastructure and scalable software solutions.



Leo Sulzmann | Founder of SennSenn

A researcher and environmentalist who loves to work with people from different backgrounds.

“Entrepreneurship is a great tool to change the world we live in.”



Miguel Correira | Managing Partner in Eyecon Group

Switches industries every five years so he can work on different problems. Now using his diverse background and problem-solving skills to lead Eyecon Group in predicting natural disasters.

“Future depends on our use of AI and data interpretation to make predictions - this is what differentiates products on the market.”

Nataly B. M. Canales | Founder of Yura Warmi

“People must have confidence in themselves, believe in their values and if they believe they are doing something right, they should trust themselves to keep doing it.”

Partnered with Peruvian youth club, Ankalli Waytakuna Girl Up, to launch Yura Warmi – an initiative to educate girls in rural communities on sexual health, entrepreneurship, and gender equality. Yura Warmi is now a social enterprise of eco-friendly hygienic towels made from banana fiber.



Pau Pavón Crespo | Founder of Examfy

Founder of Examfy - optical recognition and AI tool helping teachers to correct exams. Once each exam is scanned with the mobile phone, Examfy analyses and sorts them by name and grade, and allows to publish notes or share documents with students or parents.

“Encouraging young people to be creative will help them become better entrepreneurs in the future.”

Roland Damann | CEO of Microbubbles

“The origin of our Earth is of natural descent, but its salvation must come from scientific ascent.”

Research-driven entrepreneur with experience in +350 water and environmental projects across 50 countries, focused on developing and implementing new technologies and strategies to address environmental challenges, with emphasis on water-related issues.



Udi Alroy | Co-founder and CEO of Carobway

Results-driven entrepreneur in food tech, family health, wellness, and nutrition. Extensive expertise in global business development, innovative products, management, marketing and sales, with a proven track record in creating global sales networks, launching new products and supporting sustainable growth.

“The future of the food and supplement industry is about having a vertically integrated sourcing from farm to fork.”



Julie De Nève | Team Leader at Loyal Ecosystem

With knowledge in Life and Social Sciences and a deep interest in understanding the complex ecosystem of connections that make up our surrounding world. As a stakeholder management consultant, the aim is to participate in the co-creation of Innovation and Sustainability projects by applying novel consulting approaches.

Mafalda Henriques | Behavior Partner at Loyal Ecosystem

Founder and Managing Partner at Loyal Ecosystem. Keen to invest, partner with and/or advise businesses and business-oriented people that are results driven, common good committed and holistic-intelligence based.



Pedro Pires | Business Partner at Loyal Ecosystem

Entrepreneur, Advisor, Investor and a Martial Arts and Self-Defense Instructor. Founder and Managing Partner of Loyal Ecosystem, a future-led advisory decentralized company that helps innovative organizations to soft land or expand in Europe. Pedro is Industry Agnostic and loves to swing between a Helicopter View and Deep Dive, Zooming Out and Zooming In.

Sofia Cartó | Policy Partner at Loyal Ecosystem

Founder and Managing Partner of Loyal Ecosystem. Leads policy driven challenges where the ability to understand regulations and engage stakeholders is key. Senior Policy and Stakeholders Management Consultant, with Reputation and Crisis Management experience.



Valentin Kranz | Business Connector at Loyal Ecosystem

Business Connector & Senior Consultant at Loyal Ecosystem. Blockchain Advocate. Founder at Buenatura. Investor. Connecting Businesses and People globally. Looking to partner with and invest in impact driven companies. Passionate about Blockchain and new economies.

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