

# loyal future insights

Edition #7 21.11.2022



jump  
your  
business  
into the  
future



# about

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## 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.

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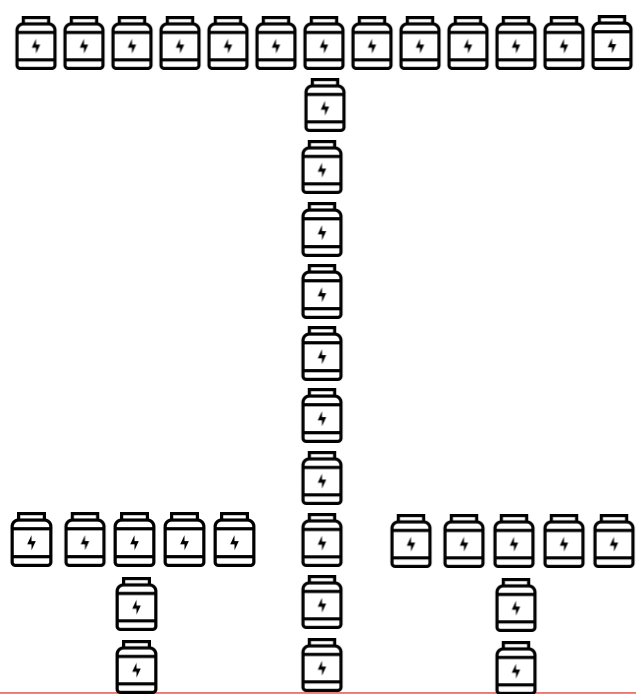
what  
is the  
future of  
business  
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# Protein Transition

Novel food technologies are helping transition and complement the protein industry.



The Dutch government is a prime example here - committed to invest €60 million for a new cell-based agriculture as part of a larger plan which will involve investing between €252 and €382 million in education, research, scale-up facilities, societal integration, and innovation while also supporting the rise of plant-based proteins.

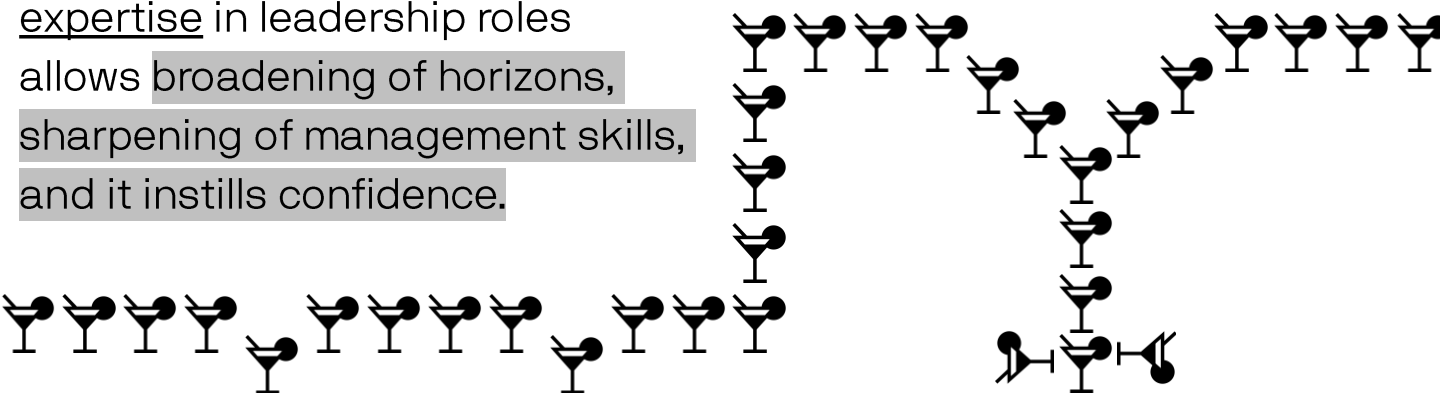


# Mixologist

Mixability, or the art of combining to get new solutions and the ability to share that art with others so they can apply it, is the perspective to have for the leaders of tomorrow.

Like bartenders becoming mixologists, cross-functional expertise in leadership roles allows broadening of horizons, sharpening of management skills, and it instills confidence.

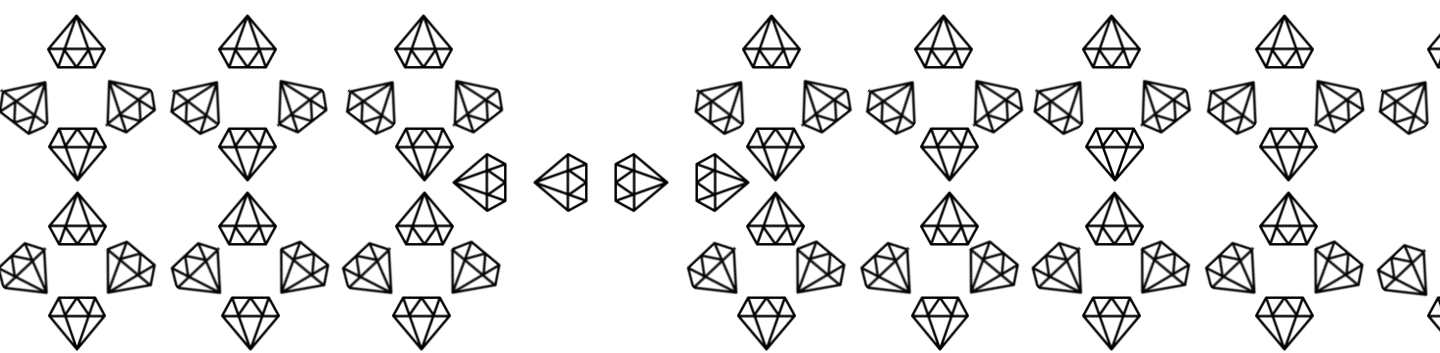
Business owners of the future not only embrace this but also ensure their employees develop cross-functional skills. They understand staff's working knowledge of all the areas of the business is crucial for company success.



# Premiumization

The market share of premium alcoholic drinks will grow to 13% by 2024. The growing demands for high-quality, sustainable, and farm-to-fork products is enabling businesses to explore the limits of premium products.

This desire from consumers to personalize their products coupled with the want to be first in discovering new brands and products will inspire companies to push towards higher-end, more unique items — which generally carry higher margin dollars with them.

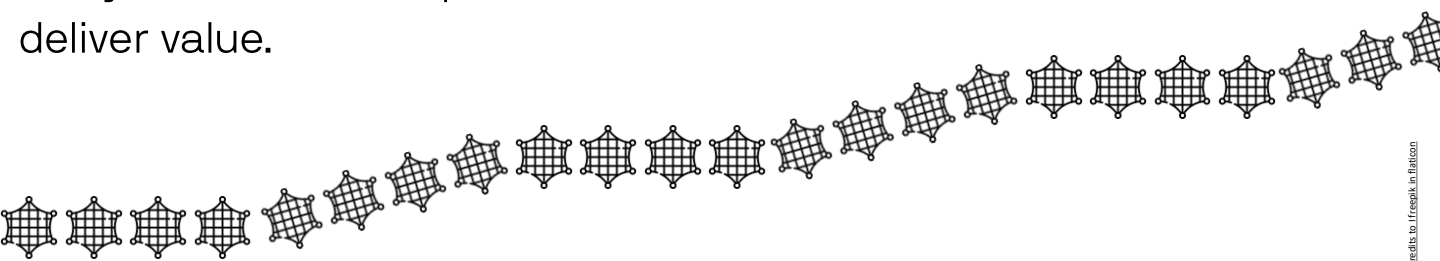


# Collective Scale

By establishing collaboration models, businesses of the future have a higher chance of scaling up sustainably. For these alliances to be successful, managers must align their companies' interests with the alliance interests.

Well implemented, collaboration models will allow the business leaders of tomorrow to embark on a transformation journey for themselves and their company.

This implies thorough reflection on what needs optimizing and critical analysis on how to capture and deliver value.





what  
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# Smart Cities

Faced with the challenges brought by climate and environmental changes, policymakers must work towards building smart cities as places of integrated evolution of society in the natural environment. In this context the adoption of technology is an element of connection and a facilitator of the relationship between infrastructures, institutions, and citizens.

Politicians have a key role to play in this adoption, by facilitating constructive conversations with citizens while simultaneously meeting their basic needs without leaving behind historically marginalized groups. Growing personalization in public policy design will be key in inclusive urban development and will allow cities to become "smarter" and more efficient.

Credits to: photo3idea studio in Thailand



## Multi-generational

## Mitigation

As the climate and environmental crisis is a long-term one, policymakers need to build multigenerational strategies to counteract its effects and impacts. A study conducted by Population Europe shows families can be important agents of change in the design and implementation of such multigenerational policies.

Moreover, UNICEF argues international and national environmental and climate policies must be developed for and with young people and children as empowering them from today will allow higher efficiency and perpetuation of relevant actions.

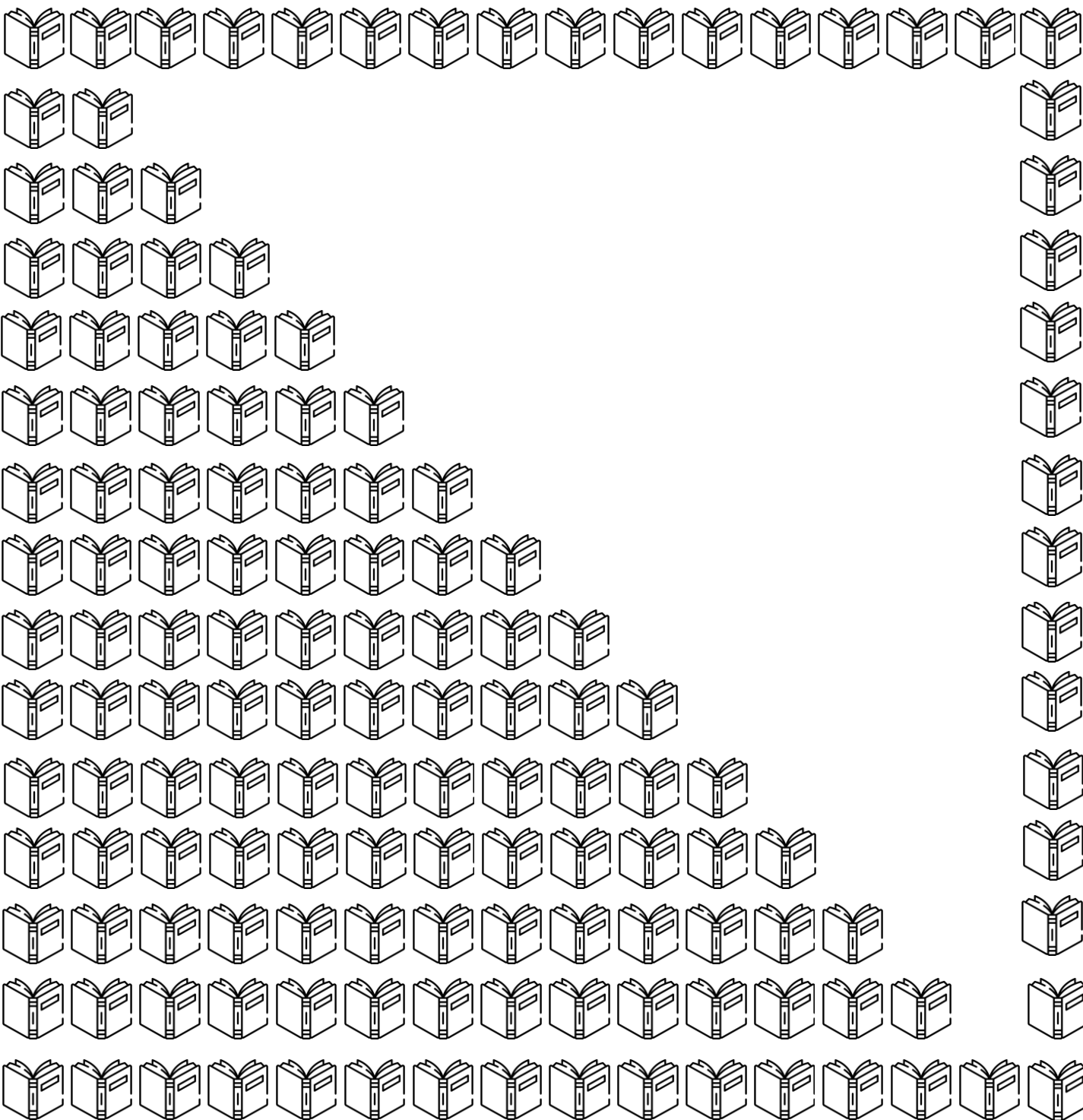
Credits to: unamhcom in France



# Update Education

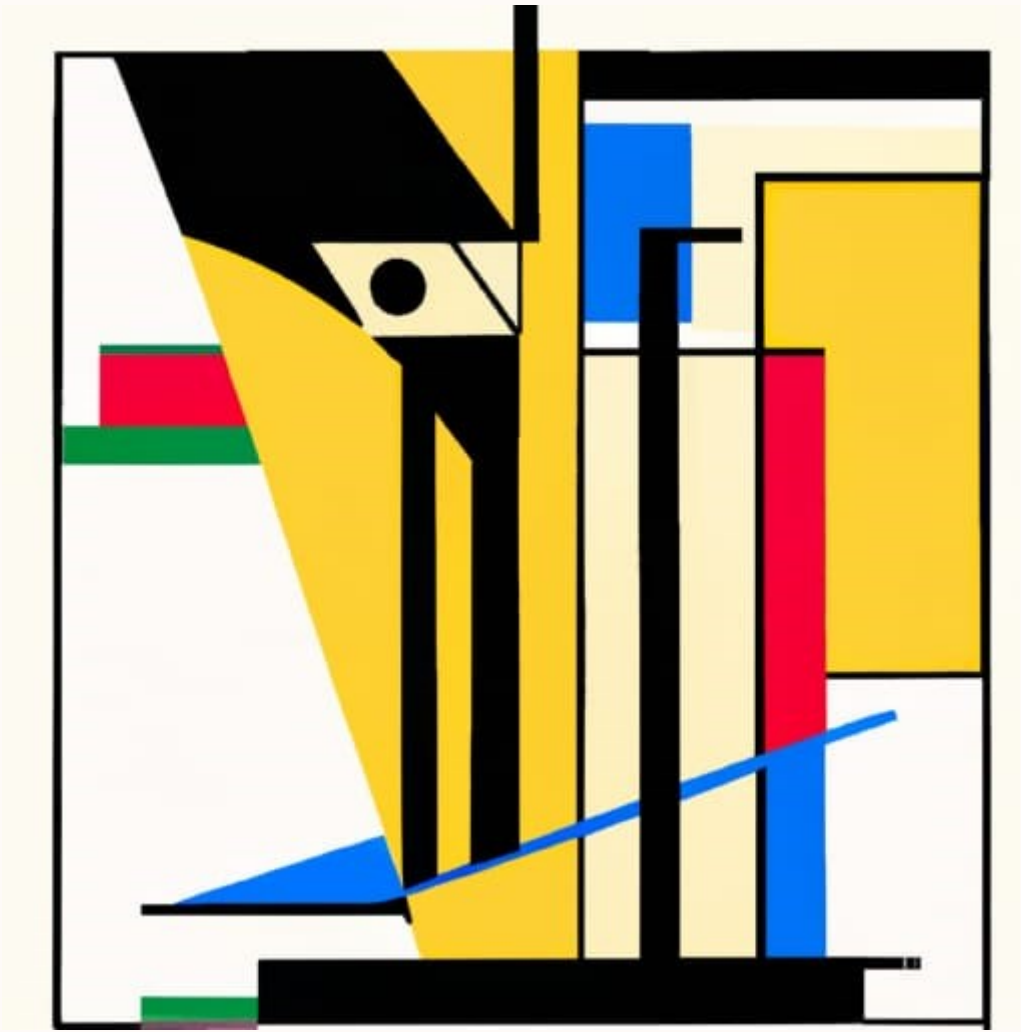
Education builds societies and nations; thus, it is imperative policymakers pay closer attention to it and update education models and curriculums accordingly to the development of the international world and community.

Building the responsive education systems of tomorrow, and supporting educators and teachers in this aim, needs to become a central aspect in policy design and implementation for more resilient education systems.



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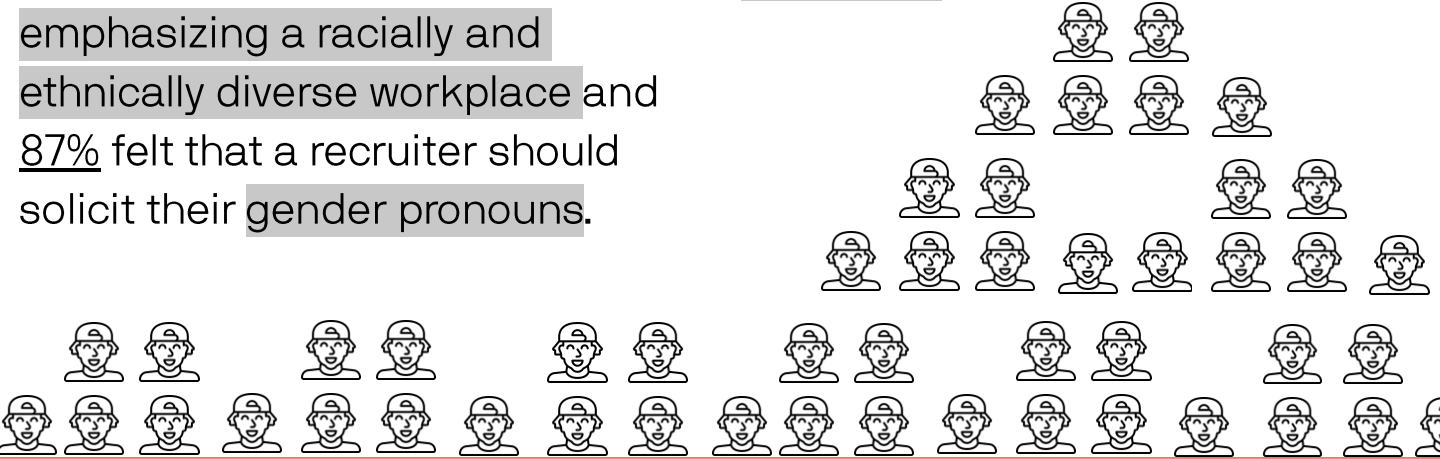


# Gen Z Horizon

The new generation of workers – Gen Z – is expected to make up 27% of the workforce by 2025.

They are expanding their horizon and interests when it comes to landing a job. 69% stated they would “absolutely” be more likely to apply to a job at a company emphasizing a racially and ethnically diverse workplace and 87% felt that a recruiter should solicit their gender pronouns.

These new perspectives and values upheld by Gen Z (economic security, communication, and transparency) will affect not only the society of tomorrow but will also recenter the most valuable resource a company can have – its people.

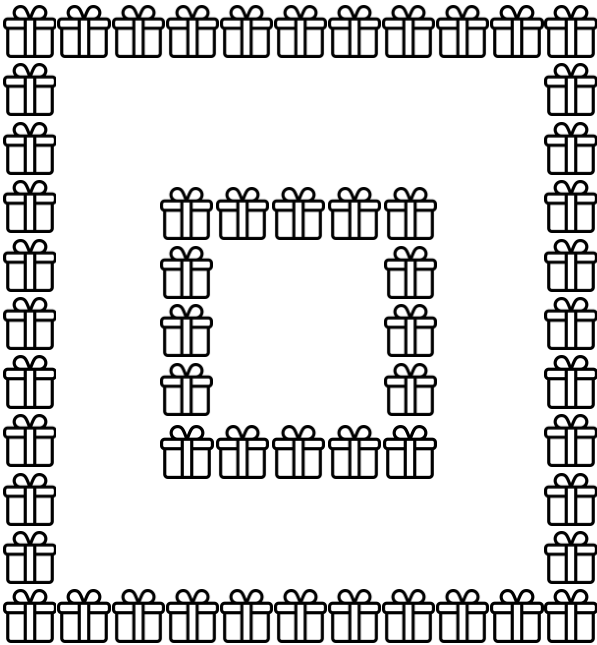


# Giftability

Turning products into gifts and shifting our behavior from buying-wants to buying-needs will become a key aspect in tomorrow’s world.

This is a two-way street, where producers can help consumers out and vice-versa by ensuring products solve a problem (instead of creating one); combining items into ready-to-use presents; and by making giftable products attractive and easy to spot.

Like mindedly, shoppers won’t need convincing to stop and purchase the ready-to-gift product.



who  
is the  
consultant  
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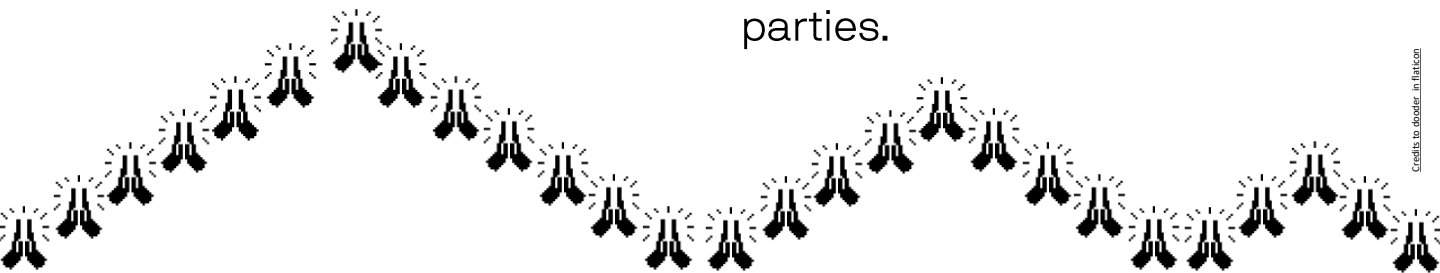




# Proof before Fellow

There is a common “acceptance phase” in the client-consultant relationship, prior to clients’ full commitment to consultants’ ideas. This crucial step must be acknowledged and recognized by both parties. To ensure a smooth transition from proof to fellow, consultants craft relevance, resonance, and performance.

In parallel, clients must also take a step forward to assist and guide consultants’ understanding of the core skills and behaviors expected from them to create a long-lasting fruitful relationship. A great way to help this phase is for example for clients and consultants to co-set a small achievable goal in the beginning of the project, to enhance trust levels from both parties.



# Hybrid AI-Consultant

The use of AI is growing in the consultancy field, as much for improving internal processes as for assisting clients in setting up their own solutions. As AI develops globally, consulting firms able to invest and expand in AI technologies will gain a competitive advantage.

This means the consultant of tomorrow is becoming more and more the tech-savvy, data analyst, type able to combine advisory expertise with AI knowledge. Advisory firms will see their business models reinvented to incorporate AI and data science in collaboration with more traditional consulting to answer to this growing clients’ need.

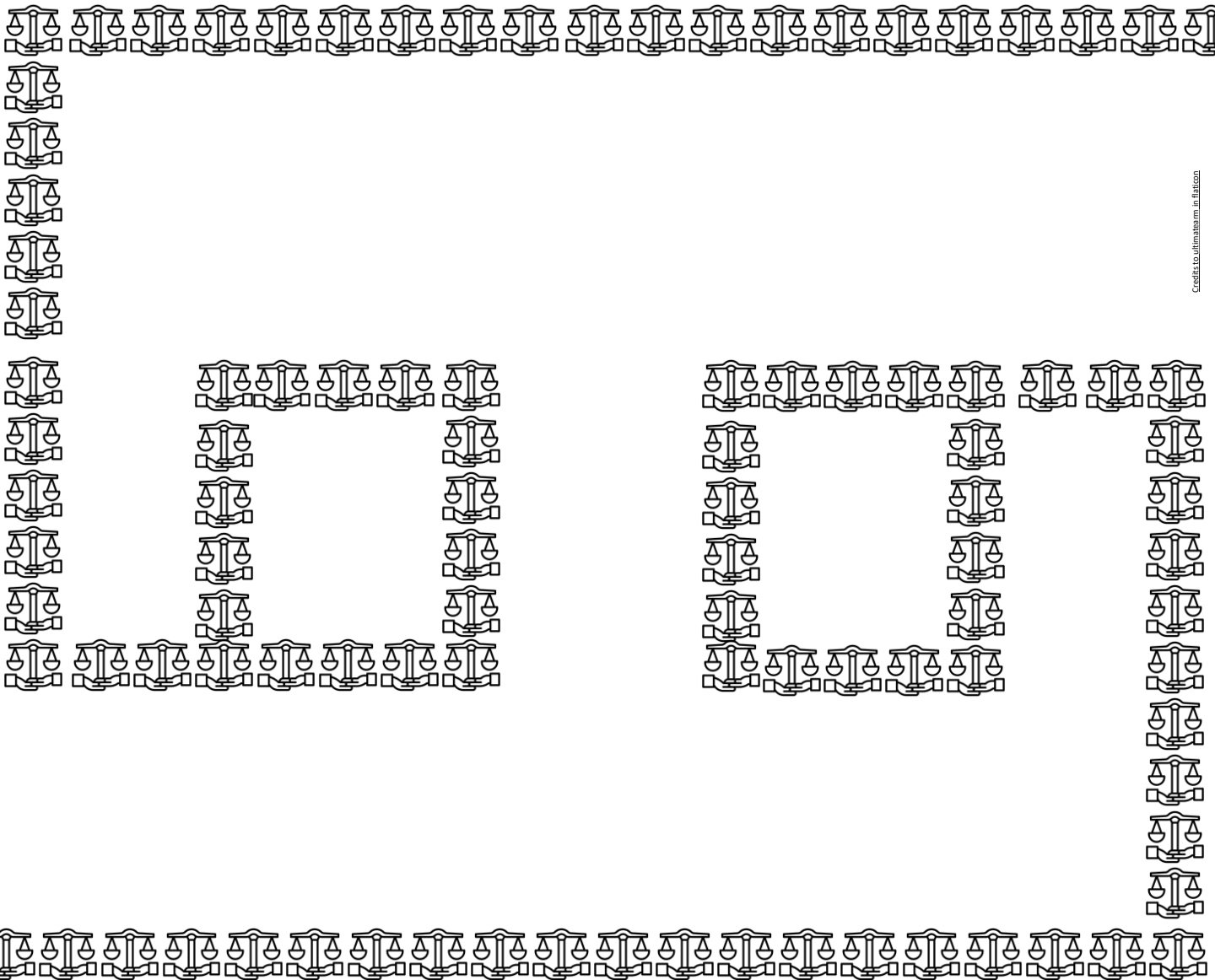


# Bring the Ethics in

Consultants of the future need to play a key role in advising business leaders towards more ethical growth.

When interacting and engaging with companies and clients, consultants should operate with transparency and integrity.

Additionally, because of the power advisory firms hold over a large number and wide variety of global companies, ethics is a particularly important value for the consulting industry. By incorporating and encouraging ethical business practices, internally and externally, the consultants of tomorrow will lead the way by example.



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# lyl.fi ed #7 future thinkers





**Alex Mohacs | CEO of TheLondonBureau**

Builds innovative product led businesses in the media, technology and knowledge space.

*We need to build things today that our future society will thank us for tomorrow.*

**Amy Novogratz | Founder of Aqua-Spark**

*Digital solutions and technology can play a really big role in increasing transparency.*

Co-founder and Managing Partner of Aqua-Spark, a global fund investing in sustainable aquaculture businesses, building a portfolio ecosystem of companies along the aquaculture value chain working to solve industry challenges to develop the optimal aquaculture food system of the future.



**Andreas Balle | CEO of I-DO**

Co-Founder, previous COO and current CEO of I-DO (Antidote Vertriebs GmbH) offering premium-quality beverages that put the customer's health and wellbeing as well as the environment first.

*You need fans, especially right now. You need believers against consumers that don't care.*

**Erik Dimter | CEO and Co-Founder of JoyBräu**

*Everyone said, "You can't do that!". Then someone came along who didn't know that and just did it.*

CEO of JoyBräu, making Health and Fitness convenient, delicious and joyful with the world's first digital food-tech beer brand awarded as most innovative product of the Fitness Industry.



**Jim Keravala | CEO of Offworld**

Expertise in systems engineering and launch of over a dozen spacecraft to Low Earth Orbit. Augmented with finance, software, venture capital, construction, shipping and transportation sector experience, establishing a comprehensive leadership platform for building new space and technology infrastructure.

*'The problems of the world cannot possibly be solved by skeptics or cynics whose horizons are limited by the obvious realities. We need people who can dream of things that never were'. John F Kennedy.*

**Joao Rito | Founding Partner at SeaEntia**

*The first thing that needs to be implemented, for all kind of businesses, is sustainability.*

Truly believes aquaculture is a tool to solve a big part of the socio-economical and environmental problems in the world, if well managed and well implemented. Highly motivated to be part of this action.





**Ricardo Matos Mestre | CFO of Jerónimo Martins Agro-Alimentar**

Self-development mindset through diversity and cross expertise.

*Build a sustainable future with a self-development mindset through diversity and cross expertise.*

**Roberto Ramírez Basterrechea | Founder of SmartCitGreen**

*Smart Cities Green are built with smart institutions that promote a safer, more resilient and sustainable Society 5.0.*

PhD in Political Administration and Economics in the EU from the University of the Basque Country in collaboration with the Max Planck Institute. Specialist in Smart Cities Management and Smart Government Management. Director and creator since 2016 of the Diploma in Smart City.



**Tamas Sohajda | Founder and Board member of CarboHyde**

Pharma professional and pharmacist with 15 years' experience in the industry, mainly in R&D and leadership. Main expertise is carbohydrate research, in particular drug discovery, preclinical development and innovation around new drug delivery technologies.

*I never lose. Either I win or I learn.*

**Veronica Amago | Regional Director of Whyte&Mackay**

*"It is easier to act yourself into a new way of thinking, than it is to think yourself into a new way of acting."  
Millard Fuller*

As Regional Director, I operate in an environment where uncertainty is high, thinking is adaptive, and results are required fast. Getting comfortable with being uncomfortable is my daily creed. And seeking ways to act a new way of thinking.



**Digvijay Singh | Team Member at Loyal Ecosystem**

Process and data-focused consultant at Loyal Ecosystem with experience in Machine Learning and Deep Learning techniques, working for continuous challenges that enhance my learning curve. Co-founded two technology startups, solid expertise in Transformation, Strategy and Technology Operational Excellence, and with a never fading curiosity to dive into the available data, interpret it, search for patterns and trends, and build predicting models that could indicate new insights.





## **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 result 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.

# loYoh!

