

Foresight @ The Sound

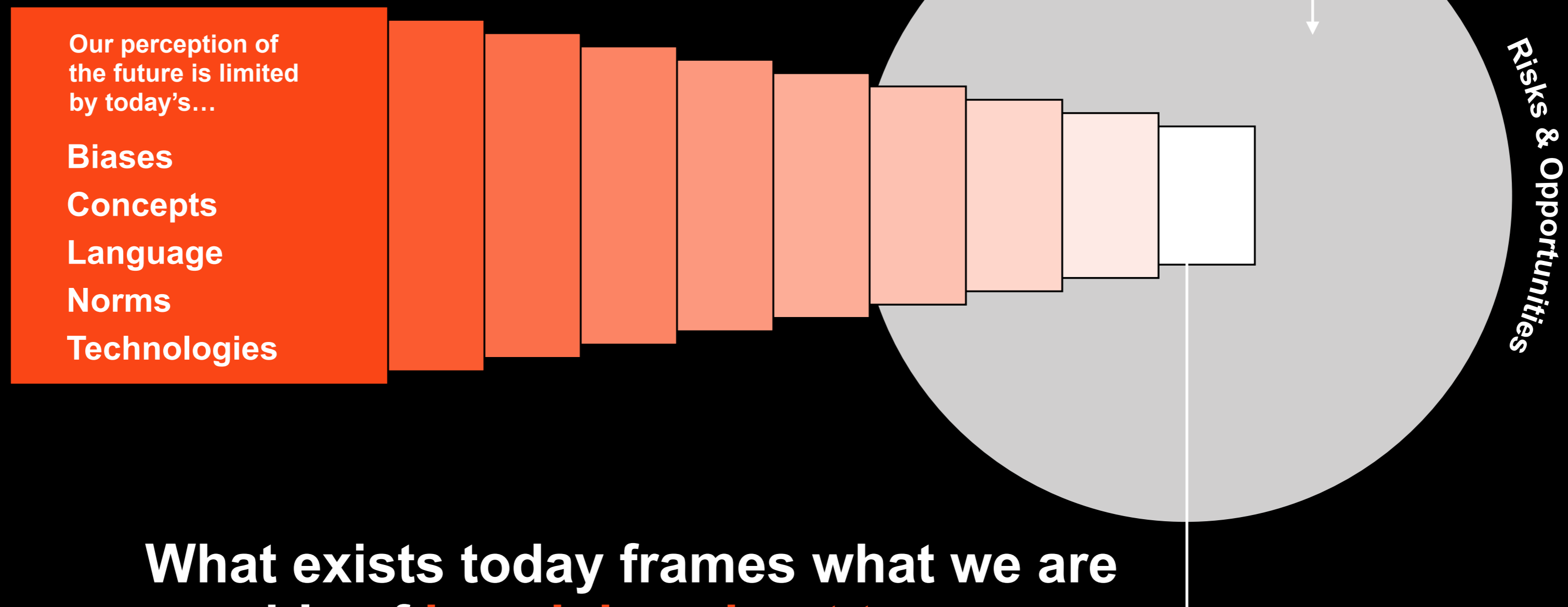
Anticipate change, instead of reacting to it.



When situations lack analogies to the past, it's hard to imagine the future.

It's tempting to seek refuge in the more predictable short-term.

**But, without thinking about the future,
you're only able to imagine a narrow
slice of what is possible.**



Foresight leaves room for new standards, technology and ideas that are sure to develop over time,
allowing you to see potential risks and opportunities you would otherwise overlook.

**What exists today frames what we are
capable of **imagining about tomorrow****



There are no futurists in foxholes.

Companies who focus on the short-term in the face of ambiguity risk leaving billions of dollars on the table.



The Benefits of Strategic Foresight

Anticipate change, instead of reacting to it.



Identify Untapped Opportunities



Find Competitive Advantage



Better Evaluate Innovation Ideas



Anticipate Risk & Plan Ahead



Our Philosophy

Deliberately seek out the things
that conflict with or contradict
today's truths.



A group of diverse young people, including a man in the foreground wearing a beanie and several women behind him, all looking thoughtful and engaged. The image is in grayscale with a dark overlay.

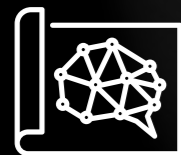
Our Approach

Driven by deep empathy and creative visioning, we approach foresight by **keeping people and culture at the centre of our work.**



Our Approach

We help brands **make better decisions today** by **bringing tomorrow into focus.**

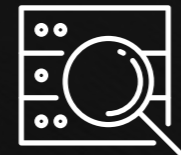


01 Scanning The Horizon



We **scan** for signals and trends that illuminate future risk and opportunity

- STEEP Analysis
- Literature Reviews
- Expert Perspectives
- Fringe Ethnography & Interviews
- Cultural Deep-Dives
- Self-guided Ethnography



02 Identifying Implications



We **identify** what matters for your brand, why you should pay attention, and what you should watch for

- Futures Wheels
- Critical Uncertainties
- Delphi Panels
- Theories of Change
- Cross-Impact Analysis
- Morphological Analysis
- Quantitative Modelling



03 Building Scenarios



We **create** scenarios with rich texture that bring the future into focus

- Dig Sites & Opportunity Spaces
- Optimistic/Pessimistic Views
- Images of Social Change
- Future Objects & Products



04 Developing Strategies



We **activate** against the future, through present day action

- Innovation Sprints
- Concept Development
- Market Size Analysis
- Backcasting
- Strategy Wind Tunnelling
- Foresight Toolkits

2 Identifying Implications

Next, we codify what matters for your brand, why you should pay attention, and what you should watch for.

After unearthing the trends and signals that have the potential to impact your brand's future, we consider where they're headed, and their potential impacts on your business.

We consider the **direction**, **velocity** and **interaction** between trends to illuminate how they'll impact your operating environment.

Qualitative Impact Analysis

Risks and Opportunities

Risks
What risks do we see on the horizon, and how immediate are they?

Opportunities
What opportunities do we see on the horizon, and how immediate are they?

Implications

Identify the direction of future possible trends along with velocity and interaction. Do things look like they're heading in the same direction? Or are they heading in different directions? What are the implications of these trends? How do they interact? What are the implications of these trends? How do they interact?

Opportunities

As risks and trends evolve, what opportunities will emerge? What are the implications of these trends? How do they interact? What are the implications of these trends? How do they interact?

Quantitative Impact Analysis

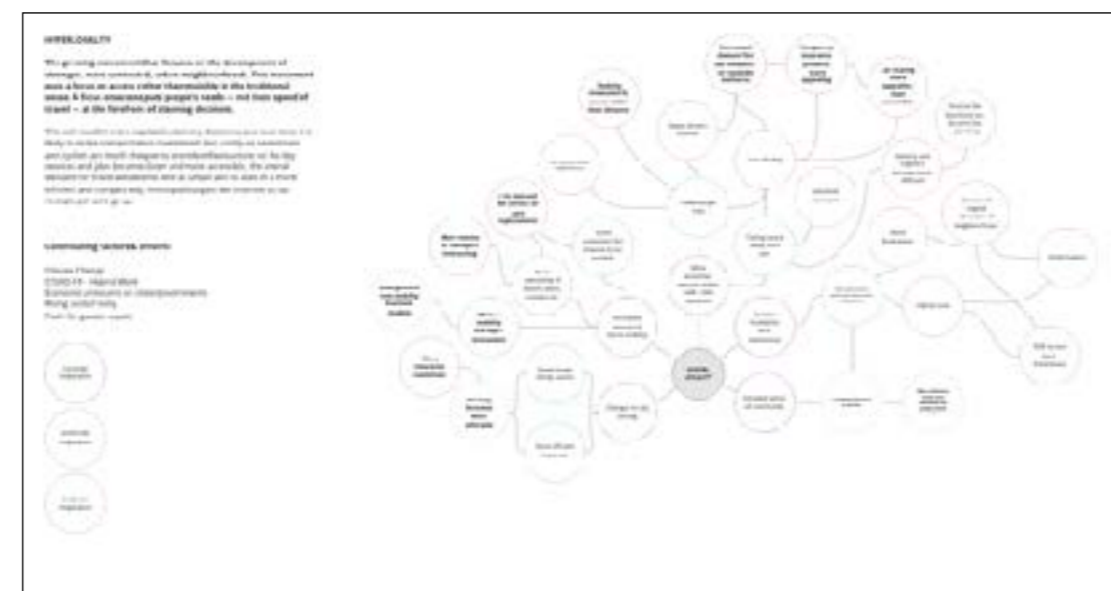
Risks and Opportunities

Risks
What risks do we see on the horizon, and how immediate are they?

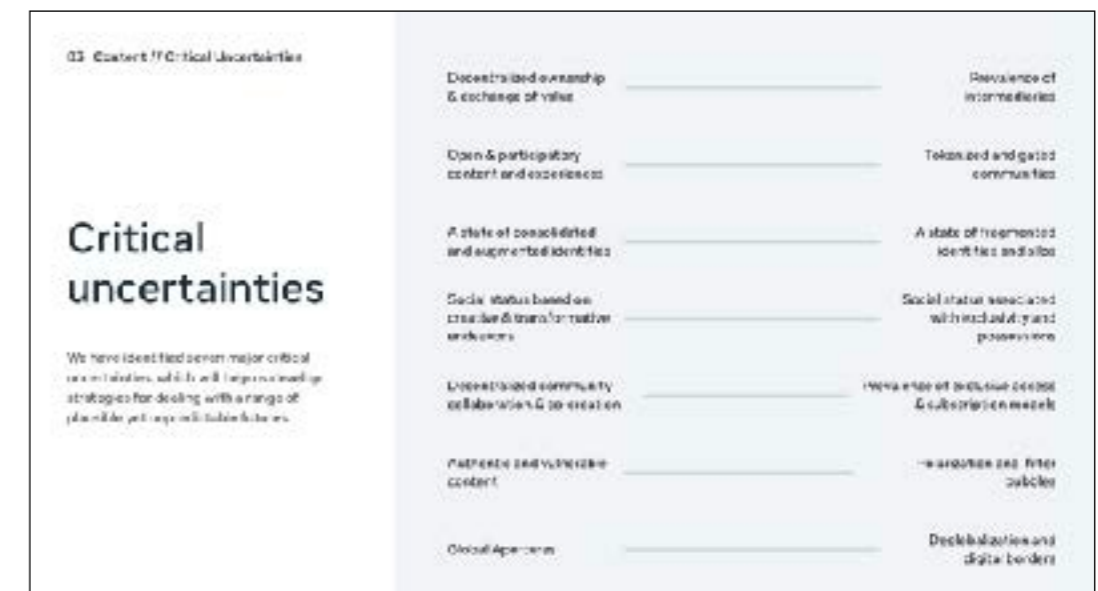
Opportunities
What opportunities do we see on the horizon, and how immediate are they?

	Uncertainty A	Uncertainty B	Uncertainty C	Uncertainty D
Uncertainty A	3	1	1	3
Uncertainty B	3	3	1	1
Uncertainty C	1	3	3	3
Uncertainty D	3	1	3	3

Futures Wheels



Critical Uncertainties



3 Building Scenarios

Then, we create rich scenarios that bring the future into focus

With trends and implications in hand, textural visions of futures are developed to help brands overcome biases, and better see the future contexts that have strategic importance.

We place specific emphasis on the the impact of present day decision-making so that scenarios are actionable, while also challenging assumptions and biases.

Objects & Products From The Future

The Fandom Wallet

The Fandom Wallet is a digital wallet that allows fans to purchase and collect digital items from their favorite franchises. It features a secure, user-friendly interface and is designed to be used on mobile devices. The wallet is powered by blockchain technology, ensuring the authenticity and ownership of digital assets. It also offers a marketplace for fans to trade and sell their digital items.

Key features include:

- Secure digital storage for fan items.
- Marketplace for buying and selling digital assets.
- Integration with various digital platforms.
- Blockchain-based security and ownership.

Innovation Opportunity Spaces

Forward, Together. Empower British Columbians by making financial

Need Empowerment

Life in British Columbia keeps getting more expensive. My financial and life goals feel like they are falling further and further out of reach.

63% of Canadian non-workers would say they're having a hard time affording to afford a home.

77% increase in job buyers with different last names, between 2014 and 2021.

20% of Canadians say they're having a hard time affording to afford a home.

18% of British Columbia home buyers in Q1 2022 have purchased properties in groups of 3 or more.

Scenarios for Action & Inspiration

Access over Mobility Underserved Superblocks

In cities, congestion pricing, and the organization of cities have dramatically reduced car traffic within the Greater Vancouver Area.

Non-vehicle users have been marginalized out, but not all access can afford an EV.

As cities like QVA and elsewhere re-organize, access to services becomes a central issue.

In response to this reorganization and the importance of hyper-local services, private and public governments are offering incentives to private sector organizations and to gain in their service provision.

Pahlavani, Ramezani

Proter neighborhood for Superblocks

In response to growing concerns over air and noise pollution, Vancouver made use of its unique, engaged street grid to create new superblock areas.

The solution is the presence of cars, merged with the addition of bike lanes, developing walking, mobility areas, for almost public transit, help within the superblock. Working and living both increased, and residents and visitors alike were able to enjoy the common areas as destinations and destinations, rather than just through-water holes where they needed to go.

4 Developing Strategies

And finally, we help you activate against the future by applying it to your business context.

Our foresight work culminates in bespoke deliverables that are designed to deliver on your business context.

Whether it's a roadmap to guide research and development, the identification of new markets, or strategy windtunneling to assess risk and opportunity, the focus is on taking you from the *So what?* To the *Now what?*

Innovation Concepts

Innovative Idea Concepts

Real Estate Investment Fund

A new way of getting onto the real estate ladder, backed a brand you know and trust.

After reviewing DCA's 100 best investment and taking shape in two different ways:

QHE - We'll use a portion of your investment to help you reach the 20% you need, helping you to become a homeowner sooner. Our own pay-off can be used to help you buy a house, so there's no need to worry about the 20% you need. We buy a house of your choice and when you decide to sell, we'll return an equity share based on our investment in the original development.

IMD - If you're not sure if you want to buy a house, you can try it out first. You can buy a house through the fund, then if you decide to sell, we'll return an equity share based on our investment in the fund. As you can buy shares in income producing properties, starting at just \$100, DCA does care of all the real estate business, so that you can sit back and enjoy the steady income, and the peace of mind of professional management.



Analysis of Future Markets

Innovative Idea Concepts

Real Estate Investment Fund

Option	TAM	Value
Optimistic	750,727	750,727
Pessimistic	753,727	753,727

There are two ways to invest in real estate through a REIT. The first is to buy shares in a REIT that owns and manages real estate. The second is to buy shares in a REIT that owns and manages real estate through a crowdfunding platform. Both options offer a way to invest in real estate with a lower minimum investment than buying a house.

There are two ways to invest in real estate through a REIT. The first is to buy shares in a REIT that owns and manages real estate. The second is to buy shares in a REIT that owns and manages real estate through a crowdfunding platform. Both options offer a way to invest in real estate with a lower minimum investment than buying a house.

Whitespace Identification

Expiring Experiences

What happens when you reach the end of your life? How do you want to spend your final days? How do you want to be remembered? These are the questions that we explore in this report. We look at the different ways that people are spending their final days, and we explore the different ways that people are being remembered. We look at the different ways that people are spending their final days, and we explore the different ways that people are being remembered.

Attachment-less

What happens when you reach the end of your life? How do you want to spend your final days? How do you want to be remembered? These are the questions that we explore in this report. We look at the different ways that people are spending their final days, and we explore the different ways that people are being remembered. We look at the different ways that people are spending their final days, and we explore the different ways that people are being remembered.

Case studies





Fintech

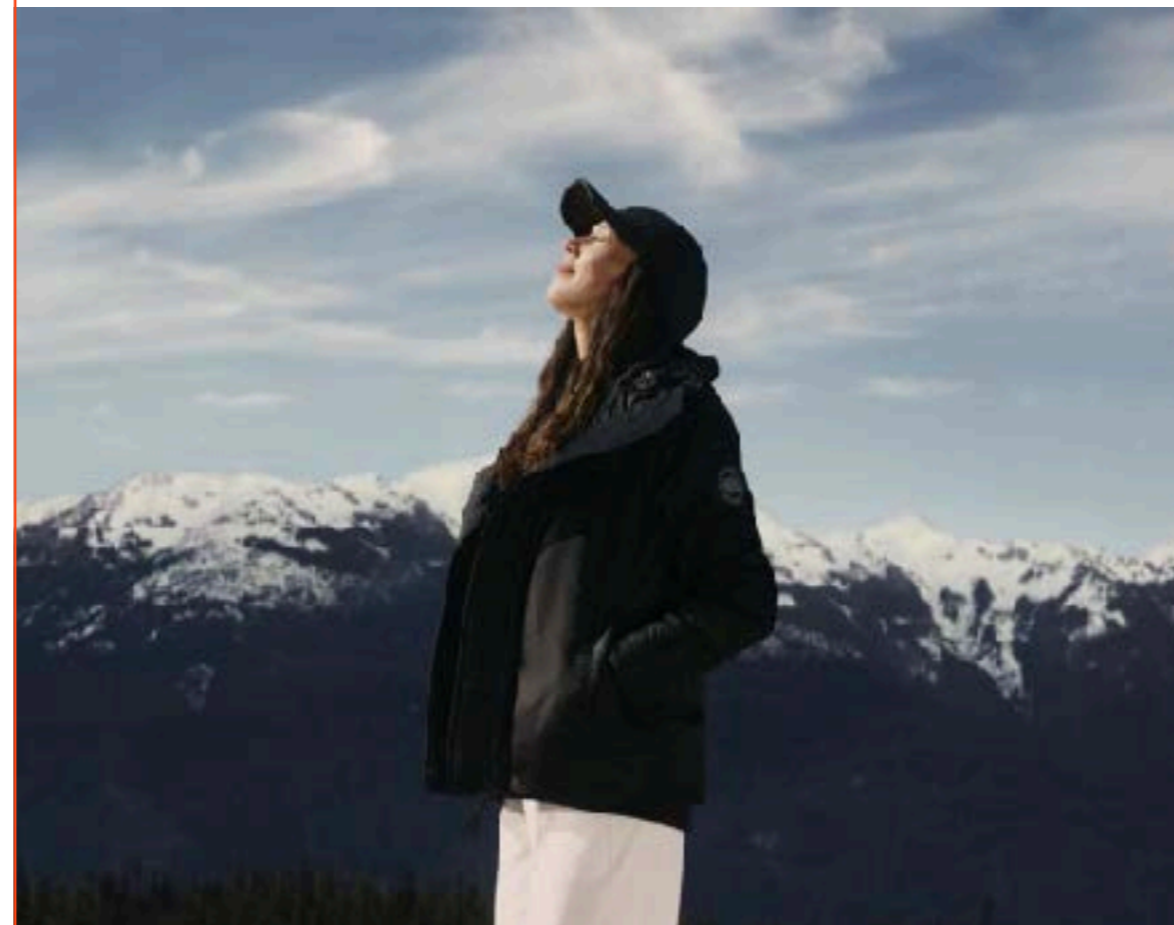
Future-Driven GTM Strategy

A social media conglomerate came us to help them define the long-term vision and optimal go-to-market strategy for a full service wallet concept. We started by doing a detailed competitive assessment of the trajectory of digital wallets and fintechs, before speaking with fintech futures experts to provide greater granularity on potential futures. We then developed a series of brand vision concepts and outlined scenarios for the potential use cases of each, to understand how they could develop in the future. Our project culminated in a executional playbook for a full service wallet concept with core brand attributes and their connection to use cases, change and trajectory over time.

Apparel

Provoking radical innovation

As a leading apparel company's innovation lab gathered steam, the team identified a gap in the foresight as they looked to develop the brand's future 10+ years out. We combed through insights, predictions, trends and shifts, spoke to a series of experts and spent a day with the team analyzing future themes and factors to inspire ideas, provoke change and imagine the evolved place the brand could occupy in years to come. The result was a robust innovation roadmap that laid out how the brand could set itself up for success in a world that had not yet been determined.



Real Estate

Imagining a neighbourhood for tomorrow

A UK property developer needed help imagining the future of a London neighbourhood, and developing it in a way that would be distinctive both now and in years to come. Through a combination of ethnographic fieldwork, immersions and expert interviews with urban planners, sociologists and anthropologists we identified a series of territories that envisioned a new kind of neighbourhood; one grounded upon the future of the housing industry and people's evolving needs. The resulting strategic vision is now literally being built - a unique new London neighbourhood that embraces the surrounding area and is future-proofed for the progressing needs of the community.

**We would love to
partner with you!**

**What can we do to
make this happen?**

dakermanis@thesoundhq.com

THE
SOUND
Exploration. Strategy. Innovation.