



**MEGA
TRENDS
SHAPING THE
GLOBAL AND
CHINESE
LANDSCAPE**

?WHAT IF!

Power of
Paradox

Lillian Xu
September 6th, 2017

A glimpse of China innovation landscape today...



**DIGITAL
FINANCING**



E-COMMERCE



**SMART
HARDWARE**



BIOTECH



**DELIVERY
SERVICES**



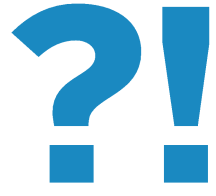
**TRANS
PORTATION**



NEW ENERGY

A glimpse of China innovation landscape today...





Future is full of uncertainties...

**... driven by inherent tensions
of seemingly contrasting
trends.**

A close-up photograph of an elephant's head and trunk. The elephant's trunk is curled upwards, and a small person is standing on top of it. The background is a clear blue sky. The text "BIG vs. SMALL" is overlaid in white, bold, sans-serif font. A vertical white line is positioned to the left of the text.

BIG vs. SMALL

Boundless Commerce

原装进口.原产地直供

买进口,上天猫国际

买的不仅是原装进口的商品,更是一种生活方式。品质生活,简单拥有。
海外触手可达,尽在天猫国际。

小红书

最大的全球购物社区

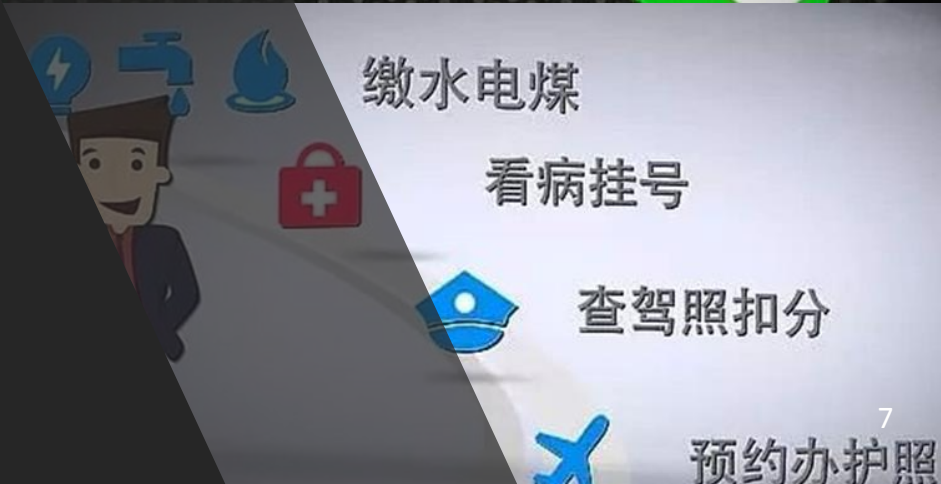
立即下载



门店自提 盛大开启



It's not just an
app, it's my
world



Small and Beautiful



e洗了么 | 帮买帮送

"留"着我来

8月特惠 6元跑腿

你的烦恼e键解决
全城买, 闪电送

帮买帮送

买厨, 买零食, 买饮料, 买生鲜, 买卫生纸, 买零食, 买感冒药, 买...
送鲜花, 送蛋糕, 送文件, 送礼物, 送钥匙, 送雨伞, 送...

召唤小哥下一单



一条

生活美学电商
严选全球品质好物



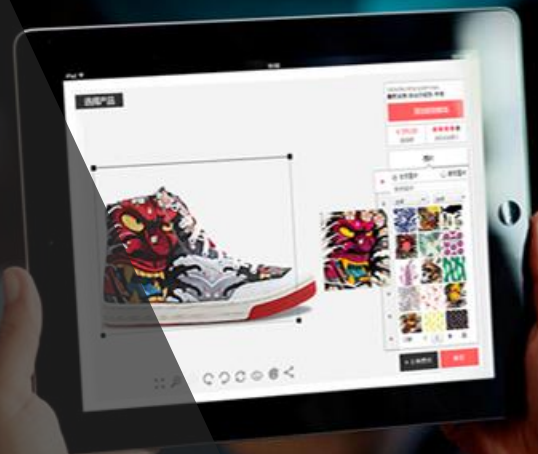
手机开店 用微店

Free

店



ME vs. WE



**CUSTOMIZE
WHATEVER
YOU
LIKE**



定制你喜爱的商品

开始定制

已产生 **1382526** 件作品

Extraordinary Individualists



SOULGOODS



爱定客

MAKE EVERY ONE DIFFERENT

Greener and Healthier

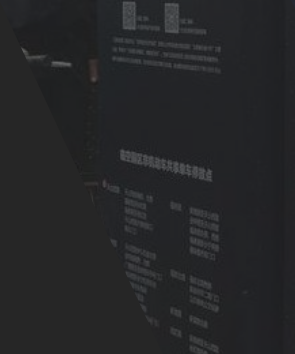
400加仑大流量
RO反渗透直出纯净水

¥ 1299

Warm up. **Work out.** While staying in. **EVEN HOTELS**



Joyful Sharers



A photograph of an elderly couple with grey hair, smiling and looking upwards and to the right. The man is wearing a light blue polo shirt and has his arm around the woman's shoulder. The woman is wearing a light pink polo shirt. The background is a solid light grey.

AGING vs. AGELESS

爸妈放心游

用旅行重温青春的味道

Longevity
Economy



Life & Experience Pioneer



月人均发送次数

20次

95后用户

28次

典型用户

25次

老年用户

红包

月次数

0次

月人均发送金额

¥370

95后用户

¥580

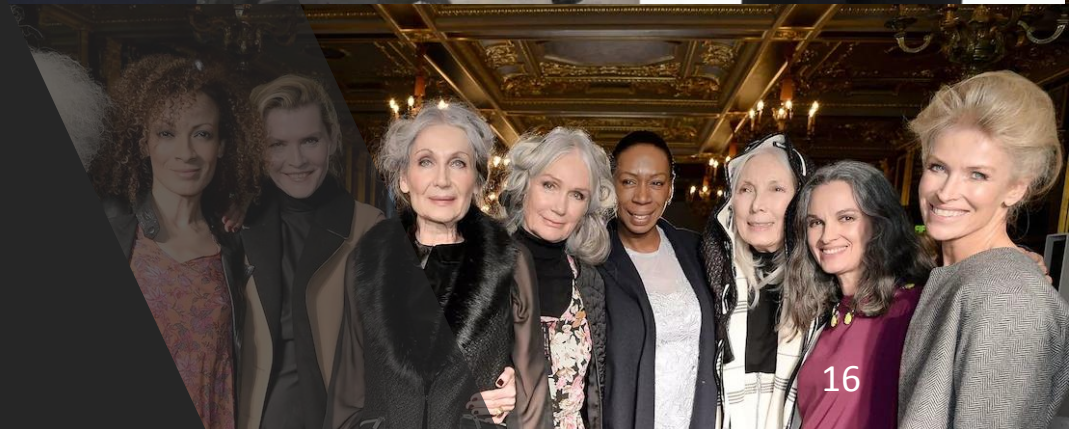
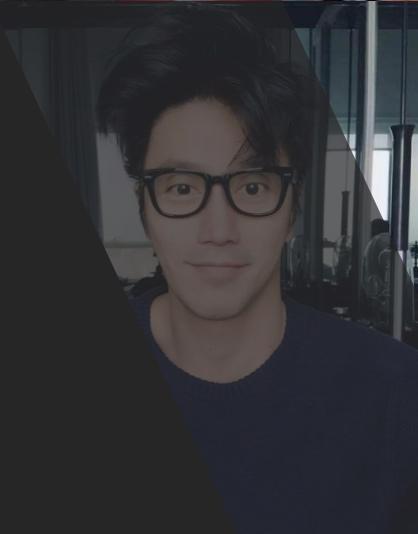
典型用户

¥380

老年用户



Silver Beauty



A conceptual image featuring a lightbulb as a central element. Inside the bulb, a small, vibrant green tree with a thick trunk and a full, rounded canopy of leaves stands on a patch of dark brown soil. The bulb is set against a background of a bright blue sky with soft, white clouds. In the foreground, several out-of-focus green leaves and other lightbulbs are visible, creating a sense of depth and a natural, organic feel. The overall composition suggests themes of growth, innovation, and the connection between nature and human ideas.

NOSTALGIA vs. EXPECTANT

Back to Basics



午后阳光·慢生活

Slow Down



Slow Food®

Life Integrated with Technology



Never Fast Enough

5公里平均
23分钟

送达

10公里平均
33分钟

送达

15公里平均
39分钟

送达



闪送

专人直送 更快更安全

美团专送
平均送达

35分钟



美团 就是这么快

**The future is not set.
There is no destiny but
what we make for
ourselves.**

How can we explore radical innovation opportunities by harnessing the energy of paradox?



THANK YOU!

?WHAT IF!

INNOVATION PARTNERS

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