

Millennial Legacies That Will Change The World In 2018

**Presented by Matt Britton
@MattyB**



@MattyB



@MattyB



@MattyB

A hand holds a smartphone in the foreground, displaying a group of diverse young people. The background is a blurred crowd of similar young people. A green circle with the text 'gen Z' is overlaid on the right side of the image.

gen Z

Millennial Legacy



Status Update Is Now
The New Status Symbol



@MattyB

D.I.F.T.I.



 @MattyB

A woman with long dark hair is sitting in a private jet cabin. She is looking towards the camera. The cabin has wood-paneled walls and beige leather seats. There is a table in front of her with a plate of food, a glass, and a bottle. The text "INDY/LIFE" is in the top left corner. The main headline is in three white boxes with black text. The Twitter handle "@MattyB" is in the bottom right corner.

INDY/LIFE

**PEOPLE IN RUSSIA ARE RENTING
GROUNDED PRIVATE JETS TO TAKE
INSTAGRAM PHOTOS**



BLACK TAP
CRAFT BURGERS & BEER

TRENDS

Black Tap Milkshakes Are New York's Latest Line-Inducing Novelty Sweets

4

EATER

by [Greg Morabito](#) | Feb 1, 2016, 1:44pm EST

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



The line outside Black Tap MePa on Saturday. | [Nick Solares](#)



MUSEUM OF
ICE CREAM

IMPACT+

A Global Hospitality Renaissance



@MattyB

GETFO!

NYC

New York City





LEON HEAL/AFF/GETTY IMAGES

GLASTONBURY
FESTIVAL
OF CONTEMPORARY PERFORMING ARTS
WORTHY FARM, PILTON, SOMERSET



 @MattyB

Millennial Legacy



Urbanization Will Transform The Global Footprint



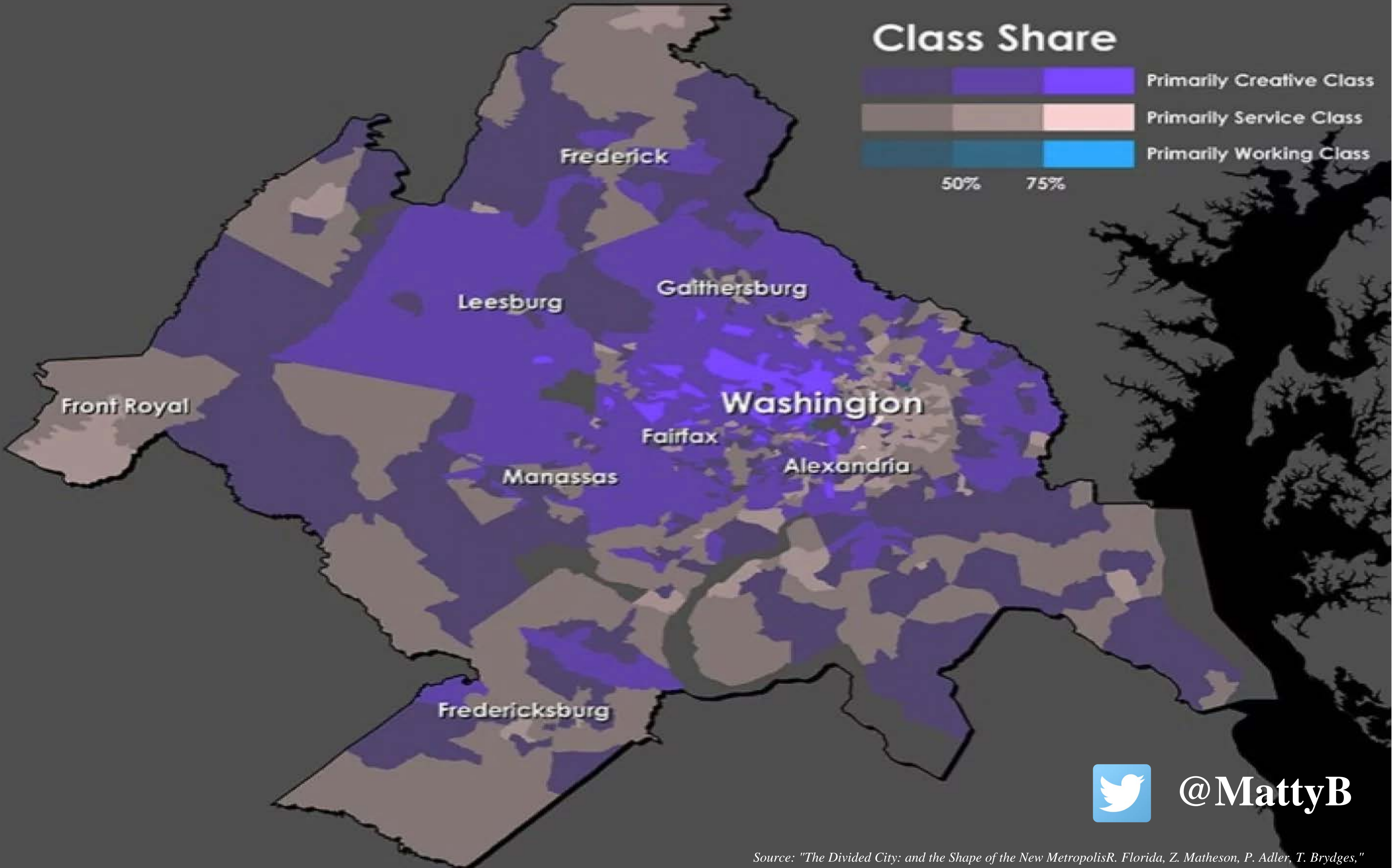
@MattyB





@MattyB

Class Share



 @MattyB

Source: "The Divided City: and the Shape of the New Metropolis". Florida, Z. Matheson, P. Adler, T. Brydges,

IMPACT+

Creating Pressure On Mega Consumer Sectors





@MattyB



IMPACT+

**While Generating Massive
Opportunity For The Service Sector**





IMPACT+

**...And Transforming The Fabric Of
The Global Workforce**



@MattyB



wework



 @MattyB



Detroit, Michigan Spencer Platt—Getty Images

MILLENNIALS

Why companies are saying farewell to the 'burbs, and hello to the big city

 **@MattyB**

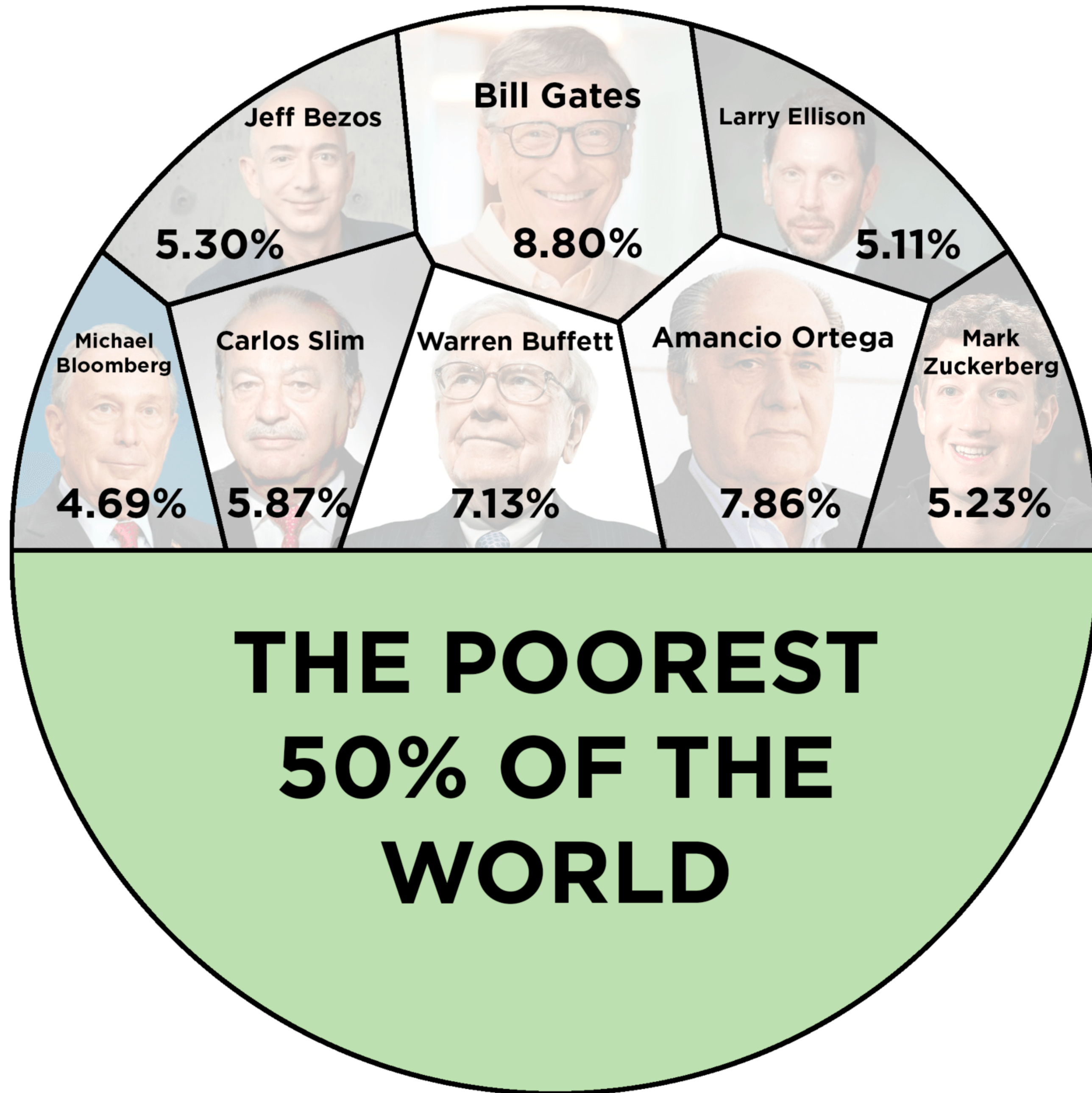
Millennial Legacy



The Bar Bell Economy Is Here To Stay

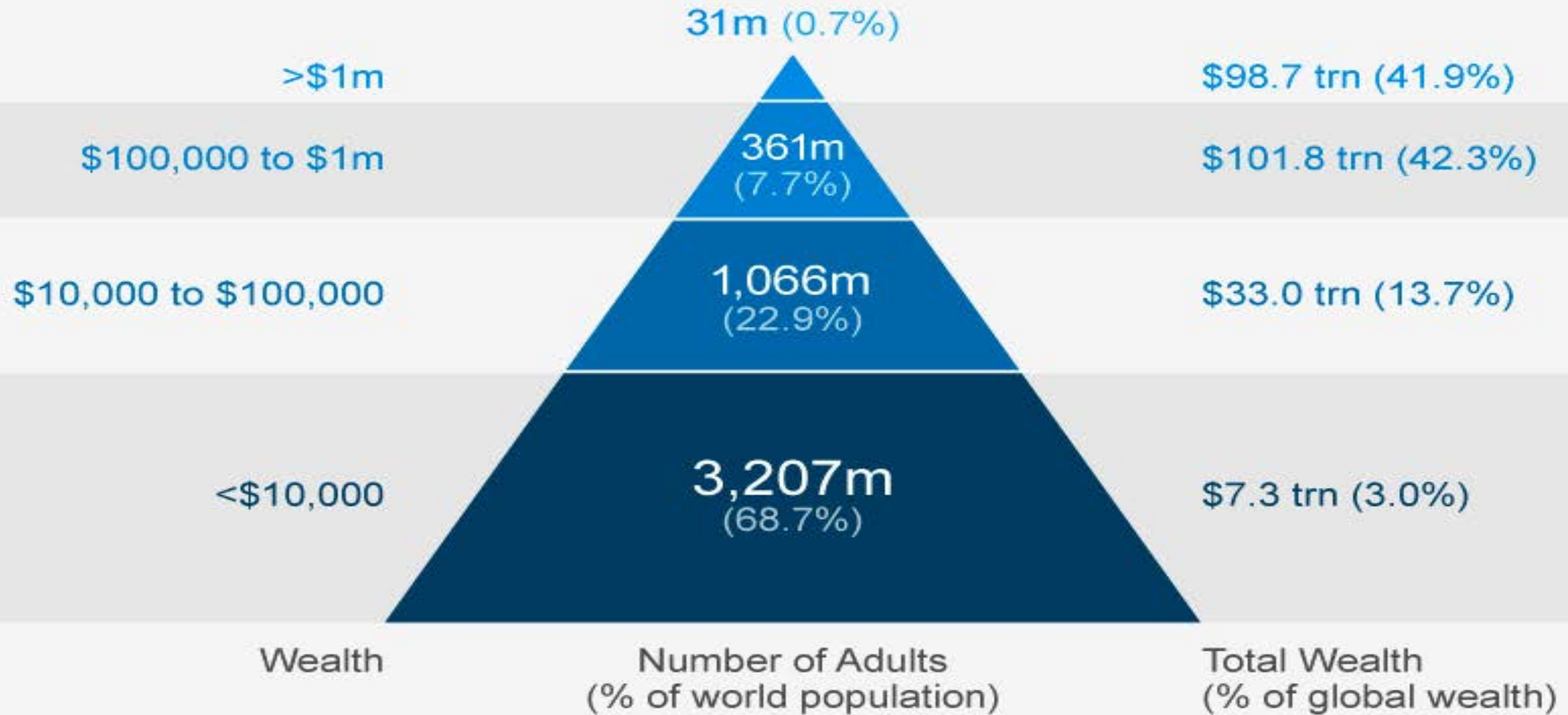






32 Million People Control 41% of the World's Wealth

An overview of worldwide wealth distribution



IMPACT+

**Delivering Continued Growth To
Luxury & Value Brands**

MINI
SO:U
名創優品



MINI
SO:U
名創優品

J E T S M A R T E R



IMPACT+

While Destroying Brands In The Middle



People pass by the GAP clothing retail store in Manhattan, New York, August 15, 2016. Photograph by Eduardo Munoz — Reuters

QUARTERLY EARNINGS REPORTS

Gap Shares Flop After Chain Says It Will Close More Stores Than Expected



@MattyB

Millennial Legacy

Amazon May Be Closer To \$2 Trillion
Than \$1 Trillion In Value By End of '18

amazon



@MattyB





@MattyB

IMPACT+

Amazon Basics Will Pressure Low Involvement Categories

702

Walmart  Home Office



RETAIL PRICE
\$2.98

UNIT PRICE
37.3¢
8.00 OZ
3265376
Dept. 92
0009-0002-0007
5440000024 04/06/13
GR PPN COUNTRY DTJON

UNIT PRICE
37.3¢
8.00 OZ
3265376
Dept. 92
0009-0002-0007
5440000024 04/06/13
GR PPN COUNTRY DTJON

UNIT PRICE
37.3¢
8.00 OZ
3265376
Dept. 92
0009-0002-0007
5440001503 04/06/13
GR PPN COUNTRY DTJON



UNIT PRICE
11.5¢
12.00 OZ
9226710
Dept. 92
0009-0002-0015
5440000024 03/10/13

RETAIL PRICE
\$1.36
GULDEN SPY MUST SQZ

UNIT PRICE
12.5¢
12.00 OZ
9226710
Dept. 92
0009-0002-0015
7874207782 03/10/13

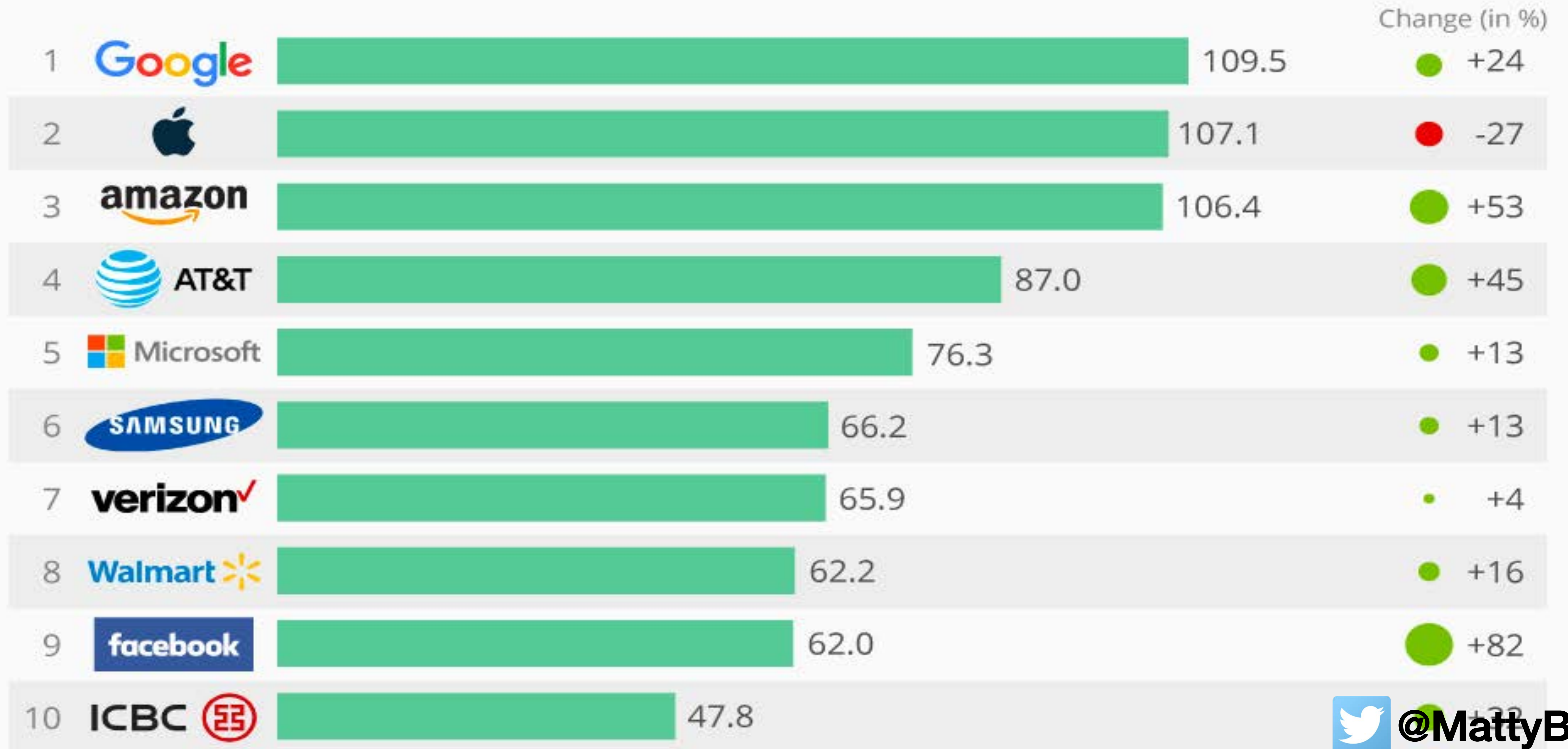
RETAIL PRICE
\$1.50
GV COARSE GRND MUST

UNIT PRICE
0.00



Most Valuable Brands 2017

Brand value of the 10 most valuable brands (in billion U.S. dollars)



IMPACT+ 

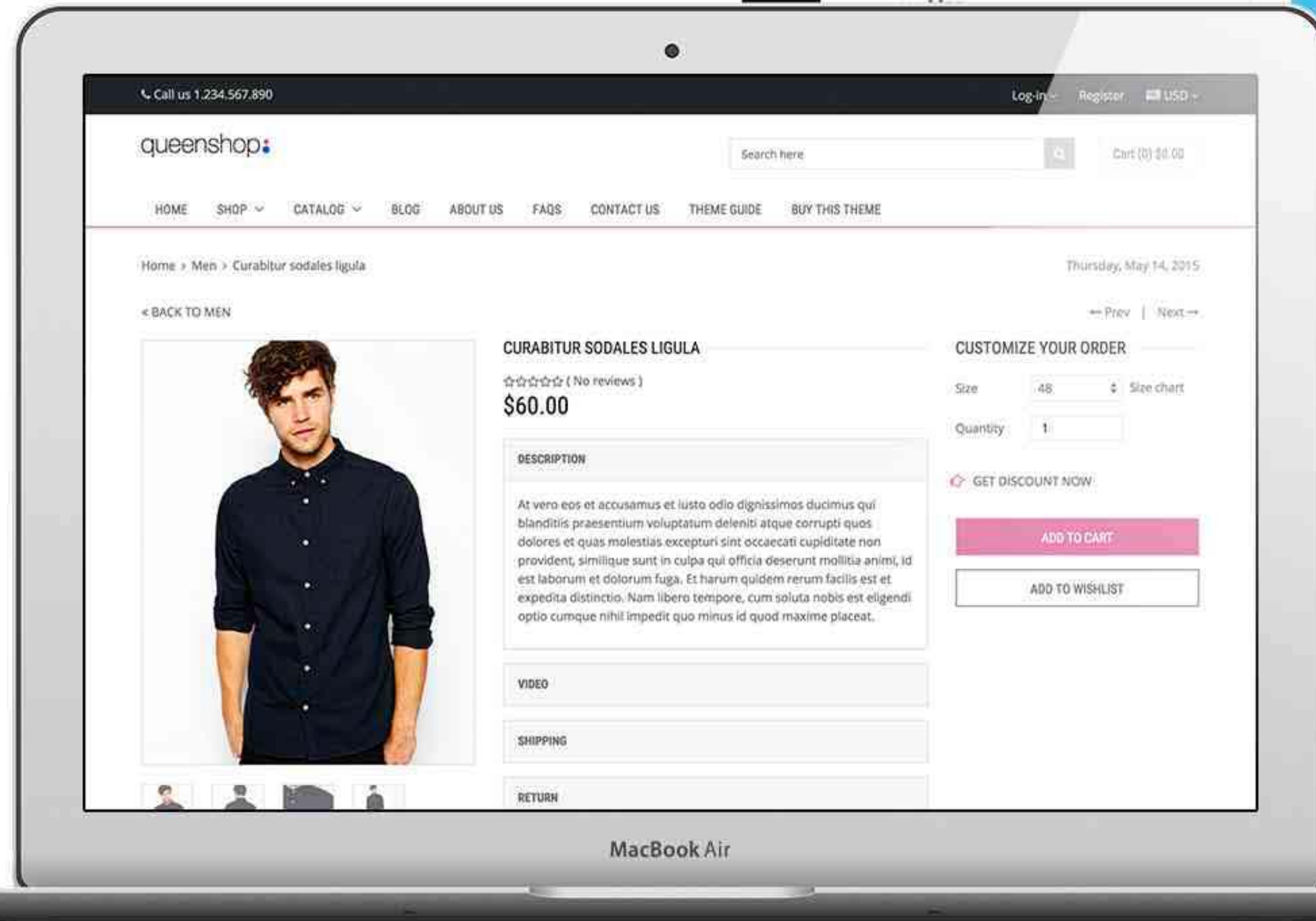
Forcing A New Wave of Innovation In Packaged Goods





responsive design

advanced menu
5 beautiful presets
6 headers + 2 footers
video integration
social buttons
instagram gallery
newsletter popup



CURABITUR SODALES LIGULA

☆☆☆☆☆ (No reviews)

\$60.00

DESCRIPTION

At vero eos et accusamus et iusto odio dignissimos ducimus qui blanditiis praesentium voluptatum deleniti atque corrupti quos dolores et quas molestias excepturi sint occaecati cupiditate non provident, similique sunt in culpa qui officia deserunt mollitia animi, id est laborum et dolorum fuga. Et harum quidem rerum facilis est et expedita distinctio. Nam libero tempore, cum soluta nobis est eligendi optio cumque nihil impedit quo minus id quod maxime placeat.

VIDEO

SHIPPING

RETURN

CUSTOMIZE YOUR ORDER

Size 48 Size chart

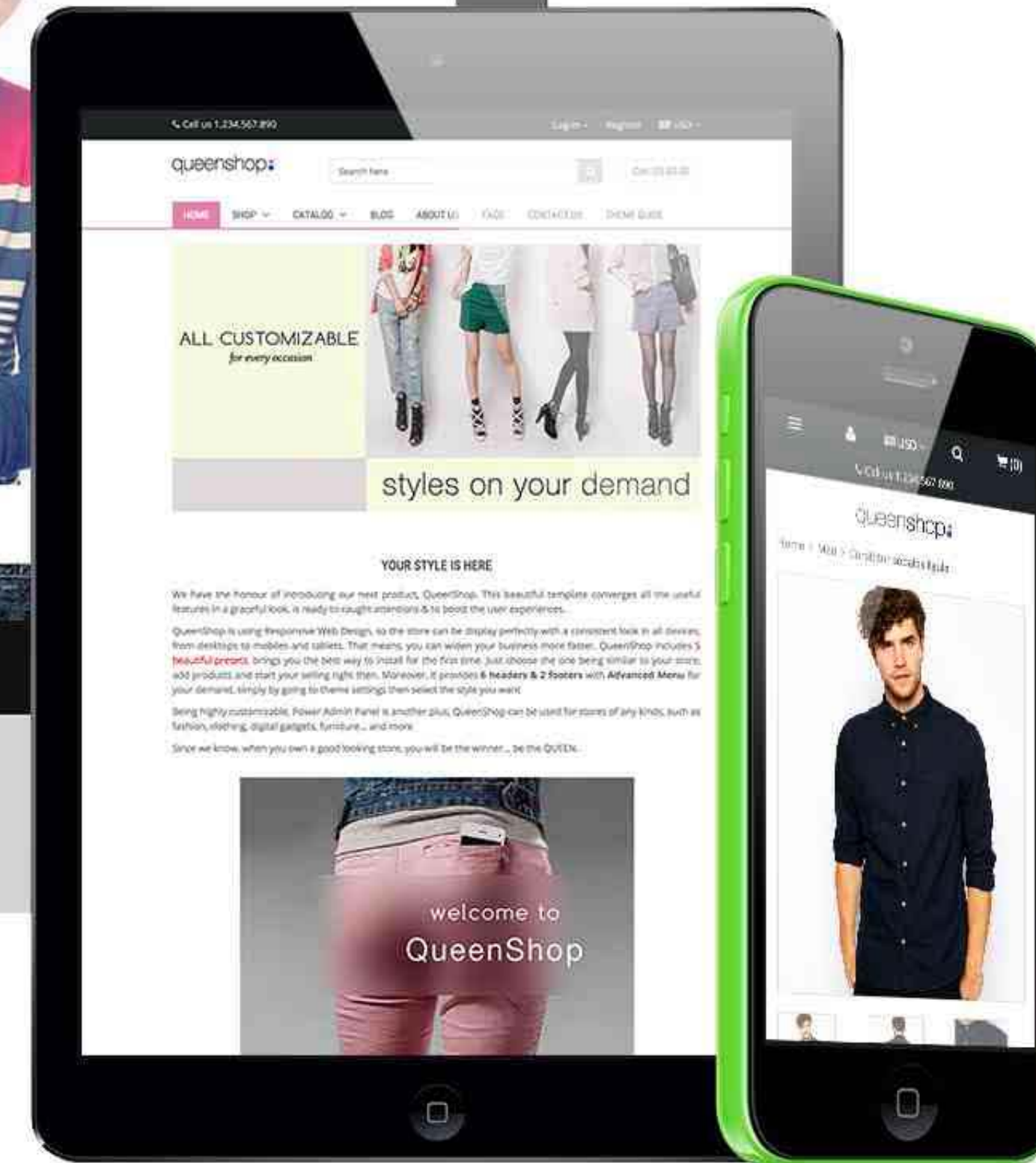
Quantity 1

GET DISCOUNT NOW

ADD TO CART

ADD TO WISHLIST

HERE



ALL CUSTOMIZABLE
for every occasion

styles on your demand

YOUR STYLE IS HERE

We have the honour of introducing our next product, QueenShop. This beautiful template converges all the useful features in a graceful look, is ready to catch attention & to boost the user experiences. QueenShop is using Responsive Web Design, so the store can be display perfectly with a consistent look in all devices, from desktops to mobiles and tablets. That means you can widen your business more faster. QueenShop includes 5 beautiful presets, brings you the best way to install for the first time. Just choose the one being similar to your store, add products and start your selling right then. Moreover, it provides 6 headers & 2 footers with Advanced Menu for your demand, simply by going to theme settings then select the style you want. Being highly customizable, Power Admin Panel is another plus, QueenShop can be used for stores of any kinds, such as fashion, clothing, digital gadgets, furniture... and more. Since we know, when you own a good looking store, you will be the winner... be the QUEEN.

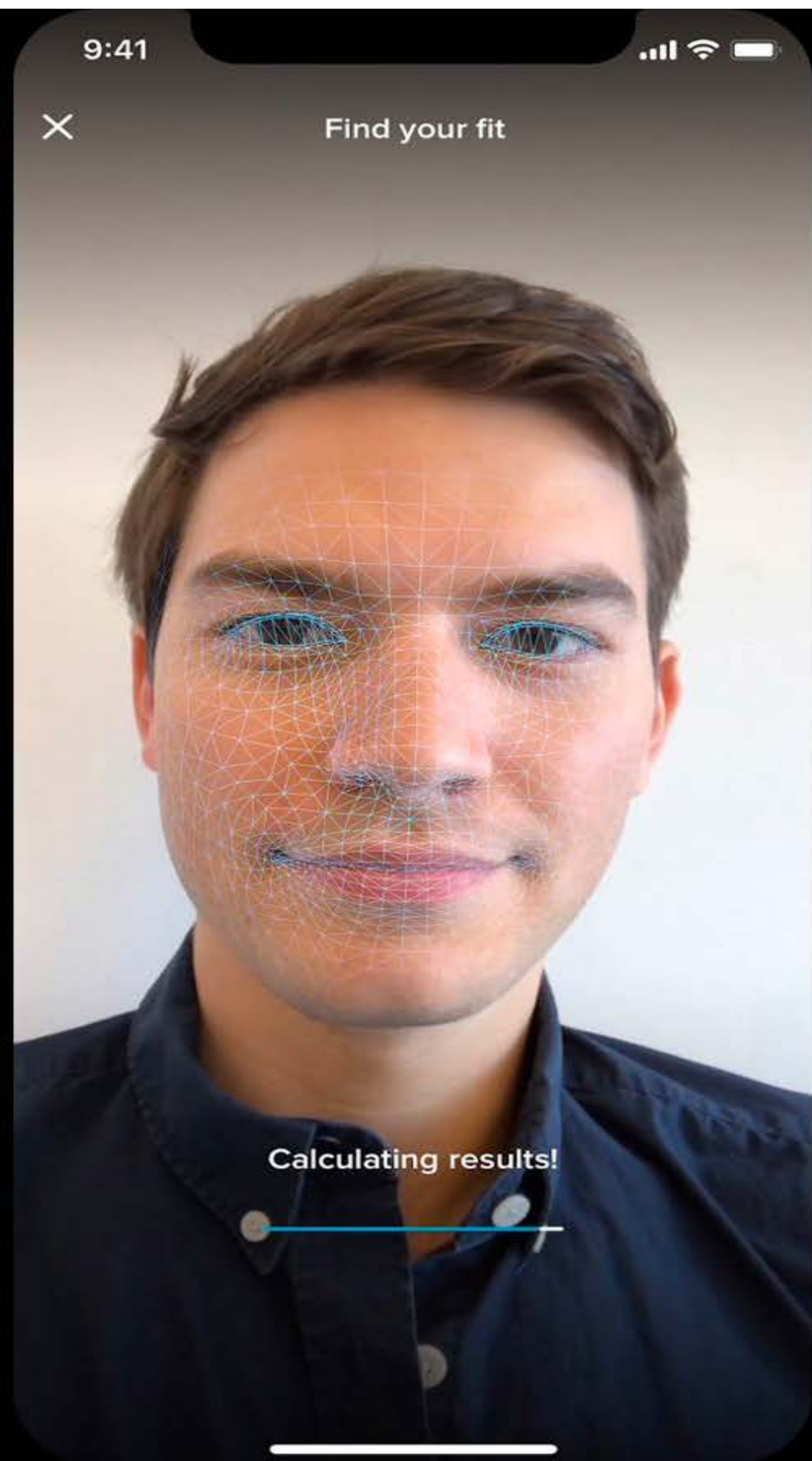
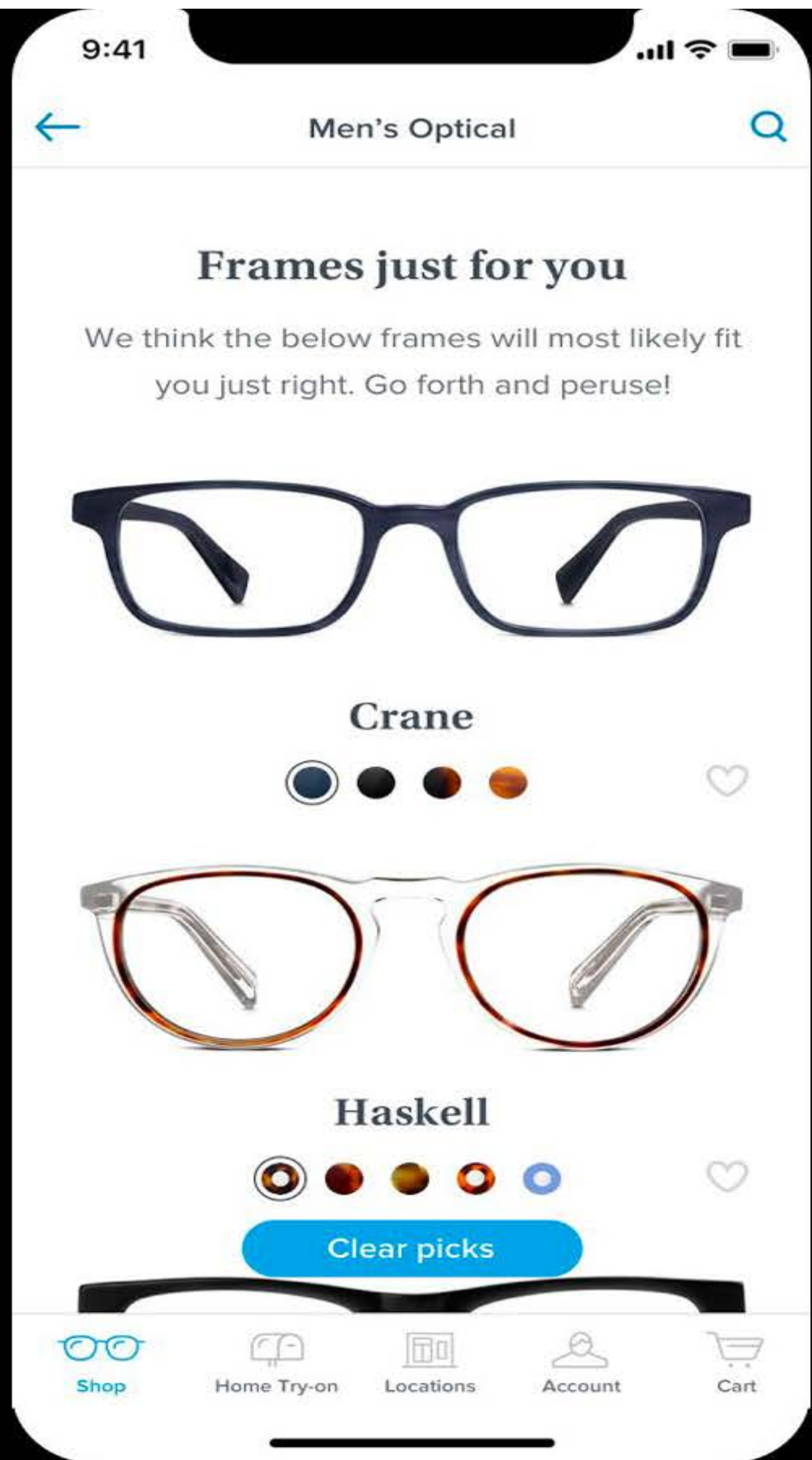
welcome to
QueenShop



\$95



@MattyB



With \$50 million in funding, Brandless sells everyday essentials for \$3 each

Posted Jul 11, 2017 by [Ryan Lawler \(@ryanlawler\)](#)



Next Story



FLIGHTS TO CATCH & MEETINGS TO MAKE

GroundLink
ON TIME EVERY TIME®

BOOK A RIDE

AdChoices

Crunchbase

Brandless

@MattyB

FOUNDED
2016





@MattyB

N



- Cottons 
- Minimum Iron 
- Woollens 
- Outerwear 
- Proofing 
- Express 

Further programmes

IMPACT+

**While Alexa Will Soon Cause Typing
To Go The Way Of Hieroglyphics**



@MattyB



VOICE



What Does Pay-to-Play Look Like?



“Alexa, buy batteries”

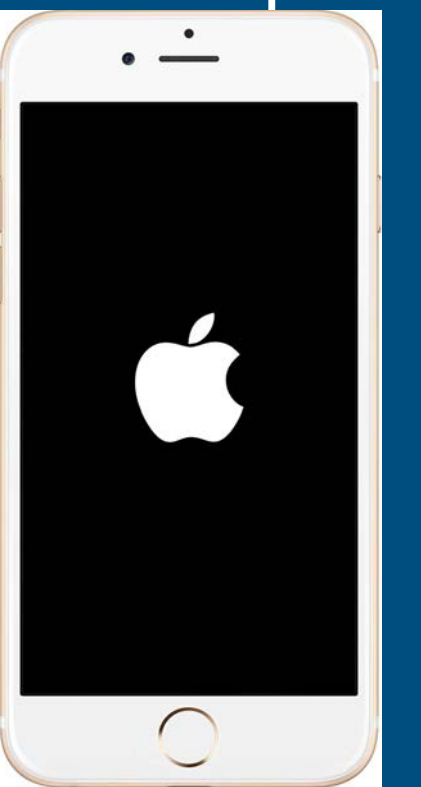
“Alexa, I do not want AmazonBasics batteries”

“No.”

“No.”

Millennial Legacy 

**Apple Will Begin To Permanently
Transform The Very Nature Of Mobile
Devices**







 @MattyB

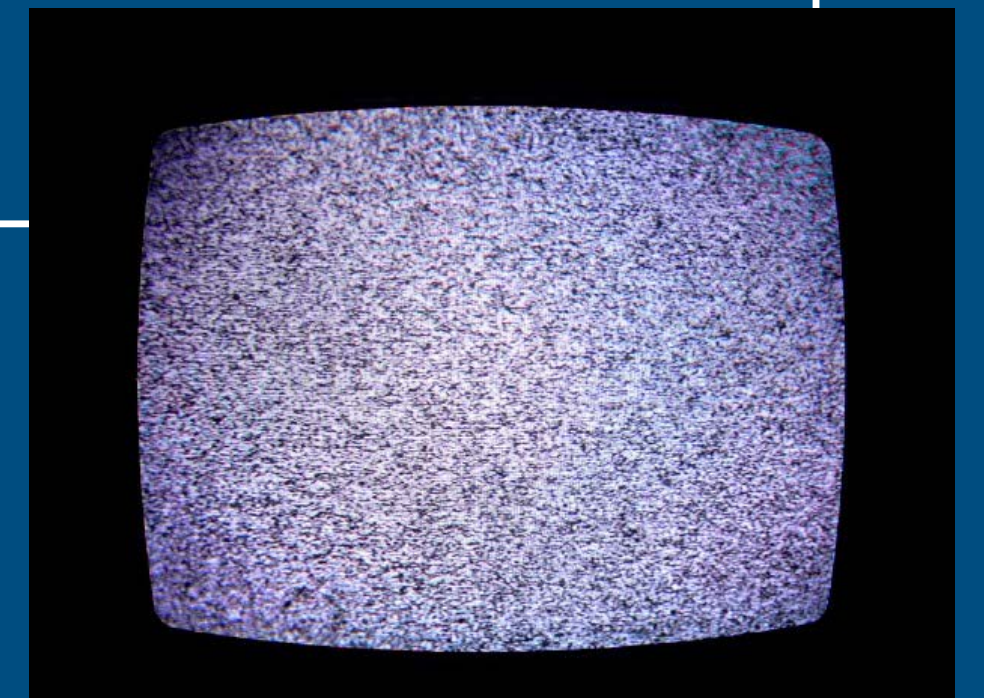
IMPACT+

While Threatening Google's Core Search Business



Millennial Legacy

Apple Will Turn The TV into a giant iPad Hanging on your wall



@MattyB



SHOPPING NEWS

BABY ROOM
138 77° 39%

TO DO TODAY

THE FOUR FORTY TWO

LUCY

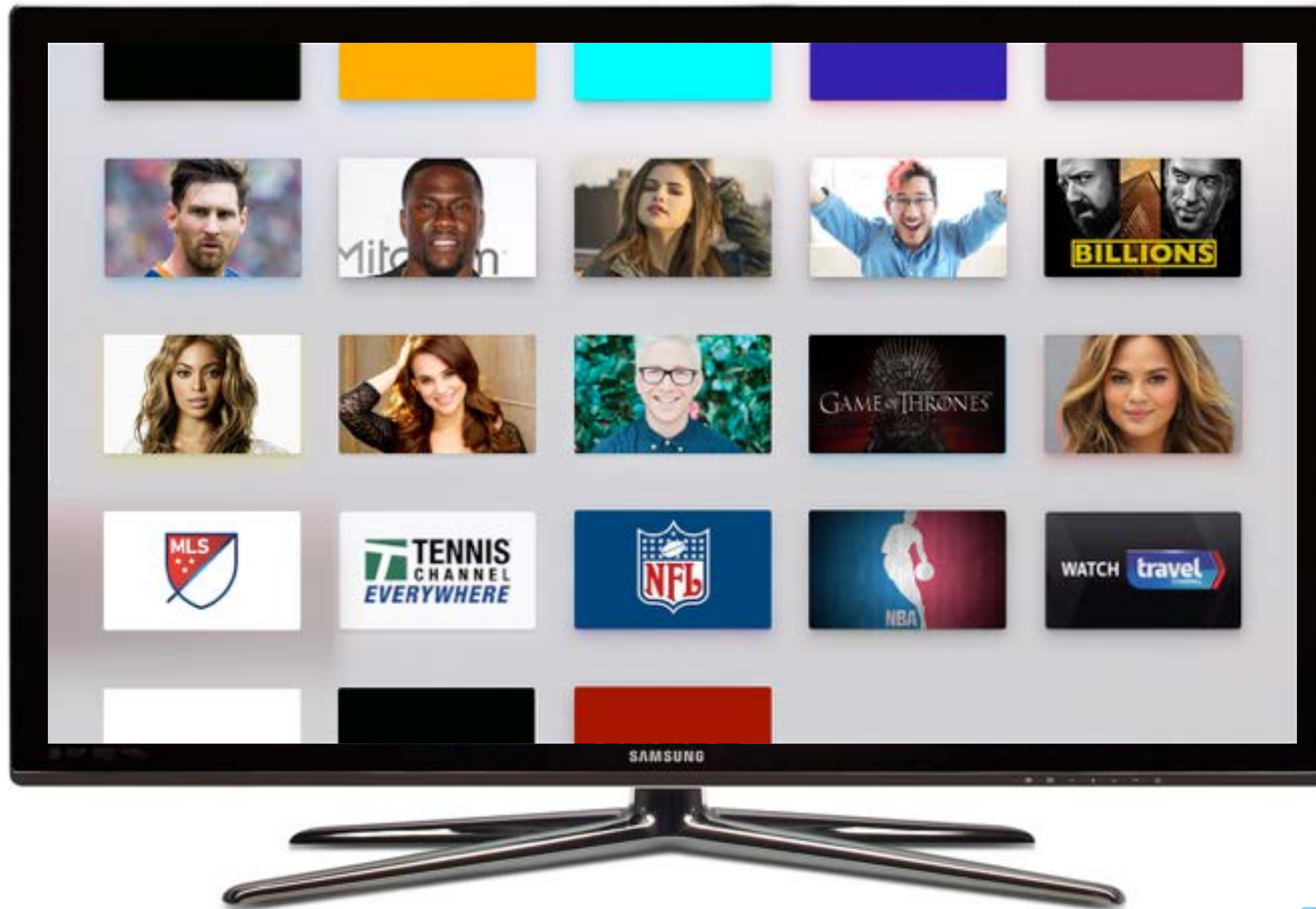


@MattyB

IMPACT+

Creating Havoc In The Media & Advertising Industries





HOLLYWOOD



IMPACT+

**While Facebook Looks To Greatly
Capitalize On The Programmatic Shift**

The Facebook Family



1.79 billion
on facebook
each month.



1 billion
on facebook
each month.



1 billion
on facebook
each month.



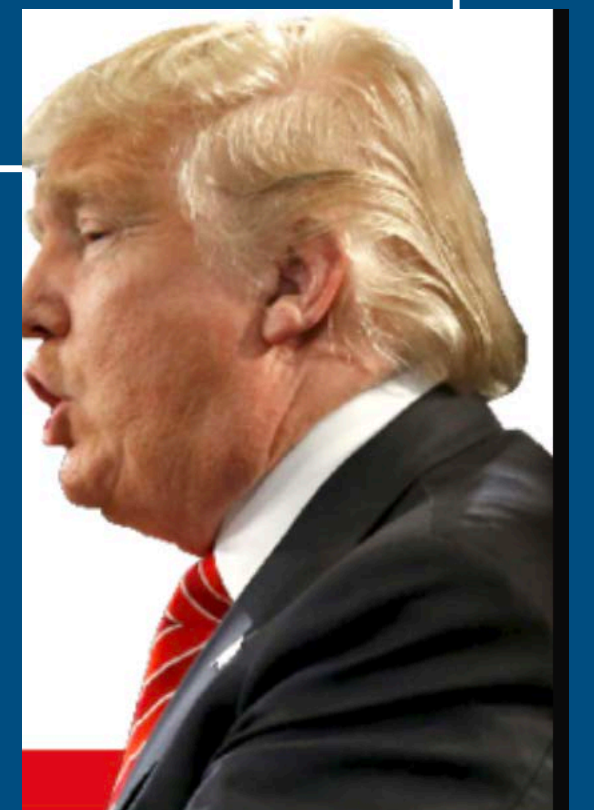
500 million
on facebook
each month.

Is Regulation Ahead for Giants of Tech?



Millennial Legacy 

Trump Deregulation Will Usher In A New Era For Financial Services





TODAY

IMPACT+

FinTech Adoption Threatens The Future Of Wealth Management



1 Answer Questions

2 View Your Plan

3 Sign Up

Your Investing Plan

About You

Your Risk Tolerance



[Change My Answers](#)

Amount to Invest

\$ 234,000

[How do I decide?](#)

Your Investment Mix

[Why this mix?](#) | [Can I change it?](#) | [Why Vanguard?](#)



Asset Class	Investment	Percentage	Amount
US Stocks	Vanguard VTI ETF why?	19.7%	\$46,212
Foreign Stocks	Vanguard VEA ETF why?	19.1%	\$44,689
Emerging Markets	Vanguard VWO ETF why?	8.0%	\$18,667
Real Estate	Vanguard VNQ ETF why?	6.1%	\$14,357
Natural Resources	iPath DJP ETN why?	6.4%	\$15,083
Bonds	Vanguard BND ETF why?	40.6%	\$95,211

[Projected Performance](#)

[Historical Performance](#)

[Your Costs](#)



Wealthfront Benefits

- We give **mathematically driven** advice
- We **continuously optimize** your portfolio
- Dramatically lower fee** than traditional advisors

[Sign Up & Invest](#)

[Save For Later](#)

Common Questions

What about:

- [Rebalancing?](#)
- [My brokerage account?](#)
- [Taxes?](#)
- [My house?](#)
- [My savings?](#)

IMPACT+ 

Peer-To-Peer Payment Adoption Will Create Network Effects That Will Begin To Eliminate Cash



Dinner was on me.



No! You always pay for us. Let me do something nice for a change.

Delivered

If you insist. \$28



iMessage



- \$28 +
Show Keypad

Request

Pay

Send and receive money



IMPACT+

Blockchain Technologies Will Find Broader Uses.. But Face Government Pressure



@MattyB



Millennial Legacy

The Big Four Will Enter Their Way Into The Banking Ecosystem

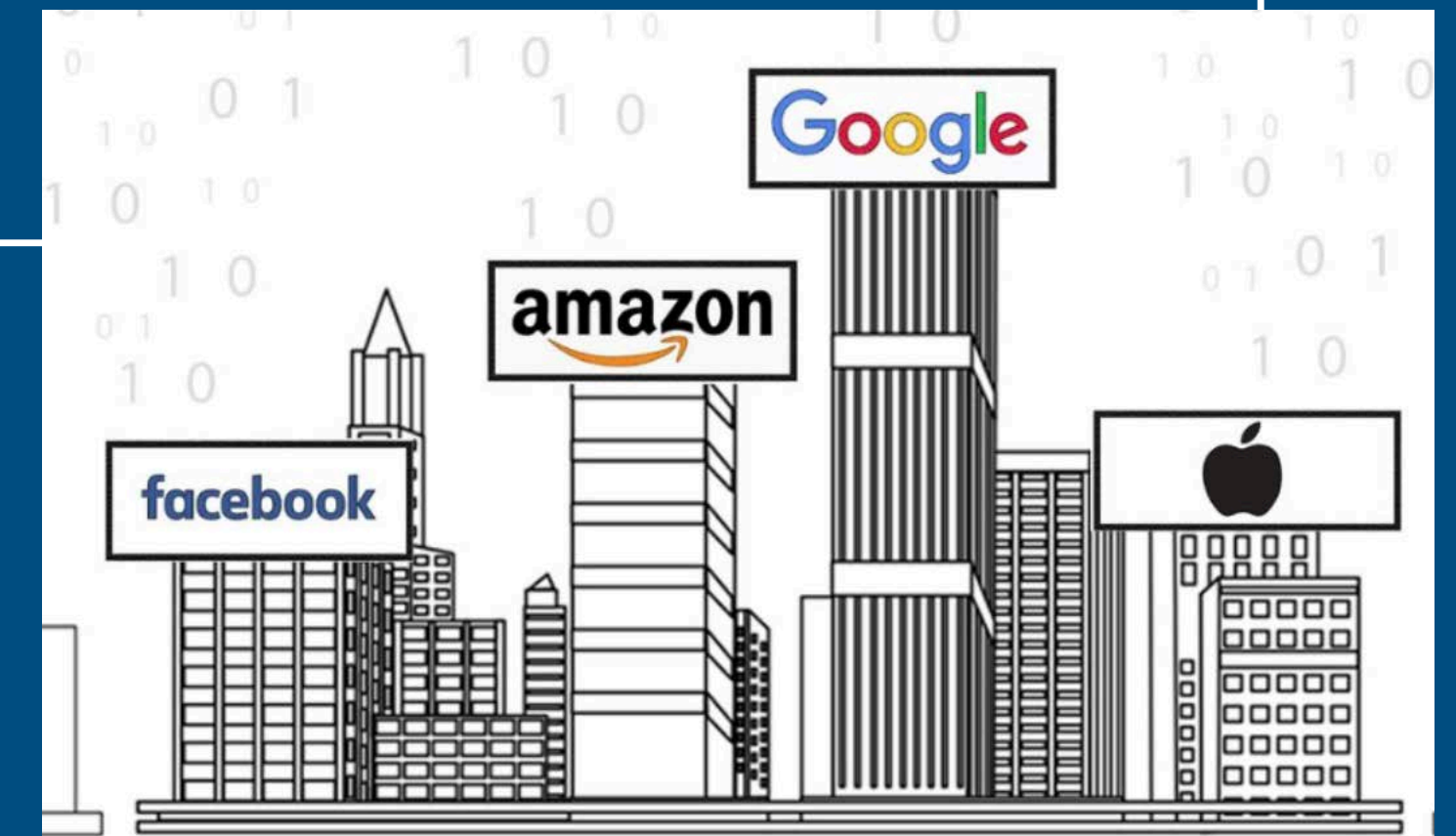
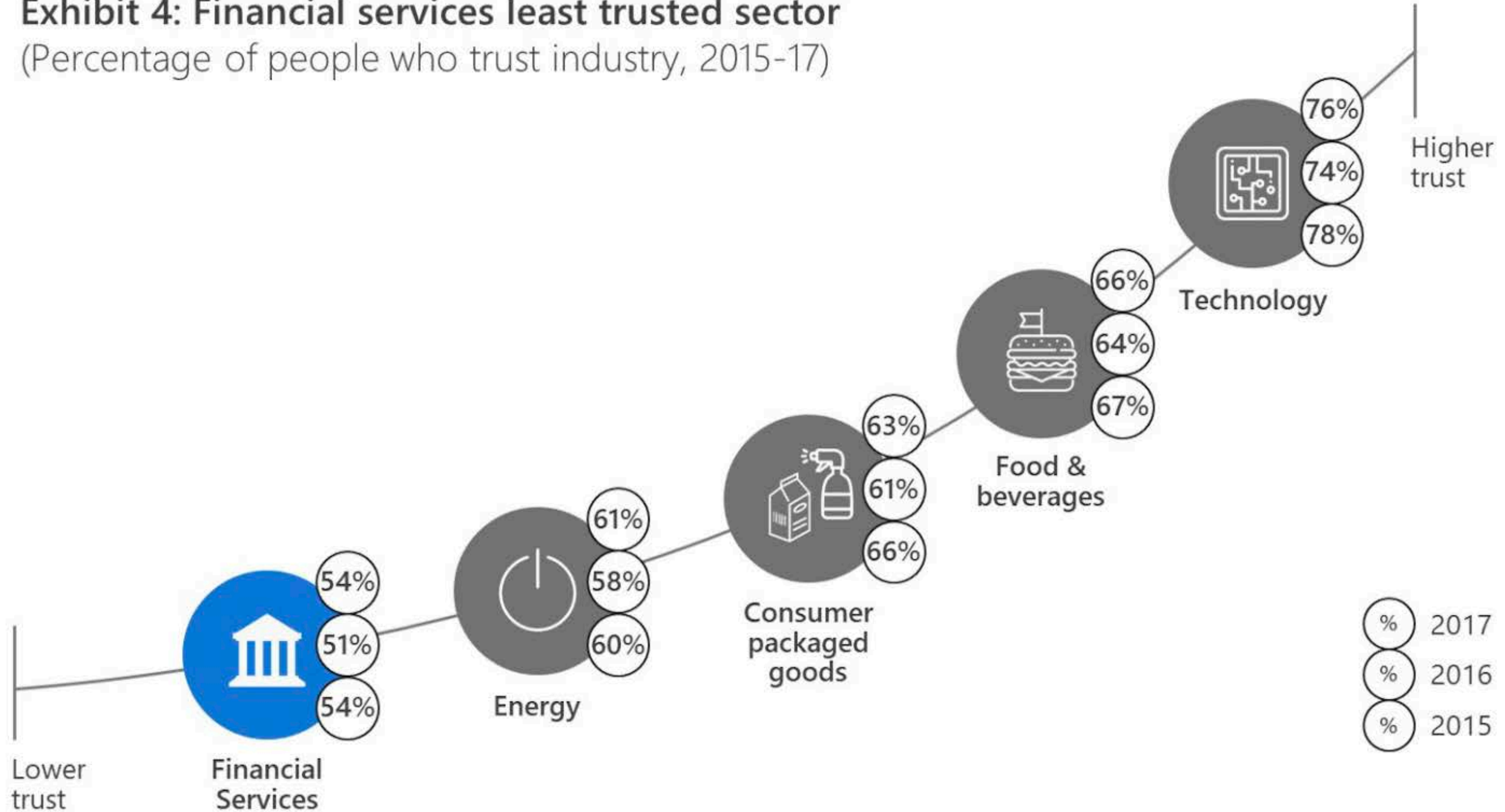


Exhibit 4: Financial services least trusted sector

(Percentage of people who trust industry, 2015-17)



2007

Amazon

\$16 bn

Apple

\$72 bn

Facebook

\$82 bn ¹

Google / Alphabet

\$143 bn

J.P. Morgan Chase

\$166 bn

ICBC

\$203 bn

Bank of America

\$239 bn

Citibank

\$271 bn

2017

\$214 bn



ICBC

\$226 bn



Bank of America

\$281 bn



Wells Fargo

\$311 bn



J.P. Morgan Chase

\$338 bn



Facebook

\$360 bn



Amazon

\$559 bn



Google / Alphabet

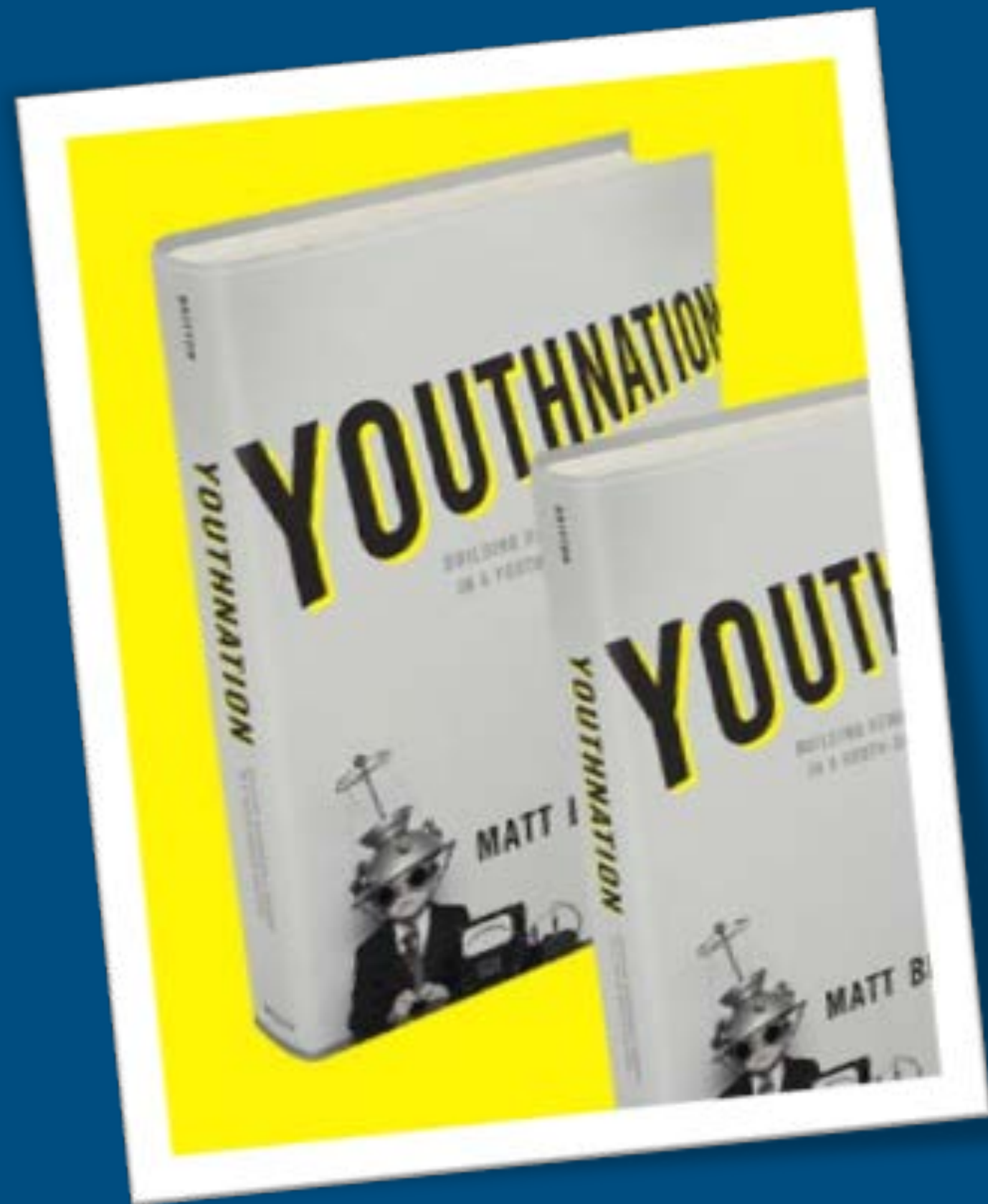
\$610 bn



Apple

Questions?

Presented by Matt Britton
@MattyB



Matt Britton

 **@MattyB**

Matt@MattBritton.com

www.MattBritton.com