

THE FUTURE OF RETAIL

IS HUMAN

with
SAM RAD

radical[™]
next

COMMERCE





Maps



Maps



Search

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double-click to center. [Take a tour »](#)

2005

UBER

lyft





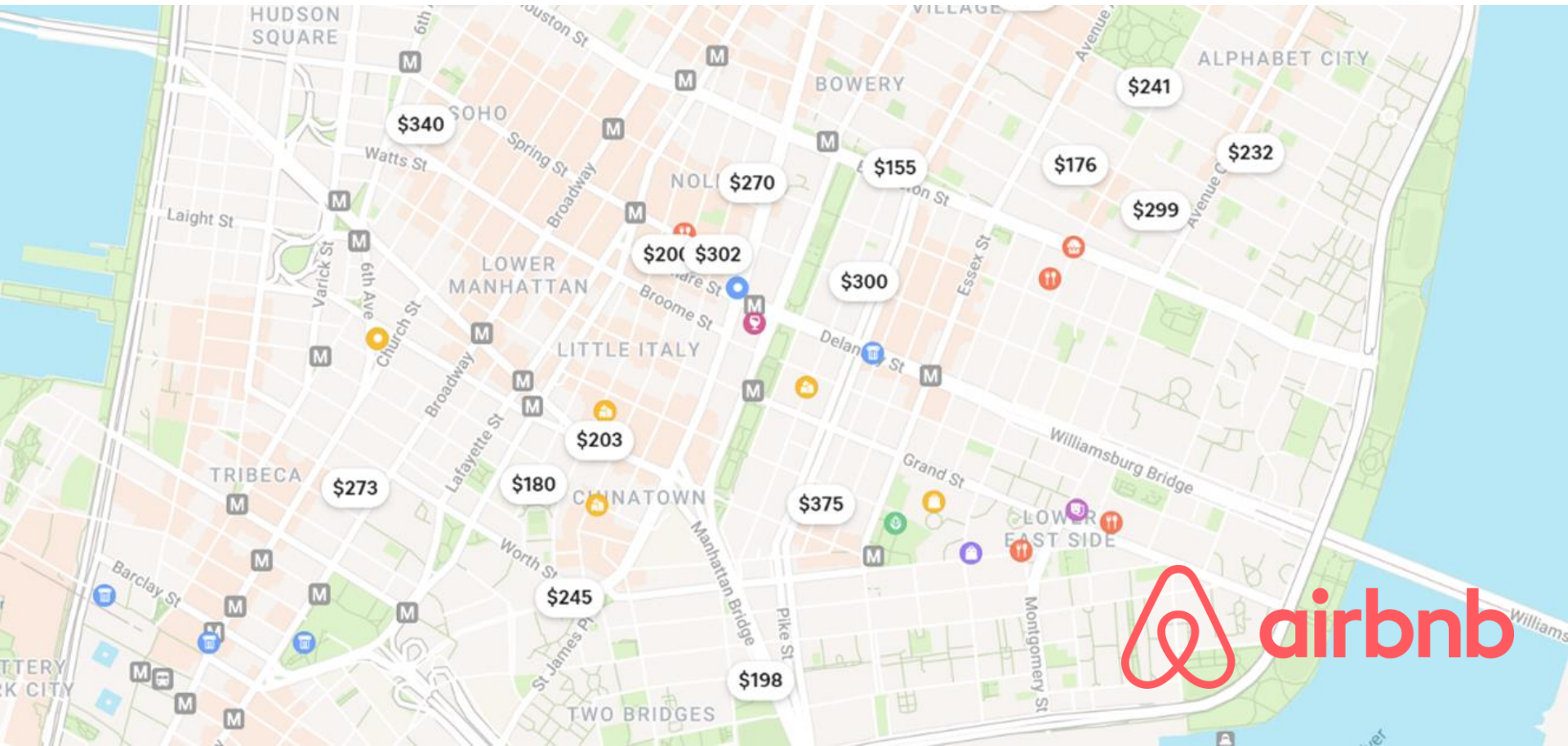
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Your neighborhood. Delivered.

Uber Eats



POSTMATES

[All homes](#)[Shared homes](#)[Design](#)[Beach](#)[Chef's kitchens](#)[Beachfront](#)[Surfing](#)[Bed & breakfasts](#)[Barns](#)[Camping](#)[Countryside](#)[Grand pianos](#)[Vineyards](#)[Tiny homes](#)[Creative spaces](#)[Filters](#)







The background is a soft-focus, abstract composition of glowing yellow and orange lines and particles. These elements resemble a complex network or a neural structure, with bright, out-of-focus points of light scattered throughout. The overall color palette is warm, dominated by pale yellows and oranges, creating a sense of energy and connectivity.

A radical evolution in thought



influenced by
exponential technologies

TECHNOLOGICAL CONVERGENCE

INTERNET REVOLUTION

01

Internet Protocols - TCP/IP

02

User Authentication

03

Hardware - Desktop

04

Hardware - Mobile

05

Application Programming
Interfaces (APIs)

06

Payments Rails

07

Geolocation

08

Social



**radically reshaped our
social operating system**

Radical Evolutions in our operating systems

Operating system
of the **past**



Analog
Localized

Radical Evolutions in our operating systems

Operating system
of the **past**



Analog
Localized

Operating system
of the **present**



Digitized
Globalized

Radical Evolutions in our operating systems

Operating system
of the **past**



Analog
Localized

Operating system
of the **present**



Digital
Globalized

Operating system
of the **future**



Autonomous
Decentralized



OPERATING SYSTEM OF THE PAST

Analog · Localized

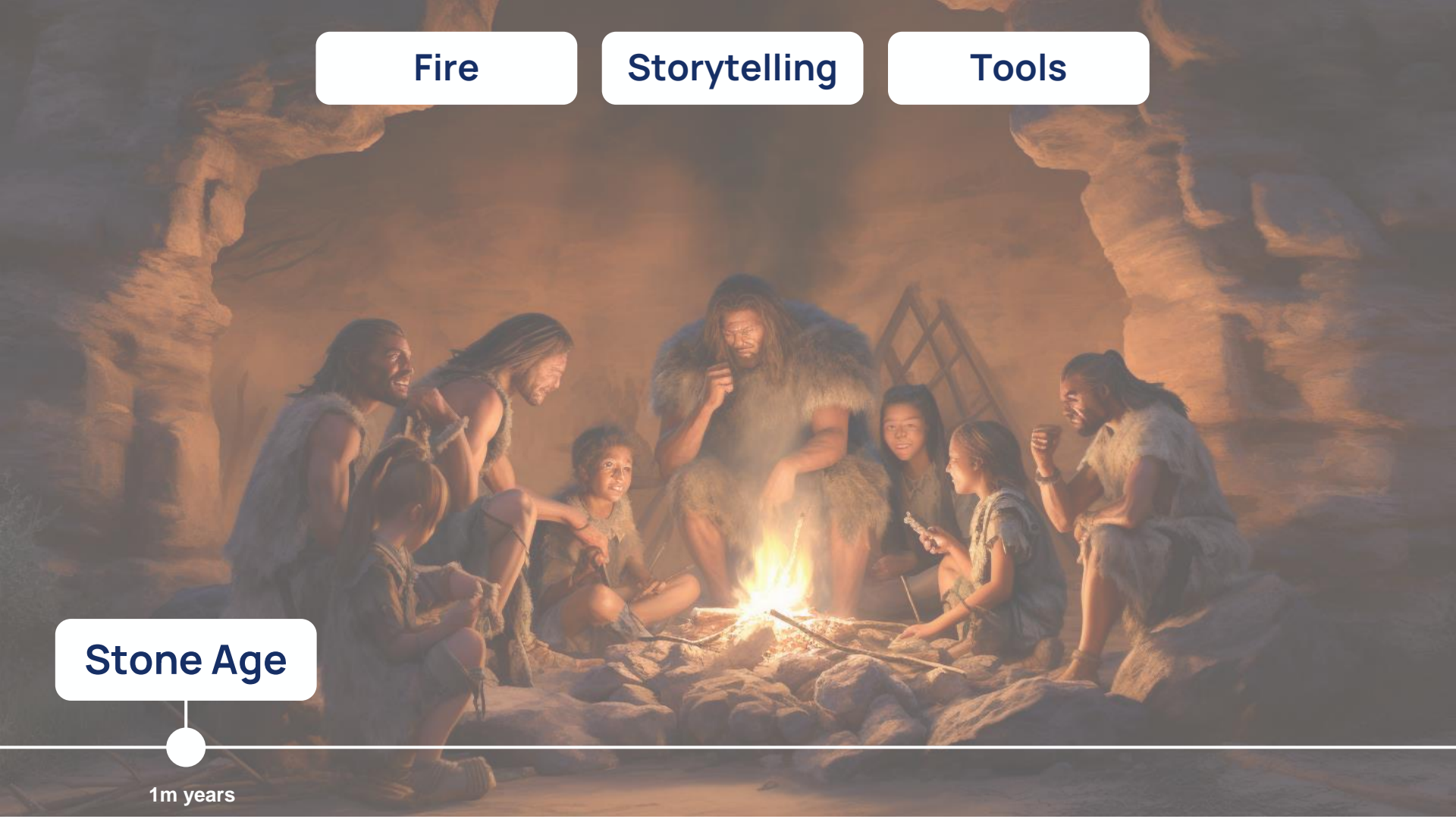
Fire

Storytelling

Tools

Stone Age

1m years



Wheel

Irrigation

Writing

Plow

Metallurgy

Agrarian
Revolution

10,000 BCE



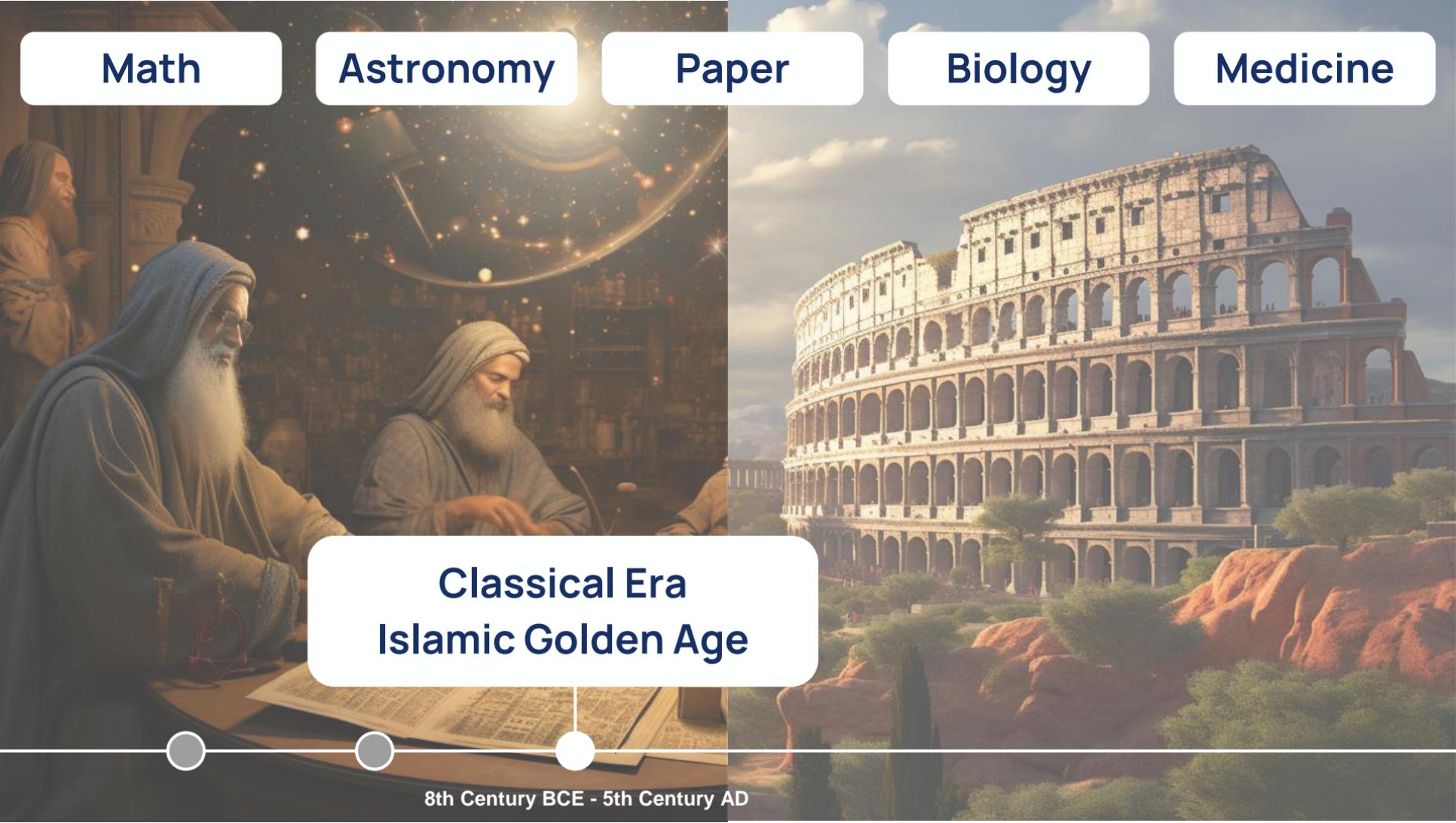
Math

Astronomy

Paper

Biology

Medicine



**Classical Era
Islamic Golden Age**

8th Century BCE - 5th Century AD

Navigation

Compass

Ships

Gunpowder

Weapons



Age of Exploration

1400s - 1600s

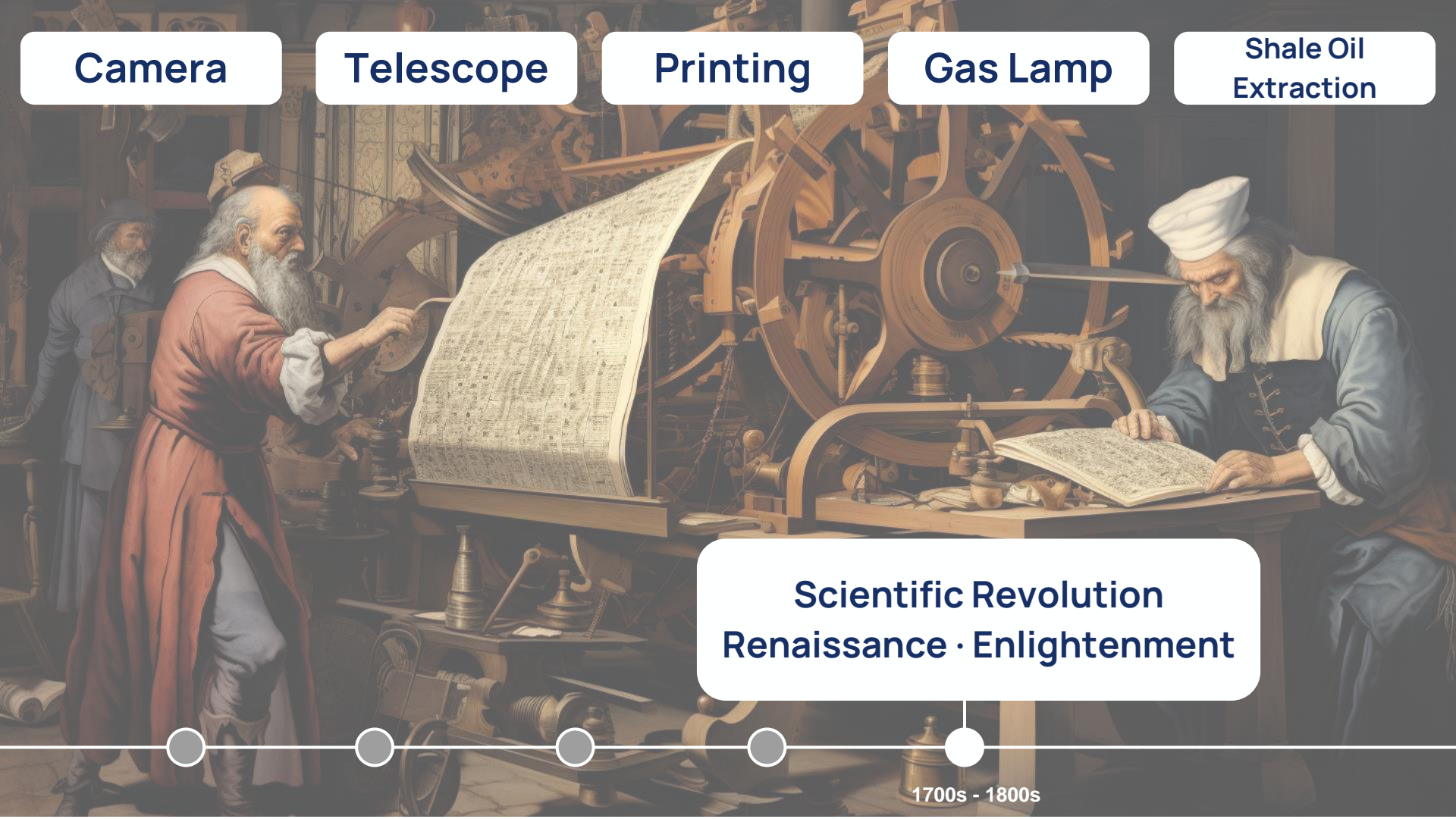
Camera

Telescope

Printing

Gas Lamp

**Shale Oil
Extraction**



**Scientific Revolution
Renaissance · Enlightenment**

1700s - 1800s

Locomotive

Electricity

Telegraph

Steam Engine

Manufacturing

**Industrial
Revolution**

1900s



OPERATING SYSTEM OF THE PRESENT

Digital · Globalized

Computer

Mobile

Internet

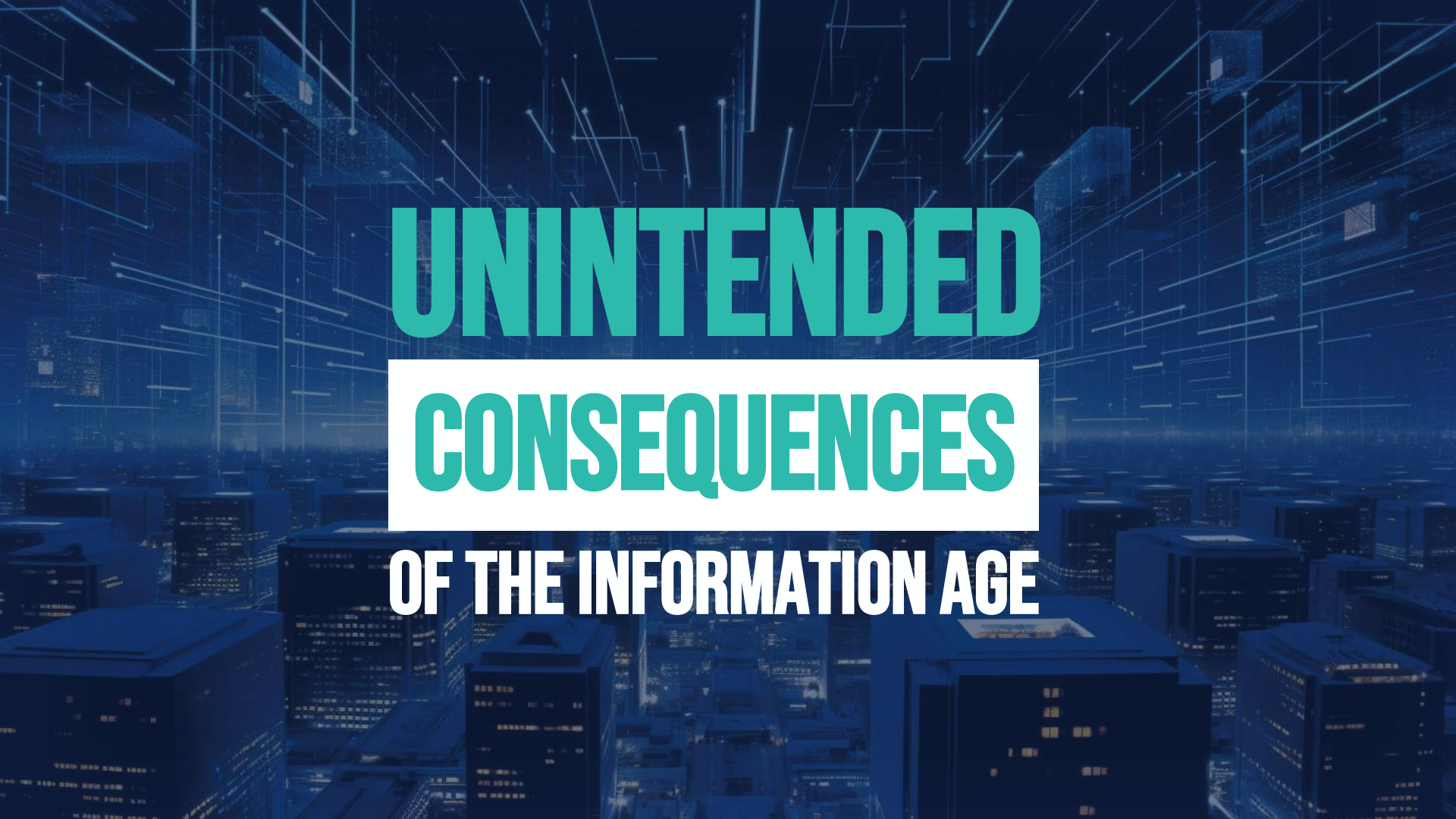
Telco Infra

Air Travel

Information Age







UNINTENDED CONSEQUENCES OF THE INFORMATION AGE



THE PATH

FORWARD



OPERATING SYSTEM OF THE FUTURE

Autonomous · Decentralized



Information Age

**YOU ARE
HERE**

Age of Acceleration

TECHNOLOGICAL CONVERGENCE

AGE OF ACCELERATION

01

Artificial Intelligence 

02

Ubiquitous Computing
Big Data, Blockchains

03

Game Engines, VR, AR

04

Sensors and Devices

05

5G, Electromagnetic Sharing
Applications

06

Payment, Digital Currencies

07

Haptics, Immersive Realities
Brain Machine Interfaces

08

Quantum

“

A persistent world that reaches,
interacts with, and affects nearly
every part of human existence.

– Neal Stephenson

SOCIETY · TECHNOLOGY · GEOPOLITICS

PARADIGM SHIFTS

digital

ubiquitous

opaque

transparent

reactive

autonomous

siloed
competitive

open
collaborative

centralized
institutions

decentralized
ecosystems



RADICAL NEXT **RETAIL**

Shaping the Future of Commerce Ecosystems



1

PEOPLE

2

PRODUCTS

3

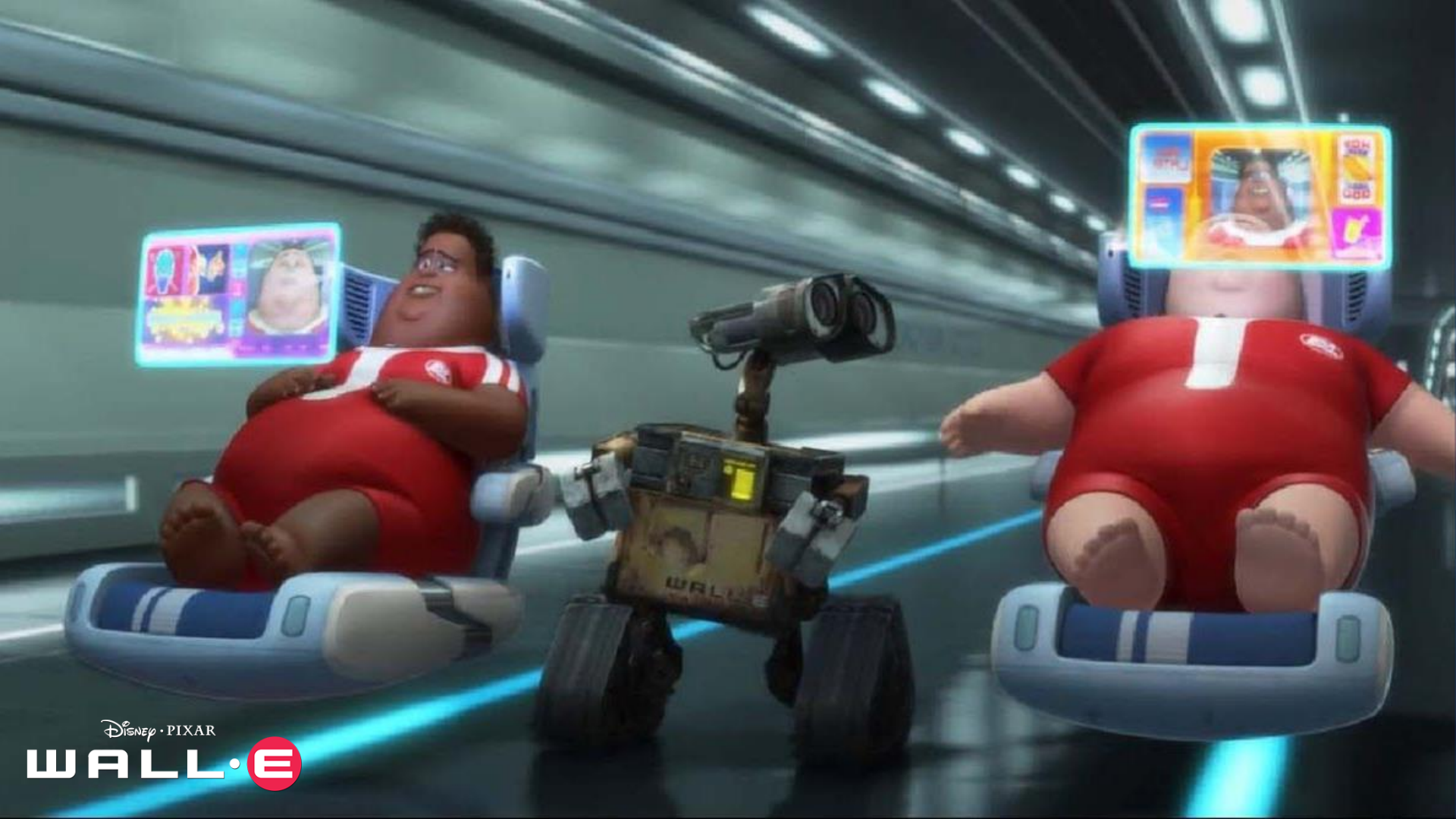
PLACES

4

PURPOSE

A futuristic architectural rendering of a modern building complex. The scene features a large, curved glass dome structure in the background, surrounded by lush greenery and palm trees. In the foreground, there are multi-level walkways, balconies, and a large, reflective pool of water. The word "PEOPLE" is overlaid in large, white, bold, sans-serif capital letters across the center of the image. The overall atmosphere is one of a sustainable, high-tech urban environment.

PEOPLE



GEN-Z

EXPERIENCE-SEEKERS



MILLENNIAL + X

EFFICIENCY EXPERTS



BABY BOOMERS

RETIREMENT ROVERS



GEN-Z

THE EXPERIENCE SEEKERS

Prioritizes **immersion**, **personalization**, and **sustainability**.

“I TRAVEL FOR THE STORIES, NOT THE SOUVENIRS.”

RETAIL DEMANDS:

Hyper-personalized, immersive brand experiences





Gen Zs don't have a lot of money, but they're traveling anyway

More than half of American Gen Z adults are frequent travelers, having taken three or more leisure trips in the past year, according to the data research...



Expedia: 90% of Gen Z travelers influenced by social media

Nearly 90% of Gen Z travelers said their decisions are influenced by social media, particularly Snapchat, which influences this tech-savvy group more than any...

MILLENNIAL | X

THE EFFICIENCY EXPERTS

Blends **work-life integration** with a focus on **productivity on the go**.



"BALANCE WORK, FAMILY, AND PLAY – AND MAKE IT LOOK EFFORTLESS."

RETAIL DEMANDS:

Integrated coworking hubs, gyms, and wellness zones. On-demand branded services.



Travel And Tour World

Massive Growth Ahead for Bleisure Travel Industry

The bleisure travel market, a fusion of "business" and "leisure," has experienced rapid growth in recent years, driven by the increasing...



Euromonitor

Bleisure and Blended Options are Helping Travel Build Back Better

Bleisure trend declines with remote work & tighter budgets. New flexible working models reshape hospitality industry to suit individual...

BABY BOOMERS

THE RETIREMENT ROVERS

Focuses on **health, comfort, and luxury** for extended travel.



**"THE WORLD IS OUR RETIREMENT COMMUNITY.
HOME IS WHERE I DOCK OUR SHIP."**

RETAIL DEMANDS:

Wellness products, personalized healthcare and longevity services.



US News Money

How to Retire on a Cruise Ship

Seafaring retirees should consider factors such as costs, health concerns and staying connected with loved ones.



Travel + Leisure

I've Spent My Retirement Traveling — These Are The 9 Best Vacations for Seniors

Whether you're looking for a relaxing retreat or an active getaway, these resorts offer something for everyone.

A futuristic architectural rendering of a modern building complex. The scene features a large, curved glass dome structure in the background, surrounded by lush greenery and palm trees. In the foreground, a person is walking on a reflective, polished floor. The overall atmosphere is modern and high-tech.

PRODUCTS



TREND

SUPPLY CHAIN EVOLUTION

THE DAWN OF DEMAND CHAINS

MUNSON'S
CHOCOLATES



The image shows the exterior of a two-story building with brown horizontal siding. The central entrance is framed by a white gabled structure. Above the entrance, a dark wooden sign features the text "MUNSON'S" in large, white, serif capital letters, and "FACTORY SHOPPE" in smaller, white, sans-serif capital letters below it. The entrance has a set of concrete steps with a black metal handrail. To the right of the entrance, there is a large glass display window with a stone base and a black metal handrail. A striped awning is visible above the window. On the far right, there is a white garage door. The sky is clear and blue.

MUNSON'S
FACTORY SHOPPE



MUNSON'S
CHOCOLATE
BOLTON, CT 06043
5007-1

Milk Chocolate
Ballerina
Net Wt. 3 oz. (85g)

MUNSON'S
CHOCOLATE
BOLTON, CT 06043
5007-1

Milk Chocolate
Ballerina
Net Wt. 3 oz. (85g)

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MUNSON'S
CHOCOLATE
BOLTON, CT 06043
5007-1

Milk Chocolate
Ballerina
Net Wt. 3 oz. (85g)

\$3.00

WELCOME TO

MUNSON'S CHOCOLATES

SAME INFRASTRUCTURE

SINCE 1946

Handmade in Bolton, Connecticut

RETURN POLICY

At Munson's Chocolates we stake our name and reputation on selling freshly made chocolates. Therefore, we cannot accept returns.

What's the secret ingredient behind our sweet success?

EXCEPTIONAL ASSOCIATES

We are currently accepting applications for the following positions:
• Sales Associate
• Chocolatier
• Baker
• Chocolatier's Assistant



WELCOME TO

MUNSON'S
CHOCOLATES

Generation Candy Family

SINCE 1946

Handmade in Bolton, Connecticut





N NEWSWEEK MAGAZINE

Introducing Blockchain Impact Award Winner Chronicled

BY ASHLEY LANNQUIST ON 02/21/19 AT 1:48 PM EST

MORE VIDEOS



US 20170300928A1

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(12) **Patent Application Publication**
Radocchia et al.

(10) Pub. No.: **US 2017/0300928 A1**

(43) Pub. Date: **Oct. 19, 2017**

(54) **OPEN REGISTRY FOR IDENTITY OF THINGS**

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(21) Appl. No.: **15/639,951**

(22) Filed: **Jun. 30, 2017**

Related U.S. Application Data

(62) Division of application No. 15/173,461, filed on Jun. 3, 2016.

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H04L 29/06 (2006.01)
H04W 12/06 (2009.01)
H04L 9/30 (2006.01)
H04W 12/04 (2009.01)
H04L 29/06 (2006.01)
G06K 19/077 (2006.01)
H04W 4/00 (2009.01)

(52) **U.S. Cl.**

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THE FUTURE ISN'T **TRACK AND TRACE**, IT'S

CREATE IN PLACE



TECHNOLOGY

The Death of Supply Chain Management

by [Allan Lyall](#), [Pierre Mercier](#), and [Stefan Gstettner](#)

**Harvard
Business
Review**



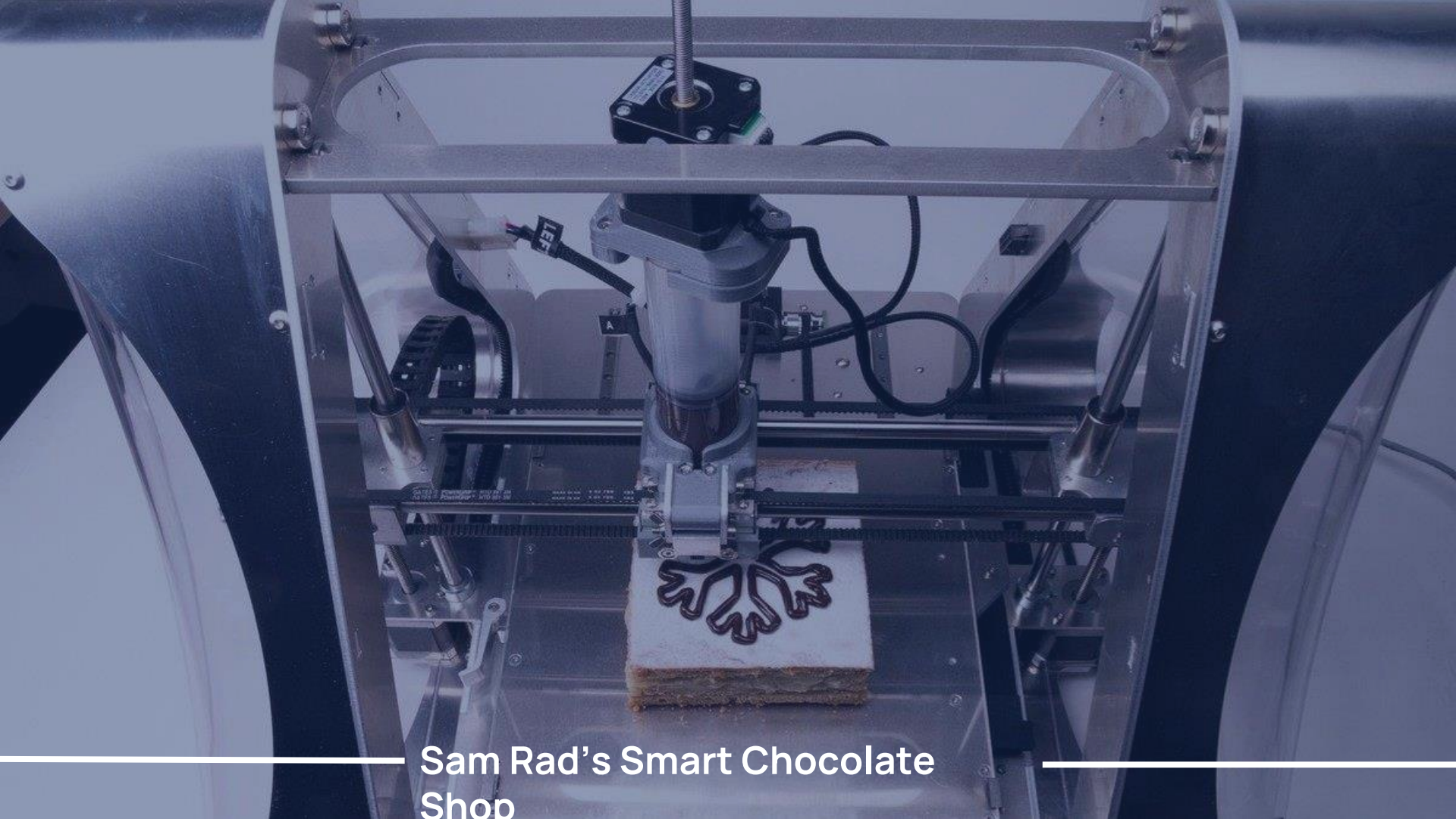
“

Within 5-10 years the supply chain function may become obsolete, replaced by a smoothly running, self-regulating utility that requires very little human intervention.

– Harvard Business Review · Lyall, Mercier, Gustettener



THE DAWN OF DEMAND CHAINS



Sam Rad's Smart Chocolate
Shop



Sam Rad's Cosmic Chocolates



RAD CHOCOLATES™ · Kiosk



LOCALIZED ON-DEMAND PRODUCTION



TREND

PERSONALIZED PRODUCTS

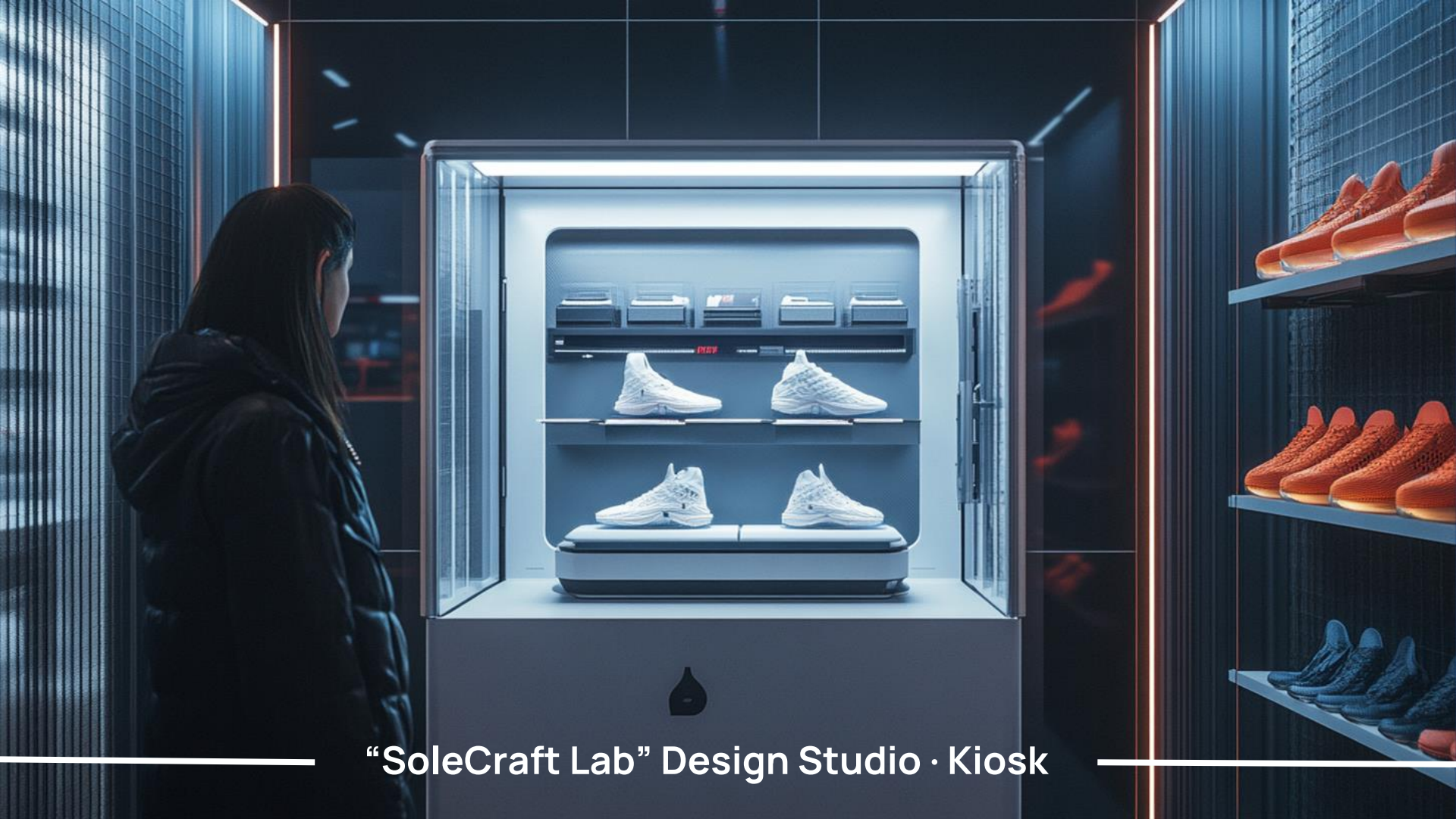
DECENTRALIZED AUTONOMOUS STORE

KEY TREND: PERSONALIZATION

75% of Gen Z said they're more likely to buy a product if they can customize it. 45% will leave a website if it doesn't predict what they like or need.

· TAKEAWAY ·

**Retail will evolve to provide
customized experiences**



“SoleCraft Lab” Design Studio · Kiosk



“SoleCraft Lab” Design Studio · Kiosk



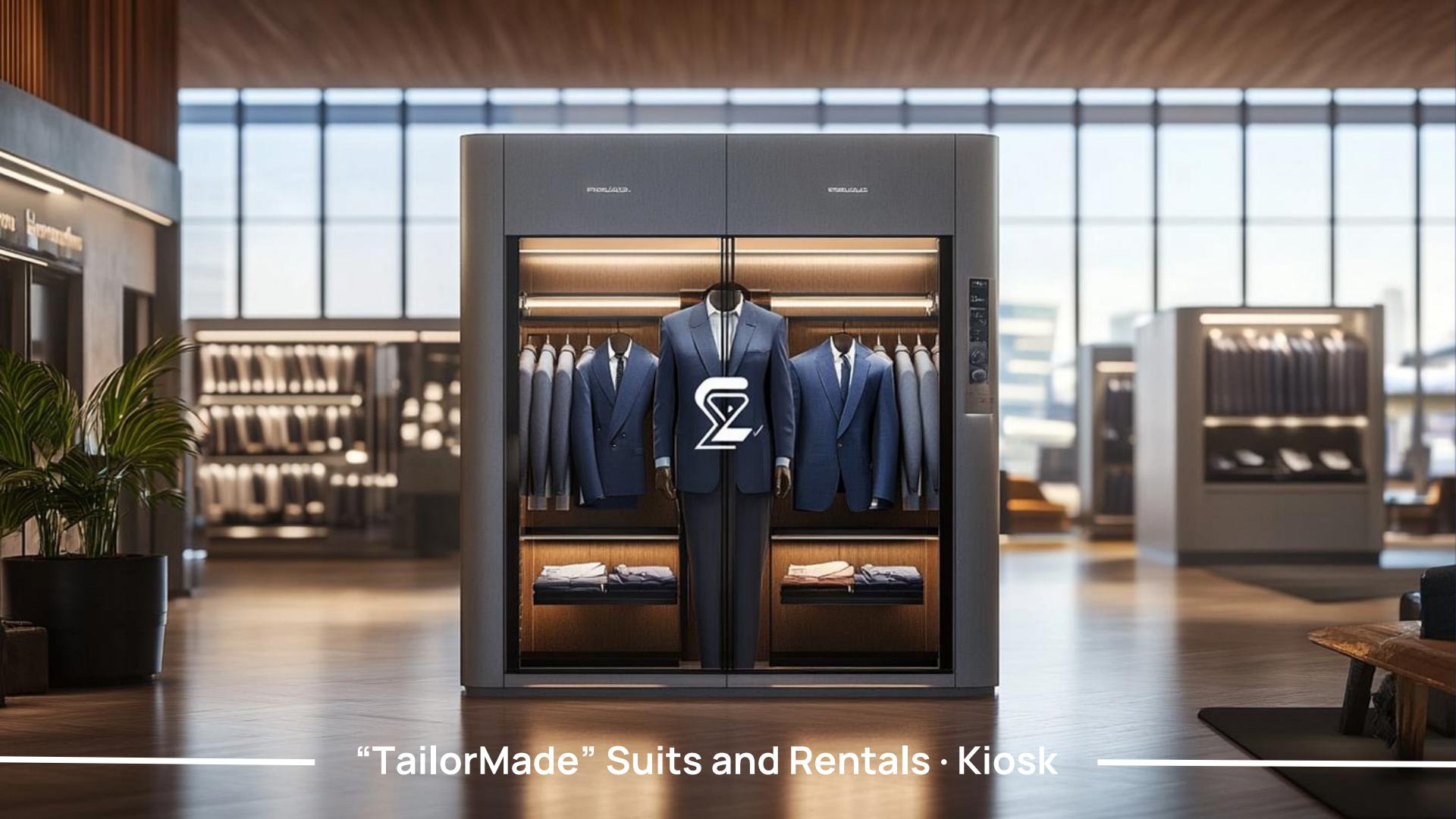
“The Scent Sanctuary” · Kiosk



“The Scent Sanctuary” · Kiosk



“TailorMade” Suits and Rentals · Kiosk



“TailorMade” Suits and Rentals · Kiosk

A futuristic architectural rendering of a modern building complex. The architecture features sweeping, curved balconies and walkways, some with glass railings. The buildings are integrated with lush greenery, including palm trees and various tropical plants. The scene is set in a bright, sunny environment, with the buildings and plants reflected in a pool of water in the foreground. The overall aesthetic is clean, modern, and eco-friendly.

AI-DRIVEN

PERSONALIZED

PRODUCTS



PLACE



TREND

REIMAGINING RETAIL

COMMERCE AS LIVED EXPERIENCE



Paris Arcades · Late 18th Century



“

Today's dominant economic paradigm is
“hunter economics.” We need to move to a
more holistic “hunter-gatherer economics.”

– Venkathesh Rao

HUNTER-GATHERER RETAIL

HUNTER

Direct Purchase

Efficiency

Goal-Oriented

GATHERER

Browsing

Experience

Leisure

DESIGNED FOR FORAGING



My 27-Hour Vacation in Singapore's Changi Airport

On an overnight stay, our writer wandered from the Shiseido Forest Valley to the Canopy Park, eating prawn dumplings, salted-egg potato chips and chrysanthemum gelato under a glass sky.

A wide-angle photograph of the interior of Jewel Changi Airport. The image shows a massive, curved glass and steel dome ceiling. Below the ceiling, a dense forest of various trees and plants fills the space. In the center, a large waterfall cascades down into a pool. People can be seen walking on the lower levels of the forest.

DESIGNED FOR LAYOVERS

Jewel Changi Airport · Present

· TAKEAWAY ·

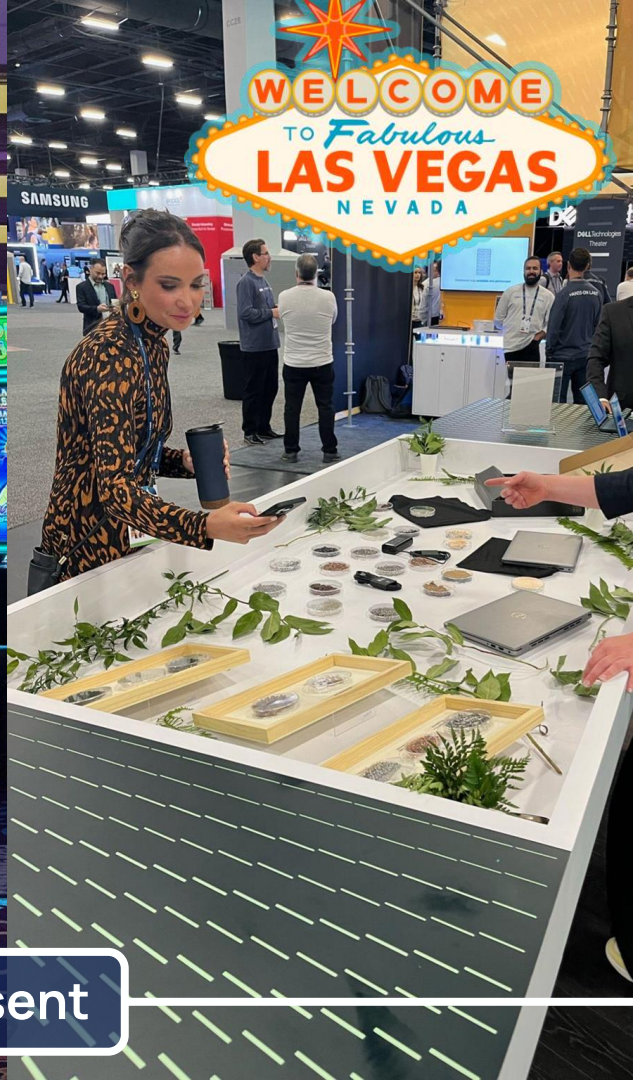
Reimagining retail spaces to harmonize
commerce, leisure, and culture



RADICAL TREND

ADAPTIVE ENVIRONMENTS

MULTI-SENSORY BRANDED EXPERIENCES



Mandalay Bay, Las Vegas · Present



Augmented to Adaptive
Environmental psychology for
multi-sensory experiences

Evoking Nostalgia for the 1950s Golden Era of Travel



TWA Hotel at JFK Airport · 2023



THE RITZ-CARLTON

MACAU

Air/Aroma





“

The olfactory atmosphere in the built environment has been shown to exert a profound, if often unrecognized, influence over our mood and well-being.”

– National Institute of Health (NIH)



SENSORY ACTIVATION



INSIGHTS **ADAPTIVE ENVIRONMENTS**

01

Personalized Multi-Sensory Ambiance

02

Emotion-Driven “Foraging” Purchasing Experiences

03

Extended Reality “Personalized Metaverses”

The background image is a dark, atmospheric rendering of a futuristic city. It features modern, curved buildings with glass facades, some of which are illuminated from within. The foreground and midground are filled with dense, lush greenery, including various tropical plants and trees. A few small figures of people can be seen walking through the space, suggesting a human presence in this environment. The overall color palette is dominated by dark blues and greys, with the green of the plants providing a strong contrast.

IMMERSIVE EXPERIENTIAL HUMAN.



RADICAL NEXT



TREND

METAVERSAL TRAVEL

DIGITAL COMMERCE

The background is a complex, layered composition of semi-transparent geometric shapes, primarily cubes and rectangles, in shades of light orange, yellow, and grey. Scattered throughout this abstract landscape are numerous small, dark silhouettes of people in various poses—standing, sitting, and walking—giving the impression of a busy, multi-level environment or a conceptual representation of human interaction with space.

INTERFACES MOVE CLOSER TO THE BODY AND MIND



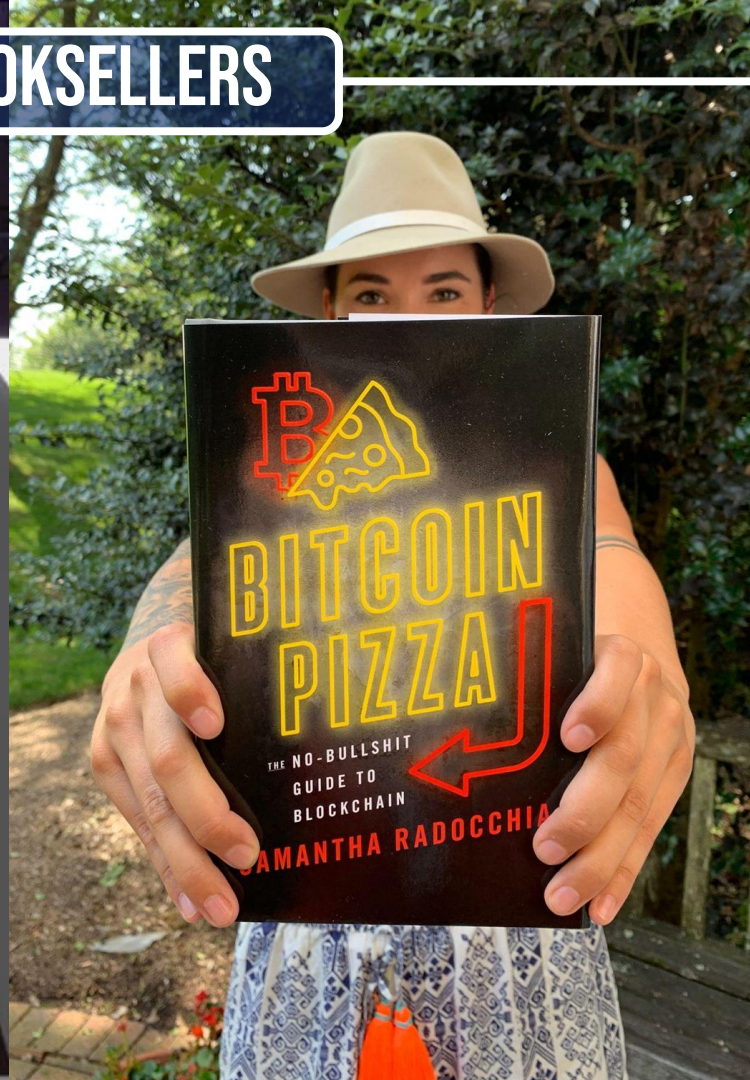
XR FIELD TRIP TO COLISEUM, ROME - AD 80



XR PHYSICS LESSON ON MARS · AD 2025



XR VISIT TO SAM RAD'S BOOKSELLERS





TREND

THE DAWN OF SPACE TOURISM

INTERPLANETARY COMMERCE

 The World Economic Forum

Space is booming. Here's how to embrace the \$1.8 trillion opportunity

The space economy is expected to be worth \$1.8 trillion by 2035 as satellite and rocket-enabled technologies become increasingly prevalent, according to a new...

 PR Newswire

AIAA and Tripadvisor Launch "Destination: Space" to Open Up Space Tourism to New Audiences

Includes First-Ever Tourist Review of Space from Dr. Sian Proctor. LAS VEGAS, July 30, 2024 /PRNewswire/ – The American Institute of...

DUTY-FREE EXPANSION

Tax-free goods extend beyond airports to spaceports, orbiting hotels, and lunar bases, fostering an interplanetary economy for luxury shopping.

SPACE CRUISE, EARTH ORBIT - AD 2100





INTERPLANETARY COMMERCIAL ZONE (ICZ)

The background is a dark blue-grey field filled with a complex arrangement of light brown and tan rectangular blocks of various sizes, creating a stepped, architectural landscape. Numerous small, stylized human figures in business attire are scattered throughout, some standing on blocks, others sitting at desks or working on laptops, suggesting a busy, multi-level office or corporate environment.

TAX FREE

INTERPLANETARY COMMERCE

A person wearing a dark fur hat is shown in profile, holding a glowing, translucent globe of the Earth. The background is a dark, out-of-focus night sky filled with warm, golden bokeh lights, suggesting a magical or futuristic atmosphere. The overall color palette is dominated by deep blues and purples, with the warm lights providing a contrast.

OPERATING SYSTEM OF THE RADICAL NEXT

Looking Beyond the Horizon

Blockchain

AI

Quantum

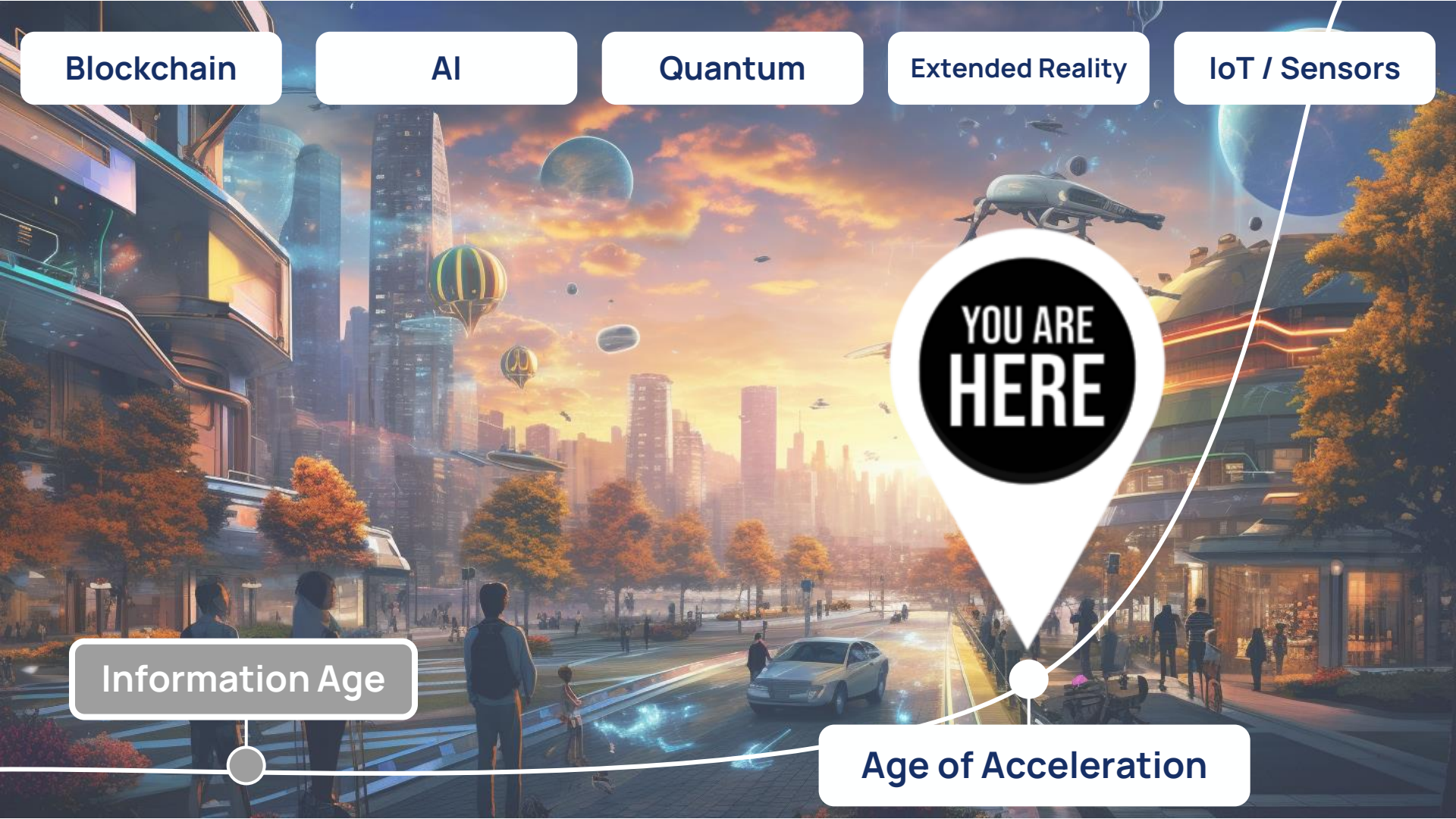
Extended Reality

IoT / Sensors

YOU ARE
HERE

Information Age

Age of Acceleration



**Cognitive
Enhancements**

Neural Net

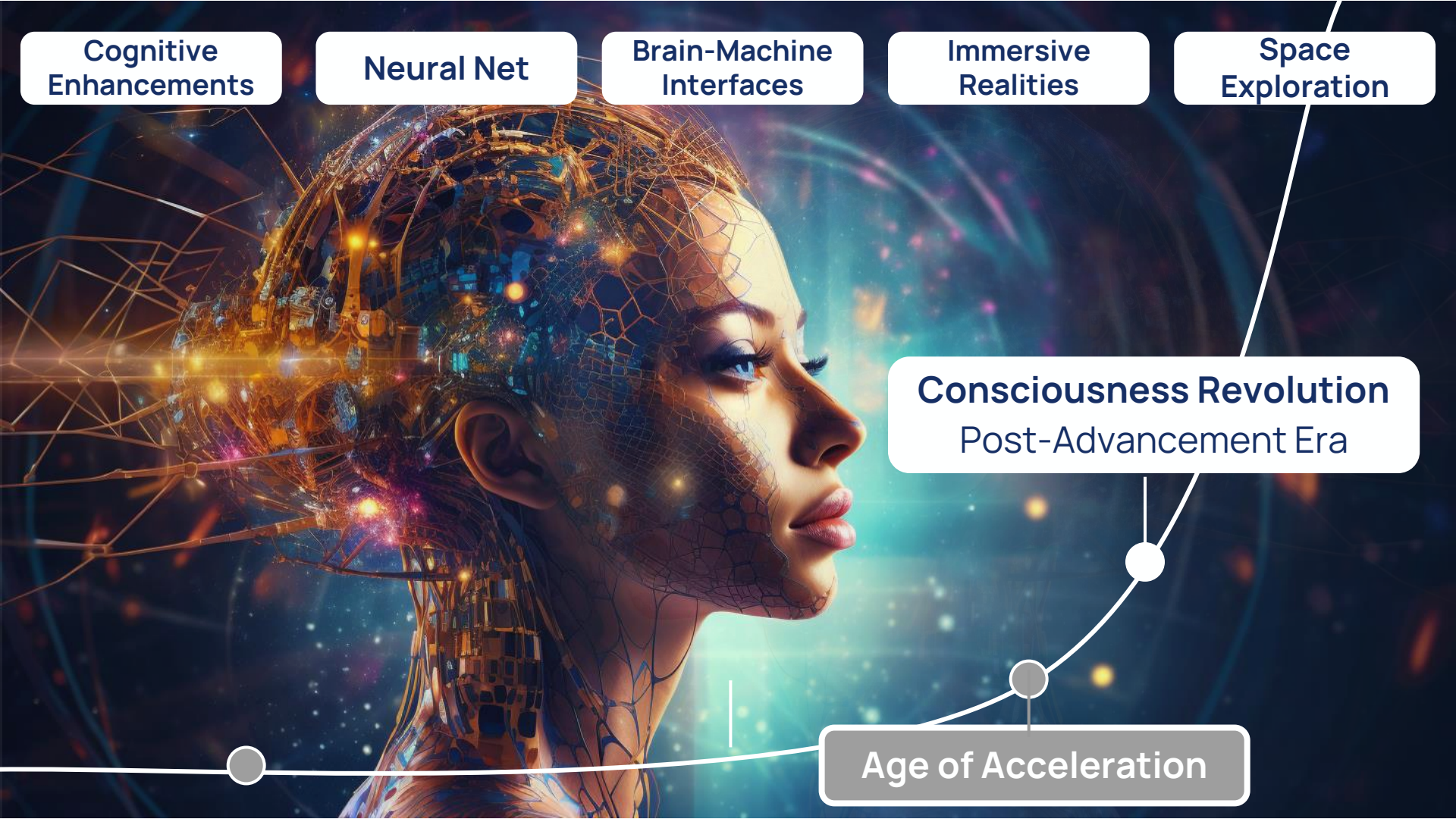
**Brain-Machine
Interfaces**

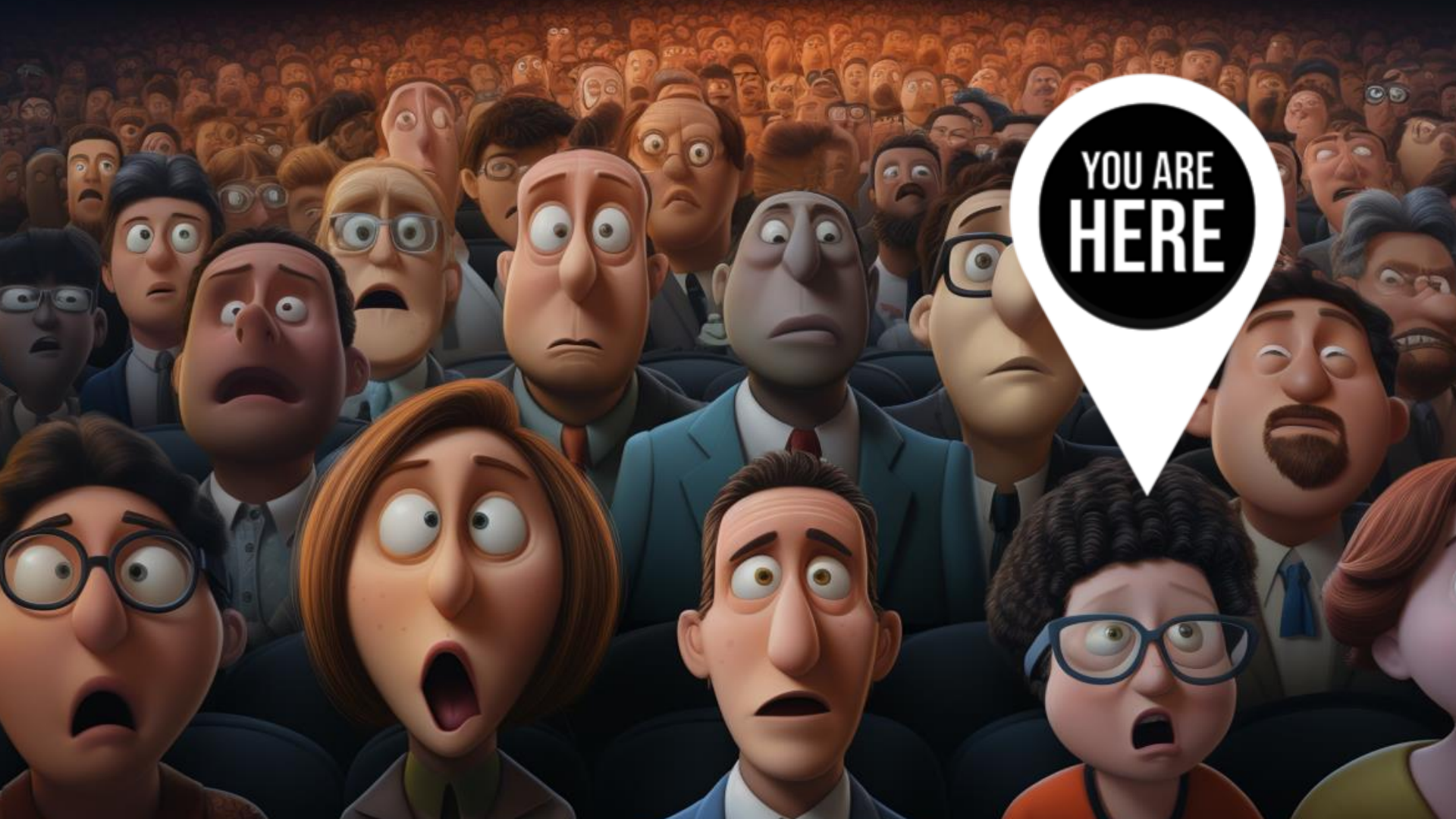
**Immersive
Realities**

**Space
Exploration**

Consciousness Revolution
Post-Advancement Era

Age of Acceleration





YOU ARE
HERE



THE FUTURE IS NOW

Shaping New Societies and Realities

BUT WHAT ABOUT NOW? FEARS AROUND:

EVOLVING BEHAVIORAL PATTERNS

SUPPLY CHAIN DISRUPTIONS

SHIFTING TRADE ROUTES

ROBOT OVERLORDS!

A futuristic architectural rendering of a modern building complex. The scene features a large, curved glass dome structure in the background, surrounded by lush greenery and palm trees. In the foreground, there are multi-level walkways with glass railings, and a person is walking on a path. The overall atmosphere is bright and modern. The word "PURPOSE" is overlaid in large, bold, white capital letters across the center of the image.

PURPOSE

YOU ARE THE VISIONARIES

CREATING ————— PRODUCTS

ACTIVATING ————— PLACES

EMPOWERING ————— PEOPLE

FULFILLING ————— PURPOSE



The role of travel is to meet deep, human needs:
to explore, to connect, to thrive.



2008

SECOND LIFE SHAMWOW OXIMOXI



2020

CONVERSATIONS WITH MYSELF

“

What role would I play in the future?
What would become of humanity?

– *Sam Rad*



Amazon · 2023



AUGMENTING AND ACCELERATING INSPIRATION





TRANSMUTING FEAR INTO OPPORTUNITY

IS THE MINDSET

FOR THE FUTURE



THRIVING IN TIMES OF RADICAL CHANGE

3 Lessons

lesson · 1

ADAPT TO CHANGING CONTEXTS

A dark, blue-tinted photograph of Henry Ford standing next to an early 20th-century automobile. He is wearing a suit and a bowler hat. The car has a license plate that reads "2-385-19".

“

If I had asked people what they wanted,
they would have said faster horses.

– Henry Ford





lesson · 2

RECOGNIZE PARADIGM SHIFTS



The Age of Acceleration is a **paradigm shift**

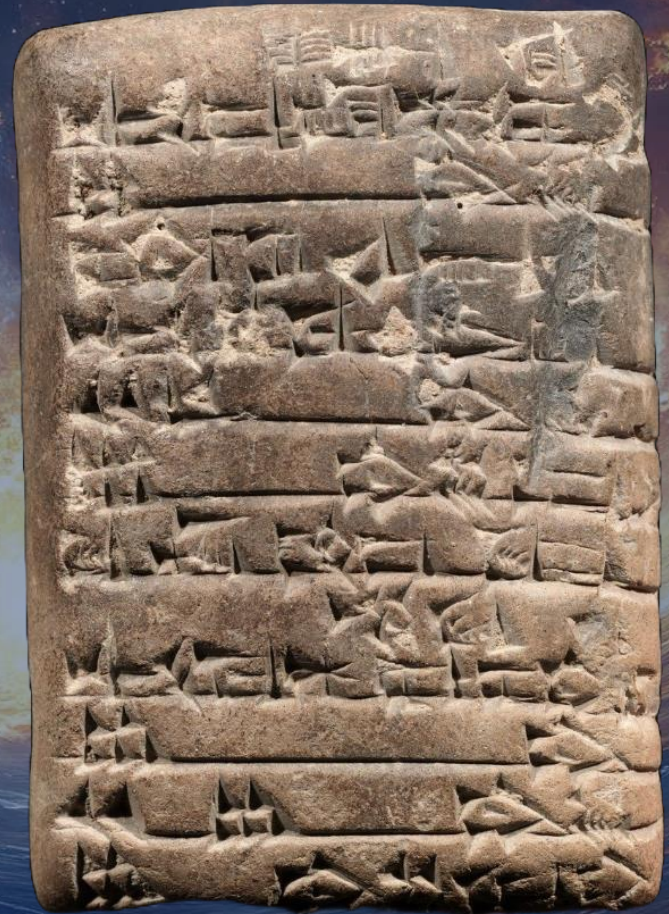
Return to first principles instead of retrofitting



lesson · 3

CELEBRATE HUMANITY

Even the smallest ripples
create waves that
change the world



Sumerian cuneiform describing the receipt of oxen



SAM RAD

THE RADICAL FUTURIST

ANTHROPOLOGIST · ENTREPRENEUR



@SAMRADOFFICIAL