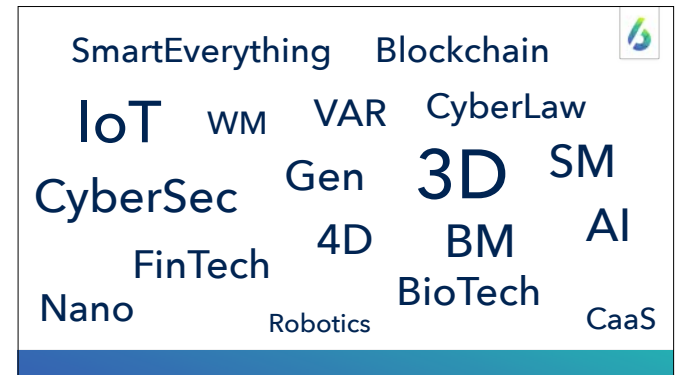
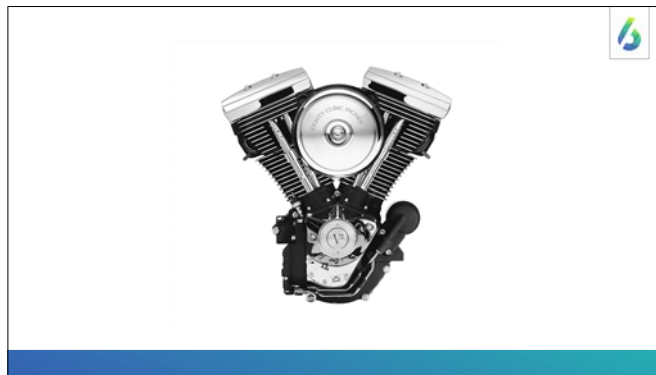
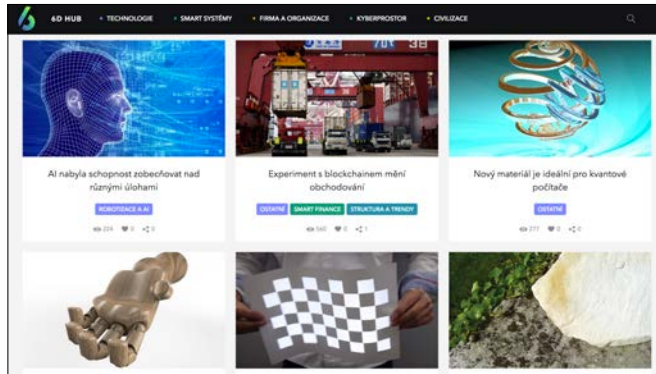
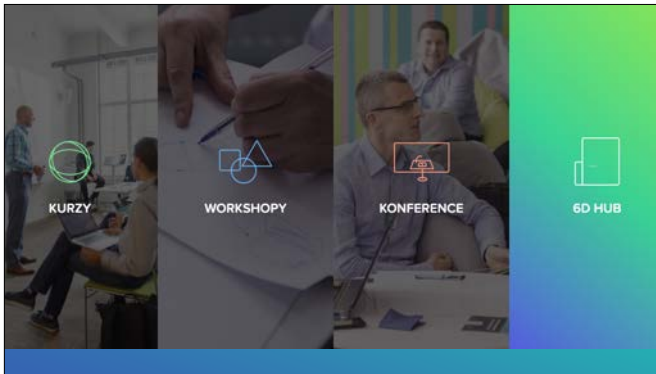
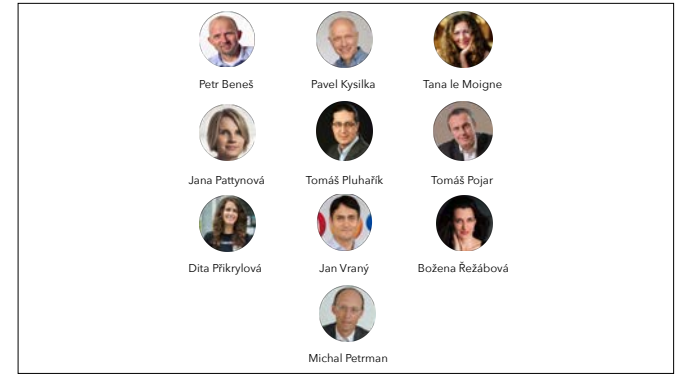
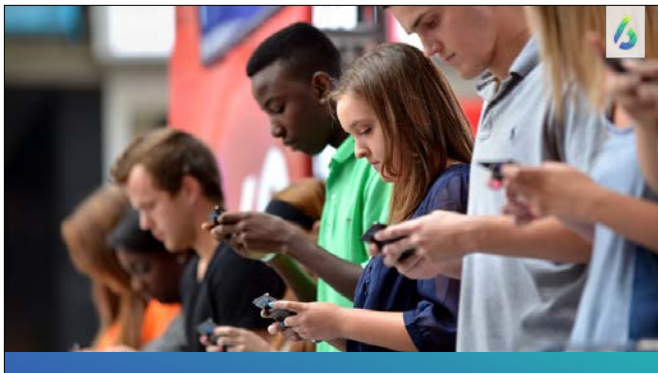


Digitální revoluce ve financích

Pavel Kysilka






6D Revolution

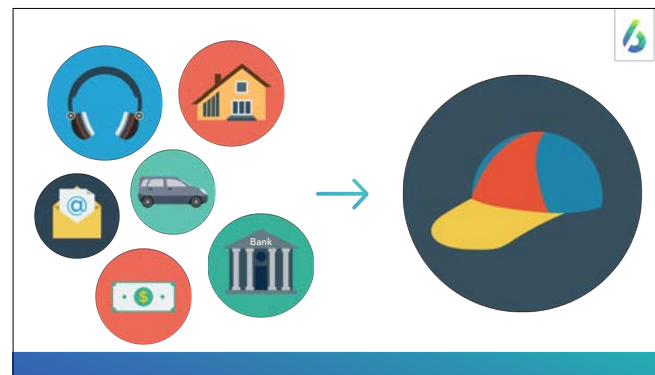
Digital
Dematerialized
Demonetized
Democratized

↓

Deceptive
Disruptive



SINGULARITY UNIVERSITY

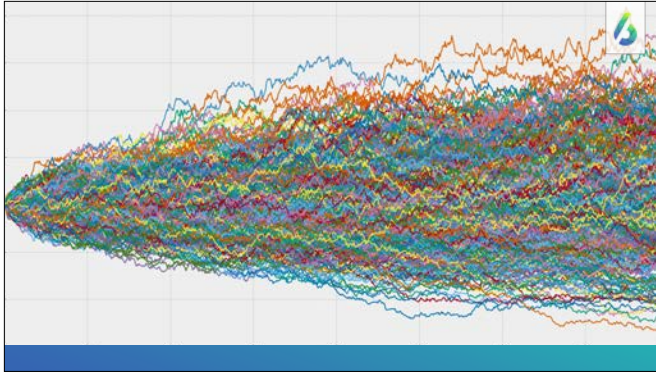


Digitalizace < Digitální transformace

Bankovníctví bez bank?

- Digi E2E
- Roboporadce
- Permanentní předsvěření, AI
- Blockchain, kryptoměny
- Integrace, uberizace
- Životní poradenství





Pojišvovnictví bez pojišvoven?

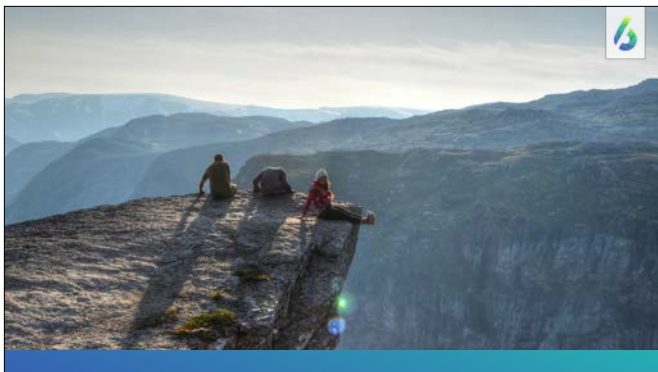
Matematika → individualizace
Zprostředkování → sdružování


Digi E2E, AI
Social
Genomika
Senzory
Autonomní doprava

4P	4E
Product	Engagement
Price	Experience
Place	Exclusivity
Promotion	Emotion


Philip Kotler, Northwestern University Oliver Robert - Murphy, Universal Music






bD Academy

Hodně štěstí!


pavel.kysilka@bdacademy.com