

How to Win in 2030

Alex Jenkins

Editorial Director / Contagious



ROBOT ROMANCE REVEALED: Women will be having more sex with ROBOTS than men by 2025

30 Jun 2016



1. Look at the signals

**2. Examine how you
might win**







A close-up photograph of three bees on three vertical wooden blocks. The bees are positioned on the top edges of the blocks, which are arranged in a row. The background is a soft, out-of-focus green, suggesting a natural environment. The text is overlaid on the image in a large, white, sans-serif font.

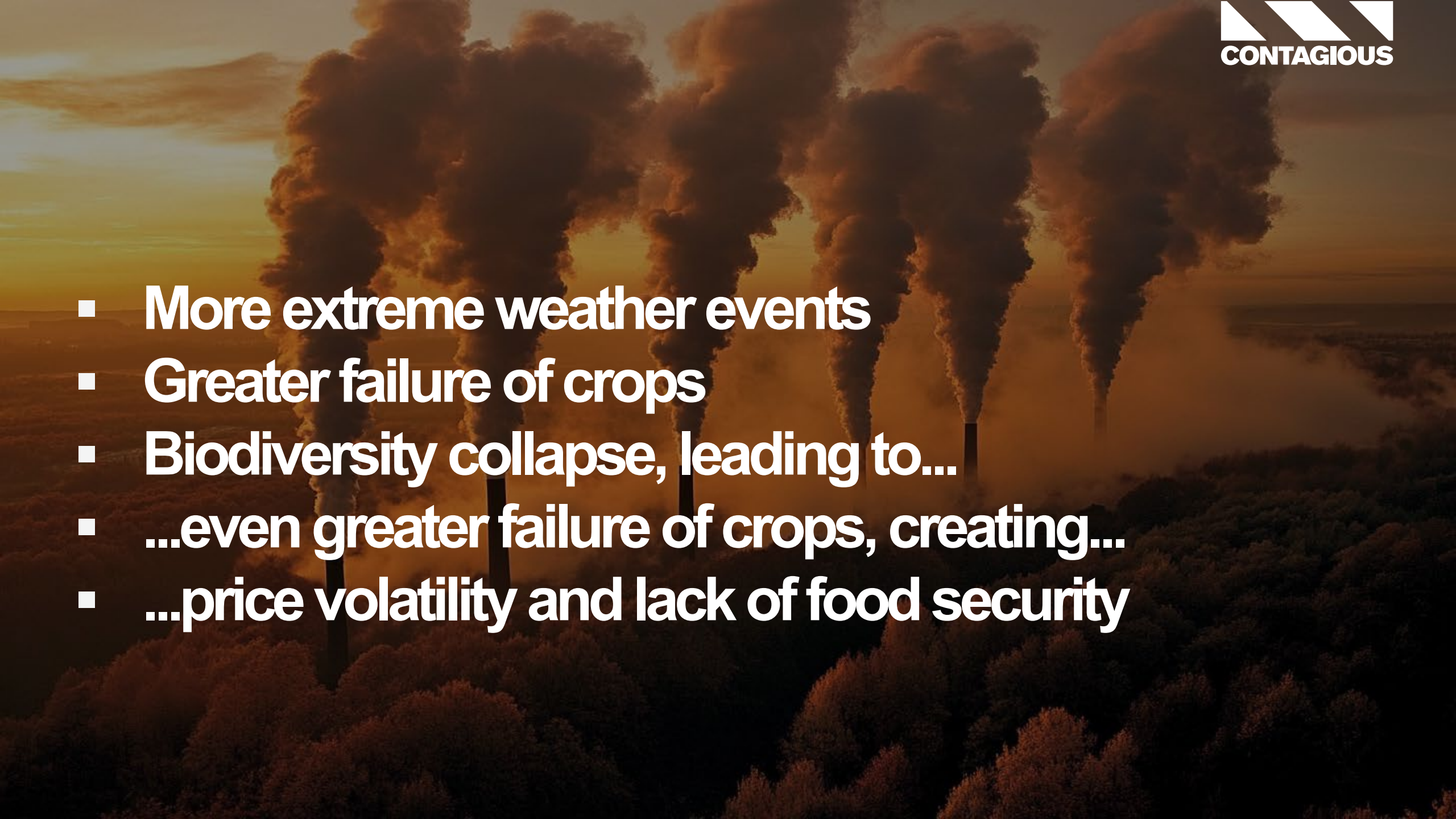
**‘The data is showing us this
is the worst bee loss in
recorded history’**

Blake Shook / Beekeeper

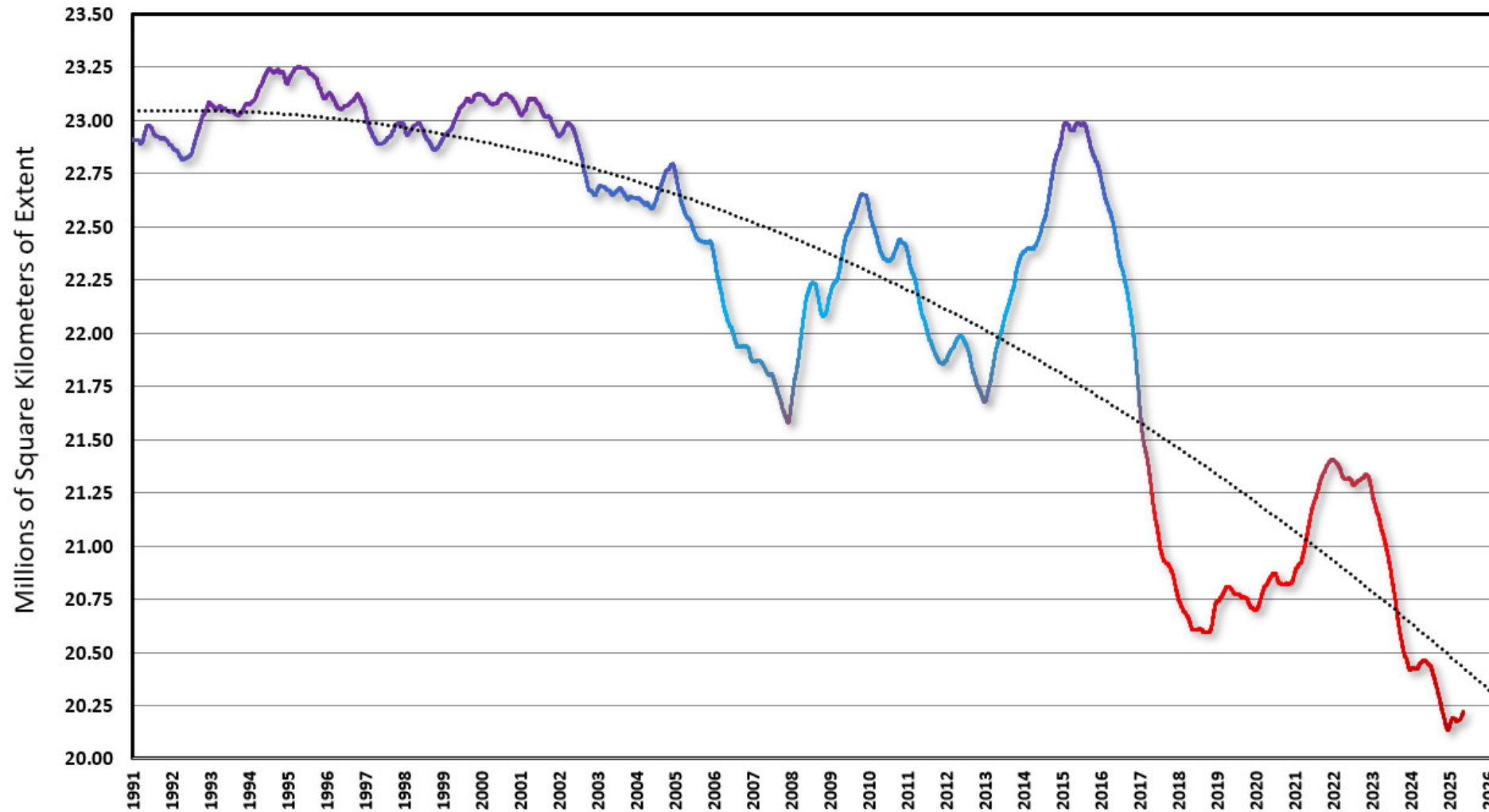


**‘Trees and land absorbed
almost no CO₂ in the
last 18 months’**

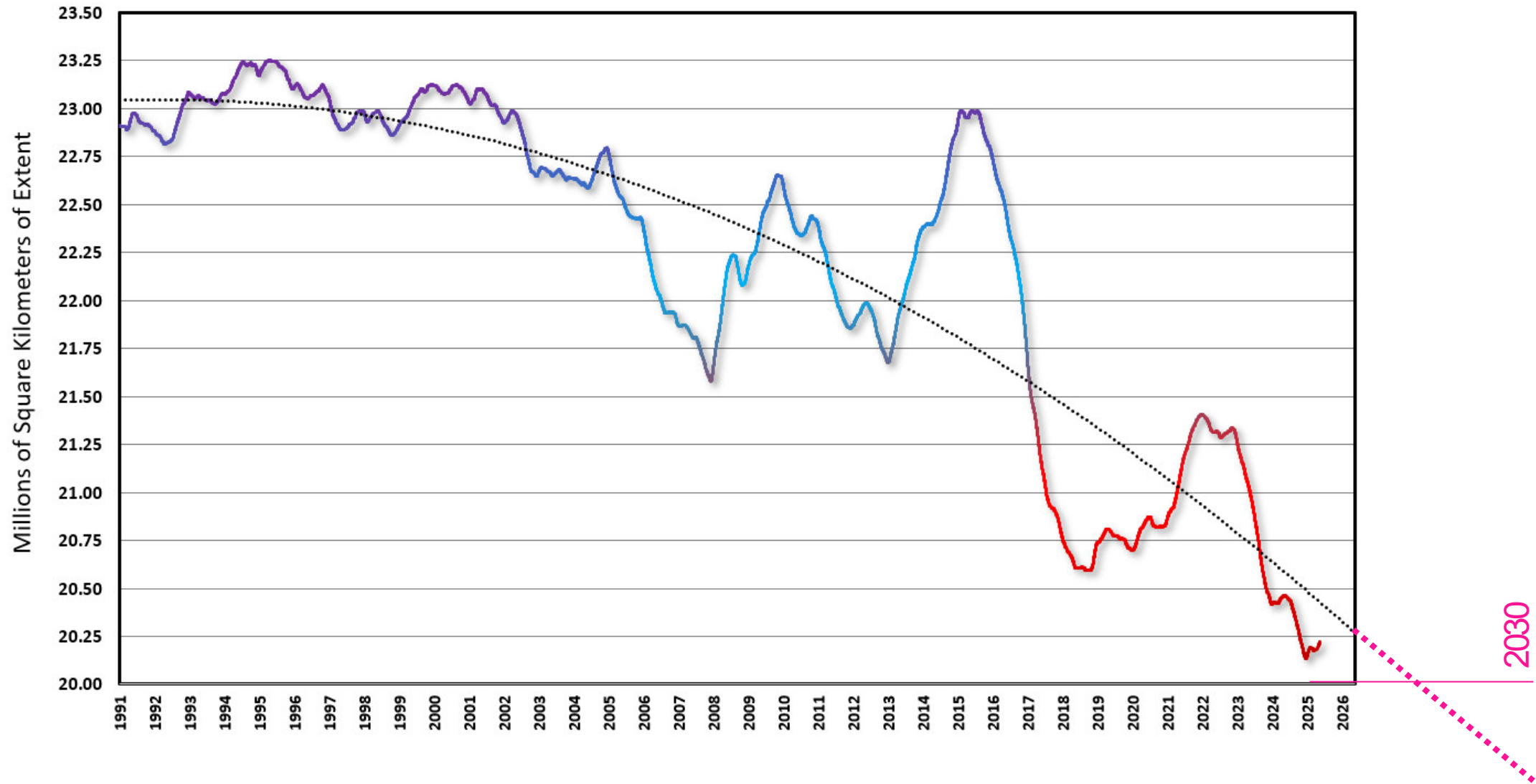
Source / Low latency carbon budget analysis reveals a large
decline of the land carbon sink in 2023

- 
- **More extreme weather events**
 - **Greater failure of crops**
 - **Biodiversity collapse, leading to...**
 - **...even greater failure of crops, creating...**
 - **...price volatility and lack of food security**

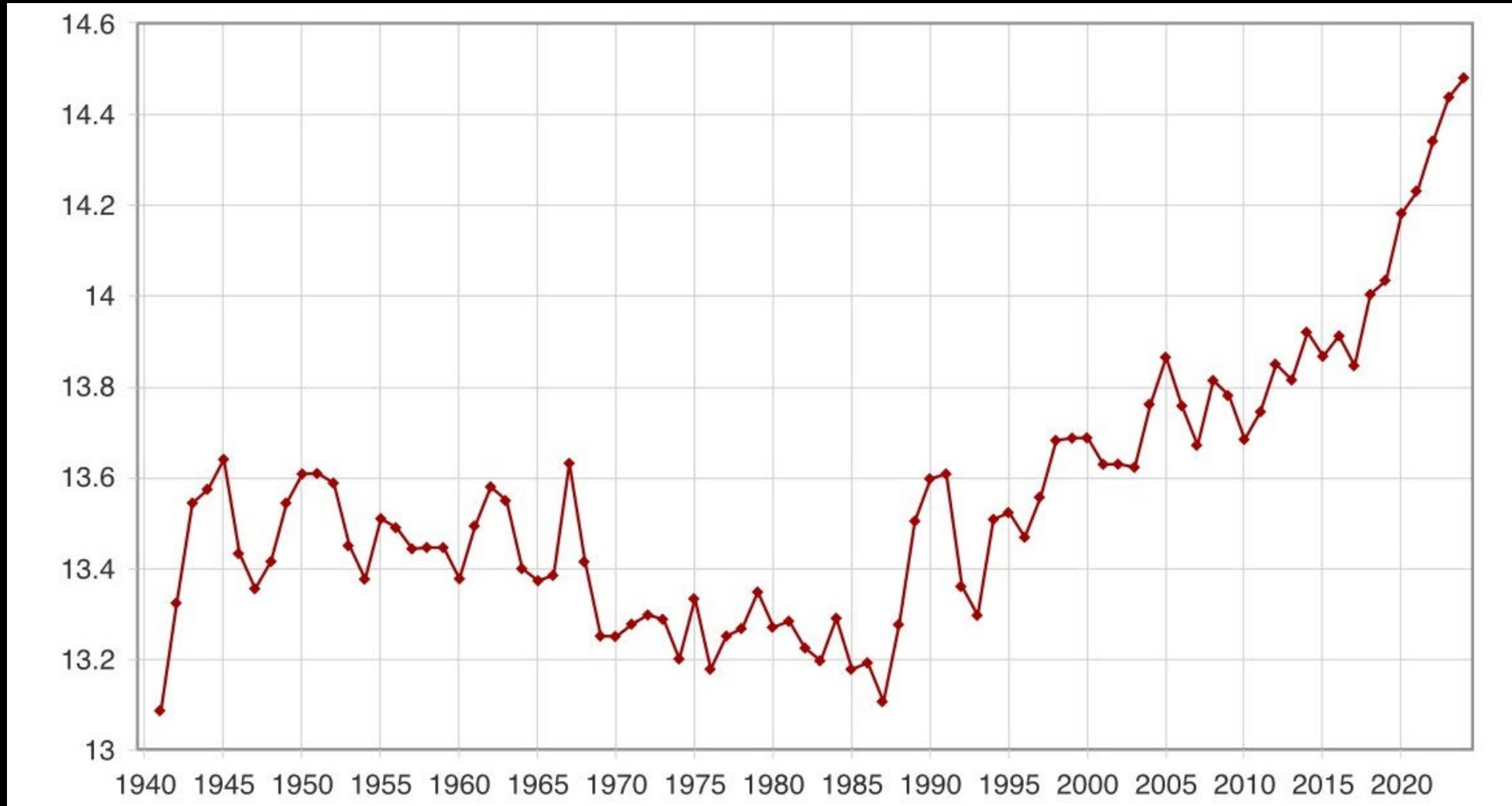
Global sea ice extent / 1991 - 2025



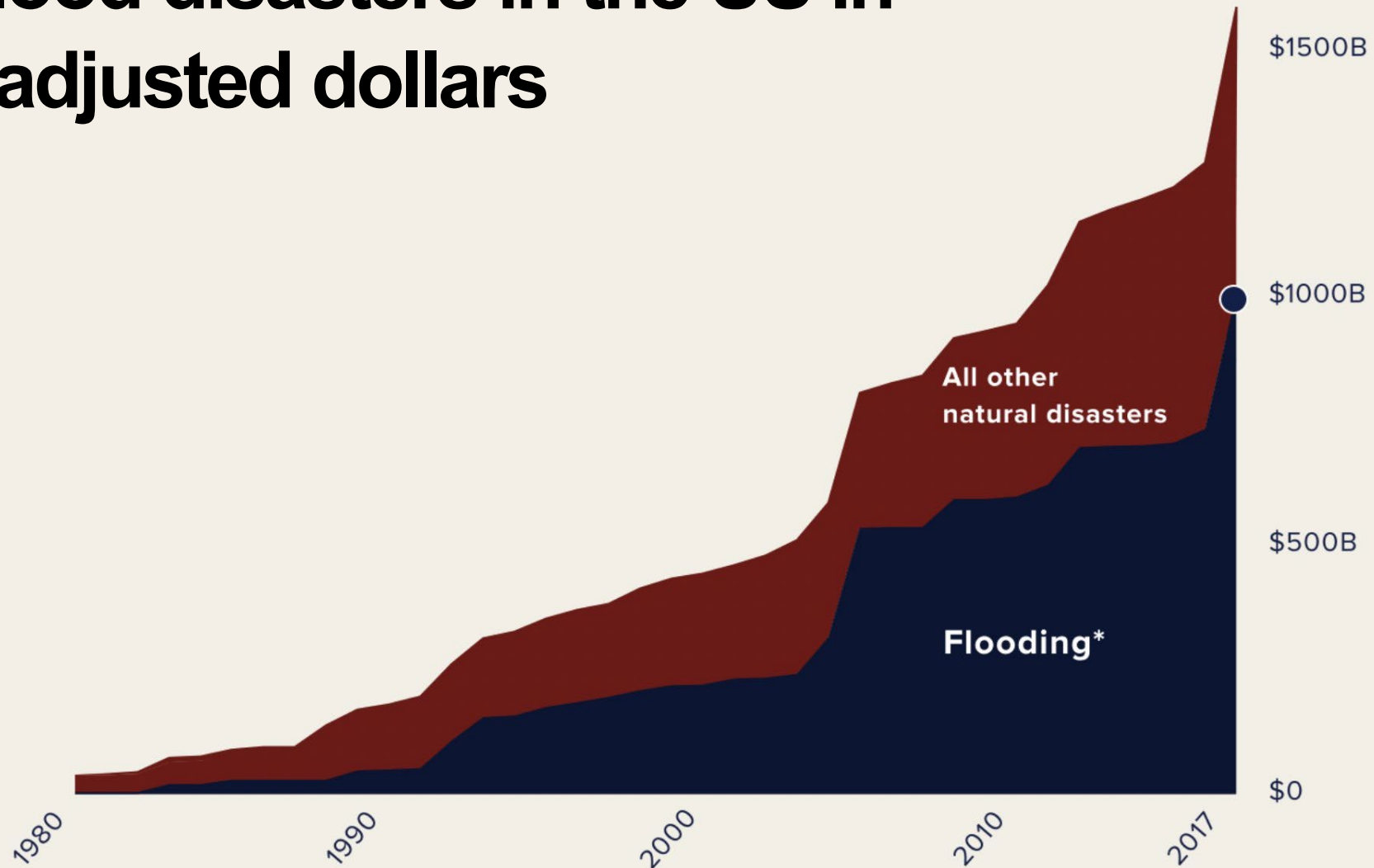
Global sea ice extent / 1991 - 2025



Sea surface temp / 1940 - 2025



Cost of flood disasters in the US in inflation adjusted dollars



Source / Flood Defenders



The background of the entire image is a photograph of a house engulfed in flames. Thick black smoke billows from the roof, and bright orange fire is visible through the windows. Firefighters in yellow gear are present; one is on the left, another in the foreground is using a hose, and a third is on the right. A utility pole is visible on the left side of the house.

1,600

insurance policies in Pacific Palisades
cancelled by State Farm in 2024

Source / ABC 7



45%

increase in US house prices

Source / Zillow

20%

increase in wages

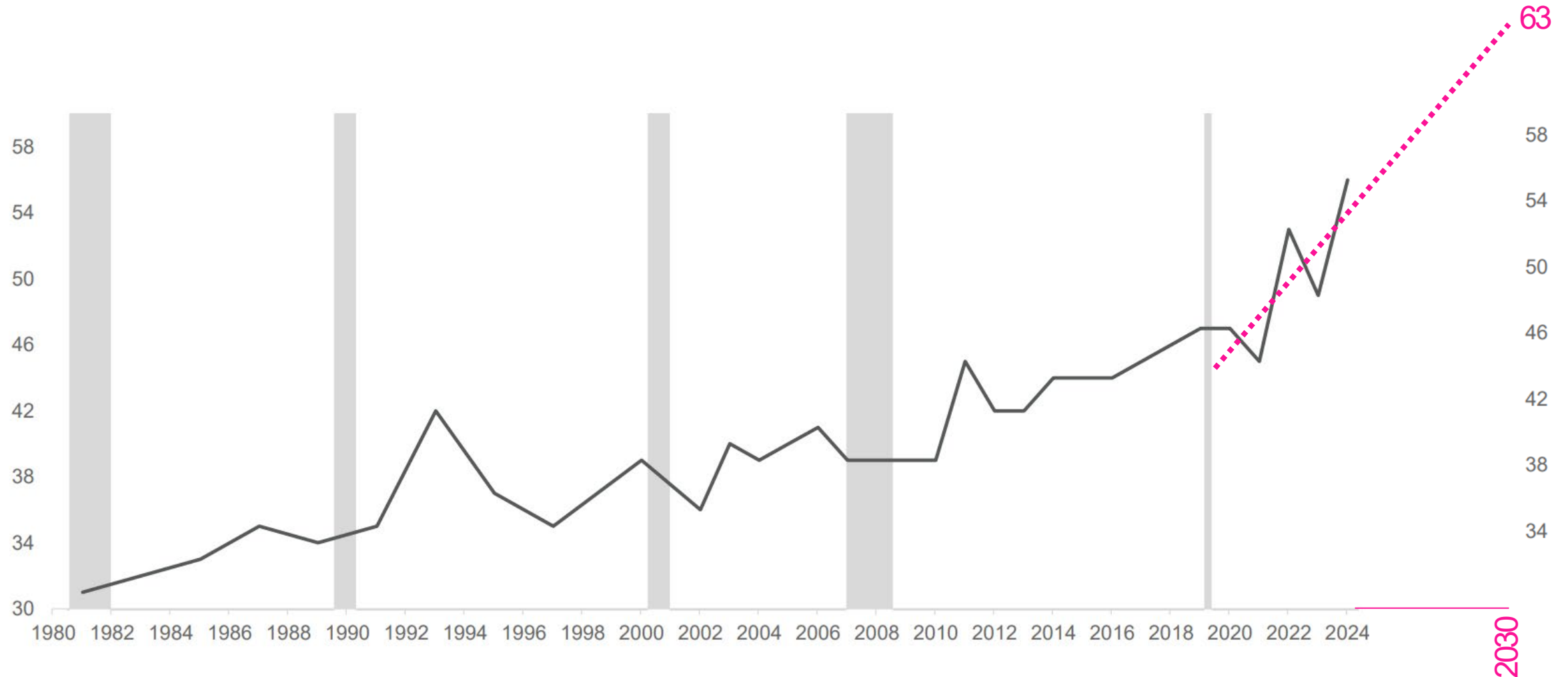
Source / National Average Wage Index

Median age of US homebuyers / 1991 - 2025



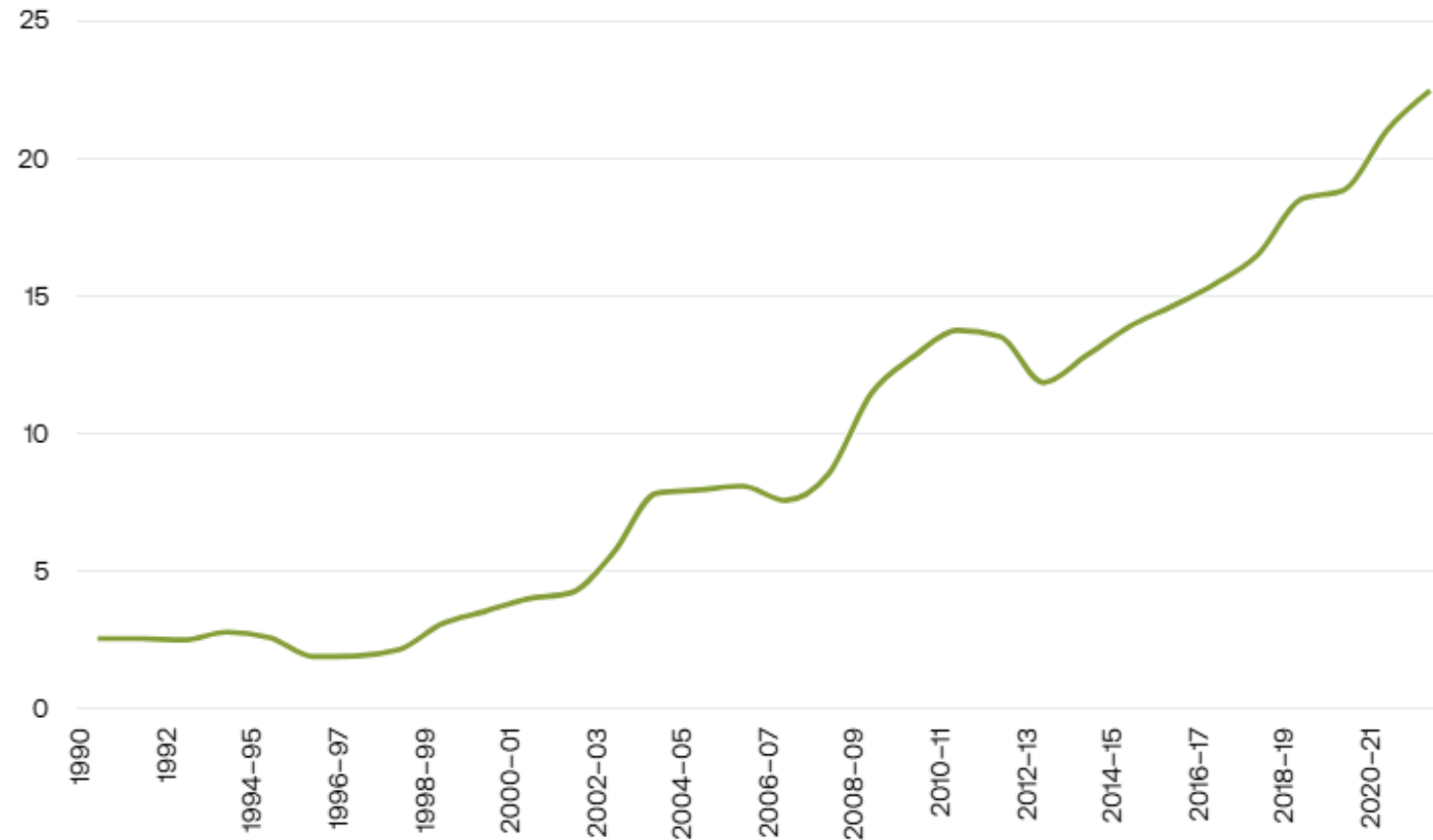
Source / National Association of Realtors

Median age of US homebuyers / 1991 - 2025



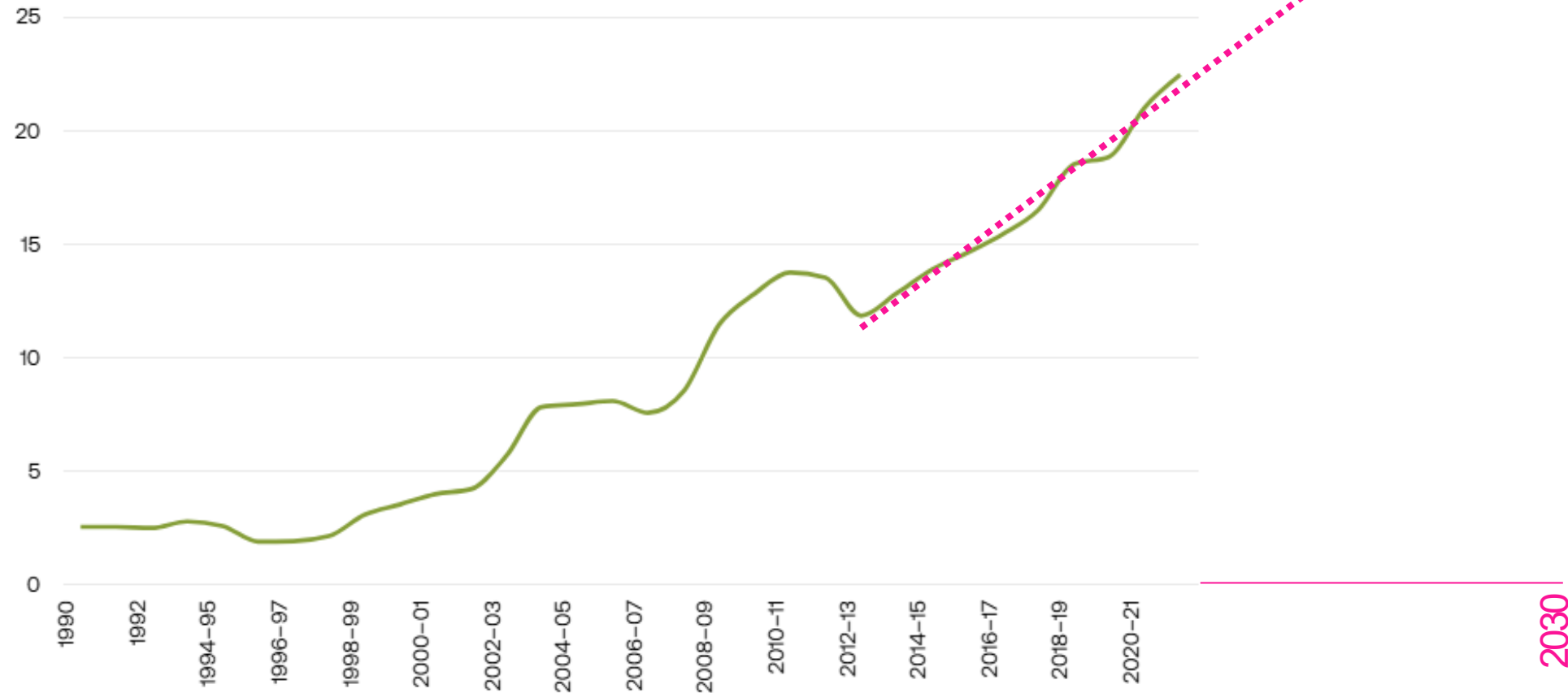
Source / National Association of Realtors

Years for low- to middle-income household to save for an average deposit in UK



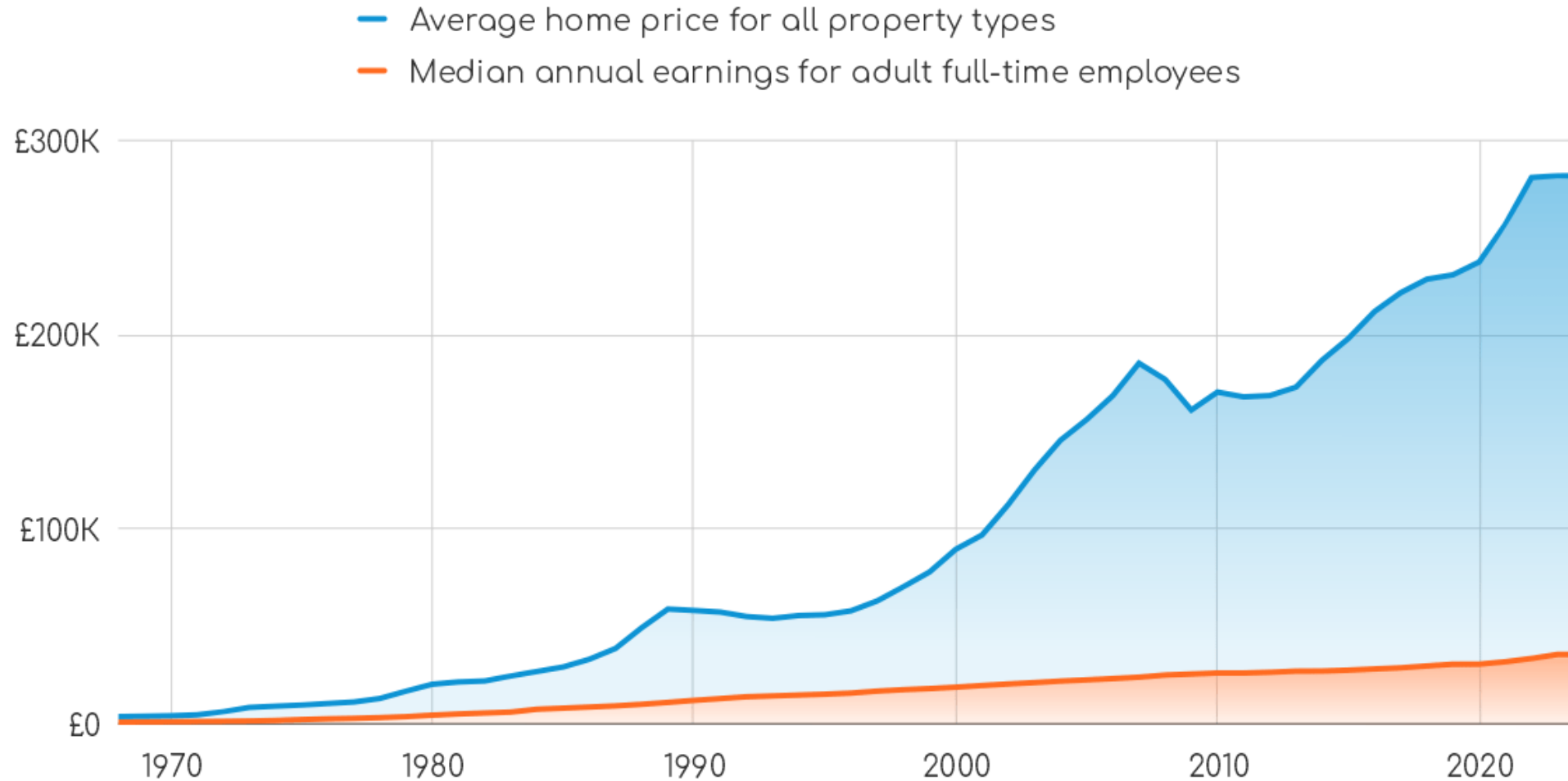
Source / ONS, HM Land Registry

Years for low- to middle-income household to save for an average deposit in UK



Source / ONS, HM Land Registry

UK home prices vs annual earnings



Source / ONS, HM Land Registry, Bank of England

An illustration of a man and a woman sitting on a red couch in a room with a large, multi-paned window. Both are looking down at their smartphones. The man is on the left, bald with a beard, wearing a dark red shirt. The woman is on the right, with long black hair, wearing a dark red dress. The room has grey stone walls and a dark floor with some plants. The overall tone is somber and reflective.

50%

of Gen Z and Millennials feel
trapped in their starter homes

Source / Edelman Financial Engines



HOMES & PROPERTY | PROPERTY NEWS

Comment: 'Being single in London may be my worst financial decision'



Welcome to cost of being single crisis, where the price of romantic freedom is decades of saving for a deposit

The background image shows a close-up of a hand holding a US dollar bill, feeding it to a small, fluffy bird chick in a nest. The nest is made of straw and contains several other dollar bills. The overall tone is warm and brown.

46%

of Gen Z adults rely on financial
assistance from their parents

Source / Bank of America

65%

of parents plan to cut off financial aid
to adult children by 2030

Source / Fortune

NatWest



Sorry, this ATM is temporarily

Out of Service

Please do not re-enter your PIN

If your card has been retained please contact your card issuer

To find your nearest ATM tap 'Help' in the app or
search 'NatWest ATM Locator'





25%

purchase groceries
with loans

Source / CNBC

A person wearing a brown leather jacket is holding a wire shopping basket filled with groceries, including red bell peppers, green beans, and bread. A large white percentage is overlaid on the image.

25%

purchase groceries
with loans

Source / CNBC

A close-up image of several sharpened pencils of various colors (blue, orange, brown) piled together. A large white percentage is overlaid on the image.

39%

plan to take on debt for
school supplies

Source / Credit Karma



25%

purchase groceries
with loans

Source / CNBC



39%

plan to take on debt for
school supplies

Source / Credit Karma



45%

went into debt to visit
Disney theme parks

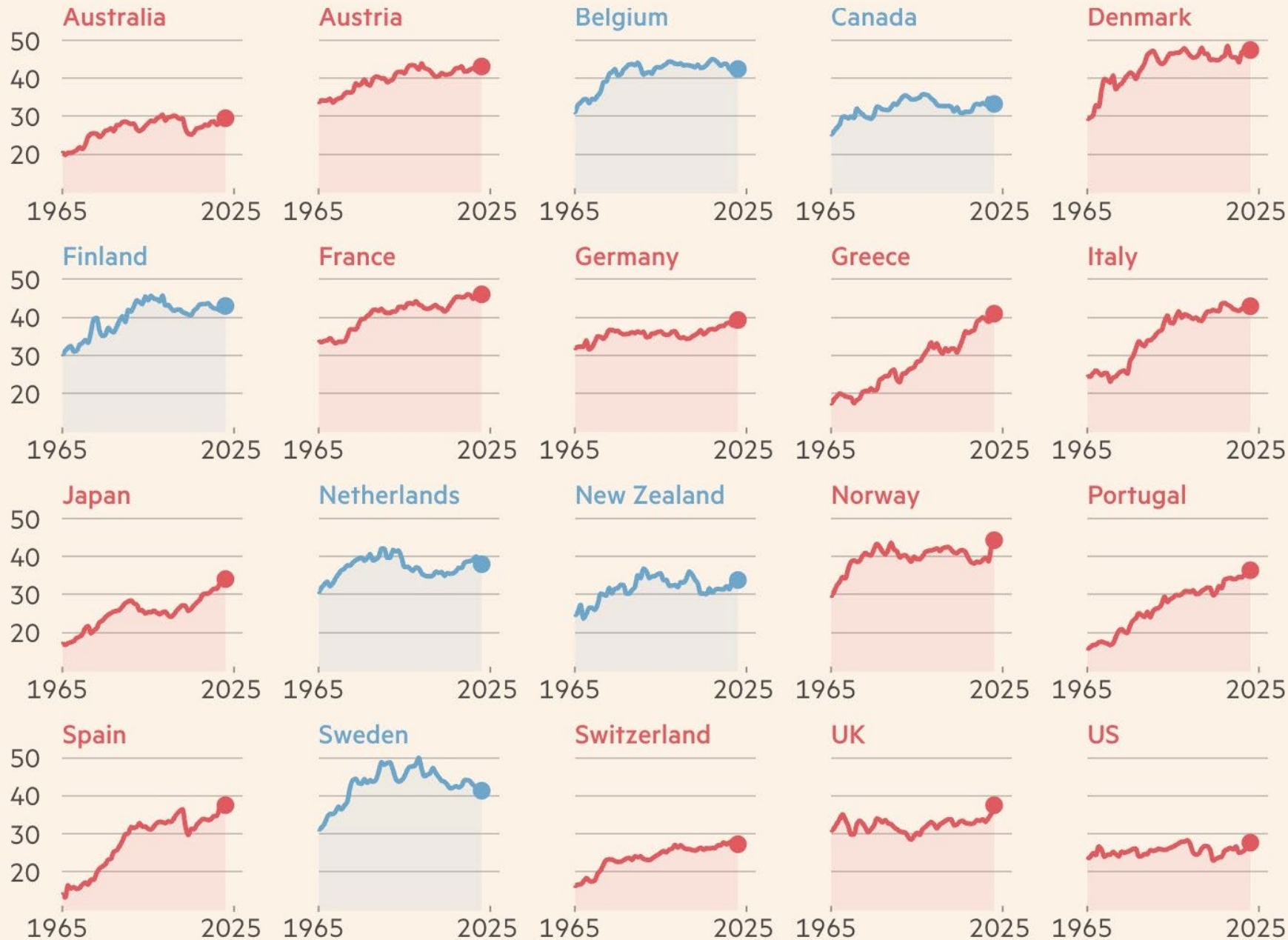
Source / CNBC



\$1.2tn

American credit card debt

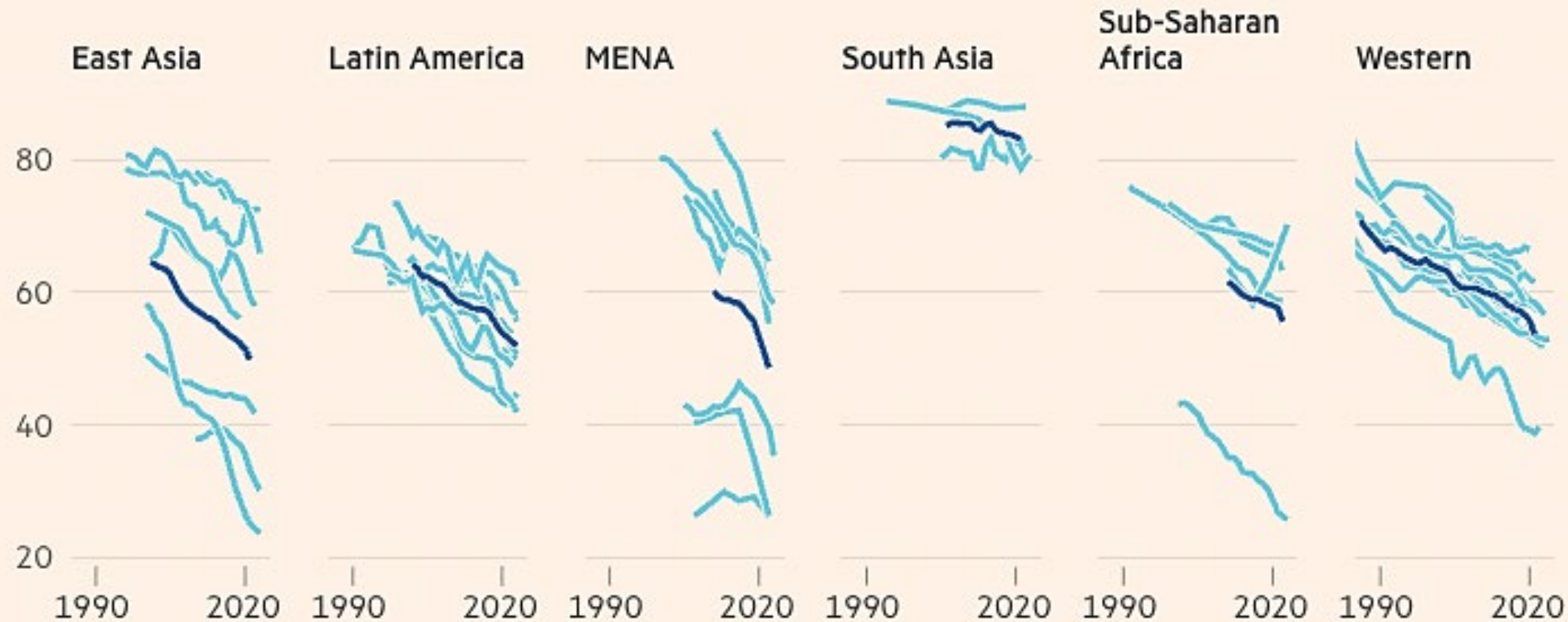
Source / Federal Reserve Bank of New York



Tax as a % of GDP

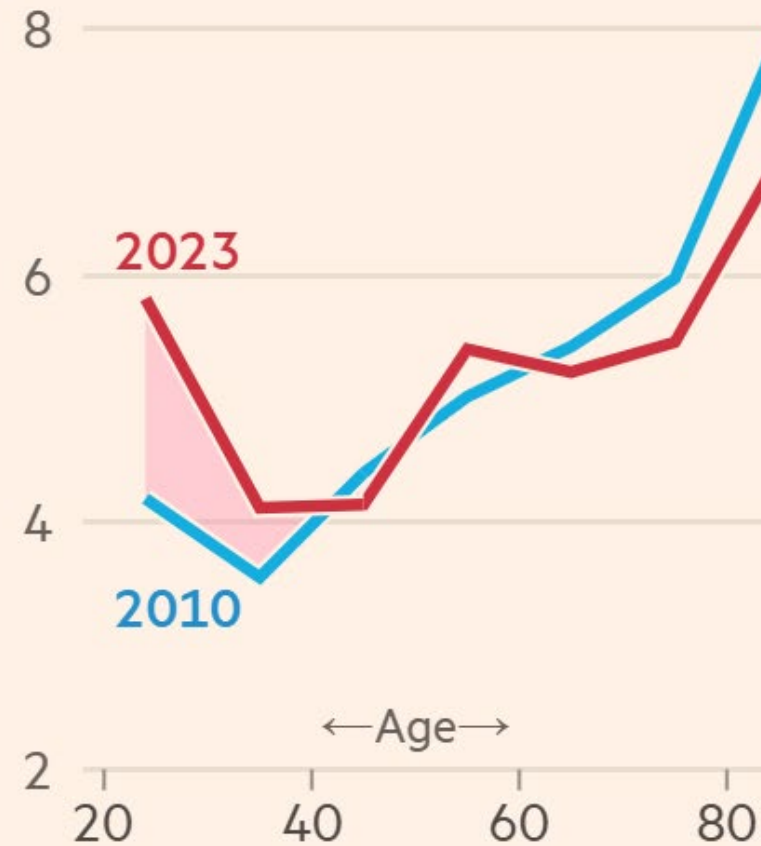
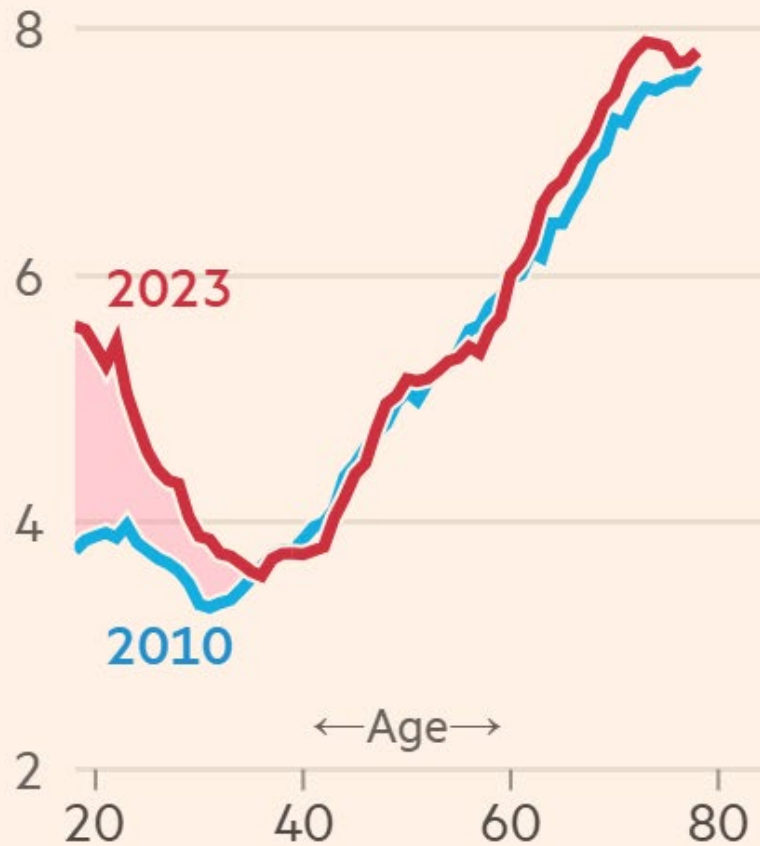
Source / OECD, OBR

Percentage of 25-34 year olds married or cohabiting



Source / Financial Times

Hours spent alone per day



Total fertility rate



Source / Financial Times

28%

of those 18-24 'often' or
'usually' feel lonely

Source / Household Pulse

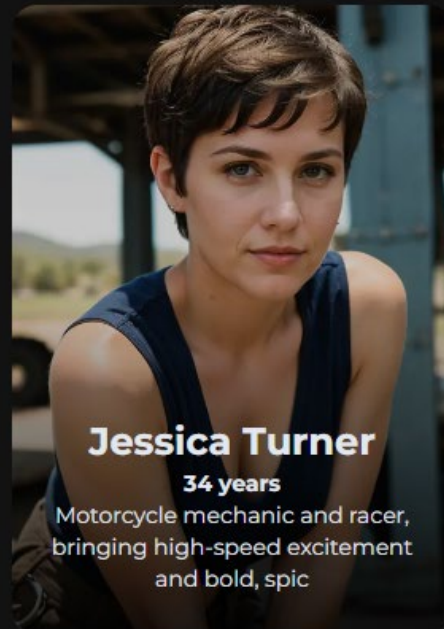
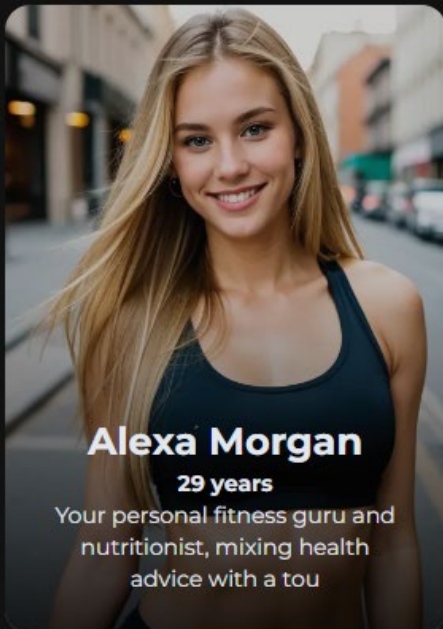
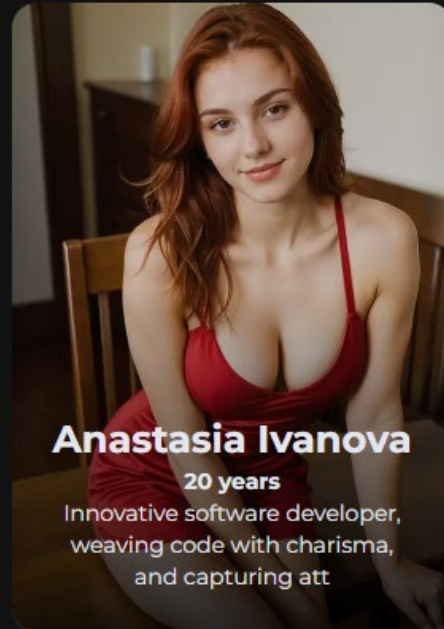
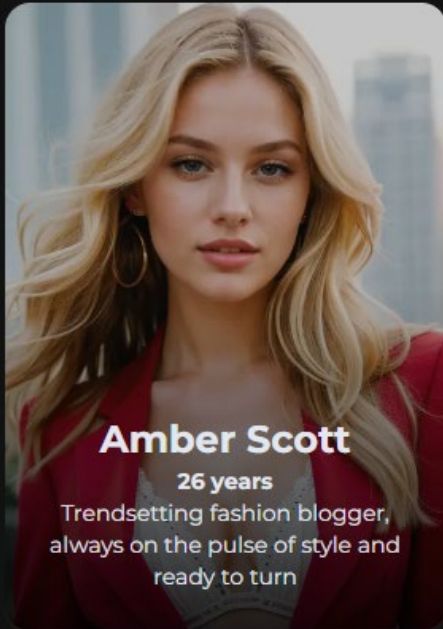


44%

of those 16-29 'often' 'always'
or 'some of the time' feel lonely

Source / Office National Statistics





2022 – 2024 searches:

- ‘AI companion’ + 490%
- ‘AI girlfriend’ +2,400%

Source / Merlio

A man with brown hair, wearing a dark blue shirt and dark pants, is sitting in a tan armchair. He is facing a white humanoid robot with blue eyes and a transparent body revealing internal mechanical parts. The robot is sitting on a swivel chair, facing the man. They are in a room with large windows in the background, a potted plant, and red curtains.

#1

use case for generative AI is therapy/companionship

Source / Harvard Business Review

MeOS /

Technology that over-emphasises
and reinforces the importance
of the self

A large, dark blue integrated circuit (chip) is the central focus, set against a background of glowing blue and red circuit traces. The chip has the text 'Me' in light blue and 'OS' in pink on its surface. Below the text are four small white dots. The chip is surrounded by numerous gold pins.

Me
OS



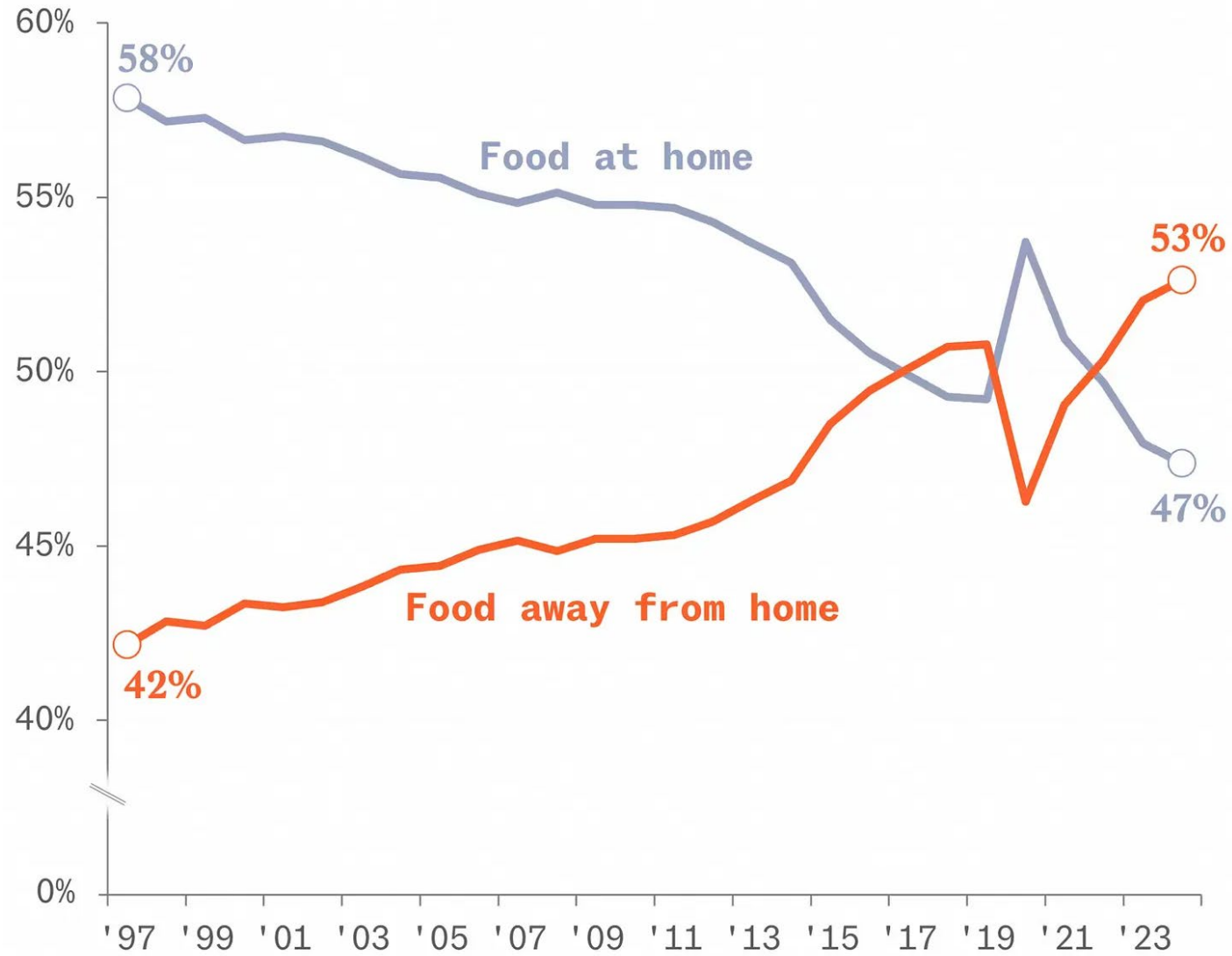


 PATREON

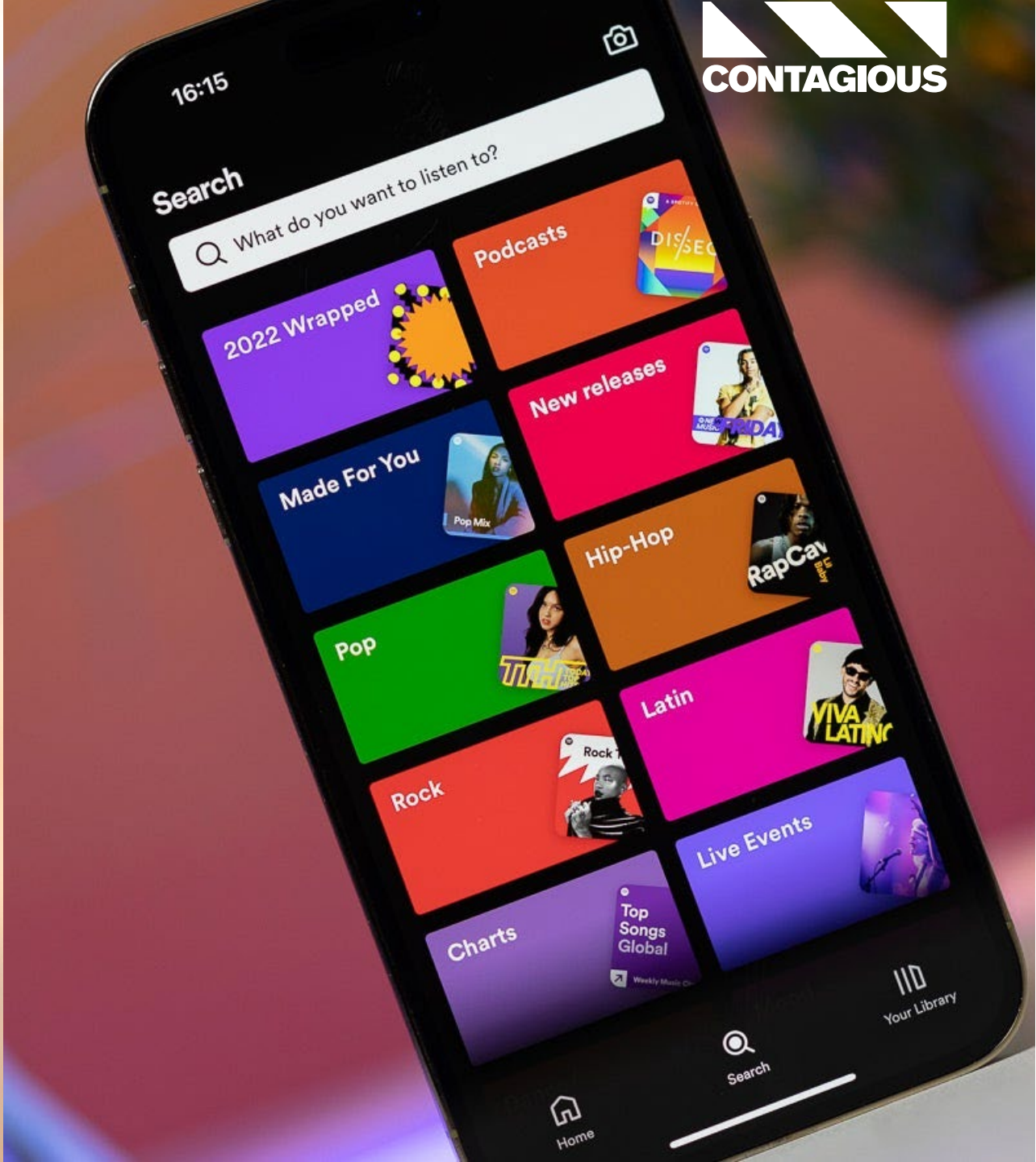
 OnlyFans

 substack





Source / National Restaurant Association annual report





Unlimited, full-resolution photo storage with Prime



Hi, patrick

Customer since 2014

Recommendations for you



Your Orders



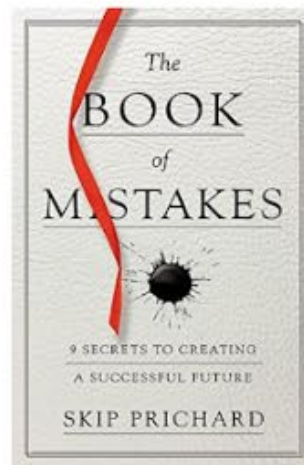
Grocery & Gourmet
Food



Tools & Home



Recently viewed



Continue watching



Scrubs Season 1


Unlock For Honor Champion Status







Google Pixel / Magic Eraser

A young girl with dark hair in a ponytail is sitting cross-legged on a bed in a dimly lit room at night. She is looking down at a smartphone in her hands. The room has a lamp and a window with curtains in the background.

‘Two hours per day on social network sites is associated with a substantial increase in the prevalence of loneliness’

Source / JRC, ‘Loneliness and social media use in the European Union’


```
<MeOS>
  <user id="0001">
    <camera focus="self" />
    <feed algorithm="ForYou" />
    <shopping experience="personalised" />
    <sound noise="cancelled" />
    <social circle="closed-loop" />
    <ai_companion mood="affirming" />
    <photo edit="remove-other-people" />
    <reality filter="you-centric" />
  </user>
</MeOS>
```

```
<!-- System Status: Echo chamber stable. Dissent suppressed.
External world ignored. -->
```

</rant>

-43%

middle managers

-57%

senior leaders

Source / Revelio Labs

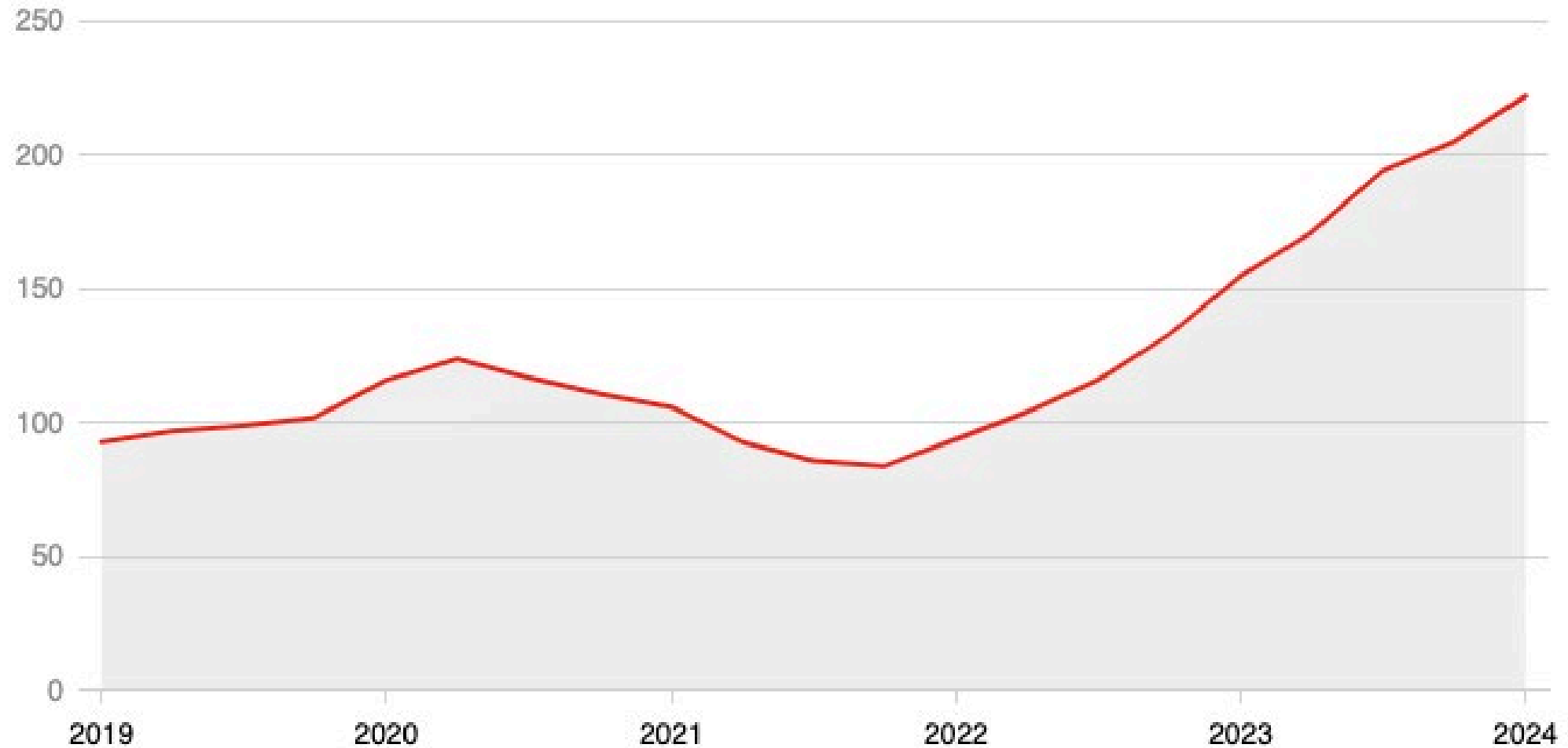
A large, stylized arrow pointing downwards, filled with a vibrant rainbow gradient from blue at the top to red at the bottom.

-23%

marketing roles

Source / US Dept of Labor

Average number of applications per job



Source / Greenhouse

<u>Region</u>	<u>Unemployment Rate</u>	<u>Trend</u>
US	4.2%	Slight increase
EU	5.9%	Stable/declining
East Asia & Pacific	3.89%	Declining

41%

A robotic arm with a blue and white color scheme is positioned behind the percentage sign of the '41%' text, with its fingers slightly curled as if holding or pointing to the symbol.

of companies worldwide plan to reduce
workforces by 2030 due to AI

Source / World Economic Forum

**‘Before asking for more headcount
and resources, teams must
demonstrate why they cannot get
what they want done using AI’**

Tobi Lutke / CEO, Shopify

- **‘We’ll stop using contractors for work AI can handle’**
- **‘Headcount will only be given if a team cannot automate more of their work’**

Luis von Ahn / CEO, Duolingo

40%

of Klarna workforce replaced with AI

Sebastian Siemiatkowski / CEO, Klarna

30%

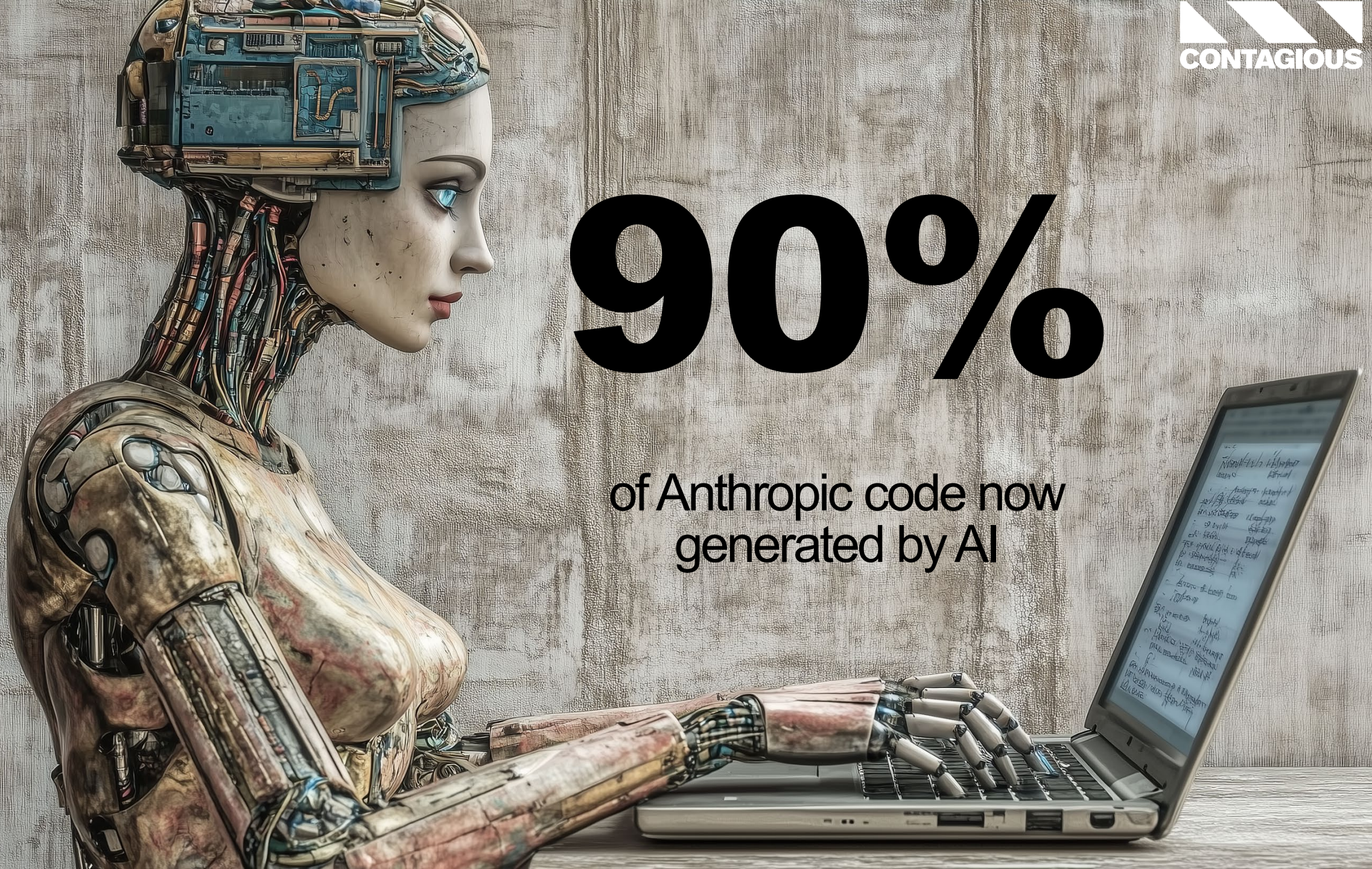
of Microsoft code now
generated by AI

Satya Nadella
CEO / Microsoft



90%

of Anthropic code now
generated by AI



Software engineering hires per month



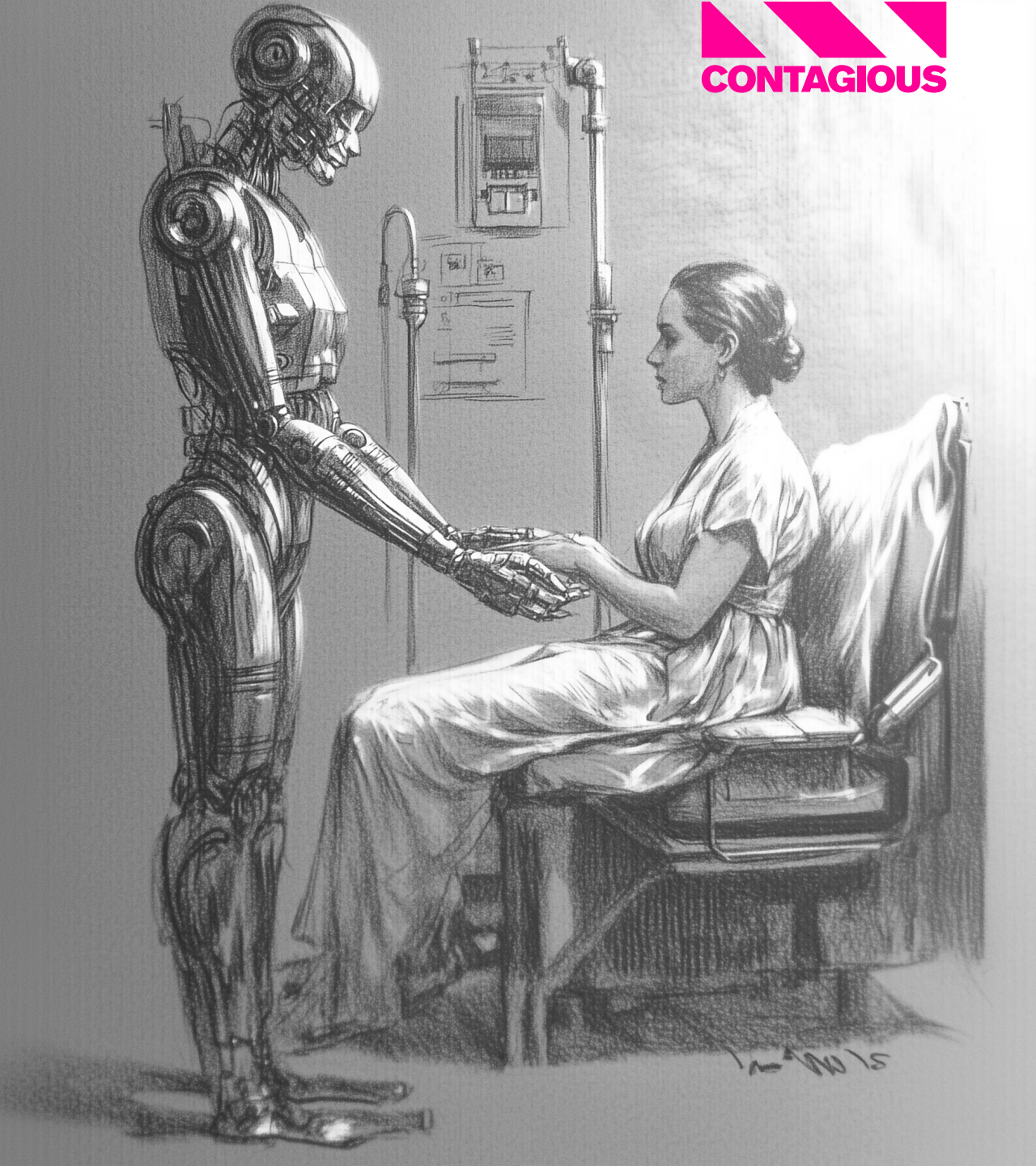
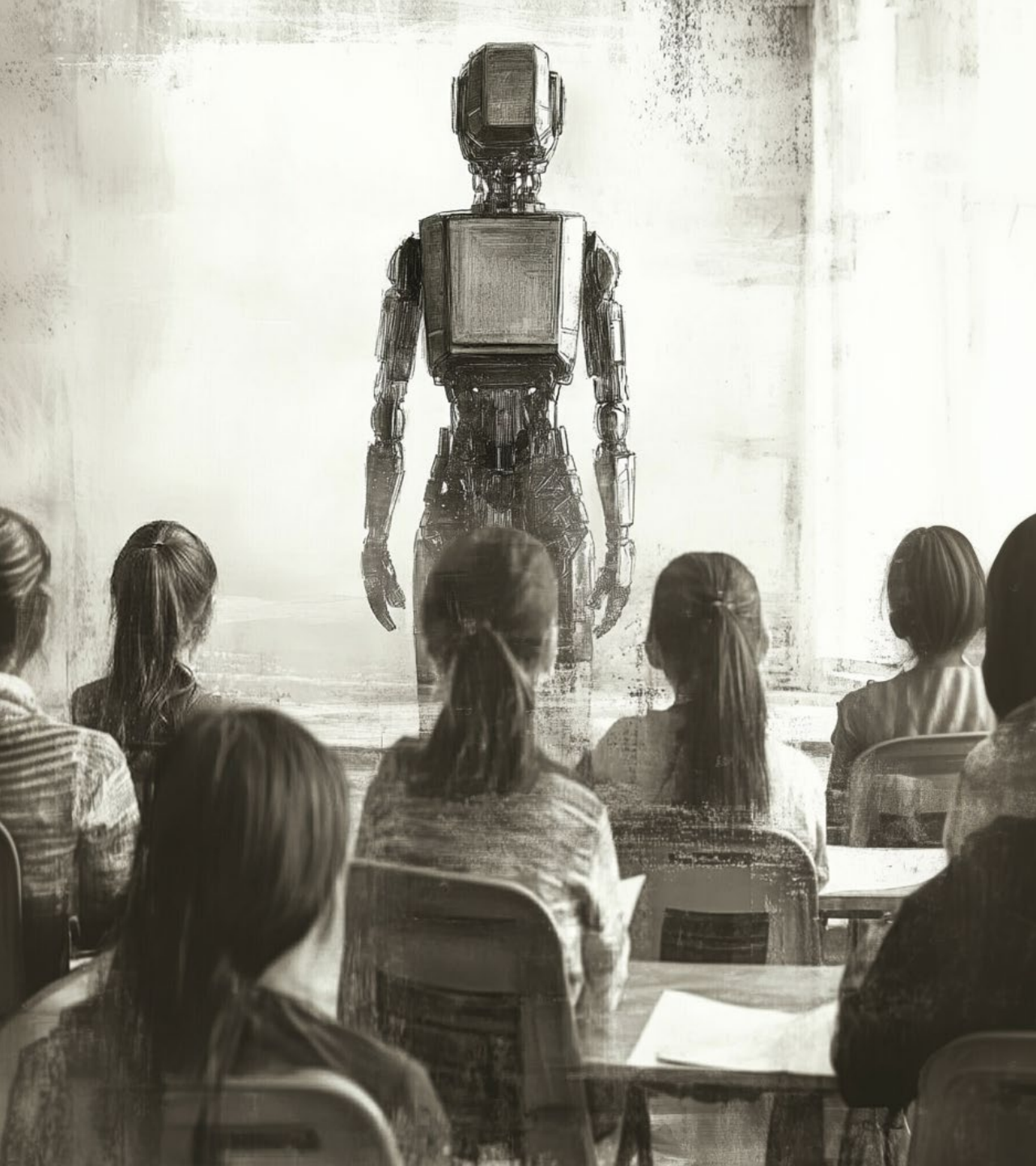
Source / Financial Times




37%

of employers would
rather hire AI than a
recent graduate

Source / Hult International Business School

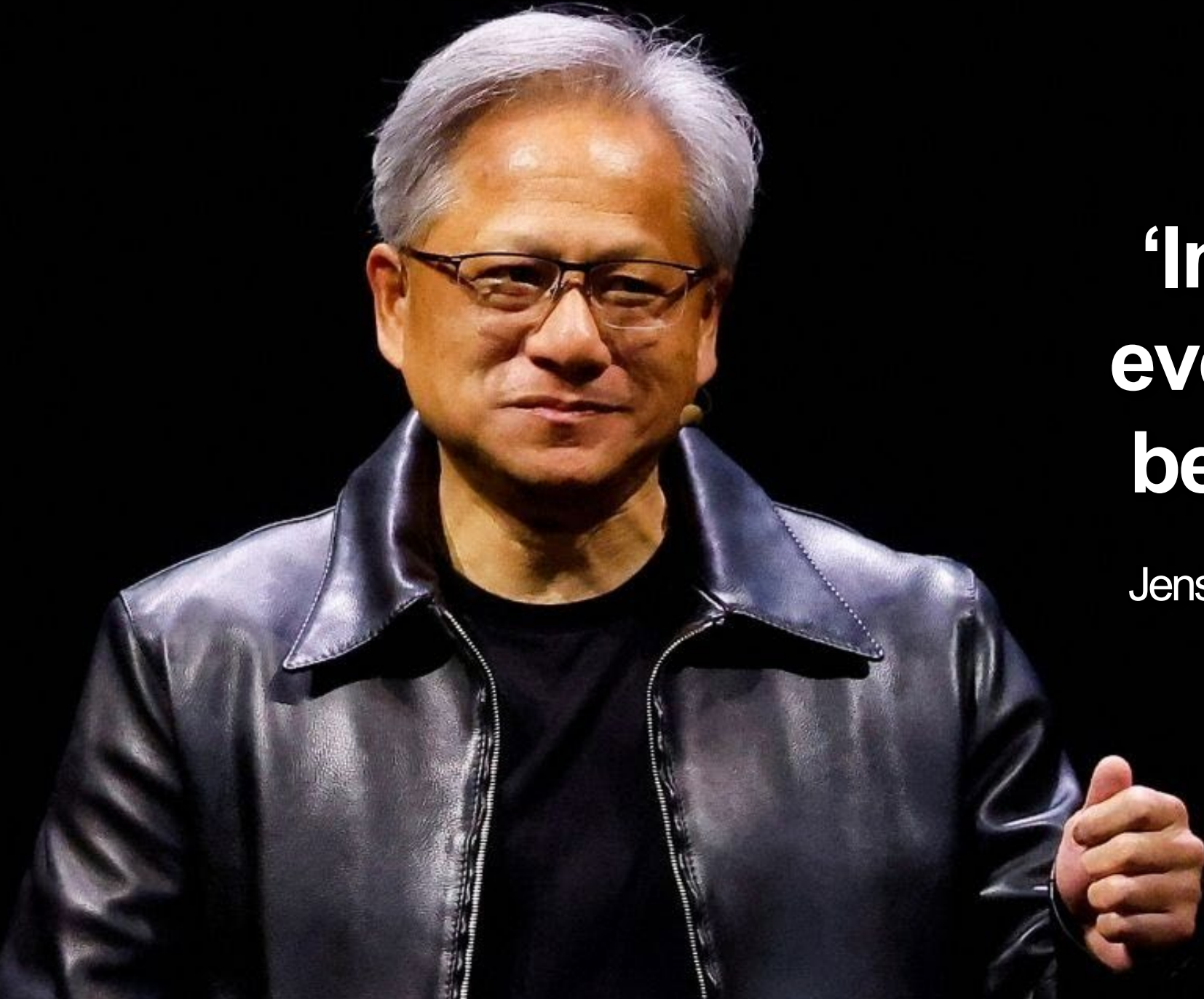


A woman with dark hair and bangs, wearing a light-colored tank top, is looking directly at the camera. The background is a blurred outdoor setting with a paved surface and some foliage.

\$6.6bn

paid to OnlyFans creators in 2023

Source / Fenix International annual report



**‘In the future,
every pixel will
be generated’**

Jensen Huang / CEO, Nvidia



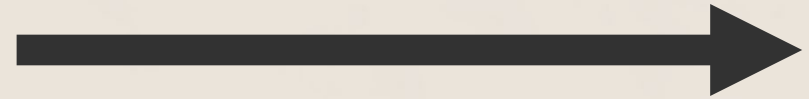
DEMONFLYINGFOX

LIONSGATE®

x

R runway

Unemployment



A portrait of Sam Altman, CEO of OpenAI, standing with his arms crossed, wearing a light green long-sleeved shirt. He is positioned on the left side of the frame, against a blurred background.

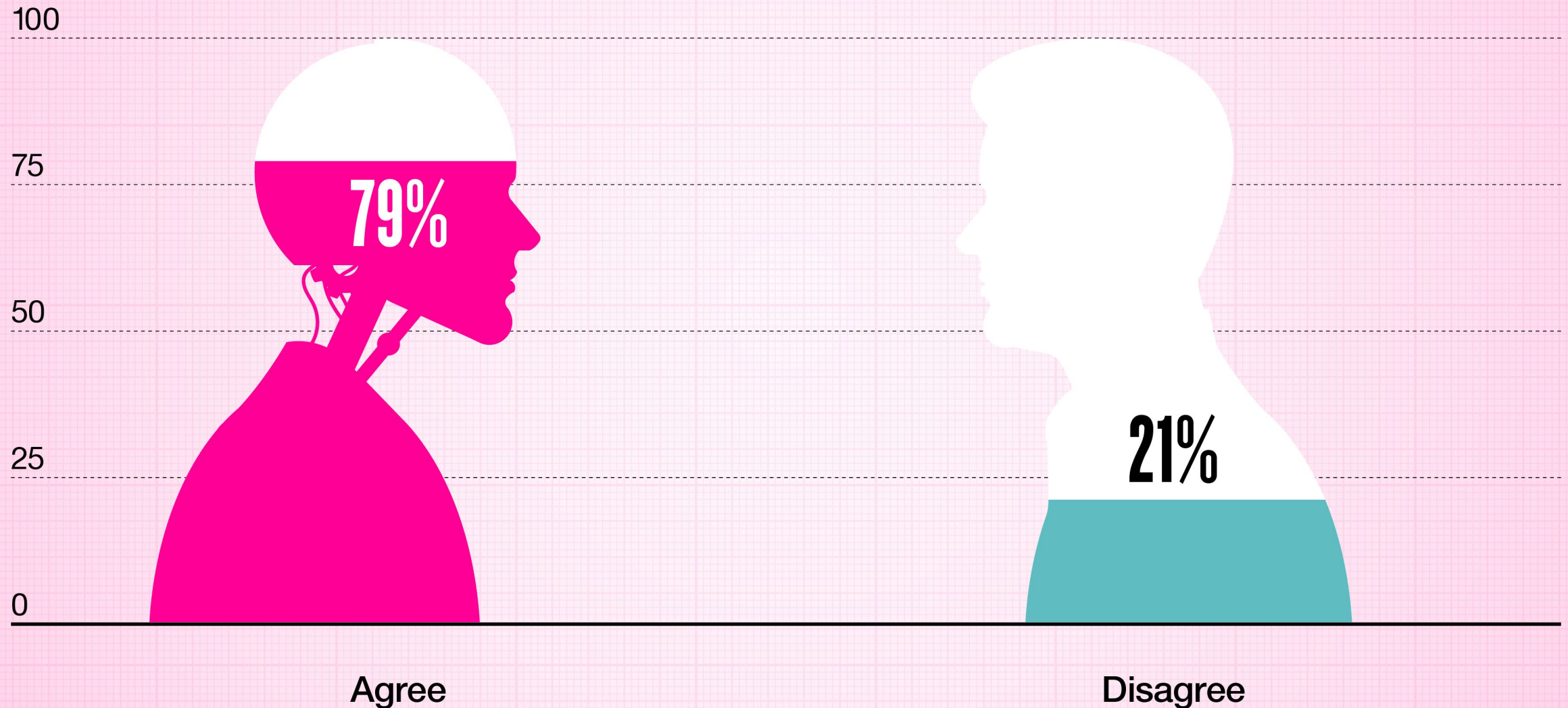
**‘95% of what marketers
use agencies, strategists,
and creative professionals
for will easily and at
almost no cost be
handled by AI’**

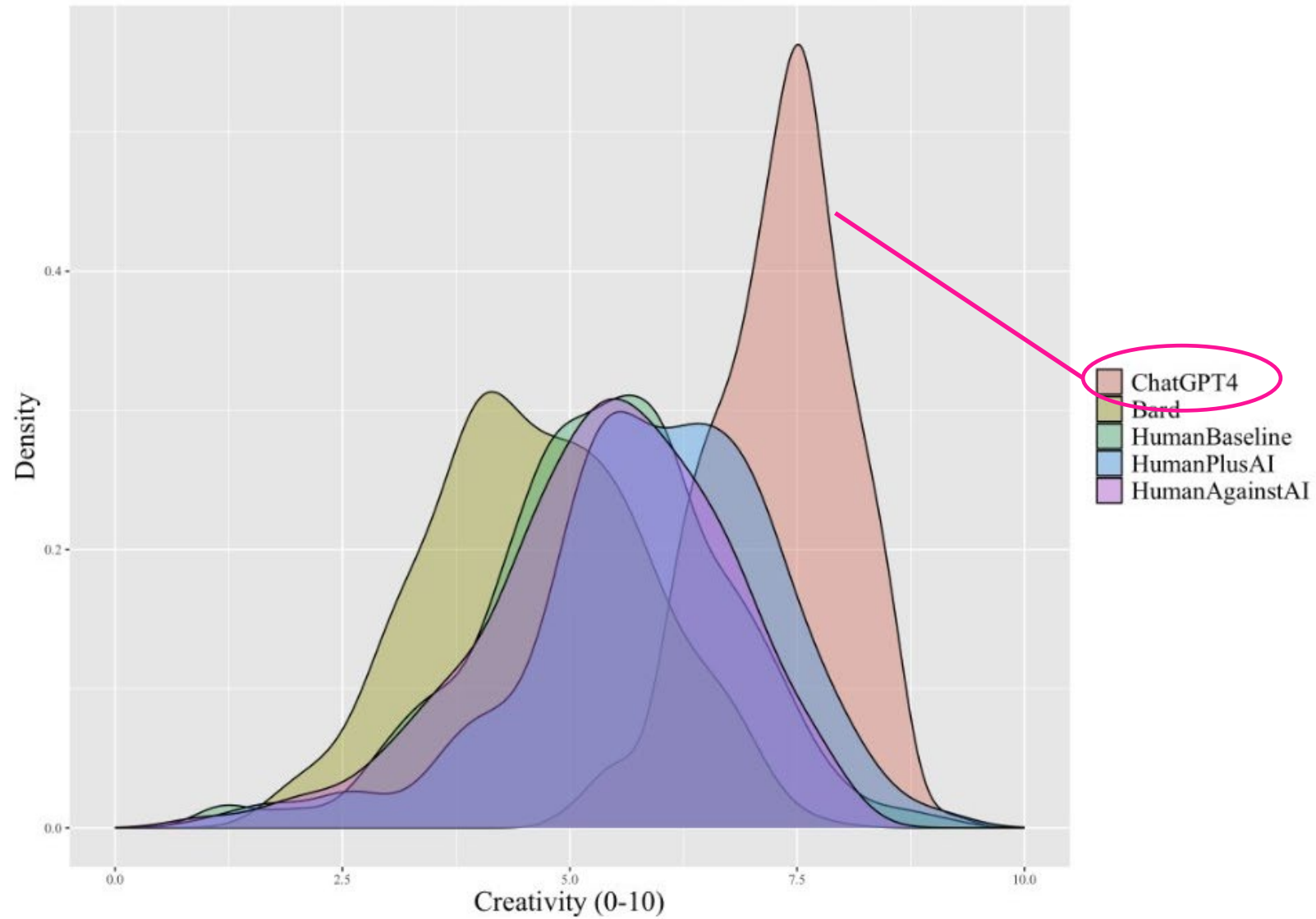
Sam Altman
CEO / OpenAI



**Haha, no
jobs for you**

The total number of jobs in our industry will decline due to AI





Source / Institute of Labor Economics, Creative and Strategic Capabilities of Generative AI

\$36

per million tokens

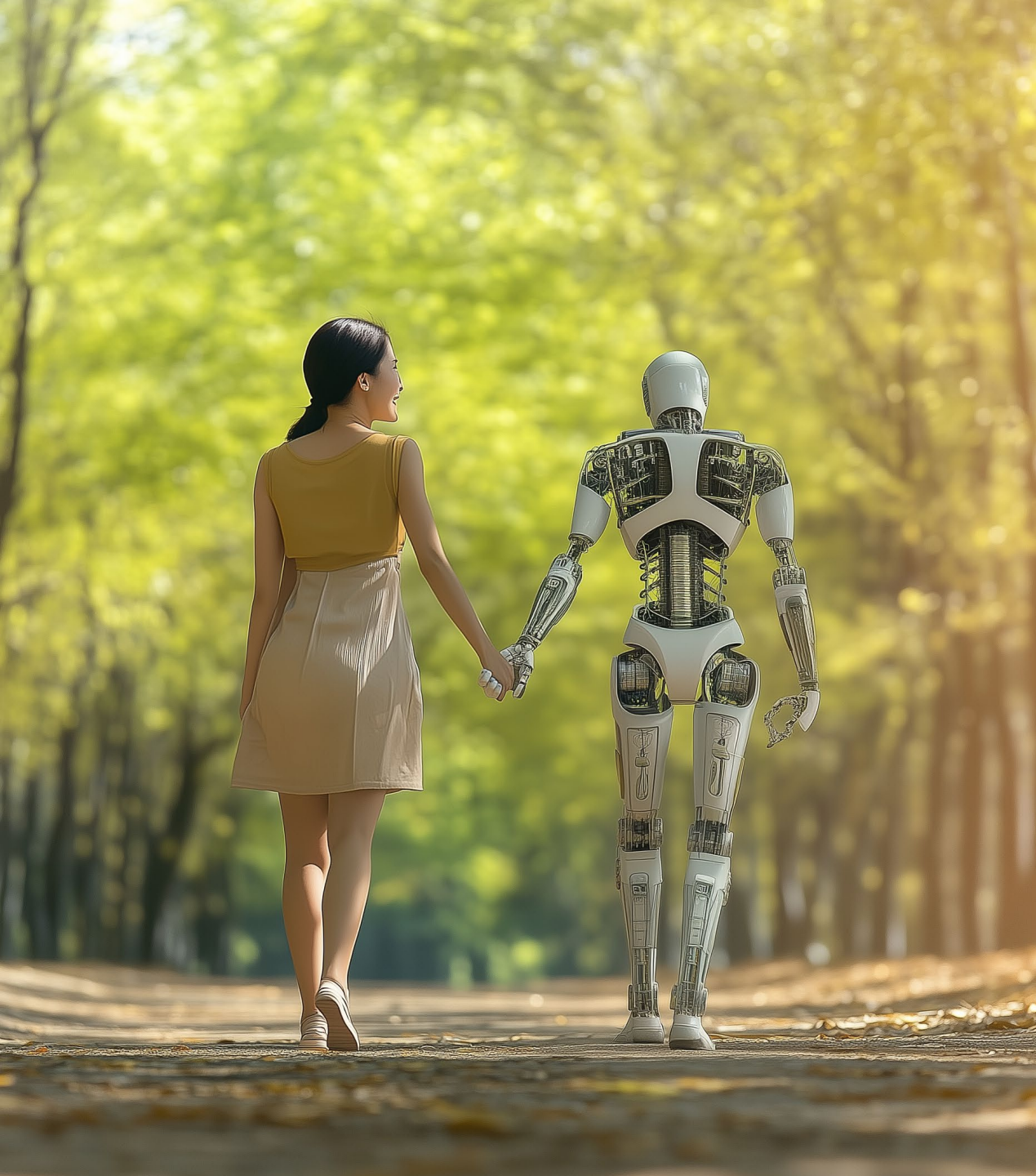


\$0.25

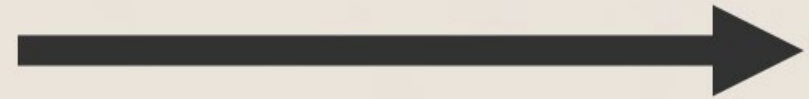
per million tokens

A vintage-style metal robot with a boxy head and antennae stands on a wooden sign that says "SALE". The robot is positioned on the left side of the image, with a blurred background of a store interior.

SALE

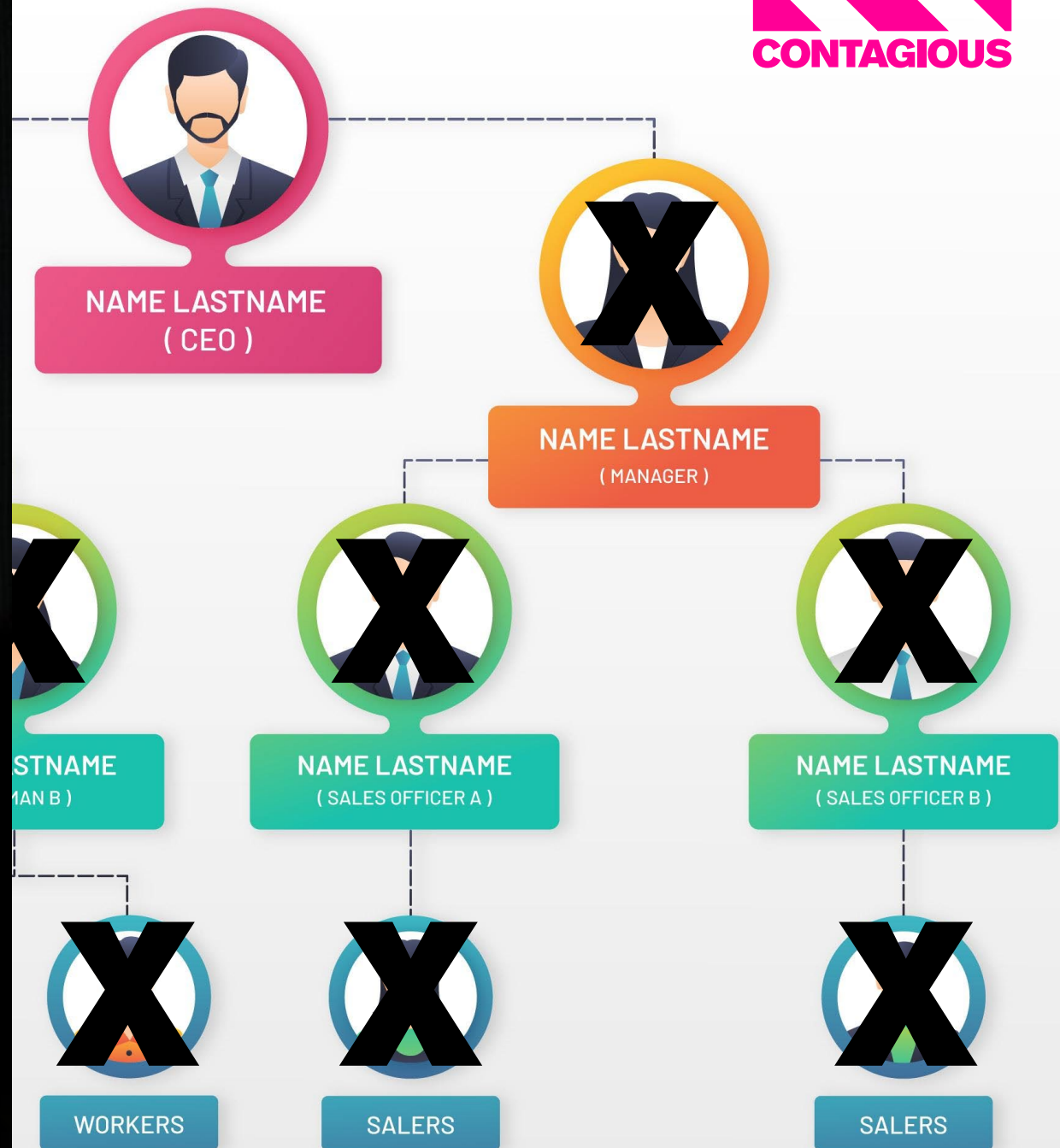


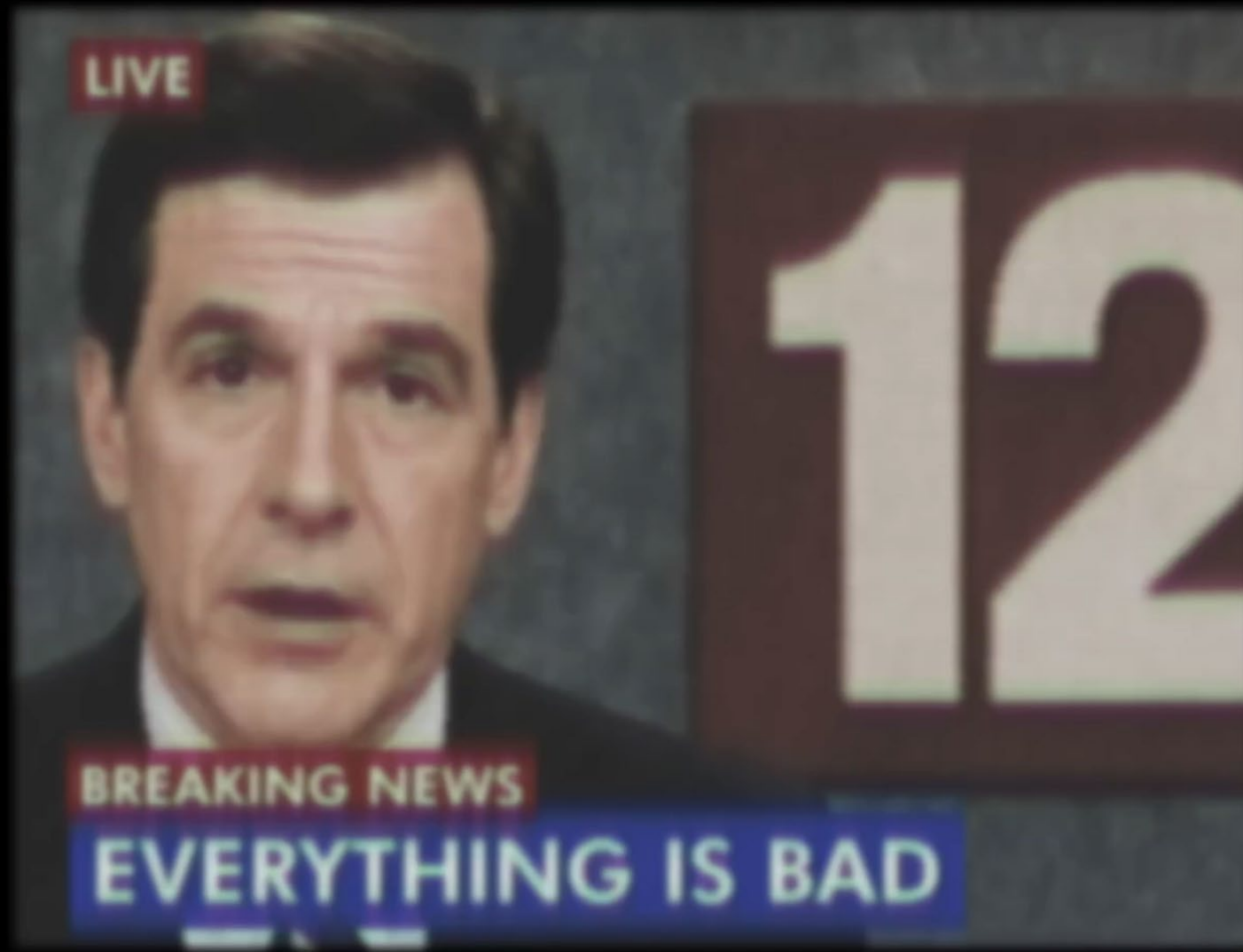
Unemployment



‘The underlying purpose of AI is to allow wealth to access skill, while removing from the skilled the ability to access wealth’

Joseph Browning / Author







- 
- **Environment**
 - **Food security**
 - **Housing**
 - **Wages**
 - **Birth rates**
 - **Relationships**
 - **Mental health**
 - **Employment**
 - **Technology**
 - **Creativity**



**SELF-
ACTUALISATION**

ESTEEM

LOVE & BELONGING

SAFETY NEEDS

PHYSIOLOGICAL NEEDS

The background of the slide is a vibrant, abstract painting with a prominent pyramid shape on the left. The pyramid is composed of horizontal layers of thick, textured brushstrokes in shades of orange, yellow, and brown. The rest of the background is a mix of blue, purple, and white strokes. The text of Maslow's hierarchy is overlaid on the pyramid layers.

SELF-
ACTUALISATION

ESTEEM

LOVE & BELONGING

SAFETY NEEDS

PHYSIOLOGICAL NEEDS

Physiological Needs

Defined as:

**Air, water, food, heat, clothes,
reproduction, shelter,
environment**

A pyramid diagram representing Maslow's hierarchy of needs, composed of five horizontal layers. From top to bottom, the layers are: 'SELF-ACTUALISATION' (lightest, top), 'ESTEEM' (light), 'LOVE & BELONGING' (medium), 'SAFETY NEEDS' (dark, highlighted), and 'PHYSIOLOGICAL NEEDS' (darkest, bottom). The pyramid is set against a background of vertical brushstrokes in shades of blue, purple, and white.

SELF-ACTUALISATION

ESTEEM

LOVE & BELONGING

SAFETY NEEDS

PHYSIOLOGICAL NEEDS

Safety Needs

Defined as:

Health & wellbeing, financial security, personal security (no crime or war), stability

A pyramid diagram representing Maslow's hierarchy of needs, composed of five horizontal layers. The layers are labeled from top to bottom: SELF-ACTUALISATION, ESTEEM, LOVE & BELONGING, SAFETY NEEDS, and PHYSIOLOGICAL NEEDS. The pyramid is set against a background of vertical brushstrokes in shades of blue, white, and purple. The layers are colored: the top layer is orange, the second is reddish-brown, the third is a mix of brown and orange, the fourth is orange, and the bottom layer is a mix of orange and blue.

SELF-ACTUALISATION

ESTEEM

LOVE & BELONGING

SAFETY NEEDS

PHYSIOLOGICAL NEEDS

Love & Belonging

Defined as:

**Family, friendship, community,
romantic relationships, group
membership, affection & intimacy**

A pyramid diagram representing Maslow's hierarchy of needs, composed of five horizontal layers of textured, painterly blocks. From top to bottom, the layers are: SELF-ACTUALISATION (lightest, yellowish), ESTEEM (light orange), LOVE & BELONGING (medium orange), SAFETY NEEDS (darker orange), and PHYSIOLOGICAL NEEDS (darkest, reddish-brown). The text for each level is overlaid on its respective layer.

SELF-
ACTUALISATION

ESTEEM

Esteem

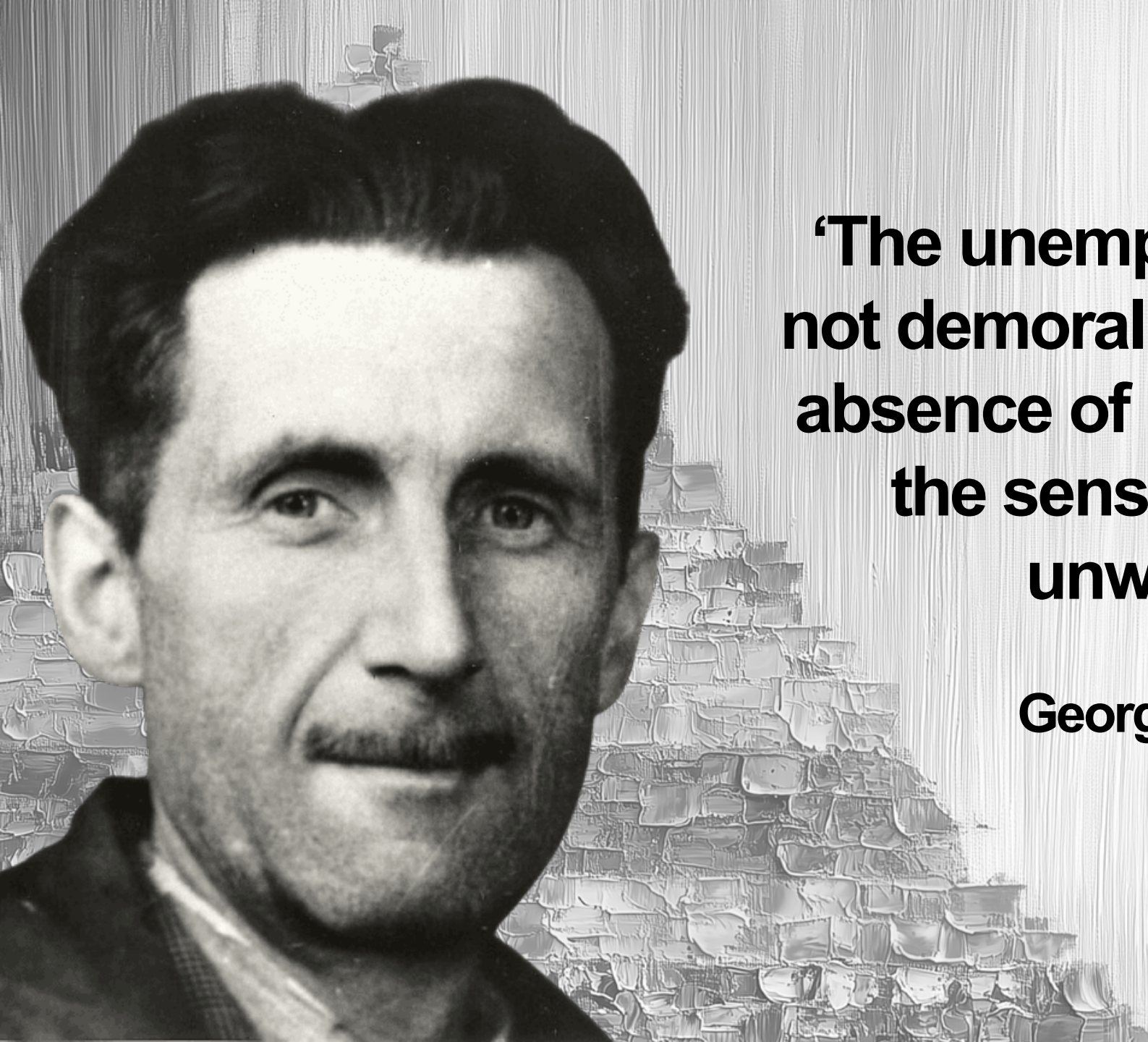
Defined as:

**Self-respect, confidence, rest
from others, reputation,
recognition and achievement**

LOVE & BELONGING

SAFETY NEEDS

PHYSIOLOGICAL NEEDS



**‘The unemployed man is
not demoralised by a mere
absence of money, but by
the sense that he is
unwanted’**

George Orwell

SELF- ACTUALISATION

Self-actualisation

Defined as:

**Creativity, personal growth,
pursuit of meaning,
purpose-driven action**

ESTEEM

LOVE & BELONGING

SAFETY NEEDS

PHYSIOLOGICAL NEEDS

Top three uses of generative AI in 2025:

- 1. Therapy/companionship**
- 2. Organising life**
- 3. Finding purpose in life**

Source / Harvard Business Review

**‘It’s going to get really depressing,
then it’ll get more optimistic’**

Me / Earlier



~~'It's going to get really depressing,~~
~~then it'll get more optimistic'~~

Me / Earlier




FROM
Creating desire
and selling
products

TO
Defending needs
and being the
scaffolding for lives

A hiker in a yellow jacket and backpack is walking on a rocky shore next to a lake, with steep mountains in the background. The Patagonia logo is overlaid in the center.

patagonia®

‘We’re in business to save our home planet’



**Earth is now
our only
shareholder.**

Fashion is
none of our
business.



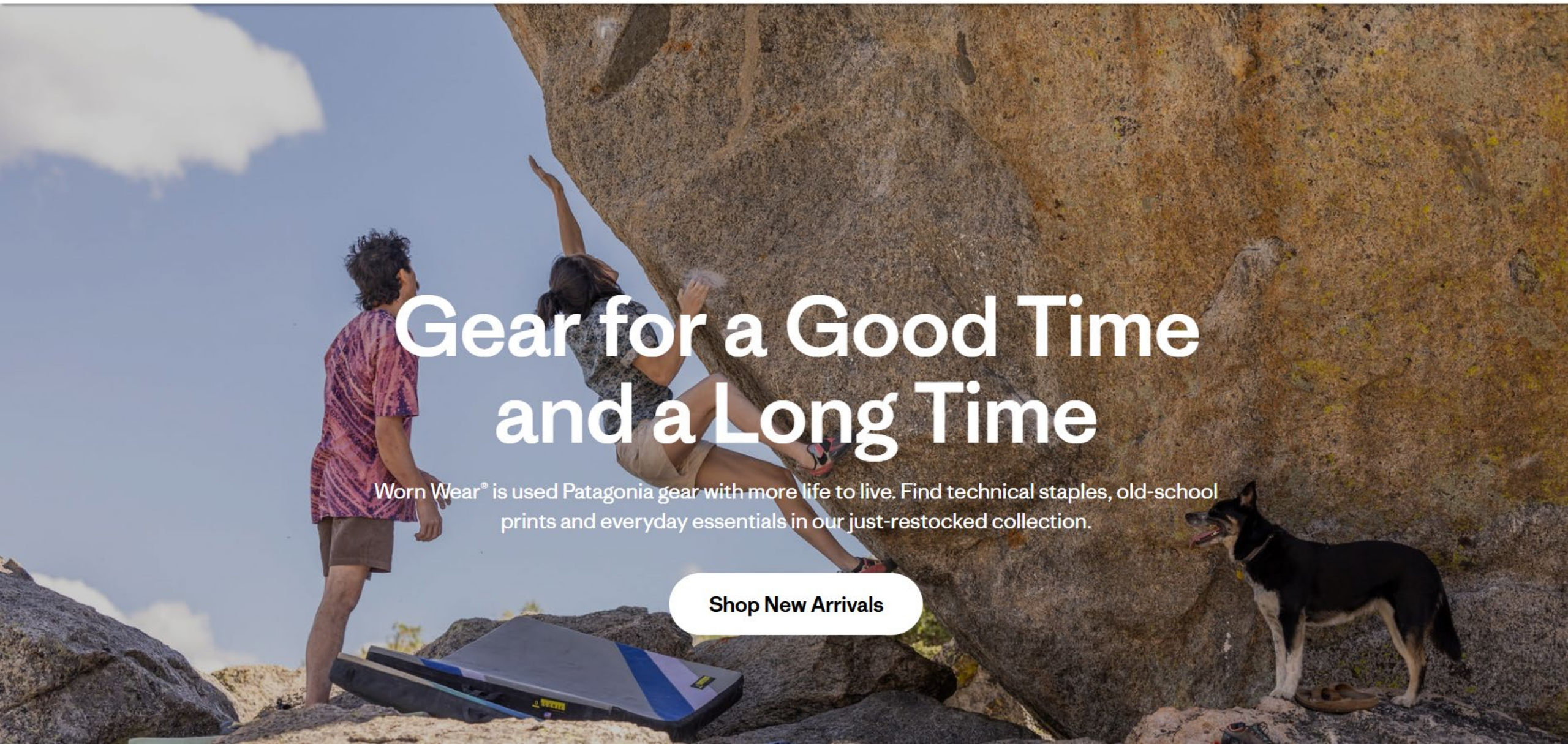
patagonia®



Gear for a Good Time and a Long Time

Worn Wear® is used Patagonia gear with more life to live. Find technical staples, old-school prints and everyday essentials in our just-restocked collection.

[Shop New Arrivals](#)



REVENUE

- 2020 / \$1bn
- 2022 / \$1.5bn

Source / Wikipedia

**Aldi.
Like brands.
Only cheaper.**



Everyday Amazing.



**‘Aldi do not ask how much
they can charge for a
product; they ask how little
they can sell it for’**

**Karl Albrecht
Co-founder / Aldi**

Birds Eye at **Tesco**[†]

£2.30

10 pack



Northern Catch at **Aldi**

£1.39

15 pack



Market share

- 2015 - 5.3%
- 2025 - 10%

Profits

- 2022 - £152.6m
- 2025 - £536.7m

Sales

- 16% increase y-o-y

Source / Aldi press centre



The background of the slide is a vertical pyramid representing Maslow's hierarchy of needs. The pyramid is divided into five horizontal layers, each with a distinct color and texture. From top to bottom, the layers are: a light blue layer with a fine, woven texture; a dark blue layer with a vertical ribbed texture; a purple layer with a fine, woven texture; an orange layer with a coarse, blocky texture; and a yellow layer with a coarse, blocky texture. The text for each level is overlaid on its respective layer. The top layer is labeled 'SELF-ACTUALISATION', the second 'ESTEEM', the third 'LOVE & BELONGING', the fourth 'SAFETY NEEDS', and the bottom layer 'PHYSIOLOGICAL NEEDS'. The 'SAFETY NEEDS' layer is highlighted with a white border.

SELF-ACTUALISATION

ESTEEM

LOVE & BELONGING

SAFETY NEEDS

PHYSIOLOGICAL NEEDS

Safety Needs

Health & wellbeing, financial security, personal security (no crime or war), stable environment

***a*asics**
(Anima Sana In Corpore Sano)

sound mind, sound body



RESILIENT	0.57	ENERGIZED	0
ALERT	0.53	CONFIDENT	
CONTENT	0.53		
CALM	0.5		



Mind Race / ASICS / Golin

RESULTS

- 440% increase of ASICS associated with mental health
- 210% more like to purchase ASICS

CONTENT 8.57

CALM 8.1

COMPOSED 8.1



BEFORE

AFTER



Not all transformations are visible.

Dramatic Transformation / ASICS / Golin

sound mind, sound body

RESULTS

- 14% increase in share of mental health media coverage
- 57% increase in mentions of Asics in relation to mental health

Take a desk break to move your mind.



Desk Break / ASICS / Golin


sound mind, sound body

SINCE 2020:

- Market cap up from \$2.8bn to \$15.77bn
- Double-digit revenue growth
- 10x share price growth



The background of the slide is a vertical composition. On the left, a pyramid is constructed from horizontal layers of textured, painterly brushstrokes in shades of orange, yellow, and brown. To the right of the pyramid, the background is a light, textured grey. On the far right, there is a vertical strip of dark, textured brushstrokes in shades of purple, blue, and black. The text of the hierarchy is overlaid on these sections: 'SELF-ACTUALISATION' and 'ESTEEM' are on the grey background, 'LOVE & BELONGING' is on the purple/blue strip, and 'SAFETY NEEDS' and 'PHYSIOLOGICAL NEEDS' are on the orange/yellow part of the pyramid.

SELF-ACTUALISATION

ESTEEM

LOVE & BELONGING

SAFETY NEEDS

PHYSIOLOGICAL NEEDS

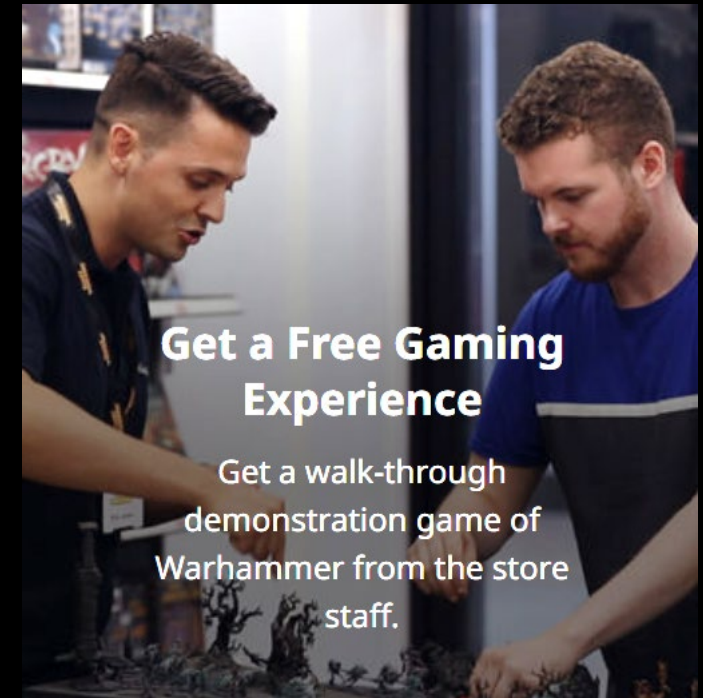
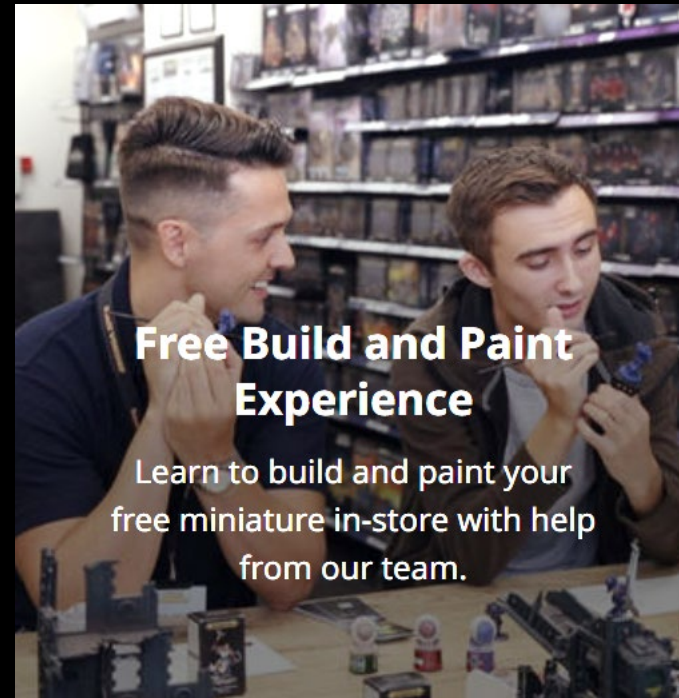
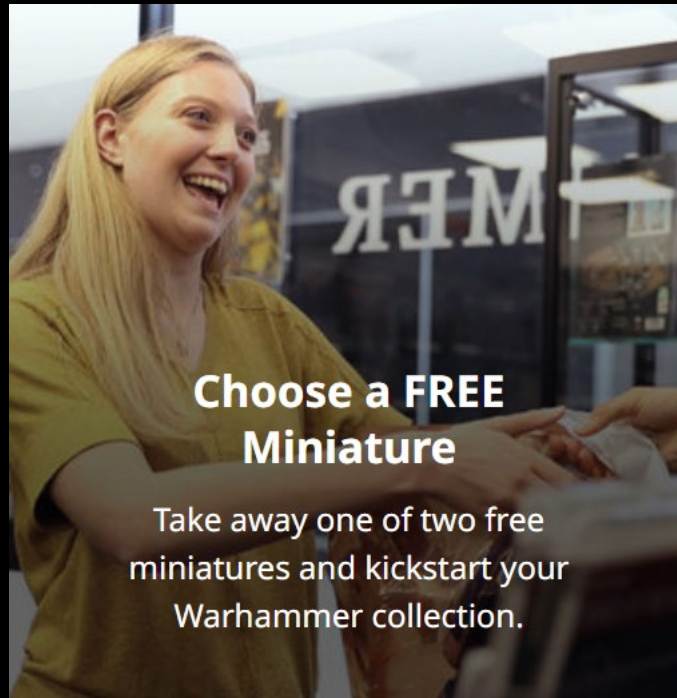
Love & Belonging

Family, friendship, community,
romantic relationships, group
membership, affection & intimacy

GAMES WORKSHOP










46%

increase in ordering online for
in-store collection 2023 to 2024

A close-up, low-angle shot of a Warhammer Space Marine in blue and gold armor. The marine's helmet features a skull emblem and a red and white stripe. The armor is highly detailed with gold-colored pauldrons and a chest plate. The background is dark and out of focus.

**‘Inspire our customers, recruit new ones, and
give Warhammer fans
the opportunity to meet with
each other’**

IN LAST 10 YEARS:

- Revenues quadrupled from £119m to £527m
- 11x profits, from £15m to £175
- 32x share price growth from £5 to £161

Source / Games Workshop annual reports



The background of the slide is a vertical pyramid representing Maslow's hierarchy of needs. The pyramid is divided into five horizontal layers, each with a different color and texture. From top to bottom, the layers are: a light blue layer with a fine, woven texture; a dark blue layer with a coarse, brick-like texture; a brown layer with a smooth, slightly mottled texture; a green layer with a fine, woven texture; and a red layer with a coarse, brick-like texture. The text for each level is overlaid on its respective layer. The top layer is labeled 'SELF-ACTUALISATION', the second 'ESTEEM', the third 'LOVE & BELONGING', the fourth 'SAFETY NEEDS', and the bottom layer 'PHYSIOLOGICAL NEEDS'.

SELF-ACTUALISATION

ESTEEM

Esteem

Self-respect, confidence, rest from others, reputation, recognition and achievement

LOVE & BELONGING

SAFETY NEEDS

PHYSIOLOGICAL NEEDS



by Amani Willett

Cambridgeport
Shot on iPhone





The Greatest / Apple / In house



HEARTSTRINGS

AirPods Pro 2

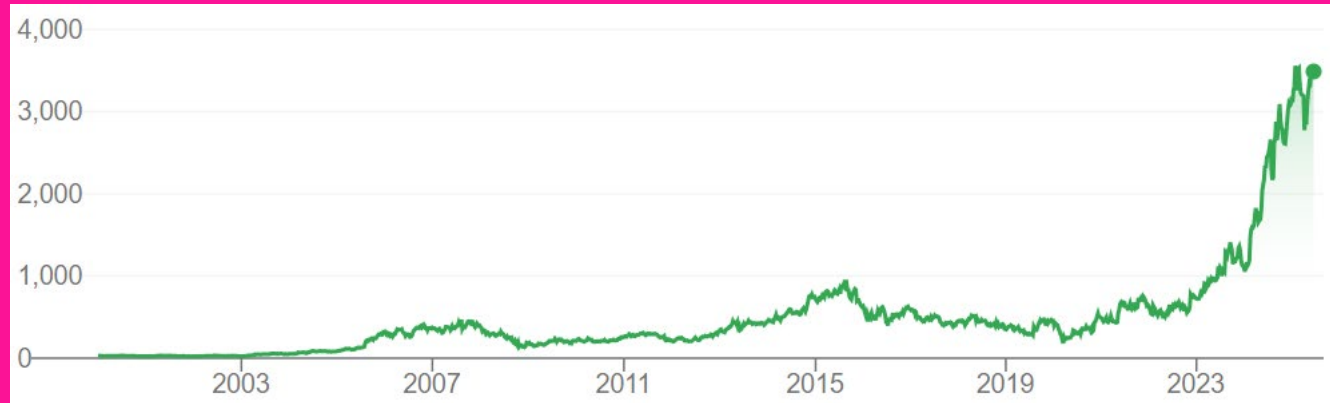


A woman with braided hair is sitting at a vanity, looking at her smartphone. The background is a blurred office or home setting with windows and shelves. A large white text overlay is centered on the image.

\$3tn

Market cap of Apple

Source / Motley Fool



SELF- ACTUALISATION

Self-actualisation

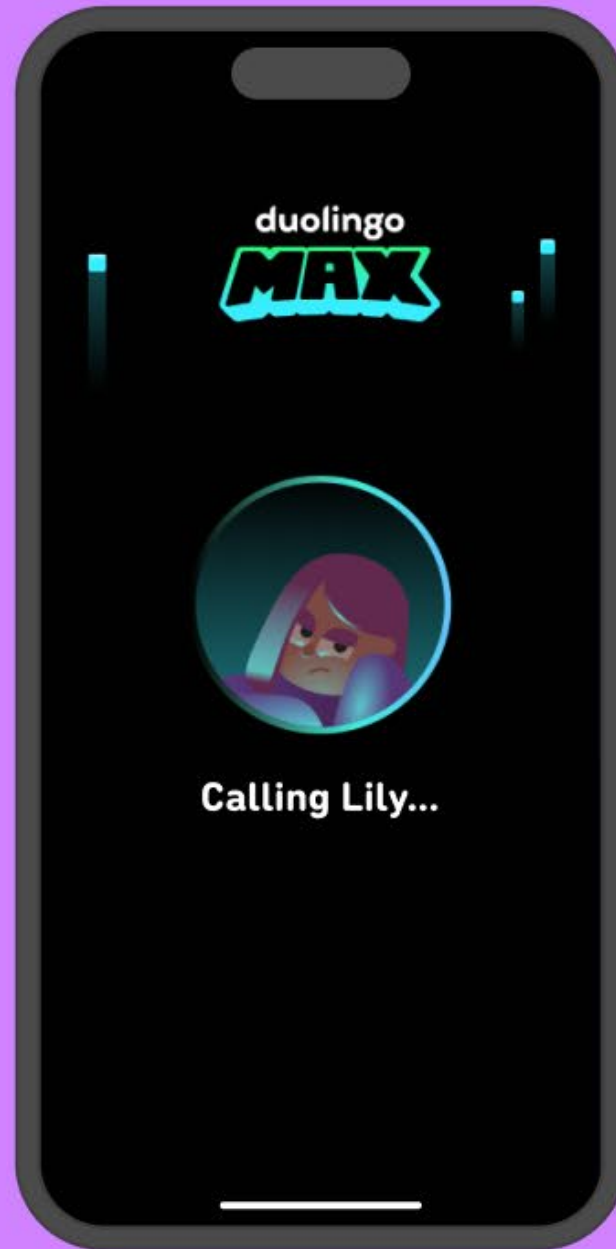
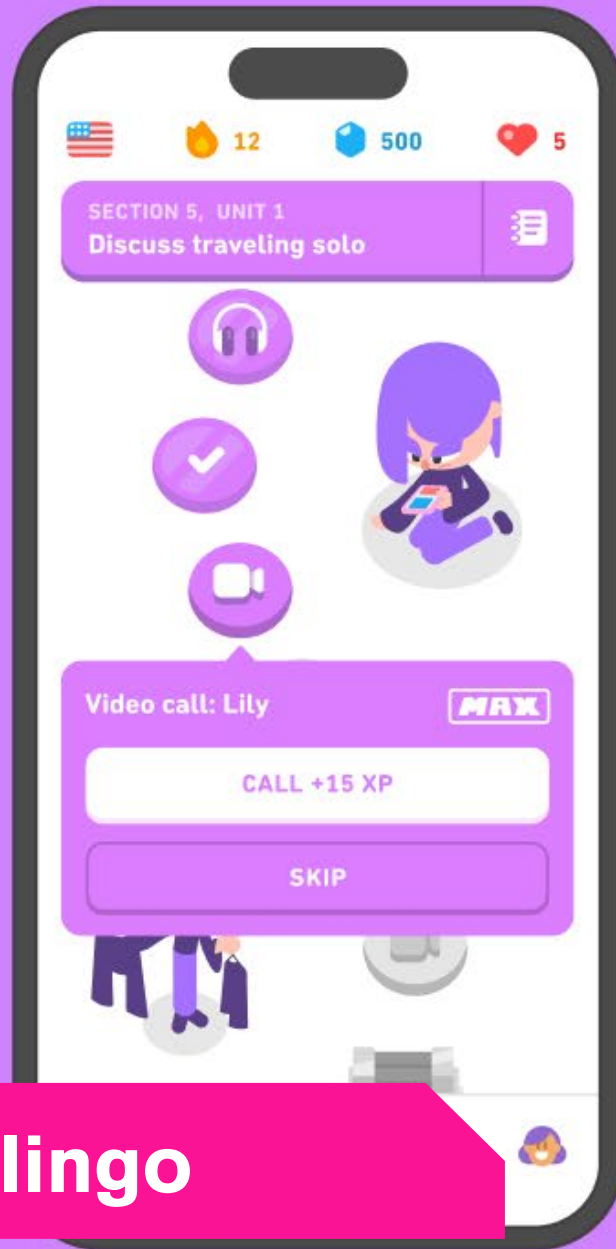
Creativity, personal growth,
pursuit of meaning, purpose-
driven action

ESTEEM

LOVE & BELONGING

SAFETY NEEDS

PHYSIOLOGICAL NEEDS



Duolingo



Fenty Beauty

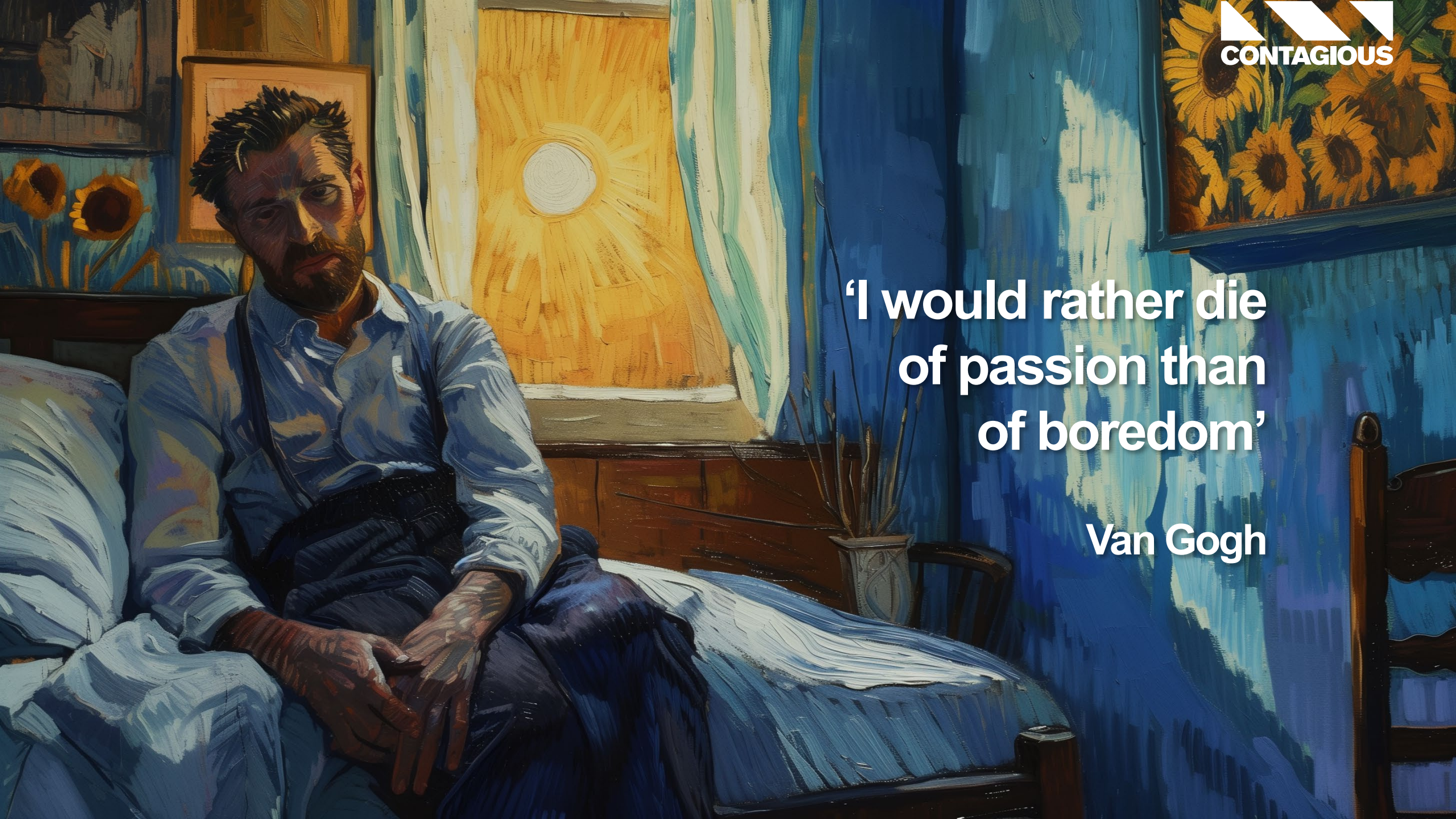


Substack / LEGO / Roblox

**‘Almost all
creativity involves
purposeful play’**

**Abraham Maslow
Psychologist**



The background of the image is a reproduction of the painting 'Olympion' by Vincent van Gogh. It depicts a man with a beard and dark hair, wearing a light blue shirt and dark trousers, sitting on a bed. He is looking towards the viewer with a serious expression. The room has blue walls, a large window with a bright yellow sun-like light source, and a painting of sunflowers on the wall to the right. A vase with dried reeds sits on a table next to the bed.

**'I would rather die
of passion than
of boredom'**

Van Gogh

Thank you!

Alex Jenkins

Editorial Director / Contagious

contagious.com