

**“Inovação em tempo de crise:
É possível crescer”
Q-Day: Inovação contra a Crise**



AYR

a scienceofthetime.com company

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Managing Partner/Senior Vice-President
9 Setembro 2009**



Seventies down turn:

Reorganising supply chains (lean and mean).

Credit Crunch:

E

?

2001-2002 dot.com crash:

Networked organisations and flexible workers.



500 Trend Warchers

3.000 Observers

50 Trend Filters



WW Research

ART AFTER RECESSION TIMES

**1. BE MORE EFFECTIVE:
Do More but Spend no More**

**2. BE MORE EFFICIENT:
Do the Same and Spend Less**

**3. ECONOMIZE:
Do Less and Spend Less**

NEW



iPod shuffle
Just
£59.00



iPod nano
From
£107.00



iPod classic
Just
£175.00



iPod touch
From
£165.00

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McFit Die Fitnesshalle für alle.

- Aktuelles
- Konzept
- Allgemeines
- Training
- Ernährung
- Studios
- Soziales
- Partner
- Kontakt

powered by
McFit
Die Nr.1 in Fitness

Basis Dehnübungen (Teil 1)

Hier ist die Übersicht der Basis Dehnübungen, die Du in unseren McFit-Studios machen kannst.



Sport-Rehaübungen (Teil 1)

Hier ist die Übersicht aller Sport-Rehaübungen, die Du in unseren McFit-Studios machen kannst.

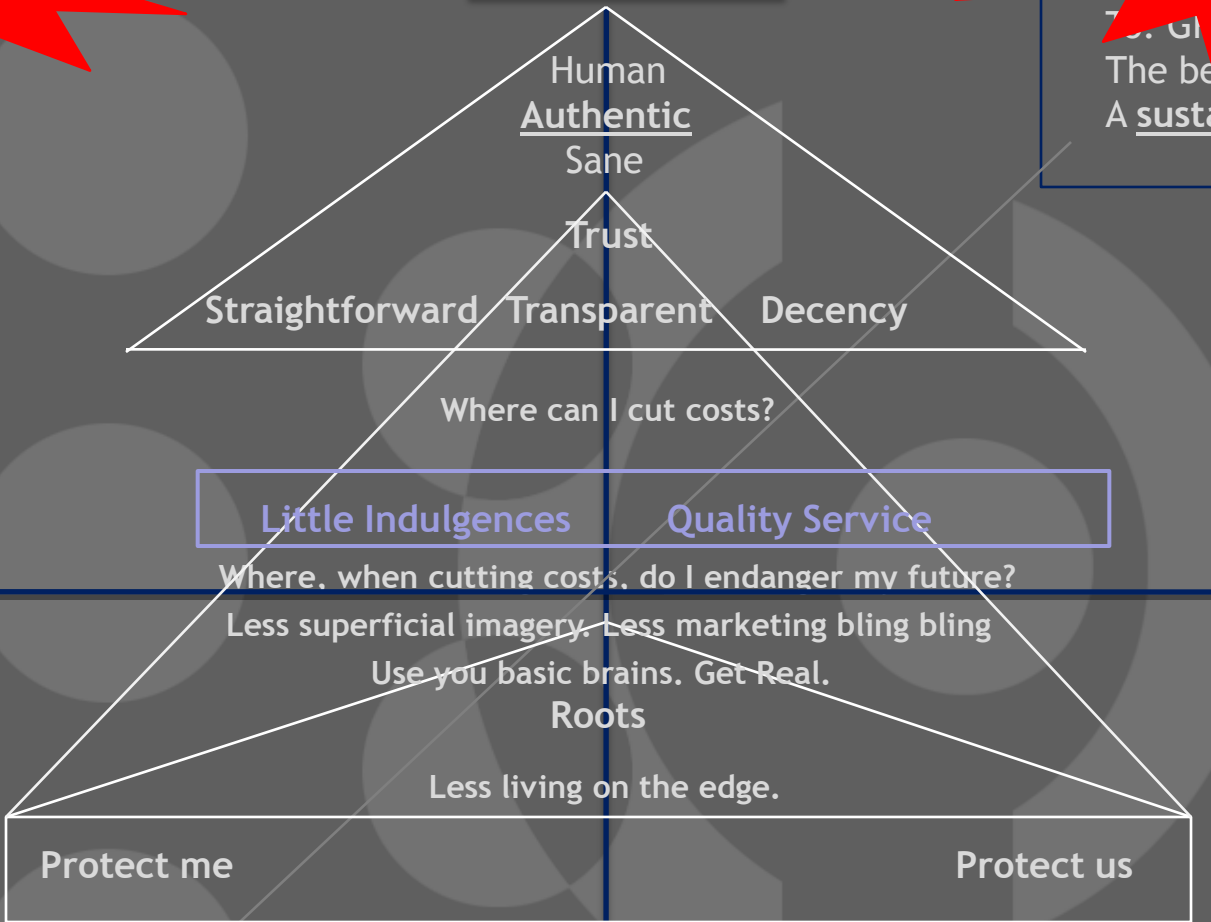


ART O MODELO

VITALITY
Will Protect Me!

**EMPOWERING
RESILIENT**

(Web 2.0. empowers):
A BETTER WORLD
The better world.
A sustainable world.



**Individual
orientation**

**Collective
orientation**

From need
STATUS
Makes Me Feel Protected

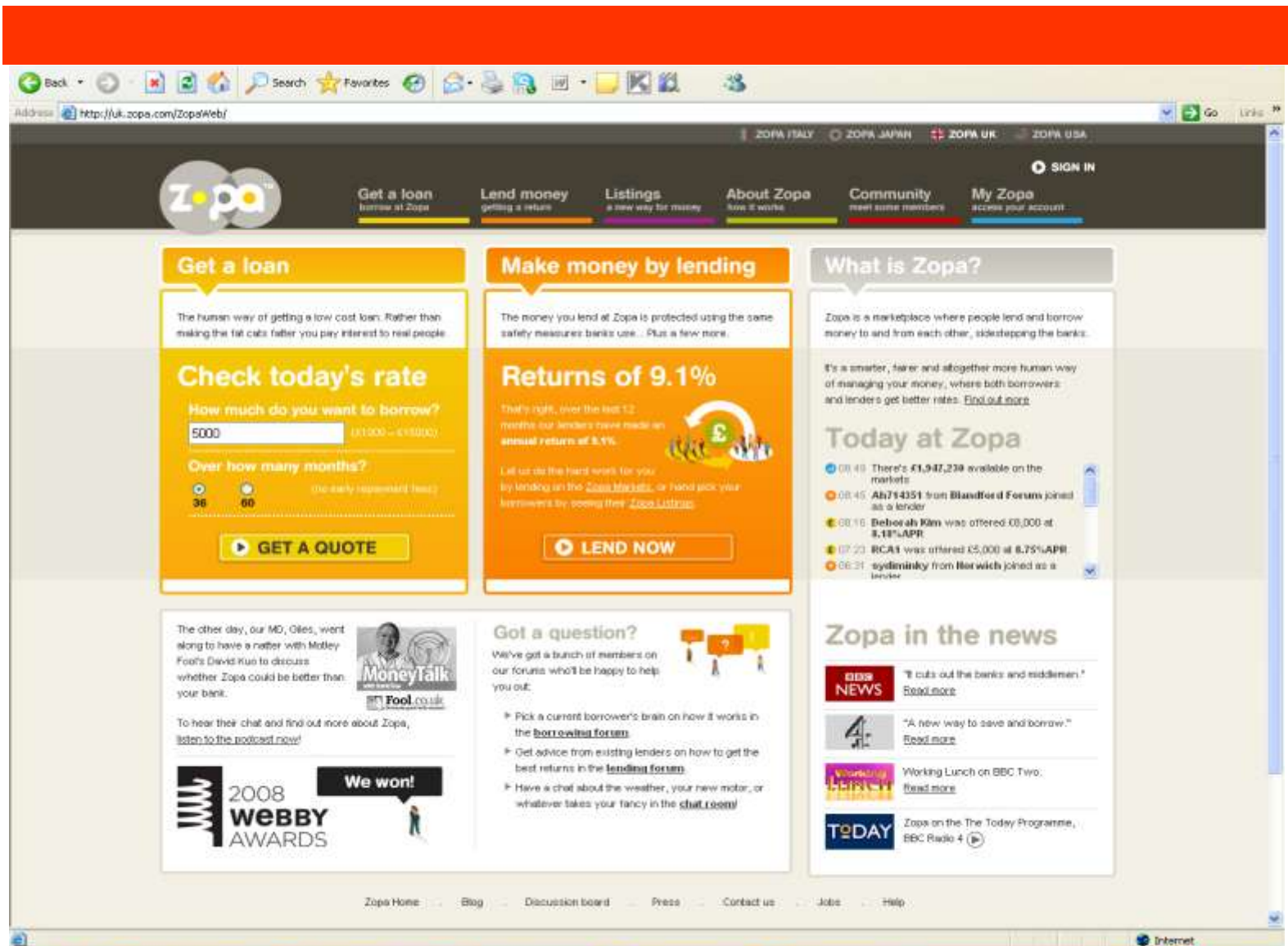
**Anger \ Bitterness
DEFENSE**

PROVEN AUTHORITY
Will Save Us!

Crise ?

2. ZOPA: BANKING FOR YOU, BY YOU. *by Quillermo Boces, Buenos Aires*





The screenshot shows the Zopa website interface. At the top, there is a navigation bar with the Zopa logo and links for 'Get a loan', 'Lend money', 'Listings', 'About Zopa', 'Community', and 'My Zopa'. Below this, the main content area is divided into several sections:

- Get a loan:** A section with a yellow background that says 'The human way of getting a low cost loan. Rather than making the fat cats fatter you pay interest to real people.' It features a 'Check today's rate' section with a form to input the amount borrowed (5000) and the term (36 or 60 months). A 'GET A QUOTE' button is at the bottom.
- Make money by lending:** A section with a yellow background that says 'The money you lend at Zopa is protected using the same safety measures banks use... Plus a few more.' It highlights 'Returns of 9.1%' and includes a 'LEND NOW' button.
- What is Zopa?:** A section explaining that Zopa is a marketplace where people lend and borrow money to and from each other, sidestepping the banks. It also mentions that it's a smarter, fairer, and altogether more human way of managing your money.
- Today at Zopa:** A section listing recent activity, such as 'There's £1,947,238 available on the markets' and 'Ab714351 from Blandford Forum joined as a lender'.
- Zopa in the news:** A section listing news articles from BBC News, 4, Working Lunch, and Today.
- Got a question?:** A section with a yellow background that says 'We've got a bunch of members on our forums who'll be happy to help you out.' It lists links to 'borrowing forums', 'lending forums', and 'chat room'.
- 2008 WEBBY AWARDS:** A section with a black background that says 'We won!' and features the Webby Awards logo.

At the bottom of the page, there is a footer with navigation links: 'Zopa Home', 'Blog', 'Discussion board', 'Press', 'Contact us', 'Jobs', and 'Help'. The browser's address bar shows 'http://uk.zopa.com/ZopaWeb/' and the page is viewed in Internet Explorer.

**6.THE RISE OF RED LIPSTICKS AND SEX TOYS, CANDLES AND CONDOMS.
*by Guillermo Boces, Buenos Aires.***



IA05-10



5. VANISHING INK BY XEROX.

by Didds Velema, New York



10. NOKIA'S HELPFUL FLAGSHIPS.

by Joe Pine, Chicago

2. WALLS NOTEBOOK

By Burak Kaya – Brussels Coolhunt'09

Crise?

Crie

Free one week access if:

E-mail

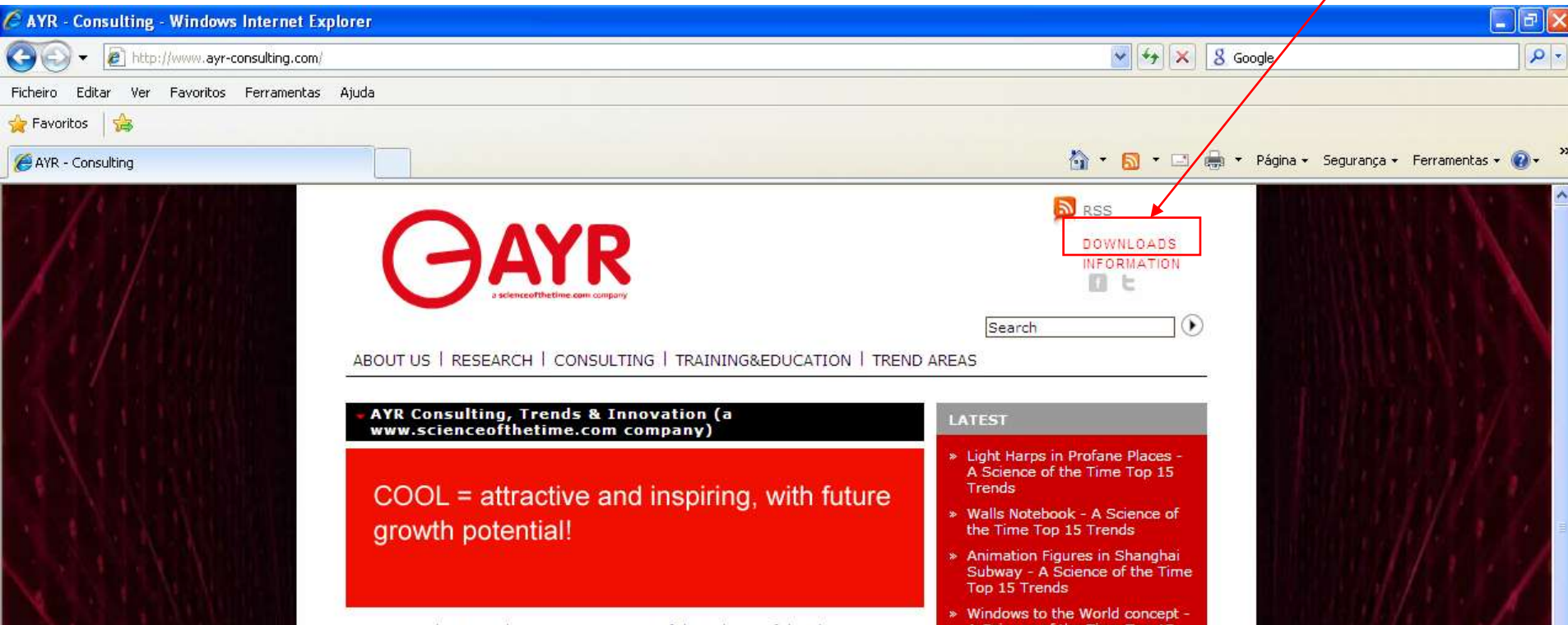
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Articles & Contents



The screenshot shows the website www.ayr-consulting.com in a Windows Internet Explorer browser. The browser's address bar shows the URL. The website header features the AYR logo and navigation links: ABOUT US | RESEARCH | CONSULTING | TRAINING&EDUCATION | TREND AREAS. A search bar is located below the navigation. The main content area is divided into two columns. The left column has a red background with the text: COOL = attractive and inspiring, with future growth potential!. The right column is titled 'LATEST' and lists several articles with red arrows pointing to them. A red box highlights the 'DOWNLOADS INFORMATION' link in the top right corner of the website, with a red arrow pointing from the 'Articles & Contents' text above it.

AYR Consulting, Trends & Innovation (a scienceofthetime.com company)

COOL = attractive and inspiring, with future growth potential!

LATEST

- » Light Harps in Profane Places - A Science of the Time Top 15 Trends
- » Walls Notebook - A Science of the Time Top 15 Trends
- » Animation Figures in Shanghai Subway - A Science of the Time Top 15 Trends
- » Windows to the World concept - A Science of the Time Top 15 Trends

DOWNLOADS INFORMATION

www.ayr-consulting.com



www.scienceofthetime.com

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