



FRIENDS OF

TOMORROW

IN COMPANY

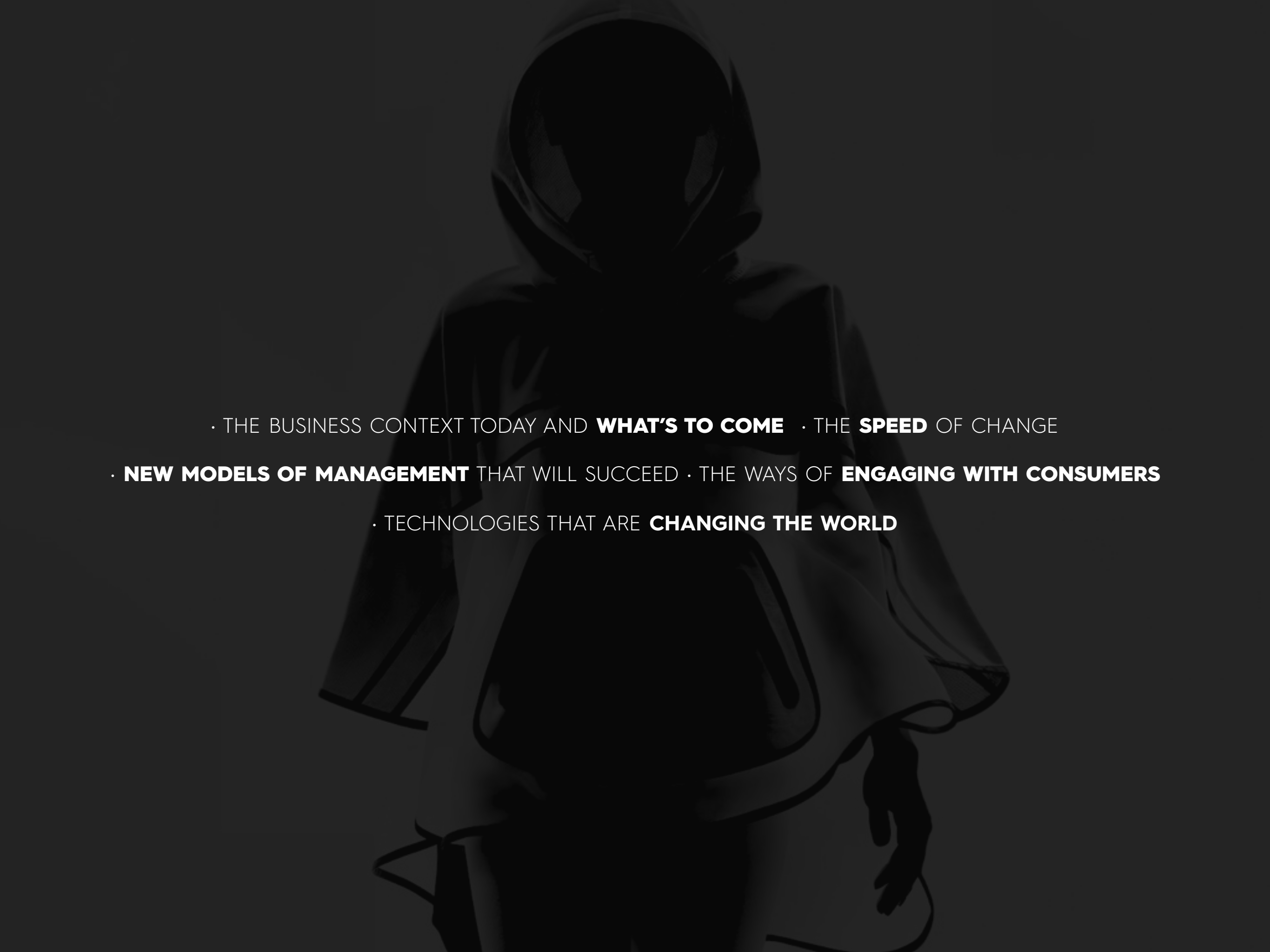


AEROLITO IS A COMPANY THAT CONNECTS FUTURISTS, TECHNICIANS,
ENGINEERS AND DEVELOPERS TO STUDY, IN DEPTH,
THE FUTURE OF WORK AND COMPANIES.



WITH THIS IN MIND, THE INTENSIVE PROGRAM **'THE FUTURE OF WORK AND COMPANIES'** WAS CREATED:

IT HELPS ORGANIZATIONS TO UNDERSTAND FIVE KEY POINTS TO SURVIVE IN
THE DIGITAL AND POST-DIGITAL WORLD.


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- THE BUSINESS CONTEXT TODAY AND **WHAT'S TO COME** · THE **SPEED** OF CHANGE
 - **NEW MODELS OF MANAGEMENT** THAT WILL SUCCEED · THE WAYS OF **ENGAGING WITH CONSUMERS**
 - TECHNOLOGIES THAT ARE **CHANGING THE WORLD**


A dark silhouette of a person wearing a hooded jacket, standing with arms slightly away from the body. The person is centered in the frame against a dark background. The logos are overlaid on the person's torso.

Coca-Cola


CHEVROLET


 GERDAU

Walmart 

 BANCO DO BRASIL


Localiza



 Unilever

SOME COMPANIES THAT HAVE LISTENED TO **AEROLITO**'S IDEAS ABOUT THE FUTURE.



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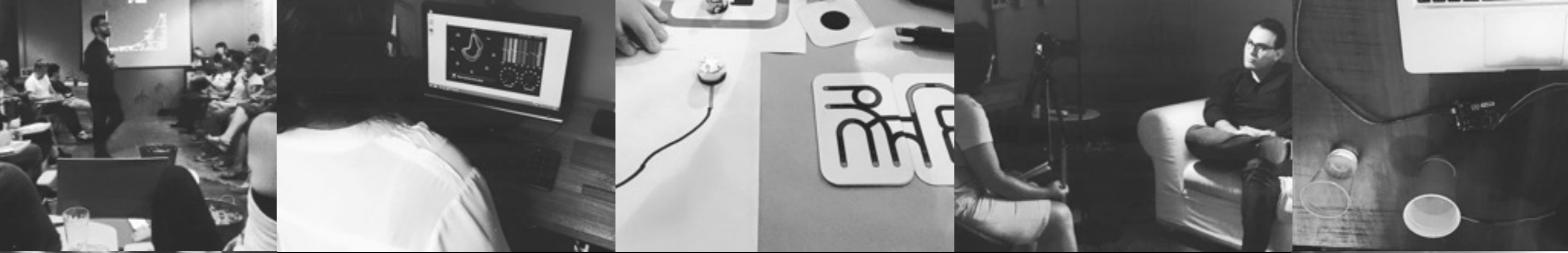
Welcome to NASA
Ames Research Center

THE PROGRAM FEATURES FUTURIST/EDUCATOR TIAGO MATTOS,
GRADUATED AT SINGULARITY UNIVERSITY'S GSP (A 10-WEEK PROGRAM CREATED BY NASA + GOOGLE
WHICH ADMISSION REQUIREMENT IS **BEING ABLE TO IMPACT A BILLION PEOPLE**).



TIAGO ALSO STUDIED FUTURE OF WORK AT MIT, HARVARD AND INSTITUTE FOR THE FUTURE.

HE IS THE CURRENT TEACHER OF FUTURISM AT THE TRANS-DISCIPLINARY INNOVATION PROGRAM: PROJECT OF THE HEBREW UNIVERSITY OF JERUSALEM, WHERE STUDENTS CAN LEARN AND INTERACT WITH **14 NOBEL PRIZE WINNERS.**



MEETINGS HAVE AN **ORIGINAL METHODOLOGY**
BLENDING EXPOSITORY CLASSES, CO-CREATION AND HANDS-ON ACTIVITIES.



DAY 1 - MORNING

1. What is the most common business model nowadays: why it will fail if it doesn't change?

2. What is the new management and business model that companies should embrace?

DAY 1 - AFTERNOON

3. The Future of Work, Business and Industries: lessons from Singularity, MIT & Institute for the Future.

4. The Future of Work, Business and Industries: lessons from Singularity, MIT & Institute for the Future - part 2.

DAY 1 - MORNING

5. New Technologies Swarming the Workplace: what you need to know that already exists.

6. New Consumers: how will they buy and what is going to promote engagement.

DAY 2 - AFTERNOON

7. Custom-made Report: what is going on in your business sector?

8. Final Thoughts: a step-by-step on how to put it all into practice next week.



**1. WHAT IS THE MOST COMMON BUSINESS MODEL NOWADAYS:
WHY IT WILL FAIL IF IT DOESN'T CHANGE?**

In this meeting, we take apart the business model of the majority of organizations.

We also explain why it doesn't make sense anymore.



2. WHAT IS THE NEW MANAGEMENT AND BUSINESS MODEL THAT COMPANIES SHOULD EMBRACE?

Here we bring a new management/business model.

The models that are being implemented by the vast majority of businesses that lead the digital landscape.

Models that make organizations lean, agile, innovative and competitive.

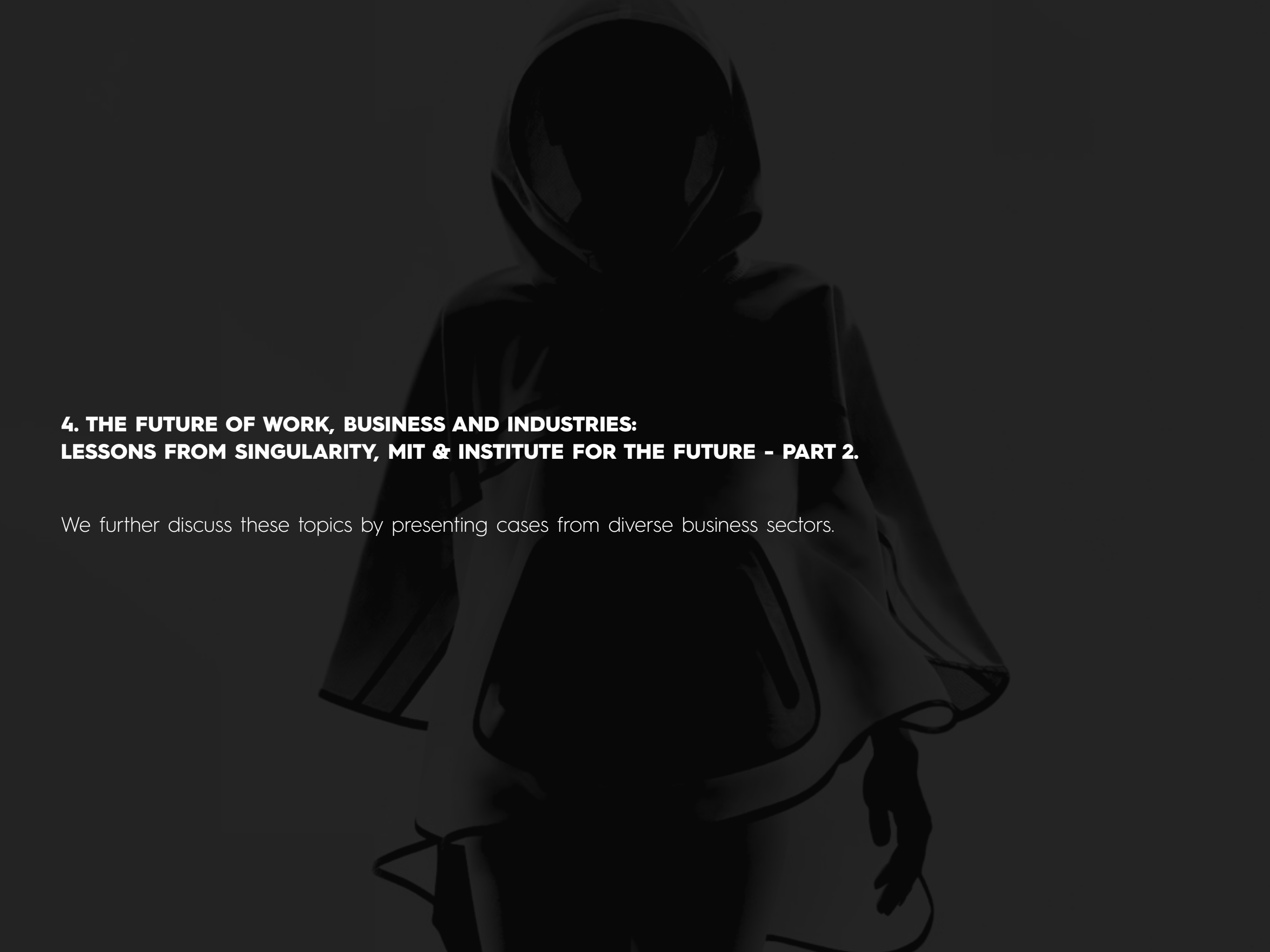


3. THE FUTURE OF WORK, BUSINESS AND INDUSTRIES: LESSONS FROM SINGULARITY, MIT & INSTITUTE FOR THE FUTURE.

Here we dive into frameworks (yes, frameworks) that can be applied next day by the company.

We explore frameworks from Singularity University, MIT and Institute for the Future.

Also, some successful experiences that we learned by doing.



4. THE FUTURE OF WORK, BUSINESS AND INDUSTRIES: LESSONS FROM SINGULARITY, MIT & INSTITUTE FOR THE FUTURE - PART 2.

We further discuss these topics by presenting cases from diverse business sectors.



5. NEW TECHNOLOGIES SWARMING THE WORKPLACE: WHAT YOU NEED TO KNOW THAT ALREADY EXISTS.

In the past, disruptive technologies were only created by large companies.

Today they erupt from the most unlikely places.

Crowdfundings, garages, hackathons, independent labs.

Strangely, many leaderships are not aware of what's out there - and has the potential to change whole business sectors.



6. NEW CONSUMERS: HOW WILL THEY BUY AND WHAT IS GOING TO PROMOTE ENGAGEMENT.

All this context radically changes consumer behavior.

What, how and why consumers buy.

It also changes how people engage with brands.

New spaces, formats and interactions not possible until recently.

How does it all change the relationship between businesses and consumers?

New values and esthetics that, if not respected, will outdate the company.



7. CUSTOM-MADE REPORT: WHAT IS GOING ON IN YOUR BUSINESS SECTOR?

All the content custom-made for you, your company and your business sector.

In this chapter, the lesson is tailored to your needs.

So, it is easier to understand the possibilities of a particular niche.



8. FINAL THOUGHTS: A STEP-BY-STEP ON HOW TO PUT IT ALL INTO PRACTICE NEXT WEEK.

Finally, our program helps participants to incorporate learnings into everyday actions.

