

DIGITIAN

THE DIGITAL GENERATION

2000-2075



DIGITIAN

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DIGITIANS are those who born in or after the year 2000 and will be a dominant force through 2075. They are completely different in usage of their left brain and motor nerves. They are different from the Millennial in behaviour, thinking and action.

The concept and the word “**DIGITIAN**” was first presented by Saugata Bandyopadhyay, Founder of DIGITIAN Group, in a Future Banking conference in February 2016 in Sandton Convention Centre , Johannesburg, South Africa. The word “DIGITIAN” is a neologism.

The world is changing superfast --- communications, banking, currencies, education, retail channels, health & medicines, travel and tourism, media, consulting, agriculture, manufacturing - every sectors facing disruptive innovations; Nano technology, internet of things, artificial intelligence and robotics will be overwhelmingly embedded. In this age, model disruption, extinction, miniaturisation, real time delivery, speed and virtualisation are here to stay.

Who are these DIGITIAN © ?

They have born in and after 2000 with following intrinsic behavioural features :

- Embrace Technology Naturally
- They write in Computers /internet /boogie board
- They believe in Spell search than dictionary
- Siri, Google Now, or Amazon Echo are their robo-voice Aladdin’s Genie
- Use Internet and Youtube as reference Library
- Kindle as their story book
- Very short attention span suffering from ADHD
- Fingers move as fast as their Mind
- Youtube, whatsapp, are their expression tool
- They do not take photocopy they take photos
- Stores their documents/pictures in cloud
- Purchase online than to go shopping
- Share their thoughts in tweeter’s 140 words, snapchat, flicker, pinterest
- They do not use remote prefer voice recognition
- They prefer multi tasking

What their world would be looking like ?

- Hyper Connected World (IoT)
- Fearless customers – ready to explore Potential
- Transparent – believe in WYSWYG
- Instant- Real Time offering and on demand delivery (Machine Learning)
- Integrated channels and customised value added offering (AI)
- Interactive with multi-level communications (V&FR)
- Convenience is the key
- Flexibility for personalisation
- Access – Anyone, Anything, Anywhere, Anytime, Any device

This is DIGITIAN Version 1.0. The effective life expectancy of the Version 1.0 will be atleast 75 years if not more from the present 65 years+. There will be many more distinct versions will emerge. It is expected that DIGITIAN V1.0 will rule the world from 2018 – 2075. The vision lines are as under : (Although we know this will be different 10 years from now)

Age Period	Major Effect on Societies & Industry
2000 -2017	Build Up Phase : Already affected sector : Media & Gaming, Education, Communication
2018-2029	Launching Phase : Impact mostly expected in Banking/Financial Service, Insurance, Automobile (Electronic Car, Air Taxi,) i-tronics, Sports, IoT V 1.0 & V2.0
2030 - 2049	Real Growth Phase : Impact mostly expected in Infrastructure, Real Estate, Aviation, Agriculture, Green Energy, oil & Petroleum, logistics, Robotics V 1.0 IoT V 2.0
2050-2069	Dominant Phase : Impact mostly expected in Investment Banking, Pensions, Space Travel, Health & Medicine, Not for profit NGOs, Robotics 2.0 , Virtualisation
2070 onwards	Nirvana phase : Impact mostly expected in Wellness, Religion as a service, Robotics Helper V X, Time travel

DISRUPTIVE SPEED OF INNOVATION

DIGITIAN are in the age which started observing the most dramatic change of technology and technology obsolescence. If we consider the transfer of voice over long distance and its related technology, that is the journey of invention of Telephone to Analog telephone (1st Generation) which spans over nearly 107 years from 1876 to 1983. In contrast the next big revolution of Analog to Digital took 33 years only. In this time period the a completely new message device of pager came and then lost its Utility with the advent of mobile phones as the features get accommodated in the messaging system.

The Table captures this fastest speed of disruptive innovation and one generation of Technology is getting assimilated in the next generation of technology.

Mobile Phone	Internet
(2G GSM) - 1991	1982 - Internet protocol suite TCP/IP
	1989 - World Wide Web (www)
Smart Phone 2003 (iphone 2007 & Android 2008) – 3G	2003 – Voice Over Internet Protocol (VOIP)
2009 - 4G LTE	2009 – Wifi fully commercialised

It is estimated that the longevity of each technology is shortening from over 10 years to less than 6 years. Along with these technological revolution the entire economy has to change almost at the same speed, from education, training, to manufacturing, supply chain, to marketing, selling and branding --- everything is changing.

In the Pre 2000 era, mainly 1990s have created the ground for emails and chatting with an ecommerce platform. While the speed and advent of social media is completely brought in a paradigm change in the social behaviour through social media. The entire 2000s have created the base relationship based soft technological reform.

Pre -2000	Post 2000
Ecommerce - Ebay 1995	2002 – LinkedIn 2003 - Skype
Web Mail -1996 Hotmail/ Yahoo	2004 – Face book 2005 – You Tube
1998 - Blog and Google Search	2006 – Twitter 2007 Tumbler
Instant Messenger – 1997 AOL 1999 Yahoo	2009 – Whatsapp 2010 - Multi Author blogs / Instagram 2012 – Snap chat

2011 onwards we have started noticing both integration of Hardware and software to create an ENTIRELY CONNECTED WORLD - Internet of things, big data and artificial intelligence and robotics. The difference is that this time everything seems to be achievable. In this hugely changing times, this new generations will be completely Agile and adapted to this technology which are getting connected to their everyday lives like never before – thus the birth of new generation – DIGITIAN – the DIGITAL Generation.

Read the Book **DIGITIAN version 1.0** written by Mr Saugata Bandyopadhyay for the journey along the strategic path.

However, in this fastest changing times every organisation needs to change their strategy to survive..... to again proof the theory of Darwin, survival of the fittest. The fittest will be one who can constantly change their business models along with the time.