MOONSHOT
THINKING
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THE MOONSHOT FACTORY

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X is a diverse group of inventors and entrepreneurs who build and launch technologies that aim to improve the lives of millions, even billions, of people. Our goal: 10x impact on the world's most intractable problems, not just 10% improvement. We approach projects that have the aspiration and riskiness of research with the speed and ambition of a startup.

THE MOONSHOT FACTORY

WE CREATE RADICAL NEW TECHNOLOGIES TO SOLVE SOME OF THE WORLD'S HARDEST PROBLEMS

THE MOONSHOT FACTORY

WE ARE INVENTORS, SCIENTISTS, ENGINEERS, AND ENTREPRENEURS WORKING TO MAKE 10X PROGRESS AGAINST THE WORLD'S TOUGHEST PROBLEMS

WHAT WE DO

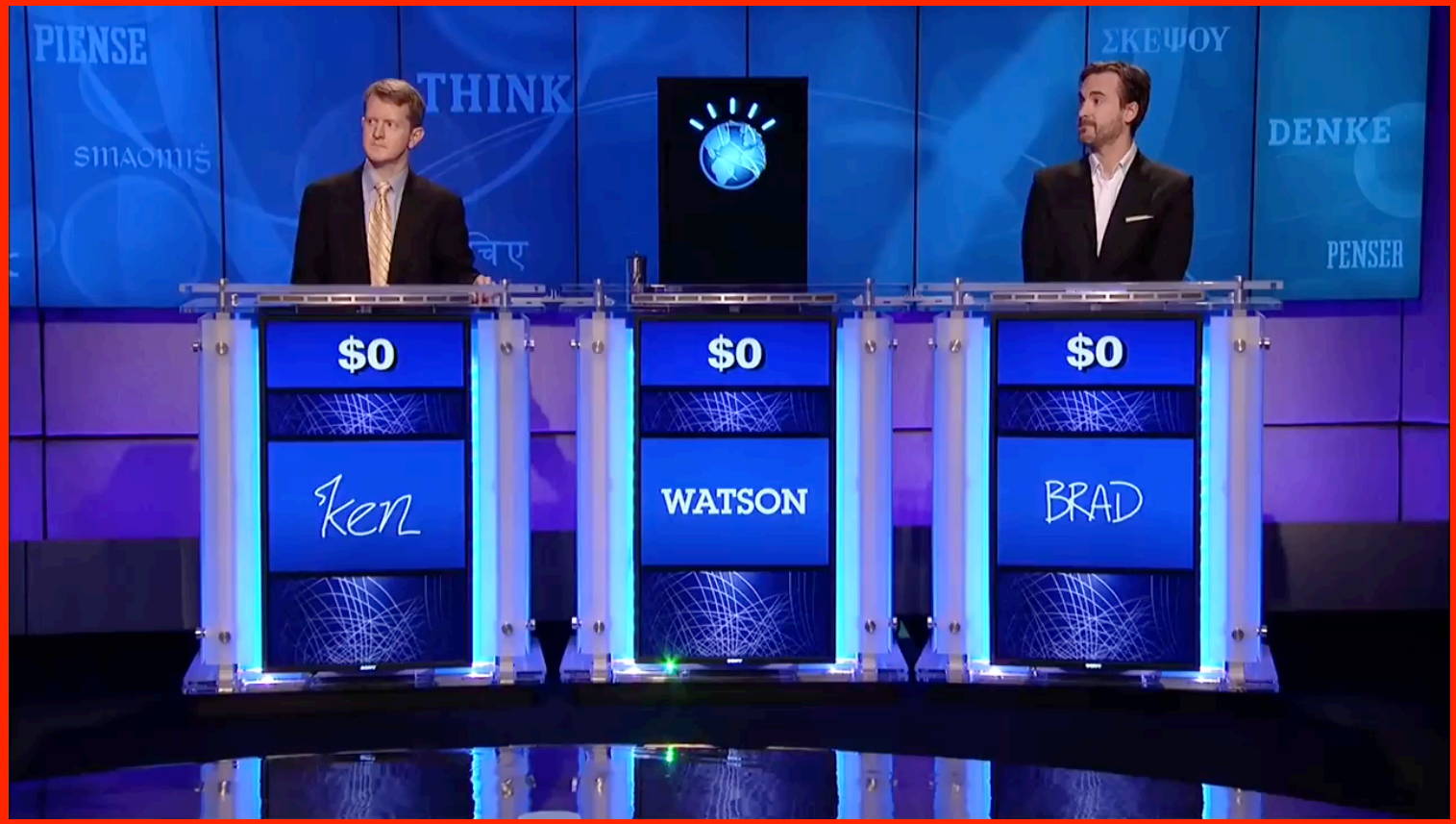
The world's biggest problems can't be solved with conventional, incremental thinking. At X, we've learned that breakthrough innovation happens when passionate teams of people have the audacity to challenge each other's perspectives and aim for the seemingly impossible.

Source: Toyota Jordan, 2014

ASIMO (Advanced Step in Innovative Mobility) is a humanoid robot created by Honda in 2000.

ASIMO

Source: New ASIMO Robot by Toyota (2014)

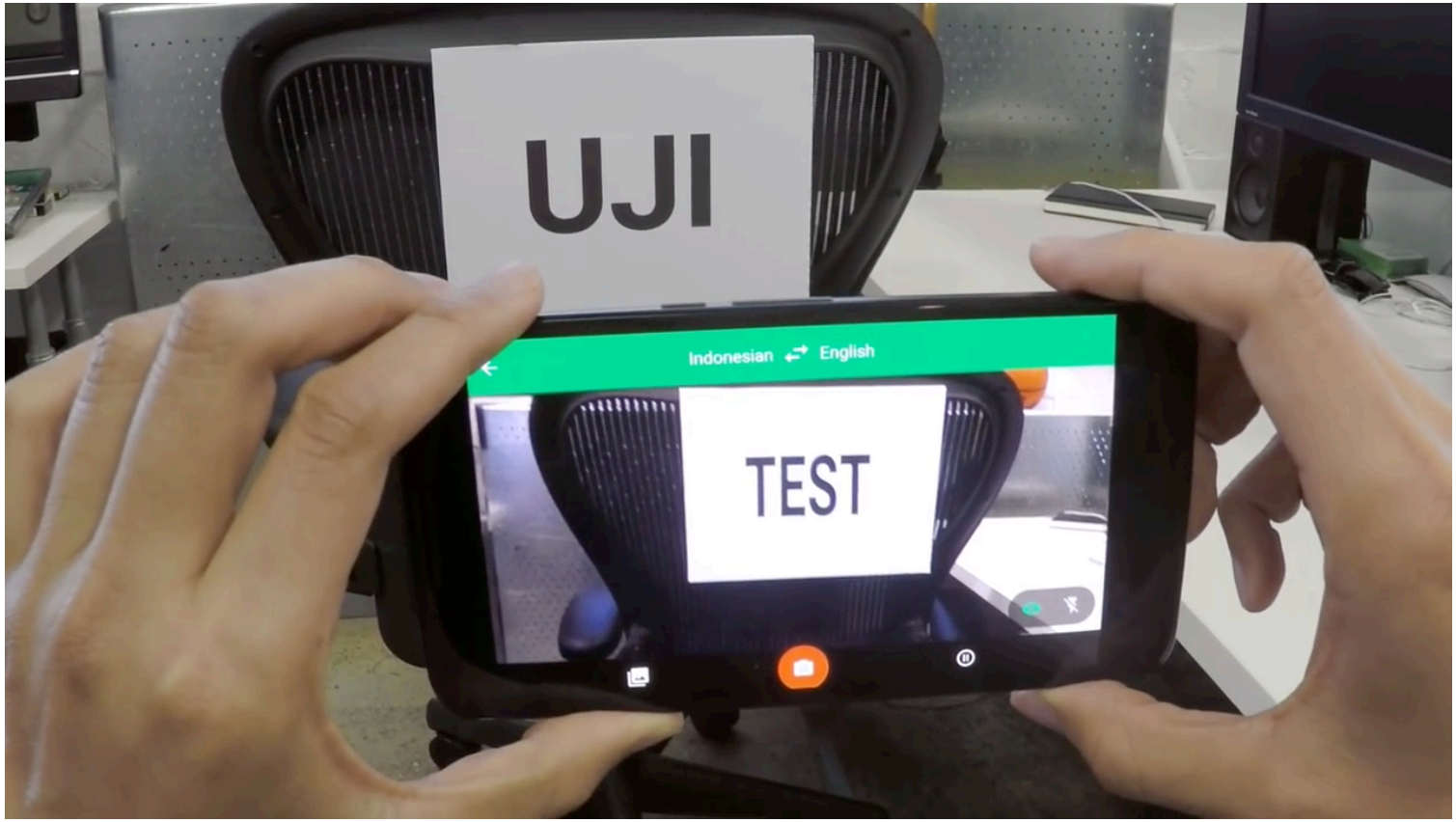


Source: 2013.11.06 Watson and the Jeopardy! Challenge
[published, 06.11.2013, 03.46 mins]

Source: Hot Robot At SXSW Says She Wants To Destroy Humans
[published, 16.03.2016, 02.38 mins]

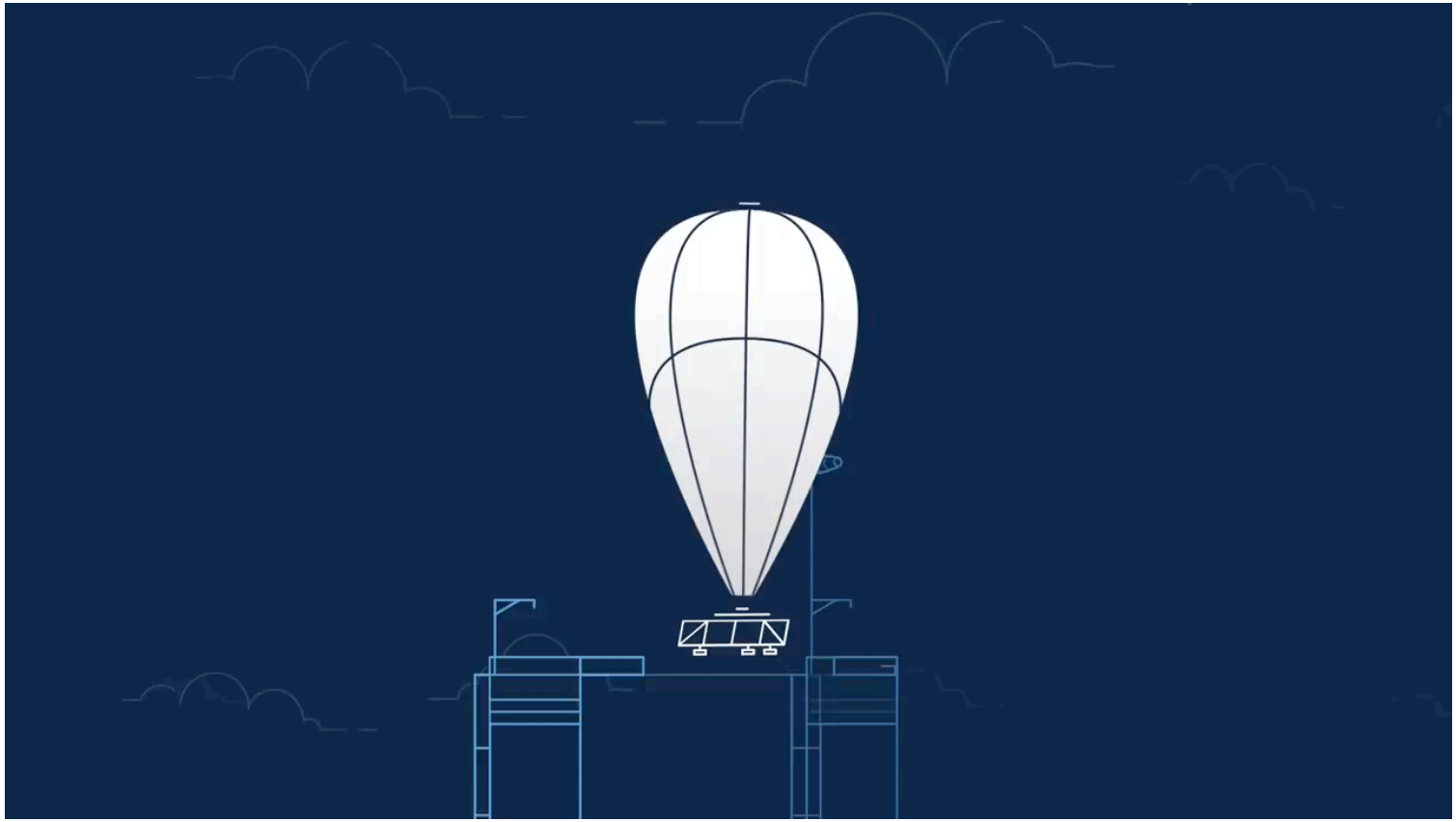
Source: Introducing Google Nose
[published, 31.03.2013, 02.02 mins]

Source: Introducing Project Wing
[published, 28.08.2014, 02.02 mins]



Source: Google Translate vs. "La Bamba"
[published, 29.07.2015, 01.40 mins]

Source: Introducing Google Trips
[published, 19.09.2016, 01.49 mins]

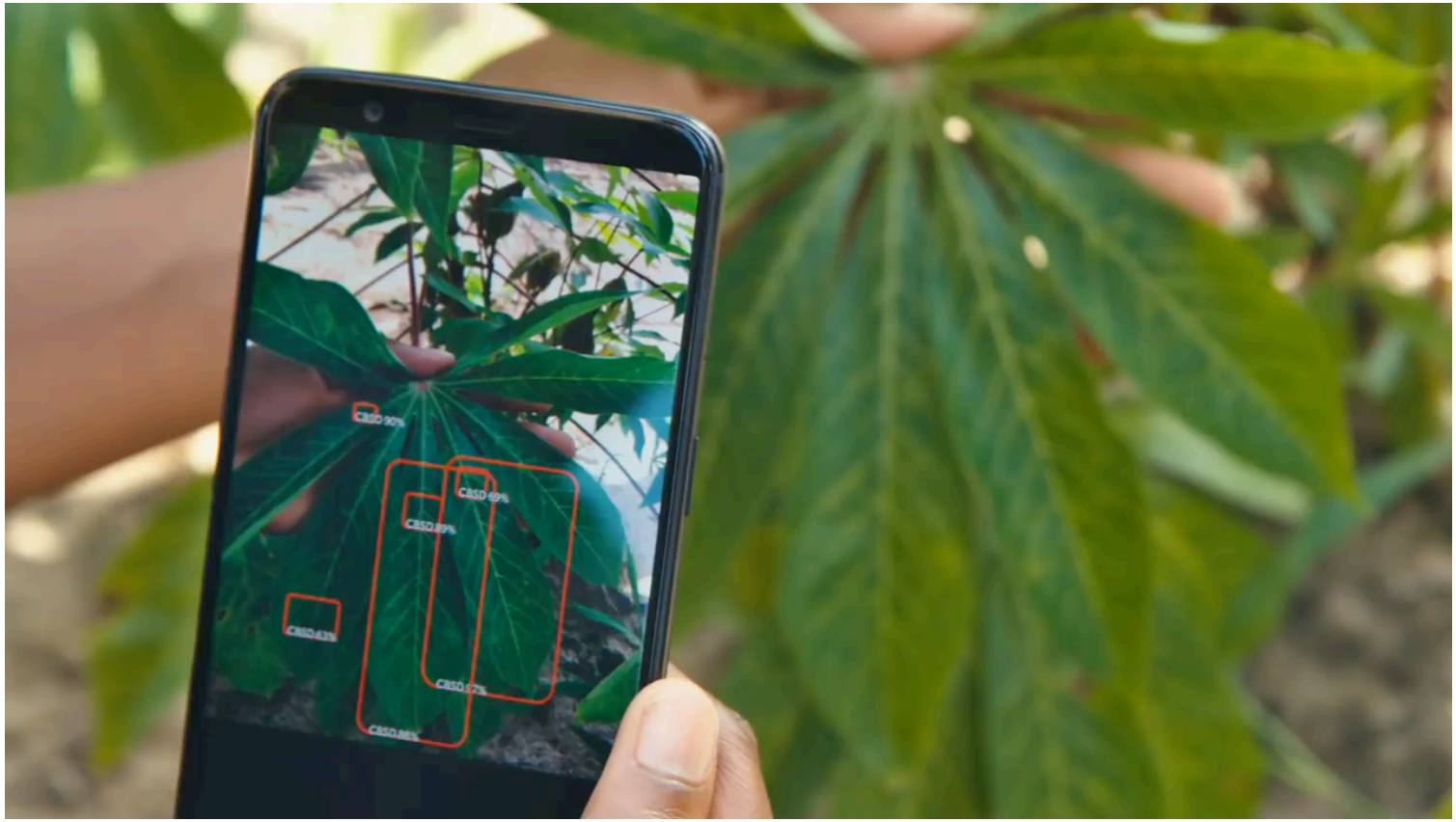


Source: Loon by Google
[published, 08.09.2017, 01.58 mins]

Source: Loon Overview and Technological Advancements
[published, 18.06.2020, 01.18 mins]

Source: Delivering Connectivity to Rural Kenya
[published, 09.07.2020, 02.01 mins]

Source: Connecterra - Using AI to give nature a voice
[published, 19.01.2018, 02.27 mins]

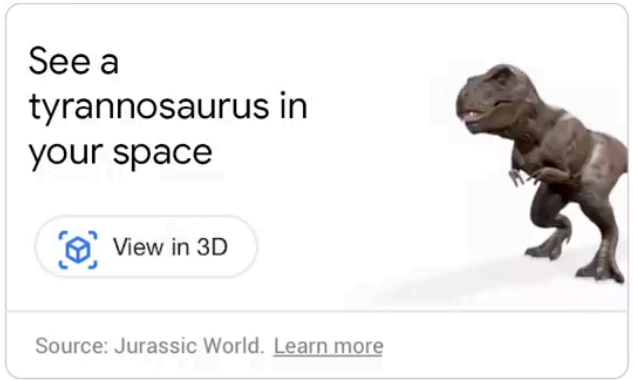


Source: PlantVillage - AI Helping Farmers Detect Plant Diseases
[published, 20.06.2018, 01.32 mins]

Source: Google Assistant - Your Bilingual Assistant
[published, 31.08.2018, 01.50 mins]

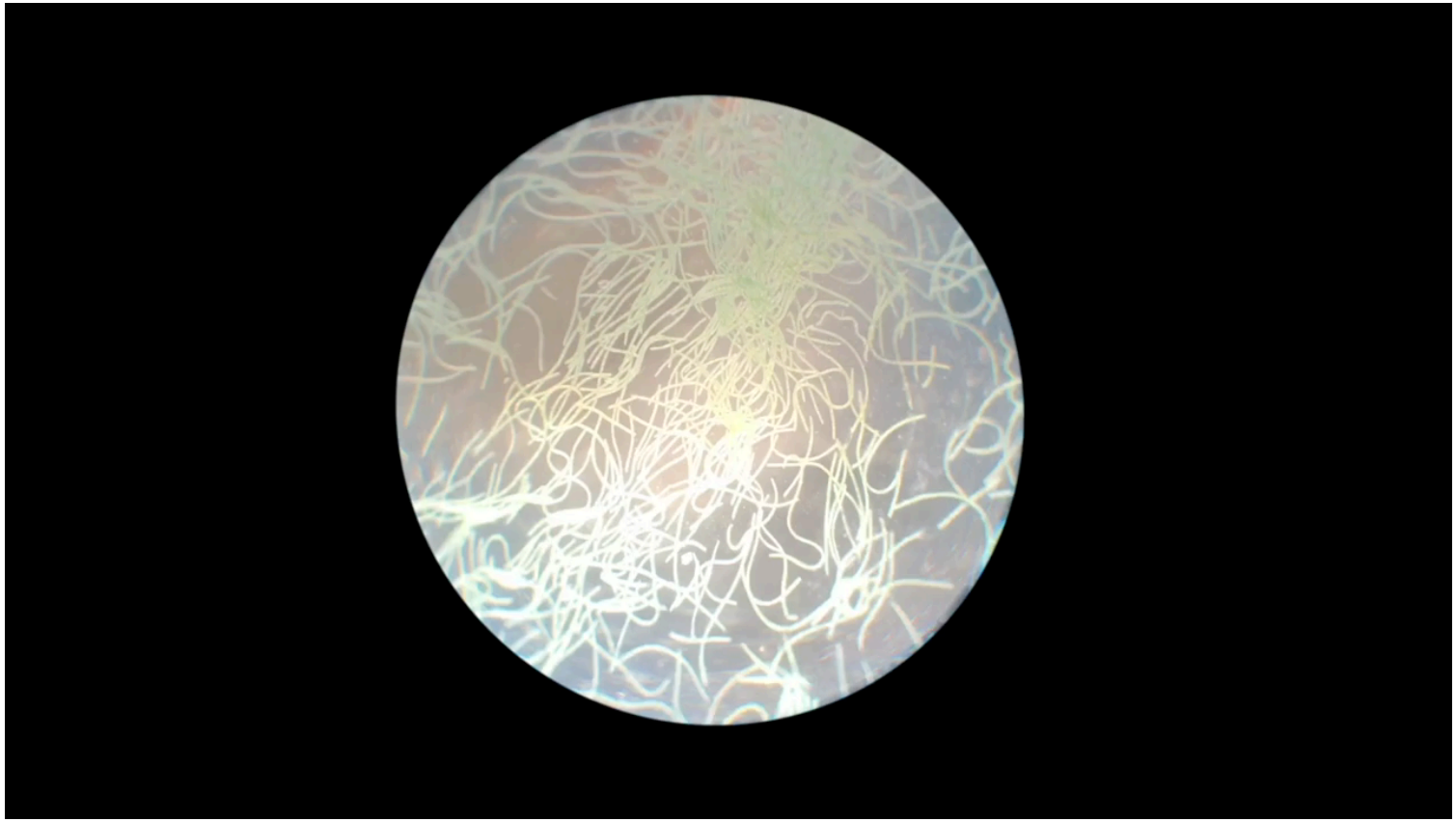
Source: Google Lens - Urmila's Story
[published, 26.03.2019, 01.39 mins]

Source: Google Assistant Accessibility Videos Make Calls on Google Home
[published, 26.03.2020, 03.02 mins]



Source: Travel back in time with AR dinosaurs in Search
[published, 30.06.2020, 00.30 min]

Source: Made Again Challenge / Fab City prototype by SPACE10
[published, 07.07.2017, 07.04 mins]



Source: The Algae Dome by SPACE10
[published, 04.09.2017, 02.32 mins]

Source: Bee Home Behind the Project by SPACE10
[published, 27.05.2020, 02.46 mins]

Source: This is X, the moonshot factory
[published, 10.04.2020, 01.52 mins]

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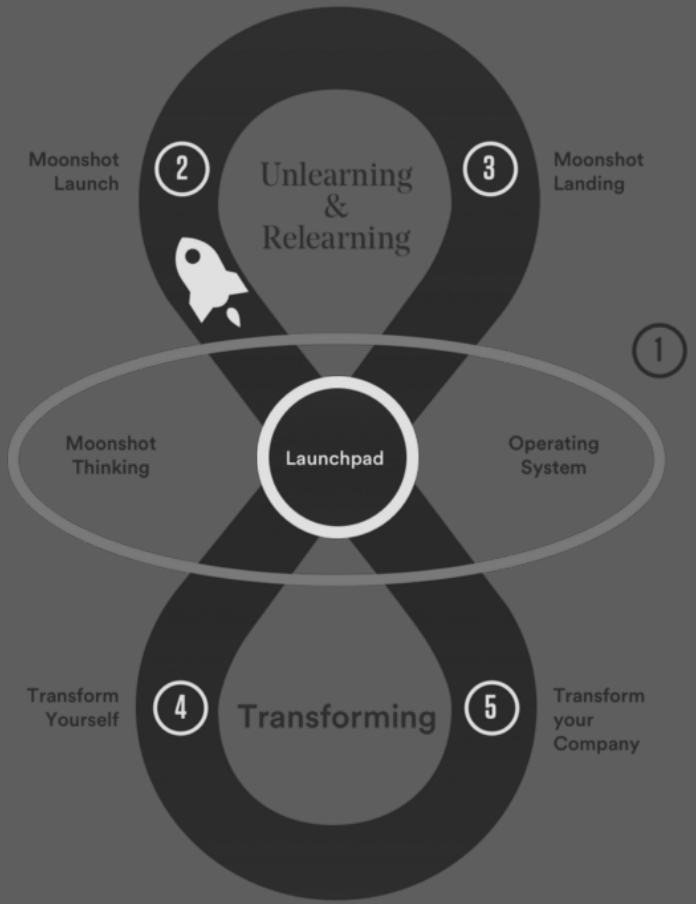
Image Credit: BBC "Moonshot"
[https://www.bbc.co.uk/programmes/m0006xl0]

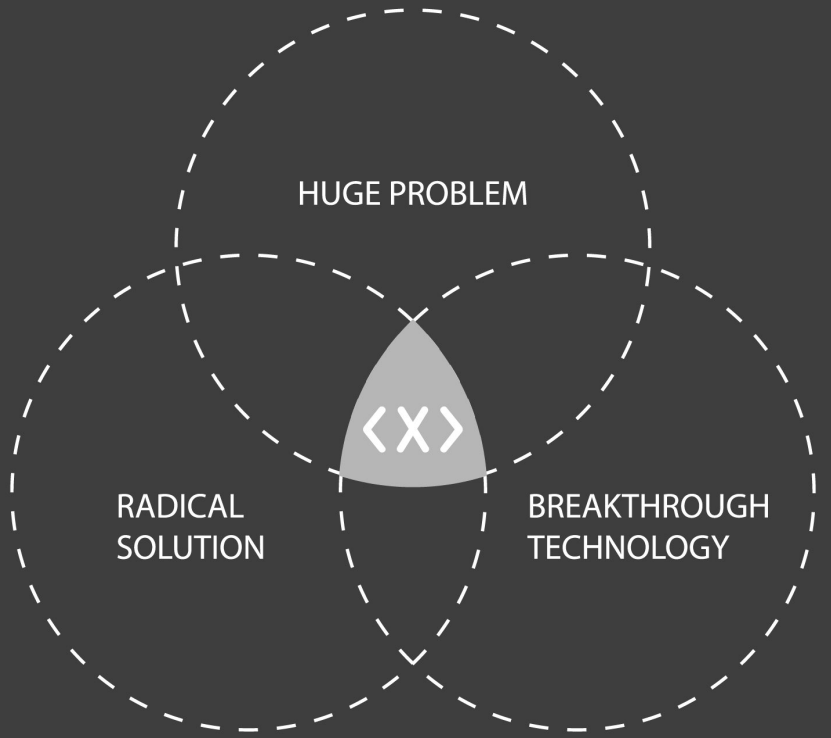
SIX KEYS TO MOONSHOT THINKING

1. Aim for 10x not 10%
2. Fall in love with the problem
3. Embrace learning
4. Make Contact with the real world
5. Build in diverse perspectives
6. Fight the tendency to build it perfectly



Source: Courtney Hohne, Storyteller for Moonshots, X: The Moonshot Factory

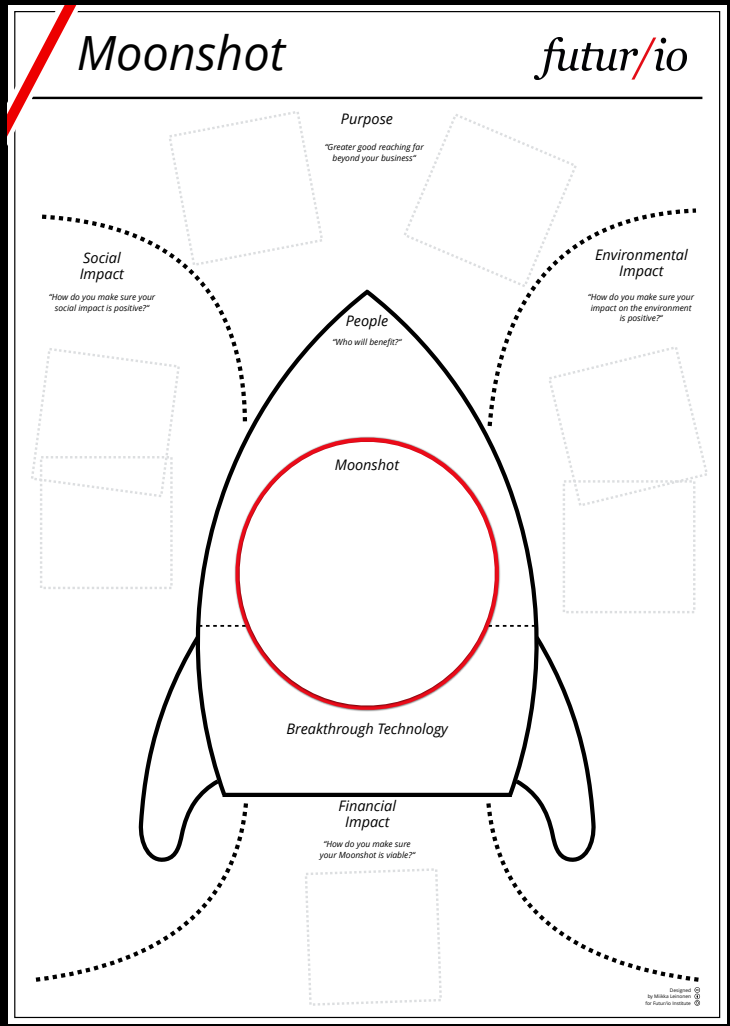
MOONSHOT BLUEPRINT



Source: Moonshot Canvas, futur/io

WHAT IS YOUR MOONSHOT

A good Moonshot Idea can't be executed by tomorrow. The goal of a Moonshot is far beyond today's stage of development and it focuses to shape Desirable Futures that might only come to full fruition in a decade from now. A Moonshot seems daring, bold – maybe even impossible – but it has the pull of a mission that aims beyond our horizon and common understanding.



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Source: Moonshot Canvas, futur/io

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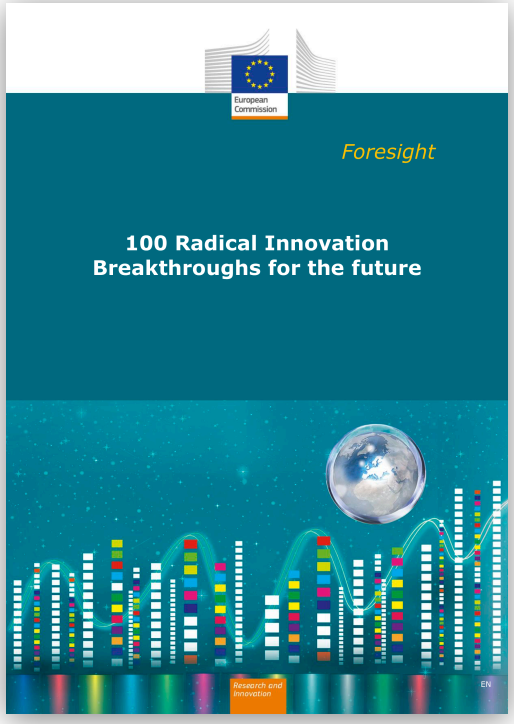
RADICAL INNOVATION

Breakthrough for the future



Source: Radical Innovation (Foresight)
[published, November 2019]

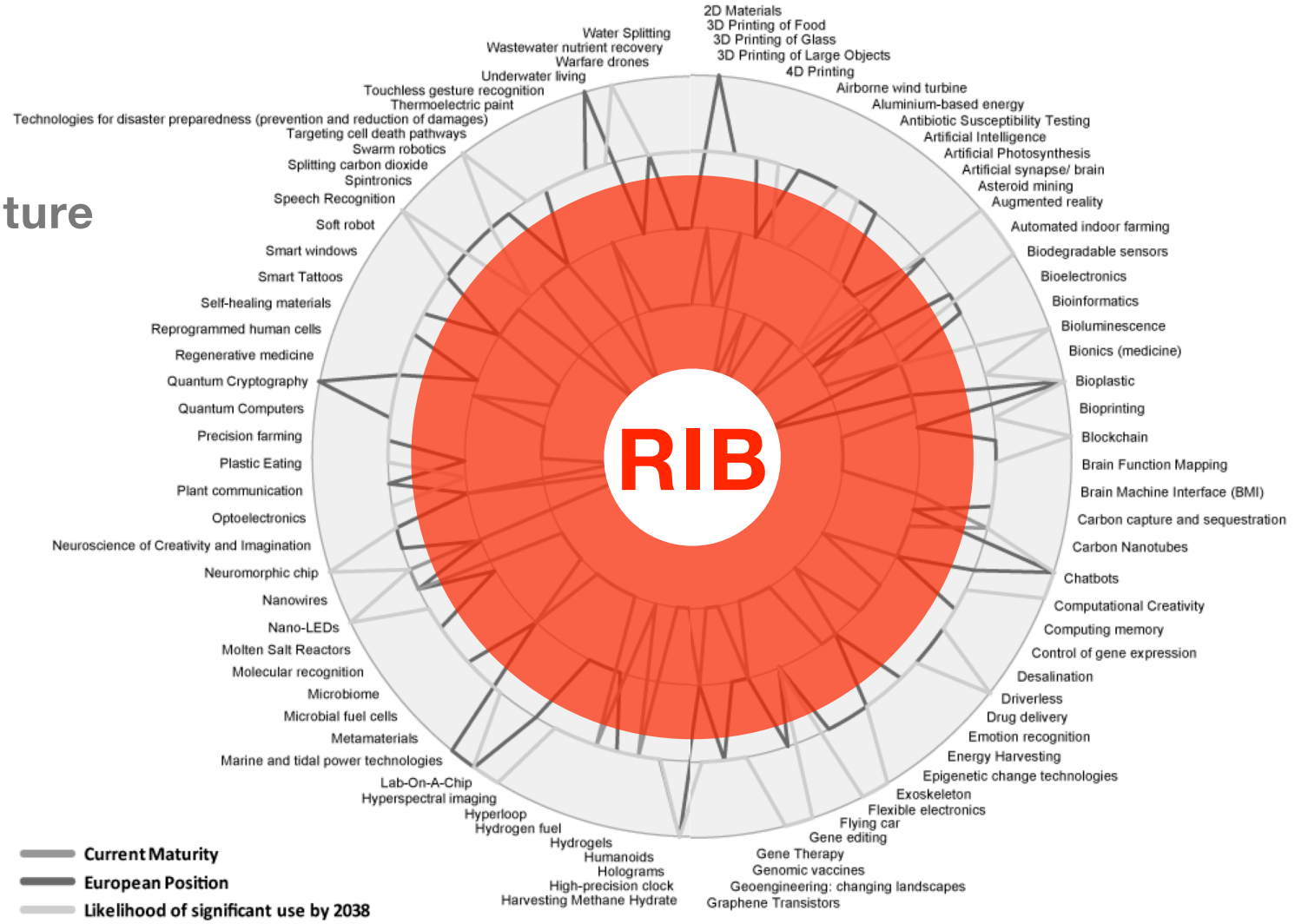


Figure 1: Overview RIB Assessment

**** Radical Innovation Breakthrough (RIB)***

Reports

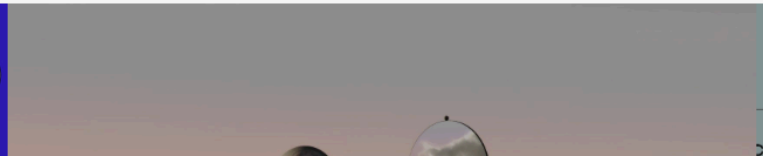
Uncover new thinking and pinpoint tomorrow's opportunities with our trend intelligence reports.

LS:N Members access all reports for free.

The 50 definitive campaigns and brand case studies of 2020

We offer an exclusive glimpse into the homes and mindsets of emerging luxury consumer groups around the world

The quest for health, immunity and holistic wellbeing is now hard-wired into consumers' daily lives



We explore how retailers can stimulate meaningful consumption as people self-isolate at home

New reports collection featuring three macrotrends: Pleasure Revolution, Enlightened States and Post-purpose Brands

We have mapped out how our trends have evolved over 20 years. Find out how Experience, Brand and Consumer behaviours have changed

50 consumer trends that will define the coming year

Explore our foresight-powered microsites, strategic games, and far future scenarios

A new sense of purpose is revolutionising the food and drink sector

PLEASE SCAN

Design & Creativity

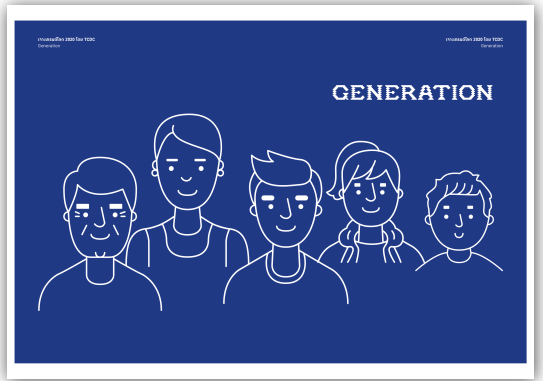
เจาะเทรนด์โลก 2020: Positive Power

Published Date : 20 ก.ย. 2562 | Resource : Creative Thailand | 36,241

พบการวิเคราะห์เจาะลึกกระแสของโลกใบใหญ่ สู่การกลั่นกรองข้อมูล และนำเสนอในรูปแบบที่เข้าใจง่าย ใช้ได้จริง ให้คุณก้าวล้ำนำเทรนด์ก่อนใคร

ร่วมอัพเดทความรู้ให้ทันความต้องการของโลกที่เปลี่ยนแปลงอย่างรวดเร็ว ครบถ้วนทุกประเด็น ทั้งวัสดุ เทคโนโลยี สี พื้นที่ และไลฟ์สไตล์ของแต่ละเจเนอเรชั่น กับบทสรุปเทรนด์แห่งปีจากหนังสือรวบรวมเทรนด์โลกชั้นนำกว่า 20 เล่ม อาทิ Carlin, Nelly Rodi, Pantone, Viewpoint

- ความเปลี่ยนแปลงของผู้คนแต่ละเจเนอเรชัน
- สิ่งแวดล้อมและสภาวะรอบตัว
- สังคมและวัฒนธรรม



Source: Trend 2020 Positive Power by TCDC published 20 September 2019, pp 54-71