

Companies such as the Californian start-up Deep Space Industries (DSI) already have specific plans as to which raw material could be recovered from asteroids that orbit close to Earth in order to build and supply new space stations.

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DISRUPTIVE TECHNOLOGIES

The rules of the game are changing

"We don't like your music. And no one is interested in guitar music anyway." With this brief explanation, Decca Music rejected the Beatles in 1962—a momentous decision for the music label. The Kodak company made an even more fatal decision when it suspended further development of digital photography, even though it already held key patents for this technology. The result? Kodak filed for bankruptcy in 2012 and withdrew from this market completely after more than 120 years.

To ensure Evonik is prepared for changes in technologies, markets, and customer needs, the Corporate Foresight Team's next focal topic is "GameChanger." The name describes innovation fields that could fundamentally change existing markets and businesses, as well as entire industries, over the next ten to 20 years.

Under this topic, the team will examine such innovations as the self-driving automobile and its implications for Evonik. This technology could mean that as many as 80 percent fewer cars will be needed in the future. As a consequence it would also reduce the need for brake hoses, automotive paints, and headlight covers, which would have a direct impact on Evonik's business activities.

Corporate Foresight assumes that another, longer-term game changer will be the emergence of private space travel. Whereas up to now leaving the earth's orbit has been a government matter, private stakeholders are now setting out to conquer space. This is why the Foresight Team is analyzing potential new markets, such as space tourism, asteroid mining, and the need for new materials for the required spaceships. But Evonik's first task is to identify further game changers that will affect it.