


The logo consists of the word "DARE" in a bold, white, sans-serif font, followed by a large white number "2" inside a dark blue circle. To the right of the "2" are three smaller, light blue circles of decreasing size, arranged in a descending diagonal line.

DARE 2

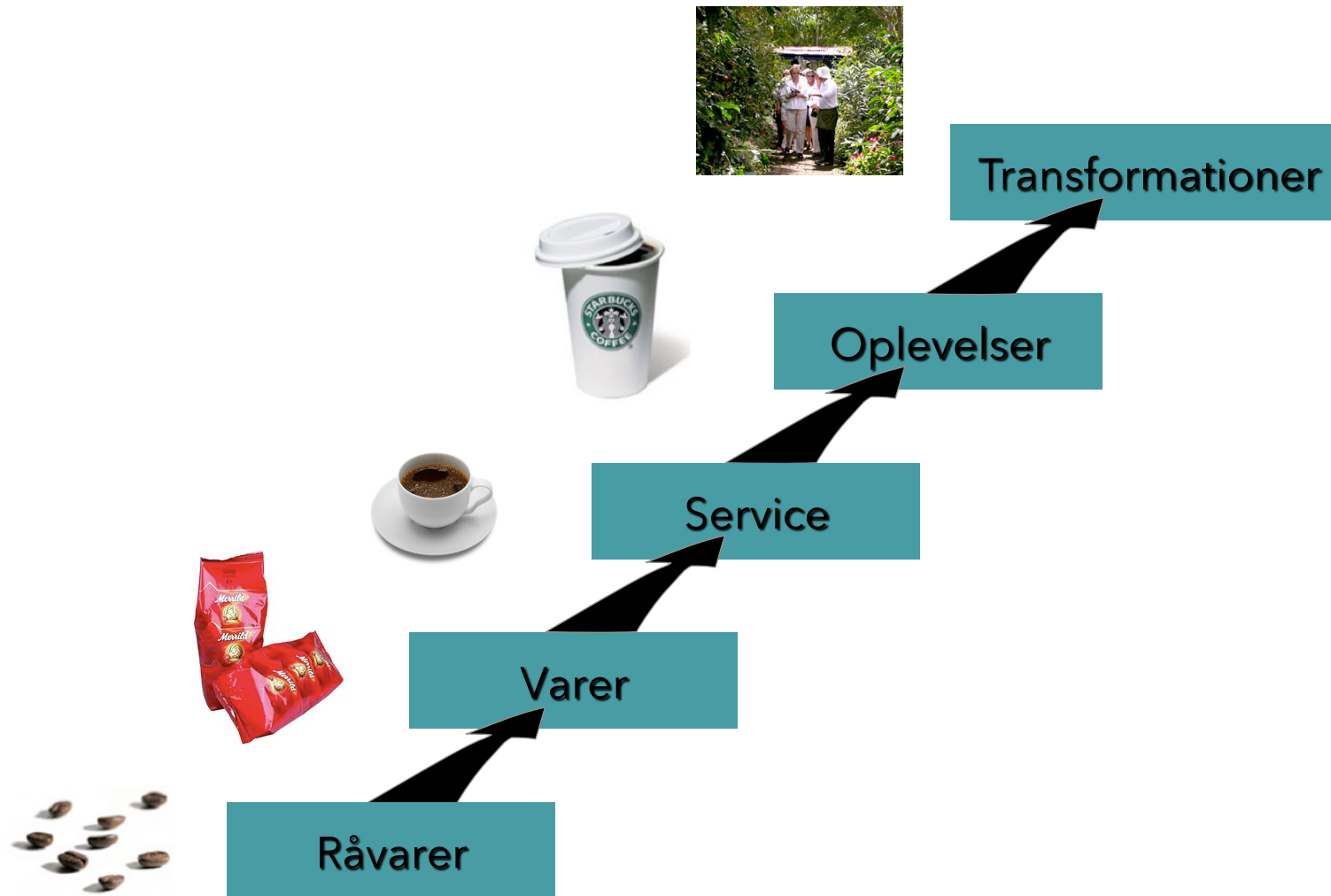
A network diagram on a blue gradient background. It features several colored spheres (nodes) connected by white lines. The nodes include a small black sphere at the top, a purple sphere, a yellow sphere, a large orange sphere, a large blue sphere, and a green sphere. The orange and blue spheres are the largest and most prominent. The background also features faint, larger, semi-transparent spheres in various colors.

Transformationsøkonomi og  
megatrends – the ultra short  
version!


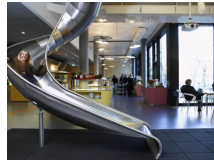


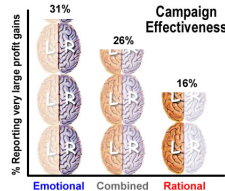
DARE2@Byens Netværk








# Udviklingen i økonomisk værdi



## MEGA TRENDS

- From MASS to **ME** 
- From WORK to **PLAY** 
- From OWNERSHIP to **ACCESS** 
- From PASSIVE to **EMPOWERED** 
- From RATIONAL to **EMOTIONAL** 

Category	% Reporting very large profit gains
Emotional	31%
Combined	26%
Rational	16%
- From PROFIT to **PURPOSE WITH PROFIT** 
- From REAL OR VIRTUAL to **REAL AND VIRTUAL** 
- From ONE FUNCTION to **MULTIPLE FUNCTIONS** 
- From CONVENIENCE to **HYPER CONVENIENCE** 
- From CENTRAL AUTHORITY to **NETWORK OF AUTHORITY** 

## The fundamental 4s - Det vi alle vil (motivation)...



## DARE2contact



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<http://www.facebook.com/pages/Dare2/192749920741767>

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<http://dare2blog.wordpress.com/>