



E D G E

How U.S. Bank Turns Disruption into a Competitive Edge

Today's Speakers



Andrew Cantrell

Vice president of Applied
Foresights
U.S. Bank

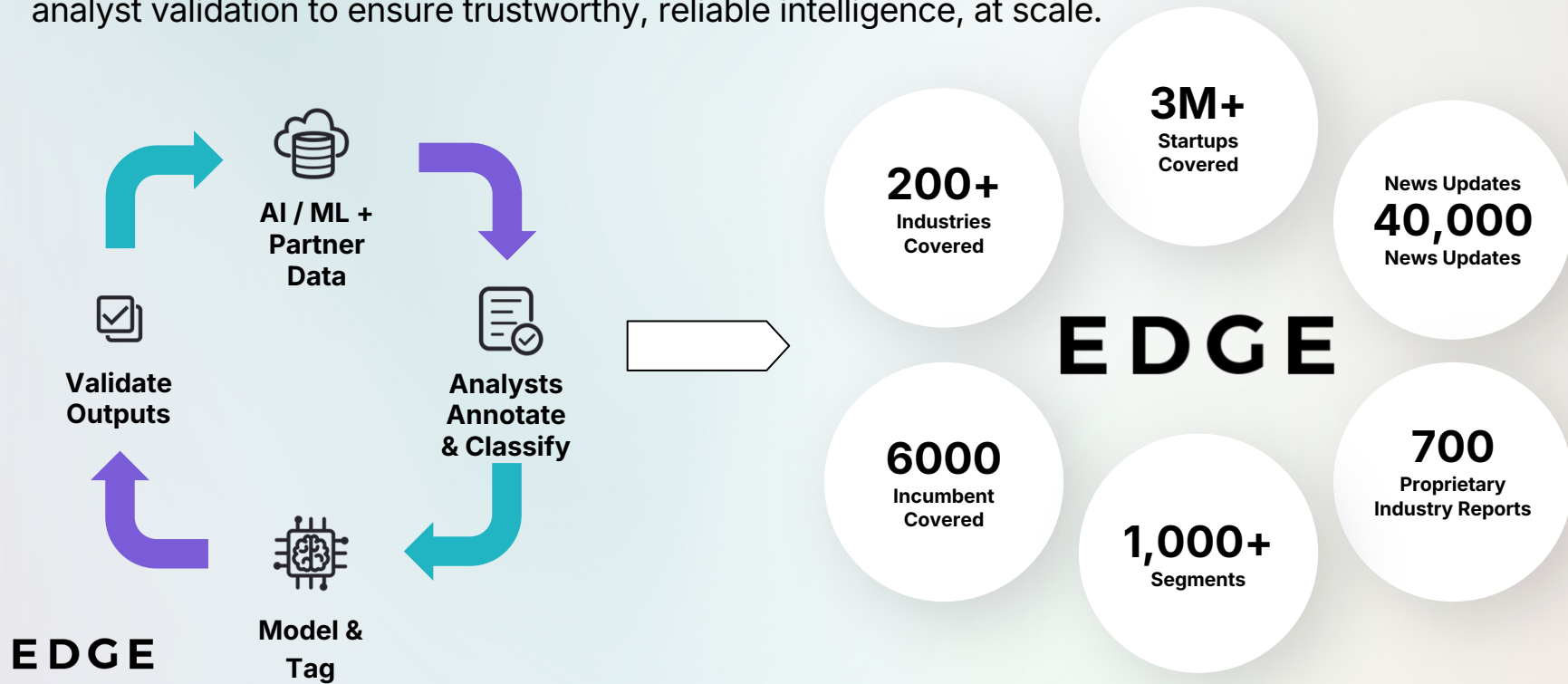


Greg Hachenburg

Head of Marketing
Speeda Edge

Speeda **Edge** Intelligence

Speeda Edge uses a combination of cutting-edge AI / ML combined with analyst validation to ensure trustworthy, reliable intelligence, at scale.



Navigate with Confidence

Make Quick, Confident Decisions about Emerging Industries and Technology



**Understand
disruptive tech
& industries**

Track emerging technologies and industry shifts before they go mainstream.



**Identify
Market
Potential**

Spot high-growth opportunities and untapped markets with validated intelligence.



**Decode
competitor
strategy**

Uncover your rivals' next move so you can outmaneuver them.



**Discover
startups**

Find the most promising startups early and track the next wave of innovation.

Poll

Which of these are challenges when it comes to staying ahead of new technologies and emerging industries?

Select all that apply

- Company culture is slow to change or resistant to new ideas
- The tools we use don't have the information we need
- Not enough time or resources to research properly
- Unclear where to look or what to track
- Other (please share in the chat)

Cutting Through Noise

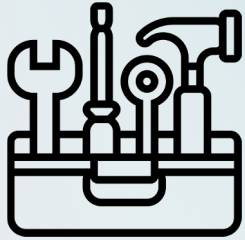


Why is it so hard for organizations to stay ahead of disruption?

The biggest challenge is separating real signals from hype. There's too much data, and it's easy to get distracted by noise.



Cutting Through Noise



Tools



**Long-running
Innovation Group**



**Partnership
Approach**



**Innovator
Residence
Program**

Poll

How long has your Head of Innovation (or equivalent) been in their role?

- Less than 1 year
- 1 - 3 years
- 3 - 5 years
- 5 - 7 years
- 7+ years

Identifying Industry Trends Early



How do you spot early signals and track meaningful change vectors?

Leverage the right structure, process, and tools to develop a strong point of view about the future.



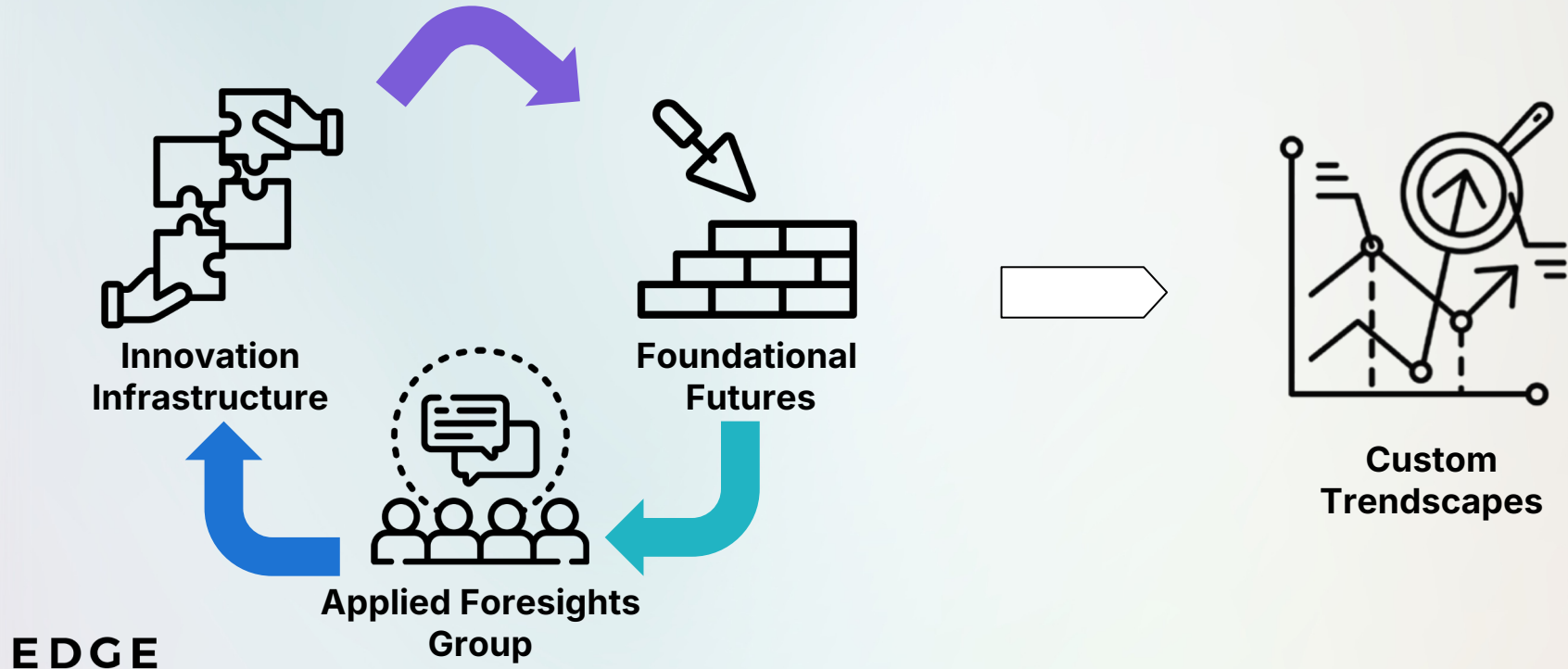
Poll

Besides Generative AI, which technologies are you finding the hardest to keep up with?

Select all that apply

- Quantum Computing
- Blockchain / Crypto
- Robotics
- Augmented Reality (AR) / Virtual Reality (VR)
- Edge Computing & IoT
- Other (please share in the chat)

Identifying Industry Trends Early



Audience Q&A

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