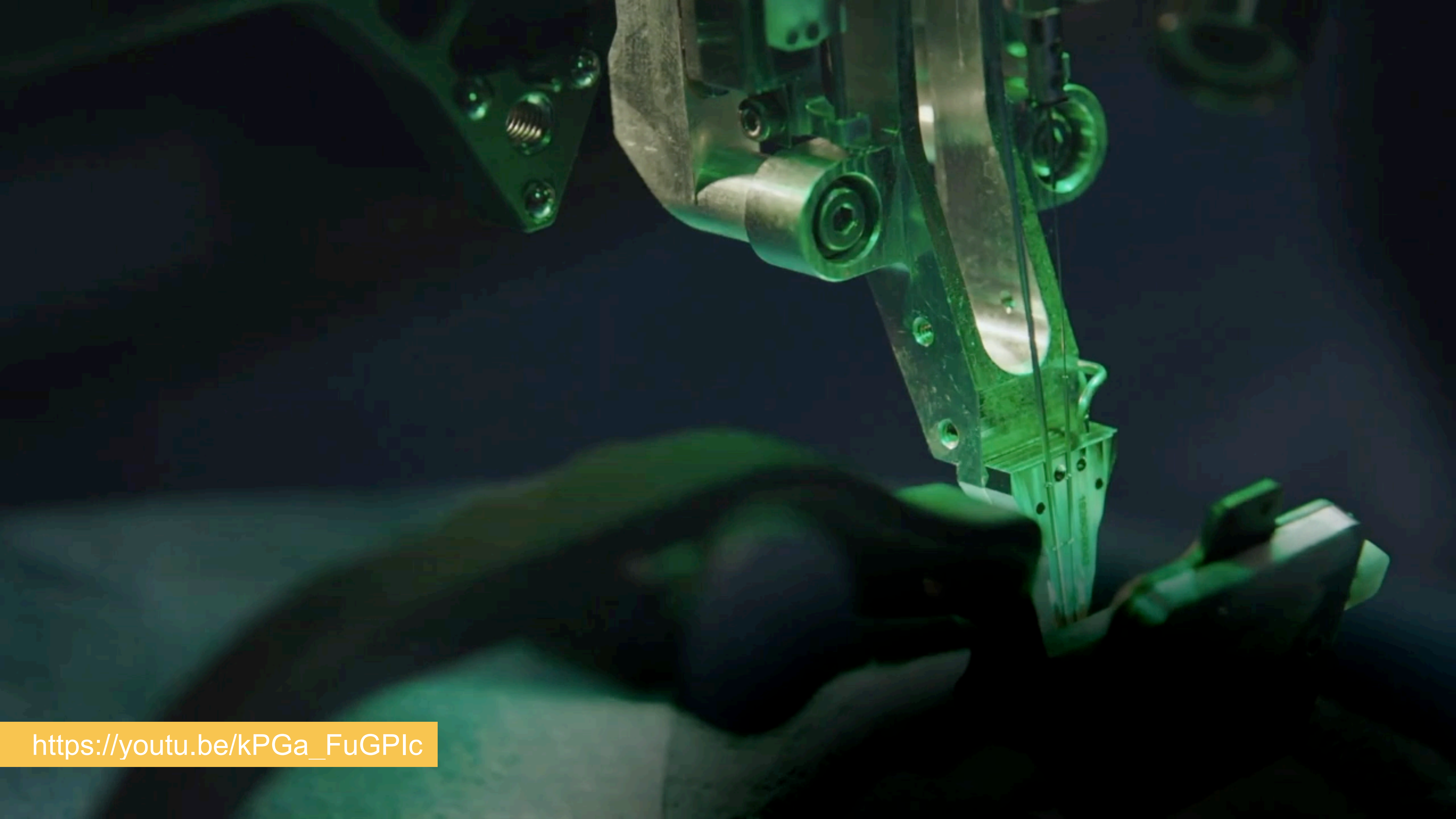


LIVING ON THE EDGE OF TOMORROW

A MOVIEGOER'S GUIDE
TO MEDTECH?

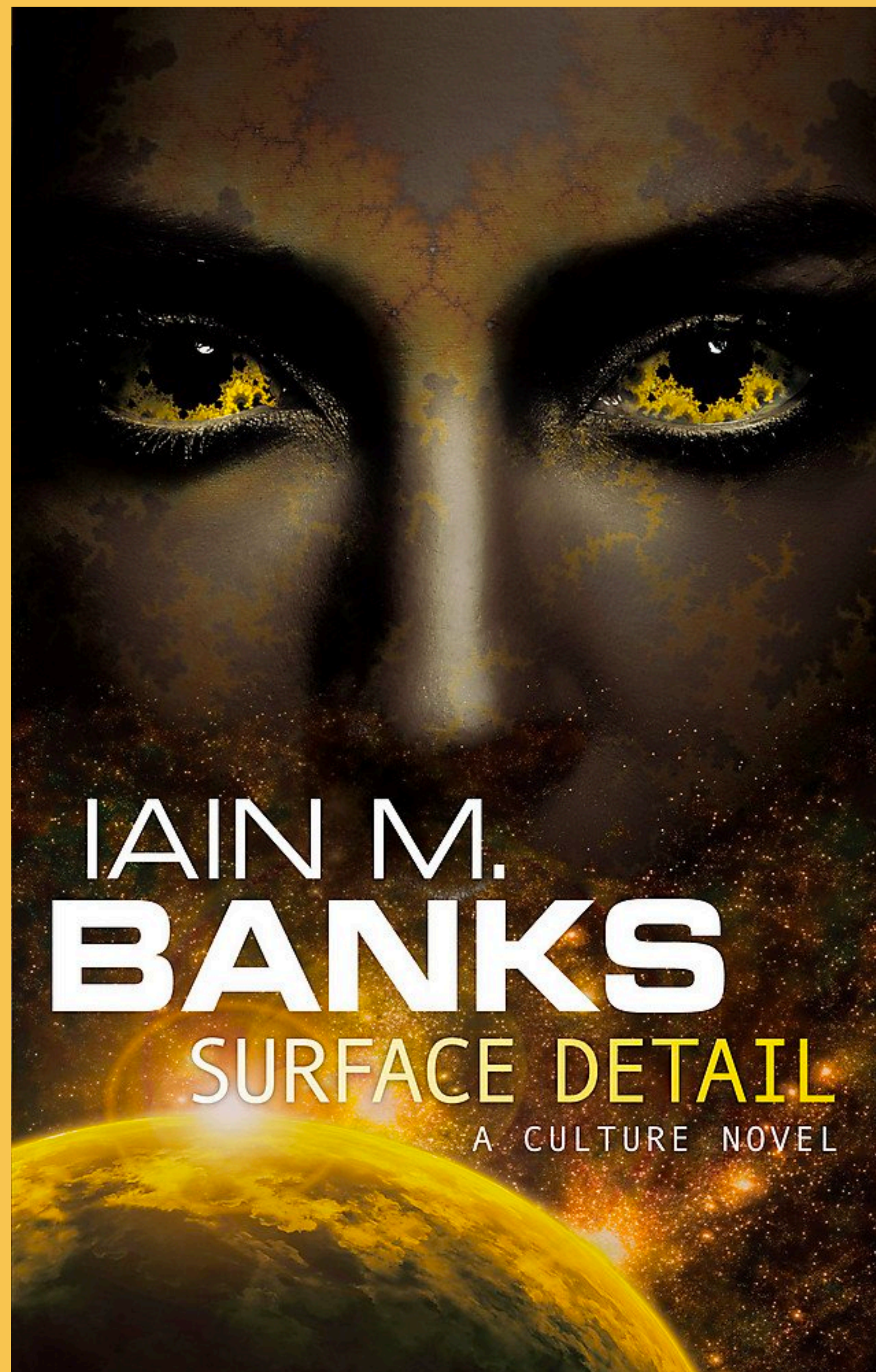
PROFESSOR ANDREW MAYNARD

Associate Dean, Arizona State University College of Global Futures,
and Director, ASU Risk Innovation Nexus



https://youtu.be/kPGa_FuGPlc





NEURAL LACE

“A lace resembled a three-dimensional mesh of fine wires that was slippery and light to the touch. A full lace increased the bulk of a brain by less than 0.5%. The wires could appear as glisteningly blue or silvery-blue in colour.”

https://theculture.fandom.com/wiki/Neural_lace



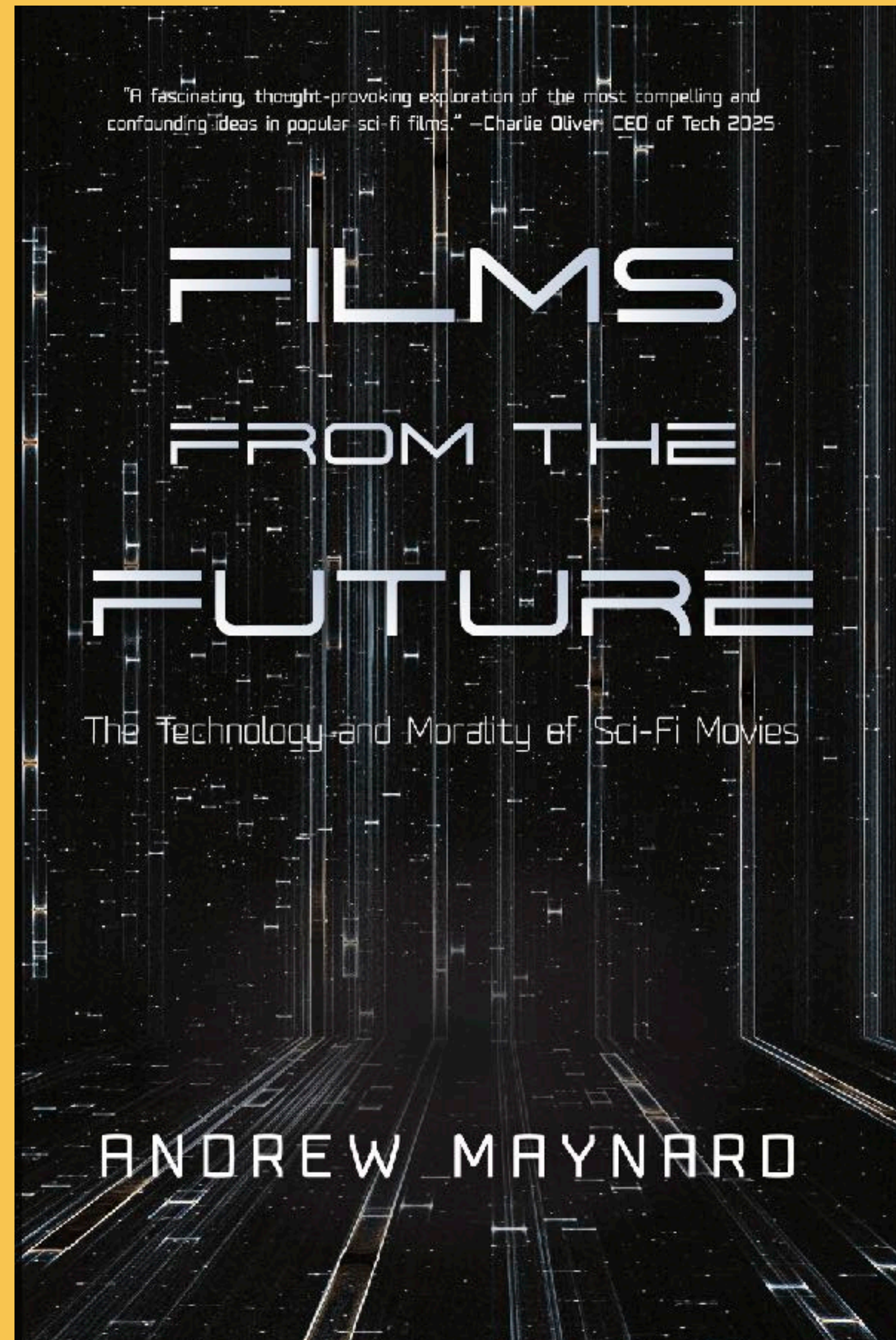
The Matrix (1999)



Not the most reliable
source of emerging
MedTech intelligence ...

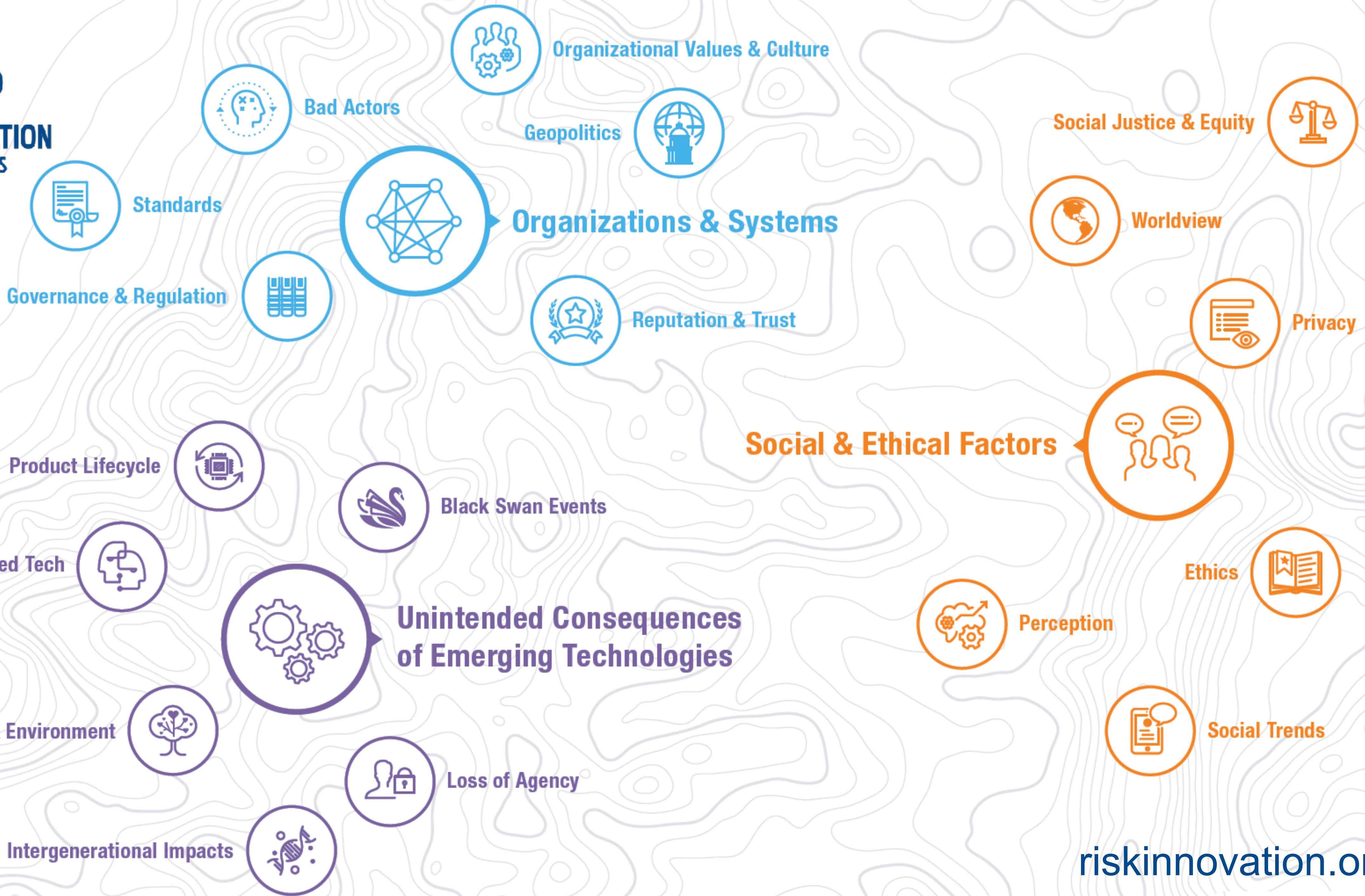


... but a unique lens through which to explore the complex risk and benefit landscape around MedTech!



... a unique guide to some of the most transformative trends in science and technology of our time, and the challenges and opportunities surrounding how to ensure the benefits without getting things horribly wrong!





ENTERPRISE

Transformational medical interventions
Low cost, highly accessible BMI-enabled performance enhancement
Recognized technological leadership

INVESTORS

Products that deliver on their promise
Brand trustworthiness
High return on investment

CUSTOMERS

High performance products that are reliable
Acceptable health risk
Security, privacy and autonomy

COMMUNITIES

Social equity
Fair work practices
Stability and security



Social &
Ethical Factors

Unintended Consequences
of Emerging Technologies

Organizations &
Systems

Maynard, A. D. and M. Scragg (2019). "The Ethical and Responsible Development and Application of Advanced Brain Machine Interfaces." J Med Internet Res 21(10): e16321.

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Ethics



Social
Trends



Perception



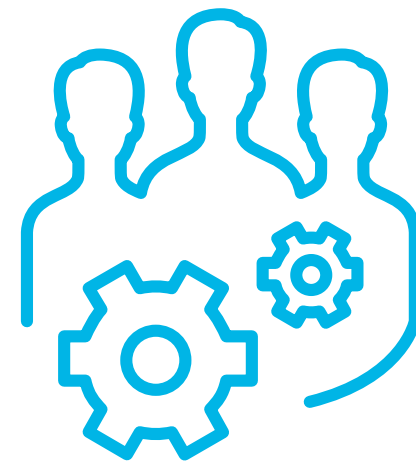
Social Justice
& Equity



Worldview



Geopolitics



Organizational
Values & Culture



Reputation
& Trust



Bad Actors



Elysium (2013)



PRELLIS
BIOLOGICS

“Fastest high-resolution
bioprinting on the planet”



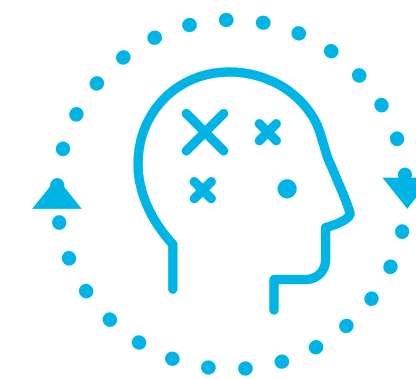
Ethics



Social Justice
& Equity



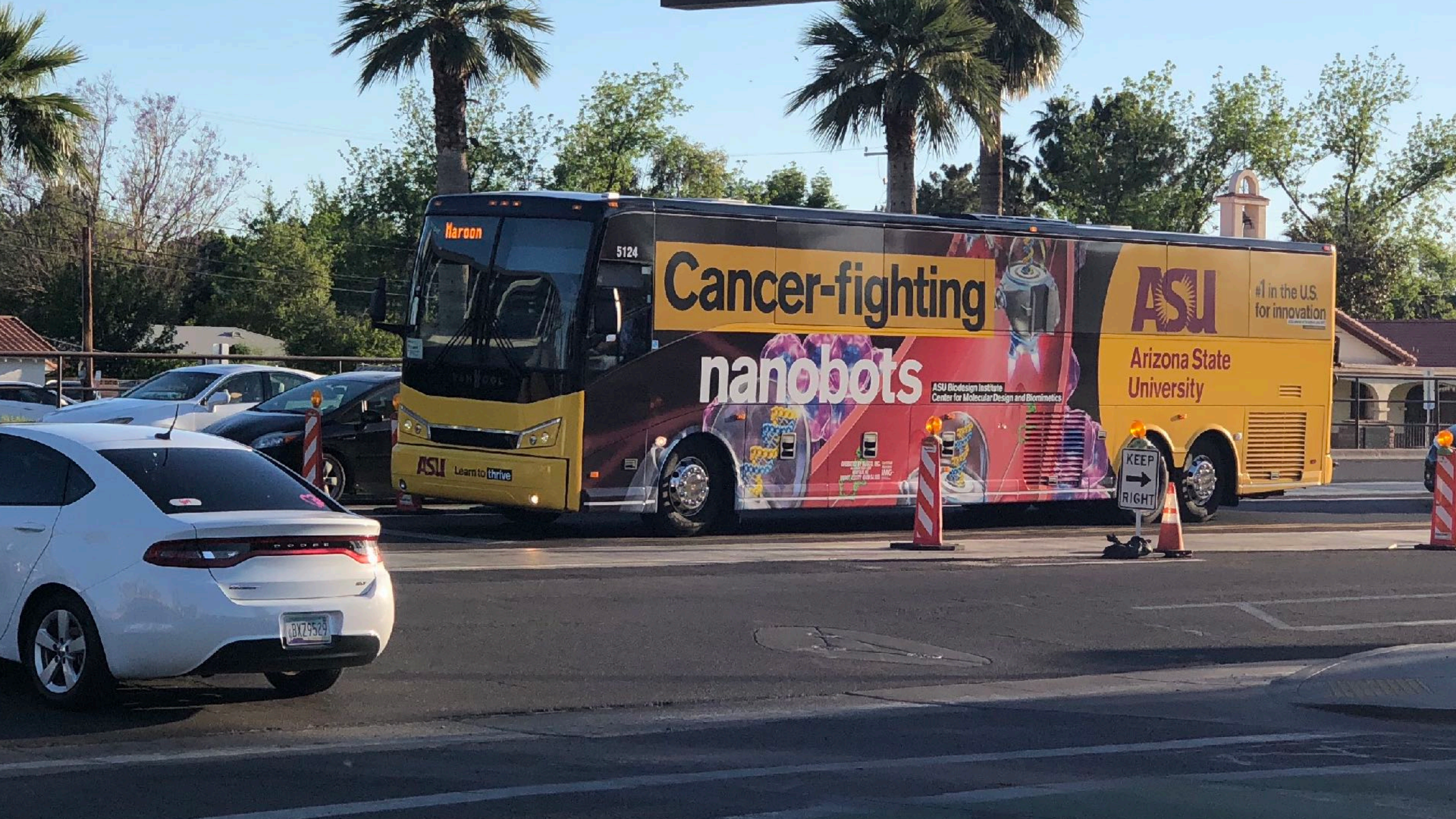
Worldview



Bad Actors



Transcendence (2014)



Maroon

5124

Cancer-fighting

nanobots

ASU Biodesign Institute
Center for Molecular Design and Biomimetics

ASU

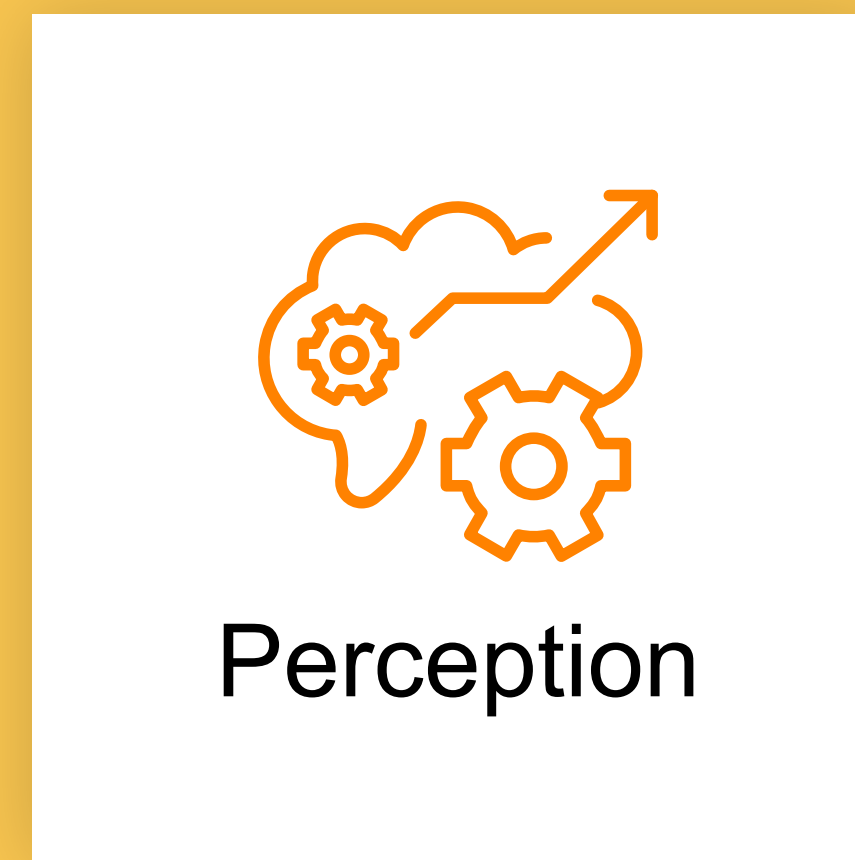
#1 in the U.S.
for innovation

Arizona State
University

ASU Learn to thrive

KEEP
RIGHT

BXZ9529

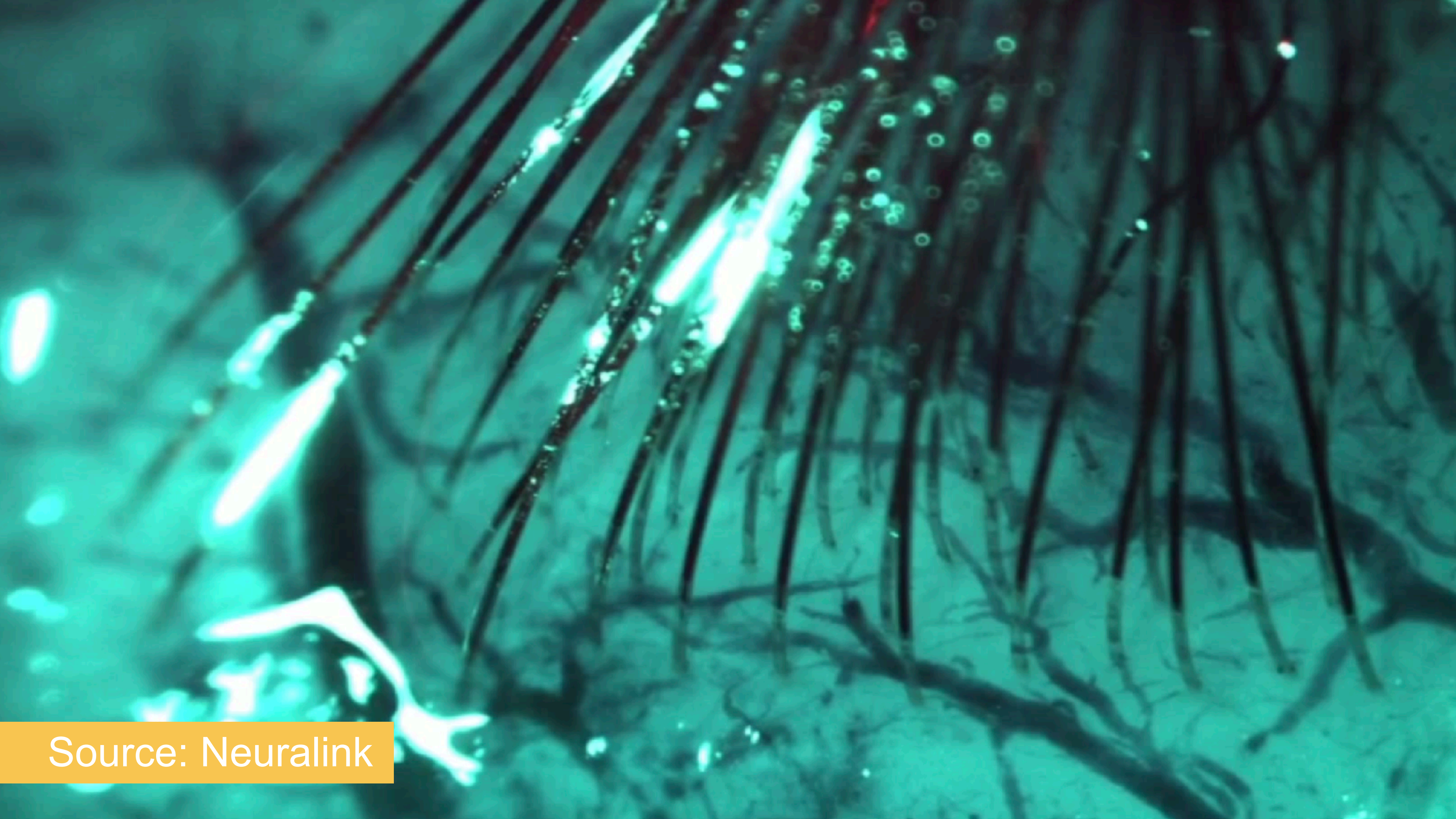




Jurassic Park (1993)



The Man in the White Suit (1951)



Source: Neuralink



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