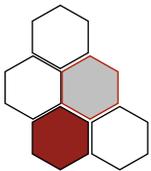


We help smart leaders make better decisions about the future, today.

We are futurists. We investigate emerging technology in order to answer “What’s the future of X?” for our global client base. We help leaders, teams and individuals forecast the future so they can make better, more informed decisions, even as their organizations face great disruption caused by technology.



What makes FTI unique?

Our focus is the future of technology. Every single business, industry and government agency is affected by the future of technology. Because FTI does not cover one single silo or vertical, we are uniquely positioned to help you and your leadership team understand the broader horizon.

We use a data-driven process. Forecasting is a science, one that we have been refining for more than a decade. In fact, FTI’s six-part methodology has been featured in the *Harvard Business Review*. We don’t gaze into a crystal ball—and we don’t rely on focus groups to tell us what’s trendy. Our research and forecasting models are data-driven.

We help R&D teams understand what’s next. When dedicated researchers are focused on their everyday work, it can be hard to see around corners. FTI helps R&D teams understand their research within the broader context of emerging technologies.

We help CEOs map their desired futures. Smart leaders need to know not just the emerging sources of disruption and opportunity, but what strategies to create in the present. FTI equips leaders with the tools necessary to future-proof their strategies against new technologies and tech trends. We empower leaders to know where they are in today, and how that informs where they should be tomorrow.

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We work out of offices in New York City, Baltimore and Washington, D.C.



Our Work + Impact

The Future Today Institute researches emerging technologies at the fringes and tracks them as they move towards the mainstream. We offer four services.

1. The Foresight Program. This is our subscription forecasting service, which includes quarterly in-person research presentations and ongoing advising. • Half-day, deeply customized trends presentations for you and your staff (4 per year) take place at your office. After we present our research, we apply two of FTI's tools to help you determine how to move the trend into action. (Even if the result is to simply monitor the trend for a little while longer.) By the end of these quarterly workshops, you'll not only know what trends are emerging, but what to do about them in the present. You also receive customized monthly trend reports (about 2 hours of reading) • Monthly trends briefing video or phone call • Custom Slack integration for you and your team • Invitations to our client summits and conferences • Tools to measure your ROI • Early access to our annual trends report.

2. "The Future of X" Project-Based Advising. Forecasting for a specific area or to enable strategic decisions in the present. Projects can range from a few weeks to several months. Examples: An auto company asked us to forecast the future of driving, given what we know to be true today. We worked with a financial services company to forecast the future of credit cards. We advised a government agency on forecasting alternative scenarios for the future of America's relationship with Russia.



3. Pop-Up Think Tanks. We draw upon FTI's extensive professional network to convene pop-up think tanks on behalf of our clients. Using our unique convening framework, we bring together your staff with experts from outside your industry for fresh perspective and insights. Pop-up think tanks can be held separately or in conjunction with our quarterly tech trends advising sessions, and we host them on behalf of clients all over the world.



4. Individual Workshops. Presenting a customized overview of trends that will impact an organization, association, company or group. Workshops range from half-day sessions to two or three-day intensives.