

Meet Alpha, an individualist from the cohort of Gen Z, emergent to the genesis of the internet era.



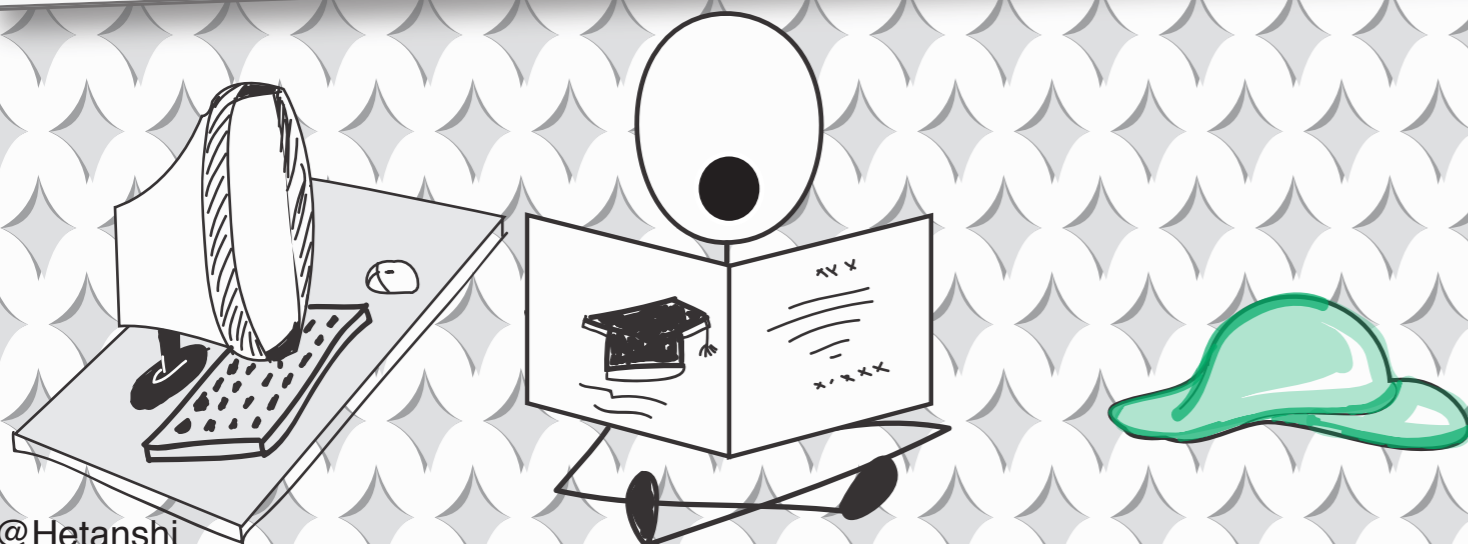
Alpha is a city slicker who travels to work by public transport, browsing new music on the go and listening to podcasts to familiarize the world around.



TODAY

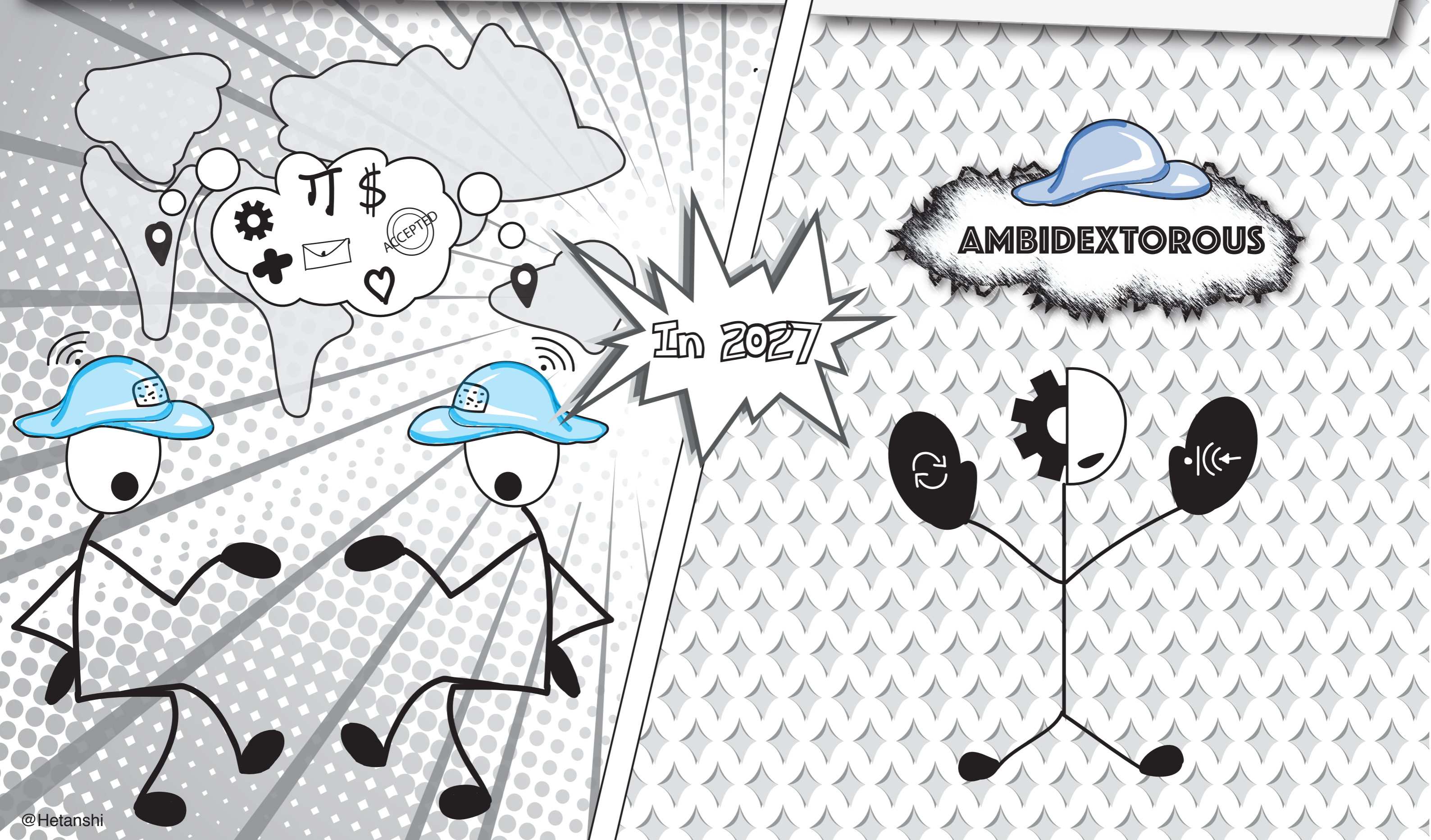
Today, Alpha has come to learn with adulthood, Internet is made for collaboration and computers are made for individual creativity

Alpha has a very consistently scheduled week and prefers to occasionally hang-out with friends on weekend and catch-up to some sleep. Alpha's work involves global engagement which demands occasional expatriate duties.

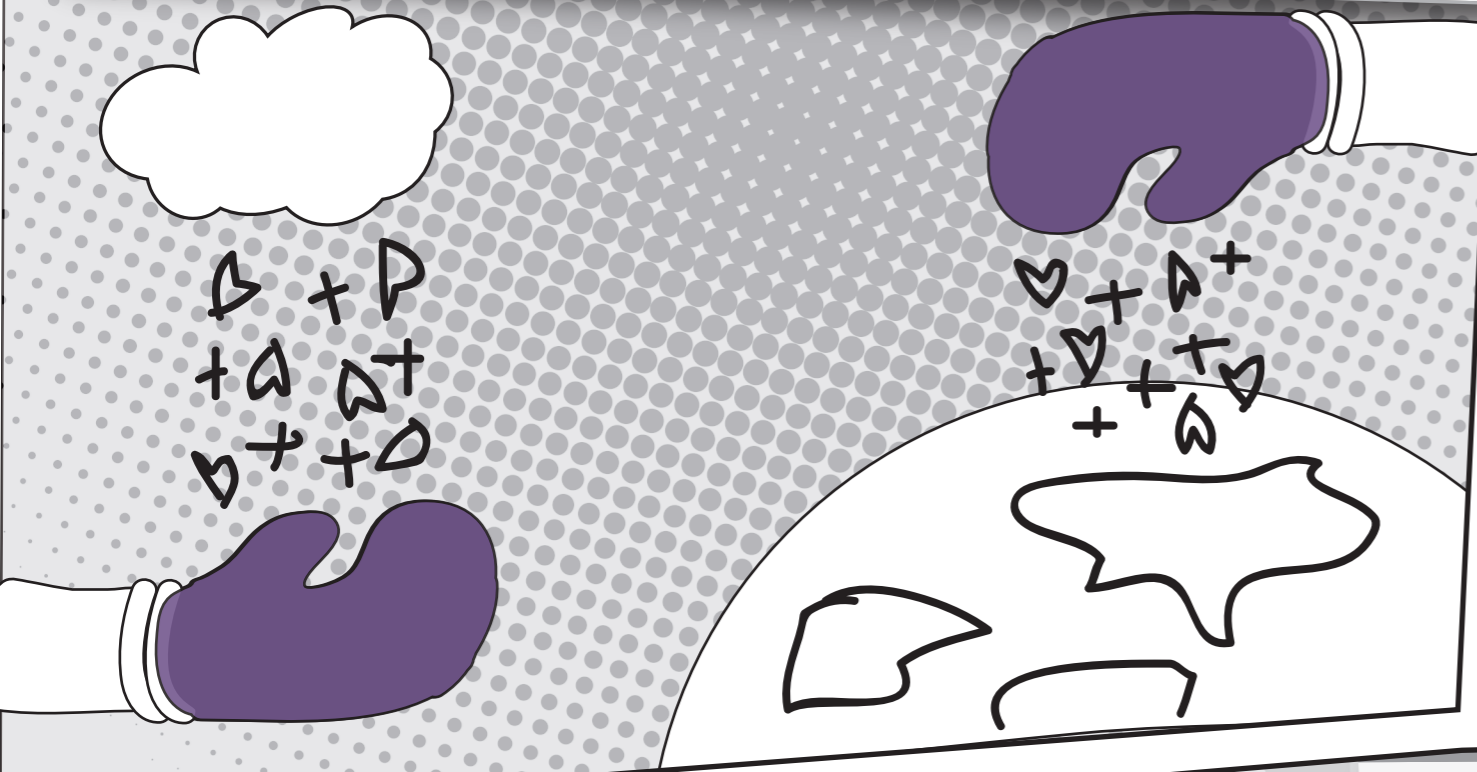


Alpha in 2027 would have an evolved communication channel wherein one would be able to switch onto their "communication realm" visually and through thoughts for better collaboration amongst different cities around the globe

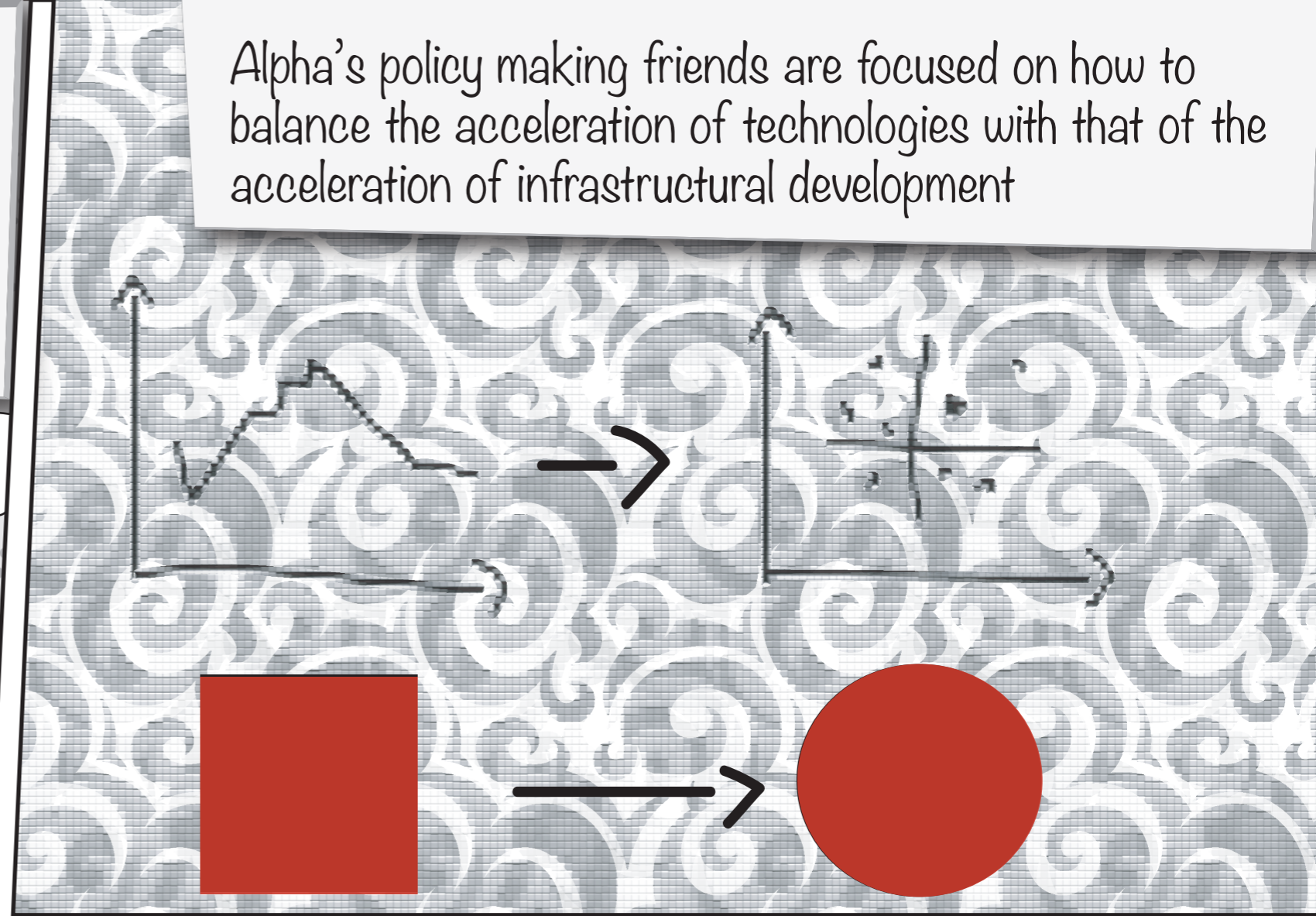
With the hive of the bio-tech industry across many cities, Alpha embodies an emergent "Cyborg", who is culturally more resilient and adaptive to behavior change



The economies have shifted from “wealth of nations” to “health of nations” and keeping in mind the bio-tech industry amongst public health, the market is more inclusive and giving which has overturned the notion to “nations of health” and “nations of wealth”

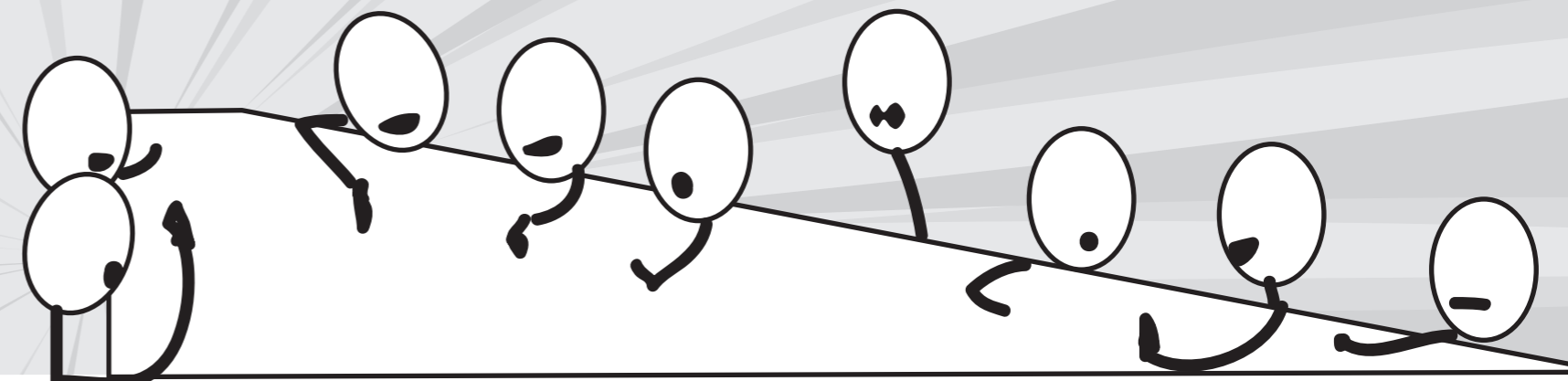


Alpha’s policy making friends are focused on how to balance the acceleration of technologies with that of the acceleration of infrastructural development



Researchers at Alpha’s work place have shifted their demographics for R&D purposed and evaluations from, “personal biases” to “habitats” like urban and rural fronts

URBAN
VS
RURAL



To be continued...