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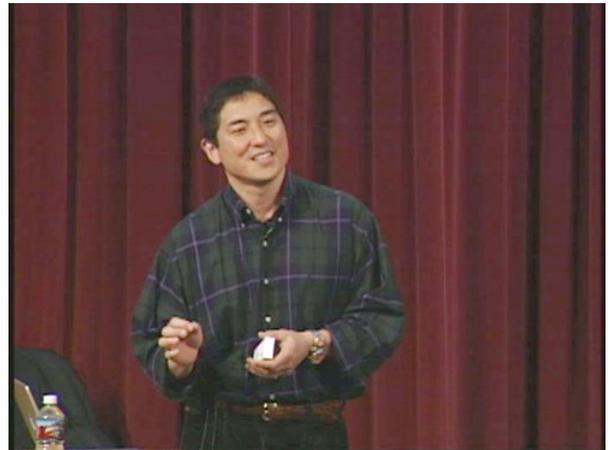
## Silicon Valley 4.0

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Video URL: <http://ecorner.stanford.edu/videos/270/Silicon-Valley-4-0>

What does Silicon Valley 4.0 look like? Kawasaki does not consider himself a visionary, but he does see changes in the future. For example, he believes everything will be wireless and have an IP address.



### Transcript

So every once in a while, people think that I have some kind of visionary ability. Which is really a crock. You know, there are people who are visionary. Steve Jobs, that kind of person is visionary. I don't consider myself one of those kind of people. Steve Jobs, he's an order of magnitude or so, maybe more beyond me. I don't consider myself a visionary at all, but every once in a while you're called upon to make these kinds of presentations, so here's my shot at it, OK? So the first thing is, what is Silicon Valley 4.0? So first of all, there was 1.0, which is based on chips. And then there was 2.0 which is based on personal computers. And then there's 3.0 which is based on the internet. I think 4.0 is going to be all about intelligence.

Intelligence in every device. Intelligence through the network. Because computing is going to be so cheap and so powerful, it will be everywhere. It won't just be the network. It will be the light bulb, the TV, the speaker, the microphone. Everything, there will be intelligence. Everything will have an IP address. Every device, all will be wireless. It's going to really be cool. It's going to really be cool.

So you should plan for a world where this is true. So the first thing is, Silicon Valley 4.0 will not be about fixing Silicon Valley 3.0. In other words, it's not going to say, "Oh, today's problem is security. So let's fix security. That will be 4.0." It isn't going to be about that. It's not going to be about improving this Silicon Valley. It's going to be an order of magnitude. It's the next curve. So think next curve. Don't think this curve, OK? Second point.

It's going to be a quantum leaping ubiquity, i.e. finally everything will have this intelligence in it. Everything. Everything. The toilet is going to have a chip in it, OK? And the toilet is going to send your doctor an email that says, "You've got prostate cancer," OK? So think of that, OK? Quantum leaping ubiquity. Third thing is, bandwidth will be infinite and free. This doesn't say a lot of good things for ISP models, but I basically think it's going to approach pretty much infinite bandwidth, pretty much free. Now 'free' may be \$40 a month or \$20 a month. I mean, it might not literally be free, but effectively it's free. So bandwidth is not going to be the problem.

Fourth characteristic is the whole world will be wireless. There is no reason to lay wire anymore, all right? Ultra-wideband will be a reality. No more wire, no more problems. I live in Atherton, which is a backward part of Northern California, and I live 18,000 and one foot away from the central office of SBC/Pacbell, so I can't get DSL. I don't understand. I live in Atherton, California and I cannot get DSL. And my neighbors cannot get AT&T cable because AT&T doesn't want to open up any new customers. So if you live in Atherton, you cannot get a fast connection today. Which is truly amazing. There are people in the

middle of Africa who have faster connections than we do.

It is truly amazing. I just don't understand it. I am oppressed. The fifth point is that everything will always be on. You're not going to boot stuff up anymore. Booting stuff up is tired. It's not wired. It's tired, OK? Always on. Sixth thing is, you will always be connected. You're not going to have sessions.

You will always be connected. Seventh thing is, as I said, every device will have an IP address. Everything will be addressable. There will be Coke machines with an IP address. That Coke machine will be tied to an intelligent database. That intelligent database will say, "Hmm, I'm on the 18th hole of a golf course. It is 101 degrees today. Guess what? Cokes are now \$5." "And we'll charge you through your cell phone." OK? Eighth thing is, the network and the intelligence will be self-healing. This is something you guys should work on, to make a self-healing computer and a self-healing network. Because, man, it is too hard right now to heal this stuff.

This is a big idea. I hope one of you pulls it off. I hope we invest in you before you pull it off, too. The ninth thing is that I don't think you can go with existing storage and search architecture. Because when we have all these devices, when there are 25-cent chips in every package of cereal, when there's all that data flowing, it's going to take a whole new way to look at searching and indexing. And this is the logical place for that to be invented, too. And the tenth thing is, the network is going to contain all the knowledge. It's not going to be on a hard disk. If I lose this computer, I am really hosed. It's got everything.

It's got my life on this computer. It shouldn't be like that, you know? When you lose your cell phone, well, maybe you lose your phone numbers in there, but generally, I lose a cell phone every three months and I have a side license with the AT&Tstore. I mean, basically, it shouldn't be that all the intelligence is in your device. It should be in the network and accessible. So that's kind of 10 ways to look at Silicon Valley 4.0. And if you look at that, then you should build your companies to that. Assume wireless. Assume infinite--