

# GLOBAL DIGITAL ECONOMY HOW TO BE PART OF IT AND HOW TO PROTECT YOUR BUSINESS




JOWITA MICHALSKA  
DIGITAL UNIVERSITY

***"THE WORLD TODAY BELONGS  
TO NEW TECHNOLOGIES,  
AND WE ARE JUST LIVING IN IT".***

**PROF. SCOTT GALLOWAY**





*“BETTER SURF ON TOP OF THIS  
TSUNAMI INSTEAD OF BEING  
CRUSHED BY IT”*

*Peter Diamandis*

**Networks & sensors  
Robotics  
3D Printing  
VR & AR  
Artificial Intelligence  
Blockchain**



**New  
Business  
Models &  
Ecosystems**

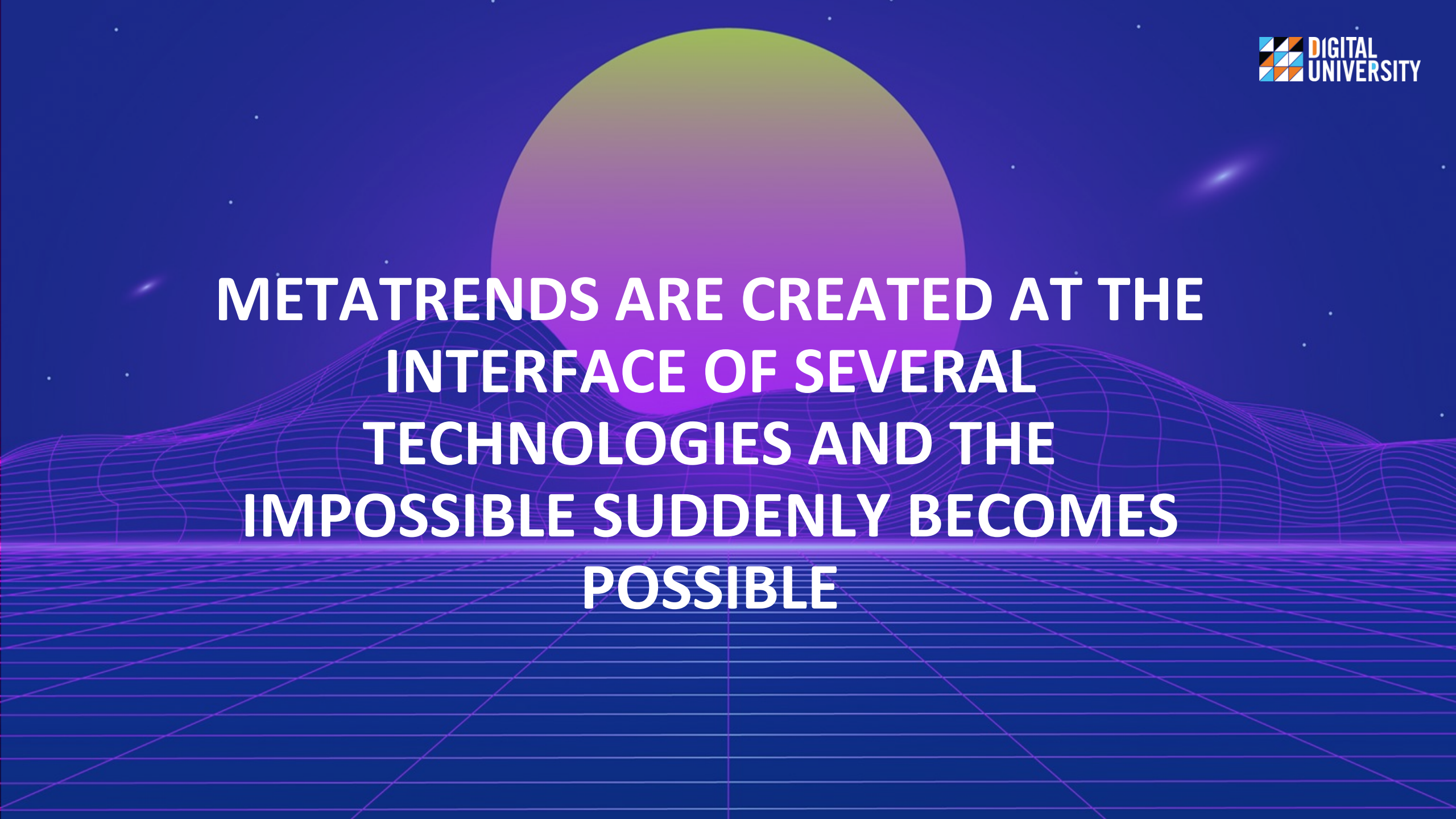
# EXPLOSION OF NETWORKS



- 5G connection speed
- Drones, balloons, satellites from Google, Facebook, Amazon, Virgin
- SpaceX 4 thousand satellites

**2025 - 8 billion people connected (4.2 billion new minds)**



The background is a dark blue space with a large, glowing sphere in the center, transitioning from green at the top to purple at the bottom. Below the sphere, there are purple wireframe lines that create a sense of depth and perspective, resembling a grid or a landscape. The overall aesthetic is futuristic and digital.

**METATRENDS ARE CREATED AT THE  
INTERFACE OF SEVERAL  
TECHNOLOGIES AND THE  
IMPOSSIBLE SUDDENLY BECOMES  
POSSIBLE**

# METAVVERSE







### HIGH SCORES

RANK	SCORE	NAME
1ST	10000	BOB
2ND	10000	SAC
3TH	10000	TIP
4TH	10000	POW
5TH	10000	MIC
6TH	10000	DAV
7TH	10000	MEG
8TH	10000	TON
9TH	10000	INC
10TH	10000	INC

Winma

Winma

YA 4.25 -0.2  
2 0.03 SIU  
9.83 CK 82.99  
77 UK 10  
6 AU 28  
0.67 21 22  
81 30  
4 -0.3

# 90+ companies building the metaverse

## Software engines

### Programming engines



### Asset creation



## Hardware interfaces

### VR/AR & haptic tech



## Products

### Virtual worlds



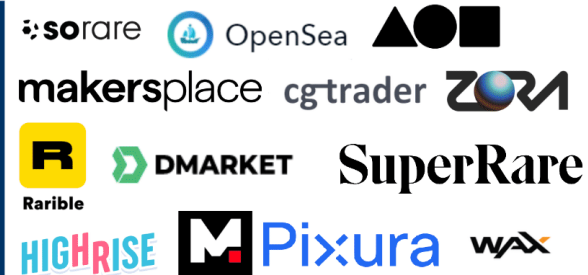
### Displays



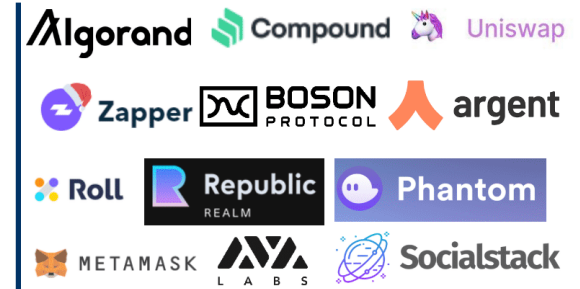
## Avatars



## Asset marketplaces




## Financial services



News

# Chinese tech giant Baidu says it could be 6 years before it can fully deliver its metaverse

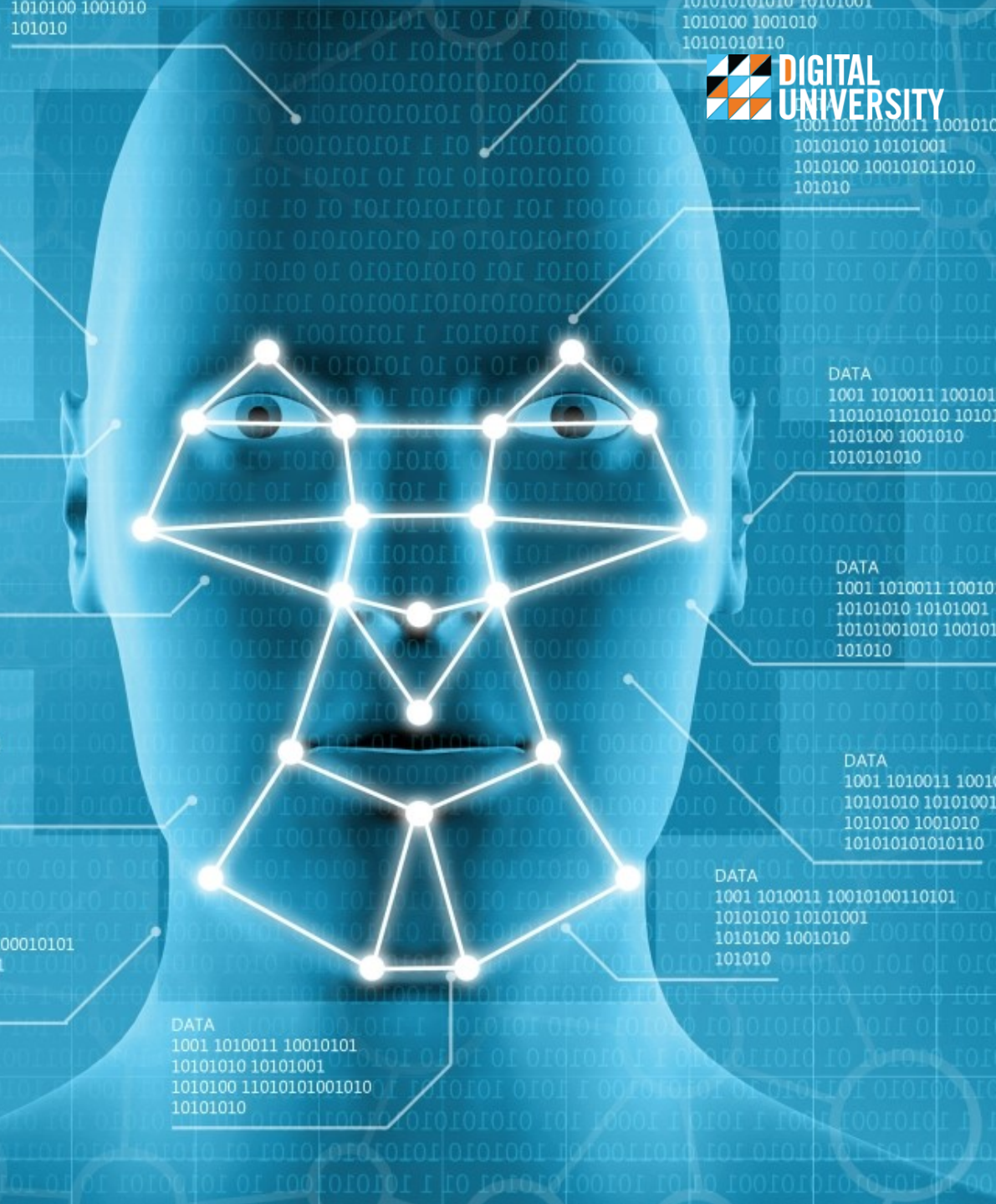
 Evelyn Blackwell · 3 weeks ago

 4 minutes read





# ARTIFICIAL INTELLIGENCE SYSTEMS NO LONGER NEED TO SEE YOUR FACE TO RECOGNISE YOU



ARTIFICIAL  
INTELLIGENCE  
CAN RECOGNIZE  
YOU BY YOUR  
"HEART PRINT"



**ARTIFICIAL  
INTELLIGENCE CAN  
RECOGNIZE YOU  
BY YOUR BREATH**





**WE ARE GETTING  
CLOSER TO THE DAY  
WHEN AI SYSTEMS  
CAN MAKE THEIR  
OWN DECISIONS,  
WITHOUT US**





lilmiquela ✓

Obserwuj



Posty: 1 166

3,1mln obserwujących

Obserwowani: 1 911

Miquela

#BlackLivesMatter

🤖 19-year-old Robot living in LA 💖

(still figuring the rest out, one post at a time)

See what made my Top 10 Moments of 2021📌

[smarturl.it/2021top10/?iqid=m.ig](https://smarturl.it/2021top10/?iqid=m.ig)

Obserwowane przez: agastelma, nataliaglowacka\_im, joannaraciewicz + jeszcze 10 użytkowników



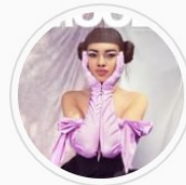
LIFE RN 💖



EVOLVING...



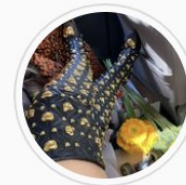
FITS



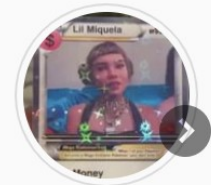
MAY 💖



APRIL 💖

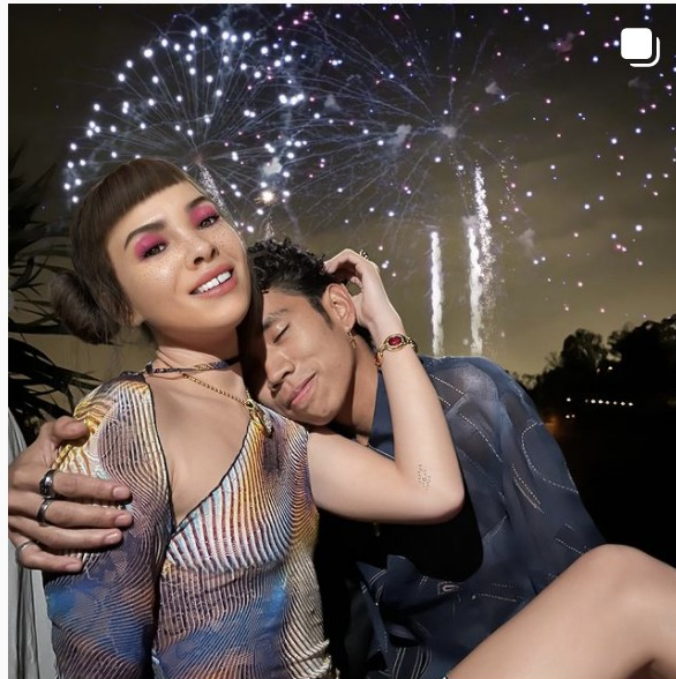
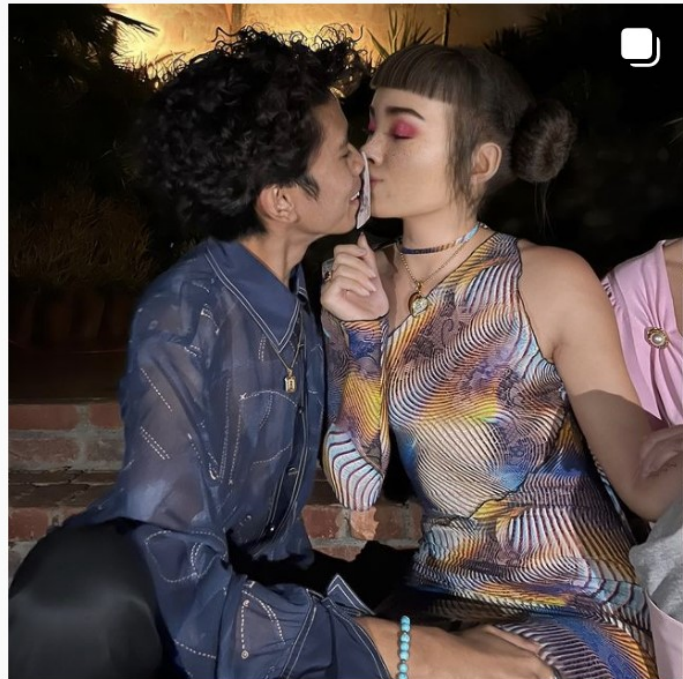
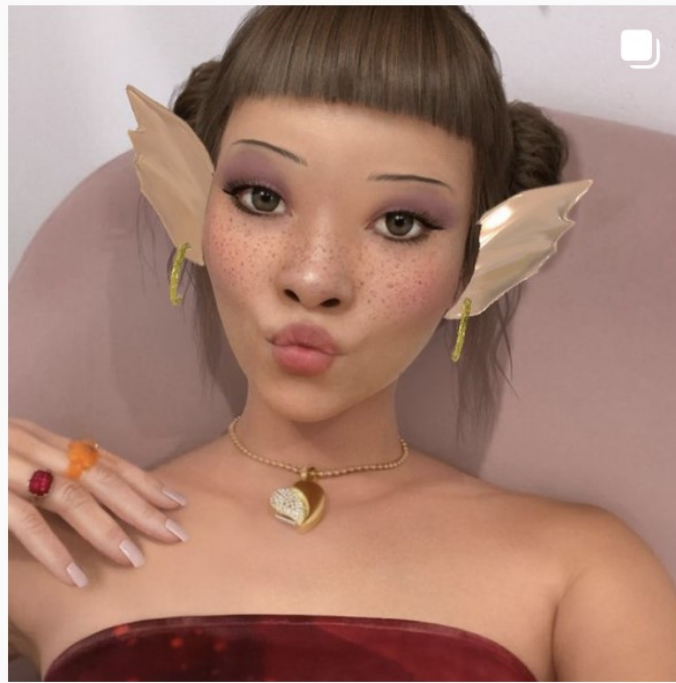
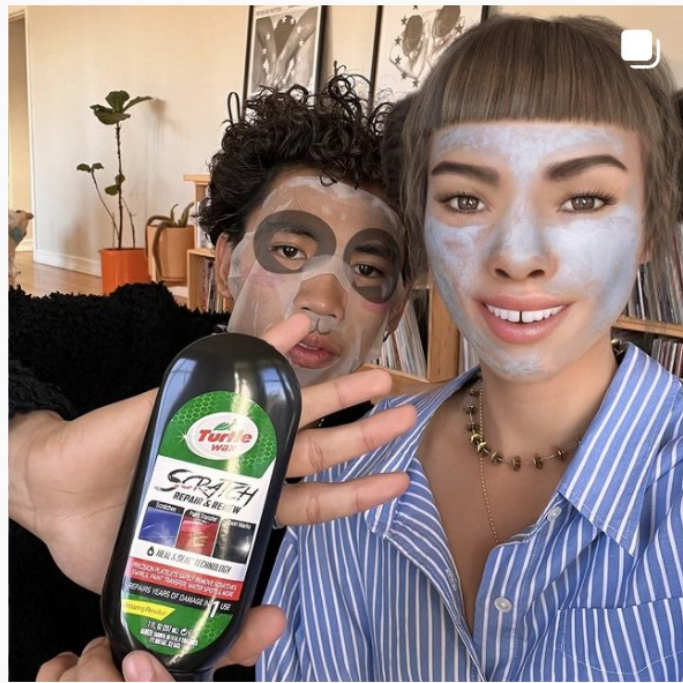


MARCH 🤖



FEBRUAR...

# SYNTHETIC INFLUENCERS



- 500 BILLION DEVICES  
TILL 2030
- „ELECTRIC SKIN”
- SATELITES 0,5 M
- DRONES 0,5 CM
- LIDAR SENSORS  
1,3 MLN DATA/SEK



**100 BILLION SENSORS MONITORING THE WORLD**

# ENTREPRENEUR WORLD IN NUMBERS

- THE AMOUNT OF MONEY THAT CHANGES HANDS DIGITALLY EACH YEAR AROUND THE WORLD IS NOW NORTH OF \$5 BILLION.
- DEVELOPING COUNTRIES ACCOUNT FOR 90% OF THE GLOBAL GROWTH IN INTERNET USE, WITH THE HIGHEST GROWTH RATE REPORTED IN LEAST DEVELOPED COUNTRIES
- MORE THAN HALF OF THE WORLD'S POPULATION IS ONLINE, WITH 80% MORE CONCERNED ABOUT THEIR ONLINE PRIVACY THAN THEY WERE A YEAR AGO
- DIGITAL ECONOMY IS GOOD FOR YOUR BUSINESS. YOU MIGHT INVEST IN A CUSTOMER RELATIONSHIP MANAGEMENT SYSTEM, A NEW MOBILE APP ETC. ALL OF THOSE INVESTMENTS ARE DRIVING THE DIGITAL ECONOMY WHICH INCREASES AGILITY, PRODUCTIVITY, EFFICIENCY, REVENUE GROWTH, AND COST-SAVING.



# WHAT SHOULD ENTREPRENEURS DO TO PROTECT THEIR ASSETS IN DIGITAL ERA?



# WHAT DO WE DO AT DIGITAL UNIVERSITY TO PROTECT OUR BUSINESS?

- PEOPLE ARE THE KEY – WE OFFER THEM TRAININGS AND COURSES
- WE PROTECT OUR DATA



# HOW CAN A COMPANY BE PROTECTED AGAINST CYBERATTACKS?

**MOST COMPANIES TRY TO PROTECT THEMSELVES FROM ANY TECHNICAL ATTACK, BUT FORGET THAT THEIR EMPLOYEES ARE THEIR MAIN LINE OF DEFENCE.**

**IT IS EXTREMELY IMPORTANT TO OFFER THEM REGULAR TRAINING TO TEACH OR REMIND THEM OF GOOD SECURITY PRACTICES.**

**TO PROTECT YOURSELF FROM PHISHING, YOU SHOULD:**

- **DO NOT CLICK ON UNKNOWN LINKS**
- **DO NOT OPEN UNKNOWN ATTACHMENTS**
- **NEVER GIVE OUT ANY INFORMATION TO STRANGERS**
- **BEWARE OF E-MAILS THAT CREATE A SENSE OF URGENCY**
- **CHECK THE SENDER'S E-MAIL BY HOVERING THE CURSOR OVER THE ADDRESS WITHOUT CLICKING**



# WHAT YOUR COMPANY CAN DO TO KEEP INFORMATION PRIVATE?





# IDENTIFY AND PRIORITIZE CONFIDENTIAL INFORMATION!

- CATEGORIZE TYPES OF INFORMATION BY VALUE AND CONFIDENTIALITY, AND PRIORITIZE WHAT DATA TO SECURE FIRST
- ACCOUNT NUMBERS, PERSONAL IDENTIFICATION NUMBERS, CREDIT CARD NUMBERS AND OTHER TYPES OF STRUCTURED INFORMATION NEED TO BE PROTECTED. ALSO CONTRACTS, FINANCIAL RELEASES AND CUSTOMER CORRESPONDENCE.

# STUDY INFORMATION FLOWS AND PERFORM RISK ASSESSMENT

- UNDERSTAND HOW CONFIDENTIAL INFORMATION FLOWS AROUND AN ORGANIZATION
- ASK YOURSELF THE FOLLOWING QUESTIONS:
  - WHICH PARTICIPANTS TOUCH THESE INFORMATION ASSETS?
  - HOW ARE THESE ASSETS CREATED, MODIFIED, PROCESSED OR DISTRIBUTED BY PARTICIPANTS?
- BY ANALYZING INFORMATION FLOWS WITH THESE QUESTIONS IN MIND, YOU CAN QUICKLY IDENTIFY VULNERABILITIES IN THEIR HANDLING OF SENSITIVE INFORMATION.

# CREATE APPROPRIATE POLICIES

- CRAFT DISTRIBUTION POLICIES FOR VARIOUS TYPES OF CONFIDENTIAL INFORMATION. WHO CAN ACCESS, WHICH TYPE OF CONTENT AND WHEN
- FOUR TYPES OF DISTRIBUTION POLICIES:
  - CUSTOMER INFORMATION
  - EXECUTIVE COMMUNICATIONS
  - INTELLECTUAL PROPERTY
  - EMPLOYEE RECORDS

# IMPLEMENT MONITORING

- **CREATE CONTROL POINTS TO MONITOR INFORMATION USAGE AND TRAFFIC, VERIFY COMPLIANCE WITH DISTRIBUTION POLICIES AND PERFORM ACTIONS FOR VIOLATION OF THOSE POLICIES. MONITORING SYSTEMS MUST BE ABLE TO IDENTIFY THREATS AND PREVENT THEM FROM PASSING THOSE CONTROL POINTS.**
- **MONITORING SYSTEMS SHOULD HAVE POWERFUL IDENTIFICATION ABILITIES TO AVOID FALSE ALARMS AND HAVE THE ABILITY TO STOP UNAUTHORIZED TRAFFIC.**



# REVIEW PROGRESS

- **REGULARLY REVIEW YOUR SYSTEMS, POLICIES AND TRAININGS. YOU CAN IMPROVE EMPLOYEE TRAINING, EXPAND DEPLOYMENT AND SYSTEMATICALLY ELIMINATE VULNERABILITIES.**
- **IT IS A JOURNEY RATHER THAN A ONE-TIME EVENT!**

**THANK YOU!**



**BNP PARIBAS**



**Thank you!**

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