MeltingPot2020 arrives in the Americas

After a trailblazing success for over 4 years in India, with editions in Delhi, Hyderabad, Bangalore and subsequently in Dubai, MeltingPot2020 goes international to make its debut in San Francisco on 17th October 2019. The inaugural edition in North America to be held at San Francisco is sponsored by Amazon Web Services (AWS) and will witness conversations around the themes of Tech Trends 4.0, GTM 4.0 and Collaboration 4.0.

MOUNTAIN VIEW, Calif. (PRWEB) October 11, 2019 -- World 4.0 is well and truly here. The observers of industry took notice of it first, perhaps and gave it the name Industry 4.0. However, the implication of World 4.0 is equally telling on every other aspect of life including other groups, organisations, practices, people, and so on.

Computational capabilities of machines, arrival of cyber-physical systems, total penetration of mobile devices at near zero costs, cloud capabilities, are just some of the critical factors that have all come together to cause the transformational deluge 4.0 of most things that affect our lives. This, with further high velocity innovations, is likely to transform transportation, health, food, housing, education and so on.

The avatar 4.0 comes with some attributes that represent the critical success factors for anything 4.0. These attributes are agile, price-performance disruption (10x better), open and flexible, collaborative, on-demand (any-time, any-where), democratised & transparent.

The importance of GTM for any new offering cannot be exaggerated. Notably, this is not limited to the first GTM of a new start-up but to any company of any size and experience. Geography, pricing, customer targeting, languages, voice and many more aspects of strategy are getting dismantled and newer successful discoveries experienced by entrepreneurs and CXOs.

Foretelling the future is a fascinating job and could be downright risky too. However, nothing is riskier than not trying to peer into the future. The best option, of course, is to do it through the eyes of a hundred thought leaders who are all future anchored and deeply immersed in the job of predicting or authoring the future through their research, insight and genius.

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MeltingPot brings thought leaders for an exclusive and guards-down conversation in a closed room every year and in different parts of the world. MeltingPot2020 is the largest open innovation collaboration conference, wherein leaders from corporate, academia, investment community and start-ups come together to explore ways of collaborating in the new emerging paradigm of Industry 4.0.

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MeltingPot2020 is organised by Kestone, a CL Educate company. Kestone is a data driven integrated sales and
marketing organisation. Technology and innovation are at the heart of Kestone. It has its presence with offices in India, US, Singapore and Dubai.
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