

# Neues System

am System

*Der beste Tag im  
derzeitigen Gesundheitssystem  
war gestern.*

im System

# Disrupt



# or be disrupted

Systeme in Zeiten  
der Veränderung.  
In 7 Lessons.

# Markus Petzl

disruptive – beyond your strategy



Zum  
Aufwärmern.



**3 schnelle  
Fragen.**



**#1 Hat Dich  
ChatGPT  
überrascht?**

**JA**

**NEIN**

**#2 Wann wurde  
die erste KI  
programmiert?**

**1956**

**1968**

**1984**

**1999**

**#3 Wann fuhr  
das erste eCar  
über 100km/h?**

**1899**

**1964**

**1992**

**2007**

*The future is already  
here – it's just not  
evenly distributed*

William Gibson



**Dylan Patel**



@dylan522p · 9h



Being in SF is like being in Wuhan right before the pandemic

Something is happening, it's gonna hit everywhere but so few people know it



211



246



3.4K



902K



*Und:  
Knowledge is  
already inside.*

# Lesson #1

Die Zukunft kommt  
also in großen &  
kleinen Schritten.  
Oder ist längst da.

**Weil Zeit ist.  
Noch eine  
Extra-Frage.**

**#4 Wie lange braucht  
eine Innovation bis  
zum Patienten?**

**17 Wochen**

**17 Monate**

**17 Jahre**

**17 Jahre**

2009

2009





2009

2009



Telefax



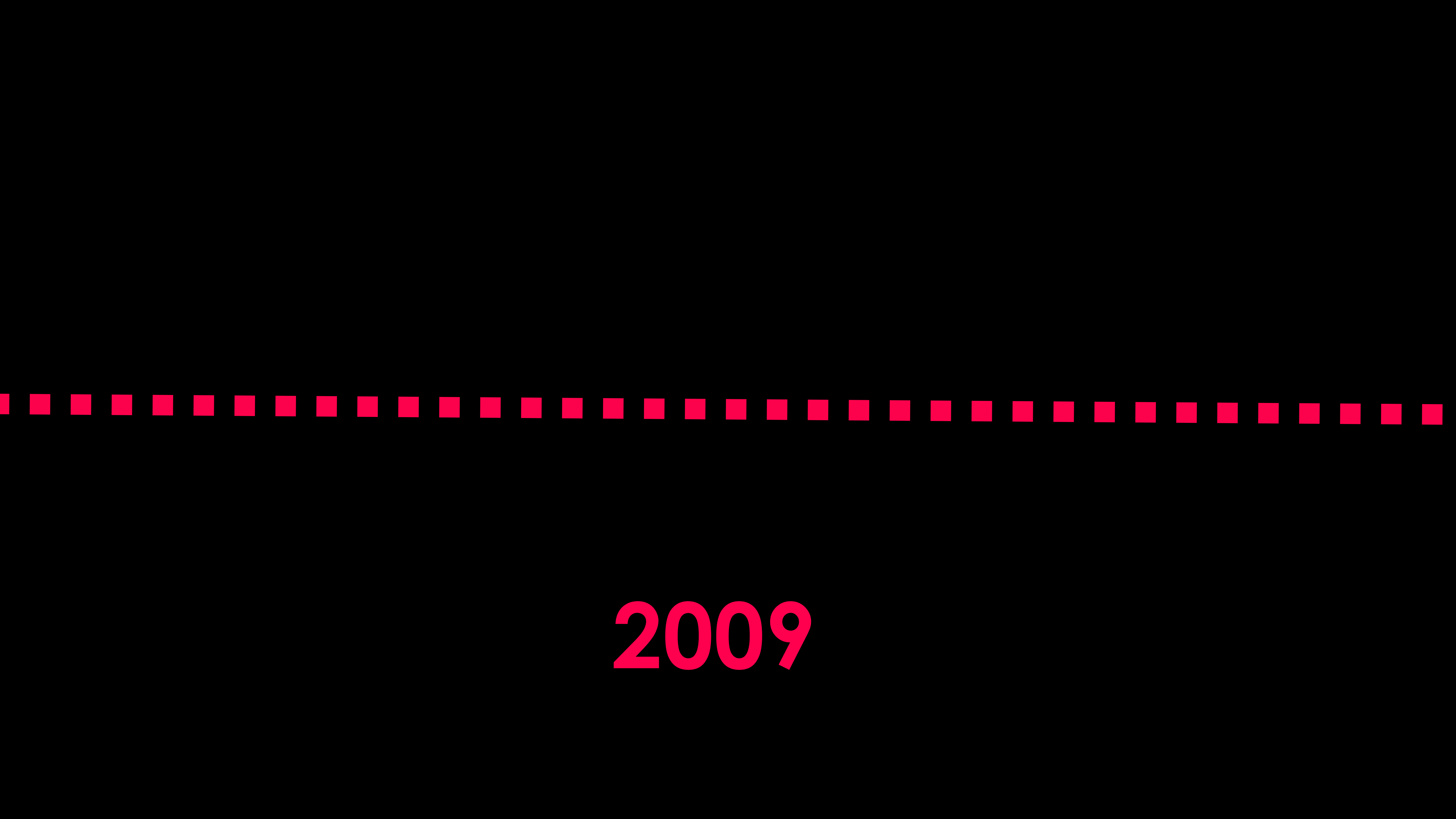
Telephone



Teletext



Telemedizin



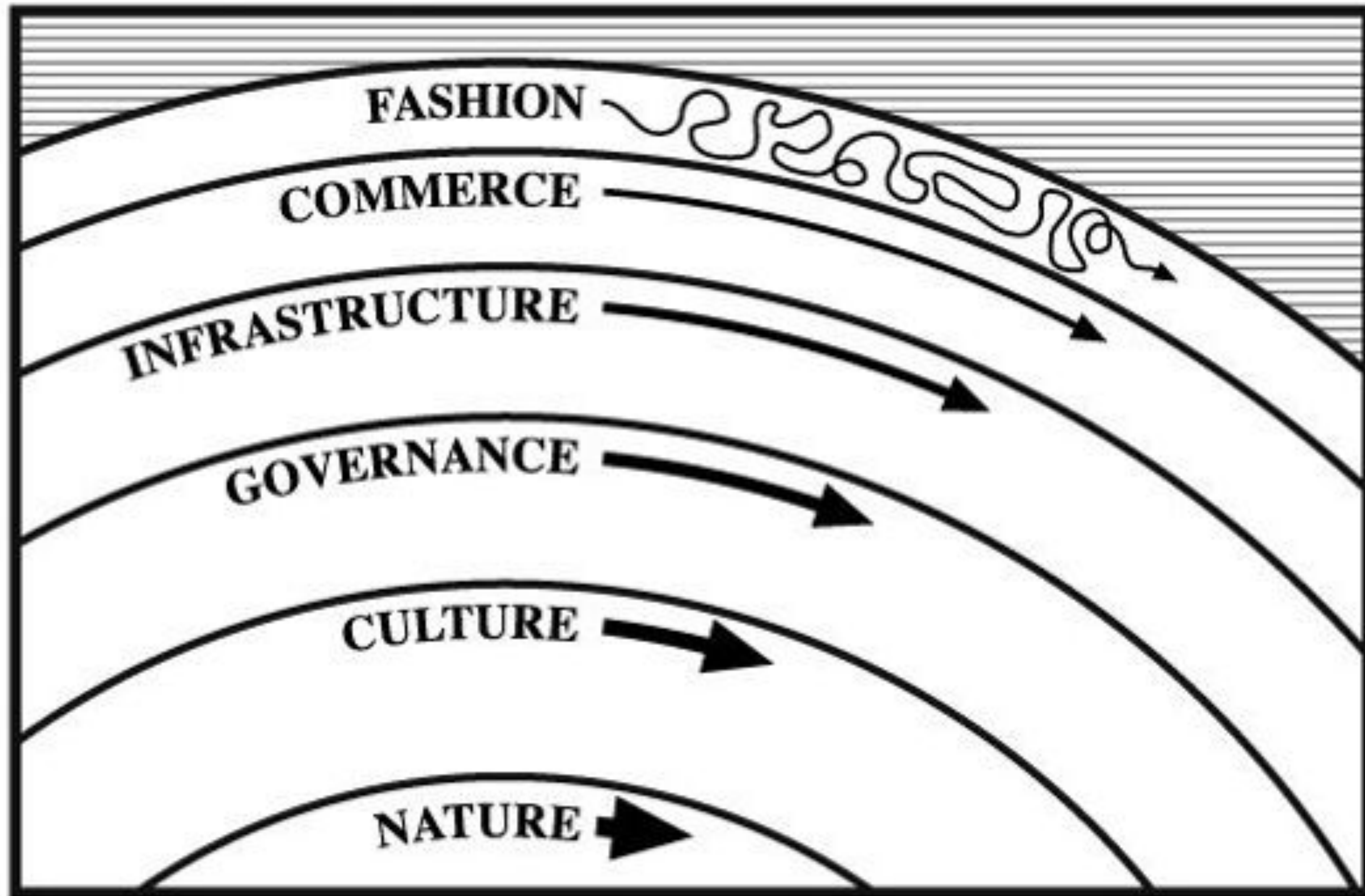
2009



*Lesson #2*

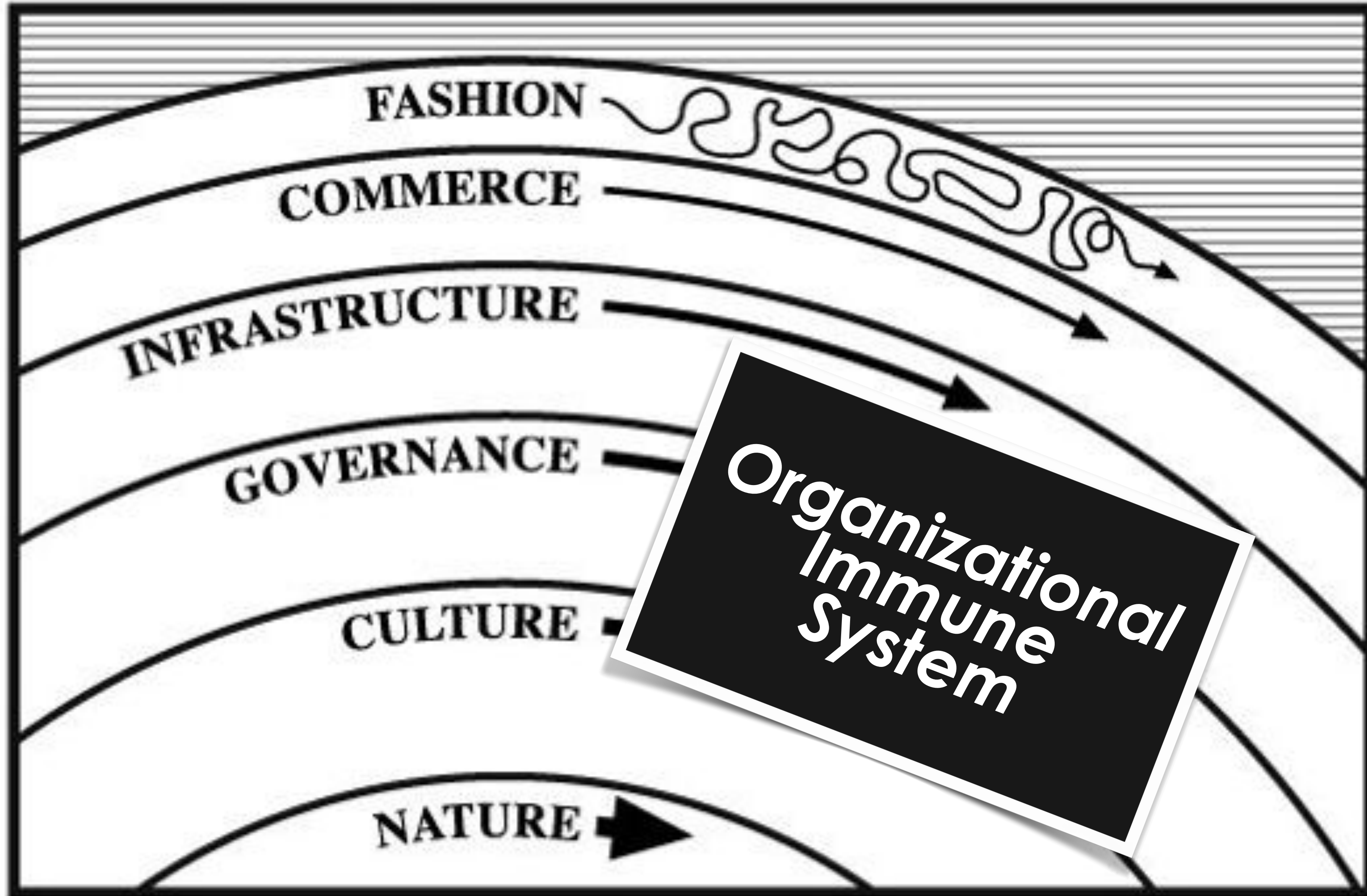
**Disruption ist eine  
Frage der Zeit.**

# Pace Layering



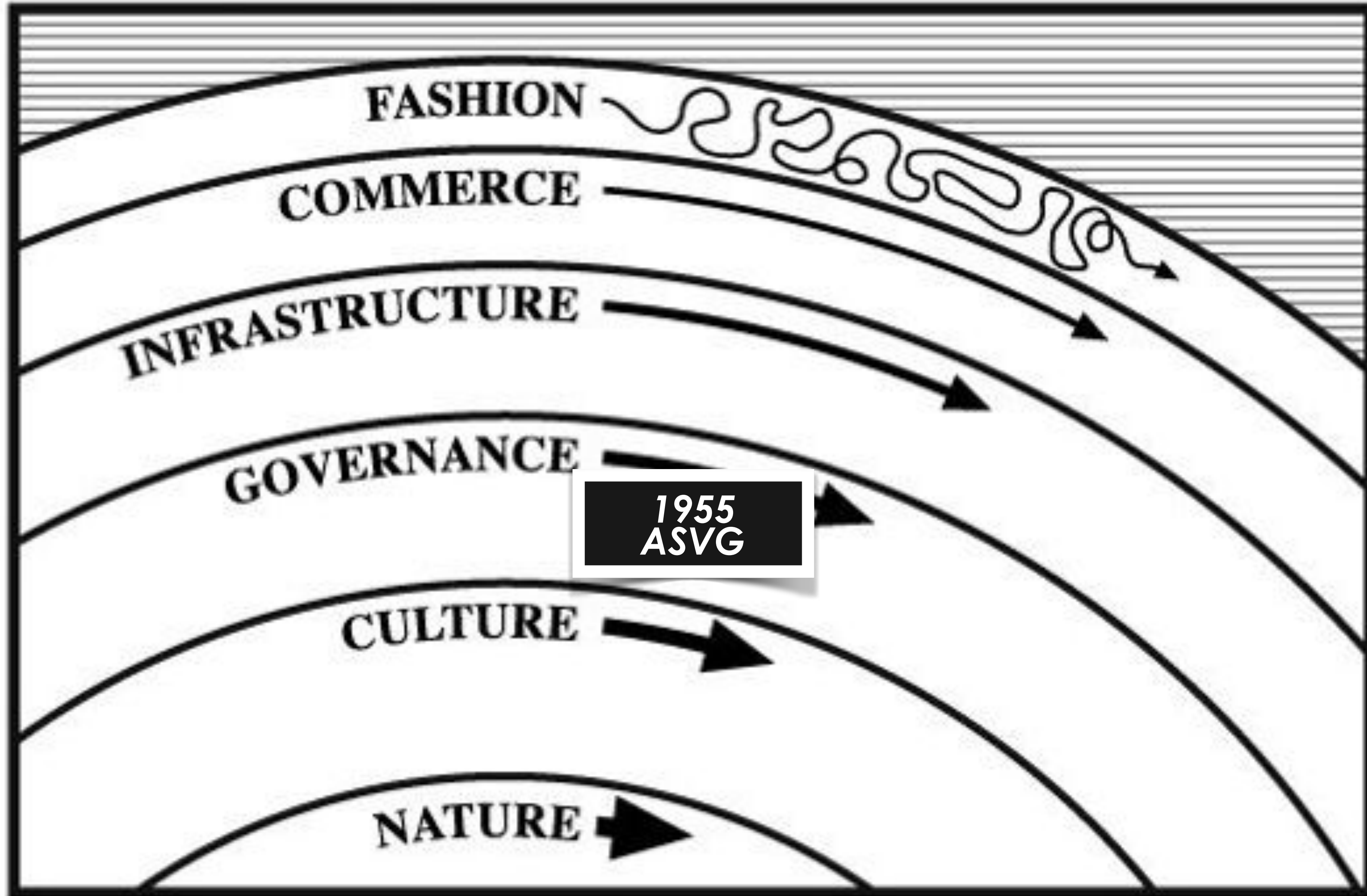
Source: Brand, S., 1999, *The Clock of the Long Now*, p. 37.

# Pace Layering



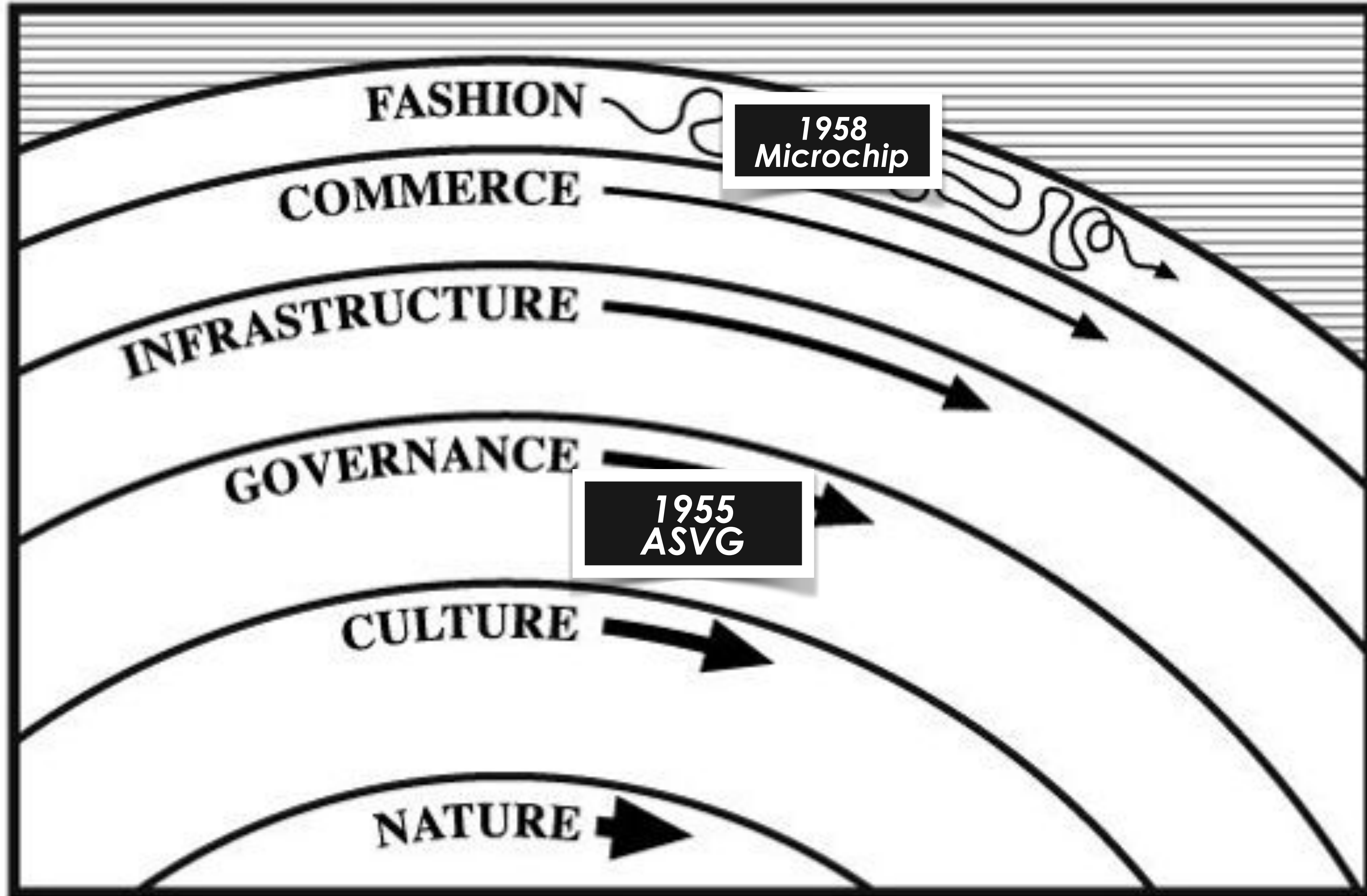
Source: Brand, S., 1999, *The Clock of the Long Now*, p. 37.

# Pace Layering



Source: Brand, S., 1999, *The Clock of the Long Now*, p. 37.

# Pace Layering



Source: Brand, S., 1999, *The Clock of the Long Now*, p. 37.



A scene from Star Trek: The Next Generation showing the bridge crew. Captain Picard is standing in the center, looking concerned. Other crew members are seated at their stations. The text "Wer bist du?" is overlaid in the center.

*Wer bist du?*



*Lesson #3*

**Disruption ist  
nichts Neues.**







**Erkennen Sie die Disruption?**



*Lesson #4*

**Es bewegt  
sich doch.**

**Lust auf drei  
historische Kurven**



**und einen**



**Nobelpreis?**



**THE NOBEL PRIZE**

Nobel Prize & Laureates | About | Stories | Educational | Events & Museums

### Press release

English  
English (aot)  
Swedish  
Swedish (aot)

**KUNGL. VETENSKAPS AKADEMIN**  
ROYAL SWEDISH ACADEMY OF SCIENCES

13 October 2025

The Royal Swedish Academy of Sciences has decided to award the Sveriges Riksbank Prize in Economic Sciences in Memory of Alfred Nobel 2025 to Joel Myrten, Philippe Agnien and Peter Howitt.

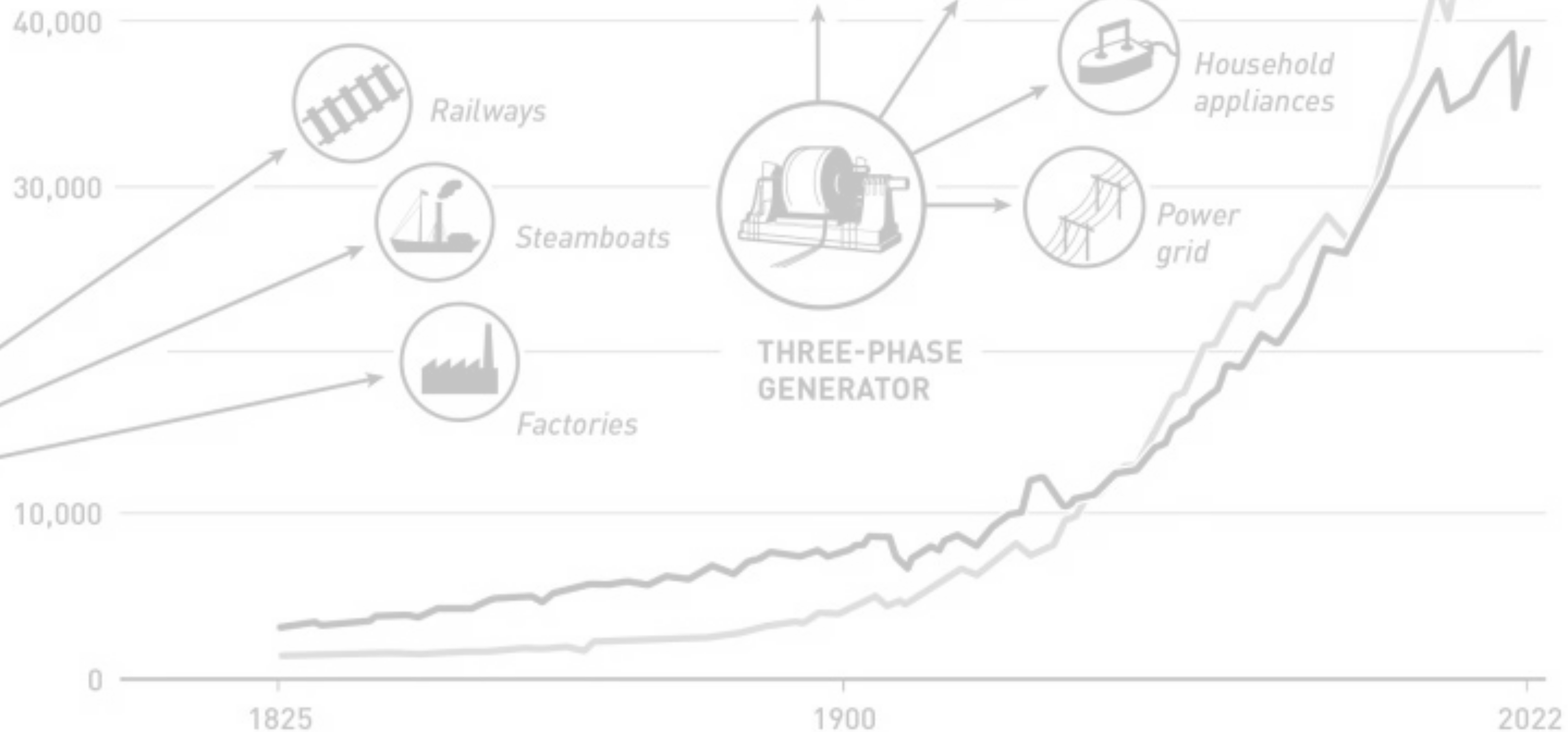
*"for having explained innovation-driven economic growth"*

with one half to

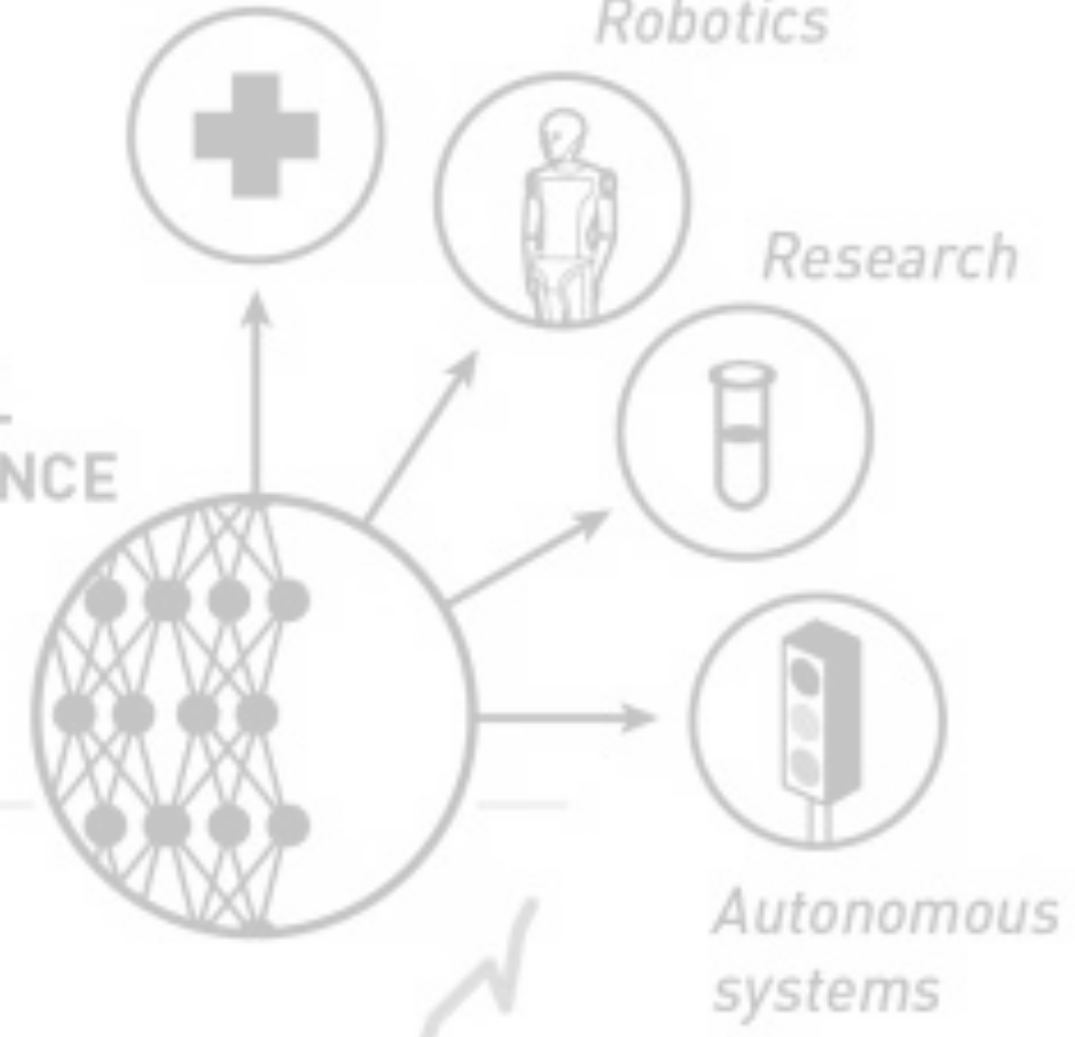
### STEAM ENGINE



1712



### ARTIFICIAL INTELLIGENCE



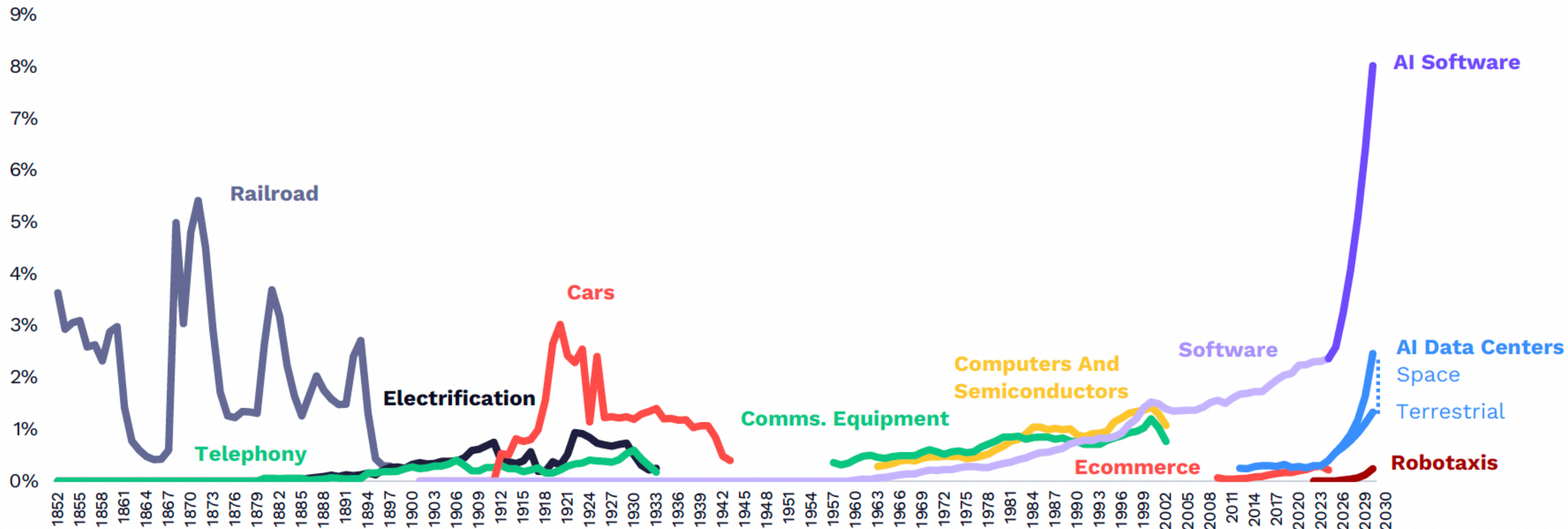




# The World Is Entering An Unprecedented Technology Investment Cycle

## Select Historical Technological Investment Waves

Capital Expenditures As Percent Of GDP



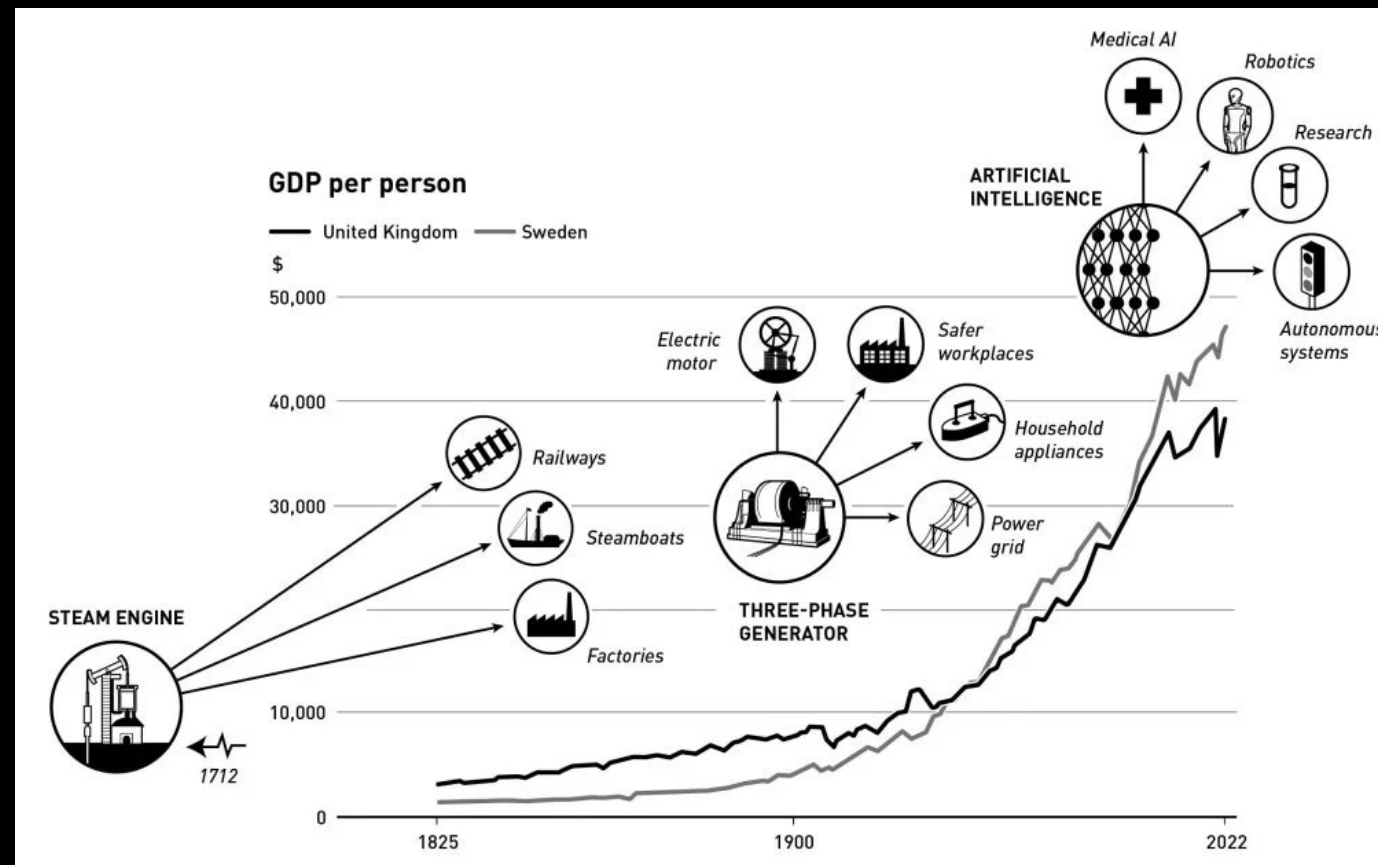
Note: All Historical lines are US fixed asset annual gross investment as percent of US GDP and derived from the NIPA tables. "Ecommerce" signifies warehouse investments. Data center and Robotaxi are percent of global consensus global GDP derived from the IMF as of 12/31/2025. Space data center opportunity derived from SpaceX public statements. Historical investment cycle investment dollars are sourced from ARK Investment Management LLC, 2026, based on data from Ulmer 1960, International Monetary Fund 2025, and National Bureau of Economic Research 1958. In addition to those sources, certain information presented may be the result of ARK's internal analyses, which draw on various additional sources of information. For informational purposes only and should not be considered investment advice or a recommendation to buy, sell, or hold any particular security. Past performance is not indicative of future results. Forecasts are inherently limited and cannot be relied upon.

# THE GREAT PROGRESSION

## 2025-2050

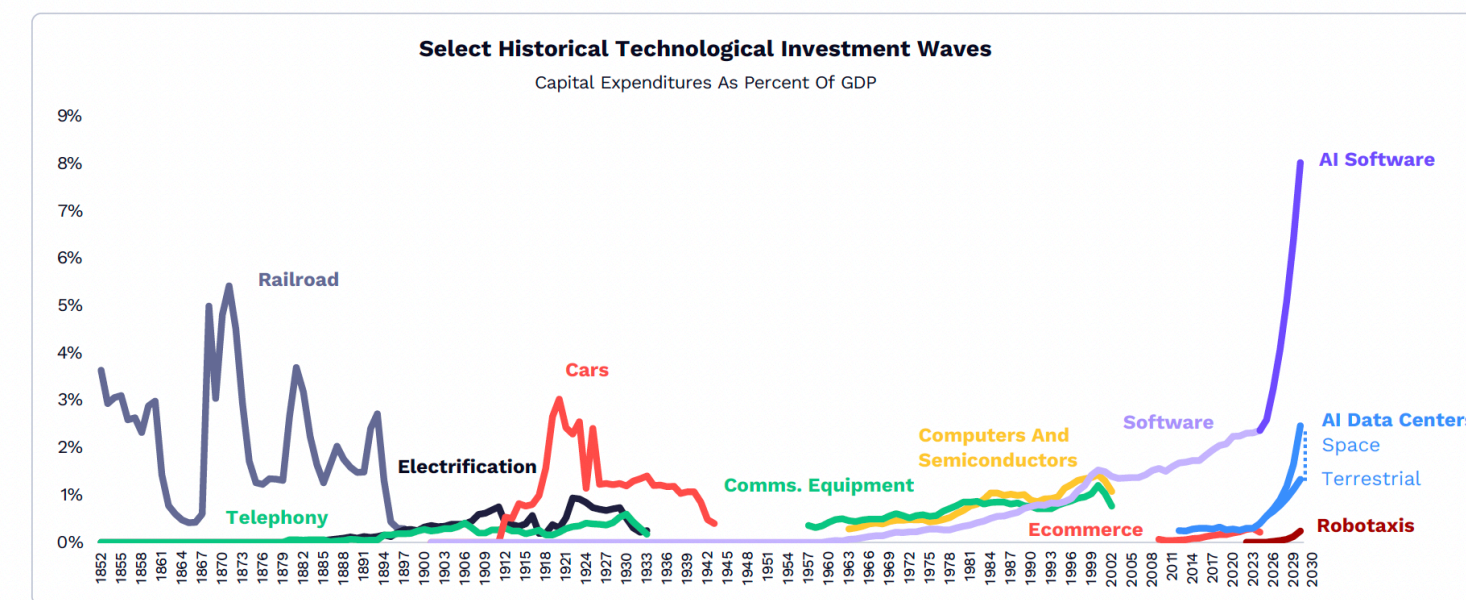


# Once in a Lifetime.



8 ARK Big Ideas 2026: The Great Acceleration

## The World Is Entering An Unprecedented Technology Investment Cycle



Note: All historical lines are US fixed asset annual gross investment as percent of US GDP and derived from the NIPA tables. "Ecommerce" signifies warehouse investments. Data center and Robotaxi are percent of global consensus global GDP derived from the IMF as of 12/31/2025. Space data center opportunity derived from SpaceX public statements. Historical investment cycle investment dollars are sourced from ARK Investment Management LLC, 2026, based on data from Ulmer 1960, International Monetary Fund 2025, and National Bureau of Economic Research 1958. In addition to those sources, certain information presented may be the result of ARK's internal analyses, which draw on various additional sources of information. For informational purposes only and should not be considered investment advice or a recommendation to buy, sell, or hold any particular security. Past performance is not indicative of future results. Forecasts are inherently limited and cannot be relied upon.

## THE GREAT PROGRESSION 2025-2050



# *Lesson #5*

**Es könnte  
schnell gehen.**





30 Linear Steps



30 Exponential Steps



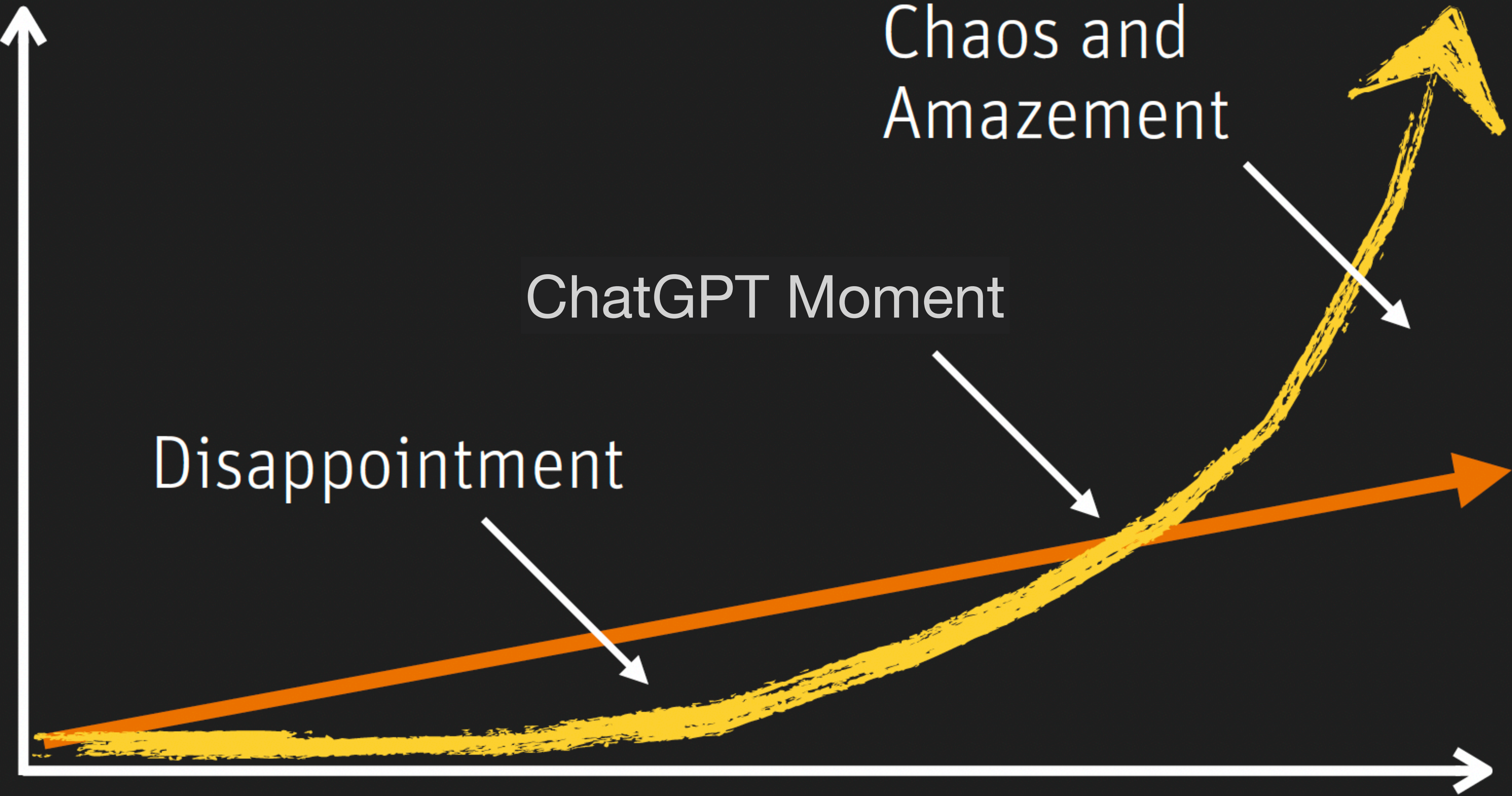
30 Linear Steps

30 Meters



30 Exponential Steps

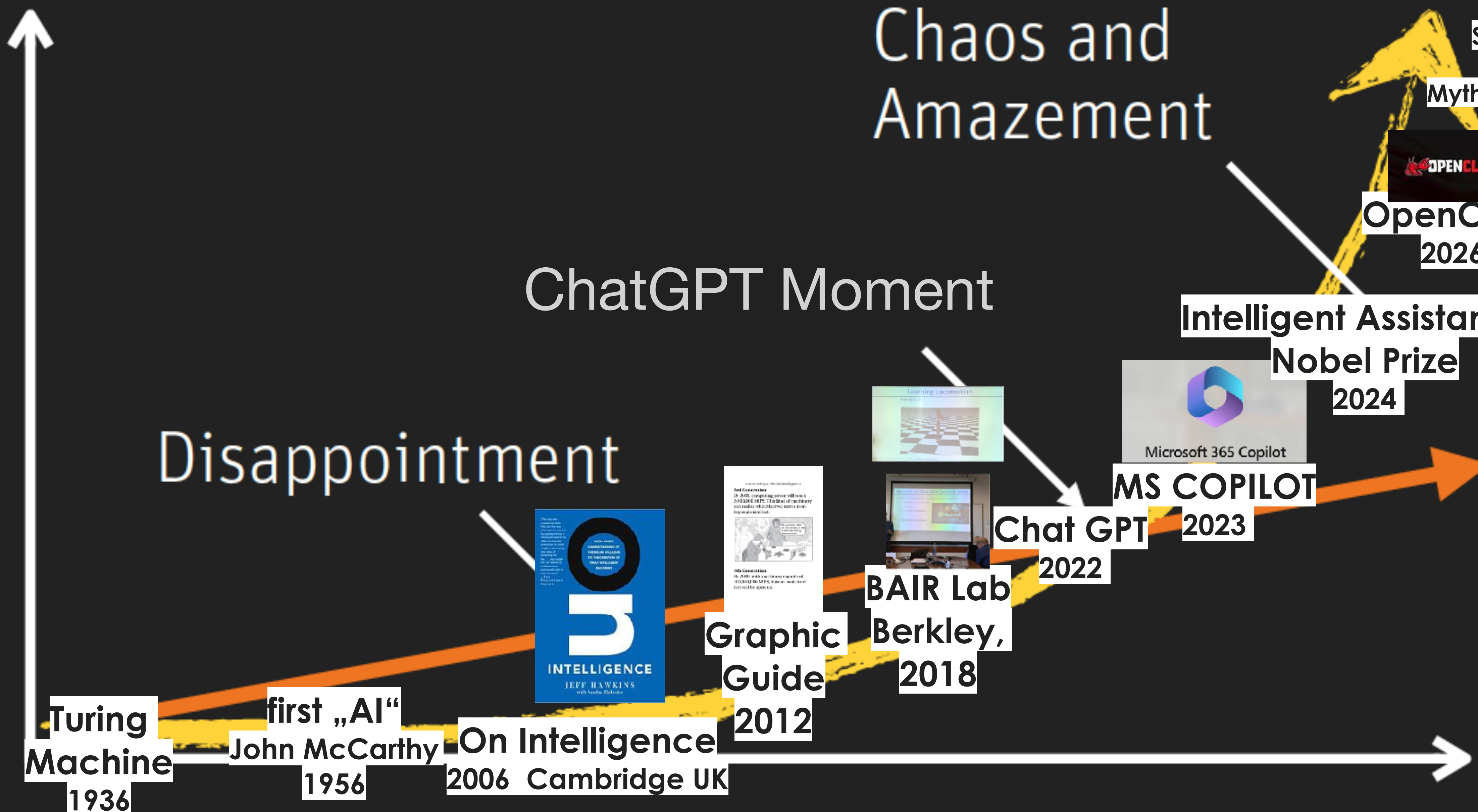
25 x 



Disappointment

ChatGPT Moment

Chaos and Amazement



Chaos and Amazement

ChatGPT Moment

Disappointment

Intelligent Assistants & Nobel Prize 2024

AGI/ASI

SRC

Mythos

OpenClaw 2026

MS COPILOT

Chat GPT 2022

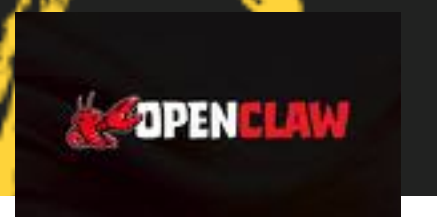
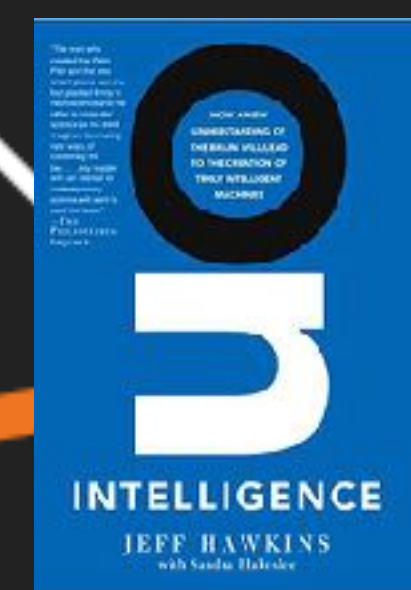
BAIR Lab Berkley, 2018

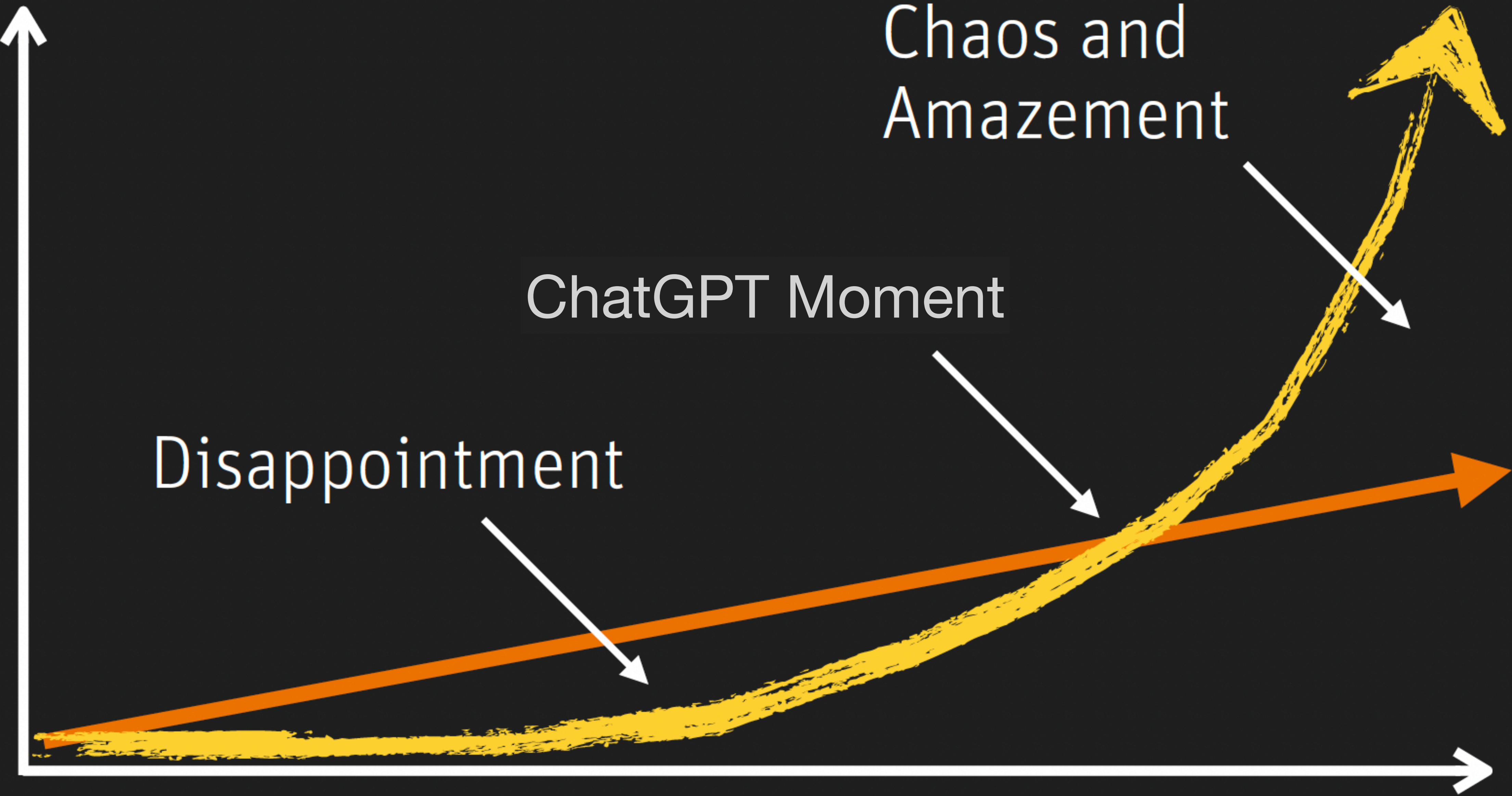
Graphic Guide 2012

On Intelligence 2006 Cambridge UK

first „AI“ John McCarthy 1956

Turing Machine 1936

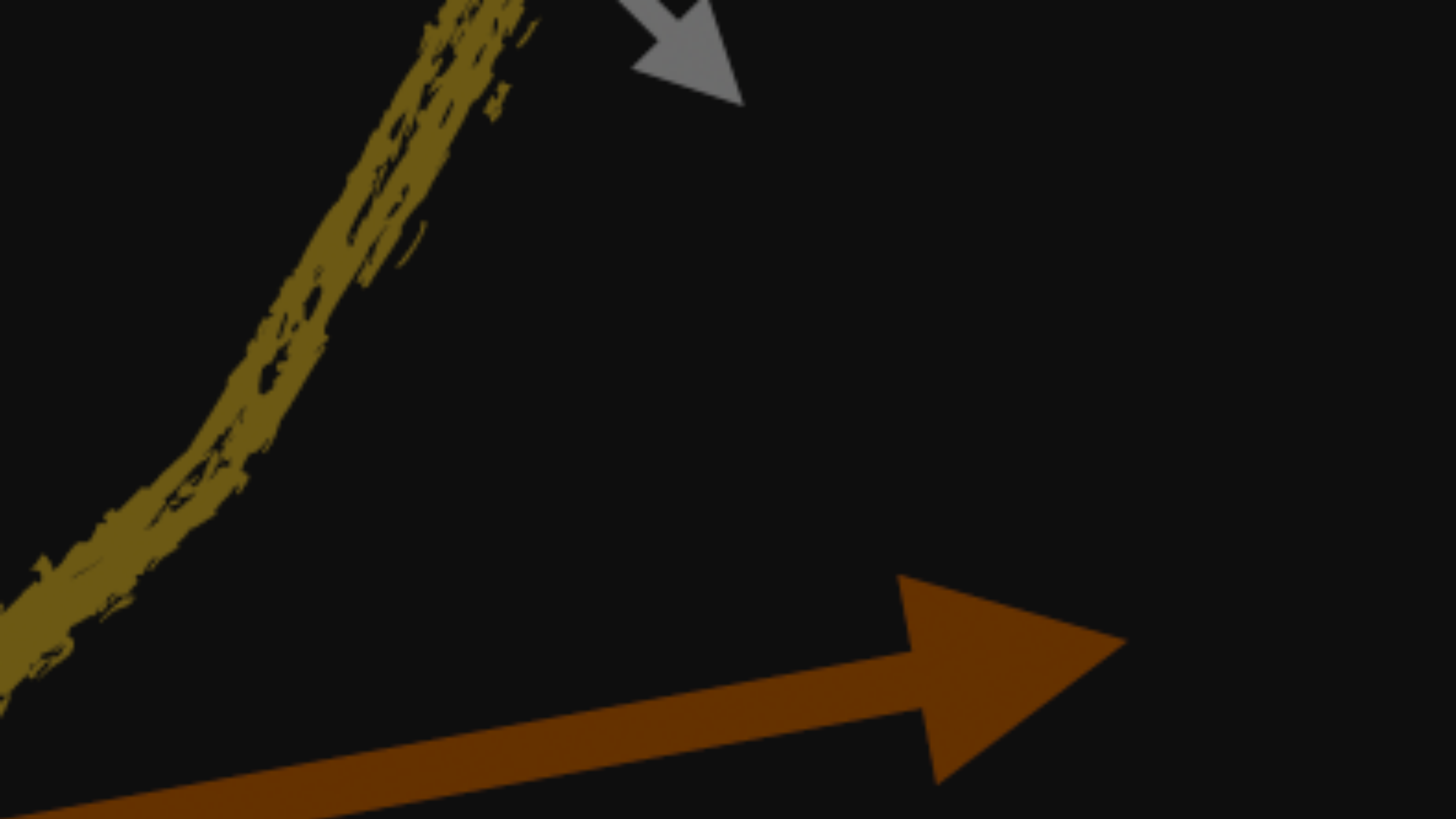


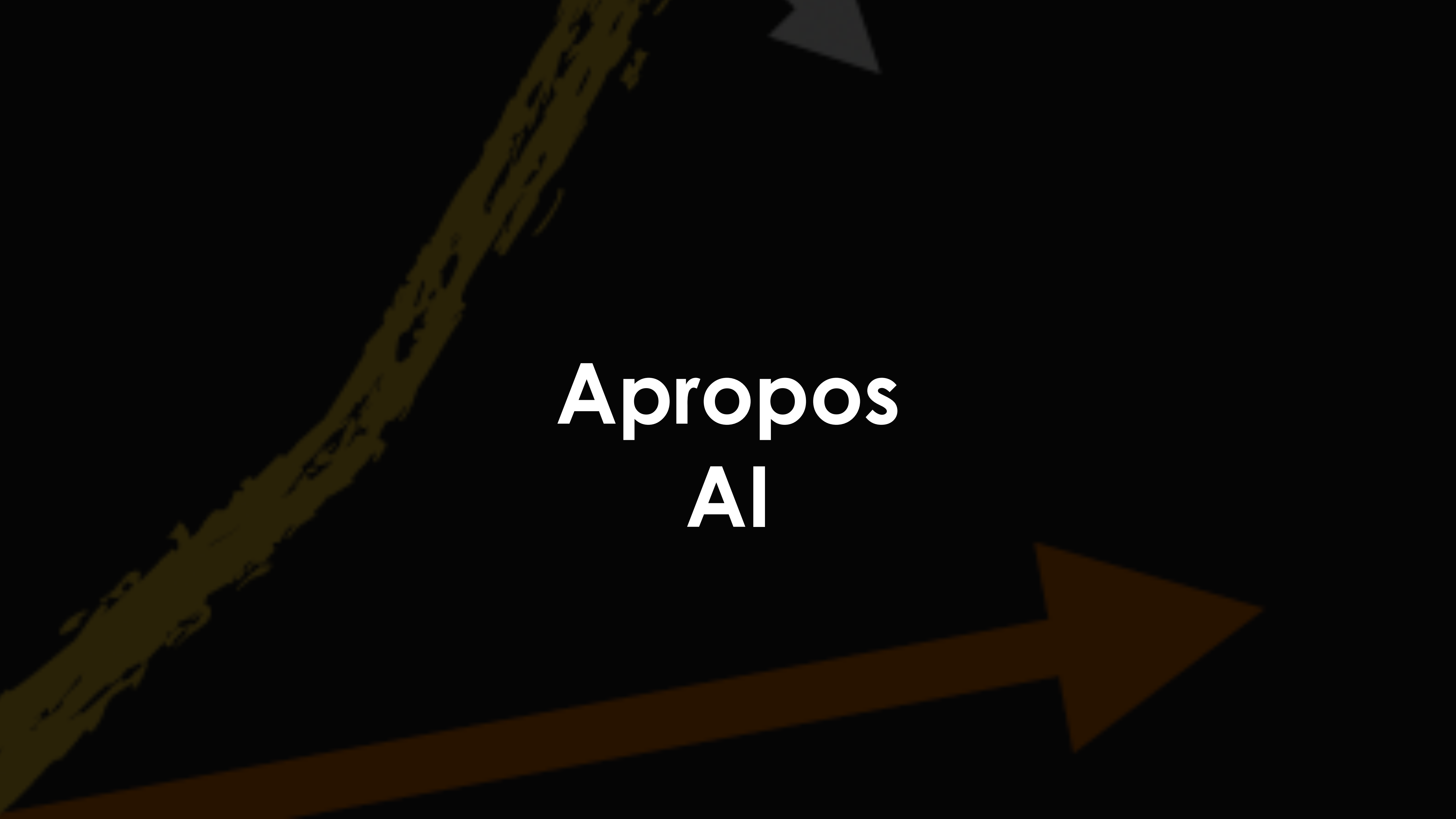


Disappointment

ChatGPT Moment

Chaos and  
Amazement






# Apropos AI

Everything

x

**AI**

***Multi Purpose Technology***

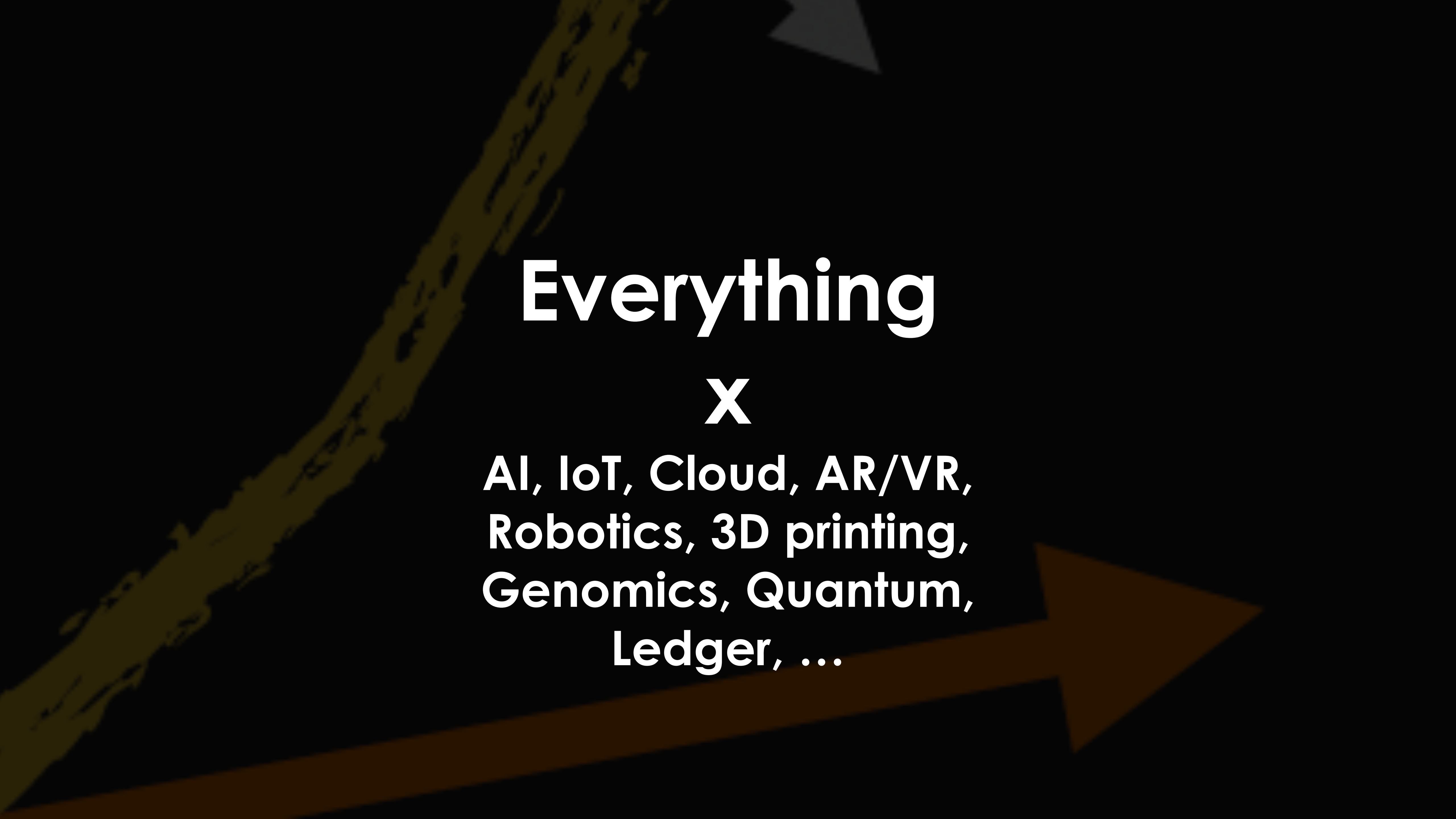
The background is dark with abstract, painterly strokes in shades of olive green and brown. A large, dark brown arrow points from the bottom left towards the top right. Another smaller, grey arrow points from the top left towards the bottom right.

**Everything**

**X**

**AI**

*Multi Purpose Technology*



# Everything

X

AI, IoT, Cloud, AR/VR,  
Robotics, 3D printing,  
Genomics, Quantum,  
Ledger, ...

*Al ist wie die Elektrifizierung der Welt.*



**25 Kerzen  
4 Volt**

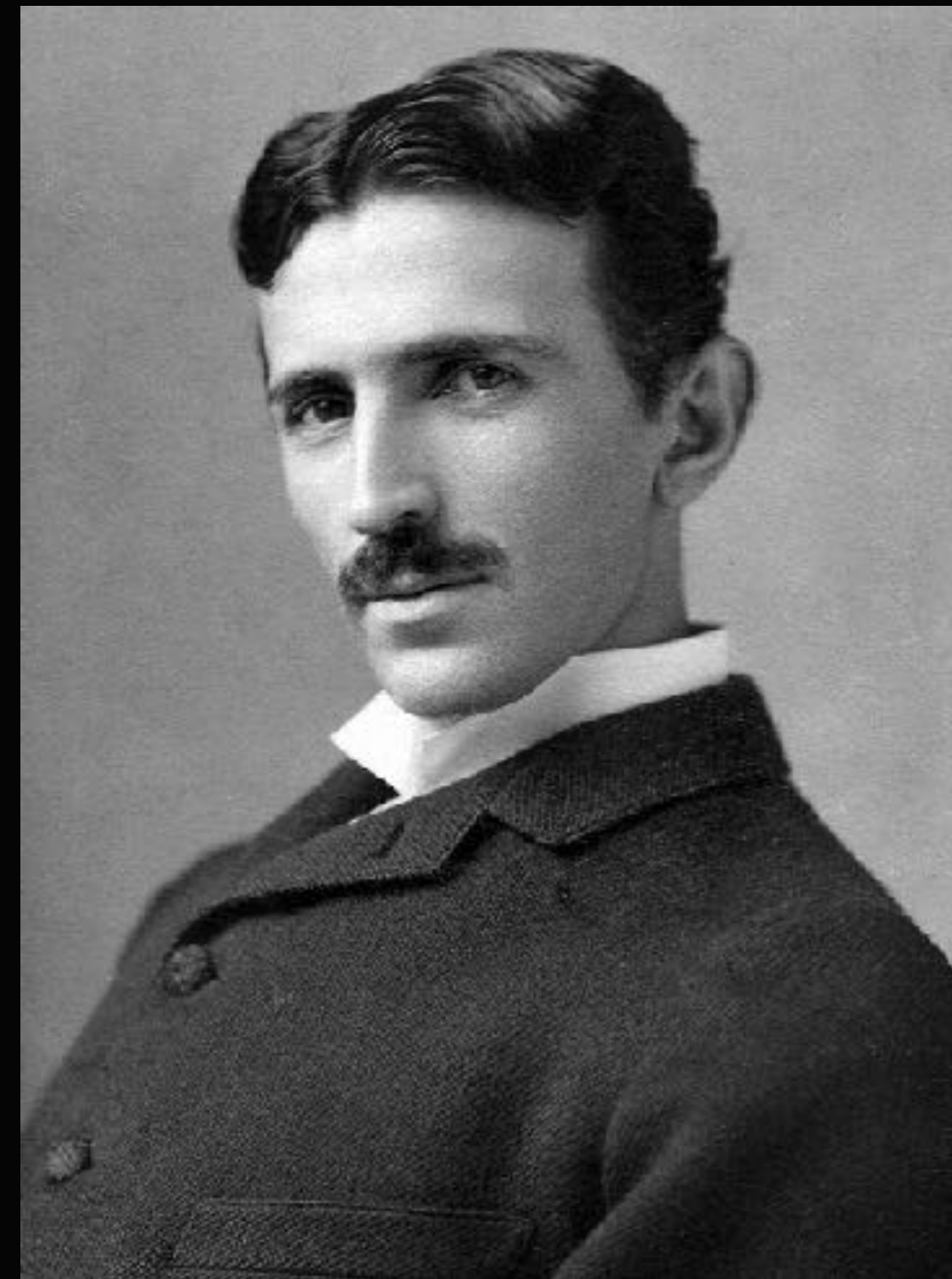
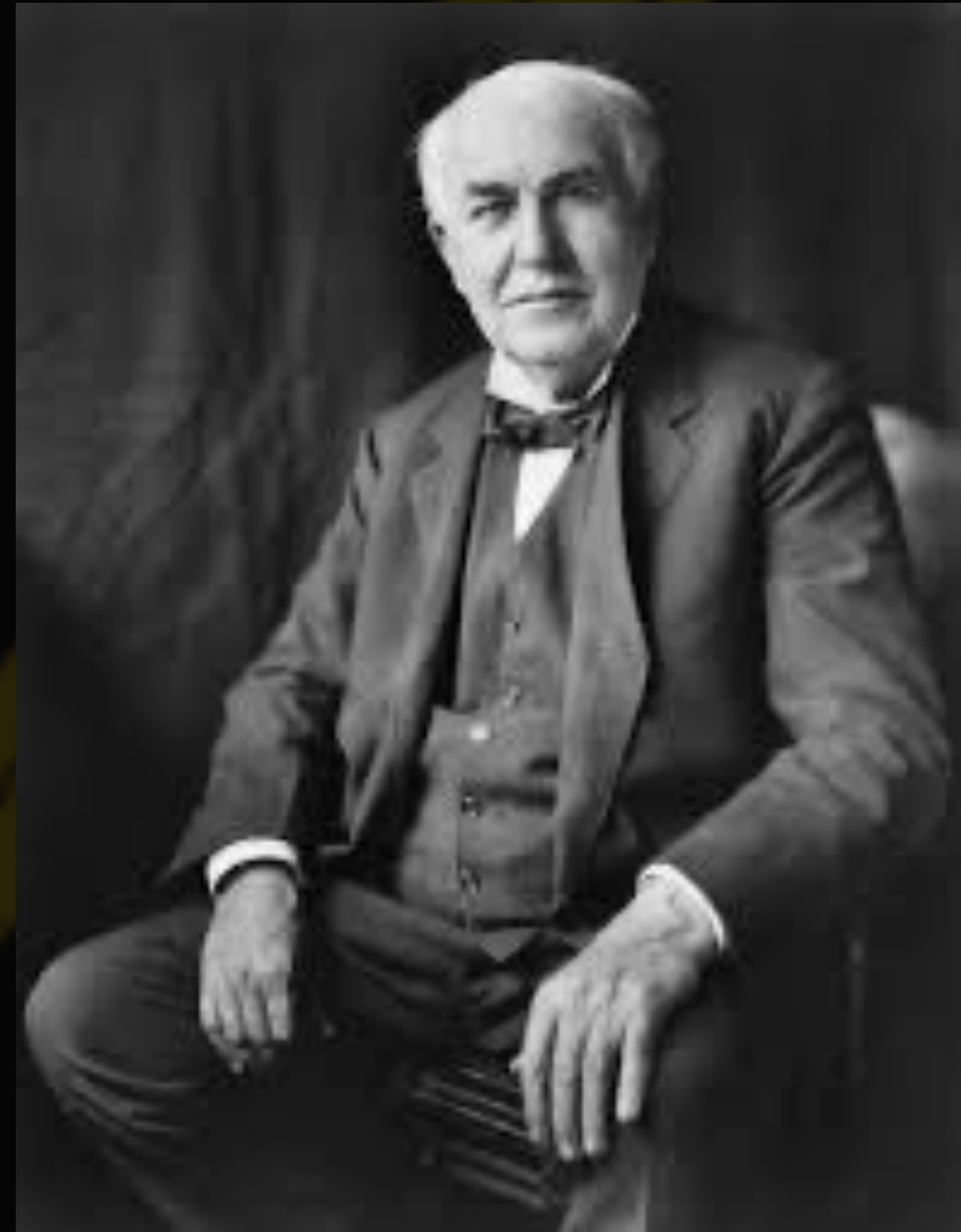
mittels kleiner  
Akkumulatoren

Prospekt gratis.



**Alfred Luscher,**  
Akkumulatorenfabrik  
Dresden-A., Grüne Str. 18/20.

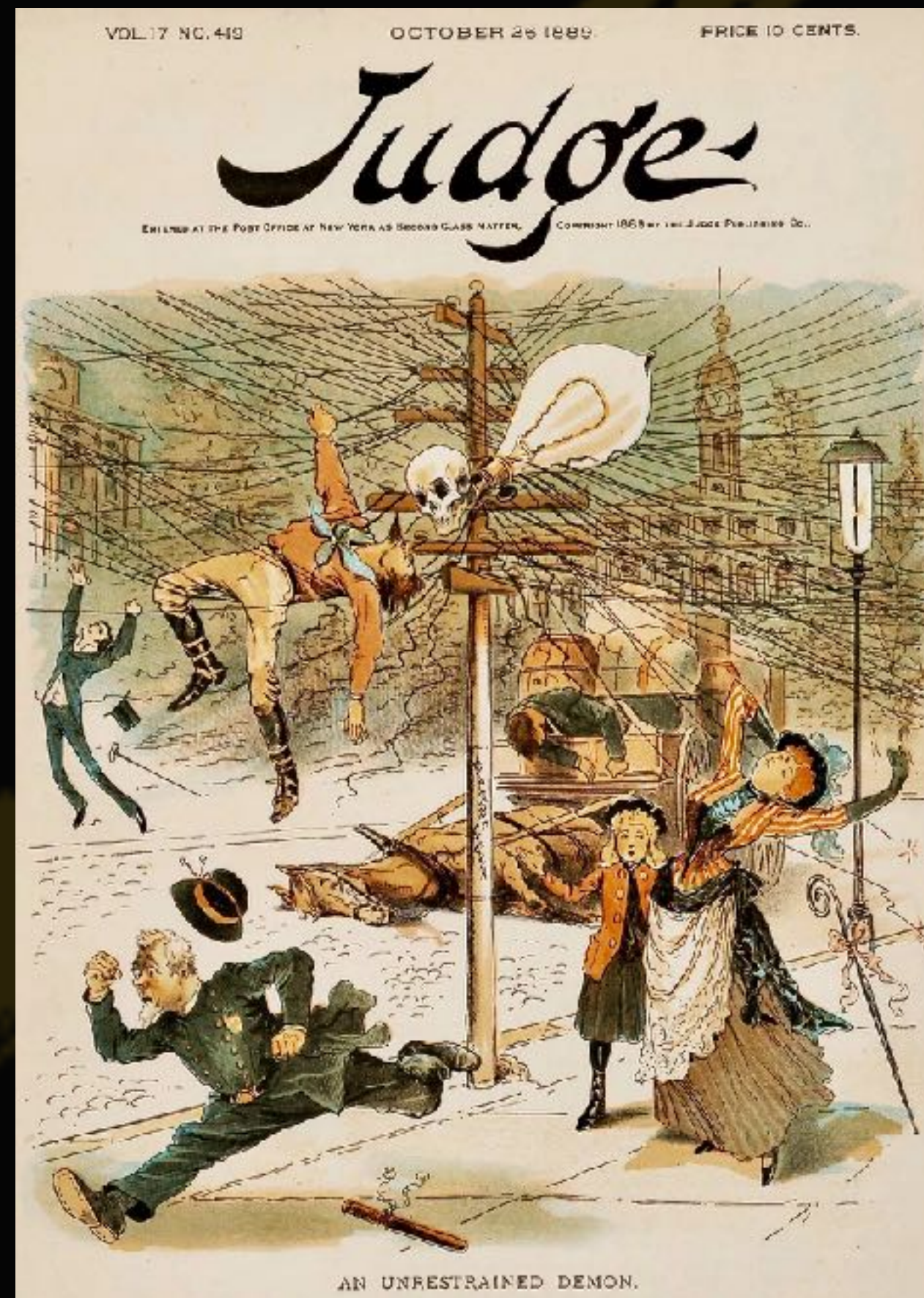
*AI ist wie die Elektrifizierung der Welt.*



*AI ist wie die Elektrifizierung der Welt.*



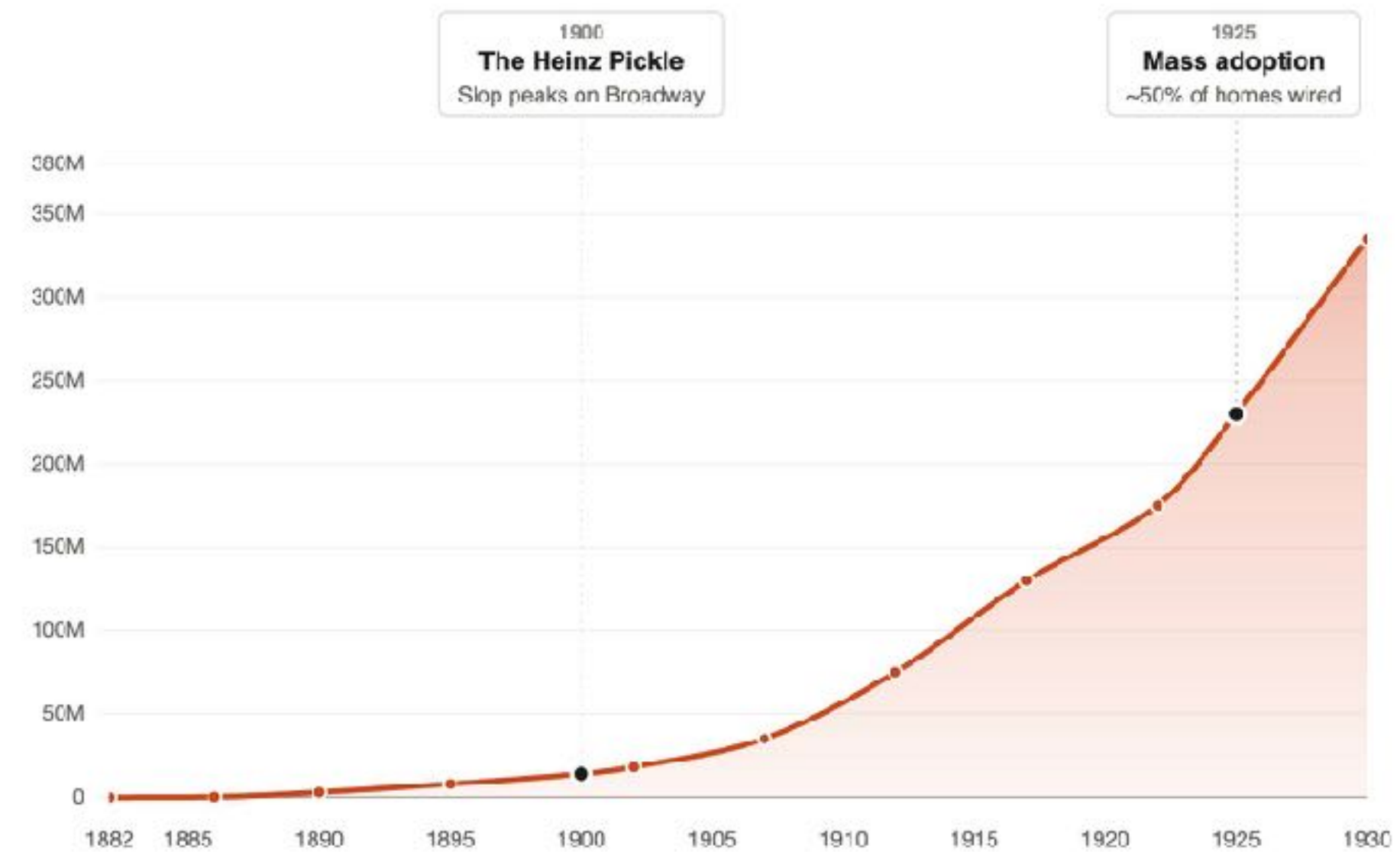
# AI ist wie die Elektrifizierung der Welt.



## U.S. INCANDESCENT LAMPS CONNECTED - 1882-1930

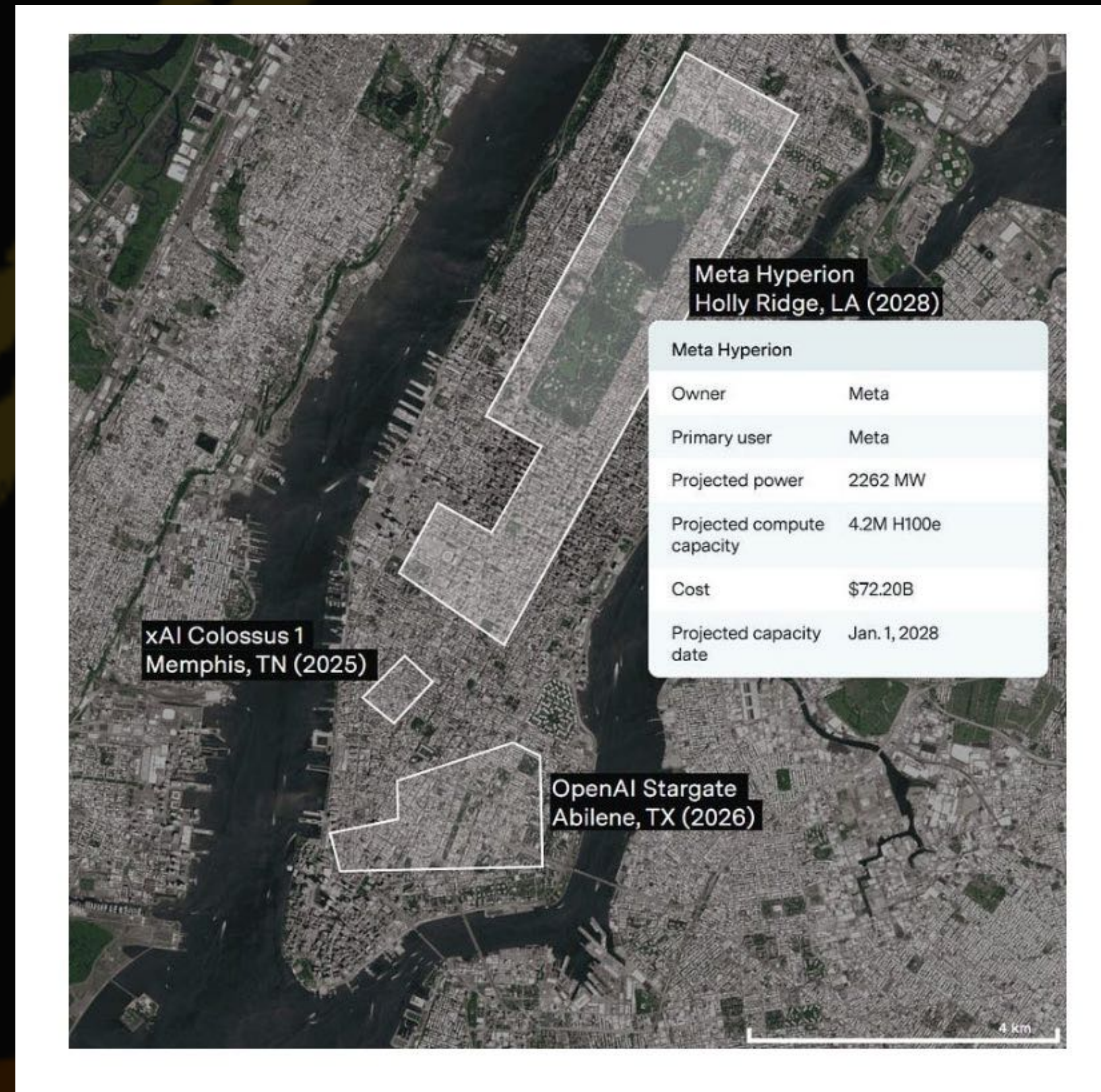
### From one Manhattan station to a continent of light

In fifty years, connected lamps grew from 400 to over 330 million.



Sources: U.S. Census of Electrical Industries (1902, 1907, 1912, 1917, 1922, 1927); Hirsh, *Power Loss* (1999). The 1900 marker sits in the era of the giant electric Heinz pickle on the Cumberland Hotel and the rooftop "spectaculars" of Madison Square. The 1925 marker reflects the year U.S. household electrification crossed approximately 50%. Lamp counts for 1882-1890 and 1925-1930 are estimates; intervening figures are census-reported.

# AI ist wie die Elektrifizierung der Welt.





**Was AI  
*wirklich bewirkt?***

## REVOLUTIONSVERGLEICH

Industriell



Muskelkraft



Die Maschine

## REVOLUTIONSVERGLEICH

Industriell



Muskelkraft



Die Maschine

Intelligenz

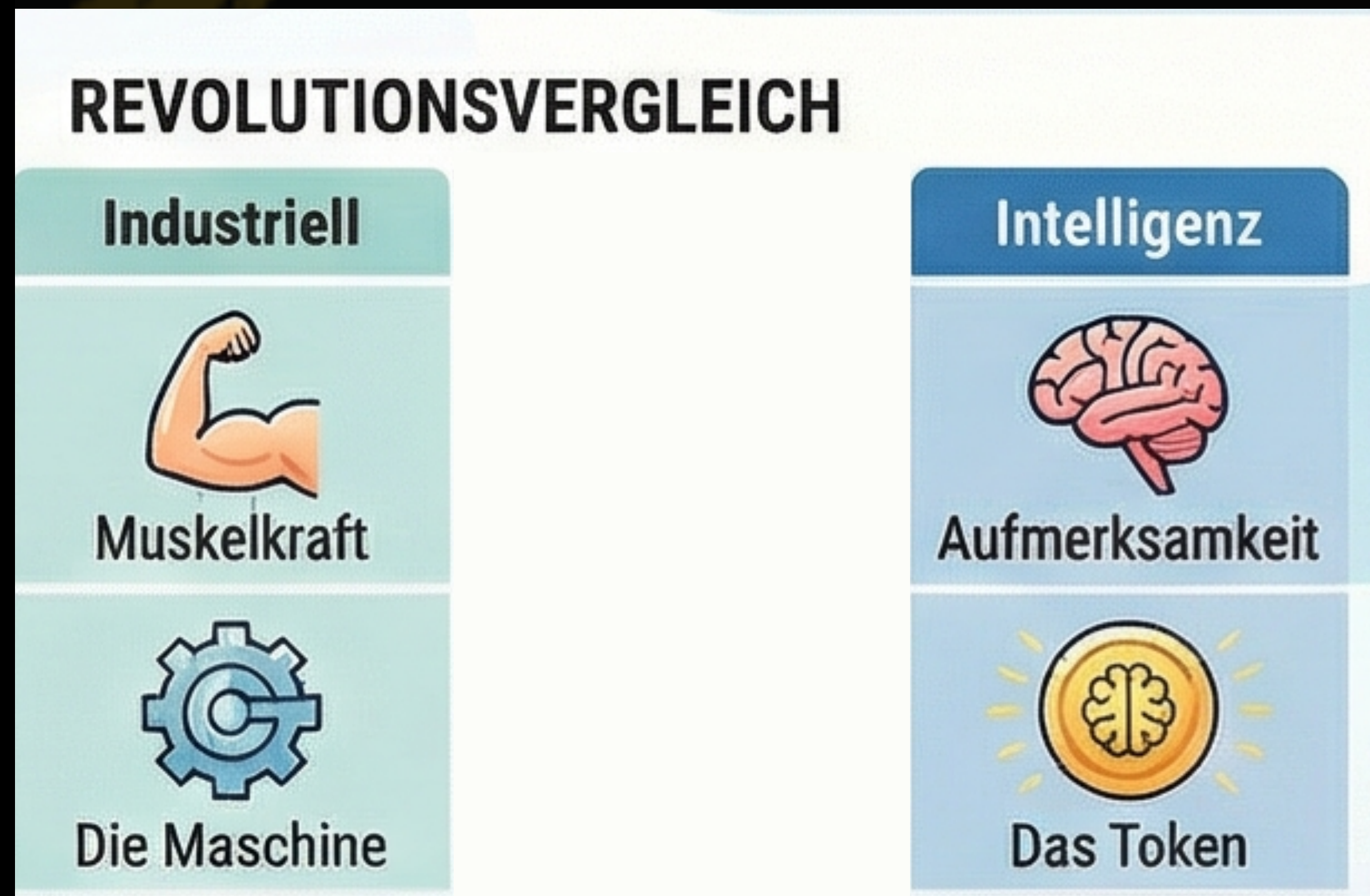


Aufmerksamkeit



Das Token

# AI ist wie die Industrielle Revolution in e hoch x.



**Lesson #6**

# AI ist wie die Industrielle Revolution in e hoch x.



## Lesson #6

***„With great power comes  
great responsibility“***

***Spider Man / Marvel***

***Lesson #6***

Everything

x

**AI**

***Lesson #6***

1 person –  
250.000 agents

Millions  
Billions  
Trillions

New roles &  
job markets

Decades  
Years  
Month  
Weeks  
Days

Electricity  
costs vs.  
compute output

AI

New Infrastructures

...

Global  
Shifts

Universal Basic Income  
Universal High Income  
Universal Public Services

New  
regulatory  
layers &  
institutions

Riots & doom groups

# Lesson #6



*Fähigkeit #1: Harnessing*

*Lesson #6*



# *Fähigkeit #1: Harnessing*

## *Lesson #6*

**„The cost of building something is now less than the cost of talking about building it.“**

***Fähigkeit #1: Harnessing***

***Lesson #6***



*Was sind dann die wirklich  
knappen Ressourcen?*

*Lesson #6*

***Was sind dann die wirklich  
knappen Ressourcen?***

***Fähigkeit #2: Mensch  
sein & werden.***

***Lesson #6***



***Fähigkeit #3: dirigieren,  
entscheiden & gestalten***

***Lesson #6***



***Fähigkeit #4: We shall  
overcome our last 100.000 years***

***Lesson #6***

## 01 THE OLD BRAIN IN THE NEW WORLD

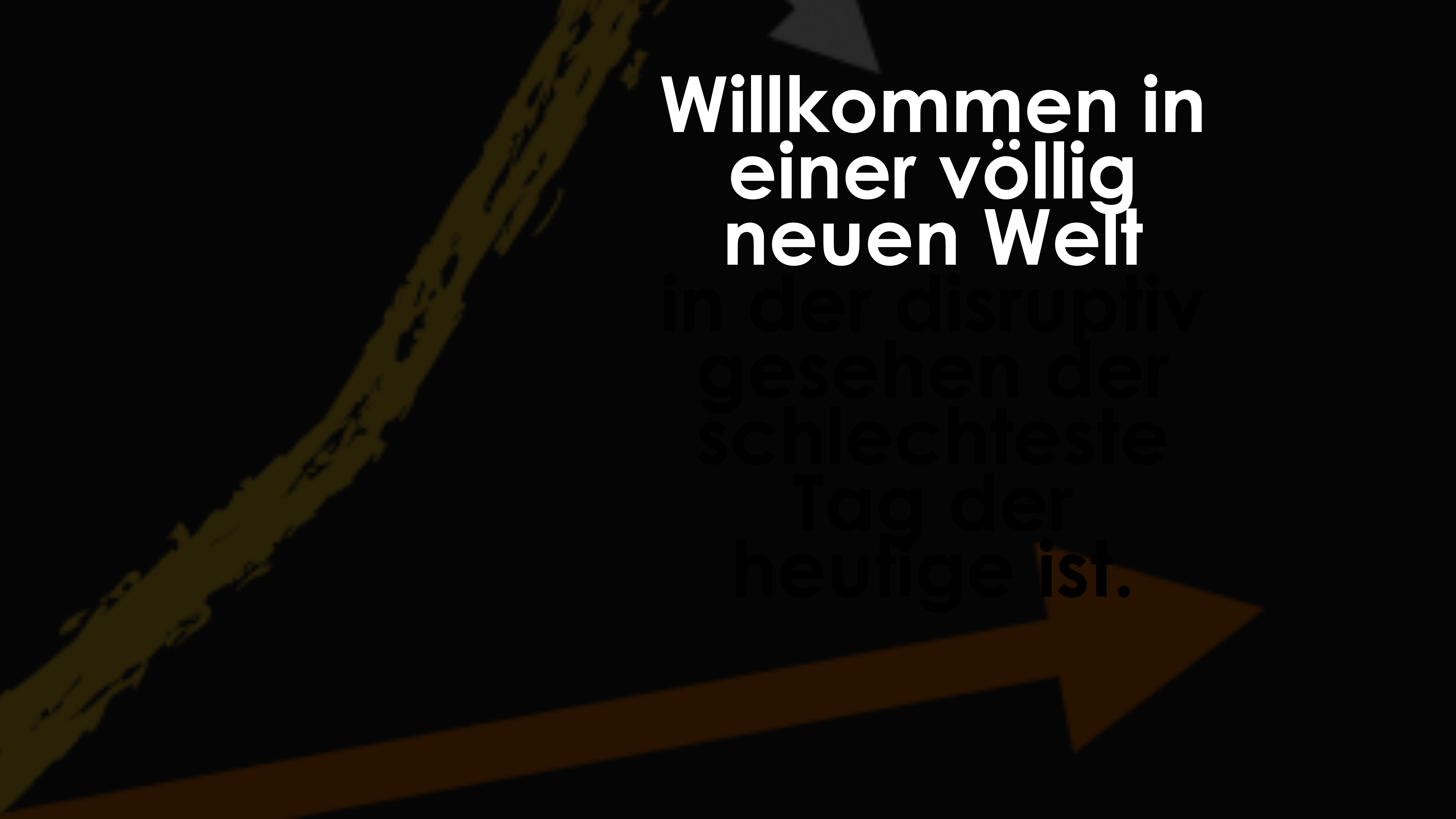
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Our ancestors woke every morning to a world defined by limits: limited calories, limited information, limited options. Scarcity shaped our biology for millions of years. It taught the brain five foundational habits:

1. Overdetect threat
2. Underdetect opportunity
3. Prefer the familiar over the novel
4. Conserve energy at all costs
5. Collapse complexity into simple narratives

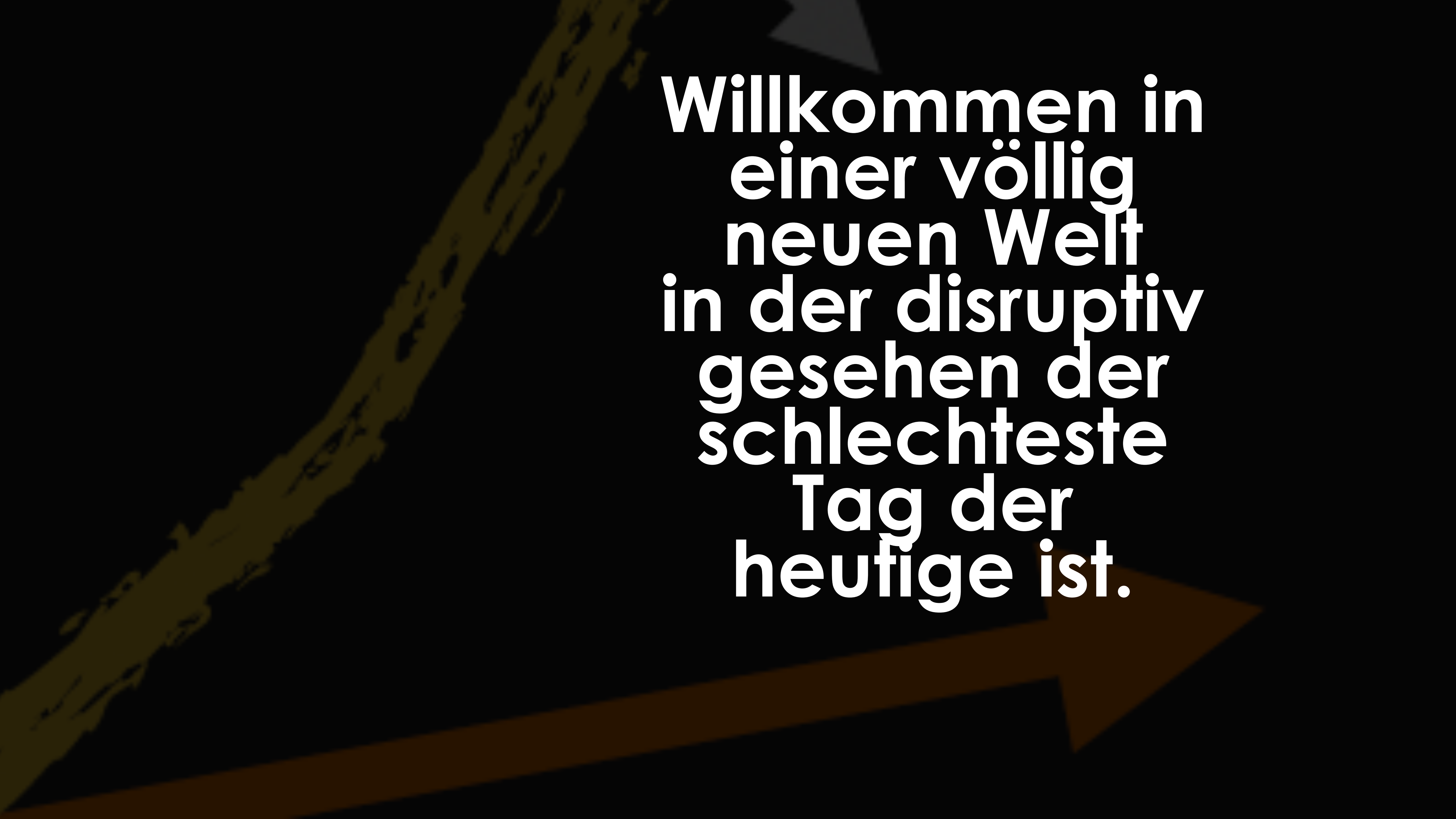
***Fähigkeit #4: We shall  
overcome our last 100.000 years***

***Lesson #6***



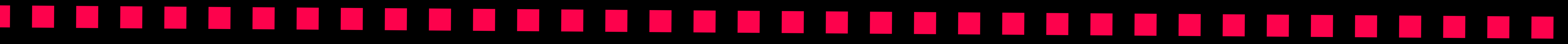
**Willkommen in  
einer völlig  
neuen Welt**

in der disruptiv  
gesehen der  
schlechteste  
Tag der  
heutige ist.



**Willkommen in  
einer völlig  
neuen Welt  
in der disruptiv  
gesehen der  
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Tag der  
heutige ist.**

Willkommen in  
einer völlig  
neuen Welt  
in der disruptiv gesehen der  
schlechteste  
Tag der heutige ist.



*Der beste Tag im  
Gesundheitssystem  
war gestern.*

Willkommen in  
einer völlig  
neuen Welt  
in der disruptiv gesehen der

Lust auf einen kurzen  
Systemsprung?

Keine Angst. Nur ein  
Experiment.

*Gesundheitssystem  
war gestern.*

**Disrupt or be disrupted?**

**Reform oder Revolution?**

**Reform oder Revolution?**

**Danke für die  
Einladung.**

**Und habt geniale zwei  
Tage voll der Zukunft.**

Markus Petzl  
LinkedIn

[mp@disruptive.wtf](mailto:mp@disruptive.wtf)

[disruptive.wtf](https://disruptive.wtf)



Einfach deine email senden &  
den exklusiven wöchentlichen  
„disruptive weekly“-  
Newsletter erhalten.

