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FUTURES™

LIMITLESS INNOVATION: BY THE NUMBERS

An analysis of Metlife TTX 2025 – as imagined by 1000+ innovators

New York, Cary, Mexico City & online | October 2025

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957 total submissions | ~927 unique ideas | 15 innovation themes

THE TOP 5 THEMES

🌍 1. SUSTAINABILITY & GREEN TECH (26%)

238 ideas reimagining our relationship with the planet

- Waste elimination & circular economy
- Carbon capture & climate tech
- Renewable energy & clean power

> *"Quarter of all innovation energy went to saving the planet."*

💼 2. FUTURE OF WORK (21%)

192 ideas transforming how we work

- AI-powered productivity tools
- Collaboration without meetings
- Remote-first, wellbeing-integrated work

> *"The office is dead. Long live effective work."*

🤖 3. AI & INTELLIGENCE (13%)

124 ideas using AI as invisible enabler

- Process automation freeing human time
- Predictive systems solving problems early
- Personal AI workforces

> *"AI isn't the innovation—it's the ingredient."*

🚗 4. MOBILITY & TRANSPORT (9%)

87 ideas eliminating distance & emissions

- Electric & autonomous vehicles
- Urban mobility solutions
- Hyperloop & quantum teleportation

> *"The future of transport: clean, autonomous, instant."*

🎓 5. EDUCATION & ENTERTAINMENT (7% each)

62 ideas each transforming learning & play

- Personalized AI tutors
- Immersive VR/AR experiences
- Accessible, engaging platforms

> *"Learning and entertainment merge into engagement."*

KEY PATTERNS & BIGGEST INSIGHTS

🎯 Sustainability Isn't Optional

1 in 4 ideas tackled environmental challenges. Not greenwashing—system transformation.

⚡ Speed is Baseline

51% demand real-time solutions. Patience is obsolete. Everything needs to happen *now*.

🧩 Platform Thinking

76% envisioned ecosystems, not products. The winning play? Enable others to create value.

🎨 Personalization is Default

51% emphasized customization. One-size-fits-all is dead.

💪 Augmentation Over Automation

AI frees humans for meaningful work—it doesn't replace us.

🤝 Human Connection Matters

35% emphasized community despite (or because of) digital acceleration.

SURPRISING FINDINGS

⬆️ What Showed Up Big:

- Mental health & wellness integrated into productivity (110+ mentions)
- Platform/marketplace thinking (76% of ideas)
- AR/VR integration (34% of ideas)
- Circular economy thinking (prevalent in sustainability)

⬇️ What Barely Showed Up:

- Cryptocurrency/blockchain (8 mentions)
- Cost optimization (2.8%)
- Social media innovation (felt saturated)
- Space technology (minimal mentions)

METHODOLOGY

957 participants at Metlife TTX 2025 sketched innovations with "unlimited resources." AI transformed sketches into polished concepts. Advanced thematic clustering identified patterns, themes, and insights—revealing the collective intelligence of 1,000 minds imagining a better future.

Questions? Talk to Henry Coutinho-Mason about this creative 'multiplayer' AI experience >>