

blisce/

# Outlook

2023 /



# '23 Outlook

In 2022 we saw the rapid emergence of generative AI, a new application of machine learning models that enables the creation of images, videos and writing from text prompts.

For this year's 2023 outlook we decided to try creating the entire report using this new technology\*. All text and images in this report were created using prompts we gave to generative AI software.

This is the only "human" text in this report...or is it?

## ChatGPT Prompt for Introduction to the Report

**N** We are a consumer technology venture capital fund called Blisce, writing an outlook report with 8 key themes we believe will have long term growth and impact, including generative AI, sustainability, energy transition, consumerization of healthcare, aging population, product-led consumer tools in enterprises, fintech, and blockchain. Please write us an introduction to the report that explains why our LPs, also known as limited partners, should read this report. Make it exciting so they can't wait to read more. Include a famous rap lyric as a quote that speaks to the work we put into this report.

\* minimal team editing, some responses edited for length



Dear Limited Partners,



As a consumer technology venture capital fund, it is our mission to stay at the forefront of the industry and identify the most promising trends and opportunities for investment. With this in mind, we are excited to present to you our latest outlook report, featuring eight key themes that we believe will have long-term growth and impact in the consumer technology space.

From the potential of generative AI to the rise of sustainable practices, we have carefully researched and selected these themes to provide insight and potential investment opportunities for our LPs. As Jay Z once famously rapped, "I'm not a businessman, I'm a business, man" - and at Blisce, we are constantly working to stay ahead of the game and bring our LPs the best possible returns on their investment.

We hope you will find this outlook report both informative and exciting, and we can't wait for you to dive in and learn more about these key themes.

Sincerely,  
The Blisce Team



### Art Direction

All images in this presentation were created by a AI using generative image software from Midjourney and DALL-E.



# 2023 Trends

01/

## From Fiction to Reality The AI Future is Here

Generative AI is no longer just a futuristic concept - it's already here, changing the way we interact with the world in everything from automating tedious tasks to enabling new forms of creative expression.

02/

## Powering Change

Regulations and incentives are driving the shift to clean energy and electrification of home and vehicles.

02/

## Future of Commerce

E-commerce companies are facing increasing challenges with marketing, distribution, and reaching consumers among changes in the digital ecosystem and demand for sustainable brands. This has also paved the way for creators and influencers to play a larger role.

04/

## Consumerization of Healthcare Continues

New healthcare companies are moving toward virtual MSO models, value-based care, and a patient-first approach to medicine. This shift is being fueled by M&A and enabled by the increasing use of telemedicine.

05/

## Silver Economy

The aging of the population is bringing new challenges and opportunities for elder care and the transfer of wealth. As more and more people age at home, the need for support and caregiving is growing.

06/

## Consumerizing the Enterprise

There has been a rise of software for workers/employees/teams as consumers such as personalized tools for boosting productivity. Simultaneously, businesses are using playbooks from consumer software to scale.

07/

## Protecting Livelihoods & Wealth

Many services and platforms are emerging to equip individuals, creators, freelancers, and small business owners with the tools they need to grow and protect their wealth.

08/

## Building Trust in Consumer Tech

Consumers are searching for trusted internet and media solutions, and new applications are emerging to address this demand.

01

# From Fiction to Reality: The AI Future is Here

## ChatGPT

Explain how you are going to disrupt consumer internet and software companies

## ChatGPT

As a large language model, I can disrupt consumer internet and software companies in several ways. Firstly, I can provide an easy-to-use, natural language interface that allows users to interact with technology in a more intuitive and human-like way, powering chatbots, virtual assistants, and conversational interfaces.

Secondly, I can provide advanced language understanding and generation capabilities that can help businesses to analyze customer feedback, improve customer service, or create more engaging and personalized content.

Finally, I can automate tasks that required human-level understanding, such as summarizing and analyzing large amounts of text, language translation and providing insights and recommendations, helping businesses to make better decisions and consumers to get more value from the products and services they use. Overall, my advanced natural language understanding and generation capabilities can help to improve the user experience and drive innovation in a wide range of applications.

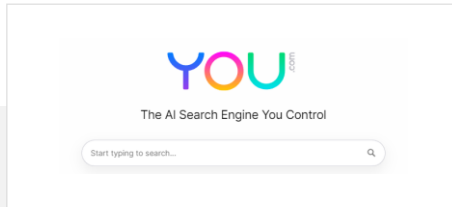
## Midjourney Prompt

### /imagine

"computer screen with  
code running on it,  
modern futuristic style"

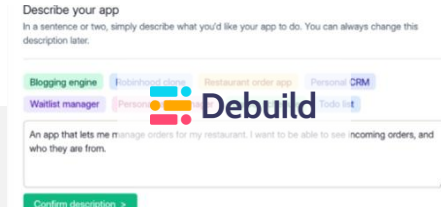
# AI Consumer Applications

Advances in AI have led to new applications that are providing consumers with quick, personalized, and engaging assistance, improving their decision-making abilities, and enhancing their overall experience with products and brands.



## You.com

You.com is a new search engine that helps users prioritize results across multiple platforms while protecting privacy.



## Debuild

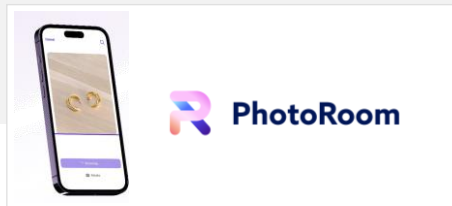
Debuild allows users to build web apps quickly just by describing the purpose of the app and use cases in plain words.



## Headspace Health

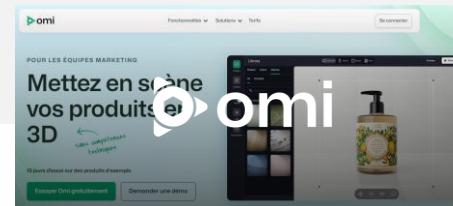
Blisce Portfolio

Headspace Health has pioneered a new model of emotional and mental health support via an app powered by machine learning and artificial intelligence to deliver a high-quality experience to each member.



## PhotoRoom

PhotoRoom is an AI-enabled app that lets users generate studio-quality pictures in seconds.



## Omi

Omi allows users to create realistic images and videos for e-commerce and social media use through its AI capabilities.



## MerciApp

MerciApp helps people write faster and better in French, acting as a spellchecker by correcting stylistic, spelling and grammar errors.



# 02

## Powering Change

### ChatGPT

Explain how consumers have growing control in energy markets driven by the rapid consumer adoption of electric vehicles, solar panels, and batteries.

### ChatGPT

The rapid adoption of electric vehicles, solar panels, and batteries for energy storage has given consumers more control in energy markets. For example, the number of electric vehicles on the road **has increased by over 100%** in the last year alone, and this trend is expected to continue as more consumers opt for electric vehicles over traditional gasoline-powered cars. The adoption of solar panels has also been increasing at a significant rate, **with over 2 million homes in the US now using solar power to meet their energy needs**. Furthermore, the use of home batteries to store excess solar energy has been growing rapidly, with **the number of households using these systems increasing by over 50% in the last year**. These trends are empowering consumers and giving them more control over their energy usage and costs.



#### Fact Check\*

EVs on the road increased ~60% globally from 2020 to 2021.

Source: Global Electric Vehicle Outlook 2022



#### Fact Check\*

"At the end of 2020, there were about 2.7 million residential solar systems in the US."

Source: H1 2021 Solar Industry Update



#### Fact Check\*

3.2 million households in the US have solar installed, up 18%

Source: USA Facts  
How much solar energy do homes produce?

\* Even ChatGPT can make mistakes, and any stats provided needed to be double checked. We confirmed ChatGPT had the right data for the number of electrical vehicles on the road and the number of residential solar systems in the US, but the number of households in the US with solar systems installed is up 50%, not 18% in the last year.

#### Additional sources

Source: H1 2021 Solar Industry Update  
Source: IEA Electric vehicles

Source: Global Electric Vehicle Outlook 2022  
Source: The moment for EVS strategies to transform American roads

Source: PV Magazine USA  
US grid scale and residential energy storage hit installation records in Q3



CONFIDENTIAL

### Midjourney Prompt

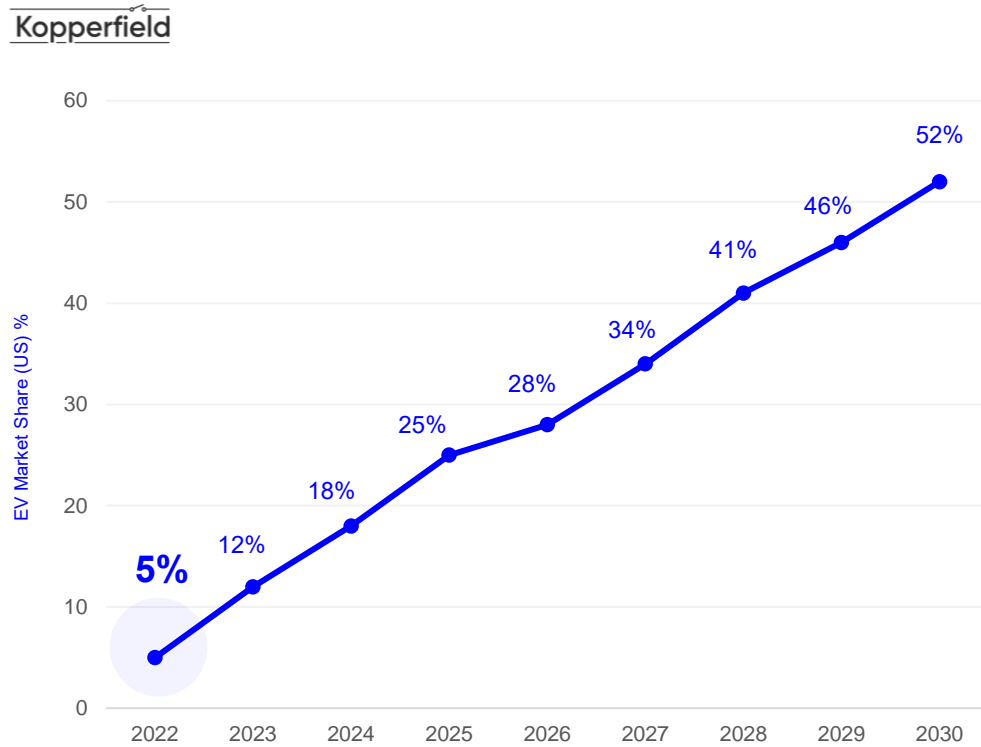
#### /imagine

"suburban home with solar panels installed on roof and electric vehicle in driveway with charging station"

# Global Growth in Renewable Systems

## EV adoption Hits a Tipping Point

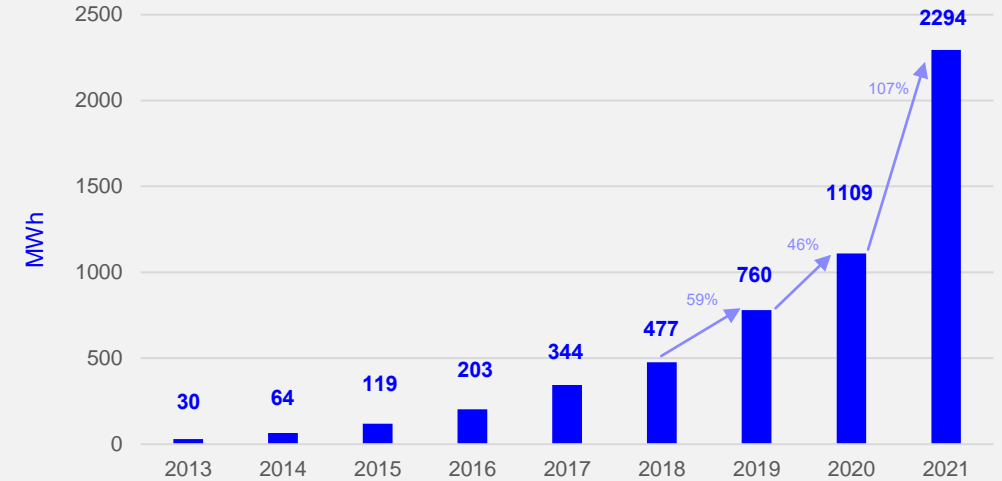
The U.S. passed an adoption « tipping point » with EVs making up 5% of new car sales. This threshold signals the start of mass EV adoption.



Sources: My Climate Journey, Equal Ventures, Fast Company, PwC, HolonIQ, MIT

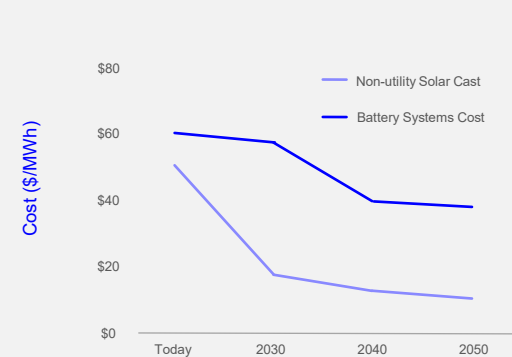
## European Residential Battery Energy Storage Systems (BESS) grew over 100%

Solar battery-powered homes are particularly popular in Germany. In Europe, residential battery capacity is expected to power over 1 million households.

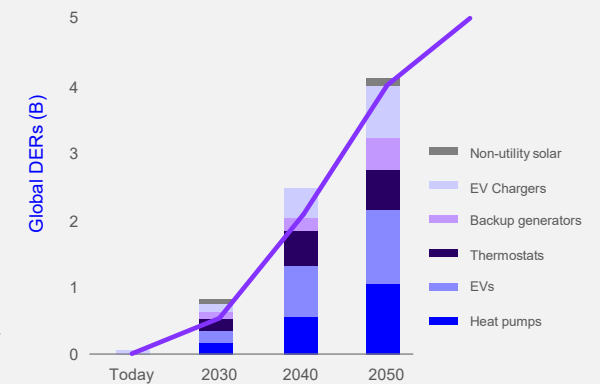


## Cost Curves for DERs are declining, while connected devices continue to grow.

### Cost Curves for Select DERs<sup>1</sup>



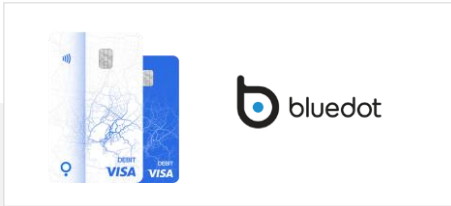
### Predicted Growth of Connected Devices<sup>2</sup>





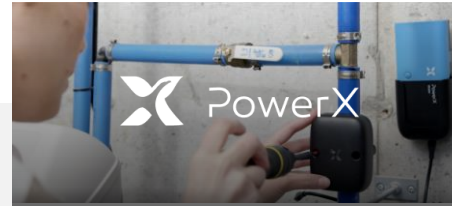
# Fueling the Transition: Consumer Players

The energy transition requires the rise of companies that help with home improvement, appliance upgrades, lowering energy bills, financing solutions, access to renewable energy sources and eco-friendly transportation, and ways to adapt to climate change effects.



## BlueDot

BlueDot connects electric vehicle owners with charging stations via a mobile application that also enables users to earn rewards.



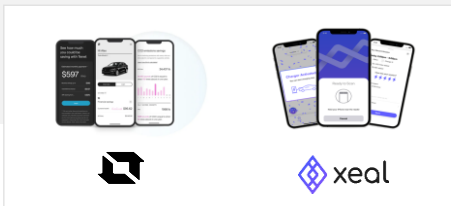
## PowerX

PowerX creates a line of precision sensors that gather data about a home's electricity, gas, and water usage.



## Joro

Joro is a consumer app that tracks users' carbon footprint and helps develop an action plan.



## Tenet & Xeal

These companies provide transportation alternatives, EV financing and leasing solutions, credit card rewards, and easier access to EV charging.



## Sunhero

Sunhero delivers custom-built solar panel solutions by combining money-saving and a greener planet.



## Beem

Beem is a manufacturer of home energy efficiency and energy management systems such as solar kits.

## 03

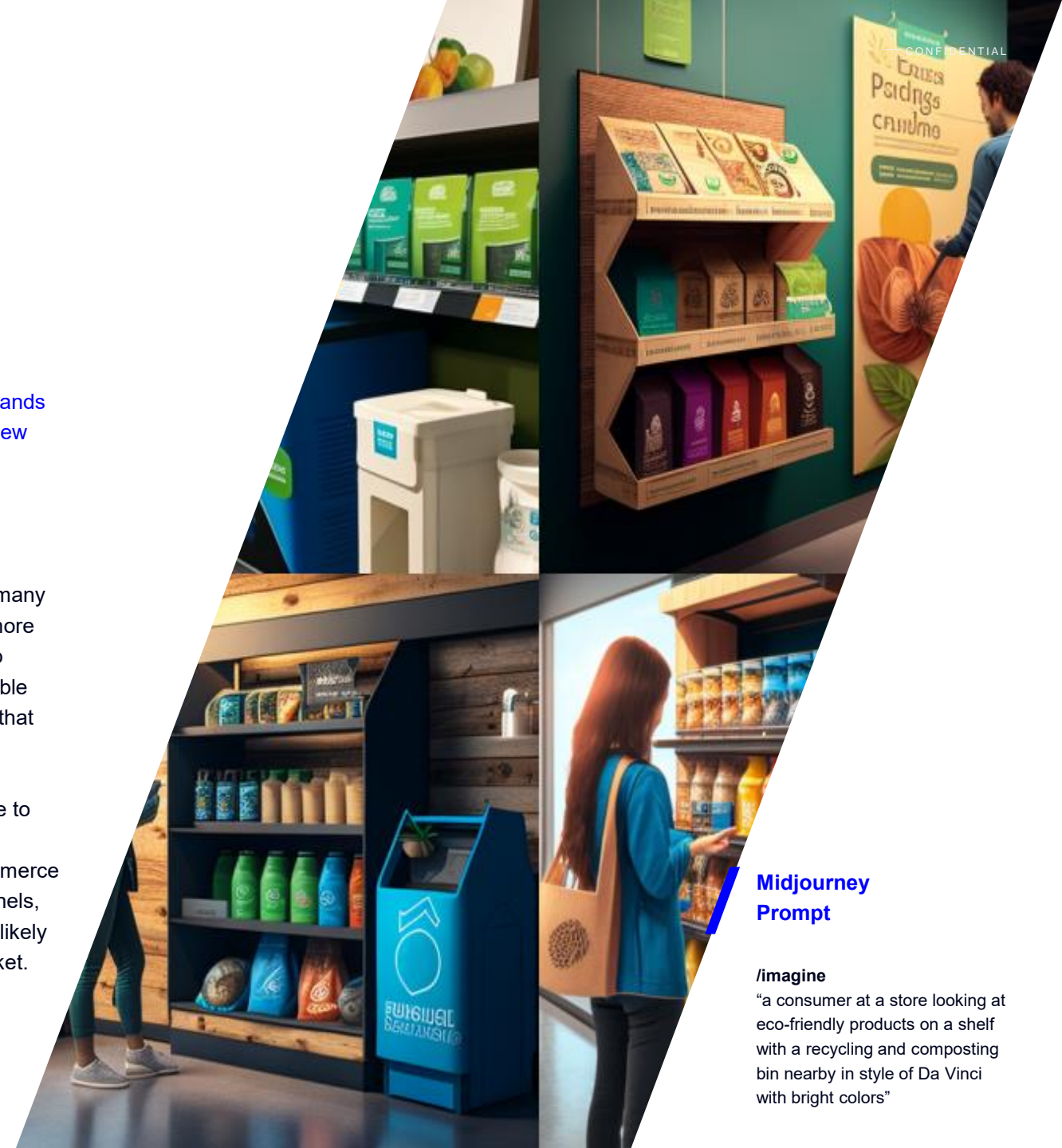
# Future of Commerce

## ChatGPT

Explain how: digital marketing challenges and consumers pushing for sustainable brands have led to a future of commerce involving the rise of creators and influencers and new distribution channels like livestream commerce and secondhand marketplaces.

## ChatGPT\*

The current digital marketing landscape is increasingly characterized by consumers pushing for more sustainable and eco-friendly products and solutions. In response, many companies are exploring new marketing channels and distribution models that are more aligned with these values. One way in which companies are adapting is by turning to creators and influencers to help market their products in a more authentic and relatable way, particularly important given consumers are increasingly looking for companies that align with their values. Another trend is the growth of new distribution channels like livestream commerce, which offers a more interactive and personalized shopping experience, and secondhand marketplaces, which provide an eco-friendly alternative to traditional retail. Both approaches are gaining popularity among consumers who are looking for more innovative and sustainable ways to shop. Overall, the future of commerce is likely to be shaped by the growing demand for sustainability, new marketing channels, and innovative distribution models. Companies that can adapt to these changes are likely to be better at attracting and retaining customers in an increasingly competitive market.



## Midjourney Prompt

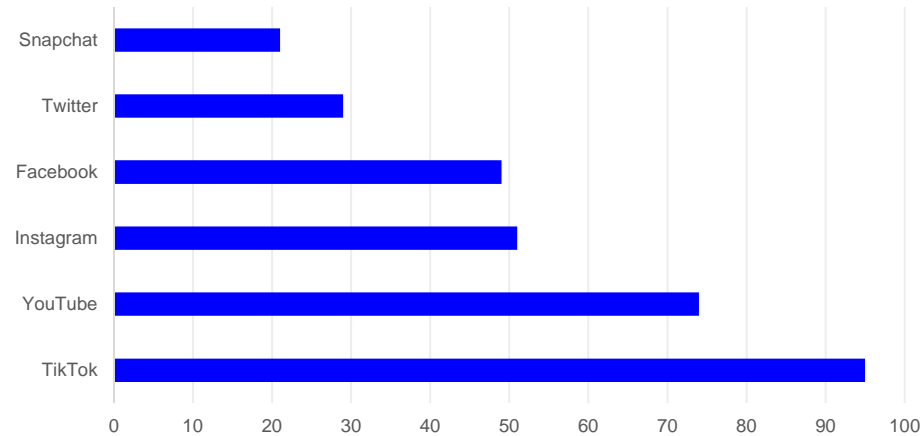
### /imagine

“a consumer at a store looking at eco-friendly products on a shelf with a recycling and composting bin nearby in style of Da Vinci with bright colors”

# Trends in the Future of Commerce

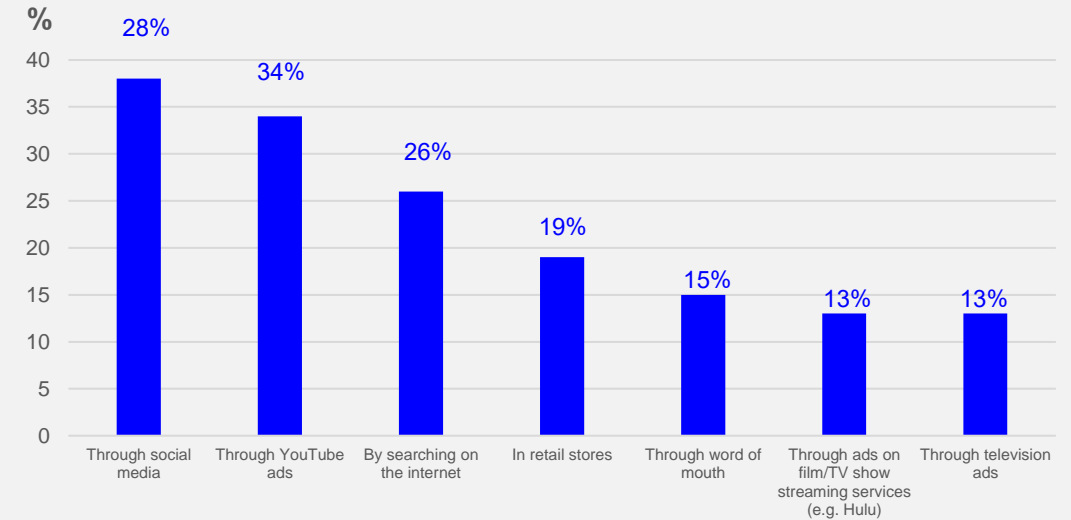
Consumers usage of social media has fueled marketing strategies that meet consumers where they are.

**Average Daily Minutes Spent In-App During Q2 2022**



Source: Sensor Tower Consumer Intelligence  
Based on global usage of each app's Android version

**Which channels do Gen Z prefer for discovering new products (top 7)?**



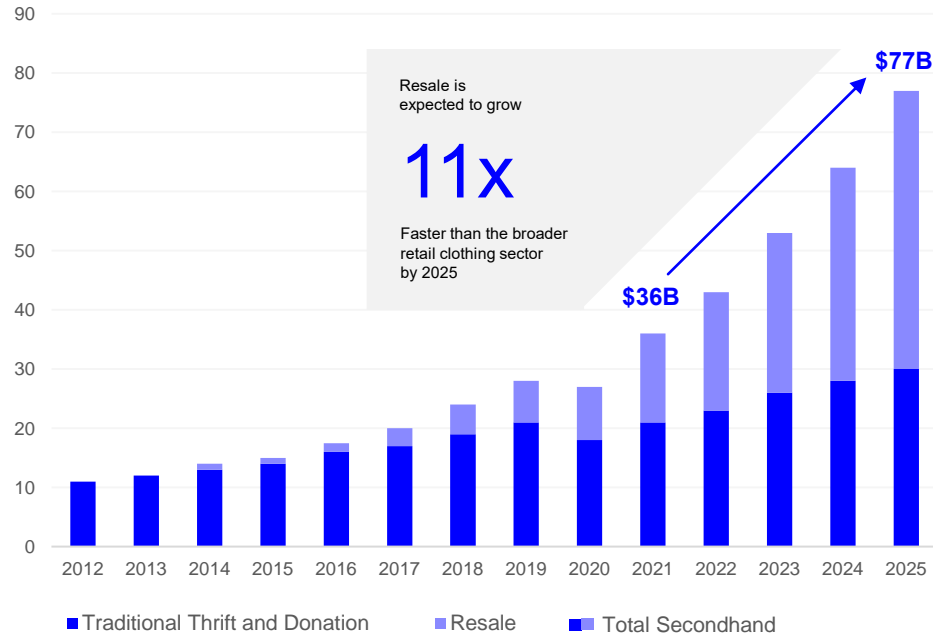
Source: HubSpot - How each generation shops differently



# Trends in the Future of Commerce

Growth in resale models and influencer marketing point to changes in distribution strategies for companies looking to connect with the new generation of consumers.

The total secondhand market has grown to over \$36B in the past decade, driven by a rise in resale.



Source: The Retail Touchpoints Network

Sustainability is driving eCommerce trends globally

85%

of consumers across the globe indicate that they have **shifted their purchase behavior towards being more sustainable** in the past 5 years.

34%

of consumers across the globe are willing to **pay more for sustainable products or services**.

Source: Simon-Kucher & Partner Global Sustainability Study 2021.

# Future of Commerce

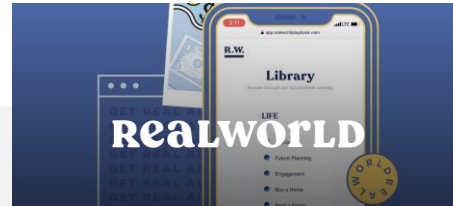
The future of commerce will involve impactful consumer businesses that offer innovative business models, provide convenience, savings, and better experiences to consumers, and help consumers improve their environmental impact.



## Misfits Market

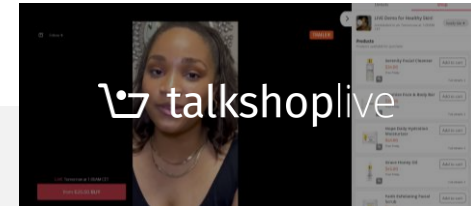
Blisce Portfolio

Misfits Market recently acquired Blisce Portfolio company Imperfect Foods, joining forces to reduce food waste.



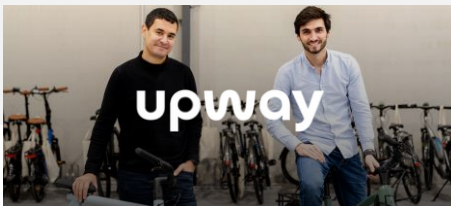
## Realworld

Realworld is on a mission to simplify adulthood for the next generation by providing playbooks that educate members on personal finance, health care, renting and more, with actionable information and product recommendations.



## TalkShopLive

TalkShopLive works with celebrities, influencers, and small businesses to host shopping-focused live videos through its video player on the TalkShopLive website.



## Upway

Upway is a secondhand bike marketplace based in France.



## Too Good To Go

Blisce Portfolio

Too Good To Go is a marketplace fighting food waste by connecting consumers with surplus food.



## Geev

Geev supports retailers in leading their circular transformation by enabling them to list unsold products on their collaborative mobile app to reduce waste and drive in-store customer purchases.

## 04

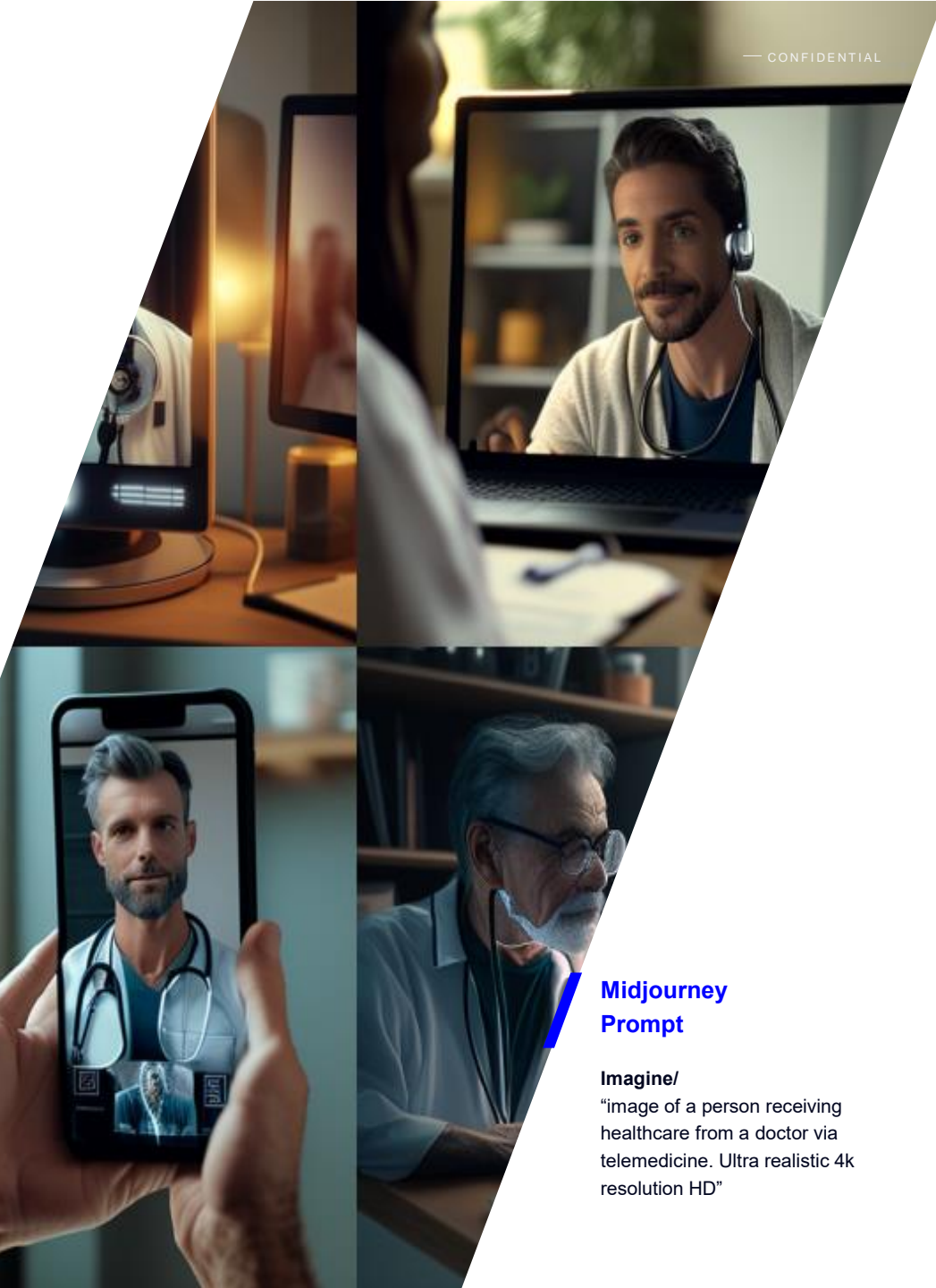
# Consumerization of Healthcare Continues

## ChatGPT

Explain why healthcare is being consumerized and what it means for the future of healthcare for patients. Include technology advances, a shift to value-based care, payor-provider consolidation, and a patient-first approach as key factors.

## ChatGPT\*

Consumerization in healthcare is putting patients at the center of their care, rather than relying solely on healthcare providers to make decisions. This shift is being driven by a variety of factors, including technology advances that allow patients to access information about their care options, choose and communicate with their providers, and track and report their own health data using wearable devices. Additionally, the high cost of care is a major concern for many patients, leading them to seek out and shop around for cost-effective treatment options. In response, the healthcare industry is moving towards a value-based model, in which providers are paid based on the quality of care they provide, rather than a fee-for-service model. Consolidation has also emerged in the trend towards consumerization, as healthcare providers form partnerships to deliver coordinated, high-quality care to patients. The rise of virtual MSOs (managed services organizations) is also allowing providers to focus more on care delivery, rather than administrative tasks. Recent acquisitions by major companies like Amazon, CVS, Walgreens, Optum, and UnitedHealth reflect the need for consolidation of payors and providers to offer more comprehensive and integrated care as well. Overall, this growing focus on a patient-first approach in the healthcare industry is a trend that is likely to continue, as patients become more empowered to take an active role in their health and seek out care that is personalized, convenient, and cost-effective.



## Midjourney Prompt

**Imagine/**  
“image of a person receiving healthcare from a doctor via telemedicine. Ultra realistic 4k resolution HD”



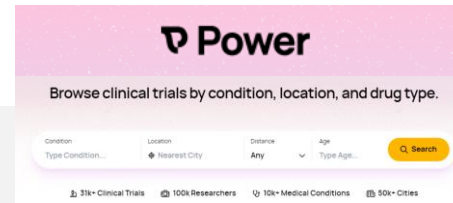
# Startups Consumerizing Care

These companies are taking a patient-first approach to enable patients to take control of their healthcare needs.



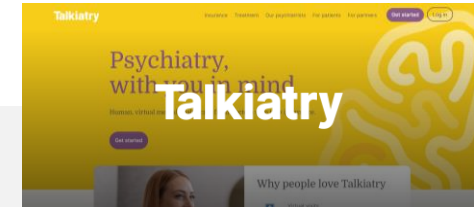
## Local Infusion

Local Infusion provides infusion services with the feel of community, comfort and connection to ensure all patients feel supported every step of the way.



## Power

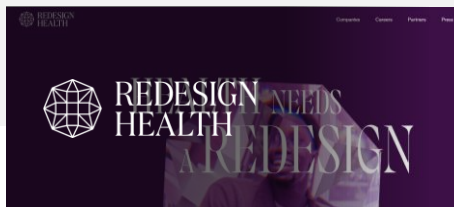
Democratizing access to medical research to help patients find promising new treatments.



## Talkiatry

Blisce Portfolio

Talkiatry is a virtual, tech-enabled mental healthcare practice providing in-network psychiatry and therapy to patients across the United States.



## Redesign Health

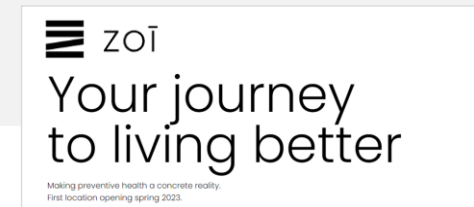
Blisce Portfolio

Redesign Health powers innovation in healthcare by developing new technologies, tools, services, and insights that facilitate change across the industry.



## FORMEL Skin

FORMEL Skin provides personalized, high quality dermatology treatments online.



## Zoï

Zoï is taking a holistic approach to preventative health, providing actionable insights for consumers to feel healthier.

# 05

## Silver Economy

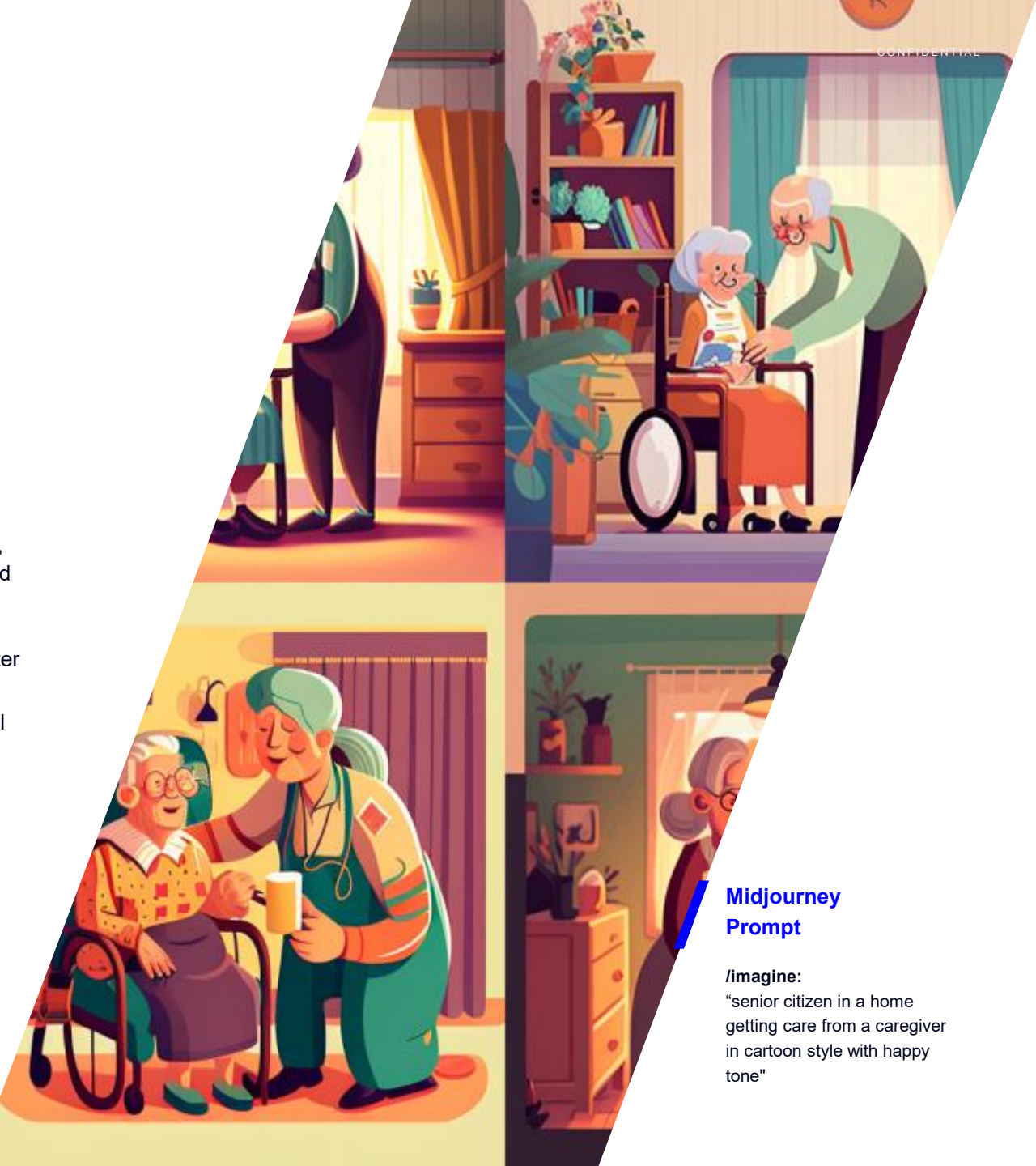
### ChatGPT

Explain how the aging population is creating challenges and opportunities in caregiving, home health, and the transfer of generational wealth.

### ChatGPT

The aging population is causing challenges and opportunities in caregiving, home health, and the transfer of generational wealth. There is an increasing demand for caregivers and home health services as people live longer, but this can be challenging for caregivers as many older adults require more specialized care, and there may not be enough trained caregivers to meet the demand. However, this creates opportunities for individuals to enter these fields and for healthcare providers to develop new models of care.

The transfer of wealth also creates challenges and opportunities for families and financial advisors to plan and distribute assets fairly. It's important for individuals, families, and professionals to work together to address these challenges and seize the opportunities presented.



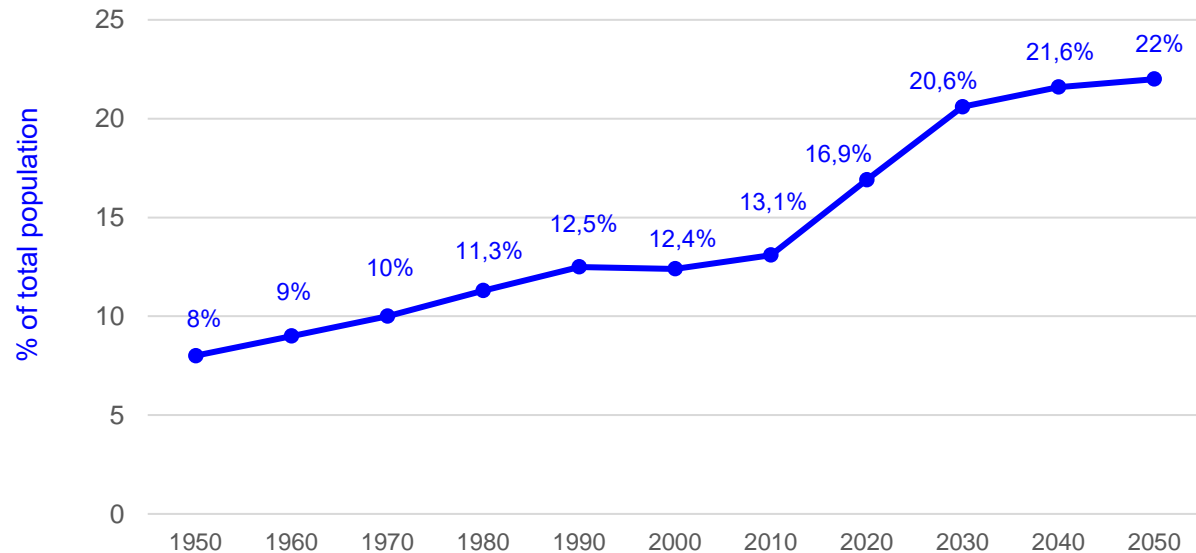
### Midjourney Prompt

**/imagine:**  
“senior citizen in a home getting care from a caregiver in cartoon style with happy tone”

# Startups for the Aging Population

The share of older adults has increased steadily in the last couple decades, resulting in demand for new services. An estimated 70% of the country's disposable income is held by Baby Boomers who will pass down \$30 trillion over the next twenty years. Additionally, one in six Boomers lives alone; one in four is divorced; and one in seven is currently being treated for depression, pointing to a loneliness crisis for this generation. All this means there will be increased demand for companionship, caregiving, and wealth management services.

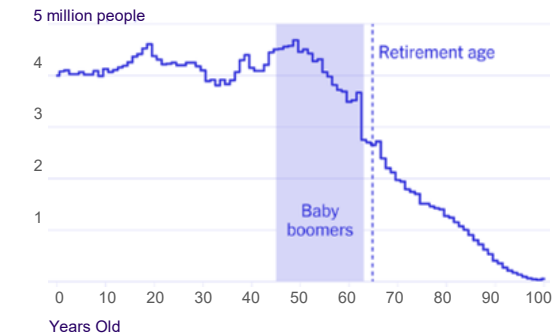
**Share of old age population (65 years and older) in the total U.S population from 1950 to 2050**



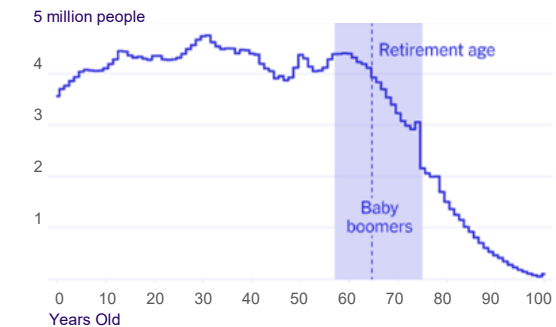
**Sources**  
ChildStats.gov; US Census Bureau  
© Statista 2022

**Additional Information**  
United States; Childstats.gov; US Census Bureau;  
1950 to 2050; 65 years and older

**U.S population by age, 2009**



**U.S population by age, 2021**



**Sources**  
U.S Census Bureau



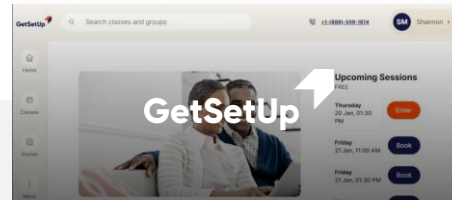
# Startups for the Aging Population

Examples of companies addressing the aging population include senior living services, caregiver training and support, digital health technologies, and financial planning for retirement and estate management.



## Seniorly

Seniorly is a marketplace to help people find the right senior living for their needs and budget.



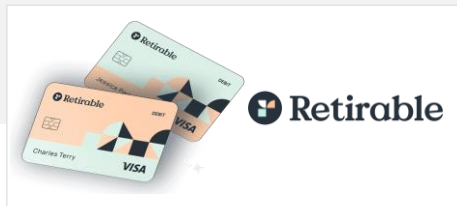
## GetSetUp

GetSetUp is a social learning platform for older adults that offers a variety of classes.



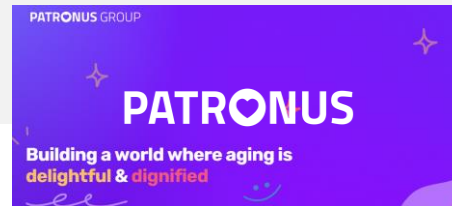
## Ouihelp

Ouihelp provides home help for seniors so they can receive the care they need while maintaining regular activities.



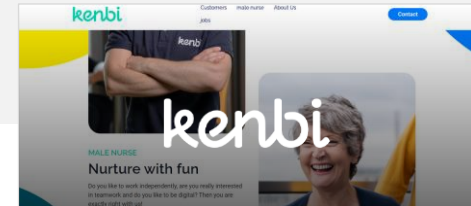
## Retirable

Retirable specializes in planning, advising, investing and income generation for adults in or near retirement.



## Patronus Group

Patronus helps elderly parents and grandparents live safely and independently using an intelligent wearable software that allows older adults to call for help.



## Kenbi

Kenbi is a nurse-centric outpatient care company providing comprehensive care at home.

06

# Consumerizing the Enterprise

## ChatGPT

Explain how the future of work is leading to the consumerization of enterprise?

## ChatGPT

The future of work is changing traditional workplaces, including the consumerization of enterprise. This trend refers to employees bringing personal technology devices and apps to work, and organizations adopting them to enhance efficiency and productivity. One way the future of work leads to consumerization is through a greater focus on employee experience, which includes the adoption of tools like mobile devices and social media. Another way is through greater flexibility and mobility, allowing employees to work remotely and use their own devices. Collaboration and communication have also increased, driving adoption of collaborative tools like video conferencing and project management software. Additionally, integration with existing systems is being improved, enabling seamless use of personal and company devices and apps. Overall, the consumerization of enterprise empowers employees to work more productively while driving innovation and collaboration.

## DALL-E Prompt

**/imagine:**  
"website on computer  
designing some modern art  
on a sleek computer"

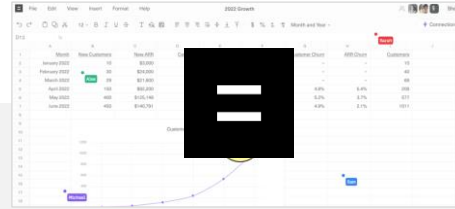
# New Tools for Consumers at Work

New products for employees, workers, and teams are helping boost productivity and enabling people to operate at their best.



## Meez

Meez is a SaaS company that transforms recipe content including videos and pictures into an interactive database.



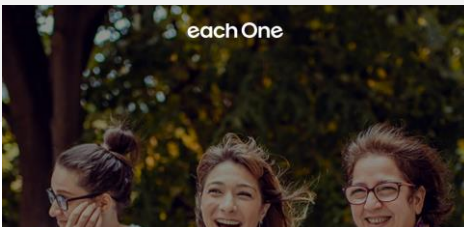
## Equals

Equals is a spreadsheet startup aiming to challenge and replace Excel with its next-generation, live, native, versioned data connections.



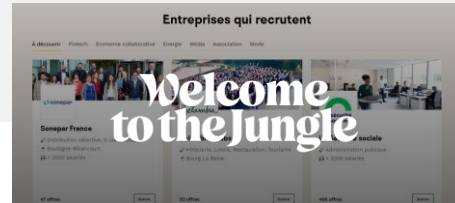
## Clay

Clay is a personal CRM system helping people to better manage their personal and business relationships.



## Each One

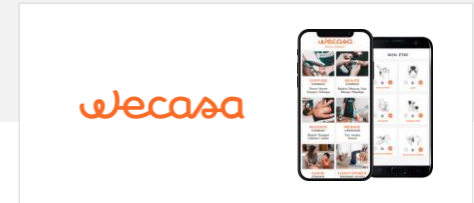
Each One is a recruitment and training solution that helps refugees in the workplace.



## Welcome to the Jungle

Blisce Portfolio

Welcome to the Jungle is a multi channel media and job board company that aims to inspire individuals to thrive in their professional lives.



## Wecasa

Blisce Portfolio

Wecasa makes care services simple and accessible for consumers by connecting them with over 3,000 independent professionals.



## 07

# Protecting Livelihoods & Wealth

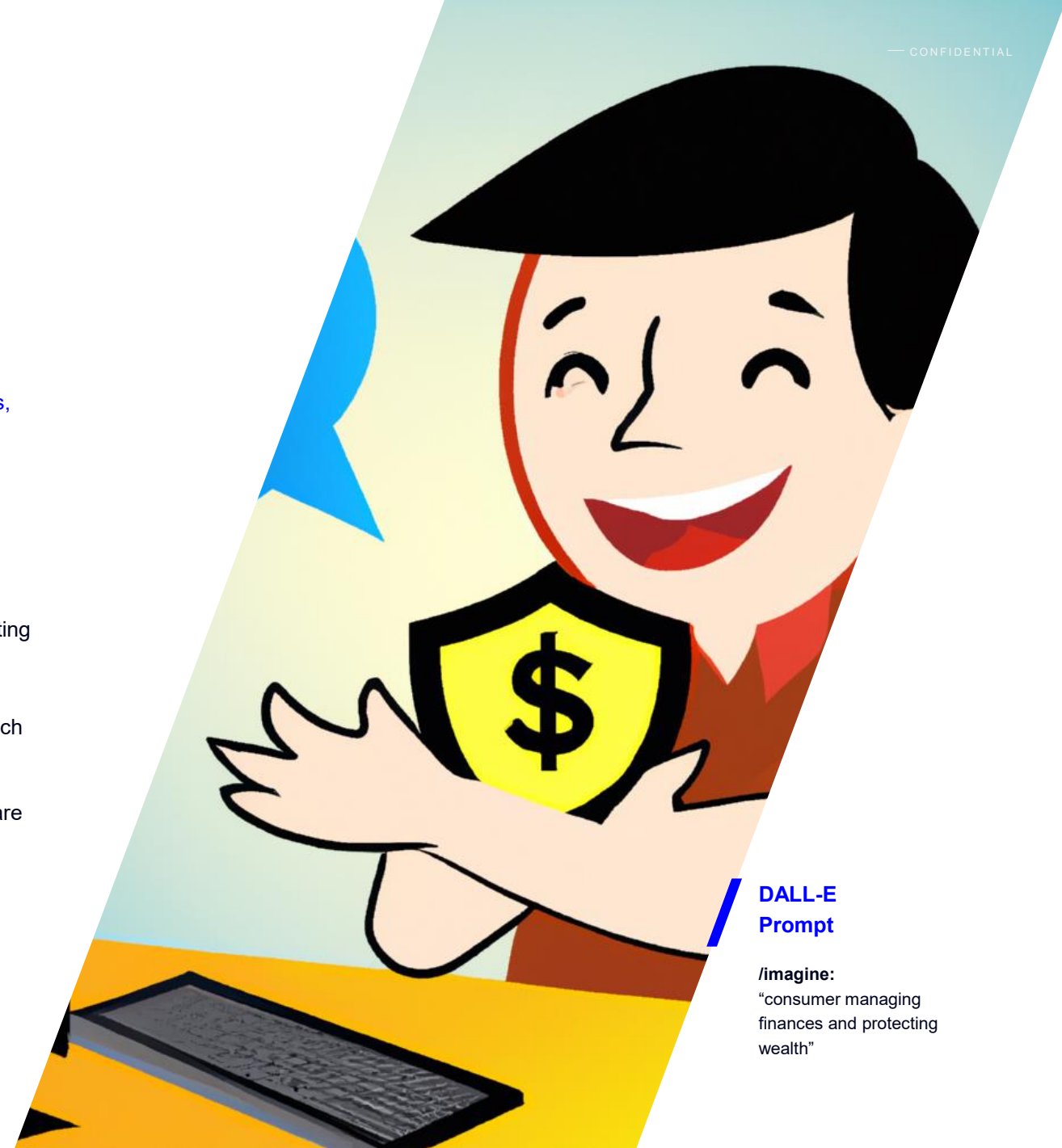
**ChatGPT**

Explain how financial technologies are emerging to better enable individuals, creators, freelancers, and small business owners to generate and protect their livelihoods.

**ChatGPT**

There are a variety of services that are emerging to help individuals, creators, freelancers, and small business owners manage their finances and businesses more effectively. These include digital payment options, mobile banking, online accounting and bookkeeping services, payment processing services, and investment and budgeting tools.

Additionally, fintech solutions offer innovative ways for businesses to raise capital, such as crowdfunding and alternative lending platforms. Overall, these solutions can help individuals and businesses to reduce transaction costs, streamline financial management, and access financial services that were previously out of reach. They are playing an increasingly important role in democratizing access to financial services, supporting the growth of small businesses, and helping individuals to protect and manage their livelihoods.

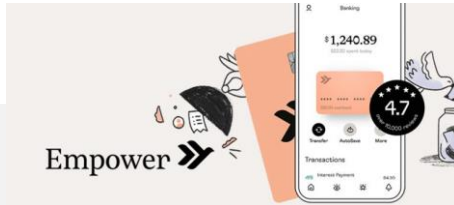


**DALL-E  
Prompt**

**/imagine:**  
“consumer managing  
finances and protecting  
wealth”

# Protecting Consumers, Creators, and SMBs

Fintech is playing an increasingly important role in democratizing access to financial services, supporting the growth of small businesses, and helping individuals to protect and manage their livelihoods.



## Empower

Blisce Portfolio

Empower helps underbanked consumers access and improve their credit affordably via a monthly subscription that includes cash advance, mobile checking and savings account, budgeting analytics, and other credit building products.



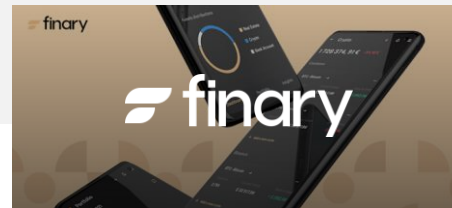
## Iroko

Iroko is a real estate savings solution that is simple, transparent, and socially responsible.



## Willa

Willa is a fintech startup helping creative freelancers, influencers, and social media content creators save time on administrative work and ensure creators get paid on time.



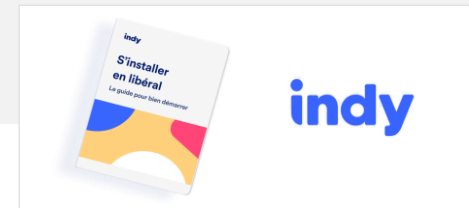
## Finary

Finary is a wealth management platform with over 150k members that allows customers to track and manage their finances online.



## Collective

Collective is a financial concierge service that provides back office management for self-employed individuals and small businesses, including accounting, bookkeeping, tax services, and more.



## Indy

Indy automates accounting for freelancers & professionals so they can focus on their businesses.

## 08

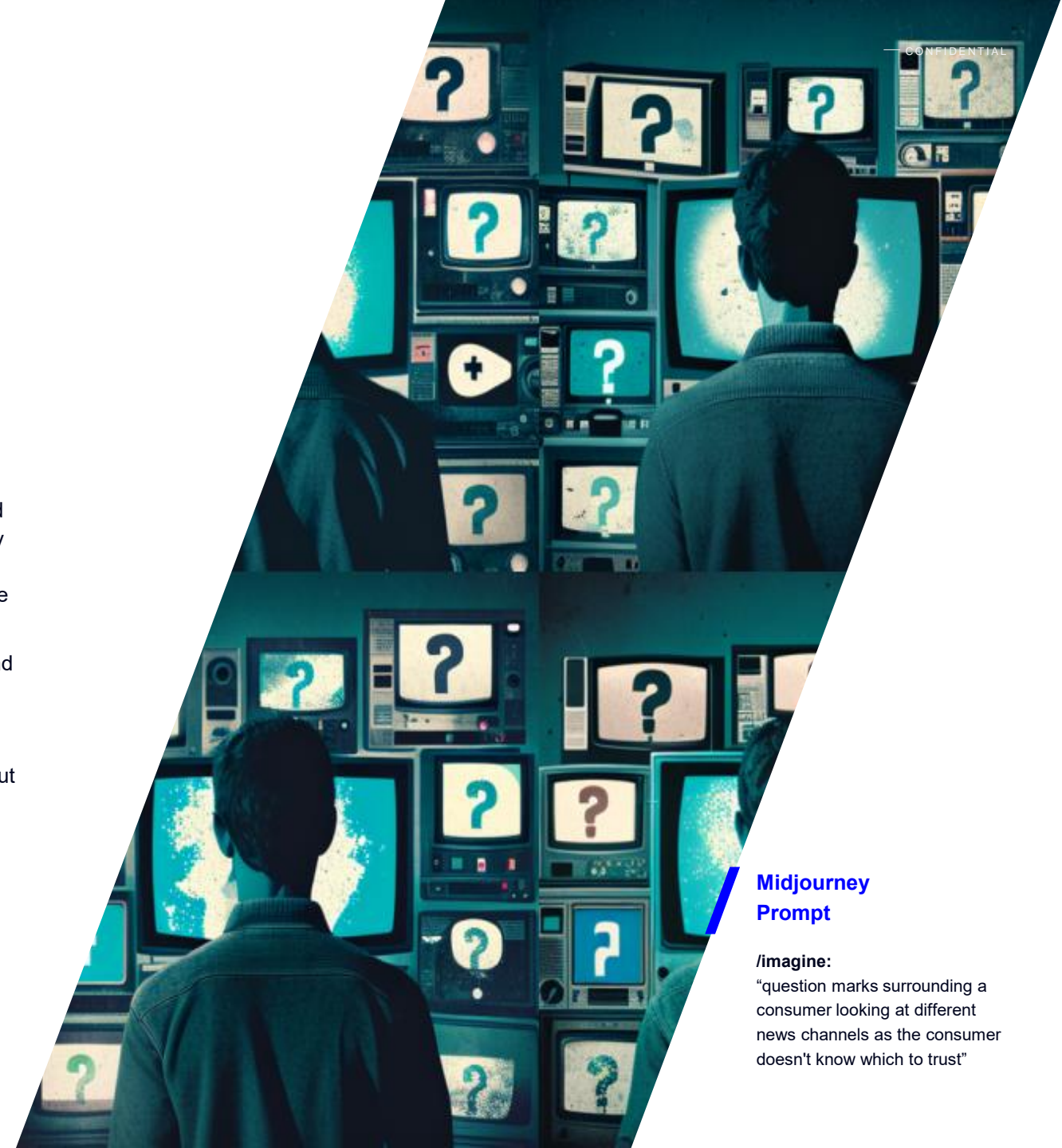
# Building Trust in Consumer Tech

## ChatGPT

Explain how trust plays into the future of consumer technology, internet and media

Trust is crucial for the future of consumer technology, internet, and media. Consumers need to trust the technology they use, the companies that provide it, and the information they receive. To build trust, companies need to prioritize data privacy and security, transparency, ethical considerations, and accountability. Trustworthy companies are more likely to succeed in the long run, while those that fail to prioritize trust may struggle to remain relevant and trusted in an increasingly digital world.

In addition to the factors mentioned, trust is also essential for fostering innovation and creativity in consumer technology, internet, and media. When users trust technology and platforms, they are more likely to experiment with new features and functionalities, providing valuable feedback to companies and driving innovation. Therefore, building trust is not only crucial for the success of individual companies but also for the continued growth and evolution of the entire digital ecosystem.



## Midjourney Prompt

**/imagine:**  
“question marks surrounding a consumer looking at different news channels as the consumer doesn't know which to trust”

# Building Trust in Consumer Tech

Technology start-ups must bring trust and transparency to the consumer in order to win and keep these customers' loyalty.



## Dice

Blisce Portfolio

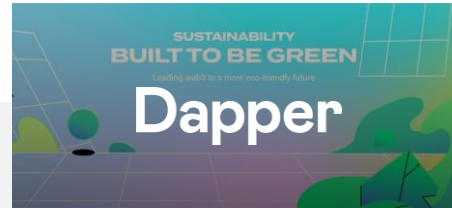
Dice is a ticketing platform for consumers to discover and purchase tickets for music, shows, and events. Trust is at the core of Dice's model, with a focus on eliminating ticket touting and ensuring that users get valid tickets at face value from trusted sources.



## Sorare

Blisce Portfolio

Sorare is a global fantasy football game where players can buy, trade, and play with official digital cards. Users can trust that ownership of these cards is secured through the Ethereum blockchain.



## Dapper Labs

Blisce Portfolio

Dapper Labs' mission is to bring about a more open and inclusive digital world, building assets on the Flow blockchain to instill trust among users. The company is known for building great user experiences, including NBA Top Shot.



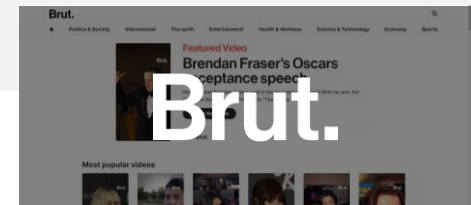
## Mentorshow

MentorShow is an online learning platform that offers courses created and hosted by recognized experts in their field. The experts selected are the best in their fields so the user can trust the teacher of any topic.



## Workweek

Workweek is creating a first-of-its-kind media platform helping B2B creators with unique knowledge in their respective sectors empower passionate and loyal fan bases while monetizing these opportunities.



## Brut

Blisce Portfolio

Brut is a global media company providing unbiased coverage of current events through viral short-form video content focused on politics, technology and more.