

If it can be imagined, it can be built

[SILICON VALLEY](#) [DIGITAL](#) [MOBILE](#)

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Can you imagine it? If so, someone in Silicon Valley is either already building it or has the capability to do so.

Our first stop, PCH, is a company that designs custom manufacturing solutions for some of the world's best brands. They are dedicated to finding and supporting young innovators of the future, helping them go from imagination to prototype in only a few months, thanks to Highway 1, their incubation unit. Recent graduates from their incubation programme include Pono, the high fidelity music player by Neil Young, and Blaze Light, a bike light that uses a green laser to project the image of a bike 5-6 meters ahead for safety. PCH is building the businesses of tomorrow.

If Facebook had been founded 5 years later, it would have started as a mobile company

FACEBOOK

So what is Facebook imagining? They are envisaging a world where two thirds of the population are connected to the internet, working towards their mission of making the world more open and connected. Last year, Facebook launched the realisation of this through Connectivity Lab. The Lab brings together technology leaders from Silicon Valley, non-profits and local communities to solve internet access problems for the huge swathes of the world that still go without. Initiative participants share tools, resources and best practices to explore solutions in three major opportunity areas: affordability, efficiency and business models. The result of this is [Internet.org](#) and the project focuses on providing access to free basic services across the globe. As part of [Internet.org](#), Facebook and Ericsson came together to create the Innovation Lab, an elaborate test environment which mimics a variety of network conditions giving developers a way to ensure their apps will work in even remote areas.

We are the first to be right. (Some) are first but often wrong. While (others) are right but rarely first.

YAHOO

Yahoo imagines a world where big data will change how you talk and listen to your consumers. The use and application of Big data will lead to the democratisation of data, where data correlations will make predictions on outcomes in the future. Yahoo's "black box" system will give increasingly accurate information on consumers without compromising a consumer's privacy. Instead of individual tracking which is what happens now, Big Data will aggregate information to produce a highly personalised and tailored experience for a consumer, but once it has been utilised, the data will be forgotten as each interaction requires a new data set.

1 in every 5 minutes on mobile in the US is spent on Facebook

ATLAS

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