



MiniTrends 2012

**A Conference on Translating
Emerging Trends into
Business Opportunities**

October 17-18, 2012
Omni Austin Hotel Downtown
Austin, Texas, U.S.A

Hosted by
**TECHNOLOGY
FUTURES INC.**




Succeeding in the Age of Imagination Using Minitrends

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MiniTrends 2012 Oct. 17-18, Austin, TX



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Ages

- ◆ Stone Age
- ◆ Bronze Age
- ◆ Iron Age
- ◆ Agricultural Age
- ◆ Industrial Age
- ◆ Information Age
- ◆ *Too Much Information Age*

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Status Information Technology

- ◆ Currently 295 Exobites of data floating around the world (1 EB=billion GB=million TB)
- ◆ Telecom capability doubling every two years
- ◆ Computer power doubling every 18 months
- ◆ Quantum computers (2025) 10,000 times faster than best current computers

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Thus, We are Entering the
Age of
Imagination

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**“Imagination is more
important than
knowledge.”**

– Albert Einstein
On Science

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**To prosper in the
Age of Imagination
organizations must cultivate a
culture that prizes imagination and
establish programs and processes
that promote the identification and
application of imaginative ideas.**

**We call this an "Imagination
Promotion Program"**

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Imagination Promotion Program Tasks

- ◆ **Generate imaginative concepts**
- ◆ **Analyze potential value of concept to organization**
- ◆ **Determine how the concept is to be applied**
- ◆ **Initiate application of concept**

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Larry Page & Sergey Brin
The Google Guys

- ◆ **Founded on September 4 1998**
- ◆ **Guiding principles:**
 - You can make money without doing evil
 - You can be serious without a suit
 - Work should be challenging and the challenge should be fun

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- ◆ **A sense of play, e.g., playrooms, exercise facilities, special lunch rooms, etc.**
- ◆ **Special April Fools antics and company Easter Egg Hunt**
- ◆ **New employees are called Noogles, must wear baseball caps**
- ◆ **Innovation Time Off (20% for individual projects) Results: Half of all new products, including Gmail, Google News, Orkut, AdSense**

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Other Imagination Examples

- ◆ Wikipedia
- ◆ Facebook
- ◆ LinkedIn
- ◆ Twitter
- ◆ Plaxo
- ◆ Skype
- ◆ Groupon

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A Successful Imagination Promotion Program Must

- ◆ Have wide scale involvement
- ◆ Involve an element of excitement
- ◆ Be in concert with the current organizational structure

The Minitrends Concept can assist in accomplishing each of these goals

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MEGATRENDS John Naisbitt 1982

- ◆ Industrial Society → Information Society
- ◆ Forced Technology → High Tech/High Touch
- ◆ National Economy → World Economy
- ◆ Short Term → Long Term
- ◆ Centralization → Decentralization
- ◆ Institutional Help → Self Help
- ◆ Representative Democracy → Participatory Democracy
- ◆ Hierarchies → Networking
- ◆ North → South
- ◆ Either/Or → Multiple Options

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MEGATRENDS Current

- ◆ Convergence of Computer and Communication Technologies
- ◆ Movement from a Physics Age to the Biotechnology Age
- ◆ Increasing Awareness of Climate Change
- ◆ Government Involvement in the Financial Arena
- ◆ Explosion of Social Media Involvement
- ◆ Growing Difficulty with Sovereign Debt
- ◆ Long Term Energy Shortage
- ◆ Aging of Populations in Earth's Most Prosperous Nations
- ◆ Rise in China's Economic Power

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- ◆ **Megatrends are certainly important**
- ◆ **However, it is hard to exploit them successfully because:**
 - They are well known
 - They are too general to provide specific guidance
- ◆ **Buried within Megatrends are Minitrends**

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Minitrends...

- ...are emerging trends that are of a scope and importance to represent attractive business opportunities to individuals and organizations that are:
- ◆ **Alert enough to recognize them**
 - ◆ **Perceptive enough to appreciate them**
 - ◆ **Clever enough to take advantage of them**

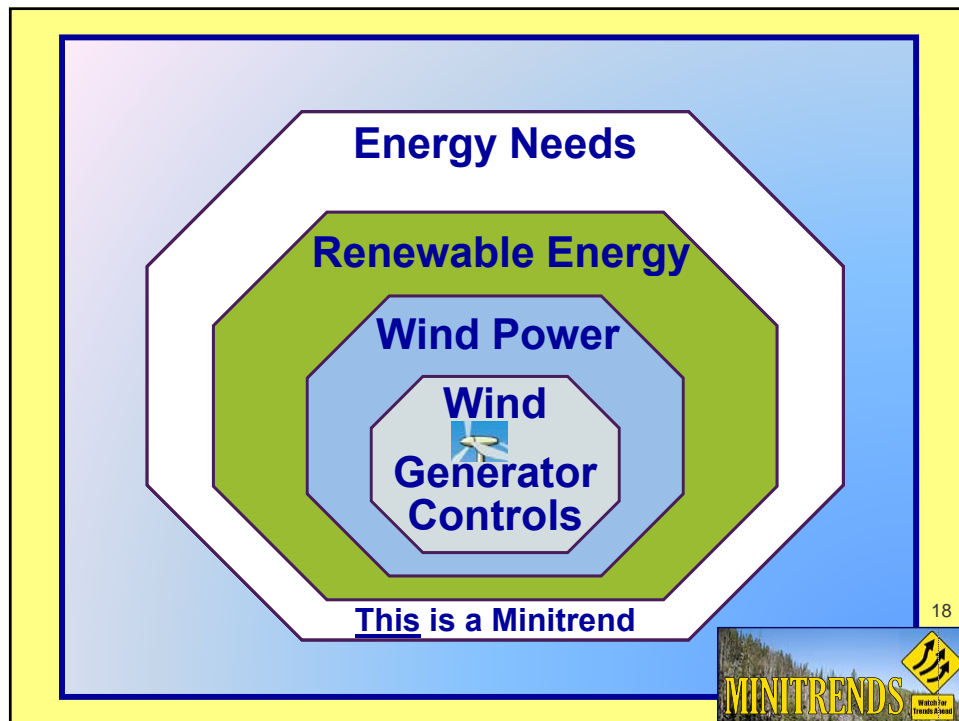
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MINITREND Characteristics

- ◆ Sufficiently evolved that reasonable projections can be made of future developments
- ◆ Promise to be significantly important in the relatively near future (2-5 years)
- ◆ Either not recognized or appreciated by the general public or most businesses

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San Bruno, California, 2005

Steve Chen, Chad Hurley & Jawad Karim

- ◆ Noted increasing capacities of digital electronics, particularly cameras and cell phones
- ◆ Noted growing ability of individuals to produce and transmit short film clips
- ◆ Founded YouTube, LLC
- ◆ 65,000 new videos and 100 million views per day
- ◆ *Sold to Google in 2006 for \$65 million*



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Korea, Late 1990s

Romi Haan

- ◆ Frustrated by time and effort to clean floors
- ◆ Noted similar frustrations from other housewives
- ◆ Designed steam cleaner that wipes away dirt; kills germs, mites, fungus, and E.Coli
- ◆ In early 2000s, founded HAAN Corporation
- ◆ *In 2007 revenues of \$90 million; has expanded into USA*



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Failure to Recognize Minitrends

- ◆ Successful companies tend to “stick to their own knitting”
- ◆ Less than 30% of companies on the Fortune 100 list twenty-five years ago are on the list today
- ◆ In many cases, this is due to failure to recognize or appreciate the importance of emerging trends
- ◆ *The bullets that kill you are not the one coming from the front, but the unrecognized ones coming from the side and back*

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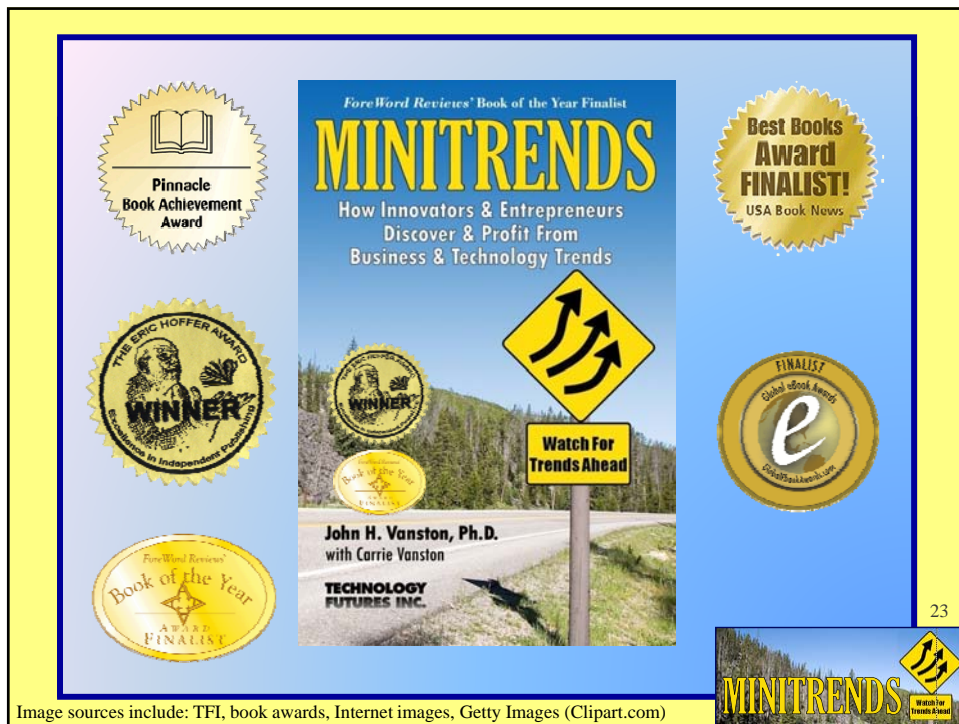


Sharper Image

- ◆ Founded in 1977 as a catalog business selling jogging watches
- ◆ Shifted emphasis from catalog sales to stores
- ◆ Over twenty years established 184 stores mostly in shopping malls
- ◆ Specialized in high-end electronics and special interest gifts and featured open sales displays
- ◆ More than 2500 employees
- ◆ Failed to appreciate declining interest in luxury items, price competition from “big box” stores, and general decrease in large mall shopping
- ◆ *In February 2008 filed for Chapter 11 bankruptcy*

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