



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.**




Becoming a MiniTrends Master

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MiniTrends 2012 Oct. 17-18, Austin, TX



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Identify Emerging Market Needs



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Determine the Exact Nature of the MINITREND

- ◆ Does the MiniTrend represent a change in product, process, or procedure?
- ◆ Will the application of the MiniTrend result in a incremental change, a distinctive change, or a breakthrough change?

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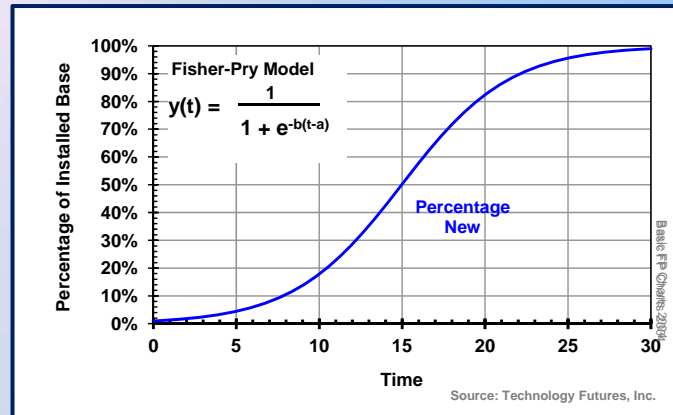
Technology Advantage Management™

	Incremental	Distinctive	Breakthrough
Product			
Process			
Procedure			



Determine where in MiniTrend is in the Emergence Process

Fisher-Pry Substitution Model



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Determine Special Features



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Convince Customers of the Value of Special Features to Them



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Consider How the MiniTrend Product Will Be Marketed



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Define and Analyze Relevant Drivers and Constraints



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Analyze Analogous Situations



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Engage Allies and Supporters



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Be Flexible



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Stay Healthy



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Apply the "Sanity Test" to Each Stage of the Exploitation Process



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Remember There Are Other Smart People in the World



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Goal

A new mindset among employees that encourages identification and evaluation of embedded MiniTrends when:

- A new law is passed
- A new business is launched
- An important person makes an unexpected statement
- A new technical or scientific discovery is announced

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Questions



Final Comment

- ◆ Application of the MiniTrend Concept will allow both you and your colleagues to demonstrate and utilize your originality, your logic, your perceptiveness, your basic good sense, and

YOUR IMAGINATION

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It can also be a lot of fun!



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