



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.**



How & Where to Search for Minitrends

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MiniTrends 2012 Oct. 17-18, Austin, TX



"How & Where to Search for Minitrends" Presentation by Dr. John H Vanston
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How to Search for Minitrends

- ◆ Follow the Money
- ◆ Follow the Leaders
- ◆ Examine Limits
- ◆ Consider Human Nature
- ◆ Take Note of Demographics
- ◆ Analyze Frustrations
- ◆ Search for Convergence

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Follow the Money



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Federal Programs

- ◆ National Science Foundation
- ◆ Small Business Innovative Research Program
- ◆ Small Business Technology Transfer Program
- ◆ U.S. Patent Office
- ◆ In-Q-Tel



Follow Leaders



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Follow Leaders

- ◆ ***Time Magazine*** –
100 Most Important People in the World
- ◆ ***Wall Street Journal*** –
50 Most Important Women in the World
- ◆ ***Fortune Magazine*** –
25 Most Important Business People in
the World



Futurists

- ◆ **Check List of Futurists on *Wikipedia***
 - David Snyder
 - Joe Coates
 - Oliver Markley
 - David Smith
 - Larry Vanston
 - Raymond Kurzweil



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Raymond Kurzweil

◆ *The Age of Intelligent Machines (1992)*

- Fall of Soviet Union
- Defeat of best human chess player
- Explosive growth of Internet with wireless becoming key mode
- Reliance of world's militaries on intelligent weapons vs. large low-tech armies

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Raymond Kurzweil

◆ *The Age of Spiritual Machines: When Computers Exceed Human Intelligence (2000)*

“The End of the Biological Age”

◆ *Transcend: Nine Strategies for Living Well Forever (2009)*

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Types of Limits

- ◆ Physical
- ◆ Perceptive
- ◆ Practical



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Addressing Limits

- ◆ Define Limit
- ◆ Determine limiting factor
- ◆ Search for ways to overcome this factor



Look for Opportunities to Take Advantage of Convergences



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Analyze Frustrations



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- ◆ In 1997 Reed Hastings was fined \$40 for a late return of a videotape
- ◆ Later he visited his athletic club which had a set fee for services
- ◆ He envisioned applying this model to video, CD, DVD, and game rentals
- ◆ Result: *Netflix*
- ◆ Now streams videos directly to users' PCs

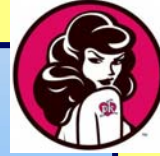


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- ◆ Two years ago Ellie Scarborough's boyfriend broke up with her over the phone after two years of close involvement
- ◆ Ellie was devastated
- ◆ She sent herself a bouquet of flowers
- ◆ Realized her plight was not unique
- ◆ Founded *Pink Kisses* to assist others
- ◆ ... and make money



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Image from the Pink Kisses website



Pink Kisses Services

- ◆ Flowers
- ◆ Candy
- ◆ E-Messages
- ◆ Photo burning



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Images from the Pink Kisses.com website



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Where to Look for MINITRENDS

- ◆ Utilize Published Sources
- ◆ Utilize Electronic Sources
- ◆ Engage Associations
- ◆ Establish Social Networks
- ◆ Examine Patents and Patent Applications
- ◆ Review Ph.D. Dissertations
- ◆ Pay Heed to Television
- ◆ Examine Platforms of Losing Presidential Candidates

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Examine Platforms of Losing Presidential Candidates

- ◆ Adlai Stevenson's 1956 platform on Nuclear Test Ban Treaty signed in 1963
- ◆ Barry Goldwater's conservative platform in 1964 laid groundwork for Reagan Revolution
- ◆ Al Gore's climate issue in 2000 campaign later resulted in Academy Award, Grammy Award, Emmy Award, and Nobel Prize



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Photos: Life.com, Al Gore.com (Eric Lee, Paramount Classics)



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