



The Importance of MiniTrends and Seven Ways You Can Find Them

Dr. John H. Vanston

Chairman, Technology Futures, Inc.

jvanston@tfi.com

(512) 258-8898

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MEGATRENDS John Naisbitt 1982

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

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**
- ◆ **Aging of Populations in Earth's Most Prosperous Nations**
- ◆ **Long Term Energy Shortage**
- ◆ **Rise in China's Economic Power**

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**



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**



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



Energy Needs

Renewable Energy

Wind Power

**Wind
Generator
Controls**



This is a Minitrend

7



MINITRENDS Assist:

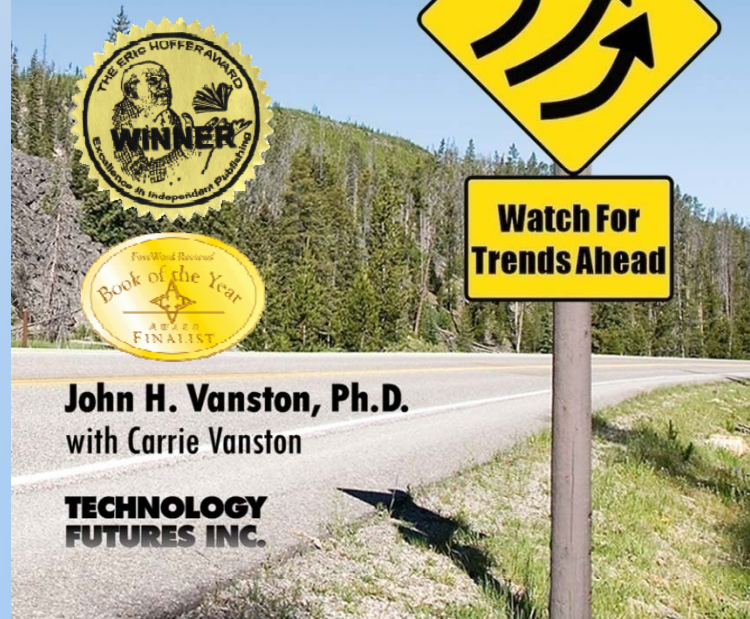
- ◆ **Entrepreneurs** to identify, assess, and exploit attractive new business opportunities
- ◆ **Decision Makers** in small and mid-size businesses to gain advantage by recognizing and utilizing emerging trends
- ◆ **Innovative Thinkers** in larger businesses to distinguish themselves by their special insights and perceptiveness
- ◆ **Investors** to uncover attractive new investment opportunities
- ◆ **Job Seekers** to define employment opportunities



ForeWord Reviews' Book of the Year Finalist

MINITRENDS

How Innovators & Entrepreneurs
Discover & Profit From
Business & Technology Trends



MINITRENDS Organization

Part One:

The Value of MiniTrends

Part Two:

Uncovering MiniTrends

Part Three:

Some Attractive MiniTrends

Part Four:

Prospering from MiniTrends

Part Five:

Becoming a MiniTrends Master

10



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**

Follow the Money



12

Money Sources

- ◆ **Venture Capitalists**
- ◆ **Commercial Organizations**
- ◆ **Non-Profit Organizations**
- ◆ **Federal Government**

Federal Programs

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

Follow Leaders



Lists of 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

Examine Limits



Types of Limits

- ◆ **Physical**
- ◆ **Perceptive**
- ◆ **Practical**



Addressing Limits

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



Consider Human Nature



Human Needs

- ◆ **Meaningful long-term relationships**
- ◆ **Quality education for children**
- ◆ **Involvement with groups**
- ◆ **High quality medical care**
- ◆ **Mobility**

Take Note of Demographics



Results

**Older groups don't realize their experience
and value systems have little relevance to
younger groups**

and vice versa

**Examination of differences and similarities
can uncover useful Minitrends**

Analyze Frustrations




Frustrations

- ◆ Many situations are troublesome, annoying, and frustrating

Long waits at restaurants, flies at picnics, surely salesclerks, long questionnaires, etc.

- ◆ May expose attractive MiniTrends*

- ◆ 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: 
- ◆ Now streams videos directly to users' PCs

27

Image: Netflix logo



Search for Convergences



MiniTrends

A Project of **TECHNOLOGY
FUTURES INC.**



28

Watch For
Trends Ahead



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