

MiniTrends 2013

The Integration of Profit & Social Responsibility

October 2-3, 2013

Holiday Inn Town Lake

Austin, Texas, U.S.A

www.MiniTrends.com



Hosted by **TECHNOLOGY
FUTURES INC.**



MiniTrend Application Suggestions

Dr. John H. Vanston,
Chairman, Technology Futures, Inc.

MiniTrends 2013 Oct. 2-3, Austin, TX



Determine Special Features



Convince Customers of the Value of Special Features to Them



Consider How the Minitrend Product Will Be Marketed



Define and Analyze Relevant Drivers and Constraints



Photo: <http://www.landmama.com/custom/index.cfm?id=134783>

Analyze Analogous Situations



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Engage Allies and Supporters



Be Flexible



Stay Healthy



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



Remember There Are Other Smart People in the World



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

It can also be a lot of fun!



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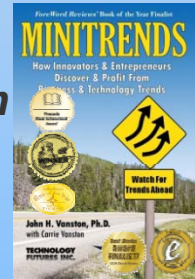
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MiniTrends Resources (see handout)

MiniTrends Book:

- **MINITRENDS: How Innovators & Entrepreneurs Discover & Profit From Business & Technology Trends** -- by John Vanston & Carrie Vanston



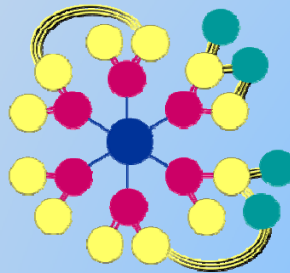
MiniTrends Activities:

- **MiniTrends 2013: The Integration of Profit & Social Responsibility**
October 2-3, 2013, Holiday Inn Town Lake, Austin, Texas
- **MiniTrends Meetup:** We will be announcing a monthly meetup soon!



MiniTrends Search Tool:

- Impact Wheels



Articles:

- MiniTrends Concept
- In the Age of Imagination, Small Trends Have Big Impacts by Dr. John Vanston
- Nine Emerging MiniTrends to Watch by Dr. John Vanston
- Turn on Automated Alerts to Tune Out Information Overload When Monitoring Trends by Steve Pearson
- Put Aggregators to Work for Quality, Timely Info When Trend Searching by Steve Pearson



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