

MiniTrends 2013

The Integration of Profit & Social Responsibility

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Planning Your MiniTrends Success

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Planning Steps

- ◆ **Determine nature of MiniTrend**
- ◆ **Define size and nature of market**
- ◆ **Determine attractiveness**
- ◆ **Develop and carry out Implementation Scheme**



Determine Nature of Minitrend

- ◆ **Product**
- ◆ **Process**
- ◆ **Procedure**



Degree of Change

- ◆ Incremental
- ◆ Distinctive
- ◆ Breakthrough



MiniTrends Matrix

Nature	Class		
	Incremental	Distinctive	Breakthrough
Product			
Process			
Procedure			



Determine Size and Nature of Potential Market

- ◆ Define markets MiniTrend can serve
- ◆ Consider future markets
- ◆ Consider ancillary markets
- ◆ Consider social implications



Determine Attractiveness

- ◆ **Attractiveness to business community**
- ◆ **Attractiveness to You**



Business Community

- ◆ **Excites Enthusiasm**
- ◆ **Opens up opportunities**
- ◆ **Special Differentiating Factors**



Issues

- ◆ What special advantages for user?
- ◆ What problem solved?
- ◆ What new capabilities?
- ◆ How needs now being satisfied?
- ◆ How much improvement?
- ◆ How can improvement's be demonstrated?

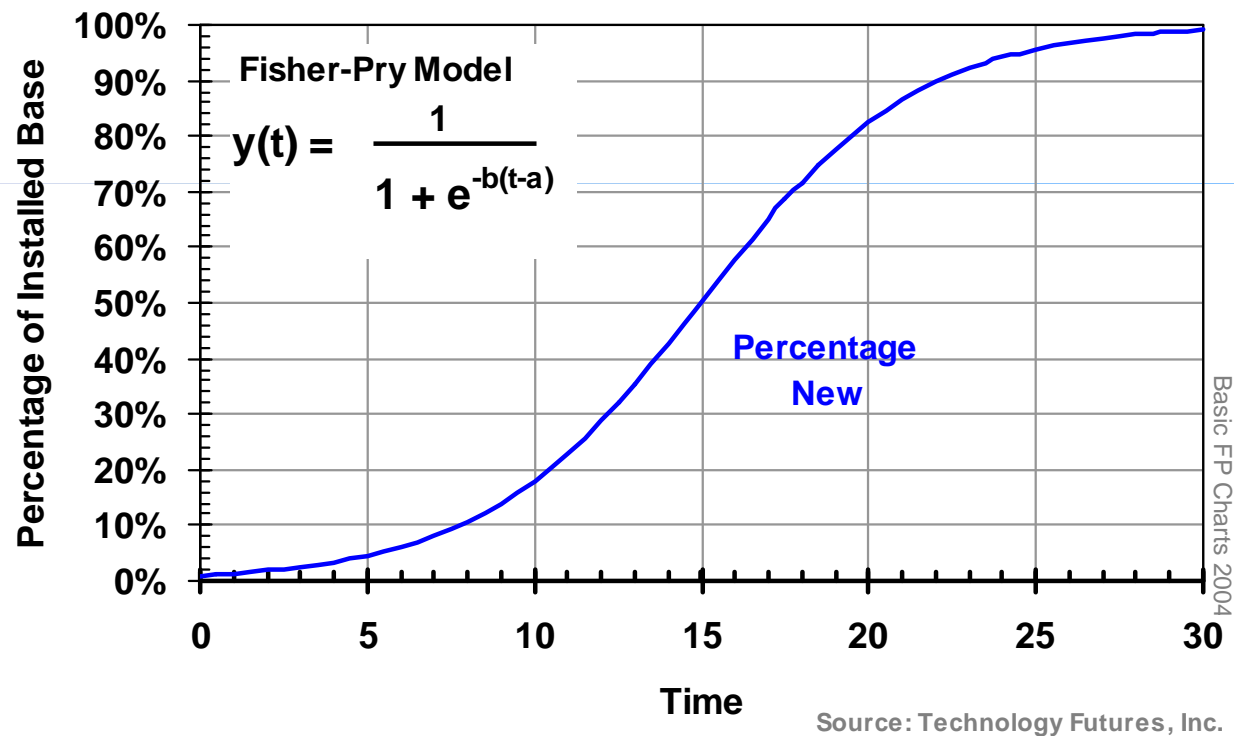


Where in Development Process?



Determine where in MiniTrend is in the Emergence Process

Fisher-Pry Substitution Model



Exogenous Factors

Positive

Negative



Personal Attractiveness

- ◆ Clarify personal interests
- ◆ Consider your personal situation



Develop and Carry Out Implementation Scheme

- ◆ **Define current situation**
- ◆ **Decide where you want to be at some future time**
- ◆ **Determine how you will get from here to there**

