



Search Strategies and Research Resources

Carrie Vanston

*Media/Marketing Director
Technology Futures, Inc.*

cvanston@tfi.com

(512) 258-8898

MiniTrends 2013 Oct. 2-3, Austin, TX



Megatrends

1982 - John Naisbitt Coines Phrase

- ◆ Industrial Society → Information Society
- ◆ National Economy → World Economy
- ◆ Centralization → Decentralization
- ◆ Either/Or → Multiple Options

Current

- ◆ Increasing Transition to Mobile
- ◆ Aging of Populations in Earth's Most Prosperous Nations
- ◆ From a Physics Age to the Biotech Age
- ◆ Increasing Awareness of Climate Change



MiniTrends Offer Real Opportunities to YOU and Other Individuals!

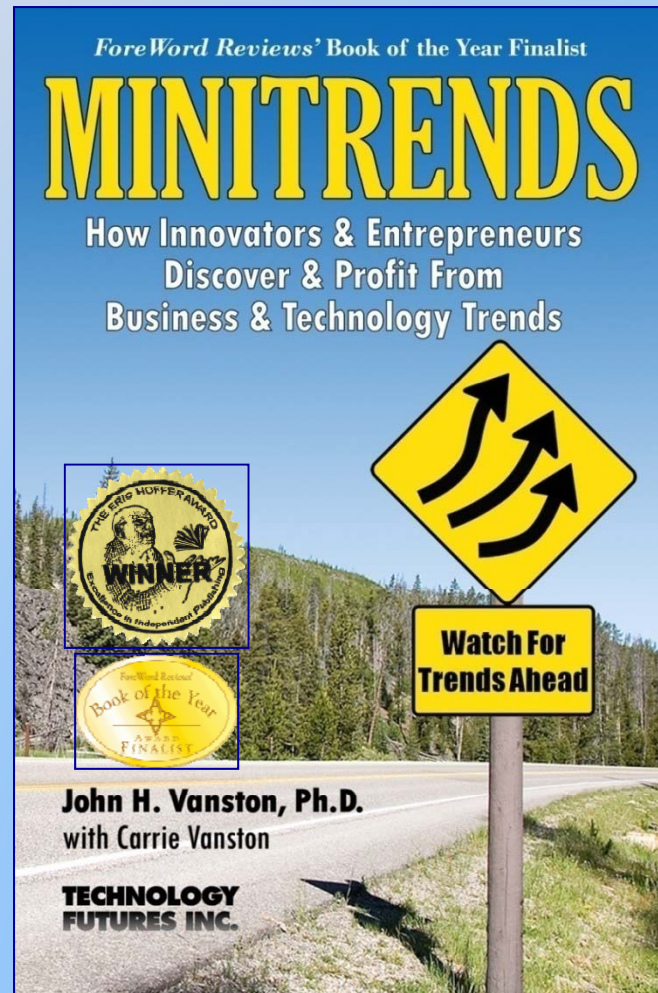
Characteristics of a Great MiniTrend:

- ◆ Far enough along to make projections
- ◆ Promises to be significant in 2-5 years
- ◆ Not yet appreciated widely
- ◆ Social conscious component drives passion



MINITRENDS Book

- ◆ 7 Ways to Search
- ◆ 8 Places to Search
- ◆ 9 Sample MiniTrends
- ◆ 4 Ways to Select MiniTrends
- ◆ 4 Ways to Develop MiniTrends Plan
- ◆ 13 Ways to Put Plan into Action



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



Worksheet 1: My MiniTrends Interest/Purpose Areas

MiniTrends are emerging trends that promise to become significantly important in 2-5 years, but aren't yet widely recognized, and thus offer opportunities for starting or growing a business in your areas of interest and passion.

Pick 2 or 3 areas of interest where you would like to find and take advantage of a MiniTrend Opportunity. At least one must be a passionate interest. Include a value-driven purpose statement with each entry about the difference you want to make in the world with your interest.

Interest/Purpose #1	Interest/Purpose #2	Interest/Purpose #3
<p>I am interested in:</p> <hr/> <hr/>	<p>I am interested in:</p> <hr/> <hr/>	<p>I am interested in:</p> <hr/> <hr/>
<p>My value-driven purpose is (helping, creating, inspiring, clothing, alleviating, entertaining, providing, etc.):</p> <hr/> <hr/> <hr/>	<p>My value-driven purpose is (helping, creating, inspiring, clothing, alleviating, entertaining, providing, etc.):</p> <hr/> <hr/> <hr/>	<p>My value-driven purpose is (helping, creating, inspiring, clothing, alleviating, entertaining, providing, etc.):</p> <hr/> <hr/> <hr/>



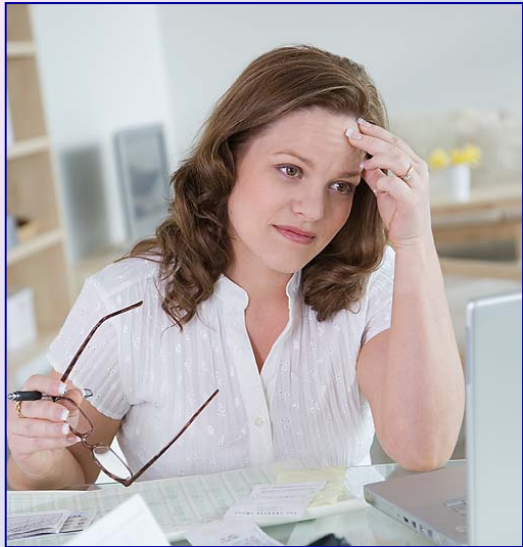
Worksheet 2: My Strategy to Find MiniTrend(s)

MiniTrends Interest Area (from sheet 1): _____

Choose 2-3 Search Strategies	Choose 2-3 Research Resources	Choose Organizing Tools
<ul style="list-style-type: none">• Follow the Money• Follow the Leaders• Examine Limits• Consider Human Nature• Take Note of Demographics• Analyze Frustrations• Search for Convergences• Other	<ul style="list-style-type: none">•Published Sources•Electronic Resources•Key Associations•Social Networks•Patents and Patent Applications•Ph.D. Dissertations•Television•Platforms of Losing Presidential Candidates•Other	<ul style="list-style-type: none">•Alert Systems: Google, RSS Feeds, Innography, Compendex, etc.•File Systems: Manilla Folders, Folders, Delicious Bookmarking, Evernote, etc.•Portfolio of Networks•Other



Analyze Frustrations



Rami Haan

Founder, CEO, HAAN Corporation



9

Photo Source: Stacy Zoern (from Internet)



Romi Haan

- ◆ In Korea eat on floor, sleep on floor, kids play on floor
- ◆ Frustrated with scrubbing floor twice a day
- ◆ Determined to liberate the Korean housewife



Founder & CEO of HAAN Corporation

- ◆ Sells first steam mops in early 2000s
- ◆ Introduced in U.S. in 2007 on QVC Television and sells out in 6 minutes
- ◆ \$120 million in revenue in 2010.
- ◆ Helping to achieve gender equity in Korea
- ◆ Non-chemical solution to cleaning



Search for Convergences



12

Photos: Clipart.com or unsourced



Charles Studor

Founder and CTO at Briggo Inc.



13

Photo Source: Charles Studor



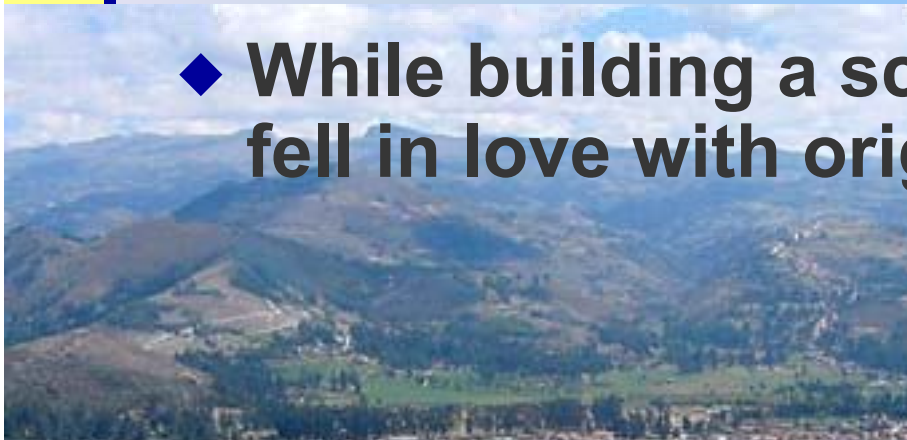
Charles Studor

Interests & Expertise

- ◆ Desire to be socially responsible
- ◆ 20 years at Motorola/Freescale
 - Robotics
 - Mobile apps
 - Cloud computing



- ◆ While building a school in Honduras, fell in love with origin of coffee



Photos: Charles Studor + Internet



Convergence MiniTrend: Briggos Made-to-Order Coffee Kiosks

- ◆ Charles, Founder/CTO, Briggo Inc.
- ◆ Favorite coffee recipes in the cloud and ready by remote order
- ◆ Ethically sourced, fair-trade organic Peruvian bean



Photo: Briggo.com



Consider Human Nature



16

Photos: Clipart.com or unsourced



Jessica Scorpio

Founder, Director Mkt., GetAround



17

Photo Source: Jessica Scorpio, LinkedIn



Jessica Scorpio

- ◆ Singularity University — school focuses on technology development to address humanity's challenges.
- ◆ Aide to the Minister International Cooperation, Secretary of State, Canada
- ◆ Founded IDEAL, not-for-profit for entrepreneurs and young leaders.



Photo Source: Jessica Scorpio, LinkedIn



Mobility MiniTrend: GetAround is Solving Car Overpopulation

- ◆ Jessica, Founder/ Director of Marketing, GetAround
- ◆ Peer-to-peer Carsharing
- ◆ Cleaner, smarter and more efficient transportation system
- ◆ Now in San Francisco, Chicago, Austin, Portland and San Diego



Photo Source: *Forbes* (Internet image)



Worksheet 1: My MiniTrends Interest/Purpose Areas

MiniTrends are emerging trends that promise to become significantly important in 2-5 years, but aren't yet widely recognized, and thus offer opportunities for starting or growing a business in your areas of interest and passion.

Pick 2 or 3 areas of interest where you would like to find and take advantage of a MiniTrend Opportunity. At least one must be a passionate interest. Include a value-driven purpose statement with each entry about the difference you want to make in the world with your interest.

Interest/Purpose #1	Interest/Purpose #2	Interest/Purpose #3
<p>I am interested in:</p> <hr/> <hr/>	<p>I am interested in:</p> <hr/> <hr/>	<p>I am interested in:</p> <hr/> <hr/>
<p>My value-driven purpose is (helping, creating, inspiring, clothing, alleviating, entertaining, providing, etc.):</p> <hr/> <hr/> <hr/>	<p>My value-driven purpose is (helping, creating, inspiring, clothing, alleviating, entertaining, providing, etc.):</p> <hr/> <hr/> <hr/>	<p>My value-driven purpose is (helping, creating, inspiring, clothing, alleviating, entertaining, providing, etc.):</p> <hr/> <hr/> <hr/>



Worksheet 2: My Strategy to Find MiniTrend(s)

MiniTrends Interest Area (from sheet 1): _____

Choose 2-3 Search Strategies	Choose 2-3 Research Resources	Choose Organizing Tools
<ul style="list-style-type: none"> • Follow the Money • Follow the Leaders • Examine Limits • Consider Human Nature • Take Note of Demographics • Analyze Frustrations • Search for Convergences • Other 	<ul style="list-style-type: none"> •Published Sources •Electronic Resources •Key Associations •Social Networks •Patents and Patent Applications •Ph.D. Dissertations •Television •Platforms of Losing Presidential Candidates •Other 	<ul style="list-style-type: none"> •Alert Systems: Google, RSS Feeds, Innography, Compendex, etc. •File Systems: Manilla Folders, Folders, Delicious Bookmarking, Evernote, etc. •Portfolio of Networks •Other



MiniTrends Resources

Two-Thirds of useful info comes from conversations with colleagues and of that one-third found in literature, one-half recommended by colleagues. More people involved with, more good ideas.



MiniTrends Resources

MiniTrends Book:

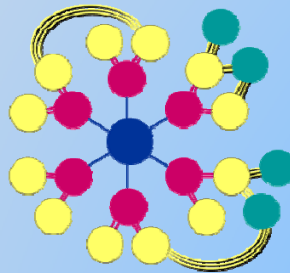
- ***MINITRENDS: How Innovators & Entrepreneurs Discover & Profit From Business & Technology Trends*** -- by John Vanston & Carrie Vanston

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:

- Opportunity 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





Search Strategies and Research Resources

Carrie Vanston

*Media/Marketing Director
Technology Futures, Inc.*

cvanston@tfi.com

(512) 258-8898

MiniTrends 2013 Oct. 2-3, Austin, TX

