



MiniTrends

How to Discover & Profit From Business & Technology Trends

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MEGATRENDS John Naisbitt 1982

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

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Megatrends Current

- ◆ Convergence of Computer & Communication Technologies
- ◆ Movement from a Physics Age to the Biotech 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
- ◆ Increasing Transition to Mobile

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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
- ◆ Value-driven purpose drives passion

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MiniTrends Assist:

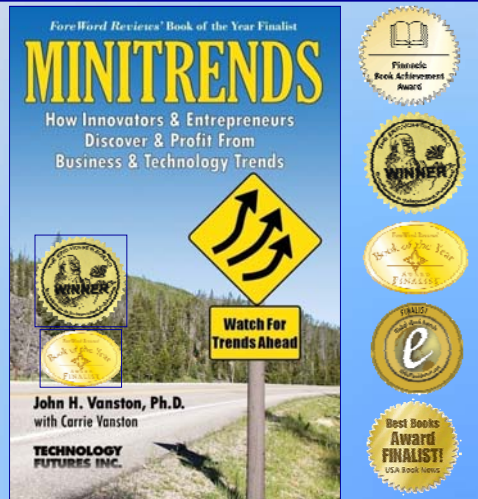
- ◆ **Entrepreneurs** to identify, assess, and exploit attractive new business opportunities
- ◆ **Decision Makers** in small and mid-size businesses to gain advantage by recognizing and utilizing emerging trends
- ◆ **Innovative Thinkers** in larger businesses to distinguish themselves by their special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

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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



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How to Search for MiniTrends

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

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Consider Human Nature



Photos: Clipart.com or unsourced



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Human Needs

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



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Stacy Zoern CEO, Community Cars



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Photo Source: Stacy Zoern (from Internet)



Stacy Zoern

- ◆ Austin Attorney
- ◆ In a wheelchair her entire life
- ◆ Independence limited by difficulty in getting wheelchair in and out of retrofitted van
- ◆ Wanted to help herself and others like her be more mobile



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Photo Source: Stacy Zoern (from Internet)



Human Nature MiniTrend: KENGURU Driven Directly From Wheelchair!

- ◆ Stacy, Founder/CEO, Community Cars
- ◆ Driven from wheelchair
- ◆ Completely green
- ◆ Raises 3 million
- ◆ First vehicles out this summer
- ◆ Orders flooding in from all over the world!



Photo Source: Kate Weidlaw, KXAN (Internet photo)



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Jessica Scorpio Founder, Director Mkt., GetAround



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.



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Photo Source: Jessica Scorpio, LinkedIn



Human Needs 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



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Photo Source: Forbes (Internet image)



Follow the Money



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Who Are They Giving Their Money To?

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

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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

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Take Note of Demographics



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Photo Source: Clipart.com (Getty Images)



Jeffrey Fry Founder & Principal, Help Find Care



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Photo Source: LinkedIn



Jeffrey Fry

- ◆ **Successful Business Man**
- ◆ **Personally experienced difficulties getting care for his mother**
- ◆ **Saw baby boomers needing innovative ways to care for their parents**
- ◆ **Saw disconnect between wages and importance of home care workers**



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Photo Source: Jessica Scorpio, LinkedIn



Demographic MiniTrend: Empowers Caregivers



- ◆ Jeff, Founder/Principal, Help Find Care
- ◆ Healthcare workers go into business for selves
- ◆ Innovative ways to seek in-home care for parents
- ◆ Drives cost of home healthcare down
- ◆ Empowers all stakeholders



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Follow Leaders



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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

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Futurists

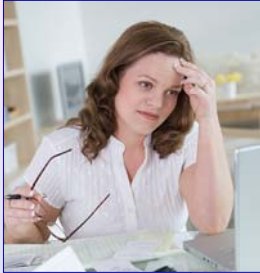
- ◆ **Check List of Futurists on *Wikipedia***

- **David Snyder**
- **Joe Coates**
- **Oliver Markley**
- **David Smith**
- **Raymond Kurzweil**
- **John Vanston**

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Analyze Frustrations



Photos: Clipart.com (Getty Images)

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Romi Haan Founder & CEO, HAAN Corporation



Photo Source: Haan Website

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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



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Photo Source: HAAN website



Frustration MiniTrend: HAAN Corporation – Easy Mopping

- ◆ Roni, Founder/CEO, 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



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Photo Source: HAAN website



Examine Limits



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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

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Search for Convergences



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Photos: Clipart.com or unsourced



Charles Studor Founder and CTO at Briggo Inc.



Photo Source: Charles Studor

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Charles Studor

Interests & Expertise

- ◆ **Desire to be socially responsible**
- ◆ **20 years at Motorola/Freescale**
 - Expertise in Robotics, Mobile apps, Cloud computing
- ◆ **While building a school in Honduras, fell in love with origin of coffee**



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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



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MiniTrends 2013: The Integration of Profit & Social Responsibility — Oct. 2-3, Austin



October 2-3, 2013 • Holiday Inn Austin - Town Lake • Austin, Texas

Discount Code for 20% off: **WFS2013**

Photo Source: TFI



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The MiniTrend Concept allows both you and your colleagues to demonstrate and utilize your imagination, your intelligence, your perceptiveness, your desire to make the world a better place, and

YOUR PASSION

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It's also a lot of fun!



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Worksheet 2: My Strategy to Find MiniTrend(s)

MiniTrends Interest Area (from sheet 1): _____

Choose 2-3 Search Strategies	Choose 2-3 Research Strategies	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, Delicious Bookmarking, Evernote, etc. Portfolio of Networks Other



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