



# MiniTrends

## Succeeding with MiniTrends

**Carrie Vanston**  
Media/Marketing Director  
**TECHNOLOGY FUTURES INC.**  
Conference Director, *MiniTrends 2013*  
Co-Author, *MINITRENDS: How Innovators & Entrepreneurs Discover & Profit From Business & Technology Trends*  
(512) 258-8898  
www.minitrends.com • www.tfi.com • cvanston@tfi.com

World Future 2013  
Friday, July 19, 2013  
Chicago, IL, USA



Copyright © 2013, John Vanston/Carrie Vanston, Technology Futures, Inc.

### Worksheet 3: Next Steps in My MiniTrends Adventure



My MiniTrends Interest Area (from sheet 1): \_\_\_\_\_

My MiniTrends Search Strategies (from sheet 2): \_\_\_\_\_

My MiniTrends Research Strategies (from sheet 2): \_\_\_\_\_

My Organizing Tools (from sheet 2): \_\_\_\_\_

Social Responsibility Element(s)	Action Plan	Assessing Results
Consider win-win-win situations for all stakeholders (you, team members, customers, suppliers, investors, community, etc)	Specific Action Steps I will I take to Find & Profit from my minitrend(s)?	How will you know you are on right path? What is your desired end goal?
<div style="background-color: #FFD700; text-align: center; font-weight: bold; padding: 2px;">Partners in Crime</div> Who Can Help/Collaborate w/me?		
	<div style="background-color: #FFD700; text-align: center; font-weight: bold; padding: 2px;">Commitment</div> I will spend ___ hour(s) each week on my MiniTrends Adventure	

Copyright © 2013, John Vanston/Carrie Vanston, Technology Futures, Inc.

“Becoming a MiniTrends Master” Presentation by Dr. John H Vanston  
MiniTrends 2012, October 17-18, 2012, Austin, Texas  
Please contact Dr. Vanston or Technology Futures, Inc. to reproduce presentation material.

MiniTrends Offer 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

3



## Identify Emerging Market Needs



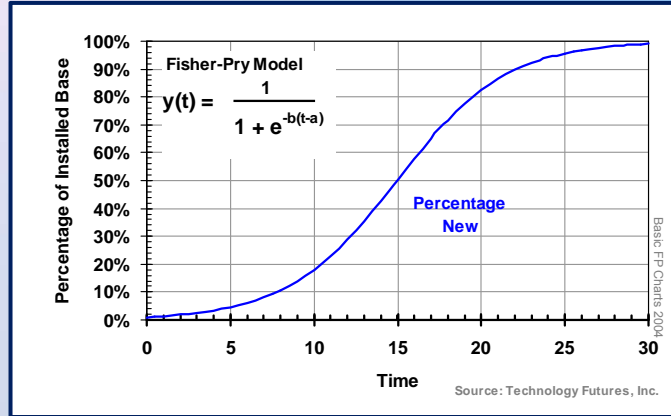
4



"Becoming a MiniTrends Master" Presentation by Dr. John H Vanston  
*MiniTrends 2012, October 17-18, 2012, Austin, Texas*  
Please contact *Dr. Vanston* or *Technology Futures, Inc.* to reproduce presentation material.

# Determine where in MiniTrend is in the Emergence Process

## Fisher-Pry Substitution Model



5



# Determine Special Features



6



"Becoming a MiniTrends Master" Presentation by Dr. John H Vanston  
MiniTrends 2012, October 17-18, 2012, Austin, Texas  
Please contact Dr. Vanston or Technology Futures, Inc. to reproduce presentation material.

## Convince Customers of the Value of Special Features to Them



7



## Consider How the MiniTrend Product Will Be Marketed



8



"Becoming a MiniTrends Master" Presentation by Dr. John H Vanston  
MiniTrends 2012, October 17-18, 2012, Austin, Texas  
Please contact Dr. Vanston or Technology Futures, Inc. to reproduce presentation material.

## Define and Analyze Relevant Drivers and Constraints



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



9

## Questions to Answer First

- ◆ **What are the drivers for adoption?**
  - How strong are they?
- ◆ **What are the constraints on adoption?**
  - How strong are they? Can they be overcome?
- ◆ **What is the balance of drivers and constraints?**
  - Will this change?
- ◆ **What are the important areas of uncertainty that need to be resolved?**
  - How can these be addressed to everyone's satisfaction?



"Becoming a MiniTrends Master" Presentation by Dr. John H Vanston  
MiniTrends 2012, October 17-18, 2012, Austin, Texas  
Please contact Dr. Vanston or Technology Futures, Inc. to reproduce presentation material.

## Analyze Analogous Situations



11



## Engage Allies and Supporters



12



"Becoming a MiniTrends Master" Presentation by Dr. John H Vanston  
MiniTrends 2012, October 17-18, 2012, Austin, Texas  
Please contact Dr. Vanston or Technology Futures, Inc. to reproduce presentation material.

## Be Flexible



13



## Stay Healthy



14



"Becoming a MiniTrends Master" Presentation by Dr. John H Vanston  
MiniTrends 2012, October 17-18, 2012, Austin, Texas  
Please contact Dr. Vanston or Technology Futures, Inc. to reproduce presentation material.

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



15



## Remember There Are Other Smart People in the World



16



"Becoming a MiniTrends Master" Presentation by Dr. John H Vanston  
MiniTrends 2012, October 17-18, 2012, Austin, Texas  
Please contact Dr. Vanston or Technology Futures, Inc. to reproduce presentation material.



## 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



17



## What now?

**Take that minitrend you feel  
passionate about, whether you've  
had it in mind for a long time or  
just discovered it...**

**...and act on it!**

18





# MiniTrends

## Succeeding with MiniTrends

**Carrie Vanston**  
Media/Marketing Director  
**TECHNOLOGY FUTURES INC.**  
Conference Director, *MiniTrends 2013*  
Co-Author, *MINITRENDS: How Innovators & Entrepreneurs Discover & Profit From Business & Technology Trends*  
(512) 258-8898  
www.minitrends.com • www.tfi.com • cvanston@tfi.com

World Future 2013  
Friday, July 19, 2013  
Chicago, IL, USA



Copyright © 2013, John Vanston/Carrie Vanston, Technology Futures, Inc.

## Final Comment

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**

20



"Becoming a MiniTrends Master" Presentation by Dr. John H Vanston  
MiniTrends 2012, October 17-18, 2012, Austin, Texas  
Please contact Dr. Vanston or Technology Futures, Inc. to reproduce presentation material.

It's also a lot of fun!



These and other non-sourced photos: Clipart.com (A division of Getty Images) or TFI

"Becoming a MiniTrends Master" Presentation by Dr. John H Vanston  
MiniTrends 2012, October 17-18, 2012, Austin, Texas  
Please contact Dr. Vanston or Technology Futures, Inc. to reproduce presentation material.