



MiniTrends

How to Discover & Profit From Business & Technology Trends

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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>My value-driven purpose is (helping, creating, inspiring, clothing, alleviating, entertaining, providing, etc.):</p> <hr/> <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>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/>



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



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
<p>Consider win-win-win situations for all stakeholders (you, team members, customers, suppliers, investors, community, etc)</p>	<p>Specific Action Steps I will I take to Find & Profit from my minitrend(s)?</p>	<p>How will you know you are on right path? What is your desired end goal?</p>
<p>Partners in Crime</p>	<p>Commitment</p>	
<p>Who Can Help/Collaborate w/me?</p>	<p>I will spend __ hour(s) each week on my MiniTrends Adventure</p>	

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