



# The Importance of MiniTrends to Your Business' Continuing Success

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## MEGATRENDS John Naisbitt 1982

- ◆ Industrial Society → Information Society
- ◆ Forced Technology → High Tech/High Touch
- ◆ National Economy → Word 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 and Communication Technologies**
- ◆ **Movement from a Physics Age to the Biotechnology 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**

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## Health Care Megatrends

- ◆ **Aging Population**
- ◆ **Increasing number of eligible insured people**
- ◆ **Continuing pressure to control costs**
- ◆ **DNA Related Treatment**
- ◆ **Advances in health care technology**
- ◆ **Ebola Outbreak**
- ◆ *From Wayne Caswell: <http://www.mhealthtalk.com>*

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## Megatrends are certainly important

- ◆ **However, it is hard to exploit them successfully because:**
  - They are well known
  - They are too general to provide specific guidance
- ◆ **Buried within Megatrends are MiniTrends**



## MiniTrends...

**...are emerging trends that are of a scope and importance to represent attractive business opportunities to individuals and organizations that are:**

- ◆ **Alert enough to recognize them**
- ◆ **Perceptive enough to appreciate them**
- ◆ **Clever enough to take advantage of them**

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## MiniTrend Characteristics

- ◆ Sufficiently evolved that reasonable projections can be made of future developments
- ◆ Promise to be significantly important in the relatively near future (2-5 years)
- ◆ Either not recognized or appreciated by the general public or most businesses

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Energy Needs

Renewable Energy

Wind Power

Wind  
Generator  
Controls

This is a Minitrend

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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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The central focus is the cover of the book 'MINITRENDS: How Innovators &amp; Entrepreneurs Discover &amp; Profit From Business &amp; Technology Trends' by John H. Vanston, Ph.D. with Carrie Vanston. The cover features a blue sky background with a road leading into a forest. A yellow diamond-shaped sign with three upward-pointing arrows and a rectangular sign below it that says 'Watch For Trends Ahead' are prominent. The book cover is surrounded by several award medals: a 'Pinnacle Book Achievement Award' (top left), 'The Eric Hoffer Award Winner' (middle left), 'ForeWord Review Book of the Year Award Finalist' (bottom left), 'Best Books Award FINALIST! USA Book News' (top right), and 'FINALIST Global eBook Awards' (middle right). The 'MiniTrends' logo and 'Technology Futures Inc.' branding are visible in the bottom right corner of the slide.

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## MINITRENDS Organization

Part One:

**The Value of MiniTrends**

Part Two:

**Uncovering MiniTrends**

Part Three:

**Some Attractive MiniTrends**

Part Four:

**Prospering from MiniTrends**

Part Five:

**Becoming a MiniTrends Master**

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## 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

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## Follow the Money



## Money Sources

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



## 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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## 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
  - Larry Vanston
  - Raymond Kurzweil

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## Examine Limits



## Types of Limits

- ◆ Physical
- ◆ Perceptive
- ◆ Practical



## Addressing Limits

- ◆ Define Limit
- ◆ Determine limiting factor
- ◆ Search for ways to overcome this factor

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## Consider Human Nature



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## Human Needs

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

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## Take Note of Demographics



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## Results

**Older groups don't realize their experience  
and value systems have little relevance to  
younger groups**

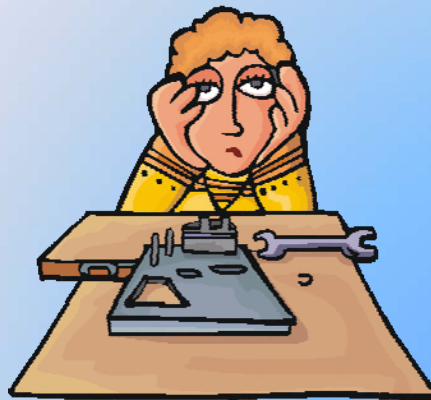
**and vice versa**

**Examination of differences and similarities  
can uncover useful Minitrends**

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## Analyze Frustrations



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## Frustrations

- ◆ Many situations are troublesome, annoying, and frustrating

Long waits at restaurants, flies at picnics, surely salesclerks, long questionnaires, etc.

- ◆ May expose attractive MiniTrends\*

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## Arise Health Care

- ◆ In effort to contain health care costs most large hospitals established strict rules and regulations
- ◆ Many doctors and surgeons were frustrated by these
- ◆ In 2011, seven surgeon partners established *Arise Health Care in San Marcos*
- ◆ *Surgeons would remain independent, in control, and not have to abide by big hospitals' regulations*
- ◆ Now has 27 surgeons, 5 Operating Rooms, and 98% patient satisfaction.
- ◆ Profits increased 320% in last year

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## Search for Convergences



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## Example

- ◆ Mason Arnold noted increasing interest in:
  - Organically grown food
  - Locally grown food
  - Reducing time spent in shopping

**Result:**

**The Greenling Company**

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## The Staff

- ◆ Cookie Monster
- ◆ The Bear
- ◆ Mango Maven
- ◆ Rusty Pies
- ◆ Keeper of the Peas
- ◆ Señor Spinach
- ◆ Sage Advisor
- ◆ Candied Yams
- ◆ Curry Courier
- ◆ Greenskeeper
- ◆ Sargent Pepper
- ◆ Bringer of Good Thyme
- ◆ Deuce Bigalow
- ◆ Carrot-top
- ◆ The Penguin
- ◆ Krispy Kreme

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## Session Conclusions

- ◆ **Application of the Minitrend concept can provide**
  - Income enhancement
  - Professional advantage
  - Great deal of personal satisfaction
- for those**
  - Alert enough to identify attractive Minitrends,
  - Perceptive to analyze their value
  - Clever enough to take full advantage of their potential

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