



Money, MiniTrends & Making of a Market

Jeffrey Fry

Profit Prophet

profitprophet@austin.rr.com

(512) 632-3080

MiniTrends 2014 September 26, Austin, TX



What Do You See?

- ◆ The Hardest thing in the world is to see what others cannot
- ◆ MiniTrends are Usually found in the crevasses of Macro-Trends (ex.: Social Media from the Internet)
- ◆ The Second Hardest thing in the world to do is convince someone else of what you see

2



*MiniTrends 2014: Insight, Innovation & Strategy, September 26, 2014, Austin, Texas
Please contact speaker or Technology Futures, Inc. to reproduce presentation material.*

What Is The Impact?

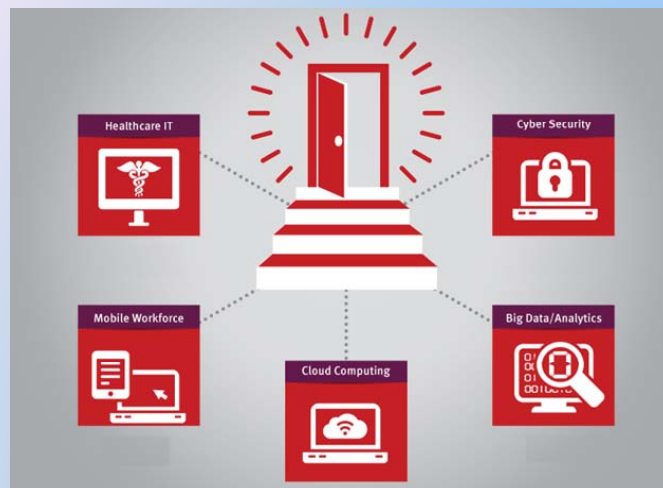
- ◆ Is it Revolutionary or Evolutionary?
- ◆ Is it Disruptive or Enabling?
- ◆ Does it Effect Many or Few (Narrow Focus)
- ◆ Does it Need Many or Few to Bring About?
- ◆ The Bottom Line is...
MONEY



3

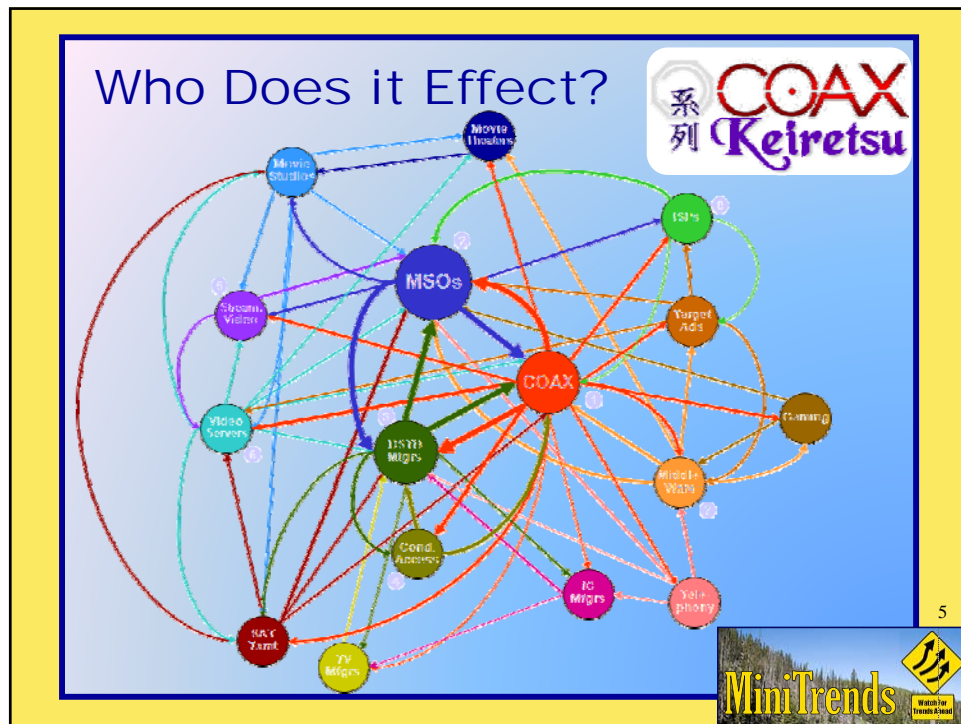


You will Need Ancillary Data



4





Intrapreneur

A person within a large corporation who takes direct responsibility for turning an idea into a profitable finished product through assertive risk-taking and innovation.



Intrapreneurship is now known as the practice of a corporate management style that integrates risk-taking and innovation approaches, as well as the reward and motivational techniques, that are more traditionally thought of as being the province of entrepreneurship.

7



No Matter How Good it is...

- ◆ It will be harder than you think
- ◆ It will take longer than you think
- ◆ You will make enemies
- ◆ You may have to do it alone
- ◆ ...but the rewards will be worth it!

8



Example – Printing Press

- ◆ Black Plague – 1/3 Population Dead
- ◆ Newfound Wealth
- ◆ No Monks for Transcription (ready customer for Bibles)
- ◆ Lots of Linen to make cheap paper
- ◆ Needed to be a silver smith

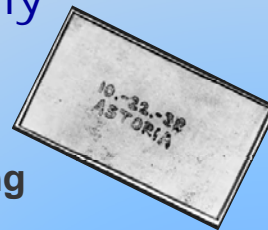


9



Example - Xerography

- ◆ Electricity was in the air (literally)
- ◆ Photostatic materials coming to play
- ◆ Idea to make “dry” printing (Chester Carlson, an attorney)
- ◆ Mimeograph Market was tiny
- ◆ All the big boys said no



10



Example - PRISM Chip Set

- ◆ Cell Phones were going from Analog to Digital
- ◆ AT&T & Motorola said “no big deal”
- ◆ Little Finnish Company said “tell us more”
- ◆ Combined Analog Front End with Hardwired DSP backend for low cost phone
- ◆ Partnered with Analog Devices
- ◆ First Analog Product to sell over 1 million units in one year



11



12





Money, MiniTrends & Making of a Market

Jeffrey Fry

Profit Prophet

profitprophet@austin.rr.com

(512) 632-3080

MiniTrends 2014 September 26, Austin, TX



MiniTrends 2014

**Insight, Innovation &
Strategy**

Friday, September 26, 2014

Holiday Inn Town Lake

Austin, Texas, U.S.A

www.MiniTrends.com



Hosted by **TECHNOLOGY
FUTURES INC.**

*MiniTrends 2014: Insight, Innovation & Strategy, September 26, 2014, Austin, Texas
Please contact speaker or Technology Futures, Inc. to reproduce presentation material.*