

**Business Leaders for Michigan
Hard Trend Results from Daniel Burrus Presentation
October 30, 2013**



	HARD TREND	OPPORTUNITY
1	There will be more government regulations	Take the time to look for business opportunities that are created by new laws
2	Wearable devices explode and an aging demographic	Develop software for wearable devices that tie to predictive and preventative health care
3	China increasing as a socio economic power affecting everything	Find new ways to connect with and sell to the Chinese market. Get involved with Detroit Chinese Business Association
4	Government spending will increase due to aging infrastructure and aging population to name a few.	Provide services to governments.
5	Cancer incidence is increasing as the population ages	Develop Improved methods for diagnosing and treating cancer
6	Increasing need for information workers. (Also many young males are currently out of work).	Hire younger males who have potential and educate and mold them to be the talent I need and desire for information management positions.
7	Cell phones are holding more information and are becoming critical for our workforce. NOTE from Burrus, increasingly data will not be on our phone, it will be in the cloud.	Find new ways to protect the data and lock up the phone (and access to the cloud related data) if lost.
8	Increasing numbers of people will retire much later in life if at all	Define and deliver communications services for aging workers to facilitate better collaboration for everyone
9	Cost of living will increase	Develop services to offset the trend
10	Aging population ... or increasing energy costs due to increasing demand	As people age, they become more sensitive to the cold. Product idea: Heated seat (like in my car) for the office or home.

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11	Increasing need to lower transportation costs and pollution. Increasing need to change the form of urban mobility.	Develop new forms of Carshare and other shared services to enhance mobility
12	Racial mix in USA will continue to change with more Hispanics.	Entire new market to appeal to and understand Hispanics better
13	Inflation will eventually happen (cyclical)	Explore low cost leverage to purchase appreciating assets in an inflationary environment
14	Increasing electronic record for all commerce and service transactions	Be the first to create a good mobile prototype
15	Michigan's businesses and economy will increasingly depend on the vitality and growth of its creative and design industries - a sector with proven growth opportunity.	We need to equip kids today with an education that teaches creativity and innovation to prepare them as the talent for tomorrow. Education reform needs to include integration of the arts and creativity in the education of our children.
16	Mobile Technology will increase rapidly	Develop technology that will enable more people to work outside of the traditional office (from home, from coffee shops, from conferences etc. where people are influenced by other industries and environments).
17	Aging population combined with a labor force declining in numbers and an increasing need/desire to care for elders.	Develop robotics for elder care: companion monitoring, aid for all communication, increasing mental stimulation and physical therapy/rehab, use of medical telepresence (doctor or caregiver house call), medical diagnostics medication tracking, house cleaning, pet care, transportation (in-house and across town), and more.

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18	Fresh water resources will continue to be depleted	Develop software for environmental services and hazardous material management applications to eliminate reactive response to unanticipated releases to the environment. Outsource facilities environmental risk management serviced line.
19	Union dominated public education will continue to perform poorly in academic measures (focus more on protecting jobs versus retraining teachers for new competencies). As a result home schooling which is already significant will explode over the next 10-15 years.	Invest in the tools that support home schooling such as materials, social media, connectivity of home schooled students etc. Who needs a class room when I could create a classroom with full interactivity through something like Skype?
20	Working in the k-12 school industry/schools, there is a growing movement for the use of performance data related to student performance, student engagement, and teaching quality etc. increasing amount of information on this.	Developing the tools to easily digest and understand all these numbers and translating them into meaningful, actionable information.
21	Baby boomers and generation X are waiting to have kids until they get older than their parents were when they had kids, thus they are further into their own careers and many become over indulgent with those kids. More and more children are being born into families of greater means with higher expectations for achievement.	Develop elite, high end youth sport experiences from training and coaching teams and leagues and ongoing support into high school to gain notice by colleges. A single company that rolls together many currently unrelated services making a one stop provider of a full line-up of elite professional youth sports services.
22	We are going completely digital	Opportunities in digitizing industries who are not digital and paperless yet.

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23	The Boston Edison District in Detroit will be among the next neighborhoods to get revitalized.	Based on this trend, a house on Edison St. across the street from a beautiful park is for sale for \$29 000. I think it is a good investment even though it will take a lot of work and money to rehab it.
24	There will be an increasing need for quality talent	Use matching algorithms to connect talent with employees.
25	Some aging boomers will still want print newspapers, but print will continue to demise.	Be the best at print with Boomers in mind if you are going to do it as competitor.
26	Globalization will continue to grow at a faster rate.	Develop new products and services for rising lower middle class in other countries.
27	Health care consumption will rise do to aging baby boomers.	Develop new tools to keep costs down.
28	Taxes will go up.	Use new tech to keep local and state costs down and taxes lower than they would have been.
29	Obesity and disease will continue to rise without intervention.	Develop new fitness systems for the masses that are fun and easy to use.
30	Collaboration will need to increase between universities to keep up with changing employment demands.	Develop tools to prioritize innovation and inventions that foster collaboration and move them above 10 times faster.
31	Urban areas are going to increase in population and density.	Define and develop a smart cities system statewide. Develop products and services to foster this.
32	People are retiring leaving the workforce faster than ever.	Develop new ways they can re-engage in a productive way.
33	Michigan is the only state with a non-profit trade association all about mobile tech.	Get the word out and work at increasing its value to members.
34	Medicaid expansion will cost too much if something isn't done.	Focus on prevention versus break and fix medical system. Use tech to do more with less.
35	Food exports will be a growing opportunity.	Develop new food products that are shelf stable.

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Increasing convergence of data processing/bandwidth/storage and advanced energy technologies (distributed renewable, energy storage, power electronics) to transform the build environment and transportation infrastructure.

Explore new opportunities to grow the economy and develop new business opportunities.

Additional Resources from Daniel Burrus

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