

Ten Trends that will Drive Your Business

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Business Bootcamp

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Go Greyhounds!



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The Greyhound: a great role model for entrepreneurs

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Keep your feet on the ground.
At least half the time.

Winning Entrepreneurial Attitudes

Size doesn't matter

Passion, commitment, innovation
and execution are the key assets in
business today

The Ideal Business World

If you could create a world from scratch that would enable you to build a successful growth business from Sault Ste. Marie,

the world you'd envision wouldn't be much different from the one we have now.

The Ideal Business World

- An information economy: ideas are more important than location.
- A high-speed information network for information and communication
- *Nearly free* access to your target markets

The Ideal Business World

- Create deeper, broader relationships with customers, prospects and potential partners or suppliers around the world
- Collaborate with the best talents – partners, designers, consultants, marketing experts and mentors – around the world

Seth Godin:



"Almost all talented people should be running their own business..."

"The best thing you can do is do your own thing."

www.sethgodin.typepad.com/

Seth Godin:



“What wins now is speed, transparency, authenticity and passion - and all these things come from people, and not from faceless corporations.”

www.sethgodin.typepad.com/

Research in Motion



Teresa Cascioli: Lakeport Brewing



Bruce Poon Tip: G.A.P Adventures



Foxy Originals



Trend 1

Everything is changing.

Change creates opportunities for entrepreneurs. For greyhounds.

* By eroding the inherent advantages of big organizations, market turbulence creates more opportunities for small and big businesses to work together.

Trend 2

Outsourcing.

- Big companies aren't good at very many things.
- Opportunities for small business specialists to dart in and do "their chores" instead.

Trend 3

Consumer Services.

Affluent society is creating million of consumers who can pay people to work.

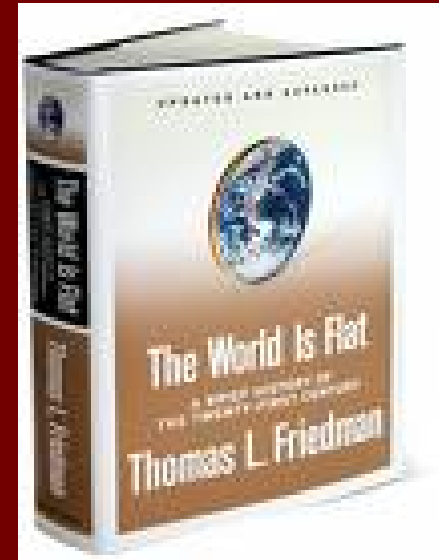
Phenomenal growth in home-renovation, landscaping, interior design, prepared meals, couriers, storage, junk-removal – you name it, someone will pay you to do it.

Trend 4

The World is Flat.

Global outsourcing and collaboration trend is both a challenge and opportunity for small business

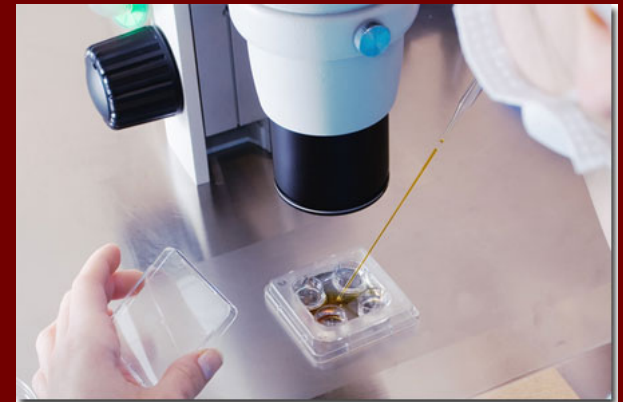
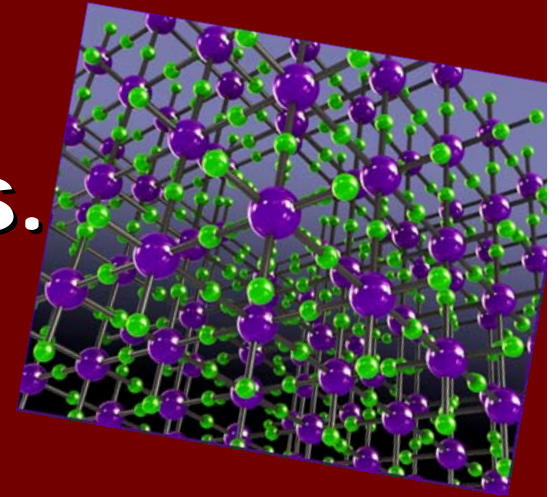
* We are all "free agents"



Trend 5

Abounding Techno-niches.

Tremendous entrepreneurial opportunities: new products, techniques, materials, and whole new industries.



Trend 6

Greentech, Cleantech.

Landfill services, recycling, incineration, environmental consulting, industrial site remediation, alternative energy sources, energy-saving equipment.

* Canadians are now **willing to pay** to reduce our environmental footprint.

Trend 7

Aging population.

By the year 2026, one Canadian in five will be over 65.

The "Discovery" Walker



Trend 8

Fear.

If you can produce products or services that make people feel safer, you have a "secure" niche, for life.



ICP

INTERNATIONAL
CUSTOM PRODUCTS INC.



Trend 9

The rise of distributed funding.

More and more startup capital is available locally. From people you know.

- * Love money from family and friends.
- * “Angel” investors: professionals and former entrepreneurs.

This is why you write business plans!

Trend 10

10. The Digital Marketplace.

Never has it been so easy for small businesses to connect with customers and prospects all over the world.

Pay-per-click advertising, search-engine optimization, Internet video, podcasts, blogs ...

Ads by Google

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www.canadianbusiness.ca

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Conclusion

Location is nothing.

Ideas are everything.

Now it's your turn!

- Pick a partner and discuss which of these trends could be most important to your business over the next year!

Ten Trends

- 1. Everything is changing.
- 2. Outsourcing
- 3. Consumer Services
- 4. The World is Flat
- 5. Abounding Techno-niches
- 6. Greentech, Cleantech
- 7. Aging population.
- 8. Fear.
- 9. Distributed funding
- 10. The Digital Marketplace

Thank You!

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