

# **Some emerging areas for new businesses**

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# Change

- **Pace of change: Factor of 2 every 2 years (Moore's Law)**
  - But comms growing 10x in 2 years
    - Switch points will choke
    - Technology change: eg memristors
- **About 10 – 30 years from Lab to mass product**
- **We can predict the near future (10 years)**
  - Hardware
  - Universal Comms
    - M2M
  - Software....
  - NO new “big applications”

# Change 2

- **Anticipated failures:**
  - DRM
  - Mobile TV, except clips and music, maybe sport/news
  - New social networks sites
  - Apps are fashion goods
- **Social and political change:**
  - Rise of “BRIC” and Asia, maybe *CIVETS*;
  - Decline of USA (and some of Europe - the PIIGS)
  - Population issues: Global warming, resources, water...
  - Revolutions (eg Arab Spring) driven by communications
    - But not much changes
- Clean and green; Biotech, Medicine

# Future mass employment

- **Entertainment**
  - Including food/restaurants
- **Health care**
- **Education**

# Battles

- **Fixed line vs Mobile comms**
  - **Wifi vs LTE**
- **Battle for the desktop**
  - **Google vs Microsoft vs Apple**
- **Who owns you?**
  - **Government, VISA, Microsoft, Google....**

# Integration of the Infosphere

- **Text->Pictures->Moving Pictures-> 3D immersive environments**
  - Bandwidth demand
  - Standards begin to allow interchange
    - Evolving,
      - e.g Bump maps, YouTube 3D format
- **Migration to the Cloud**
- **Convergence: computers, comms, communities, entertainment, etc**
- **Divergence by functionality e.g. ISP/line/mail provider/mail name/**
- **Communities of Interest, not locality**
- **Rise and fall of the tablet**
- **Privacy vs centralisation**

New = Reduce Usage Friction Via Better Processing Power + Improved User Interface + Smaller Form Factor + Lower Prices + Expanded Services

