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”
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