



# Stanford eCorner

## Trends on the Horizon

February 25, 2009

Video URL: <http://ecorner.stanford.edu/videos/2194/Trends-on-the-Horizon>

Michael Moe, a founding partner at ThinkEquity, urges those thinking of venturing into a start-up to consider not just the hot and trendy technologies of today, but those ideas that will permeate culture five or more years into the future. He also suggests considering demographics and how they are evolving. As example, he offers a snapshot of the US from the 1800's, when the average life expectancy and family size were quite different from modern day. These cultural transformations provide the framework that the business-minded need to consider for long term survival.



### Transcript

Michael Moe: So often, if you took a poll here on what are the areas that people should be in. It's like what's hot here and now as opposed to really looking over the horizon. And I think one thing that history has shown for sure is that whatever would turn out to be the most popular thing in this room probably wouldn't be five years from now, in terms of what the success would be. So thinking about what are the true megatrends that are taking place in society, in the global marketplace in terms of globalization, the Internet, conversions, demographics. Demographics is the most powerful indicator where the future is. In 1800, just for an example, basically the average person lived to 40 years old. The average woman had eight children, six of which died before the time they got to adolescence. You look today and all of a sudden the population of the world has doubled in the last 50 years. People have 2.1 children per household. But you could see these patterns emerge and therefore look at what looks 5 years from now or 10 years from now or 15 years from now.

By looking at those patterns and position to where the puck is going as opposed to where it's been. I think that's where you can create some real opportunities.