

1. ANALYZE

2. APPLY

Basic Needs

Which deep consumer needs & desires does this trend address?

- Generating funds without the means of (angel) investors
- Staying your own boss rather than selling part of your company/idea for funds.

Drivers of Change

Why is this trend emerging now? What's changing?

Shifts: Long-term, widespread macro changes

- starting new businesses.
- Digitalization
- More for every person.

Triggers: Recent, short-term changes or technologies

- Crowdfunding websites.
- Easy controlled tone of voice.
- Personal message to the funders.

Innovation Potential

How and where could you apply this trend to your business?

- Crowdfunding could be easily incorporated within the other trends I have analyzed before.
- With the use of personalization the company/product/project can sketch a clearer picture for the investors.

Emerging Consumer Expectations

What new consumer needs, wants and expectations are created by the changes identified above? Where and how does this trend satisfy them?

- being able to start your own company within your own limitations.
- The possibilities of funding interesting and innovative ideas.
- The expectation that people can see the product/company grow with their help.

Inspiration

How are other businesses applying this trend?

- Other smaller businesses use crowdfunding in their early stages where it is hard to come by really interesting investors.
- Many medical ideas are often showcased in crowdfunding due to the fact that it is hard to convince the government that their project is worthwhile.

Who

Which (new) customer groups could you apply this trend to? What would you have to change?

smaller project that are at their starting phase/ indie game developers/ music bands etc. I believe that by combining this trend with the other two can create a way that all customer groups can participate.

YOUR INNOVATION(S!)

- Lifestream crowdfunding
- Earning a living. (new job opportunities)