CONSUMER TREND CANVAS

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.

1. ANALYZE

Drivers of Change

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

- Shifts: Long-term, widespread macro changes - starting new bussine-
- ses.
- Digitalization
- More for every person.

Triggers: Recent, short-term changes or technologies - Crowdfunding websites.

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

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 expactation that people can see the pro-

duct/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 realy interesting investors. - Many medical ideas are often

showcased in crowdfunding due to the fact that it is hard to convince the gouvernment that their project is worthwhile.

Crowdfunding

TREND:

2. APPLY

©^{*} Innovation Potential

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

- Crowdfunding could be easily inorperated within the other trends I have analyzed before.

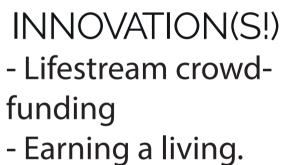
- With the use of personalization the company/product/project can scetch a clearer picture for the investors.

₩₩ 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

(new job opportuni ties)

