

THE futurescan PROGRAM

The Futurescan Program is The Futures Lab’s unique environmental scanning program leading to the development of client-specific future triggers and insights that are placed in a potential future landscape, which could provide the basis for their longer-term future innovation and strategic development.

The program builds off of early-stage future leverage points and scans each through 8-10 lenses (society, economics, politics, lifestyle, technology, marketplace, quantitative and experts), in order to create a future knowledge base. Inputs also come from our extensive database of weak signals and emerging issues and our proprietary TrendBank.

To this mix, we also add the important ingredients of potential wildcards and disruptors.

Environmental scanning is a continuous process, which registers hits from multiple sources and places them into a matrix that identifies the substance, significance and source and links the hits, so that the user can call up any combination, e.g. automotive and health.

By way of a comprehensive set of criteria, scanning ‘hits’ are organized into usable packets of data so as to best fit the client’s specific needs. These are entered into a scanning template, which is based upon my long-time colleague, Wayne Pethrick’s scanning matrix, considered to be the yardstick for the field, having been adopted and implemented by a number of large corporations, as well as being taught in a number of academic institutions.

The Matrix while acting as an optimized organizing Tool, also helps establish the implications of the scanned data. This allows the scanner to follow the thread of related issues.

In addition to the descriptive and applied elements of the data, the “Pethrick Scanning Matrix” also involves four criteria as a prompt to interrogate the value of the scanned hit. These being novelty, importance, relevance and timeliness. Additionally the matrix requires the scanner to ascertain whether or not the scan is a “creating”, “confirming” or “resolving” hit.

3.0 Changing Marketplace

ID	Title	Source	Summary
3.1	The Future of the Electronic Marketplace	http://business.mit.edu/online/leibenstein/04sp/04sp040402/	They discuss the opportunities and risks posed by the new integration between manufacturers and consumers; by the erosion of centralized authority, by real-time choice in every financial contingency, and by the fact that travel and transportation have been delegated to the machine processes that can best handle them. They also reflect on how to set an intelligent value on the coming changes, on the tools and procedures required to create this new marketplace of marketplaces.
	Tomorrow's Markets: Global Trends Shaping the future marketplace	http://pethrick.org/2011/summit_pethrick.pdf	People and Tomorrow's Markets: Serving Society Innovation for a Sustainable World: More Value with Less Impact Natural Capital: Protecting the Resource Base Connections: Business in a Networked World Roles and Responsibilities: Earning License to Operate
	Do-It-yourself customers Kiosks, etc.	http://www.kioskmarketplace.com/news_story_20231.htm	Handels emphasizes trust as a factor in the transition toward RFID. "There is no better way to foster trust than to slowly wean customers off what they know," he said. "RFID and self-checkout technologies will include an RFID scanner alongside the barcode scanner while products make the transition from UPC barcodes to RFID. Customers or clerks will ease the stress because that is what they are familiar with. Once customers trust that RFID is not ripping them off (like customers had to trust barcodes) we can obsolete the old method and technology and bring in the new ultra-efficient 'magic wands.'"
	Future trends - kiosks	http://www.kioskmarketplace.com/future_trends.htm	The future of the kiosk industry is now. Companies are finally learning to build the business case for self-service, and deployments are growing as a result. Next steps will be the incorporation of bleeding-edge technologies like Wi-Fi, RFID and biometrics. In this section, we've compiled stories on the trends that will shape our industry moving forward.

Criteria Examples:

- Business Impact
- Customer Impact
- Novelty
- Timeliness (lead time)
- Range
- Speed of Arrival
- Competitive Advantage
- Competitive Positioning
- Market Positioning
- Capability
- Risks
- Implications

Each of the criteria is allocated a score ('out of five' was chosen arbitrarily), with the aim of examining each item as critically and objectively as appropriate. This ensures balance in the scanning behavior.

The outputs are the cross-mapped and clustered by using systems dynamic modeling, Hunches, and Clue Hunting.

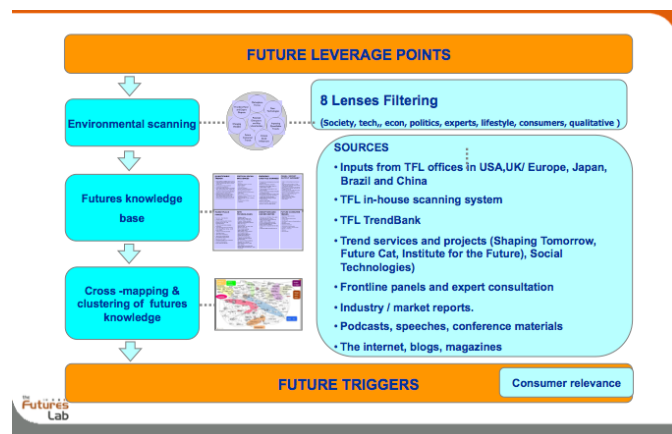
The FutureScan Program can also include a Frontline Panel, a forum-style workshop involving an eclectic group of 8 – 10 leading future-thinkers from a variety of industries and disciplines. Frontline Panels are very effective in yielding innovative, unconventional start points for future direction and category shifting concepts.

The output from the panel is added to the Futures Knowledge Base.

From this, we are able to create a future landscape which provides us with a solid foundation upon which we can determine critical future areas of category growth and potential future opportunities.

How can you benefit?

The Futurescan Program details how in the next 5-10 years known trends and projected emerging issues will evolve in unexpected ways, and the Program also identifies game-changing potential directions and strategic platforms.



The future triggers generated by the program provide businesses, venture capitalists and investors with a solid startpoint from which to leverage future potential, futureproof their business and impact category change and leadership.

To learn more about The Futurescan Program and the other services provided by The Futures Lab, please feel free to contact us:

2130 GOODRICH AVE
AUSTIN TX 78704 USA
TEL: 1 512 468 4505
FAX: 1 512 485 3117
dwoodgate@futures-lab.com
www.futures-lab.com