

**READY ENTREPRENEUR**

**BUSINESS IDEAS**  
**From the**  
**Next Economy**

## READY ENTREPRENEUR'S GUIDE to the NEXT ECONOMY

This is an incredibly exciting time to be starting your own business. The world is rapidly changing and the promises of globalization and technology are holding firm. This means you can participate as an entrepreneur offering products or services to a global consumer marketplace of nearly

**7,000,000,000 consumers**  
(seven billion)  
in a global economy growing towards  
**\$100,000,000,000,000**  
(one hundred trillion dollars)  
That's Trillion with a "T"

The Next Economy is the post-industrial high technology advanced robotics global production and distribution of goods and services. Your hard work, expertise and enthusiasm is wanted and needed in this fast-moving world.

### Which Next Economy trend is right for you?

Here are **10 TIPS** designed to get you started in thinking about ideas you may wish to take to the next level so you can contribute to this mega-economy. Use the tips as a guide to flesh out ideas and validate your own observations.

Let us know how you're doing by sending an email to  
[case@readyentrepreneur.com](mailto:case@readyentrepreneur.com)

## THE COMPLETE TIP LIST

1. Support the Transition to STEM skills
2. Help Drivers Give Up Control
3. Bolster Vertical Living
4. Learn How to Control Online Surprises
5. Adjust to Big Brother Watching You
6. Gather Your Own Evidence
7. Cultivate Cockroach Burgers
8. Reimagine the Stages of your Life
9. Decide if you really want to say good-bye
10. Keep Thinking

# TIP 1

## SUPPORT THE TRANSITION TO STEM SKILLS

What is a STEM skill? STEM stands for Science, Technology, Engineering and Mathematics.

Businesses geared towards the changing requirements in **EDUCATION** should be a force in the Next Economy.

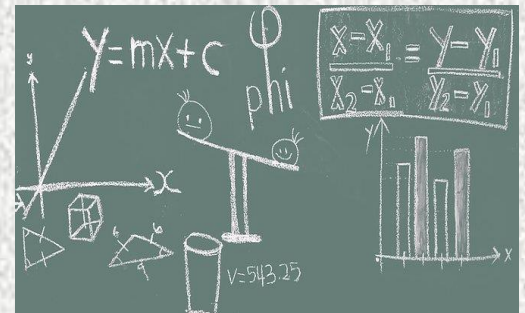
STEM fields are where the jobs are at, and not coincidentally, the training people receive before going to work in the industries now recreating our world. Many people are afraid of these so-called "hard" subjects, and will need help to understand how they can learn the fundamentals. People will not only need a STEM skill to find employment, but also to understand how your world is changing and how to adjust to the advances of technology.

What are the opportunities? Think about:

- User-friendly learning tools
- Course guides for higher learning
- Personality and skill matching
- Back-to-school help for the over-50 set
- Dedicated study centers for exclusively online learners

People who have a passion for literature and the arts or are dreaming of studying philosophy or history will need help too. Since the STEM choice is a practical decision, multiple skills training will be more popular.

One note - the other major options for the world of work will be personal services. The personal skill trades like - carpenter, electrician, plumber, mechanic, hair stylist, masseuse, chef - are unlikely to be easily replaced by robots. Focus on providing individual services to the technologists who will have the money to pay you.





## TIP 2

# HELP DRIVERS GIVE UP CONTROL

Changes in **TRANSPORTATION** are coming at us right now. What can people do on their commute when they no longer have to drive?

Vehicle drivers first began disappearing when advanced commuter rail service removed humans from the conductor's cabin. Soon no ground level transport will require human control. Driving as we know it - both the nerve-grinding stillness of rush hour and the exhilarating freedom of the open road - may come to an end.

But humans enjoy being in control. Some absolutely love to drive. A future of neither would be difficult for many to embrace. But driverless cars could be an expected necessity. In an era when fewer young adults are learning to drive, the need to do so will only continue to diminish, as transport becomes an automated flying device summoned by the selection of an icon on your smartphone.

What are the opportunities? Think about:

- Car cushions and pillows molded to the seat
- Extendable trays and worktables for the car
- Advanced entertainment and gaming content timed to commutes

Vehicles are likely to be in control, receiving pre-programmed orders from smartphones and limiting our ability to independently function. For many people, this realization will be a challenge. But for others, controlled cars will bring much-desired order. To prevent accidents, self-driving on city streets may become illegal. Self-drivers may even be considered social pariahs, like smokers. Why risk human error when the transports can manage without our unpredictable intervention? The decision to drive could be considered irrational behavior or the height of irresponsibility. So we may be forced to give up our desire to be behind the wheel, and accept a new reality of passive indifference while the vehicle does the driving for you. In that case, it would be best to have something else to do.

## TIP 3

# BOLSTER VERTICAL LIVING

In the future, **HOUSING** may still exist in the suburbs, but more people are considering going straight into a living space in a high-rise building.

During the 2008-2012 Great Recession, millions of people watched in irreversible horror as the American Dream of home ownership crashed and faded from view. Those survivors, especially children, may never buy a family home in the suburbs. And in an unintended consequence, their decision to give up the dream of a plot may serve to do what only government intervention could have managed, protect our diminishing arable land.

Going back to the inner cities means no more personal cars, long commutes, water sucking grass-filled yards, or wide empty spaces. The skylines are being recreated with condos, lofts and apartments for high flyers and the homeless, who are resetting the agenda in urban America.



The inner city is hip and happening again. The fear of crime and diversity that once drove millions away, now serves as an anchor for marketing the eclectic choices available in central urban space. Building on top of existing infrastructure protects unused land and repurposes crumbling spaces for new living. And many of these new residents are living downtown for the first time.

What are the opportunities? Think about:

- Rooftop gyms and sports facilities
- Delivery services from favorite suburban businesses
- Public transit-to-door night-time security escort services

Stake ground now, the rents are set to rise with demand and that too will take its toll.



## TIP 4

# LEARN HOW TO CONTROL ONLINE SURPRISES

In the ongoing tug-of-war with efficiency and convenience where are we going to settle on the issue of **DATA PRIVACY**? Like the word "friend," the word "privacy" has come to mean something much different than it used to. After all, those living a life online know when someone says so-and-so is a "friend," the term may not necessarily imply the two have ever met in-person. Such vagaries and understandings are now commonplace, could the same concept be applied to data privacy?

If we originally posted personal information online, we can assume the data is not private. Organizations will do all they can to set up online security, and hackers will do all they can to infiltrate the systems.

Privacy used to mean people only knew information you wanted them to know. Now it has no meaning at all. We no longer know the details others know, we also do not know who the others are. Even if we have not personally ever posted online, we have no idea about the content others may have posted about us. Any person who may have interacted with your secret may also have posted information about it online. You may already be compromised, and may never know by whom.

What are the opportunities? Think about:

- Privacy protection guidelines
  - Most people do not know what is and is not protected
- Reputation clean-up
  - Many people want to remove existing information from online sources
- Assistance with protection tools for children
  - Put controls on kids' electronic devices before they become too involved

As easily as your reputation can be destroyed, the same systems can be used to repair it. The only requirement is to be prepared with the time, money, and patience to work through the process.

## TIP 5

# ADJUST TO BIG BROTHER WATCHING YOU



We are all on camera all the time, managing the impact of digital **SURVEILLANCE** has become one of the next big issues.

Camera surveillance is not only a concern for criminals. Surveillance cameras are on street corners, inside restaurants, in elevators, parking lots, on buses and in taxis, and probably in front of you right now on your laptop. As all the crime shows now depict, the first evidence to ask for at the scene is the surveillance footage.

People have to learn to limit embarrassing behavior such as picking your nose, or adjusting your privates or smelling your underarms while walking through any public space. At the same time, people can take advantage of the available video footage for unrelated reasons.

What are the opportunities? Think about:

- Pattern and Data analysis
  - The footage can be used to understand foot traffic at a location or unknown environmental impacts
- Private investigation services
  - Help people collect proof of a person's location, misbehavior or actions at a specific date and time

You must always be alert to the presence of cameras. After all the devices may not only be used by law enforcement. An employer may access the footage to count how many times you go to the bathroom. Or city officials may use it to calculate foot traffic patterns to local bars. The key to any use is that public place means third party data, much of it collected by private owners. And as server storage space costs fall, surveillance files may be kept longer and longer to be used against you years after the incident has passed from your memory. Evidence of your 'on screen' behavior is fair game.



## TIP 6

# GATHER YOUR OWN EVIDENCE

In the future, we can all be detectives. Sherlock Holmes, you have been retired. **LAW ENFORCEMENT** work passes into the hands of you and me. With surveillance cameras on every corner, and smartphones tracking our every move, a police officer no longer needs to ask questions to get answers, and neither do you.

You would think crime numbers would fall on the strength of the possibility of being caught. When walking around, take note of where cameras are located. Add those images to the information available online, and you can imagine how a single data point about an assailant, could lead to a complete digital trace. In the future, you may be able to hand the background file to the police at the same time you submit an official report of the crime.

Private businesses are already selling our e-mails and other personal information to marketers, which means anyone can access the data. Although the service raises plenty of ethical issues, it's unlikely to be ignored.

What are the opportunities? Think about:

- Evidence capturing and distribution
  - At some point, any available digital data will be for sale to the highest bidder
- Video surveillance footage management
  - Users need metadata to be able to easily retrieve images for reuse



Be prepared to take digital notes of the digital evidence with smartphone video, photo and recording functionality, not to mention access to millions of related apps. The technology can give a whole new meaning to the term 'neighborhood watch.'

## TIP 7

# CULTIVATE COCKROACH BURGERS

Repurposed **FOOD** technology, biogenetic engineering, and clever marketing names to cover up the cultivation and processing of insect-based products are in store for a global population expanding towards ten billion humans.

With everyday panics about unknown diseases and health effects, the entire concept of food is bound to change. Whether cockroaches or lettuce leaves will be made to taste like hamburger is only part of the story. We have to simultaneously yield more food from decreasing amounts of arable land, limit pesticides, fight diseases and blight, ensure variety and nutrition, reduce spoilage, improve transportation, and ensure global food security. All while limiting our use of increasingly scarce water resources.

Water security is all too likely to lead to new wars. And there is no substitute for the life resource. Either we adjust our agricultural uses of the liquid or we perish. But although we should now probably understand the unsustainability of our current choices, how fast will we move to address our actions? Prices will rise, as we demand more natural choices harvested closer to the ground. But synthetic foods providing the required balance of nutrients will be the replacement the majority will be able to afford.

What are the opportunities? Think about:

- Food education
  - As new sustainable foods are invented, the public will have to be convinced to try them
- New foods
  - Ready to experiment in your kitchen? Ideas leading to nutritious, low impact foods will be paramount

Chances are unless you are rich, you will not have much choice between eating artificial or starving. Time to decide which option offers the best advantages.

## TIP 8

# REIMAGINE LIFE'S STAGES



The traditional 20th century approach to **AGING** is rapidly becoming obsolete. From a rejection of the 'one job 'til you die' mandate, to starting families later in life, to the slow food movement to reverse aging, many people are choosing alternate paths.

Taking a new road and knowing about technology advances in health care means when/if you retire in your 60s, you could actually be gearing up for another thirty to forty years of activity. So what to do?

What are the opportunities? Think about:

- Life Begins at 46 and beyond activities
  - Guides to continuing education, changing careers, or even starting a digital business
- Transition year planning
  - When people unexpectedly lose their job, they should have a plan in place to do something else - education, travel, household chores - to keep focused
- Financial planning for the 100-year life span

Life is no longer about reaching retirement. People will need to think about being prepared for every segment. If another great recession comes along or technology upends your profession, you need flexibility to make the transition to another world of work. But most people are unprepared for the change.



## TIP 9

# DECIDE IF YOU REALLY WANT TO SAY GOOD-BYE

In a future when **DEATH** is not the end of you to whoever has access to your online accounts - what do you want to happen to your life online when your life on earth has ended?

Think about the record left behind - the emails, photos, files, music, links, and of course all of those social media posts. People are going to want to create specific instructions for disabling an online presence. Many people, like family members who know nothing about their relative's online activities, may want to preserve the records. Someone may want to look at every photo and wonder what you were thinking, why you took the picture, or even where you were. But do you want that someone to have access to your data?

Today, this is the privacy you can manage within the world around you. Unless your cousin is a technologist, you can keep your family from looking at your social media accounts and e-mails. But when you depart, your life online becomes the property of your estate. Those left to dispose of your worldly possessions will have to make decisions about digital and physical personal goods.

What are the opportunities? Think about:

- Last Will checklist for online activities
  - Help people create lists of all their online activities (every e-mail) and instructions
- Life Online Clean-up
  - Tools to wipe out your Internet presence when you're gone

One day, this final task will be automated, but until then, people will need help to document personal wishes or risk relinquishing forever the last scrap of online privacy still available.

## TIP 10

# KEEP THINKING

How much of our **BEHAVIOR** is going to change due to the rise of technology? The transfer of our lives online is an extension, not a severance, of ourselves.

Technology is a tool, an appliance, a convenience, and believe it or not, we are using the functions that way every day. We used to have payphones on every corner, in stores and gas stations. We wanted to be able to communicate as we moved around. Now the phone is in our hands, a shortcut, but not a fundamental change in human behavior.

We still get up in the morning and pack the freeways and metro trains for hours, and repeat the rush again in the evening. We have to wash clothes the same way we have washed clothes for decades. We have to sweep and vacuum, no technology has completely eliminated dust. Adults gossip and scrape in the office, fighting to climb an invisible ladder only for the money and the title and rarely because the position means much more.

We should not be afraid of technology taking us over, when we can live unaltered with its benign presence. But we must be alert to someone, a government, rogue technologist, private company or you, who will figure out how to seamlessly bore the software into our psyche and prompt us to react without thinking to commands we did not vote for. Before that happens, remember our human evolutionary progress is based on thinking, brainpower, independents and innovators who challenged the status quo and created a better world.

What are the opportunities? Think about:

- Limitless
  - Every product and services around you will have a future tech option.

Keep the technology where it needs to be, as your tool, and use your own common sense forever moving forward inside your head.

## CASE LANE WORLD

Hope you enjoyed these 10 Tips to finding business ideas from Next Economy future trends.

Follow all the stories, updates and insights from Case Lane

Wantpreneurs and rising business owners check out:

[Ready Entrepreneur](#)

Future trend followers come to:

[Case Lane's Spinning World](#)

Connect with Case Lane on

[Twitter](#) and [Facebook](#)