

The Connected World of Entrepreneurs

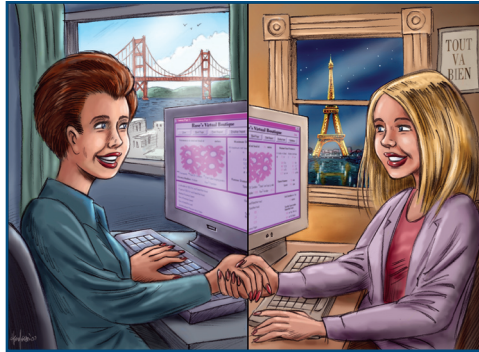
Entrepreneurs are cutting the cord on everything from Web browsers to instant messaging. Over the next 10 years a new generation of entrepreneurs is poised to take advantage of this digital revolution.



MOBILE EVERYTHING

Persistent social connectivity, wireless networks, and mobile communications and computing devices are redefining the boundaries of presence and location.

- Office to go: Smartphones, or advanced computer-like cell phones, allow entrepreneurs the freedom to work where they want, when they want—making vacation homes or automobiles virtual offices.
- Coffee house conference room: Emerging flexible and projection display technologies allow meetings or work to take place anywhere, as any surface—curved or flat, glossy or matte—becomes a high-resolution, mobile computer screen.
- Always-on: Pervasive high-speed and high-bandwidth wireless networks will keep entrepreneurs connected to their businesses as they dash across the city—or across the globe.



VIRTUAL BUSINESS

Web 2.0 technologies are taking the Internet from a flat information source to a 3-D interactive social and business network as the physical and virtual worlds collide.

- Virtually there: Global business partnerships will stem from online social networks creating Virtual Business Networks. Entrepreneurs from California to Berlin to Hong Kong can share customers and offer complementary products and services.
- Info on demand: Want a Zagat review of a restaurant as you walk by? How about an inventory check on those shoes in the store window? "Information annotations" of the physical world will soon be instantaneous and available anywhere.
- Virtual world, real business: The expanding virtual world offers limitless small business opportunities. Plugging in lets anyone—from a local immigrant retailer looking to expand to the savviest Gen Y webpreneur selling virtual real estate—succeed in the real and virtual world.



DIGITAL INTELLIGENCE

Gut-instinct management will be less effective as technology enables more informed decisions, improved business operations and reduces the risk of owning a small business.

- Analyze this: Complex business analysis and forecasting that once required an MBA will soon be done by intelligent devices that will "talk" to one another and make business decisions based on the interpretation of the data they collect.
- Automate that: Inventory running low? Shipments running late? No problem! Smart computers will reorder, reroute and automate many routine business operations.
- Sensitivity training: Embedded sensors in operational devices and products will monitor and report on conditions in production lines, supply chains and even in themselves to diagnose and fix problems as they arise.



NEXT-GEN MARKETING

Consumers take charge of how, when and where they receive information, setting off a revolution that requires businesses to rethink and reinvent marketing campaigns.

- Cold calls? That's so over: An online presence will be the most important factor in generating business as customers increasingly choose what information they're looking for and what web sites they visit.
- Location, location, location: Mom and pop shops will no longer thrive on local ads and traditional word-of-mouth alone. Location-based consumer-generated reviews, offering virtual word-of-mouth advice and price-comparison data, will create the most-informed customers the world has ever seen.
- Sale one block ahead: Mobile marketing via cell phones and connected cars will allow restaurants and retailers to send special offers to their customers when they are in the area.