



Internet
Advertising
Bureau
UK

Future Trends Working Group

Future Trends Volume 2:
Businesses of the future

Introduction

What makes a good business idea? Even if it is a good idea, why would anyone choose to invest in it? Beyond Dragons' Den, we are currently living in a tough economic climate. As a result, gaining funding for good ideas is not always easy. This is a problem that [Kickstarter](#) is trying to resolve.

The premise is simple. Kickstarter is "a funding platform for creative projects". It aims to find funding for everything from films, games and music to art, design and technology.

Since launch in April 2009, over \$350 million (£217 million) has been pledged by more than 2.5 million people, funding more than 30,000 creative projects.

The latest hopeful submissions are now in for the year ahead. So how do we separate the sure-fire winners from the digital lead balloons?

We've assembled our very own Dragons' Den of digital experts to assess which submissions they think are going to succeed. On the following pages you'll hear why an app which helps you double your reading speed and an affordable, professional 3D printer are destined for success. You'll also learn why a case designed for the revolutionary Raspberry Pi and a travelling tea bar have received the backing of our expert commentators. Intriguingly two of our experts have chosen the same product – an Instagram projector. Surely that's destined for success – isn't it?

Nothing here is certain – we are of course gazing into the crystal ball somewhat. But you may see some of these ideas made into reality. Watch this space...

Stuart Aitken
Editorial Manager
IAB UK

Contents

Projecteo - The tiny Instagram projector

Anna Watkins, Managing Director and Head of Digital at Initiative, and Sean Singleton of The Singleton Consultancy, explain why a project from a man barely one and a half years out of college is already overfunded.

FORM 1 - An affordable, professional 3D printer

Tim Elkington, Director of Research and Strategy at the IAB, argues that the FORM1 could be the new iPod.

BrainRead

Arno Hummerston, Managing Director, GfK Digital Market Intelligence, argues that, despite its dodgy name, BrainRead could be a competitive advantage for the individual of the future.

Pi Flavours - Raspberry Pi case

Oli Newton, Head of Strategic Partnerships at Starcom MediaVest, has intensely mixed emotions over the case designed for the revolutionary Raspberry Pi.

Good & Proper Tea - A travelling tea bar

Dan Calladine, Head of Media Futures, Carat Global Management, argues that big brands have a lot to learn from an idea as seemingly simple as a travelling tea bar.

Projecteo - The tiny Instagram projector



Anna Watkins, Managing Director and Head of Digital at Initiative, and Sean Singleton of The Singleton Consultancy, explain why a project from a man barely one and a half years out of college is already overfunded.

Find Projecteo here:

<http://www.kickstarter.com/projects/1209578799/projecteo-the-tiny-instagram-projector?ref=live>

Anna Watkins

Projecteo is a match box sized Instagram projector. Simply download the Projecteo app, select nine of your Instagram pics and order a mini slide carousel which pops into your projector and hey presto a slide show ready to share with friends.

Projecteo is the brainchild of Ben Redford at Mint Digital and was born out of a childhood obsession with Airfix models, taking things apart, sticking things together and all things miniature. Redford stumbled across the idea when he found a Rollei film projector and a collection of slides on a market stall and was enchanted by the richness of the imagery and long forgotten memories.

On the face of it, this isn't a massive gamble. Projecteo secured complete funding within 20 hours of launch on Kickstarter, has already received coverage from the likes of the [Daily Mail online](#), and has been featured in [Instagram's Holiday Gift Guide 2012](#). Although created for the love of it, Redford says he's already been approached by brands and companies looking to partner with Projecteo to create limited editions and wholesale image sets. And all this from a man who is barely one and half years out of Goldsmiths.

So why did I latch onto this so quickly aside from the obvious success factor?

Firstly it's revivalist, it's reinvention, it's retro. We've all experienced if not worn retro fashions and recognised if not appreciated retro music. Now we have retro technology. Projecteo beautifully recreates the joy of the old school projector in miniature – a button crying out to be pushed; a satisfying click or rather a clunk; a neatly 'slottable' carousel; the intrigue as you hold the slides up to the eye squinting as you recapture those memories. The personalised [Kodak View Master](#) for the social sharer. Secondly it extends the instant virtual showcase into an intimate real world event.

Photos shared via Facebook, Twitter, pinterest or Instagram, live in real time is where it's at - or so they say. The reactions are there in real time, but the human interaction, although instant is not intimate, it's public. Projecteo reignites those memories through the creation of social occasions, extending our memory life and memories' lives, beyond the instant hit of shared virtual experiences.

And lastly, it's tiny and it's tactile. There may be mobile projectors, such as the Mobile Cinema 150D, that plug directly into your iphone, the future of communication may well be augmented or even holographic, yet such technology loses the charm, the delight of a physical thing, an object that you can touch and hold, a perfectly pint sized pocket projector.

The prototypes are now being manufactured in China, fulfilment is being smoothed with a view to start completing orders in February 2013. Let's hope this is another success story like [Stickygram](#) from the Mint team.

IAB Whitepaper

Future Trends Volume 2: Businesses of the future

Sean Singleton

Projecteo is a tiny Instagram projector. It uses wheels of 35mm slide film you make online and each one holds nine photos. Whether they're of your best friends, that holiday last summer or good old pictures of cats, just pop them into Projecteo, focus by twisting the lens barrel and sit back to enjoy your slideshow.

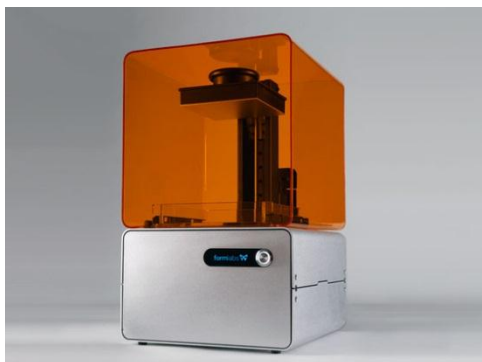
Mint Digital, the company behind Projecteo, has developed a process to get your Instagrams onto a single frame of 35mm Kodak film stock, which is cut into a circle and fits snugly inside a wheel. To change wheels, just gently pull it out and place the next one in the slot. You will be able to collect as many wheels as you like.

I think this is great, quirky idea. Instagram had over 100 million fans before being acquired by Facebook. The app works as it appeals to the “creative photographer” in all of us. However its beauty is that it's very easy to use and does not really require any real creativity.

Projecteo is a very fun way to show off your Instagram pictures to friends and family. I used to love using Instagram for all my holiday pictures and then used pummelvision (which unfortunately no longer exists) to create a simple slide show. This is another great way to display pictures and would make an ideal gift.

Clearly I am not the only one who believes in this idea, as it is already overfunded. However I think it could be a bit of one-trick pony. Therefore I think if this takes off, they would need to develop a wide range of similar products.

FORM 1 - An affordable, professional 3D printer



Tim Elkington, Director of Research and Strategy at the IAB, argues that the FORM1 could be the new iPod.

Find FORM1 here:

<http://www.kickstarter.com/projects/formlabs/form-1-an-affordable-professional-3d-printer>

First of all, let me come clean. I've slightly cheated - this is a bit of a safe choice. To date (November 2012) the FORM1 has already attracted \$2,945,885 worth of investment from 2,068 backers, so I'm hardly going out on a limb.

The ambition of Form Labs is to make the FORM1 a 3D printer that everyone can afford – in their own words to put 3D printing in the hands of hundreds of thousands or millions of designers.

3D printers that are currently available are pretty expensive. [The MakerBot Replicator 2](#) is roughly £1,800 - too expensive for the mass market. Interestingly Form Labs doesn't commit to a price on the KickStarter page, but if it is to truly make the FORM1 available to millions then you would have to hope that it would retail at less than £500 and hopefully as close to £200 as possible – you can certainly imagine lots of people walking into John Lewis and spending £199 on a 3D printer for Christmas.

Why do I think this is a business that will succeed? I think 3D printing is a game changing development equivalent to the launch of the domestic video recorder in the late 1970s. The ability to record television and watch programmes again had an instant impact - and 40 years later has resulted in advanced PVRs like SKY+ and Virgin Tivo. Look at how recording TV has evolved over 40 years and imagine 3D printing in 2050. It could be that the technology behind 3D printing evolves in a similar way that video recording technology has moved from tape to hard drive.

[Russell Buckley](#) argues that 3D printing will do to the toy industry what LoveFilm and NetFlix had done to BlockBusters. With a 3D printer in every household, it's easy to see why. With 3D printing patterns available through peer to peer sharing online, people would be able to make pretty much anything at home. Imagine a subscription service that released a new toy to print at home every Saturday morning (though that does somewhat remind me of 'part work' magazines where you can build the HMS Belfast over a period of three years - so maybe not such a great idea!)

What does this mean to advertisers? Well, it might be time to update the phrase 'direct response' advertising. Currently a 'direct response' ad encourages me to order a product by clicking through on an online ad or telephoning an order hotline. Depending on response mechanism and delivery I'll get my order within a couple of days at best. But imagine a direct response ad fulfilled by a 3D printer in the home. I might see the ad, click through to download the pattern for the product onto my printer and have the product in my hands within hours. This type of instant fulfilment could command a real premium in terms of advertising space and product price. Imagine I'm snowed in at home and could order and print out a snow shovel to dig myself out. What kind of premium could that command?

Whatever the application, 3D printing could be massive and the company that makes the technology cheap enough to be mass market whilst still retaining a high quality product could be even bigger. The FORM1 might just be the next iPod.

BrainRead



Arno Hummerston, Managing Director, GfK Digital Market Intelligence, argues that, despite its dodgy name, BrainRead could be a competitive advantage for the individual of the future.

Find BrainRead here:

<http://www.kickstarter.com/projects/2111331551/brainread-app-development?ref=category>

The aim of this business is to sell apps and books that help people to read faster and comprehend more. Innocuous until you put this into the context of the information rich world we live in and the expectation that the future will increase the volume of info we need to be able to deal with.

Currently we deal with loads of data by simplifying it; see the success of the Summly app and the genius behind keeping tweets to 140 characters. But is it that all we are really doing is dumbing down, sound biting and eliminating important detail? Well, this innovation is at the other end of the information spectrum - and while it might not end up being the best business idea in the world, there is certainly a need for this - and it could have an impact not just on the advertising world but human evolution itself. OK. Maybe not. But think about it...

If you could double your reading speed and increase your comprehension by 30%, as is the claim of BrainRead, then we can consume vastly increased volumes of data. So looking at this positively, advertising could get more complex, pack more into its messaging and reduce the exposure time (and frequency) required to impart it. So, more information, and either more or less investment, depending on your medium. On TV, ads could be squeezed into shorter spots. In digital, frequency capping can be increased but more (bigger) display space required. Remember though, this would only be for those who have expanded their reading skills to this level.

Alternatively people could just arm themselves with even more information about a product they have an interest in, because they have the extra capacity to do so. So, now advertising would play an even greater role in differentiation between brands, as more copy and social media content could be consumed as well. All of this would need to be seriously thought through, should this really take off.

Ultimately decision making for the consumer could become more difficult, with more options, more knowledge about each option and more time to consider them. You know that feeling in a Chinese restaurant when the menu extends to 18 pages – like that. Only more complicated.

However, the method by which they claim this is achieved – by moving your eyes more quickly (really?) and “chunking” groups of words, could well cause loss or blurring of advertising messaging. Unusual words within recognisable chunks could be misinterpreted. And how will all this work with imagery? Will we read pictures more quickly too?

Which way will it go? We don't know, but in the short term it probably doesn't matter - most advertising will still need to be created for a lower common denominator profile than that which could possibly consider BrainRead graduates.

Of course all of this is short-termist. By the time we all evolve to hard-wire in the faster, better reading skills, and Darwinism eliminates all those who haven't bought the app, we probably will have discovered something that synthesizes data to the extent that it will all be redundant anyway.

Now my brain hurts...

IAB Whitepaper

Future Trends Volume 2: Businesses of the future

Pi Flavours - Raspberry Pi case



Oli Newton, Head of Strategic Partnerships at Starcom MediaVest, has intensely mixed emotions over the case designed for the revolutionary Raspberry Pi.

Find Pi Flavours here:

http://www.kickstarter.com/projects/1554724050/pi-flavours-raspberry-pi-case?ref=home_location

I both love and hate this.

I love that it echoes the work of Steve Jobs and Woz back in the Homebrew club where they took the niche wonderment of the early geeks and hobbyists on their circuit boards and made them accessible by creating an integrated box that later developed in to the first Mac.

I hate that it takes what is an inherently open system designed to enable children and beginners to delve in and explore programming and hides it within a case, thus taking away the bare beauty of an exposed circuit board and closing it off, even if only metaphorically. And it further distances it from the children's £22 for a computer dream and packages it for the adult audience.

Raspberry Pi has been one of the success stories of the year for British Computing. The Raspberry Pi is a bare-bones, low-cost computer created by volunteers drawn from academia and the UK tech industry.

Sold uncased without keyboard or monitor, the Pi has drawn interest from educators and enthusiasts alike. It's designed to kick start the interest of children in computers and programming - a skill which has been declining alarmingly of late. Which is what makes the case such a conundrum for me.

Is packaging it up doing the exact opposite of what it was designed for?

The purist in me says yes. The pragmatist appreciates that it actually adds value and ensures it can be more portable. For while tiny in size, its exposed nature makes it delicate and not to be thrown in bags with laptops.

So what can we as marketers learn from this? Make anything pretty enough and people will buy and rationalise a reason for doing so. Even when what you are buying costs as much as what it is designed to protect.

Good & Proper Tea - A travelling tea bar



Dan Calladine, Head of Media Futures, Carat Global Management, argues that big brands have a lot to learn from an idea as seemingly simple as a travelling tea bar.

Find Good & Proper Tea here:

<http://www.kickstarter.com/projects/emilieholmes/good-and-proper-tea-london-based-loose-leaf-brew-b?ref=city>

Good & Proper Tea is a 'loose-leaf brew-bar' or, if you prefer, a travelling tea bar. It was listed on Kickstarter on 31st October as one of the first British Kickstarters, and has now exceeded its target by nearly 50%. It is funded, with an additional £5,000 to play with.

Good and Proper Tea capitalises on the trend for food trucks, initially popular in the US, and now an established part of London's dining scene. People are now more experimental in their tastes, more willing to try new things, and also more demanding that food and drink on the go is of a higher level of quality. Projects like this fit that need. The company also sells loose tea by mail order, catching the trend for unusual, original and high quality food, ethically produced.

Kerb, formerly Eat.St, is a company that helps to promote street food. Traders apply to join, and once they are accepted (Kerb rigorously checks the quality and originality of the food on offer), pay an annual fee for which Kerb helps to promote them under its banner, and find spaces for them to trade. Kerb now runs street food markets in several parts of London, including lunchtimes in Kings Cross, and even provides high quality catering for the VIP areas at festivals.

G&PT managed to achieve their funding target by selling packages between £5 and £1,000, providing something for all budgets and levels of involvement. At £5 you got to show you were a supporter and could have your name listed on the website. At £100 you got two six-month subscriptions to the loose tea by mail service (marketed as an ideal Christmas gift). At £1,000 you got the hire of the van for a day for a private event, with free tea for up to 100 people.

The relevance of this for brands is that it shows that consumers value quality, service, and a personal touch. P&G seized on the Food Truck trend earlier this year when they ran a few trucks in New York, taking skincare products to busy places and also directly to customers. The trucks were able to be nimble and spontaneous, going to where crowds were, and people could also book them to come to their workplaces, through Twitter. In the new, more spontaneous world it pays to have the ability to move to your audience, and this is what companies like G&PT are able to do. Brands should take notice!