

*While we all benefit from what's new, Nathalie Gosset can help you focus on what's next.*



# Two 2013 S Curves

## Bringing a Competitive Advantage

Year 2014 will take the power of technology to the next level and open the door to new ways of doing business. An “S” curve is a visual tool, inspired from supply and demand economics principles, that helps evaluate the “cool” factor of a new initiative and its potential for triggering a double digit market growth. Here are two emerging S curves among a dozen business revolutions for 2013 that will start creating shifts in the way we do business.

### 1. Crowdfunding Brings New Cash

Crowdfunding democratizes methods to fund individuals, projects, and businesses by inviting everyone in the world with Internet access to donate to a cause. Amounts raised range from a few thousands of dollars to a few million dollars and materialize in short amount of time, 3 weeks to 2 months, according to results in 2012 featured by Kickstarter.com. This financial tool, launched as an experiment about 3 years ago, empowers the People to donate funds in small to larger amounts via PayPal or credit card payments to support an organization or someone's individual project. The emotional charge of the project, the value of its mission, and the reach of the social network spreading the word emerge as the top three factors for a successful campaign. The Jobs Act passed in the United States in 2012 blows new wind in the sails of crowdfunding with measures that will support donating funds to a corporation in exchange of a small piece of equity. Laws to support this transaction will be in place in 2013

and companies will be able to turn to the general public to bring additional funds to support corporate projects. This legal change is about to launch an amazing S curve in the financial world as it creates a strong alternative to loans from banks and equity based investments from venture firms.

### 2. New Customers from the Virtual World

Unbeknown to many, a new market is growing in a make-believe world present on the Internet. For instance, Second Life, created by Linden Lab in 2003, offers a virtual world with more than 30 million residents, in avatar form, that take on ideal forms and personalities. These inhabitants meet, dialog, trade ideas and sell services, goods and land. Second Life has an economy supported by the Linden Dollar that can be converted into real dollars. Perceived as a kid's fantasy world at first, corporations are moving in today and creating their own virtual space.

Microsoft, IBM and other corporations have taken land and rebuilt their headquarters in this world with the mission to educate and provide services – some for a fee – to the virtual residents. Small companies and individuals also step into this fictitious environment to promote products and services. Universities and schools join in this new world to reach out to students and provide educational content. Within a couple of years, a corporate presence in these virtual worlds will be necessary to keep a competitive advantage.

*Learn about other fascinating S curves entering 2013 – Contact Nathalie Gosset for a keynote address at your company  
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