

Your life is the outcome of hundreds of choices that you make...

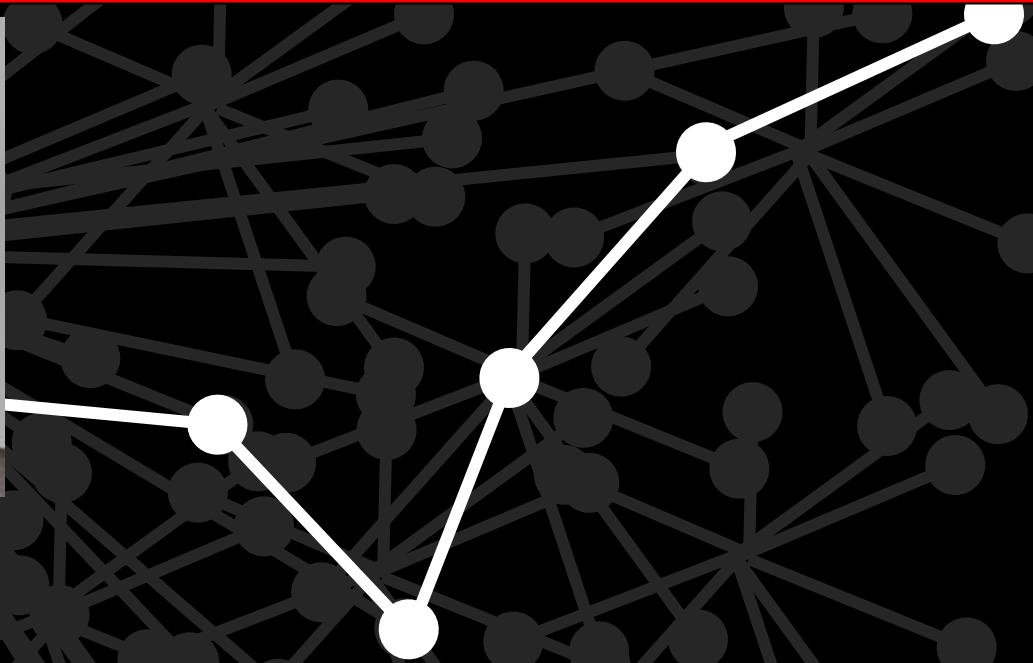


TWEET ME!

@JeremyGutsche

TRENDHUNTER
SUPERCHARGE INNOVATION

If only you could make a hand full of BETTER decisions, FASTER...



TWEET ME!

@JeremyGutsche



... imagine how much more **SUCCESSFUL** you **COULD** be

Better innovator

Better investor

Better creator

Better manager

Better at adapting

The catch is that we are in history's highest rate of change. Where do you start?

Social media

Outsourcing

Big Data

The Cloud

China

Technology

3D Printing

Boomers

Sustainability

Personalization



Uncertainty

Eurozone

Lower barriers

Augmented Reality

Diversification

Lower Attention

3D Printing

Millennials

Female Empowerment

Retail Technology

Group Buying

Crowd Funding

Social Business



TWEET ME!

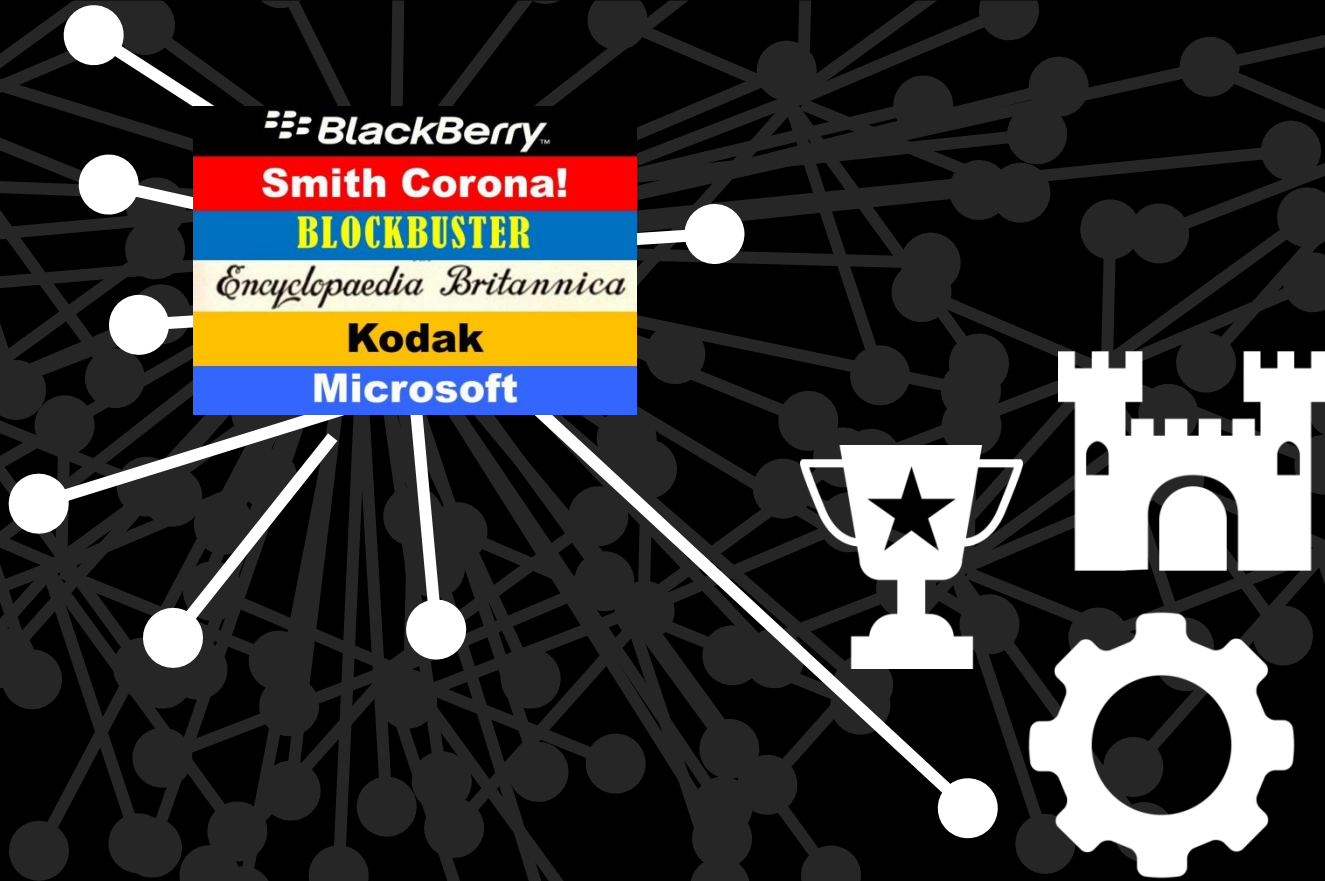
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Worse yet, our brain is hindered by 10,000 years of evolution as FARMERS



Once you find your 'FIELD' of opportunity, you repeat & harvest, you do not adapt

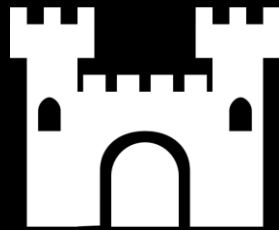
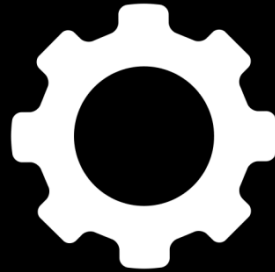
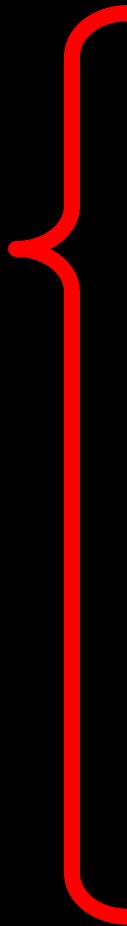
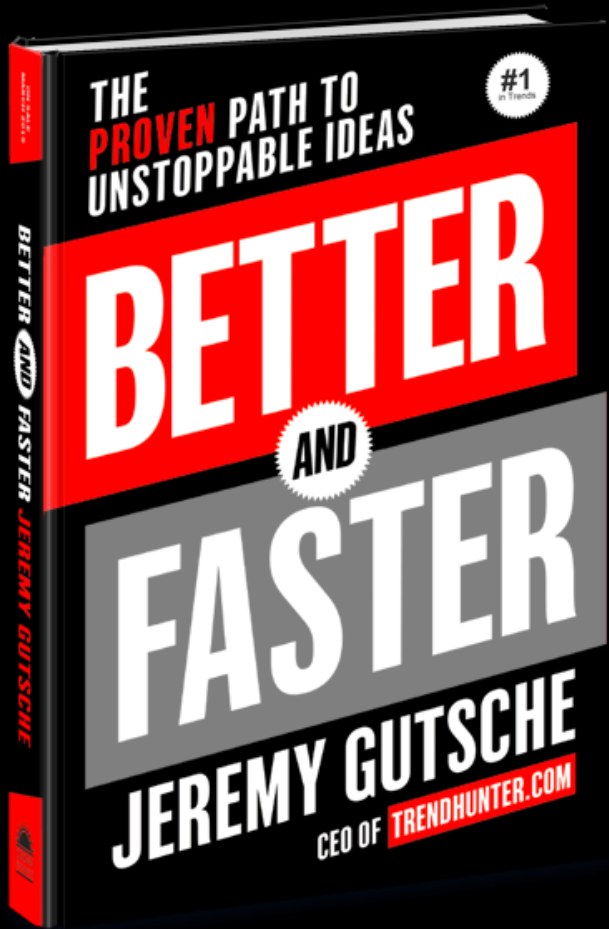


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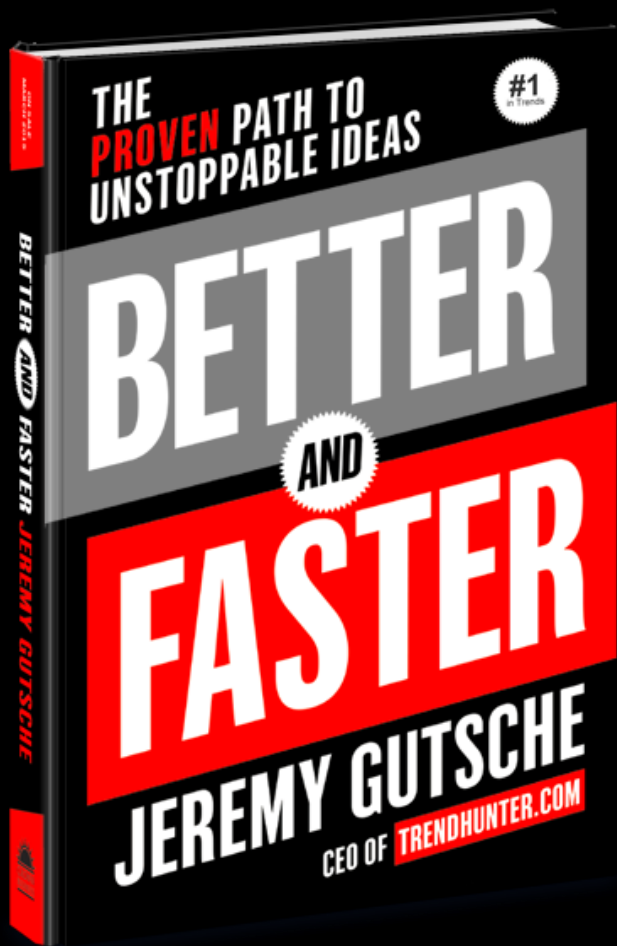
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TRENDHUNTER
SUPERCHARGE INNOVATION

This book makes you BETTER by teaching your TRAPS & how to overcome them



Then it makes you **FASTER** by teaching you 6 patterns of opportunity in chaos



Convergence

1. Combining
2. Co-Branding
3. Multi-Function
4. Value-Add



Reduction

1. Replacement
2. Simplification
3. Lower Cost
4. Smaller / More Efficient



Redirection

1. Tease and Delight
2. Psych Reframe
3. Unexpected Turn
4. Channeling



Circularity

1. Retro
2. Economic
3. Seasonal
4. Generational



Acceleration

1. Supercharge
2. Chain Reaction
3. Parallel Idea
4. Better Version



Divergence

1. Status
2. Personalization
3. Counter-Culture
4. Reactionary

3 Traps of a Farmer



Complacent



Repetitive



Protective



3 Hunter Instincts



Insatiable



Curious

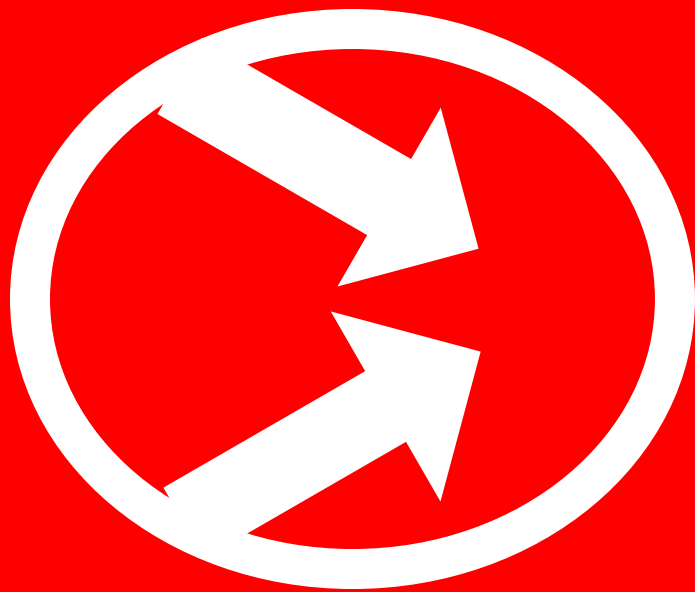


Willing to Destroy



Acceleration

- 1. Supercharge**
- 2. Chain Reaction**
- 3. Parallel Idea**
- 4. Zero in on Something**



Convergence

- 1. Combining**
- 2. Co-Branding**
- 3. Multi-Function**
- 4. Value-Add**



Reduction

- 1. Replacement**
- 2. Simplification**
- 3. Lower Cost**
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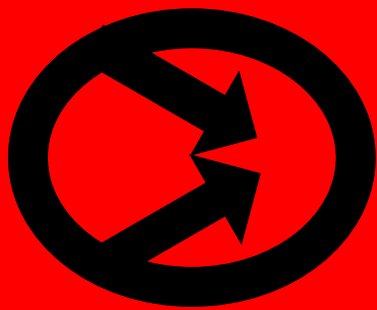
Redirection

- 1. Tease and Delight**
- 2. Psych Reframe**
- 3. Unexpected Turn**
- 4. Channel Another Trend**



Divergence

- 1. Status**
- 2. Personalization**
- 3. Counter-Culture**
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Convergence

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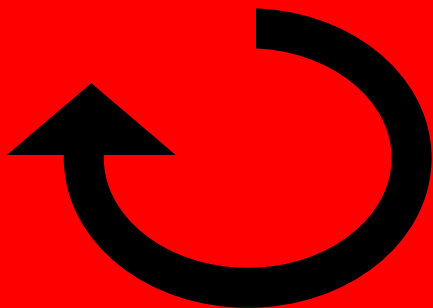
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Circularity

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Acceleration

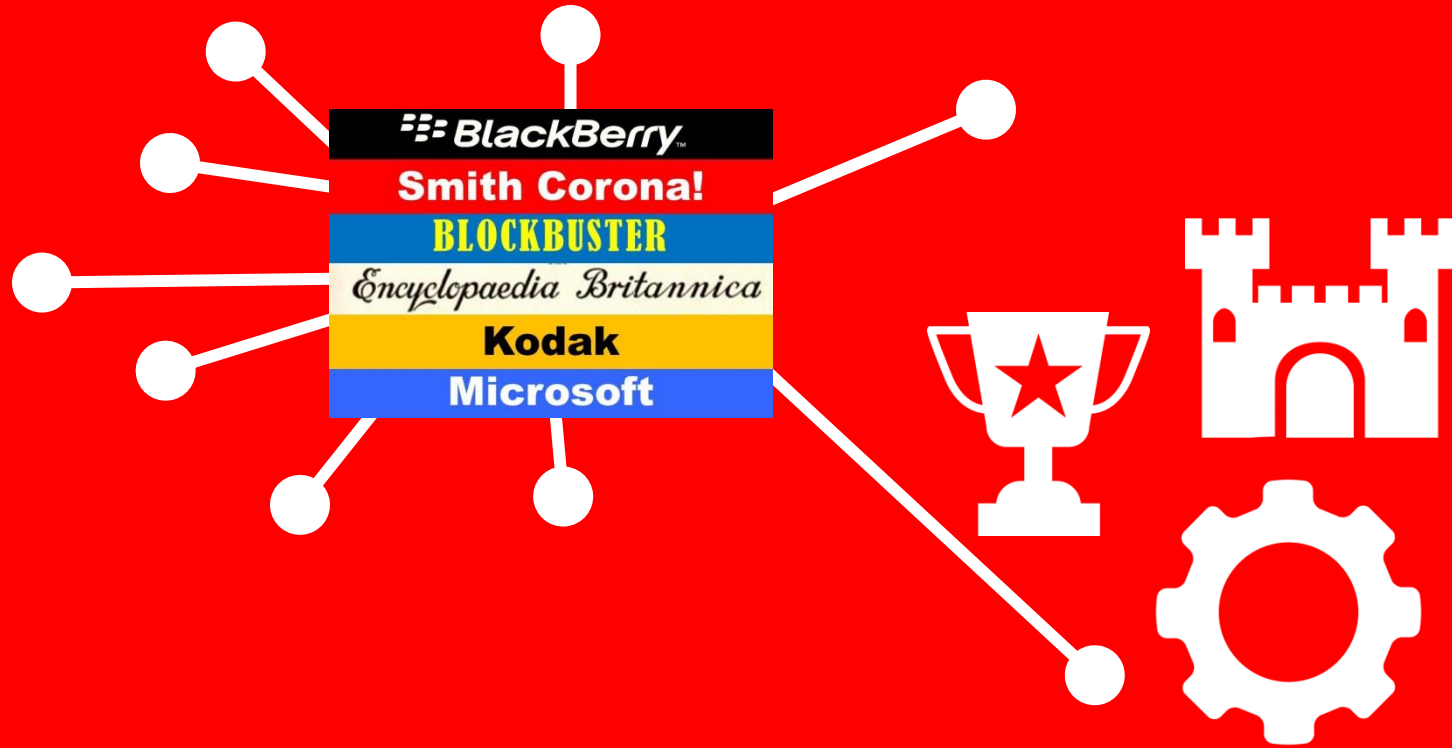
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Divergence

1. Status
2. Personalization
3. Counter-Culture
4. Reactionary

FIGHT GUT INSTINCT



BE CURIOUS



BE INSATIABLE



**BE WILLING TO
DESTROY**



**BETTER &
FASTER**



**Jeremy
Gutsche**