Predictions for 2015

**Trends to Watch in 2015**

1. **Wearable Computing** – great example is Fitness Bands combined with SmartWatches
   1. We are asking our technology to be health conscious for us
   2. MS Band, Fitbit Surge, Apple Watch, Garmin, from $200-$300 and Pivotal Living for $12
   3. Glance is a way for the Apple Watch to provide really small bits of news and info at a Glace which is likely going to become a new way of providing the news for others to follow
2. **Smart Mobile –** is becoming more  **Anticipatory Computing or Predictive Intelligence**
   1. Google Now is really the leader now, but Apple, Microsoft and a host of start-ups are working on Anticipatory Computing as well- this technology depends on being able to analyze your e-mail, calendar, location and web history
   2. (i.e., when you get close to home or are driving in that direction, a popup asks if you want to increase heat on your smart thermostat at home)
3. **Smart Homes** – You can make your home a little smart or really smart
   1. Use cameras, lights, appliances, thermostats, door locks, sensors, security and heat/AC all connected to the Internet
4. iBeacons are part of a trend to provide **Contextual Awareness**
   1. We want computers to be aware of where we are and what we are doing
   2. Imagine shopping and turning on your mobile app to find items on sale that you want to buy as you walk through the store, then walk directly out without going through the cashier line because you automatically paid for it online as you put it in your cart
5. **Internet of Things** – Since 2013, 650M devices have come online and that will double by the end of 2015 according to Gartner
6. **Big Data** – results from data that is generate from many sources, but a high percentage is because of Machine-to-Machine (M2M) interaction
7. **Analytics** about consumers is what every company wants - used to provide better customer service and sell more
8. **Sharing Economy** (a/k/a Peer Economy) is about **Collaborative Consumption**
   1. Uber – ride sharing (valued at $40B) -- Lyft and Sidecar (only takes donations)
      1. RelayRides (backed by Google) lend your car to neighbors
      2. Getaround – leave your car when you go out of town
   2. Airbnb - house sharing (over 40,000/night in 30,000 cities – 2.5M in 2012)
   3. Snapgoods – for sharing high-end household items
   4. Liquid – formerly known as Spinlister, for sharing bicycles
   5. Yum Village – for chefs who want to use a restaurant to hold a pop-up specialty eating and cooking space
   6. DogVacay – Dog sitting
   7. TaskRabbit and Zaarly (store approach) – to hire people to do tasks
9. **Online Payments – Apple Pay and Google Wallet** – is more secure than using credit cards and will change the credit card landscape because it can be cheaper than VISA, MasterCard for the merchants
10. **Cyber Hacking and Breeches** – You ain’t seen nothing yet. Target, Chase and many others were breeched last year, who will be hacked this year
11. **Mesh ‘Hot Spots’** 
    1. Fon has network of 7M people who opt-in and will share their wireless hot spot
    2. Xfinity – Turning your wireless network into a Public WiFi hot spot with second signal
12. **Drones** – The legislation is coming; still illegal to fly drones for commerce (to make money)
13. **3D Printing** – or really 3D manufacturing on a special printer Gartner says in 2014 it became a $1B market and will double to $2B in 2015
14. **Cloud** – consumer cloud based services will continue very strong growth fueled by mobile – businesses are now moving to the cloud based systems –
    1. **Public Cloud** – Salesforce, Office 365, Box, Dropbox, One Drive, iCloud, etc.
    2. **Private Cloud** – for single tenant systems (one company-only)
    3. **Hybrid** – a combination of some applications in a public cloud and some in a private cloud or in the company’s data center

**Correction will come** – More IPOs in 2014 than any year since 2000. And now the stock market is hitting all-time highs. I hope it is a small correction.

* Facebook is trading at 72 times earnings
* Twitter has a $20 billion market cap though it doesn't have any earnings and back in September
* A food delivery startup [just raised $220 million at a valuation of $2 billion](http://recode.net/2014/12/30/grocery-delivery-startup-instacart-scores-220-million-investment/)
* Snapchat [just raised money at a $20 billion valuation](http://techcrunch.com/2014/12/31/snapchat-485m/) even though they have no revenues and the company is burning cash like crazy

**Resources**

# It's Official: The Internet Of Things Takes Over Big Data As The Most Hyped Technology

<http://www.forbes.com/sites/gilpress/2014/08/18/its-official-the-internet-of-things-takes-over-big-data-as-the-most-hyped-technology/>

