

CAROCP MARKET WATCH

(A Monthly Trends & Forecasting Report)
February 28, 2003

HOT BIZ

The number of users of online gaming sites is growing 12 to 15 percent per month and 111 million people will play online games by 2005. The opportunity for entrepreneurs is creating games that attract users to corporate sites—**advergaming**. An advergame has to feel like a game and not be perceived as an advertisement. It is predicted that advergaming will generate \$1 billion by 2005.

The outsourcing industry could grow as much 35 percent over the next three years. Hottest outsourcing opportunities are in IT.

Eighty-six percent of U.S. adults want home entertainment systems and they're creating a tidal wave of demand for expert installers.

New ventures should avoid launching new security products aimed at protecting computers and their networks. That's a well-developed market.

The instant messaging explosion seems certain to create opportunities selling instant messaging-related services and products.

The background check industry is booming right now. [Entrepreneur](#), December 2002

VIRTUAL HOUSE CALLS

Doctors will make "virtual" house calls. Natural-language speech recognition and very high resolution imaging technology will enable doctors and patients to communicate anytime, anywhere. [The Futurist](#), March-April, 2003, Vol. 37, No 2.

THE LINUX UPRISING

A powerful movement is on the rise and the computer realm may never be the same. Software geeks scattered around the globe and hooked up via the Internet are revolutionizing the way software is made. Linux, an open source alternative to computer operating systems such as MS Windows, is being used to run everything from an IBM supercomputer, to a cell phone. Because Linux can be downloaded off the Web for free, practically every tech company is being forced to figure out how to take advantage of it. Backed by Intel, IBM, Hewlett-Packard and Dell, Linux is just now going mainstream and threatening Microsoft

and Sun. Linux is finding its way into corporate computing, desktop computing, simulation, digital animation, number crunching and consumer electronics. [BusinessWeek](#), March 3, 2003

MARKETING

Create a buzz about your goods or services. Volvo for instance, parks new cars outside trendy restaurants to get people to notice them. Word of mouth is inexpensive and effective...something even small businesses (and ROCPs) can afford. [The Kiplinger Letter](#), February 14, 2003

NEW INSURANCE TRENDS

- Workplace violence insurance can help cover added security costs.
- E-commerce insurance covers all types of online transactions.
- Weather contracts hedge against heavy snowfall, rains, etc.
- "Lender" environmental coverage allows builders to get financing to begin construction before all environmental testing is complete.

[The Kiplinger Letter](#), February 21, 2003

SOFTWARE THAT WRITES SOFTWARE

A small British company has created software that can write new software up to 500,000 times faster than human programmers, completely error free. The implications could be profound. Because most software is written manually and is labor intensive, many companies currently outsource work to low-wage developing companies. [Futurist Update](#), March 2003

FORECASTS FROM *OUTLOOK 2003*

Since 1985, the editors of *The Futurist* have selected the year's most thought-provoking ideas and forecasts. Over the years, *Outlook* has spotlighted the emergence of such epochal developments as the Internet, virtual reality, and the end of the Cold War. Three of the editors' Top 10 for 2003 includes the following:

Web-based control over transportation could eliminate drunk driving.

Smart cars connected to public databases might automatically run a series of network checks on drivers before they'll move. Sensors would collect and analyze your breath for sign of alcohol, for instance. Fail a test, and you won't go anywhere.

Nanotech will be the new "new thing" for venture capitalists. The tools for developing and commercializing nanotechnologies are rapidly gaining power and sophistication attracting investors seeking new growth opportunities following the dot-com collapse.

Aquacultural veterinarian: Hot job for the coming “eco-economy.” A future economy that is environmentally sustainable will be rich with new career opportunities such as ecological economists, wind meteorologists, recycling engineers, geothermal geologists, wind-turbine engineers, environmental architects. The Futurist, November-December 2002

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CAROCP is Mission Driven – Market Smart!