What’s the Hype?
EngCon 2019

19-Sep-19

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The University of Waterloo (including the Waterloo, Kitchener, and Cambridge campuses) is situated on the Haldimand Tract, land promised to the Haudenosaunee of the Six Nations of the Grand River, and is the traditional territory of the Neutral, Anishinaabeg, and Haudenosaunee peoples.
What’s the Hype: Opportunities for Venture Creation and Entrepreneurship

**Entrepreneurship**

*is the pursuit of opportunity beyond resources controlled*

- Howard Stevenson 1983, Harvard University

**Entrepreneurial Mindset**

*is the inclination to discover, evaluate and exploit opportunities*

- Lisa Bosman & Stephanie Fernhaber 2018

Teaching the Entrepreneurial Mindset to Engineers
What’s the Hype: Opportunities for Venture Creation and Entrepreneurship

1. Create Value, Deliver Value, Capture Value

2. 2019 Positive hype, Negative hype, Peak of inflated expectations

3. Samples only for your consideration (not comprehensive)
   - Emerging Technologies, Internet Trends, Y-Combinator
   - UW Velocity Concept and Garage Incubator [https://concept.uwaterloo.ca/](https://concept.uwaterloo.ca/)
   - UW Problem Lab [https://uwaterloo.ca/problem-lab/](https://uwaterloo.ca/problem-lab/)
   - UW Eng Alumni, Chamath Palihipitiya, CEO at Social Capital [https://www.socialcapital.com/annual-letters/](https://www.socialcapital.com/annual-letters/)

PRESENTATION TITLE

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What’s the Hype: Opportunities for Venture Creation and Entrepreneurship

1. Create Value, Deliver Value, Capture Value (R. Henderson)

What’s the Hype:
Opportunities for Venture Creation and Entrepreneurship

1. Positive hype, Negative hype, Peak of inflated expectations

Gartner Hype Cycle

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<th>Positive hype</th>
<th>Peak of inflated expectations</th>
<th>Negative hype</th>
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<td>Biotech — Cultured or Artificial Tissue</td>
<td>Edge AI</td>
<td>Next-Generation Memory</td>
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<td>Immersive Workspaces</td>
<td>Low Earth Orbit Satellite</td>
<td>3D Sensing Cameras</td>
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<td>AR Cloud</td>
<td>Systems</td>
<td>Autonomous Driving Level 4</td>
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<td>Decentralized Web</td>
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<td>Generative Adversarial Networks</td>
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<td>Decentralized Autonomous Organization</td>
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<td>Nanoscale 3D Printing</td>
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<td>Flying Autonomous Vehicles</td>
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<td>Emotion AI</td>
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<td>Light Cargo Delivery Drones</td>
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<td>Explainable AI</td>
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What’s the Hype: Opportunities for Venture Creation and Entrepreneurship

What’s the Hype:
Opportunities for Venture Creation and Entrepreneurship

- Positive hype, Negative hype, Peak of inflated expectations
  - Gartner Hype Cycle annual reports
  - Gartner Hype Cycle for Emerging Technologies 2019 (report Aug-19)
- Samples only for your consideration (not comprehensive)
  - Emerging Technologies and Internet Trends 2019, Y-Combinator startups Spring 2019 batch
    - https://www.bondcap.com/report/itr19/ (over 300 slides in this presentation!)
    - https://techcrunch.com/2019/08/19/all-84-startups-from-y-combinators-s19-demo-day-1/