What's the Hype? EngCon 2019

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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

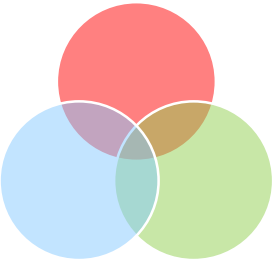
Entrepreneurial Mindset

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

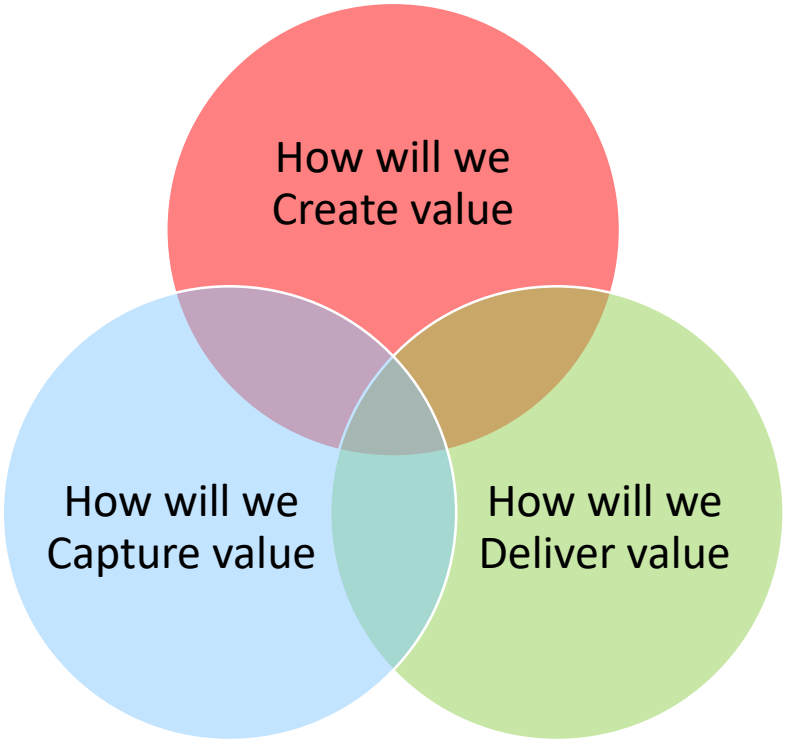


2. 2019 Positive hype, Negative hype, Peak of inflated expectations

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

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

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

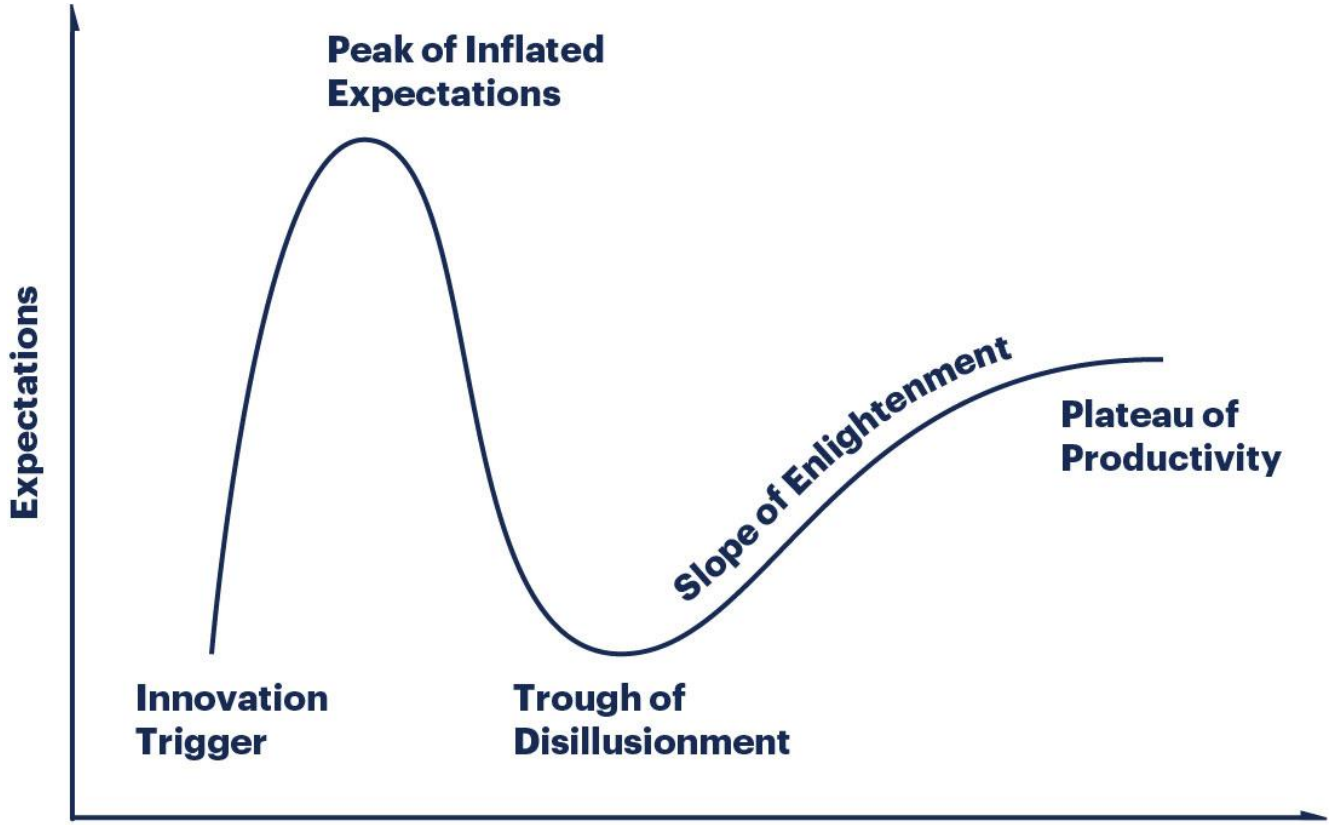


Jason Davis. *15.912 Technology Strategy*. Fall 2008. Massachusetts Institute of Technology: MIT OpenCourseWare, https://ocw.mit.edu. License: Creative Commons BY-NC-SA.

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

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

Gartner Hype Cycle



https://www.gartner.com/en/research/methodologies/gartner-hype-cycle

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

Positive hype

- Biotech — Cultured or Artificial Tissue
- Immersive Workspaces
- AR Cloud
- Decentralized Web
- Generative Adversarial Networks
- Adaptive ML
- DigitalOps
- Decentralized Autonomous Organization
- Nanoscale 3D Printing
- Augmented Intelligence
- Flying Autonomous Vehicles
- Transfer Learning
- Emotion AI
- Light Cargo Delivery Drones
- Synthetic Data
- Knowledge Graphs
- Personification
- Explainable AI

Peak of inflated expectations

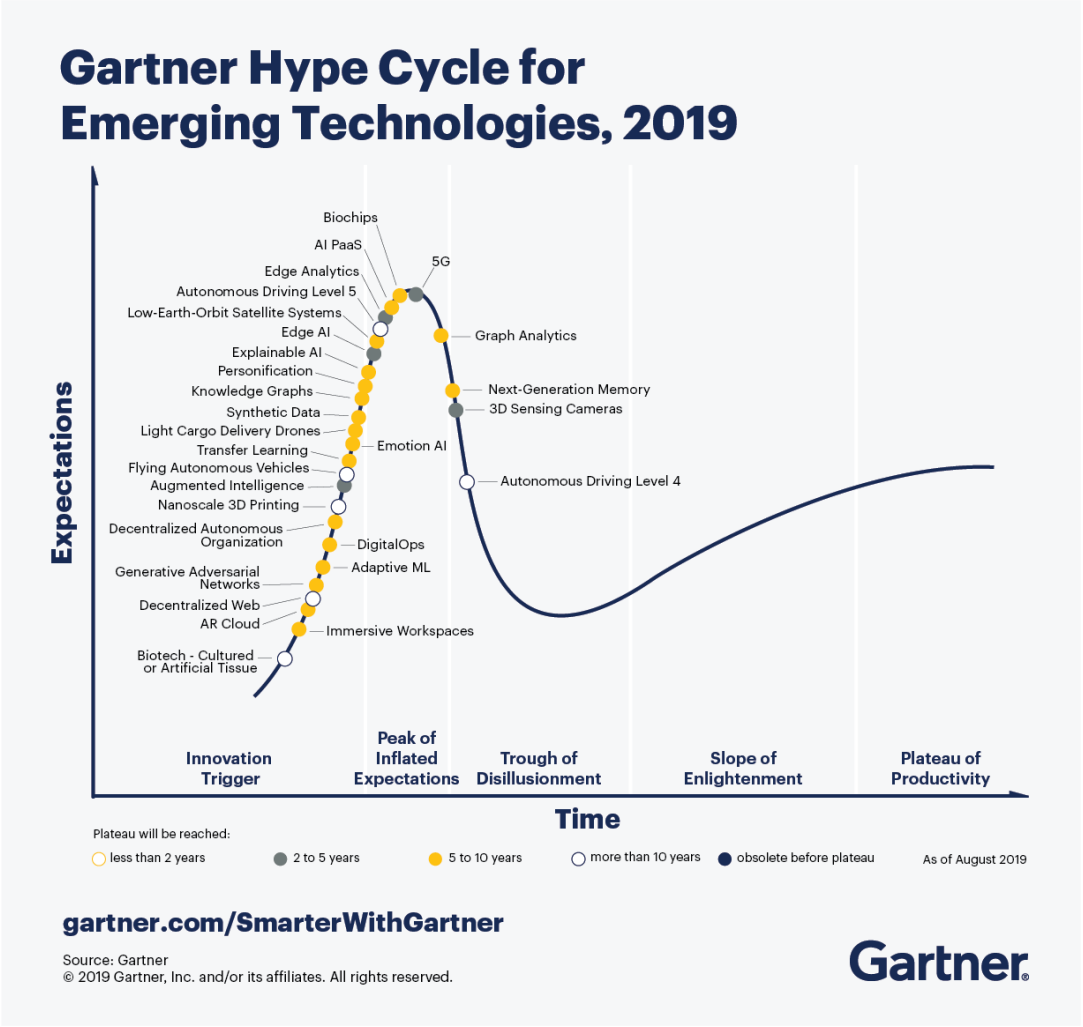
- Edge AI
- Low Earth Orbit Satellite Systems
- Autonomous Driving Level 5
- Edge Analytics
- AI PaaS
- Biochips
- 5G
- Graph Analytics

Negative hype

- Next-Generation Memory
- 3D Sensing Cameras
- Autonomous Driving Level 4

https://www.gartner.com/en/documents/3956015/hype-cycle-for-emerging-technologies-2019

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



https://www.gartner.com/smarterwithgartner/5-trends-appear-on-the-gartner-hype-cycle-for-emerging-technologies-2019/

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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)
  - https://www.gartner.com/en/documents/3956015/hype-cycle-for-emerging-technologies-2019

- Samples only for your consideration (not comprehensive)
  - Emerging Technologies and Internet Trends 2019, Y-Combinator startups Spring 2019 batch
  - https://www.gartner.com/smarterwithgartner/5-trends-appear-on-the-gartner-hype-cycle-for-emerging-technologies-2019/
  - 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/

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