

THE NEXT BIG THING

1. The current big thing may not be the futures big thing. In 2000 the market capitalization of PALM, the maker of the Palm Pilot ( which we ALL had) was worth more the then combined capitalization of AAPL, NVDA and AMZN combined.
2. The next big thing will be transformative or come from a major macro-economic change
  - a. Walmart transformed how we shopped and consolidated a scattered industry
  - b. The I-phone transformed how we did things, created a new world for us
  - c. Modern stats ruined Baseball
  - d. Cameras and motion sensors will transform personal transportation
  - e. Other Examples
    - i. Creation of credit cards changes personal finance, as did the creation of a Credit score, which changed how you qualified to borrow money
    - ii. TV changed going to the movies, VCRs changed how we watched TV, streaming changed all of it
    - iii. Globalization changed how companies bought product/supplies, and where they had employees located, Covid and deglobalization will change all that
3. Morgan Stanleys four mega trends
  - a. AI
    - i. Robotics, Collaborative robots
  - b. Health Care Innovation
    - i. Cell Therapy
    - ii. Gene Therapy/editing
  - c. Deglobalization
    - i. US/China divorce
      1. Who are the new partners for the US? Near shoring
        - a. Canada, Mexico, India, Indonesia, ?
      2. Who are the new partners for China
        - a. Mexico, Europe, India
  - d. Agriculture
    - i. See attached
4. Other Ideas
  - a. Electronification and the need for way more electricity
    - i. Transition to lower carbon economies
  - b. Energy for CO2 and CO2 recapture
  - c. Hydrogen power
  - d. Small Nuclear power plants
  - e. Cyber Security
  - f. FinTech
    - i. Blockchain
  - g. Military Tech
  - h. Data Centers
  - i. Ultra wide band radio and microwave communications, or 5G and Beyond

