



# Tools for Seeing What's Next





# A Short History

- Until recently, content was delivered in media that were market-tested and agreed-upon as delivering the highest value and results; this promoted standardization
- Differences in product were less about the media and more about the content
- New media as a replacement of existing forms has only been successful in fits and starts
  - ✓ eBooks have caught on more in trade, particularly in fiction
  - ✓ A simple digital version of the book has only a tiny market share in education and will probably remain tiny
- The real disruption is a nearly endless stream of small disruptions and asymmetric competitors (e.g., phone gaming, integrated learning systems, virtual reality, simulation-based learning, micro-sized learning modules, multiplatform multimedia streaming, etc.)
- *There is no agreed-on format or winner-take-all technology or app that is proving dominant in content form, method of delivery, or business model nor is there likely to be in the short- to mid-term.*



# Experimenting and Predicting

- Tomorrow's winners will be today's fearless experimenters
- Tomorrow's winners will do the following
  - ✓ Relentlessly pursue new products and product forms
  - ✓ Predict the likelihood of success of these products in empirical ways
  - ✓ Monitor success and failure with all possible tools
  - ✓ Assess outcomes; learn from failures and capitalize on success *as quickly as possible*



## New Tools for Predicting and Experimenting

- Capture and amalgamate expertise via prediction markets (e.g., [pubstockexchange.com](http://pubstockexchange.com))
- Analyze and capitalize on word-of-mouth through social media monitoring (e.g., Sentipede)
- Test the effects of marketing, price, and competition through daily monitoring of your product's price and inventory across the web (e.g., MarketWatch)
- Project where people and products are going next



# Harness Expertise in a Prediction Market

The ATF has blocked the publication of former agent John Dodson's book 'The Unarmed Truth: My Fight to Blow the Whistle and Expose Fast and Furious.' The book is scheduled to publish 1/14/14.

◆ POSSIBLE ANSWERS	◆ PREDICTED CHANCE	◆ TODAY
Block will not be lifted by pub date (closed)	PREDICTED 20.42%	ACTUAL 0.00%
The block will be lifted before pub date (closed)	PREDICTED 79.58%	ACTUAL 100.00%

By September 1, Chicago Public Schools will rescind the decision to bar Marjane Satrapi's 'Persepolis' from use for grades 7-10.

◆ POSSIBLE ANSWERS	◆ PREDICTED CHANCE	◆ TODAY
No (closed)	PREDICTED 56.47%	ACTUAL 100.00%
Yes (closed)	PREDICTED 43.53%	ACTUAL 0.00%



# Aggregate Opinion through Stock Price

Number of virtual schools to obtain waivers from the Texas Education Agency in order to allow students to receive online instruction to exceed 10 by 9/1/2014.

Buy  shares  
 Sell

Why are you making this prediction?

**PLACE TRADE**

Use simple mode

Save as the default number of shares to trade

Send me an email  
 If the price goes above  or below  **Save Alert**

Current price:	\$54.00
Change price to:	\$54.99
Shares currently held:	0
Cash available:	\$20,335.14
Cost to change:	\$544.88
Cash available after:	\$19,790.26

You will be buying 10 shares.

## FCC to waive the accessibility requirements for advanced communications services for e-readers (as petitioned by Sony, Kobo, and Amazon)

Buy  shares  
 Sell

Why are you making this prediction?

**PLACE TRADE**

Use simple mode

Save as the default number of shares to trade

Send me an email  
 If the price goes above  or below  **Save Alert**

Current price:	\$52.00
Change price to:	\$53.00
Shares currently held:	0
Cash available:	\$20,335.14
Cost to change:	\$524.98
Cash available after:	\$19,810.16

You will be buying 10 shares.






# Monitor and Reward Your Best Predictors

## TOP 50 MOST ACCURATE

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The accuracy rate is calculated by dividing people's positions that ended up being right over their total number of positions. For example if someone buys any number of shares of "Chicago Bears" in the question "Who is going to win the Super Bowl?" and the Chicago Bears win, that will increase their accuracy ratio.


RANK	ACCURACY	PERSON	GLOBAL RANK
1	89%	 aperrine	3
2	87%	 SROY	5
3	87%	 gdlaws	5

## MOST IMPROVED PORTFOLIOS

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Percentage improvement is measured by the change in a person's worth which is the current value of their positions + savings.




Past 30 days - Past 7 days

RANK	PERSON	GLOBAL RANK
1	 SSP gain: 160%	8
2	 SNL gain: 132%	11
3	 aperrine gain: 120%	13

## HIGHEST WORTH PORTFOLIOS OF ALL TIME

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Worth is the value of current positions + savings

RANK	PERSON	GLOBAL RANK
1	 SNL worth:\$2,560,496.48	65
2	 SSP worth:\$2,456,269.28	67
3	 MBL worth:\$1,186,905.84	99

