The volatility of trends

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Everyone is focused on spotting trends.
But...
Trends are volatile.
Superfoods.
Personalized Skincare.
Electric Cars.
Most new trends are just the old ones, only rebranded.
Probiotics → Gut Health

Natural Skincare → Holistic Skincare

Mobile Banking → Anywhere Banking
Start measuring their volatility.
Economic Factors

Cultural Factors
There are thousands of these cultural and economic factors.
Plotting culture in a 2 dimensional space.
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- **ECONOMIC FACTORS (EF)**
- **CULTURAL FACTORS (CF)**
- **Probiotics (x1, y1)**
- **Gut Health (x2, y2)**
Probiotics in 2017

ECONOMIC FACTORS (EF)

CULTURAL FACTORS (CF)

Probiotics (x₁, y₁)

All about supplements
Probiotics in 2018

ECONOMIC FACTORS (EF)

CULTURAL FACTORS (CF)

Supplements and Fermented Foods

Probiotics (x1.2, y1.2)
Movement between 2017-2018

ECONOMIC FACTORS (EF)

CULTURAL FACTORS (CF)

Y Axis

Probiotics (x1, y1)

Probiotics (x1.2, y1.2)

X Axis
We can plot culture in geometric space.
This is the future of how innovation will value a trend.
It’s an idea that’s over 40 years old.
Know which star to wish upon.