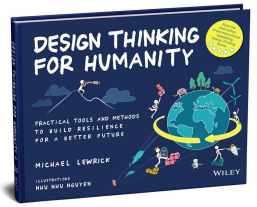
Project:
Team:
Version & Date:

Exponential Trends Scanning



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Quick guide: Exponential Trends Scanning is a focused version of Horizon Scanning that looks specifically for trends following an exponential growth curve, where performance or adoption doubles at a regular pace.

More tips & tricks on book page: 286

Identify Potential Exponential Domains

1

Start with domains where exponential trends are most likely to occur, often rooted in information technology, like Computing, Quantum, AI, Renewable Energy, Biotechnology etc.



Scan for Key Metrics

2

Look for hard evidence of performance doubling or cost halving at a consistent rate. Not general news, but specific data points..

Domain	Metric to track (e.g., cost per genome, Flops, energy density)	Doubling / halving rate observed



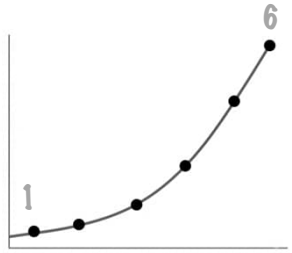
Map the Trajectory – Six Ds of Exponentials

3

Once you identify a trend with exponential characteristics, map where it sits in its lifecycle.

Trend being mapped:

Evidence for this phase:



1. **Digitized**
2. **Deceptive**
3. **Disruptive**
4. **Dematerialized**
5. **Demonetized**
6. **Democratized**

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