

# HAPPY ABOUT™

## KNOWING WHAT TO EXPECT IN

# 2005

BY MITCHELL LEVY

PREDICTIONS FROM OVER 50 EXECUTIVES



HappyAbout.info

This paper contains key findings from the Happy About Knowing what to Expect in 2005 book which is co-produced by Happy About™ and the Silicon Valley Executive Business Program. Pickup a copy of the book at <http://www.happyabout.info/economy/>

\$24.95 USD (Paperback)  
\$4.95 USD (pdf)



21265 Stevens Creek Blvd., Suite 205, Cupertino, CA 95014

#### **TABLE OF CONTENTS:**

- This Year's Predictions
- Predictability in Previous Years
- The key points made by the contributors in the book
  - Transition
  - Momentum
  - Hopeful Wishes and Bold Statements
- The Contributors to the Book
- About the Author

## **2005's Predictions**

Interestingly enough, most of the trends are continuations on trends we've seen in past years. The key element is that capitalism and democracy is working. This is not always a good thing. The advent of the Internet has helped spread democracy and capitalism better than any other vehicle we've ever seen. This is good for many, but not for telecommunication companies, those effected by Offshoring, and anyone in an industry or country where the economic power is changing.

If you're not actively working on incorporating some of these trends into your business plans for 2005 and beyond you should. Business and life as we know it is changing. Here are the trends at a glance:

- 1. VOIP goes mainstream**
- 2. China's Power and World Economic Influence Grows**
- 3. Working at Home Goes Mainstream While Small Business Thrives**
- 4. Pickup in Offshoring Activity**
- 5. While the World is Shrinking, the World Market is Expanding**
- 6. Increase in Technology Stocks**
- 7. Cell Phones look More and More like PDAs and vice versa**
- 8. Blogging and Social Networking Become Accepted Business Tools**
- 9. Continued Confidence in Using the Internet**
- 10. The World Keeps Changing**

**Bonus Trend: Included the Most Interesting Predictions this Year**

## **Predictability in Previous Years**

The predictions for a future year are typically made in October or November of the preceding year. At the end of the following year, we look at the previous predictions to determine whether they came to fruition. Here is how Mitchell Levy's predictions have fared over the last 7 years.

- 1998: 65% accurate
- 1999: 70% accurate
- 2000: 70% accurate
- 2001: 95% accurate
- 2002: 40% accurate
- 2003: 75% accurate
- 2004: 80% accurate

## **Transition**

The global economy and competitive markets will shift from US dominance to China dominance.

The Euro will become the most stable currency in the world markets, with more and more smaller nations pinning their currency valuations to it rather than the dollar.

In 2005, we'll see more and more people abandoning traditional phone service for a combination of internet-based telephony and a cell-phone.

Mobile phones and PDAs continue to inherit each other's features and capabilities, and become more and more personalized sources of information about the world around us.

We are moving from a wired to a wireless society.

Blogging will become a mainstream business tool.

## **Momentum**

There will be a big increase in 'portable workers.'

Trend towards virtual offices will accelerate as companies seek ways to reduce costs and accommodate the growing trend towards a balance between work and personal life.

For every 2 employees let go, only one will be replaced with a full-time headcount.

Year 2005 will bring VoIP to the corporate world with much higher penetration rate up to around 40%.

China will continue as the economic juggernaut, expanding its R&D, manufacturing, logistics, and its domestic market, increasing pricing pressure across the board.

The East-West synergy in knowledge, talents and cultural exchanges will narrow down the global divides for more equal economic opportunities.

## Hopeful Wishes and Bold Statements

The Beginning of the End of the PC

Several Free Trade Agreements will be signed, particularly in Asia creating large trading zones. National borders will become irrelevant; opportunities as well as competition would come from totally unexpected quarters.

We will all get used to checking Google and LinkedIn before doing a business deal or going on a date. To do otherwise, will be unthinkable.

The Internet braces itself for the next wave as bloggers band together to force changes, both good and bad. The largest collaborative blog becomes an exercise in human rights' advocacy.

Internet-oriented marketing matures to the point where search engines, email, instant messaging, and weblogs all morph together to create compelling, always-on, and potentially fully mobile online interactions with savvy marketers.

2005 will be the year of Wi-Fi.

The sales of smart phones will exceed the sales of handhels for the first time.

Digital Cameras sales will completely crush film camera sales. Traditional film based companies will continue to struggle to find a place in a digital world.

Hopefully, we will see government address the issue of job loss through outsourcing and automation. Retraining of our citizens for new careers will need to be addressed on a countrywide level.

The Venture community returns to ventures and not fully packaged deals.

Gas price at \$3 and Google stock at \$300.

**The 2005 prediction contributors (listed in first name order)  
are:**

- Amy Wohl, President, Wohl Associates
- Axel Kloth, CTO, Parimics, Inc.
- Bahar Gidwani, CEO, Index Stock Imagery, Inc.
- Barry J. Weinbaum, President & CEO, NanoOpto Corp.
- Bill Liao, COO, <http://www.openbc.com>
- Bill Widmer, President & CEO, g8 solutions
- Bob Cormia, Faculty, Computer Technology and Information Systems, Foothill De Anza Colleges
- Brad Peppard, Partner, MarketingBank
- Brandon Hall, CEO, [brandon-hall.com](http://brandon-hall.com)
- Cameron Kane, President, Strategic Design Group LLC
- Chris Heuer, Chief Idea Guy, Conversal
- Chris Consorte, Managing Partner, Integrated Direct
- Cynthia Holladay, President, UpRight Marketing
- Dan Shafer, President, Shafer Media
- Dave Asprey, Strategy & Startup Consultant
- David Cruickshank, Joint Managing Director, Farrellsoft Limited
- David H. Deans, Managing Director, GeoActive Group USA
- David Krueger, David Krueger MD Executive Strategist, Executive Mentor Coach
- Gary Feldman, VP of Marketing and Business Strategy, Amedia Networks.
- Gary Pearson, COO, PocketThis, Inc.
- Glenn Gow, President & CEO, Crimson Consulting Group, Inc.
- Jack Yan, CEO, Jack Yan & Associates
- Dr. James Lin, President & CEO, QLQ International
- Jared Spool, Founding Principal, User Interface Engineering
- Jean Su, Partner, ChampionScott Partners
- Jeffrey Paul Hayward, Finance Director, DeeJay Accident Repair Centres Ltd
- John Kwan, President, VeriPic
- Julie Sautter, President & Founder, BodyLines Inc.
- Karen Orton, VP marketing, Encentuate
- Luc Schoups, Title: Americas Region, Assistant General Manager, Anritsu Company



- Marc E. Faerber, CPA, Owner
- Margaret A. Schaninger, President & CEO, Info Plus International
- Dr. Marguerite Raaen, Consultant, Raaen Consulting
- Mike Gospe, Principal, KickStart Alliance
- Mike Johnson, President, Sales Solutions
- Ming Shao, Sr. Product Manager, Covad Communications
- Neil Sherratt, Founder Director, iProof Limited
- Peter Ostrow, President & CEO, TestMart
- Phil Hood, Partner, Transcend Strategy Group
- Ralph Marx, CEO, Soiree
- Rand Schulman, Chief Marketing Officer, WebSideStory, Inc.
- Ravi Thatte, Executive Director, Dixtinct Services Pte Ltd
- Rick Giorgetti, President, Montgomery Professional Services Corp
- Sandip Chintawar, CEO, Arion Systems
- Shane Hedges, Chief of Staff, Envision EMI
- Sheridan Tatsuno, Principal, Dreamscape Global
- S. Sundararajan, Head of Operations, Real Soft
- Suzette Cavanaugh, VP Marketing, Saratoga Systems Inc.
- Valerie W. Perlowitz, President and Founder, Reliable Integration Services
- Vamsee Tirukkala, Co-Founder & EVP, Zinnov
- Tim Lundeen, CEO & Founder, Web Crossing, Inc.
- Tonny Yu, CEO, Mailshell
- William Grosso, Vice President of Engineering, Echopass

## About the Author



**Mitchell Levy** is Director of the innovative Silicon Valley Executive Business Program from San Jose State and the current Chairman and partner of CEOnetworking.

Mr. Levy is also President and CEO of ECnow.com, a Management Consulting firm helping company's grow with strategic consulting and targeted business education, author of the book E-Volve-or-Die.com and creator of the Value Framework®. He is the Former Chair of comdex.biz at Comdex Fall and was at Sun Microsystems for 9 years, during the last 4 of which he managed the e-commerce component of Sun's \$3.5 billion supply chain. He is a popular speaker, lecturing on business and management issues throughout the U.S. and around the world.

Detailed Bio on Mr. Levy: [http://ecnow.com/ml\\_bio.htm](http://ecnow.com/ml_bio.htm)

Mr. Levy's Public speaking appearances:

<http://ecnow.com/speaking.htm>

ECnow.com's media coverage: <http://ecnow.com/media/>

- **Silicon Valley Executive Business Program**  
<http://SiliconValleyPACE.com/>
- **CEOnetworking** <http://CEOnetworking.com/>
- **ECnow.com** <http://ECnow.com/>
- **Value Framework®** <http://ValueFrameworkInstitute.org/>



*“We are moving from a wired to a wireless society. This will make most of the traditional telcos’ infrastructure investments irrelevant and push the change to VoIP. Maybe the last mile doesn’t count after all. Maybe you just do it yourself.”*

**Amy Wohl, President, Wohl Associates**

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**Sheridan Tatsuno, Principal, Dreamscape Global**

*“The Euro will become the most stable currency in the world markets, with more and more smaller nations pinning their currency valuations to it rather than the dollar.”*

**Dan Shafer, President, Shafer Media**

*“Trend towards virtual offices will accelerate as companies seek ways to reduce costs and accommodate the growing trend towards a balance between work and personal life.”*

**Mike Johnson, President, Sales Solutions**

*“We will all get used to checking Google and LinkedIn before doing a business deal or going on a date. To do otherwise, will be unthinkable.”*

**Dave Asprey, Strategy & Startup Consultant**

*“Boomers will become the focus of new products and services. Someone turns 50 every 7 seconds.”*

**Karen Orton, VP marketing, Encentuate**

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