

## TREND & FUTURE MONITORING

Since 40 years we are specialists in trend & future monitoring with a focus on people's change. This scientific approach is the heart of Cosight's expertise. Transforming complex information into solid & focused knowledge is the core of Cosight's business. We aim to open up future horizons and practical solutions relevant for clients' business.

Our products offering in this area:

- 1 CED™ [Cutting Edges Detector]
- 2 CED™ [Cutting Edges Pre Detector]

## THE CUTTING EDGES DETECTOR™

A vision of the future

1

The CED with its 23 socio-cultural trends offers global cutting-edge customer insight that helps understand the needs and motivations of people at the forefront of social change.

- Data is collected through 100 qualitative, open-ended, face-to-face interviews
- Global scope – research is conducted in urban hot spots around the world (Berlin, Paris, London, New York, Los Angeles, Tokyo, Shanghai)
- With a focus on different sectors (Technology, Food, Health, Beauty, Design)
- Enriched through a think-tank of experts
- With a constant up-date through pre-detecting weak signals

We use it for

**Innovation:** concept development, platform development, future mapping (landscape & mantra)

**Business development:** creation of new market categories, distribution channels, service /device offers

**Strategic marketing:** product assessment, brand positioning, brand stretch

**Leadership development:** FutureSync, innovation assessment

The Cutting Edges Detector™ is available as a full subscription or tailor-made

View on the future: The Cutting Edgers Perspective

**Credo 2014:**

The transformation is around the corner

Cutting Edgers realize that society is undergoing a profound transformation: societal friction is increasing due to the economic downturn, while at the same time society is moving towards a less materialistic and more ethical and spiritual one. Cutting Edgers perceive these changes as a real opportunity to actively shape the outlines towards a humanized society: collaborative, respectful & passionate.

- Gain resilience to confront an uncertain and promising future
- Cherish sharing and joint knowledge building
- Be an empathetic digital citizen – locally & globally embedded
- Opt for humanity in life and passion in work



<p><b>SOCIAL ROOTING</b></p> <ul style="list-style-type: none"> <li>I Pastiche Tradition</li> <li>II Self-provided Security</li> <li>III Luxury Cultures</li> </ul>	<p><b>UTILITARIAN OPTI</b></p> <ul style="list-style-type: none"> <li>I Techno Magnetis</li> <li>II Bio Potential</li> <li>II Warm Pragmatism</li> </ul>
<p><b>NETWORKING SOCIETY</b></p> <ul style="list-style-type: none"> <li>I Digital Connectedness</li> <li>II Multiple Globalization</li> <li>III Civic Localism</li> <li>IV Friction Democracy</li> <li>V Gender Dialogue</li> </ul>	<p><b>EMBEDDED AUTO</b></p> <ul style="list-style-type: none"> <li>I Resonating Me</li> <li>II Better Being</li> <li>III Body Shape</li> <li>IV Adaptive Pace</li> <li>V Ageless Me</li> </ul>