

Transcript: What is a Wave? The Microsoft Garage

<https://www.microsoft.com/en-us/garage/the-garage-growth-framework/>

What is a Wave?

What is a wave? For our purposes, A wave is a metaphor for an industry trend on the horizon. A wave can be caused by a change in consumer behavior, a new government regulation, a market disruption, or a popular new technology.

A wave inspires a need for new ideas and innovations. It's often an answer to the question, "Why are we investing in this now?" or "Why has this market opened up?"

Spotting a wave worth riding is a skill that you can learn and even develop into intuition over time with some deliberate practice.

To start developing your feel for recognizing future waves, let's look at some recent examples.

One that comes to mind is when consumer interest and environmental sustainability led to green tech such as electric and hybrid cars, which in turn led to solar panel technology and battery storage platforms.

A second example is how Europe's General Data Privacy Regulation (GDPR) created many waves with the need for new accountability tools at enterprises that hold people's data.

A third example is the rise in social media platforms. This wave created a need for content aggregators, schedulers, and the like.

As a final example, the Coronavirus Pandemic triggered several waves such as the need of contact tracing, public-readable data charts, new mask technology, telemedicine, remote working environments, and so many more.

Market-changing waves swell around you all the time, and when you discover one that moves you, you can ride it to impact.