



Where to scout for emerging technology

Most companies turn to the same places when they're exploring emerging tech. But you can find inspiration all around you. Consider making each of these sources a part of your regular scouting strategy.



Business environment

Start with these questions: What M&A activity is going on? Who's having an IPO (or an exit)? What interesting prototypes are coming out of corporate labs?



Startup ecosystem

Where are VCs investing? Can you get involved in an incubator? Also consider crowdfunding sites: Where are actual consumers placing their bets?



Government labs

These are often overlooked. Projects from NASA and other tech-heavy agencies often end up with incredible commercial potential.



Publications

Subscribe to a variety of tech and business publications to keep an eye on emerging standards, open source initiatives, and other industry news.



Universities

University labs and incubators can be a hotbed for scouting activities. Even better: Partner with a college to get early access to tomorrow's tech and business leaders.



Home

Some of the best scouting ideas can be found right at home, by considering the commercial possibilities found in futuristic TV and movies, and even video games.

Source: PwC 2017 Global Digital IQ Survey

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