

# Real Commerce With Mobile!

In last week's [blog](#), we discussed how we are entering the Web 3.0 world. That world consists of mobile. We talked about creating real value for customers and real commerce for merchants. I recently came across some really great examples of this in an article called [Web 3.0: The Mobile Era](#) written by [Jay Jamison](#), who has a venture company that invests in early stage mobile companies.

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## Web 3.0 is Mobile, Are You In?

As I have discussed in many past blogs, we are seeing a major shift in how people access technology as more people move toward Smartphones. I see a world where business will be driven by the connectivity we all have with one another based on that little device that acts as an extended appendage for most of us.



We all have an internal desire to be connected.

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# The Power of the Crowd

I wrote a blog in July 2011 called "[What Disruptive Technology is Sneaking Up on You?](#)" I also wrote another one more recently called "[Crowdfunding, the Savior for the Entrepreneur.](#)" Interestingly, they have both been pulled together by the disruptive technology guru [Clayton Christensen](#). Clayton spoke with [CNNMoney](#) for an [article](#) they featured on his involvement in crowdfunding.

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## Rolling With Change!

My software team and I at [Efficiency](#) had a business meeting with an investment firm this week, and it was exciting to be back in that world again and see the latest happenings! They had an interest in a [mobile app](#), which is what we are talking about to many companies these days.

The businesses on the forefront are seeing with their own eyes how the Smartphone is enhancing the opportunity to connect and create real interaction and relationships. This is an exciting space to be in, and I am thrilled to have placed myself on this path.

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## Make the Trend Your Friend

[Mary Meeker](#) recently released her [annual overview of internet trends](#), and I found it to be very insightful. You may remember

that I have discussed Mary's research and opinions on this topic in some of my previous blogs. She pushed forward as a leader in this space with different investment banking firms and is now a partner at one of the most prestigious venture capital firms, [Kleiner Perkins](#).

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## **Riding the Wave or Being Knocked Over?**

Have you thought about how fast things change and how really different things have become with how you work and live? Think about the companies that you use every day that didn't even exist ten years ago. Think about how you use your [smartphone](#) today and access [Facebook](#). How different, both good and bad, was your life back then?

Consider all this from a business perspective. What new companies have appeared or disappeared because of a new innovative idea? Things move so rapidly! A company can go from zero to hero in a flash, but one can also go from kingpin to trash bin in the blink of an eye.

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## **Solving the World's Problems with Abundance**

Let's continue our discussion from last week's blog. How does Abundance solve the future problems that seem to loom before

us like population growth, water needs, hunger, and power?

Abundance Thinking holds the understanding that we have the capability to solve our pains with the technologies we have already created. Those technologies are at such a level that the continued connectivity of each of them creates exponential opportunities for solving all the issues of the day and the problems out ahead of us.

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## **Abundance: Why Are We Lacking?**

The pervasive worldview today suggests limitations and scarcity, and this restricted perspective seems to be spreading with all the negative feedback we are continually inundated with at every turn. When human civilization and technology repeatedly prove the limited and scarcity thinking wrong, why do we let it consume our consciousness?

If this scarcity mindset was accurate, we would have mostly starved to death by now after all the cries in the '70s that insisted the exploding population would consume all the food. Have you been to a grocery store lately? What about how we were scheduled to run out of oil a decade ago? We should all be walking now and burning our furniture to heat our homes.

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# 4 Billion New Customers!

Think about that! If you had access to 4 billion customers, how would that impact your marketing, your strategy, your vision, your opportunities, and your profit potential? Well it's coming, and I see it happening right before my eyes.

Let me back up for a moment and give you some perspective. As I write this, I am at my office in Pondicherry, India. I started [Efficiency](#) with my partners April and Rich back in 2004 and came to India shortly after to set up the office. We started with one full time team member and one intern and then quickly added five more. We have now grown to 40 bright, enthusiastic, hardworking men and women.

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## Four Ways to Protect Against Disruptive Technology

As a follow up to [last week's blog](#) on disruptive technology, I wanted to talk about ways of getting around the mentality that causes successful firms to be blindsided.

(On a side note, I just watched the movie [The Blind Side](#) again and it's a great analogy to what can happen in business).

[Blockbuster's](#) blind side tackle was being a step off and letting [Netflix](#) sack them.

