Trend spotting is like peering into the future, helping you decide which products and services to develop, how to position them in the marketplace, and what sales and marketing strategies will work best for you. Keeping abreast of new products, services and trends will inspire you and help you to innovate. Being your organization's "trend spotter" will empower you and make you the go-to person whom colleagues look to for ideas and inspiration.

Here are my favorite places on the Web for up-to-the minute trends and ideas:

1. **WikiTrends**  
   *Why I like it:* WikiTrends is updated daily with the most inspirational and useful trends that we see at the Avant-Guide Institute. The site collects trends from spotters all over the world and categorizes them into almost a dozen industries. Sign up for our trends email and get this goodness sent straight to your inbox.

2. **Cool Business Ideas**  
   [www.coolbusinessideas.com](http://www.coolbusinessideas.com)  
   *Why I like it:* Based in Singapore, Cool Business Ideas is an inspired round-up of new businesses and opportunities from around the world. It's a good place to see emerging products and services in a wide variety of industries.

3. **Coolest Gadgets**  
   [http://www.coolest-gadgets.com](http://www.coolest-gadgets.com)  
   *Why I like it:* Coolest Gadgets is run from the UK but they cover the world of new stuff and categorize it according to industry, so you can see what is new in your business, and also get ideas from gadgets that are being invented by other industries.

4. **Cool Hunting**  
   [http://coolhunting.com](http://coolhunting.com)  
   *Why I like it:* Cool Hunting covers the latest in design, technology, style, travel, art and culture. Their content is meant to inform creative designers, but is just as useful to businesspeople looking to see what is new and relevant.

5. **Futurism**  
   [https://futurism.com](https://futurism.com)  
   *Why I like it:* Futurism covers breakthrough technologies and scientific discoveries that will shape humanity's future. They are particularly strong in artificial intelligence, genetic engineering, human augmentation and life extension, universal basic income, and commercial spaceflight.
6. Springwise
www.springwise.com
Why I like it: Springwise scans the globe for the most promising business ventures, ideas and concepts that are ready for regional or international adaptation, expansion, partnering, investments or cooperation. Their mission is to discover and share the best innovation ideas, to promote positive change.

7. TheCurrent Daily
https://thecurrentdaily.com
Why I like it: TheCurrent Daily is at the intersection of fashion, retail and innovation, with big doses of technology and digital marketing. The site is strong on new launches, especially those dealing with machine learning, augmented reality, smart textiles, e-commerce, and sustainability.

8. The Cool Hunter
http://thecoolhunter.net
Why I like it: The Cool Hunter is not a trend-spotter, trend-watcher or trend predictor, rather they select and celebrate what is beautiful and enduring in architecture, design, gadgets, lifestyle, urban living, fashion, travel and pop culture. Connecting the dots is up to you.

9. Trend Hunter
www.trendhunter.com
Why I like it: Its frenetic layout makes it hard to navigate, but once you get into it, Trend Hunter supplies you with a daily dose of micro-trends, viral news and pop culture that is hard to get anywhere else. Based in Canada, but global in scope, this site is as comprehensive as it gets.

10. TrendWatching
http://trendwatching.com
Why I like it: TrendWatching scans the globe for the most promising consumer trends, insights and business ideas. The site offers a daily “trend-driven innovation” and many of these findings are aggregated in their free and informative monthly trend briefings.

Happy trend spotting!

Daniel Levine
Keynote speaker, DanielLevine.com
Director, The Avant-Guide Institute