

5 Trends and Innovations I'm Observing And You Should Be Too!

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By Jules Pieri, Co-Founder
Daily Grommet

As CEO of a product launch platform, I'm lucky to be in a unique position to actively observe hot consumer and tech trends on a daily basis. Life in our office looks a little like that iconic advertisement showing a guy in an armchair being literally blown back by the power of Bose speakers.

Every week we are blown away by the hundreds of product submissions to our company, each one hoping to be chosen as a Grommet launch. It takes a keen, experienced eye to spot a good product gem sticking out from the haystack, yet it's much easier to see which trends are appearing overall.

Here are 5 major trends and innovations that I'm spotting:

Printing “things” in 3D: The million-dollar Kickstarter campaign for the 3D [Doodle Pen](#) shows there is some serious demand out there for 3D products. Every 3D printing booth at CES this year was packed with wide-eyed onlookers. As an industrial designer I started paying attention to this trend years ago when 3D printers were showing up in college laboratories, available for hourly hire. Yesterday I learned that a local elementary school is buying one for the students to use! Clearly, this tech democratization is happening even faster than predicted. Why does it matter? It gives the average person the ability to prototype a product. Twenty years ago you had to be highly skilled or employed by a big company to create a credible prototype. Not so in 2013.



Photo By NYSCI

Everybody's Making Stuff: The Maker Movement: The desire to create is simple human nature, yet with the advent of 3D printing, crowdfunding and maker spaces like [TechShop](#) popping up all over the country, it's only increasing and gaining steam with each passing month. Maker Faires are held in [nearly every country](#) on the planet, with over 800,000 people attending the annual Bay Area Maker Faire alone. Thousands more hackathons and maker events are happening throughout the U.S. as well.

So the Refrigerator Said to the Stove...The Connected Home: A major upgrade is in the works for how your home will operate and make your life easier. No need to turn the stove on—the refrigerator will give the instructions. You can sit back and relax, while your smart TV informs you. Don't believe it? Companies like LG and Nest are making it happen.

Crowdfunding – Let's Kickstart This Project: Anyone in the maker space knows that crowdfunding is the fastest growing industry. In fact, tech and design projects on Kickstarter had a total of over [\\$79 million dollars pledged in 2012, with nearly 5,000 projects launched](#). With the passage of the JOBS act, crowdfunding is making access to funding broader and far more accessible to minorities and women than venture capital, where 95% of funds go to men. In fact, women-led projects have higher success rates on Kickstarter and IndieGoGo than their male counterparts!

Give me some ZZZZZs (and better health) - A billion dollar industry, sleep and fitness products aren't going anywhere. Everyone's looking for an easier way to be healthy and products and services are being invented to respond. Products like [ZEO](#) and [Fitbit](#) have been the darlings of the industry for a long time yet there are several others such as the [Withings Smart Activity Tracker](#) and the [The BodyMedia CORE 2 tracking band](#).

What does all this mean? Every man (or woman) can act on a product idea faster and better than ever. As a society we're up to our eyeballs in worthy products, yet most of them never see the full light of day. What's next? Helping all these products get vetted and noticed. Companies and organizations like Daily Grommet are curating these shining stars and helping them to be successful. If you know of a hot new product idea, please send it our way. We look at every submission with curiosity, interest, and expertise. You could help create the next big trend, simply by giving it a chance to reach the large and influential Daily Grommet community.



Jules Pieri is Founder and CEO of the product launch platform **Daily Grommet**. The company's "Citizen Commerce" platform is reshaping how consumer products get discovered, shared, and bought. Jules started her career as industrial designer for technology companies, and was subsequently a senior executive for large brands such as Keds, Stride Rite and Playskool.

Daily Grommet is her third startup, following roles as VP at Design Continuum and President of Ziggs.com. She completed her undergrad degree, *summa cum laude*, at the University of Michigan and people tell her she is the first designer to graduate from Harvard Business School.

Jules is frequently tapped to speak on consumer trends and technologies, social media, design, and entrepreneurship and has done so at many institutions such as HBS, SCAD, and MIT, and at conferences such as South by Southwest, and in media outlets like NECN, NPR, and Fox. She is an Entrepreneur in Residence at Harvard Business school.

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