

Entrepreneurial opportunities in complex systems research

A look at **You** 

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February 6th, 2008

Lectures in Entrepreneurial Leadership



What are we talking about?

- **Complex system**

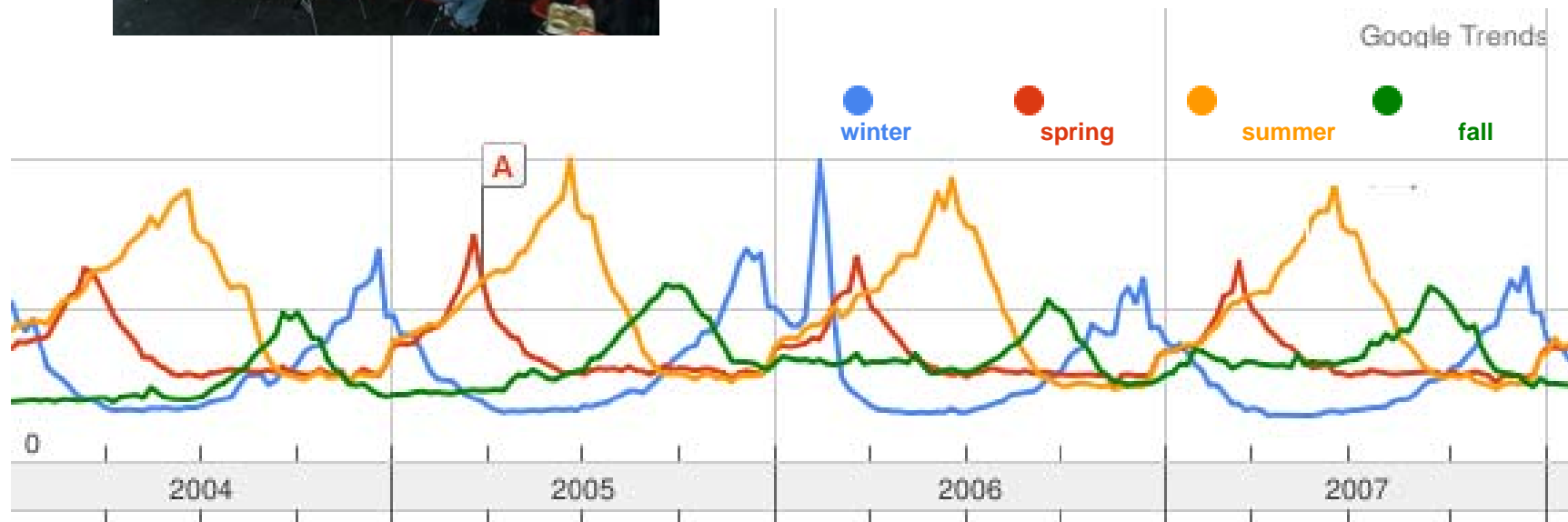
- A system with a large number of interconnected parts, whose aggregate behavior is not obvious from individuals.

- **Entrepreneur**

- Someone who creates value by organizing available resources in new and more valuable ways

Predicting Collective Human Activity

- Some things are easy



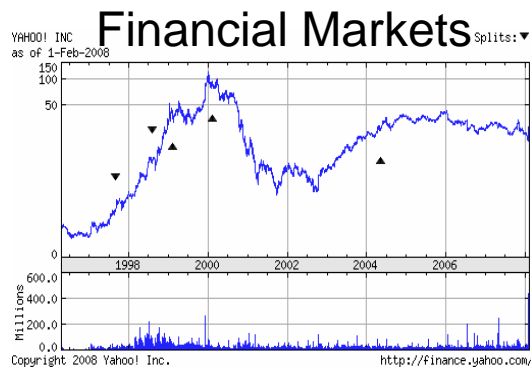
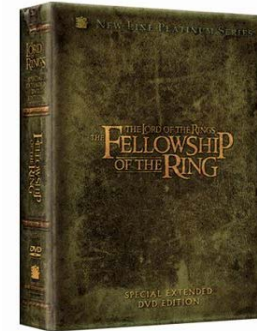
Predicting Collective Human Activity

- Some things are hard

Products



Books



Movies

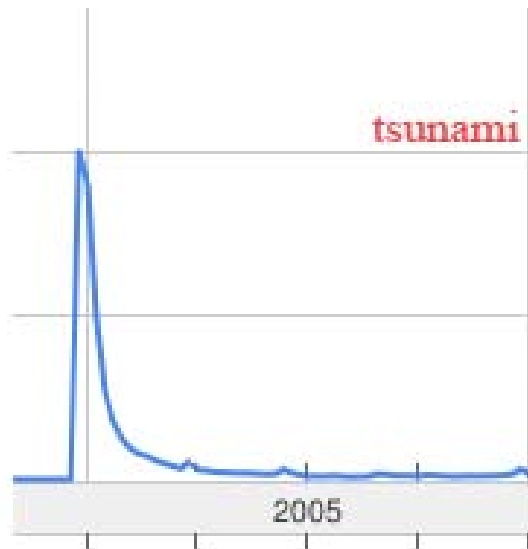


Videos



Basis of technique: Dynamic Signatures

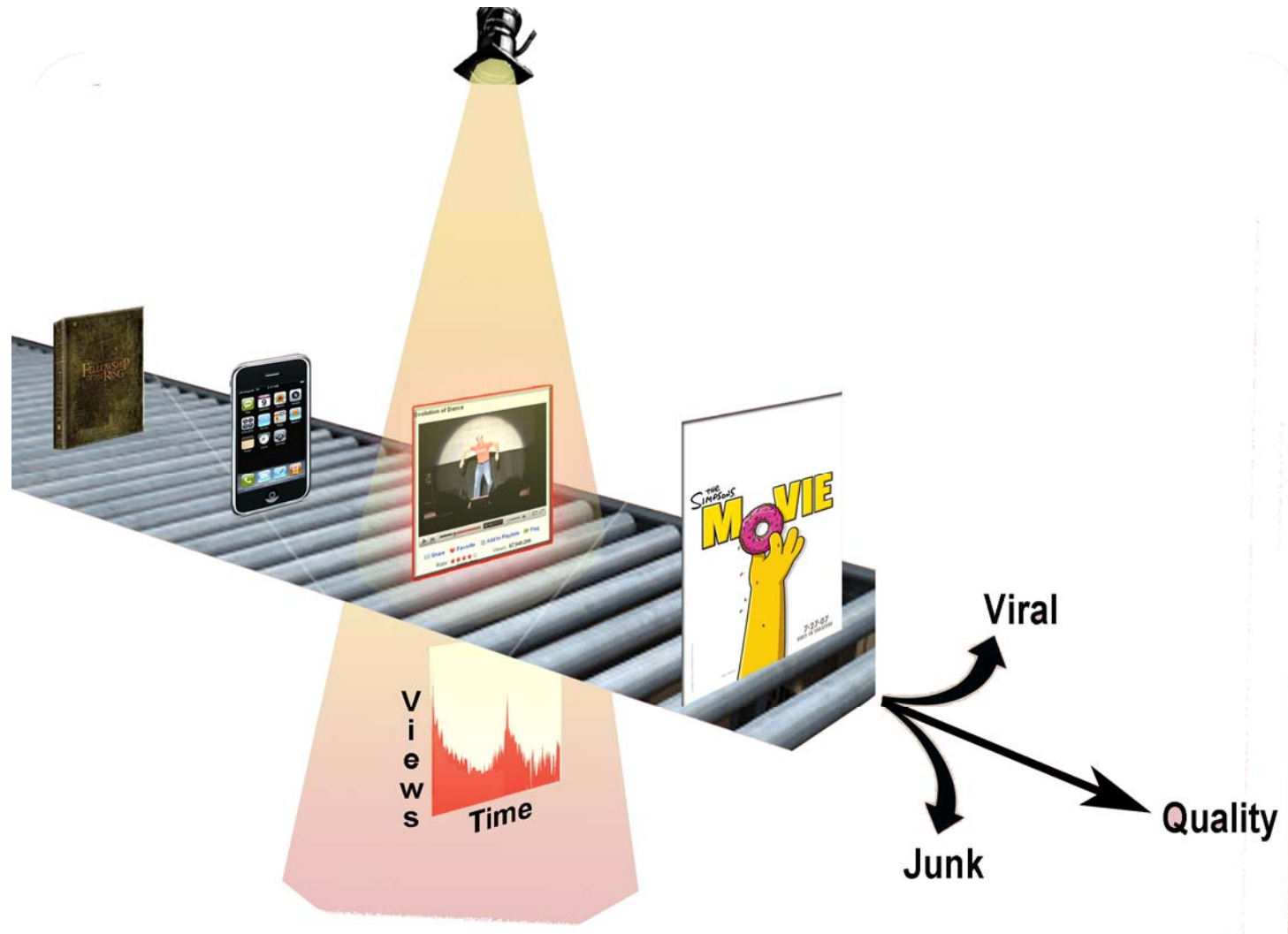
Exogenous



Endogenous

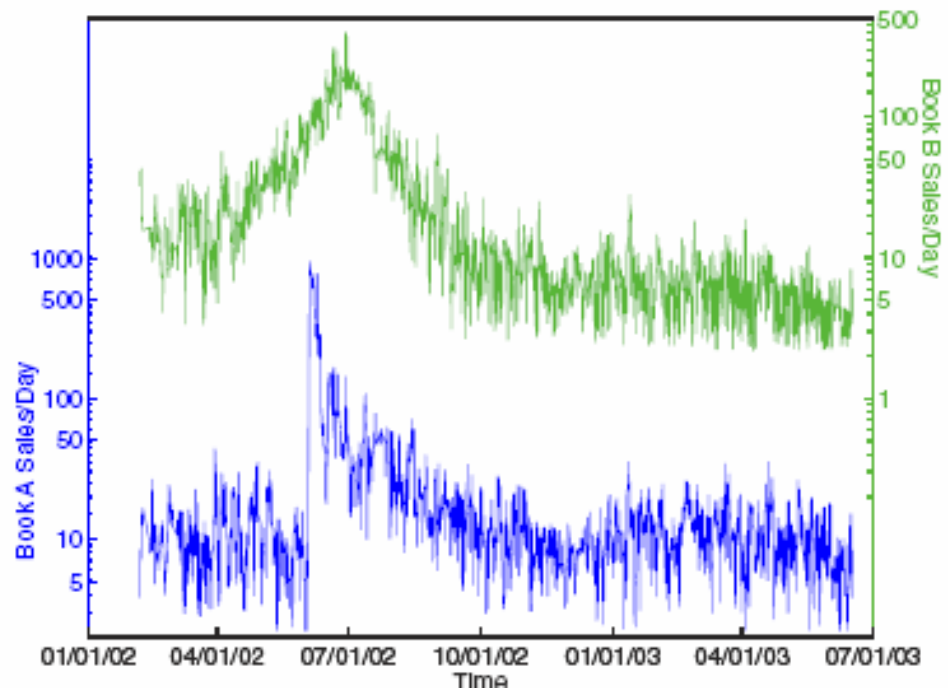


There is *Information* in the *dynamics*



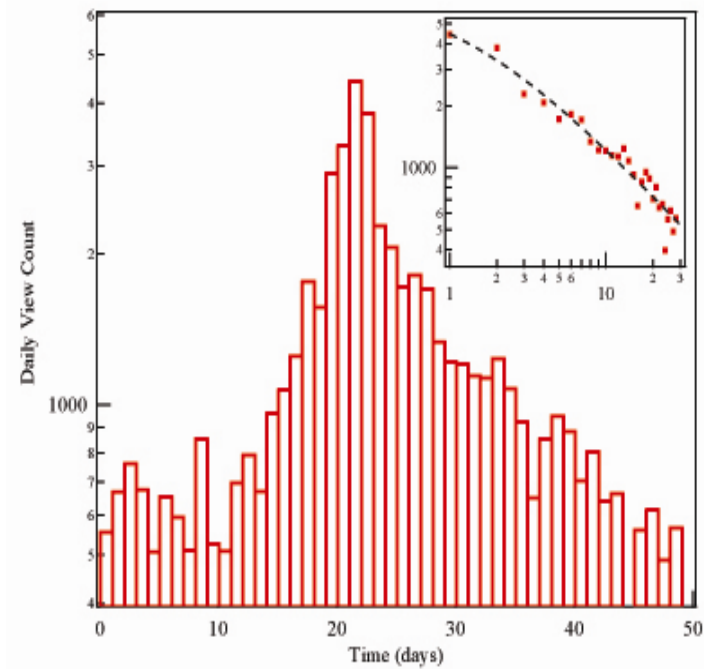
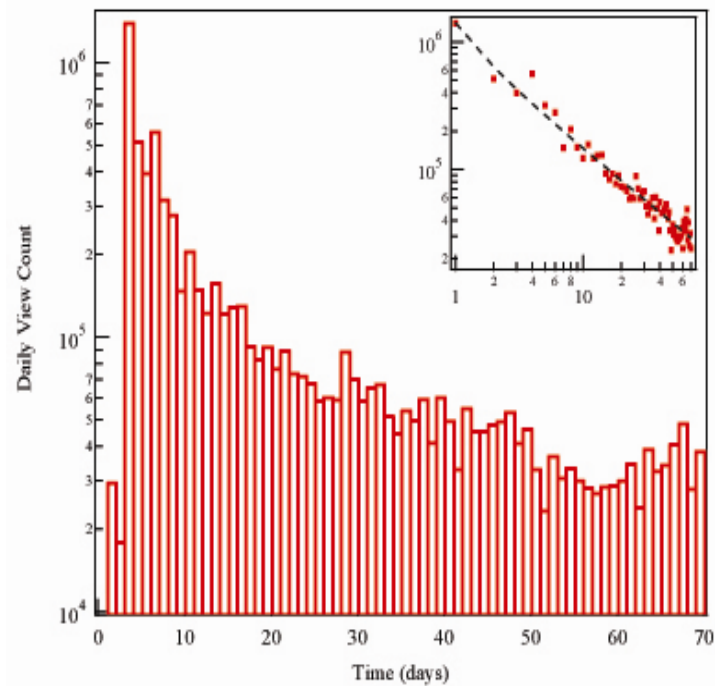
Human behavior as a complex system

Book Sales

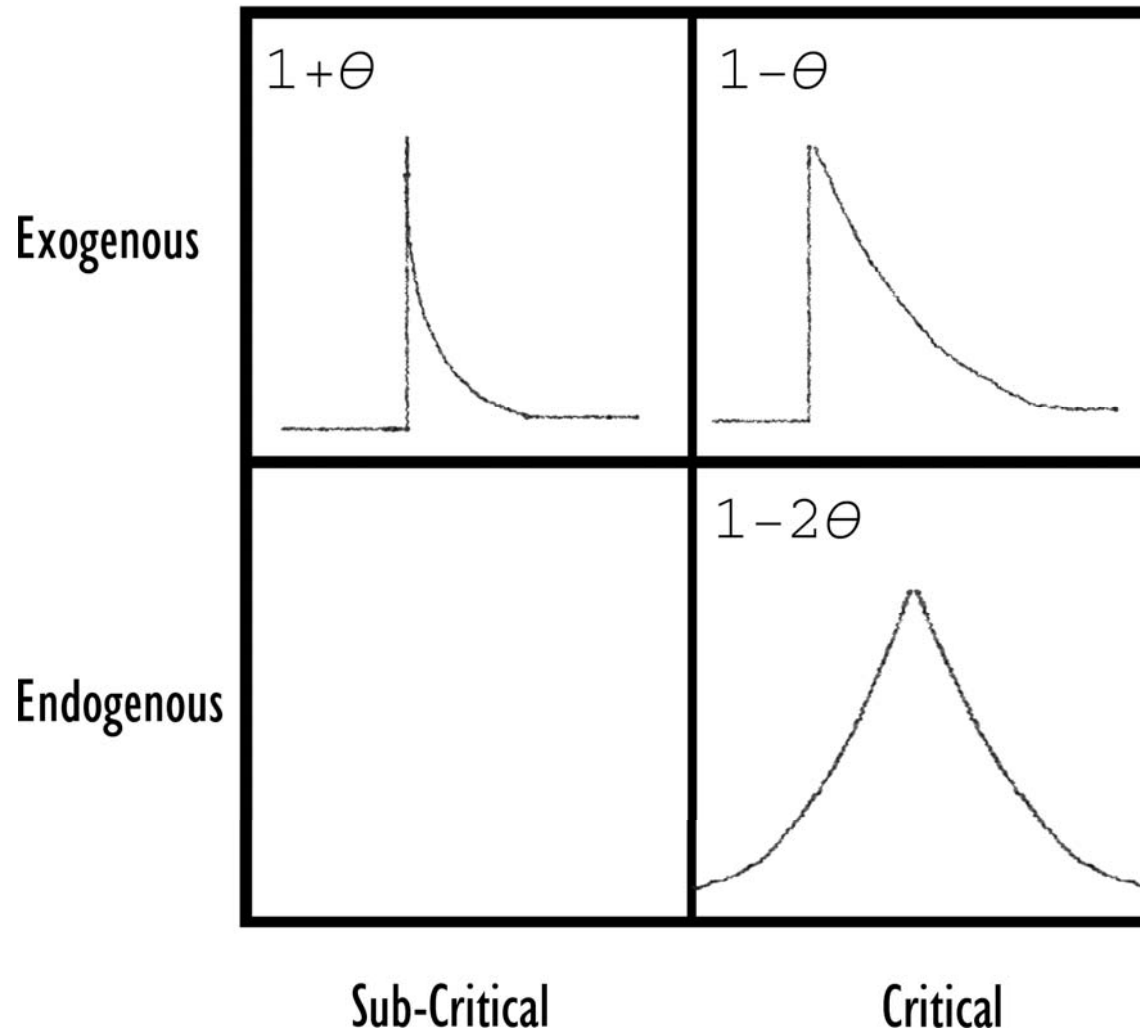


Human behavior as a complex system

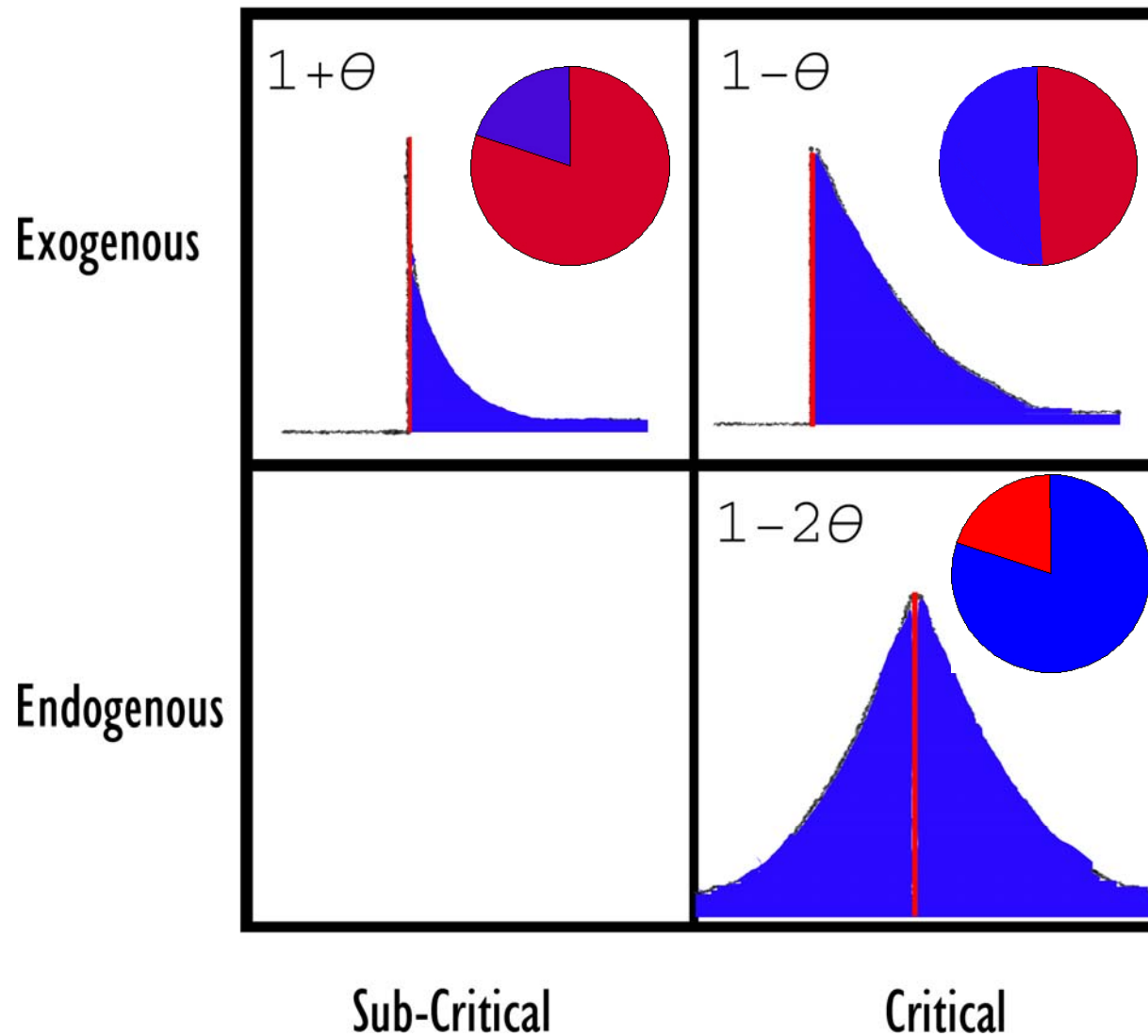
YouTube



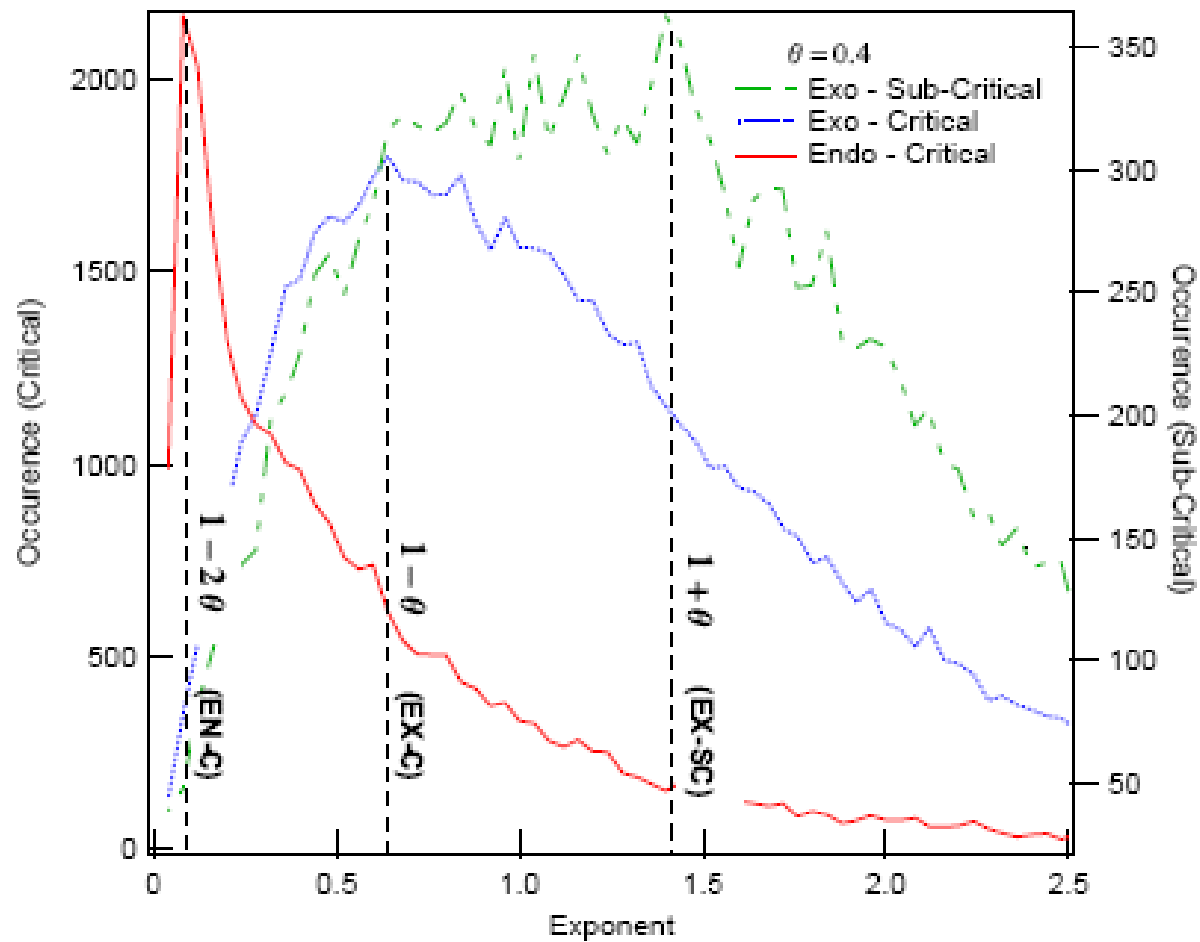
Information Discovery



Information Discovery

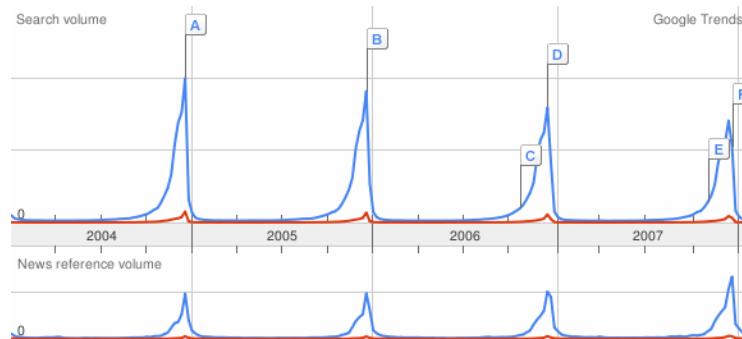


Exponents

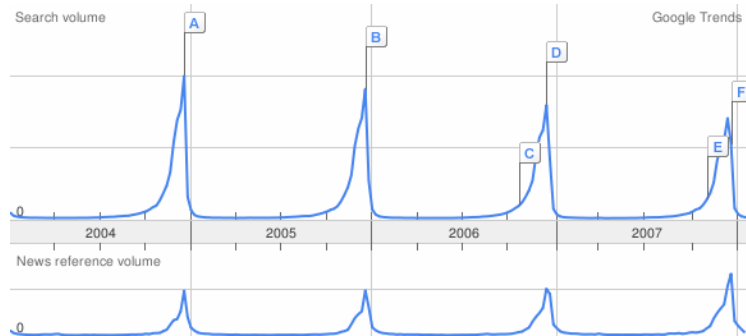


A final note . . .

● **christmas** ● **weihnachten**



● **christmas**



● **weihnachten**

