



Focus on the Future

Guest Predictions: Nathan Mishler

Guest Predictions is a regular feature in which we ask leaders in a number of professions a set of questions that affect us all.

Nathan Mishler, Studio Cypher www.studiocypher.com

Nathan Mishler is a co-founder of Studio Cypher, a game-design company dedicated to providing educational, positive, enriching games. Studio Cypher's games and other game-design informed programs are used in Museums, Optometry offices, and people's home computers. Nathan has a masters in Telecommunication from Indiana University Bloomington, the city in which he still resides. When not working for Studio Cypher, Nathan practices and teaches the martial art Aikido, an art dedicated to self defense through quickly and calmly defusing conflict situations and creating harmony.

Q: What do you see as the key emerging uses of the internet?

A: People moving to portable computing, as well as communication with others of all types in real time on all subjects imaginable. For example: sitting in a coffee shop in Bloomington, Indiana with constant, open access to all publically available human knowledge, as well as any individual who wishes to interact with me.

Q: What surprising applications of the internet have you found?

A: Difficulties of some of the biggest public games with turning high volume usage into net revenue. The business model was not sustainable. This calls for better understanding of internet based revenue models.

Q: What have been the "Best Uses" of the internet for you?

A: Permanent storage of and access to documents, such as using Google Drive and Dropbox. In fact the net acts as an extension of my own mind with both protection of memory and access to true wisdom.

Q: What should be avoided when dealing with the Internet?

A: Keep in mind as never before that everything we say or do on the net is permanent. NOTHING ever goes away - Right or Wrong. At the same time, it is important to be aware of this while not becoming overly cautious as we explore uses.

Q: Which next steps might you recommend for all of us to take?

A: Explore the need for a mobile phone version of your website. You might need it right now. Business leaders should turn to young people on a regular basis to see how they are using and thinking about the internet. Learning how people in other countries and cultures are using social media is critical. Last thought: Consider affirmatively building a social network... connected to yourself and your business... far beyond what might have been obvious in the past.