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## Personal technology goals examples

December 23, 1999 3 min read Opinions expressed by Entrepreneur contributors are their own. Setting up shop? Put your plans in order!Setting goals is an integral part of choosing the business that's right foryou. After all, if your business doesn't meet your personal goals, you probablywon't be happy waking up each morning and trying to make the business asuccess. Sooner or later, you'll stop putting in the effort to make the conceptwork.When setting goals, aim for the following qualities:1. Specificity. You stand a better chance of achieving a goal if it'sspecific. "Raising capital" isn't a specific goal; "raising \$10,000 by July 1" is.2. Optimism. Be positive when you set goals. "Being able to pay thebills" is not exactly an inspirational goal. "Achieving financial security"phrases your goal in a more positive manner, thus firing up your energy toattain it.3. Realism. If you set a goal to earn \$100,000 a month when you've neverearned that much in a year, that goal is unrealistic. Begin with small steps,such as increasing your monthly income by 25 percent. Once your first goalismet, you can reach for larger ones.4. Thinking short and long term. Short-term goals are attainable in aperiod of weeks to a year. Long-term goals can be for five, 10 or even 20 yearsfrom now; they should be substantially greater than short-term goals but shouldstill be realistic.There are several factors to consider when setting goals:1. Income. Many entrepreneurs go into business to achieve financialsecurity. Consider how much money you want to make during your first year ofoperation and each year thereafter, up to five years.2. Lifestyle. This includes travel, work hours, investment of personalassets and geographic location. Are you willing to travel extensively or tomove? How many hours are you willing to work? Which assets are you willing torisk?3. Type of work. When setting goals for type of work, you need todetermine whether you like working outdoors, in an office, with computers, onthe phone, with lots of people, with children and so on.4. Ego gratification. Many people go into business to satisfy theiregos. Owning a business can be very ego-gratifying, especially if you're in abusiness that's considered glamorous or exciting. You need to decide howimportant ego gratification is to you and what area best fills that need.The most important rule of self-evaluation and goal-setting is honesty. Goinginto business with your eyes wide open about your strengths and weaknesses,your likes and dislikes, and your ultimate goals lets you confront thedecisions you'll face with greater confidence and a greater chance. If you haven't heard, the United States and China are locked in a trade war. One of the major issues in play on the United States side of the equation is the problem of forced partnerships and IP theft that US companies often report as the price of doing business in China. A great deal of sophisticated technology manufacturing is done in China — but according to chip designers themselves, hitting Beijing's aggressive goals for local production will be impossible if the US starts refusing to cooperate.There are alternatives in China, but the gap in technology is too big," an executive from one of China's leading artificial intelligence chipmakers, which relies on U.S. technology for chip design, told Nikkei. "If we lose access to U.S. software or can no longer receive updates, our chip development will run into a dead end."His thoughts were echoed by executives from NextVPU, an AI firm started by ex-AMD staff, and by others, including a representative from the Semiconductor Manufacturing International Co, or SMIC, mainland China's leading, most-advanced foundry. "We would use whatever chip equipment and materials we have locally if their performances were good enough," said a manager from Semiconductor Manufacturing International Co., China's top contract chipmaker. "But we still need [American] equipment, materials, IPs and chip design software. It's not likely for any of the chipmakers in the world... to get rid of American vendors soon."This graph from IC Insights makes it clear just how lopsided the market for chip design firms truly is.SMIC, for example, is currently focused on ramping early 14nm production, with plans to build a \$10B foundry to focus on 14nm for local customers. Assuming that facility is online and fully spun up by 2022, that puts Chinese IC production roughly five years behind the rest of the world as far as node leadership and seven to eight years behind as far as volume production. But according to reports, China's overall self-sufficiency rate in semiconductor production is only about 15 percent, due to the globalized, fragmented nature of the world supply chain.The Made in China 2025 plan calls for 40 percent of Chinese semiconductors to be built in China by 2020 and 70 percent by 2025. According to experts, the current expected achievable target is 20.5 percent by 2023. According to Nikkei, one of the barriers China faces is that its own developers are more reluctant to rely on locally produced technology or to pay the higher prices associated with smaller-scale production from local fabs. That's another piece of this puzzle — companies don't perceive the Chinese product as being equivalent, so they're less likely to purchase it.All of these preferences and positions matter, so long as China has some route of buying US-built semiconductors. Should those routes close altogether, it would be a different story. Left with no choice but to rely on its own expertise for semiconductor design, China would undoubtedly lag badly, probably for years. But such a move by the United States would also spur dramatic investments from the Chinese government, which would likely feel it had no choice but to spend money to replicate those pieces of the technology puzzle it could no longer purchase elsewhere.This is the central risk of the entire affair, at least from a commercial business perspective. US companies that spend billions developing new technology do not want to hand it over to Chinese firms as part of the cost of doing business. At the same time, however, they do not want to be locked out of these markets altogether. Freezing the Chinese out of the global semiconductor market by choking their access to American technology will not result in the Chinese returning to the days of vacuum tubes (though I wouldn't mind seeing the world's first and only vacuum tube-powered cellular phone). It could, however, kick off a series of geopolitical event that led to other countries agreeing to move away from US technology firms and sources if they came to regard us as untrustworthy, uncertain partners.Historically, it's extremely difficult to keep technology away from dedicated nations that wish to acquire it. The US was unable to prevent other countries from inventing the atomic bomb after WW2. Firms that enjoy strong market conditions and near-monopolies on software distribution may enjoy those conditions for decades, but even in these sclerotic markets, change eventually rears its head. Microsoft and Intel defined the PC industry from the late 1980s through the late 2000s, but now share space with a variety of computing devices based on other operating systems and running different CPU architectures. Stuxnet — one of the more sophisticated malware efforts ever created — successfully delayed Iran's nuclear ambitions, but it didn't singlehandedly prevent them.Ironically, the impact of the export control decisions the United States is making right now is as unknowable as the conditions that govern other long-term bets that semiconductor manufacturers make. As Robert Palmer, former Digital CEO once reportedly said: Designing microprocessors is like playing Russian roulette. You put a gun to your head, pull the trigger, and find out four years later if you blew your brains out.It's still possible, of course, that the US and China will agree to resolve their trade disputes and Chinese companies will regain access to US technology. Should this fail to occur, however, we'll be in Russian roulette territory as far as the long-term consequences. No country can afford to be completely cut off from technology and semiconductor markets, and that means China would have little recourse but to build its own knowledge base and parts, possibly as part of a broad international coalition it might create with partners afraid of being treated similarly by the United States.There's no doubt that refusing to work with the Chinese would dramatically slow Chinese technological development — for a while. Whether that works out to a long-term advantage for the United States — that's the question, isn't it? Because part of the argument in play here is that the Chinese will recognize that they can't currently live without access to US semiconductor technology and will, therefore, be appropriately incentivized to play ball. But it's also possible that the Chinese, even if forced back to the table for the moment, lay their own long-term plans to move away from the United States' technological dominance altogether. None of that means the US' stated goals in the ongoing trade war are less important or valuable, but it definitely speaks to how complex resolving problems like this can be.Feature image by SMIC. Now Read: Technology is everywhere in soccer. From hi-tech fabrics, divot-defying cleats, and dynamic new ball technology, sports firms such as Adidas and Nike are constantly pushing the boundaries for new and innovative products. And the matches you see on TV are the best yet, with FIFA, who owns the television rights, sticking cameras everywhere they can possibly stick them so that TV spectators can enjoy the hits-and-misses-from every conceivable angle.There is, however, one blind spot. And perhaps it is where the game needs it most: on the goal line. And on Sunday morning, at approximately 10.38 EST [Ed: And at least once in every U.S. match], we had glaring proof that FIFA needs to move with the times and start using technology as a fifth pair of eyes. On Saturday the footballing body's secretary general, Jerome Valcke, stated that the next World Cup might well have an extra pair of assistant referees, one behind each goal, "to have more eyes helping [the referee] to make decisions."The decision to disallow Frank Lampard's goal may or may not have been disastrous for England (let's face it, they haven't exactly been excelling at the beautiful game in South Africa), but the U.S. had their third goal ruled out in their match against Slovenia. So why is FIFA being such a bunch of Luddites on the situation?Update: Following the linesman's error in last night's Argentina-Mexico match, when Carlos Tevez's blatantly offside goal was given, the replay of the incident on the big screens in the stadium fueled, says ESPN soccernet, arguments on the pitch. FIFA has now decided to suspend the replays, so that the players don't get into any more argy-bargy, saying that replaying the incident was "a clear mistake." A spokesman for South Africa's organizing committee said. "In retrospect, maybe it shouldn't have been shown. It was shown, and unfortunately there is nothing we can do about that. "[Ed: Yes there is.] FIFA's rewriting history, one cock-up at a time.Other games, such as tennis, cricket and snooker, all use Hawk-Eye technology. It consists of a minimum of four high-speed video cameras dotted around the sports arena and, based on the principles of triangulation, calculates the 3-D position of the ball in each frame of the camera. It is not without its critics, who claim that the system's statistical margin of error is too small. Hawk-Eye has been proposed for use in Football, but as yet, FIFA seems unwilling to take the idea up. Another idea is Cairo's goal-line technology, a hook up between Adidas and tech firm Cairo. It consists of bathing the front and back of the goal area in magnetic radiation. When the ball, which has a sensor built into it, crosses the line, a watch on the referee's wrist indicates whether it's a goal or not. You can see a simple explanation of it here.FIFA's train of thought is that the rules of football should be the same everywhere it is played, from the different leagues in each country, to pub teams having a Sunday morning kickabout. But spectators of matches worldwide get the benefit of replays and virtual goal line technology. And, according to sports journalist James Mason, FIFA's reasoning is pointless. "Anyone who plays football on a Saturday or Sunday on Hackney Marshes, well, we don't have a linesman-and sometimes we don't even have a referee. So it is different. At the higher levels, there is so much money involved now the technology should be introduced."Back in March of this year, the football world waited to find out just what FIFA's stance on using technology at the forthcoming World Cup. This was part of their statement. "No matter which technology is applied, at the end of the day a decision will have to be taken by a human being. This being the case, why remove the responsibility from the referee to give it to someone else? It is often the case that, even after a slow-motion replay, ten different experts will have ten different opinions on what the decision should have been."That doesn't even address the issue. FIFA also pontificated on improving the quality of refereeing and mused about just how technological might change the game. "If the IFAB (International Football Association Board) had approved goal-line technology, what would prevent the approval of technology for other aspects of the game? Every decision in every area of the pitch would soon be questioned." Clearly they're scared of Japan being the first nation to field a 23-robot squad for the 2030 World Cup (to be held on the moon).The referee must make the decision on what they see or don't see at the time—but, judging by the Uruguayan linesman's reaction when he saw the replay yesterday-it's possible that they may be petitioning FIFA for a change sooner rather than later. Given that dodgy decisions from match officials have led to death threats against some referees, which led to the early retirement of Anders Frisk after a Champions League match, and a Facebook campaign against Tom Henning Ovrebo four years later, it may be a welcome move.Unsurprisingly, FIFA is keeping very quiet on the matter. They do have a point that having to stop the match while officials pore over a video screen will slow the game down to a point where both players and spectators may lose out. However, when all the fuss over the 2010 World Cup has died down—the disallowed goals, the goals that stood when they shouldn't have, the play-acting of the sportsmen—if you want to go back to the 2006 tournament, the three yellow cards-when it's all quiet again, FIFA should start an investigation into using technology. And next time, draw a different conclusion.Update 2: Sepp Blatter has gone on to apologize to both England and Mexico (although he didn't have the Jabulanis to do it in person) and has said that FIFA will look into the technology issue again next month. "It is obvious that after the experiences so far at this World Cup, it would be a nonsense not to open the file on goal-line technology," he said. "I apologized to England and Mexico. The English said thank you and accepted that you can win some and you lose some, and the Mexicans bowed their head and accepted it."The FIFA president also said that the organization would be launching a new drive to improve refereeing standards. "We will come out with a new model in November on how to improve high-level referees. We will start with a new concept of how to improve match control. I cannot disclose more of what we are doing but something has to be changed."Sepp Blatter, handy on his feet in a crisis, not so good at other times.

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