

Co-Innovation through Company Building

Future IoT-Business Models

Guest Speaker

Harald Zapp, CEO - Next Big Thing AG, @H_Zapp



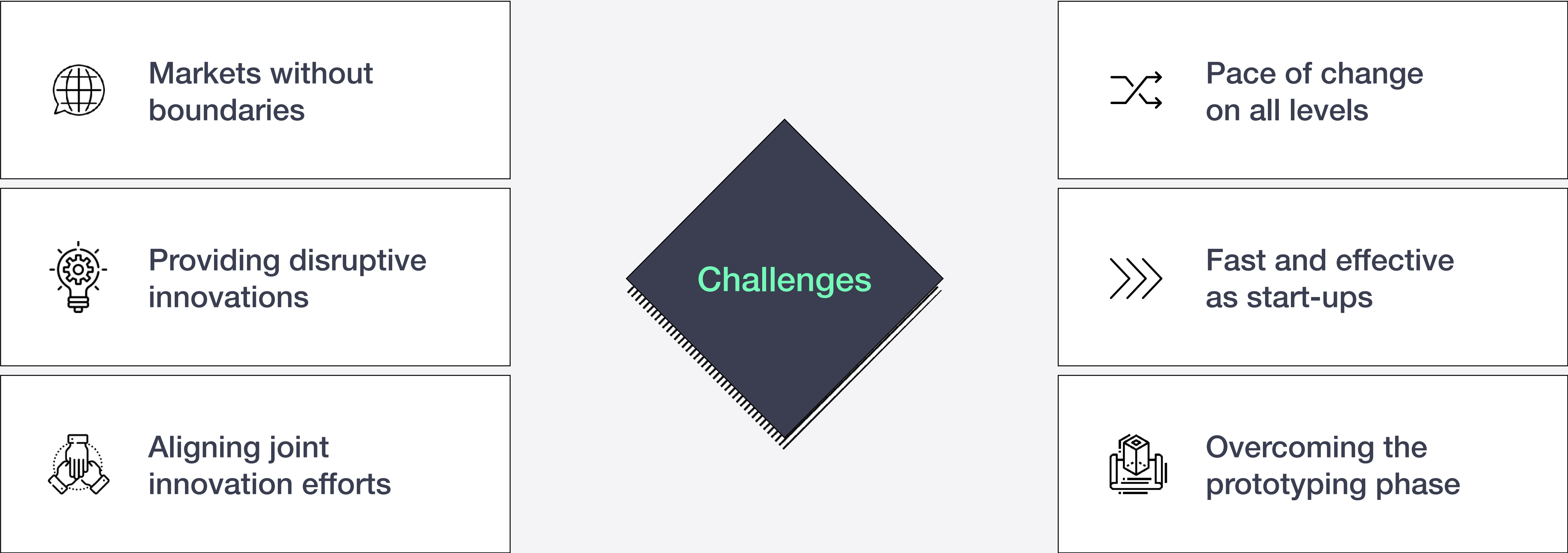
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Our future is going to rise and fall with the dreamers and doers, the builders of new technologies and the breakers of old orthodoxies.

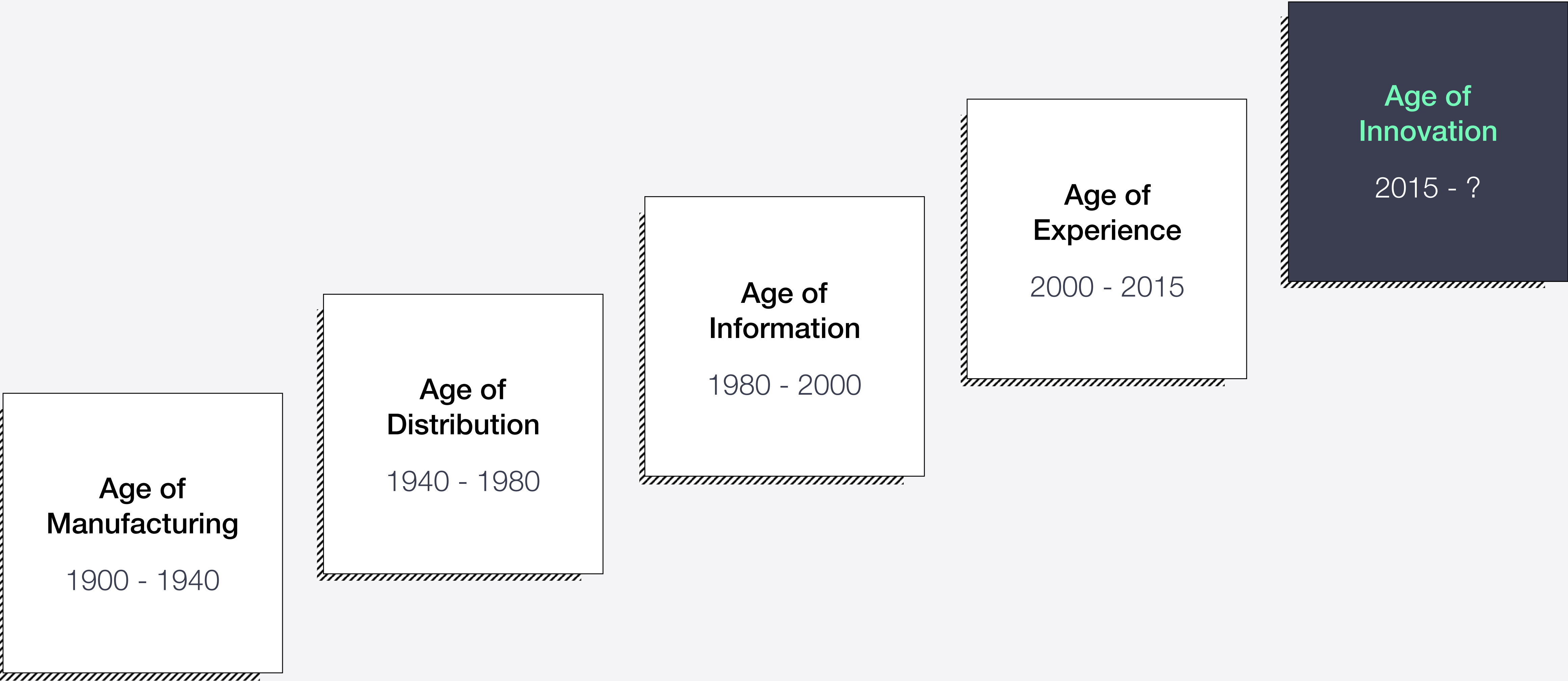
Steve Case

American Entrepreneur & Investor

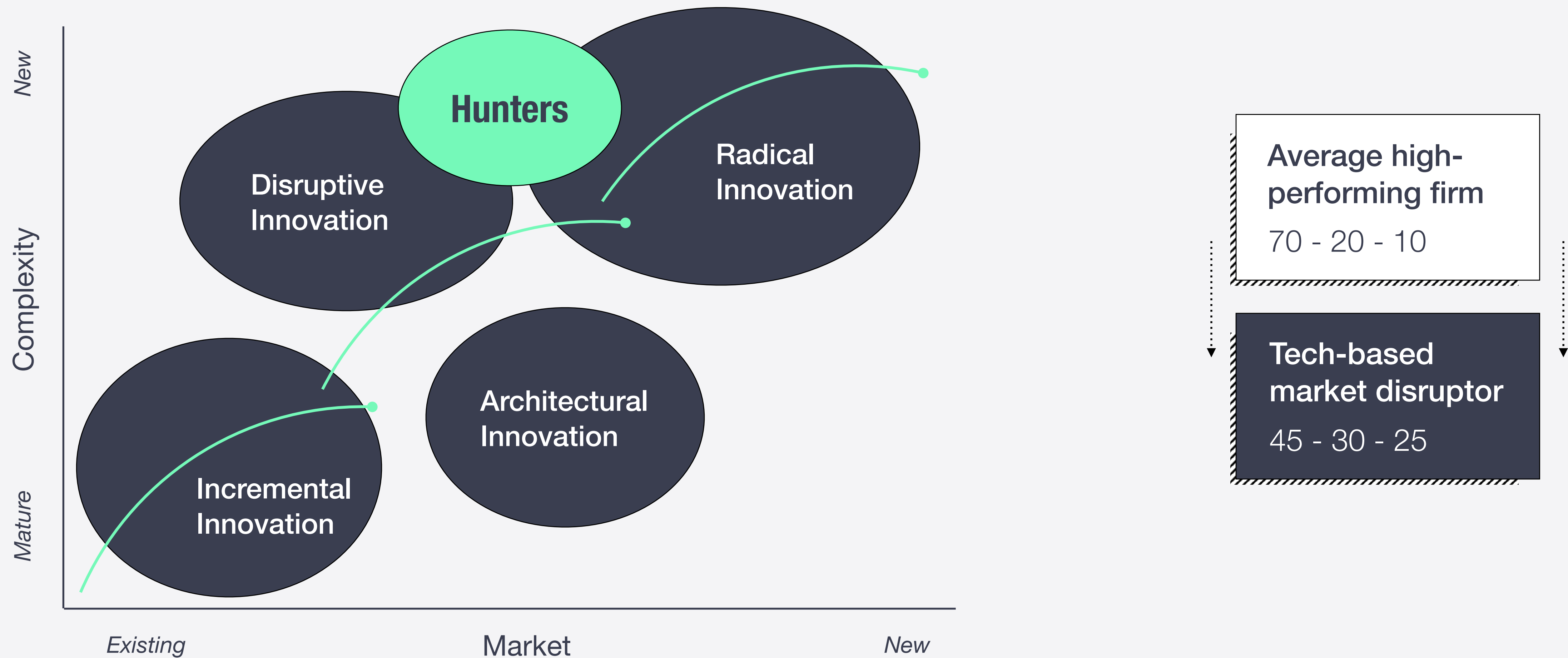
The pressure to innovate is increasing for established companies.



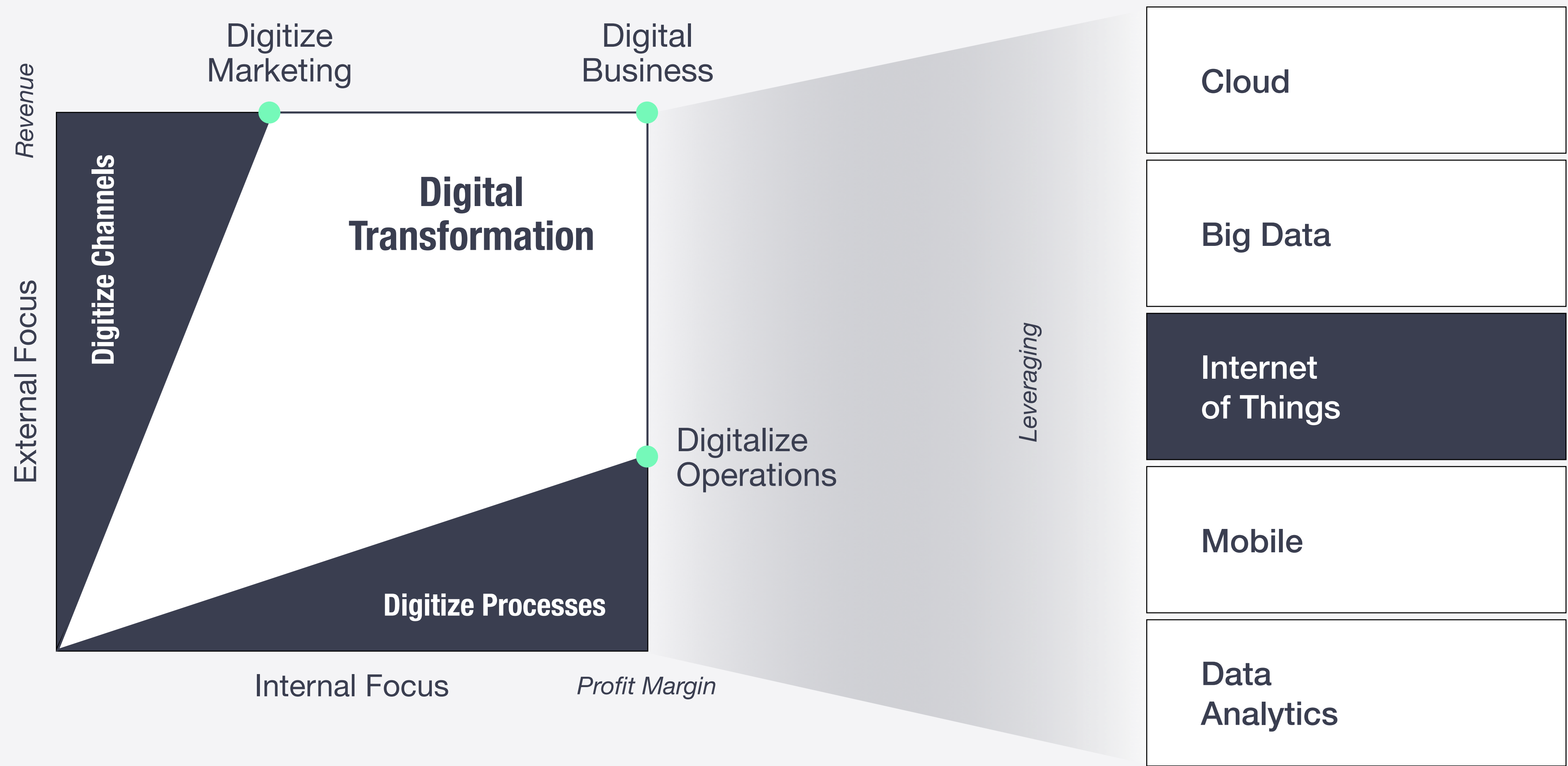
A new business age - transforming processes and business models.



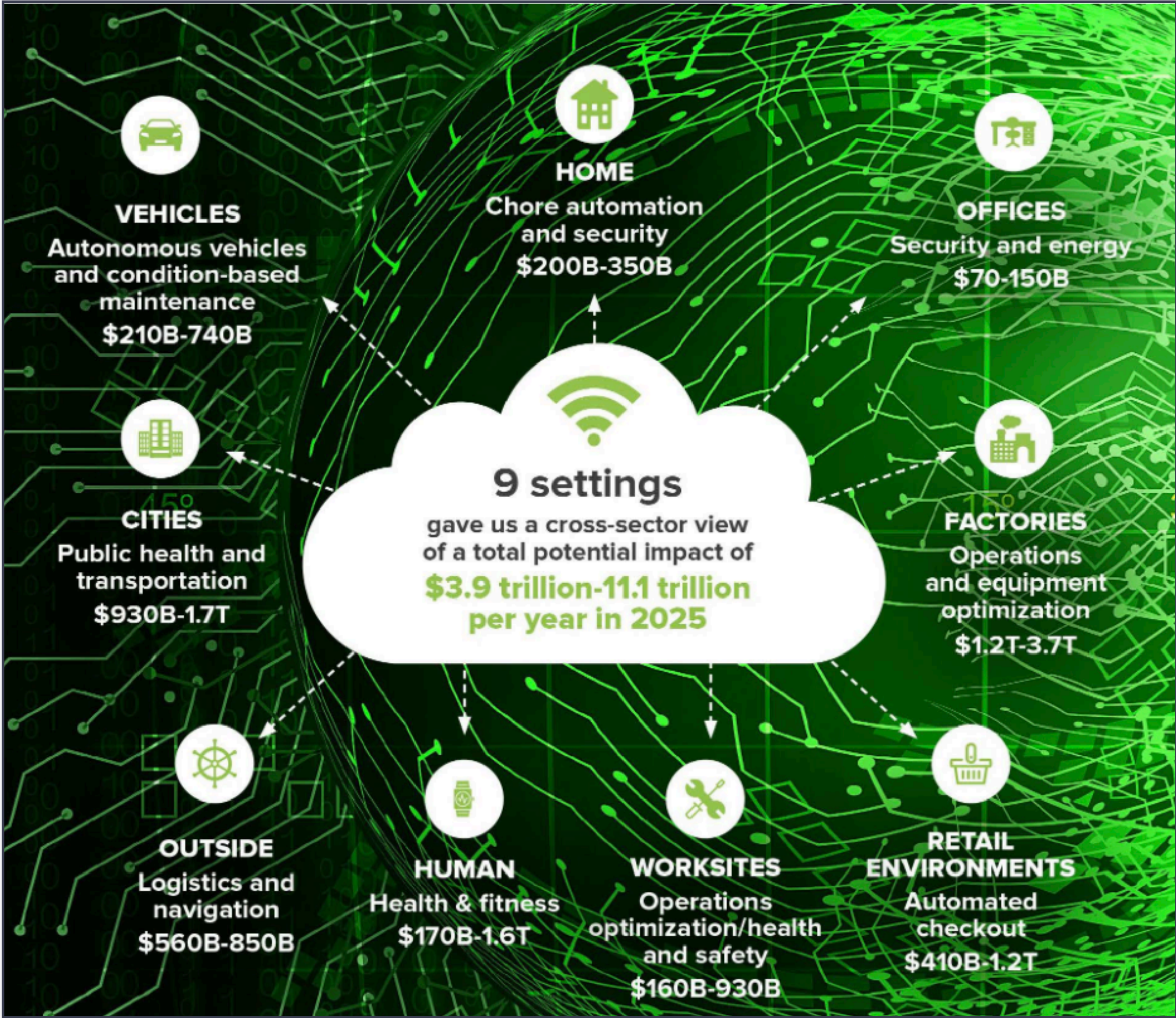
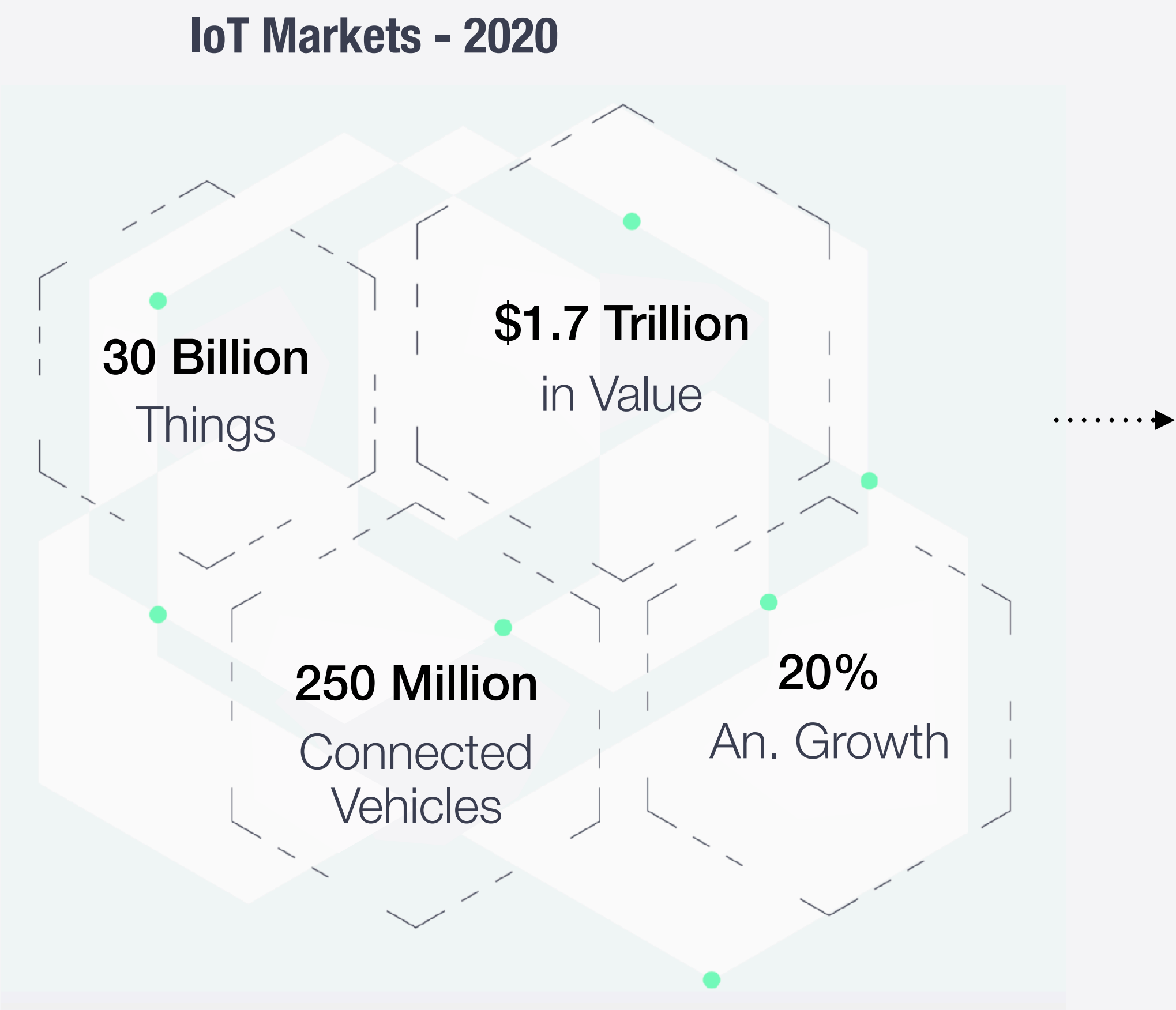
But traditional approaches to innovation are no longer fit for purpose.



Innovation, fueled by technology, drives digital transformation.

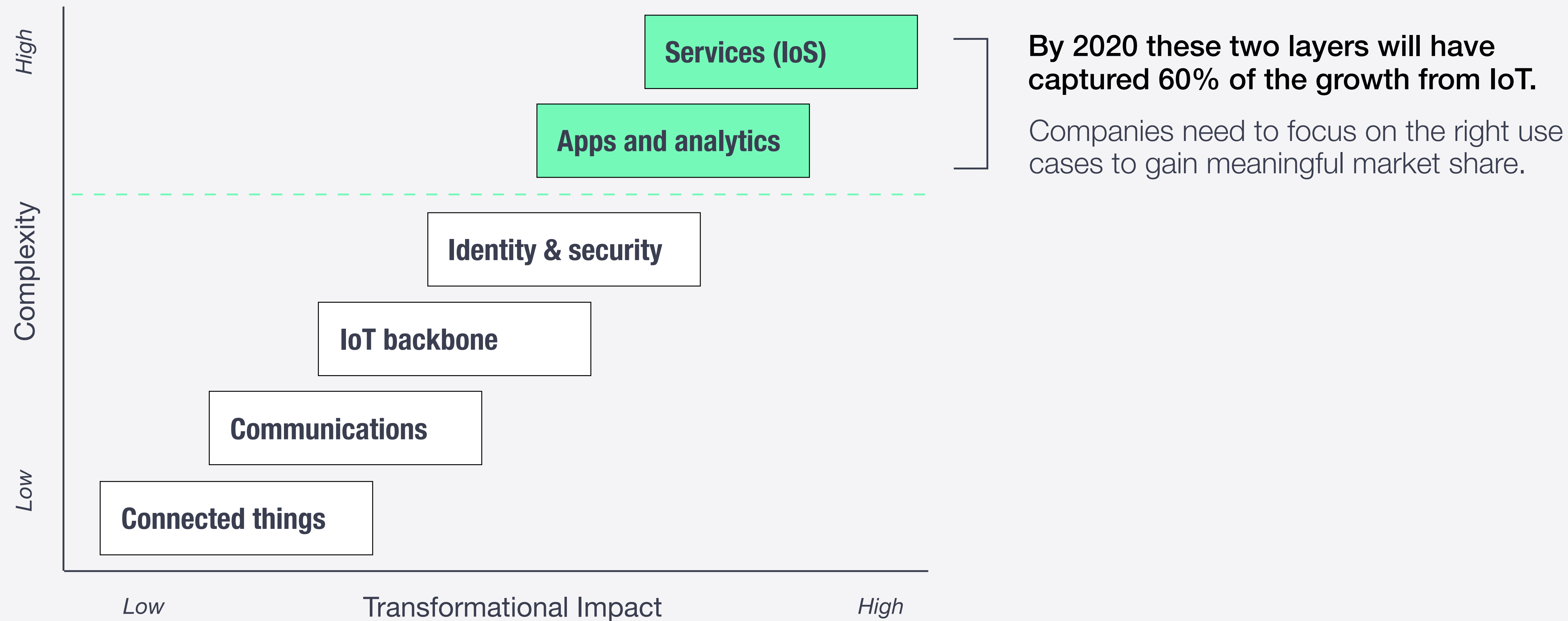


70% of the IoT market will come from B2B.

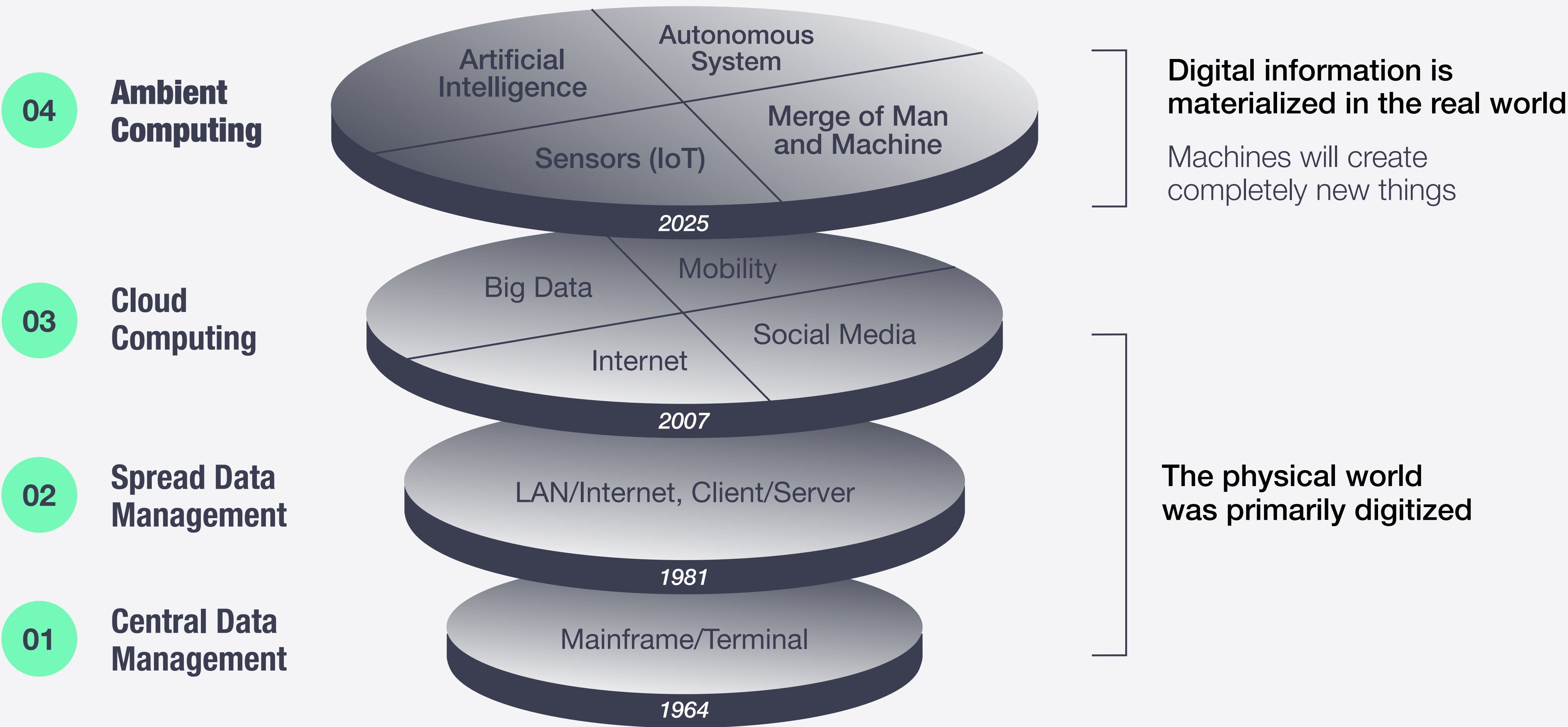


Source: McKinsey Global Institute. The Internet of Things - Mapping the Value Beyond the Hype

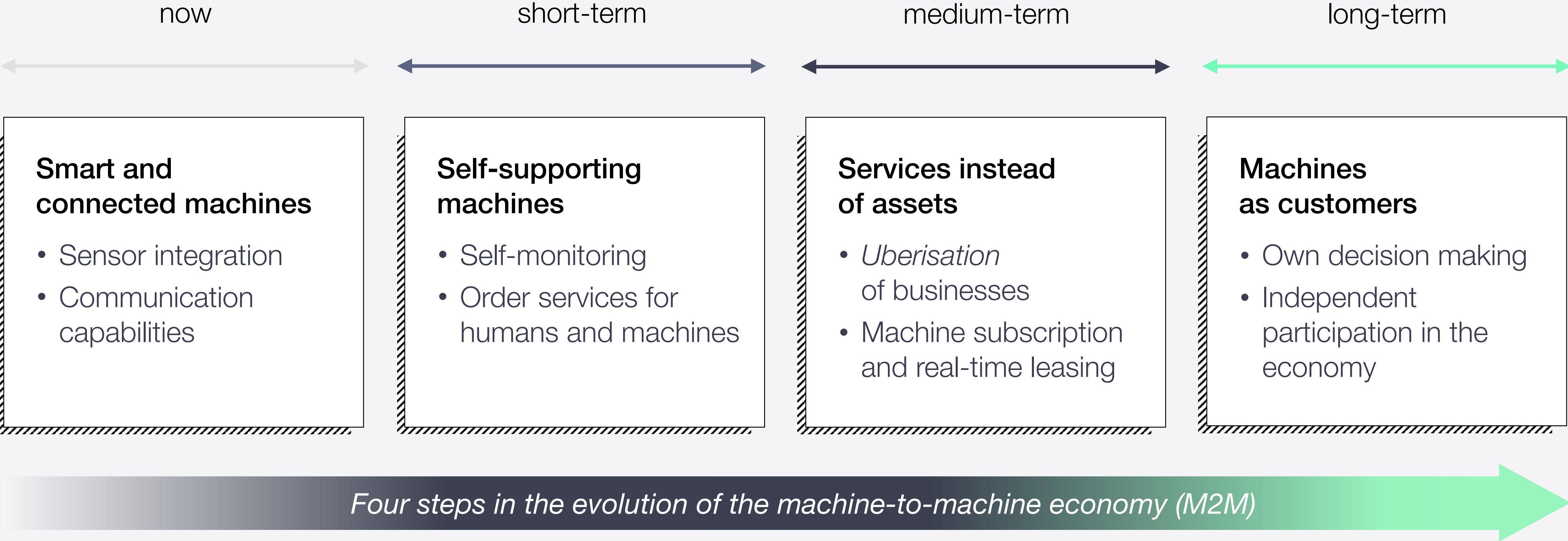
IoT's real value lies in services and IoT applications & analytics.



We are at the brink of the next evolution.



A new smart, connected, and autonomous system of machines.

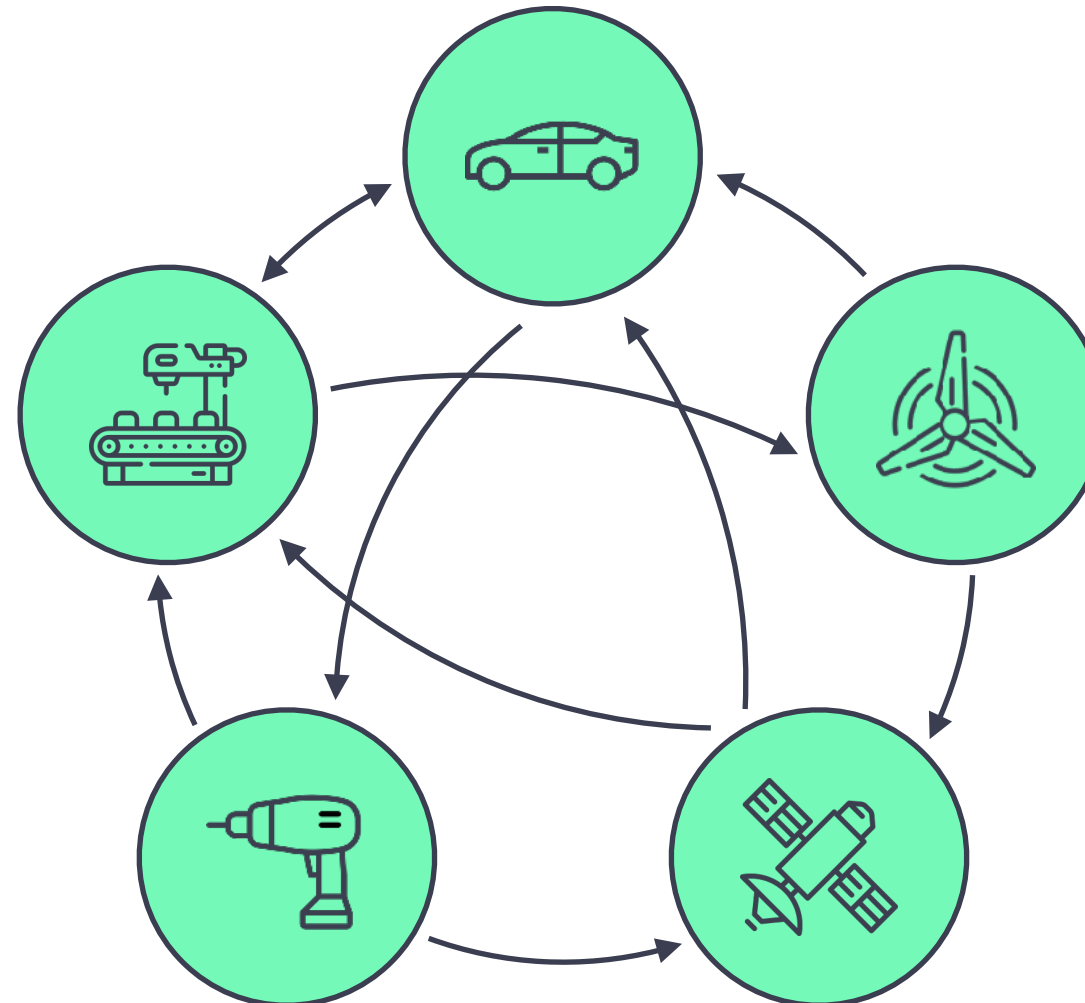


Data is a major resource in the machine economy.

Trust in the Data



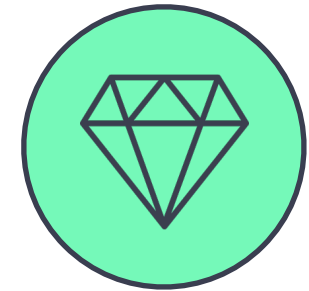
M2M Seamless Transactions



Smart Business Models

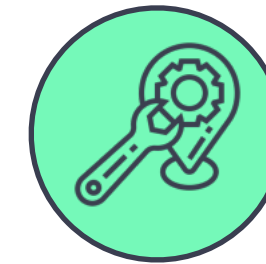


New opportunities for monetization.



New Value Drivers

- Pay-as-you-go financial models
- Decisions driven by data
- Collaborative consumption
- *Things* as customers
- Direct / no intermediaries
- Online marketplace
- Recirculation of goods (circularity)



New Models & Services

- Machine renting & operating itself
- Repairs, maintenance & inspections
- Capital aaS (finance & insurance)
- Energy aaS (recharging machines)
- Bandwidth aaS (e.g. download data)
- Storage & computing aaS (processing large volumes of data from sensors)

Future IoT/IoS business models.

Asset Mgmt.



Equipment
Monitoring

Retail



Purchasing
Behaviour

Aviation



Power by
the Hour

Healthcare



Human Health
Sensors

Farming



Urban
Farming

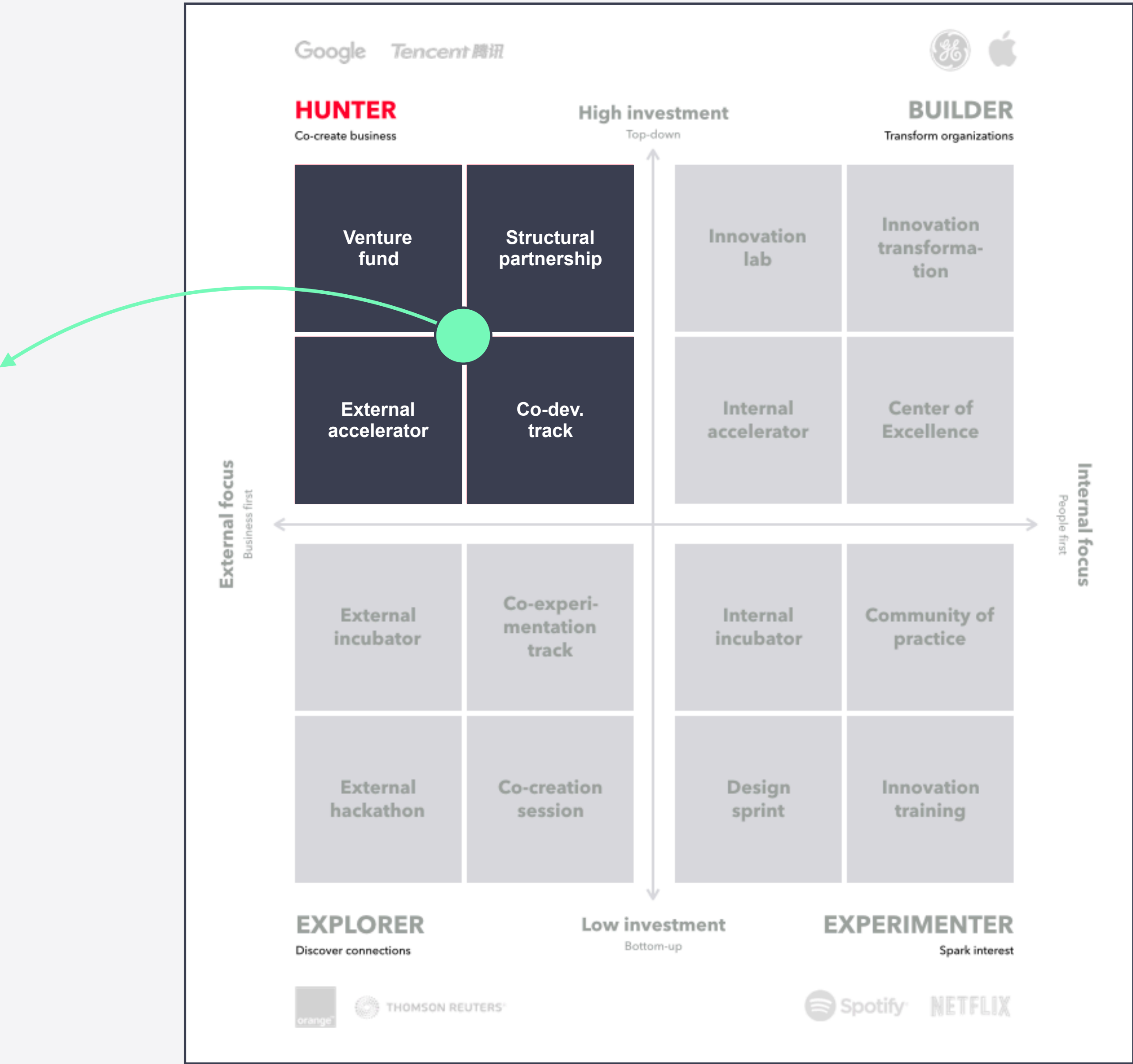
How to enable disruptive innovation?

The Hunter

High investment into innovation and focus on external sources (start-ups, acquisitions, and corporate venturing).

Startup Studio

A startup studio (company building) is a structure whose aim is to repeatedly build products into companies.



Source: Board of Innovation. The Innovation Matrix

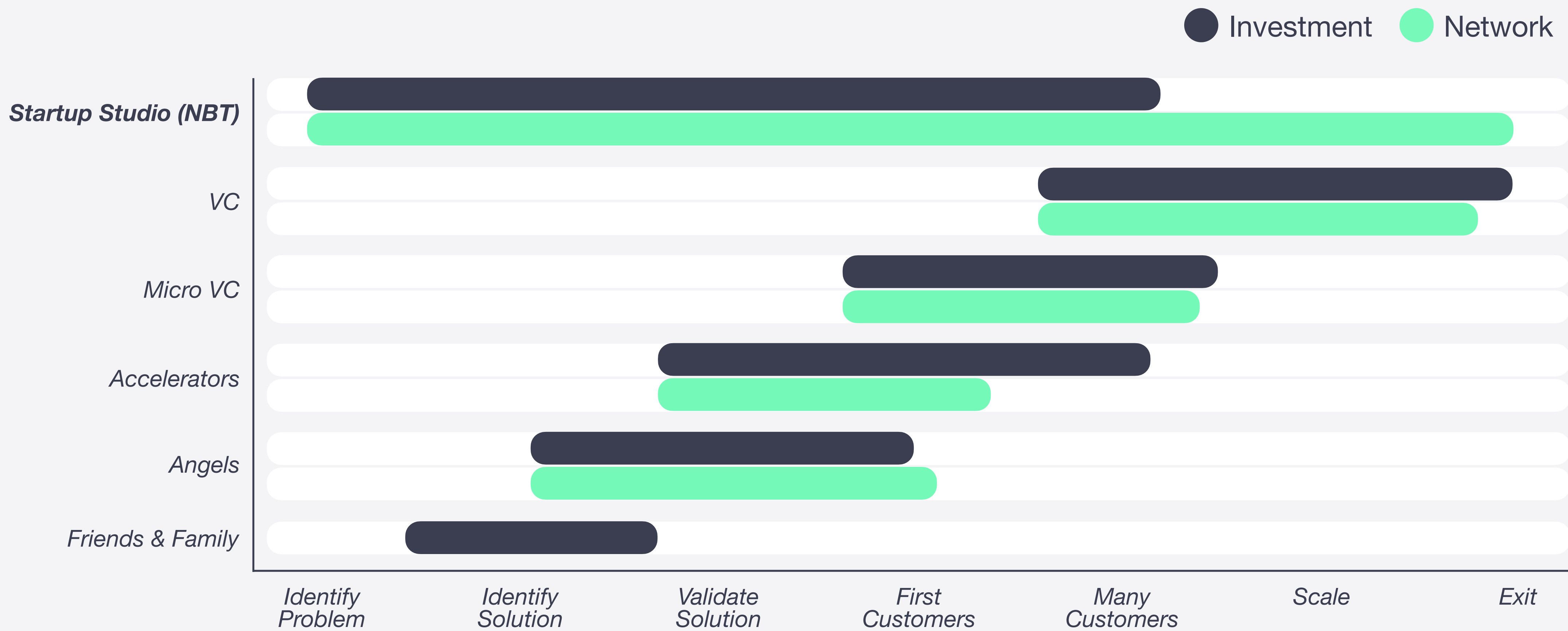
NEXT BIG THING

Company Builder for the Machine Economy

The craft of company building.

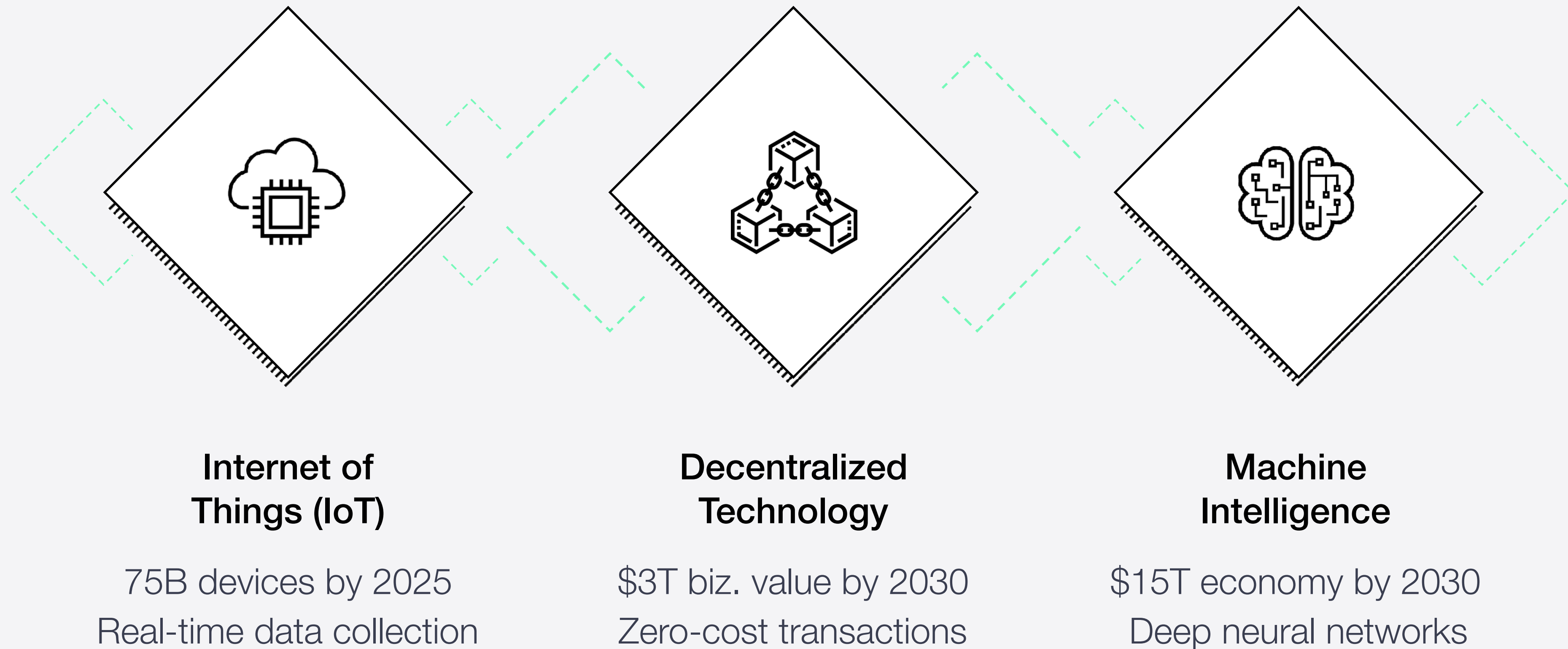


Value-add for startups.



Our focus is on creating the Machine Economy.

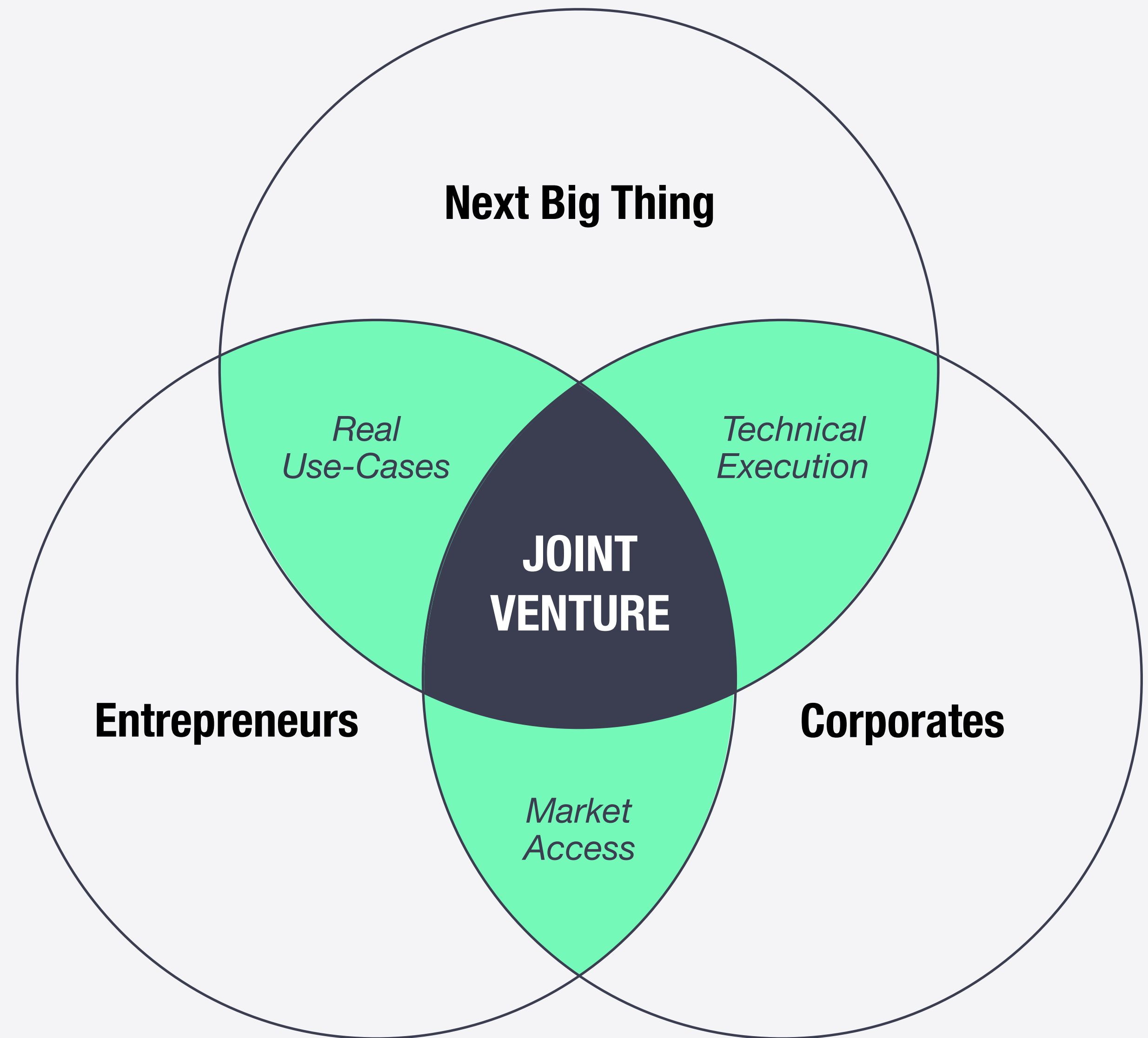
We dream of a more efficient, sustainable and equal world, enabled by Machines.



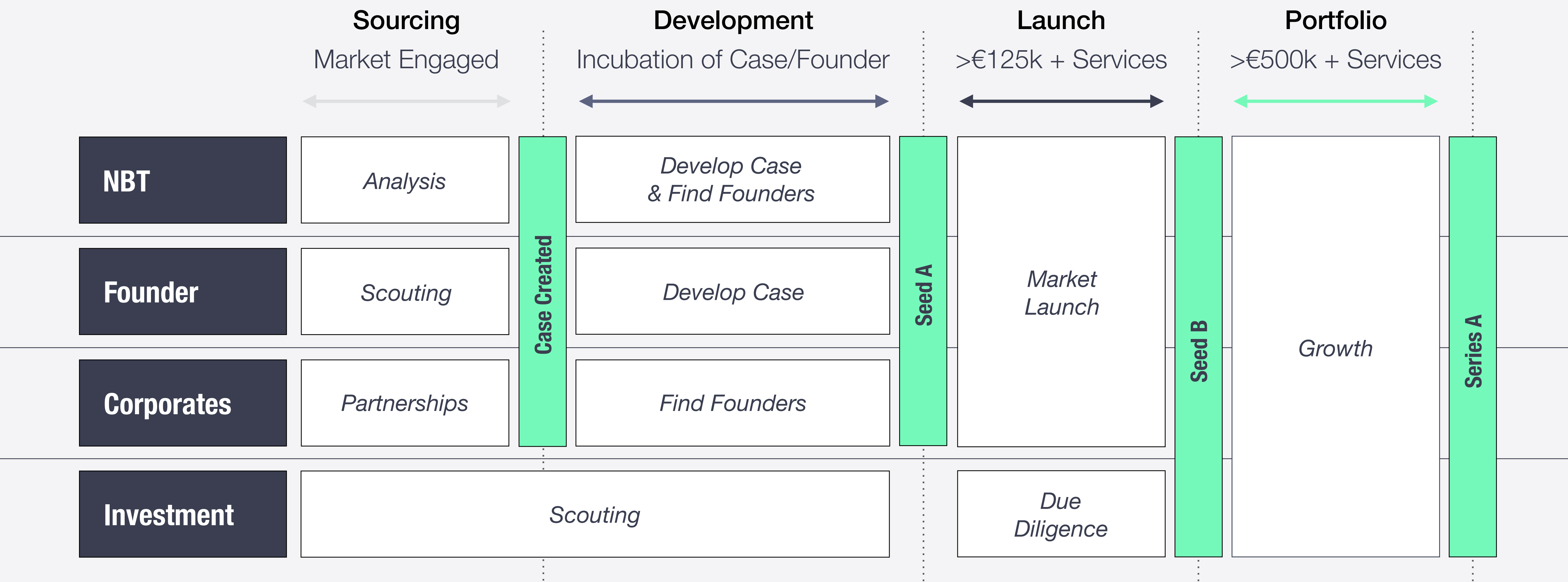
NBT's Innovation Model

Founders build joint ventures together with Industry Partners and Next Big Thing.

Our approach and technology-centered process offers founders a unique platform to build and launch their next company.



The idea funnel to generate new business models.





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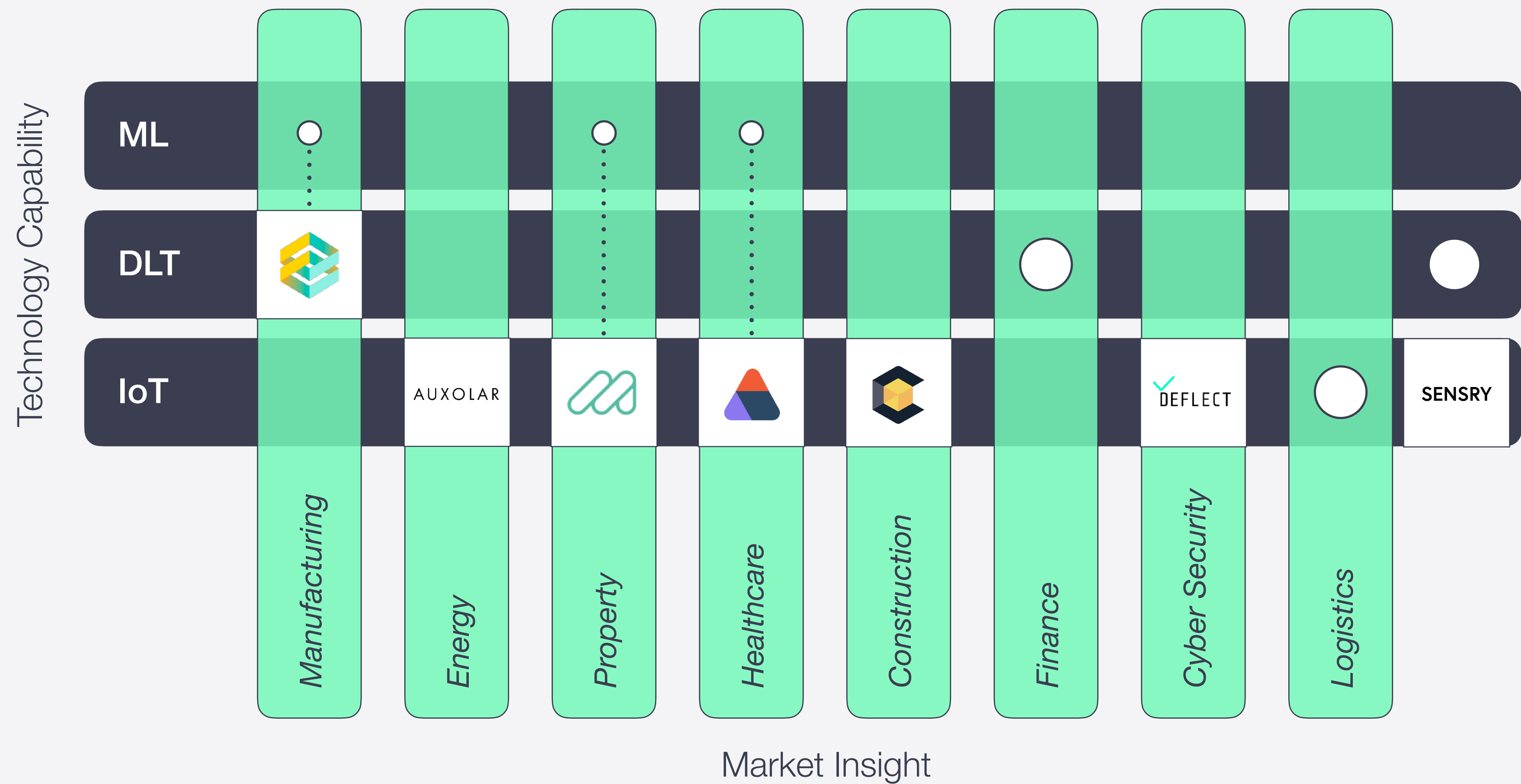


AssistMe

Innovate with us!

From critical research, infrastructure, talent and resources, to product development and distribution, we help you launch breakthrough ventures.

NBT's €60 M high-tech portfolio.



NEXT BIG THING

You Dream. We Create.

www.nextbigthing.ag