The path to exploitation and sustainability

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Objectives

To discuss a path to *exploitation* and *sustainability* of your invention
Agenda

• Part 1
  – Discussion software industry routes to market

• Part 2
  – Discussion with projects owners

• Part 3
  – Construct of business model – exercise + discussion
    • Exploitation and Sustainability existing projects
    • Support of next grant application
Agenda

Part 1

Discussion software industry routes to market
Software routes to market

Go direct to customer, go with partners, hybrid

Sell TO – buy to consume in the business

Sell THROUGH – Distribution/Marketplace

Sell WITH – you sell together to offer whole product

Co-Creation – NEW! – mutually valued outcome
Software routes to market

Go direct to customer, go with partners, hybrid

4 DISRUPTIVE drivers of change....

1. Cloud computing
2. Online – shift from licensed software to subscription (PAYG)
3. Brutally competitive – low entry point
4. Open Source
The art of storytelling

The talk is ‘business transformation’ ..... 

Going digital – ‘new tech’ to solve ‘old problems’ 

Doing different – old is ‘out’ 

Tomorrow’s business – sustainability bet
ClouT - Cloud of Things for empowering the citizen clout in smart cities

Project Start: 01/04/2013
Project End: 30/04/2016

Scenario one

I am a city municipality who needs to manage weather risks and emergencies and inform my citizens about specific emergency alarms, about environmental risks and on what to do in critical emergency situations. I need to meet their needs by giving them relevant and timely information. The problem is that I need to avoid capital expenses and I need to be able to store historical sensor data and build statistical information in an optimal way.

My needs are met through ClouT because I do not have to buy expensive machines, for one. Moreover, I have access to cloud storage where I can store and receive data, benefitting from reliability, scalability, and elasticity aspects. It represents fast and secure access to my event data.

What user need or pain point is your project addressing?

How will your solution/service benefit the end-user?
S&P 500 Churn Over the Past Decade
Sample companies that have entered and exited the index since 2002

Entered the index:
- Family Dollar
- Celgene
- Smucker’s
- Priceline.com
- Estée Lauder
- Juniper Networks
- Ralph Lauren
- Express Scripts
- Legg Mason
- E*TRADE
- Covidien
- NVIDIA
- Whole Foods Market
- Abercrombie & Fitch
- Salesforce.com
- DaVita
- Netflix
- Comcast
- Iron Mountain

Exited the index:
- Solectron
- RadioShack
- Bear Stearns
- Circuit City
- May
- Clear Channel
- Pharmacia
- Wendy’s
- PeopleSoft
- Texaco
- Maytag
- The New York Times
- Sears
- Compaq
- Palm
The business model

Part of your story...exploitation and sustainability

CEO to developer...need to know

Requirement of investors and partners

The baseline for your ‘pivot’
Agenda

Part 2

Discussion with projects owners

“Talking Exploitation and Sustainability”
Agenda

Part 3

Construct of business model
– fun exercise + discussion
Google ‘business model canvas’
The business model

Part of your story

CEO to developer – need to know

Requirement of investors and partners

The baseline for your ‘pivot’
In 2 minutes

Dr. Ken Hudson ‘Speed Thinking’

2 minutes 9 possibilities

Think BIG write small

Write 2 or 3 words in each of the boxes of the business model canvas that would be prominent in your story ....
Thanks for participating