

How start-ups and SMEs are bringing new products to the market, combining cloud, big data and IoT.

Whenever the Internet met with a well established ecosystem, very often disruptive turbulences have been observed. Very often key players in these sectors severely suffered

Telecommunication  
Consumer Electronics  
Music Industry

Reasons have been (among others):

Underestimating the new value chains, which are to be considered as chance AND risk

Especially “large companies” are not able to handle “disruptive” ideas which path the way to innovation.

SMEs and Start-Ups are innovative ...

Digital transformation will enable is pushing the point of value generation from the products to information /data (high risk) for well established industry

Combination of cloud, data analytics and IoT will be the core technologies for this digital transformation

# Market insights and long-term sustainability

Long term sustainability requires a ecosystem where large companies, SMEs and start-ups work “hand in hand”.

Start-ups are to be considered as “tool” to make innovation processes of large companies more flexible and more dynamic.

How to overcome challenges of scaling business model throughout Europe & globally

Cloud, Data analytics and IoT

... allow a faster access to a global market.

→ This means also that the competitor is “in front of your door

10 years ago SMEs went from Germany to A/CH and went step by step to Europe.  
Now they have to go immediately global.

Since the business model might disappear soon,  
a very fast market penetration is mandatory.