

NEDERLAND HET MEEST INSPIRERENDE MARKETINGLAND VAN EUROPA!

1ST

WORLDWIDE
OPEN PROGRAMS
8 YEARS IN A ROW

2012–2019

Financial Times



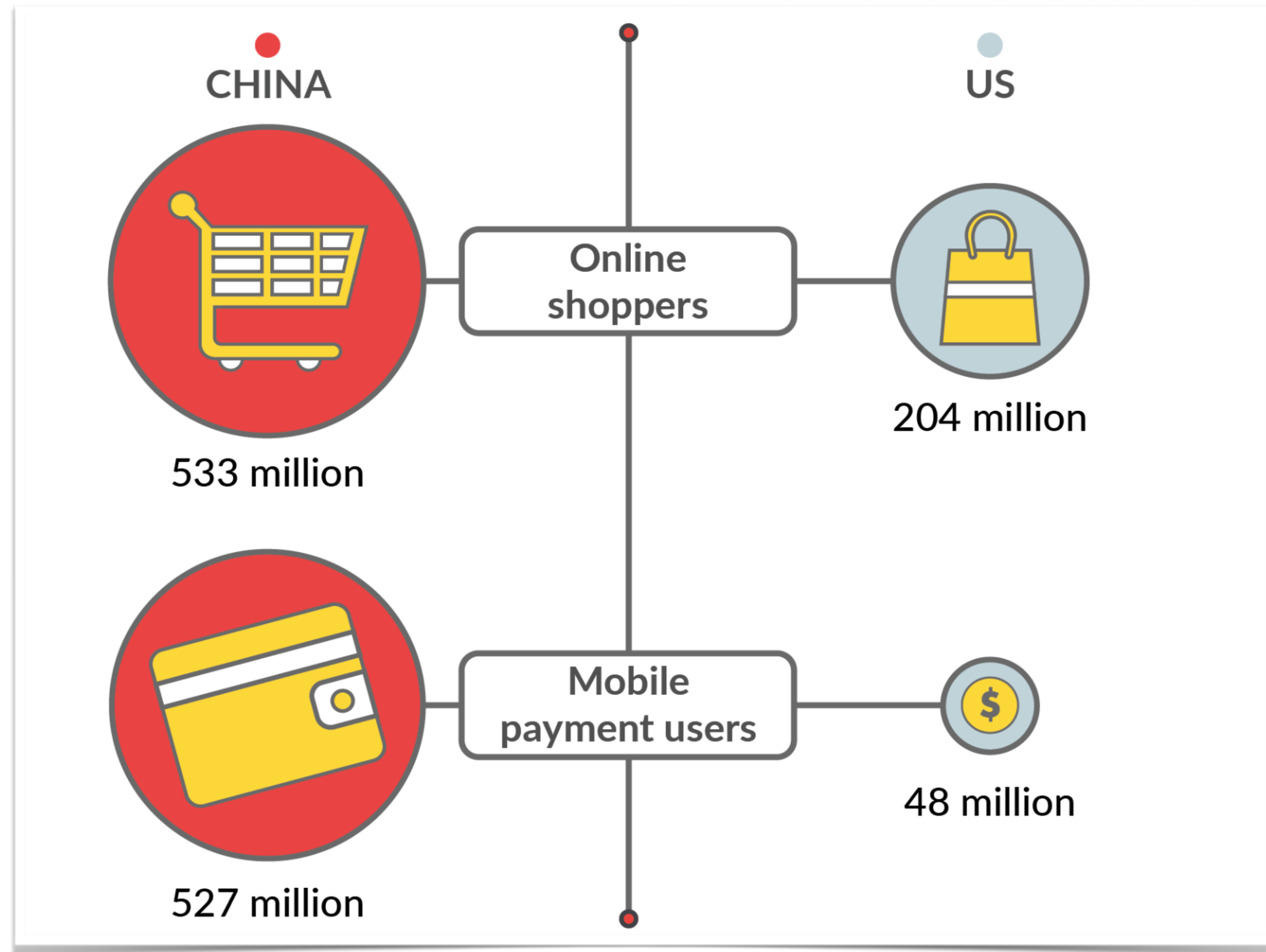
LEAP How To Thrive In A World Where Everything Can Be Copied

Howard Yu

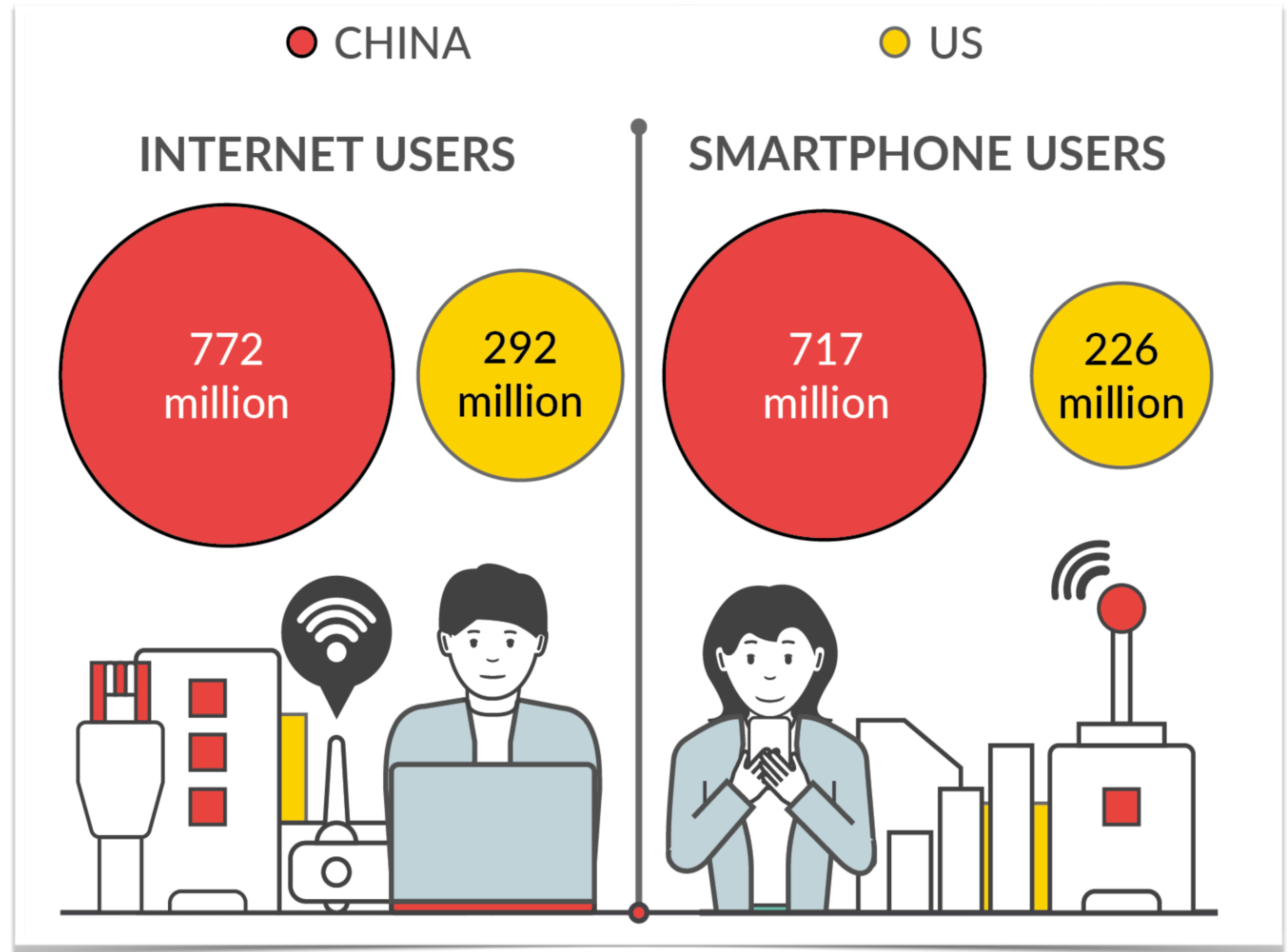
LEGO professor of management and innovation



China vs. US online shoppers and mobile payment users



China vs. US internet users and smartphone users



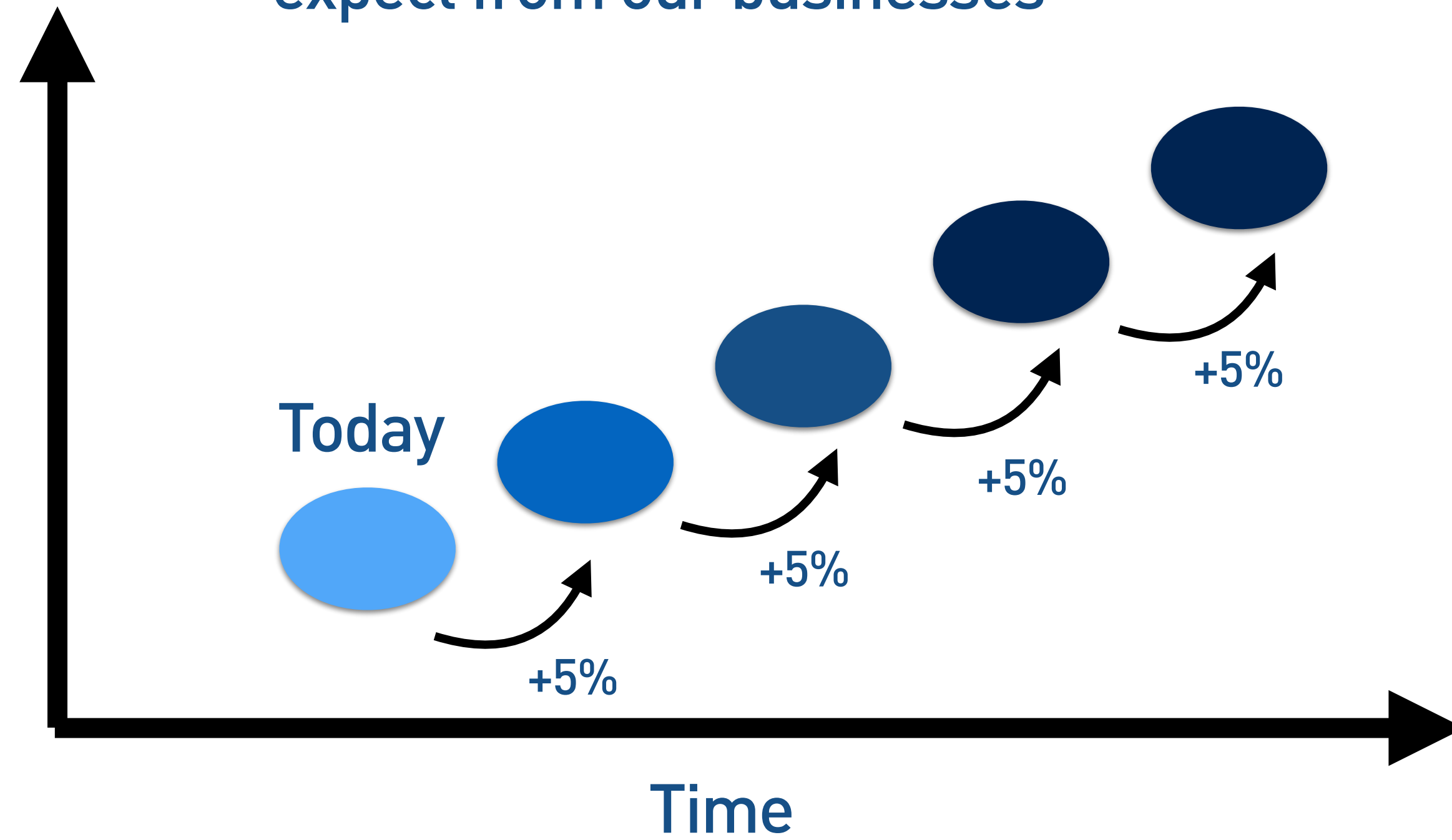
DATA: US Census Bureau, Pew Research, Emarketer, China Internet Network Information Center (CNNIC)



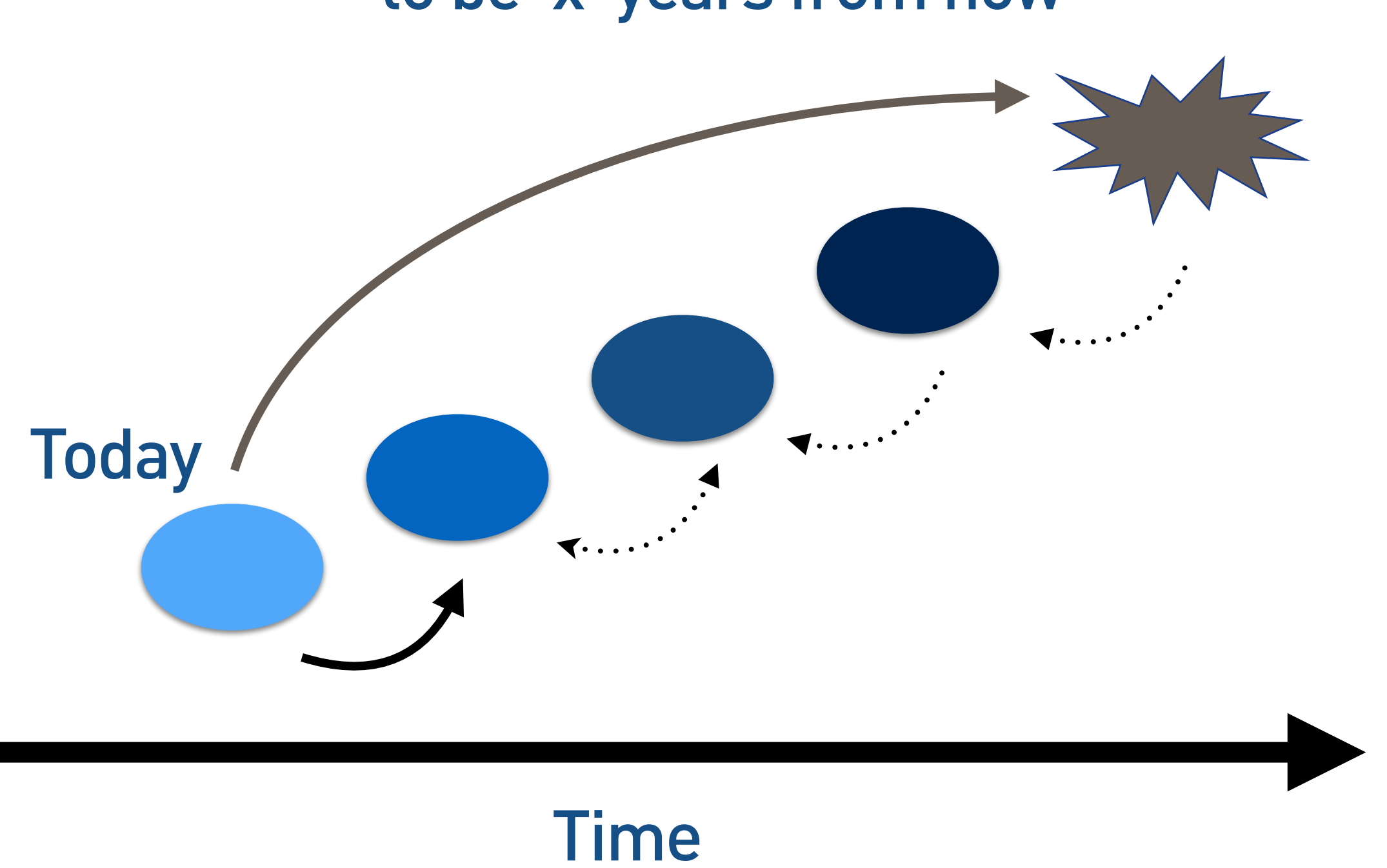
New York City

Beyond incremental planning: Two directional thinking

“What rate of growth do we expect from our businesses”

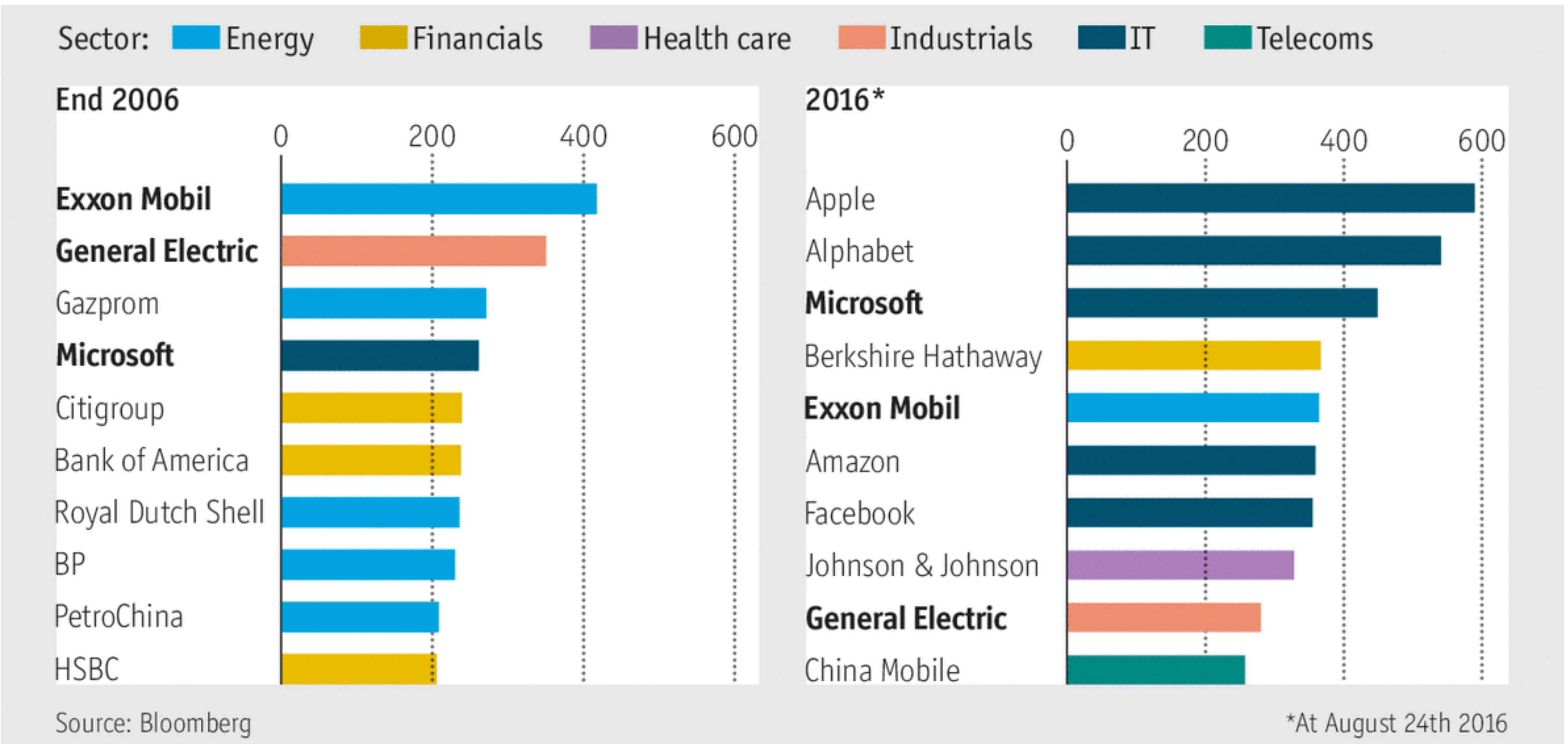


“Where do we “need/want” to be ‘x’ years from now”



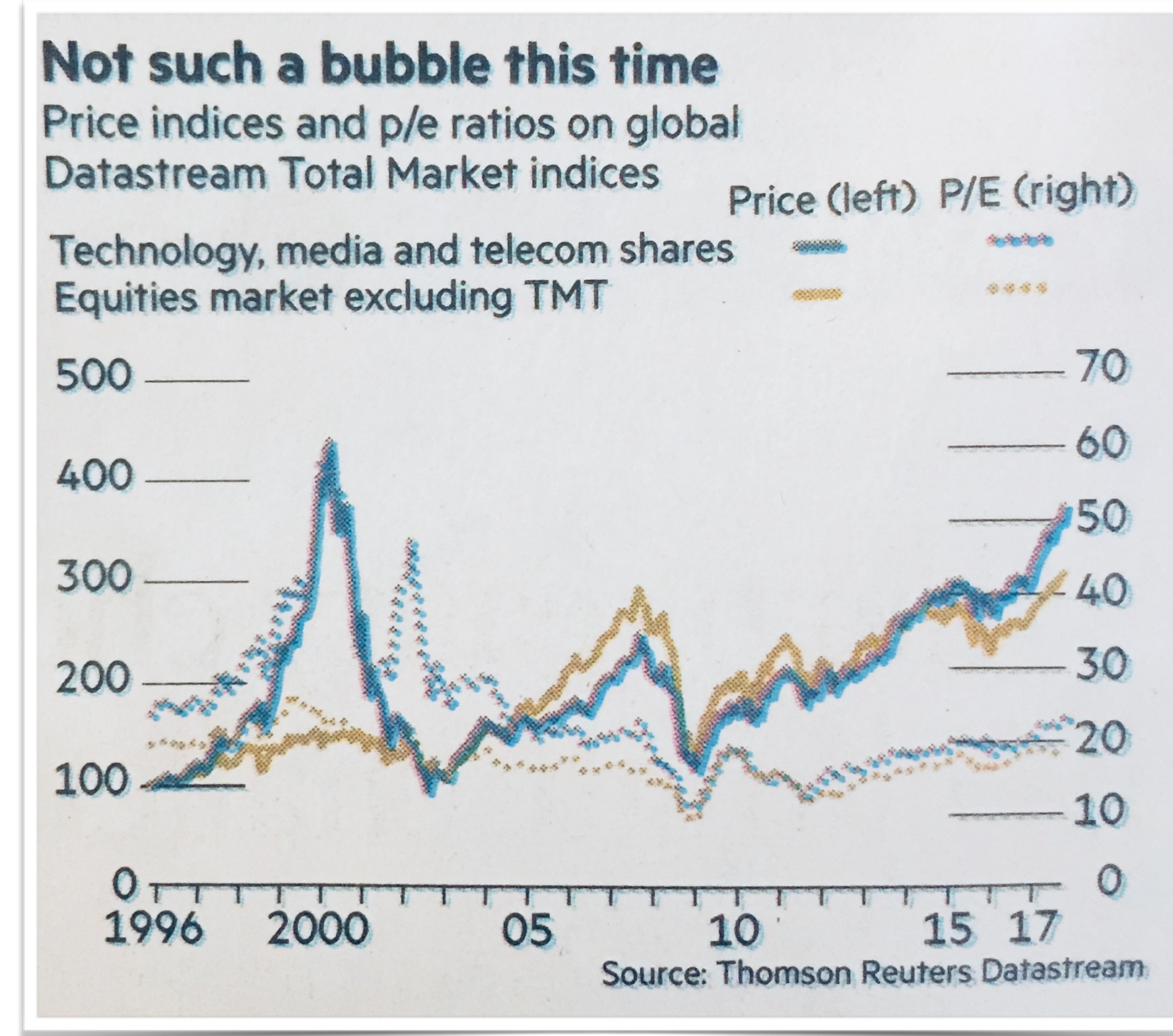
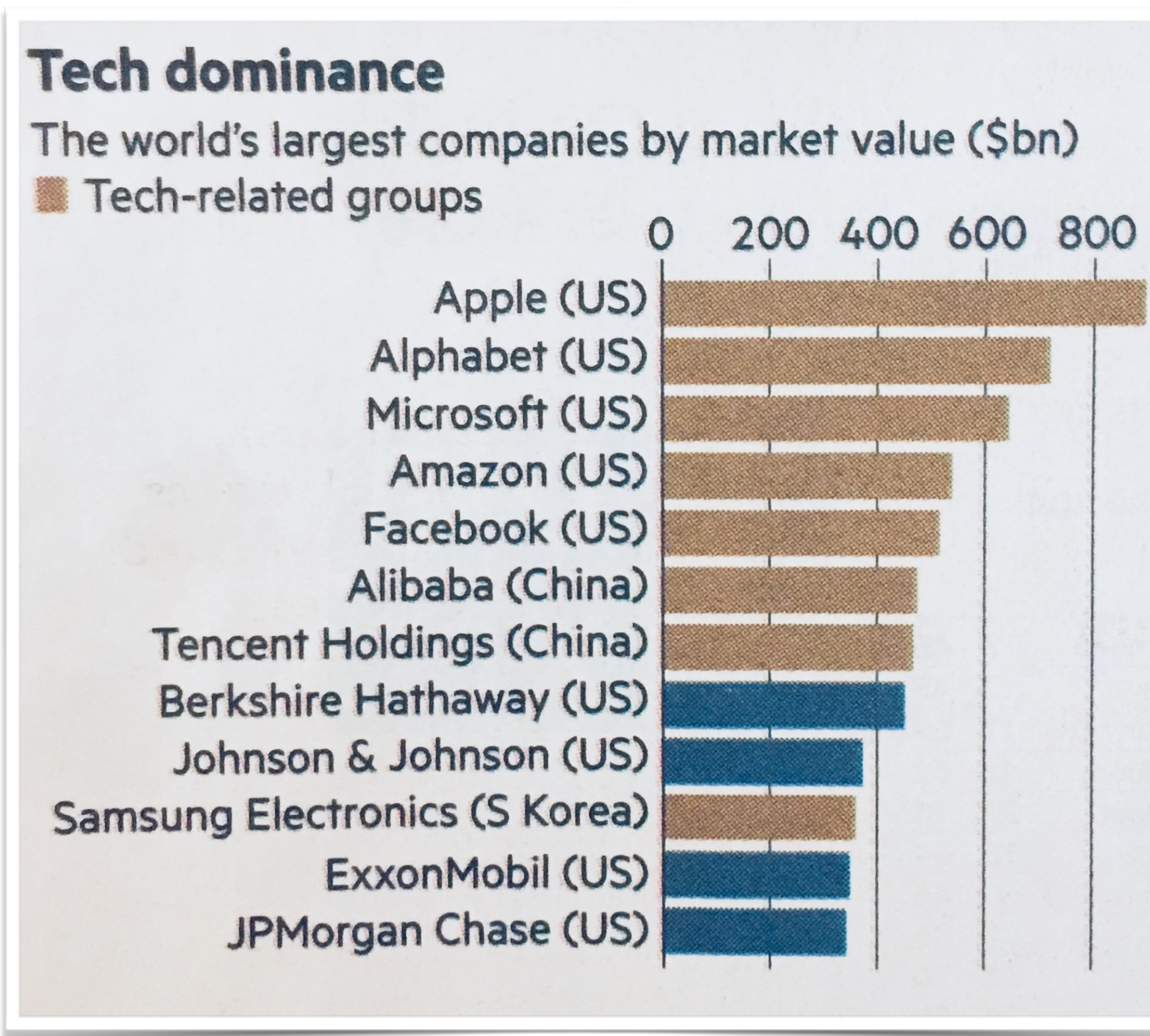
What's Changing Around Us?

A virtually new world. World, largest listed companies by market capitalisation, \$bn

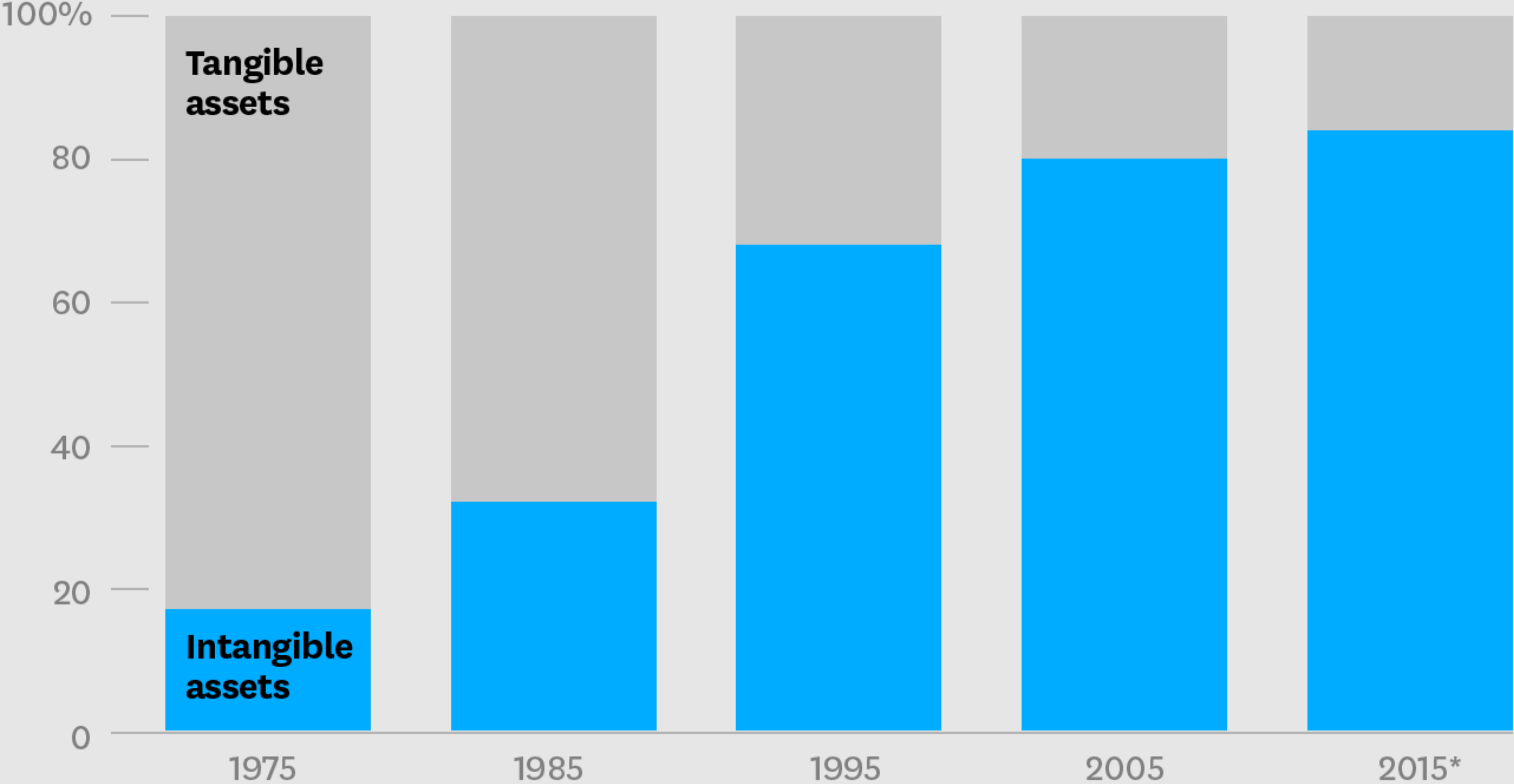


We Live In A Big Tech World

- Among eight of the world's most valuable companies, five (Apple, Google, Microsoft, Amazon, and Facebook) are from the US, two are Chinese (Alibaba and Tencent) and one is South Korean (Samsung.)
- The combined market capitalization of these top eight exceed \$4.7 trillion. That is, 4,700 billion, or 4,700,000 million.



PERCENTAGE OF MARKET VALUE

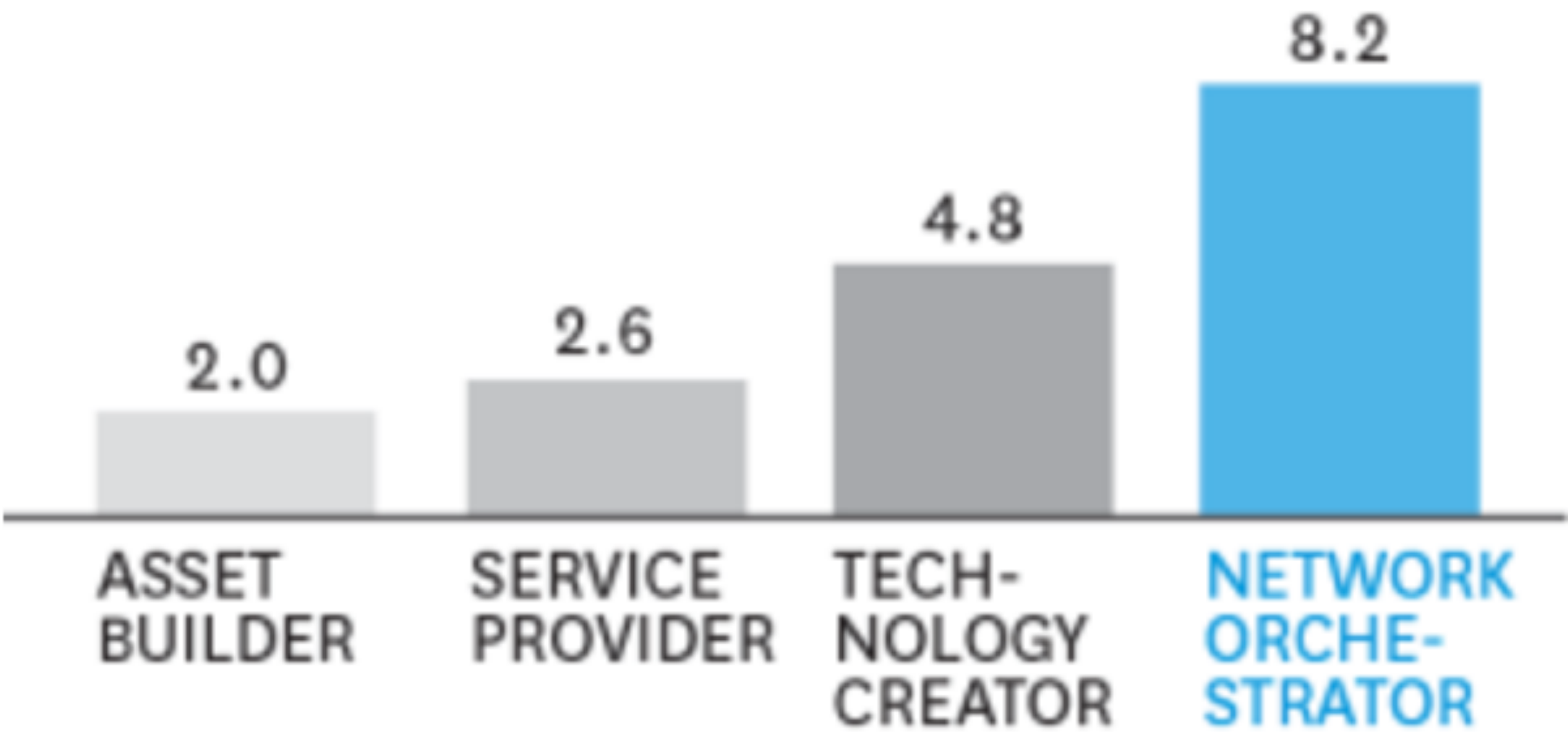


NOTE *AS OF JANUARY 1, 2015
SOURCE OCEAN TOMO

What Drives the Market Value?

NETWORK ORCHESTRATORS LEAD THE PACK ON PRICE-TO-REVENUE

AVERAGE MULTIPLIER (PRICE-TO-REVENUE RATIO) FOR THE S&P 500 COMPANIES IN 2013



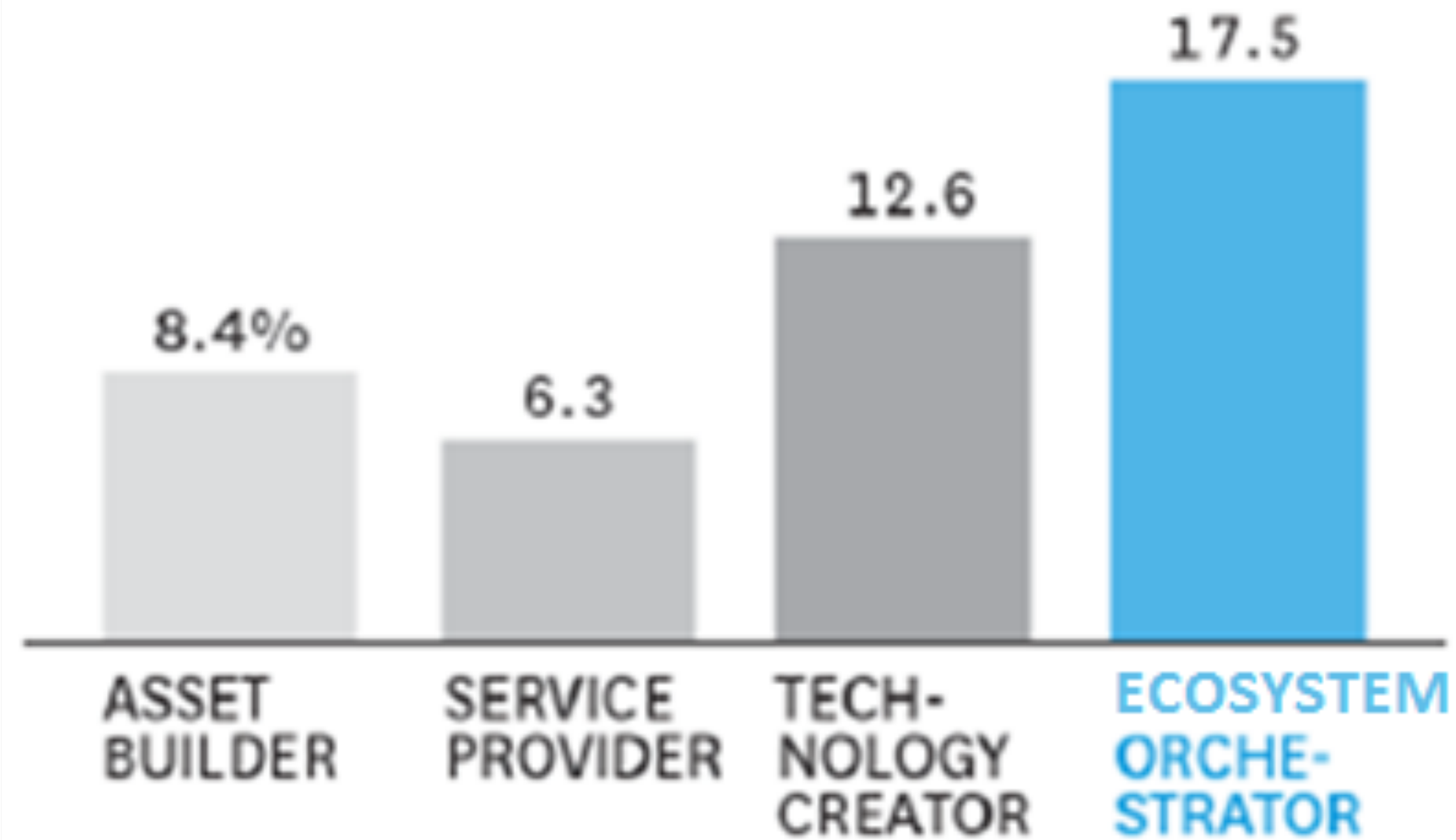
SOURCE BARRY LIBERT, JERRY WIND, AND MEGAN BECK FENLEY

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Innovation Premium

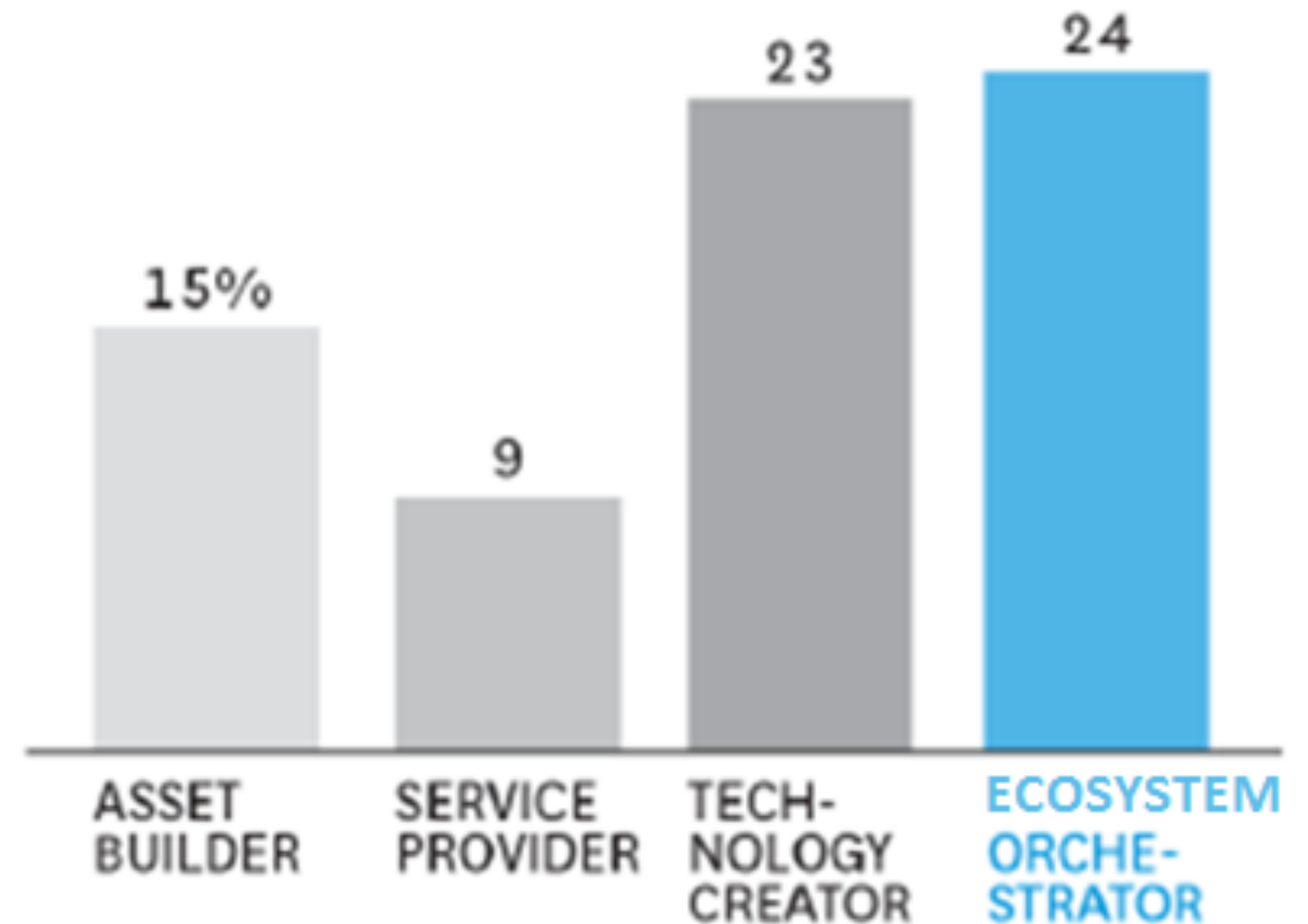
ON REVENUE ...

AVERAGE REVENUE COMPOUND ANNUAL GROWTH RATE (CAGR) 2010-2012



... AND PROFITS

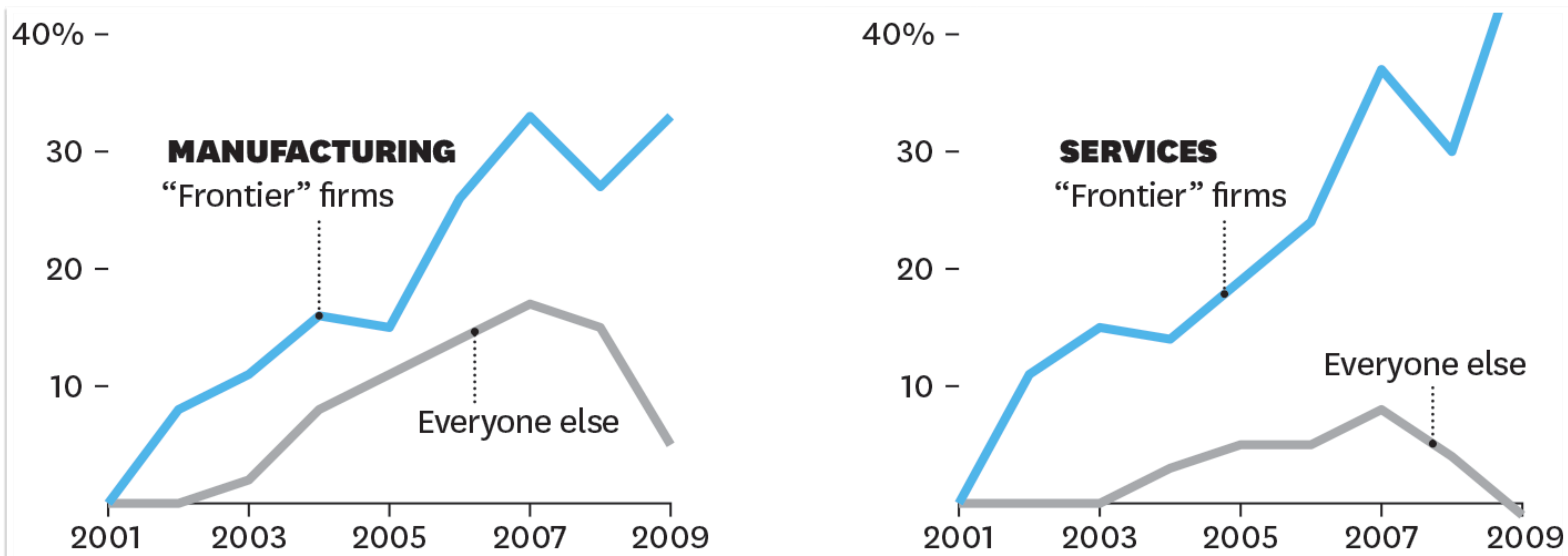
AVERAGE PROFIT MARGIN, 2013



SOURCE BARRY LIBERT, JERRY WIND, AND MEGAN BECK FENLEY

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Corporations in The Age of Inequality



The three waves of the internet

FIRST WAVE

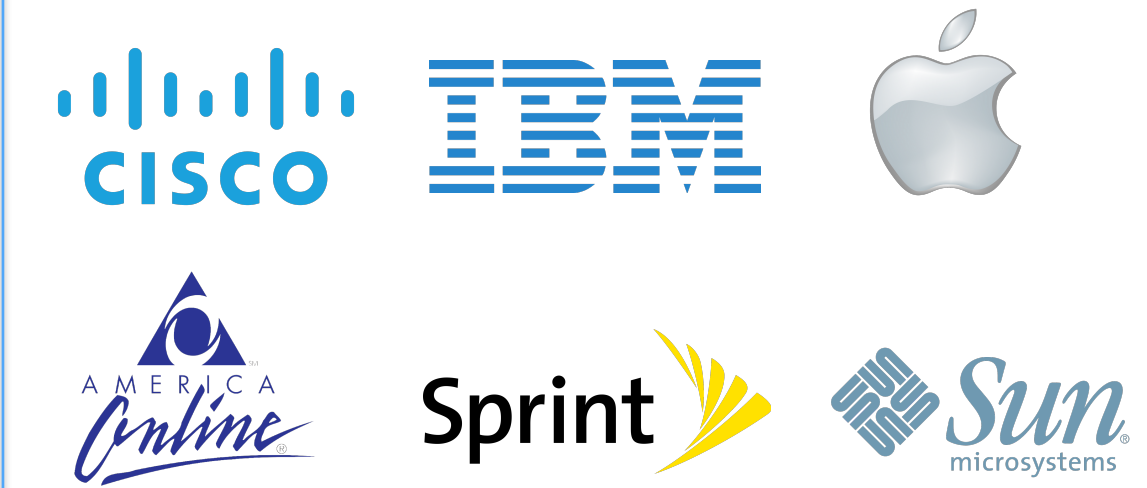
1985 to ~1999

BUILDING THE INTERNET

Laying the foundation for the online world

DRIVEN BY

- PEOPLE
- PRODUCTS
- PLATFORMS
- PARTNERSHIPS
- POLICY
- PERSEVERANCE



SECOND WAVE

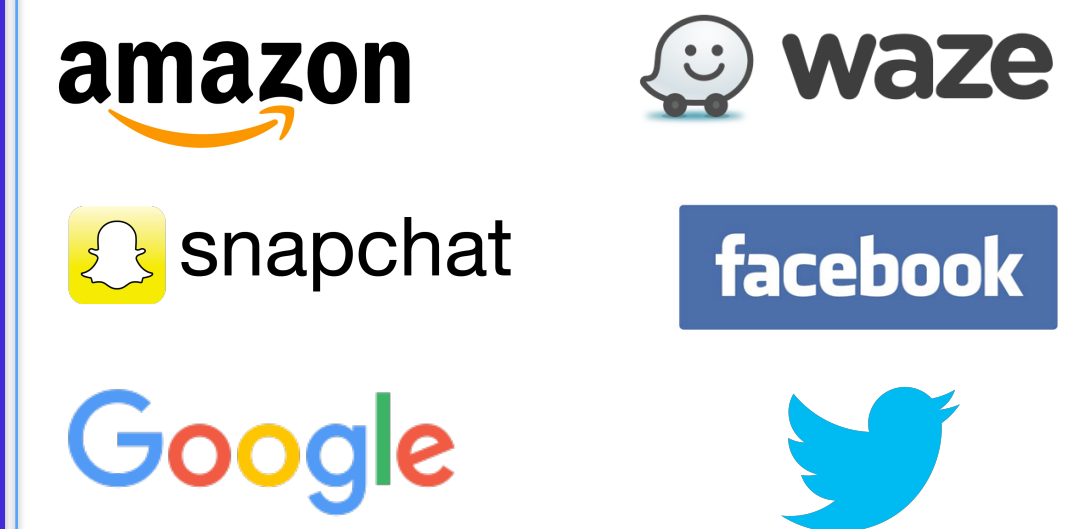
2000 to ~2015

APP ECONOMY AND MOBILE REVOLUTION

Search, social, and commerce startups grow on top of the internet

DRIVEN BY

- PEOPLE
- PRODUCTS
- PLATFORMS



THIRD WAVE

2016 →

INTERNET OF EVERYTHING
ubiquitous connectivity allows entrepreneurs to transform major, real world sectors

DRIVEN BY

- PEOPLE
- PRODUCTS
- PLATFORMS
- PARTNERSHIPS
- POLICY
- PERSEVERANCE



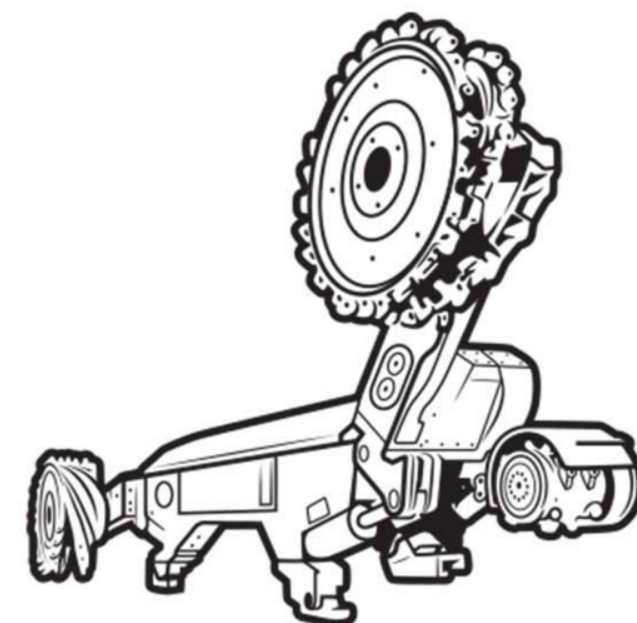
The internet of everything

Medtronic



Medtronic's implanted digital blood glucose meter connects wirelessly to a monitoring and display device and can alert patients to trends in glucose levels requiring attention.

Joy Global



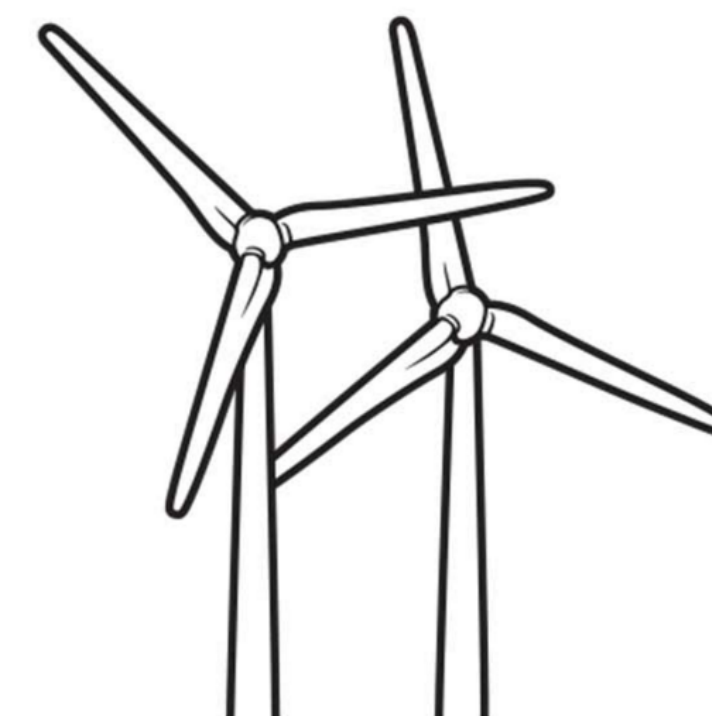
Smart, connected mining machines such as this Joy Global longwall shearer [autonomously coordinate with other equipment to improve mining efficiency.](#)

Tesla



A Tesla vehicle in need of repairs can autonomously call for a corrective software download, or, if necessary, send a notification to the customer with an invitation for a valet to pick up the car and deliver it to a Tesla facility.

Wind Turbine



When smart wind turbines are networked, software can adjust the blades on each one to minimize impact on the efficiency of turbines nearby.

Ralph Lauren

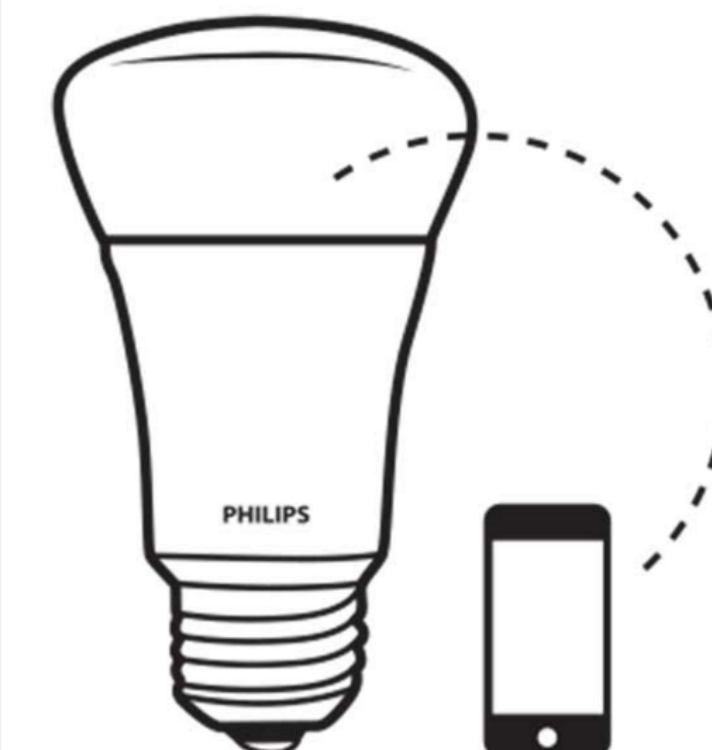


Babolat

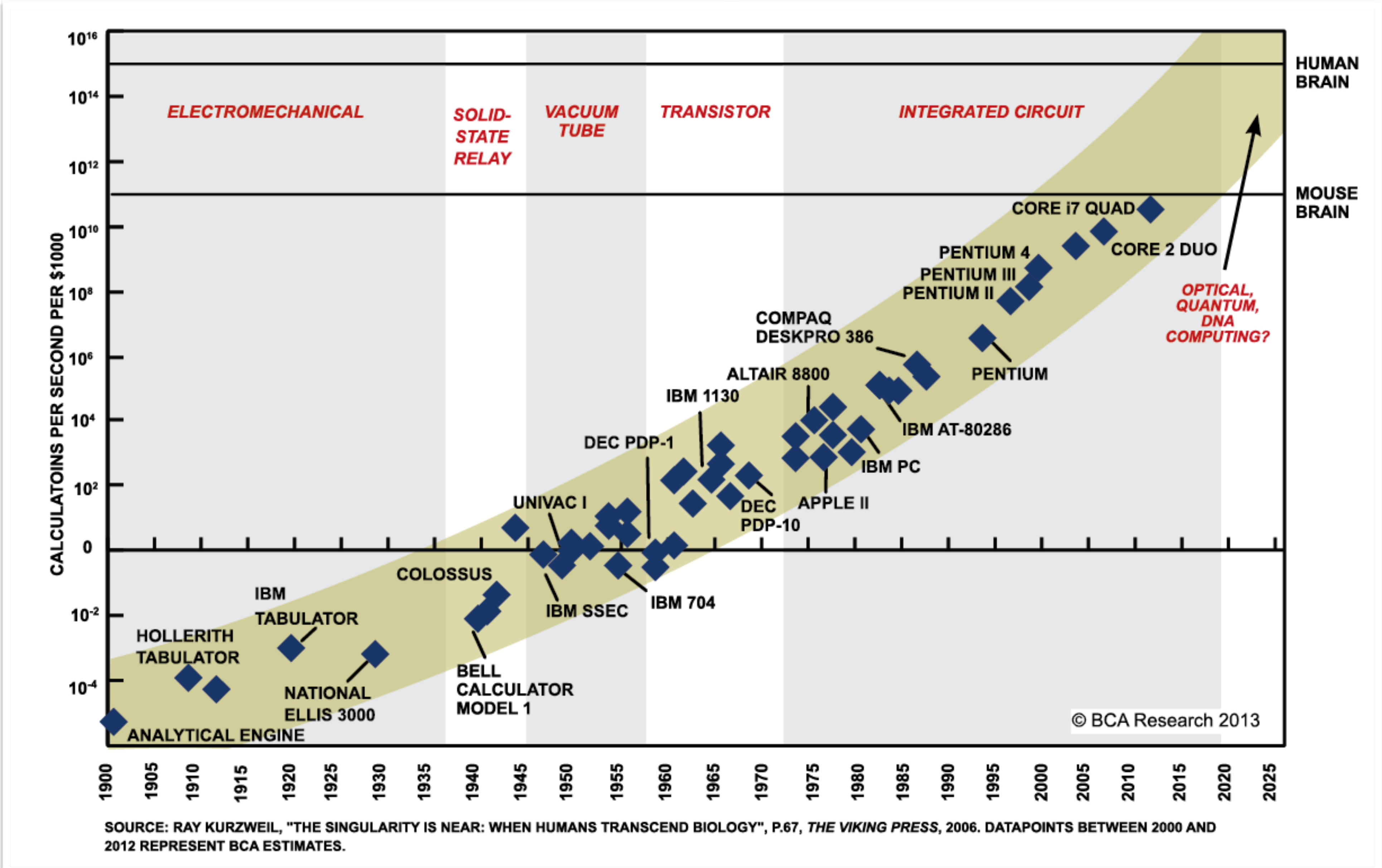


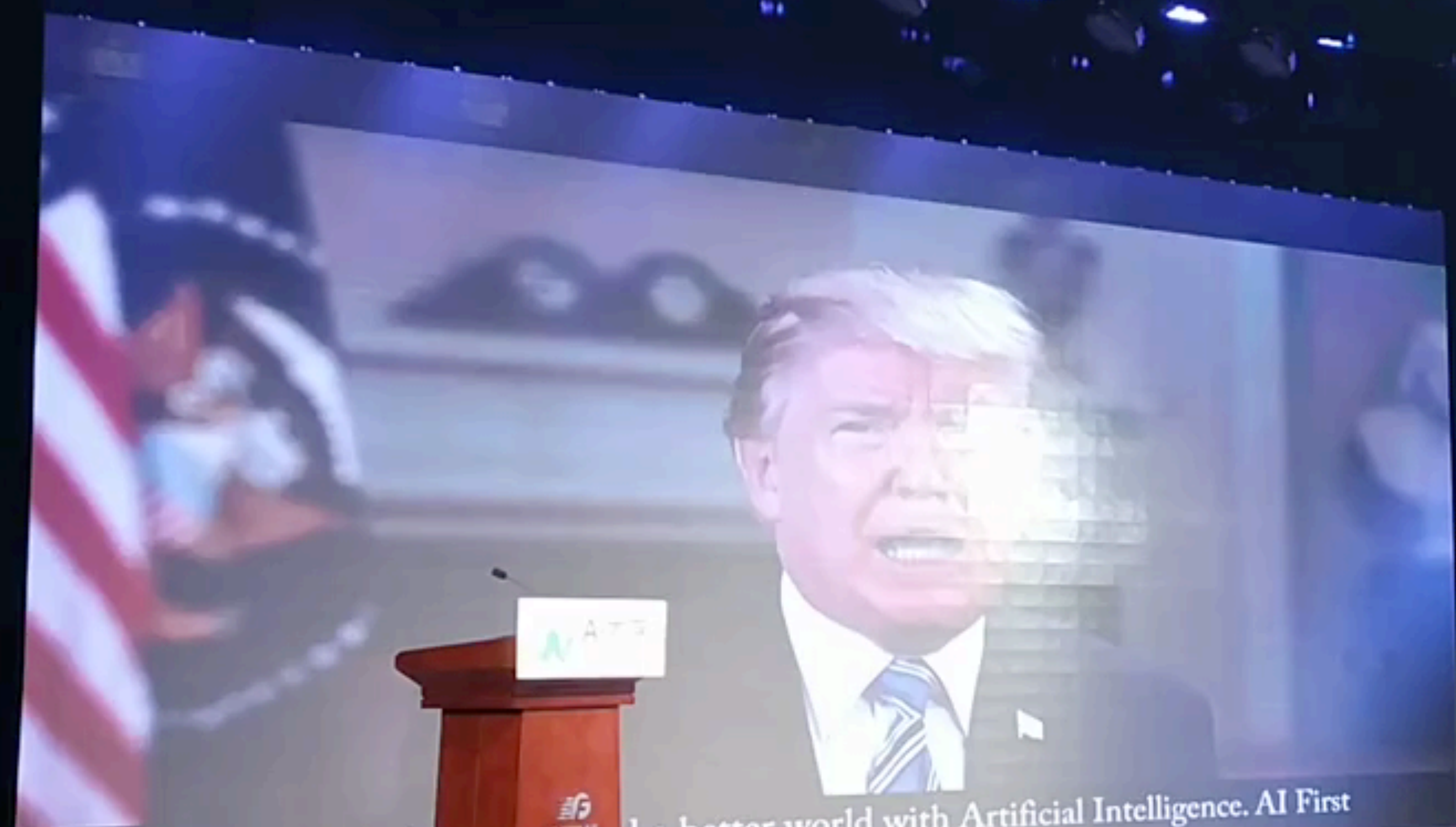
Babolat's Play Pure Drive product system puts sensors and connectivity in the tennis racket handle, allowing users to track and analyze ball speed, spin, and impact location to improve their game.

Philips Lighting

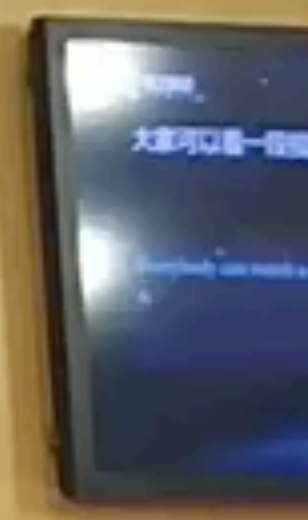
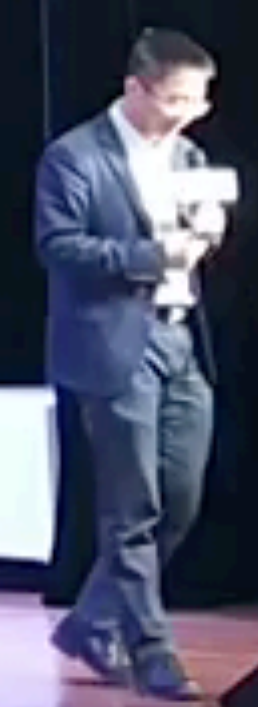


Calculations per second per \$1000





It's a great thing to have a better world with Artificial Intelligence. AI First



How a car drives itself

LIDAR UNIT

Constantly spinning, it uses laser beams to generate a 360-degree image of the car's surroundings.

RADAR SENSORS

Measure the distance from the car to obstacles.

ADDITIONAL LIDAR UNITS

CAMERAS

Uses parallax from multiple images to find the distance to various objects. Cameras also detect traffic lights and signs, and help recognize moving objects like pedestrians and bicyclists.

MAIN COMPUTER (LOCATED IN TRUNK)

Analyzes data from the sensors, and compares its stored maps to assess current conditions.

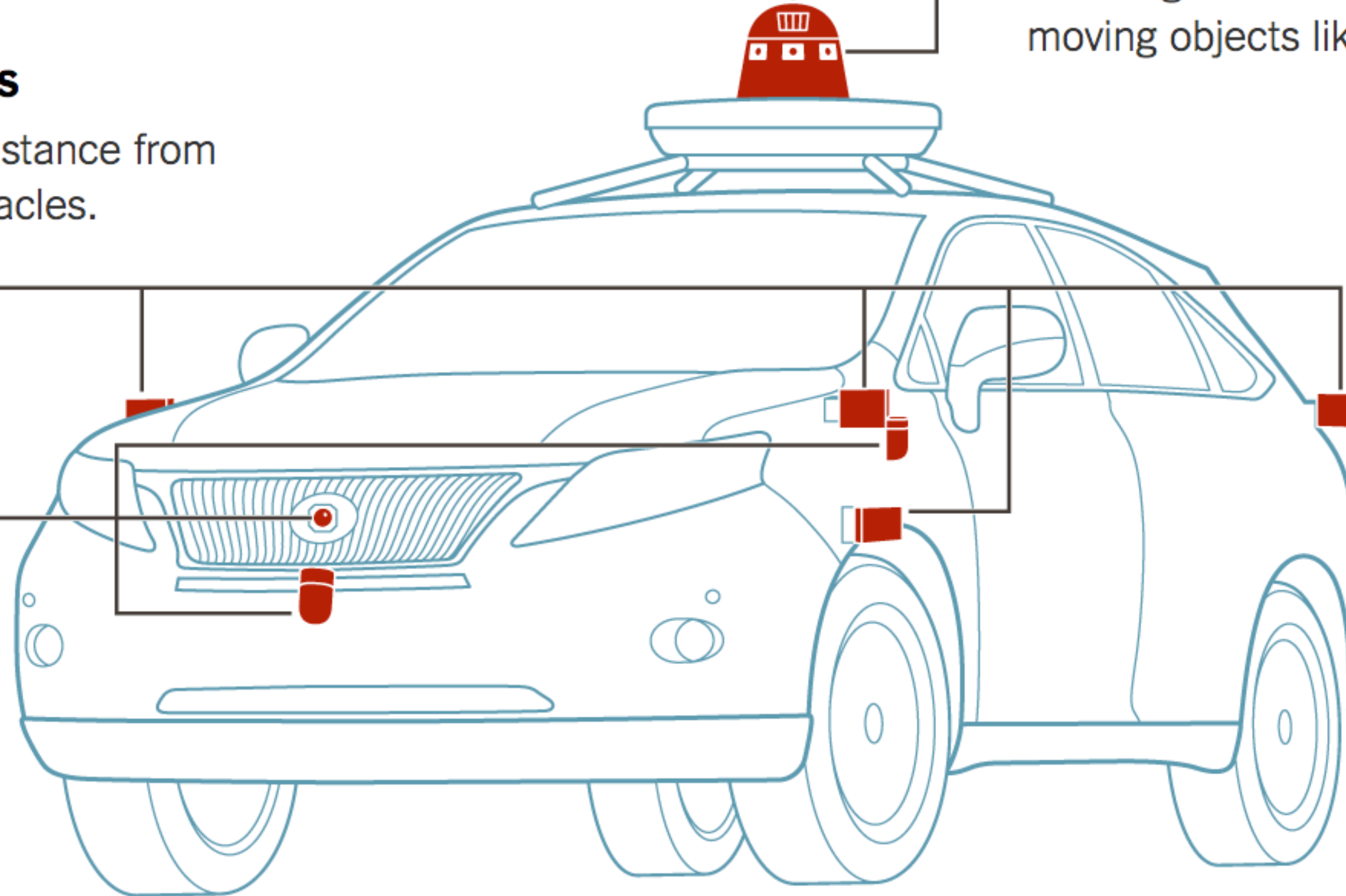



Table 1: Top 55 automakers and component suppliers

Company	Score	Rank
Tesla Inc.	100	1
General Motors Company	98.357	2
Volkswagen A.G.	93.221	3
Ford Motor Co.	82.265	4
Toyota Motor Corporation	82.235	5
Nissan Motor Co., Ltd.	81.442	6
Bayerische Motoren Werke A.G.	71.473	7
Daimler A.G.	69.570	8
Peugeot S.A.	63.488	9
Visteon Corporation	59.146	10
Honda Motor	56.223	11
AB Volvo	53.885	12

COMPANY	SCORE	RANK
MASTERCARD	100.00	1
VISA INC.	93.98	2
GOLDMAN SACHS GROUP, INC.	75.49	3
PAYPAL HOLDINGS, INC.	69.03	4
SQUARE	63.41	5
WELLS FARGO & CO.	61.87	6
BANK of AMERICA CORPORATION	61.48	7
CITIGROUP INC.	61.25	8
CREDIT SUISSE AG	56.06	9
JPMORGAN CHASE & CO.	52.28	10
HSBC HOLDINGS PLC	51.66	11
UBS AG	50.42	12
BNP PARIBAS	49.54	13
SWISS LIFE AG	49.33	14
PRUDENTIAL PLC	46.73	15
BARCLAYS BANK PLC	46.61	16
PING AN INSURANCE (GROUP) COMPANY OF CHINA LTD.	44.18	17
ALLIANZ SE	41.92	18
BBVA	40.58	19





CONNECTING THE WORLD THROUGH GAMES

gamesforumsupportsuggestions

How to use Facebook Credits

Updated 09/08/2010 11:23 AM

To purchase virtual goods and in-game currency for your Zynga game, you will first need to purchase Facebook Credits!


How to purchase in-game currency


- Click on the "Add {in-game currency}" or "Get {in-game currency}" link from your game.
- Select what you want to purchase.

For example: 72 Horseshoes, 115 Sand Dollars, etc.
- Select the payment method.

Select a payment method

☒ Facebook Credits (Current Balance: 25 credits, a \$2.50 USD value)

☐  New credit card

☐  PayPal


If you select Credit Card or PayPal, you will be charged the full purchase price to that account. **Your Facebook Credits balanced will not be affected.**

If you select Facebook Credits, Facebook will first display how many Facebook Credits you currently have.

If you have sufficient Facebook Credits to complete the purchase, you will not be asked to charge to a credit card or to PayPal; you will be able to complete the 'purchase' with Facebook Credits.

Purchase Confirmed

Your purchase was successfully completed.

 7 Horseshoes for \$1.00 10 credits

FrontierVille

Okay

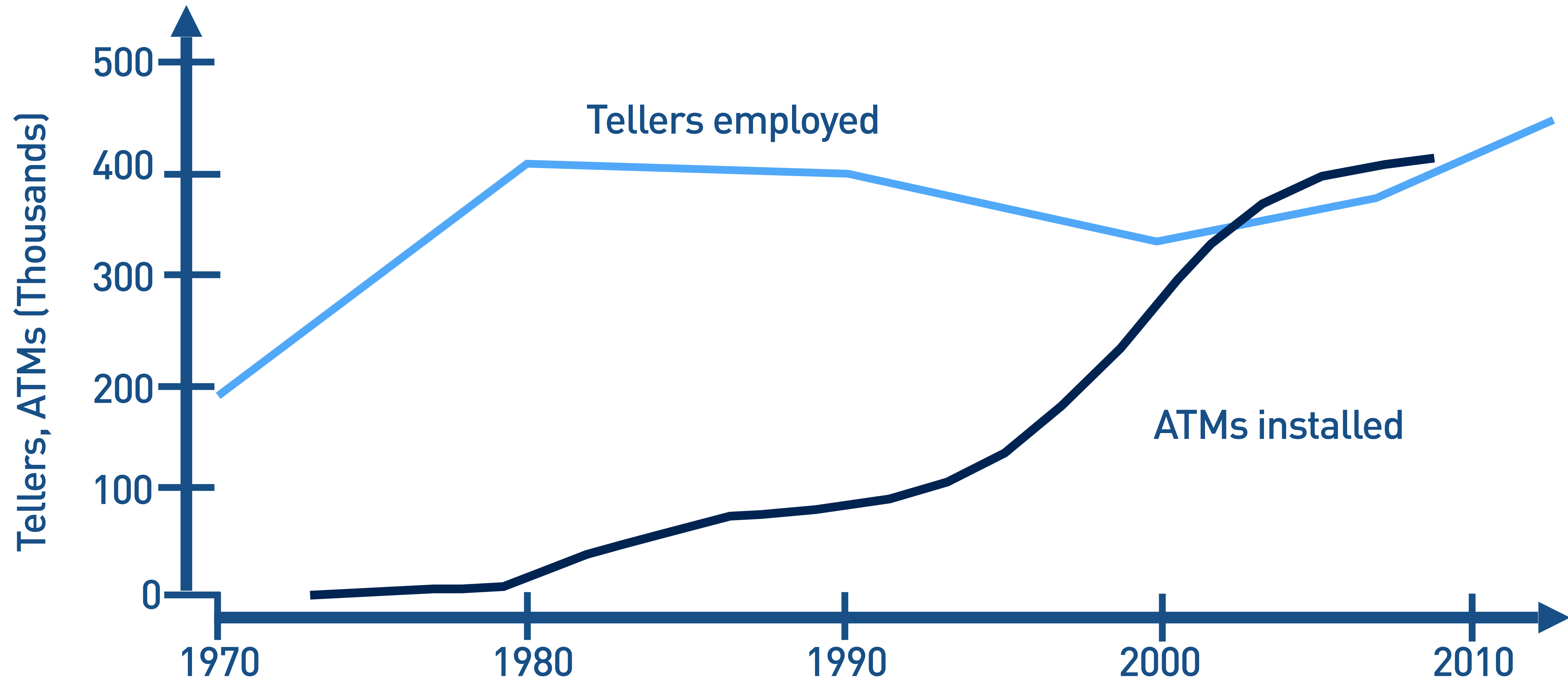


Apple Pay

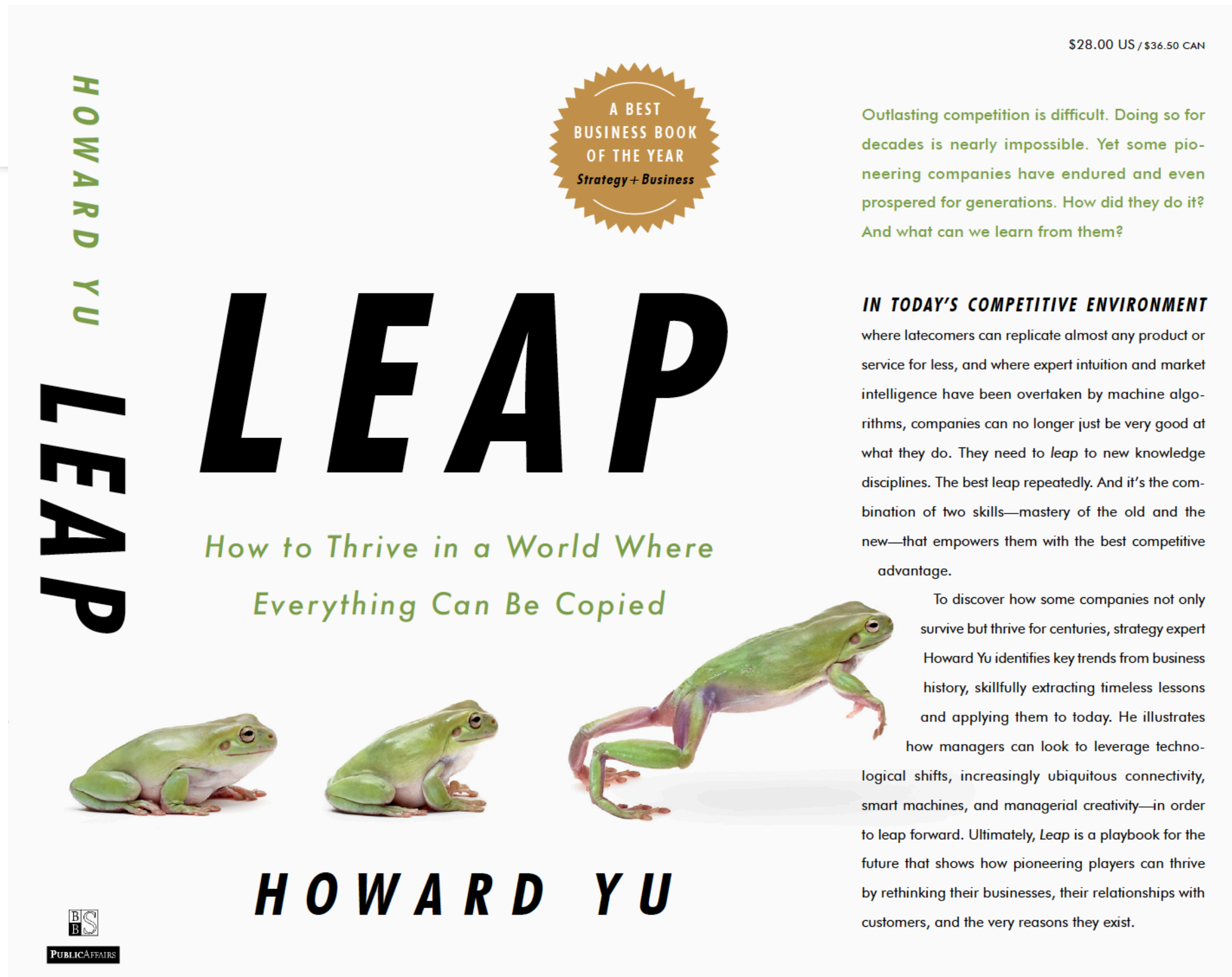
Your wallet.
Without the wallet.



Bank tellers and ATMs over time



Source: Courtesy James E. Bessen, “How Computer Automation Affects Occupations: Technology, Jobs, and Skills,” Boston University School of Law, Law and Economics Research Paper No. 15-49 (October 3, 2016); <http://dox.doi.org/10.2139/ssrn.2690435>.



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Seen on Yahoo Finance, Bloomberg,
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