The Emerging IoT Business Landscape

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Aldo de Jong | Co-Founder Claro Partners and Data & IoT Accelerator
Internet of Things World Forum • Barcelona • October 29-31, 2013
The panel

**Rick Lisa**
Director, Worldwide IoT/M2M Business Development - @intel

**Stefan Ferber**
Vice President IoT, Bosch Software Innovations - @bosch

**Tom DeMaria**
GE Global Research, Director of Technology, Office of CTO - @ge

**Xavier Capellades Ramos**
Head of New Products & Thinking Things, Telefónica Digital - @xcapellades

**Aldo de Jong** (moderator)
Co-Founder Claro Partners and Data & IoT Accelerator - @claropartners
Claro helps corporations and startups to navigate **disruptive shifts** in society and business.
5 key takeaways from our 10-month exploration of the IoT
We interviewed leading IoT experts and industry leaders and innovators
“The Internet of Things is about the internet expanding into the physical world”

- Florian Michahelles | Auto-ID Labs
The IoT is an interaction between the internet, things… and data
“Trying to determine the market size of the Internet of Things is like trying to calculate the market for plastics, circa 1940. At that time, it was difficult to imagine that plastics could be in everything.”

- Michael Nelson
Professor of Communication, Culture & Technology
at Georgetown University
The IoT emerging business landscape structures 100 value propositions
The Internet of Things is nascent... like the internet in 1995, the IoT is just getting started

1.0
Infrastructure and core hardware

2.0
Connected devices running on an operating system

3.0
Value-added services & apps built on top of data from connected devices

Intranets of Things
The Internet of Things is nascent… like the internet in 1995, the IoT is just getting started

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Internet of Things

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The IoT will be built by many different players with many different roles. Internet-connected things and their uses will be so varied and present everywhere that the IoT won’t be the result of one single entity’s work.

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Unname: iotw
Pword: wf2013iot
The real value of the IoT will not come from the technology itself, but the services built on top and enabled by it.
A significant part of the IoT will be built from the bottom-up, by entrepreneurship and experimentation.

PC industry

- Services
- Devices
- Operating System
- Hardware & Infrastructure

Mobile industry

- Services
- Devices
- Operating System
- Hardware & Infrastructure

Internet of Things

- Services
- Devices
- Operating System
- Hardware & Infrastructure

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IoT creators face multiplied complexity bridging the physical and the digital.
Helping IoT creators develop meaningful offerings in the Internet of Things

1. IoT labs bring together designers, developers, makers and strategists to learn, create and prototype an Internet of Things offering – claropartners.com/iotlab

2. Mentor-intensive accelerator focused on Smart Data & Internet of Things

Looking for corporate partners, mentors and investors: iot@claropartners.com
Let’s explore the IoT emerging business landscape...
Questions

How will the landscape evolve in the near future?

Where are the opportunity spaces to provide valuable products and services?

What will it take for the IoT to take off?
Thank you

Aldo de Jong | Co-Founder Claro Partners and Data & IoT Accelerator
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Wednesday, October 30

14:00 – 15:00 MINI KEYNOTE: Kelly Ahjua, Cisco
The Role of Network in Connecting Billions of Things
Gaudi 3 & 4

14:00 – 15:00 MINI KEYNOTE:
The IoT Market Transformation, Intel
Proximity’s Role in the Internet of Everything, Qualcomm
Pau Casals 1 & 2

14:45 – 15:30 Gaining a Piece of the Connected Vehicle Pie:
Business and Technology Architecture
Gaudi 1

How IoT and Big Data Transform the Supply Chain
Pau Casals 2

Realizing the IoT Opportunity Across the Public Sector
Marquee

IoT Standards Panel
Gaudi 3

Minding the Gaps at the Edge of the Network
Pau Casals 1

Internet of Things in Action: Smart City Walking Tour
Albeniz

Please fill out your evaluation on the IoT Mobile App
www.cisco-iot.com/attendee/mobile