

IoT Slam - Monetizing IoT

How disruptors thrive in the IoT chaos?

Maarten Ectors
@mectors
VP of IoT

#ExponentialGrowth



BY 2016

THE TOP 1% WILL BE RICHER THAN THE REST OF THE WORLD COMBINED



Multi-billion Dollar Enterprise IT Vendors

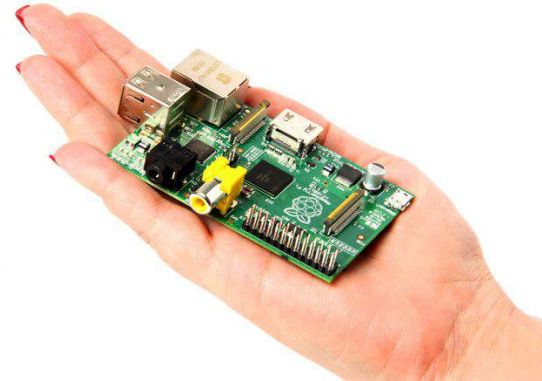
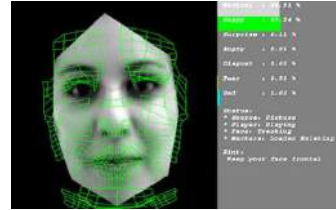
Most Recent YoY Revenue Growth Rate

Amazon Web Services	81%
Salesforce	24%
SAP	20%
Google	11%
CDW	7%
VMware	4%
Cisco	4%
EMC	2%
Microsoft	5%
Oracle	5%
CA	3%
IBM	-18%

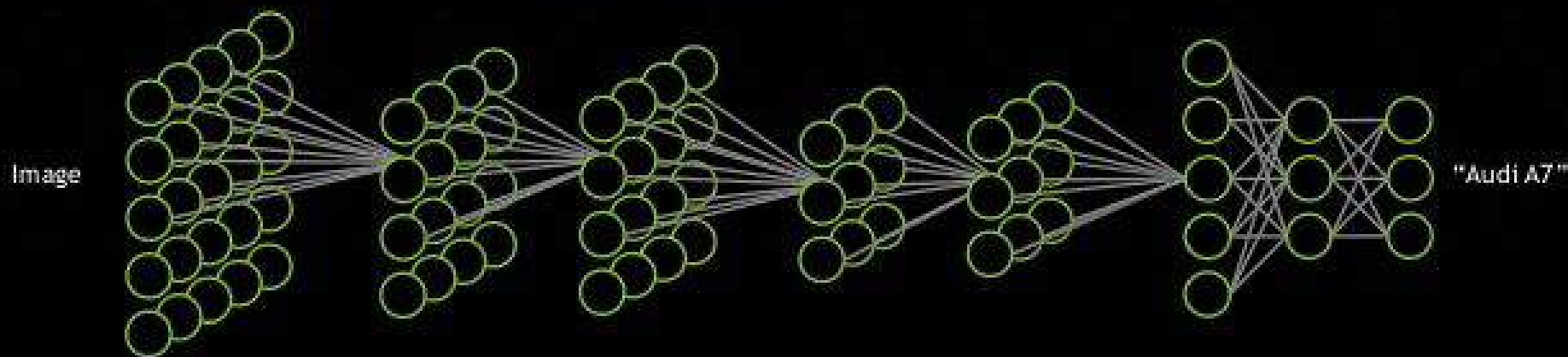


The Fastest Growing Multi-Billion Dollar
Enterprise It Company In The World

#ExponentialAndDisruptiveTechnologies



HOW A DEEP NEURAL NETWORK SEES





Blockchain



ubuntu[®]
@mectors

Ages/âge/edades

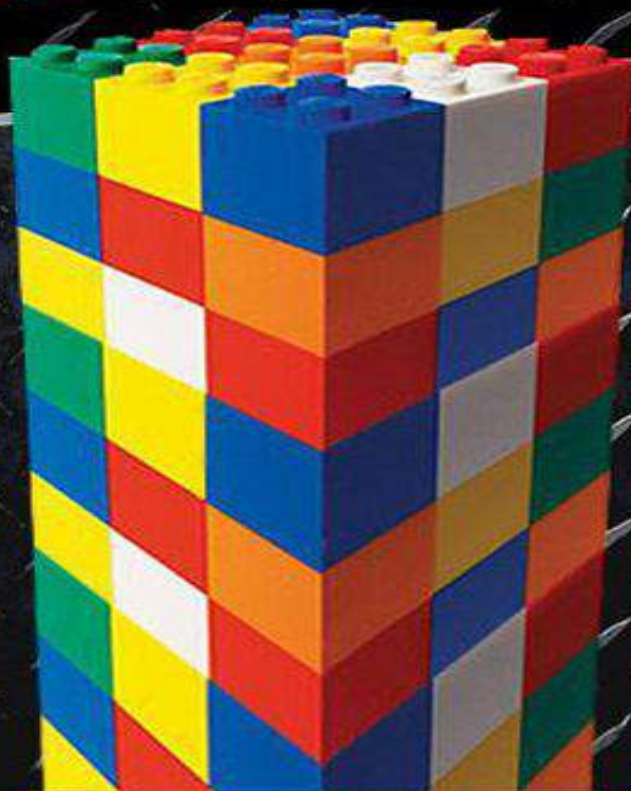
9-99

18323

The Bitcoin
Blockchain

285,800 pcs/pzs

Building Toy
Jouet de Construction
Juguete para Construir



Includes Winklevi & Bitcoin Miner mini-figurines

Expert

Ethereum

public
smart contract
platform



*public, decentralized blockchain
+ virtual machine*

#Blockchain2.0

#ExponentialMicroServers

NEW POWEREDGE® 2500SC

NEW—Affordable Scalability

- Intel® Pentium® III Processor at 933MHz
- Dual Processor Capable
- 128MB 133MHz ECC SDRAM (up to 4GB)
- 9GB* (10K RPM) Ultra3 (Ultra 160) SCSI HD
- Dual Integrated Ultra3 SCSI Controllers
- 24X Max IDE CD-ROM
- Dell™ OpenManage™ Server Management
- 3-Yr NBD Bronze On-Site Service*
- 7x24 Phone Tech Support

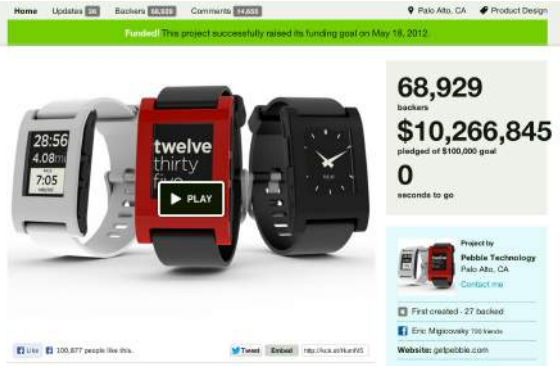
\$1599  **E-VALUE CODE**
04519-290515

BUSINESS LEASE: \$44/MO., 48 MOS.**

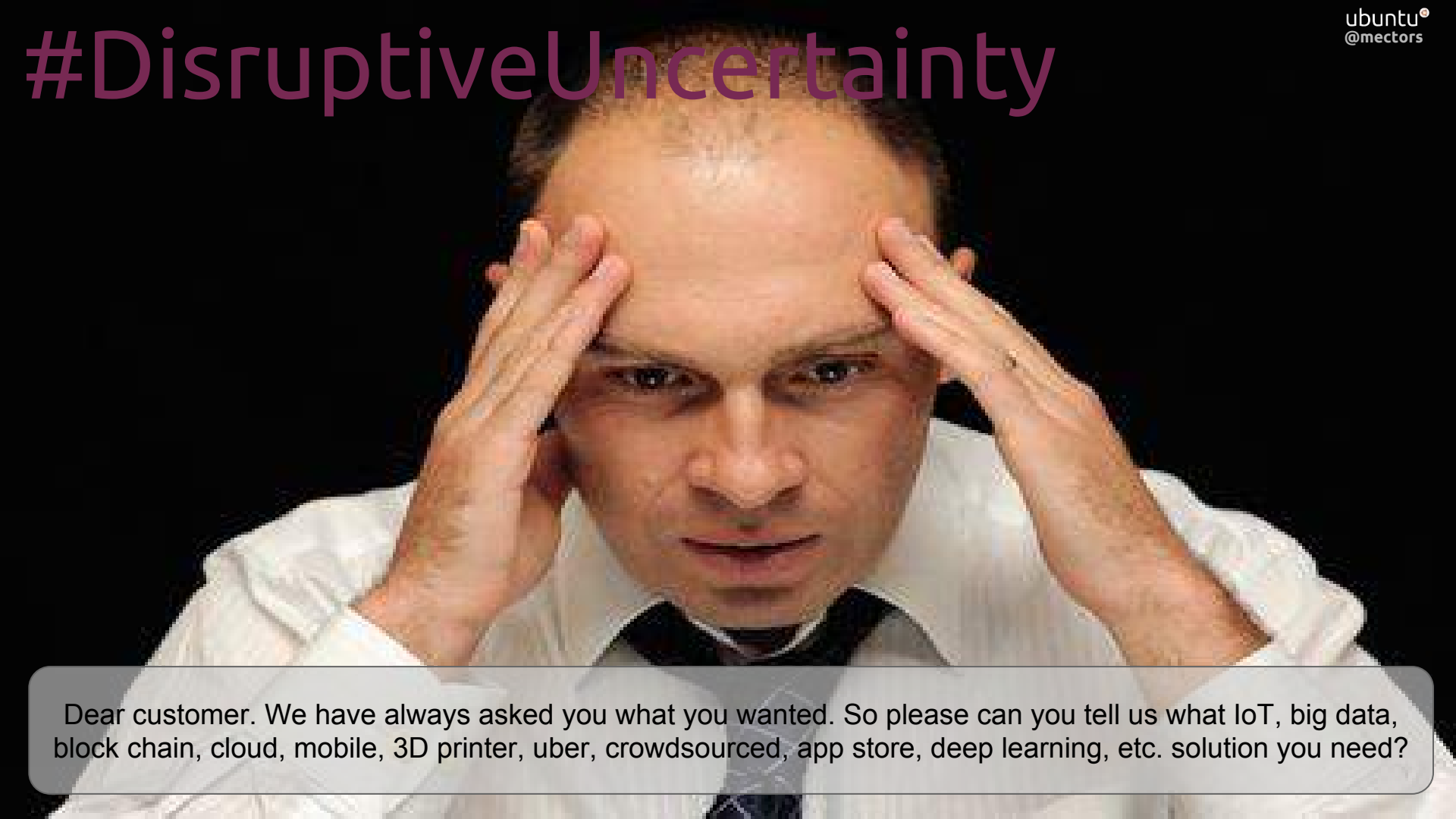
- Additional 128MB Memory, add \$129
- Red Hat® Linux™ 7.0 Factory Installed,
Upon Request

June 2001

#DisruptiveBusinessInnovation



#DisruptiveUncertainty



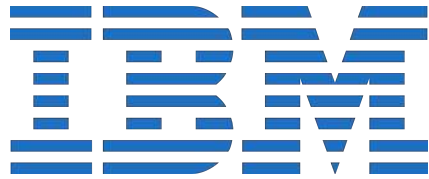
Dear customer. We have always asked you what you wanted. So please can you tell us what IoT, big data, block chain, cloud, mobile, 3D printer, uber, crowdsourced, app store, deep learning, etc. solution you need?

#PredictingDisruptiveTechnologyIsHard

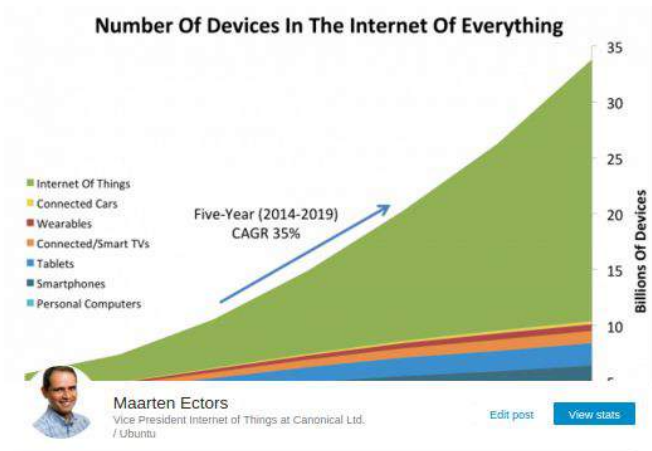
Who would you have chosen in 2010?



Wired: [The Walking Dead](#) Tech Companies



#BusinessCaseDrivenInnovation



Leaked top analyst report with IoT numbers for 2016

Oct 22, 2015 654 views 46 Likes 8 Comments

One of the top industry analysts today lost a confidential report regarding IoT numbers for 2016 and I just got a copy mailed by the one who found it. IoT will grow at 32% CAGR in 2016. The IoT industry will reach \$73B in revenue. The bulk of the industrial revenue will come from industrial data platforms. GE and IBM are named as the winners. MQTT as the standard. LORA for LPWAN. Intel will be the top seller of IoT gateway processors. ARM's mbed OS will be the winner for the sensor market. The best way to make money with IoT is [!#&*&#

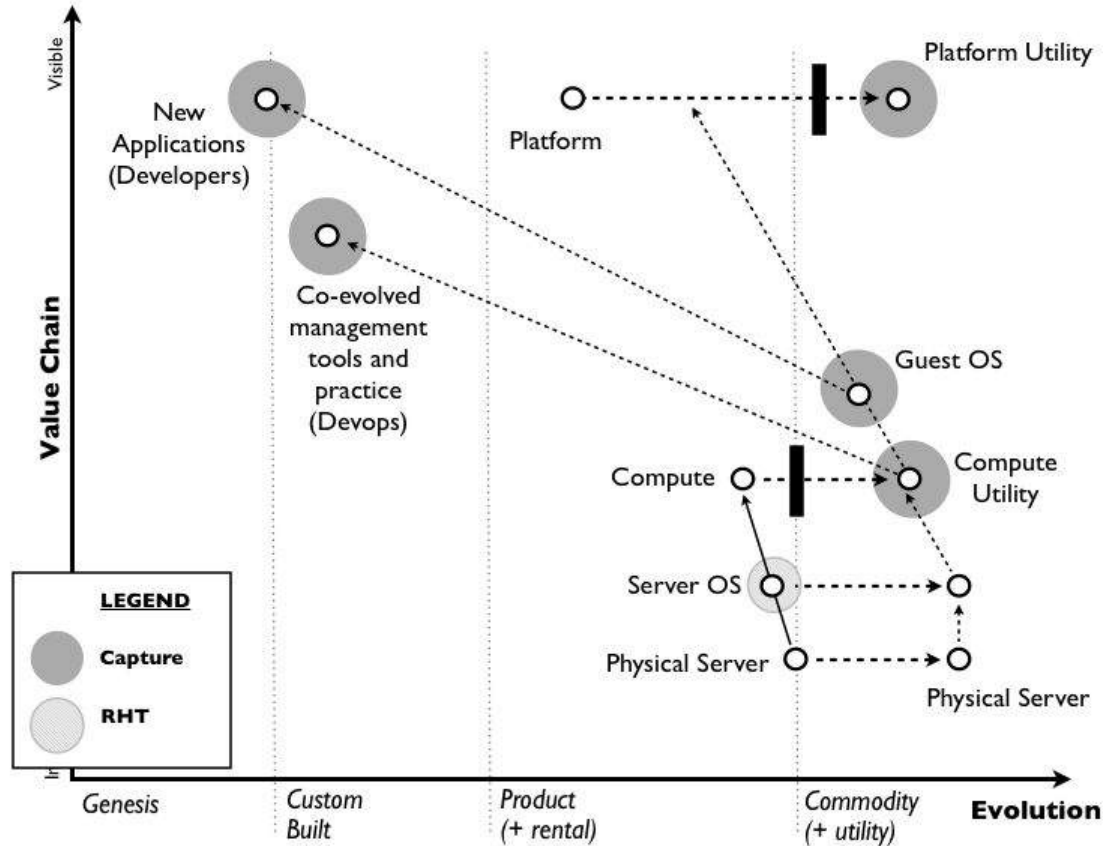
Amazon AWS Business Case

We invested in cloud because Gartner told us that the CAGR would be 45%. Gov cloud first, afterwards finance, health and energy cloud. The sharing economy, catapulting birds and predicting what you want to watch on TV companies will be our biggest customers.

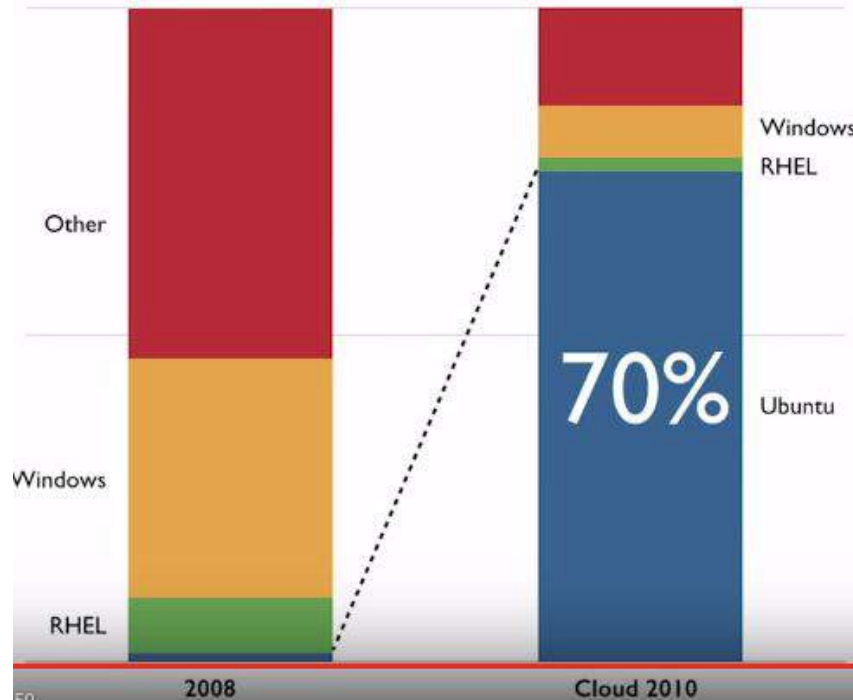
DO REALLY THINK IT WENT THIS WAY!!!

#WHATWORKS?

#PredictingTechFuture



#ValueChainMappingResults



Simon Wardley - OSCON Keynote 2014 & 2015

#Experiment



\$499

#FirstBuild4IoT



Opal Nugget Ice Maker

📍 Louisville, United States 🗨️ Technology

[Story](#) | [Updates 8](#) | [Comments 163](#) | [Backers 6422](#) | [Gallery 4](#)



Finally, an affordable nugget ice maker for your home.

InDemand

\$2,758,067 USD

total funds raised

✓ Original campaign was 1.699% funded on August 26, 2015

\$449 USD + Shipping

Opal - Pre Order

For a limited time only, get Opal for \$449. That's \$50 off the future \$499 price. This special pricing ends soon. Act now!

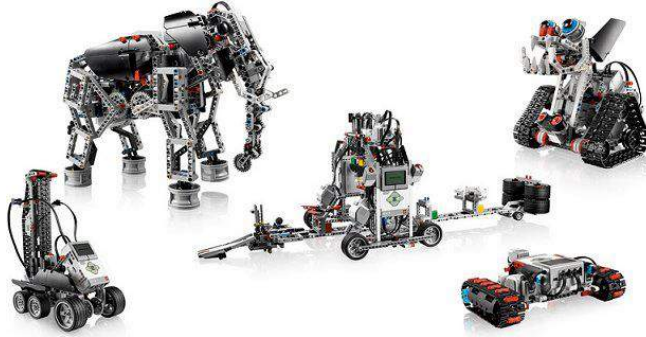
You will get (1) Opal Nugget Ice Maker.
Ships July 2016.

67 claimed

Estimated delivery: July 2016

Ships to: Canada, United States

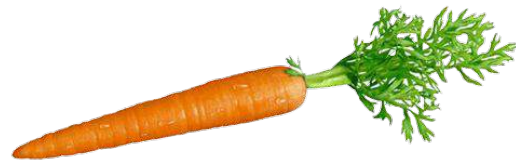
#InternetOfToys



#MyExperiments



snappy



Open source
Secure
Large ecosystem
Transactional
Any device
Easy
App Stores
Competitors

Open source
Secure
Large ecosystem
Transactional
Any device
Easy
App Stores
Partners

#AppEnableAnySmartDevice

#SnappyUbuntuCore



snappy

App
Ready



App Stores as a Service



AppArmor kernel security



Safe **updates** and rollback



Snapcraft = Amazing dev experience



Easily extensible with **frameworks**



Perfect for the smartest **IoT**

#IoTandFinancialServices?

#TheFutureATM?

#eATM



#IRevGeT - Internet of Revenue Generating Things

#eBank



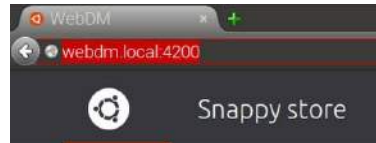
#eATM
#eMoneyDeposit
#eLoan



#ePoS



#eIDVerification
#eNotary



#ePoSSnappyStore
#YourImaginationIsYourLimitation

#TheCoolestEtherIdea



#eGrocerySpotMarket

#CoolnessAsAService

#eP2PInsurance



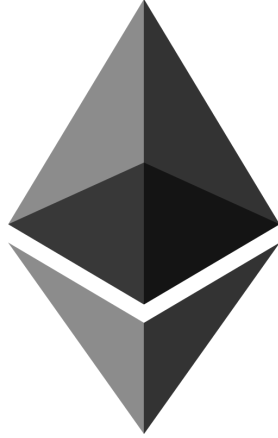
#eFridgeSnappyStore

#eFridge

#InsuranceDisruption



+



=

#eCarInsurance

#MoreInsuranceDisruption



#HFTDisrupted

#VWSalesPredictor



#HowManyNewVWsOnTheStreet



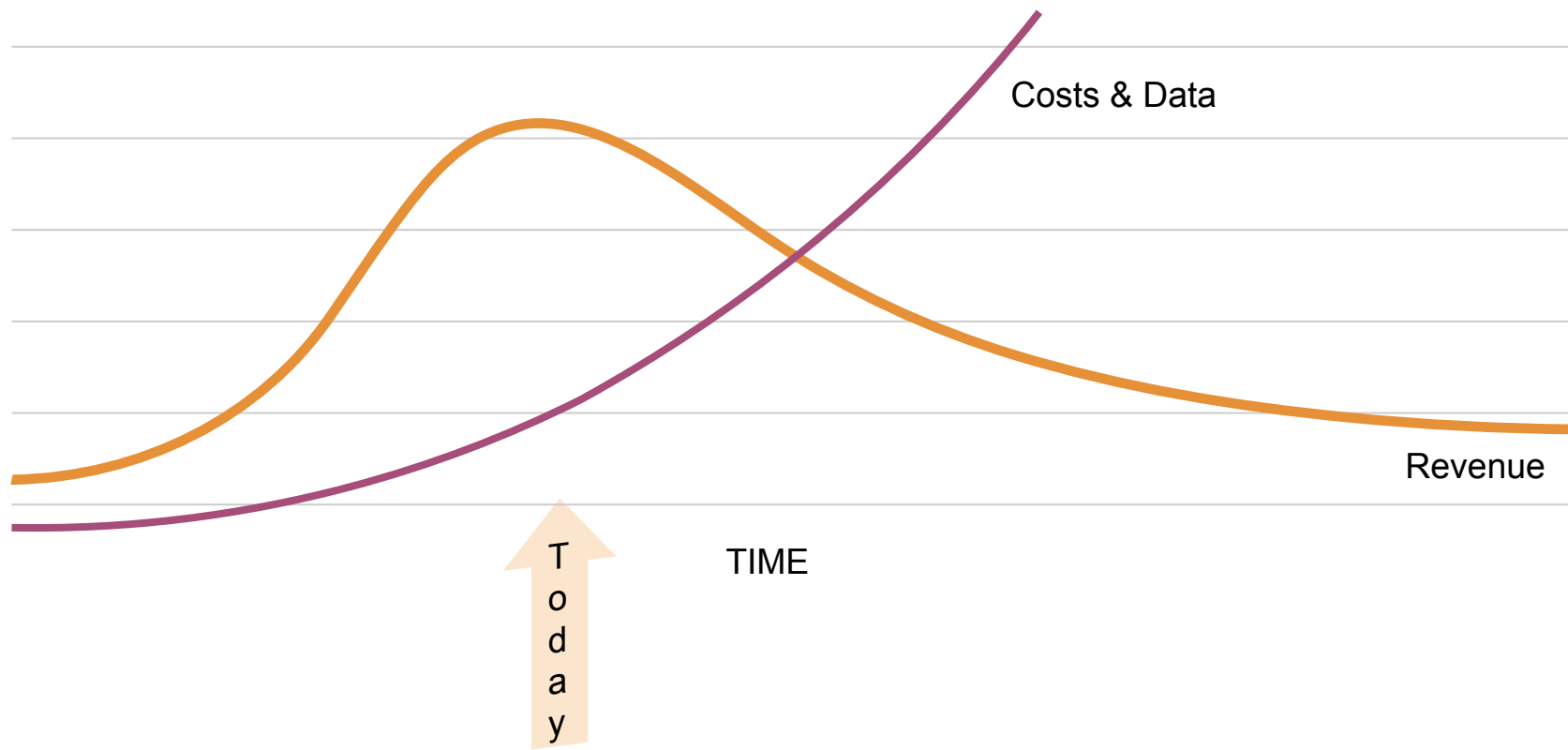
#HowManyNewVWsUnsold

#CreateBoysBands



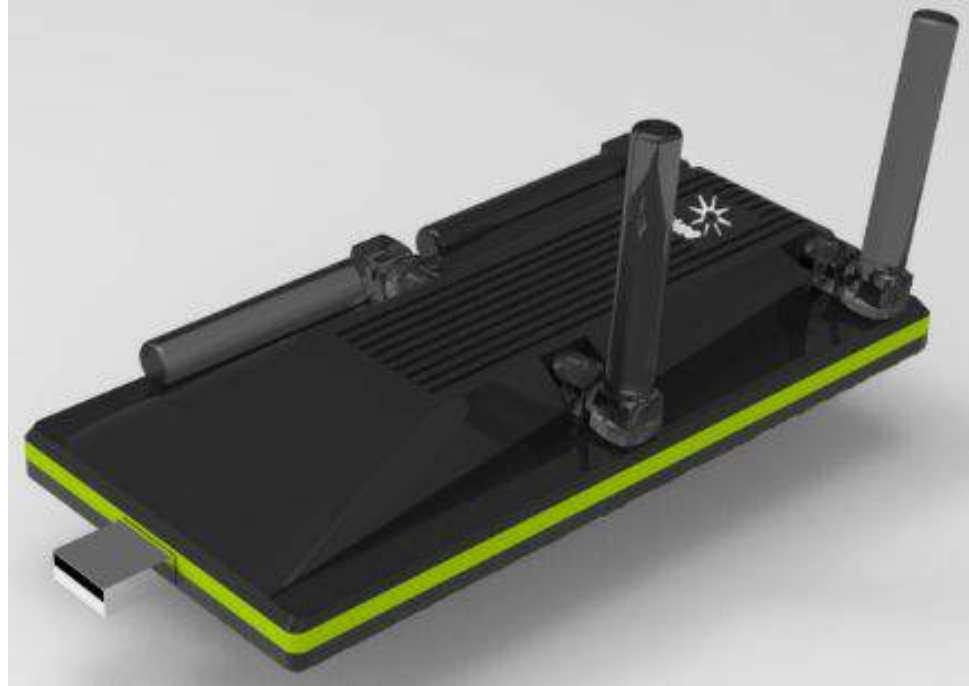
#IoTandTelecom?

#TheFutureOfTelecom



#SoDeRa - Cheap SDR

Future Apps:
LTE Micro-Cells
LoRaWAN
Zigbee & ZWave
Radar
WiFi & BLE

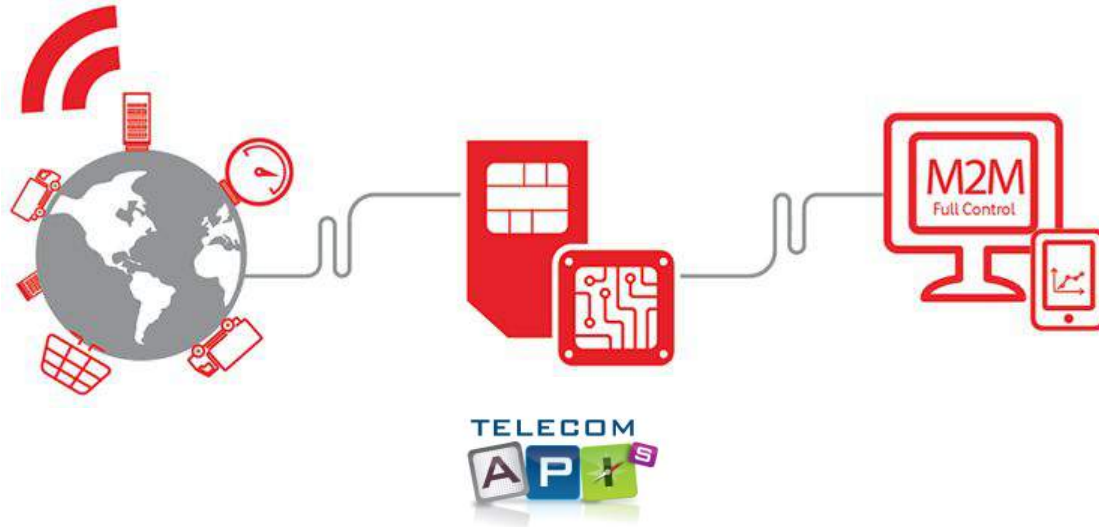


Open Source & Crowd-Funding

#NGBaseStations



#TelcoloT



#IoTDisruptors

KICKSTARTER Discover Start a project About us Search Projects Me

The Things Network

by Wienke Giezeman



772
backers

€230,226
pledged of €150,000 goal

53
hours to go

[Back This Project](#) [★ Remind me](#)

This project will be funded on Fri, Nov 20 2015 12:44 PM GMT.

Amsterdam, Netherlands Hardware

The Things Network is a global, crowdsourced, open, free and decentralized internet of things network.

Share: [Tweet](#) [Share](#) [Embed](#) [Pin](#) [Post](#)

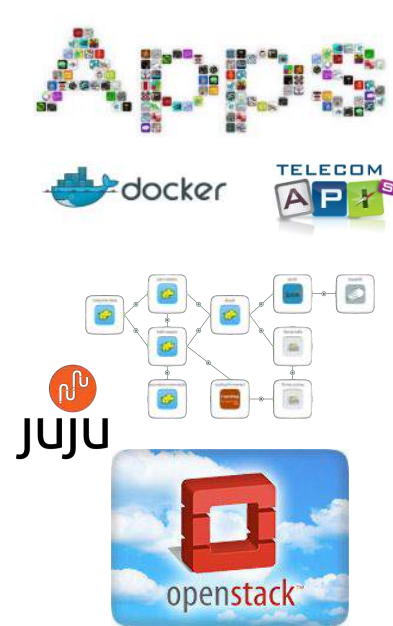
Wienke Giezeman

First created | 1 backed
thethingsnetwork.org

[See full bio](#) [Contact me](#)



#FutureTelecomNetwork

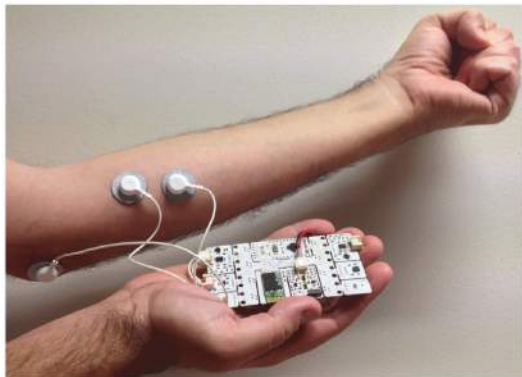


#TopTelecomProblemsSolved

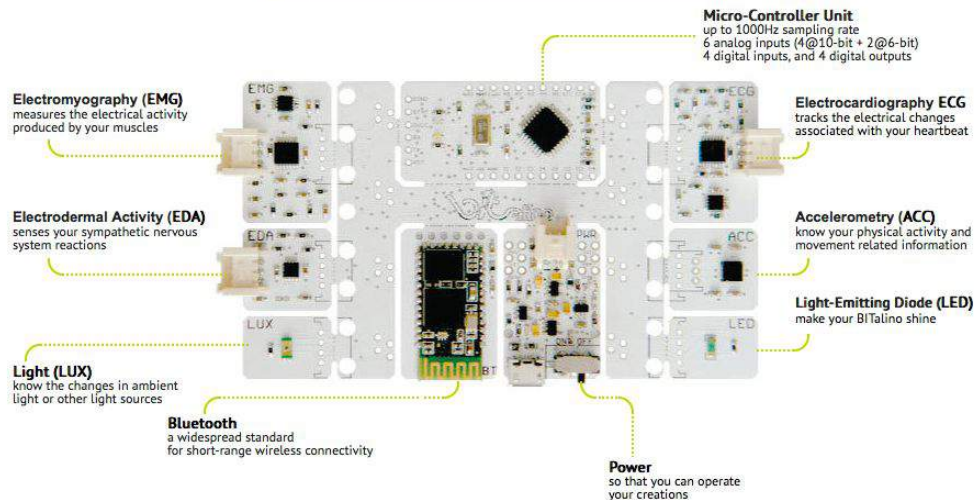
1. Generate billions of new revenues? Apps Stores Everywhere
2. Reduce costs by a factor of 10? OEMs subsidize CPEs, whiteboxes,...
3. Substantial over the top revenue? Apps on DSLAMs, Base Stations
4. Eliminate churn? App personalisation = Lock-in
5. Deploy, integrate, upgrade telco solutions in hours? Juju Charms

#IoTandHealth?

@Bitalino #TheDoctorsArduino



Anatomy of a Bitalino



#OtherHomeHealth



#TheFutureOfHealth



The New York Times | International Herald Tribune
Thursday, January 12, 2012

GLOBAL EDITION
India

India Ink



Notes on the World's Largest Democracy

From India, the \$1 Doctor's 'Visit'

By HEATHER TIMMONS



Healthnet Global

A patient at the Chennai Telemedicine center consults a doctor via video conferencing.

#IoTandIndustrial?

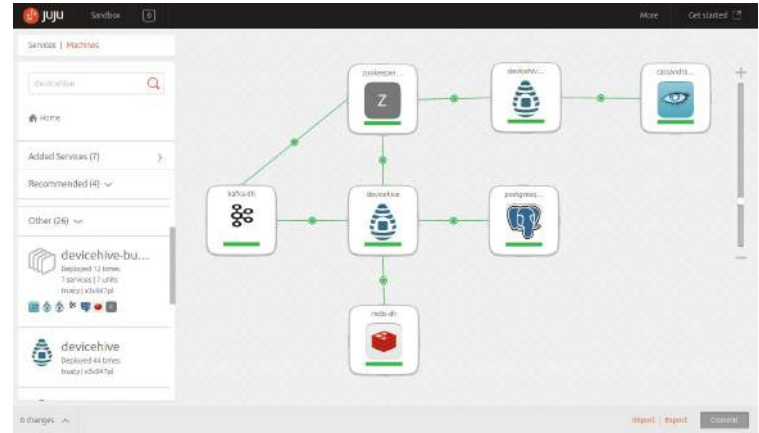
#IndustrialApps



#Apps4AnyStandard



#InstantIndustrialSolutions



#IndustrialAppStores

#IndustrialCloudStores

#AppsOnRobotsAndDrones



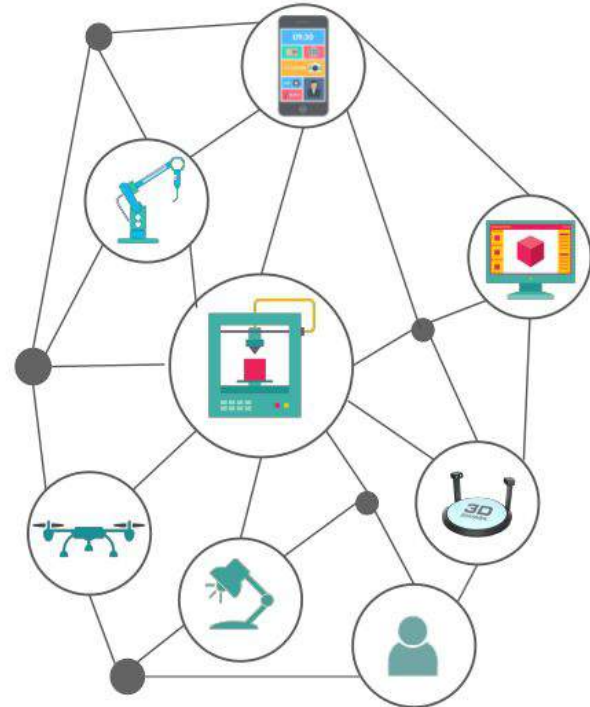
ERLE ROBOTICS



#AppsOn3DPrinters



At 3DPlex we build an App Marketplace for 3D Printers on top of a Connected Ecosystem.

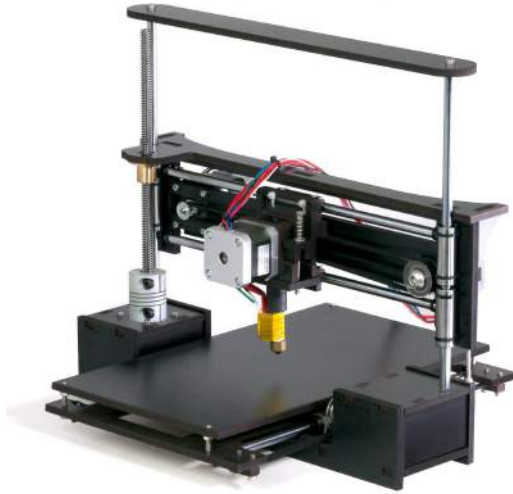


Powered by:



#eUberFactory

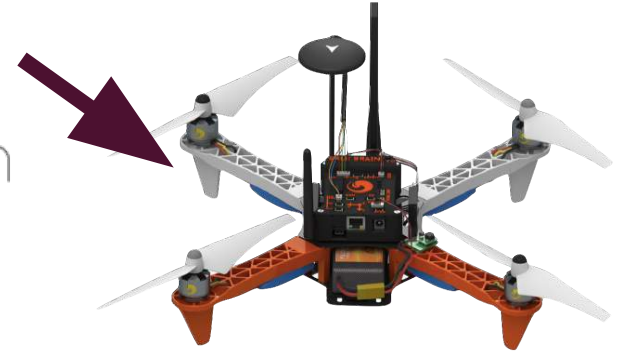
3DPlex.io



ethereum



ERLE ROBOTICS



#eUber3DPrinters

#eLogistics

#IoTandTheFuture?

#Top5ToBeDisrupted

1. Ignore IoT and Disruptive Technologies
2. Ignore What Happens In Other Industries
3. Business Case Innovations
4. Think Laws Will Protect Your Industry
5. Move Slow & Don't Experiment

#StepsToDisrupt

1. Understand IoT and Disruptive Technologies
2. Find Critical Industry Problems
3. Experiment With Disruptive Solutions
4. Scale via Crowdsourcing, Open Sourcing, etc.
5. Partners Make Money With You



#BeDisruptiveToday
#ChangeTheWorldTomorrow

More Information

[Ubuntu.com/things](https://ubuntu.com/things)

maarten.ectors@canonical.com

[@mectors](#)