

The background of the slide is a close-up, high-contrast photograph of a CNC machine in operation. A metal cutting tool is positioned above a workpiece, with sparks or coolant visible at the point of contact. The machine's structure, including a wooden support beam and metal clamps, is visible. A large, curved, semi-transparent white graphic element separates the text area from the machine image.

**Deloitte.**

Center  
for the  
*Edge*

## The Big Shift

A journey on the edge of future business  
landscapes

Maarten Oonk | 16 June 2016

1:4

Growing the pie







**To eat yourself before...  
someone else does!**

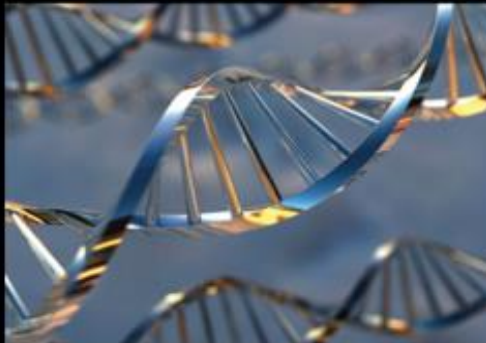
# The Corporate challenge

Exponential technologies reduce market entry barriers, enabling new players to disrupt traditional business models

## Accelerating Technologies



**AI**  
**Robotics**  
**Biotech**  
**Nanotech**  
**Medicine**  
**Neuroscience**  
**Energy**  
**Computing**

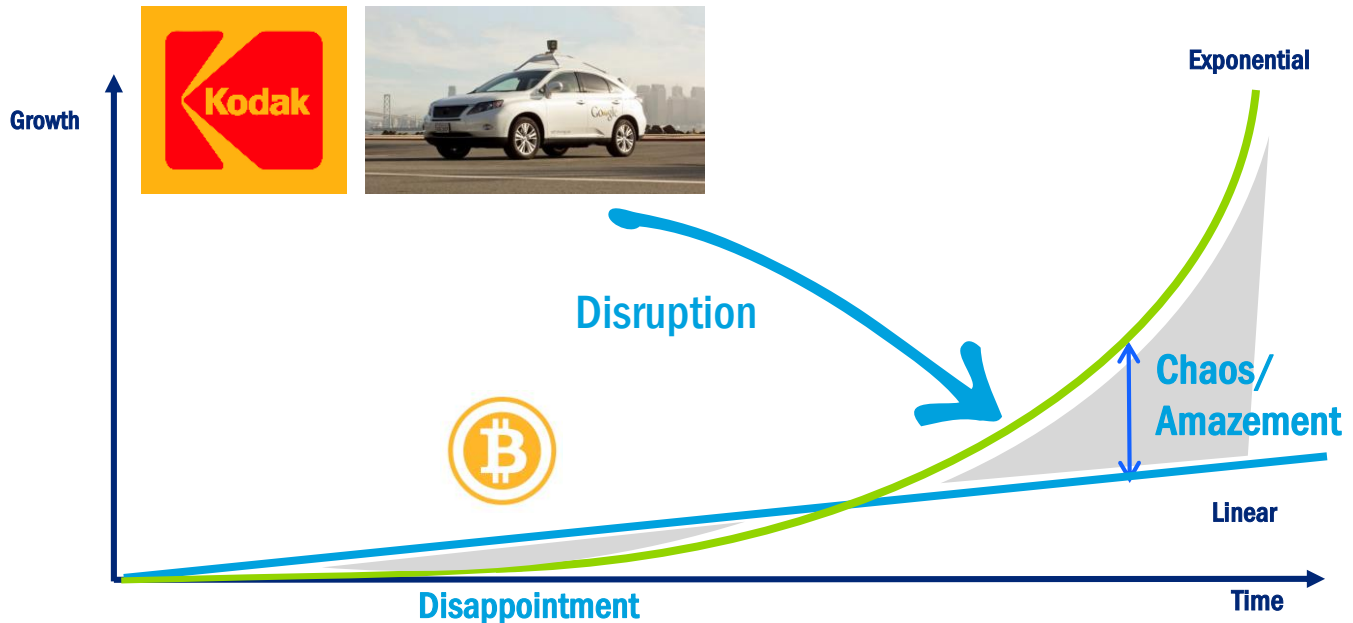


**Digitize**  
**Disrupt**  
**Demonetize**  
**Democratize**



# A challenge that requires ownership and action

In pursuit of the next phase of innovation maturity, we know clients face numerous questions and challenges to be solved



// Marginal costs >> zero  
// Domain explodes  
// Problem space shifts







# Examples of exponential growth

## GE gets first 3D printed aircraft part approved by FAA

© Apr 21, 2015

[Tweet](#) 28 [Like](#) 51 [+1](#) 0



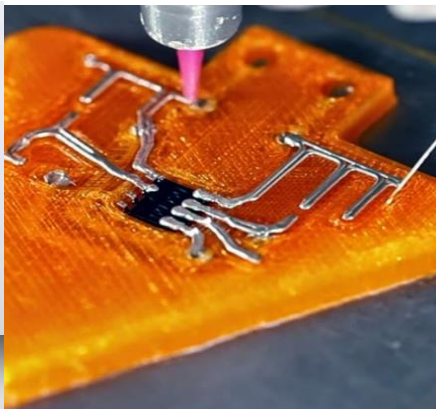
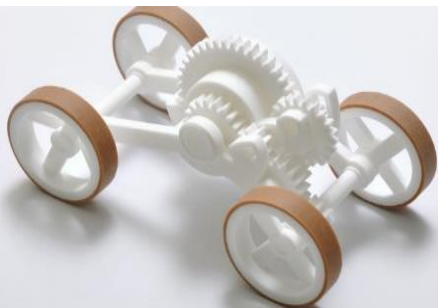
2007: \$40,000

2014: \$100

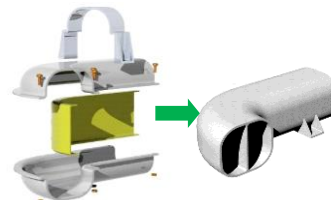
400x in 7 years



# COMPLEXITY COMES FOR FREE



Source: Airbus



16 parts and assembly

1 part, no assembly



Source: Autodesk



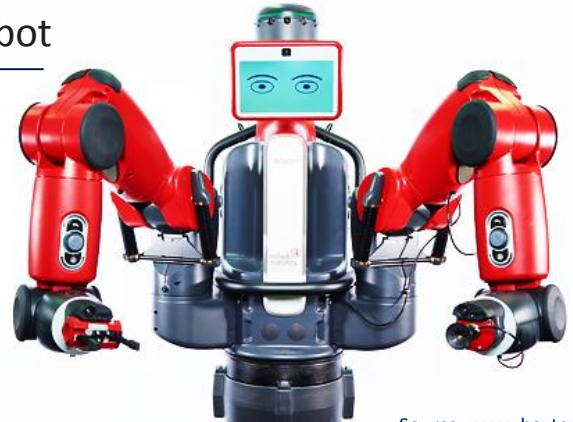
Source: TNO



Plastics  
Metals  
Resins  
Ceramic  
Wood  
Graphene

○ “Baxter,” the \$22,000 general-purpose robot

Replaces traditional programming and production with innovative methods (mirroring) and in new settings (microfactories)



Source: [www.baxter.com](http://www.baxter.com)



Source: Rutgers University

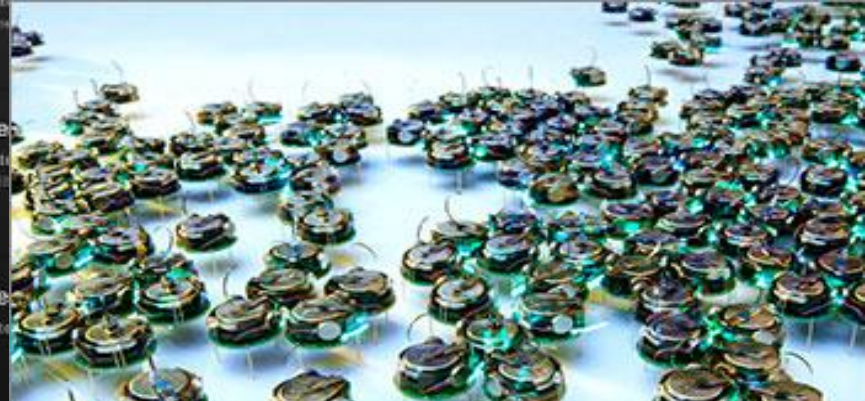
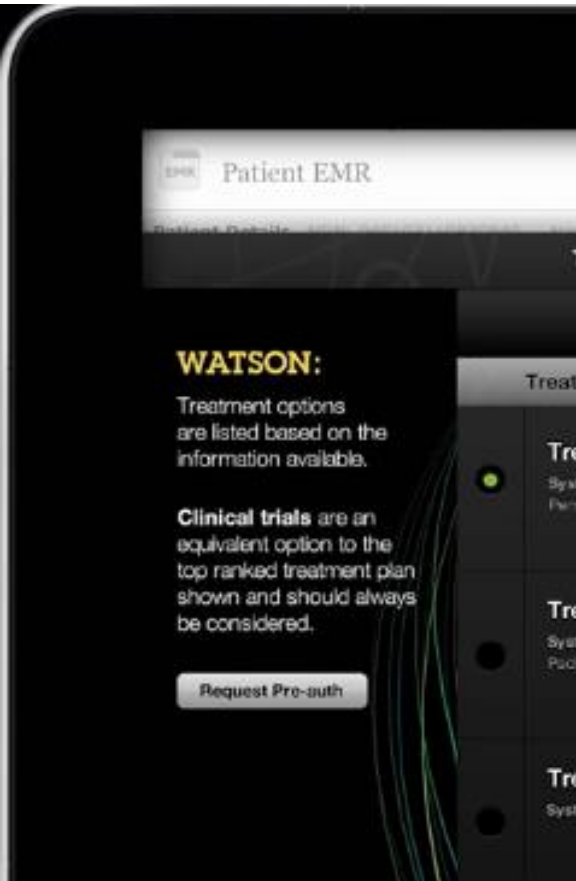


Source: Zurich University for applied sciences

2008: \$500,000

2014: \$15,000

35x in 6 years



IBM Watson passes his MD tests

Computers can beat humans at all board games



# Artificial Intelligence Physician



# “The Dark Side of the Digital Revolution”

John Hagel – Center for the Edge Leader in MIT Sloane

FROM >>>

common digital strategies



Digitizing the traditional channels

<<< TO

information enabled business



Connecting the dots to harness pull

Advanced data-analytics creates opportunities to detect changing behavioral patterns....

# How Target Figured Out A Teen Girl Was Pregnant Before Her Father Did

A large, semi-transparent Target logo is overlaid on the image. The logo consists of a red bullseye with the word "TARGET" in red capital letters below it. The background of the entire slide is a photograph of a pregnant woman in a white lab coat, with her hands resting on her belly. The Target logo is positioned over the lower half of the woman's belly.

TARGET





Source: Deloitte



Source: Deloitte



Source: Google



TARGET



TARGET

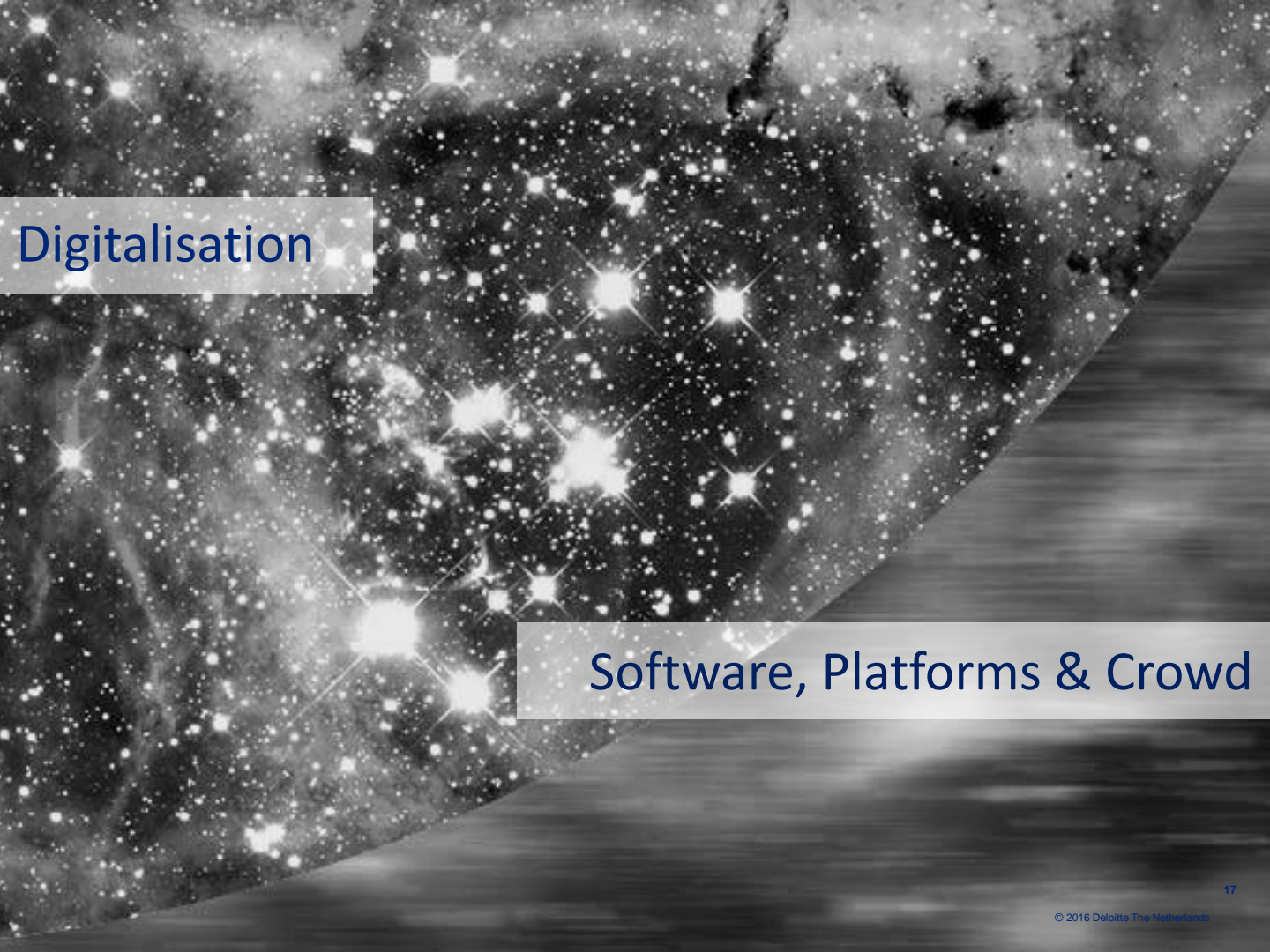


TARGET



*On average it takes 98 days for companies to find out that they have been victim of cybercrime ....*

*And in 90% of the cases the source for detecting this was an outsider (client, supplier or provider)*



Digitalisation

Software, Platforms & Crowd





2009: \$20,000

2015: \$79

250x in 6 years







## Bringing House Calls Back with UberHEALTH



October 23, 2014 | Posted by Sarah

Flu season is just around the corner and trying to squeeze in your latest immunization this fall may not be on the top of your To Do List.

Source: <http://uberhealthblog.com/>

FEATURED A

### Announ Program

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network in

October 13, 2  
Categories: H

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# Accurate Mobile Data for Retail Site Selection

See where customers are coming from to a location using real data to optimize your trade area, analyze business locations, create cannibalization forecasts, and make retail site selections.



**Get Started!**

Services

Register now

Load Money

Support

About m-pesa™

Sign In



I am new here, I need help with

Select Services



I need to

Select Services



**Pay bills with the m-pesa™ app**  
Earn up to ₹50/month for 3 months

For offer details, visit: [www.mpesa.in](http://www.mpesa.in)

### Register with m-pesa™



Register online today to start enjoying the benefits of m-pesa™ immediately.

### Load m-pesa™

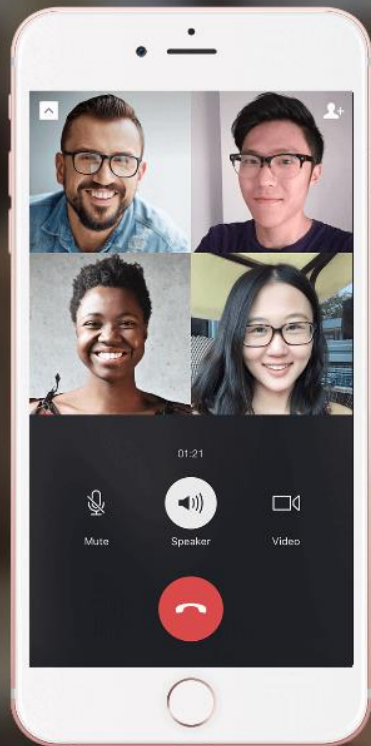


Recharge your m-pesa™ account from your bank account, credit card or debit card in 3 easy steps.

### Services under m-pesa™



Pay your Vodafone Postpaid and other bills, recharge your Vodafone Prepaid, DTH services and more.



Connecting a half billion people  
just got more personal





BY BLIPPA  
ON 31-12-  
COMMENT



# See how much you could save



## Car insurance

**0800 072 3412**

- ♥ 75% no claim discount with five years claim free
- ♥ UK only call centres



## Home insurance

**0800 232 1490**

LV runs first financial sector augmented reality AR campaign with image recognition app and visual browser Blippar

covered as standard

- ♥ Discount for taking out both buildings and contents together



## Travel insurance

**0800 012 1632**

- ♥ Medical emergency cover up to £10 million
- ♥ 10% discount when you buy online at LV.com



## Pet insurance

**0800 022 3904**

- ♥ No extra cost to pay monthly
- ♥ 10% discount when you buy online at LV.com



aign



O.Can

RT @blippa: Get #glam! Virtually try on #Avon Turkey #nailpolish using

#Blippa! Which color will y...



Blippa

RT @trendinghangout: Nukumavinash: RT rishmitra: Blipping the #Legend

movie poster in #London #under...



Samantha Leigh Ayala

RT @blippa: In honour of #nationaldogday we pay tribute to the #dogs of #blippa who brighten up ou...



andrew graham

RT @rishmitra: Blipping the #Legend movie poster in #London #underground.

Try #blippa on any movie ...



Joris Mirjat

RT @rishmitra: Blipping the #Legend movie poster in #London #underground.

Try #blippa on any movie ...





# WELCOME HOME

Rent unique places to stay from local hosts in 190 countries.

[How It Works](#)

m

[Check In](#)

[Check Out](#)

[1 Guest](#) ▾

[Search](#)

## Start Your Adventure

We've chosen locations you'll love, all around the world.



# BELONG ANYWHERE

Rent unique places to stay from local hosts in 190+ countries.

How It Works

## Sharing economy insurance needs

- **Sellers** - those who sell services in online marketplaces need liability cover
- **Buyers** - those who use assets they do not own need protection

## Home Protect



Insurance for all

Property types

Property condition

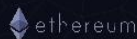
Property usage

Ch

[Home](#) / [Property usage](#) / Need Home Insurance For Your Bed & Breakfast? **No Problem.**

## Need Home Insurance For Your Bed & Breakfast? **No Problem.**

# Is Mankind?



# ethereum

A platform for decentralized applications

*Equality as standard*

## Development

ETH/DEV, the delivery and development of and on the Ethereum system and its related technologies.

## Ether

Our cryptofuel, what it is, how you get it and how you can use it.

## Foundation

Our organisation, who is behind it, its structure, and what it does to further the interests of Ethereum.

Ethereum @ethereumproject • Mar 16

Ethereum introduces IBAN compatibility to make interaction with existing banking infrastructure trivial. <https://t.co/0olropJox>

Ethereum @ethereumproject • Mar 15

RT @GeorgeAHallam: 'Reflections on Edward Snowden' panel at #FutureFest with @VitalikButerin, Ian Brown, Primavera Di Filippi, Pat Kane. <https://t.co/0olropJox>

Ethereum @ethereumproject • Mar 15

@VitalikButerin presenting on blockchains, cryptoeconomics and Ethereum at #FutureFest London. <http://t.co/QJ00ZccOfn>

Ethereum @ethereumproject • Mar 13

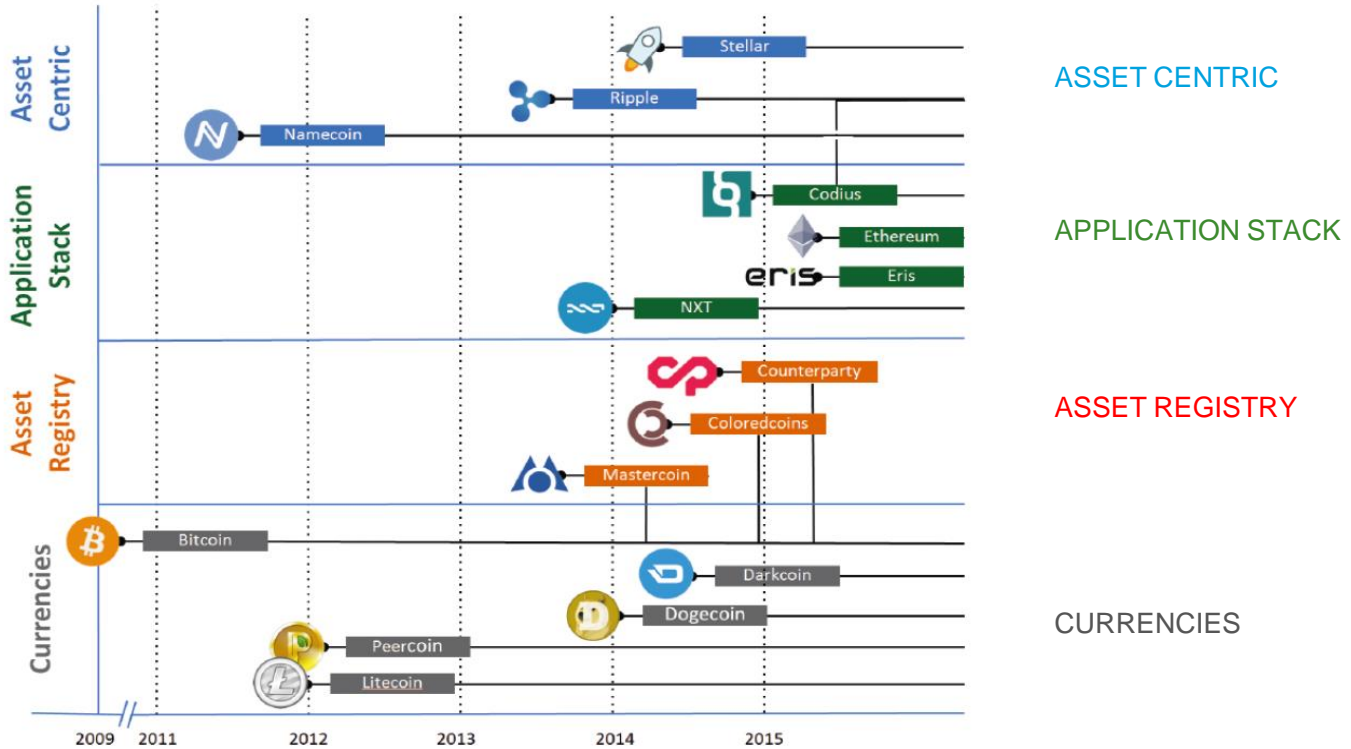
Tonight @VitalikButerin is presenting "The not-so-paranoid case for decentralisation" at the London #Ethereum Meetup <http://t.co/7xxoADJzpg>

Ethereum @ethereumproject • Mar 13

Vitalik has arrived at the London Ethereum meetup and we're ready to start! <http://t.co/1AVkms3UFR>

# BLOCKCHAIN GOES BEYOND CRYPTO CURRENCIES

## Different types of Cryptotechnologies







# Platform business

*“we are moving from aggregation and transaction platforms towards mobilizing and learning platforms for leveraged growth*”

# Products as platforms

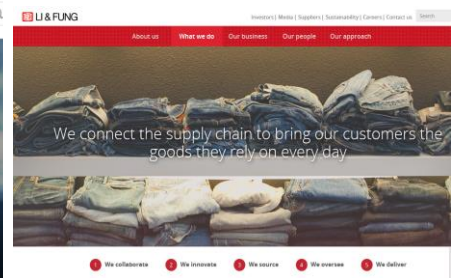
Platform is any environment with set standards and governance models that facilitate third party participation and interactions

Aggregation

Social

Mobilizing

Learning

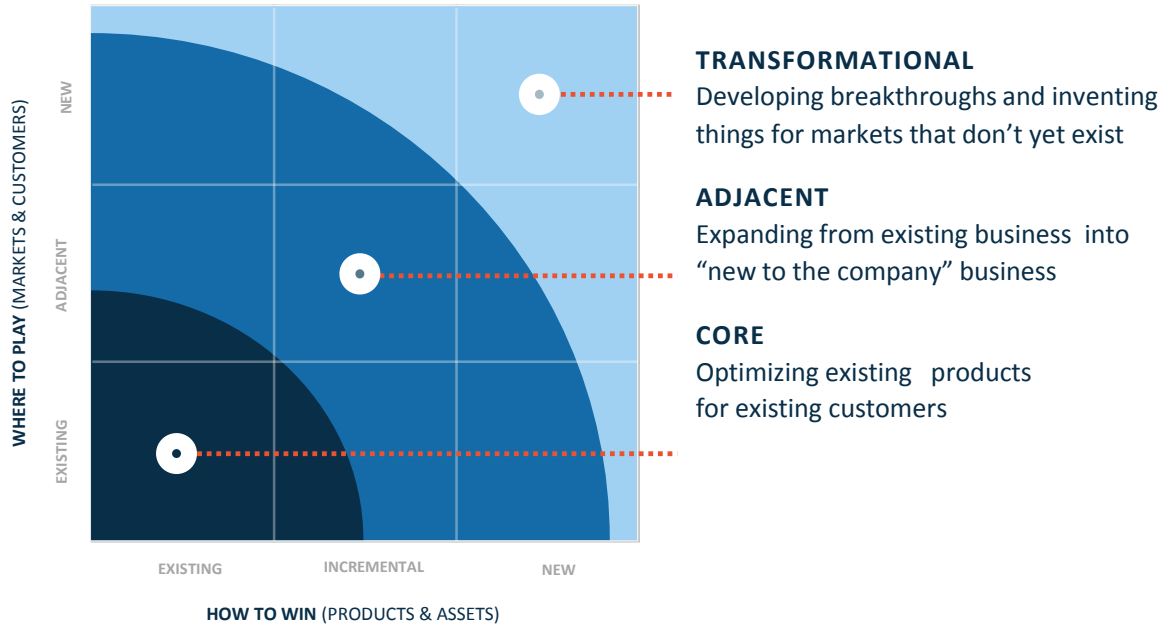




“Oh my god,

So What?”

# Successful innovation efforts begin with clear innovation ambition and intent...





Successful innovation efforts begin with clear innovation ambition and intent...

How a company prioritizes different levels of innovation ambition will impact what “discipline” needs to look like

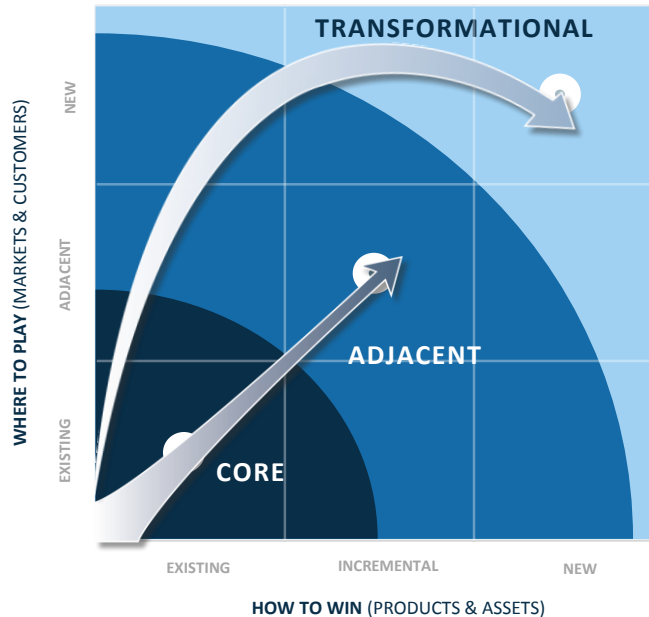


# Scaling edges aligns future growth with your core strategy

In addition and in support of your core-business strategy we help you scan your edges for transformational growth opportunities

## Exponential technologies

- Nanotech & advanced materials
- 3D printing
- AI & Data analytics
- Autonomous driving
- Robotics
- Sensors & networks
- Biotechnology



## Building business

Scaling Edge Journey

Organizing for growth

Scaling Edges

# Being successful in an exponential world: Scaling from the Edge

## GET READY FOR EXPONENTIAL SPEED OF CHANGE

- ! URGENCY AND AWARENESS
- 👁️ ENVISION YOUR FUTURE ENVIRONMENT
- 🔍 EXPLORE THE EDGES OF YOUR BUSINESS
- 📄 DEFINE YOUR COMPELLING NARRATIVE

FROM PUSH >>>

5 YEAR STRATEGIC PLAN

EXTRAPOLATION

ADD DIGITAL

LINEAR

SCALABLE EFFICIENCY

>>> TO PULL

10 YEAR VISION + 1 YEAR PLAN

U-APPROACH

START DIGITAL

EXPONENTIAL

SCALABLE LEARNING

## WHERE TO INNOVATE?

## HOW TO INNOVATE?

## HOW SCALE QUICKLY?

- > EMPOWER PARTNERSHIPS AND GROW YOUR ECOSYSTEMS
- > EXPERIMENT CONTINUOUSLY: FAIL FORWARD
- > ACT EXPONENTIAL: ZOOM IN - ZOOM OUT
- > DEAL WITH THE IMMUNE SYSTEM IN YOUR ORGANIZATION

SCALE YOUR EDGE

ORGANIZE FOR PULL

UNLOCK THE PASSION OF THE EXPLORER



REDESIGN THE WORK PLACE



CREATE SUCCESS ON THE EDGE, DOUBLE STANDARD METRICS



EXPERIMENT CONTINUOUSLY TO FIND A SCALABLE BUSINESS MODEL



SHAPING STRATEGIES & SCENARIO'S



A close-up photograph of a 3D printer's extruder head. The nozzle is positioned just above a bright yellow, wavy-edged object that is being printed on a red surface. The background is blurred, showing parts of the printer's frame and a black drive pulley.

**Bring us your challenges,  
we'll reimagine your future.**

We are a team of passionate entrepreneurs and operational experts who assist you in building new digital businesses with speed and precision according to your requirements.

UTION:  
touching, po  
ter pow  
un