

# Wie die **Digitalisierung** den **Innovationsprozess**, die **Produktentwicklung** und die **Geschäftsmodelle** verändert



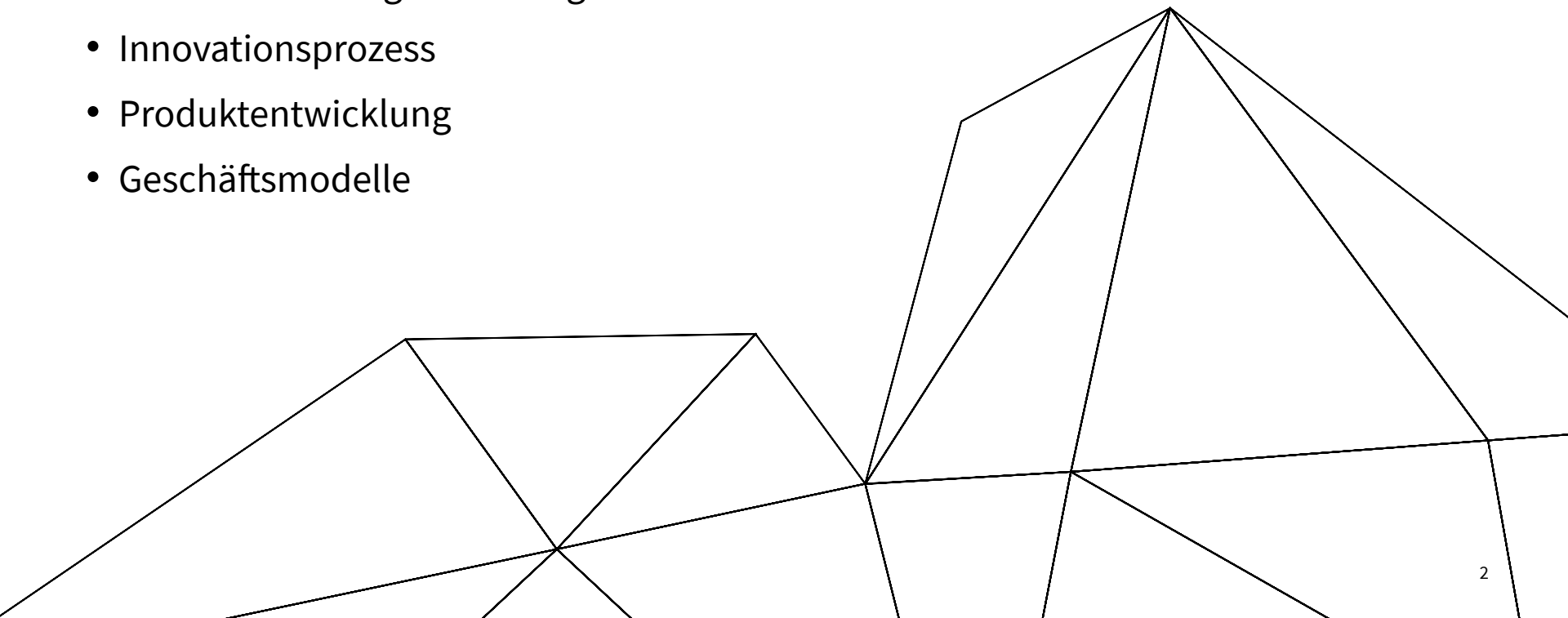
**23.09.2020**

Patrick Ohnewein

Nature of Innovation.

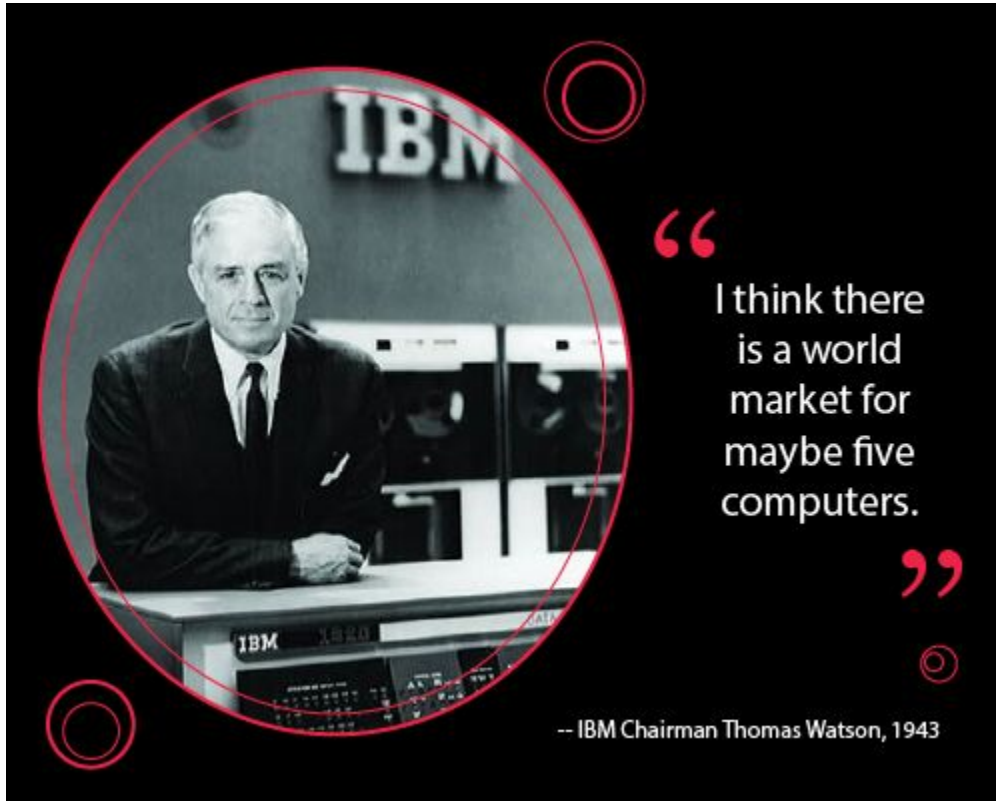
# Agenda

- Was bedeutet Digitalisierung?
- Innovationsprozess
- Produktentwicklung
- Geschäftsmodelle



# **Was bedeutet Digitalisierung?**

# Was bedeutet Digitalisierung?



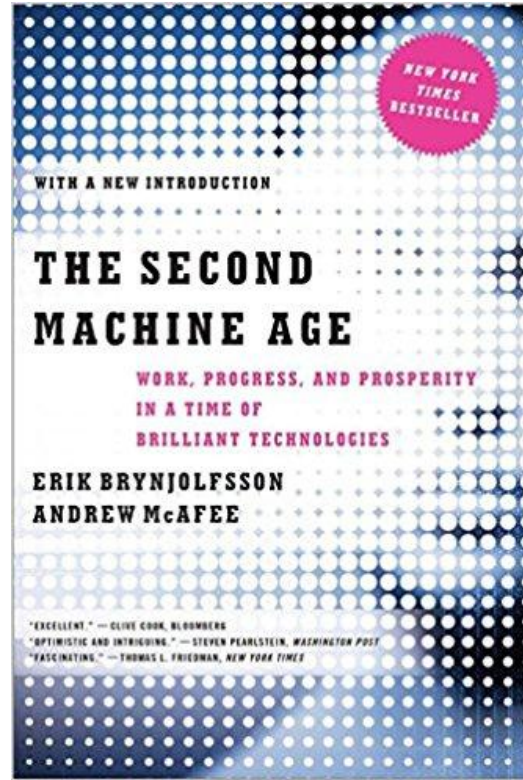
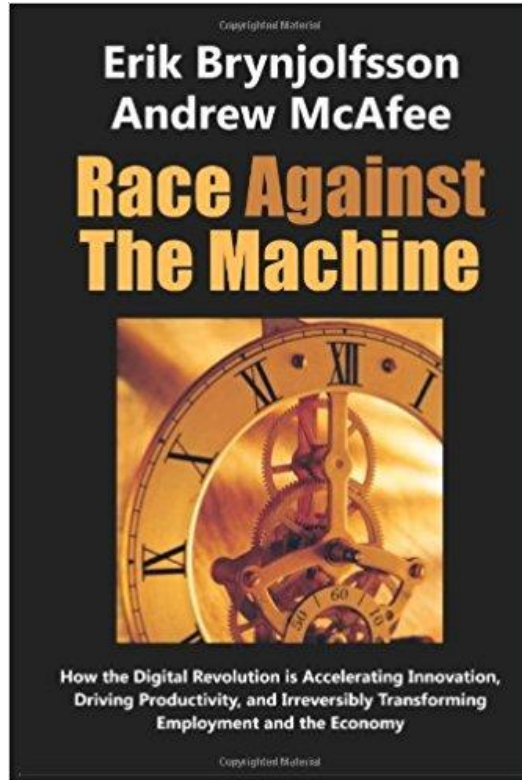
“

I think there  
is a world  
market for  
maybe five  
computers.

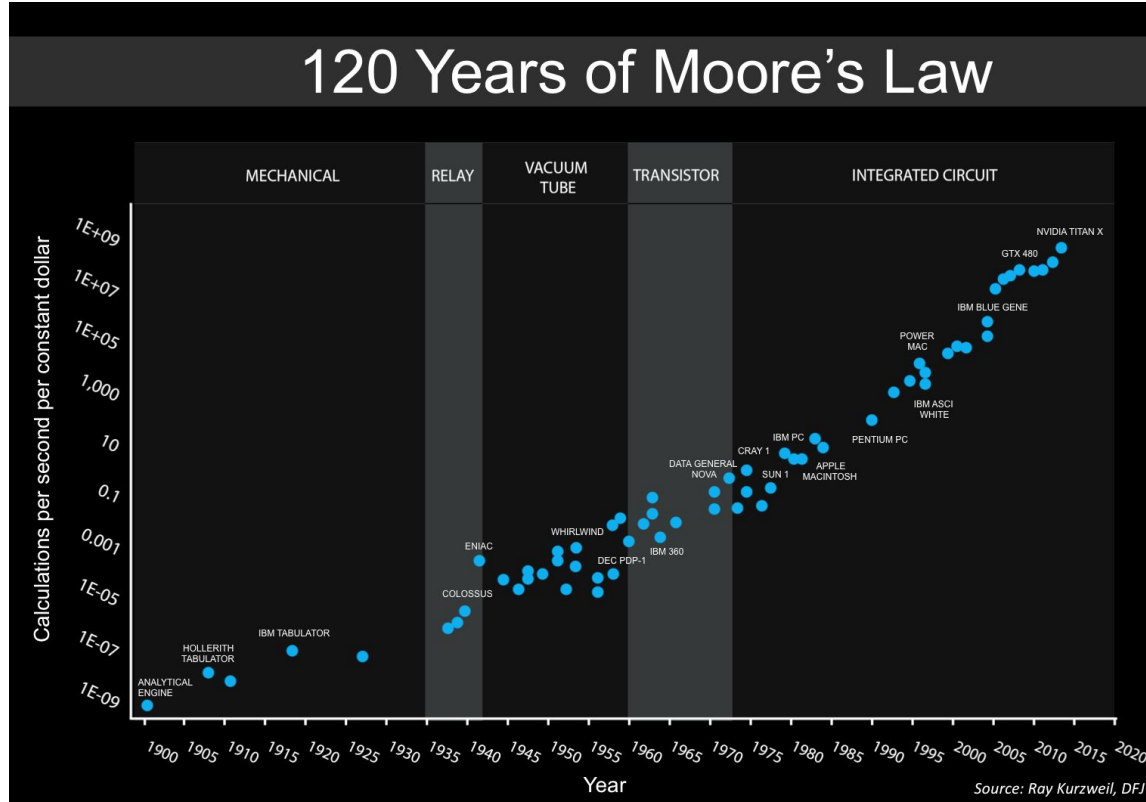
”

-- IBM Chairman Thomas Watson, 1943

# Was bedeutet Digitalisierung?

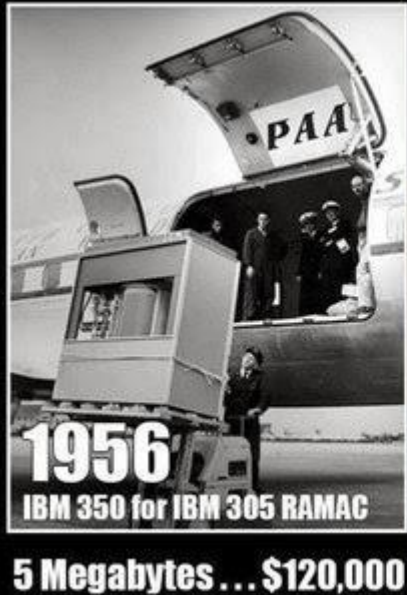


# Was bedeutet Digitalisierung?



Gordon Moore

# Was bedeutet Digitalisierung?



2005



2014



2020



SanDisk Ultra Scheda di Memoria MicroSDXC e Adattatore, con A1 App Performance, Velocità Fino a 100 MB/Sec, Classe 10, U1, Single Pack, 128 GB, Rosso/Grigio

Prezzo: **22,89 €** Spedizione **GRATUITA** sul tuo primo ordine idoneo.

[Dettagli](#)

Tutti i prezzi includono l'IVA.

# Sprachassistenten und KI



amazon echo  
99,99€



echo dot  
59,99€

echo spot  
129,99€



echo plus  
149,99€





# Headup Display im Auto



# Wearable

## YOU ARE JUST A NUMBER

Can you make yourself healthier and happier by logging every snore, step and mood swing? As a Californian trend for obsessional data-tracking makes its way over here, **Tim Chester** covers his body in gadgets to find out if self-knowledge is power. Photograph by Paul Stuart

**T**oday I have climbed the equivalent of a tall giraffe. Coffee is my most frequent food. On average, I walk 11,726 steps a day, burning 3,089 calories, over 24 hours of activity. I sleep for 6 hours and 9 minutes a night. This week, my sleep efficiency is 72% and my food is 77% healthy. My BMI of 20.5 is 14 percentage points below the median for men my age, and my average daily Metascore is 171, although I have no idea what a Met score is.

I am, it seems, nothing more than a bundle of numbers and statistics, spiced up by LEDs and chime-like pop-up messages. A wireless accessory for the iPhone, perhaps its most sophisticated yet.

My arms are covered in bands, my pockets sagged with accelerometers, my eyes scrubbed from all the charts, my heart pumping to the beat of a heart-rate monitor and facing its ventricle to keep up with the national average. My head is about to explode from all the positive affirmations and gentle nudging, but it's OK because my memories are being saved to my hard drive and my mood swings are causing me "bumps" from stressors.

I am producing, analysing and socially sharing personal data. I am becoming fitter, happier and more productive. I am staying motivated by earning badges. I have become a Quantified Self (QS).

The QS movement that I've temporarily joined began, on these things trend, in San Francisco's Bay Area in 2007. Two Wired magazine editors, Gary Wolf and Kevin

**369 MINS**  
Sleep per night

**73**  
bpm heart rate

**3,324**  
Nike FuelBand score

**582**  
photos logged

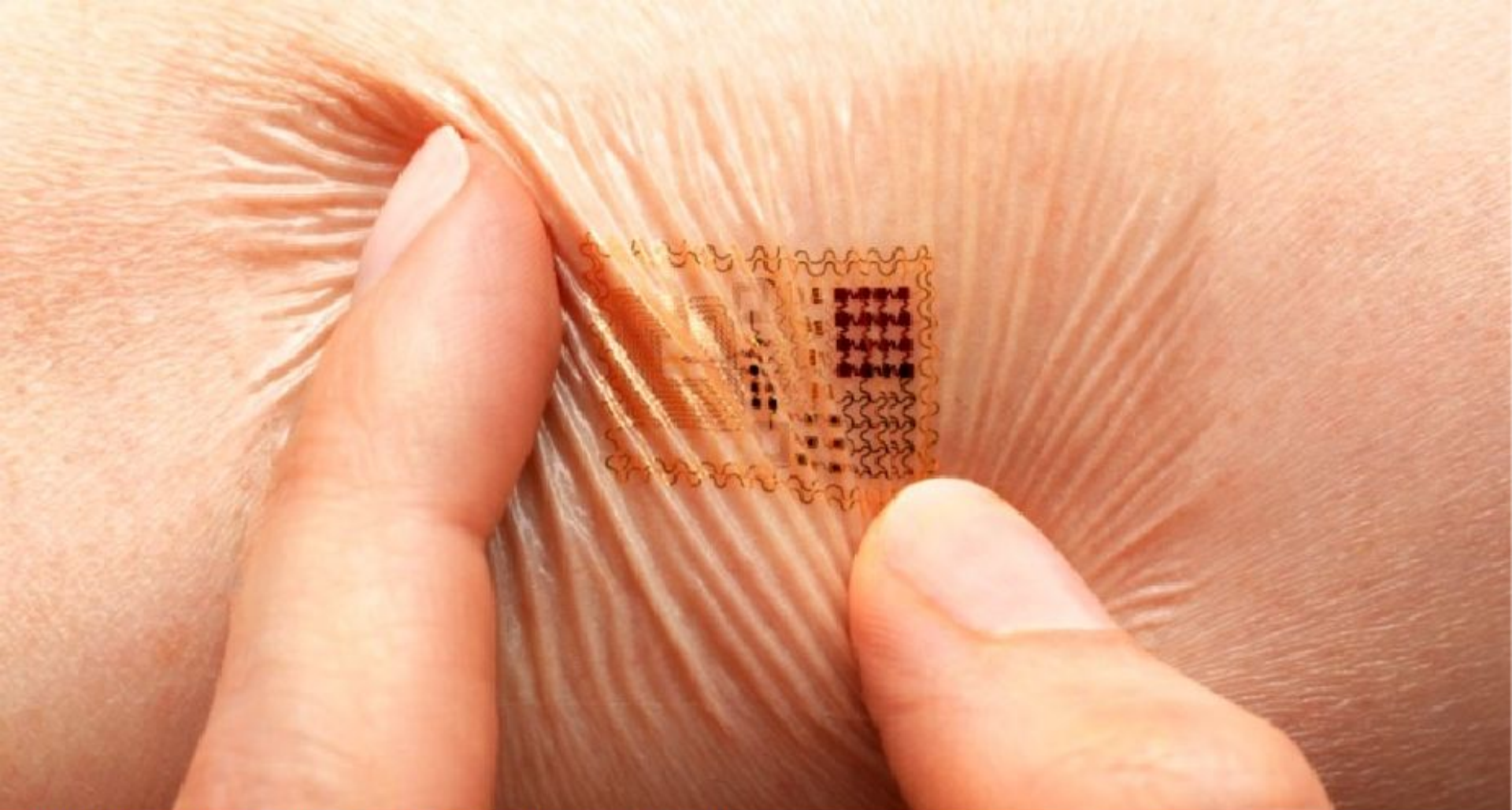
**11,726**  
steps walked

**3,089**  
Calories burnt

**24**  
Hours of no-stop video

QUANTIFIED  
SELF





# wearable...

## Biohacking

Biohacking is a term that conjoins bio (for biology) and hack, a term that simply means *"an unconventional approach or method"*. There are many types of biohacking, including DNA gene editing, lifestyle experimentation, and what we do - bionic human augmentation.



[Learn More](#)



<https://www.dangerousthings.com>

# wearable...

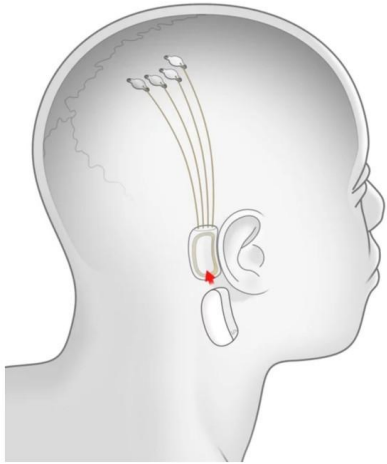
SCHWEDEN

## Mikrochips unter der Haut sollen das Leben von 4.000 Schweden erleichtern

Von [Anne Fleischmann](#) • Zuletzt aktualisiert: 27/12/2018



# Werden wir weiterhin Apps benötigen?



Elon Musk's **Neuralink** looks to begin outfitting human brains with faster input and output starting next year (2020)

<https://techcrunch.com/2019/07/16/elon-musks-neuralink-looks-to-begin-outfitting-human-brains-with-faster-input-and-output-starting-next-year/>

# Autonomes Fahren



HH Sheikh Mohammed Bin Rashid Al Maktoum fluencer

We are building a new reality for our people, a new future for our chil...

Follow

Today we launched Dubai Autonomous Transportation Strategy, by 2030, 25% of all trips in Dubai will be driverless. The strategy will help increase traffic efficiency, productivity, reduce traffic congestions and pollution & save millions of driving hours. We've also launched the Autonomous Transportation Challenge, the world's biggest RFP to global R&D centers to apply this technology in Dubai. Dubai offer's a global unique model for the city of the future & turns itself to the world largest R&D lab for driverless transportation; [show less](#)



## Autonomous Vehicles

By **2030, 25% of all trips in Dubai** will be provided by **Autonomous Vehicles.**



# MENTOR (Interreg IT-CH)



STADTGEMEINDE MERAN  
COMUNE DI MERANO





# Design Thinking



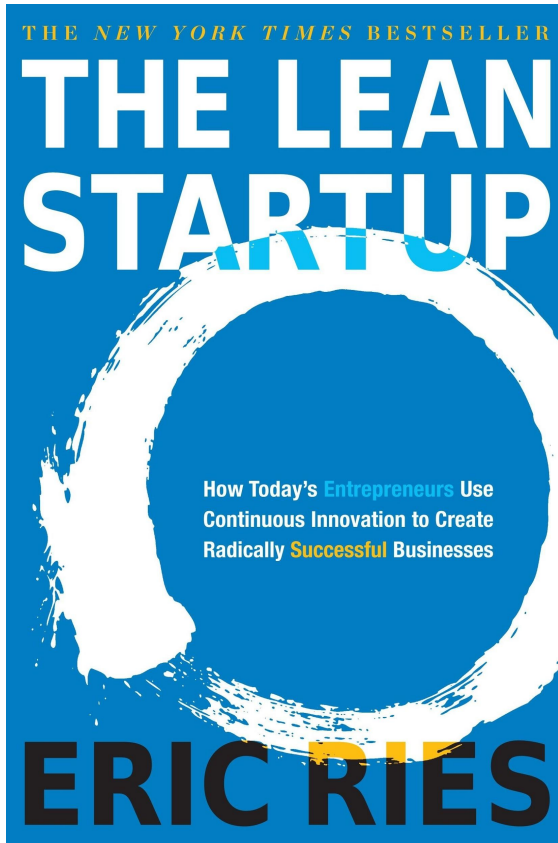
"Think of the creative process  
as starting with a question,  
not an answer."

Tim Brown,  
CEO and President, IDEO

#Atmosphere15



# The Lean Startup



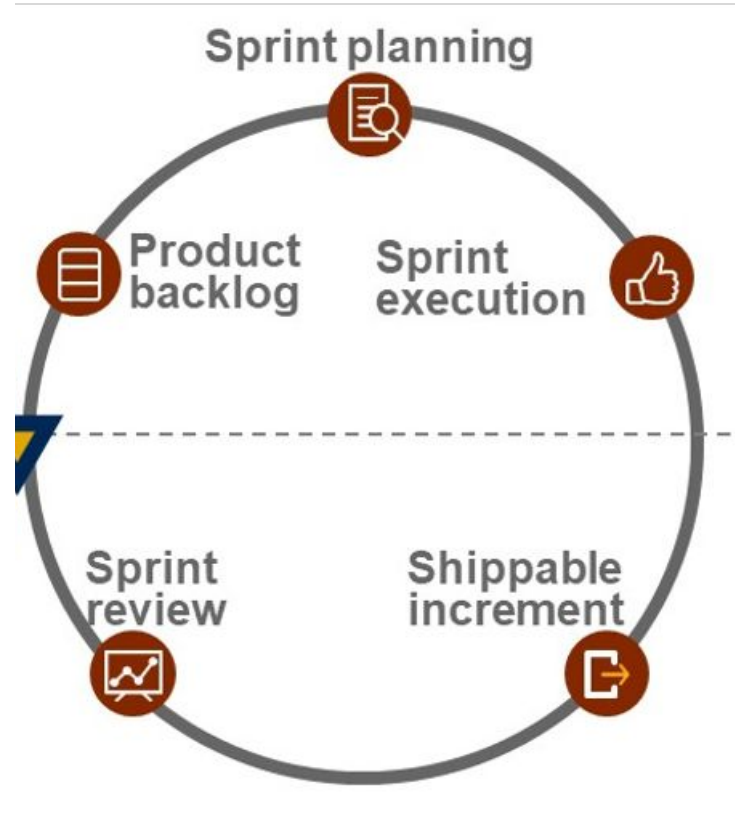
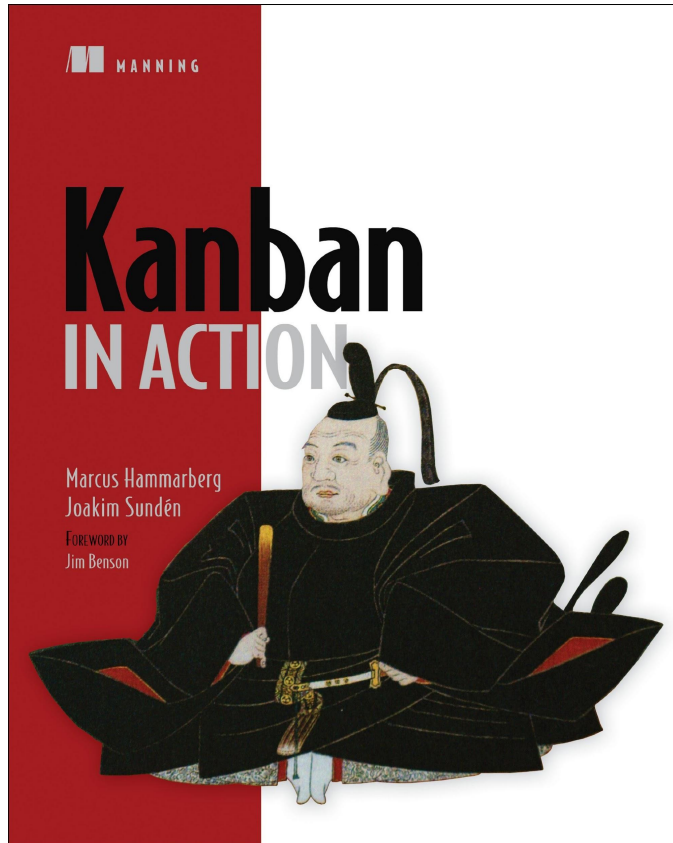
*"The only way to win  
is to learn faster than  
anyone else."*  
**- Eric Ries**

# Lean Startup

## Lean Startup Process Cycle

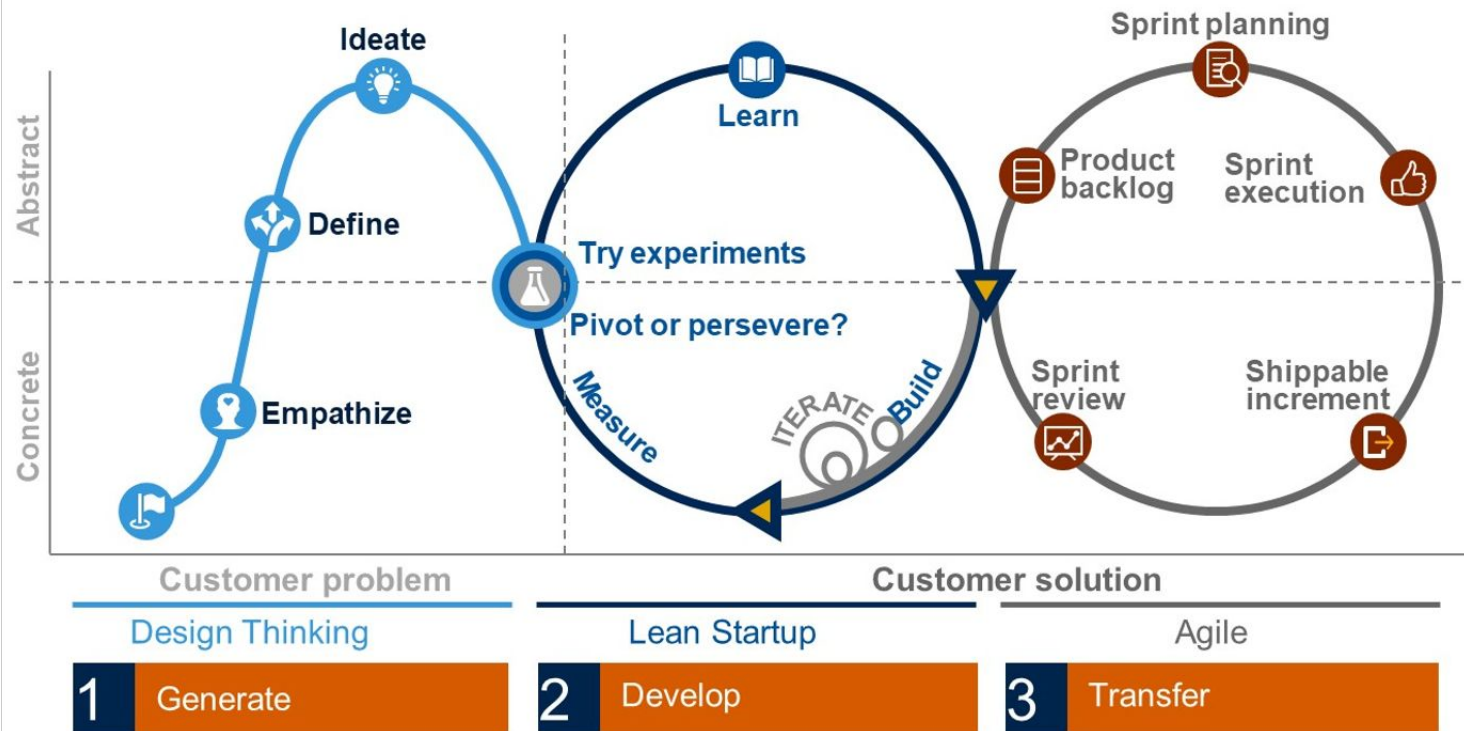


# Agile Development



# Design Thinking, Lean Startup, Agile

## A Combination of Experimental, Iterative Approaches



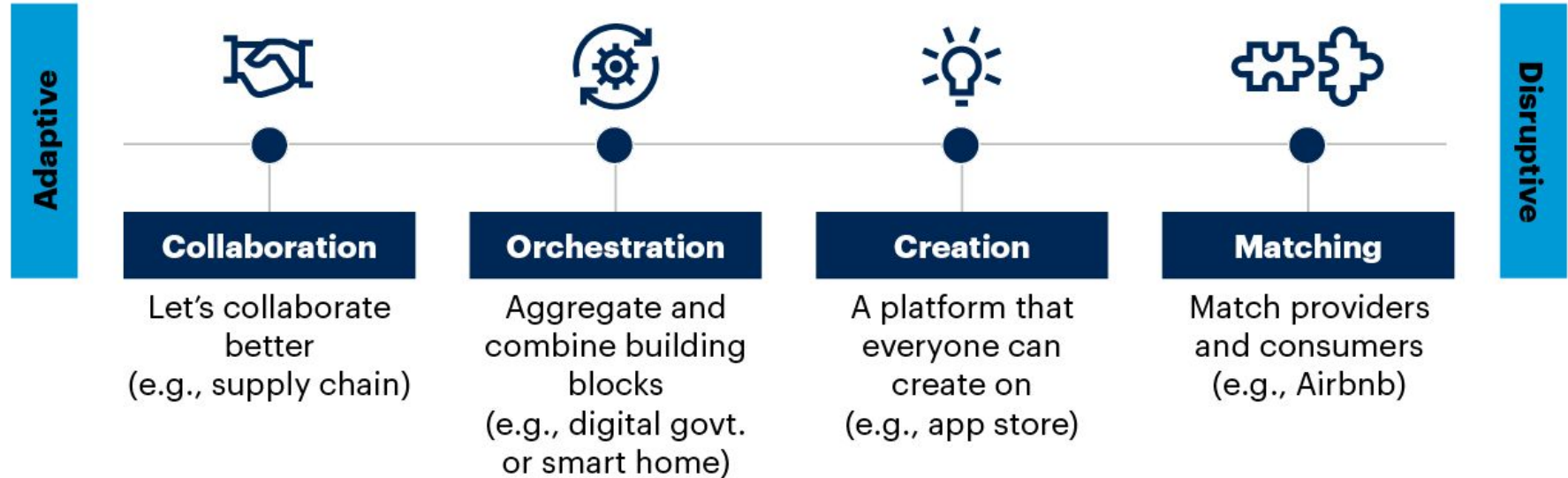
# Optimieren und wachsen!





# Platform Business Models That Adapt and Disrupt

## Platform Business Models That Adapt and Disrupt



Source: Gartner

730948\_C

# Business Models

You're holding a handbook for visionaries, game changers, and challengers striving to defy outmoded business models and design tomorrow's enterprises. It's a book for the...

## Business Model Generation

WRITTEN BY  
Alexander Osterwalder & Yves Pigneur

CO-CREATED BY  
An amazing crowd of 470 practitioners from 45 countries

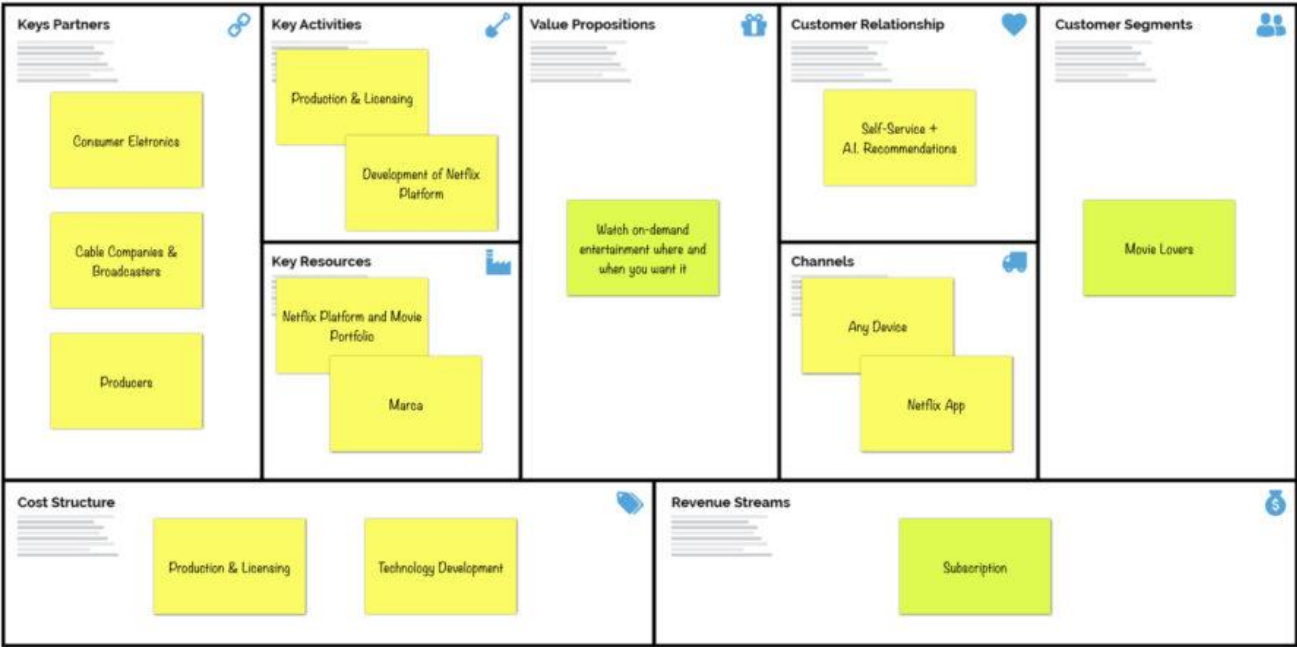
DESIGNED BY  
Alan Smith, The Movement



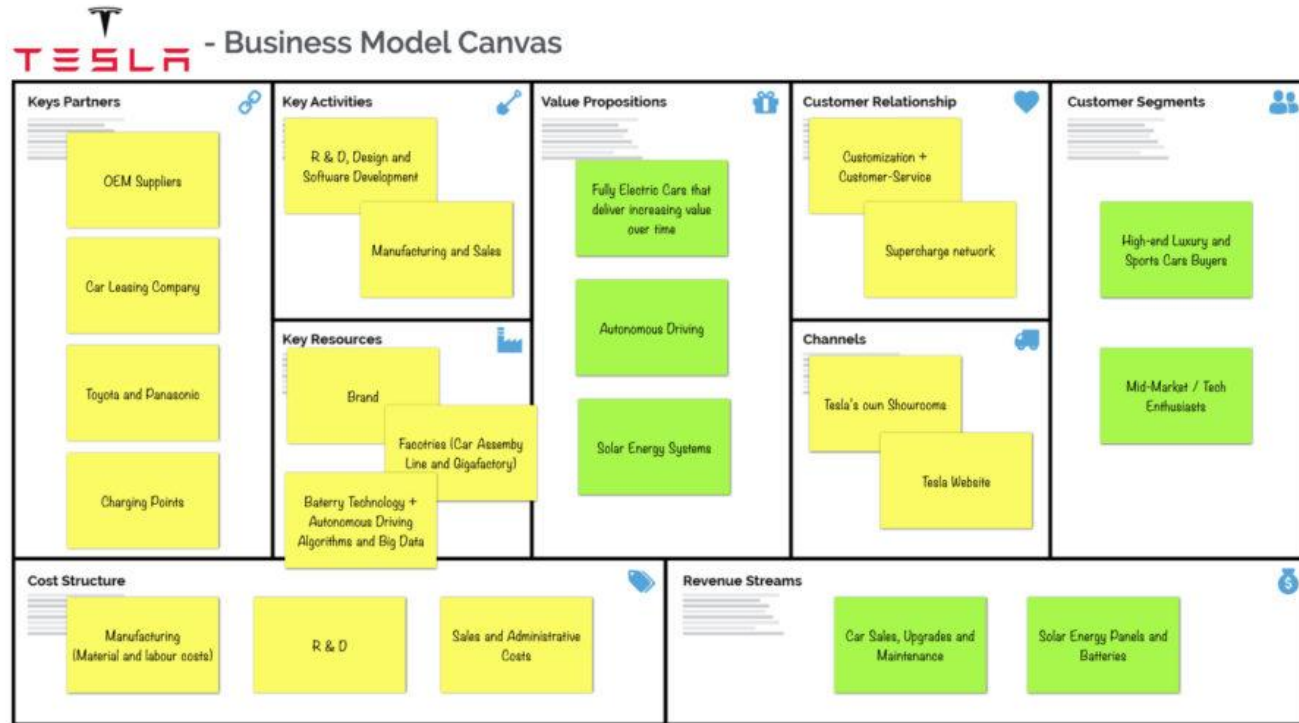


# Business Models - Netflix

## NETFLIX - Business Model Canvas



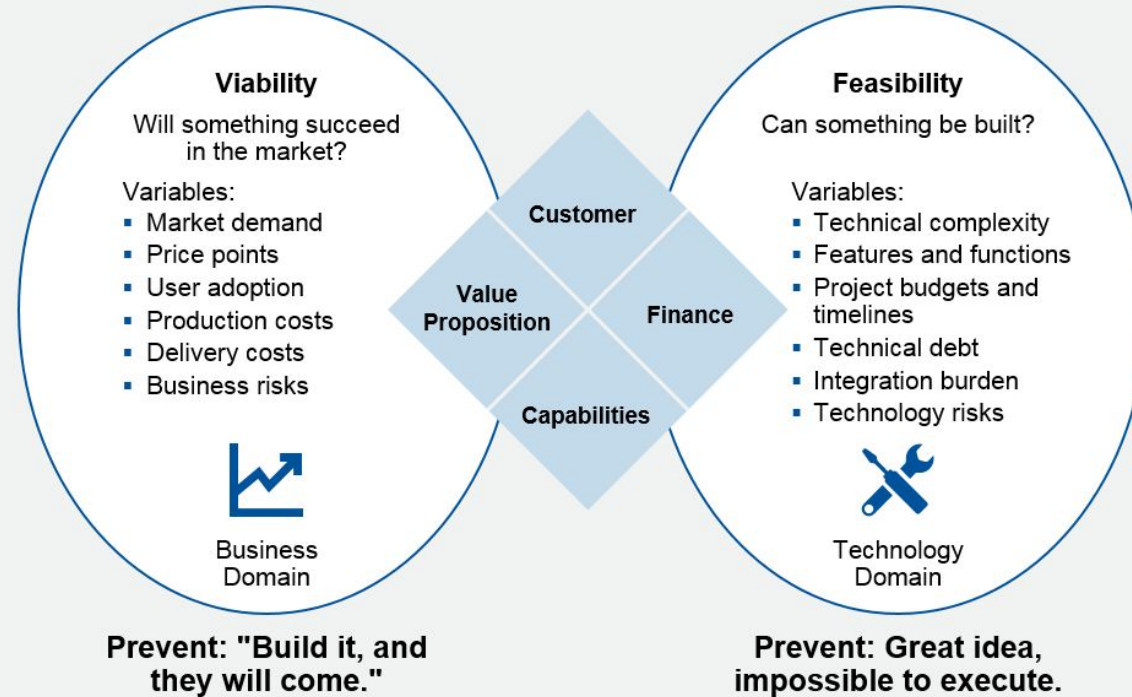
# Business Models - Tesla



# Business Models

## Connect Viability and Feasibility

### Business Models Connect Viability and Feasibility

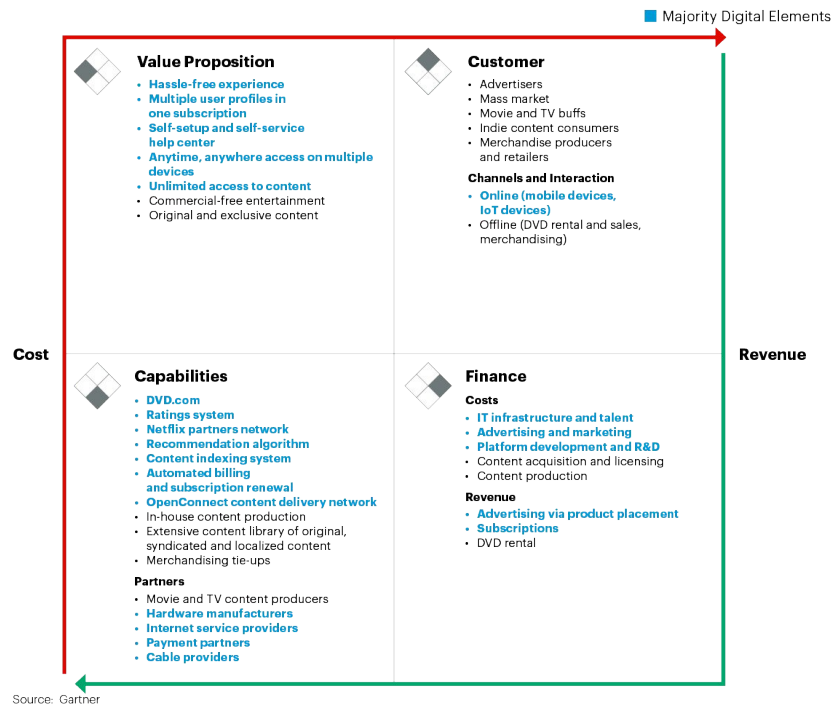


# Business Models

Table 1: Current Business Models Used by Organizations

	Types of Digital Business Models	Example	Company Type
1.	Subscription Model	Netflix	B2B, B2C
2.	Razor and Blades Model	Amazon Kindle & Fire Devices	B2C
3.	Ecosystem Model	Apple	B2B, B2C
4.	Access-Over-Ownership Model	Airbnb	P2P
5.	Landlord/Rental Model	Avis Budget Group	B2B, B2C
6.	Free Model	Facebook	B2B, B2C
7.	Freemium Model	LinkedIn	B2B, B2C
8.	Digitization Model	Spotify	B2B, B2C
9.	Servitization Model	Salesforce	B2B
10.	Online Retailer Model	Ally Bank	B2B, B2C
11.	Marketplace Model	Amazon Marketplace	B2B, B2C
12.	Bricks and Clicks Model	Walmart	B2B, B2C
13.	Custom Supplier Model	Shutterstock	B2B, B2C
14.	Pull Production Model	Zara	B2C
15.	Advisory Model	Accenture	B2B
16.	Gamification Model	Fitbit	B2C
17.	Experience-Based Model	Disney Parks & Resorts	B2C

## Subscription Model — Netflix, Inc.



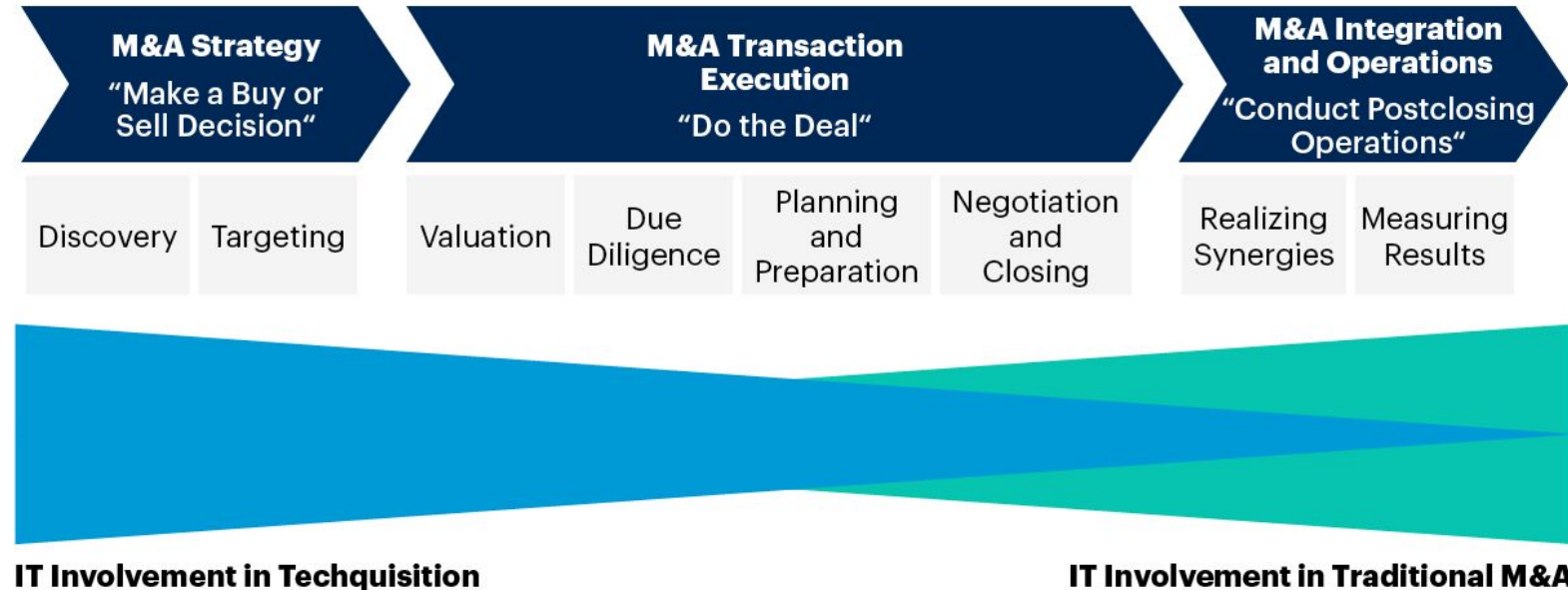
# NOI Hackathon - hackathon.bz.it





# 'Techquisitions' Can Accelerate Digital Transformation

## The Techquisition Process Must Involve IT Leaders Early On



Source: Gartner

731963\_C

# SFScon.it - 13. und 14. November

## Business Models Track


← → ↺ 🏠 <https://www.sfscon.it/programs/2020/> ⋮ 📄 📁 🔍 🗑️

🌟 Most Visited


### SFScon

Home About **Program** Call4Speakers Speakers Media Kit Venue **Register**


**09:00**  
**TRACK 7 - Business Models**  
**A study about Project Management techniques in virtual and on-site projects**  
Where: **Seminar 3**

Elia Rigo


**09:20**  
**TRACK 7 - Business Models**  
**Stop talking requirements, start thinking hypotheses**  
Hypothesis Engineering for Innovative Projects  
Where: **Seminar 3**

Jorge Melegati  
*Free University of Bozen-Bolzano*  
Xiaofeng Wang  
*Free University of Bozen-Bolzano*


**09:40**  
**TRACK 7 - Business Models**  
**Engineering OpenSource Communities in a Nutshell**  
What is the benefit to build and maintain agile engineering OpenSource communities on social media platforms?  
Where: **Seminar 3**

Damian Berghof

**10:00**  
**TRACK 7 - Business Models**  
**Making the Business Case for Contributing to Open Source**  
Where: **Seminar 3**

Tobie Langel  
*UnlockOpen*

**10:20**  
**TRACK 7 - Business Models**  
**Regulation is good – Developing software is even better!**  
The importance for strategic IT infrastructure development in Europe  
Where: **Seminar 3**

Charles-H. Schulz  
*Vates - Xen Project*



**Thank you**