THINK IoT
Workshop Agenda

conplement
the digital enablers

State the obvious

- Your company
- Our mission & our approach
- Your current business model
- Your business – your Business Model Canvas (BMC) → visualize your current situation
- Identify current pains & desired goals in the business model
- Needs of your customers & your devices

Inspiring

- Inspiring – what's happening outside your company / your industry?
- Typical use cases for smart connected products & smart connected data - "From data silos to AI supported analytics …"
- Typical pains, gains & pitfalls
- Typical architecture of a future ready (smart connected) data ecosystem

Optimize & added value

- "What could be done with which data?"
- "Which data is available or could be retrieved – device data, usage data, personal data, etc.?"
- "What are pain relievers or gain creators for the value proposition, the market and your revenue stream?"
- Look a bit further – gains for other fields of the Business Model canvas

Organization

- Duration & Location:

0,5 - 1 day

Innovation Hub in our office in Nuremberg, Bavaria

- Participants:

Up to 8

CxO, product management, innovation manager, „willing to change" - employees

- Offered in partnership with Deutsche Telekom IoT **T ·**