



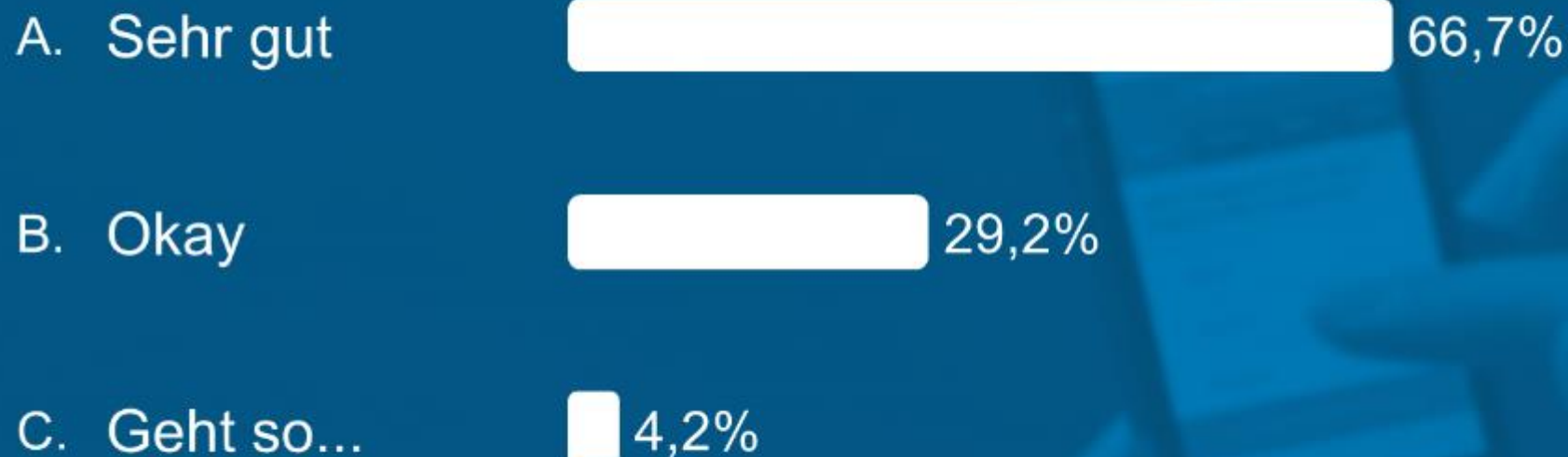
Moderne digitale Geschäftsmodelle: Plattformökonomie & Blockchain

#whatthefintech @Startplatz

An aerial night view of a city skyline with numerous skyscrapers and illuminated streets. Overlaid on the city is a complex network of glowing white lines that arc between various points, representing a global or digital network. The lines are thicker and more prominent in the foreground, creating a sense of depth and connectivity.

INFORMATIONS- UND PLATTFORMÖKONOMIE IM ZEITALTER DER DIGITALISIERUNG „PLATFORMS ALWAYS (B)EAT PRODUCTS“

Wie war der Tag bisher?



DAS RELATIVE GLEICHGEWICHT DER GLOBALEN ÖKONOMIE

Nordamerika



Asien



Europa



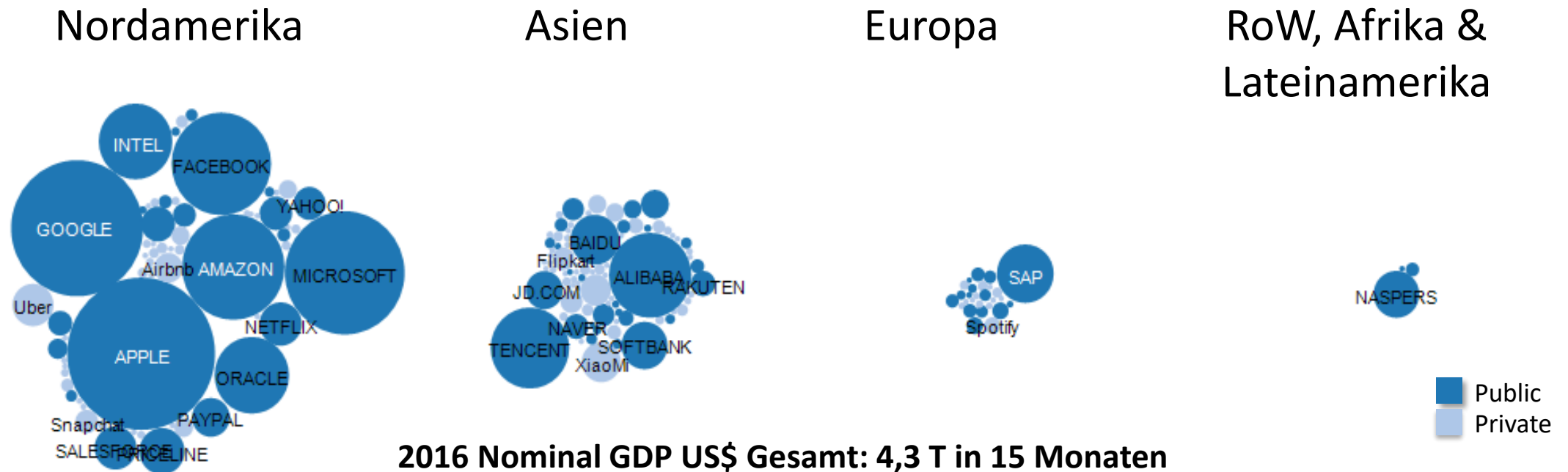
RoW, Afrika &
Lateinamerika



2015 Nominal GDP US\$ Gesamt: 73.2 T

Source: International Monetary Fund

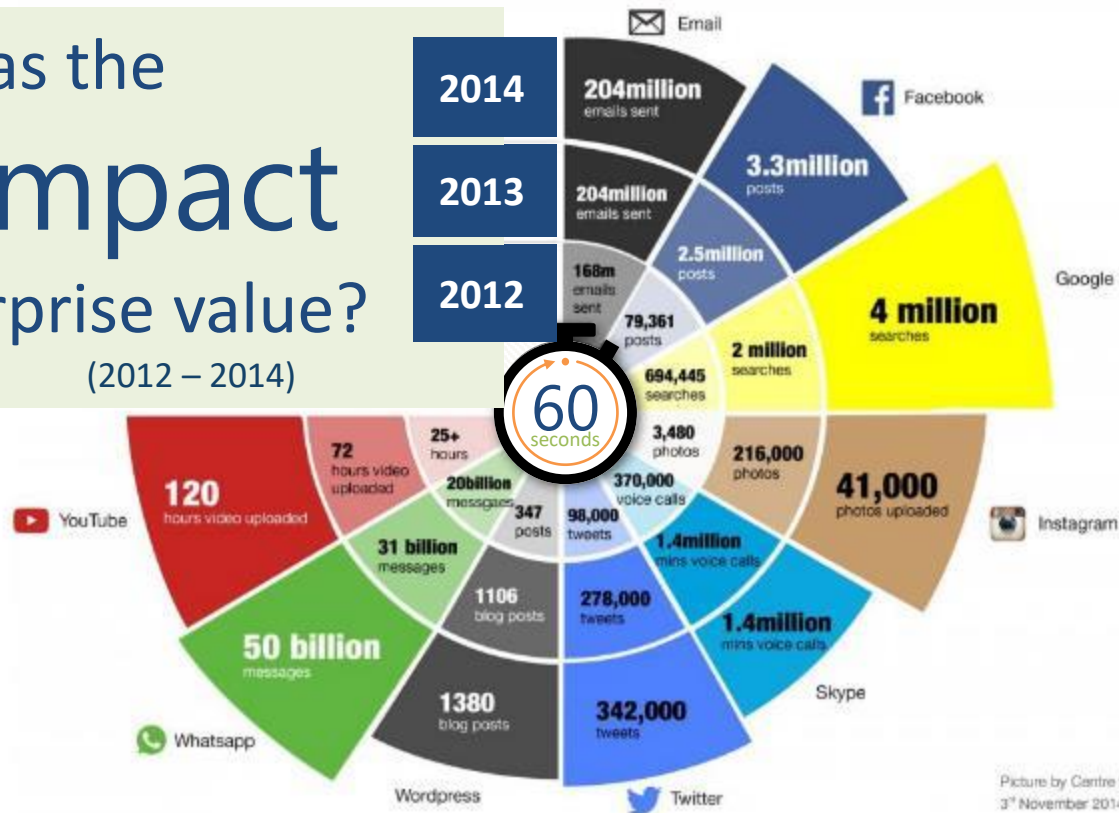
DAS UNGLEICHGEWICHT DER PLATTFORMÖKONOMIE



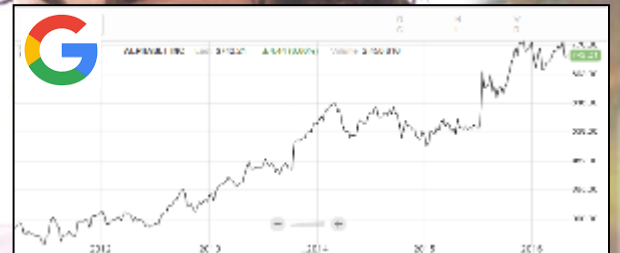
THE NEW CURRENCY: INFORMATION ECONOMY

INFORMATIONSWERT IM KONTEXT DES UNTERNEHMENSWERTS

What was the
impact
on enterprise value?
(2012 – 2014)



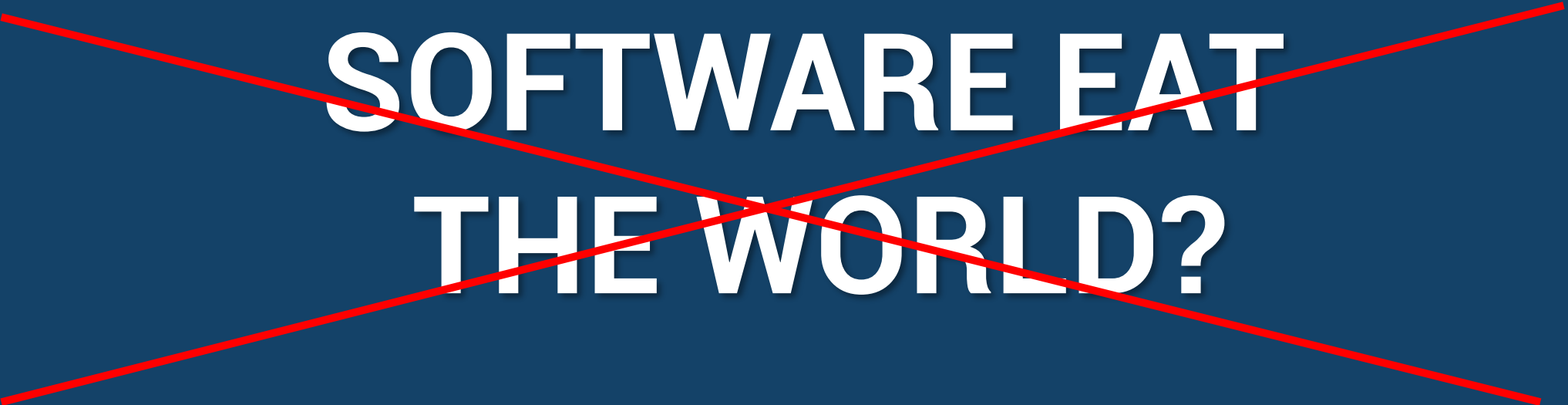
Picture by Centre for Learning and Teaching
3rd November 2014



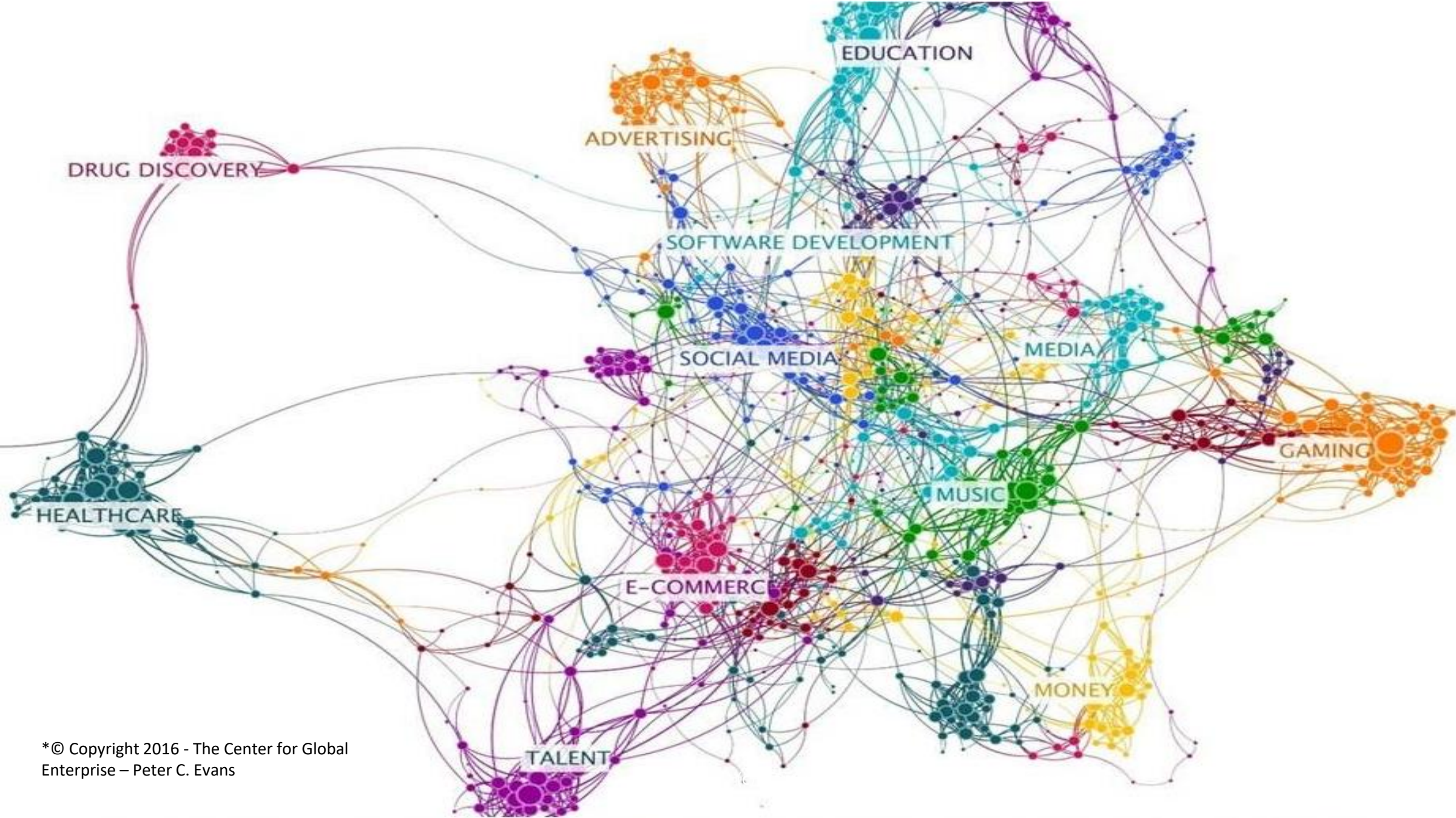
my data, my choice, my healthbank

[TELL ME MORE](#)

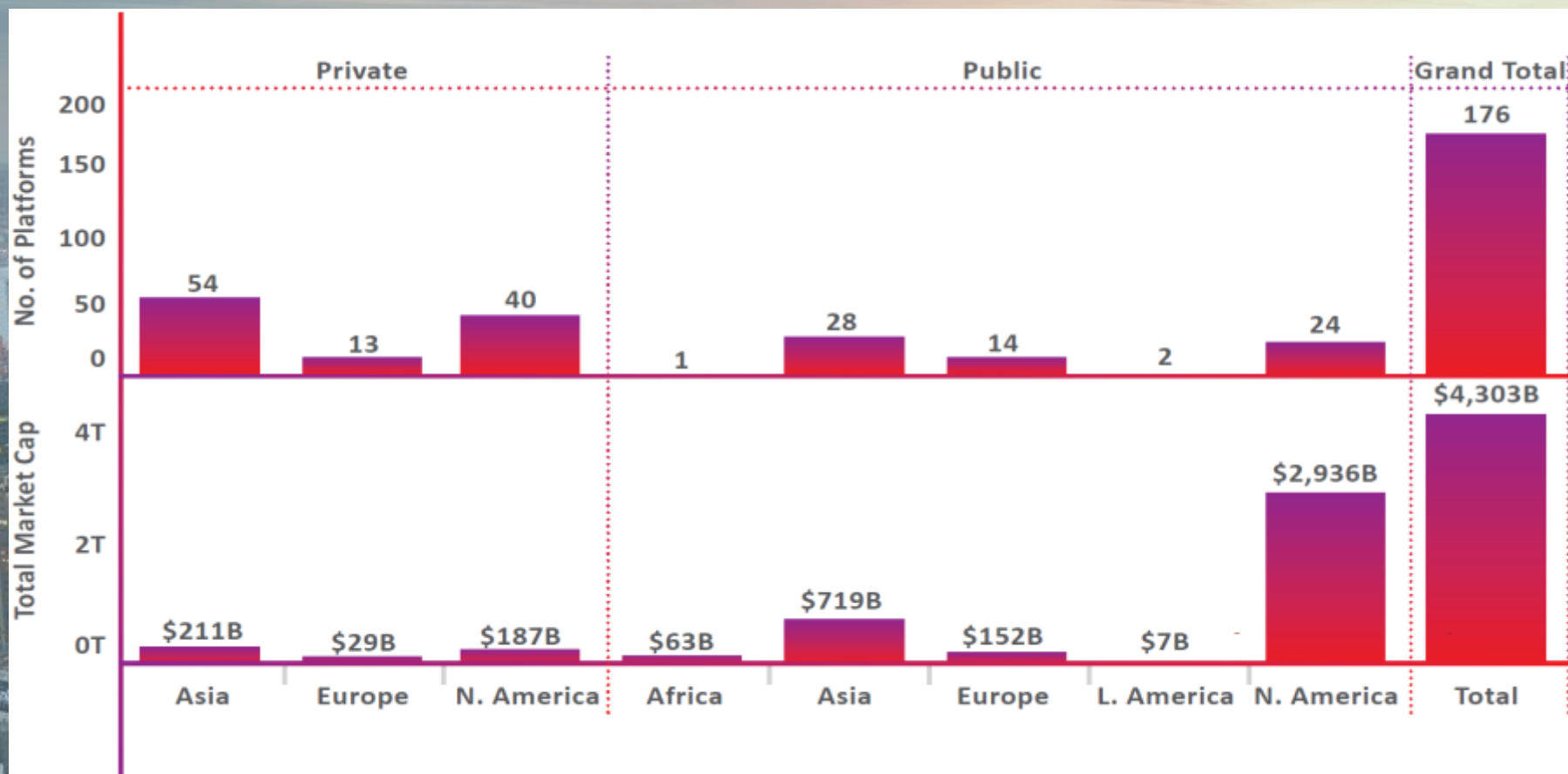
**SOFTWARE EAT
THE WORLD?**

A large, thick red 'X' is drawn across the entire text, from the top-left to the bottom-right and from the top-right to the bottom-left, crossing in the center.

**PLATFORMS (B)EAT
PRODUCTS
AND THE WORLD.**

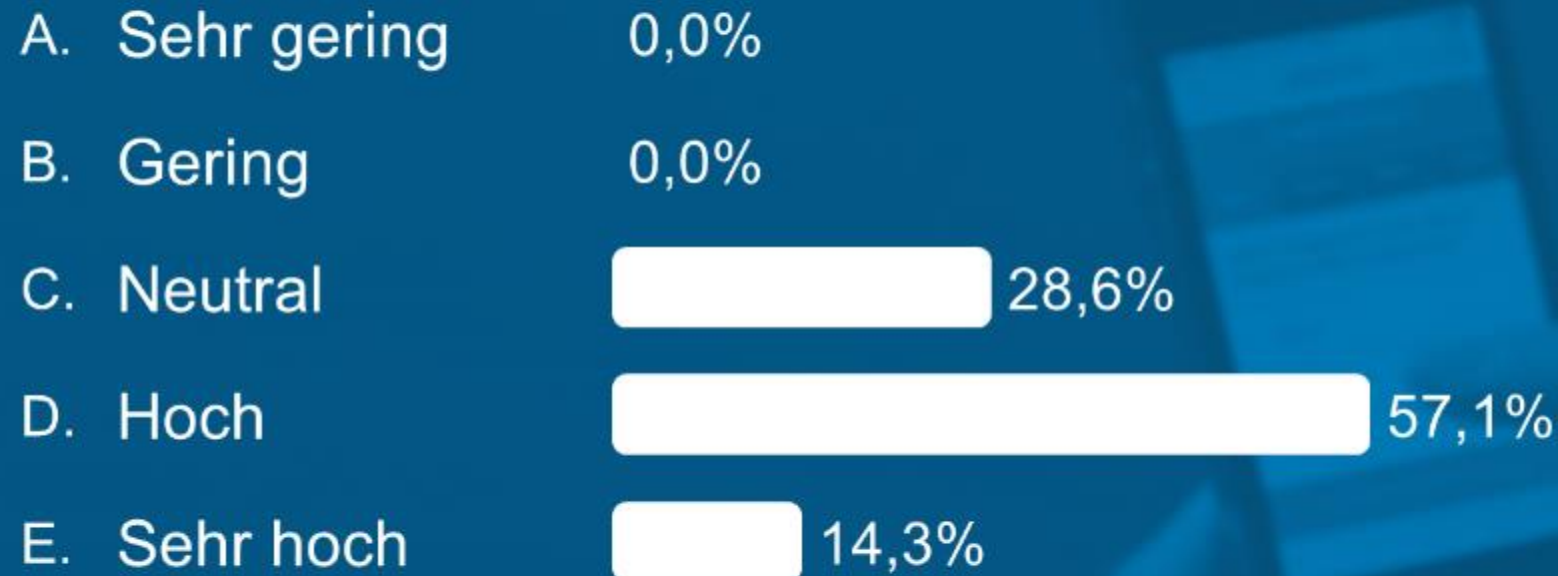


PLATTFORMEN NACH MARKETCAP*



*© Copyright 2016 - SOURCE: Global Platform Survey, The Center for Global Enterprise, 2016

Wie schätzen Sie die Gefahr ein, dass Plattformgeschäftsmodelle als neue Player (oder zukünftige Wettbewerber) die Marktmechanismen in Ihrer Branche verändern?



BLOCKCHAIN DEMYSTIFIED & UNCHAINED

~~Blockchain ist
Bitcoin~~

~~Blockchain als
Internet 5.0~~

~~Blockchain ist
eine Technologie~~

~~Blockchain
ist ein Hype~~

~~Blockchain ist
unsicher~~

~~Do it yourself
Blockchain~~

BLOCKCHAIN DEMYSTIFIED: IMPACT ON STAKEHOLDERS & INDUSTRIES

IMPACT ON STAKEHOLDERS

- Producers (e.g. a cotton grower)
- Manufacturers (e.g. a maker of fabric or jeans)
- Registrars, which are organizations that provide credentials and a unique identity to actors (e.g. an accreditation)
- Standards organizations, which define the rules of a certain scheme (e. g. Fairtrade)
- Testers, inspectors, certifiers, and auditors
- Customers, the buyers of products all along a supply chains, including the end consumer.

IMPACT ON INDUSTRIES

- Financial Services, Insurance, (Micro-)Payment
- Testing Inspection & Certification-Industry
- Tax, Audit, Law & Advisory
- Law-Firms (Smart Contracts)
- Online platforms
- Music Industry
- Government and voting

BAD NEWS



Performance



Energy



GOOD NEWS



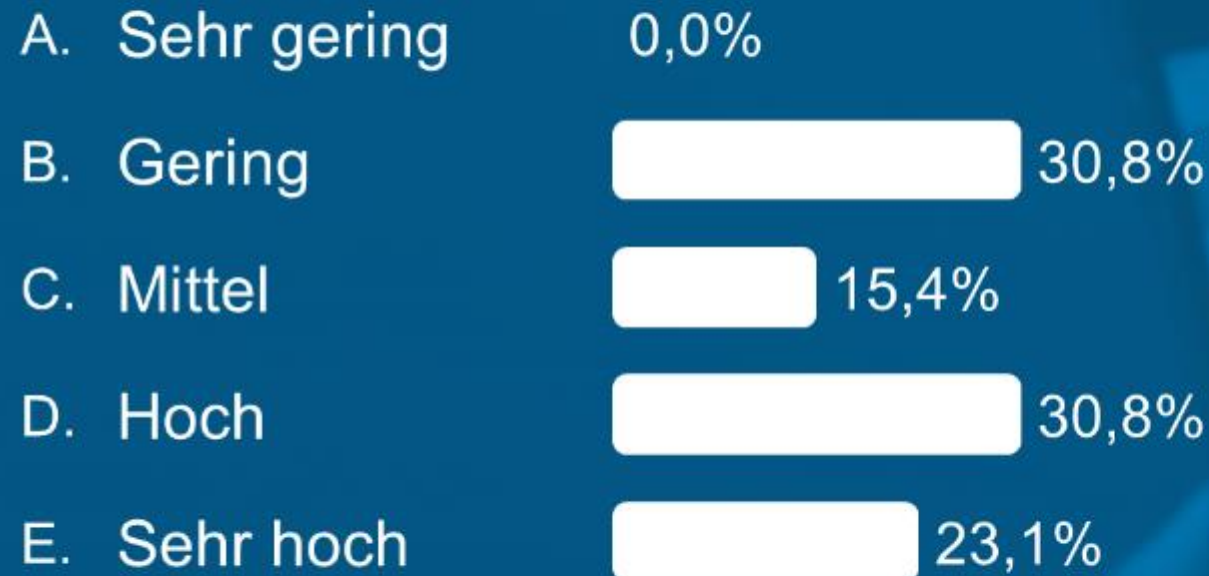
Governance



Business Logic



Wie schätzen Sie die Gefahr ein, dass Blockchain-Geschäftsmodelle als neue Player (oder zukünftige Wettbewerber) die Marktmechanismen in Ihrer Branche verändern?



HOW TO?
NEXT STEPS...

ECODYNAMICS: SERVICES IM ÜBERBLICK



Modern Digital Business Models

- Fokus: Plattformökonomie, Blockchain & Informationsökonomie
- Monetarisierung von Informationen
- Konzeption, Rapid Prototyping, Roadmap & Umsetzungsbegleitung
- Fokus: **Marktangang-, Traktion- und Wachstum**
- Sparring Workshops & Services
- Basis: MIT & Ycombinator



Corporate Digital Services

- Business Model & Technology Lab Services für Corporates und Startups im eigenen Rapid-Design Lab
- Sparring, Adjustierung und Neuentwicklung von business-orientierten Hubs
- Performance und KPI-getriebene Sparring- & Adjustierungsaufgaben
- Basis: Ycombinator Methoden



Agile Digital Transformation

- Entwicklung & Umsetzung Digital Strategy
- Fokusthemen:
 - Readiness Assessment
 - Governance, Unit & Mindset
 - Customer Journey
 - Operational Excellence
 - Transform Business Model
- Sparring Workshops & Services
- Basis: MIT Digital Business Framework

ECODYNAMICS: ANSPRECHPARTNER



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