DATA DRIVEN BUSINESS MODELS

The 100 year firm vs. Smart Enterprise

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Introduction: About Us

- Founded 2017
- €100m commitment
- Post Seed/Series A €1m-€5m
- Europe Focus
- Berlin HQ

Services:
- Intelligent RPA
- Marketing Data Analytics
- White Label Insurance
- E-Scooters: Micromobility
- On Demand Healthcare

Target Markets:
- B2B
- B2C
“We always overestimate the change that will occur in the next two years and underestimate the change that will occur in the next ten. Don't let yourself be lulled into inaction.”

*Bill Gates*
We’re only at the beginning… & the opportunity is immense
A New Generation: Data Driven Business Models from scratch

Data Informed Businesses

- **DATA GATHERING/SELLING DATA**
  - Thomson Reuters
  - Founded 2008

- **DATA GATHERING/SELLING ADVERTISING**
  - Google
  - Founded 1998

- **DATA GATHERING/SELLING PREDICTIVE ANALYTICS**
  - Clarisights
  - Founded 2017

Data Infused Businesses

- **DATA ADDED TO PRODUCTS**
  - Fitbit
  - Founded 2007

- **DATA ADDED TO SERVICES**
  - Amazon
  - Founded 1994

- **NEW SERVICES ENABLED BY DATA**
  - CIRC
  - Founded 2018

Source: Emolyn Business School, Signals Venture Capital
A changing infrastructure has led to many new category leaders

Infrastructure:
- Data Storage & Collection is changing

- Mainframes: 100k
- Workstations: 10m
- PCs: 1.5bn
- Mobiles: 5bn
- Sensors: 1tr

Source: Formation 8
“The average lifespan of a U.S. S&P 500 company has fallen by 80% in the last 80 years (from 67 to 15 years), and 76% of UK FTSE 100 companies have disappeared in the last 30 years”
New Category Leaders - Firms value chains are changing

THE 100 YEAR FIRM

• Vertically integrated firms
• High transaction costs in market
• Competitive advantage driven by scale
• Expensive to store information (often on premise)
• Organisational Units
• Specialisation per Unit
• Data Silos
• Oligopoly

TODAY’S FIRMS - UNBUNDLING

• Deconstruction of the value chain
• Lower transaction costs due to technology
• Disruption by only attacking a single point in the value chain
• Stacked structure
• Cheaper to store/process information (often cloud)
• Distributed workforce
• Same functions but several independent players
• Monopolistic and Agile

Source: BCG
The data driven business models within existing firms is evolving...

Centralised
Systems of Record

Systems of Engagement

Decentralised
Systems of Intelligence
So what’s next?

Leaders by System Class
As new systems gain adoption, new category leaders are born

<table>
<thead>
<tr>
<th>Record</th>
<th>1970 - 2000</th>
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<tbody>
<tr>
<td>Engagement</td>
<td>2000 - 2010</td>
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<tr>
<td>Intelligence</td>
<td>2010 - 20</td>
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<tr>
<td>Autonomy</td>
<td>2020 +</td>
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- SAP
- Google
- UiPath
- Microsoft
- Celonis
- LinkedIn
- Oracle
- Automation Anywhere
With all the buzz why has it not happened yet...

- Lack of talent
- Cost
- Business Process
- Data Storage
- Time to deployment
- Data Extraction
- Regulation
- Privacy
Often start-ups selling into organisation who need access to data...
In a study done by Cambridge University they found...

**What Data?**
- Acquired Data
- Customer & Partner-provided Data
- Free available
- Crowd Sourced
- Tracked & Other

**Used for?**
- Aggregation
- Analytics
- Descriptive Analytics
- Predictive Analytics
- Prescriptive Analytics
- Data acquisition
- Data generation
- Data processing
- Distribution
- Visualization

Source: Cambridge University
“Every company has big data in its future and every company will eventually be in the data business.”

Thomas H. Davenport, co-founder of the International Institute of Analytics
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