

18 June 2019

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Venture
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DATA DRIVEN BUSINESS MODELS

The 100 year firm vs. Smart Enterprise

Videesha Böckle
MD/Founding Partner

Introduction: About Us

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



Intelligent RPA



Clarisights

Marketing Data Analytics



White Label Insurance



E-Scooters: Micromobility



On Demand Healthcare

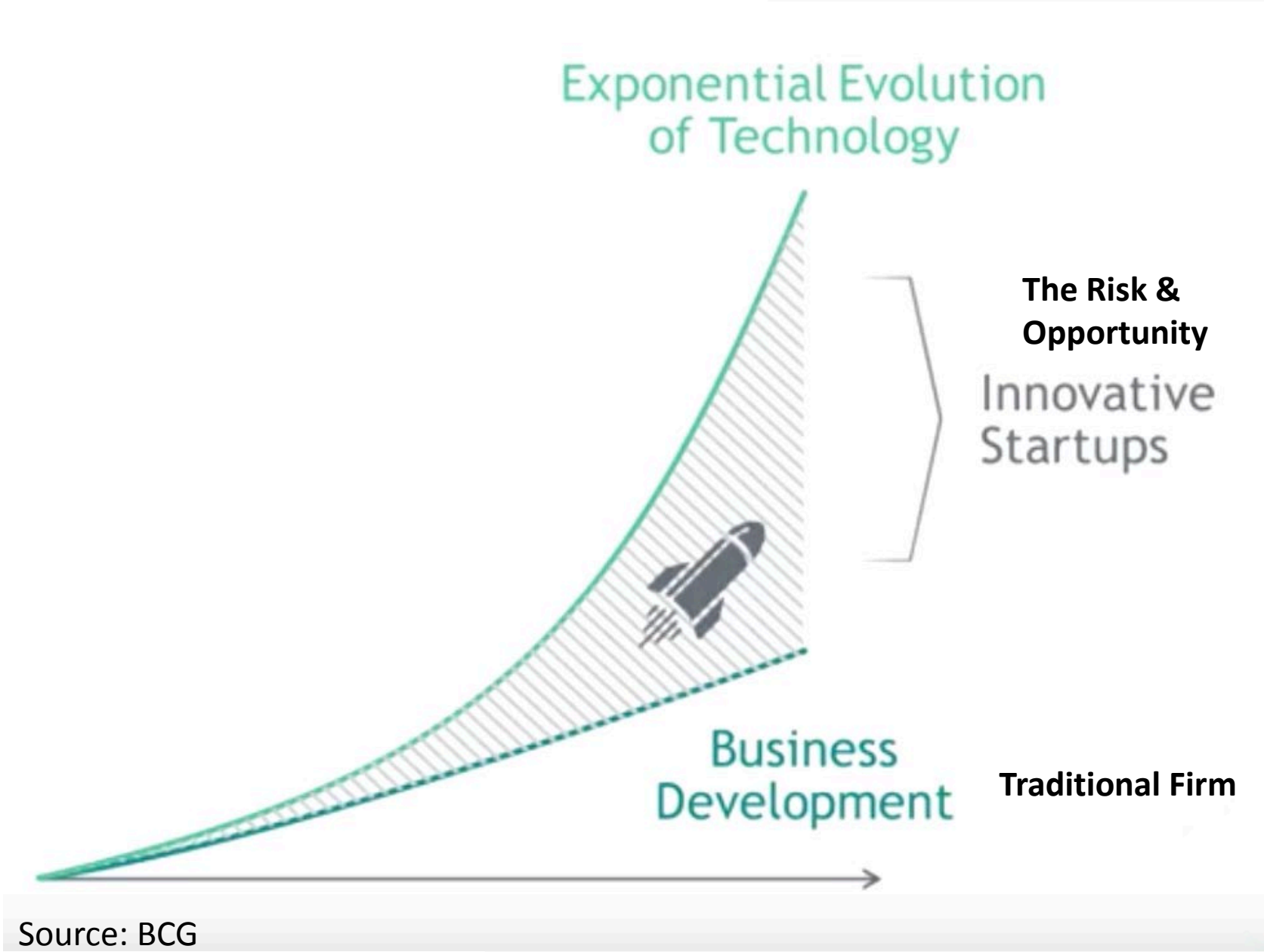
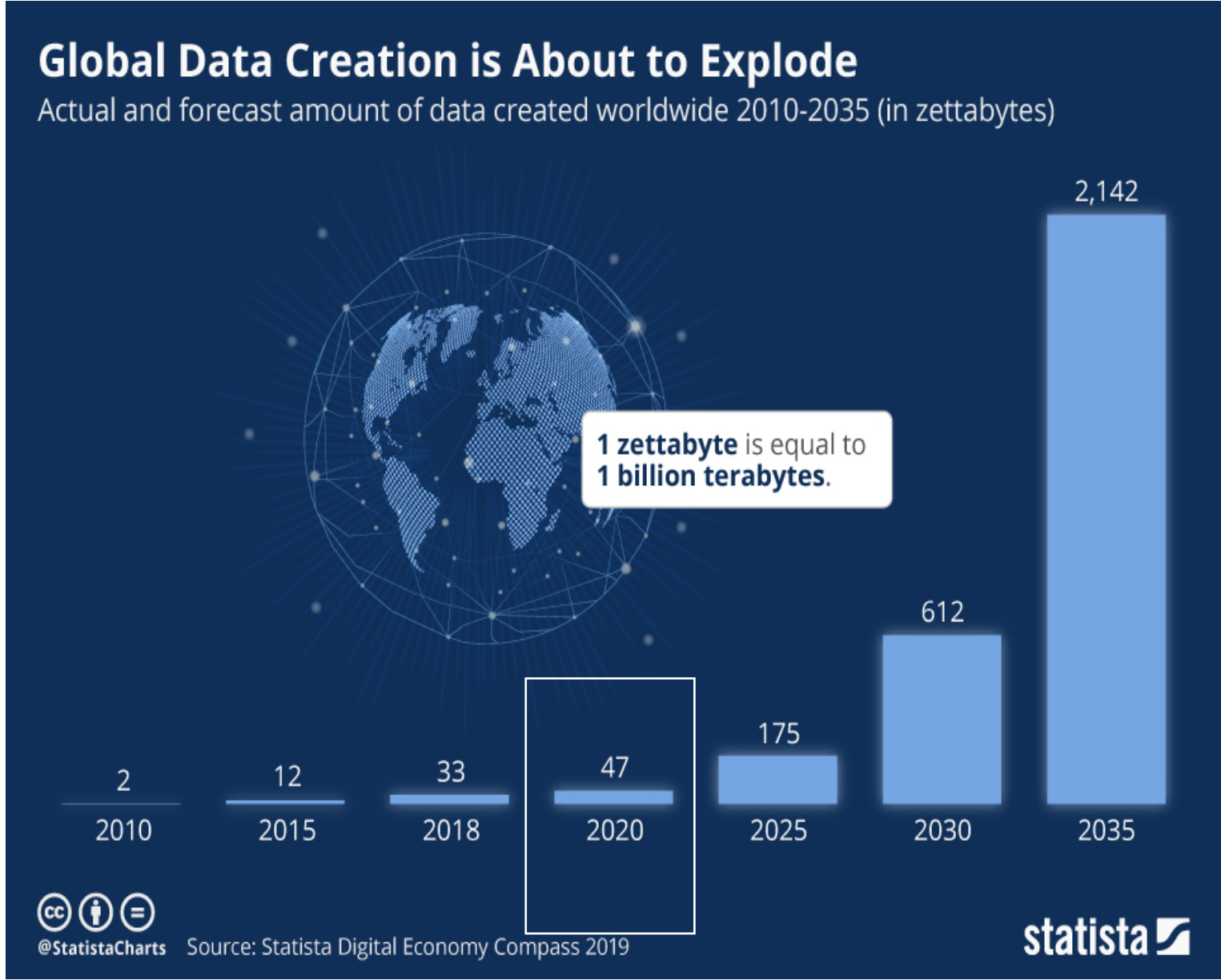
B2B

B2C

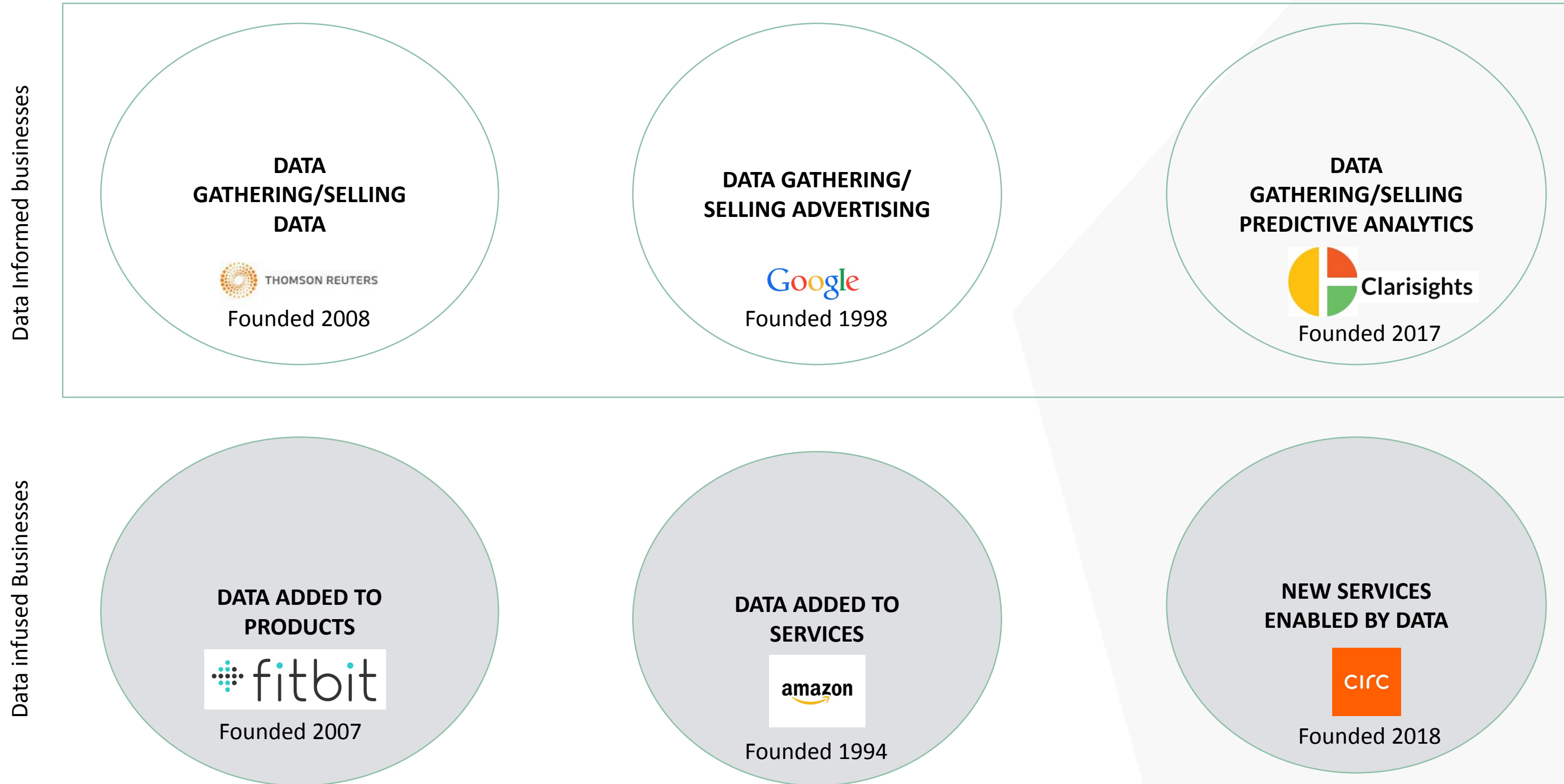
“We always overestimate the change that will occur in the next two years and underestimate the change that will occur in the next ten. Don't let yourself be lulled into inaction.”

Bill Gates

We're only at the beginning... & the opportunity is immense

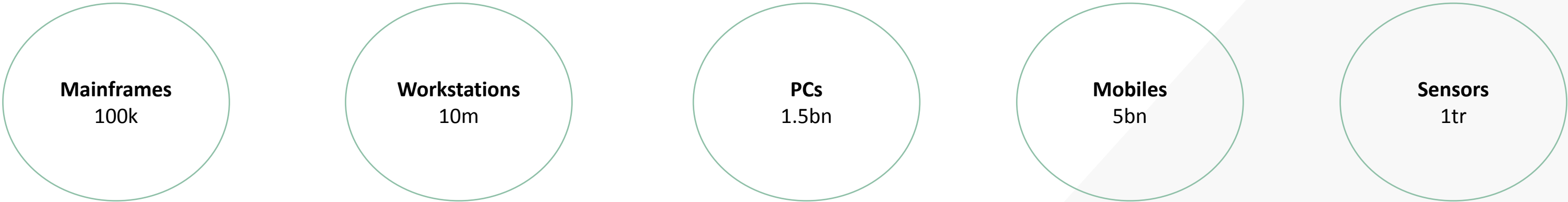


A New Generation: Data Driven Business Models from scratch

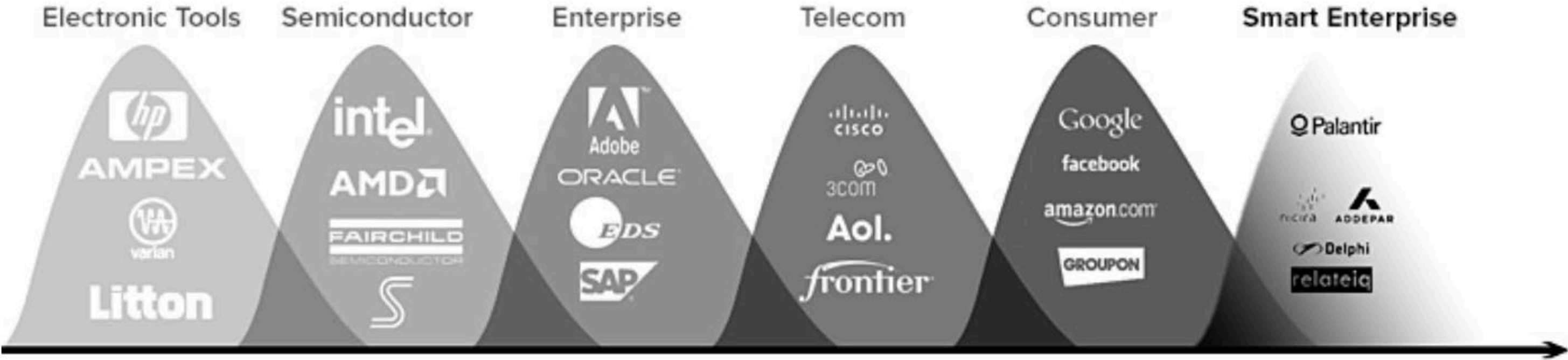


A changing infrastructure has led to many new category leaders

Infrastructure:
Data Storage
& Collection is
changing



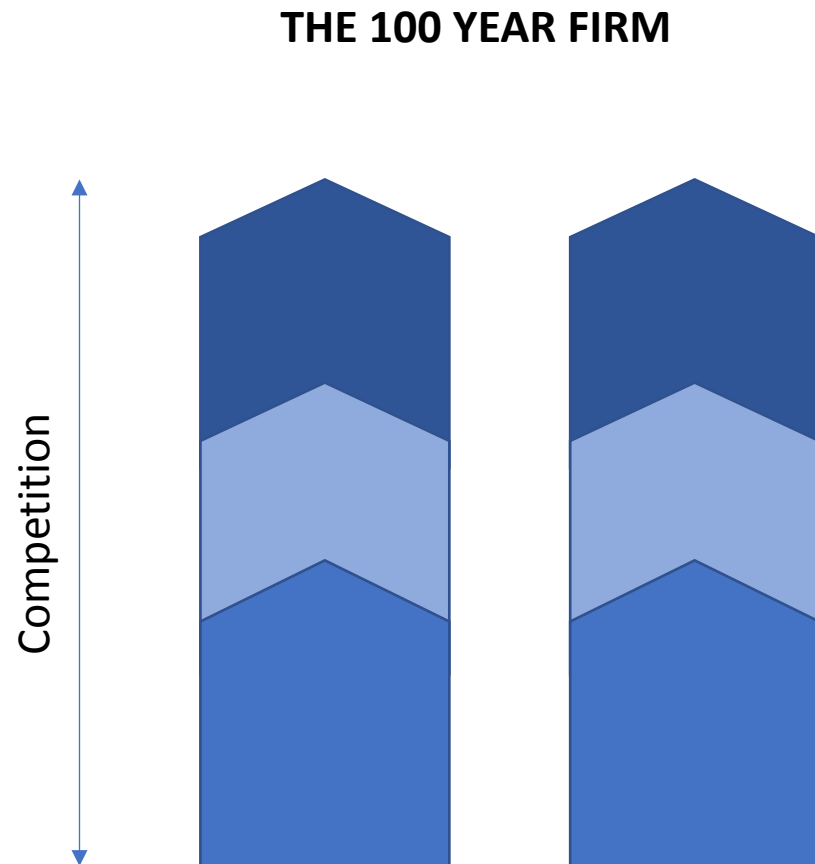
SILICON VALLEY TECHNOLOGY TRENDS



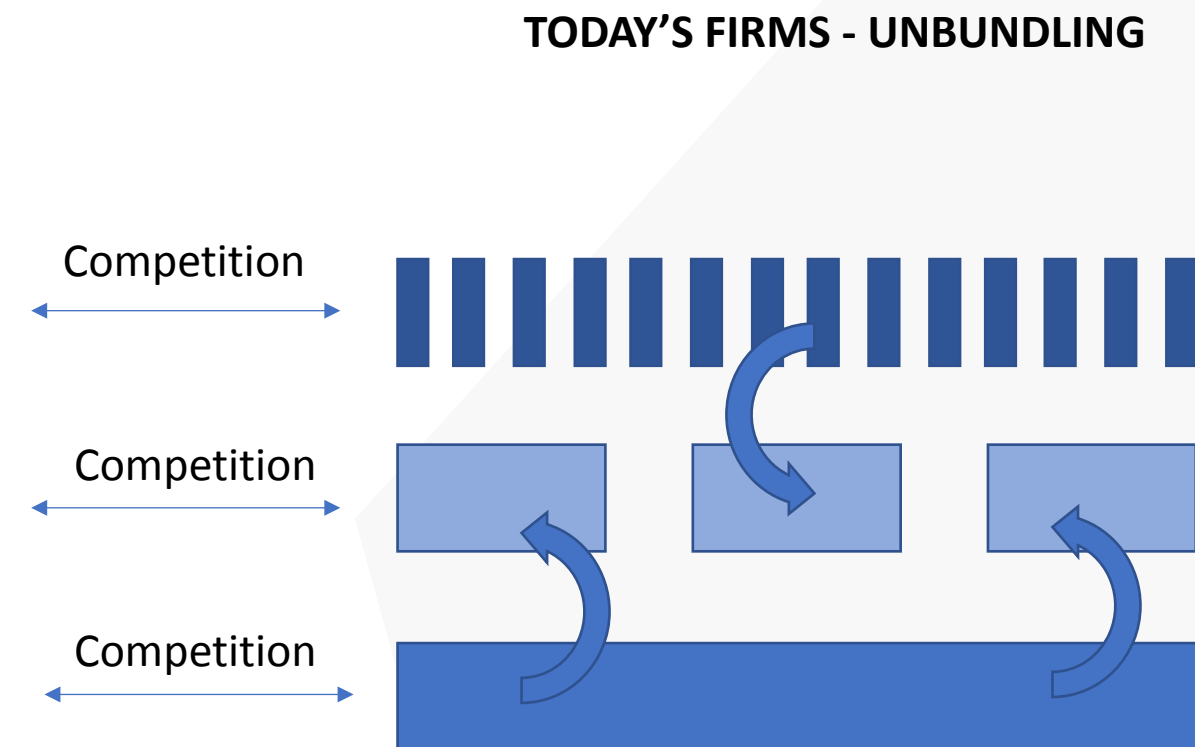
“The average lifespan of a U.S. S&P 500 company has fallen by 80% in the last 80 years (from 67 to 15 years), and 76% of UK FTSE 100 companies have disappeared in the last 30 years”

HBR

New Category Leaders - > Firms value chains are changing



- 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



- 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

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



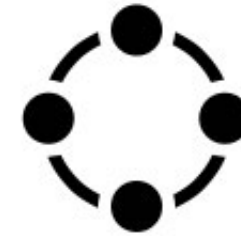
With all the buzz why has it not happened yet...



Lack of talent



Cost



Business Process



Data Storage



Time to deployment



Data Extraction

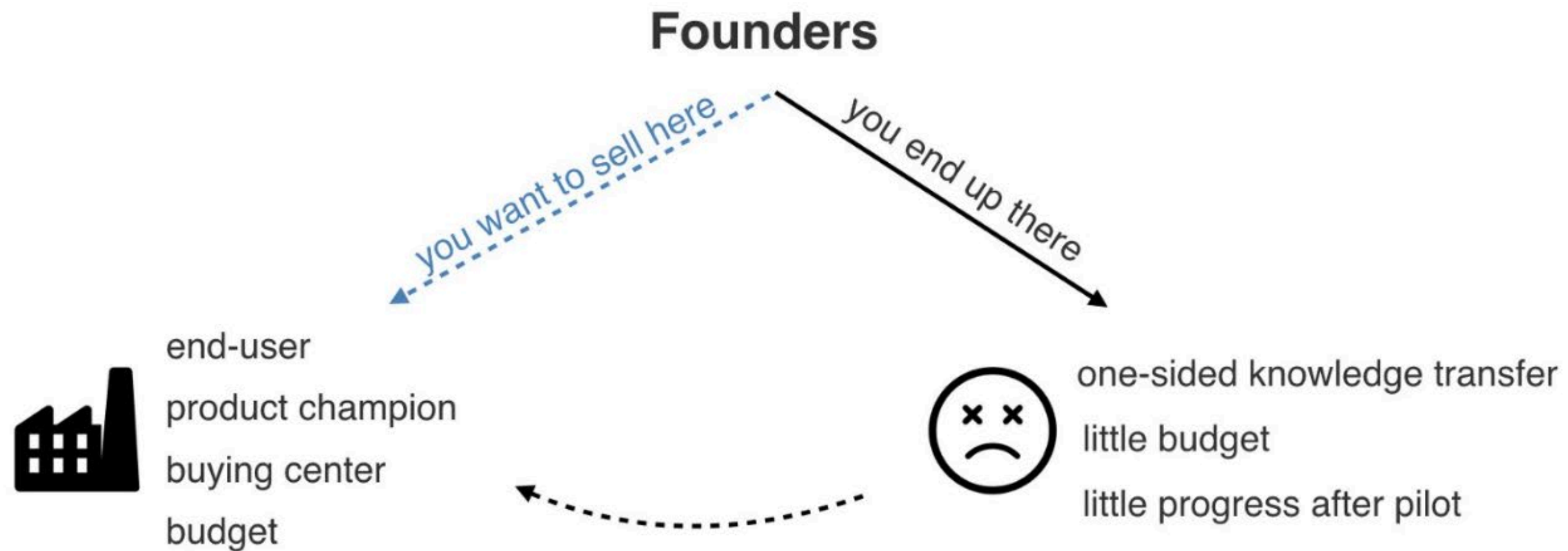


Regulation



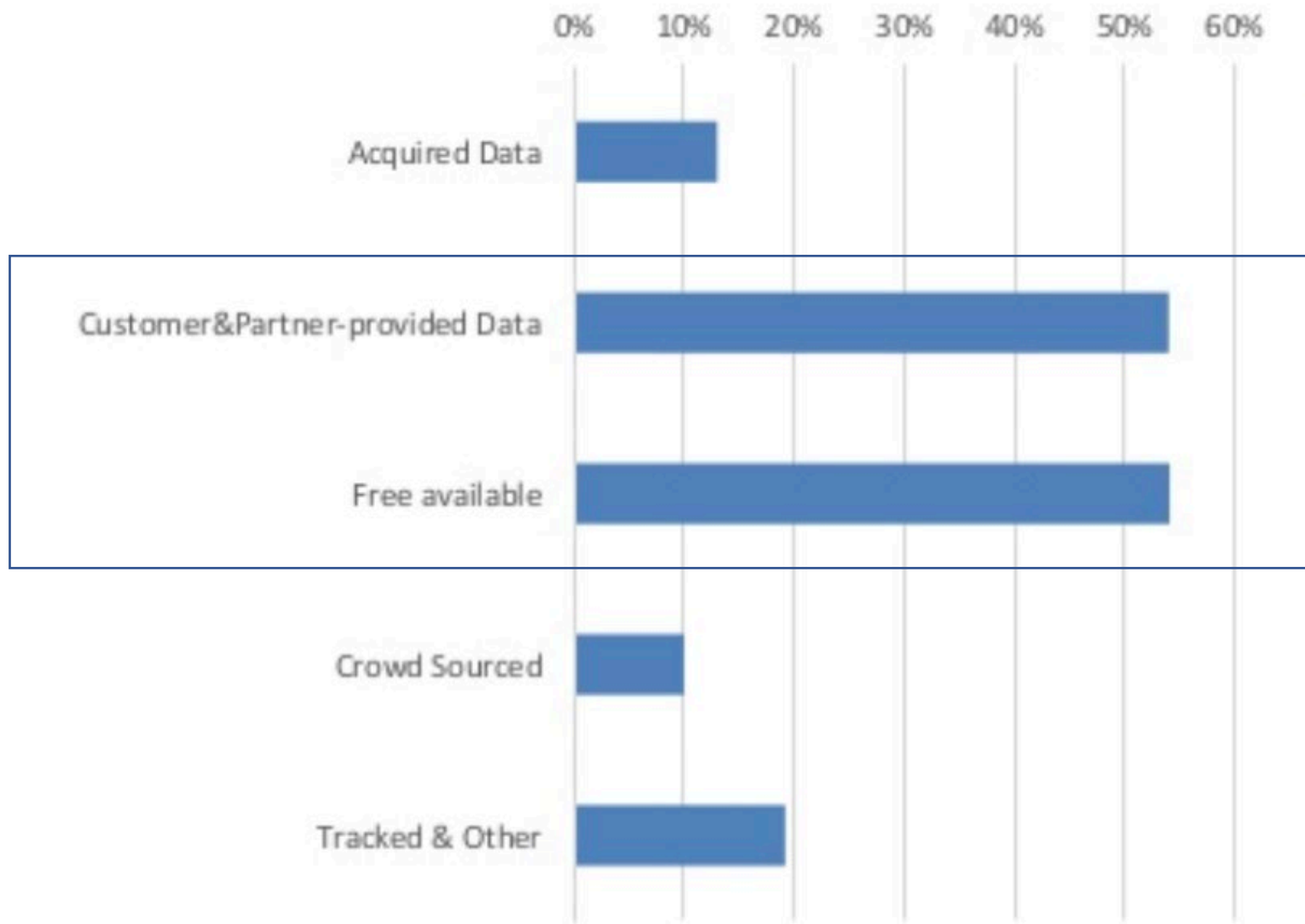
Privacy

Often start-ups selling into organisation who need access to data...

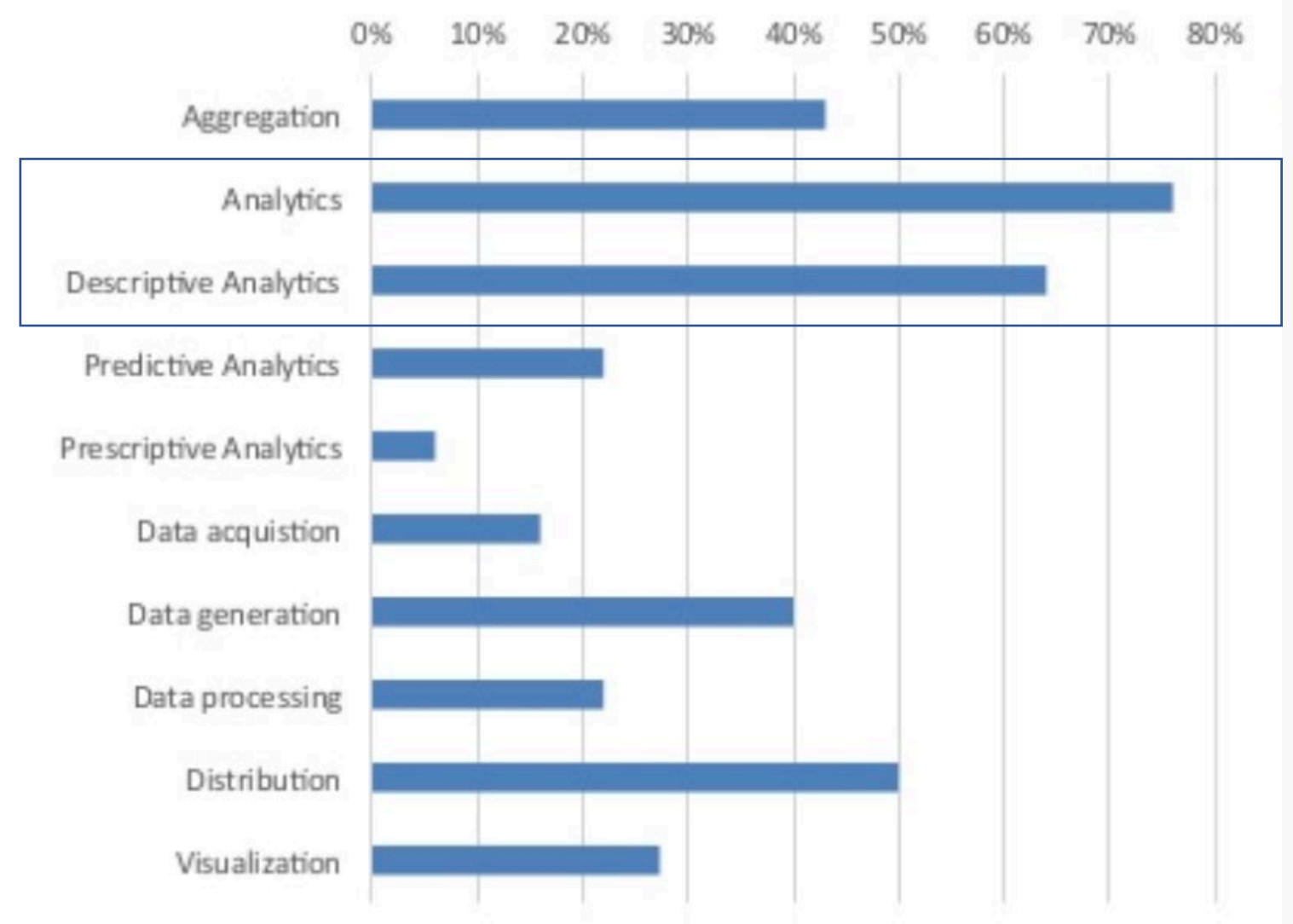


In a study done by Cambridge University they found...

What Data?



Used for?



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

The logo for 'signals' is a dark green square with the word 'signals' in white lowercase letters.

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