

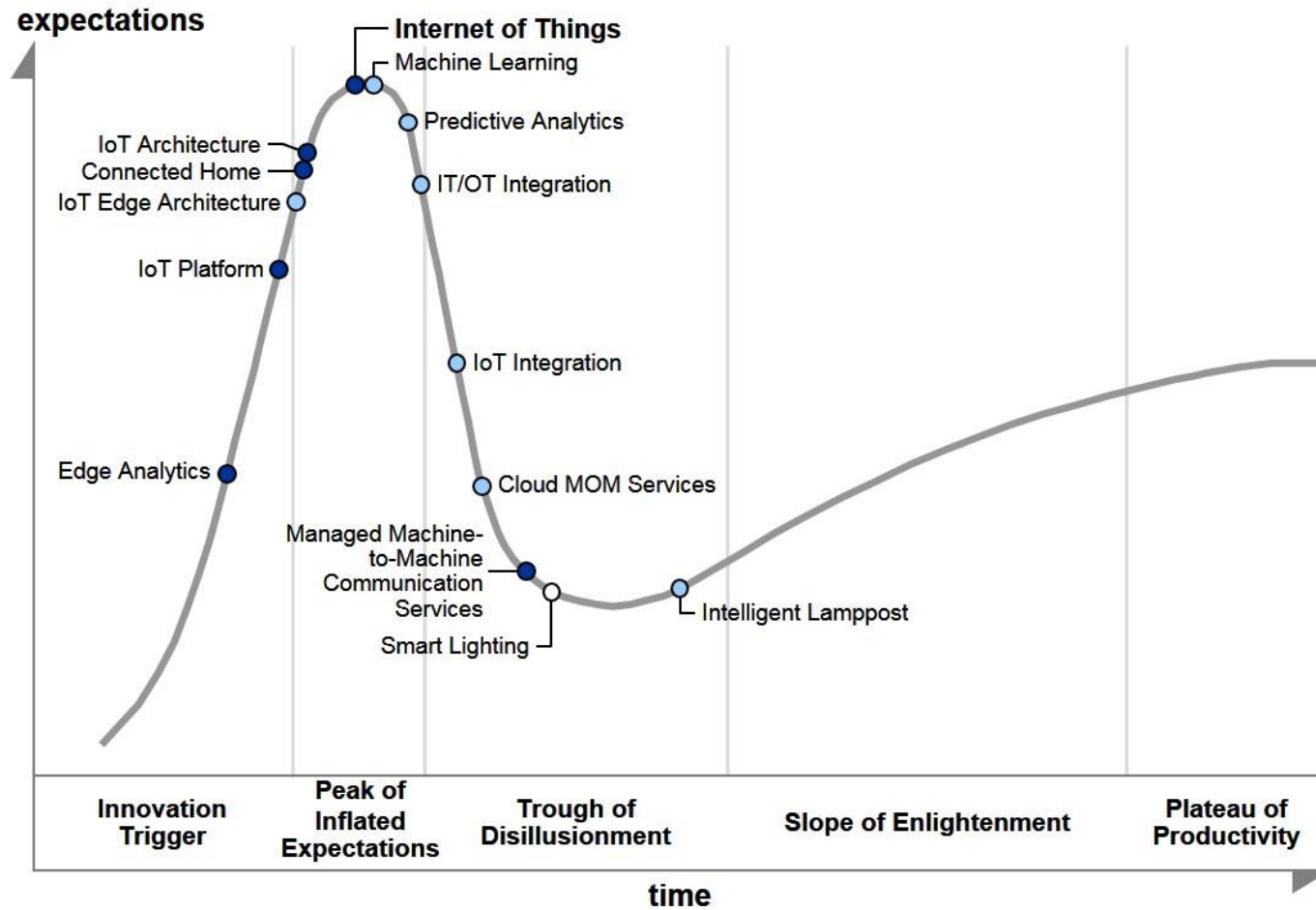
Game Changer IoT Innovations

Hard work or sheer luck?

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Game Changer IoT Innovations

Hard work or sheer luck?



To date, there have been more conferences on IoT than Game Changing IoT Innovations....

Years to mainstream adoption:

○ less than 2 years ● 2 to 5 years ● 5 to 10 years ▲ more than 10 years ⊗ obsolete before plateau

Game Changer IoT Innovations

Hard work or sheer luck?

- ... but there is hope after the disillusion
- One might not find or create ‘game changer’ IoT Innovations
 - By looking through conventional glasses
 - By looking in conventional eco-systems
 - By looking for digitized conventional use-cases
 - By reserving a piece of the current pie
- A better way is to create conditions for ‘life’
 - Platforms and opening interfaces (under conditions)
 - Truly open innovation mindset and cooperation
 - Engagement of end-users (co-creation)
 - Creating a bigger pie before consuming it

Game Changer IoT Innovations

Hard work or sheer luck?

- Data will enable new IoT business models
- But data itself does not guarantee a game changer IoT innovation
- Domain/application knowledge is key for a faster learning (success/failure)
- Closing the loop with end-users in real scale experimentation
- ... including all non-technical aspects

Questions:

- Are companies and stakeholders really prepared to engage in an open minded way creating and sharing a bigger pie or do they still want to operate in the margin of traditional linear innovation and keep their part of a small pie?
- Where are the end-users in the innovation equation? Aren't they underrepresented? How to engage them?

Game Changer IoT Innovation

Open platform, open innovation, end-user involvement



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