Self sovereign business

Individuals provide their personal data that are managed indipendently without any supervisory Network data business authority.



Drivers and users are certified on blockchain, paid by tokens without the intermediary fee, allowing drivers to get an extra gain and reducing prices for customers.



Tourist guide network: registered users share travel tips with the community via blockchain in exchange for tokens.



New Data

Innovation used

to new markets /

products / services

Real sharing business

The interactions between the par-

ties enable to create and exchange

value through a service. The indi-

vidual is the owner of the asset.

Acts as a facilitator of

transactions between

home-owners and travel-

lers, creating a new com-

It acts as a facilitator of tran-

sactions between car owners

petitive market to hotels.

prime Prime Day by Amazon

Has rewarded users who have chosen to share additional browsing information with the company, during the Prime Day promotions.



Thanks to data gathered from a network, the business generates value for both the community and the business.



Waze by Google
Users share their ro Users share their route information in exchange of a navigation service with timely updated information on problems on the road.



Extreme Smart OmniEdge

Has reduced accidents by 30% by monitoring traffic flows in real-time and updating digital speed-limit road signs.



Starbucks

It has a loyalty program that collects customers information and, with Artificial Intelligence, creates a better customer experience providing personalized services and information.



business



Network Focus on the

community or the system players

Network data business







Augmented/___ Virtual Reality



Product to

service business

Real sharing

business

NETFLIX Netflix

CICC Circ

Product to

service business

The focus shifts from the product

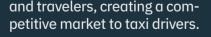
to the service and enables the com-

pany to change its business model.

The inclusion of Internet and GPS in objects such as electric scooters allows Circ to offer a service linked to the use of goods, previously only sold.

model with access to the entire catalog.

Has transformed a product sales model into a



Uber Uber

BlaBlaCar

The car already on the road is optimized by making available the car seats not booked, creating a competitive market to buses.



Peloton

Has transformed the model of sale for exercise bikes into the sale of fitness experience programs with streaming access to home courses and customer interactions.



Focus on the service provided to the customer

Platform

Under break

even market

business

business

Holacracy

business

Zero profit

margin

business

One of the few companies that maintains growth rates of around 30% thanks to its strategy of making common factors on an innovative services marketplace.

Under break even market business

services/targets/markets.

Lemonade Lemonade

Agile Lab 🕜 agilelab

Propy PROPY

Costs decline sufficiently to change the business'

Has automated insurance contract manage-

ment. The margin for the company is fixed.

Unclaimed benefits goes to charity.

Thanks to AI, the company analyses

motor vehicle black-box data and

is able to provide innovative ser-

vices such as instant insurance

or micro-insurance policy.

Thanks to blockchain, it

eliminates the agent fee

in real estate market.

break-even point, thus enabling new products/



Platform business

An intermediary connects

system players and the com-

munity and enables them to

interact collaboratively online.

Marketplace that dominates Chinese online tran-

sactions and has a strong international expansion.

Wechat 800 million Chinese use the app to interact with the digital

Amazon amazon

Zero profit margin business

Companies provide services at marginal costs close to zero to open complementary markets.

École 42 42

Free coding school based

on a participatory learning scheme, without courses and professors.

Google Translate

No cost translation service for those who surf on Google. Thanks to the corrections sent by users, the company constantly improve the automatized service, in addition to the search for the words

typed on Google Search.

Amazon amazon

Prime Video, Prime Music and Gaming services are free for Amazon Prime free shipping subscribers.

Efficiency

Innovation used to improve production/ market efficiency

Holacracy business

The value of the work is based on teamwork and sharing. This promotes empowerment and decentralisation.

OpenBazaar

An open source project that decentralises the eBay model using blockchain.

Buurtzorg BUURTZORG

Pioneer model in healthcare: a company of 14 thousand people without a manager has become the best company to work in the

Netherlands.

The agency offers digitalization services and has 180 employees without hierarchy in a holocratic business model.















and physical world: it allows user to pay, obtain information, order

products and communicate with other people and companies via chat.













