



Self sovereign business

Individuals provide their personal data that are managed independently without any supervisory authority.

Dacsee
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.

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

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

Network data business

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

Waze by Google
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.

New Data

Innovation used to new markets / products / services

Real sharing business

The interactions between the parties enable to create and exchange value through a service. The individual is the owner of the asset.

Airbnb
Acts as a facilitator of transactions between home-owners and travelers, creating a new competitive market to hotels.

Uber
It acts as a facilitator of transactions between car owners and travelers, creating a competitive market to taxi drivers.

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

Product to service business

The focus shifts from the product to the service and enables the company to change its business model.

CIRC
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.

NETFLIX
Has transformed a product sales model into a model with access to the entire catalog.

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.

Network
Focus on the community or the system players

Self sovereign business

Network data business

Robotization
Blockchain
Augmented/Virtual Reality
Internet of Things
5G technology

Product to service business

Under break even market business

3D printing
Artificial intelligence
Nano/Biotechnologies
Digital
Big data

Platform business

Holacracy business

Amazon
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.

Alibaba
Marketplace that dominates Chinese online transactions and has a strong international expansion.

Wechat
800 million Chinese use the app to interact with the digital and physical world: it allows user to pay, obtain information, order products and communicate with other people and companies via chat.

Under break even market business
Costs decline sufficiently to change the business' break-even point, thus enabling new products/services/targets/markets.

Lemonade
Has automated insurance contract management. The margin for the company is fixed. Unclaimed benefits goes to charity.

Agile Lab
Thanks to AI, the company analyses motor vehicle black-box data and is able to provide innovative services such as instant insurance or micro-insurance policy.

Propy
Thanks to blockchain, it eliminates the agent fee in real estate market.

Zero profit margin business
Companies provide services at marginal costs close to zero to open complementary markets.

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

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

Services
Focus on the service provided to the customer

