THINK IoT

Scope your idea

Discover your potential business gains through digitization

The offered workshop helps you to identify your benefits and value in your individual digital innovation challenge.

This workshop will give you a first glimpse to unveil the full potential of smart connected data and a data & AI strategy for your business to power your vision. Together we will spot potential innovation challenges and prioritize using the business value based on:

- "How do I earn (more) money by creating digital services and databased business models?"

- "How can I differentiate myself in the market? … outside of the existing products"

- "How can I optimize existing business processes or create new supporting business processes?"

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1.600€

THINK IoT Workshop Agenda

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State the obvious

- Your company
- Our mission & our approach
- Your current business model
- Your business – your Business Model Canvas (BMC) → visualize your current situation
- Identify current pains & desired goals in the business model
- Needs of your customers & your devices

Inspiring

- Inspiring – what's happening outside your company / your industry?
- Typical use cases for smart connected products & smart connected data - "From data silos to AI supported analytics …"
- Typical pains, gains & pitfalls
- Typical architecture of a future ready (smart connected) data ecosystem

Optimize & added value

- "What could be done with which data?"
- "Which data is available or could be retrieved – device data, usage data, personal data, etc.?"
- "What are pain relievers or gain creators for the value proposition, the market and your revenue stream?"
- Look a bit further – gains for other fields of the Business Model canvas

Organization

- Duration & Location:

0,5 - 1 day

Innovation Hub in our office in Nuremberg, Bavaria

- Participants:

Up to 8

CxO, product management, innovation manager, „willing to change" - employees