



# Platform als motor van technologie en economie

Prof. dr. Wim de Ridder



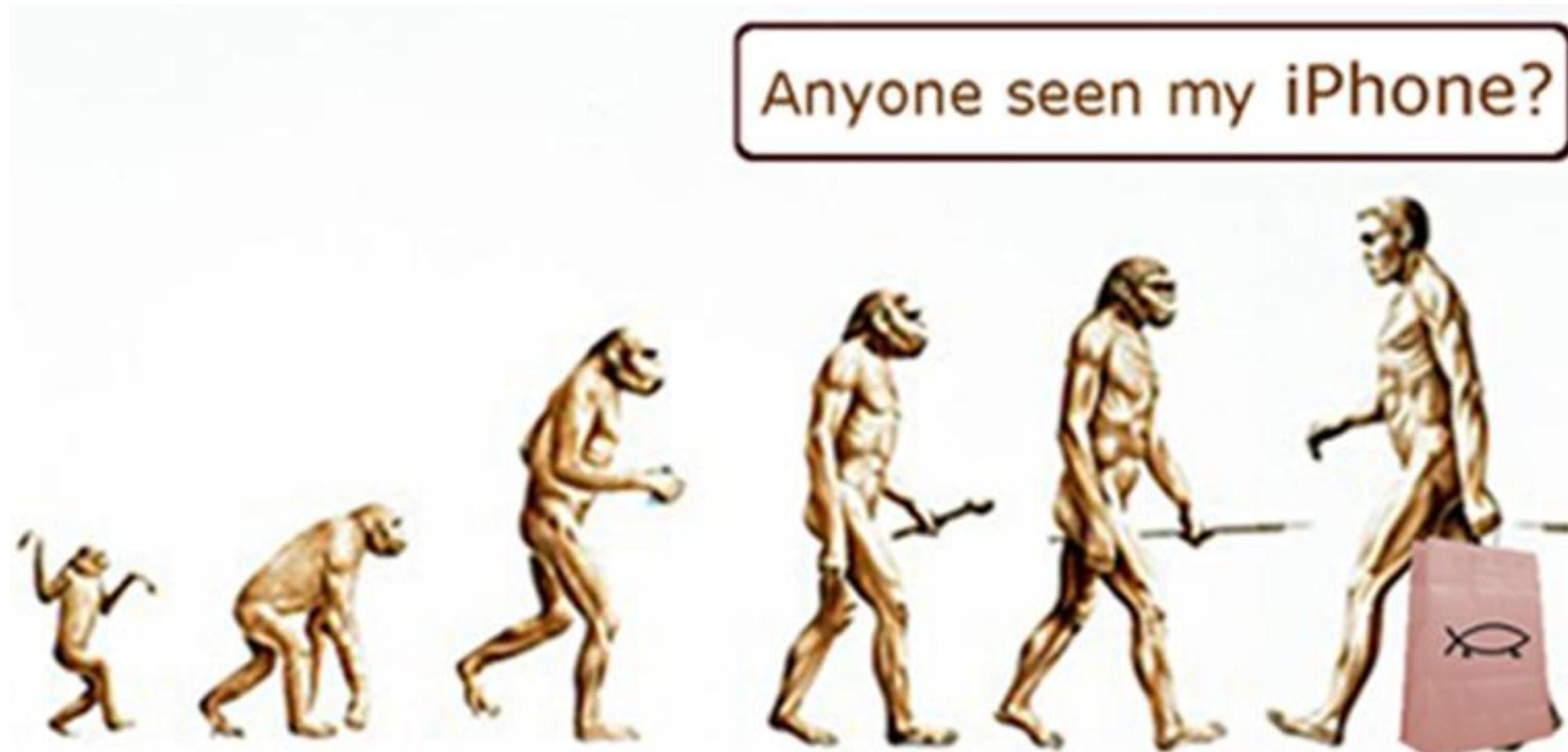
Futures Studies

Oegstgeest 8 juni 2016



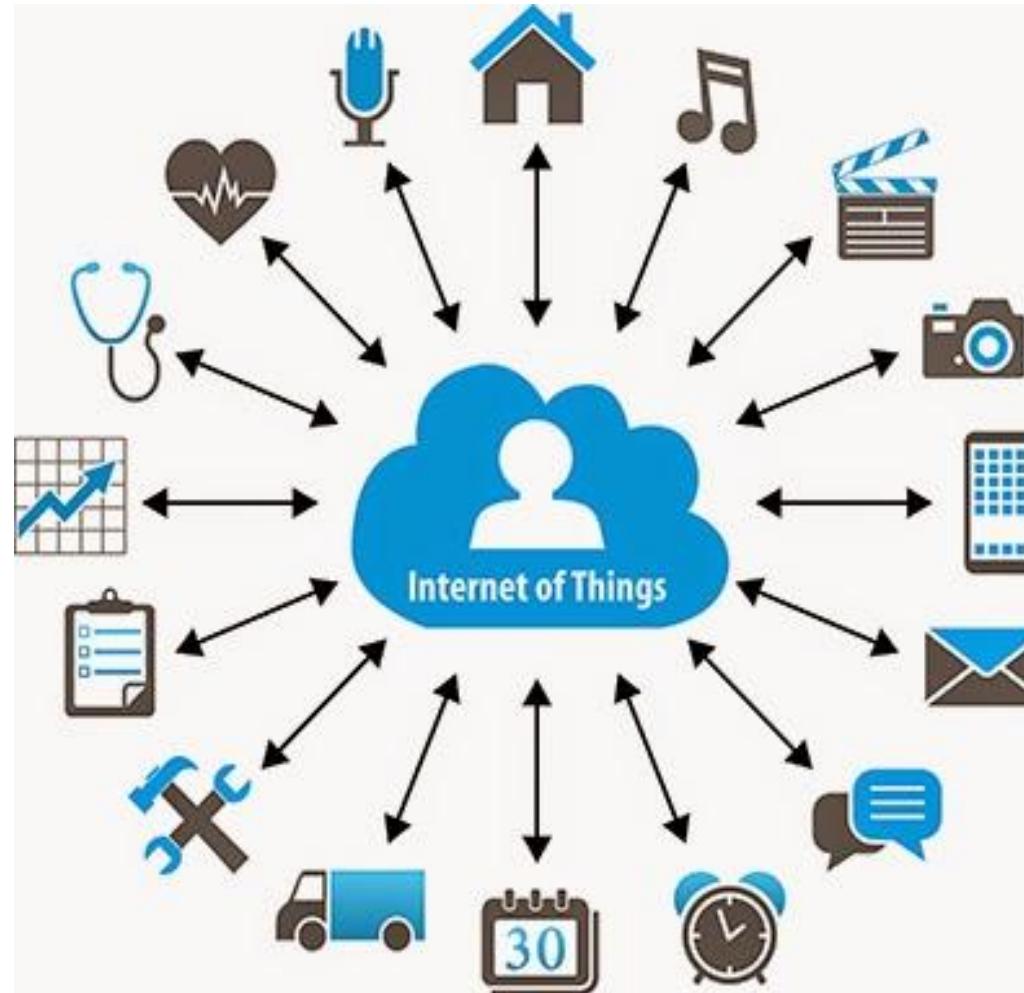
“Het is niet onze taak om de toekomst te voorspellen,  
maar ons erop voor te bereiden”

Pericles, 5e eeuw v.Chr.



# Vierde industriële revolutie

## Industrial internet



# Democratising



# Mercedes-Benz: F015 Luxury in Motion



# Mercedes-Benz: F015 Luxury in Motion



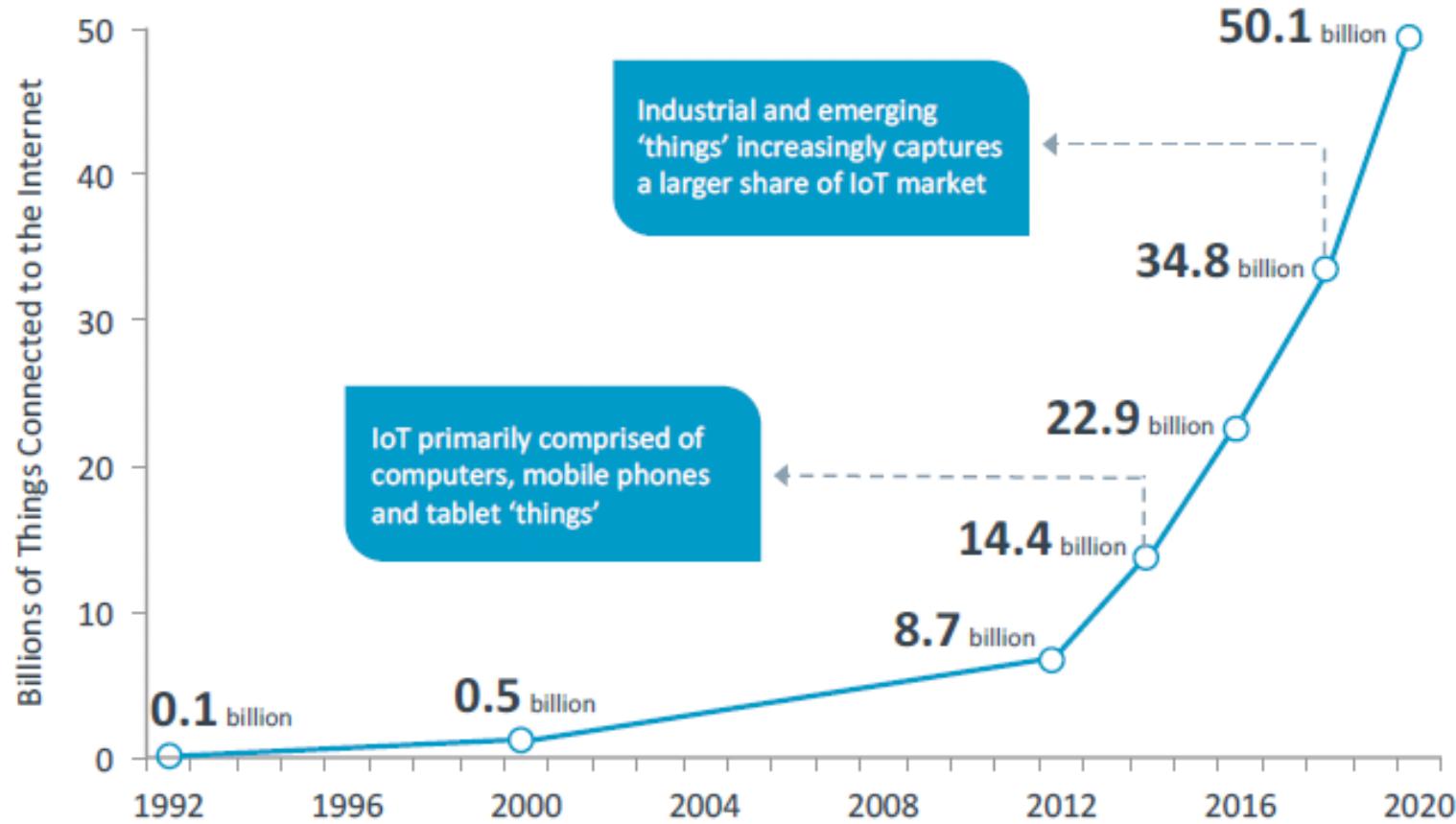
# Verbod op autorijden (2025)



# The Internet of Things

## Projecting the ‘Things’ Behind the Internet of Things

From 2014-2020, IoT grows at an annual compound rate of 23.1% CAGR



# De infrastructuur wordt al aangelegd



## HOW FAST IS 5G?

A SPEED COMPARISON

### \$1.6 BILLION PLAN FOR NEXT-GEN 5G

On January 2, 2014 **South Korea** announced that they plan to roll out a next-generation **5G** wireless network. This would be quick enough to download full-length movies in a mere second. The Ministry of Science said it aims to implement the technology, which is about **1.000 times faster** than the current available 4G network, by 2020.

Key features of the network include **Ultra-HD** and **Hologram transmission** as well as **cutting-edge social networking services**.



### WIRELESS SERVICES

JUST HOW **FAST** ARE THEY?

#### GPRS

1997

50 Kbps

#### EDGE

1998

250 Kbps

#### 3G

2001

384 Kbps

#### 4G

2009

150 Mbps

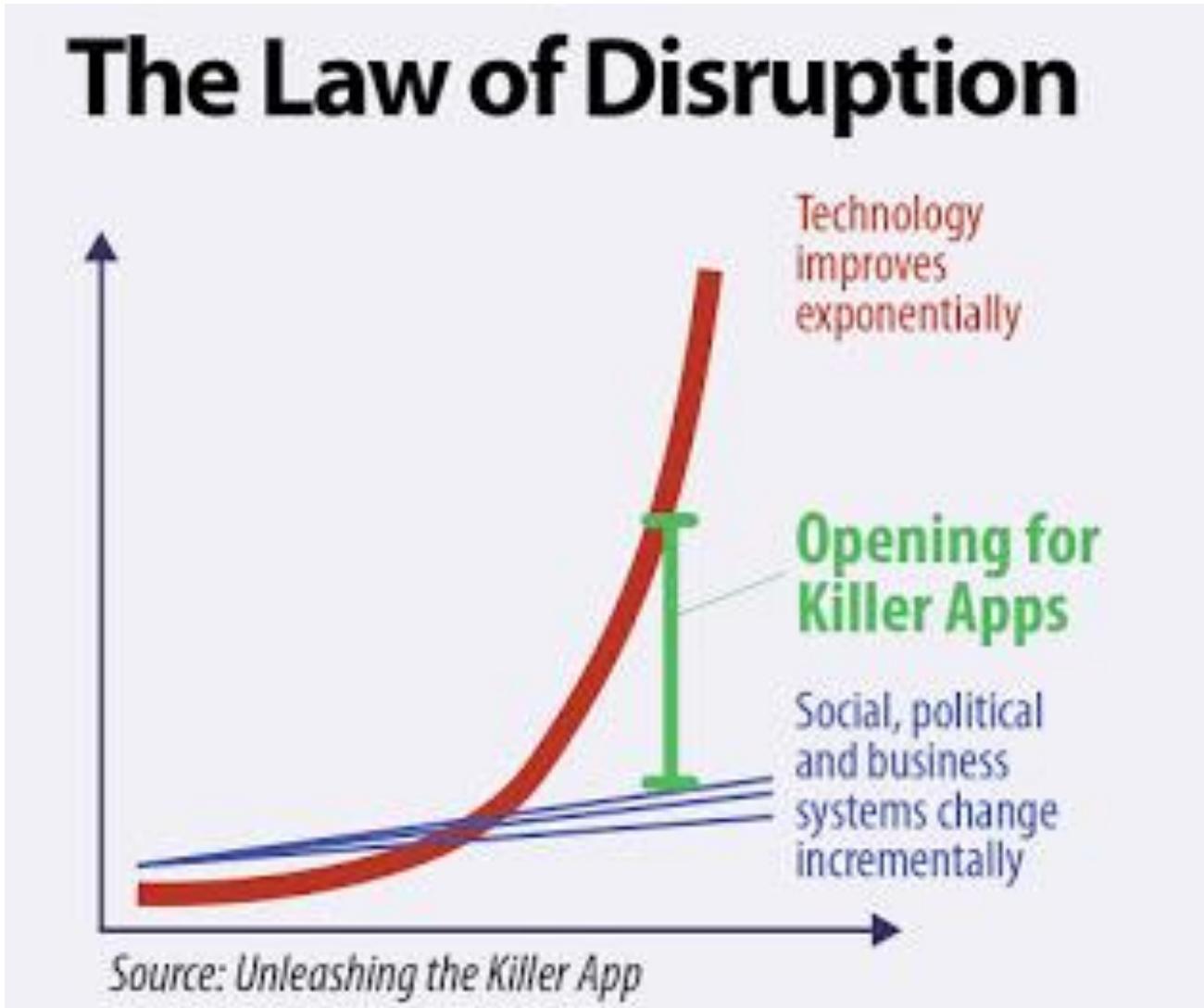
#### 5G

2020

6400 Mbps



# De bedrieglijke eerste fase van exponentiële technologie



# Strategie in de digitale tijd



# Kenmerken van de digitale technologie

- Demonetarisering - steeds goedkoper
- Dematerialisering - steeds lichter
- Disruptie - aanval op gevestigde bedrijven en instellingen
- Democratisering - eindgebruiker krijgt de informatie en de apparaten in handen



# Roadmap voor digitalisering: ambitie



# Focus op de eindgebruiker: consumenten worden ondernemers



# Democratisering van kennis en tools



# Public Lab

**A community of DIY activists and explorers to create low cost solutions for monitoring air, water and land and to build a growing body of data about our local environments.**



# Democratisering

**Public Lab DIY Spectrometry Kit**

by Jeffrey Yoo Warren

Home   Updates 168   Backers 1,633   Comments 124   Somerville, MA   Hardware

Funded! This project successfully raised its funding goal on October 5.



**1,633**  
backers

**\$110,538**  
pledged of \$10,000 goal

**0**  
seconds to go

 Project by  
**Jeffrey Yoo Warren**  
Somerville, MA  
[Contact me](#)

2 created - 11 backed

Has not connected Facebook





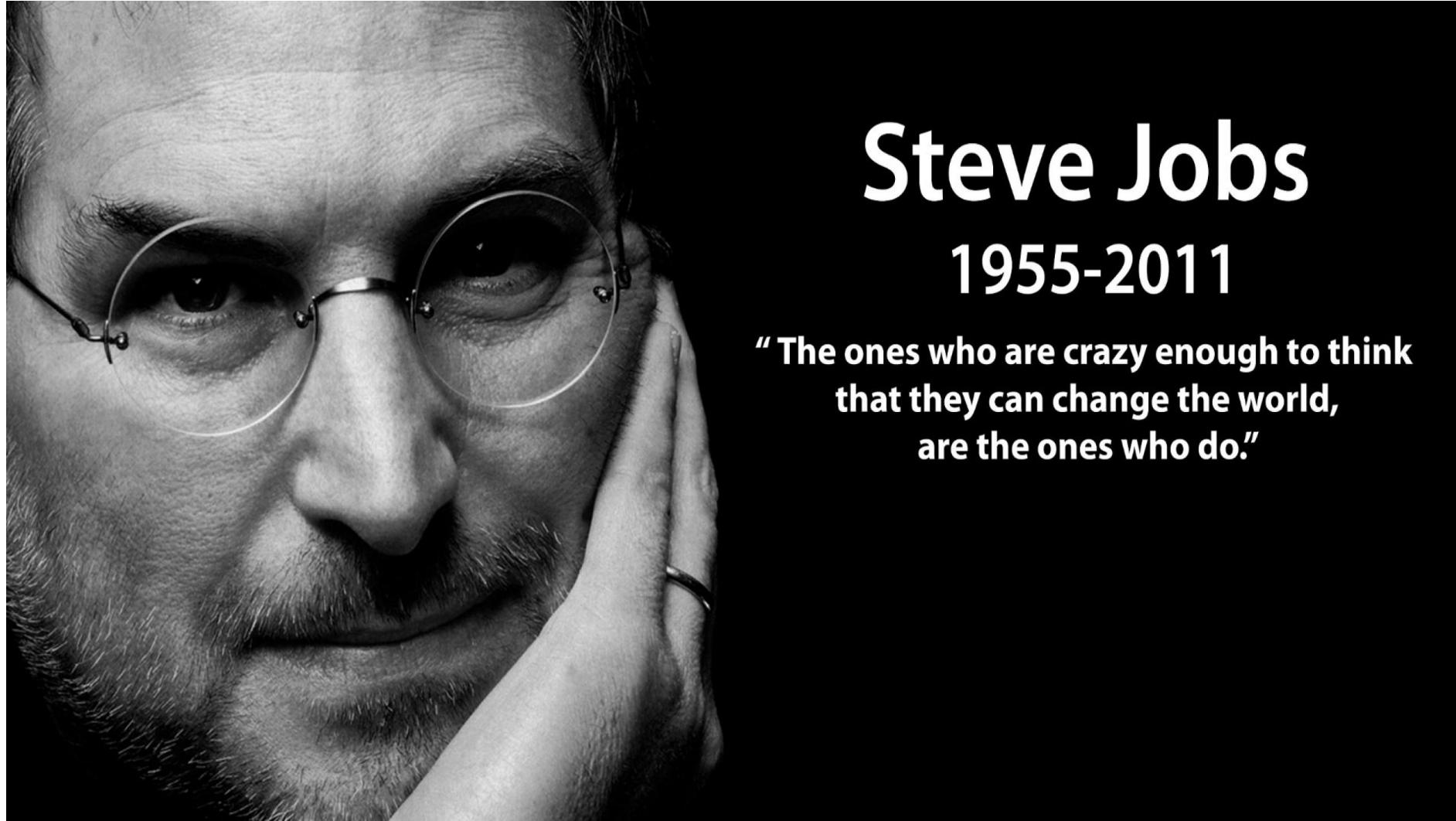
**Black Strong & Flexible**  
3D print Public Lab Shop Shapeways €86.99



# Steeds geavanceerder



# Think Big: kies een robuuste doelstelling



**Steve Jobs**  
**1955-2011**

**"The ones who are crazy enough to think  
that they can change the world,  
are the ones who do."**



Onze missie is dat vanaf 2020 niemand meer overlijdt of ernstig gewond raakt in een nieuwe Volvo!



# We gaan door tot alle auto's elektrisch zijn

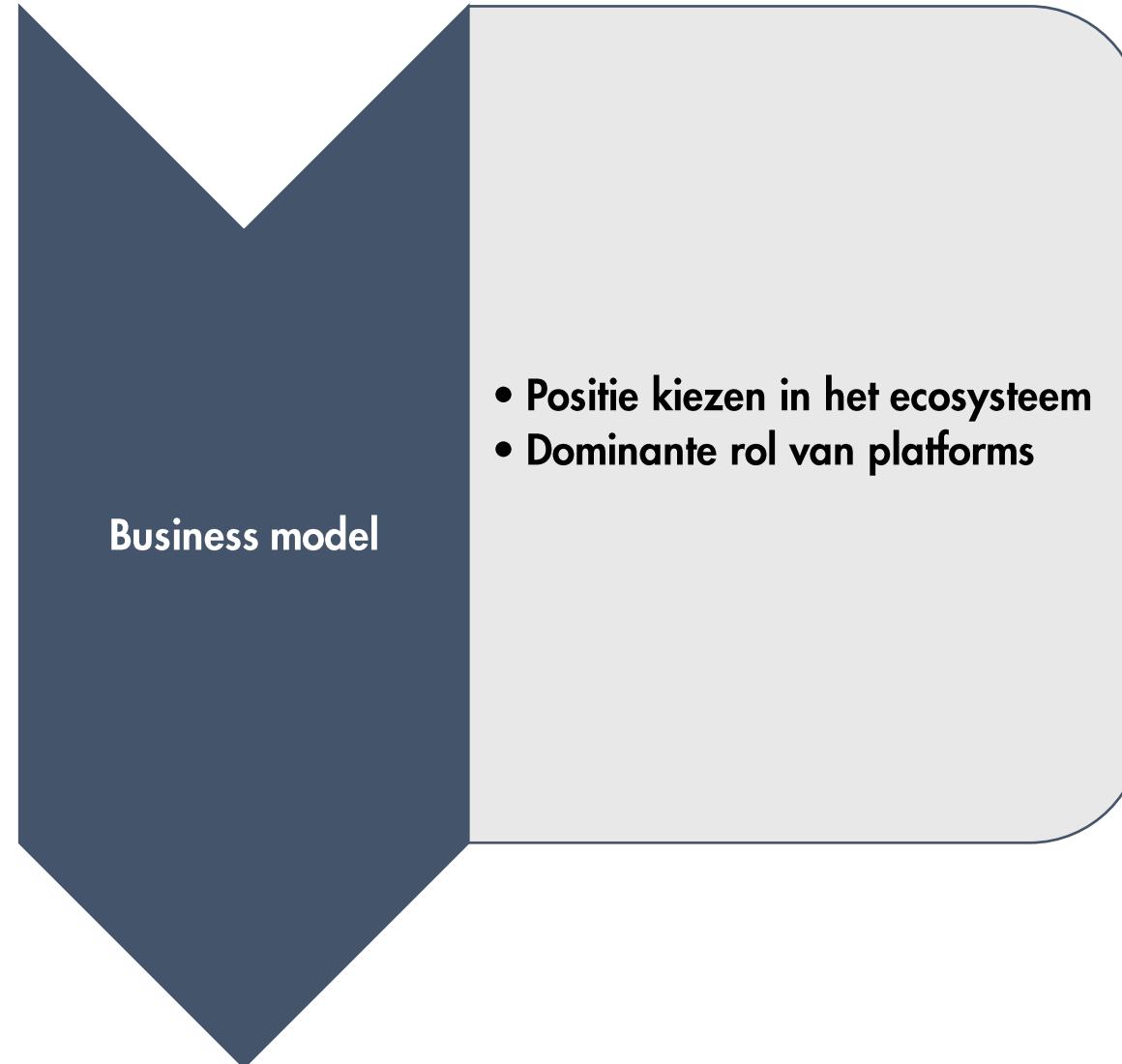
Elon Musk (Tesla) in 2014



Onze missie is dat vanaf 2020 apparaten nergens  
zo veilig en robuust zijn als in Nederland!



# Roadmap voor digitalisering: business model



# Community: klantenservice door klanten

The screenshot shows the Ziggo Community homepage. At the top, there's a navigation bar with links for Pakketten, Internet, Televisie, Bellen, Mobiel, and Klantenservice. On the right side of the header, there are links for Mijn Ziggo, Ziggo Mail, and a search bar.

The main content area starts with a "Welkom op de Ziggo Community" (Welcome to the Ziggo Community) message. It encourages users to explore products and services and interact with others. Below this, there's a search bar with placeholder text "Zoek binnen de community" and an orange button labeled "Maak een nieuw topic aan" (Create a new topic).

On the left, there's a section titled "Populaire topics" (Popular topics) featuring three recent posts:

- Beantwoord: DDoS aanval - Tijdelijk... (17 Dagen Geleden)
- Beantwoord: 1060 melding Horizon (4 Dagen Geleden)
- Beantwoord: iOS9 - Geen internet m... (1 Maand Geleden)

On the right, there's a section titled "Uitgelichte topics" (Highlighted topics) featuring three recent posts:

- Discussie: Ziggo Sport (In: Welkom en nieuws)
- (Storingen) Horizon app, infor... (In: Alle Apps en Horizon.tv)
- Nieuwe software Horizon Mediab... (In: Welkom en nieuws)

At the bottom left, there's a "Welkom" (Welcome) section with a "Welkom en nieuws" (Welcome news) heading. It says: "Je bent altijd op de hoogte van nieuws, actuele updates en informatie over de Community." To the right of this, there are statistics: Topics 100, Reacties 1390, and a post from "youriry" 24 minutes ago.

On the right side of the page, there's a sidebar titled "Inloggen" (Log in) which says: "Actief meedoen op de Community is eenvoudig: log in met je Mijn Ziggo account." It has an "Inloggen" button and links for "Recent actieve topics" and "Onbeantwoorde vragen".

Finally, there's a "Badges" section listing users who have earned badges:

- Brax heeft de Forum master badge verdiend
- AoxoMoxoA heeft de Forum master badge verdiend
- Laura Ziggo heeft de Forum master badge verdiend
- twigger heeft de Forum master badge verdiend
- KUNG heeft de Forum master badge verdiend

At the bottom right, there's a small circular icon with a circuit board pattern and the number 25.

# Reizen: offline > online > platform



Booking.com

Vind deals Bestemmingen die reizigers geweldig vinden Huizen en appartementen Booking.com Business Booking.com voor iPhone, iPad en Android

**Vind de beste deals**  
822.000+ hotels, appartementen, villa's en nog veel meer ...

Bestemming / hotelnaam:  
bijv. land, stad, wijk of bezienswaardigheid

Incheckdatum Uitcheckdatum  
 Dag Maand  Dag Maand

Ik wil nog geen data invullen

Type reis:  Werk  Vakantie

Gasten: 2 volwassenen, 0 kinderen

Zoek

Schrijf u in voor een korting van 10%  
Ontdek Ledendeals en inspiratie speciaal voor u

**Elke dag nieuwe deals**  
Bij de meeste kamers GRATIS annuleren

**Parijs** **3.738 accommodaties**  
Parijs wordt sterk aanbevolen voor musea door 26745 gästen!  
[Vind een accommodatie in Parijs »](#)

**Londen** **2.287 accommodaties**  
Londen wordt sterk aanbevolen voor winkelen door 57079 gästen!



Deel je kennis met iedereen

# Tesla Motors Gives Up Its Patents for Free to Kickstart Electric Car Industry

[villagegreennetwork.com](http://villagegreennetwork.com)

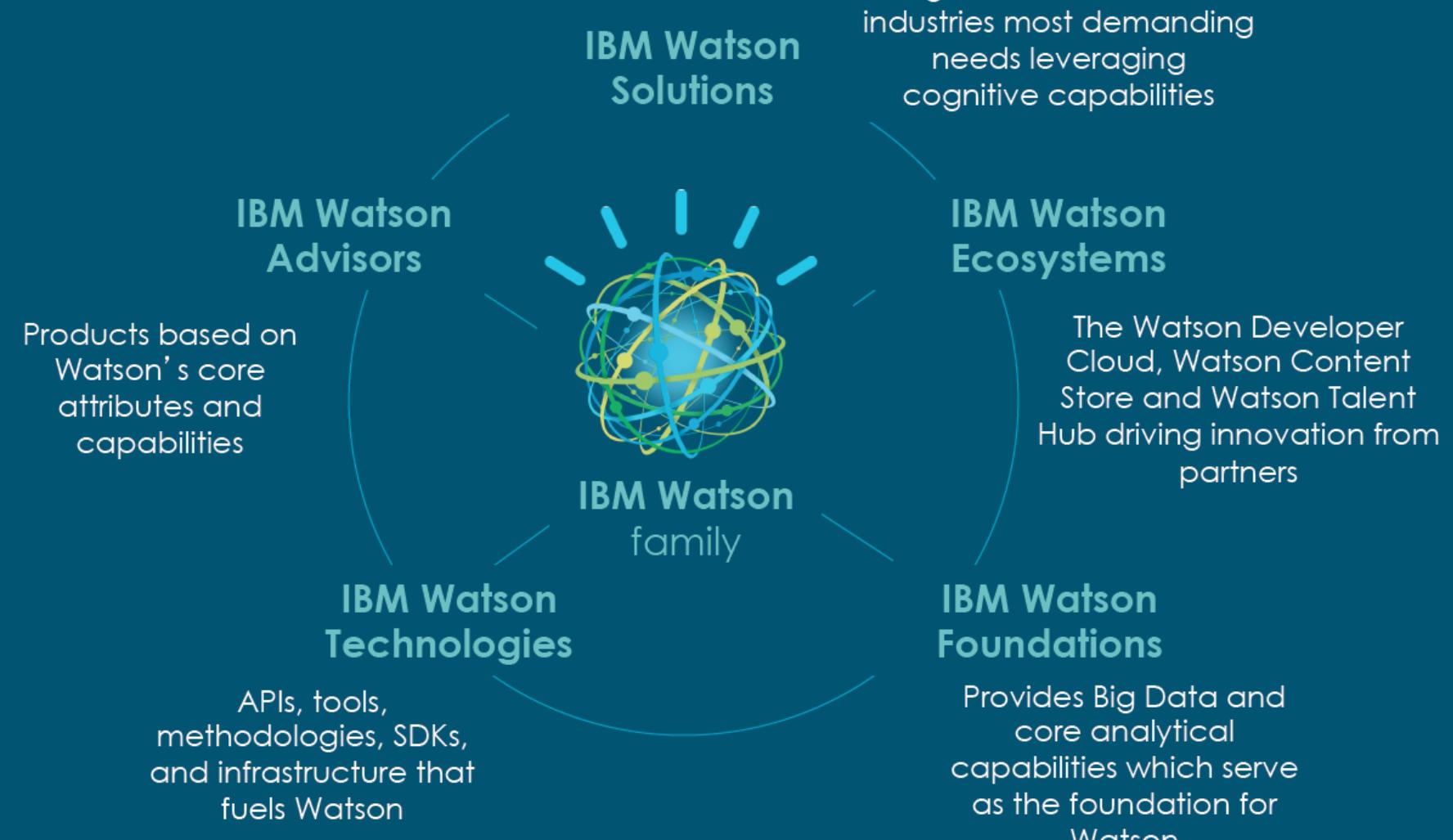
Technology leadership is not defined by patents...but rather by the ability of a company to attract and motivate the world's most talented engineers.

-Elon Musk

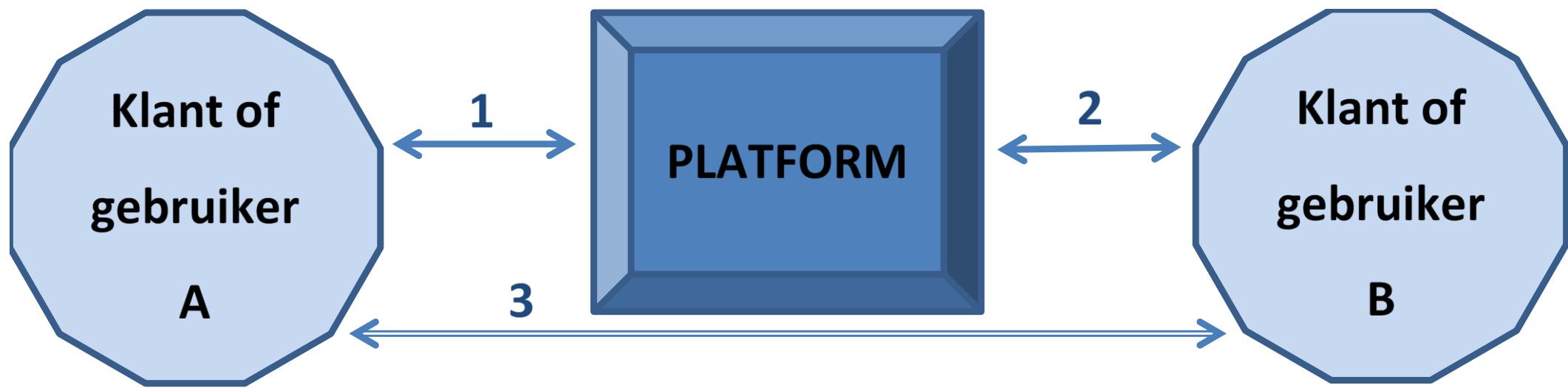


# Ecosystemen

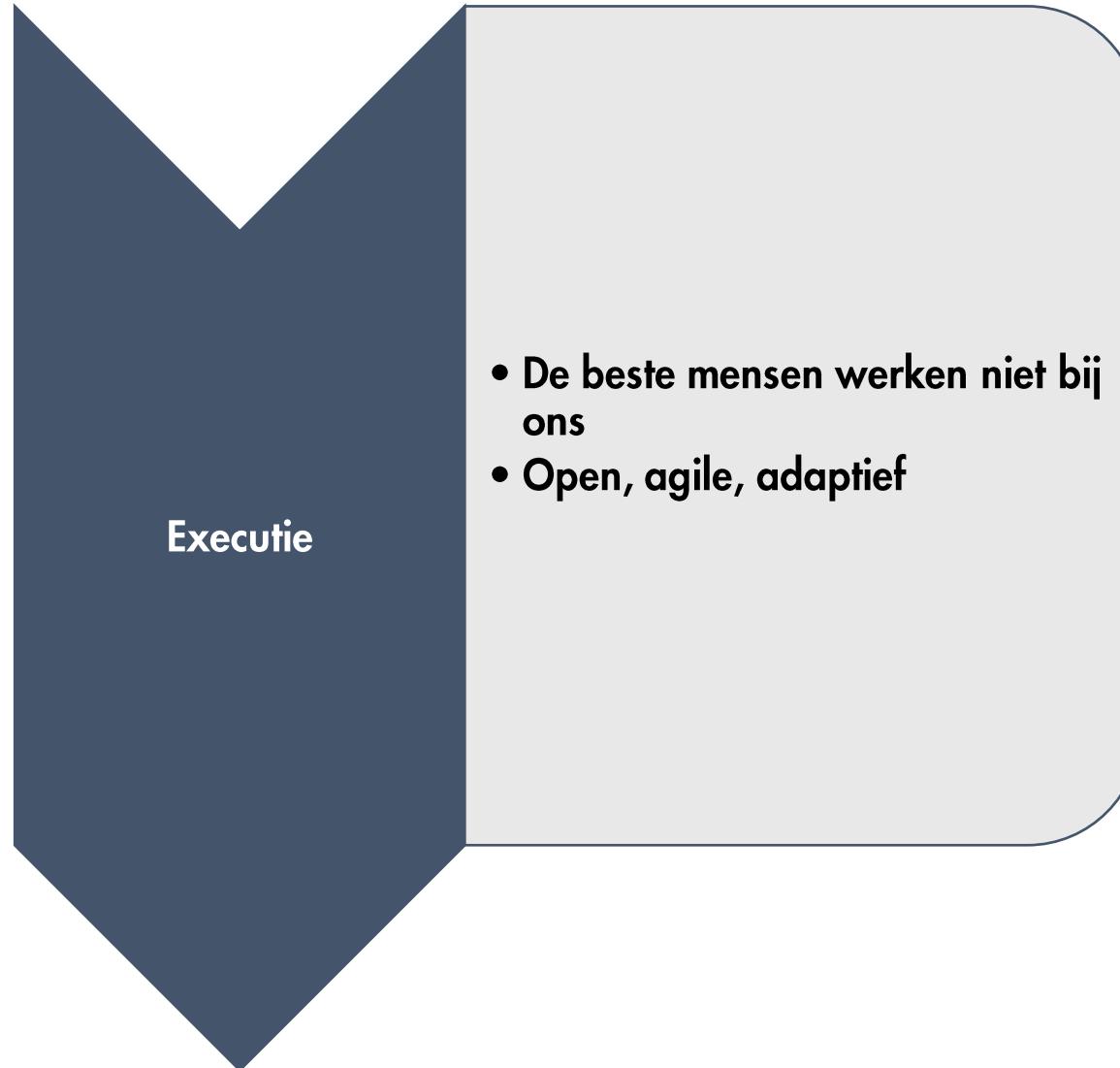
## The Watson Family



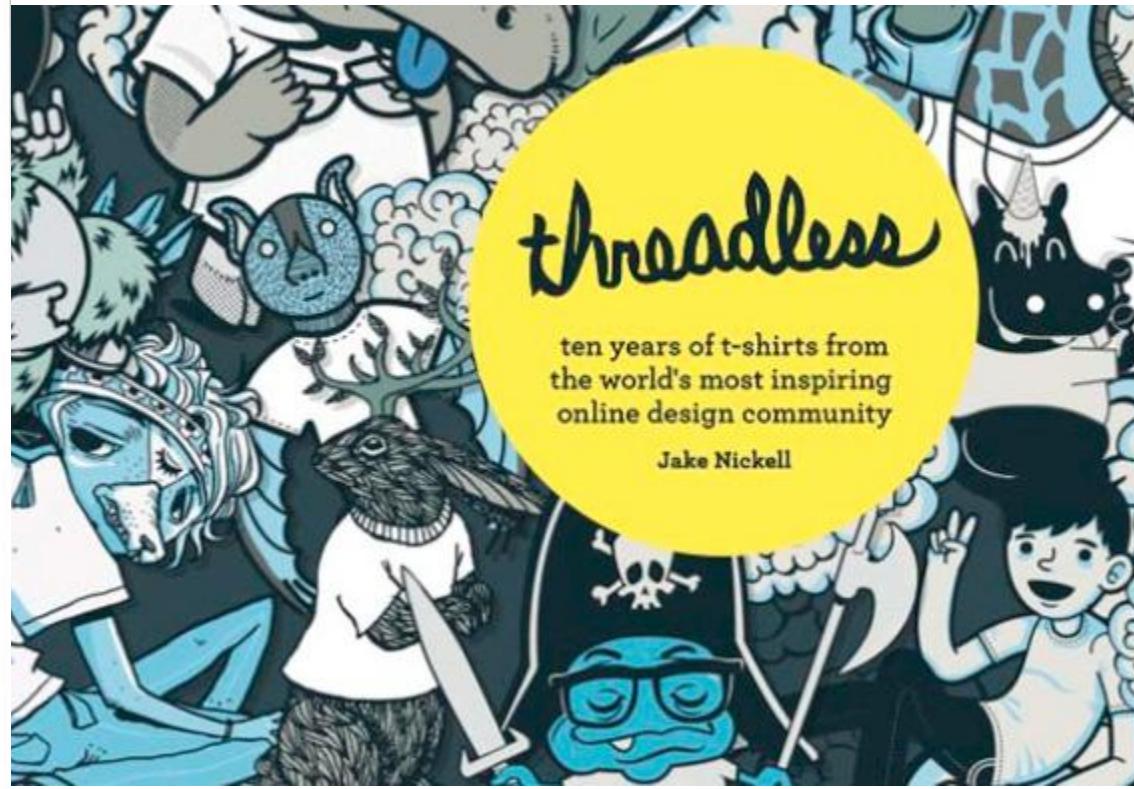
# Platform basics



# Roadmap voor digitalisering: executie



# Productontwikkeling samen met klanten



# Procter & Gamble: de beste mensen werken niet bij ons

**P&G | connect + develop™**

Español | Portugués | 中國語文 | 日本語 [Twitter](#) [LinkedIn](#)

Home About C+D Submit Innovation C+D Stories FAQ

## connect + develop



**Partnering to Revolutionize the Laundry Category: Tide PODS®**

MonoSol helped put the crowning touch on P&G's new laundry breakthrough by partnering to develop a patented film technology that wraps cleaning fluids in a clear casing that's tough enough to hold up against wet hands, but dissolves readily even in cold water. A highly complex technology and manufacturing process, delivered over years of collaboration.

[read more >](#)

Could your innovation be the next game-changer?



# NineSigma: platform voor innovatie

OUR GLOBAL TECHNOLOGY NETWORK GROWS WITH EVERY CHALLENGE

NINE SIGMA



Over 2 million solution providers

Industry Academia Labs & Institutes Inventors

Continually expanding network

Providers in virtually every country

Viral networking extends our reach further



# Hackathons



# Developers conferences



**SAMSUNG**  
DEVELOPER  
CONFERENCE™

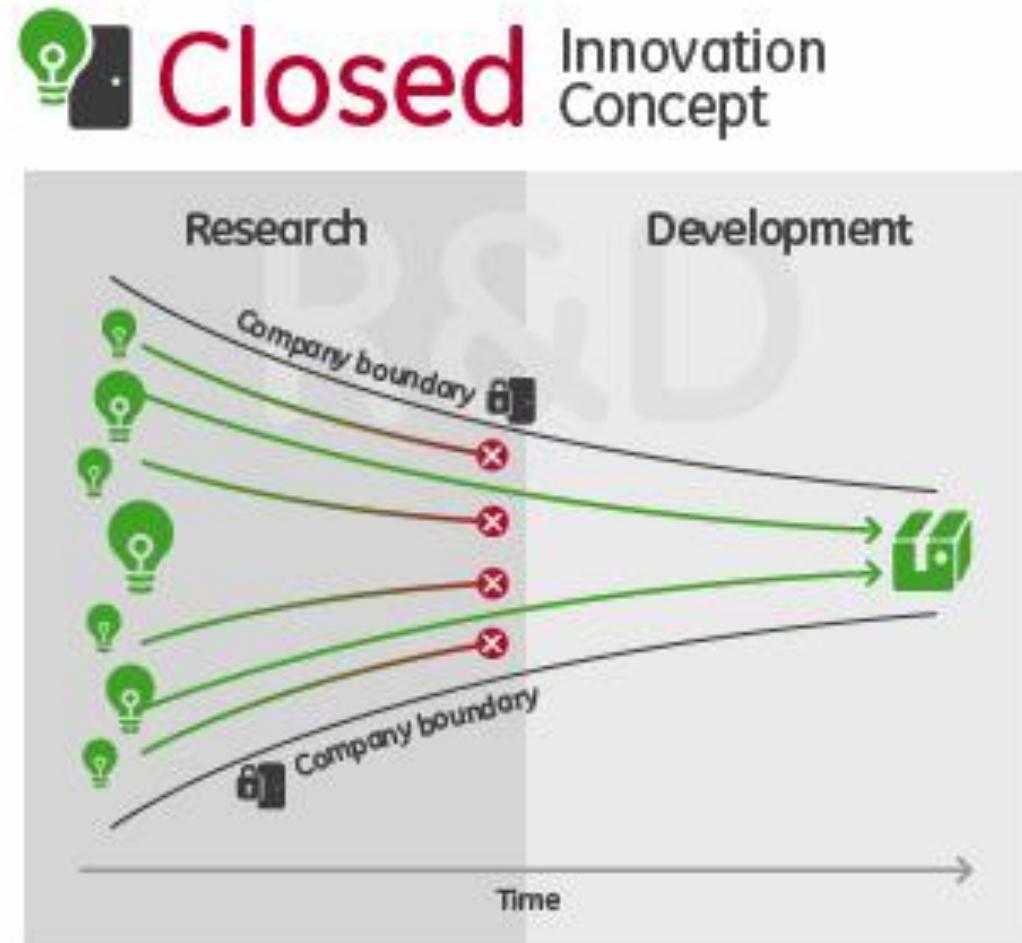
**CONNECTING THE FUTURE  
EVERYWHERE YOU LOOK**

The 2016 Samsung Developer Conference is coming to  
Moscone West in San Francisco

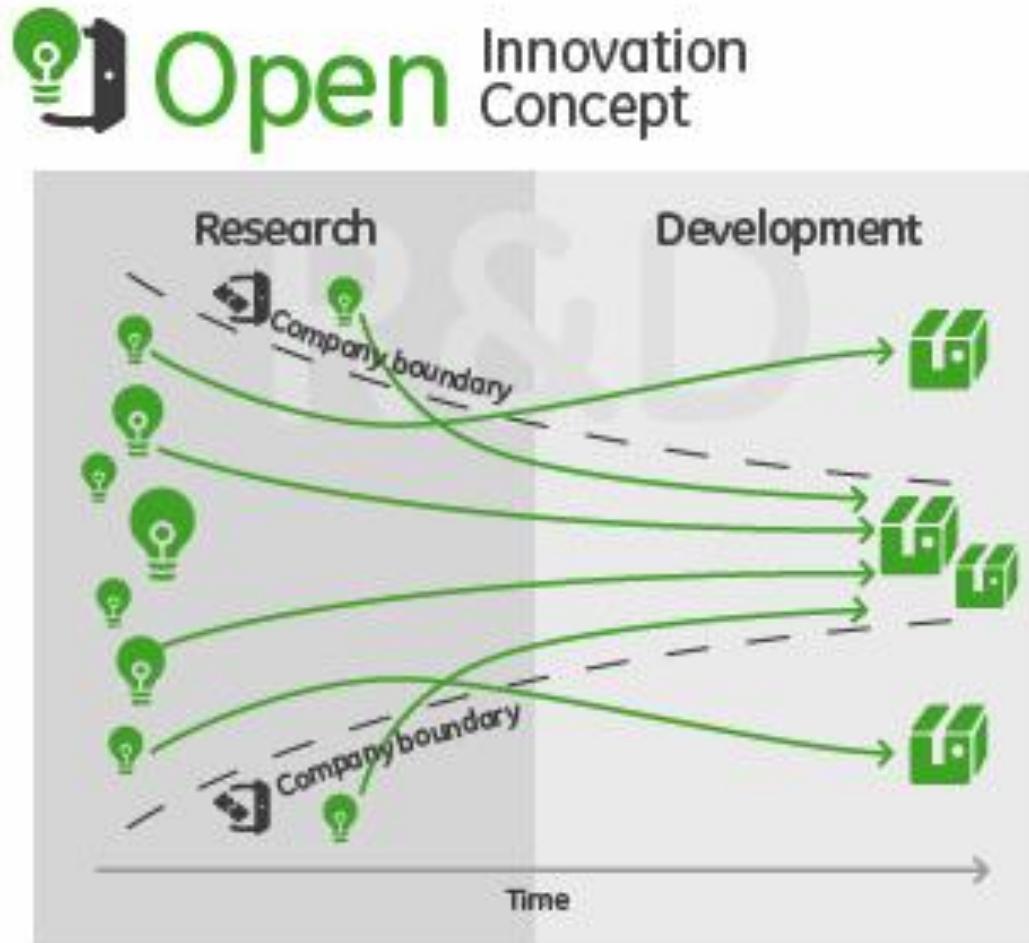
**APRIL 27-28, 2016**



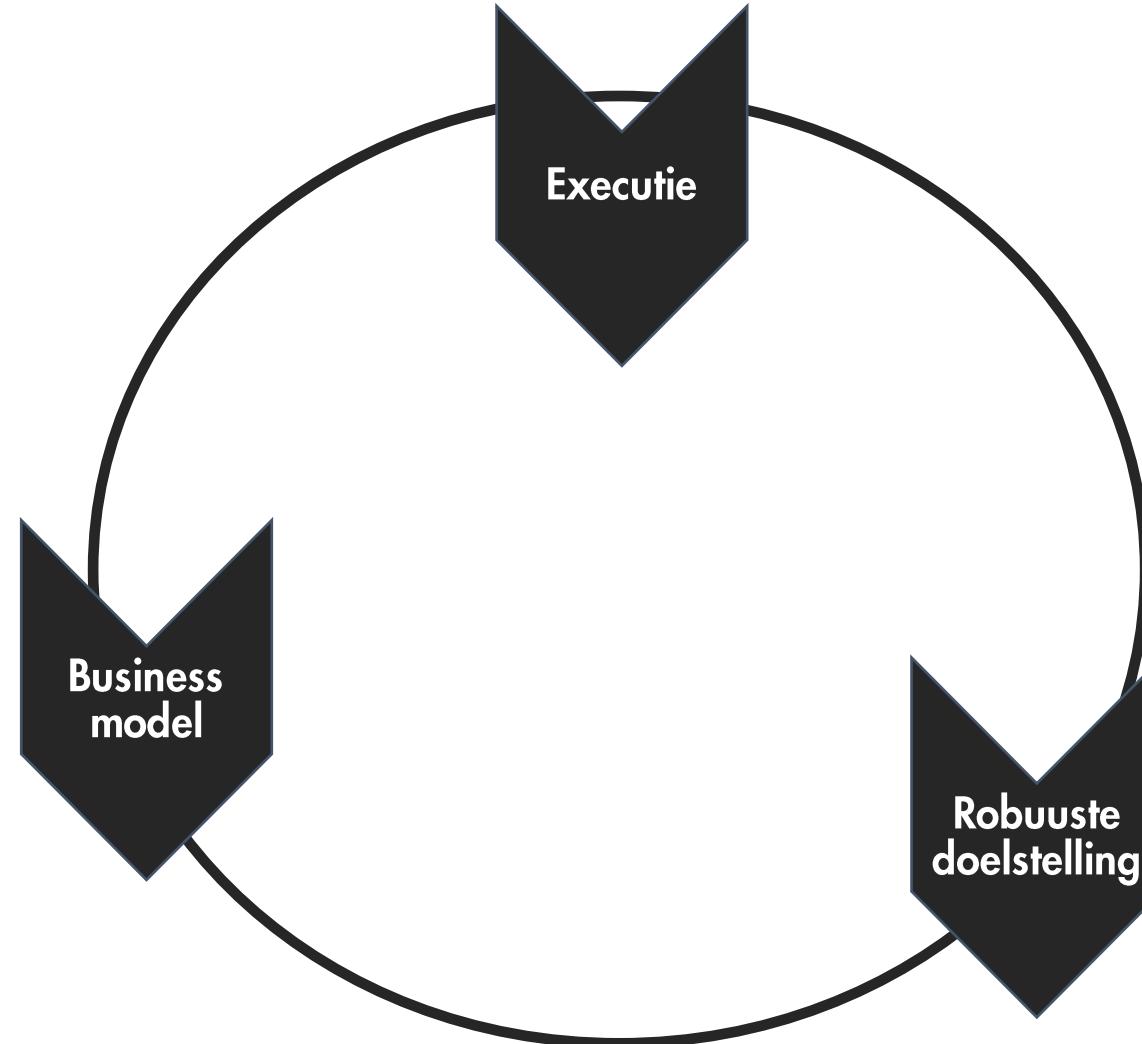
# Gesloten versus open innovatie



VS



# Futures Strategy Model



# Contact

E-mail:

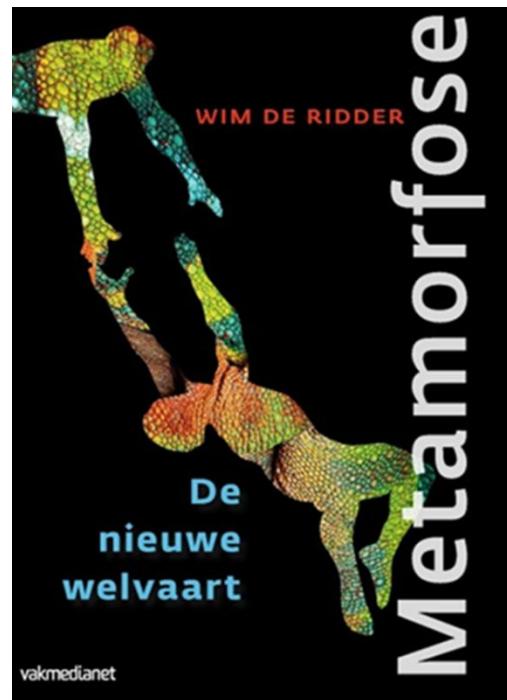
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Verschenen maart 2016

