



Center  
for the  
*Edge*

Deloitte.

## The Big Shift

A journey on the edge of future business landscapes

Onno Bierhoff

for discussion  
**DRAFT**  
purposes only

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**Inbox**

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**Will McGrouther** January 12, 2006  
Invitation to connect

**Network updates since March 18**

[Send an update:](#)  [Go](#)

**Mark Jackson** is now a connection

**Lee Odden** has just added 3 new connections  
**Michael Nguyen** has just added 1 new connection  
**Jill Whalen** has just added 5 new connections

9,028 new people in your network since March 18

People in your network are hiring:  
Director, Global Materials Planning at **Kimmel & Associates**  
Project Manager (Web / Interactive) at **E-consultancy.com**  
Managing Consultant (Director) - Telecoms at **Demanding People Limited**

**Rand's Network**

64% Complete  
[What is this?](#) [Build Your Network](#)

**Find classmates**  
Get connected and never lose touch again!  
[Find old classmates now](#)

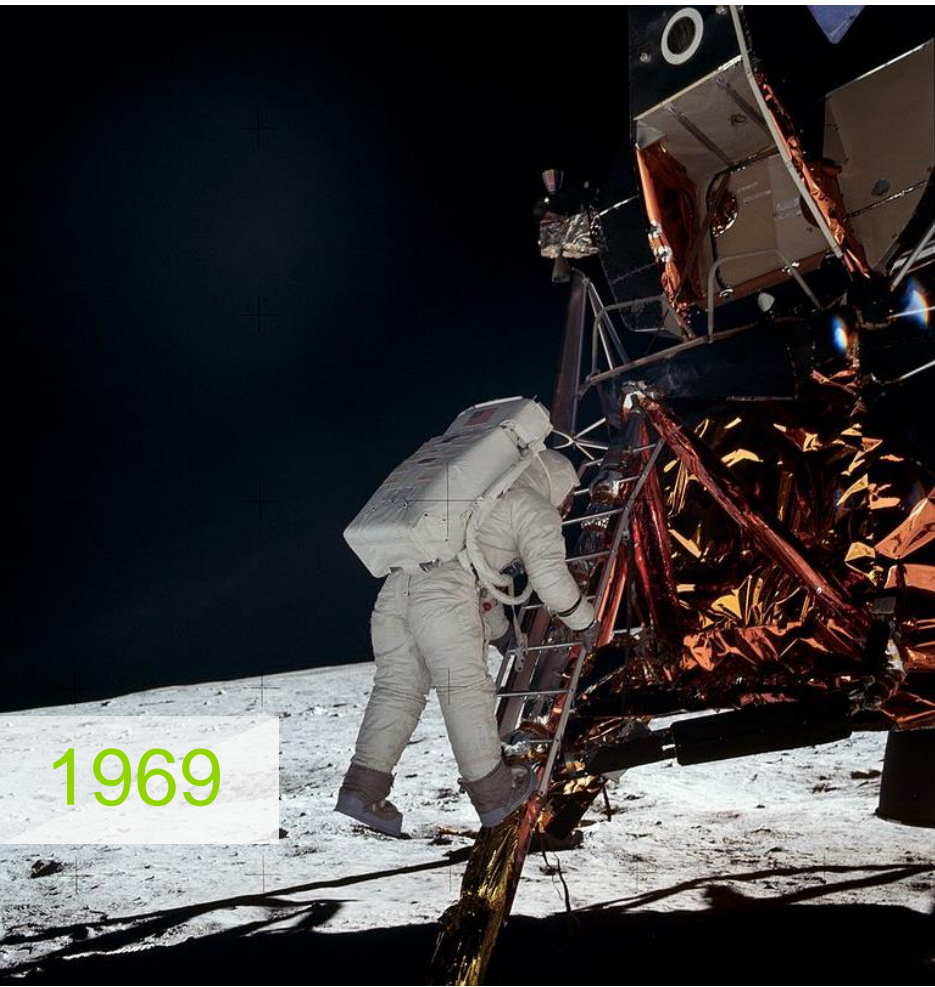
**Find a job**  
Search jobs in your network:  
 [GO](#)

- [People search](#)
- [Promote your business](#)
- [Get a job](#)
- [Publish your profile](#)
- [Hire through referral](#)

**Quick Invite**

First name  Last name   
Email address  [Invite](#)

- [Past and current colleagues](#)
- [Your former classmates](#)
- [Find address book contacts](#)



1969



2007

1950

1960

1970

1980

1990

2000

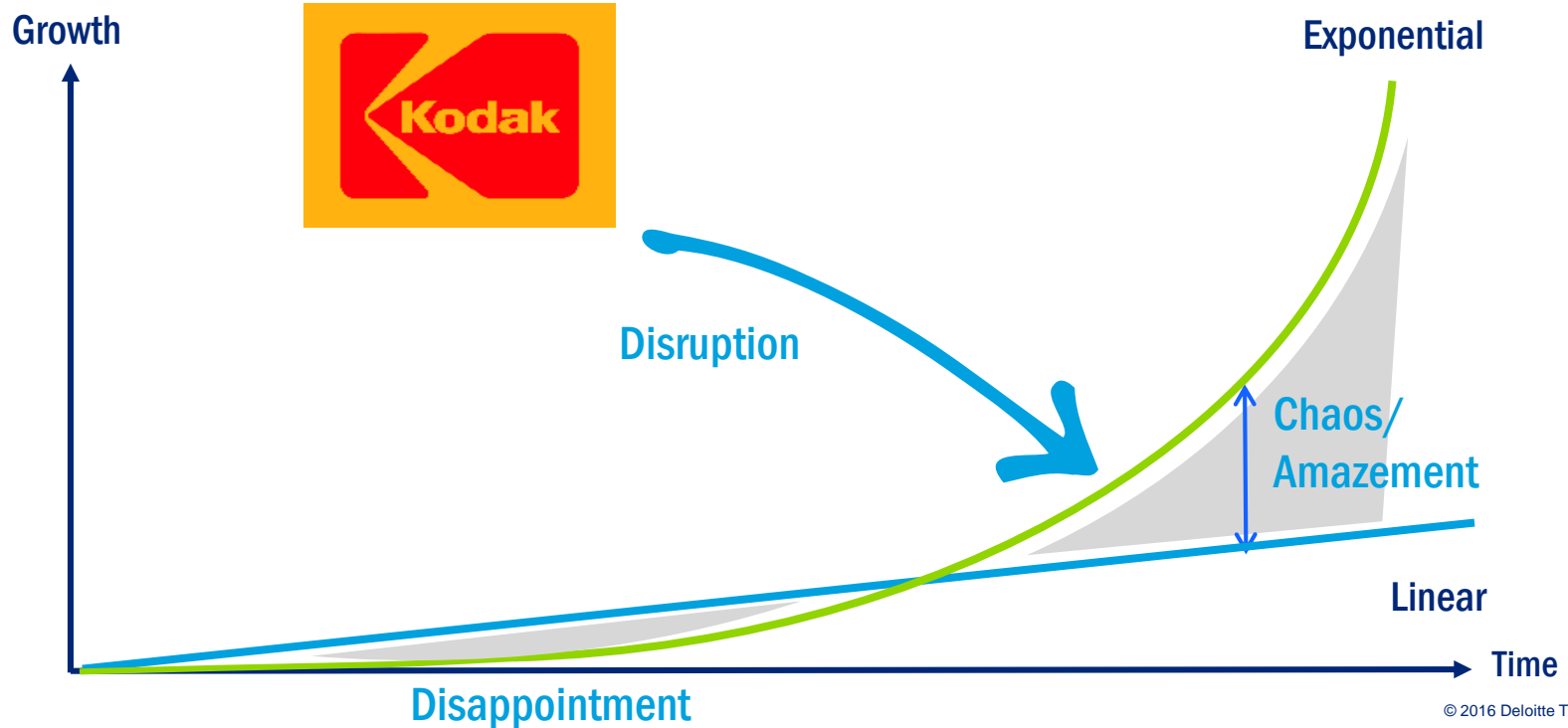
2010



THIS IS 1999

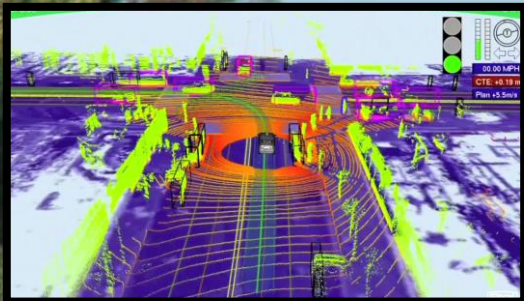
<https://www.youtube.com/watch?v=FW651kusiBI>

# A challenge with exponential characteristics





# Autonomous driving – Google Car

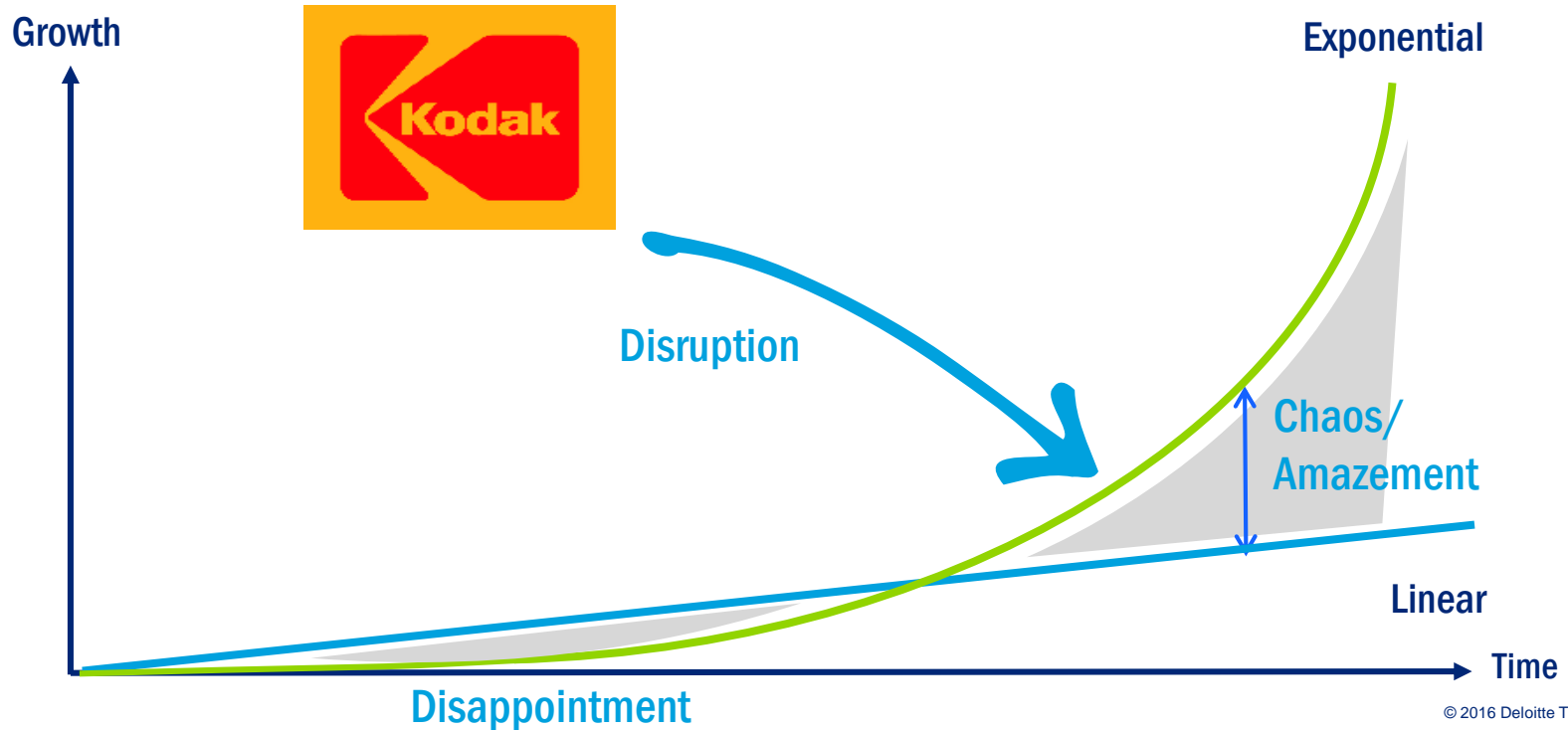


2009: \$20,000

2015: \$79

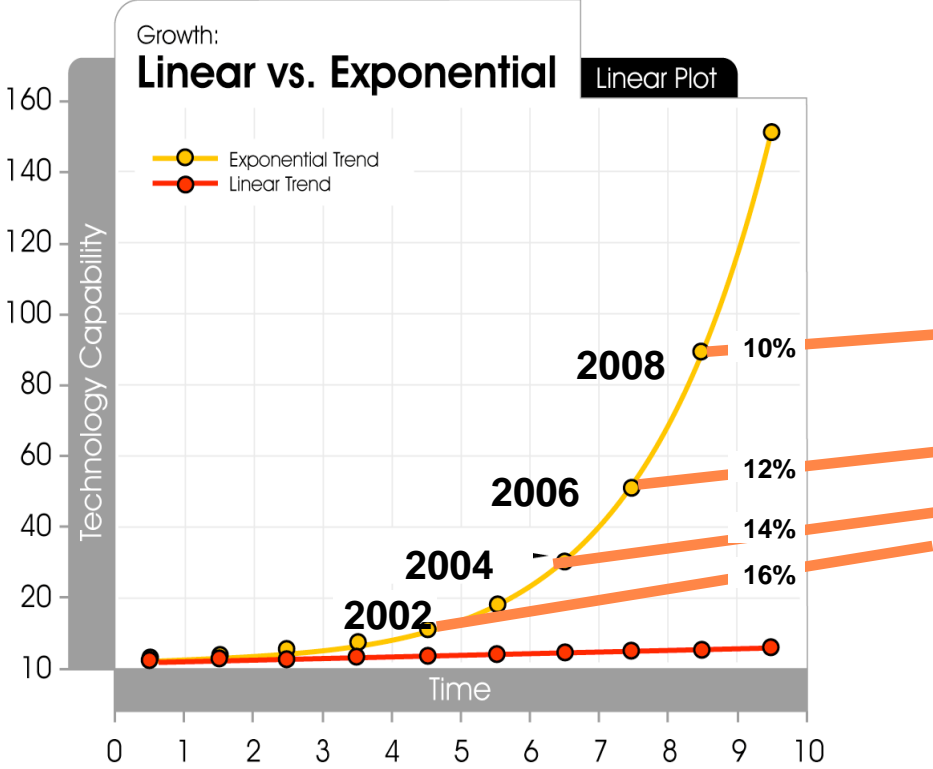
250x in 6 years

# A challenge with exponential characteristics





# Vinod Khosla // The rise of mobile phones



## GE gets first 3D printed aircraft part approved by FAA

© Apr 21, 2015

 Tweet 28  Like 81

 +1 0



2007: \$40,000

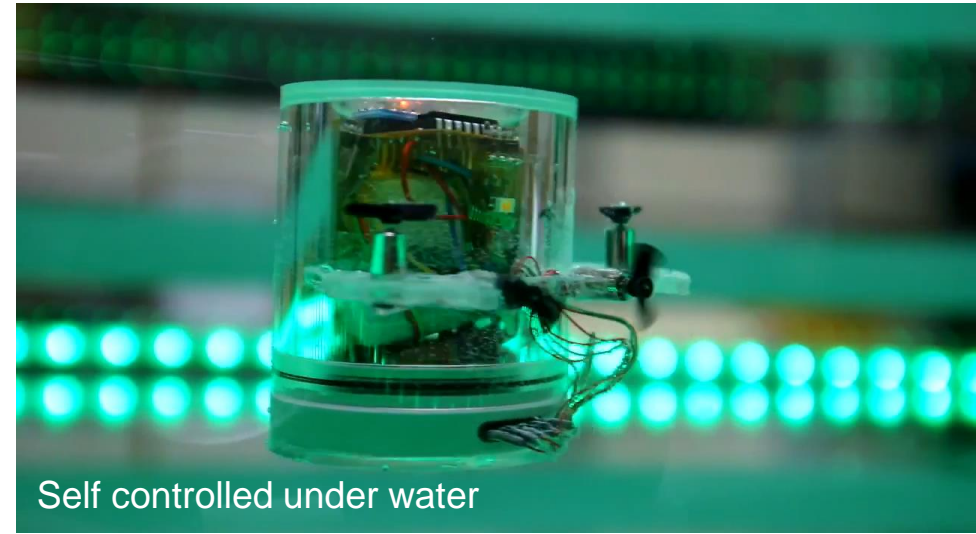
2015: \$100

400x in 8 years





# Drones, robots & swarm technology



2008: \$500,000

2014: \$15,000

35x in 6 years





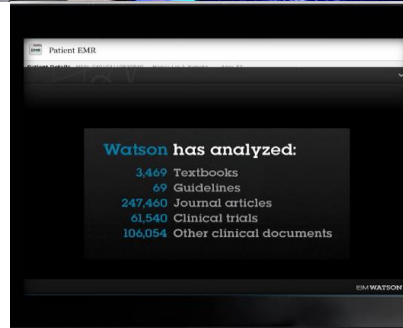
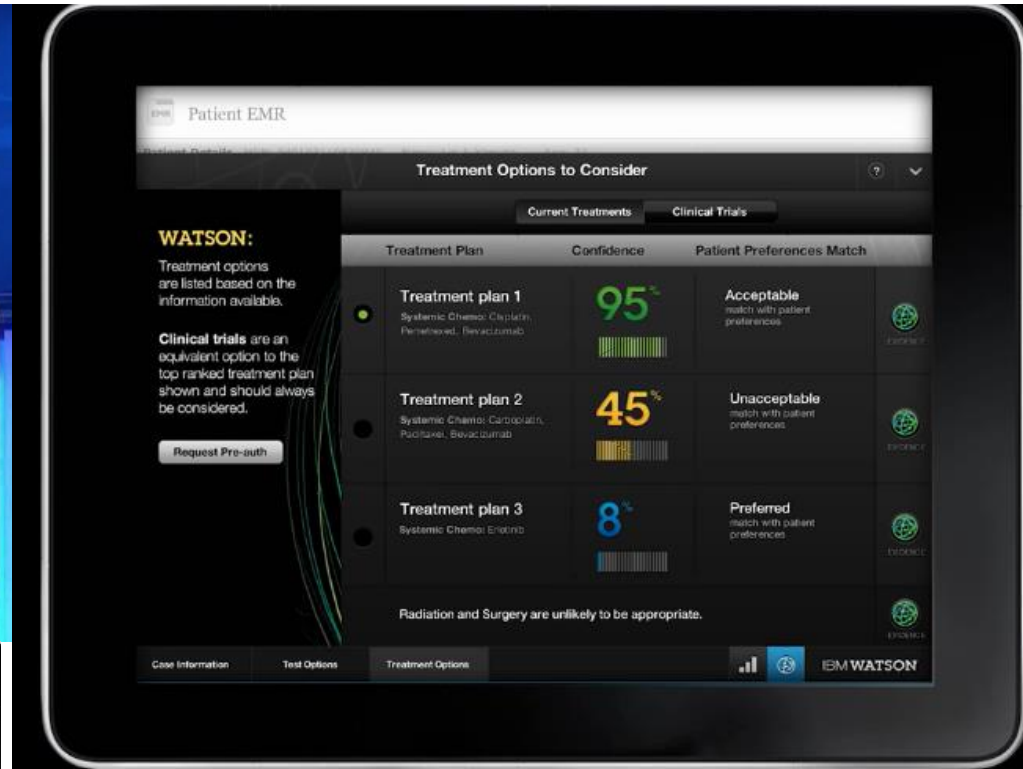
# QUANTIFIED SELF



2000: \$10,000

2015: \$500

20x in 14 years



## Virtual Reality





<https://www.youtube.com/watch?v=3-MMJ-in8AI>



# The challenge

Technological Domains



Medicine (body scan):	\$10K (2000) to \$500 (today)
Solar (price per kWh):	\$30 (1984) to \$0.16 (today)
Sensors:	\$20K (2009) to \$79,- (today)
3D printing:	\$40K (2007) to \$299,- (today)
Industrial robots:	\$500K (2008) to \$15K (today)
Drones:	\$100K (2007) to \$700 (today)



Digital first



# Products as platforms

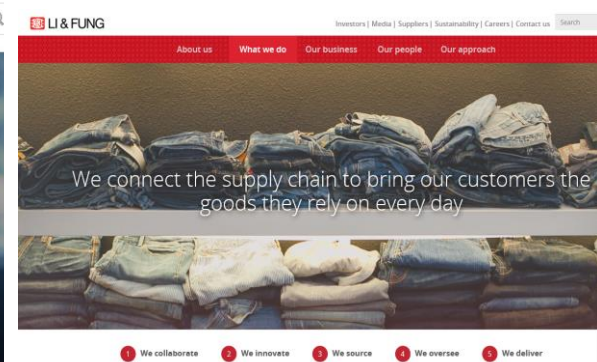
Platform is any environment with set standards and governance models that facilitate third party participation and interactions

Aggregation

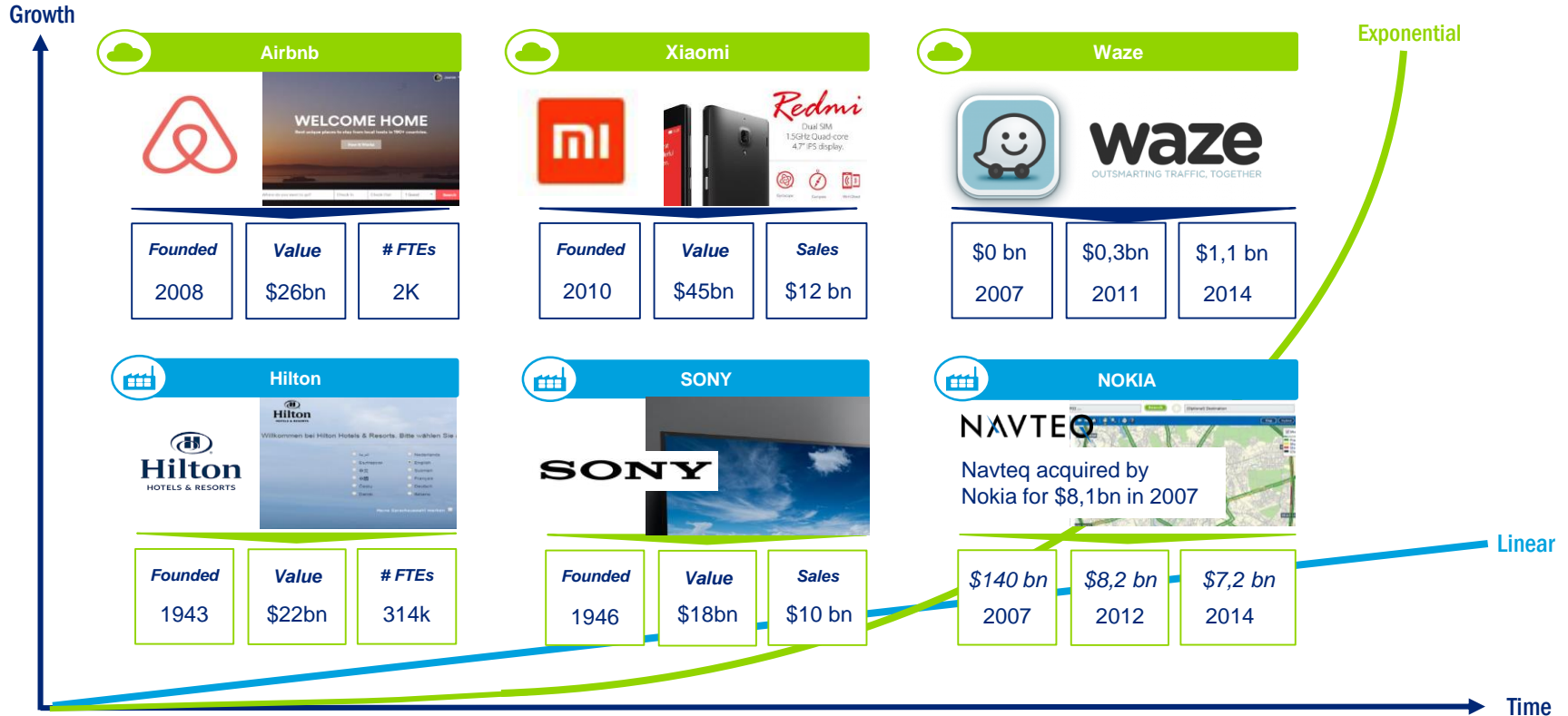
Social

Mobilizing

Learning



# Incumbents versus disruptors







“Oh my god,

So What?”





# Being successful in an exponential world: Scaling from the Edge

GET READY FOR EXPONENTIAL SPEED OF CHANGE

-  URGENCY AND AWARENESS
-  ENVISION YOUR FUTURE ENVIRONMENT
-  EXPLORE THE EDGES OF YOUR BUSINESS
-  DEFINE YOUR COMPELLING NARRATIVE

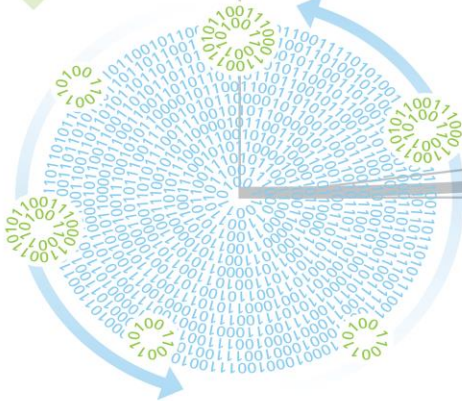


## HOW SCALE QUICKLY?

- > EMPOWER PARTNERSHIPS AND GROW YOUR ECOSYSTEMS
- > EXPERIMENT CONTINUOUSLY: FAIL FORWARD
- > ACT EXPONENTIAL: ZOOM IN – ZOOM OUT
- > DEAL WITH THE IMMUNE SYSTEM IN YOUR ORGANIZATION

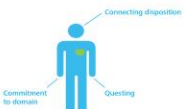
SCALE YOUR EDGE

## WHERE TO INNOVATE?



## HOW TO INNOVATE?

UNLOCK THE PASSION OF THE EXPLORER



REDESIGN THE WORK PLACE



CREATE SUCCESS ON THE EDGE, DOUBLE STANDARD METRICS



EXPERIMENT CONTINUOUSLY TO FIND A SCALABLE BUSINESS MODEL



ORGANIZE FOR PULL

SHAPING STRATEGIES & SCENARIO'S



**Bring us your challenges,  
we'll reimagine your future.**

We are a team of passionate entrepreneurs and operational experts who assist you in building new digital businesses with speed and precision according to your requirements.

**CAUTION:**  
Before touching, power off the  
and not after powered off  
Do not leave unattended!  
Keep away from children!

WARNING: STOP

DO





Center for the Edge

Center  
for the  
*Edge*

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- **Research publications**



The future of manufacturing



From exponential technologies to exponential innovation



The retail Transformation

- **Executive Edge CEO Sessions**



- **Ecosystem of partners**



## Contact details



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