

MOBILE DISRUPTION IN CONSUMER APP MARKET IN 2015

IEEE CONSUMER ELECTRONICS SOCIETY
(SILICON VALLEY CHAPTER)

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Nvidia, Santa Clara CA
Mar 24, 2015*

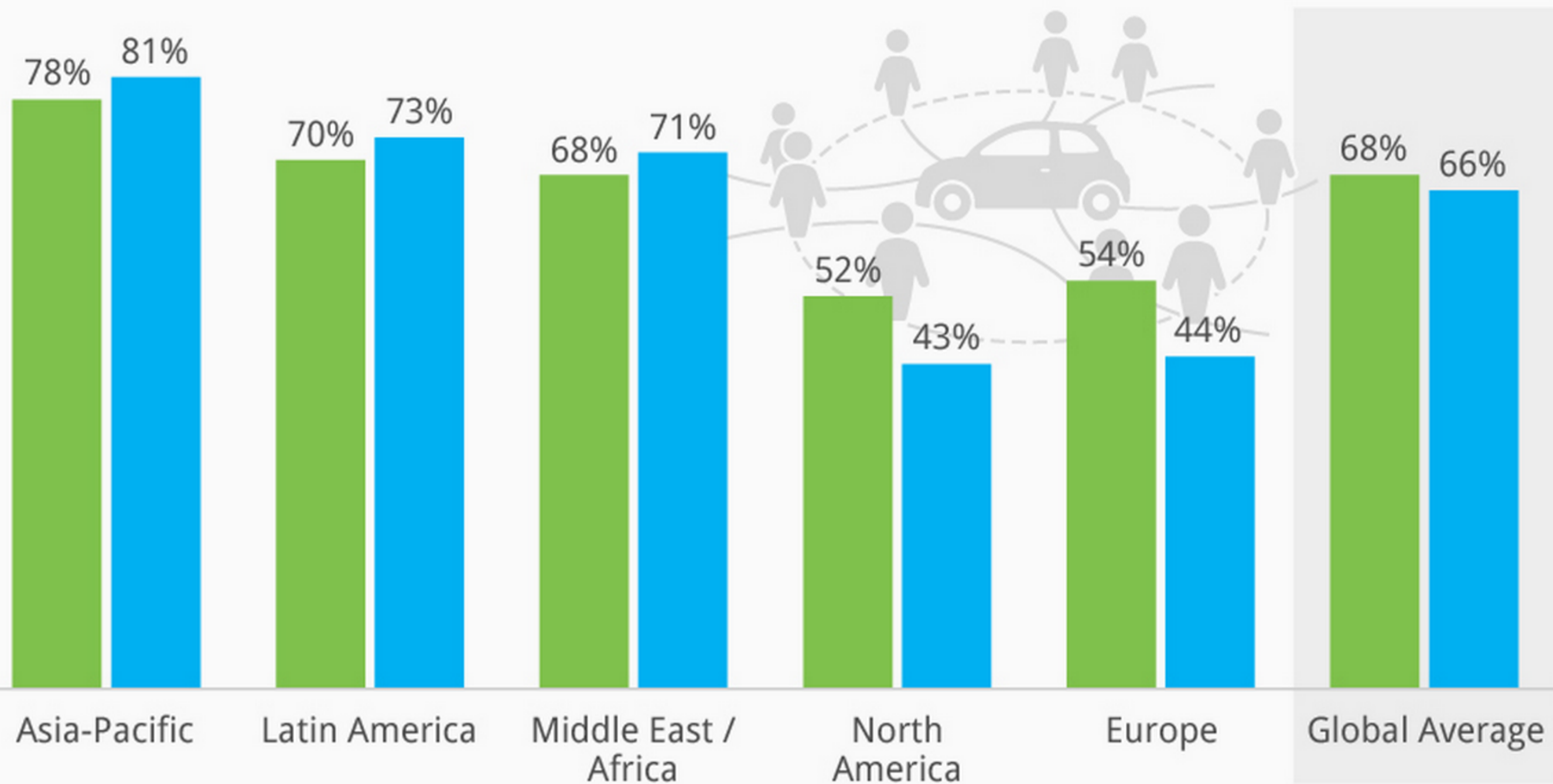
TREND #1

SHARING
ECONOMY

The Rise of the Sharing Economy

% of online consumers willing to participate in sharing communities*

■ Willing to share own assets ■ Willing to share from others



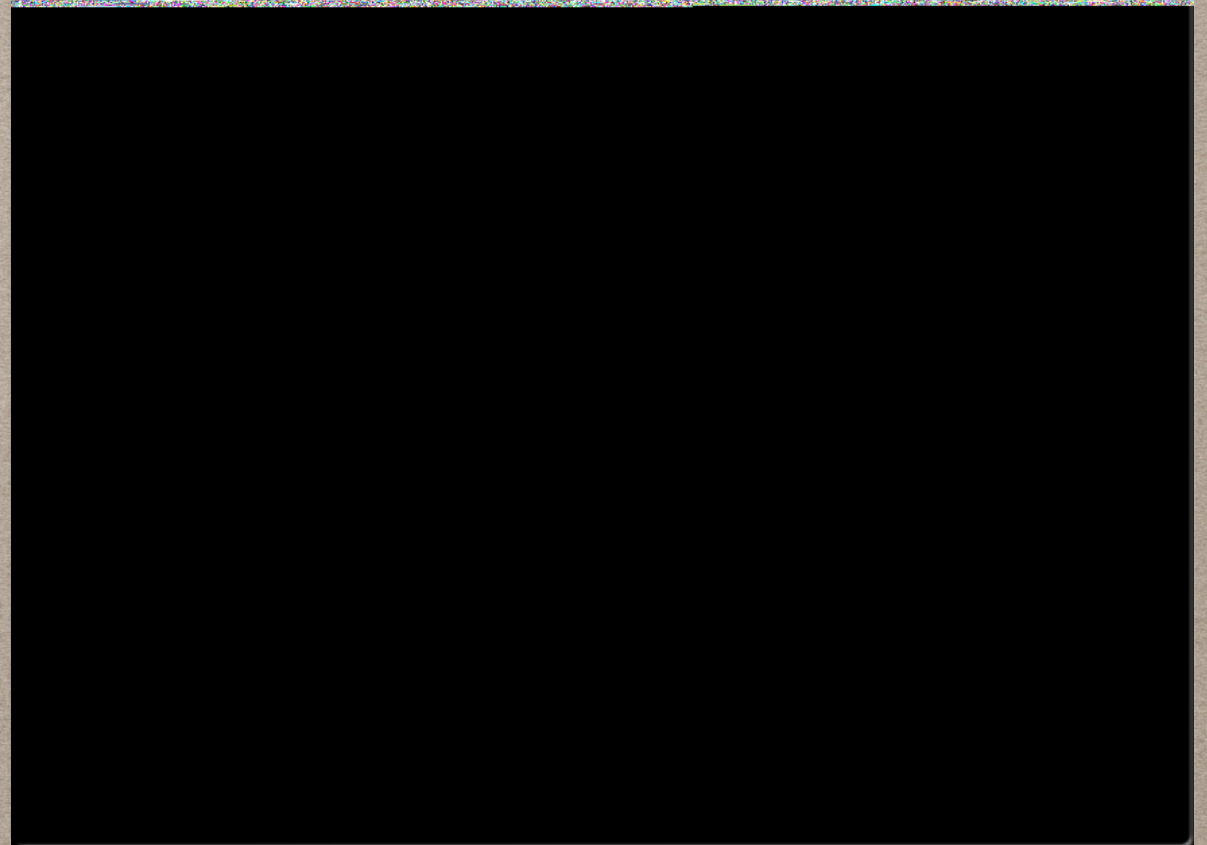
* based on an online survey among 30.000 consumers in 60 countries conducted in Q3 2013

Source: Nielsen



JEREMIAH OWYANG

FOUNDER
CROWD COMPANIES
INDUSTRY ANALYST



VISIONCRITICAL®



SHARING IS THE NEW BUYING



EVOLUTION OF SHARING MOVEMENTS

**SHARING
ECONOMY**

2011+

SOCIAL MEDIA

2008+

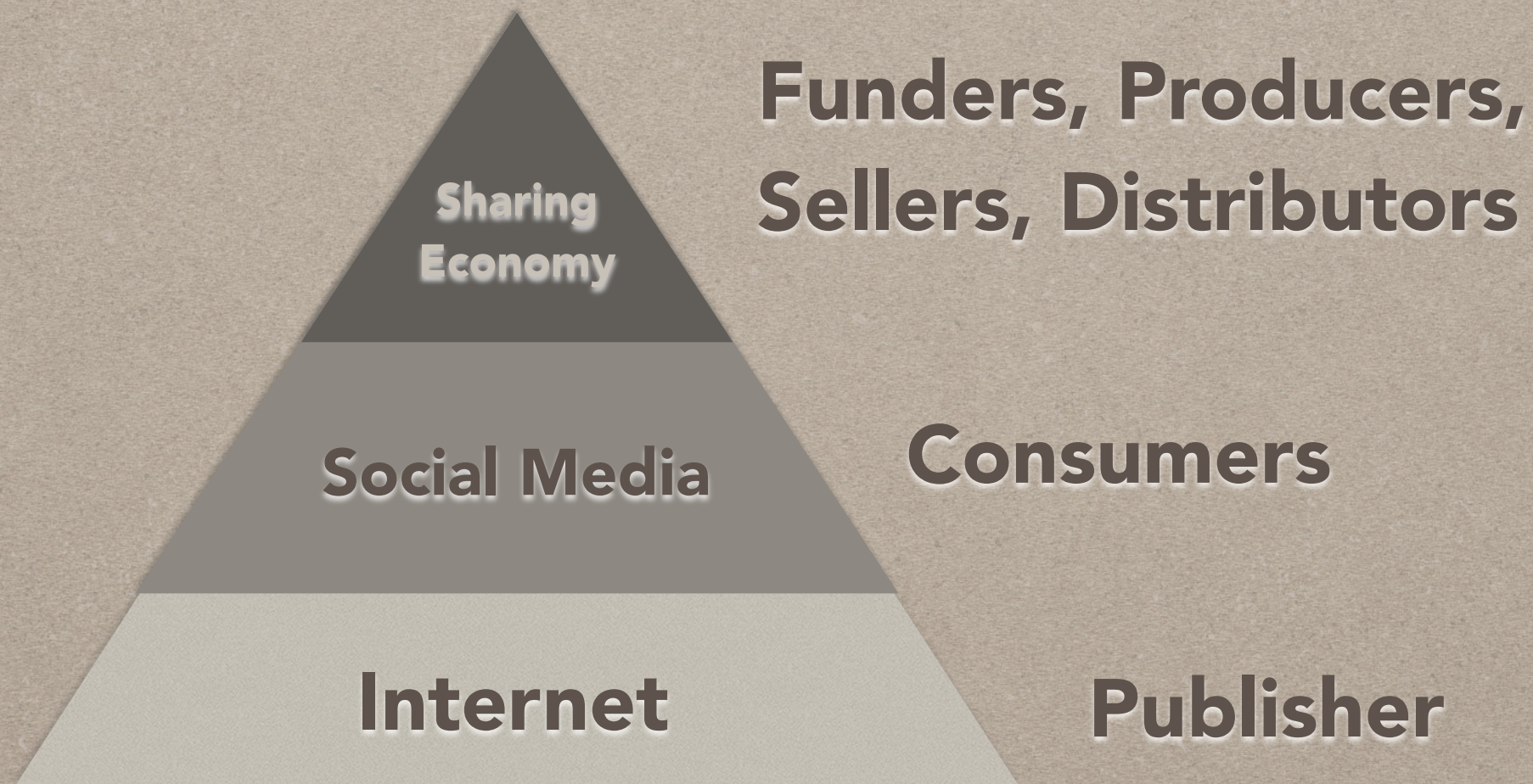
INTERNET

1998+

SHIFTING ECOMMERCE TO SHARING



ROLES OF SHARING



**Nearly half of sharers are
18-34**

**Americans with income
over \$100,000, 35% are
sharers in Sharing
Economy**

Collaborative Economy Honeycomb Version 1.0

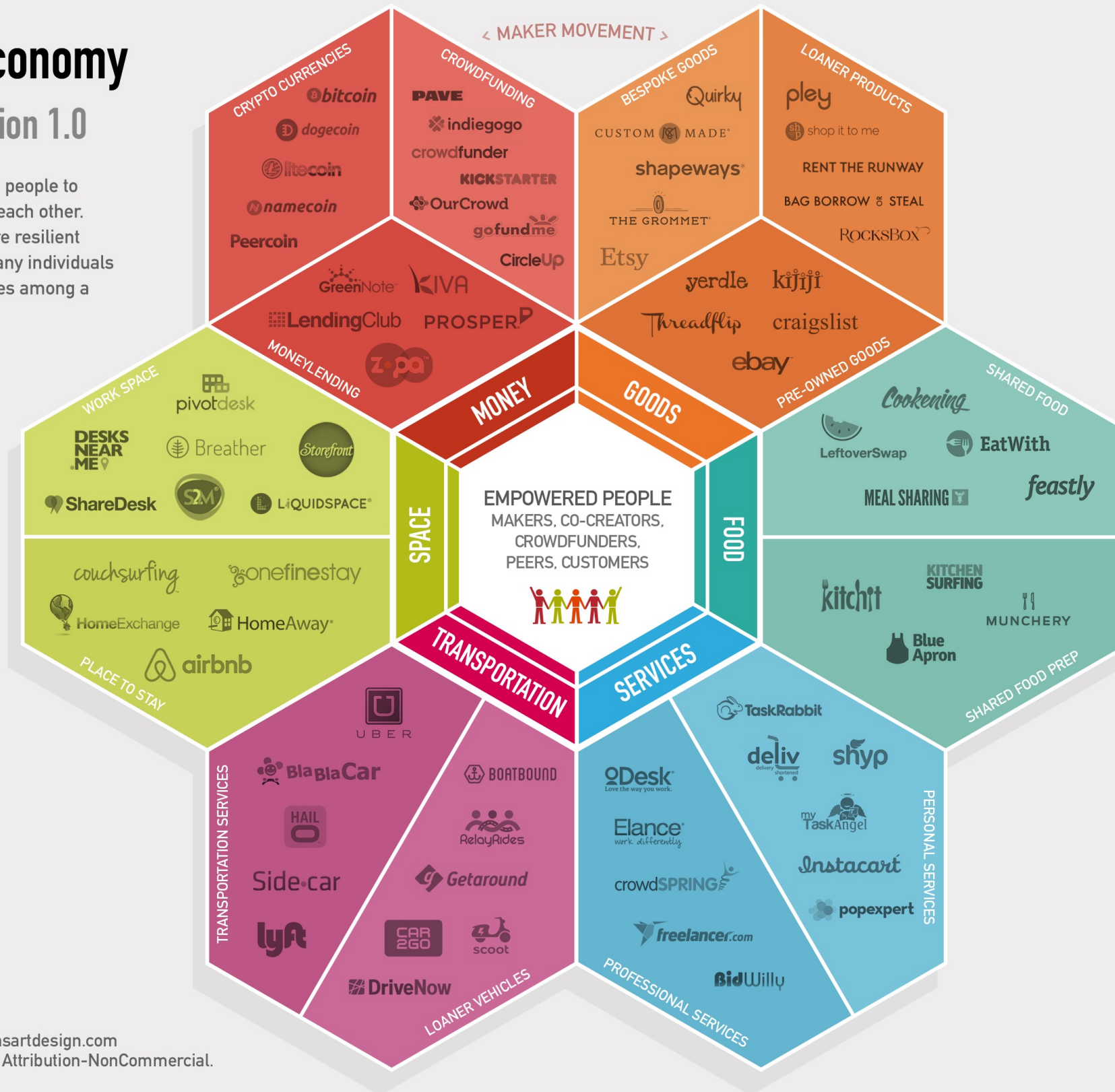
The Collaborative Economy enables people to efficiently get what they need from each other. Similarly, in nature, honeycombs are resilient structures that efficiently enable many individuals to access, share, and grow resources among a common group.

In this visual representation, this economy is organized into discrete families, sub-classes, and example companies. To access the full directory of 9000+ companies visit the Mesh Index, at meshing.it/companies managed by Mesh Labs.

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 and Vision Critical (@visioncritical).

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KEY MARKET FORCES

- SOCIETAL DRIVERS**
 - DESIRE TO CONNECT
 - SUSTAINABLE MINDSET
 - POPULATION INCREASE
- ECONOMIC DRIVERS**
 - FINANCIAL CLIMATE
 - UNTAPPED IDLE RESOURCES
 - STARTUPS HEAVILY FUNDED
- TECHNOLOGY ENABLERS**
 - INTERNET OF EVERYTHING
 - MOBILE TECHNOLOGIES
 - SOCIAL NETWORKS

Thinkful



UDACITY

Helpouts

coursera

INSTRUCTOR-LED

LEARNING

PEER TO PEER



instructables

SKILLSHARE

gibbon

Maven

Chegg

CURRENCIES

bitcoin

CROWDFUNDING

OurCrowd

indiegogo

BESPOKE GOODS

Etsy

shapeways

LOANER PRODUCTS

pley

ROCKSBOX

PRODUCTS

OX

RUNWAY

RROW & STEAL

1000 TOOLS

Haute VAULT

ip

igslist

ED GOODS

Cookening


SUPPERSHARE

VizEat

COHEALO 
COLLABORATIVE HEALTHCARE LOGISTICS

MACMILLAN
TEAMS 

 stat


helparound 

eaze 

 medicast
DOCTORS ON DEMAND

HEALTHCARE
WELLNESS

HEALTH & WELLNESS

 popexpert

 VINT


Kindly

kitchit

Blue Apron

MUNCHERY

SHIPPING

nimber

friendshiprr
your friends will get it

PiggyBee shipster

Bellhops

shyp

LOGISTICS

roost

MakeSpace

Boxbee
Urban Storage Valet

sharemystorage.com

Cubbyhole

STORAGE

LOCAL DELIVERY

POSTMATES

Instacart

UberRUSH

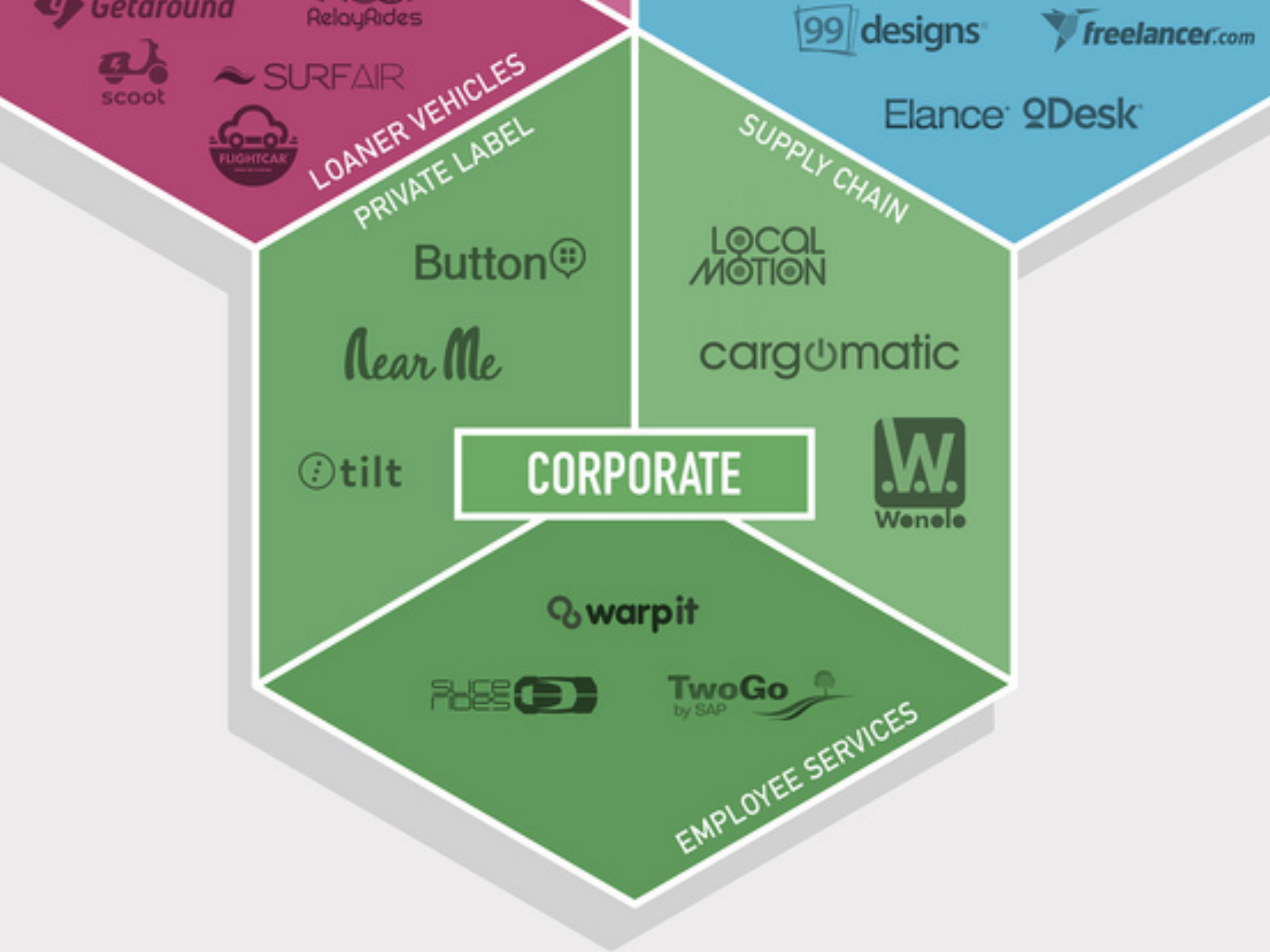
Ghostruck

deliv

zirtual

RING

.com



LOANER VEHICLES
PRIVATE LABEL

SUPPLY CHAIN

CORPORATE

EMPLOYEE SERVICES

Getaround

RelayRides

99 designs

freelancer.com



SURFAIR



Button

Near Me

tilt

LOCAL MOTION

cargomatic



warpit



PEERSPACE



Breathe

LIQUIDSPACE

Storefront WORK SPACE



Open Garden
You are the Internet



RECLAIM
YOUR PHONE



UTILITIES

TELECOMMUNICATIONS

ENERGY



MOSAIC

vandebbron

TRANSPORTATION SE



UBER



BlaBlaCar



OLA

Side-car

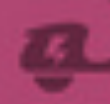


BRIDJ

TR



Get



SCO

velib'
MARCHÉ EN PARTS
BIKE SHARING

YARDCLUB

MuniRent

MUNICIPAL

EQUIPMENT

SAFETY

Musketeer

Life360

Bannerman

Kitestring

PERSONAL SPACE

onefinestay

LOVE HOME SWAP

CRYPTO CURRENCY

dogecoin

namecoin

litecoin

Peercoin

Le

RENTAL OPTI

Beyond

SMART HO

TREND #2

ONLINE 2 OFFLINE
(O2O)

Online 2 Offline

\$Open IPO



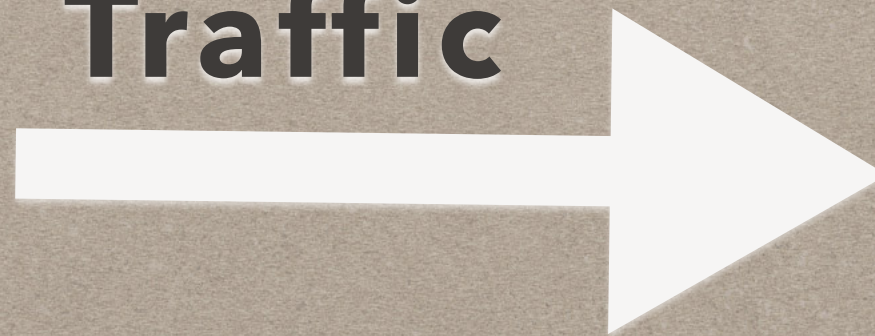
\$GRPN IPO



Product Discovery & Payment Online

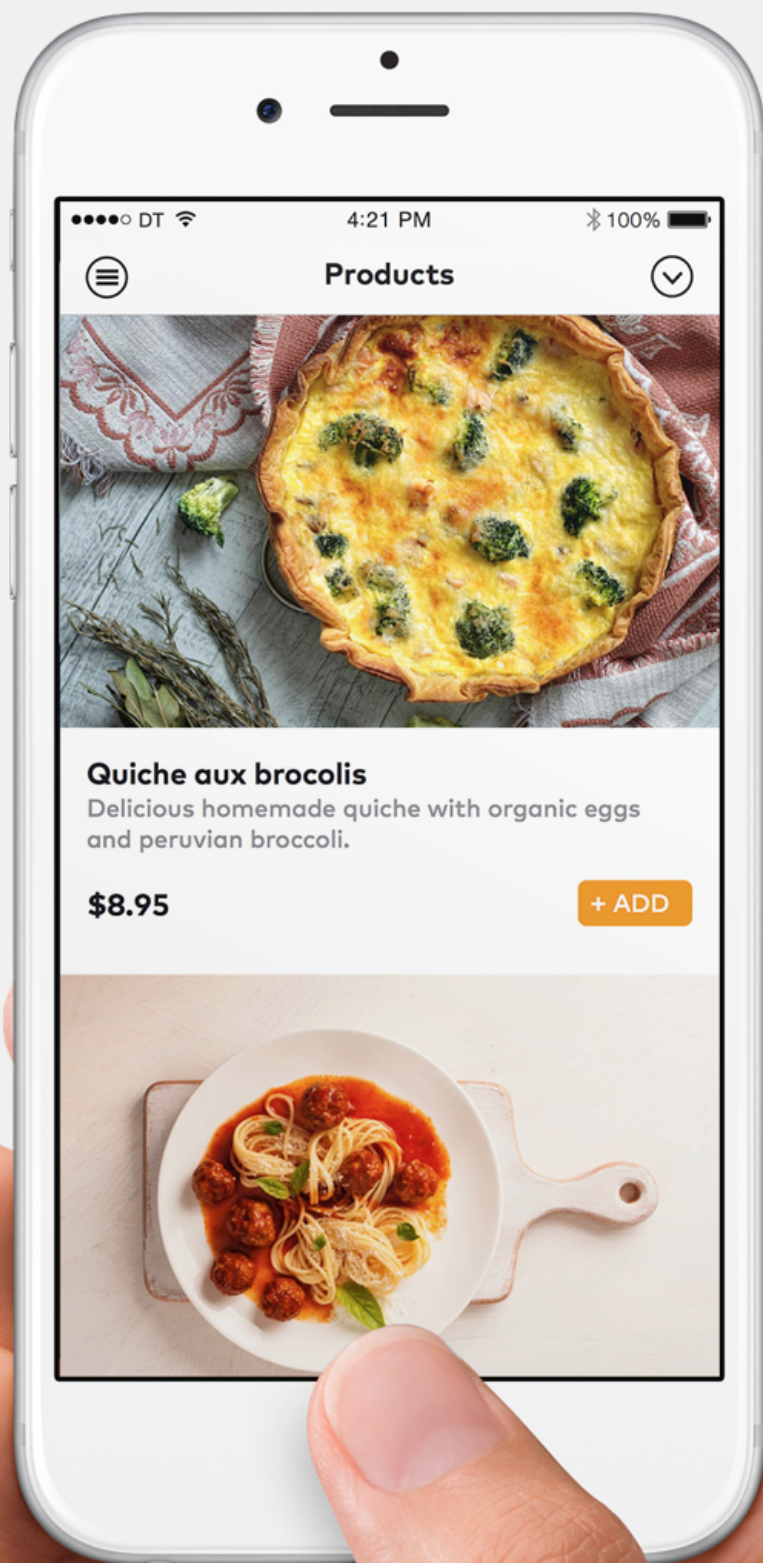


Traffic



**Promote
Offline
Sales**





Your personal waiter

Skip the line – order and pay from your phone for a faster and more seamless experience.

GET IPHONE APP

What is an iBeacon?

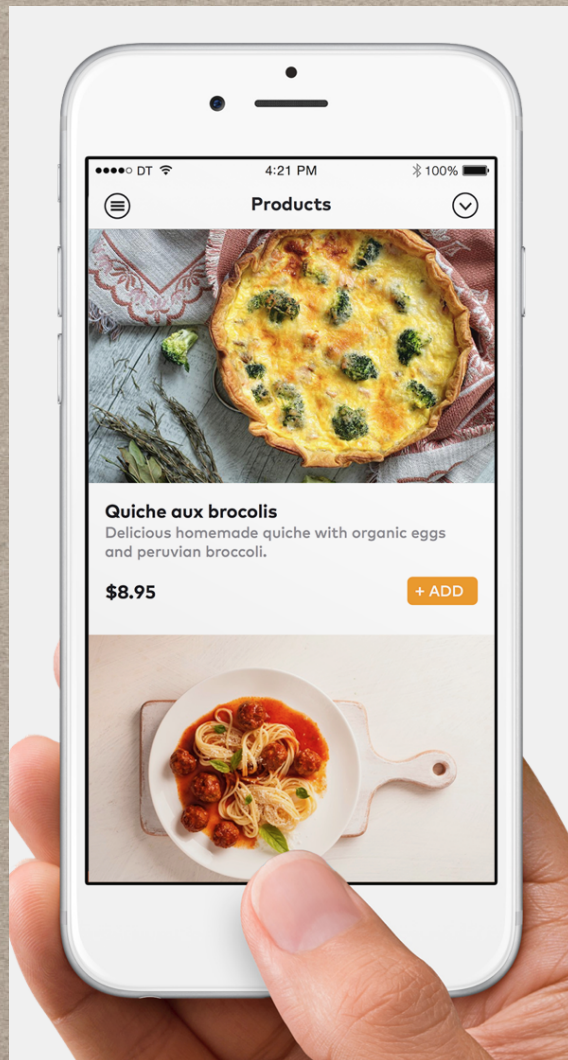
An iBeacon is a small, wireless device that broadcasts bluetooth signals to smart devices.

Downtown's iBeacons can be installed on a micro-location level as well as on a hypermicro-location level.

Beacons on a micro-location level detect whether a customer is at your location or not. Beacons on a hypermicro-location level can be attached to tables or other objects to understand from which area a customer has placed an order.



Product Discovery & Mobile Payment



Retail Services

**Promote
Offline
Sales**



**Service Discovery &
Offline Payment**

**Promote
Offline
Sales**



Sales Services



Dealership

TREND #3

MOBILE FIRST

THICK CLIENT THIN CLOUD

Mobile Strategy

“Bigger Mistake”

Thin
Client



=

Thick
Client



Thick
Cloud

Thin
Cloud

THICK CLIENT
THIN CLOUD

THIN CLIENT
THICK CLOUD



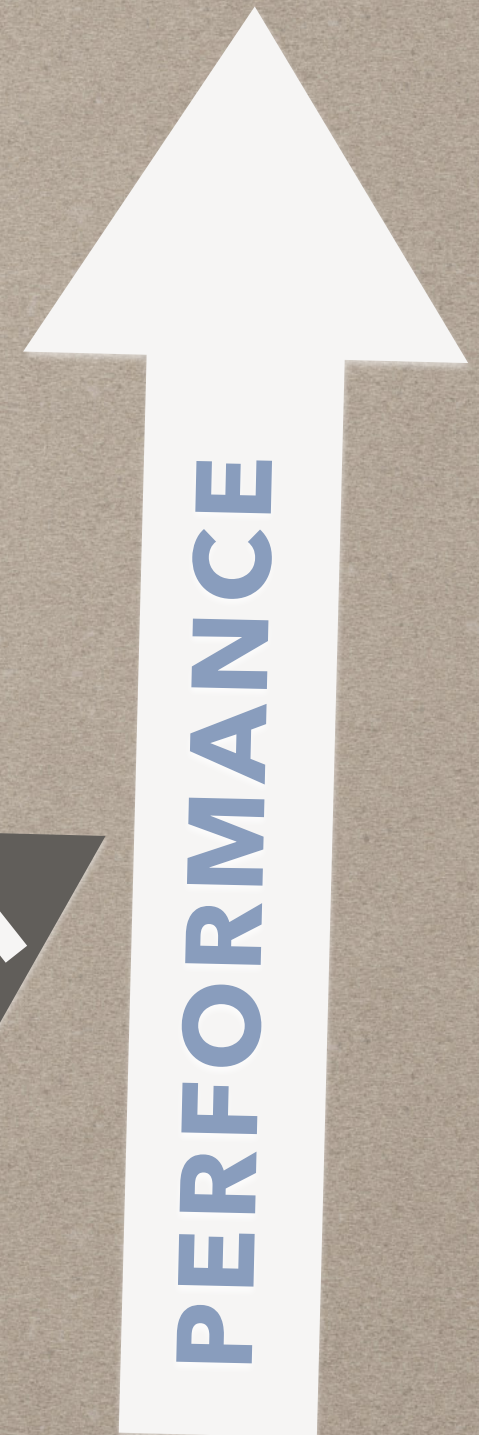
THICK CLIENT

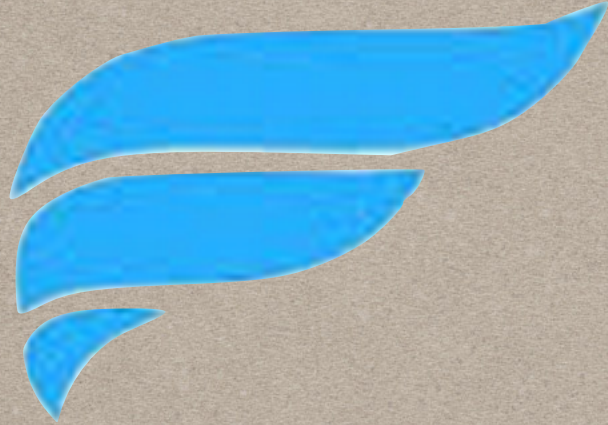


 **voxeet**
A *natural* way to conference



THIN CLOUD





GEOFF MATHIEUX
CEO & CO-FOUNDER
WINGZ





TAEYANG YOON

CEO & FOUNDER
KARFARM





**BESS
HO**

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**TAEYANG
YOON
KARFARM**

@TaeyangYoon