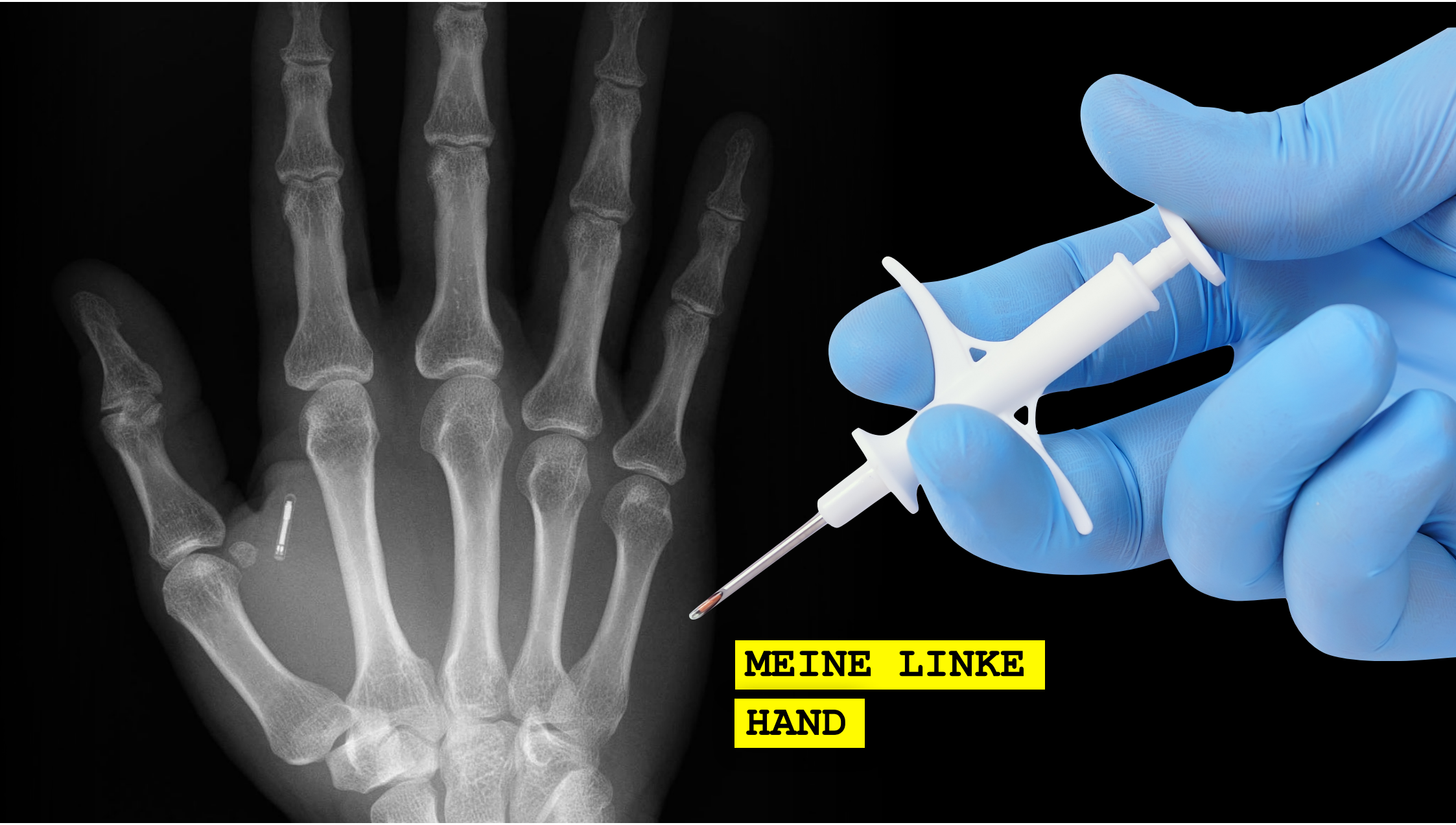
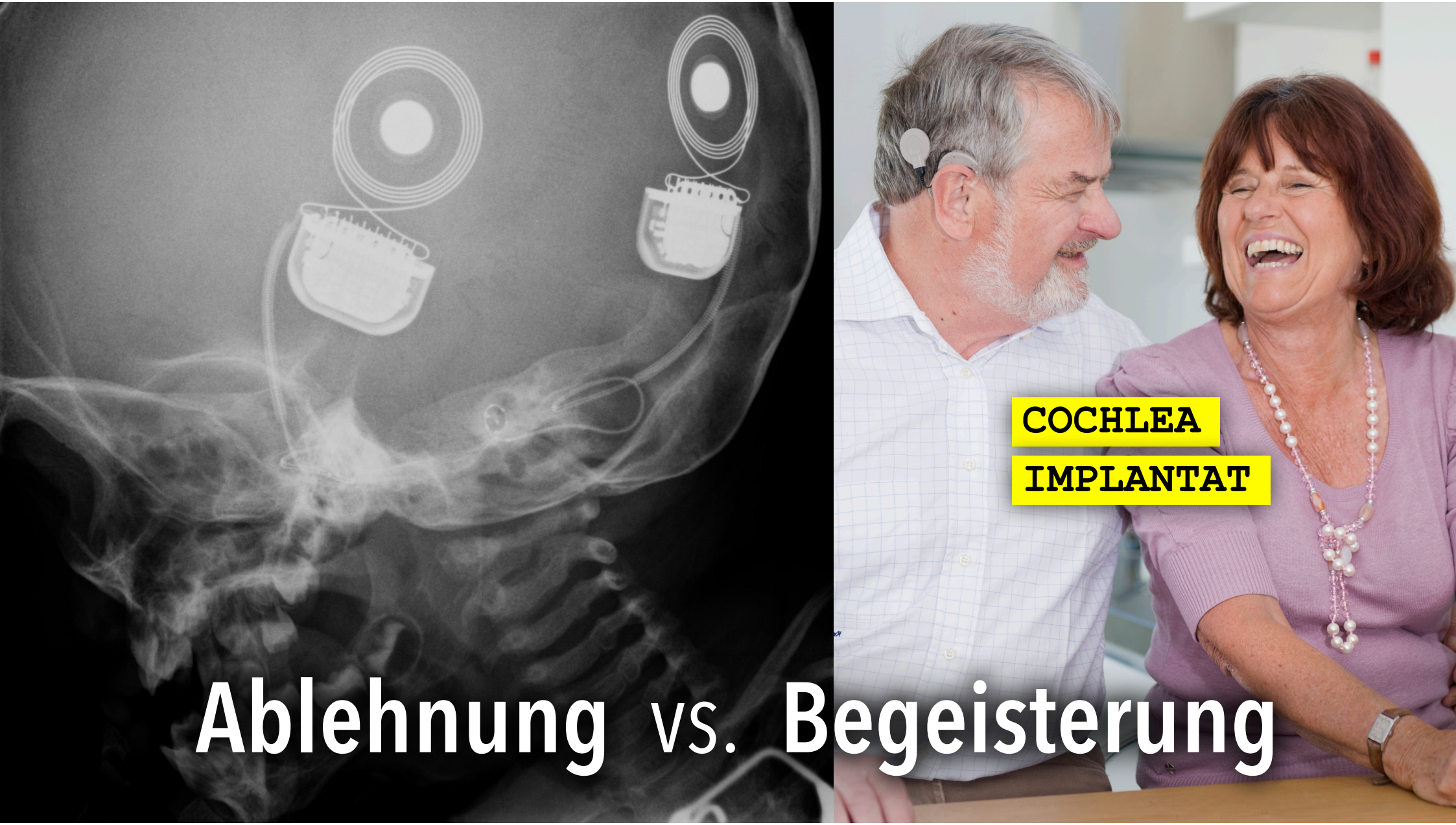


Mythos Digitaliserung

Wie Sie die Transformation erfolgreich meistern

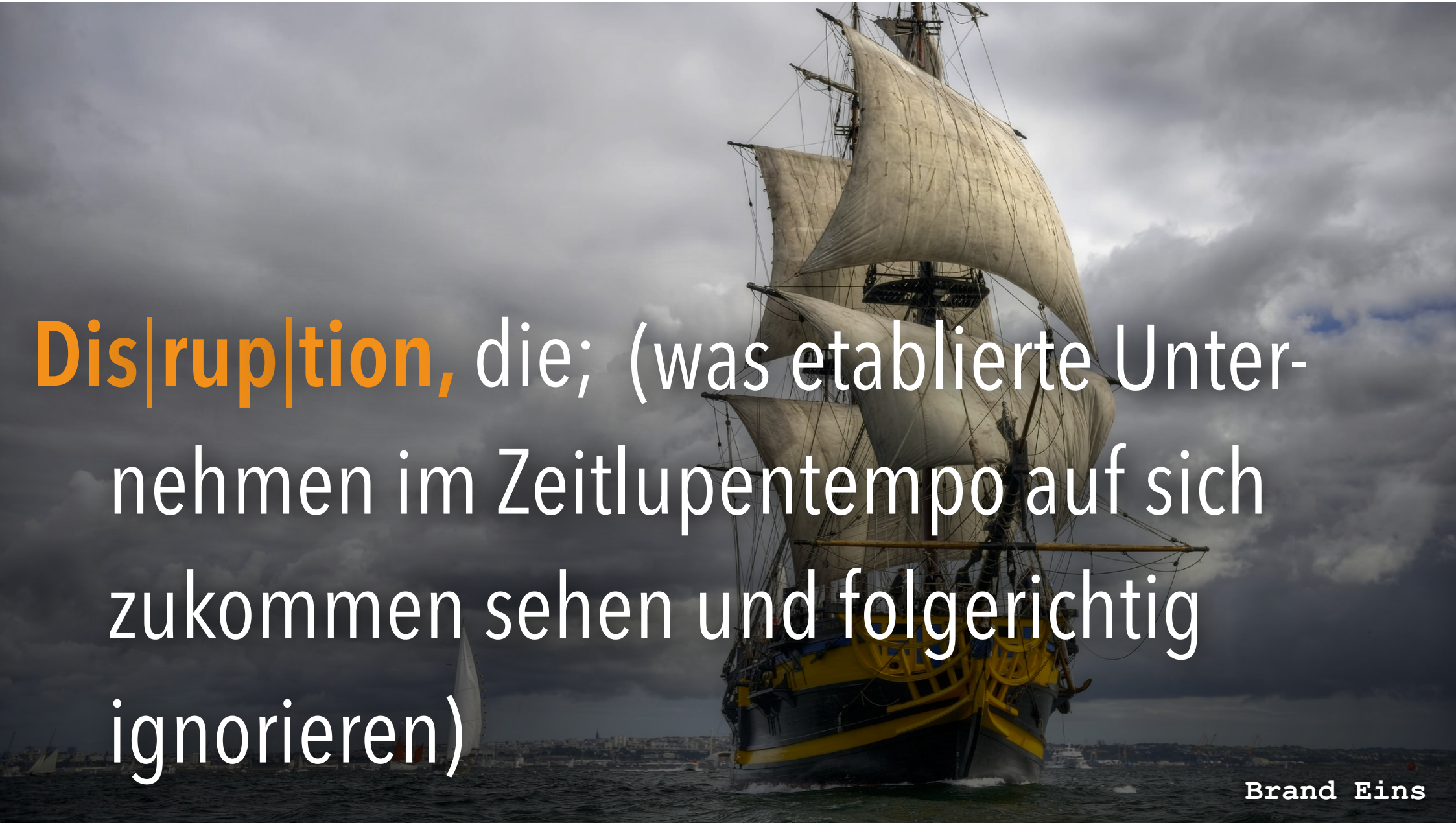

MEINE LINKE
HAND



Ablehnung vs. Begeisterung


excite
LYCOS
altavista
GO SILICON
VALLEY



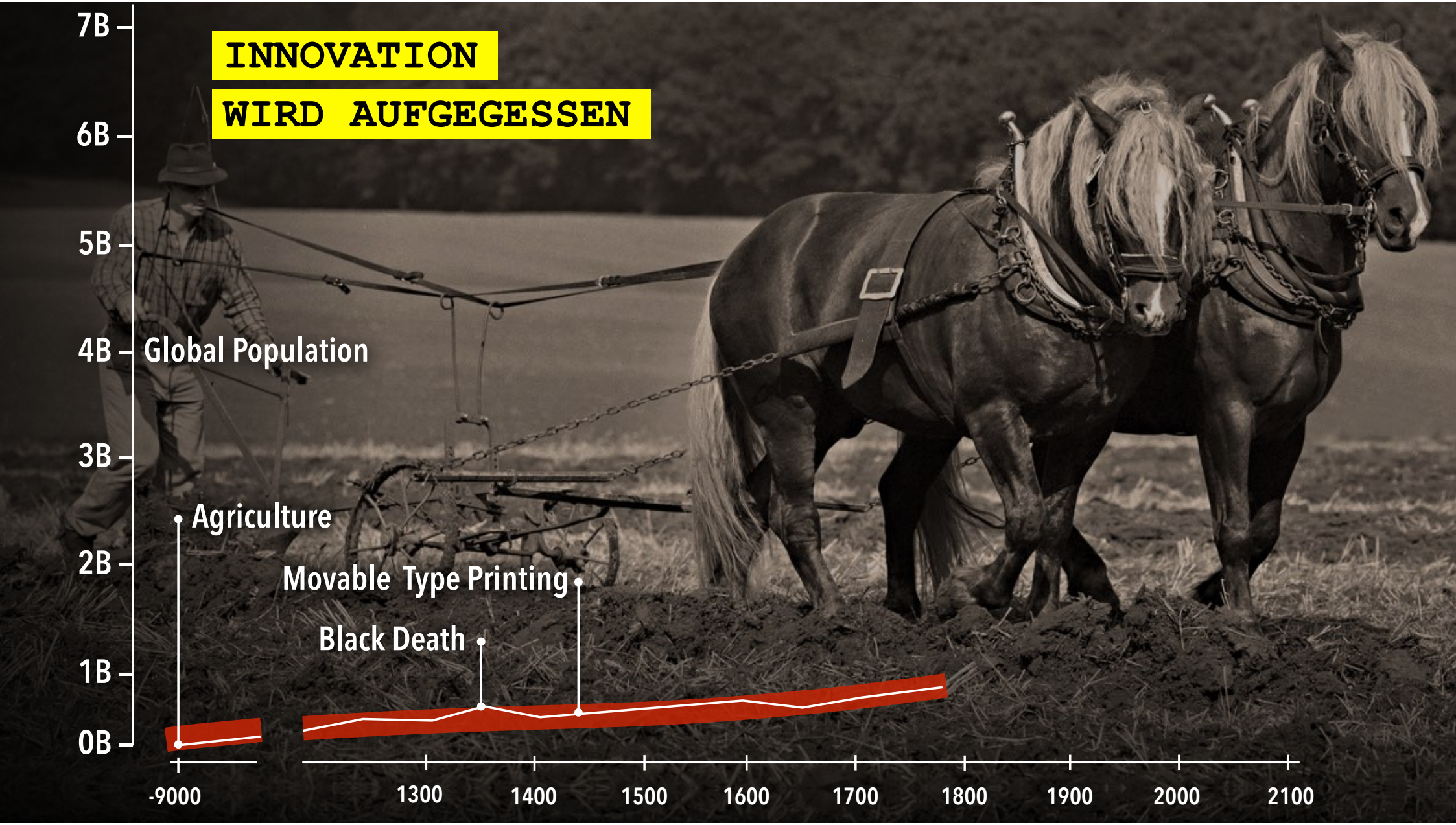

Dis|rup|tion, die; (was etablierte Unternehmen im Zeitlupentempo auf sich zukommen sehen und folgerichtig ignorieren)
Brand Eins

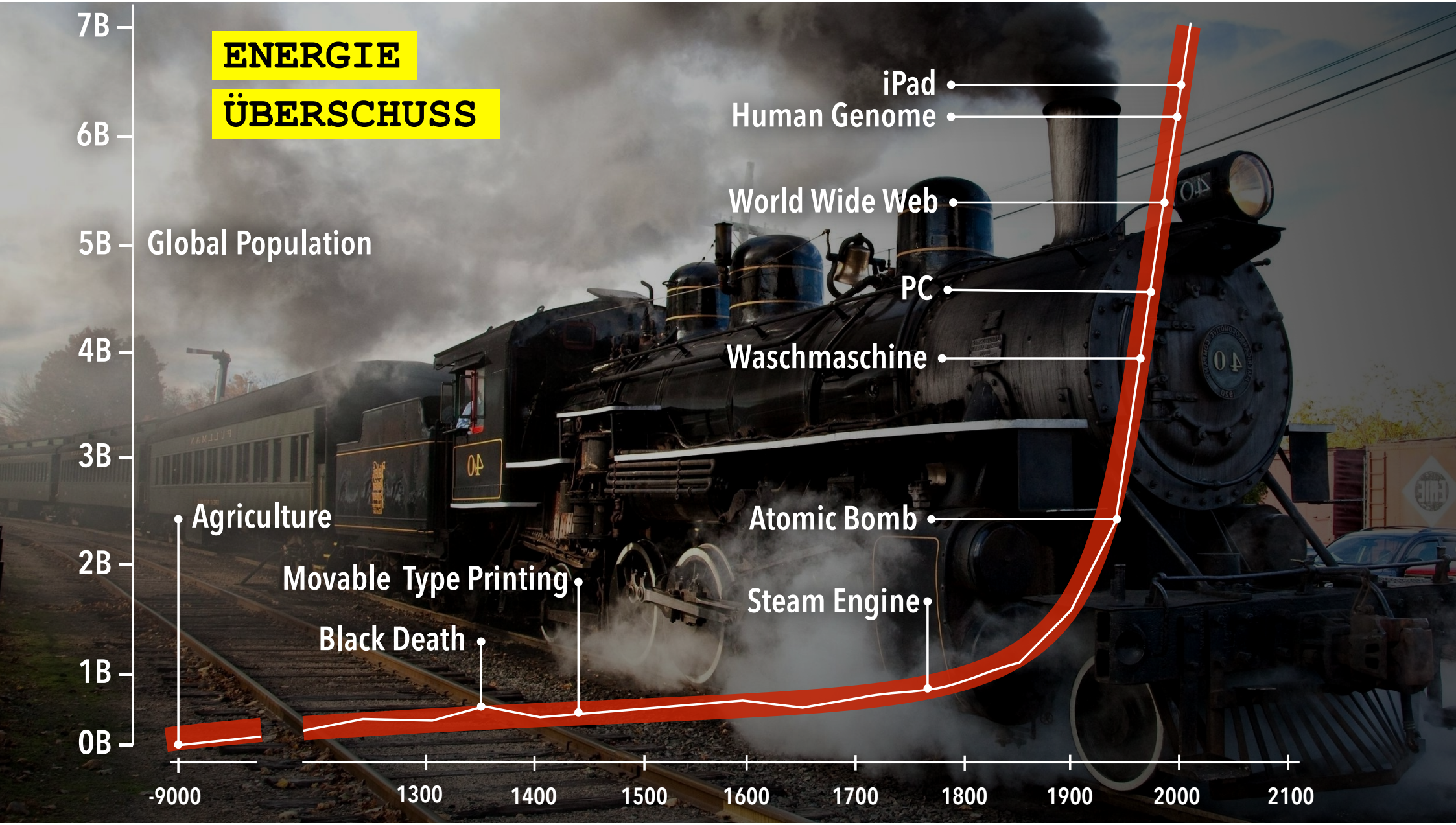

New Entrant
Performance
Functionality
Incumbent
Sustaining Innovation
Most
demanding
Customer
Least
demanding
Customer
Disruptive Innovation
"DOING THE RIGHT THING
IS THE WRONG THING."
Time
The Innovators Dilemma by Clayton Christensen

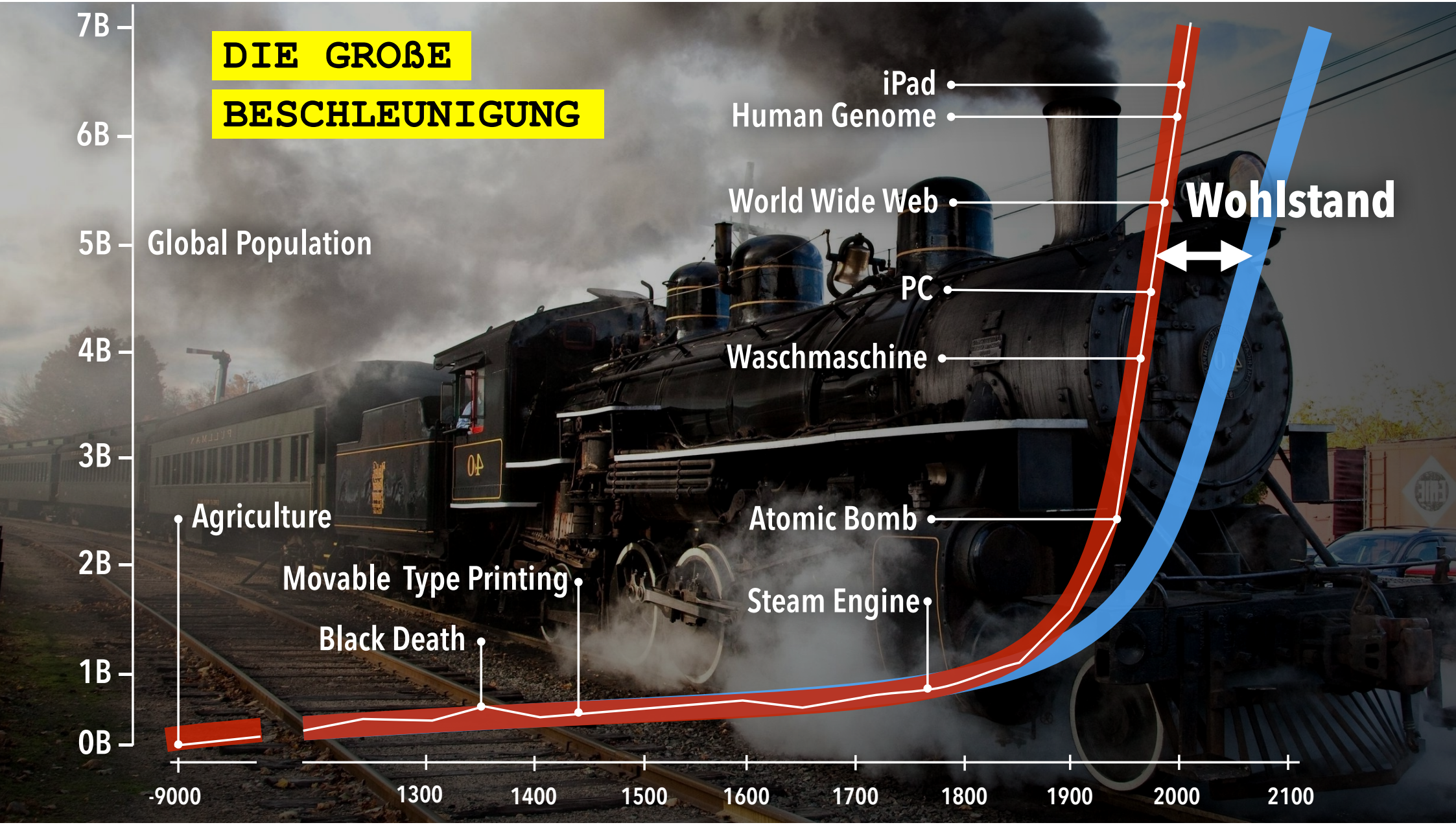
SMARTE PRODUKTE

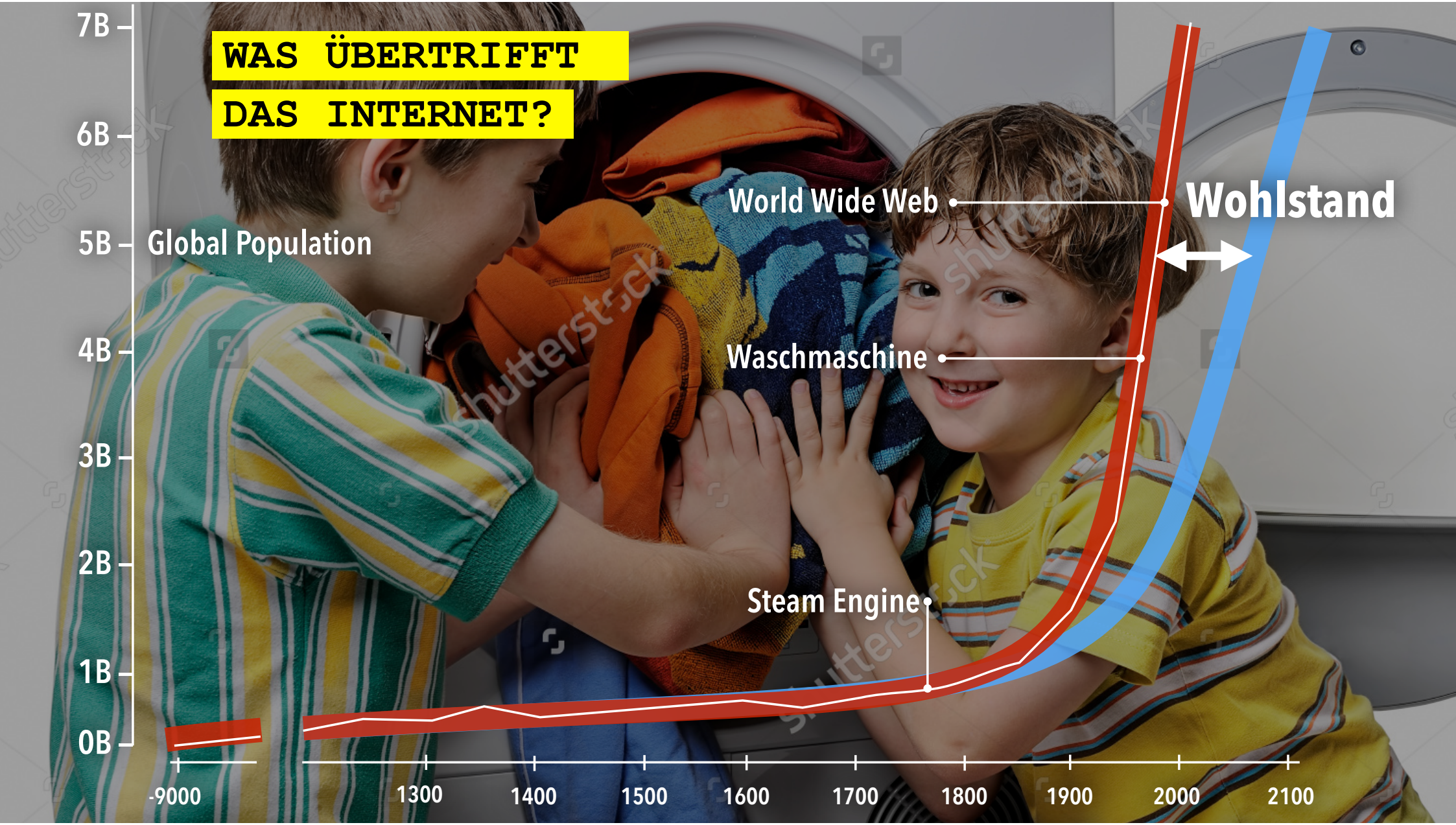
MK-ILLUMINATION

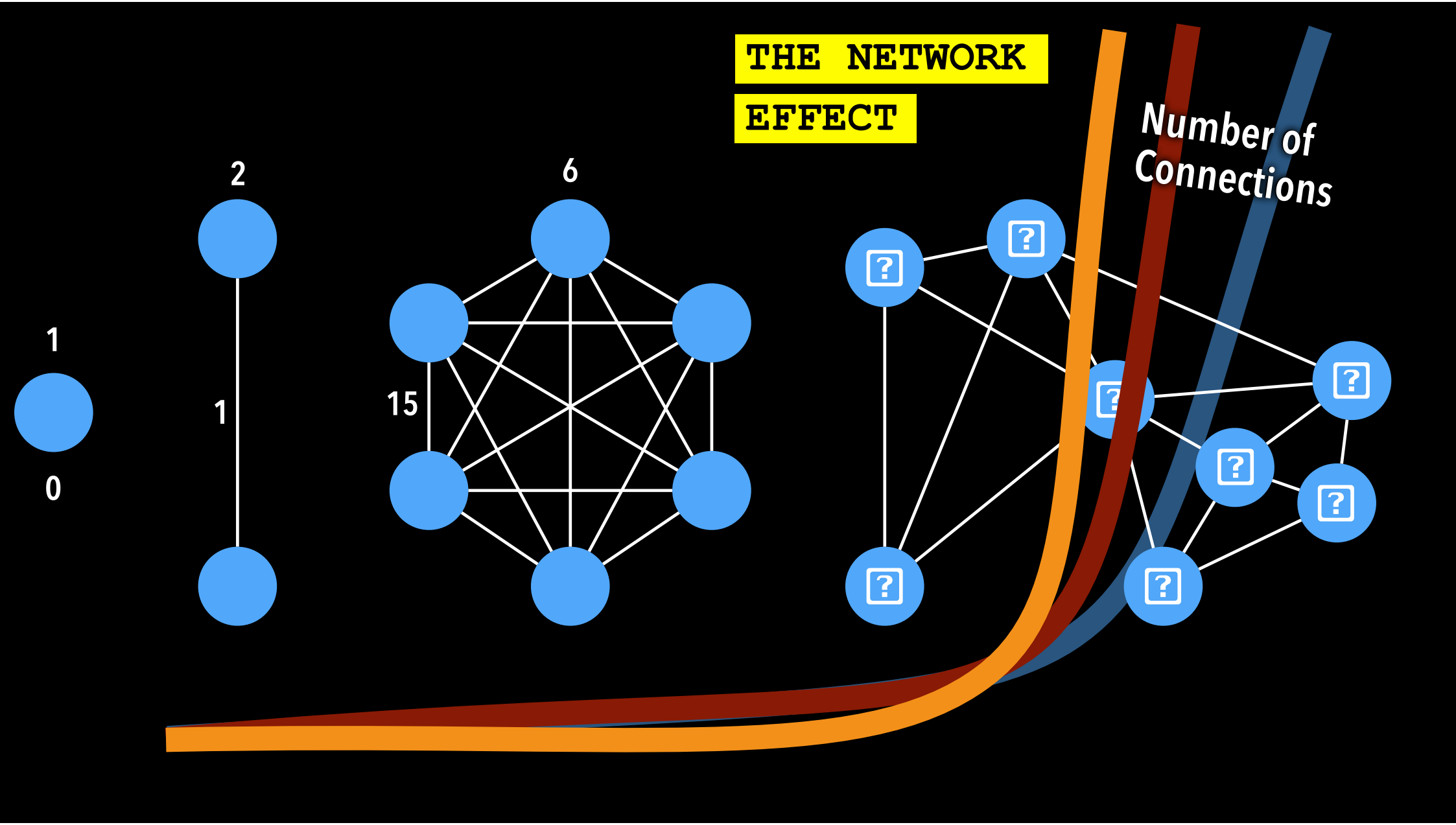
Bild fehlt noch

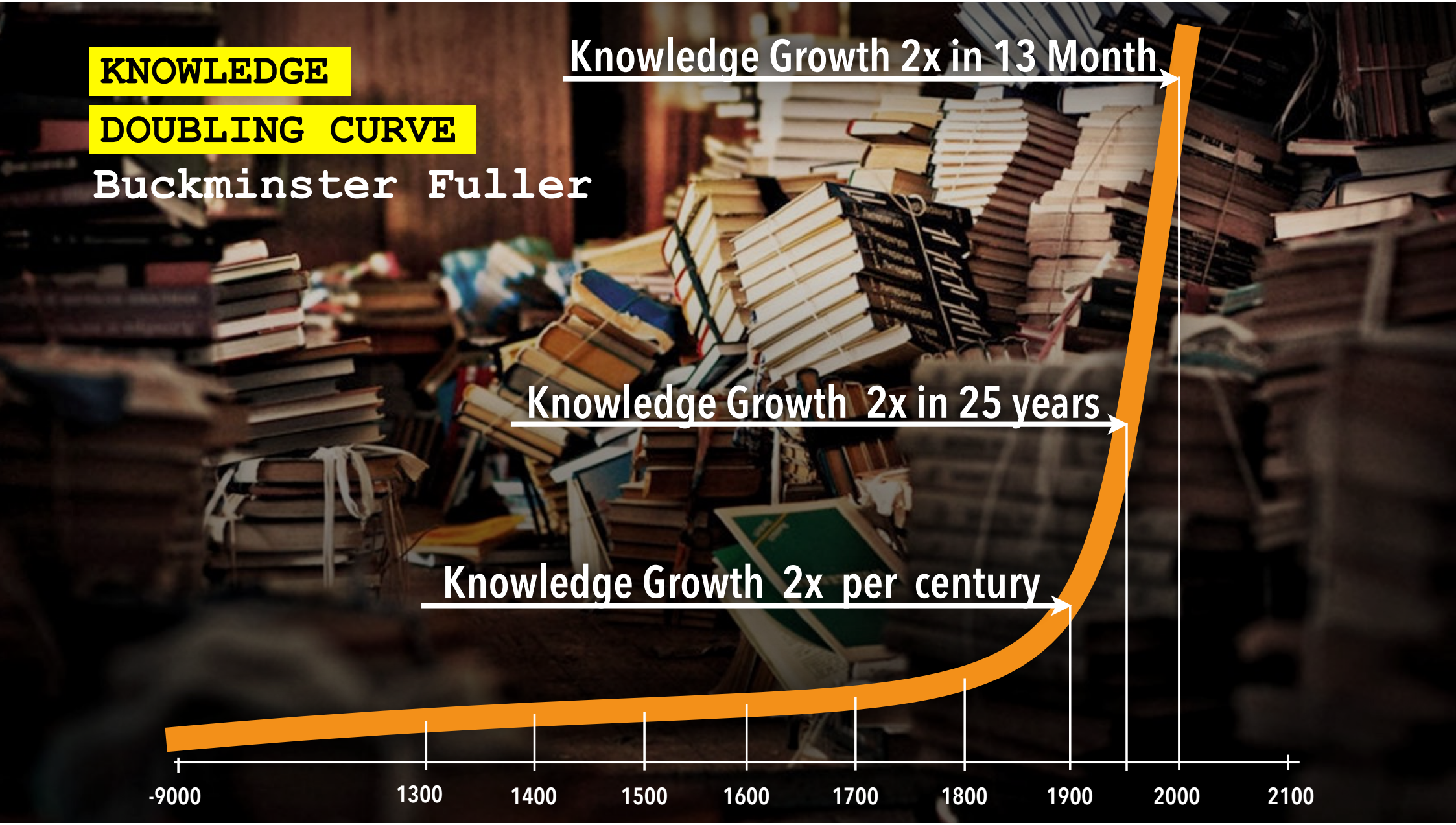

INNOVATION
WIRD AUFGEGESSEN
7B
6B
5B
4B
3B
2B
1B
0B
Global Population
Agriculture
Movable Type Printing
Black Death
-9000
1300
1400
1500
1600
1700
1800
1900
2000
2100


ENERGIE
ÜBERSCHUSS
7B
6B
5B
4B
3B
2B
1B
0B
Global Population
iPad
Human Genome
World Wide Web
PC
Waschmaschine
Atomic Bomb
Steam Engine
Agriculture
Movable Type Printing
Black Death
-9000
1300
1400
1500
1600
1700
1800
1900
2000
2100


DIE GROßE
BESCHLEUNIGUNG
7B
6B
5B
4B
3B
2B
1B
0B
Global Population
Agriculture
Movable Type Printing
Black Death
Steam Engine
Atomic Bomb
iPad
Human Genome
World Wide Web
PC
Waschmaschine
Wohlstand
-9000
1300
1400
1500
1600
1700
1800
1900
2000
2100


WAS ÜBERTRIFFT
DAS INTERNET?
7B
6B
5B
4B
3B
2B
1B
0B
Global Population
World Wide Web
Wohlstand
Waschmaschine
Steam Engine
-9000
1300
1400
1500
1600
1700
1800
1900
2000
2100


THE NETWORK
EFFECT
Number of
Connections
1
0
2
1
6
15
?


KNOWLEDGE
DOUBLING CURVE
Buckminster Fuller
Knowledge Growth 2x in 13 Month
Knowledge Growth 2x in 25 years
Knowledge Growth 2x per century
-9000
1300
1400
1500
1600
1700
1800
1900
2000
2100

HUMAN LEVEL

ARTIFICIAL INTELLIGENCE



Google - AI

Basisinnovation: **Künstliche Intelligenz**



Basisinnovation: **Künstliche Intelligenz**


Paid
12:15
PLV*CATS Saftladen Gmb Innsbruck AUT
7,60 EUR
0.00797485 BTC
Donnerstag, 23 März 2017
12:14 NACHM.
Exchange Rate
1 BTC = 952,99543221 EUR
PLV*CATS Saftladen Gmb Innsbruck
AUT
Eating Places, Restaurants
BITCOIN-KREDITKARTE
IM SAFTLADEN

BLOCK CHAIN TECHNOLOGIE


PETER
PFÖTSCHER
Firma kleiner 250 Mitarbeiter?


PETER
PFÖTSCHER


PETER
PFÖTSCHER
Unternehmen von der Digitaliserung
her neu denken


TESLA
TESLA
ELON MUSK
Hardware follows Software


MARK ZUCKERBERG
FACEBOOK


MARK ZUCKERBERG
FACEBOOK
Edgewood Dr
Edgewood Dr
Edgewood Dr
Edgewood Dr
Hamilton Ave
Hamilton Ave
Hamilton Ave


DIGITAL
MINDFULNESS
"We become what we behold.
We shape our tools and
then our tools shape us"
John Culkin about Marshall McLuhan


PINGUIN
STRATEGIE
Ausprobieren: Mit kleinen Projekten starten und schnell lernen