Autonomous Knowledge Economy?
Changing rules of Economy

Auto Industry – Evolution, Transformation & Disruption

Knowledge Economy

What does it mean for us?
Changing rules of Economy
The playbook that favored the supply over demand
Side Effects of the current economy

**AREAS RIPE FOR DISRUPTION**

- Complex experiences
- Broken trust
- Redundant intermediaries
- Limited access

Supply side profit = Demand side friction
The digital economy shifts the power from supply to demand

Unconstrained Supply

Demand driven Business Models

Unbundled Offerings

Precise Performance Measurement
Auto Industry – Evolution, Transformation & Disruption
The Genesis
Re-imagined personal transport
The (Internal) Evolution

The R&D era
1966–1995
Examples: GM’s DAIR system

The infotainment era
2007–2012
Examples: Ford SYNC, Kia UVO, GM MyLink

The embedded era
1995–2002
Examples: GM Onstar

The new mobility era
2020–ongoing
Examples: Tesla Autopilot, self-driving initiatives by Google, Audi, Daimler

The V2X era
2012–ongoing
Examples: Tesla app, Nissan Nismo, Progressive Snapshot
The (External) Disruption
The Re-Imagination
Guzzling data instead of Oil @1.3 billions miles
From Semi-automatic to Autopilot
Technology is dramatically re-defining the product
### EVOLUTION OF THE CAR MARKET SECTOR

<table>
<thead>
<tr>
<th>Car Ownership</th>
<th>Car Sharing</th>
<th>Ride Sharing</th>
<th>P2P Car Rental</th>
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<tbody>
<tr>
<td>GM</td>
<td>zipcar</td>
<td>nuride</td>
<td>DriveMyCar</td>
</tr>
<tr>
<td>Ford</td>
<td>streetcar</td>
<td>zimride</td>
<td>RelayRides</td>
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<td>Chrysler</td>
<td>WhizzGo</td>
<td>GoLoco</td>
<td>getaround</td>
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<td></td>
<td>GoGet</td>
<td></td>
<td>WhipCar</td>
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</tbody>
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**Demand driven business models**
Unbundling The Automobile

Un-bundled Offerings
Granular performance measurement (over 100 sensors)
Data is the Winning Formula(1)
The Knowledge Economy
Print: Evolution over 600 years

- Woodblock printing: 200 BC
- Printing Press: 1453
- Lithography: 1796
- Rotary Press: 1843
- Dot Matrix Printing: 1968
- Ink jet Printing: 1951
- Screen Printing: 1910
- Offset Printing: 1875
- Laser Printing: 1969
- Thermal Printing: 1972
- 3D Printing: 1984
- Digital Press: 1993
The Evolution (of process and formats)
The Disruption
Current markets are being redrawn to create new markets.
Un-constrained Supply
Data of the Internet of Things

**BrontoByte**
The digital universe of tomorrow

**YottaByte**
The digital universe today: 250 trillion DVD's

**ZettaByte**
In 2016 1.3 ZB will cross our digital networks daily

**ExaByte**
At the moment, every day 1 EB of data is created on the internet. That is the equivalent of 250 million DVD's. The Square Kilometer Array Telescope will produce around 1 EB per day.

**PetaByte**
The CERN LHC generates 1 PB per second

**GigaByte**

**MegaByte**
Demand driven business models
Understanding the context and goal are crucial to refine the business models.
Accelerated Un-bundling of Products/Services
The Higher Education, Continuing Education

Online Learning Landscape

Online Universities
- DeVry University
- The Open University
- University of Phoenix

MOOC Sites
- edX
- Google
- Udacity
- Coursera
- iTunes U
- Open2Study
- FutureLearn
- OpenSAP

Cross-Platform Learning Paths
- Athentica
- eddefy
- degree
- Thinkful
- bento
- RESUM Up
- Open2Study

Search & Reviews
- Chegg
- RedHoop
- skillicup
- Learnpic
- LearnBIG
- Open2Study

Mentoring & Community
- Athentica
- Clarity
- Thinkful
- InstaEDU
- Piazza
- Codementor
- No Need To Study

Moving Campus Ed Online
- Apollo Group
- Pearson
- Deltak
- Toolwire
- Academic Partnership

Other Learning Services
- Athentica
- Chegg
- Cognii
- Einztein.com
- Thinkful

Skill Learning Sites
- Codecademy
- Thinkful
- Skillshare
- NetCom
- Johan

Certificate Granters
- Coursera
- degree
- simplilearn

Degree Jail Breakers
- ENSTITUTE
- degreed
- Quad Learning
- UniversityNow
- Straighterline

Send omissions or changes to info@athentica.com
Latest version available at athentica.com/landscape/

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October 2013
Granular performance measurement
User Activity

From: 2017-06-13
Group: All Users

Activity Summary

- Total Activity: 0.43 hours
- Avg Per User: 0.01 hours
- Avg Per Active User: 0.02 hours
- Top 10% Users (Avg): 0.07 hours

Active User Base

33.33%
19 of 57 users were active in this time period

Micro measurements of Impact
Re-imagination (of knowledge creation and consumption) in Progress
Un-bundling of Publishing
The economy is shifting the value proposition
The choice is entirely up to you.
Autonomous Knowledge Economy!

Max Gabriel, CTO – T&F, Max.gabriel@informa.com
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