

# Thriving in the Digital Economy

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## 5th Ave New York City, April 15, 1900

**1900:  
Where  
is THE  
CAR?**

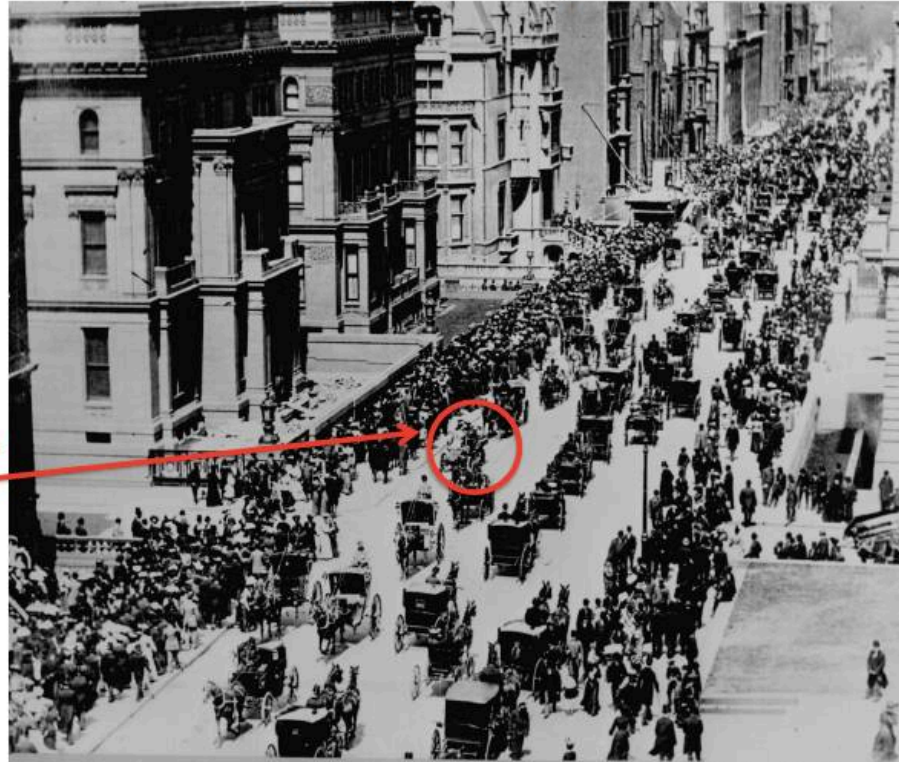


Photo: Fifth Ave NYC on Easter Morning 1900

Source: US National Archives from  
(Wikipedia)

Leading Market Disruption- Copyright © 2001-2014 by Tony Seba

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5<sup>th</sup> Ave New York City, March 23, 1913

1913:  
Where is  
THE  
HORSE?



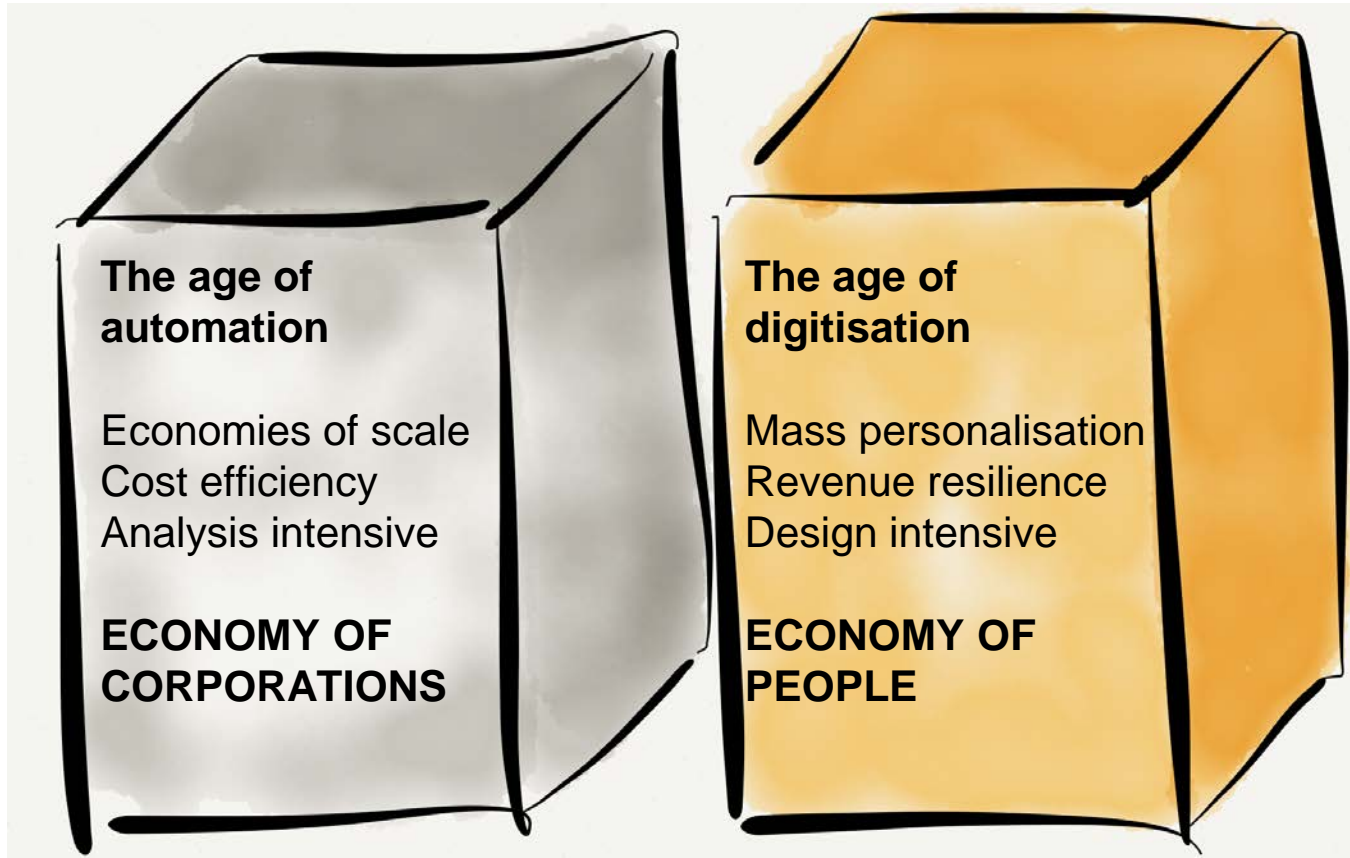
Photo: Easter 1913, New York. Fifth Avenue looking north. George Grantham Bain Collection

Source: shorpy.com

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Volkswagen	“bring highly automated driving functions to market as a core competency from 2021.”
General Motors	Introducing Super Cruise (semi autonomous highway driving), bringing 10 electric models to China by 2020
Hyundai-Kia	Some components for autonomous systems by 2020, mass production in 2022
Ford	Fully self-driving car – without steering wheel – by 2021
Nissan-Renault	Self-driving car ride-sharing service by 2027; Nissan Leaf autonomous single-lane highway driving in 2018
Daimler	Autonomous taxis in 2021
BMW	Fully autonomous vehicle by 2021
Toyota	Vehicles with an autopilot switch in Tokyo by 2020
Honda	Fully autonomous cars by 2025







Archer
Veteran
2(1).1/1/1
Antium
Rome - Despotism (5.50)
1365 AD, 2104 Gold (+13 per turn)
Feudalism (9 turns)

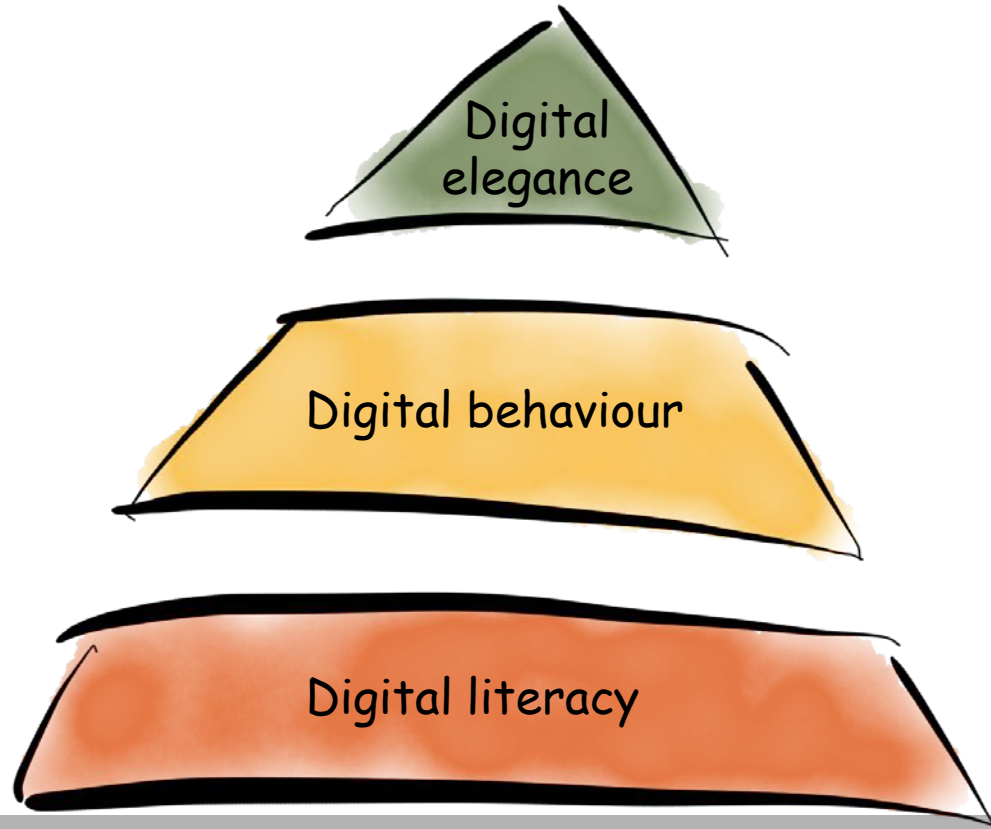






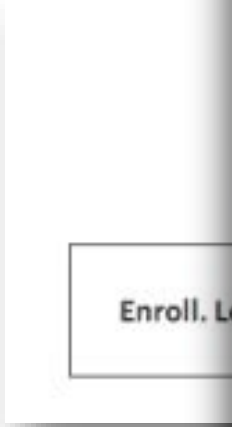
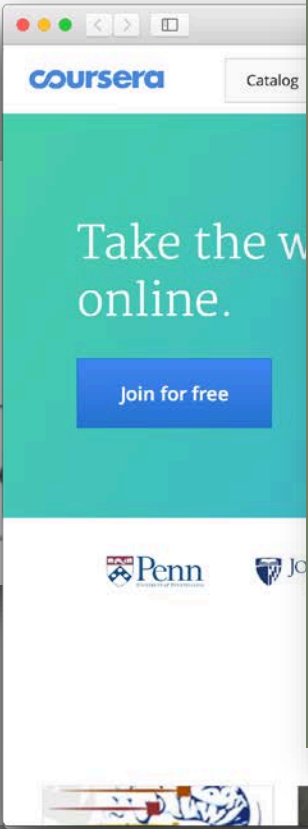
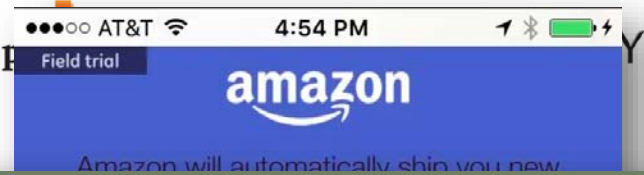
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	TECHNOLOGY ADVANCES	CONSUMER DEMAND	CAR AUTOMATION	ECONOMY	CAR SHARING	DRIVER BEHAVIOUR	MEDICAL ADVANCES	ROAD CRASHES
1	TECH PROGRESSES FAST				HIGH ADOPTION			
2	TECH PROGRESSES FAST				SOME ADOPTION			
3	TECH PROGRESSES SLOW				SOME ADOPTION			
4	TECH PROGRESSES SLOW				LOW ADOPTION			



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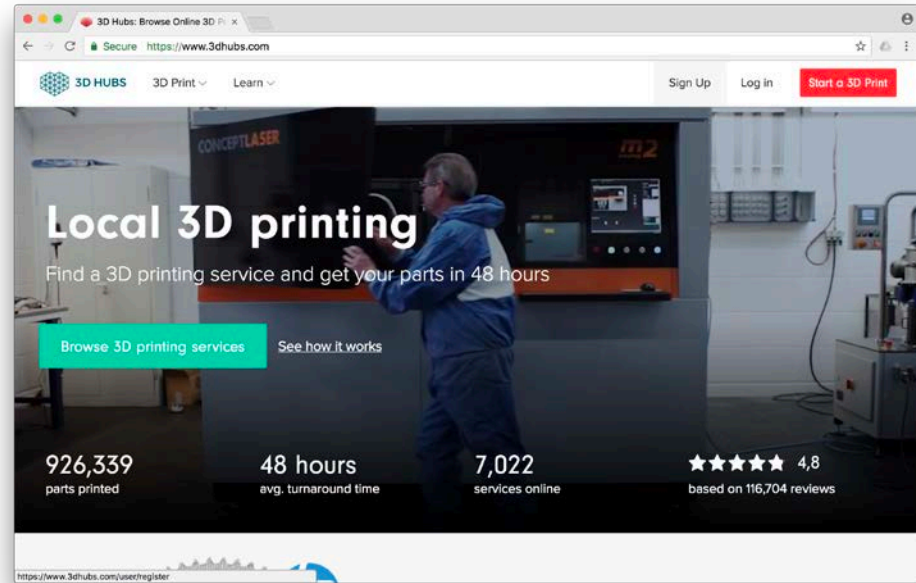
## New value propositions: zero cost expectation

- Zero cost insurance
  - Subsidised by retailers
  - Subsidised by market research firms
  - Subsidised by insurers in return for data
- Zero cost energy
  - Subsidised by employers
  - Subsidised by retailers
  - ...

*“(W)e often need a car to go the supermarket, it might not be too far-fetched for the supermarket to subsidise car insurance and fuel only for supermarket trips (which could be digitally visible, measurable and automated), resulting in loss of revenues to fuel or insurance providers” (Ng, 2014, p. 153).*

## New channels

- E-change, remote work
- Digital delivery of goods and services
- 3d printing



## New modes of interaction

- Car being a hub to access services
  - Entertainment
  - Communications
  - Shopping
  - Tele work





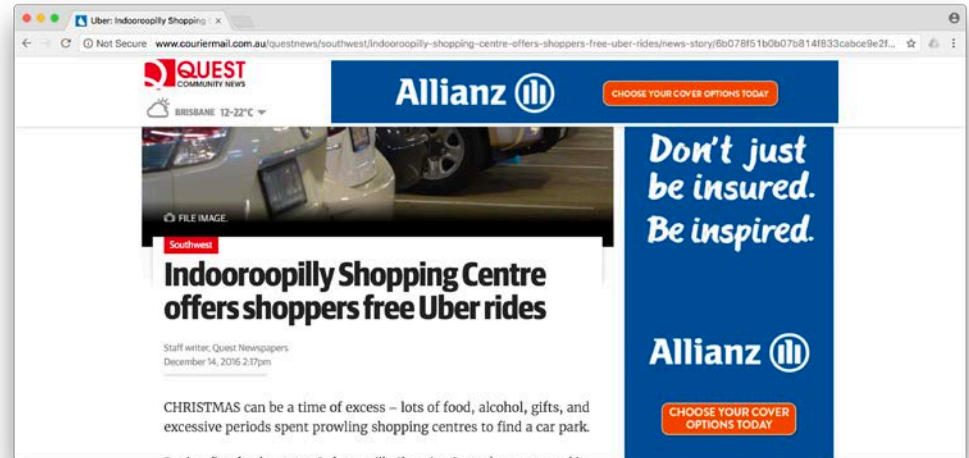
## New customers

- Car as a Customer
- Car as a man in the middle



## New partnerships

- Service providers partnering around “job to be done”



# Customers and employees as competition

Auto Repair & Mechanics | Airtasker

Secure https://www.airtasker.com/tradesman/mechanic/

Airtasker Post a task Browse tasks How it works Help Sign up Login

Handymen & Trades > Mechanic

## Find a remote auto mechanic - skilled & trusted

Airtasker is a trusted community marketplace for people and businesses to connect with auto mechanics, find local services or hire flexible staff in minutes - online or via mobile.

**Get Quotes Now**

IT'S FREE. [How Airtasker Works](#)

*We've used Airtasker a number of times to help out on various occasions. The people we hired went beyond what was required and did an excellent job.*

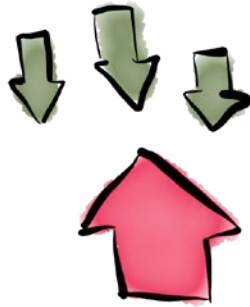
Robert F. Sydney ★★★★★

Services offered in all top locations including Adelaide, Brisbane, Gold Coast, Sunshine Coast, Melbourne, Perth, Sydney, Bondi, Wollongong, Penrith, Geelong, Blacktown, Frankston, Croydon, Dandenong, Ballarat, Werribee, Bendigo, Ipswich, Prahran, Randwick, Marrickville, Parramatta, Paddington, Northcote, Newtown, Mosman, Bankstown, and many more.

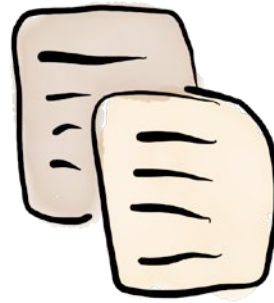
### Mechanic tasks recently completed:

<p><b>Car audio single speaker replacement</b> I have a blown speaker in my drivers door and a replacement speaker ready to swap it with ...</p> <p>Date posted: 6 June 2017 ▼ Hornsby NSW 2077, Australia</p>	100	<p><b>Fix Car Lpg System, Squeaking Belts and oil</b> Hi I need a mechanic to do a number of things to my 2009 Ve Commodore International Dual Fuel car. 1. The car does not...</p> <p>Date posted: 6 June 2017 ▼ Pascoe Vale, Victoria, Australia</p>	300
<p><b>Interior and exterior car detailing n steam clean</b> Just need my car to be shiny inside out.. its a small hyundai getz. ...</p>	120	<p><b>Jump start my car :- </b> My car battery is dead and I am pretty useless with cars and would really appreciate someone to help me start it. In St Kilda...</p>	20





Oppositional thinking



Derive



Proactive organisation



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The advertisement features a central smartphone displaying the MYWAYS app interface, which includes a map and the MYWAYS logo. The background is a larger map of a city area. At the top, there are navigation links: "BLOG (SWEDISH)", "HOW DOES MYWAYS WORK?", and "QUESTIONS AND ANSWERS". Below the smartphone, a yellow banner reads "DOWNLOAD THE APP AND GET STARTED RIGHT AWAY!". To the right of the smartphone, there are two buttons: "Available on the App Store" and "Get it on Google play".

**MYWAYS**  
IN COOPERATION WITH DHL

BLOG (SWEDISH) HOW DOES MYWAYS WORK? QUESTIONS AND ANSWERS

Available on the App Store

Get it on Google play

DOWNLOAD THE APP AND GET STARTED RIGHT AWAY!

**MYWAYS GIVES YOU TIME:**  
MyWays is a completely new delivery service for


**MYWAYS GIVES YOU EXTRA MONEY:**

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QUT pwc STUDENT DESIGN JAM.

# THE FUTURE OF CHILDCARE

9-5PM | WEDNESDAY, 8 MARCH 2017



G8 Education<sup>ltd</sup>

Lend your creativity and innovation to real world problems

This Student Design Jam will explore venture opportunities relevant to [G8 Education](#) and the communities they

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## INNOVATION SPRINT VALUE PROPOSITION



TOUGH,  
INTRACTABLE  
SOCIAL  
PROBLEMS



VISION OF  
THE DIGITAL  
FUTURE



PROACTIVE  
ORGANISATION  
RESEARCH  
OUTPUTS



CUSTOMER-  
FOCUSSED &  
STAKEHOLDER  
INFORMED

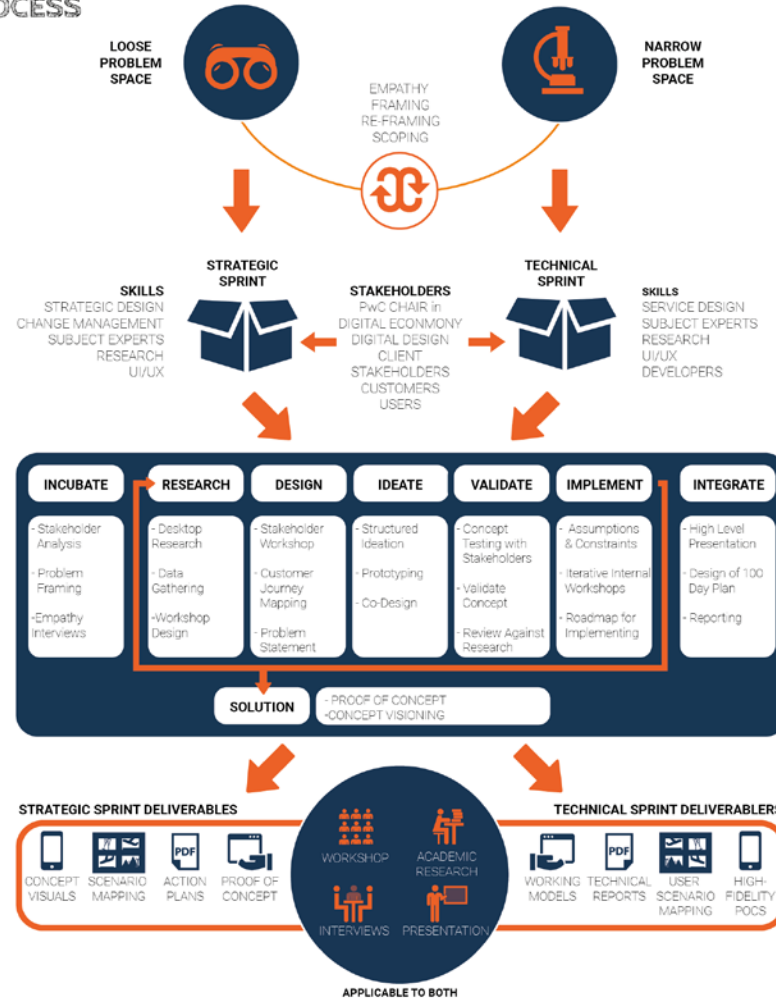


RAPID  
IDEATION



STRATEGIC  
AND TECHNICAL  
CONCEPT  
DELIVERY

## SPRINT PROCESS



R IN DIGIT



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starting-a-cafe.services.qld.gov.au

## Starting a cafe in Brisbane or Logan?

We can help you out. Answer a few questions to find out which licences you'll need to open and run your business.

Let's get started >

### What type of cafe are you planning?

You can get a quick idea of what might be involved by selecting the closest match from the examples below. Or click the 'Let's get started' button to personalise your list by answering a few questions.

- COFFEE CART
- TAKEAWAY**
- MOBILE FOOD
- FUNKY CAFE
- LARGE CAFE

**DESCRIPTION**

Small takeaway coffee shop selling pre-packaged sweet and savoury snacks in the Brisbane CBD. Four staff are employed to serve and make coffee for takeaway orders. The footpath space outside the business's hole-in-the-wall set up allows for limited seating. Pre-packaged food is ordered in, which means no food licence is required. The business owners have formed a partnership.







Why?	My Car – The Digital Mailbox	Are you a data Fashionista?	Sharing Economy Regulation	Smart City Gamification	Is Data Changing My Behaviour?	Do Digital Natives think differently?	The Digital Divide
Using Digital to Drive Game Changing Value Creation	Education 3.0	Disrupting the electricity sector	Clive Whincup – CIO Woolworths	Digital public goods	Silicon Valley meets Bris-Vegas	Rethinking Regulation in the Sharing Economy	Tracey Gosling Australia Post
Digital Identity 3.0	The Innovation Nation	Digital Intelligence	Hackerspace Brisbane	Professor Antonio Liotta	Disruptive Innovation	Neuroplasticity with Professor Selena Bartlett	Digital Community
Smart Cities – People, Place and Technologies	Professor Karl Kautz	Environmental Sensing	Opportunity	The Proactive organisation	Accelerating Ideas	Blockchain	The Secret Code
[Disrupting Professional Services]	Proactive Government	Hiding in Plain Sight	Fake News	Digital Bill of Rights	Retail 5.0	Industrialising Innovation	[...]



# Takeaways

We live in exciting times! After a period of tension, there will be new jobs, new opportunities, but the landscape will be different. Digital intelligence is an important skill.

We are moving from economy of corporations to economy of people. It is almost impossible to predict all the new opportunities that will arise.

Ability to be agile as a person or organisation is key. Creativity can be learned (and taught).

# Contact

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