



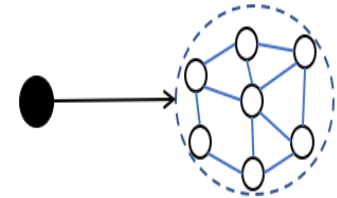
Building an IoT Open Innovation Ecosystem for Connected Smart Objects

Business Models for Use Case Exploitation

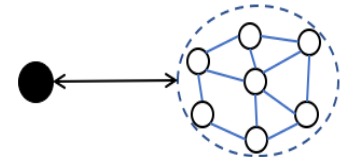
Value network analysis

Value-added feature	IoT functionality brings a value-added feature to an existing product
Simple purchase	The product is bought in a one-off transaction
Pay Per Use	Where the consumer pays according to their level of use/consumption of the product
Ecosystem Play	An ecosystem in which multiple separate devices can be linked. The ecosystem may be open or closed
Secondary revenue stream	A reduced cost of adoption, funded by a secondary revenue stream, often via the sale of data
Platform for co-selling	Where the product provides a means to drive demand for related (and often higher-margin) products
Platform for cross-selling	Where the product provides a means to cross sell other services
Benefit Share	Where the consumer pays a proportion of revenues/savings to the provider

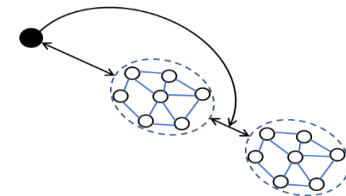
Ideator



Designer

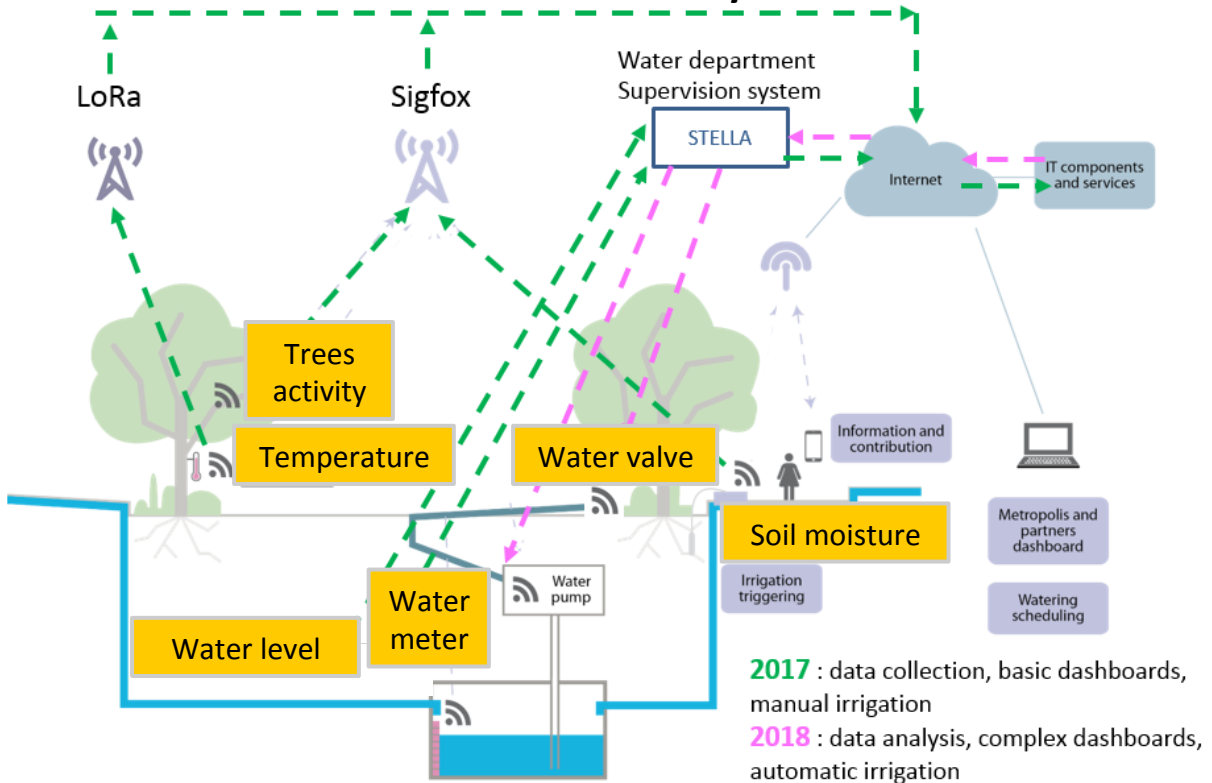


Indermediary



Lyon Heat Mitigation Use Case

Overview of the sensor system



Value Network Analysis -Lyon

