Building an IoT Open Innovation Ecosystem for Connected Smart Objects

Business Models for Use Case Exploitation
## Value network analysis

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

Overview of the sensor system

- LoRa
- Sigfox
- Water department Supervision system
- STELLA
- Internet
- IT components and services

- Trees activity
- Temperature
- Water valve
- Soil moisture
- Water level
- Water meter
- Water pump

2017: data collection, basic dashboards, manual irrigation
2018: data analysis, complex dashboards, automatic irrigation
Value Network Analysis - Lyon

Lyon Metropolis

Services to the citizens

Climate dept.

Improved quality of life:
- Advice about heatwaves
- More trees to enjoy
- Lower temperature in the city due to smart irrigation

Water dept.

Less money for tap water

Rain water tank

Tap water

Maintenance costs

Usage data

Water

Sensor data

Water Usage data

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