

De-Risking Investment in the Digital Transition

Connected Smart Cities Conference 2019

Sustainably scaling smart city projects
- a systemic approach

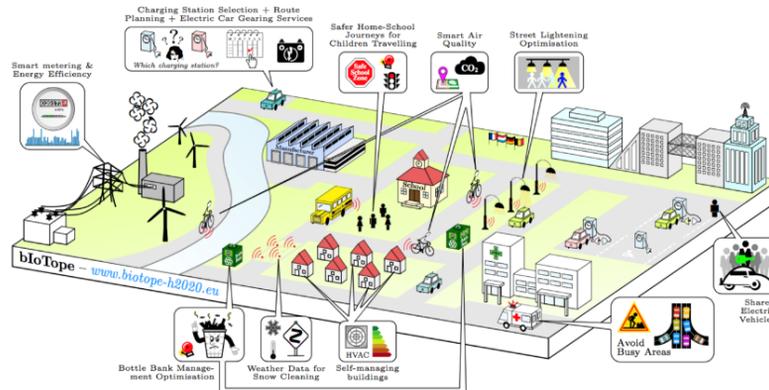
What has stopped investments in Smart Cities?

■ My five cents:

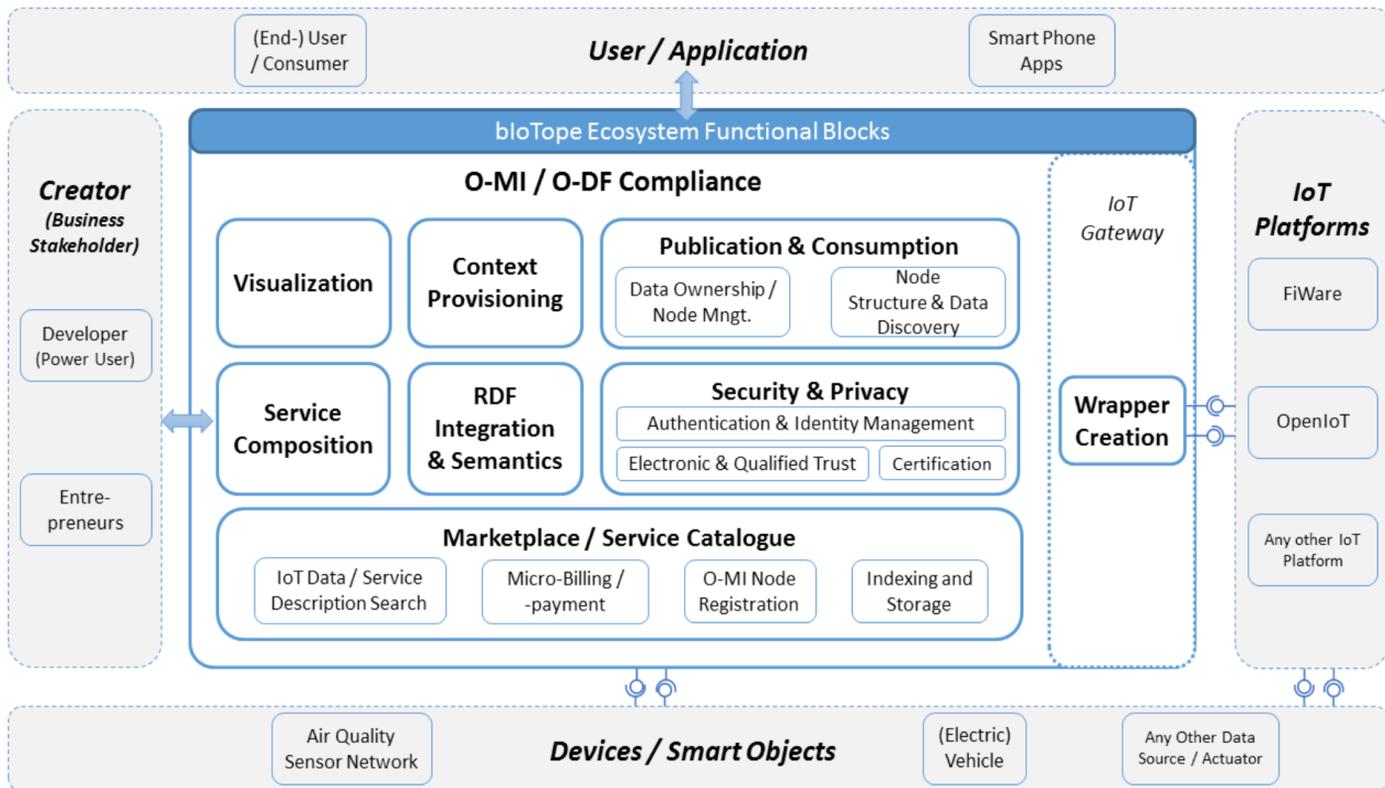
- ◆ Technology integration risk and lack of incentive
- ◆ Risk aversion in public procurement

■ Tentative solutions:

- ◆ Early validation for scalability and commercial viability
- ◆ New procurement processes and smart contracts



Integration efforts and SoS reference platform



Focus on exploitation: open standards, developer engagement & scalability

Value network analysis & Business model innovation

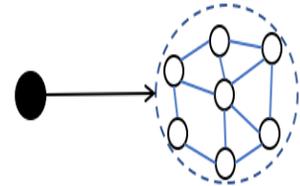
Ecosystem mapping:

- ✓ Actor roles
- ✓ Motivations and objectives
- ✓ Knowledge and data flows
- ✓ Co-creation processes
- ✓ Financial transactions
- ✓ Contractual terms
- ✓ Business model
- ✓ Guidelines for replication of the use case

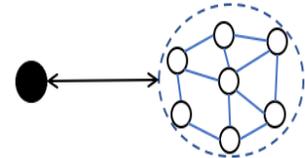
Business model innovation:

- ✓ Value creation
- ✓ Value proposition
- ✓ Value capture
- ✓ Role identification
- ✓ Role shift
- ✓ Role expansion

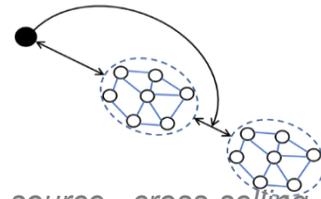
Ideator



Designer



Indermediary



Third party developers!

Simple purchase, pay per use, platform co-selling, trid party revenue source, cross-selling, benefit share, data as a currency, freemium, Razor & Blade, mass customization, long tail, open

The Future of Public Procurement



- The changing role of the cities in the service co-creation process
- Real life experimentation
- Pre-commercial procurement, challenge based models
- Hackathons and citizen challenges for open data based ideas
- Several success cases

CITY ENABLER WE NEED YOU! **SELECT** for Cities

OPEN CALL

submit your idea for a cool smart city application

APPLICATIONS BY 15TH JANUARY

The image is a promotional poster for a city challenge. It features a dark, grayscale background of a city street scene with buildings and a boat. The text is overlaid in orange and white. At the top, there are three logos: "CITY ENABLER" on the left, "WE NEED YOU!" in the center, and "SELECT for Cities" on the right. Below these, the words "OPEN CALL" are written in orange. The main message, "submit your idea for a cool smart city application", is written in a large, orange, sans-serif font. At the bottom, the deadline "APPLICATIONS BY 15TH JANUARY" is written in white.

Thank you!



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