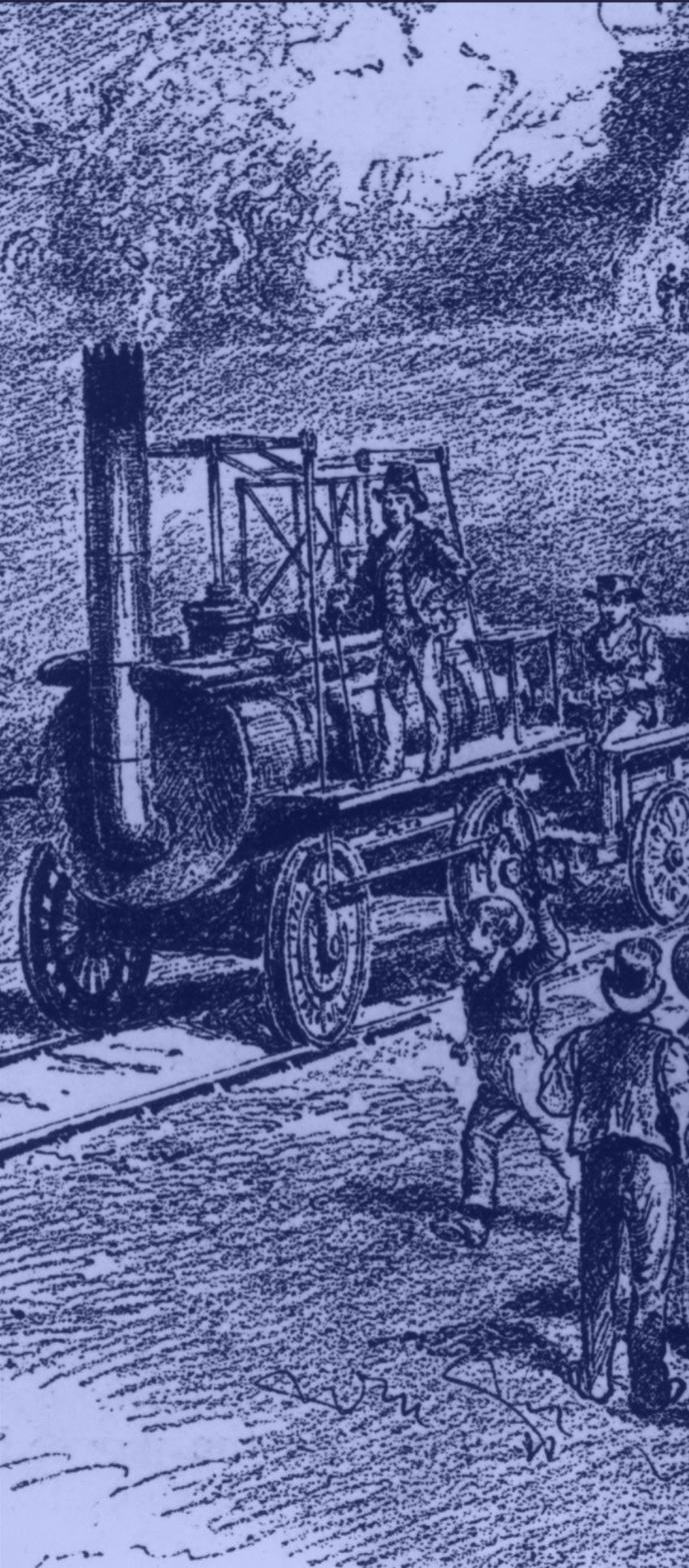
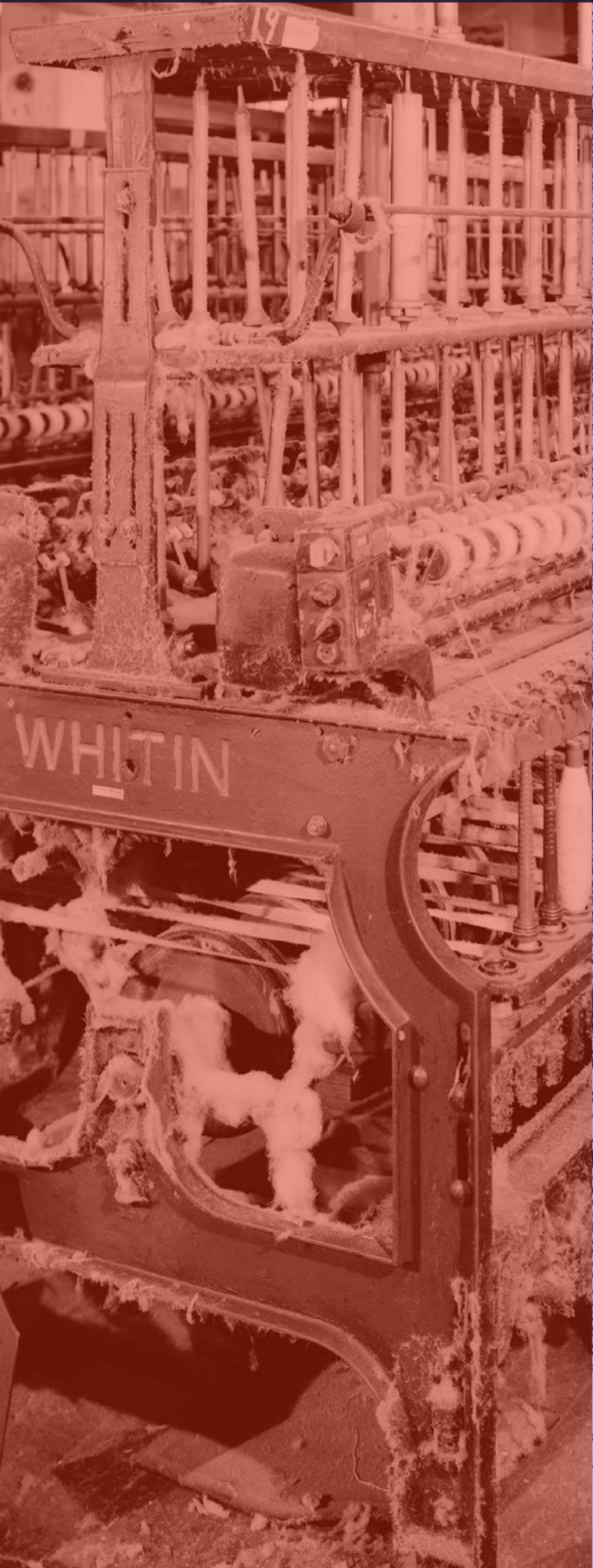


**LEARNING FROM SUCCESSFUL PARTNERING  
APPROACHES FROM OTHER INDUSTRIES**

**NICOLAS COLIN / OCTOBER 4, 2018**

# The Fifth Technological Revolution

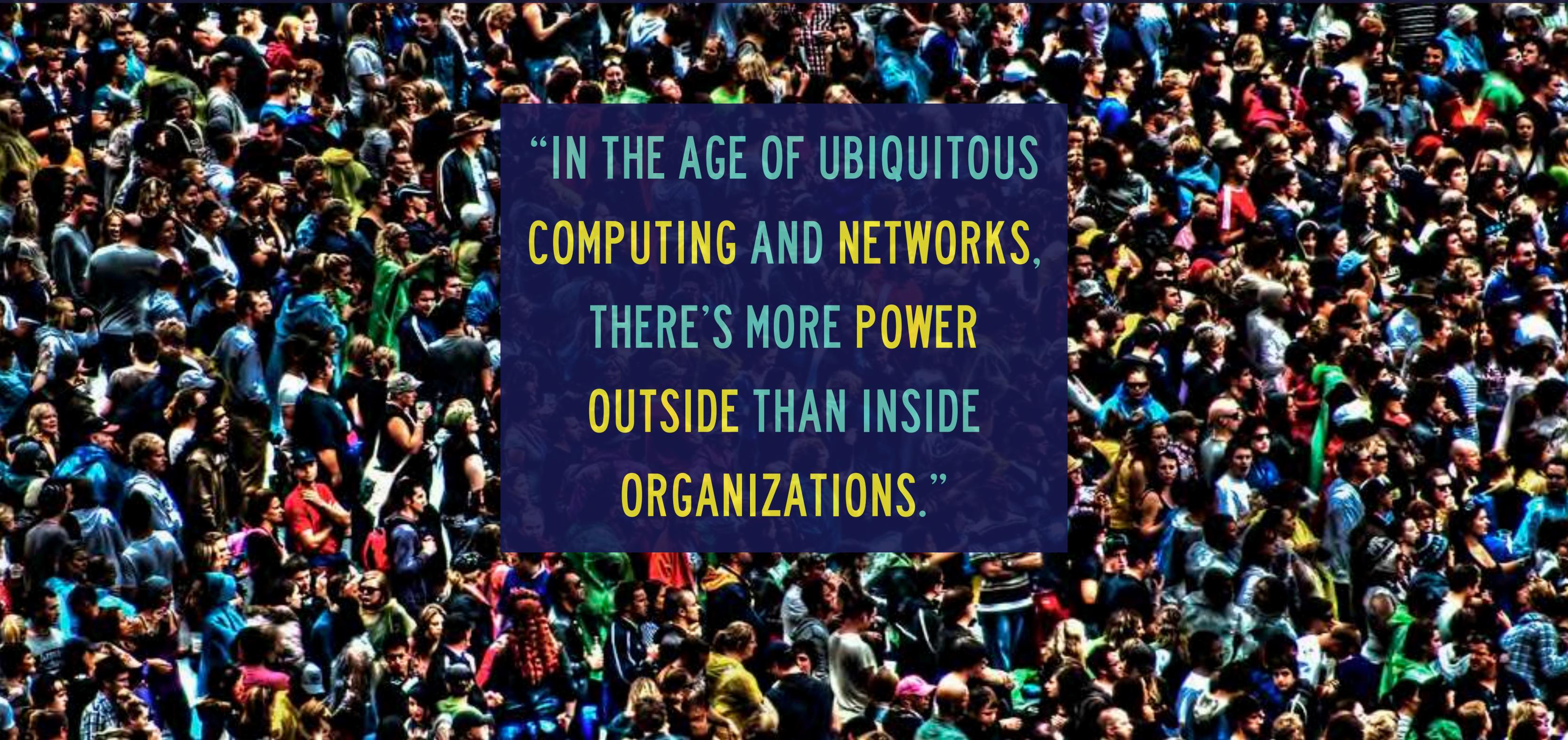


# The Digital Economy In One Sentence

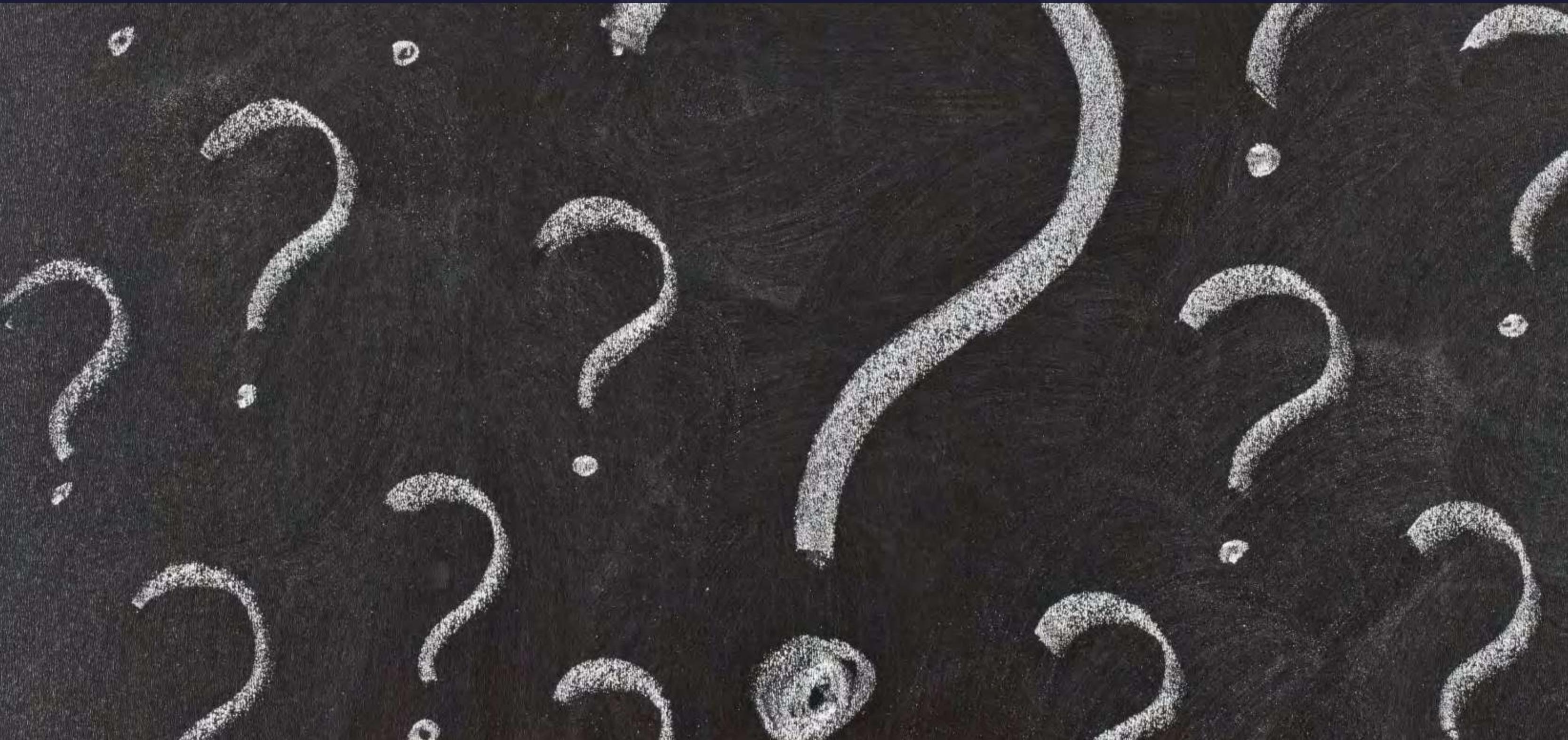


# The Digital Economy In One Sentence

“IN THE AGE OF UBIQUITOUS  
COMPUTING AND NETWORKS,  
THERE’S MORE POWER  
OUTSIDE THAN INSIDE  
ORGANIZATIONS.”



# What About Insurance?



# What About Insurance?

**INTANGIBLE ASSETS**

# What About Insurance?

**INTANGIBLE ASSETS**

**BUT REGULATED (AND FRAGMENTED) MARKETS**

**In Any Case, It's Coming—And Fast!**



# In Any Case, It's Coming—And Fast!

**8+ BILLION MOBILE PHONES**



# In Any Case, It's Coming—And Fast!



8+ BILLION MOBILE PHONES



2+ BILLION USERS ON FACEBOOK

# In Any Case, It's Coming—And Fast!

**8+ BILLION MOBILE PHONES**

**2+ BILLION USERS ON FACEBOOK**

**POWERFUL CONGLOMERATES**

# In Any Case, It's Coming—And Fast!

**8+ BILLION MOBILE PHONES**

**2+ BILLION USERS ON FACEBOOK**

**POWERFUL CONGLOMERATES**

**SEASONED ENTREPRENEURS**

# In Any Case, It's Coming—And Fast!

**8+ BILLION MOBILE PHONES**

**2+ BILLION USERS ON FACEBOOK**

**POWERFUL CONGLOMERATES**

**SEASONED ENTREPRENEURS**

**THE GLOBAL SAVINGS GLUT**

# Lesson #1: It Always Starts With Customer Experience



# Examples



# Lesson #2: Strategic Assets Won't Protect You



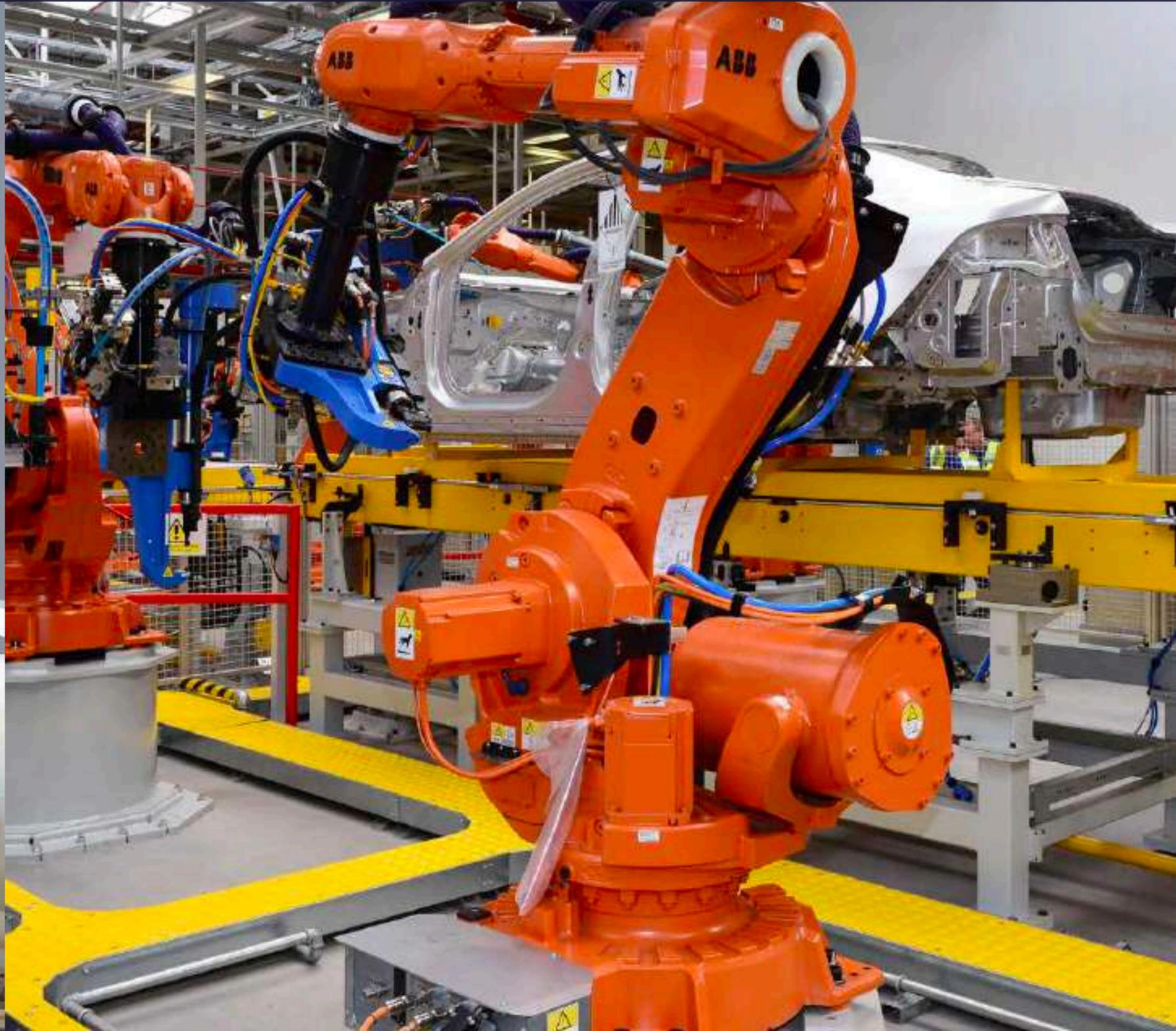
Example

HOUSE  *of* CARDS

# Lesson #3: It's Dangerous to Be Stuck in the Middle



# Examples



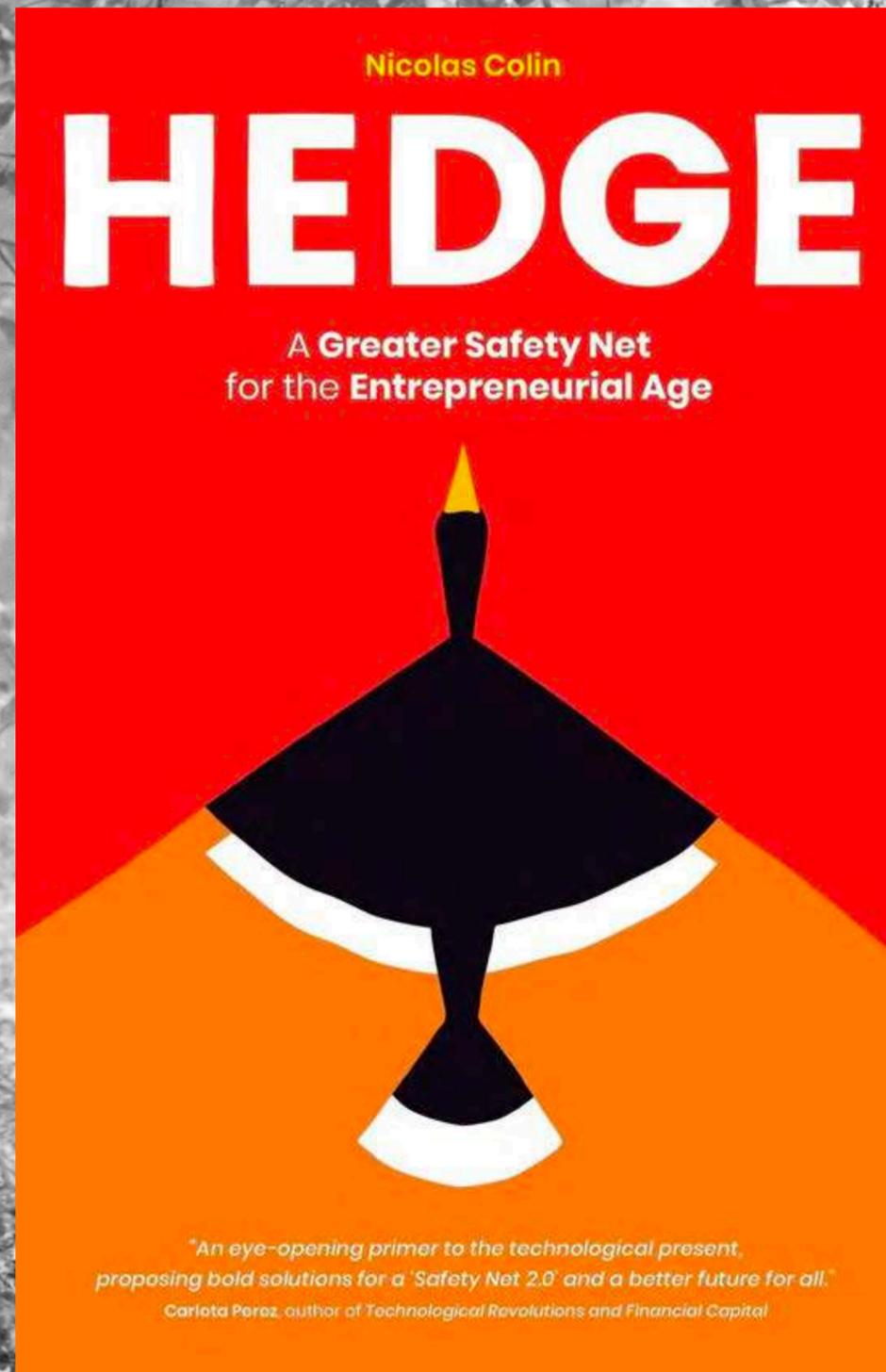
# Lesson #4: There Are Many New Jobs to Do



# Examples



# Examples



# Lesson #5: Entrepreneurs Can Become Allies



# Lesson #5: Entrepreneurs Can Become Allies

**“ENTREPRENEURSHIP IS THE ABILITY TO SERVE A CUSTOMER AT THE HIGHEST LEVEL OF QUALITY AND SCALE, SIMULTANEOUSLY. WE WILL LEARN TO PUT ENTREPRENEURSHIP TO GREAT USE AND IT WILL BE THE BASIS FOR AN ORGANIZATION’S DIFFERENTIATION AND VICTORY.”**

**— BABAK NIVI**

Merci  
@Nicolas\_Colin

