



# Enabling IoT business applications: Start up ecosystems and their role in trade facilitation

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# The New World Order





Dynamic Society, Dynamic markets





# How can we enable trade?

- Dynamic markets BUT
  - A more challenging competitive environment
  - Balance speed and UX with security considerations
- Greater technological opportunities that can fuel innovation BUT
  - Delivery of short-term targets
  - Legacy systems
  - Culture
  - Cost of failure
- More access to data than ever before BUT



30,000 sensors, 1% of data used



Disruption as usual

# 8 (Key) Drivers of disruption

1. ENABLING TECHNOLOGIES & TOOLS	2. NEW COMPETITORS	3. DIGITAL SECURITY	4. USER BEHAVIOUR
5. GEOPOLITICAL	6. MACRO- ECONOMIC	7. AVAILABILITY OF CAPITAL	8. REGULATORY ENVIRONMENT

Disruption is  
powered by  
Technology...





IOT: The interconnection of devices embedded in everyday objects, enabling them to send, receive and act on data



# Why IoT Matters

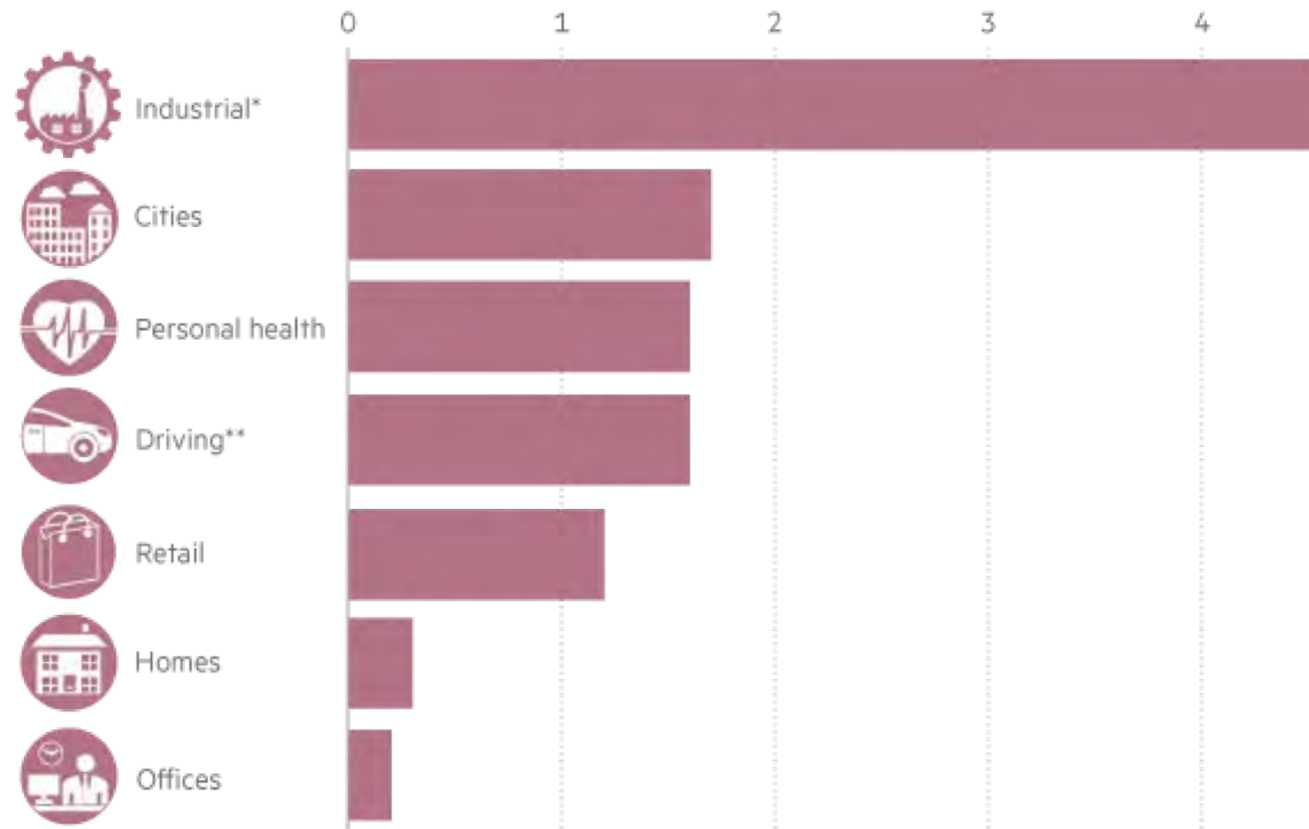
A few facts...

- **77%** of firms expect the volume of cross-border trade in increase over the next year
- **\$178 bn** IoT spend in 2016
- **77%** of business leaders say that IoT is 'just beginning', and will transform business as we know it
- **88%** report a return on financial investment

# Cross-industry Transformation

## Tech shift: internet of things development

Economic impact by area in 2025, high end of annual estimates (\$tn)



\* Includes factories and work sites

\*\* Includes autonomous vehicles, navigation and reduced insurance

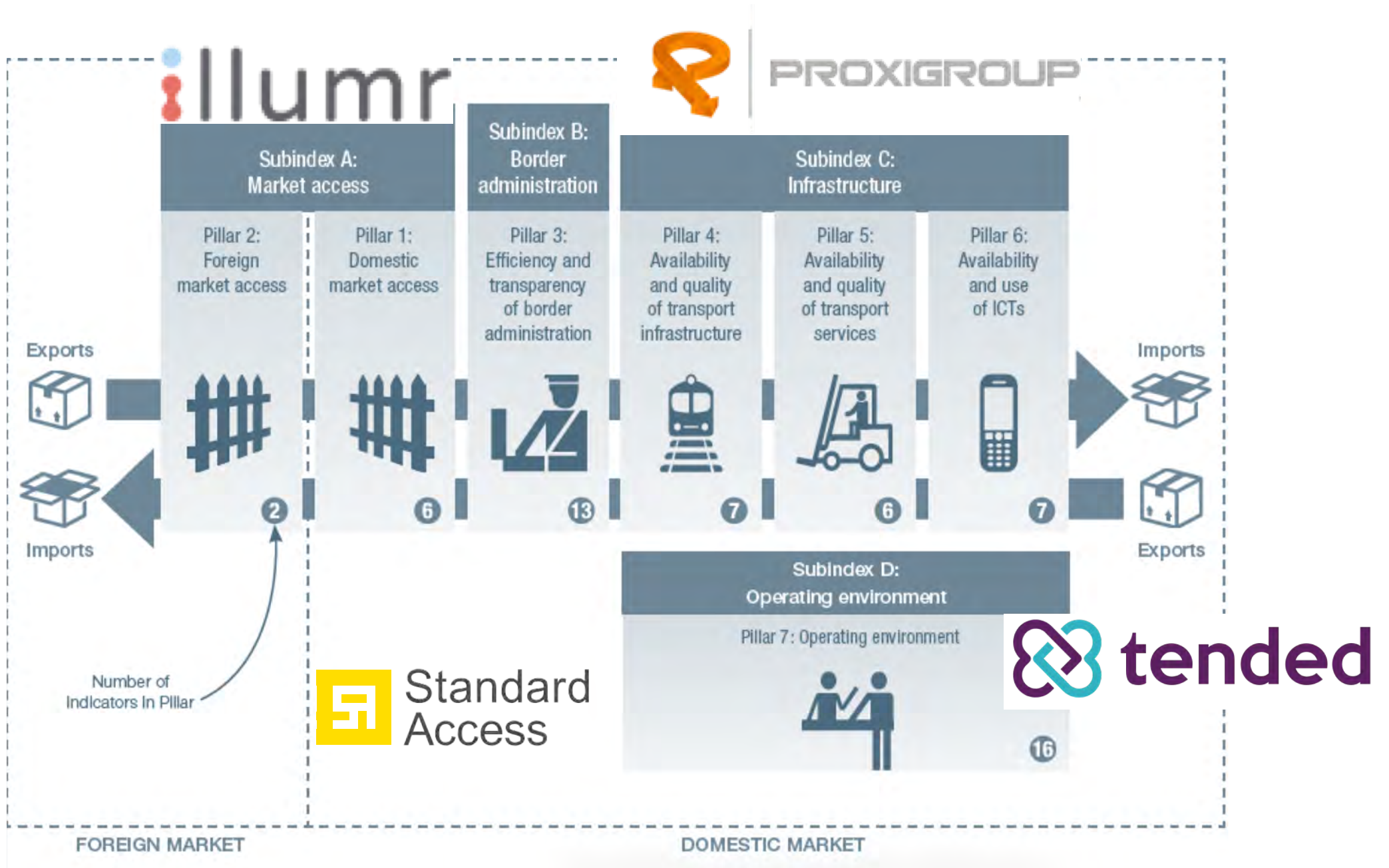
Source: McKinsey

FT

...but delivered by  
people and  
organisations



Start-ups as  
sources of ground-  
breaking  
technology





**PROXIGROUP**  
Virtual-to-Real World Intelligence



**Standard  
Access**



**tended**

**illumr**

AUGMENTED COGNITION |

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Start-ups as  
agents of trade





Investment, partnerships, long-term collaborations

Some IoT  
ecosystems



# AIOTI

ALLIANCE FOR INTERNET OF THINGS INNOVATION



## Support

From nurturing raw experimentation to enabling market deployment at scale, our role is to support you.



## Connect

Bringing key players together, both online and off, for events, workshops and informed dialogue



## Sense

Mapping and evaluating global IoT innovation. We make actionable business insight and market data available to all our members.

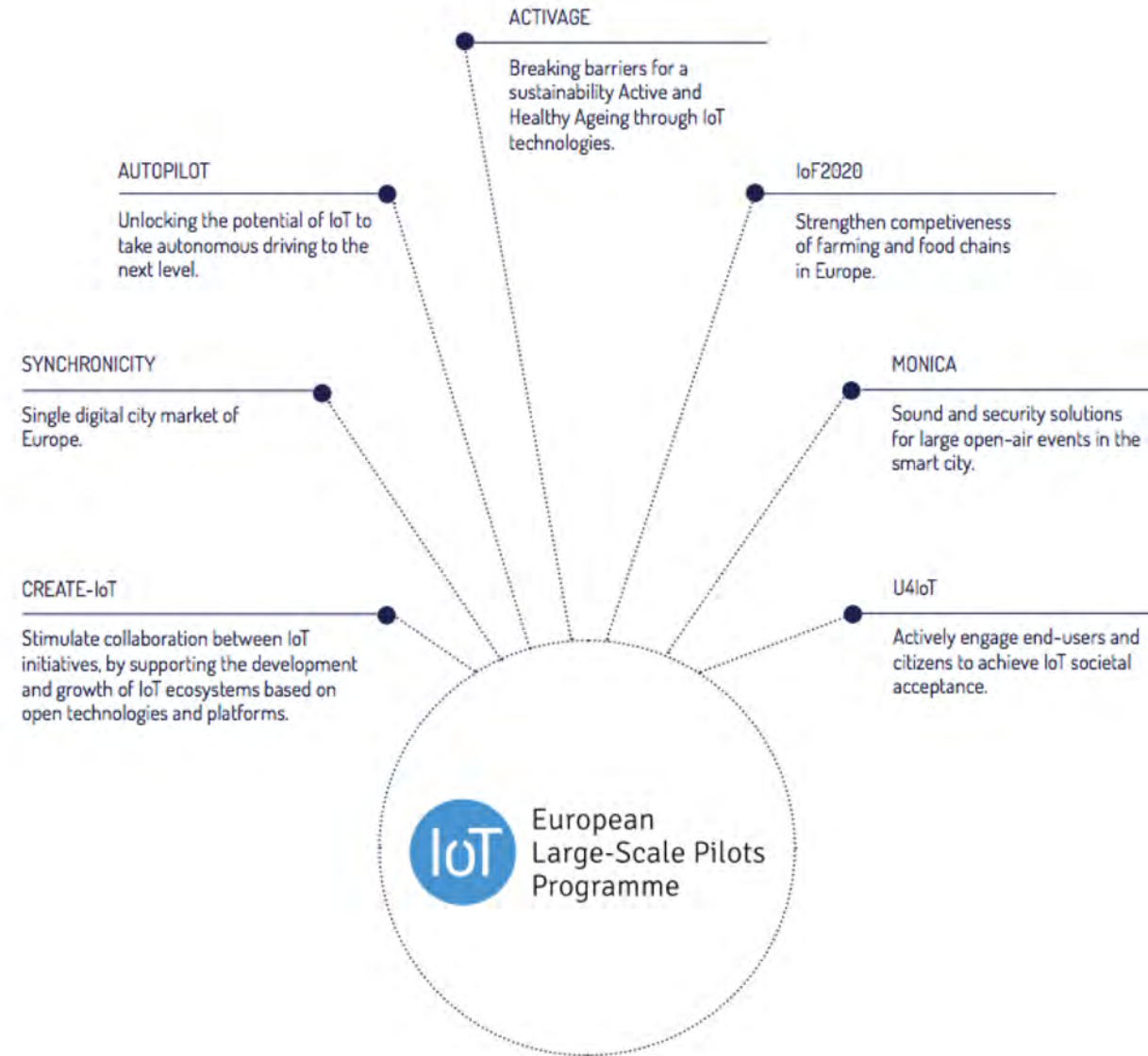


## Lead

We actively lead on convergence and interoperability of IoT standards










# CREATE-IoT





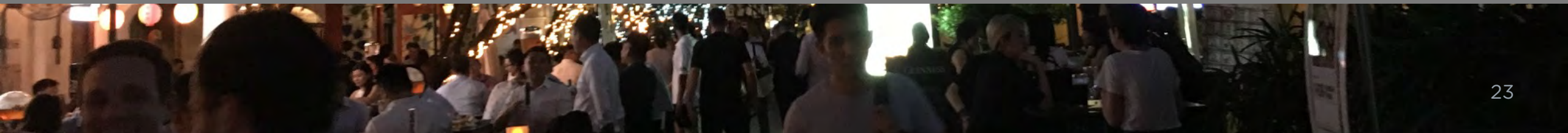
Building IoT start-  
ups ecosystems to  
boost trade

# Our Partners



Partner, Procure, Promote





DISCOVER



DISRUPT



DELIVER

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# 5 reasons why trade will not be start-up enabled

