

Jacob Ferlin – Cover Letter

I came in contact with you during a workshop on design thinking this fall. The workshop was held by Karl-Magnus Möller from Ericsson and was part of a master course in my entrepreneurship education at Gothenburg University. Since then, Ericsson has been on my mind when it comes to master thesis and perhaps also for later work life.

I found the thesis application for the networked society on your site which caught my attention. My interest for ICT, or perhaps more generally when it comes to programming, can mainly be seen through my earlier education: upper secondary school was filled with programming robots, manufacturing machines (I actually competed in youth-SM in CNC programming, ended in fourth place though), and in a short internship in California used for even more programming in industrial settings.

After attending Chalmers for half a year I changed my mind, from focusing only on physics and technology to more on society, innovation, and entrepreneurship. Since that change my interest for tech. never vanished but my time was used for doing simpler websites and such for entrepreneurial reasons, trying out different business models. Having read books (love to read) related to tech. and society (great reading tips below) my interest for more advanced topics has once again raised, this time I chose to attend machine learning courses on Coursera offered by Stanford University and John Hopkins University.

My business experience can be considered to mainly stem from the student consulting firm I worked for a year and later on led together with the CEO for another year. What I learned there was first to sell and running market projects, and later on to develop the business with e.g. a new business area (read more about that on my CV) and being responsible for the quality of every project carried out by our firm.

When it comes to thesis areas I could consider at Ericsson, it would be really interesting if it were related to how business models could be developed and validated using the vast amount of data available in the internet. In a wider perspective, areas concerning how innovation on both strategic and managerial level could be enhanced by using ICT as a tool would be of great interest. Potentially, a thesis could revolve around how 'internet of things' provide this data that could be mined for very interesting data.

A partner I wish to work with is David Marcell Szabo.

Best Regards
Jacob Ferlin
November 23, 2015

References (have never put them on a cover letter before, still great readings for the one interested!)

- Brynjolfsson, E., & McAfee, A. (2014). *The second machine age: work, progress, and prosperity in a time of brilliant technologies*. New York: W. W. Norton & Company.
- Kurzweil, R. (2005). *The singularity is near: when humans transcend biology*. New York: Viking.
- Kurzweil, R. (2012). *How to create a mind*. New York: Viking.