

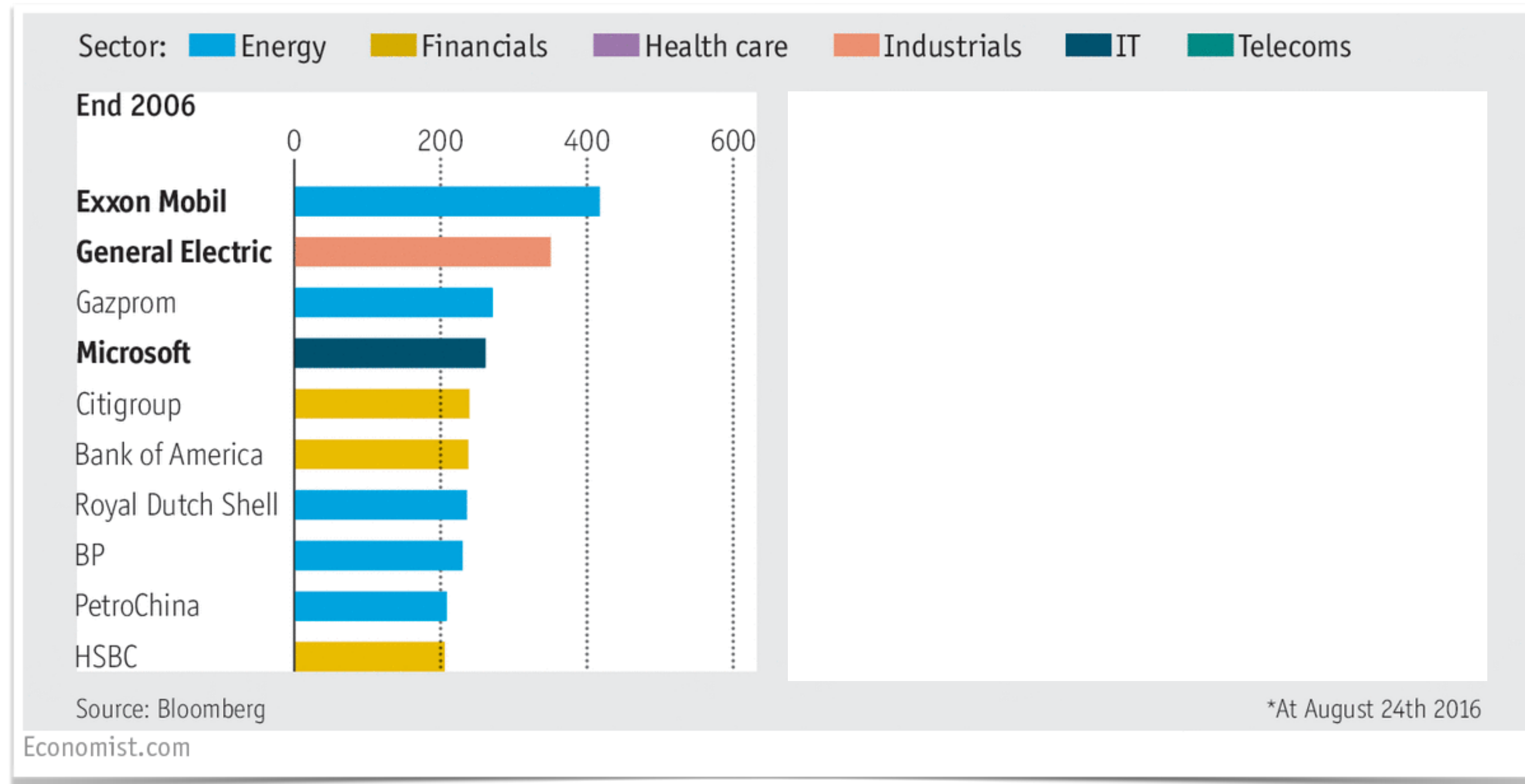


LEAP How To Thrive In A World Where Everything Can Be Copied

Howard Yu
LEGO professor of management and innovation

What's Changing Around Us? What Creates Value For Large Firms?

A virtually new world. World, largest listed companies by market capitalisation, \$bn

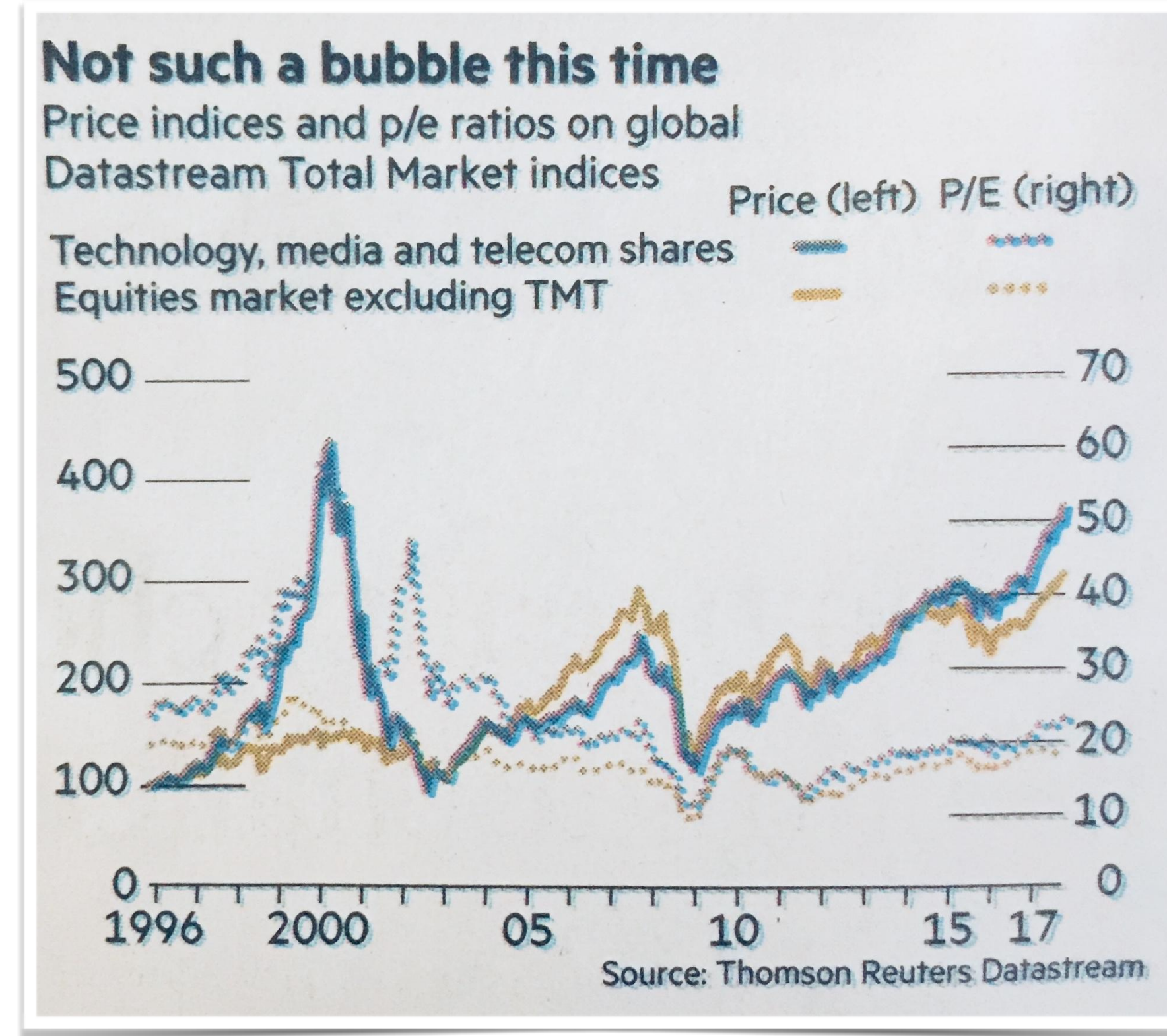
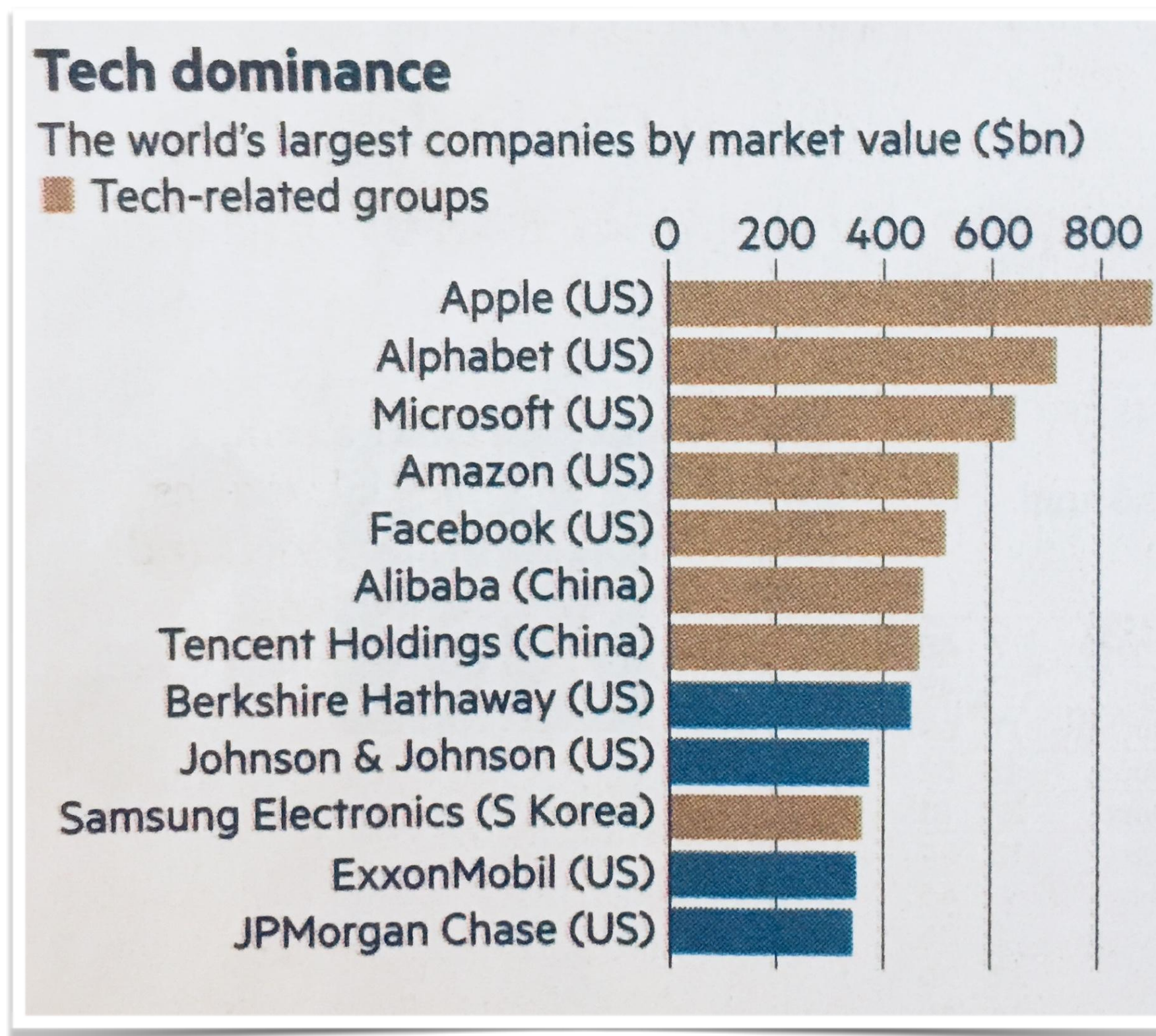


Things happen fairly slowly, you know. They do. These waves of technology, you can see them way before they happen, and you just have to choose wisely which ones you're going to surf. If you choose unwisely, then you can waste a lot of energy, but if you choose wisely, it actually unfolds fairly slowly. It takes years.

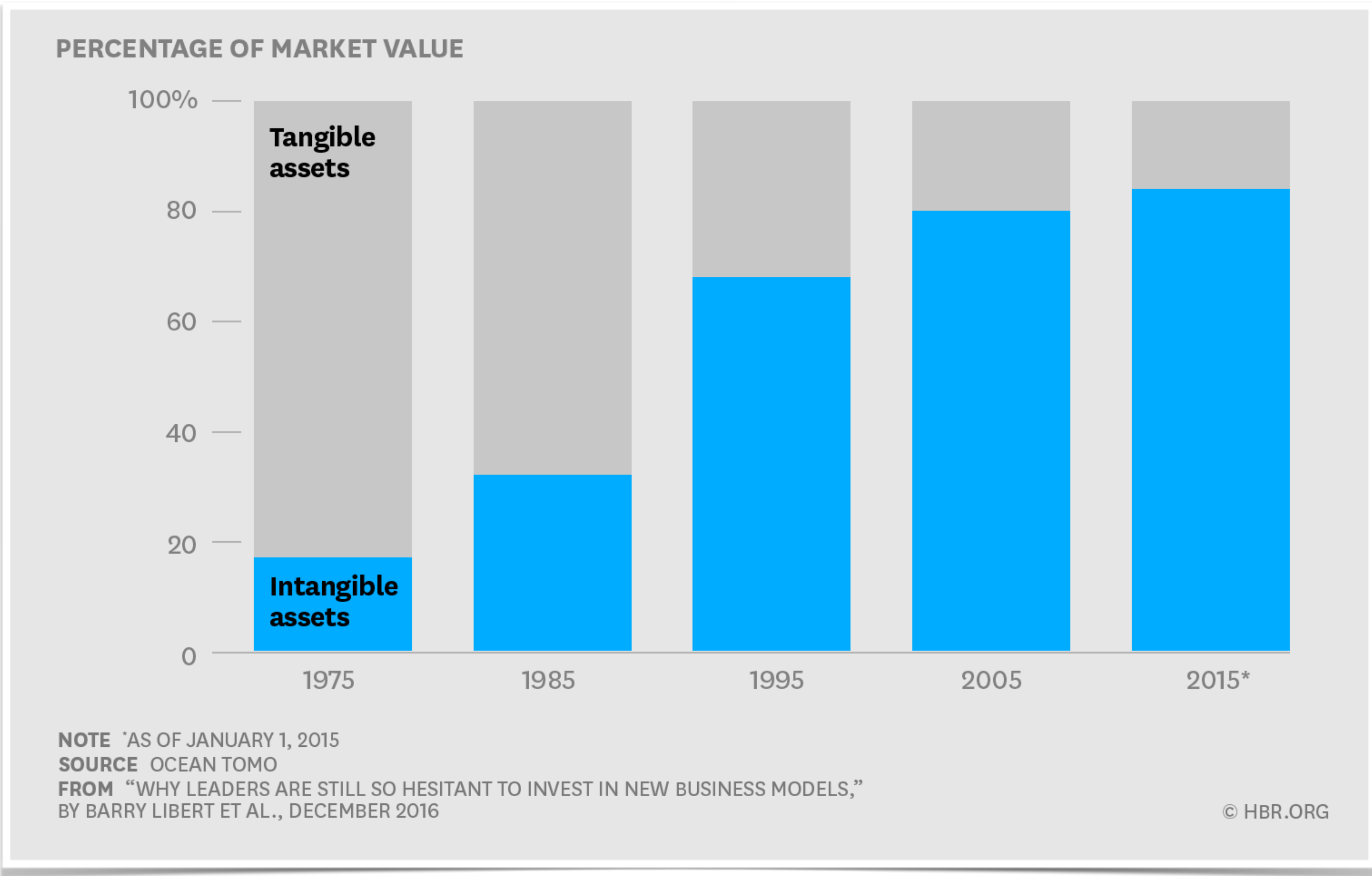
~Steve Jobs

We Live In A Big Tech World

- Among the eight of the world's most valuable companies, five (Apple, Google, Microsoft, Amazon, and Facebook) are from the US, two are Chinese (Alibaba and Tencent) and one is South Korean (Samsung.)
- The combined market capitalization of these top eights exceed \$4.7 trillion. That is, 4,700 billion, or 4,700,000 million.



What Drives the Market Value of S&P 500?

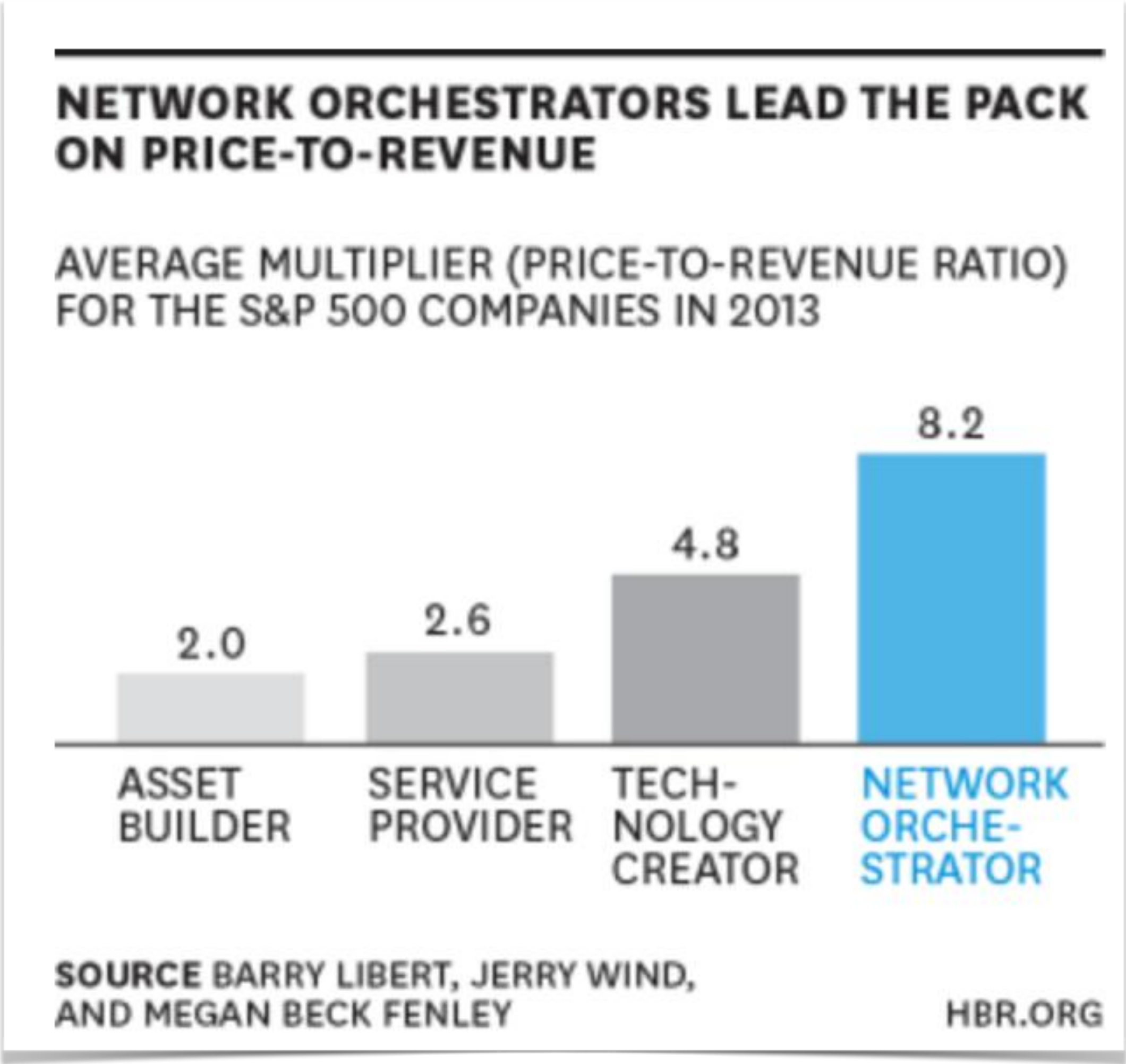


Since 1975, the companies on the S&P 500 have increasingly derived more value from intangible assets – intellectual property, brand awareness, digital platforms, etc. – and less value from traditional physical assets.

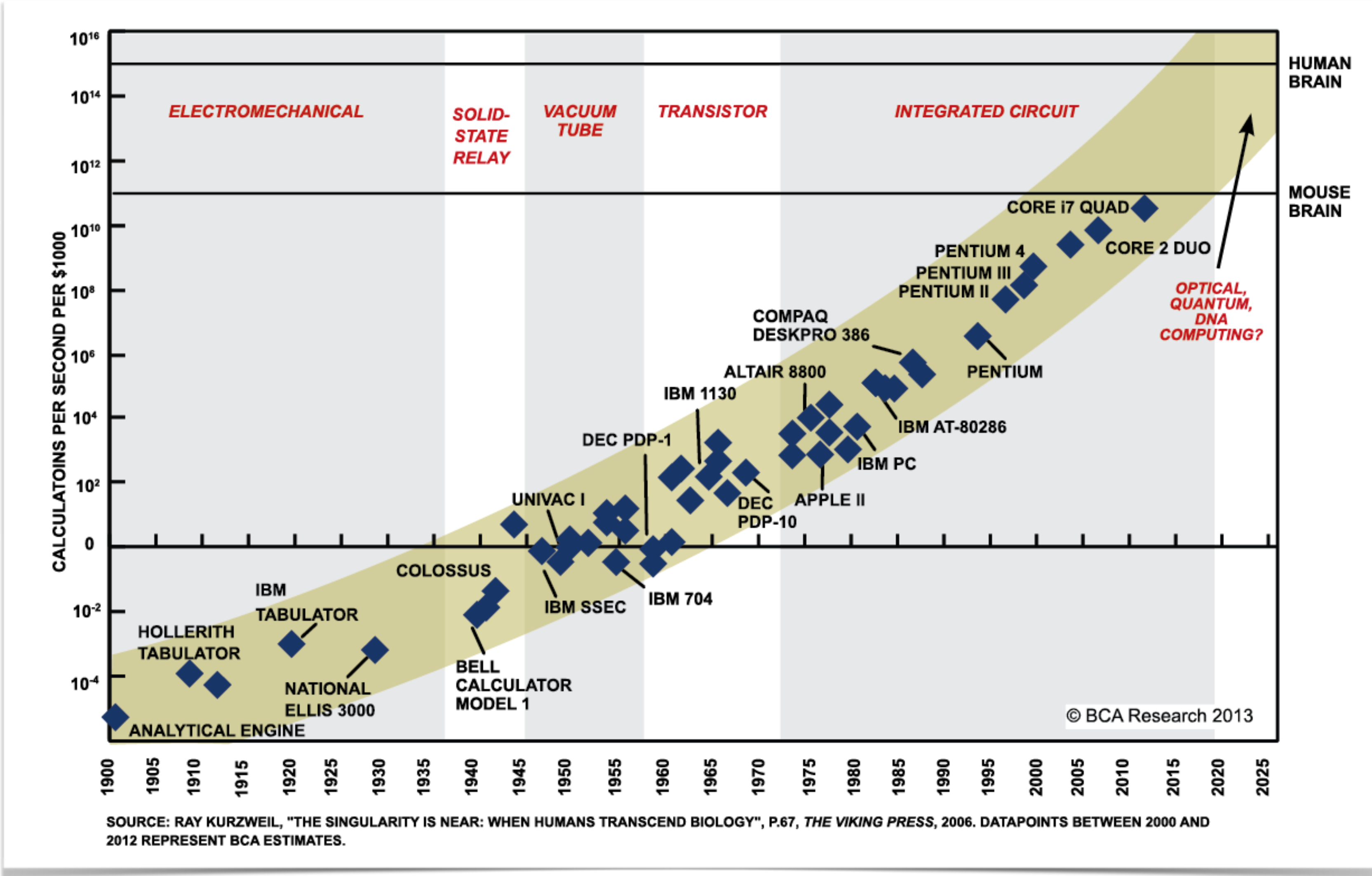
The Rise Of Platform



What Drives the Market Value?



Calculations per second per \$1000



How car drives itself

LIDAR UNIT

Constantly spinning, it uses laser beams to generate a 360-degree image of the car's surroundings.

RADAR SENSORS

Measure the distance from the car to obstacles.

ADDITIONAL LIDAR UNITS

CAMERAS

Uses parallax from multiple images to find the distance to various objects. Cameras also detect traffic lights and signs, and help recognize moving objects like pedestrians and bicyclists.

MAIN COMPUTER (LOCATED IN TRUNK)

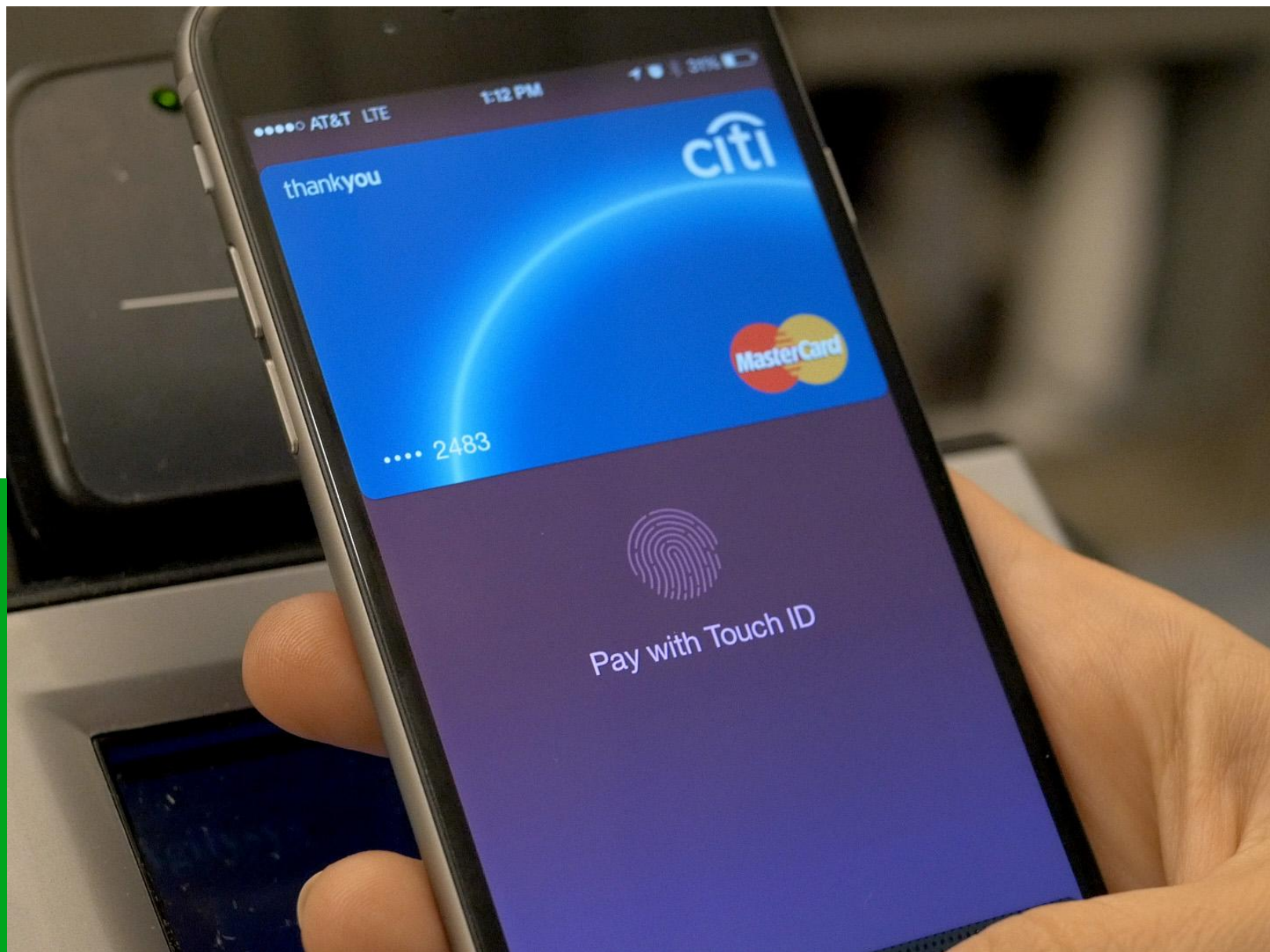
Analyzes data from the sensors, and compares its stored maps to assess current conditions.


By Guilbert Gates | Source: Google | Note: Car is a Lexus model modified by Google.

Table 1: Top 55 automakers and component suppliers

Company	Score	Rank
Tesla Inc.	100	1
General Motors Company	98.357	2
Volkswagen A.G.	93.221	3
Ford Motor Co.	82.265	4
Toyota Motor Corporation	82.235	5
Nissan Motor Co., Ltd.	81.442	6
Bayerische Motoren Werke A.G.	71.473	7
Daimler A.G.	69.570	8
Peugeot S.A.	63.488	9
Visteon Corporation	59.146	10
Honda Motor	56.223	11
AB Volvo	53.885	12

COMPANY	SCORE	RANK
MASTERCARD	100.00	1
VISA INC.	93.98	2
GOLDMAN SACHS GROUP, INC.	75.49	3
PAYPAL HOLDINGS, INC.	69.03	4
SQUARE	63.41	5
WELLS FARGO & CO.	61.87	6
BANK of AMERICA CORPORATION	61.48	7
CITIGROUP INC.	61.25	8
CREDIT SUISSE AG	56.06	9
JPMORGAN CHASE & CO.	52.28	10
HSBC HOLDINGS PLC	51.66	11
UBS AG	50.42	12
BNP PARIBAS	49.54	13
SWISS LIFE AG	49.33	14
PRUDENTIAL PLC	46.73	15
BARCLAYS BANK PLC	46.61	16
PING AN INSURANCE (GROUP) COMPANY OF CHINA LTD.	44.18	17
ALLIANZ SE	41.92	18
BBVA	40.58	19





CONNECTING THE WORLD THROUGH GAMES

gamesforumssupportuggestions

How to use Facebook Credits

Updated 09/08/2010 11:23 AM

To purchase virtual goods and in-game currency for your Zynga game, you will first need to purchase Facebook Credits!


How to purchase in-game currency

- Click on the "Add {in-game currency}" or "Get {in-game currency}" link from your game.
- Select what you want to purchase.


For example: 72 Horseshoes, 115 Sand Dollars, etc.
- Select the payment method.

Select a payment method


☒

 Facebook Credits (Current Balance: 25 credits, a \$2.50 USD value)

☐

 New credit card

☐

 PayPal


If you select Credit Card or PayPal, you will be charged the full purchase price to that account. **Your Facebook Credits balanced will not be affected.**

If you select Facebook Credits, Facebook will first display how many Facebook Credits you currently have.

If you have sufficient Facebook Credits to complete the purchase, you will not be asked to charge to a credit card or to PayPal; you will be able to complete the 'purchase' with Facebook Credits.

Purchase Confirmed

Your purchase was successfully completed.

 7 Horseshoes for \$1.0010 credits

FrontierVille

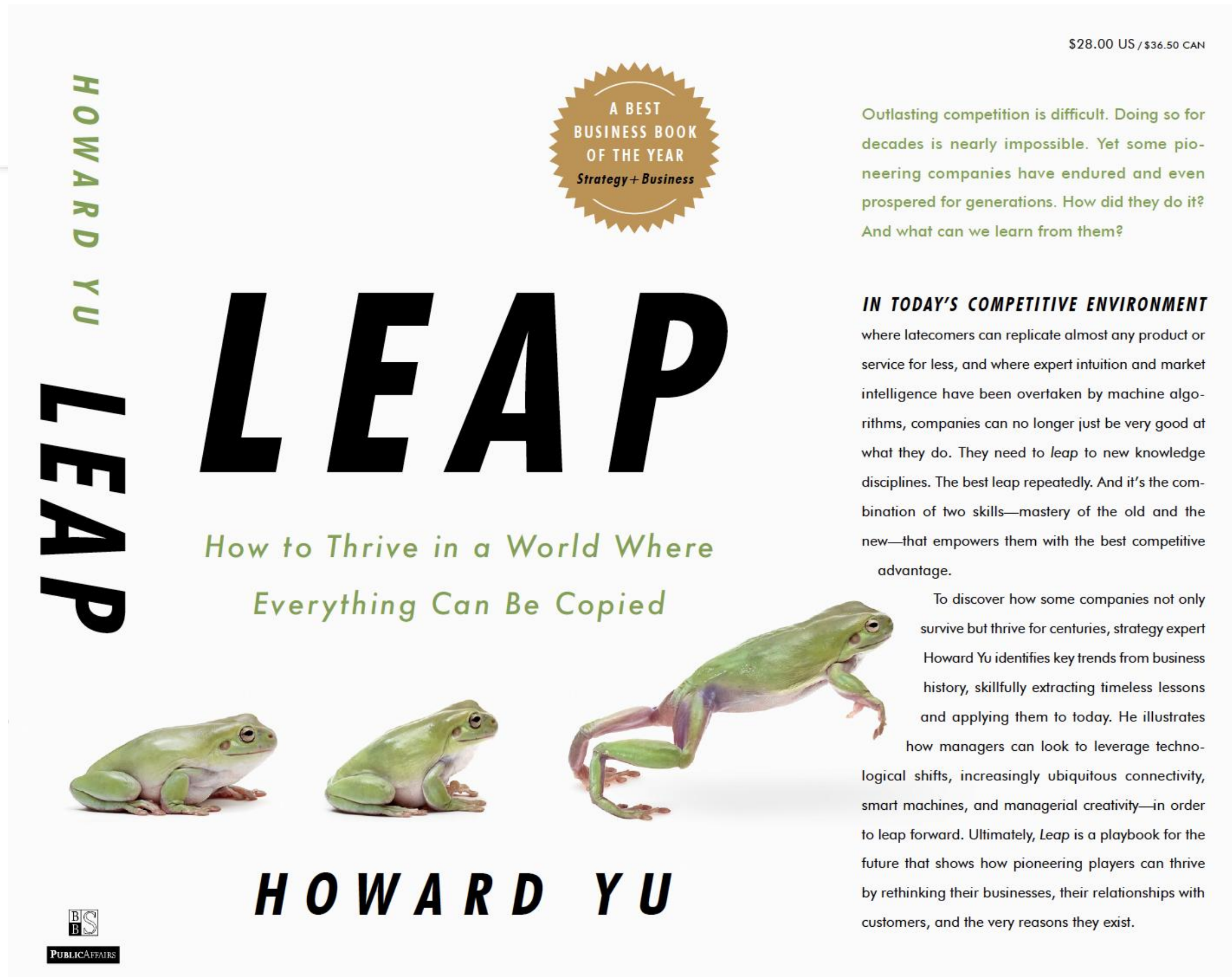
Okay



Apple Pay

Your wallet.
Without the wallet.





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