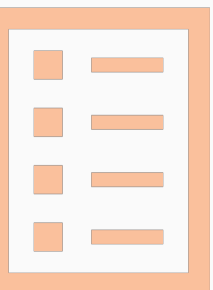
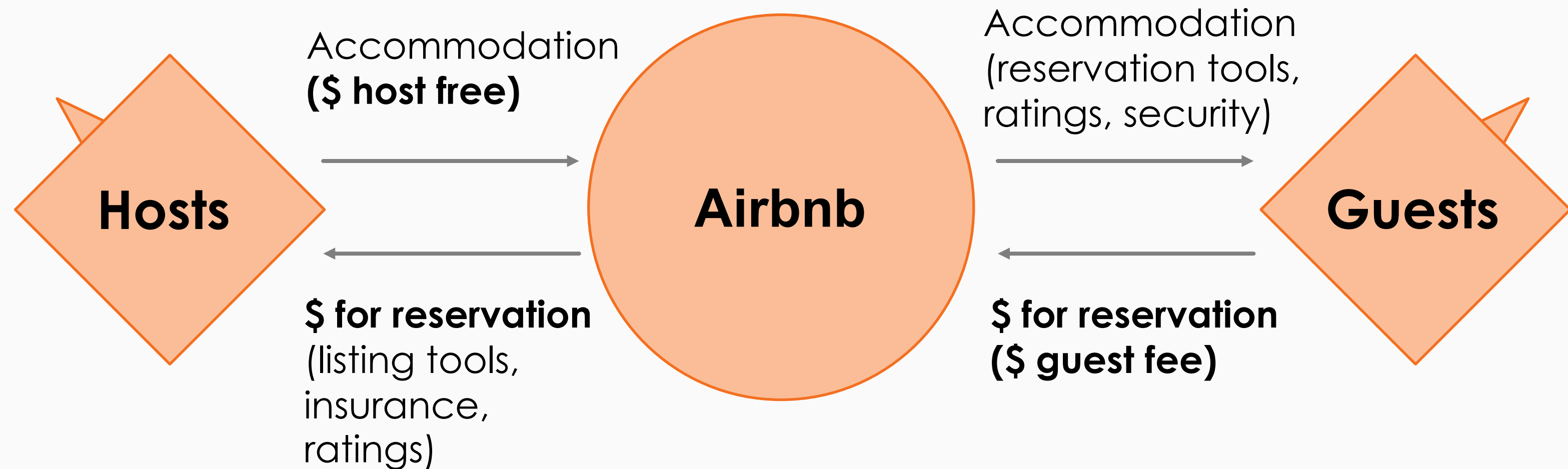


Case: The Airbnb Business Model Map



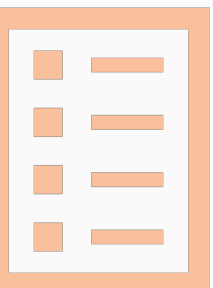
Case: How Apple coopete with Google

Apple was moving away from using Google Maps, building their own mapping application.

They were dictating certain terms about how much data was going back to Google itself.

They thought a lot about:

- Design
- UX
- UI
- Visuals
- Integration with all the other apps on your iPhone



Case: How Apple coopete with Google

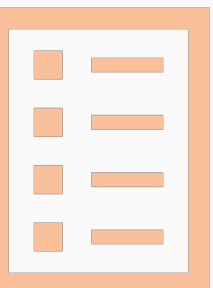
What about the data?

Google had spent a long time and it continues to spend a lot of resources gathering the data for its mapping engine

- Verifying data on which street are open and lead where
- What's a one-way street
- Status of different intersections
- How highway lanes merge

Apple by contrast sort of treated the maps data as almost maybe as one of the simplest part of creating maps.

They bought different services and put it all together.

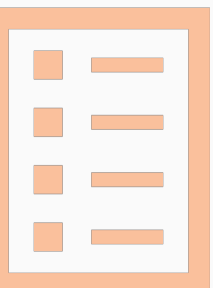


Case: How Apple coopete with Google

Costumers had a terrible experience. Yes, the maps look beautiful but they started running into a lot of problems.

CEO of Apple:

- Suggested that customers download a competitor app from the iTunes store



Case: How Facebook uses data as an Asset?

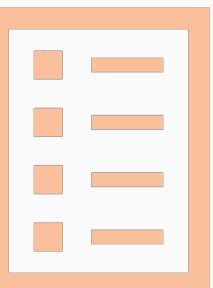
Facebook deals with a big amount of data:

- Recommendation systems
- Profiles
- AI

Found that the majority of the data queries are queries that are on data sets small enough that you could run them on a laptop.

What matters is:

- The value of the data
- What question it can answer for your business and strategic application
- Can you create new value?

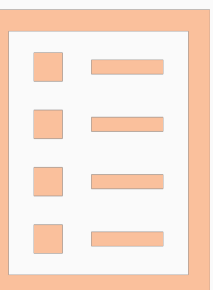


Case: How and why Google failed to launch Google Glass?

Like other Google products:

- Invitation-only
- Invite friends
- Gradually spread
- Time to learn about it

So a lot of the things that Google had developed over the course of growing into such a large company had followed this MVP rollout.



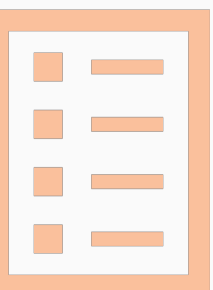
Case: How and why Google failed to launch Google Glass?

Problems:

- The fact was this is a hardware product.
- Much more like an iPhone.
- Not be able to iterate that quickly no matter what kind of feedback they got from customers.
- They couldn't really limit the launch.

Where Google's brand is today?

What's the nature of the product itself?



Case: How and why Google failed to launch Google Glass?

After they finally pulled it from the market, said we're going to for only develop this for industrial applications.

There was some comments and remarks from people who had worked on the project who really confessed it had been taken to the public before some of the people who had been building it really felt it was finished.

