AI market

Sony’s positioning on the market high-price

Competitors

* Toyota’s Kirobo Mini
* SoftBank Robotic’s

“Big Picture”

To regain technical competitive advantage

* Deliver emotionally compelling experiences

Poor financial results in 2005 stopped AI division

Rebooted Aibo – subscription cloud-based service

Sony’s mission: “To be the company that provides *kando*”, means move people emotionally.

Company Profile

* Market Cap
* Top leadership / leadership strategy
* Team
* Case

Market

* Positioning: high-price, high-quality
* SWOT, major competitors, such as Google
* Competitors: Toyota’s Kirobo Mini, SoftBank Robotic’s Pepper
* Industry analysis, market segment, geographic segment – use Tableu?
* Financial: ROI, Profit Margin, Retained Earnings, KPIs, Tax Reform
* Management: Sony’s business model & finance model
* Legal: AI Risk (job replacement, disruptive or foundational technology?), risk analysis (RACI Matrix), risk: economic crisis or financial crisis, Ethics, PR

Solutions & Recommendations

* LEAN?
* Strategic market position? Moving from high-price high quality to i.e. low-price low quality
* Risk mitigation based on risk appetite
* Funding? Budget?

Questions:

Why did Sony diversify to AI? Was it the right decision?

First-mover?

What is Sony’s Adoption to AI? Pioneer? Investigator? Experimenter? Leader?

How many employees are doing AI?

What are in AI is Sony an expert at?