

# Iot for entrepreneurs

## *Case study of a business model centered on IoT*

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## An example of a business model based on IoT

Withings is a company born in France in 2008. It designs connected objects for a B2C market:



*Figure 1. Withings making the headlines in 2014*

In 2016, Nokia acquires Withings:



Figure 2. Withings acquired by Nokia

In 2017, Nokia fades away the Withings brand and develops its digital health solutions:

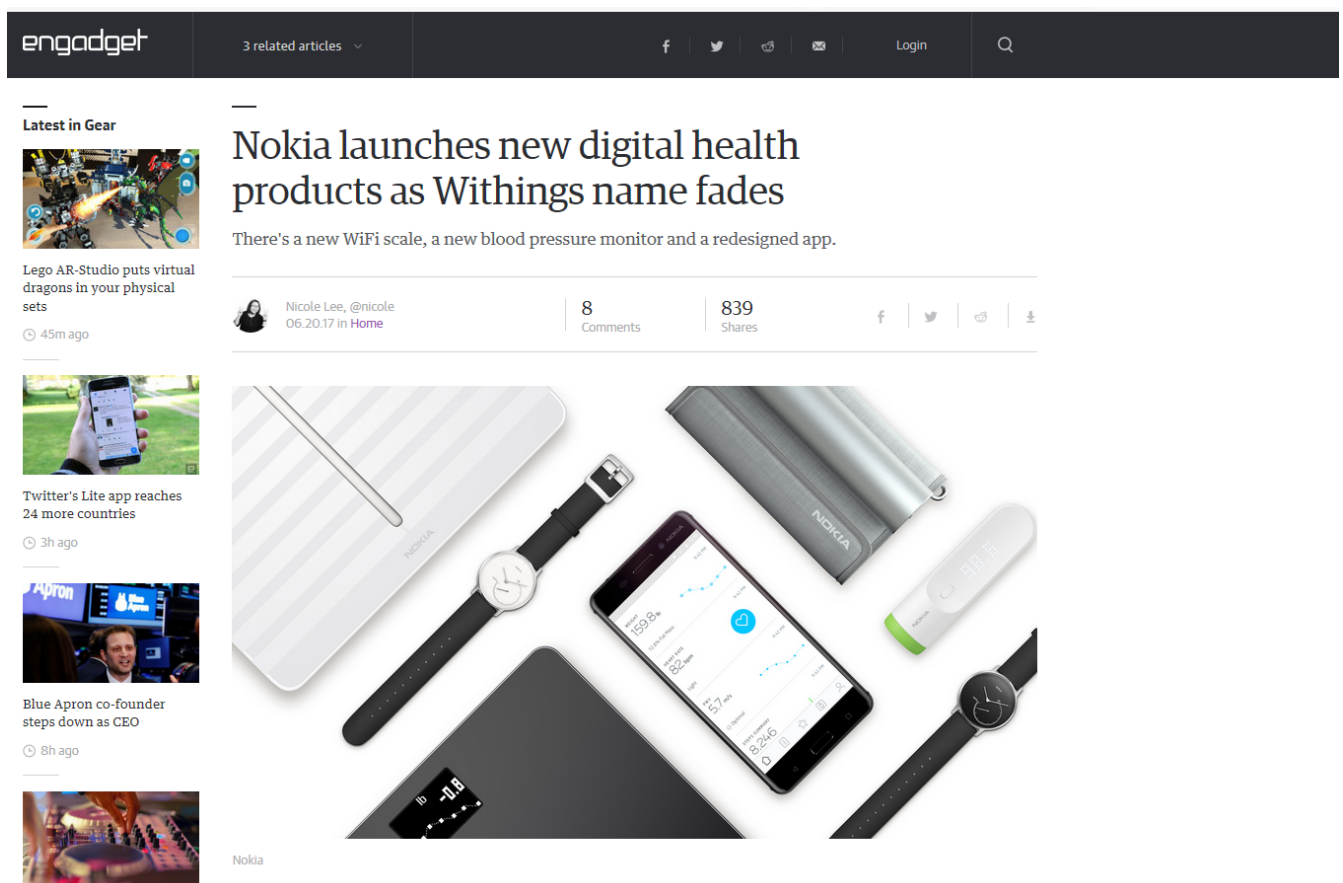


Figure 3. Withings retires as a brand, Nokia health develops

The value proposal of Nokia's solution is not to sell more IoT.

Can you imagine what it is?

It consists in providing a service, enabled by IoT.

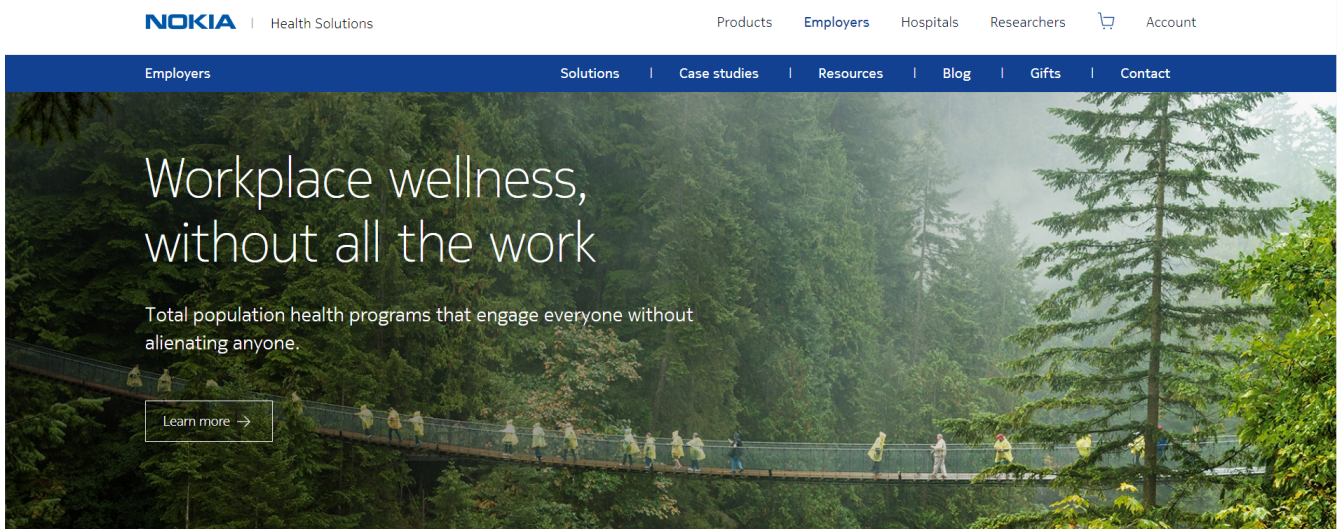


Figure 4. Nokia Health solution in a B2B market

## Engage your employees in their health

Employer medical costs have risen 51 percent over the last ten years. And the growth shows no sign of slowing down. Yet studies show that for every \$1 invested in corporate wellness, employers receive \$3.27 back. Here at Nokia, we go a step further. We help build cultures and communities of wellness throughout your employee population.



Total population health →

Beyond just wellness, our solution includes programs for rising risk and chronic condition populations.



The smartest devices →

Employees crave our award-winning health devices. And we even integrate with over 100 leading consumer health apps.



Easy to launch and manage →

Forget a lengthy implementation. We do all the hard work so you can sit back, relax, and watch your wellness program soar.



Reports on meaningful metrics →

From engagement rates to health outcomes, track your program's progress and celebrate success with 24/7 access to your very own real-time reporting dashboard.

Figure 5. Better health at the workplace as a value proposition

Note: this is the latest development of an old trend, which is the "servicing economy":



Figure 6. From selling photocopiers to printing services

# The end

Find references for this lesson, and other lessons, [here](#).



This course is made by Clement Levallois.

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