

Ejercicio 2 - Plataformas IoT y Modelos de negocio

Modelo de Monetización	Ejemplos	Ámbito IoT / Vertical	Modelo de Pricing
Hardware Premium	1. Notion - http://notion.is/# 2. GoodNightLamp - http://goodnightlamp.com/ 3. Rost Coffee Roaster - https://www.roestcoffee.com/	1. Casa inteligente 2. Casa Inteligente 3. Industria	1. One-time 2. One-time 3. One- time
Service Revenue	1. bttm - https://bt.tn/ 2. Momit – https://www.momit.com 3. Progressive Snapshot - https://www.progressive.com/auto/discounts/snap	1. Varios (casa inteligente, industrial, commercial) 2. Casa Inteligente/Energía 3. Seguros automovil	1. Suscripción 2. One-time 3. Pay for results
Data Revenue	1. Samsara- https://www.samsara.com/about 2. Hologram - https://hologram.io/ 3. Liberty Mutual con Google Nest - https://nest.com/insurance-partners/liberty-mutual	1. Control de flotas/Industrial 2. Logística/Control de flotas 3. Seguros hogar	1. Modelo de suscripción 2. Pay-as-you-go/Monthly fee 3. Pay for results
Ecosystem	1. Wink - https://www.wink.com/ 2. Knocki - https://knocki.com/ 3. Apple Homekit - https://www.apple.com/es/ios/home/	1. Casa Inteligente 2. Casa Inteligente 3. Casa Inteligente	1. One-time 1. One-time 1. One-time