

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:

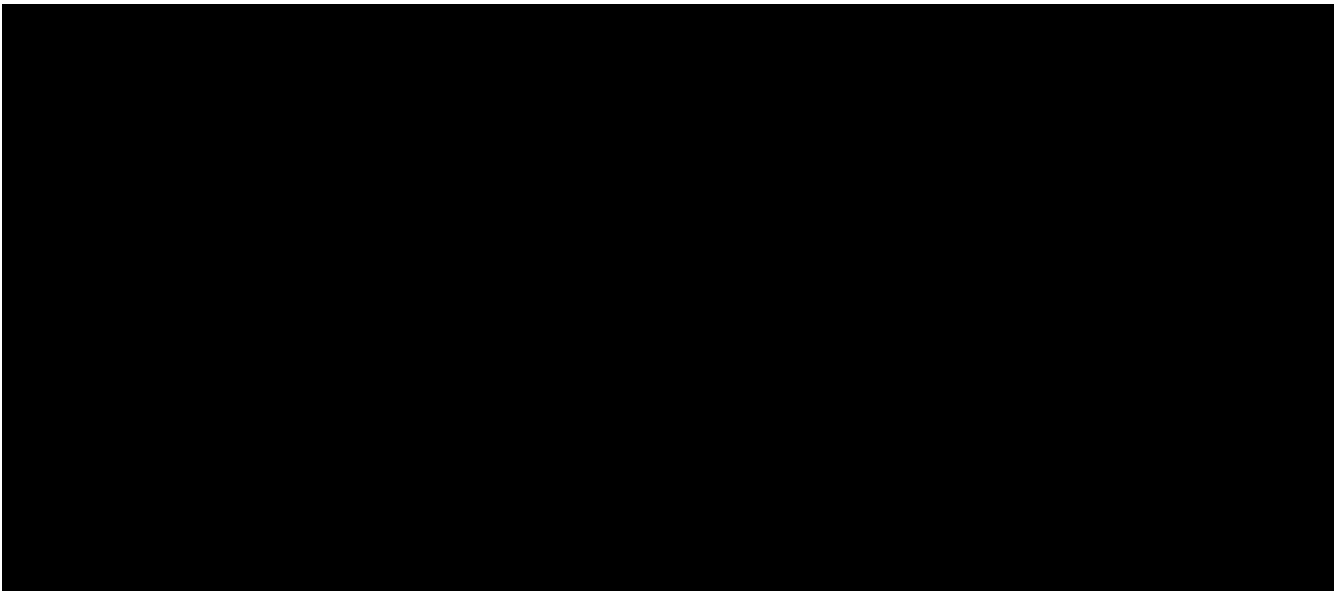


Figure 1. Withings making the headlines in 2014

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In 2016, Nokia acquires Withings:

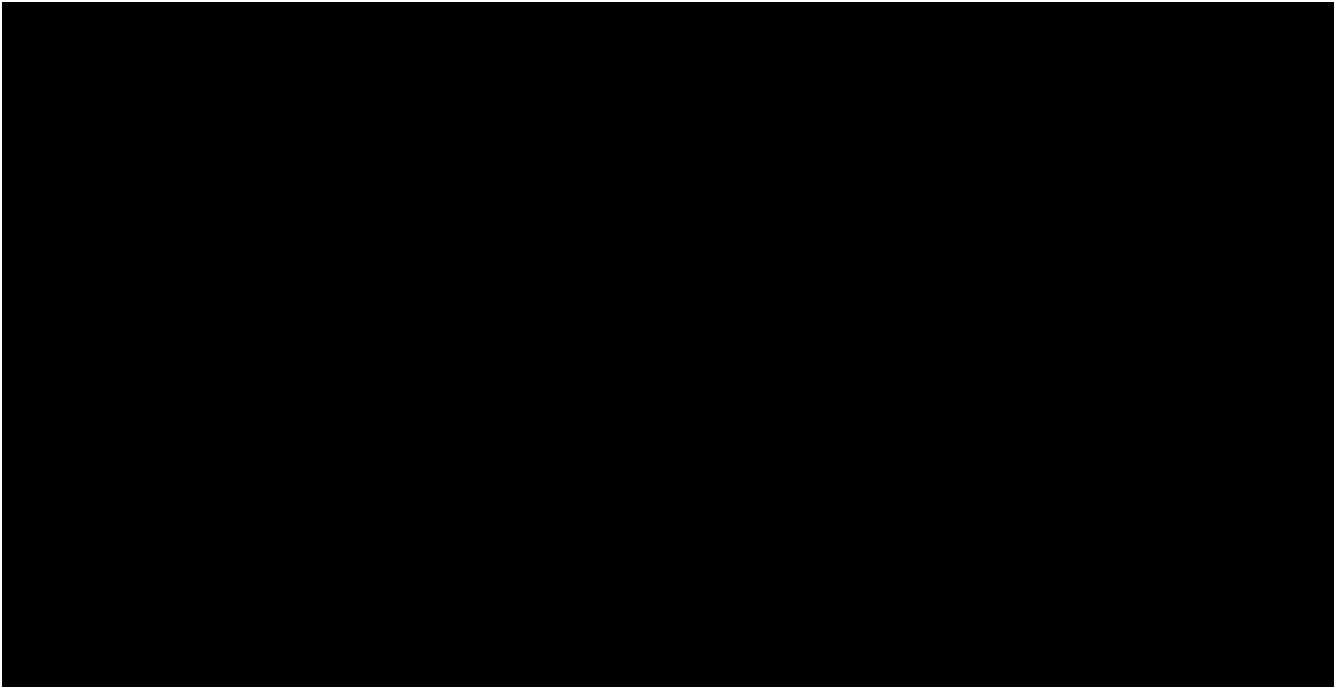


Figure 2. Withings acquired by Nokia

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

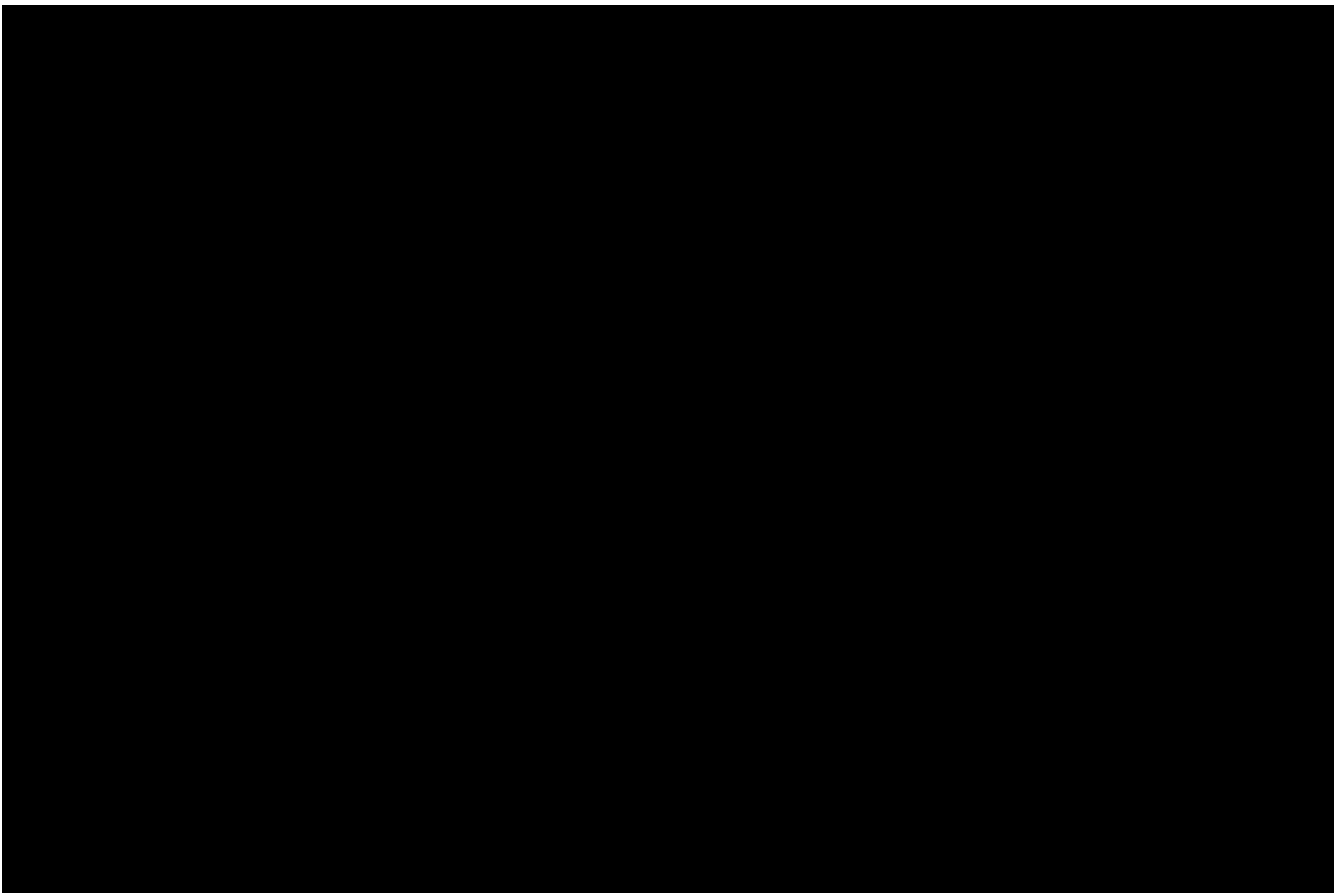


Figure 3. Withings retires as a brand, Nokia health develops

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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.

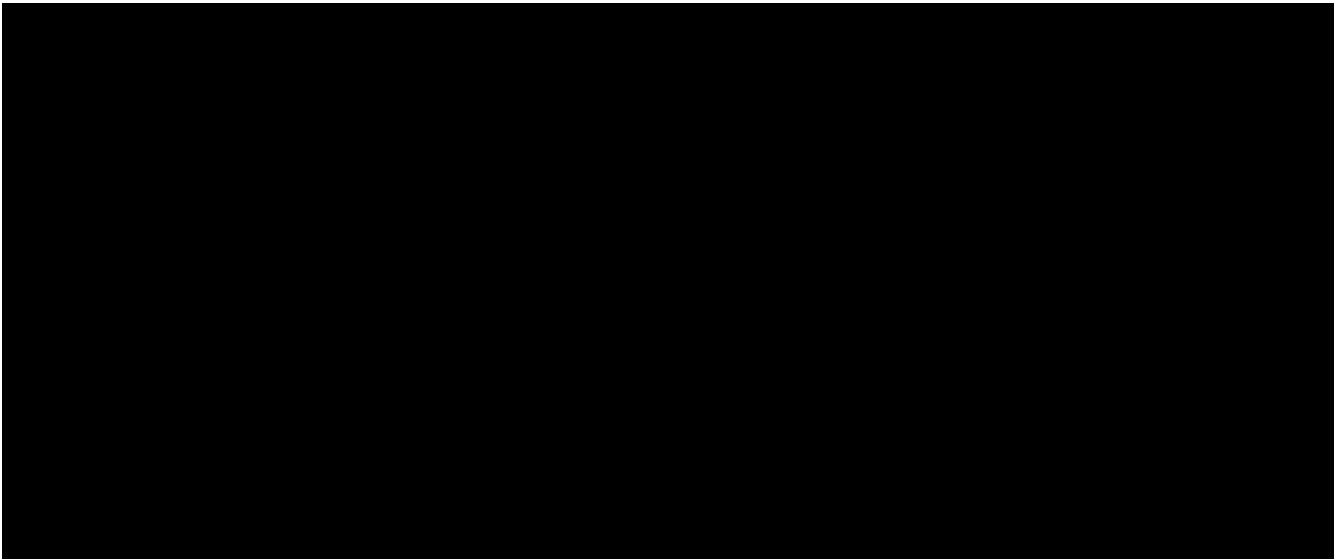


Figure 4. Nokia Health solution in a B2B market

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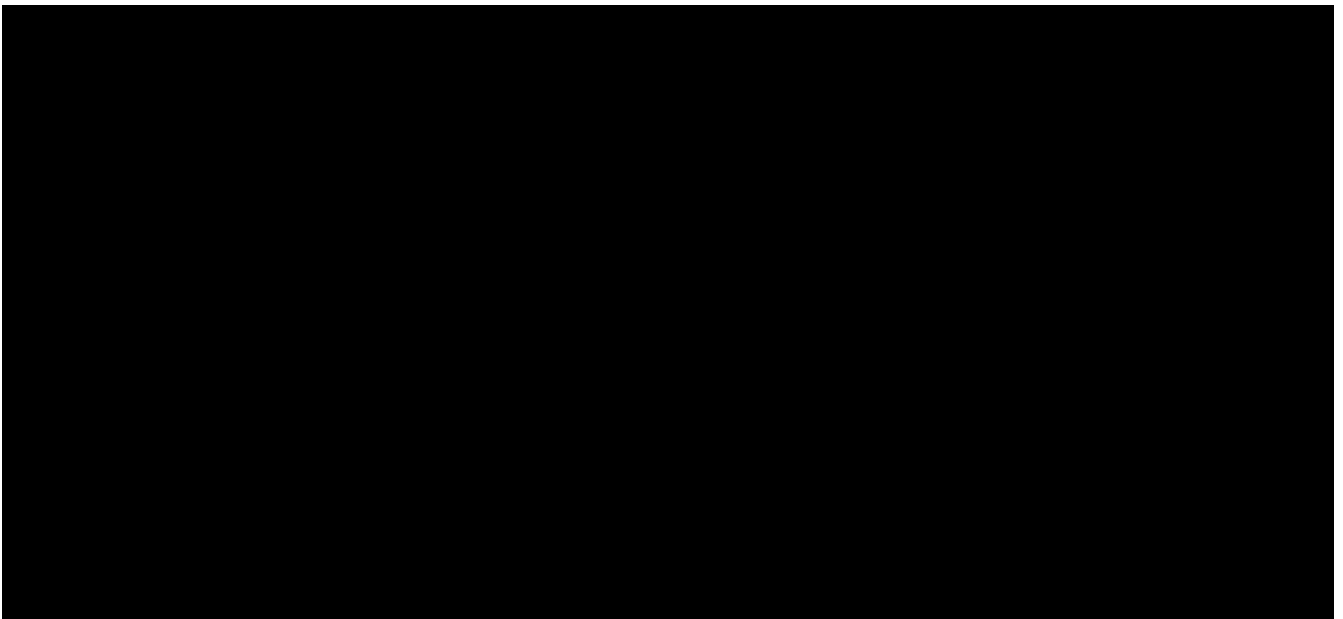


Figure 5. Better health at the workplace as a value proposition

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

Figure 6. From selling photocopiers to printing services

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The end

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



This course is made by Clement Levallois.

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