Adium: Strategic formulation through Rabbit-analysis
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Karolin Valaszkai, Boris Nimcevic, Muhammad Irtiza Siddiquie, Prasanna Balaji, Sebin Shaji Philip
(Group name: WRW)

The background

The music industry observed change in its fundamental environment following the introduction of internet and file sharing during the early 21st century. As described in the book by Henrik Blomgren [1], The digitalization or the widespread use of pirated file sharing platforms like pirate-bay and Napster can be viewed as 'the Rabbit' that entered into the rather balanced ecosystem of music industry from early 2000s. The Australia in this context or rather the music industry was in its golden years before 2000 and was well balanced and predictable with all its established well-known actors like 'Record Labels', 'Musicians', 'Record Publishers', 'Band Managers', 'Band Marketer', 'Equipment Provider' etc. The new unbalance introduced by the 'Rabbit' in the context left the music industry with heavy losses and declining market for traditional actors like UMG.

This model can be used to analyze and formulate future strategies for Adium.

Rabbit-model in the context of Adium

*Fig I: The Birdseye view of Adium as a WaaS*
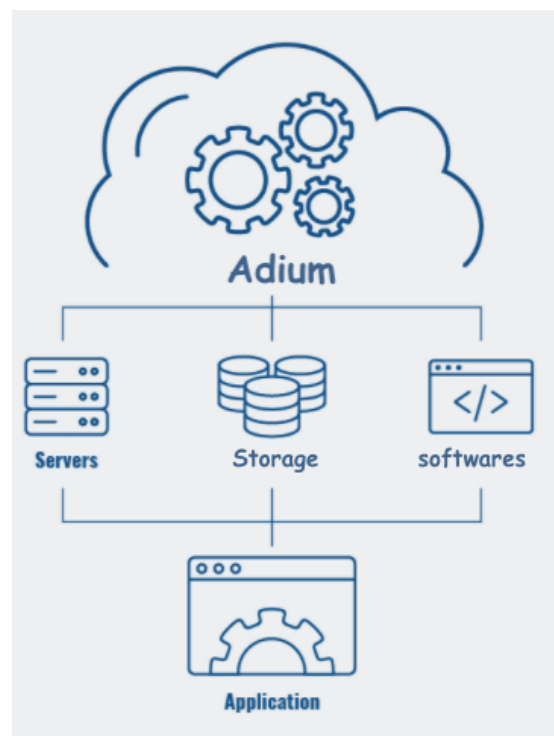
If we take a closer look at the ***design industry*** the major actors are 'design professionals /design studios', 'freelancers', 'hardware vendors (laptop/desktop along with the OS)', 'Traditional design software vendors (e.g.: Adobe suite)' and other actors like customers/ clients and internet service providers etc.

Even though **SaaS** has been very famous for almost all of the web related deployments and mobile applications in the last decade, very little focus or almost no solutions have been offered to moving the entire design workspace environment to cloud. i.e ***'Workspace-as-a-Service (WaaS)'.***

We believe Adium is one of the new actors that evolved due to the changes in the workspace ecosystem because of digitalization and the pandemic induced Gig Economy. This actor essentially takes up the services that was previously offered by traditional software vendors, hardware vendors and coworking space providers/Office IT management teams. And integrate service offering from all these actors into a platform that gives on-demand services.

Adium clearly plans to work with the waves instead of against it to its own benefit as described in the book by Henrik [1].

Fig II: The value offered by Adium w.r.t customer
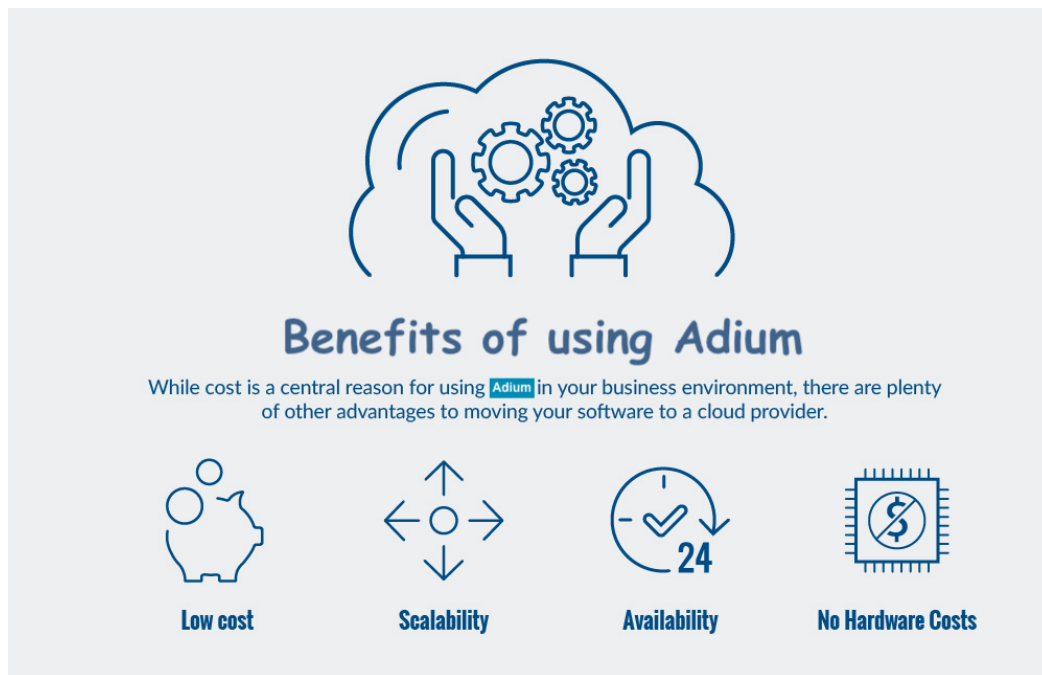
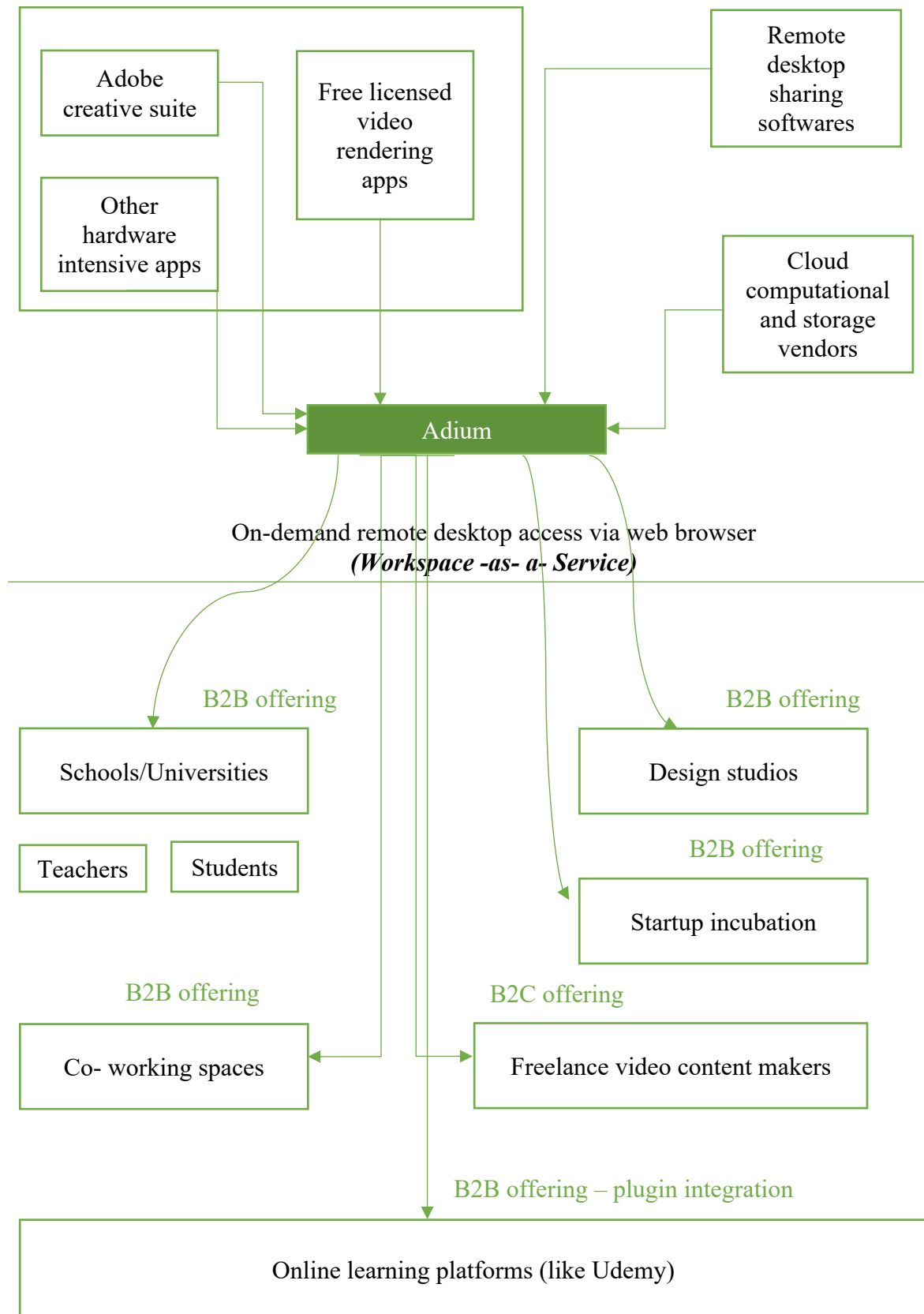### COVID-19, Work-From-Home and Workspace-as-a-Service (WaaS)

The global COVID-19 pandemic dramatically changed the business landscape and work ecosystem. Now most of the companies employ virtual onboarding for their new remote recruitments.

Existing employers offer flexible WFH (Work from Home) option for all their employees and are forced to use online project management and cloud-based services now more than ever.

Bring your own machine (BYOM) concept already exists for small to medium sized enterprises and startups where infrastructure and capital investment resources are less. These employees utilize their existing old machine to work with new resource demanding softwares and tools for day to day activities.

These insights and evolving work trends can be used to our advantage and will be helpful in formulating future strategies.

Fig III: The value network diagram of Adium

Adobe creative suite

Other hardware intensive apps

Free licensed video rendering apps

Remote desktop sharing softwares

Cloud computational and storage vendors

Adium

On-demand remote desktop access via web browser
(Workspace -as- a- Service)

B2B offering

Schools/Universities

Teachers

Students

B2B offering

Design studios

B2B offering

Startup incubation

B2B offering

Co- working spaces

B2C offering

Freelance video content makers

B2B offering – plugin integration

Online learning platforms (like Udemy)

Strategic moves in future

➤ Partnership with companies to provide a hassle less onboarding services with all the tools and softwares pre-installed according to their company requirements. This B2B offering can be customized for each company and thus potential business growth.

➤ A direct to user B2C offering can be provided by transforming the platform into a many-to-many (Udemy kind of platform) service. In this platform individual users with additional computational power and spare laptops can sign up as 'providers' and list their machine for on-demand access by setting a price/hour basis. The normal users - 'subscribers/users' can view all the listing, search by machine power/softwares installed and then request access by paying the fee via the platform. This will transform our business model into enabling or connecting people with and without resources in a single platform.

➤ Onboard co-working spaces like WeWork, CoWrks etc. and leverage our platform to maximize and fully utilize their machines and software. Due to pandemic situation and various other factors, the business of coworking spaces are not fully utilized or left alone. This customized offering according to their needs will be an additional service that'll give us value and visibility (more trust and increased brand reputation by associating with existing players).

➤ Partnership with major inhouse design studios across Stockholm. Their existing machines can be migrated to the service or they can choose new virtual workspaces from our platform.

➤ Partnership with Starbucks and Espresso house etc. – Your workspace in your favorite Coffee shop. Several promotional offers and bundled packages can be designed for individuals who's utilizing coffee shops for work.

➤ Partnership with online skill learning platforms like Udemy, Coursera, EdX etc. to implement a plugin-based service directly integrated into their platform. When users choose to develop or learn a new skill, they can choose to use our offering to try it out during the learning session. This option will convert passive learners into active and engaging learning experience. Also, the users won't be ever limited by hardware/software setup for learning a new skill.

➤ Partnership with Cloud storage providers like Dropbox and AWS etc. to support our platform and also to offer extended package deals from them.

What to expect in future?

Almost all of the Works and workflows will be moved to software-based technologies and automatable. i.e. The world will be more closer, and globalization will be further progressed. The current situation will give rise to a Gig Economy in the future.

Gig Economy & Gig worker
Jobs will be on-demand and project based which is termed as Gig Economy.

"The global Gig economy generated USD$204 billion in gross volume in 2018, according to a new study conducted by Mastercard and Kaiser Associates which also projects double-digital annual growth over the next five years.

As we grow more accustomed to the economics of sharing and enjoy the benefits of on-demand services, and as developing yet rapidly digitizing markets expand the pool of Gig workers, the value generated by the digital platforms is projected to more than double to USD$455 billion by 2023." [3]

In a gig economy, temporary, flexible jobs are commonplace and companies tend toward hiring independent contractors and freelancers instead of full-time employees. A gig economy undermines the traditional economy of full-time workers who rarely change positions and instead focus on a lifetime career.

- The gig economy is based on flexible, temporary (on-demand), or freelance jobs, often involving connecting with clients or customers through an online platform.

Fig IV: The projected gross volume of the Gig Economy [3]
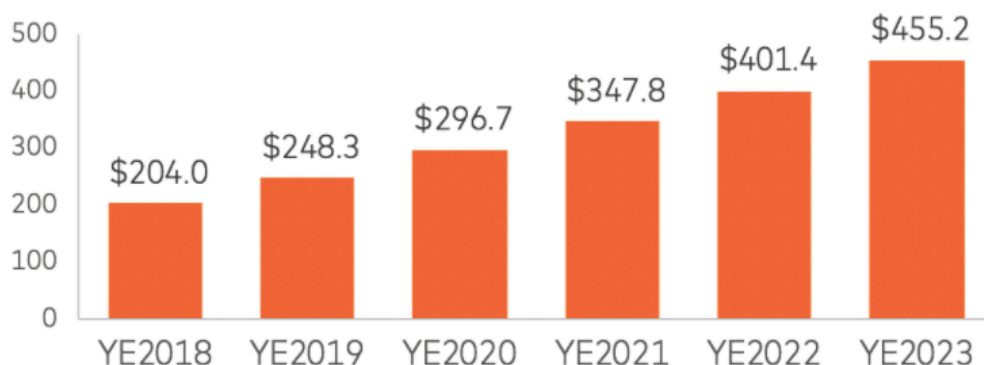
This situation will definitely fuel our endeavors and proves that immense opportunities are waiting to be explored.

References

[1] Stop! Nobody Move! Transformation beyond digital, Henrik Blomgren

[2] Gig Economy, https://www.investopedia.com/terms/g/gig-economy.asp

[3] https://mastercardcontentexchange.com/research-reports/2019/opportunity-honks-how-to-keep-the-gig-economy-growing/