

Pushing the barriers of technology through disruptive innovation



Presented by:



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Apple has a wide product portfolio, and has revolutionized the entertainment, fitness and media industries



Flat Sided
Design



Apple Podcasts



Heartbeat Sensor

Brand new Colours



Tracks
Workout



Apple Maps



4K

4k60 fps
Camera



Apple Music

5G



Fast
Charging



Powerful
Chip



Wi-Fi 6



Improved Siri



All day Battery



Apple Maps

Apple's recent major milestones include advances in fintech, fitness entertainment, and chip industries

December 1980-90

Apple launches IPO
\$3.59, launched
Macintosh
(PC+Portable)

2014

Apple Pay
introduced, along
with iPhone 6 and
iPhone 6 Plus

November 2020

Introduction of Apple
M1 Chip, Apple Neural
Engine accelerates ML
tasks

1998-2008

Introduced first
iMac, iPod, iPhone
Macbook, and
iTunes Store

April 2015

Launched Apple
Watch, entering
wearable
technology sector

2023

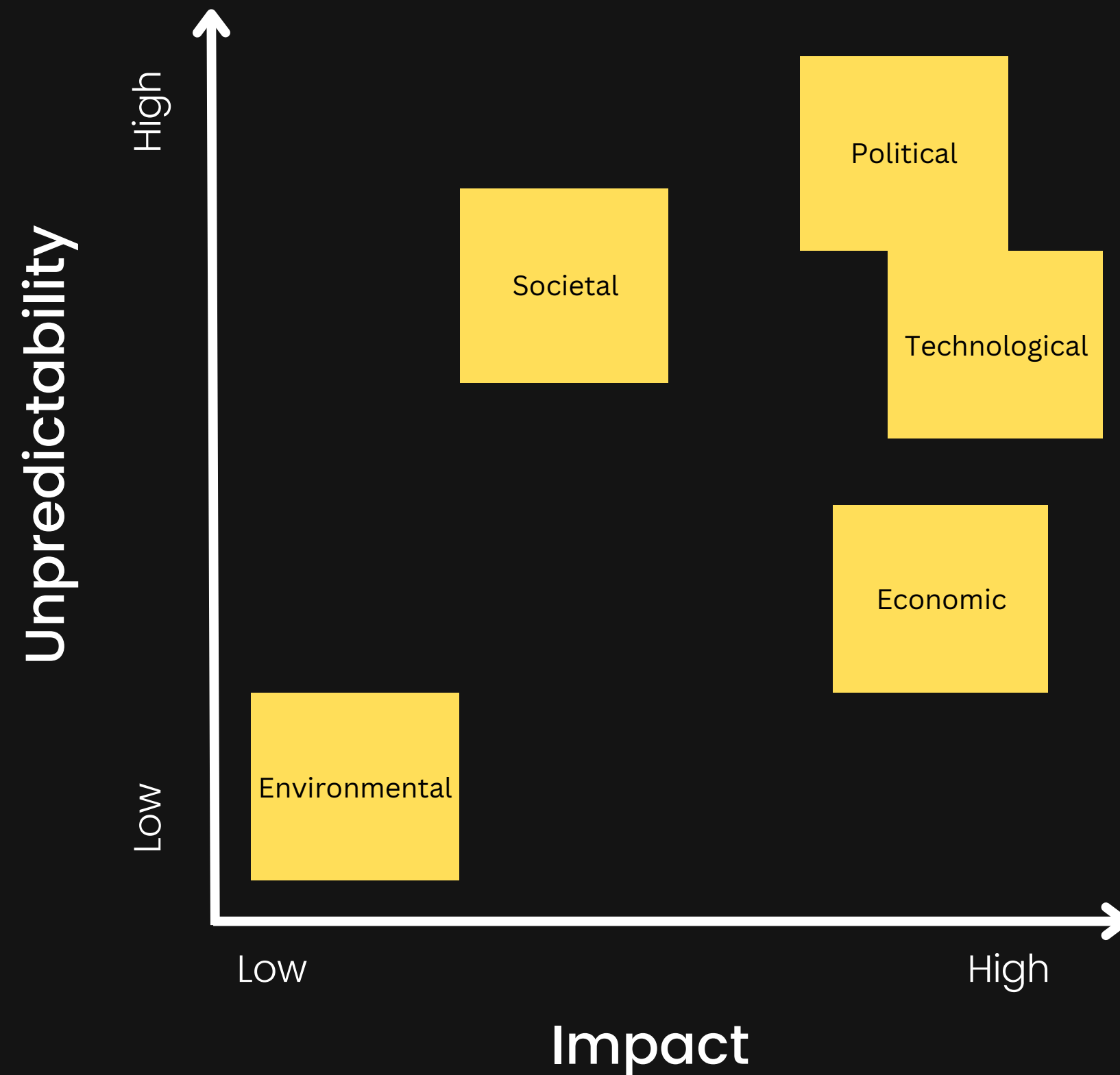
Apple entering
fintech and
mobility space



External Challenges Shaping the Technology Industry: Keeping Pace with Technological Adoption and Ensuring Political Viability

SOCIETAL	TECHNOLOGICAL	ECONOMICAL	ENVIRONMENTAL	POLITICAL
<p>Major ethical implications: Low product appeal due to manufacturing processes in other countries</p> <p>Increasing prevalence of AI technologies: Leads to unemployment and lack of creativity</p>	<p>Technology is rapidly evolving and increasingly prevalent: risk of being left behind</p> <p>Increasing adoption of generative AI: Conversational AIs like ChatGPT transformed how we interact with AI</p>	<p>The economy is at an all-time low: Lack of monetary investments to sustain businesses abroad (China, Europe)</p> <p>High infrastructure cost: developing charging stations for electric vehicles (EVs)</p>	<p>High server running costs: Global tech sector produced 2-4% greenhouse gas emissions potentially leads to higher regulation and manufacturing costs</p> <p>Address Electronic Waste Issues: High expense of disposal of used or nonworking electronic devices</p>	<p>Global part shortages due to Supply chain disruption: Combination of Covid, lean manufacturing processes</p> <p>Strained international relations and political unrest lead to vulnerability</p> <p>Security and data privacy threat: Data privacy and ethics concerns</p>

Uncertainty in Technological and Political Factors Necessitates Innovative Changes to the Business



- Apple's mission is "to bring the best user experience to customers through innovative hardware, software, and services."
- To ensure they can continue doing that, they need to address the technological and political uncertainties

Apple's Ecosystem Pioneered the Internet-of-Things Age, while incumbents are still trying to play catch-up

Incumbents



SONY



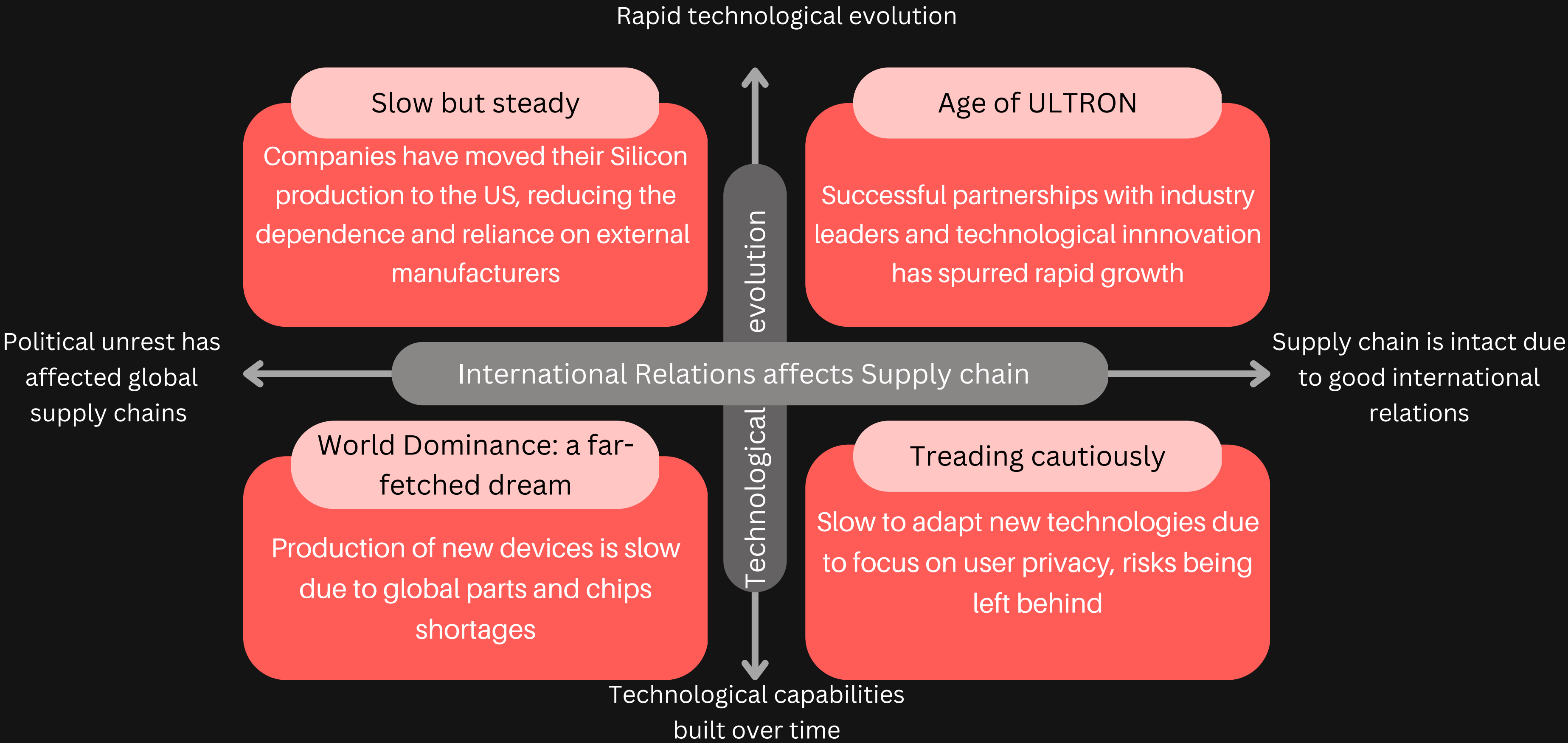
Insurgents



Adjacents



Uncertainties in the political situation and technological factors impede innovation



Apple should prioritize safety and ethical issues in AI development and expand its revenue streams

D

Increasing demand & adoption of Hardware and Software Technologies across various industries

Strong partnerships & collaborations with leading organizations to stay ahead of Tech R&D

O

Commercialize Apple's silicon design, reducing dependencies on outsourced manufacturing

Exploring innovations in new markets like Mobility, Gaming, Education

Enhancing user experiences by leverage AI Tech and improving their business efficiency

T

Ethical + Regulatory concerns - Data privacy breaches lead to lack of trust among B2B customers

Complacency and competition from smartphone companies like Huawei

Apple silicon innovation slowdown

S

We recommend a 3- phased solution:

Address immediate technological issues by investing in computing infrastructure and prioritizing safety and ethical manufacturing

Expand revenue streams by creating and capturing value in new markets

Apple should continue to be a visionary company and eventually moves into 'Shaping'

Revisit the first iPhone launch event at Macworld 2007 by Steve Jobs

– **Ecosystem is the future**

Revisit the first class of Competitive strategy – **Convenience is cash**



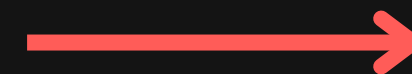
IPOD



Phone

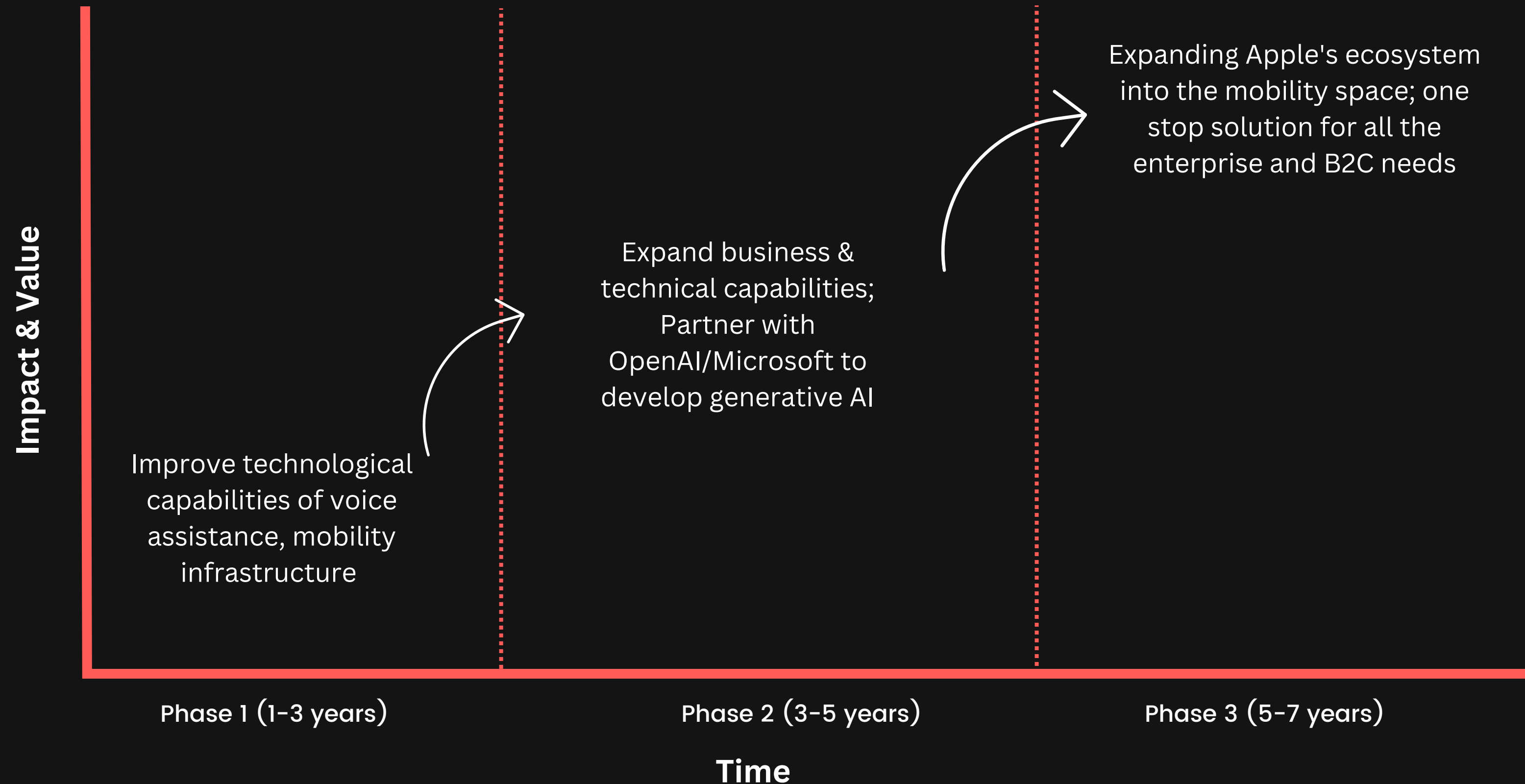


Internet



Birth of iPhone and
the Apple ecosystem;
rest is history!

We recommend Apple to follow a 3-Phased plan to sail high in the AI seascape



Apple should prioritize safety and ethical considerations in AI development while increasing revenue and user base

Phase 1

Keeping up with the Technology!

- Continue to prioritize safety and ethical considerations in AI development
- Launch their **AR/VR headset**– expand their gaming portfolio
- Further develop their self-driving technology (**ecosystem** value)

Make Collaborative Partnerships!

- **Explore new market – Creating Value:** Tailor comprehensive enterprise solutions for B2B.
- Identify additional partners that would help them achieve goals (**reduce dependence** on Chinese manufacturing firms)
- Achieve sustainability goals

Expand business & technical capabilities; Create a co-opetition paradigm

Phase 2

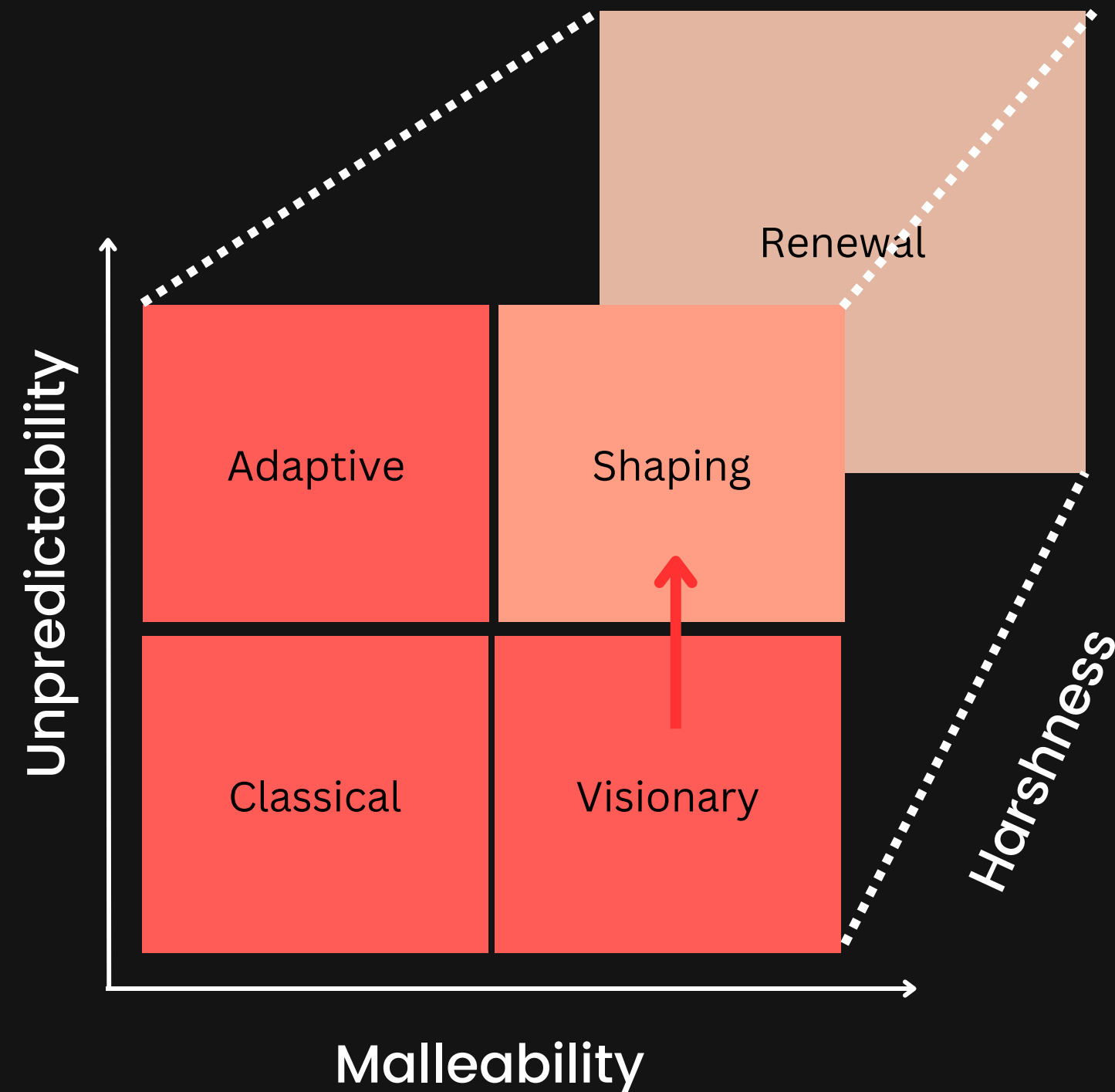
Keeping up with the Technology!

- Heavily **invest in R&D** to build own robust AI supercomputing capability.
- Symbiotic relationship with other generative **AI platforms**, i.e. OpenAI
- Partnering with Adjacents to be immune from initiatives by incumbents.

Make Collaborative Partnerships!

- Expand revenue streams by exploring new markets and **capturing value**
- Collaborate with academia and research institutions – **building a community!**
- Encouraging other companies to **value user privacy**

We believe that Apple needs to move into Shaping and partner with other industry leaders



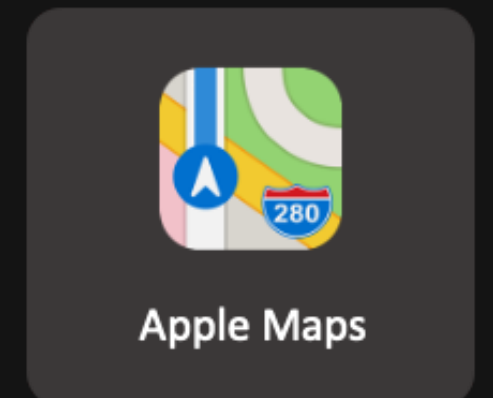
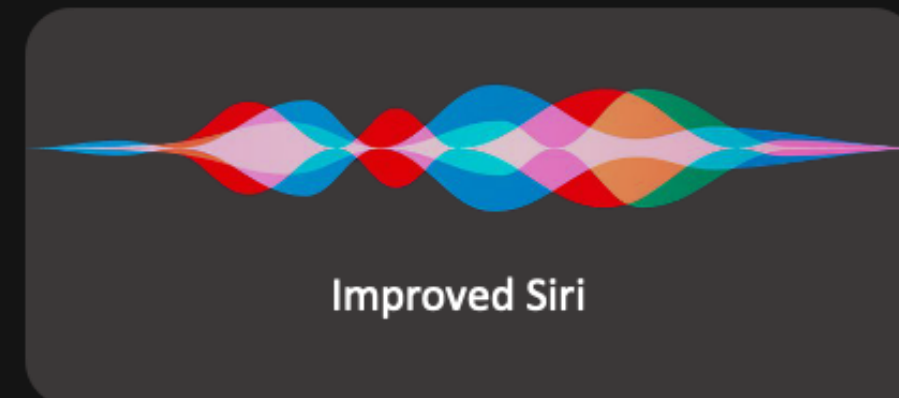
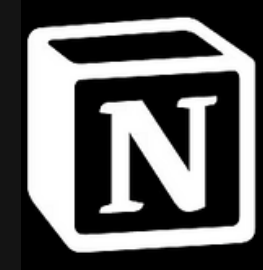
Apple has reached maturity in the visionary domain, it should shift its focus to shaping through co-opetition.

AI Ecosystem – Apple opens your endless potential!

A dynamic and rapidly-evolving space, and Apple is at the forefront of this exciting development. By providing access to powerful socially responsible AI tools and fostering collaboration between researchers, developers, and other stakeholders.

Phase 3

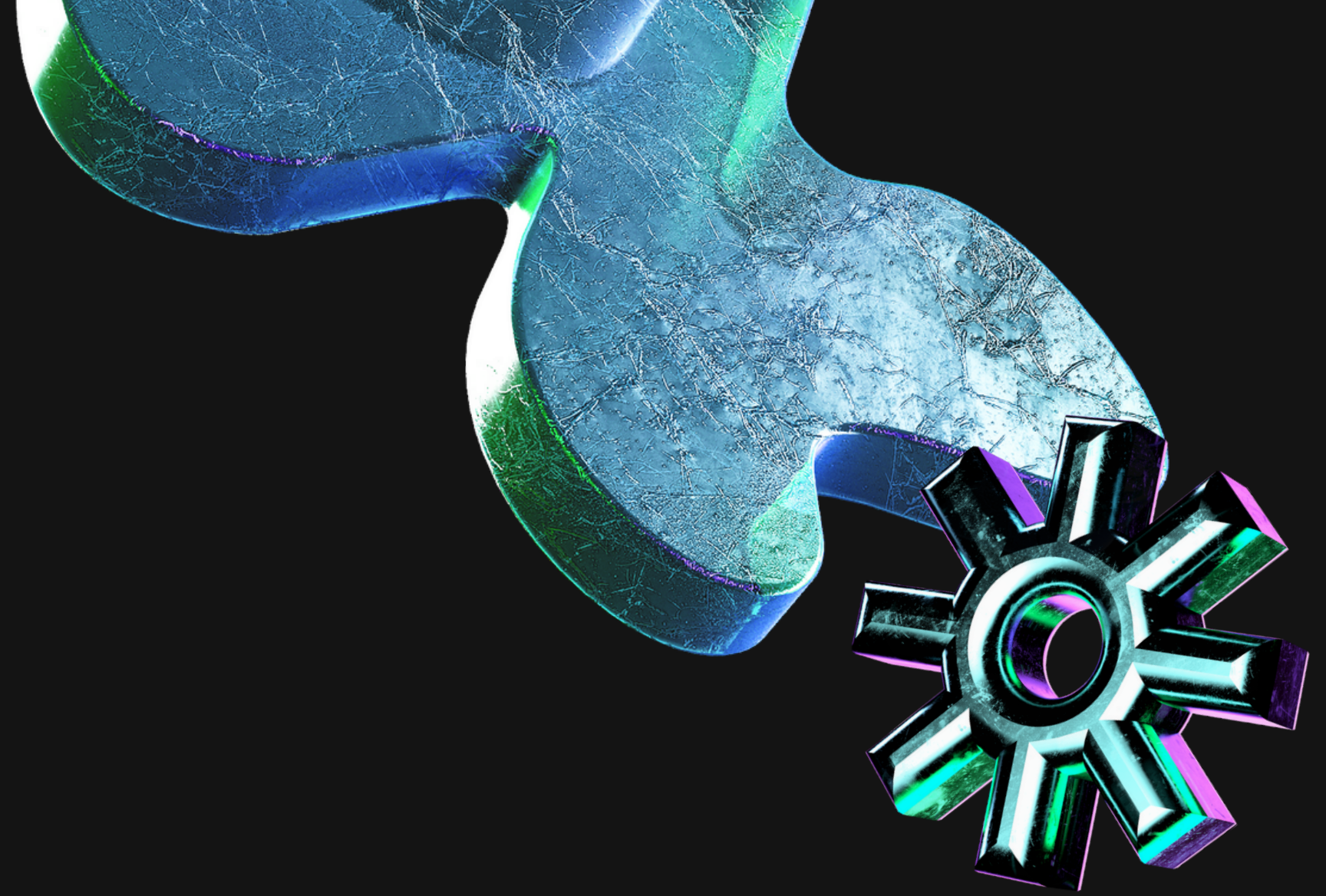
"Reimagining the future of work"



With the trajected potential of shaping the future, we recommend the GCI board to **invest in Apple**

- Chance to be a key partner in shaping the future while revolutionizing the supply chain
- High return of investments & low risk of failures with our strong and tailored recommendations for the uncertainties ahead.





Thank You!