WHAT IS IT? WHY IS IT? HOW CAN IT BE STEERED?
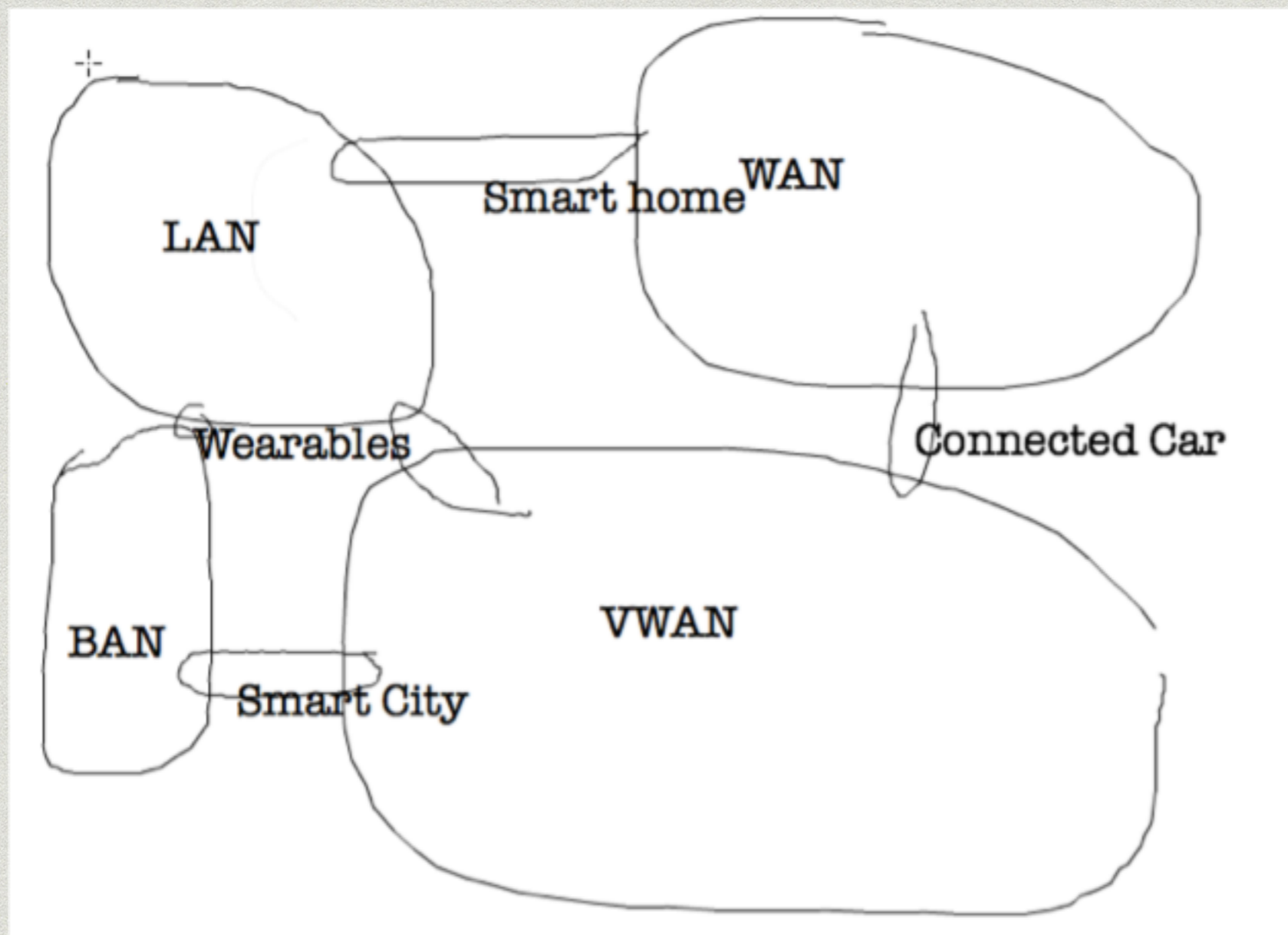
WHAT IS THE ROLE OF EACH STAKEHOLDER?

STAKEHOLDER COORDINATION

What is it?

#IoT What is it?

Internet of Things can be the best possible feedback on my physical and mental health, the best possible deals based on real time monitoring for resource allocation, the best possible decision making based on real time data and information from open sources and the best possible alignments of my local providers with the global potential of wider communities.

Internet of Things is in its essence the seamless flow between the
- BAN (body area network): the ambient hearing aide, the smart t-shirts
- LAN (local area network): the smart meter as a home interface,
- WAN (wide area network): the bike, car, train, bus, drone…
- VWAN (very wide area network): the 'wise' city as e-gov services everywhere no longer tied to physical locations

#IoT, What is it?

Whoever ensures traceability, sustainability and security linking up the gateways is de facto and de jure the new power. We see Google trying to achieve this with the Glass and Lense, the Google Power meter and NEST, the Car and automotive and the wooing discourse of public office by Eric Schmidt and google.org

It is crucial that we organize to create a public competitor to these gateways to ensure that the future is truly open, democratic and inclusive.

The practical implementation

* It is then no coincidence that key elements coming from the co-creation workshops in the FP7 Project Sociotal (in which I am Community Manager) with citizens and developers were:

* • **a mentality change:** "How can we all (ourselves included) make the switch from 'This is their building', to 'This is our building, our street, our park?. This is a mindset change and extremely complex. Pretty much a lot of citizens are depressed. Youth unemployment is very high, much to high. There is a sense of togetherness that is missing."

* • **mixing public and private responsibilities**: The funding should come partly from the government and partly from crowd funding and private donors as ownership must be taken by citizens and it should not feel as if everything is already decided. A business model could be on some basis of vouchers: I can donate time, money or can I buy a plant or tree? I have certain skills, can you use them? In exchange of what?

* • **not inventing the wheel:** use for example taskrabbit.com in the idea for the portal where citizens can log in and subscribe to donate a gift – time, money, a tool to a problem or cause in the street or neighborhood.

The Practical Implementation

* Ideally then #IoT is build from a pragmatic cybernetics: your own Cloud, your own infrastructure and balance between Fog and Cloud, your own spectrum management and API's to FB and LINE; This can be build on the Estonian e-card which can become a smartphone and a controller of #iot devices.

The practical implementation in business models

* "Dramatic growth is most likely to occur once the IoT reaches a critical mass in its application within various sectors." - The Internet of Things William H. Dutton Professor of Internet Studies, June 2013

* "While the 20th century was an era of democratization of consumption, the 21st century can become an era of *democratization of production*. Next to today's companies, flexible, participatory forms of production will emerge, which I term "*projects*". Creative minds will come together to *realize joint project ideas*. After completing a project, everyone will be looking for another project or two, and so on." Overcoming "Tragedies of the Commons" with a Self-Regulating, Participatory Market Society, Dirk Helbing.

The practical implementation in business models

* **We have to be honest. #IoT seems to be fully on the side of the disruptors. The traditional verticals are in big trouble.**

* **Case: Retail**

* The main answer of the shopping industry is to make hybrid beacon zones mixing on and offline, creating apps that come alive when you are in a physical location. This can be aligned with dynamic pricing. If a store recognizes (a store yes, not an owner) that you are stuck on looking at two televisions it could send app you that you can have a discount if you go for that television on the left within 15 minutes. The offer expires after that.

* This is an irreversible trend as it is part of the horizontal zone of proximity that is fueled by us carrying smartphones.

* Let's all now book a flight to Shanghai. We all pay a different price. This has been going on for a while. Anyone complaining? Protests? I did not see anything. OK. Three years from now. You walk in a place with goods and put your phone to any item. You get a price. Your friend gets another. Your LINE is always on. Free no? Well, you are the businessmodel and you will be worth according to indicators beyond your immediate control.

Collaboration is key in #IoT

* **You have to chose your role wisely. Over The Top Players (OTT) have an edge over any manufacturer and service provider.**

* **Talk to your direct competitors and invest together in #IoT solutions. You are in the same boat.**

* **Appoint a Stakeholder Coordinator for each sector. Spread the losses. Spread the wins. The pie is very big.**

Co-creation workshops with Nathalie Stembert in Sociotal.eu build use cases in under two hours.

THE FIRST ITERATION ON GAINING INPUT, FEEDBACK AND INFORMATION ON IOT AS A REALITY IN BUSINESS IS BY FORMING INTERNET OF THINGS MEETUP GROUPS.

THE MEETUPS ARE THE PLACE TO DISCUSS THE REAL ISSUES AROUND DOMAIN SPECIFIC APPLICATIONS AND HORIZONTAL OPERATIONS. SET UP A MEETUP IN THE PLACE WHERE YOU LIVE AND START DISCUSSING WITH STAKEHOLDERS LOCALLY. IOT AFFECTS ALL.

Contact:

* kranenbu@xs4all.nl

* info@theinternetofthings.eu