

Environnement Digital

Future of Economy : FOE

1

NOV 2024

 early makers
since 1872


Cerba HealthCare

em
lyon
business
school

FOE

Future of Economy : FOE

 early makers
since 1872

Cerba HealthCare 

em
lyon
business
school



Écosystème - FOE





Digital Mindset



1 Écosystème - FOE

Atelier 1



2 Stratégie - FOI

Atelier 2



3 Relation Client - FOX

Atelier 3



4 Management - FOW

Atelier 4

4^{ème} révolution industrielle

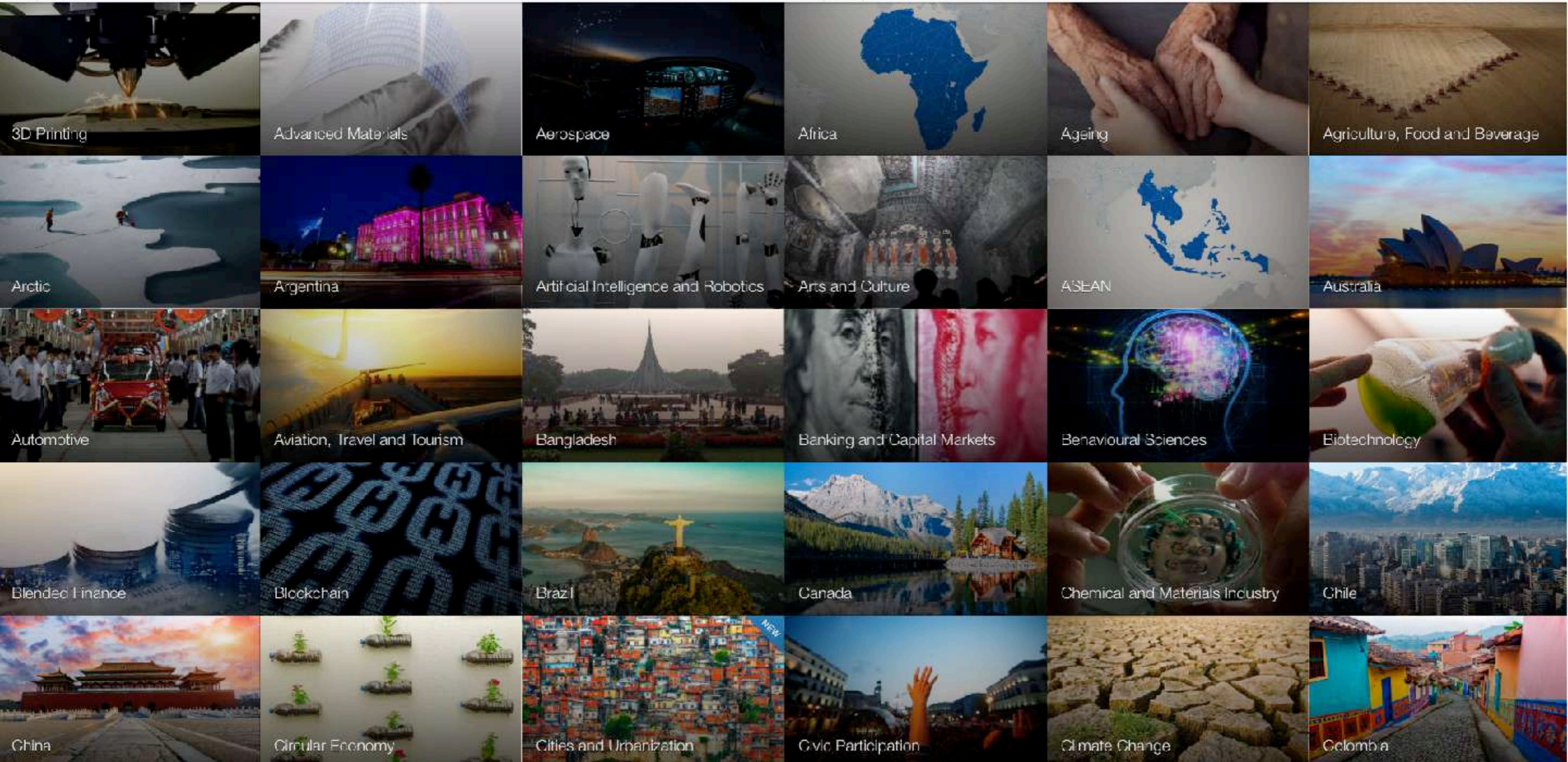
Vapeur + moteur

Électricité

NTIC

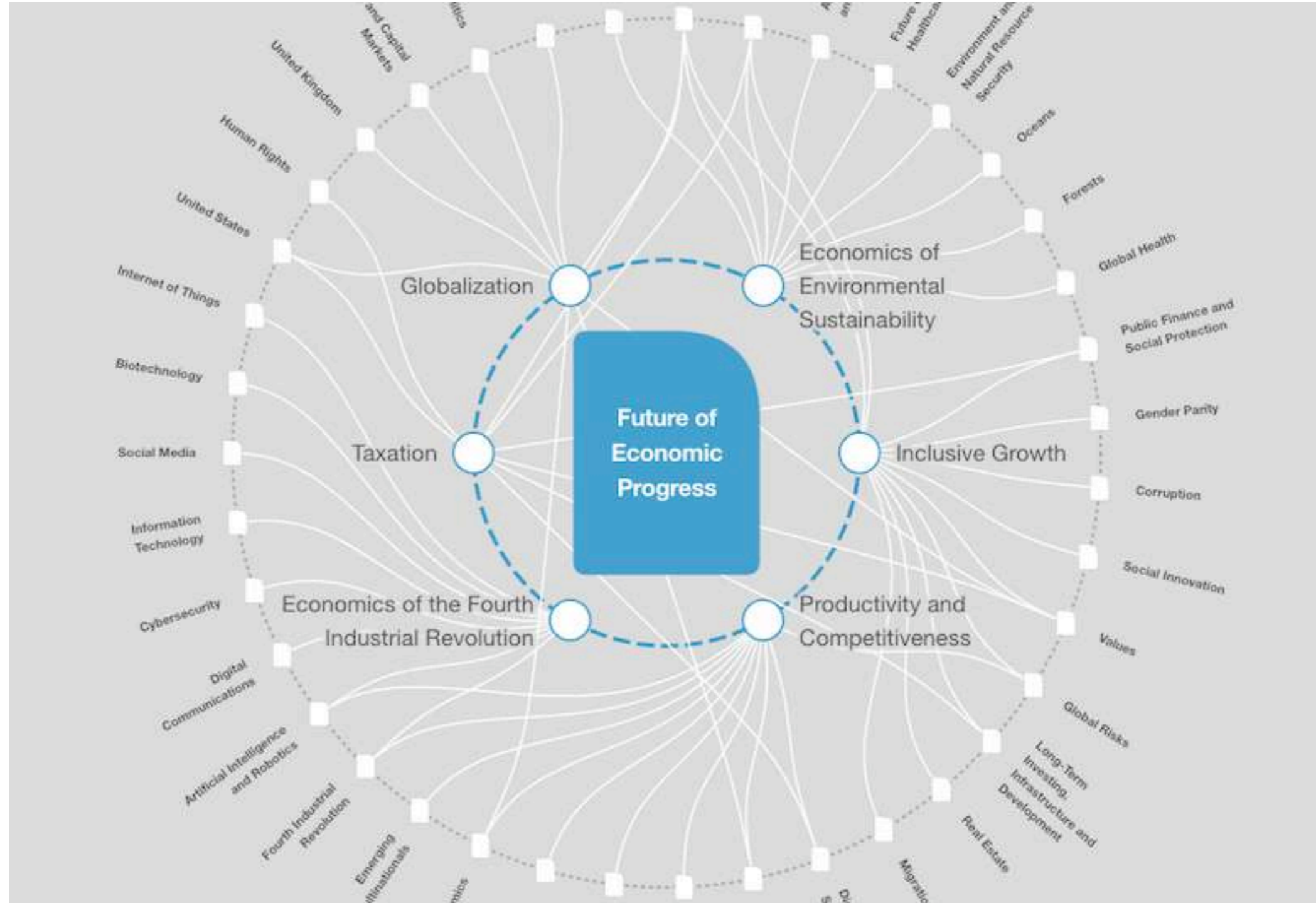
NBIC





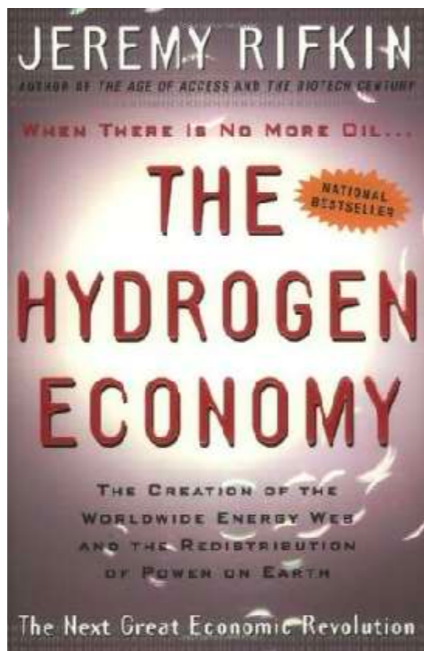
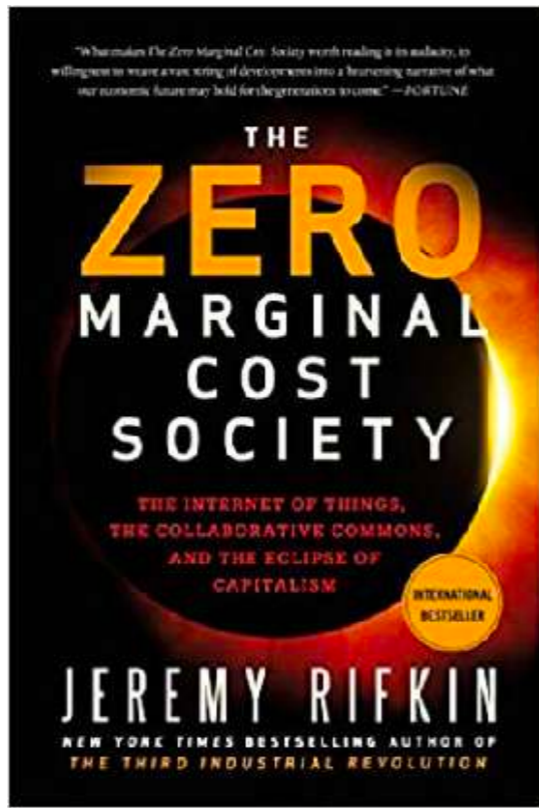
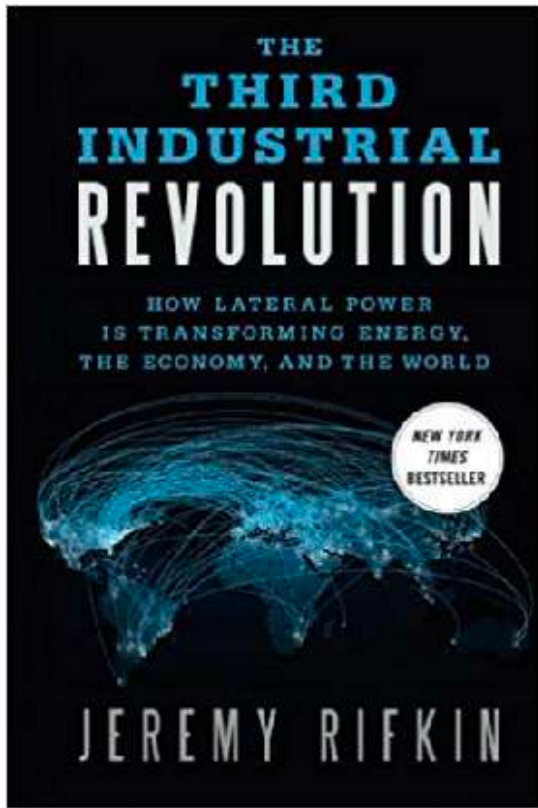
<https://toplink.weforum.org/knowledge/explore/all>

<https://toplink.weforum.org/knowledge/insight/a1Gb0000001hXcwEAE/explore/summary>



<https://toplink.weforum.org/knowledge/explore/all>

<https://toplink.weforum.org/knowledge/insight/a1Gb0000001hXcwEAE/explore/summary>





3^{ème} révolution industrielle

Vapeur + moteur

Électricité

NBIC (inclus NTIC)

Michel SERRES

-3000 écriture
1450 imprimerie/chiffre
2000 NBIC



Luc FERRY

1800 Vapeur
1900 Électricité
2000 NBIC

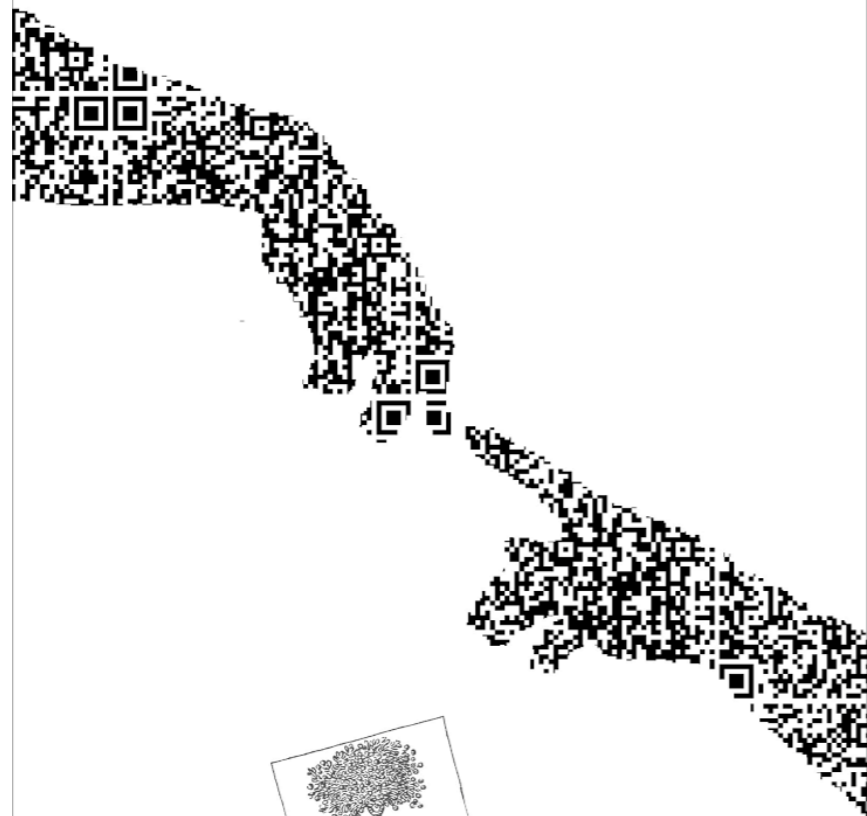


petite poucette

LE MONDE A TELLEMENT CHANGÉ QUE LES JEUNES DOIVENT TOUT RÉINVENTER : UNE MANIÈRE

micHEL serres

DE VIVRE ENSEMBLE, DES INSTITUTIONS, UNE MANIÈRE D'ÊTRE ET DE CONNAÎTRE...



[MANIFESTES LE POMMIER !]

Luc
Ferry

LA
RÉVOLUTION
TRANSHUMANISTE

Comment la technomédecine et l'uberisation
du monde vont bouleverser nos vies



PLON

RÉVOLUTIONS : SOCIALE ÉCONOMIQUE TECHNOLOGIQUE

RÉVOLUTION AGRICOLE
INDUSTRIALISATION
TERTIARISATION
DIGITALISATION



Transformation Digitale

TRANSITION - PRODUIT

TRANSITION - MARKETING



Transformation Digitale

PRODUCT
MARKETING



TRANSITION Produit - Service - Offre

Innovation - Numérique -NBIC
Value Proposition
Product management



Durabilité - Empreinte CO2

Frugalité - Responsabilité
Écosystème



UX - CX

Expérience fluide
Omnicanalité



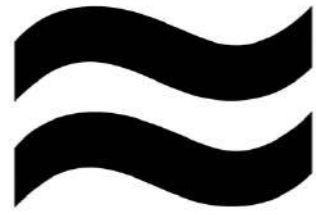
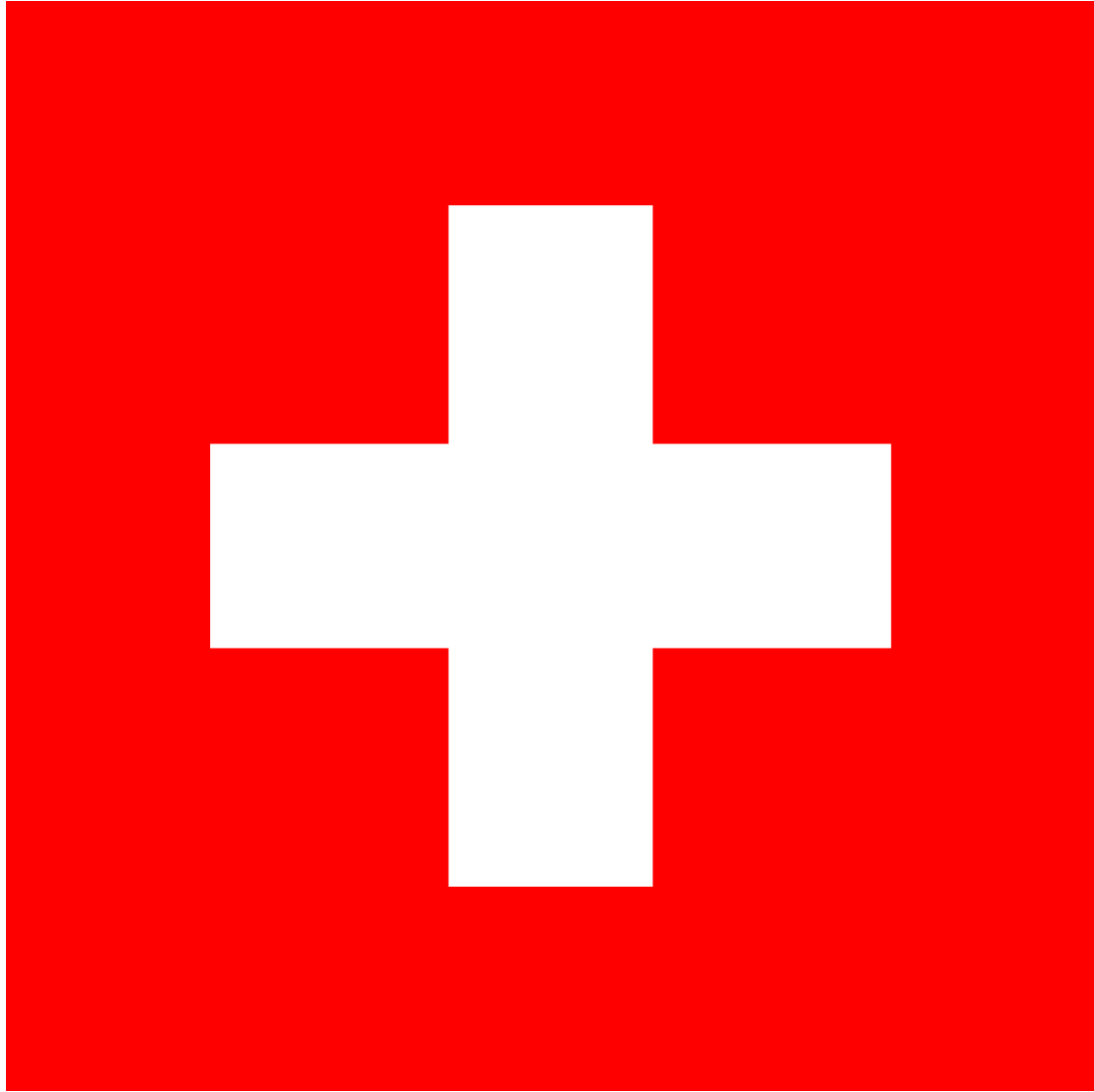
TRANSITION Méthodes - Marketing

Outils numériques
Digital Marketing
Management - Travail
Communication digitale



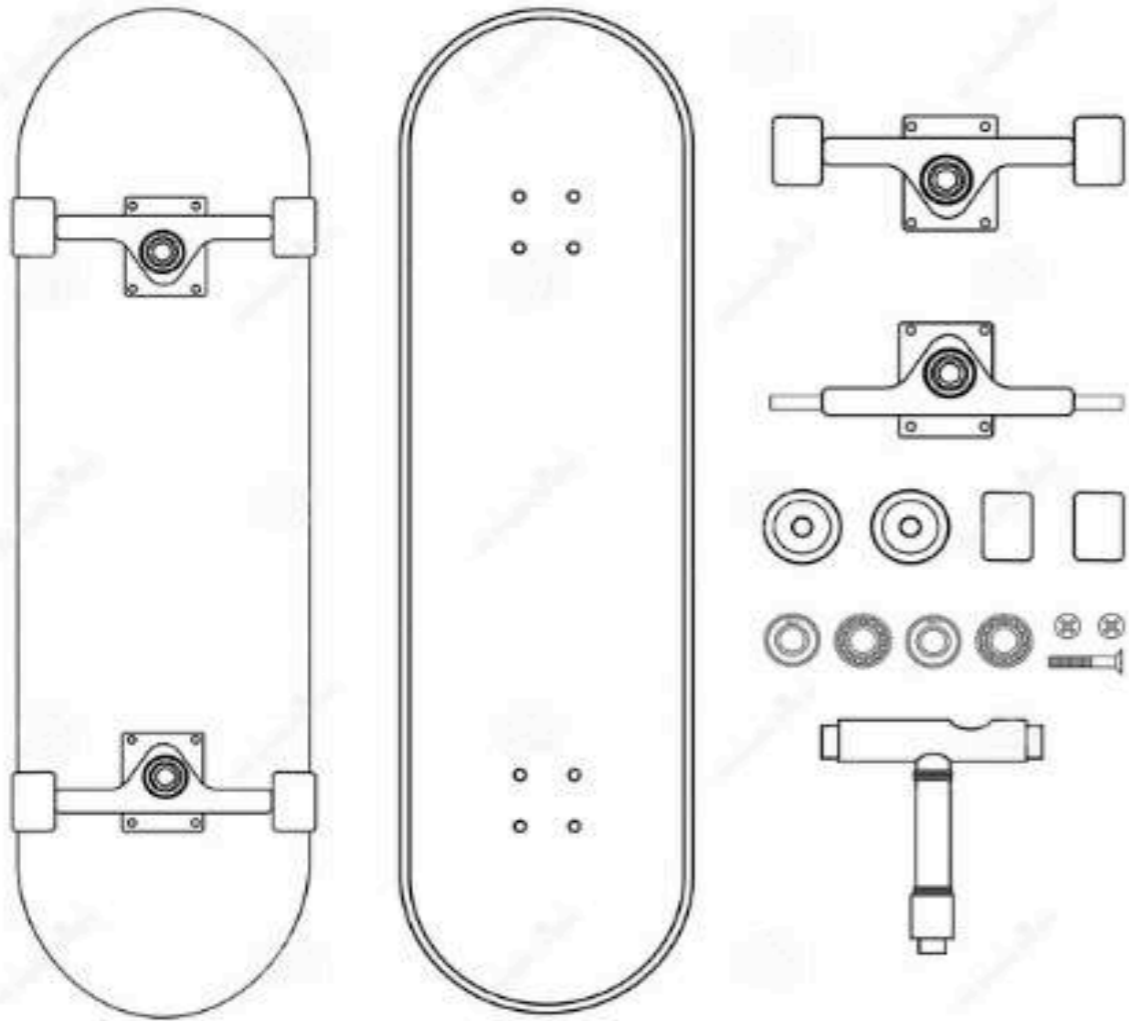
ROLEX





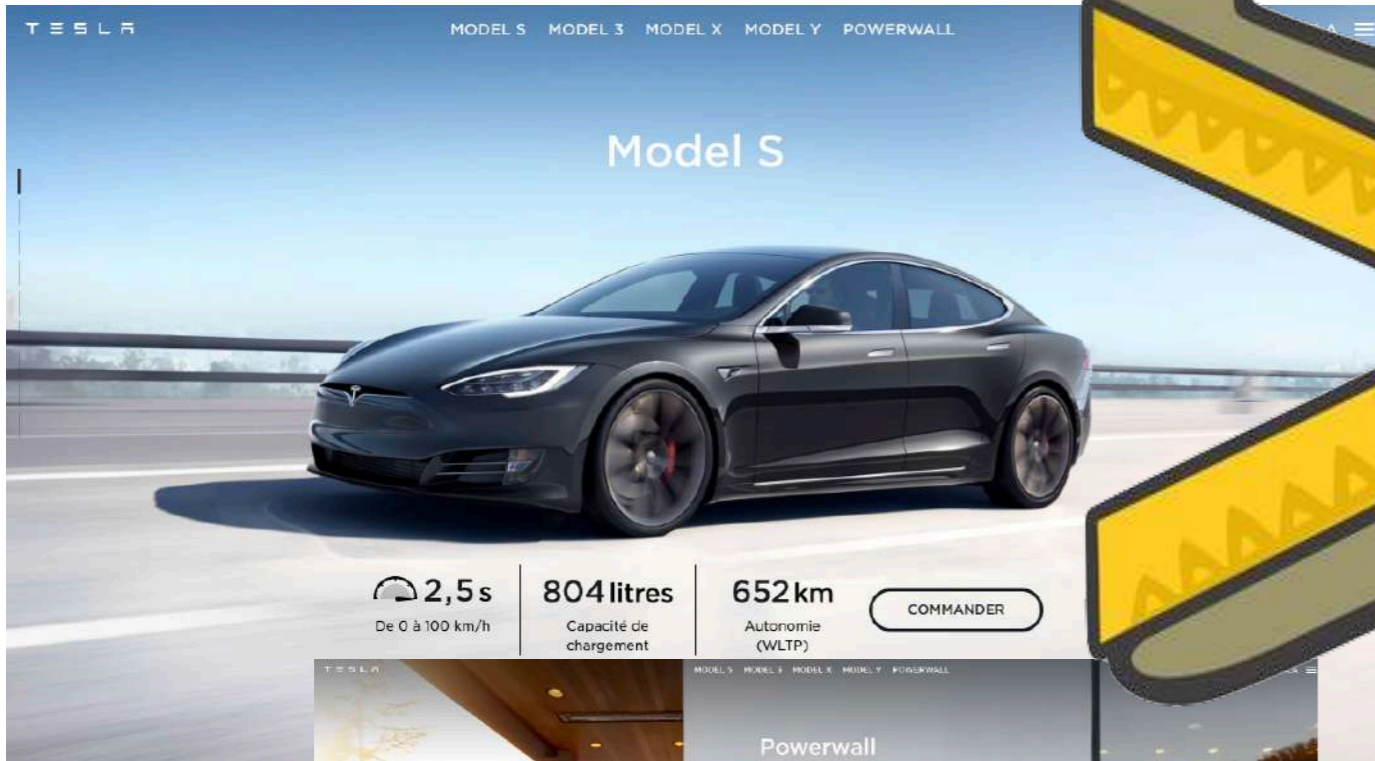
Why we buy: Features vs *Jobs*

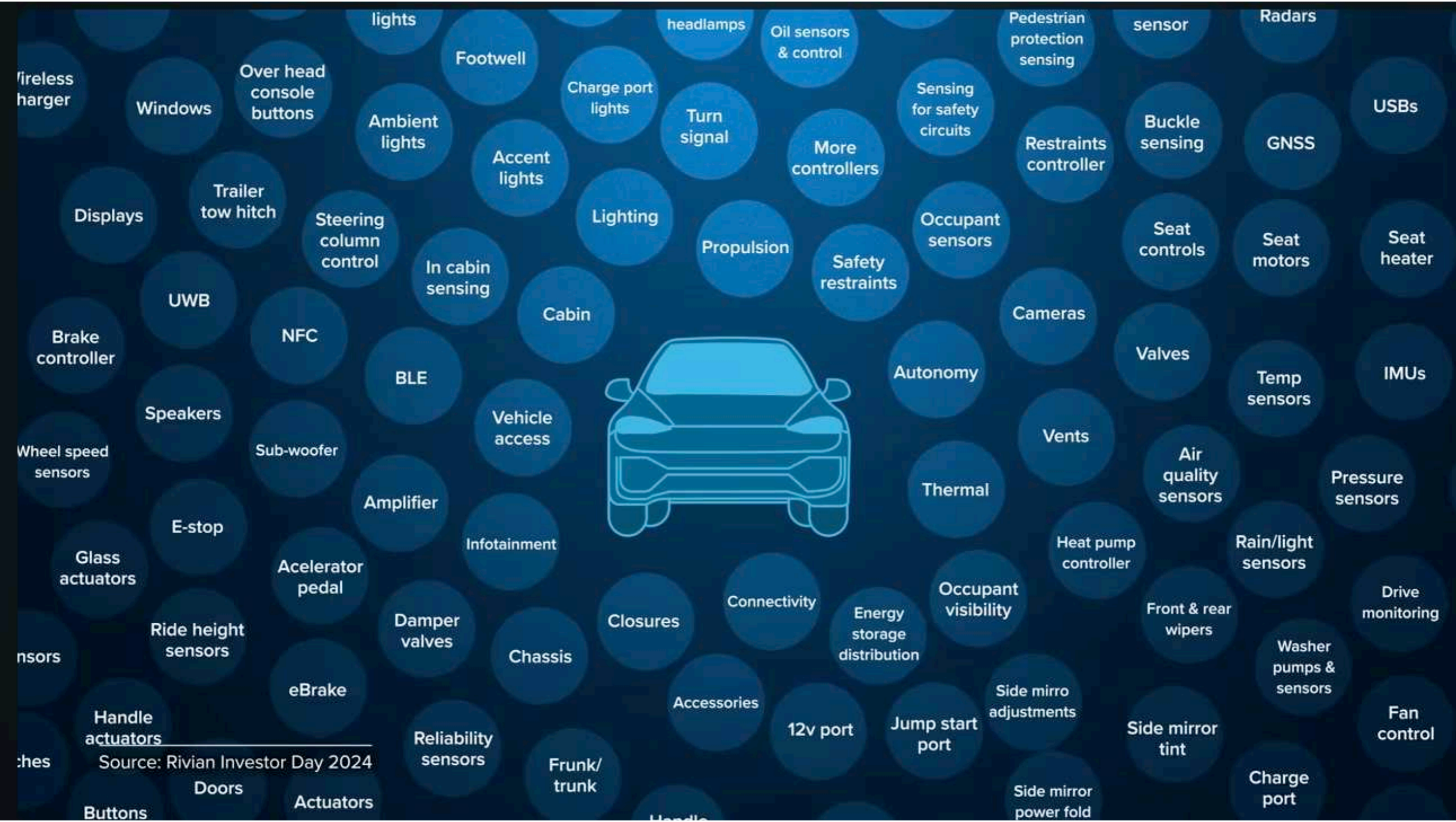
Even though people buy this...



...they **really** want this







Source: Rivian Investor Day 2024

18:11



Project Titan

Select





Prime Air

N1997A

Market capitalization of Zoom Video Communications vs. the 15 biggest airlines



Notes: Airlines selected based on # of passengers transported in 2019; market cap as of Oct. 26, 2020
 Source: Lufthansa Innovation Hub, TNMT.com, Yahoo Finance



Lufthansa
Innovation Hub

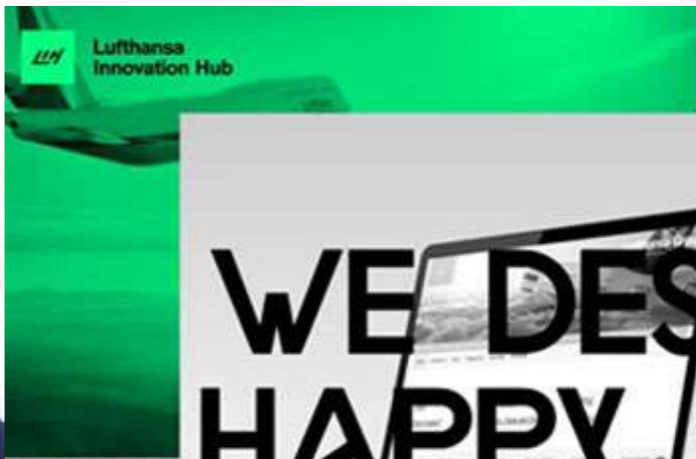
“ Culture
belongs at
the center
of your
strategy. ”

10 TEN YEARS OF LUFTHANSA INNOVATION HUB

To partner is the easy way to innovate. You don't have to reinvent the wheel.



Xavier Lagarde
Managing Director
Lufthansa Innovation Hub



WE DESIGN THE
HAPPY JOURNEY
OF TOMORROW



INTENTIONAL



INNOVATION



AL



INNO



VATION



LIH



10 YEARS





INTRODUCING
amazon go

YouTube

AI + amazon = *amazon go*



WALK
OUT
JUST
BEVERAGE



CNBC SERIES

THE BUY NOW BOOM

AMAZON'S CASHIERLESS TECH

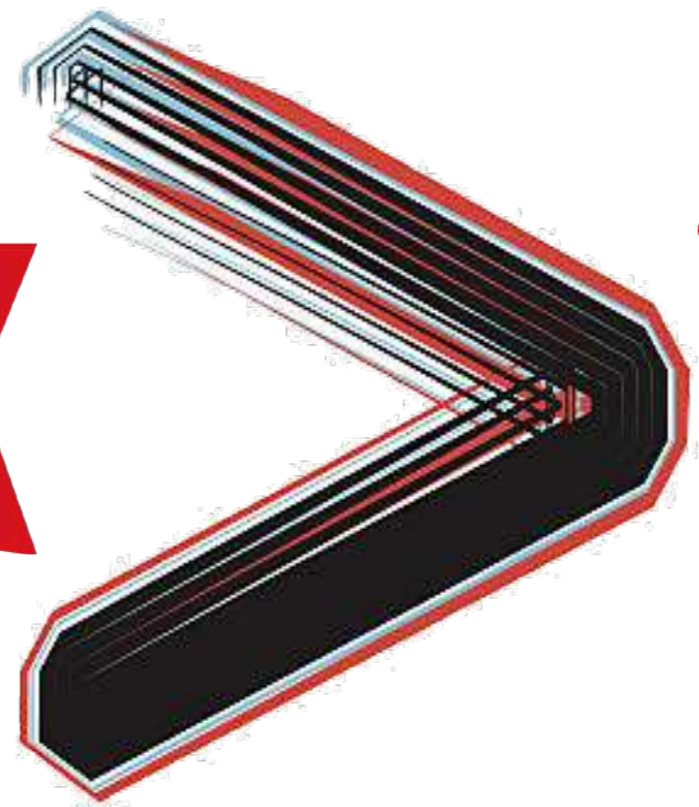
Enter with



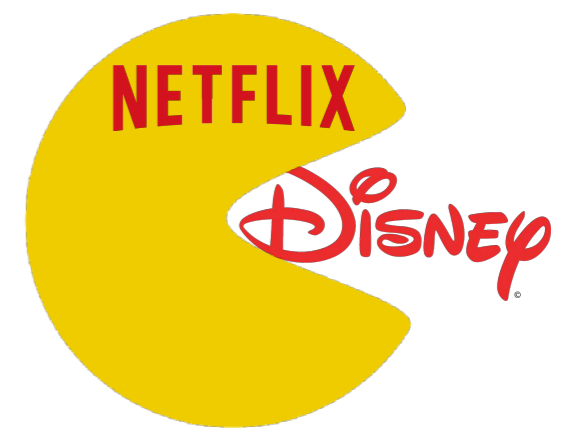
Just Walk Out



NETFLIX



Disney



74 milliards en 1 jour

2020 天猫双11全球狂欢季

2020 天猫双11全球狂欢季 (11.1-11.11)

成交额 **4982 亿**

\$74.10 billion

GMV generated in USD
All GMV referenced is settled through Alipay

初步数据，未经审计。 All data displayed is preliminary and unaudited

31766 个海外品牌参战

105 个产业带成交额过 1 亿元

210 万线下小店参与

覆盖 1406 个县域的 41 万款农产品

38 万个来自贫困县的店铺加入

AI调用量超 15 万亿次





天猫全球狂欢季
2021

11/11/2022

???

100 milliards \$

2023/24 : divisé en 6



WeChat



Hubert Kratiroff 

France



Scan the QR code to add me on WeChat



wikinomics

GIG

thingonomics (IOT)

blue

expectation

evonomics

new

micro

sha | ring

macro

offer

economy

gift

neuro

platform

nudge

barter

collaborative

attention

comportementale

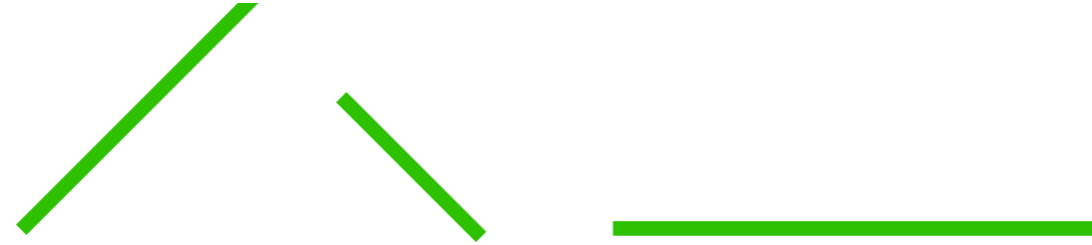
market

gov aero wine water
ed ag
food legal civic travel
-TECH insur
mar prop med
green fin
cal* ad deep

* jeu de mot californien

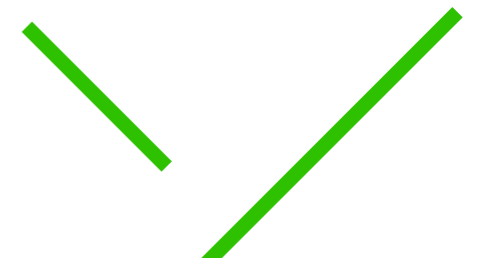
G A F A

GAFFA
Big Tech
Magnificent 7



DISRU

JPTION



G A F A

Google* Amazon Facebook** Apple

M S N T

Microsoft Salesforce NVIDIA Twitter***

N A T U

Netflix Airbnb Tesla Uber

B E Y

Booking Expedia Yandex****

B A T X

Baidu Alibaba Tencent Xiaomi

B D H B

Bytedance DJI Hikvision BYD

* Alphabet ** Meta = MAAA

*** X. **** Huawei / Cisco / Oracle Naver

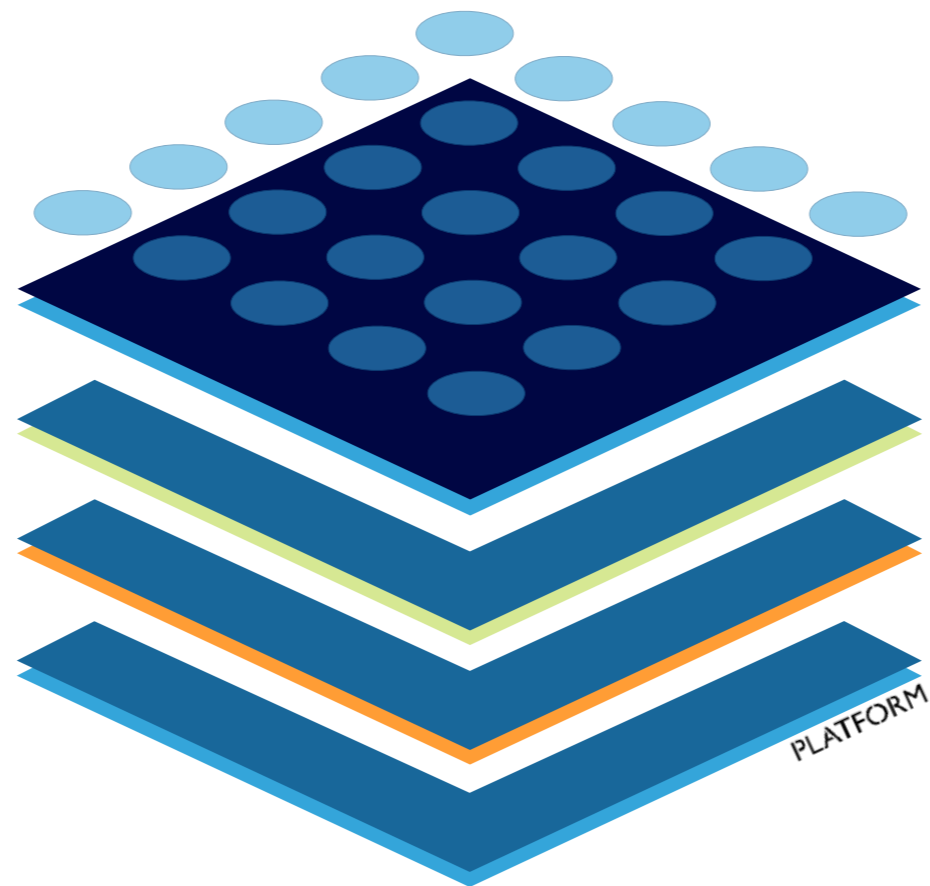
servicisation

disruption

uberisation

tycoonisation

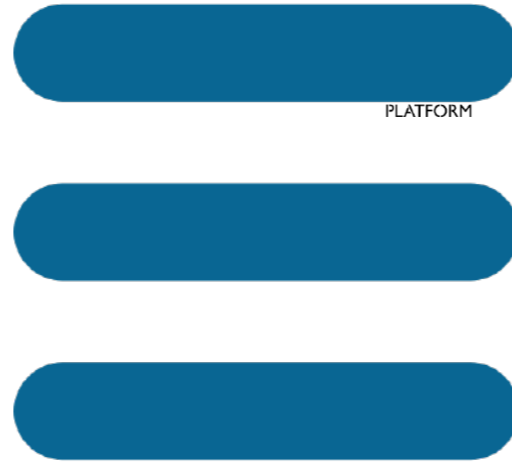
platformisation



PLATEFORME
économie biface



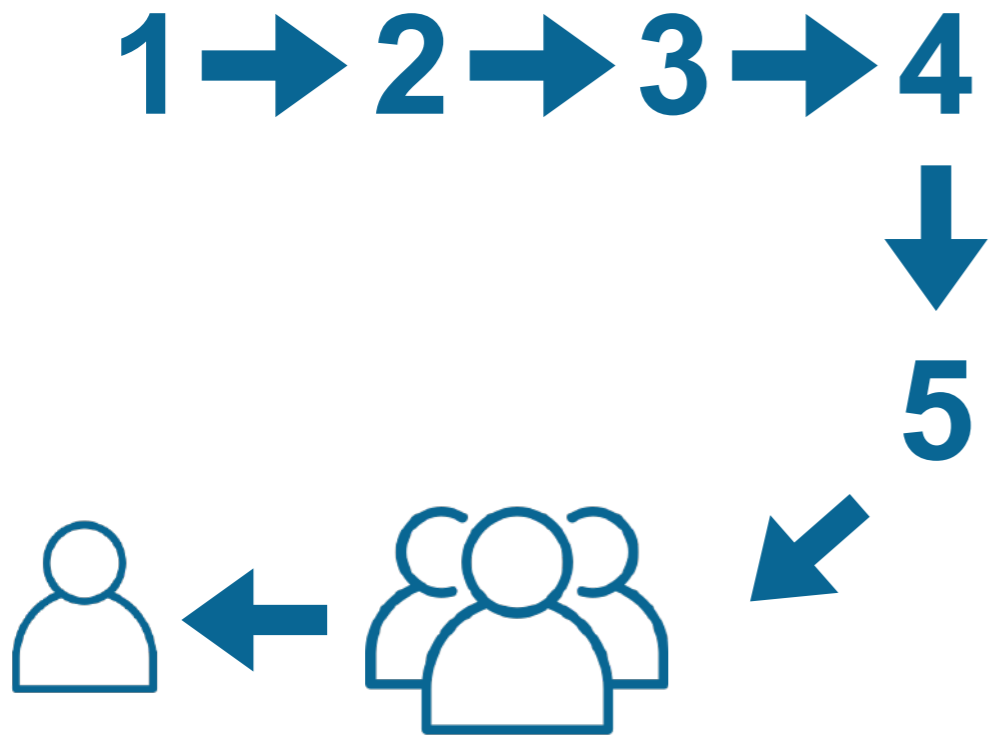




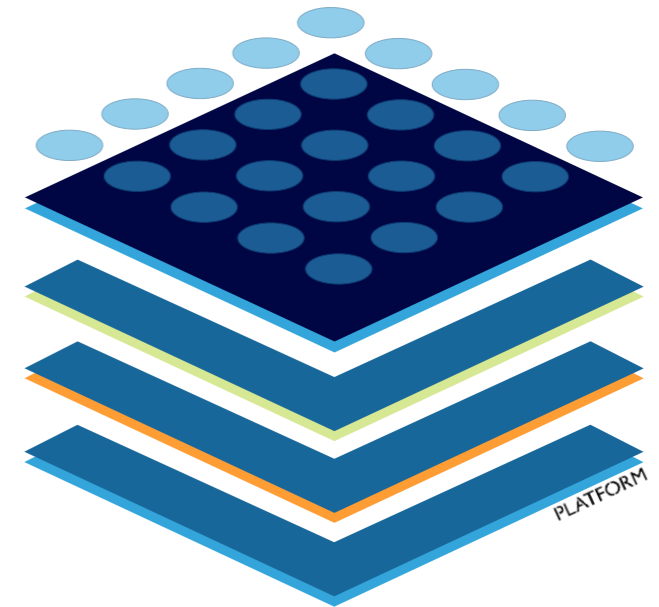
PLATEFORME économie biface



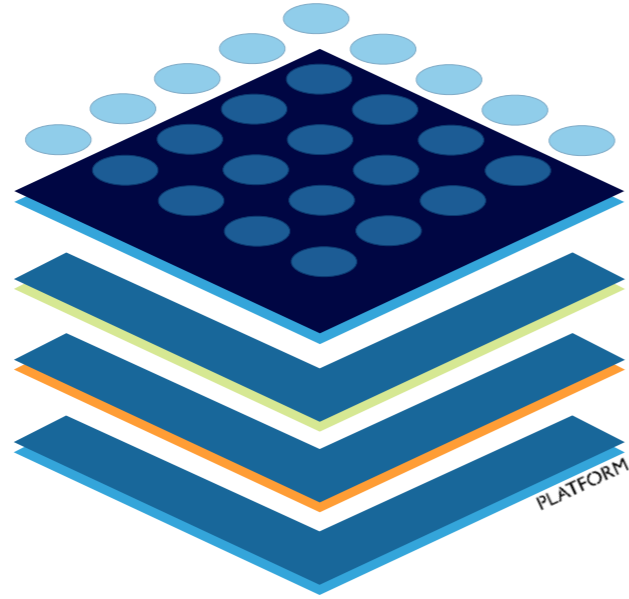
économie classique intermédiaires



économie plateforme couches

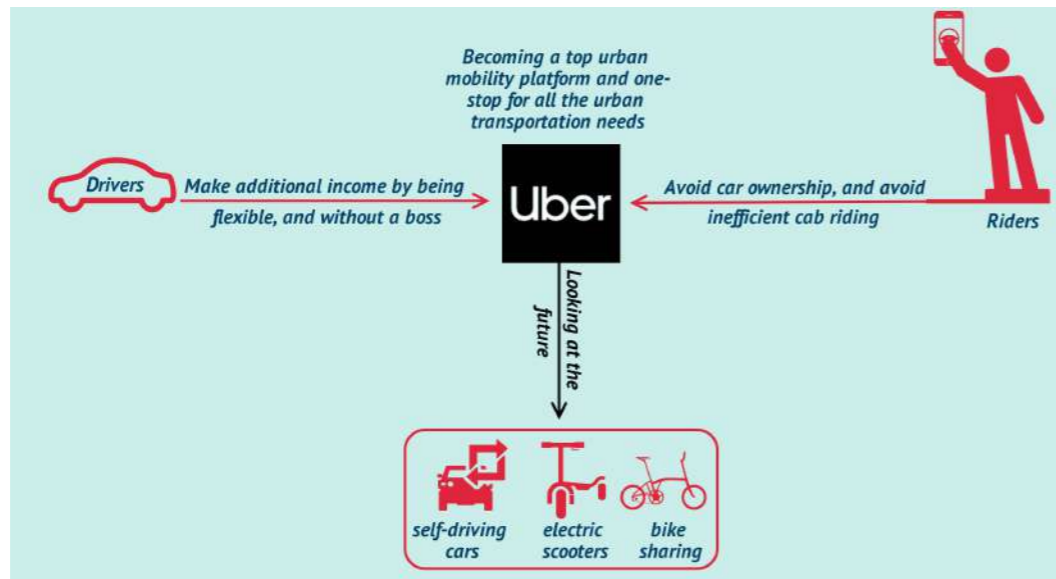


Plateforme multi-couches



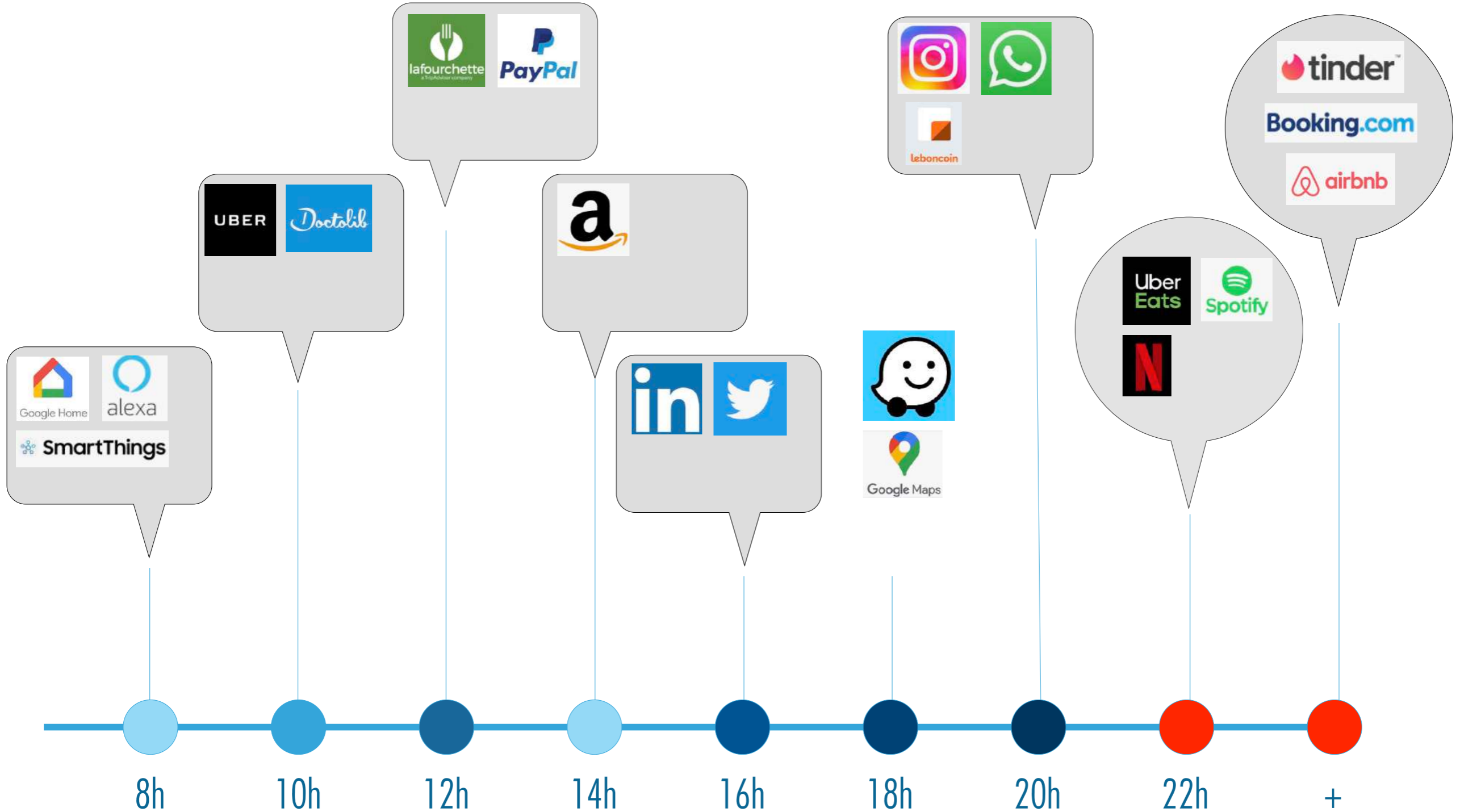
- 1/ écosystème
- 2/ données
- 3/ réseau / commercial / transactions
- 4/ infrastructure logicielle / virtuelle
- 5/ actifs réels et tangibles

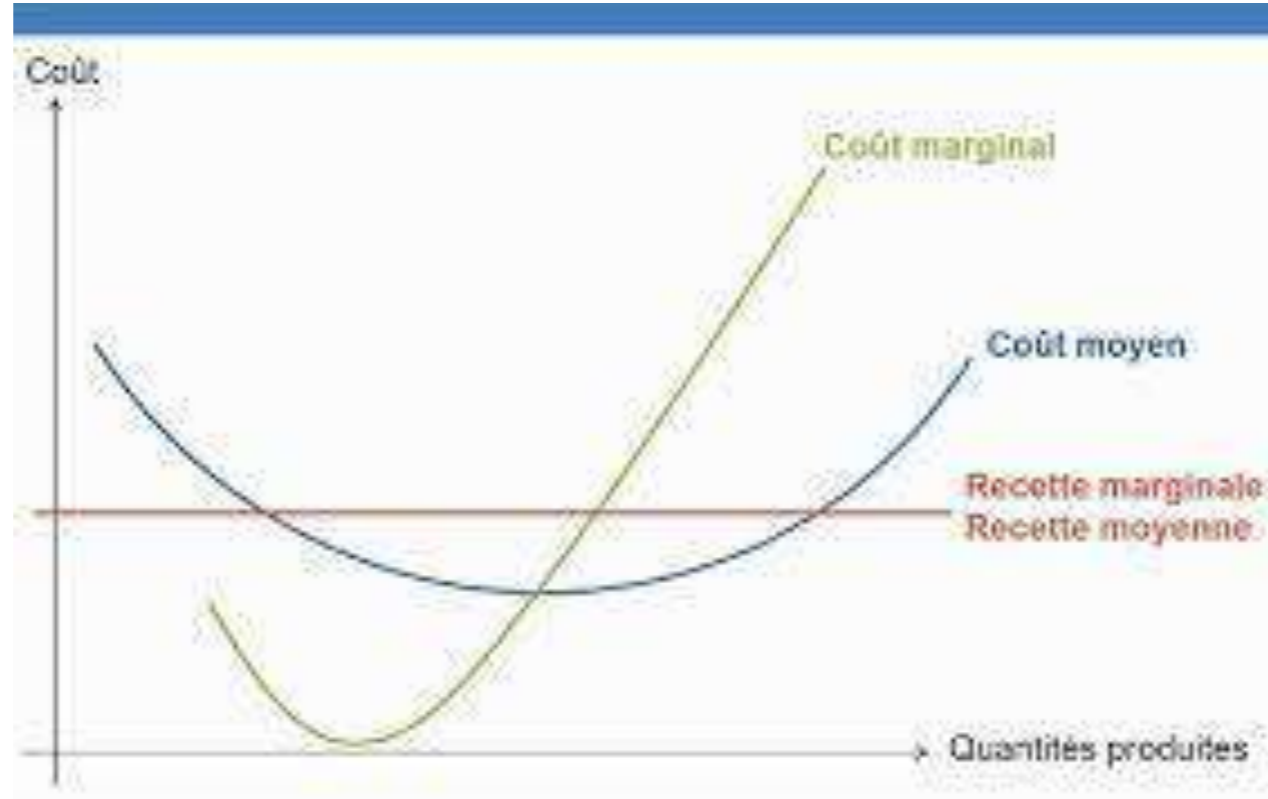
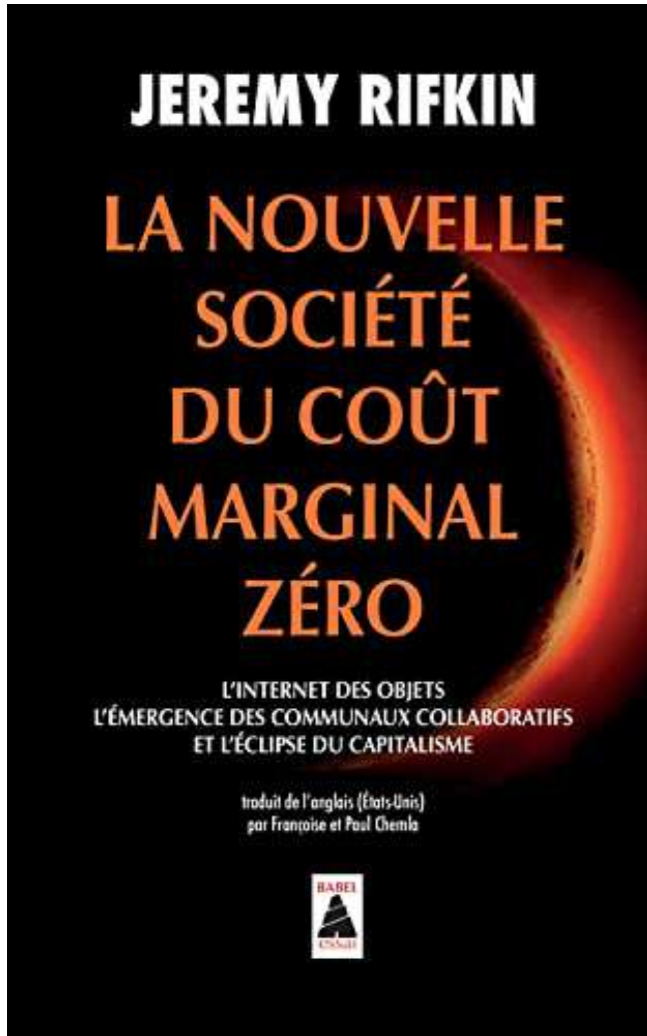
Plateforme multi-faces



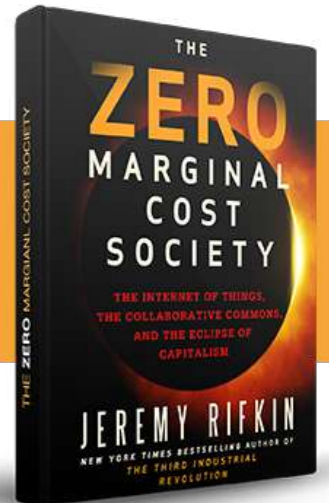
- 1/ patient
- 2/ pharmacien
- 3/ infirmier
- 4/ docteur
- 5/ labo
- 6/ instance (cpam, ameli, sécu, mutuelle)







BEST SELLING AUTHOR
JEREMY RIFKIN



soit on invite

l'écosystème sur

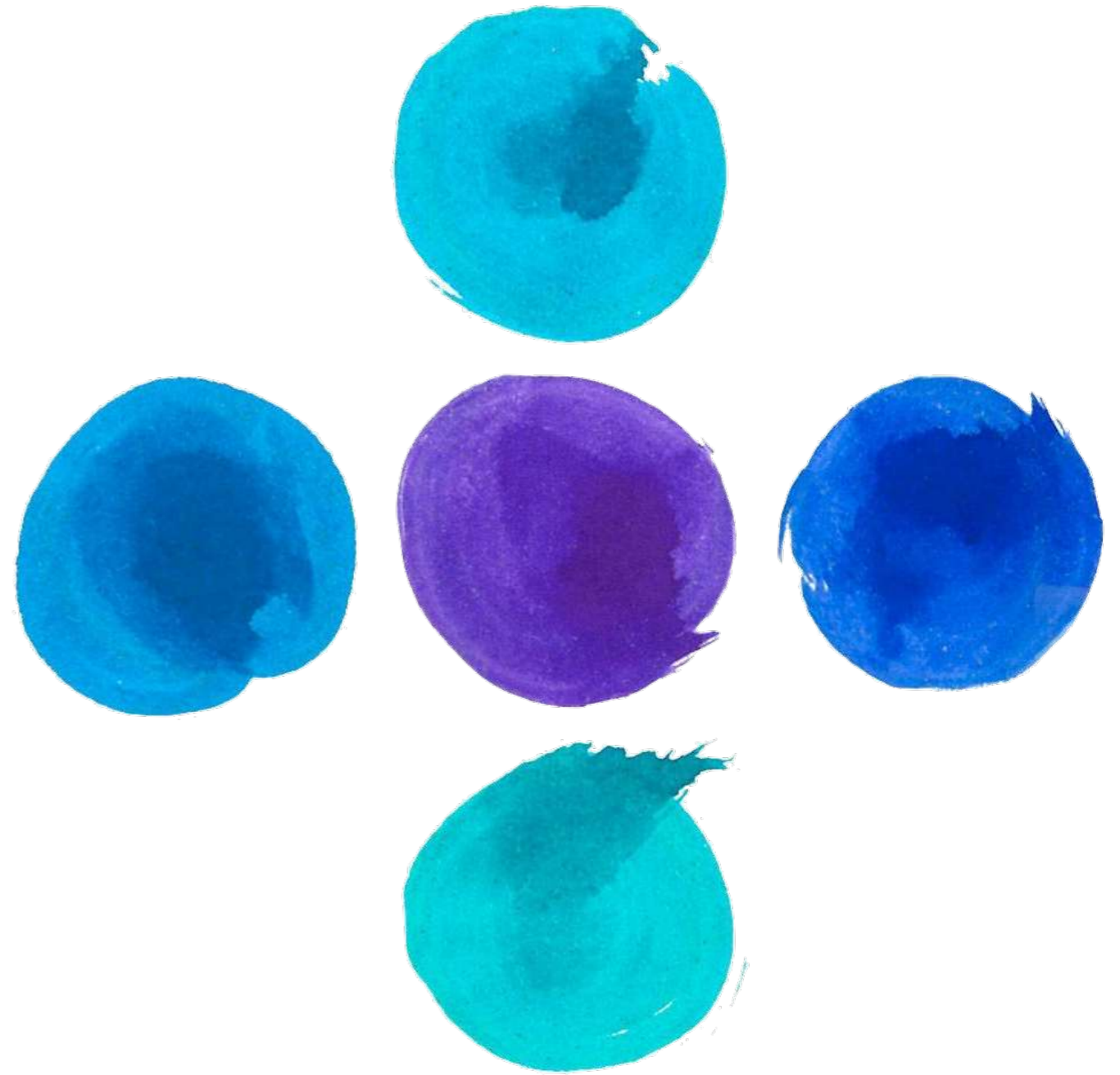
notre plateforme

soit on se retrouve sur

une plateforme tiers



Atelier Workshop Use-Case



Qui disruptive

les

BATXBDH?

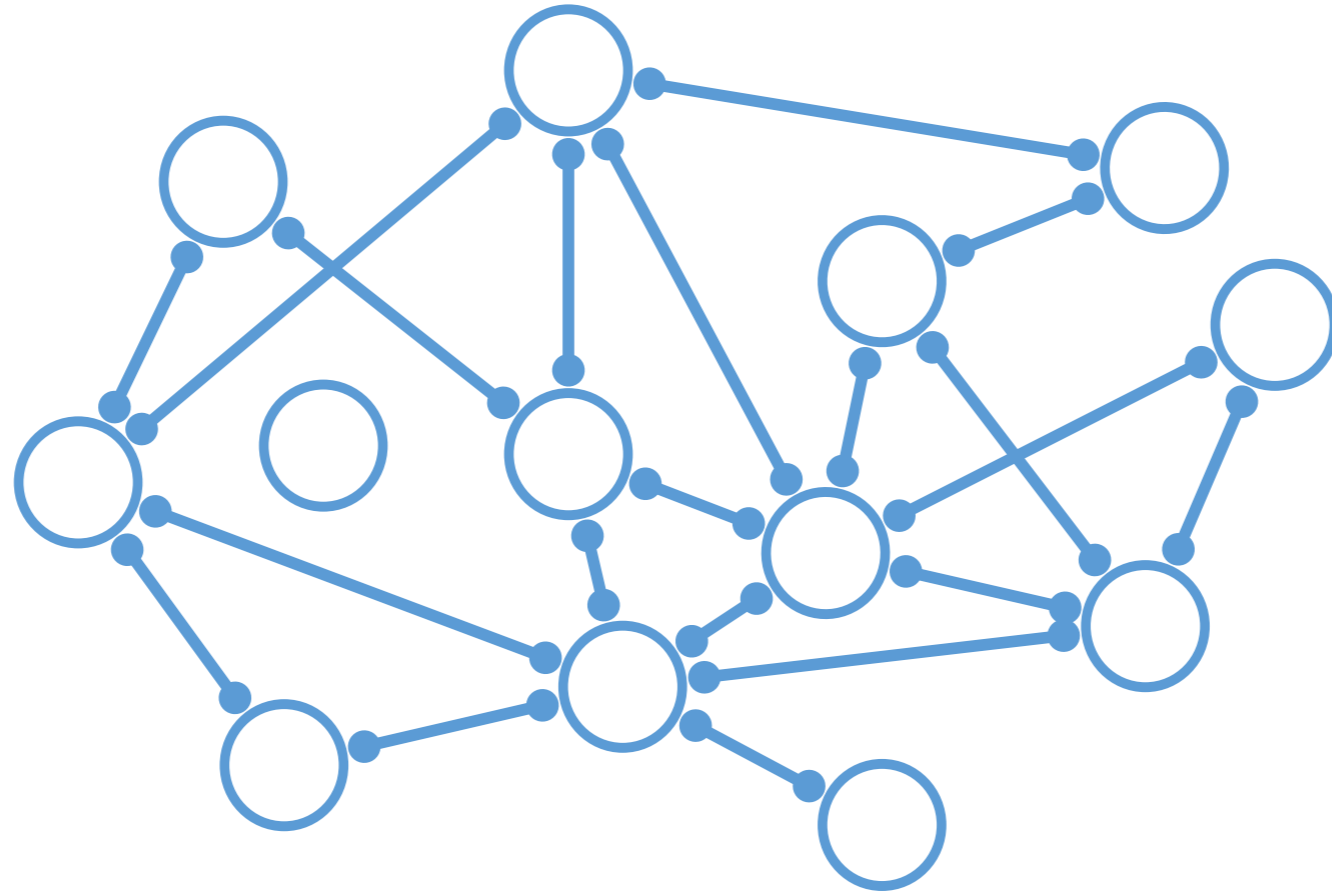
#OLDWORLD



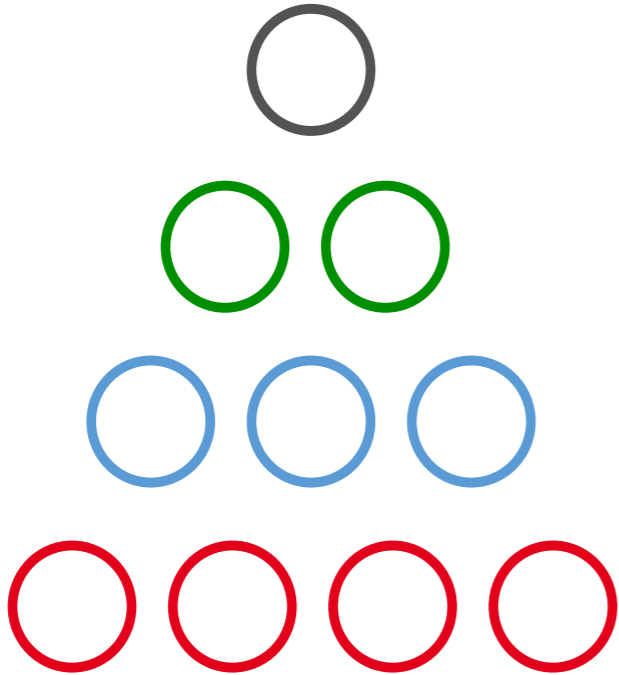
A 3D rendering of a black metal chain, likely made of steel or a similar material, is shown against a solid black background. The chain is composed of several interlocking links, with some links appearing to be slightly offset or broken, creating a sense of depth and movement. The lighting highlights the metallic texture and the sharp edges of the links. Overlaid on the chain is the word "BLOCKCHAIN" in a bold, white, sans-serif font. The text is arranged in two lines: "BLOCK" on the top line and "CHAIN" on the bottom line. The letters are large and clear, with some overlapping the chain's links.

**BLOCK
CHAIN**

DeFi : decentralized finance

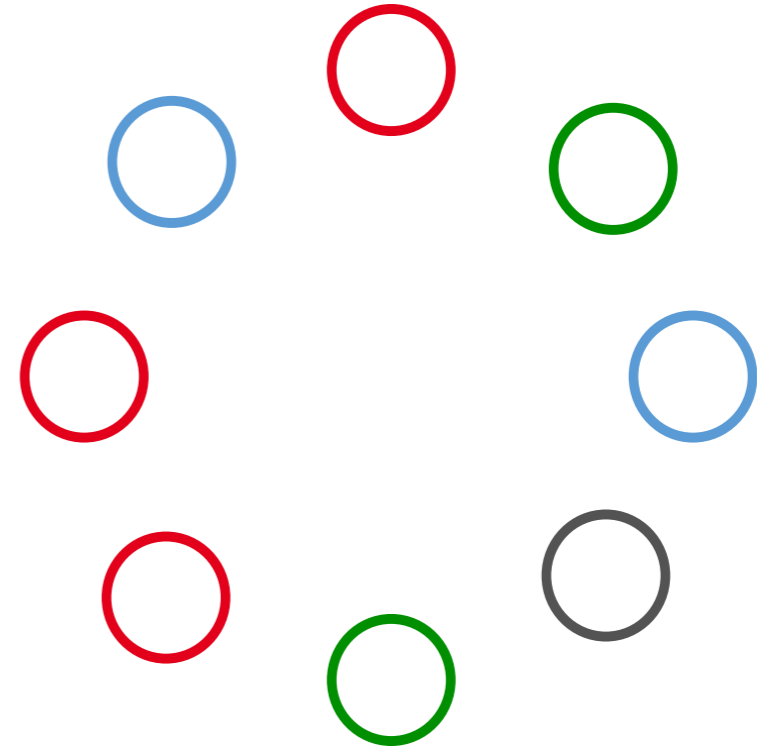


DAO: decentralized autonomous organization



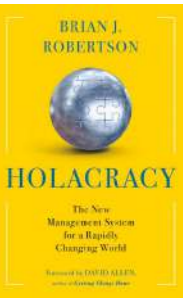
Top-Down

old / XXe century / hierarchy / pyramid / slow
silo / secure / indirect /



Holacracy

new / Zappos / fast / risky / direct / Robertson





La
FRENCH TECH
NEXT40



La
FRENCH TECH
FT120



Kat Borlongan

Entrepreneuse

Katherine Borlongan, dit Kat Borlongan, née le 30 janvier 1983 à Manille, est une consultante en innovation et une entrepreneuse française, directrice de la Mission French Tech depuis 2018.

[Wikipédia](#)

Date et lieu de naissance : 30 janvier 1983 (Âge: 37 ans), [Manille](#), [Philippines](#)



Welcome
Clara Chappaz

NOUVELLE DIRECTRICE DE LA MISSION FRENCH TECH



Les critères du FT120 sont perfectibles parce que l'écosystème French Tech est extraordinairement divers", selon Kat Borlongan

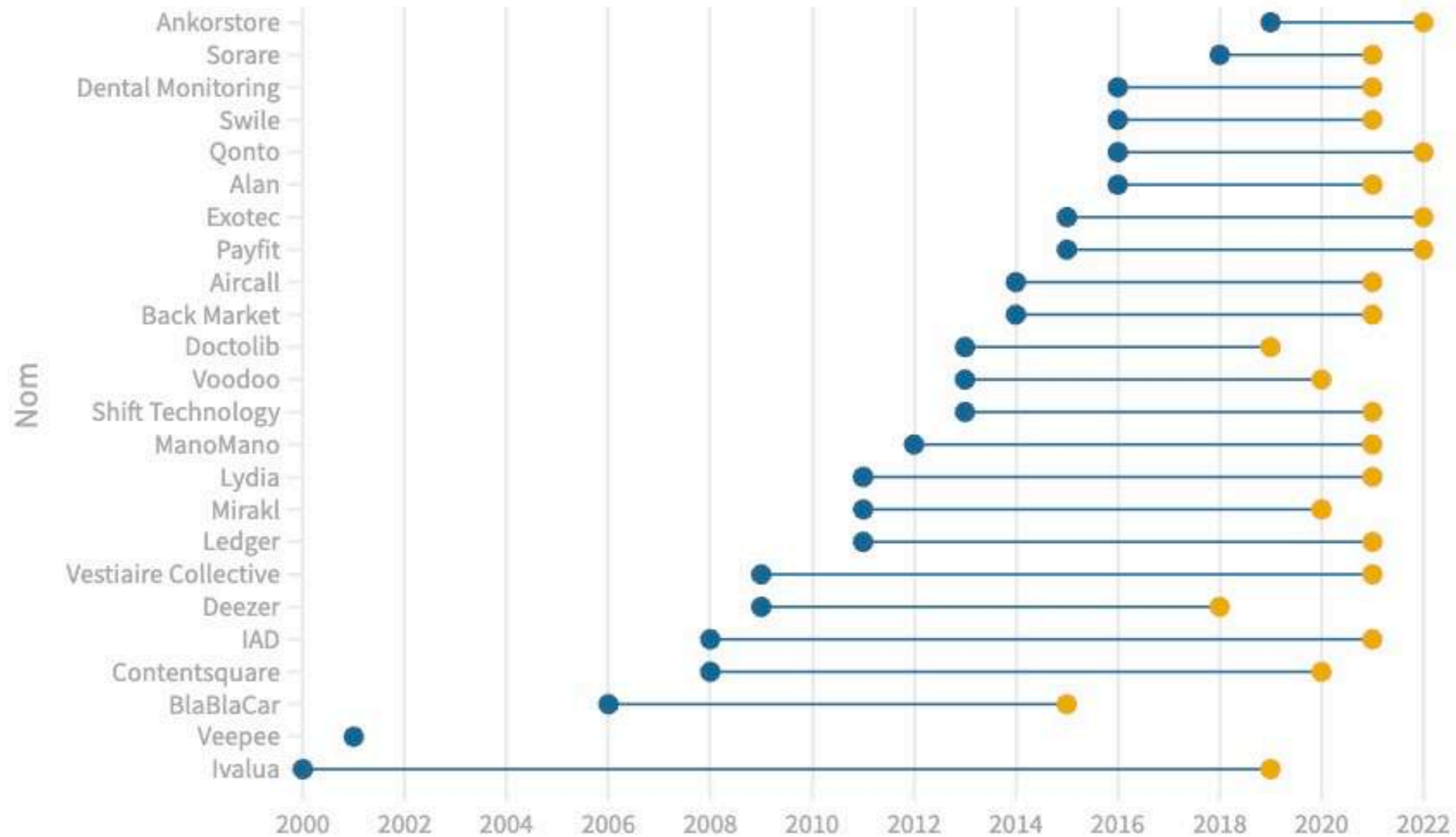
FRENCH TECH NEXT 40



FRENCH TECH 120



● Création ● Devenu licorne



RÉVÉLATION DE L'ANNÉE





DNMB



Rendez-vous dans nos Centres et Centres partenaires

Diagnostics et traitements des Troubles du Sommeil, Neurologiques et Cardiologiques

Prendre rendez-vous

Trouver votre Centre

PSG

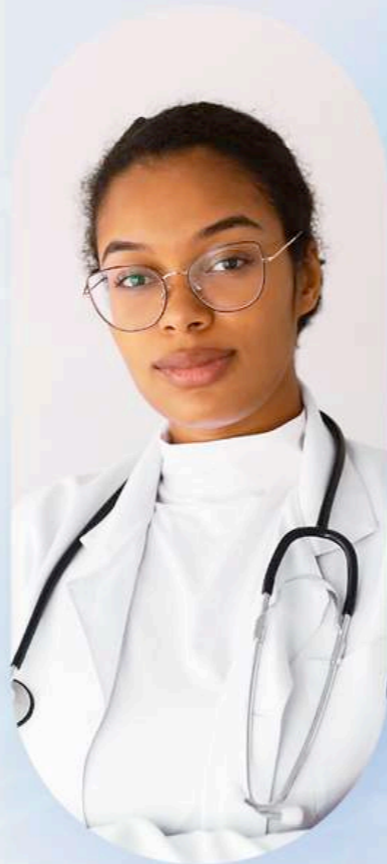
Polysomnographie

EEG

Electroencéphalogramme

ECG

Électrocardiogramme



Jolt Capital invests €24M in BioSerenity

- This €24m investment will support the acceleration of international development and the deployment of cutting-edge AI in telemedicine.
- This announcement is reinforced by the appointment of Vincent Marcel as CEO of BioSerenity.
- This new investment is further evidence of Jolt Capital's ambitions in the field of advanced healthcare data capture and processing.

Founded in 2014, BioSerenity has designed an unrivalled range of medical devices and software for electroencephalography. This company has also extended the scope of its innovative solutions to other fields, including sleep disorders. Today, with more than 300 partners and 150,000 patients treated each year, BioSerenity has become a leader in neurological diagnostics and sleep disorders.

BioSerenity, leader français des **examens en électrophysiologie** met à votre disposition ses services de soin sur tout le territoire.

En savoir plus sur votre santé :



Sommeil

Insomnies, Somnolences,
Apnées, Somnambulisme.
Découvrez votre profil
sommeil.

[Passer le Test](#)



Neurologie

Confusions, Traumas, Epilepsie.
Voir nos solutions pour
diagnostiquer un Trouble
Neurologique.

[Découvrir l'EEG](#)



Cardiologie

Recherche, évaluation et
surveillance du Troubles
du rythme Cardiaque.
Découvrez votre profil.

[Analyser votre Profil](#)

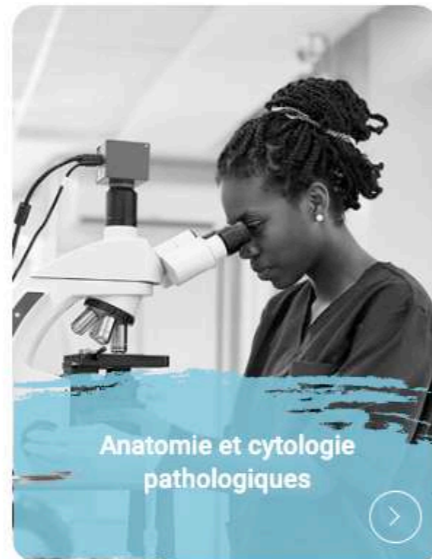


Covid Long

Covid long, Asthénie,
problèmes de Sommeil,
séquelles long terme,
fatigabilité.

[Passer le Test](#)

Nos expertises pour la santé de demain



My Cerba

Results server

I can define my search criteria

YOUR FILTER SELECTIONS

YOUR FILTER

From: 01/03/2017 To: 15/06/2017

Save

FILTER BY

FILE NUMBER, NAME, SURNAME

BIRTH DATE

Day Month Year

LABORATORY

Choose a laboratory

480 Results Actions

Labo Reference	Name surname
<input type="checkbox"/>	2529513 SEBASTIEN POUONARD
<input type="checkbox"/>	2529239 LEROY BARRIÈRE
<input type="checkbox"/>	2529901 BRUNELLA BILODEAU
<input type="checkbox"/>	2527812 CARLOS MAZURET
<input type="checkbox"/>	2529247 CARINE LAURENT
<input type="checkbox"/>	2528824 VILLETTE PERREAU
<input type="checkbox"/>	2528973 TILLY BEAULAC
<input type="checkbox"/>	2529500 DIANE AUBERJON
<input type="checkbox"/>	2528910 BARRY HUOT
<input type="checkbox"/>	2528986 JAVIER BOURGEOIS
<input type="checkbox"/>	2528716 PASCALE DE

MyCerba English

Non répertoriée

Cerba Healthcare

260 abonnés

Abonné

1 Like

Partager

Télécharger

Extrait

650 vues il y a 5 ans

...afficher plus

doctolib

Doctolib

Vous êtes praticien ?

Prenez rendez-vous en ligne chez un médecin ou un dentiste

C'est immédiat, simple et gratuit.

Nom de médecin, établissement Spécialités recherchées Petit problème... Une erreur ? Rechercher

Vous êtes praticien ? Découvrez la prise de rendez-vous en ligne !

- Gagnez 30% de temps de secrétariat
- Réalisez de 75% vos rendez-vous non honorés
- Renouvelez votre patientèle selon vos besoins
- Apportez un service nouveau pour vos patients

23 000 praticiens

650 établissements de santé

8,5 millions de visites par mois

Doctolib

Vous êtes praticien ?

Trouvez un rendez-vous avec un laboratoire

Nom, spécialité, établissement... Rechercher

Le grippe est là : découvrez comment vous protéger avec la vaccination !

En savoir plus

Découvrez les différentes façons de trouver vos praticiens

Découvrir

Le rôle du pharmacien évolue : découvrez ses missions

En savoir plus

Doctolib : au service de votre santé

Doctolib c'est...

80 millions de patients

340 000 personnels de santé

97% d'avis positifs

The body is amazing at hiding disease

FIND OUT WHAT YOU NEED TO
OPTIMIZE YOUR HEALTH

[Learn More](#)[How It Works](#)

14.4%

of seemingly healthy
members have life-
threatening finds
hiding below the
surface

2%

of members had
cancer, but showed
no symptoms

2.5%

of our members had
an undiagnosed
aneurysm detected
by Fountain Life

70%

of all heart attacks
have no precedent.
The first symptom is
the heart attack

PRIORITIZE YOUR LONGEVITY

APEX Membership

The body is amazing at regenerating itself.
Find out what it needs.

Book a Call

Explore the Membership



"Our APEX program is designed to find what you don't know you have, so you can really be proactive and preventative. It identifies underlying drivers of early death and will cut your life or healthspan short. Not just what, but the why."

Helen Messier, PhD, MD
Fountain Life Chief Medical and Scientific Officer

→ The body is amazing at hiding disease

70%

People who have a significant event without showing symptoms

2%

Asymptomatic Cancer Findings in Members

14.4%

Members with a life altering finding

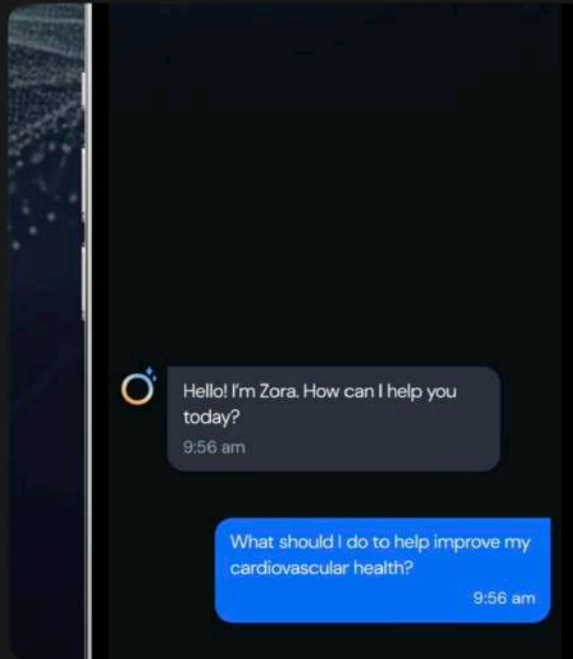
2.5%

Members that have an aneurysm finding

→ Life is short, until you extend it!

We are in the midst of a healthspan revolution. Converging exponential technologies such as artificial intelligence, genomics, cellular medicine and sensors are allowing us to understand why we age, and perhaps how to slow, stop and even reverse aging. Experts predict that breakthroughs before the end of this decade will enable us to add decades onto your healthspan.

Explore our Member App + Zora AI




Introducing Zora AI

Zora AI leverages proprietary generative AI to give you expert guidance based on your unique diagnostics, health history, and the latest precision medicine research.

Hello! I'm Zora. How can I help you today?
9:56 am

What should I do to help improve my cardiovascular health?
9:56 am



What your membership includes



Full-Body MRI with AI

We will provide a snapshot of the entire body and brain. This imaging will help us identify any masses or abnormalities before they become symptomatic.

[Read More](#)

Coronary CT Angiography with AI

If you are at risk of a future heart attack, our AI-guided approach to Coronary Computed Tomography Angiography (CCTA) detects early warning signs. By accurately identifyin...

[Read More](#)

Bone Density & Body Composition Scan

This specialized technique offers detailed images of your bones, specifically your spine and hips. By measuring the density of your bones your risk of fractures can be assessed...

[Read More](#)

Electrocardiogram

This non-invasive test records the electrical activity of your heart. Using electrodes placed on your skin, it measures the timing and strength of electrical signals as they travel throug...

[Read More](#)

Retinal Scan with AI Read

Your retinal scan is obtained using a special camera equipped with sophisticated microscopes to take a photograph of the inner layer of your eye that is responsible for vision. The...

[Read More](#)

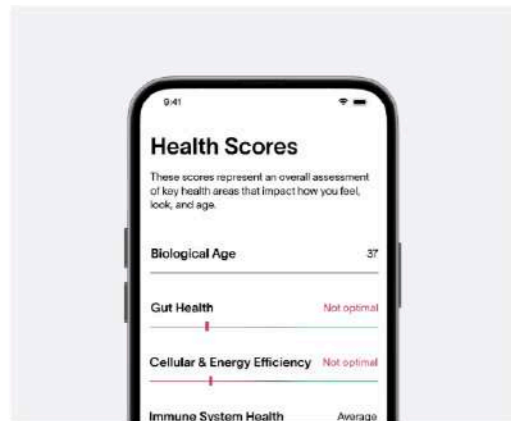
Skin Cancer Test

This dermatologic skin mapping technology takes clinical-grade photographs that document and track changes to your skin over time and identify moles and other spots that...

[Read More](#)

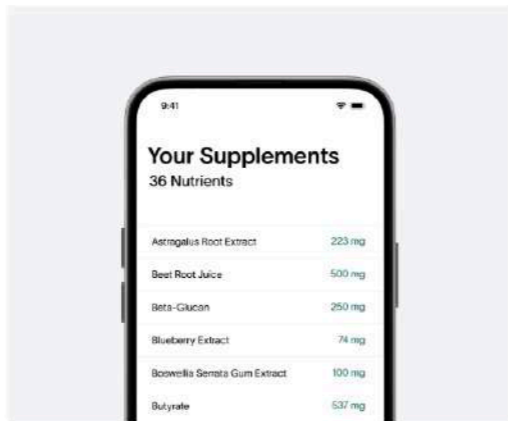


What's included with every test?



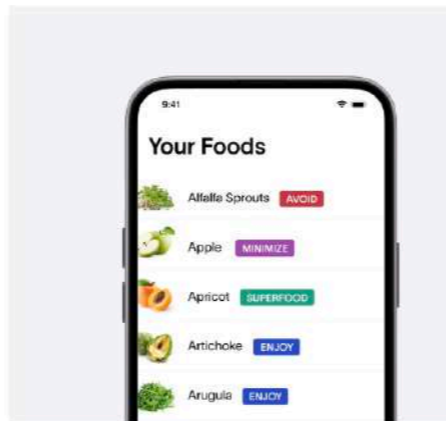
Up to 50+ Health Scores

Your results will reveal the relationship between the beneficial and harmful activities in your microbiome and their impact on crucial aspects of your health.



Personalized Food Lists

Discover which foods, often perceived as healthy, may not align with your current needs and which foods can actually be beneficial. Remember, it's all about personalization.



Individual Ingredients & Dosage

Linked to your health scores, we'll recommend a list of ingredients that can work together synergistically with your food list to address inflammation, microbial imbalances, and the functions that need support.

Shop all →

1 Get your test!

Subscribe and get your test included.

Looking to start with just the test? No problem. You'll have the option to order any of our Personalized Solutions anytime after you've received your test results.

Shop All Bundles

Shop Tests Only



2 Register your test kit

3 Collect samples at home and send them to our lab

4 Complete your digital questionnaire

5 Receive your results in as little as two weeks

6 Get your personalized formulas and health products

Cargo Cult

https://fr.wikipedia.org/wiki/Culte_du_cargo

Cargo cult

From Wikipedia, the free encyclopedia

For other uses, see Cargo cult (disambiguation).

A **cargo cult** is a millenarian belief system in which adherents perform rituals which they believe will cause a more technologically advanced society to deliver goods. These cults were first described in Melanesia in the wake of contact with allied military forces during the Second World War.



Ceremonial cross of John Frum cargo cult, Tanna Island, New Hebrides (now Vanuatu), 1967

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