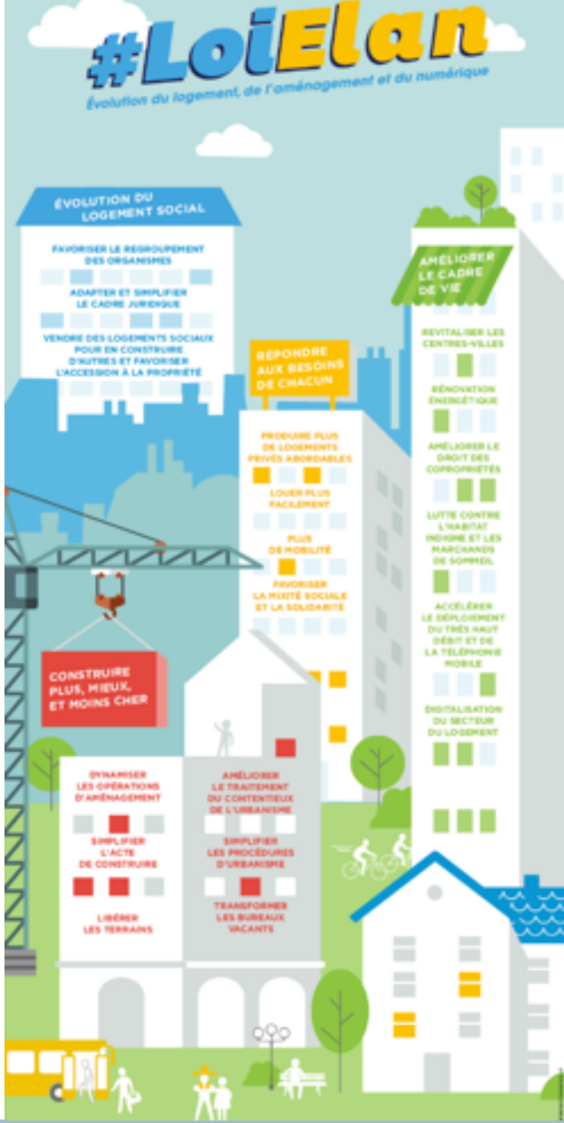
Les
Atouts
du digital


#LoiElan
Évolution du logement, de l'aménagement et du numérique
ÉVOLUTION DU LOGEMENT SOCIAL
FAVORISER LE REGROUPEMENT DES ORGANISMES
ADAPTER ET SIMPLIFIER LE CADRE JURIDIQUE
VENDRE DES LOGEMENTS SOCIAUX POUR EN CONSTRUIRE D'AUTRES ET FAVORISER L'ACCESSION À LA PROPRIÉTÉ
RÉPONDRE AUX BESOINS DE CHACUN
PRODUIRE PLUS DE LOGEMENTS PRIVÉS ABORDABLES
LOUER PLUS FACILEMENT
PLUS DE MOBILITÉ
FAVORISER LA MIXITÉ SOCIALE ET LA SOLIDARITÉ
AMÉLIORER LE CADRE DE VIE
REVITALISER LES CENTRES-VILLES
RÉNOVATION ÉNERGÉTIQUE
AMÉLIORER LE DROIT DES COPROPRIÉTÉS
LUTTE CONTRE L'HABITAT INDIGNE ET LES MARCHANDS DE SOMMEIL
ACCÉLÉRER LE DÉPLOIEMENT DU TRÈS HAUT DÉBIT ET DE LA TÉLÉPHONIE MOBILE
DIGITALISATION DU SECTEUR DU LOGEMENT
CONSTRUIRE PLUS, MIEUX, ET MOINS CHER
DYNAMISER LES OPÉRATIONS D'AMÉNAGEMENT
SIMPLIFIER L'ACTE DE CONSTRUIRE
LIBÉRER LES TERRAINS
AMÉLIORER LE TRAITEMENT DU CONTENTIEUX DE L'URBANISME
SIMPLIFIER LES PROCÉDURES D'URBANISME
TRANSFORMER LES BUREAUX VACANTS

DIGITAL
NoLimit

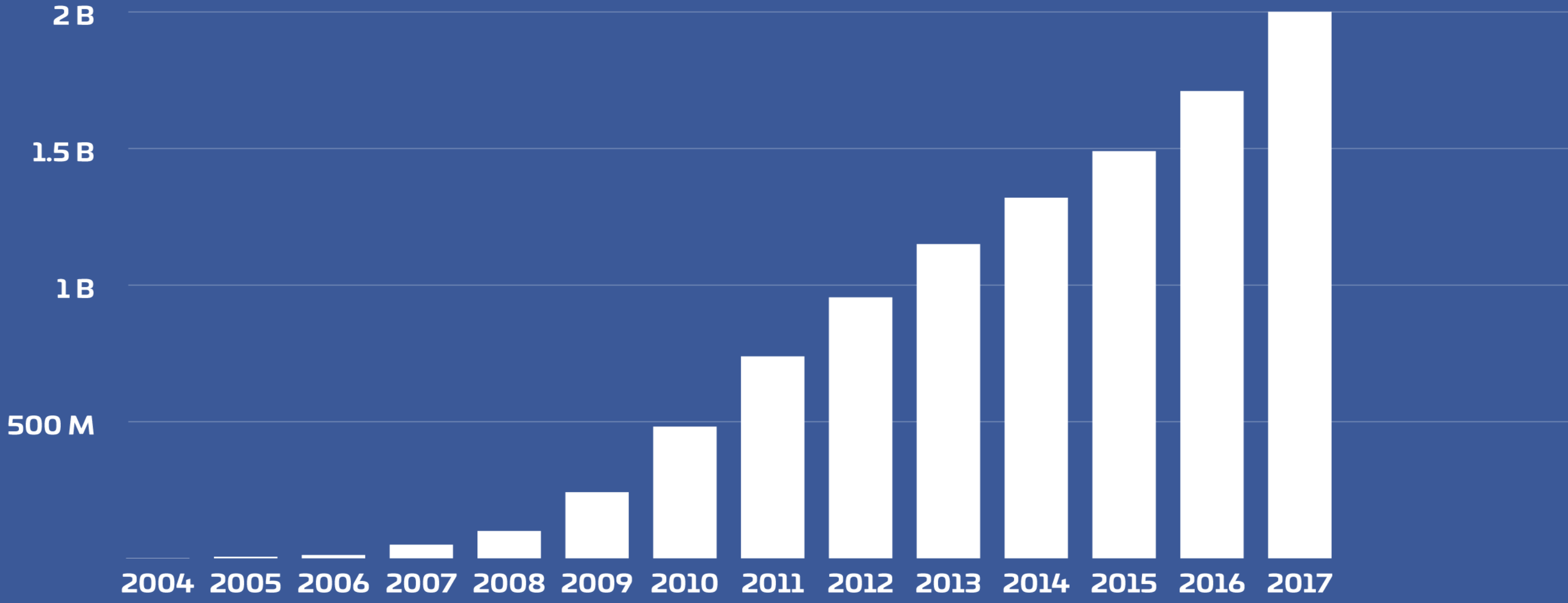
LIQUID

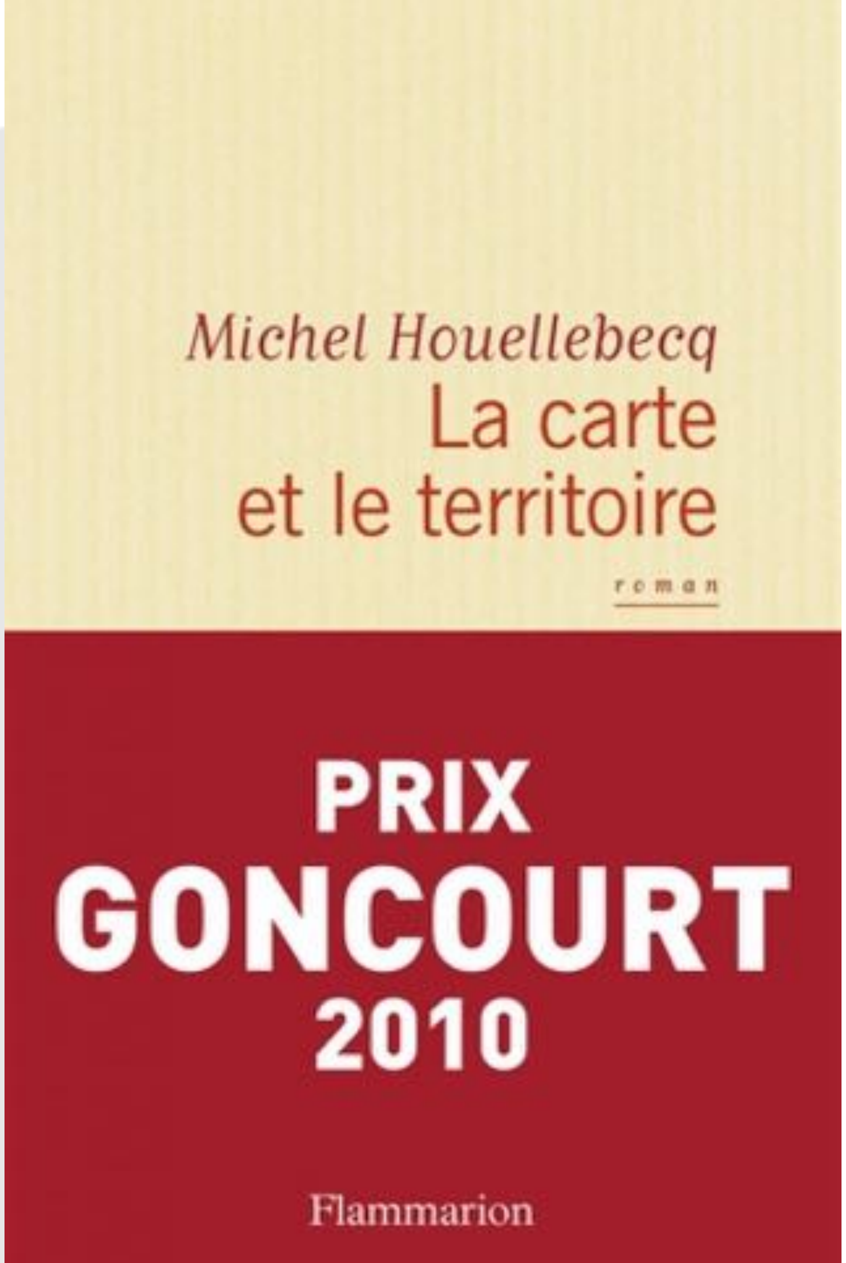
NO LIMIT

Un nouveau continent ...

FACEBOOK MONTHLY ACTIVE USERS

JUNE 2017





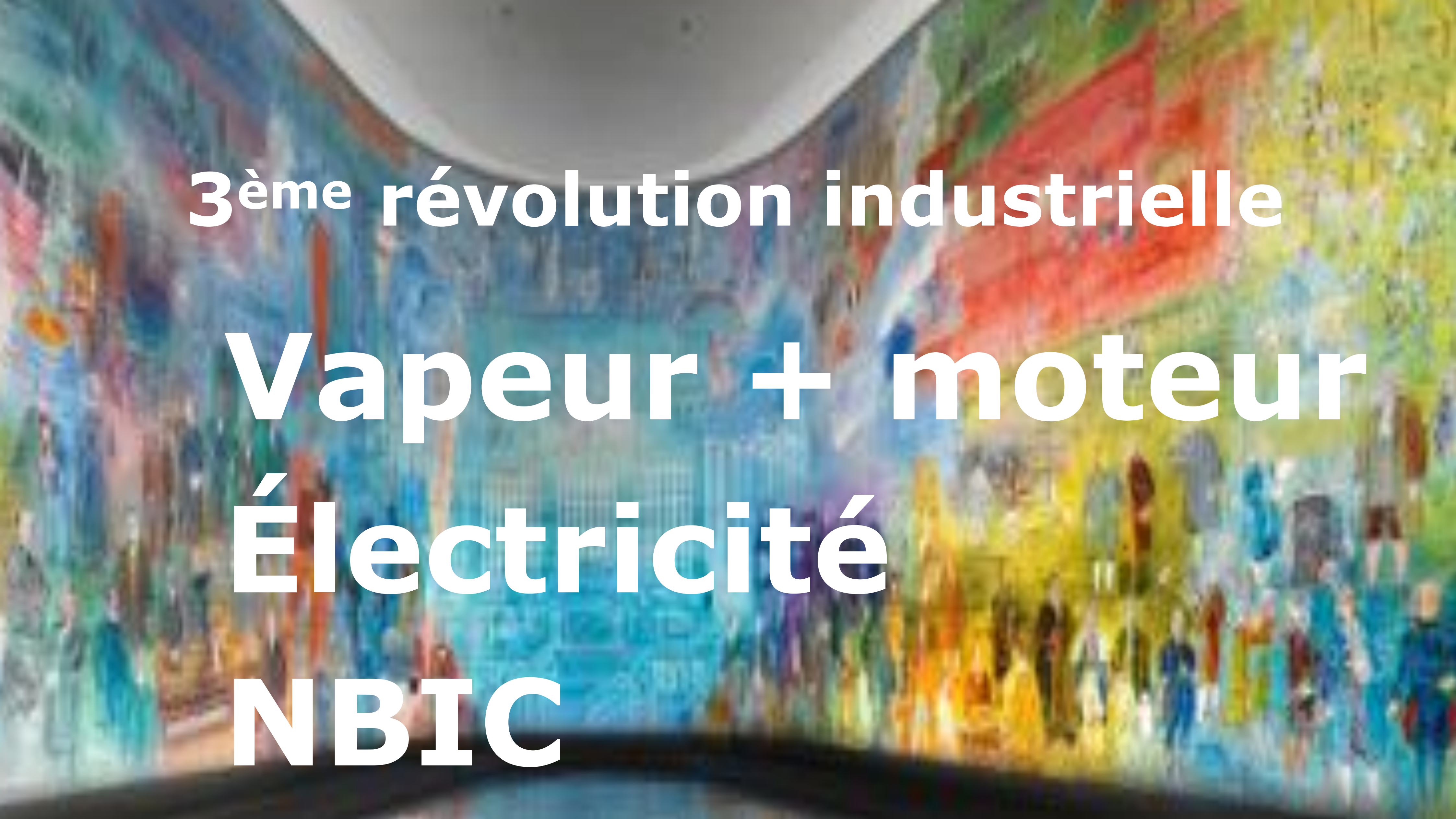
Michel Houellebecq

La carte et le territoire

roman

PRIX GONCOURT 2010

Flammarion



3ème révolution industrielle

Vapeur + moteur

Électricité

NBIC

Michel SERRES

-3000 écriture
1450 imprimerie/chiffre
2000 NBIC

petite poucette
michel serres
c'était mieux avant !
michel serres
Petite Poucette suite
[MANIFESTE LE POMMIER !]

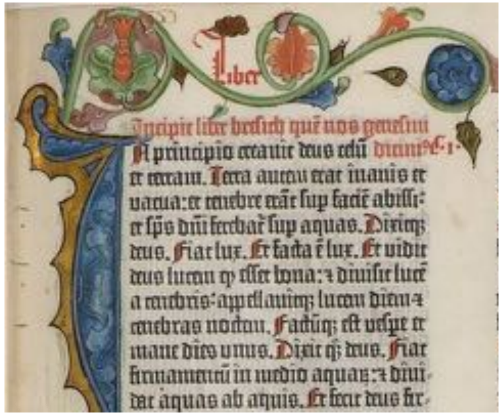
Luc FERRY

1800 Vapeur
1900 Électricité
2000 NBIC

Luc Ferry
LA RÉVOLUTION TRANSHUMANISTE
Plon

GRENOBLE ECOLE DE MANAGEMENT
CCI GRENOBLE

Gutenberg

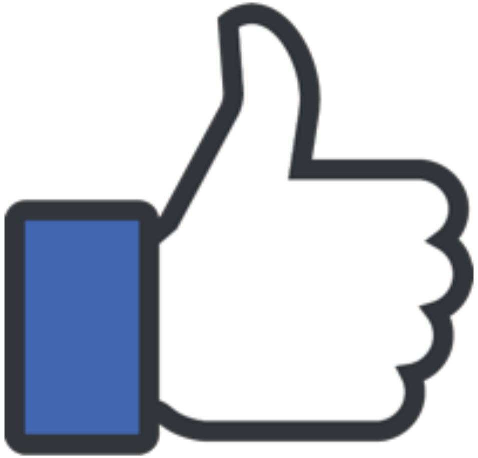


Liber

Incipit liber bresith quē nos genesim
In principio creauit deus celū dicim⁹ C. i.
et terram. Terra autem erat inanis et
vacua: et tenebre erāt sup faciē abissi:
et sp̄s dn̄i ferebat sup aquas. Dixitq;
deus. Fiat lux. Et facta ē lux. Et vidit
deus lucem ꝙ esset bona: ⁊ diuisit lucē
a tenebris: appellauitq; lucem diem ⁊
tenebras noctem. Factūq; est vespe et
mane dies unus. Dixit q; deus. Fiat
firmamentū in medio aquaꝝ: ⁊ diui-
dat aquas ab aquis. Et fecit deus fir-

Zuckerberg

Sandberg

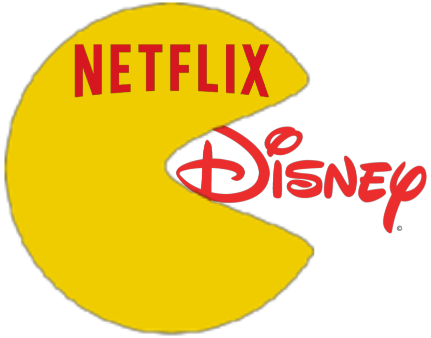


Les Nouvelles économies

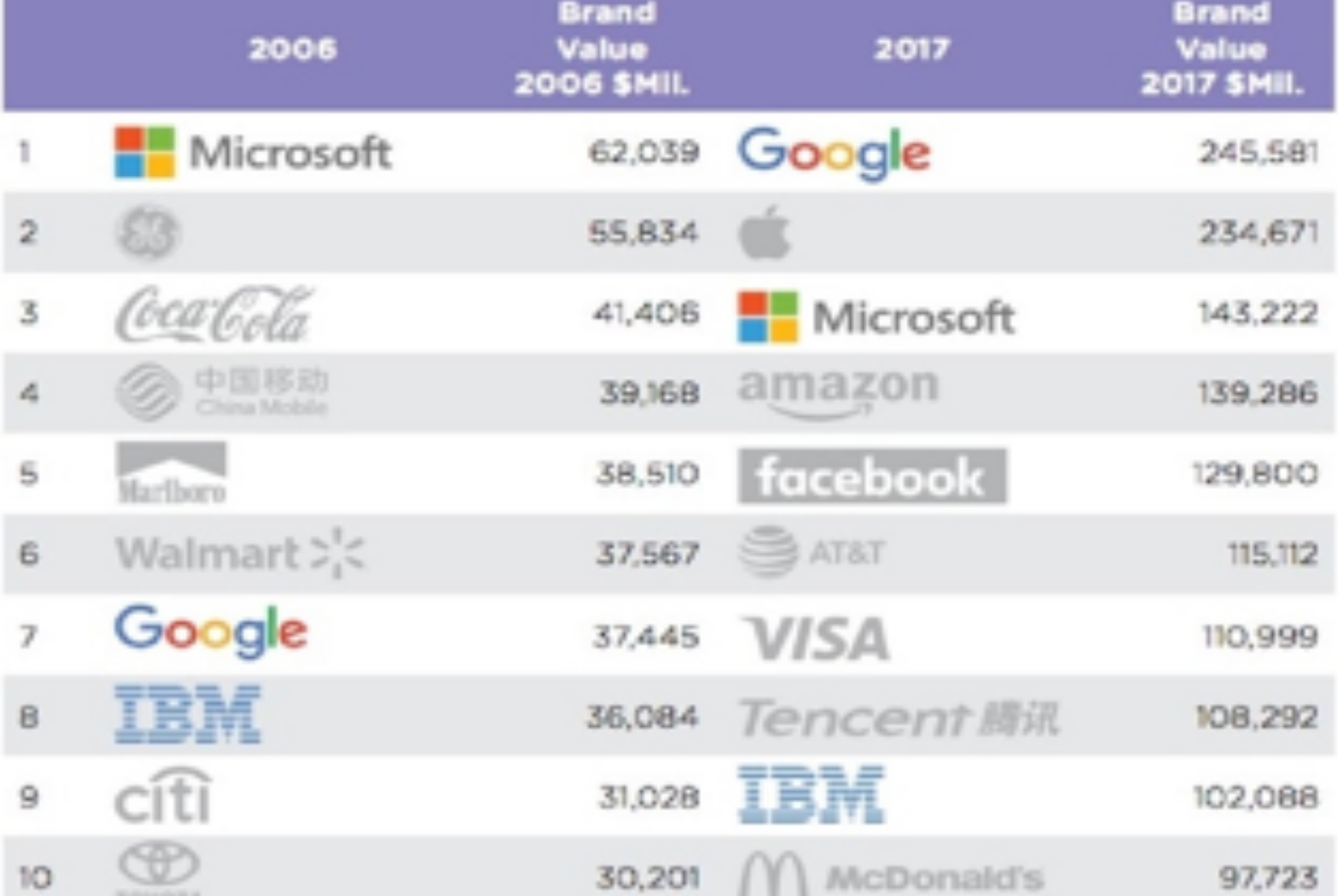
Florence Lacroix
APPEL ENTRANT

ROLEX

NETFLIX > Disney


NETFLIX
Disney

Nouveaux Business Modèles



	2006	Brand Value 2006 $MIL.	2017	Brand Value 2017 $MIL.
1	Microsoft	62,039	Google	245,581
2	GE	55,834		234,671
3	Coca-Cola	41,406	Microsoft	143,222
4	中国移动 China Mobile	39,168	amazon	139,286
5	Marlboro	38,510	facebook	129,800
6	Walmart	37,567	AT&T	115,112
7	Google	37,445	VISA	110,999
8	IBM	36,084	Tencent 腾讯	108,292
9	citi	31,028	IBM	102,088
10		30,201	McDonald's	97,723

GAFA	*MS*
NATU	*BE*
BAT	*XY*

Aristide

Jeff

Travis

Bob Dylan

BOB DYLAN HIGHWAY 61 REVISITED

Kendrick Lamar

KENDRICK LAMAR
DAMN.

2017天猫双11全球狂欢节
天猫双11全球狂欢节
¥168,269,635,159
11.11

11.11

INTRODUCING
amazon go
YouTube

AI + amazon = *amazon go*

SCIENCES - ART

Nouvelles Attentes

Pourquoi se contenter du minimum ?

Lost … Greatest … Silent …

BabyBoomer (1940 - 1965 +/- 6 ans)

GenX (1955 1985 +/- 8 ans)

GenY = Millennials (1979 1999 +/- 5 ans)

GenZ = Digital Natives = GEN C (1994 2007 +/- 4 ans)

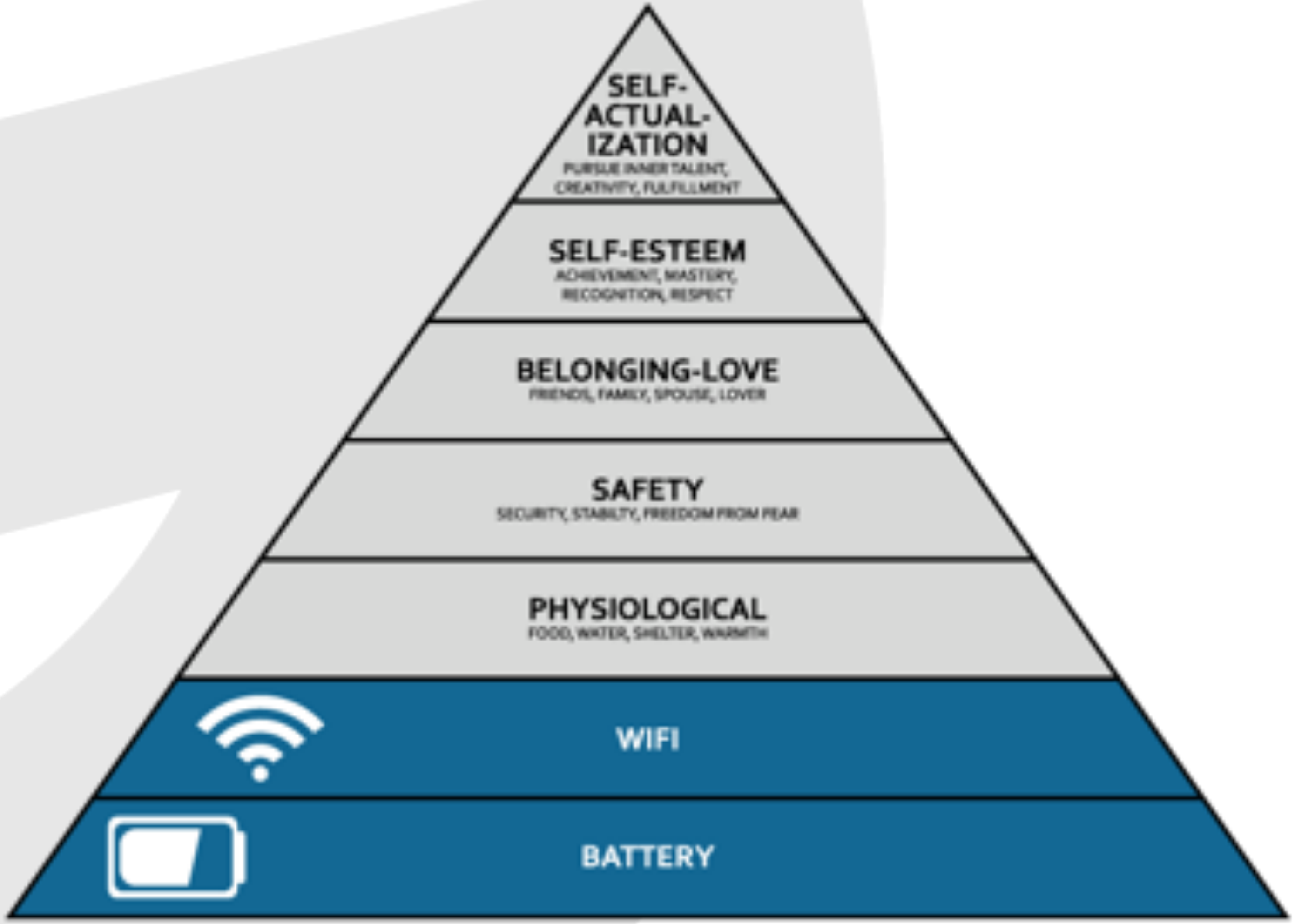
alphaGEN ? = 2008 - 2020 ?

SingularityGeneration ?? 2018 - 2030

Generation
bridging
adaptable
multi-task
education
X
identity
protest
risk taking
fearless

8095™
EDELMAN 8095: For Millennials, Brand Preference is a form of Self Expression

GENERATION Z:
CONNECTED FROM BIRTH.
Born mid-1990s to 2010.



SELF-ACTUALIZATION
PURSUE INNER TALENT, CREATIVITY, FULFILLMENT

SELF-ESTEEM
ACHIEVEMENT, MASTERY, RECOGNITION, RESPECT

BELONGING-LOVE
FRIENDS, FAMILY, SPOUSE, LOVER

SAFETY
SECURITY, STABILITY, FREEDOM FROM FEAR

PHYSIOLOGICAL
FOOD, WATER, SHELTER, WARMTH

WIFI

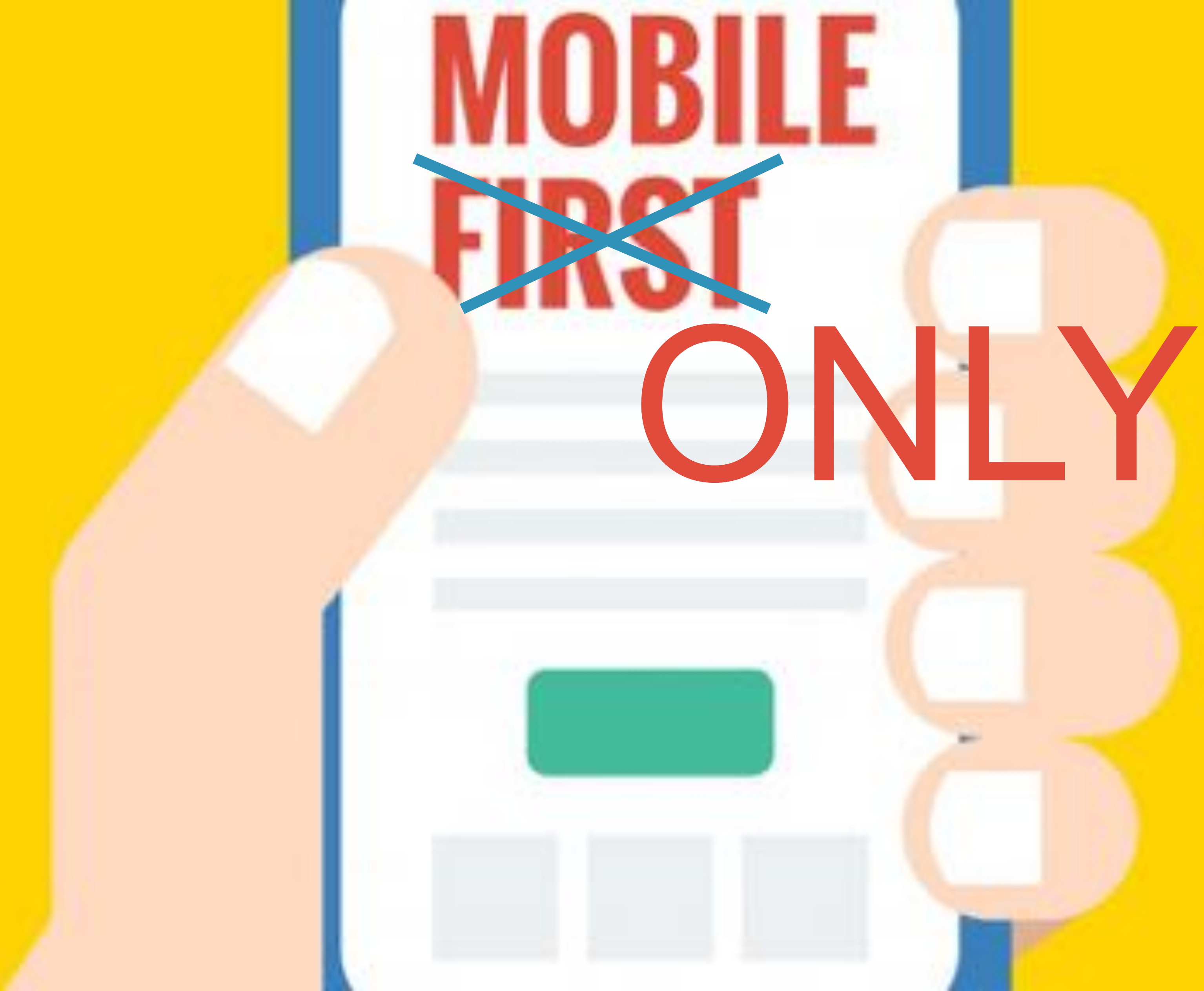
BATTERY

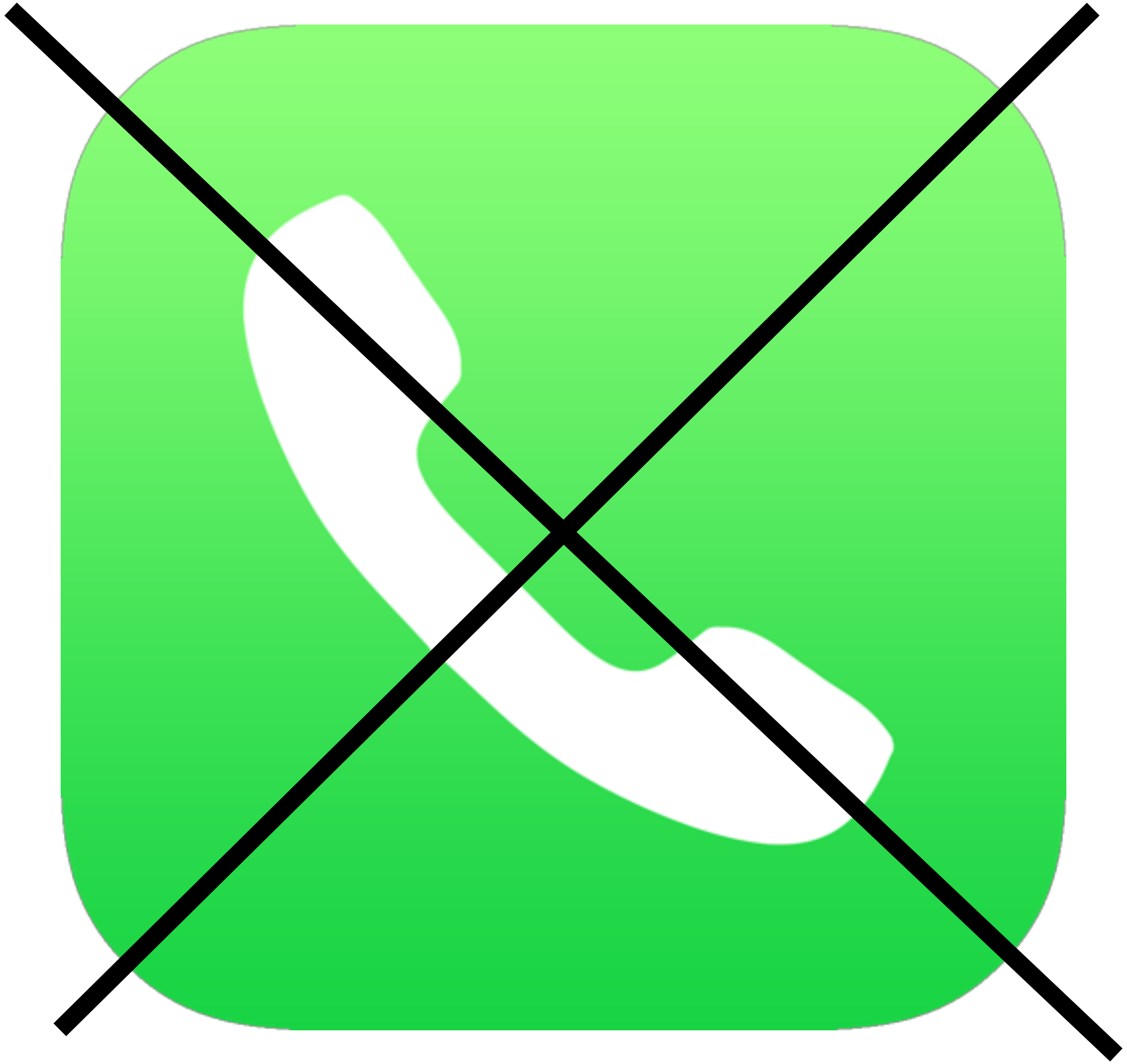
1990 : web et internet

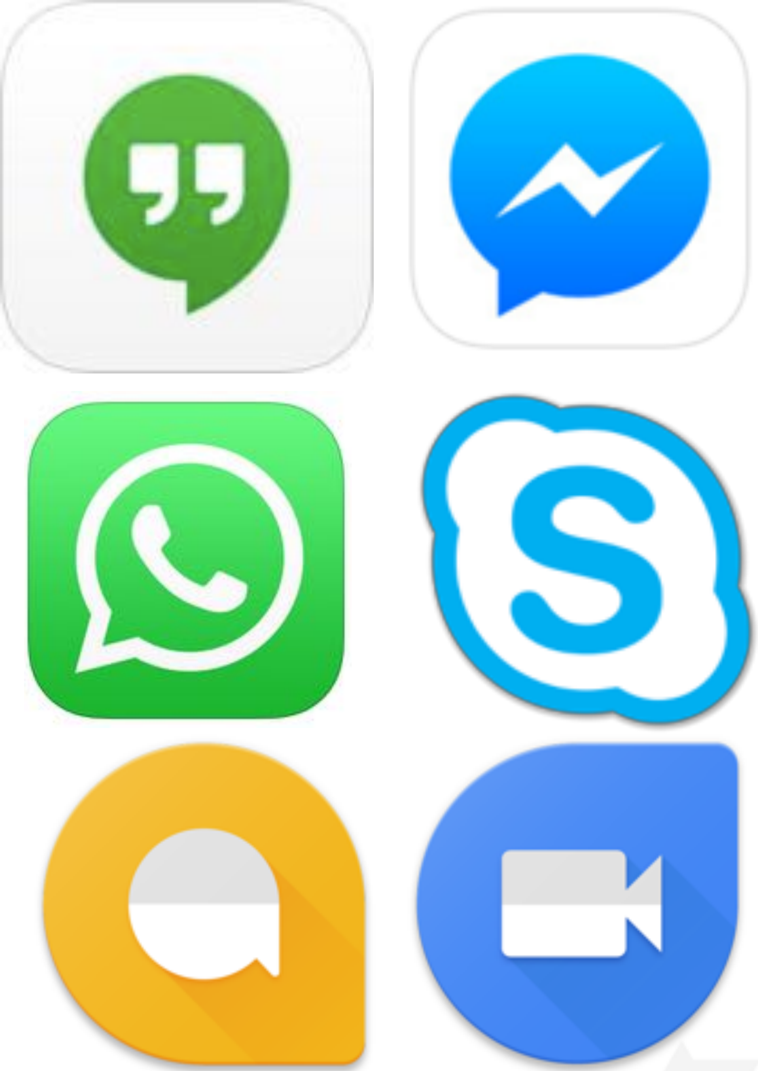
2000 : mobile

2010 : Living Services

source : Google, Accenture


MOBILE
~~FIRST~~
ONLY





~~france•2~~

~~iTELE DEVIENT CNEWS~~

~~•1 •2 •3 •4 •5 •Ô~~

~~france•2 france•3 france•4 france•5 france•Ô~~

~~TF1 TMC~~

~~TFX TF1 SÉRIES FILMS~~

~~LCI BFMTV HD NEWS 24/7~~

MYTF1 VOD

M6 REPLAY

Spotify

LIVE

DEEZER

YouTube

amazon Prime instant video

hulu

vimeo

NETFLIX

molotov.TV

LS

Living Services

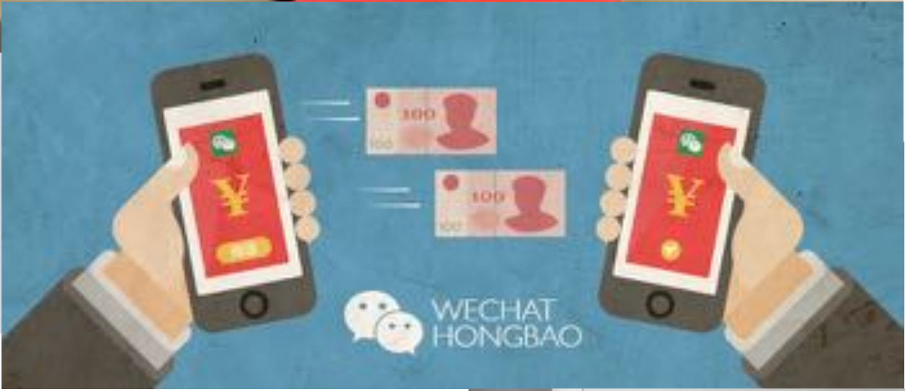
THE DIGITISATION OF EVERYTHING

+

LIQUID EXPECTATIONS

OUR **HOMES**
OUR **BODIES**
OUR **FAMILIES**
OUR **EDUCATION**
OUR **WORK**
OUR **TRANSPORT**
OUR **FINANCES**
OUR **SHOPPING**

HOW DO YOU GIVE A HONGBAO?


100
100
¥
¥
WECHAT HONGBAO

M-PESA

Welcome John

esport gaming

PARIS SAINT · GERMAIN

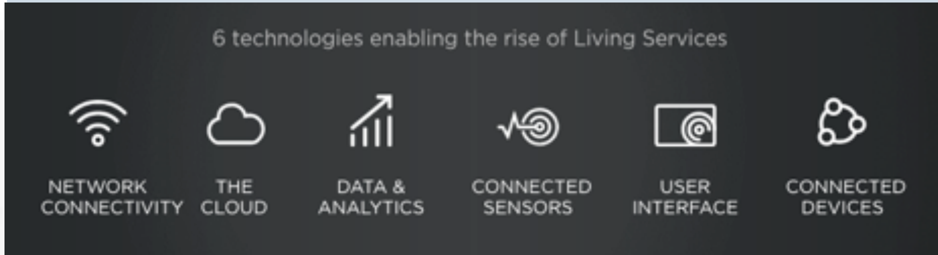
eSports

Nintendo

Wii

LEAGUE OF LEGENDS

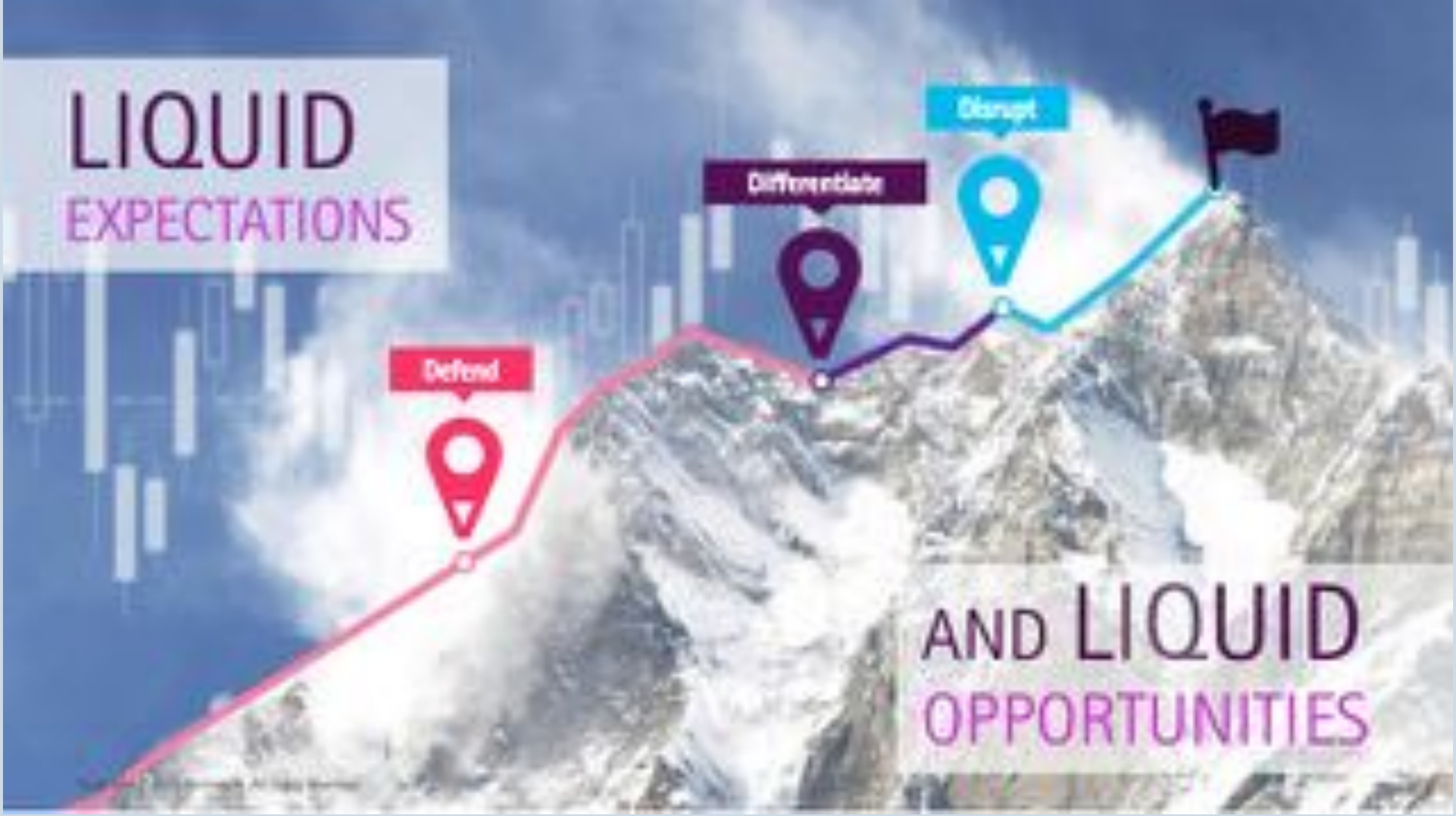
COUNTER STRIKE GLOBAL OFFENSIVE


6 technologies enabling the rise of Living Services

- NETWORK CONNECTIVITY
- THE CLOUD
- DATA & ANALYTICS
- CONNECTED SENSORS
- USER INTERFACE
- CONNECTED DEVICES

Digitalisation : IOT

Billet / Voucher / carte (wallet)
Porte (smart door)
Maison (home kit)
Ecole / Cours (MOOC)
Santé
Politique
Voiture (Tesla OS)
Wearable
Cloud



LIQUID EXPECTATIONS

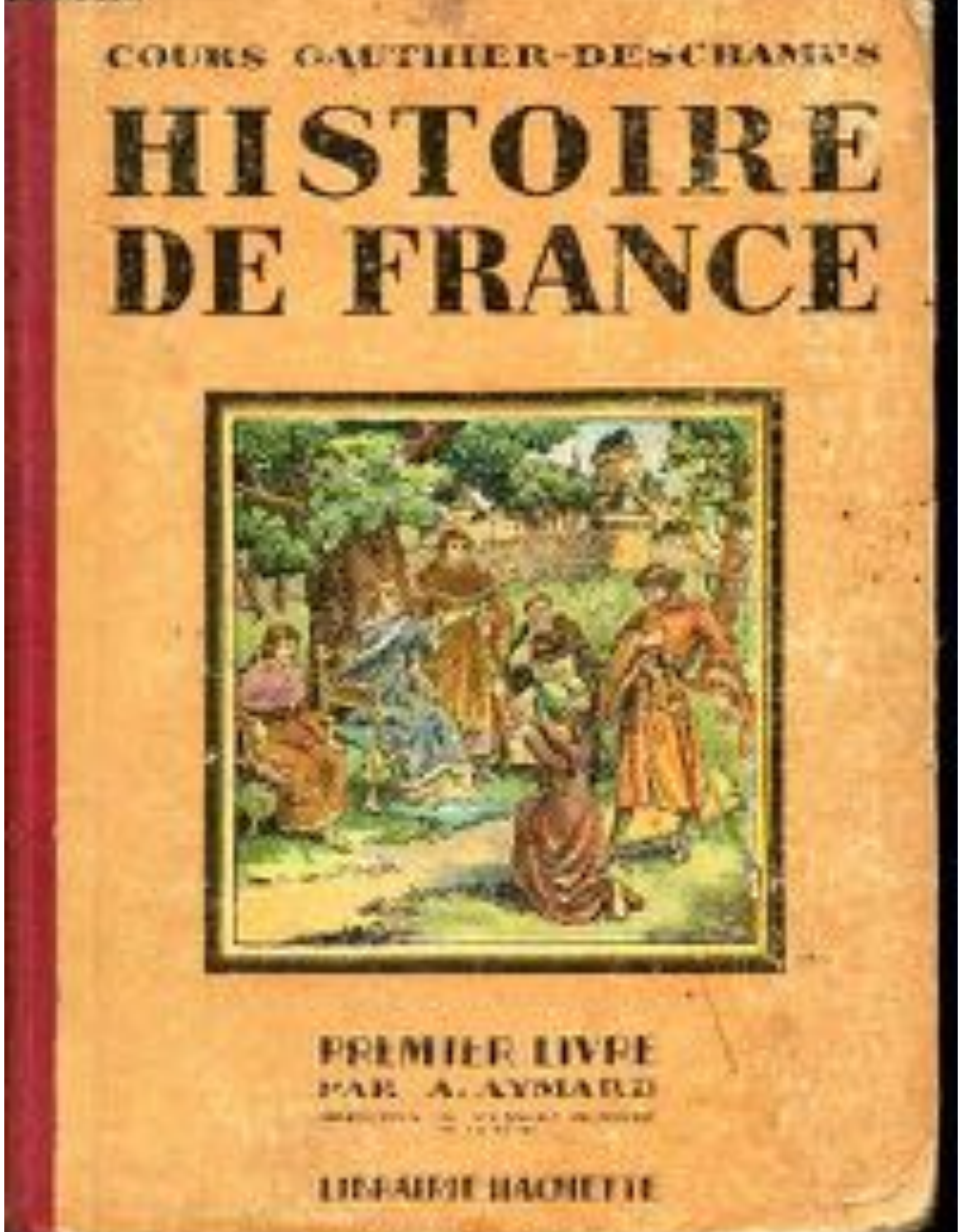
AND LIQUID OPPORTUNITIES

Defend
Differentiate
Disrupt

Liquid Expectation

Partir / sortir sans payer
Réserver d’un clic
Commande par bouton (DASH)
Connexion permanente
Temps réel pour tout

GAMIFICATION



COURS GAUTHIER-DESCHAMPS

HISTOIRE
DE FRANCE

PREMIER LIVRE
PAR A. AYMARD

LIBRAIRIE HACHETTE

POKÉMON GO™

Consommateur Sans Limite

un consommateur ça ose tout,
ça compare tout,
ça demande (exige) tout,
ça commente tout, partout,
ça ne lit RIEN (tl;dr)
ça demande un secret total des informations confiées
→ Expectation Economy

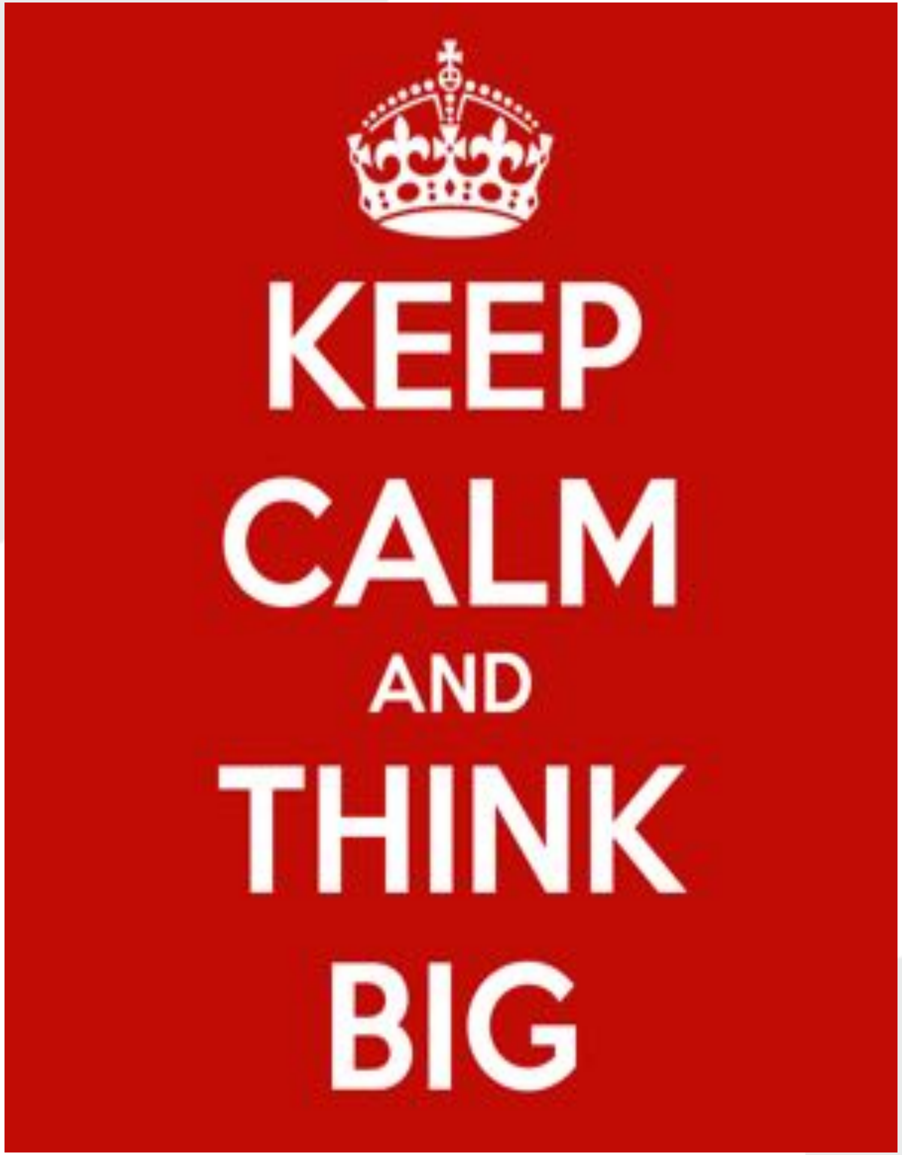
GRENOBLE
ECOLE DE
MANAGEMENT
TECHNOLOGY & INNOVATION

CCI GRENOBLE

Faut pas parler aux cons, ça les instruit.
Michel Audiard

Les lois de Michel Audiard

Un client ça ose tout

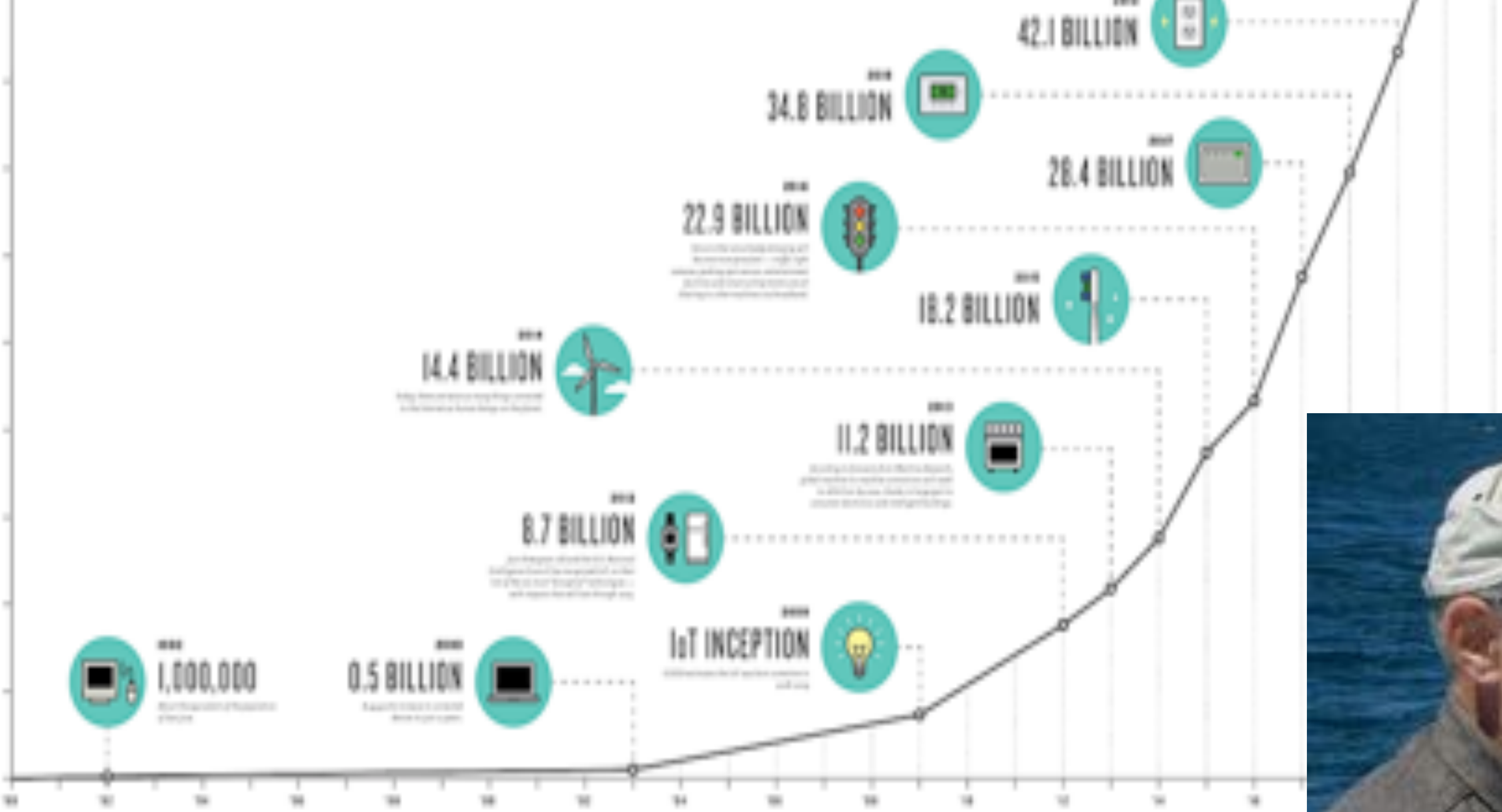

KEEP
CALM
AND
THINK
BIG

Moore

Gordon

THE INTERNET OF THINGS

AN EXPLOSION OF CONNECTED POSSIBILITY



THE NEXT BIG THING

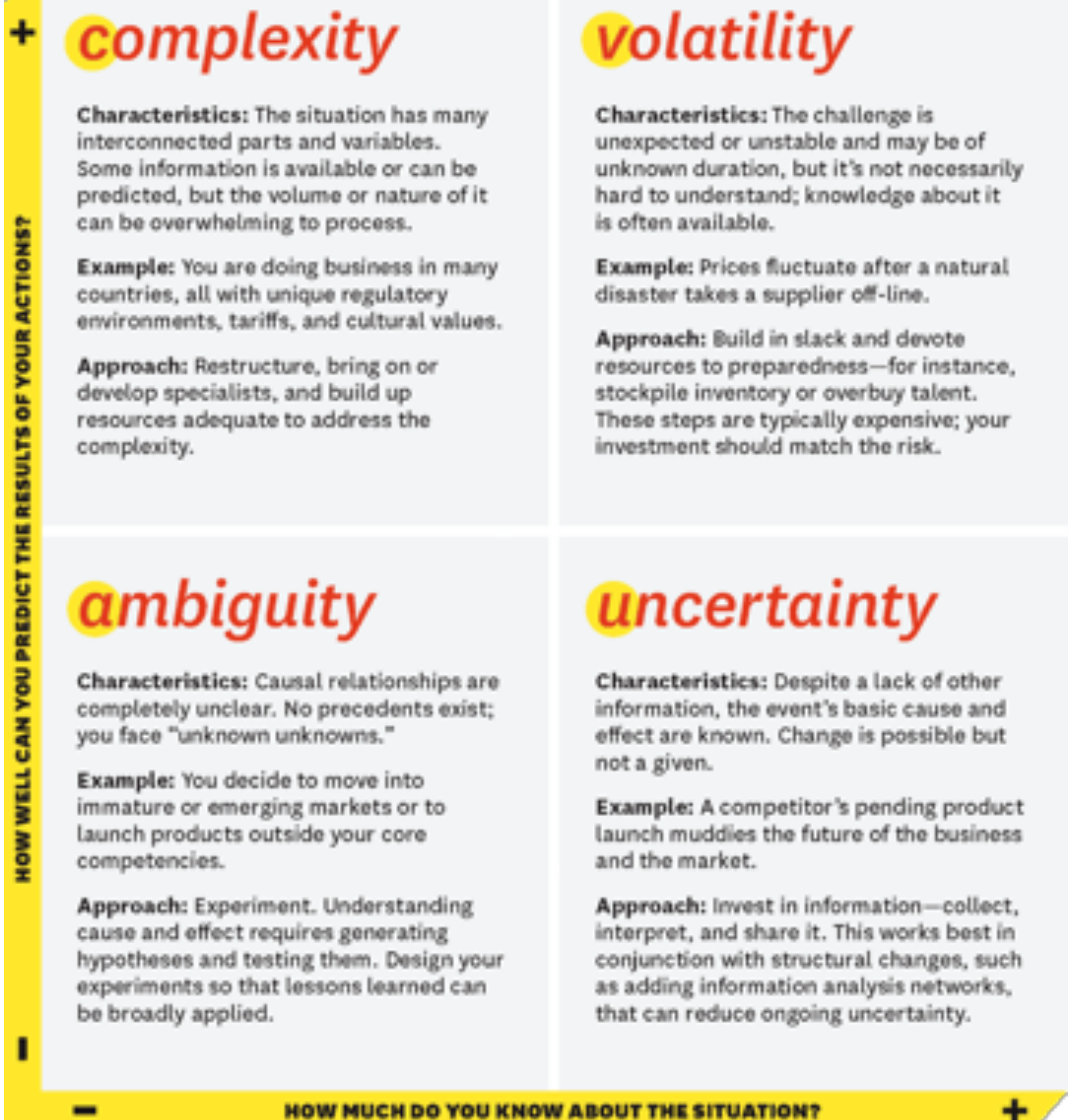
GRENOBLE
ECOLE DE
MANAGEMENT
TECHNOLOGY & INNOVATION

CCI GRENOBLE

~~SWOT~~

VUCA

VUCA


+
HOW WELL CAN YOU PREDICT THE RESULTS OF YOUR ACTIONS?
−
−
HOW MUCH DO YOU KNOW ABOUT THE SITUATION?
+

complexity

Characteristics: The situation has many interconnected parts and variables. Some information is available or can be predicted, but the volume or nature of it can be overwhelming to process.

Example: You are doing business in many countries, all with unique regulatory environments, tariffs, and cultural values.

Approach: Restructure, bring on or develop specialists, and build up resources adequate to address the complexity.

volatility

Characteristics: The challenge is unexpected or unstable and may be of unknown duration, but it's not necessarily hard to understand; knowledge about it is often available.

Example: Prices fluctuate after a natural disaster takes a supplier off-line.

Approach: Build in slack and devote resources to preparedness—for instance, stockpile inventory or overbuy talent. These steps are typically expensive; your investment should match the risk.

ambiguity

Characteristics: Causal relationships are completely unclear. No precedents exist; you face "unknown unknowns."

Example: You decide to move into immature or emerging markets or to launch products outside your core competencies.

Approach: Experiment. Understanding cause and effect requires generating hypotheses and testing them. Design your experiments so that lessons learned can be broadly applied.

uncertainty

Characteristics: Despite a lack of other information, the event's basic cause and effect are known. Change is possible but not a given.

Example: A competitor's pending product launch muddies the future of the business and the market.

Approach: Invest in information—collect, interpret, and share it. This works best in conjunction with structural changes, such as adding information analysis networks, that can reduce ongoing uncertainty.

V U C A

VOLATILITY

Equity, bond and currency market volatility: the lack of stability and predict ability.

UNCERTAINTY

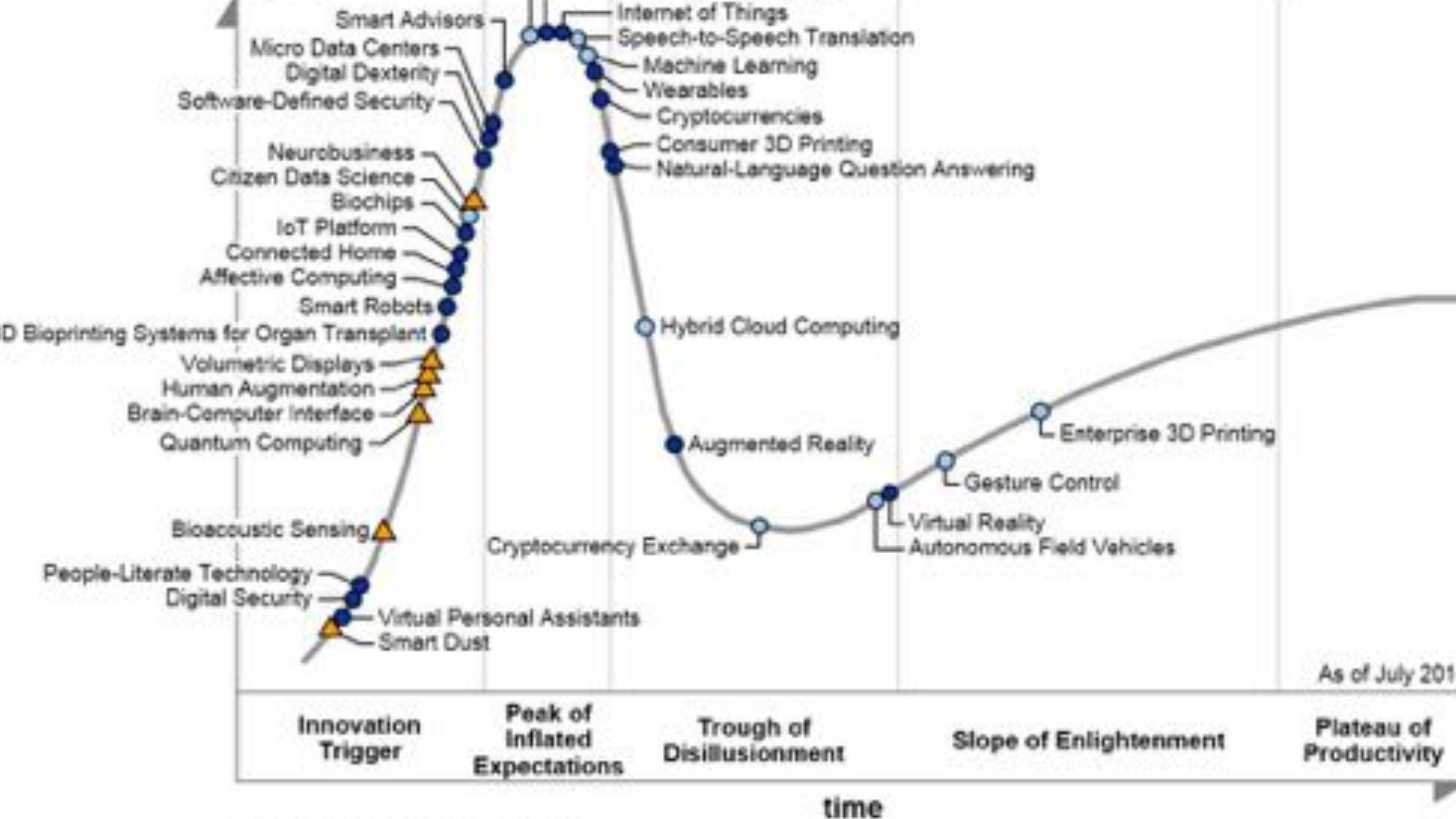
The potential change in the inflation index calculation, the potential switch to "smoothing" for pension funds calculating their recovery plan: the lack of ability to foresee what major changes might come.

COMPLEXITY

In understanding these financial markets in the era of the "new normal". The proliferation and increasing complexity of new financial instruments and regulation to deal with increasingly complex markets, moving in ways experts have never seen before.

AMBIGUITY

The resulting feeling. Is this the great rotation from bonds to equities? Or will bond yields stay low for longer? What is the best course of action?


Internet of Things
Smart Advisors
Speech-to-Speech Translation
Micro Data Centers
Machine Learning
Digital Dexterity
Wearables
Software-Defined Security
Cryptocurrencies
Consumer 3D Printing
Neurobusiness
Natural-Language Question Answering
Citizen Data Science
Biochips
IoT Platform
Connected Home
Affective Computing
Smart Robots
D Bioprinting Systems for Organ Transplant
Hybrid Cloud Computing
Volumetric Displays
Human Augmentation
Brain-Computer Interface
Enterprise 3D Printing
Quantum Computing
Augmented Reality
Gesture Control
Bioacoustic Sensing
Virtual Reality
Cryptocurrency Exchange
Autonomous Field Vehicles
People-Literate Technology
Digital Security
Virtual Personal Assistants
Smart Dust
As of July 201
Innovation Trigger
Peak of Inflated Expectations
Trough of Disillusionment
Slope of Enlightenment
Plateau of Productivity
time

NBIC

NBIC

Nano (techno / matériaux)

Bio (techno / mimétisme)

Informatique (IOT / B)

Cognitif (IA, MOOC)

Nouveaux Jobs

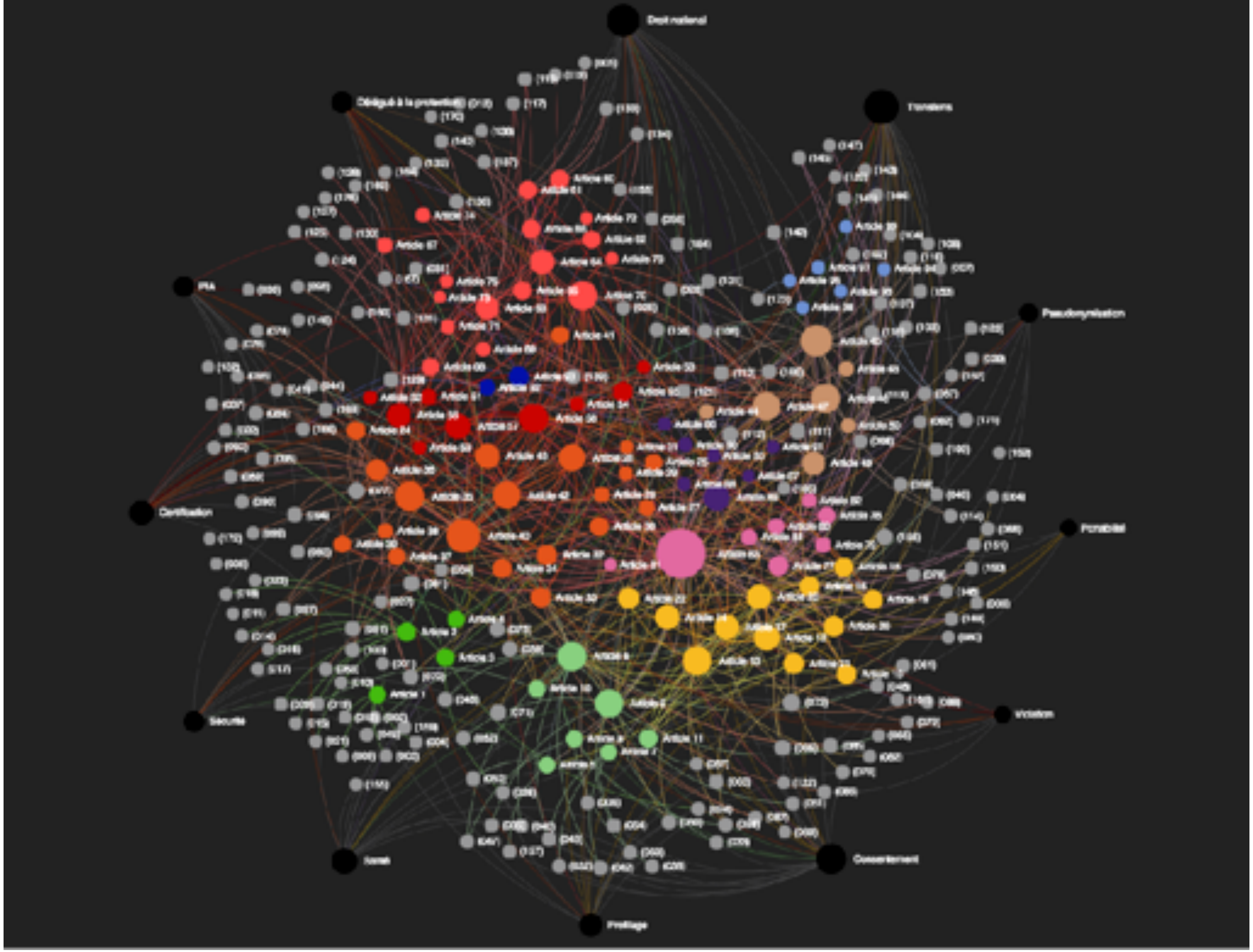
CDO
CCO
CXO
CHO

…

CNIL + RGPD

protection des données personnelles

RGPD


Droit national
Délégué à la protection
Transferts
PIA
Pseudonymisation
Certification
Portabilité
Sécurité
Violation
Consentement
Profilage

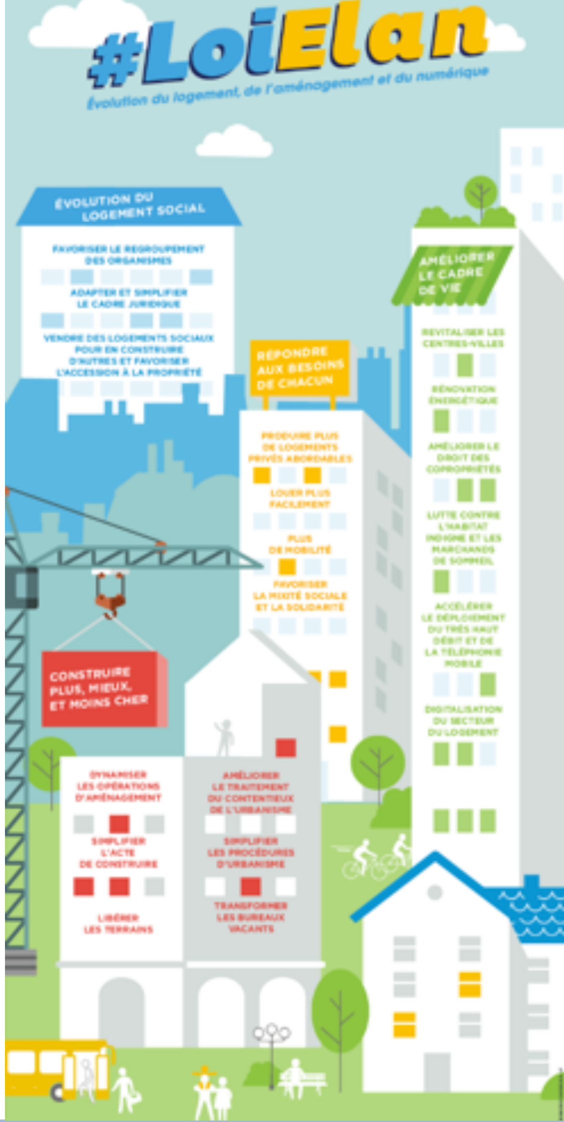
internet.org

Key TakeAways

ce qu'il faut retenir

Liquid Expectations : benchmark intersectoriel

Les Atouts du digital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TRANSFORMER LES BUREAUX VACANTS

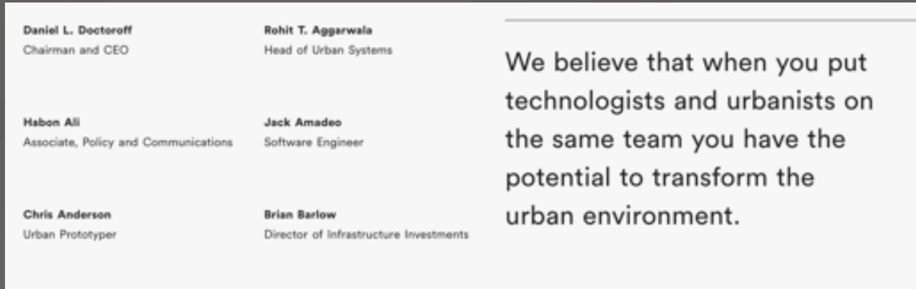
TOOLS

RWD

Responsive Web Design
Mobile First / Only
Web App

SIDE WALK LABS

Sidewalk Labs is reimagining cities to improve quality of life.



Daniel L. Doctoroff
Chairman and CEO

Rohit T. Aggarwala
Head of Urban Systems

Habon Ali
Associate, Policy and Communications

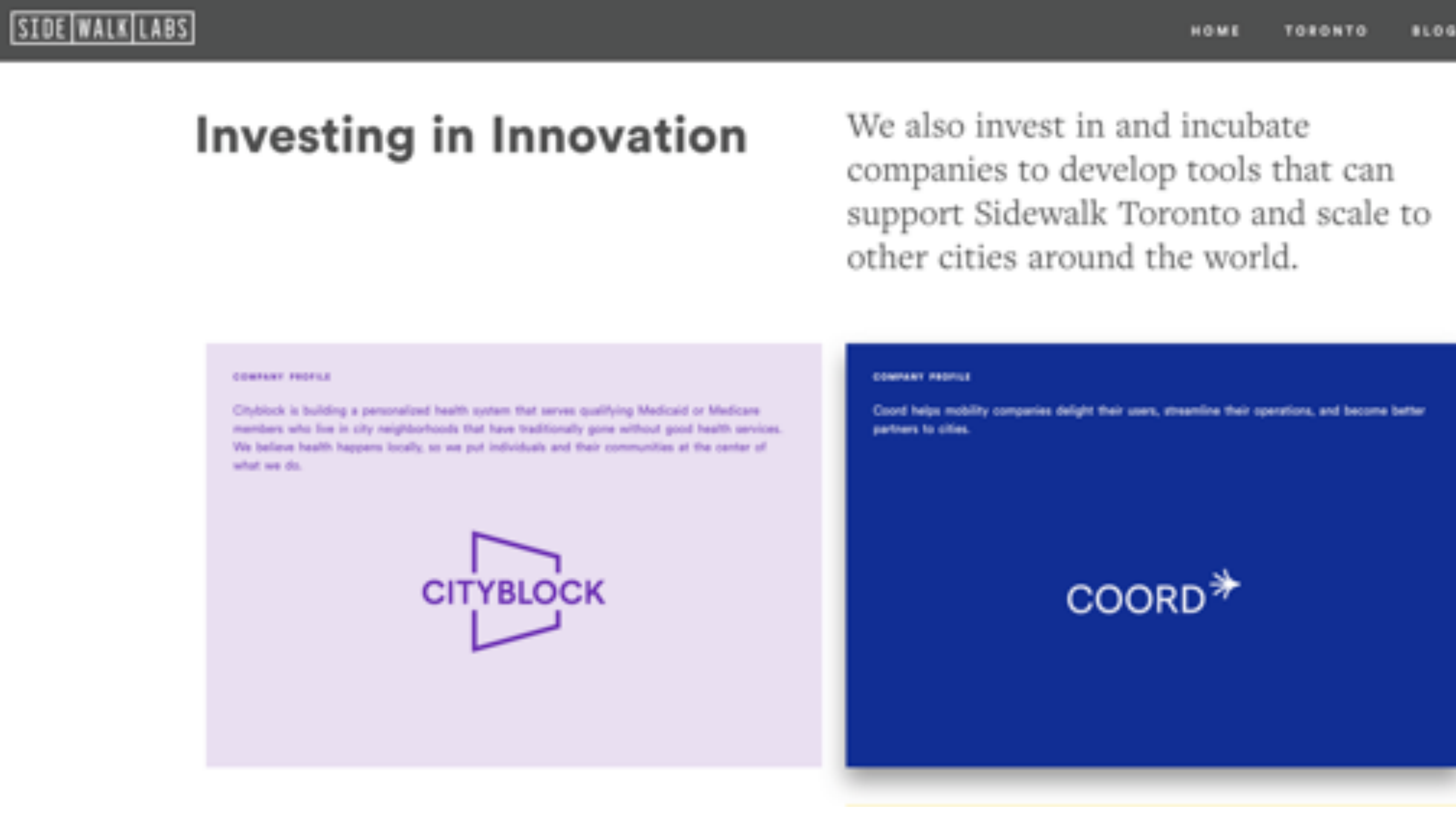
Jack Amadeo
Software Engineer

Chris Anderson
Urban Prototyper

Brian Barlow
Director of Infrastructure Investments

We believe that when you put technologists and urbanists on the same team you have the potential to transform the urban environment.

So we’re creating a new type of place to accelerate urban innovation and serve as a beacon for cities around the world.



Investing in Innovation

We also invest in and incubate companies to develop tools that can support Sidewalk Toronto and scale to other cities around the world.

COMPANY PROFILE

Cityblock is building a personalized health system that serves qualifying Medicaid or Medicare members who live in city neighborhoods that have traditionally gone without good health services. We believe health happens locally, so we put individuals and their communities at the center of what we do.

COMPANY PROFILE

Coord helps mobility companies delight their users, streamline their operations, and become better partners to cities.

OPH
LA FÉDÉRATION