

Future of Economy

1

Environnement Digital

JAN 2025

 early makers
since 1872

em
lyon
business
school

FOE

Future of Economy : FOE

 early makers
since 1872

em
lyon
business
school



4ème révolution industrielle

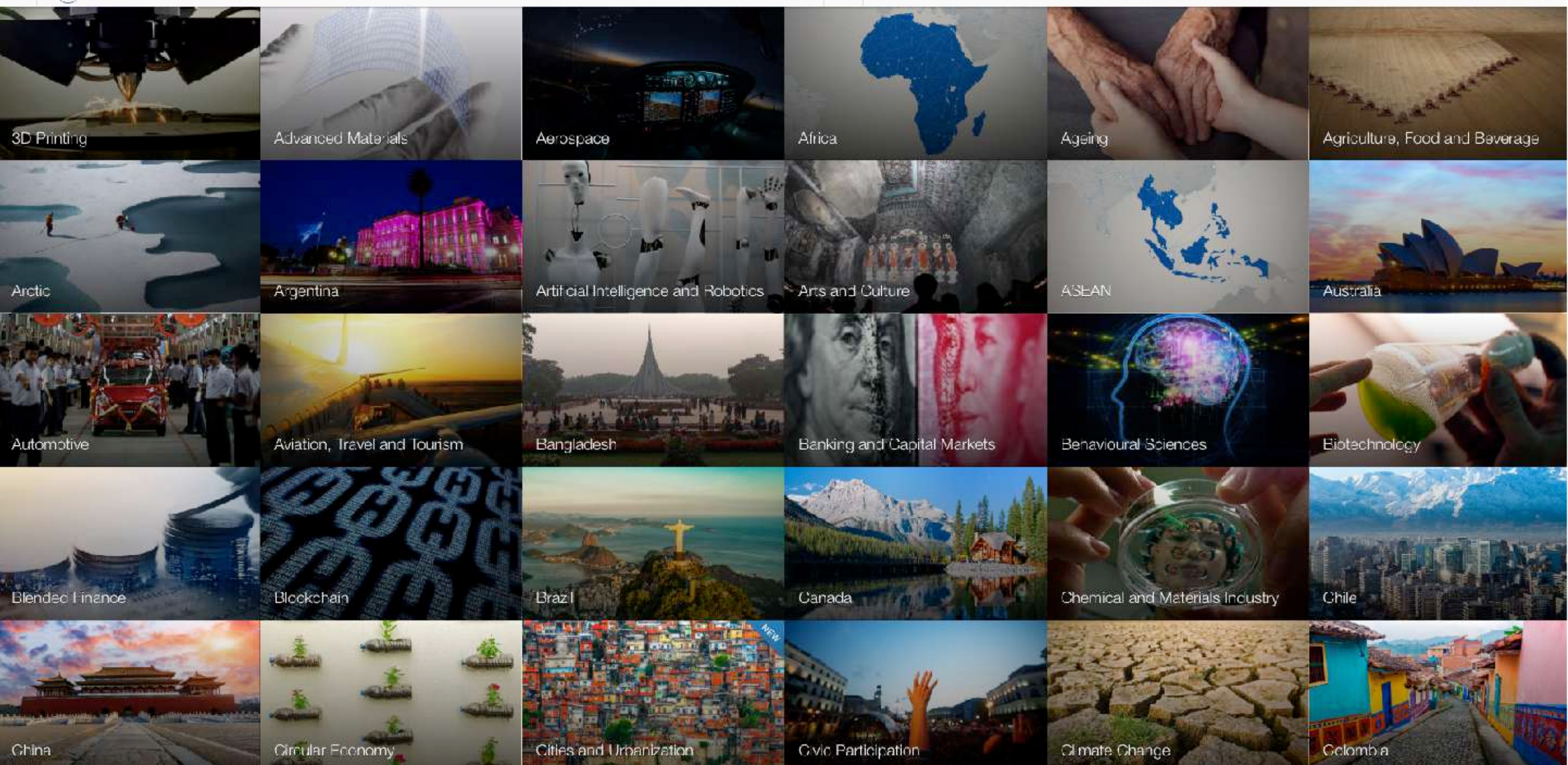
Vapeur + moteur

Électricité

NTIC

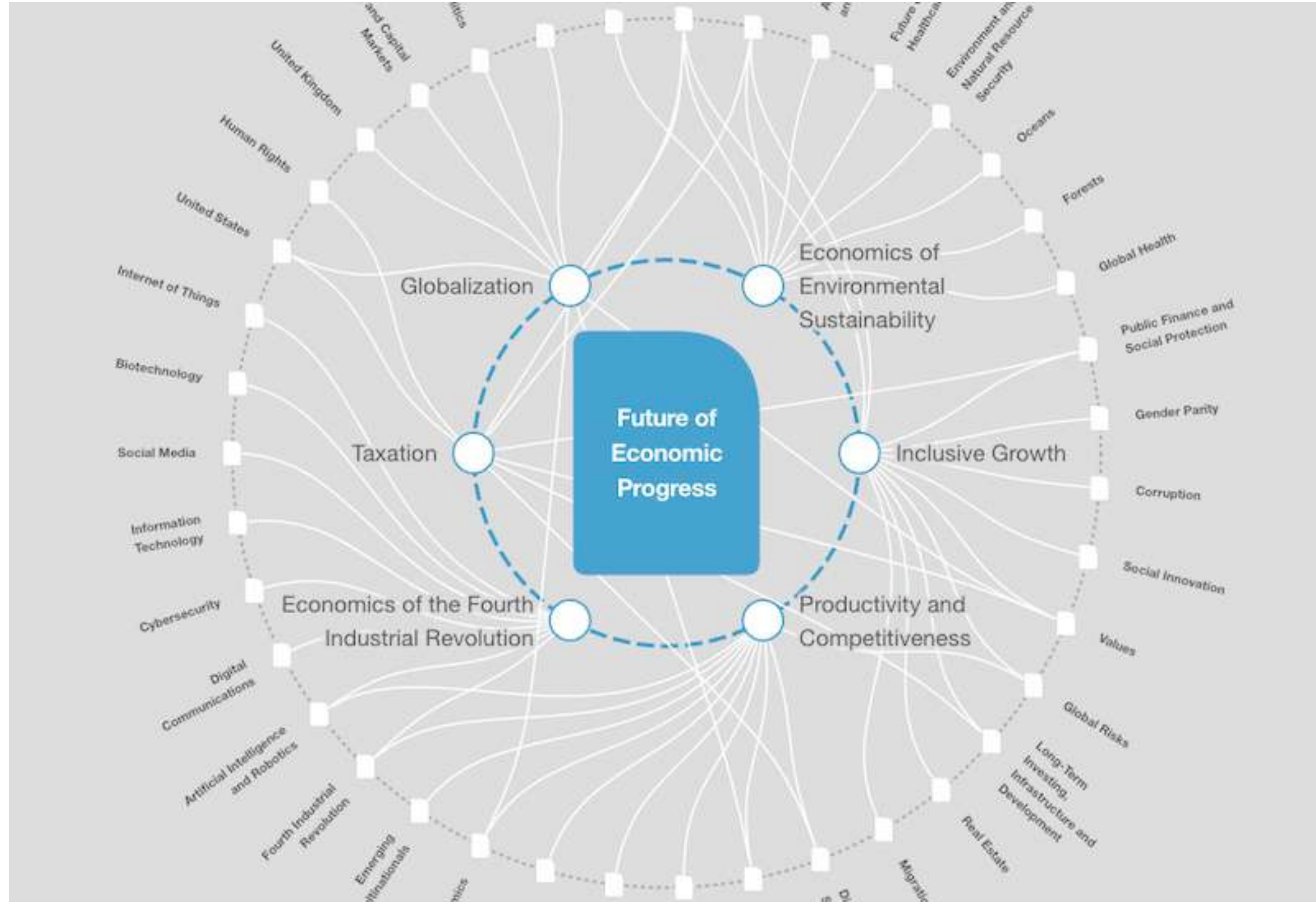
NBIC





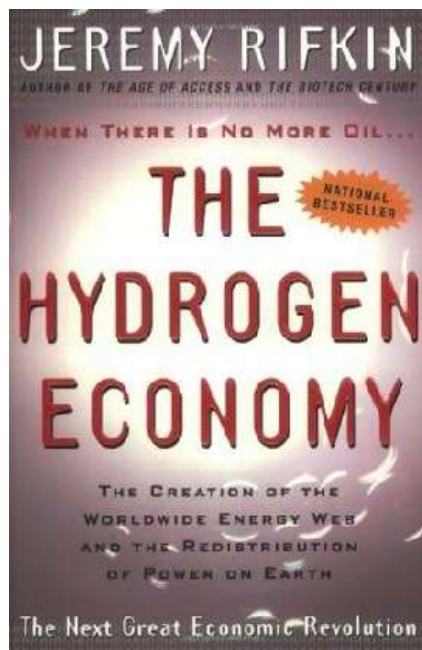
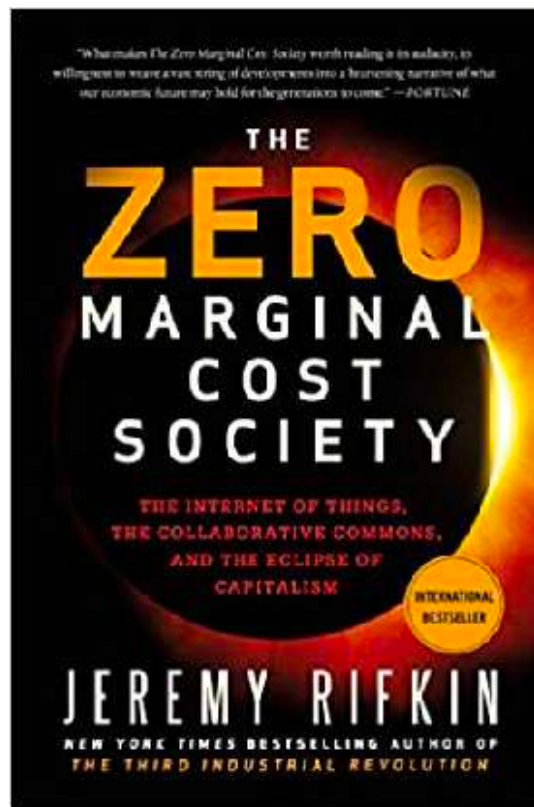
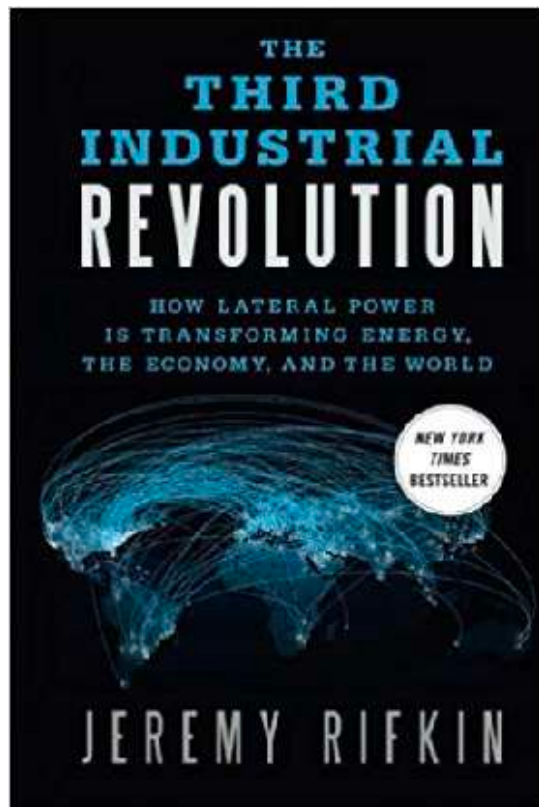
<https://toplink.weforum.org/knowledge/explore/all>

<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



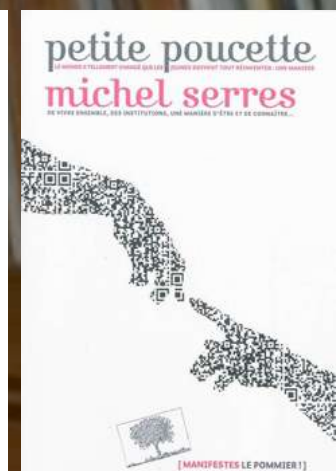
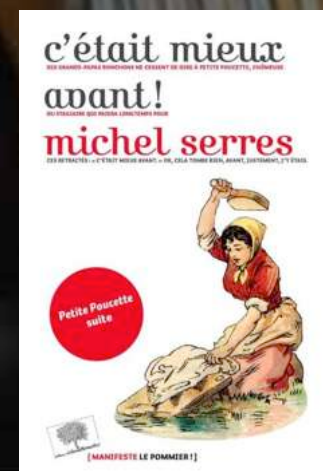
Luc FERRY

1800 Vapeur
1900 Électricité
2000 NBIC



Optat

MICHEL SERRES

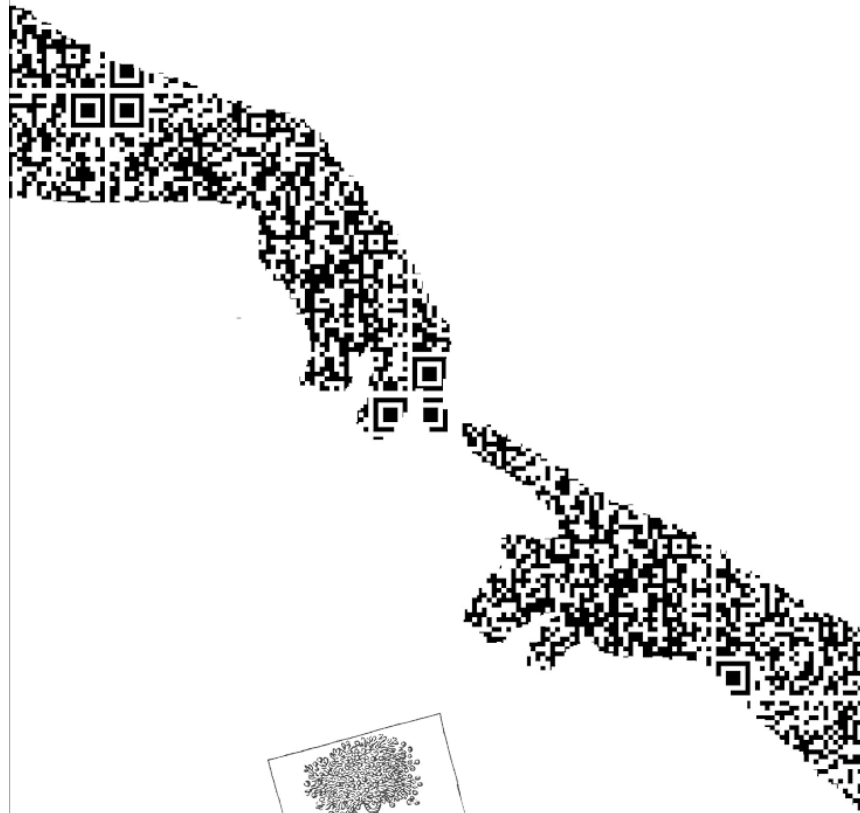


petite poucette

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 & PROCESS

Transformation Digitale

PRODUCT
MARKETING & PROCESS



TRANSITION Produit - Service - Offre

Innovation - Numérique -NBIC

Value Proposition

Product management - Fabrication



Durabilité - Empreinte CO2

Frugalité - Responsabilité

Écosystème

RSE - CSRD



UX - CX

La voix du client - Expérience fluide

Marketing digital - Communication digitale

Omnicanalité



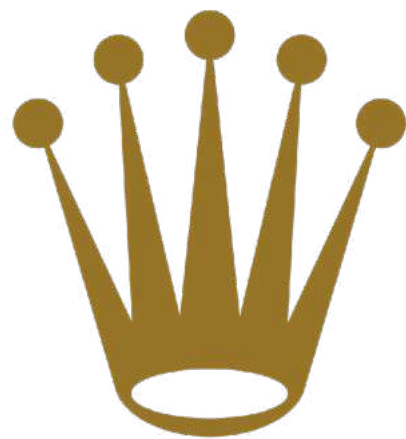
TRANSITION Méthodes - Process

Outils numériques & Agilité

Management - Travail - RH

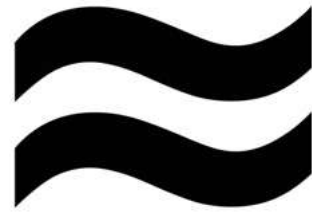
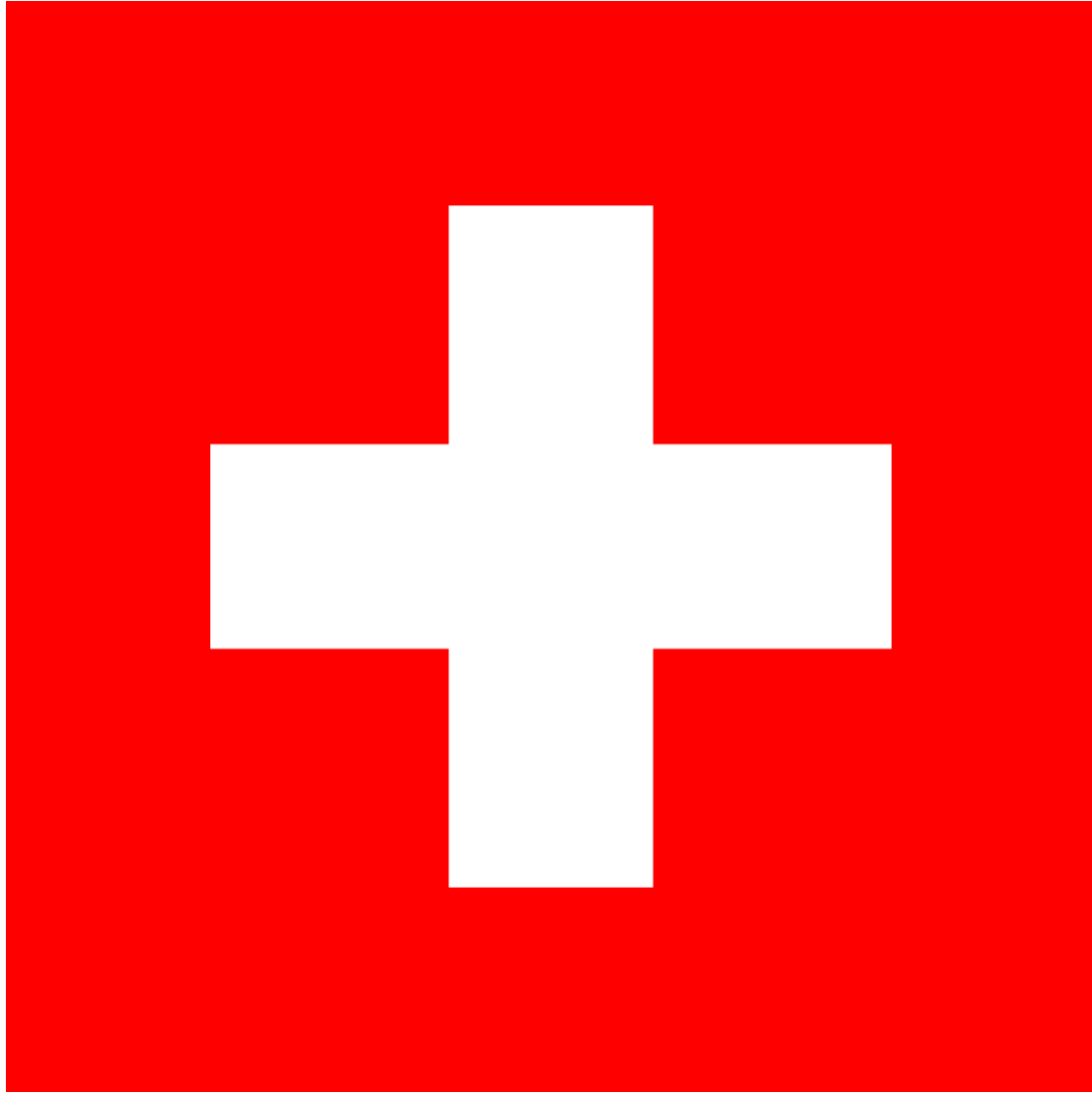
Finance & Supply Chain

Nouveaux Business Modèles



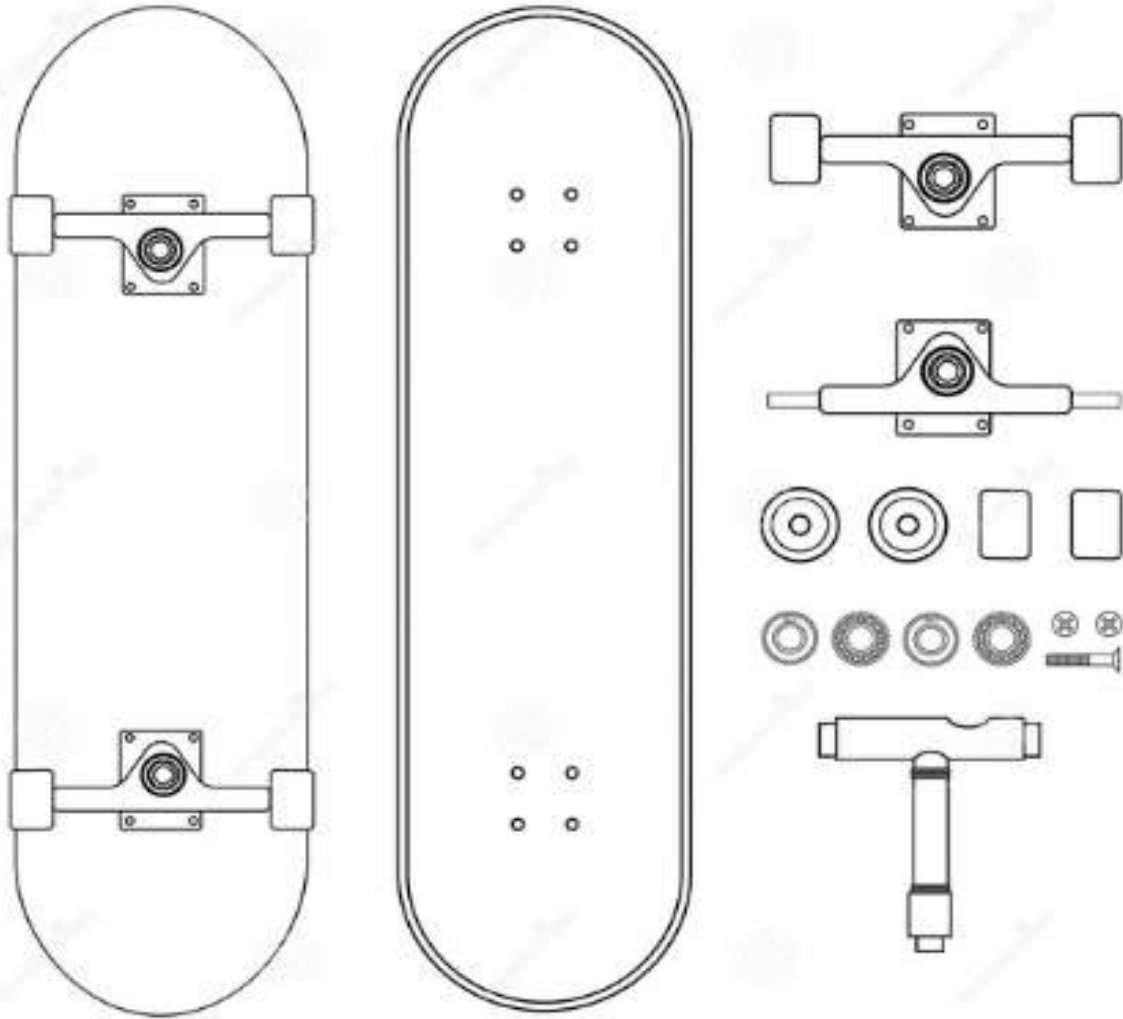
ROLEX





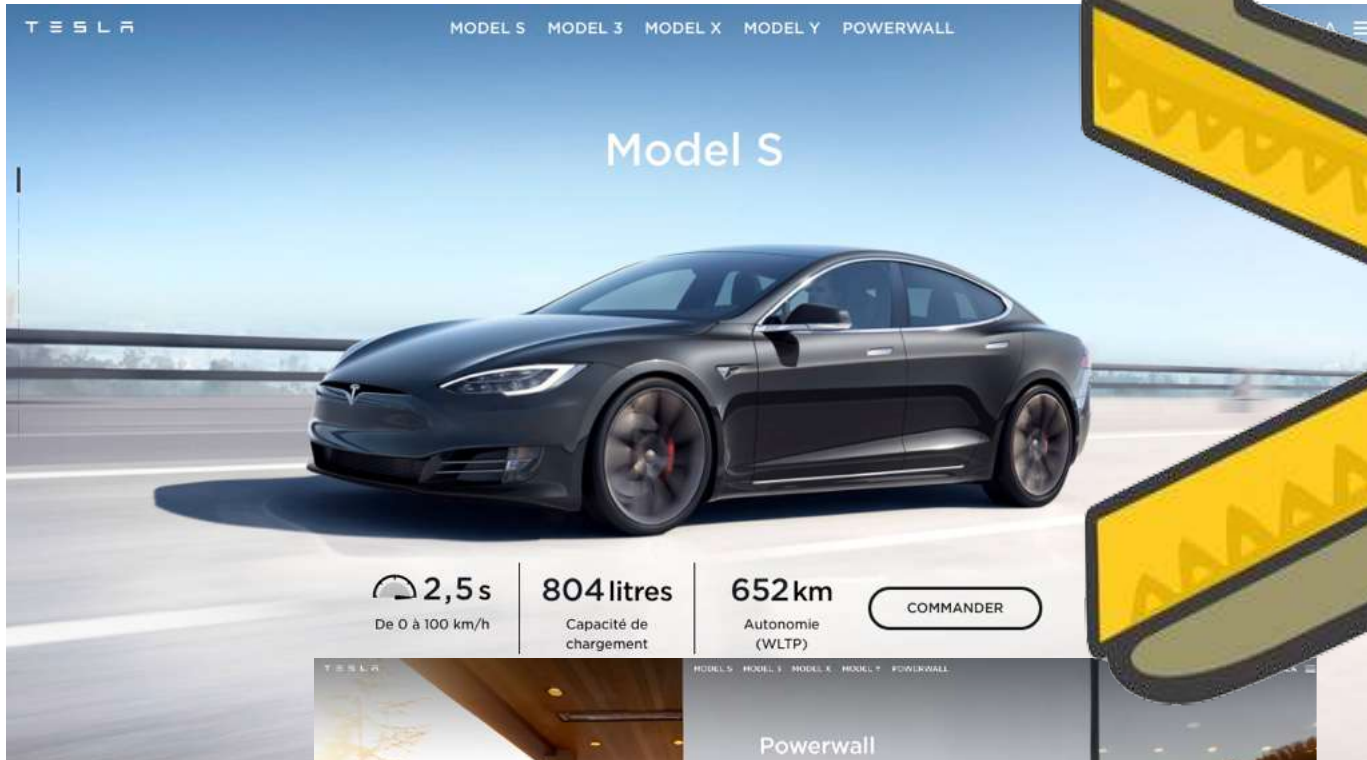
Why we buy: Features vs *Jobs*

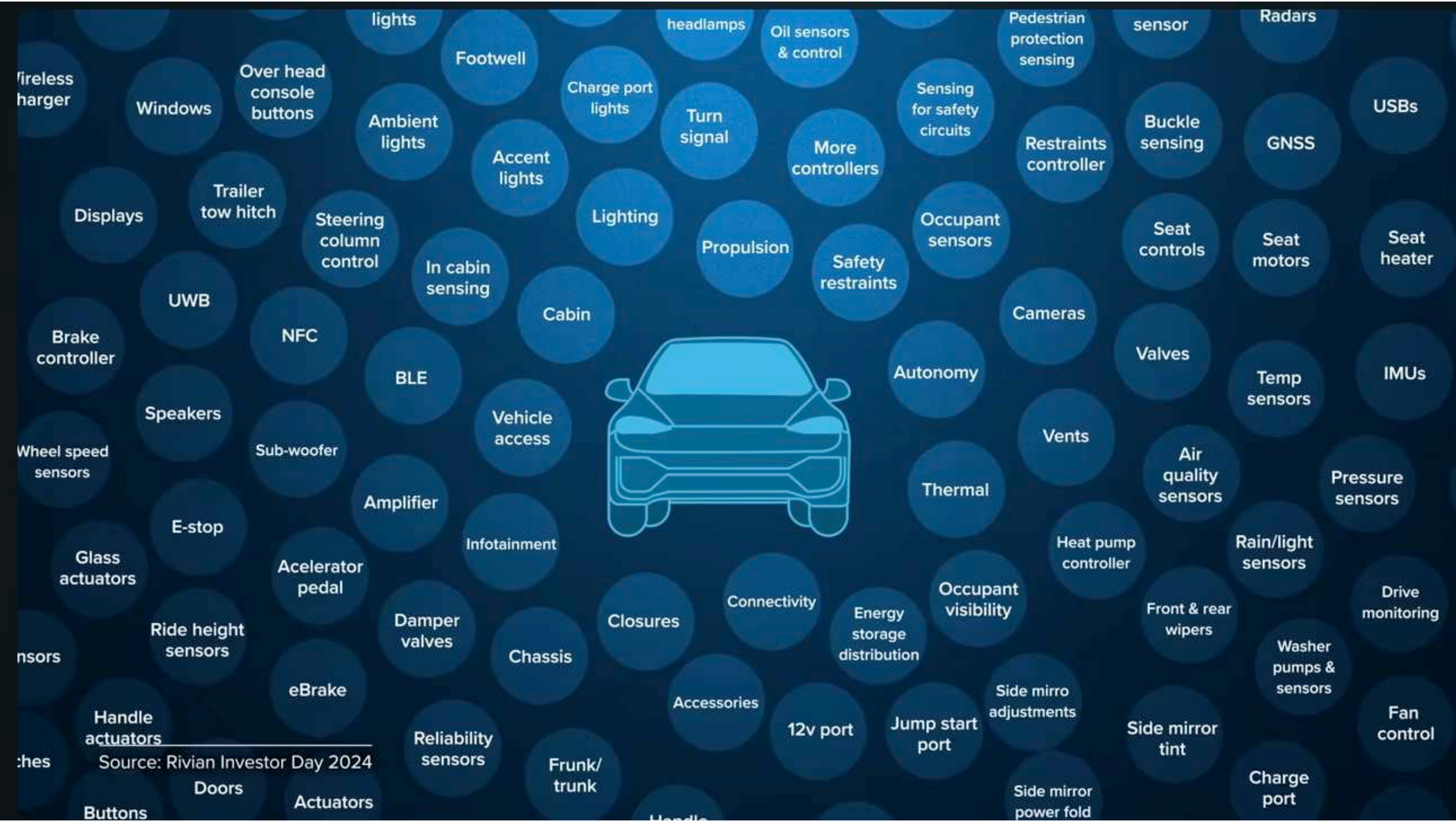
Even though people buy this...



...they **really** want this







Source: Rivian Investor Day 2024





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



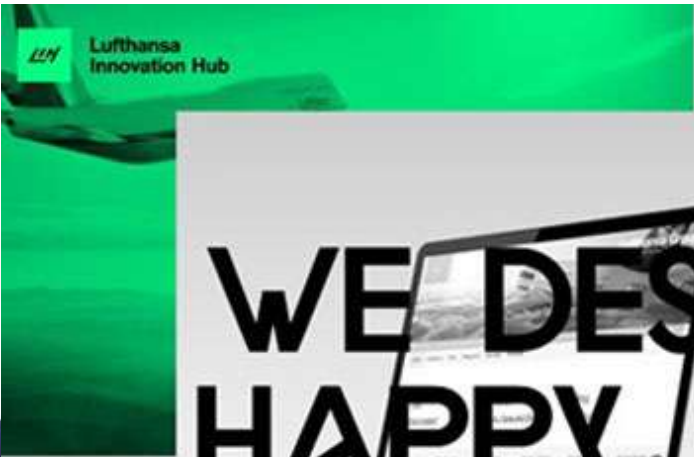
Lufthansa
Innovation Hub

“ Culture belongs at the center of your strategy. ”

10 YEARS 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

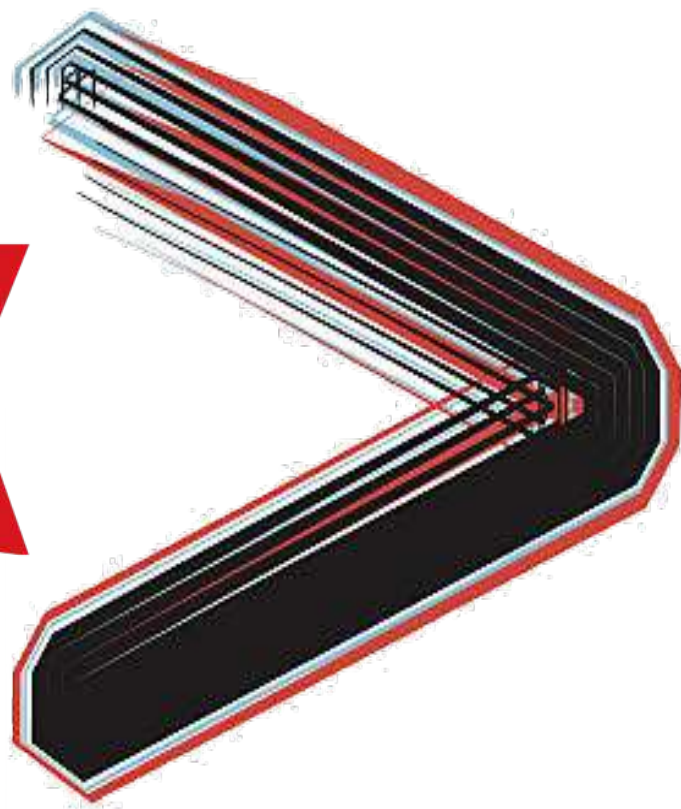
YouTube

*AI + **amazon** = amazon go*

WALK
OUT
JUST
BEVERAGE



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 个海外品牌参展

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

85



11/11/2022

???

100 milliards \$

2023/24 : divisé en 6



Hubert Kratiroff 

France



Scan the QR code to add me on WeChat

wikinomics

GIG

thingonomics (IOT)

blue

evonomics

expectation

new

micro

sha | ring

macro

offer **economy**

gift

platform

nudge

neuro

barter

collaborative

attention

comportementale

market

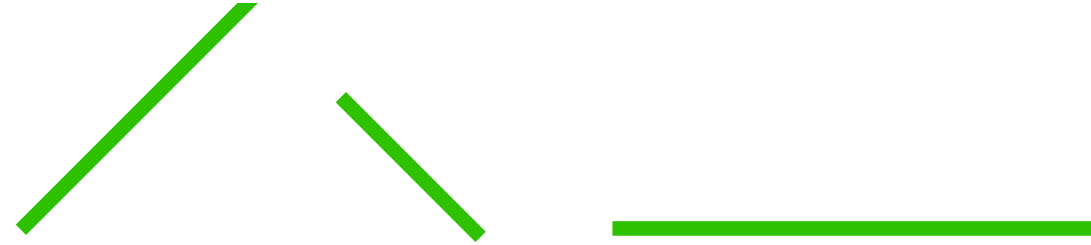


G A F A

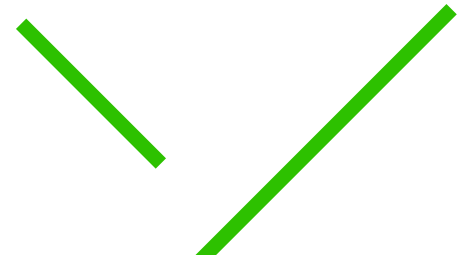
KNOL

GAFA
Big Tech
Magnificent7

Hyper Scaler / Devil



DISRUPTION



GAF A

Google * Amazon Facebook ** Apple

NATU

Netflix Airbnb Tesla Uber

BATX

Baidu Alibaba Tencent Xiaomi

MSNT

Microsoft Salesforce NVIDIA Twitter ***

BEY

Booking Expedia Yandex ****

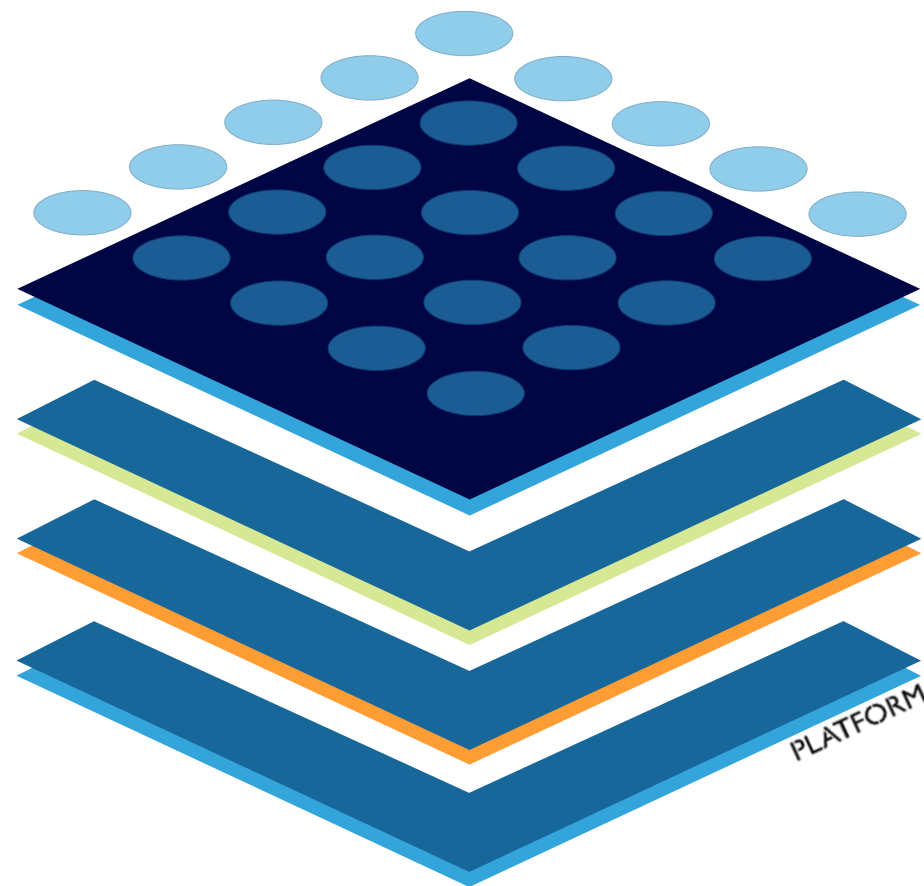
BDHB

Bytedance DJI Hikvision BYD

* Alphabet ** Meta = MAAA

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

servicisation
disruption
uberisation
tycoonisation
platformisation

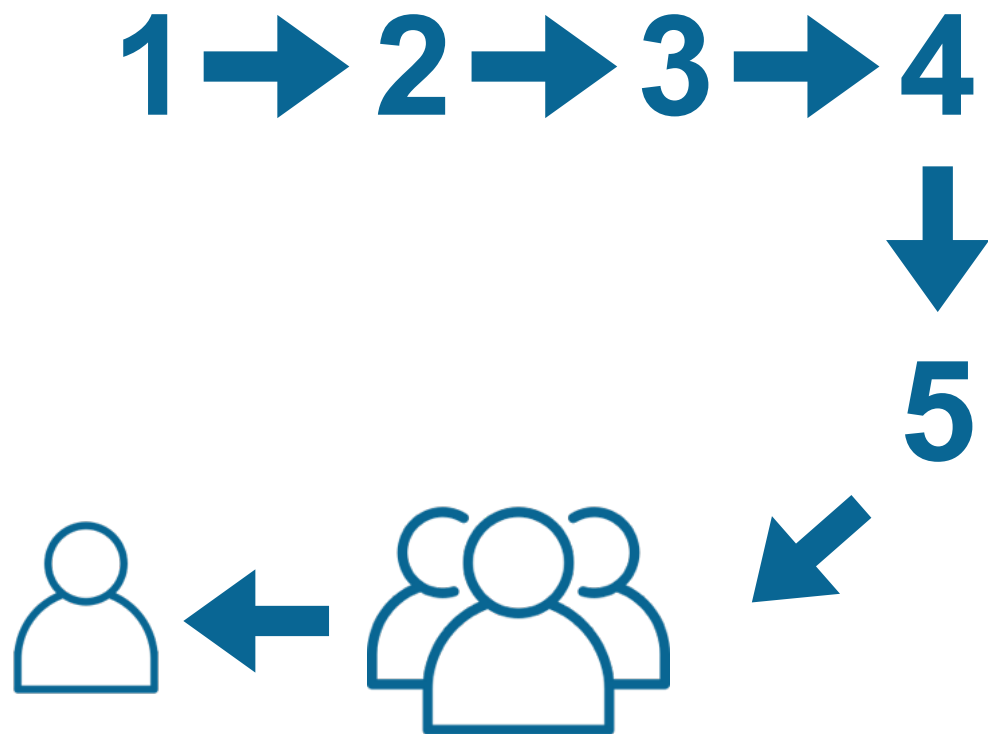


PLATEFORME économie biface

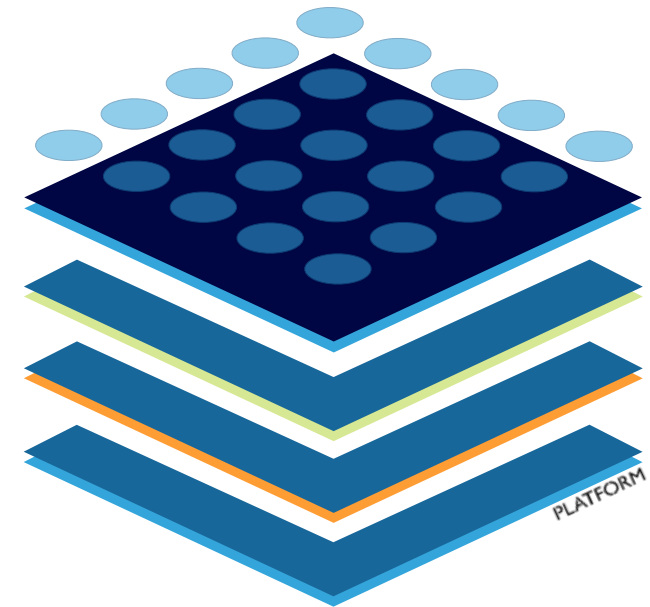


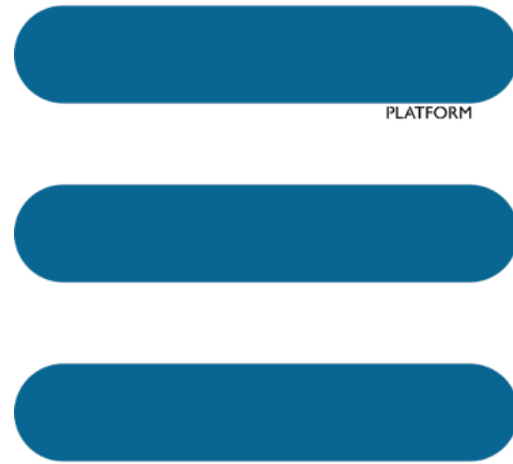


économie classique intermédiaires



économie plateforme couches

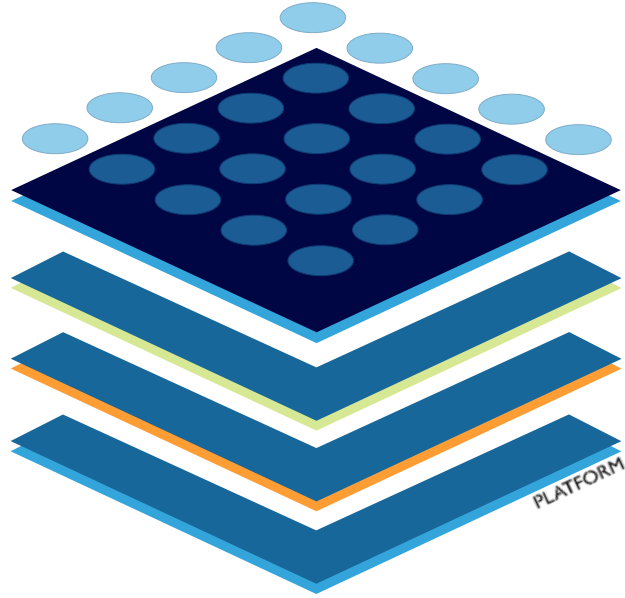




PLATEFORME économie biface

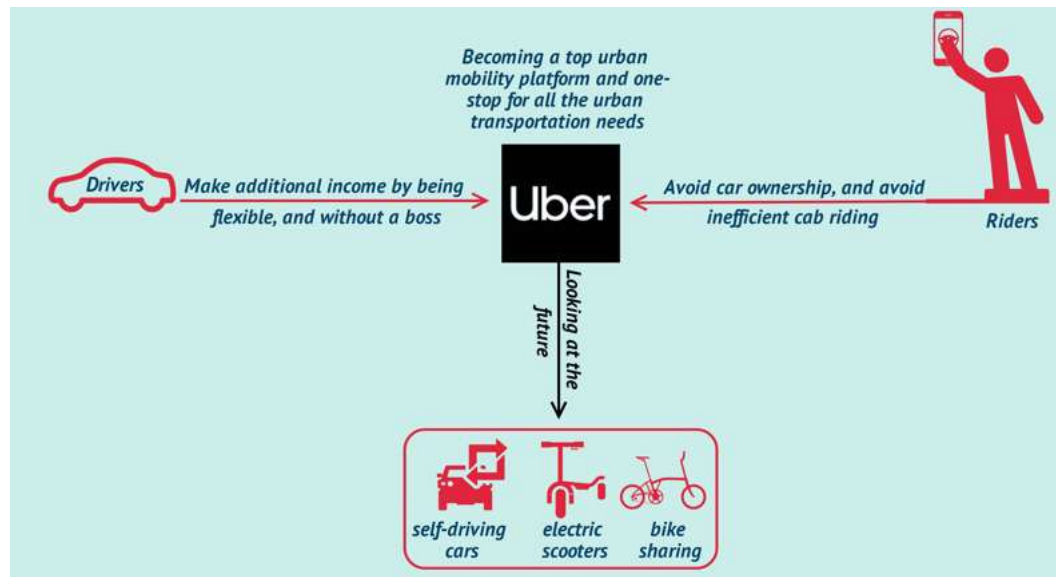


Plateforme multi-couches



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

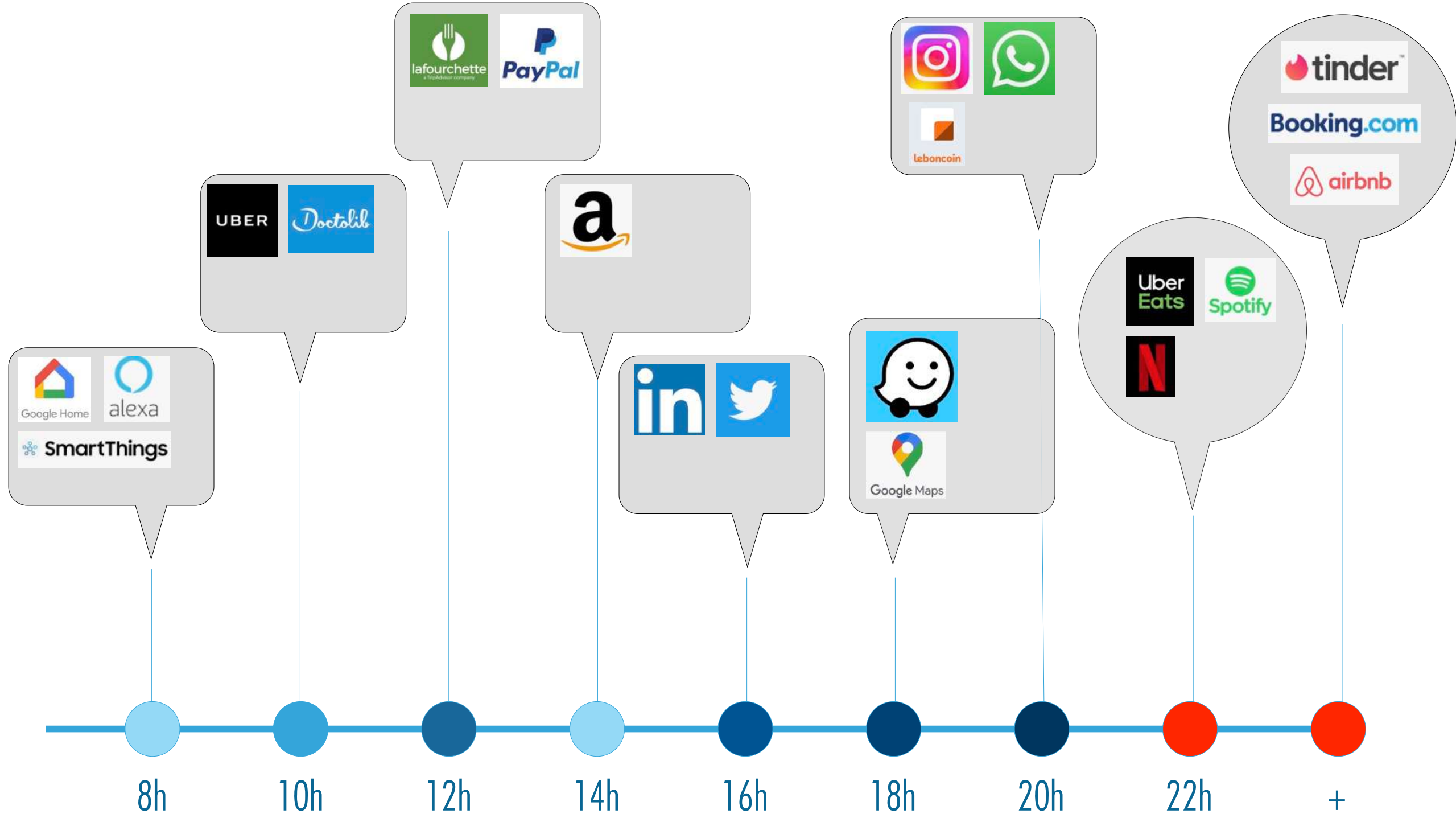
Plateforme multi-faces

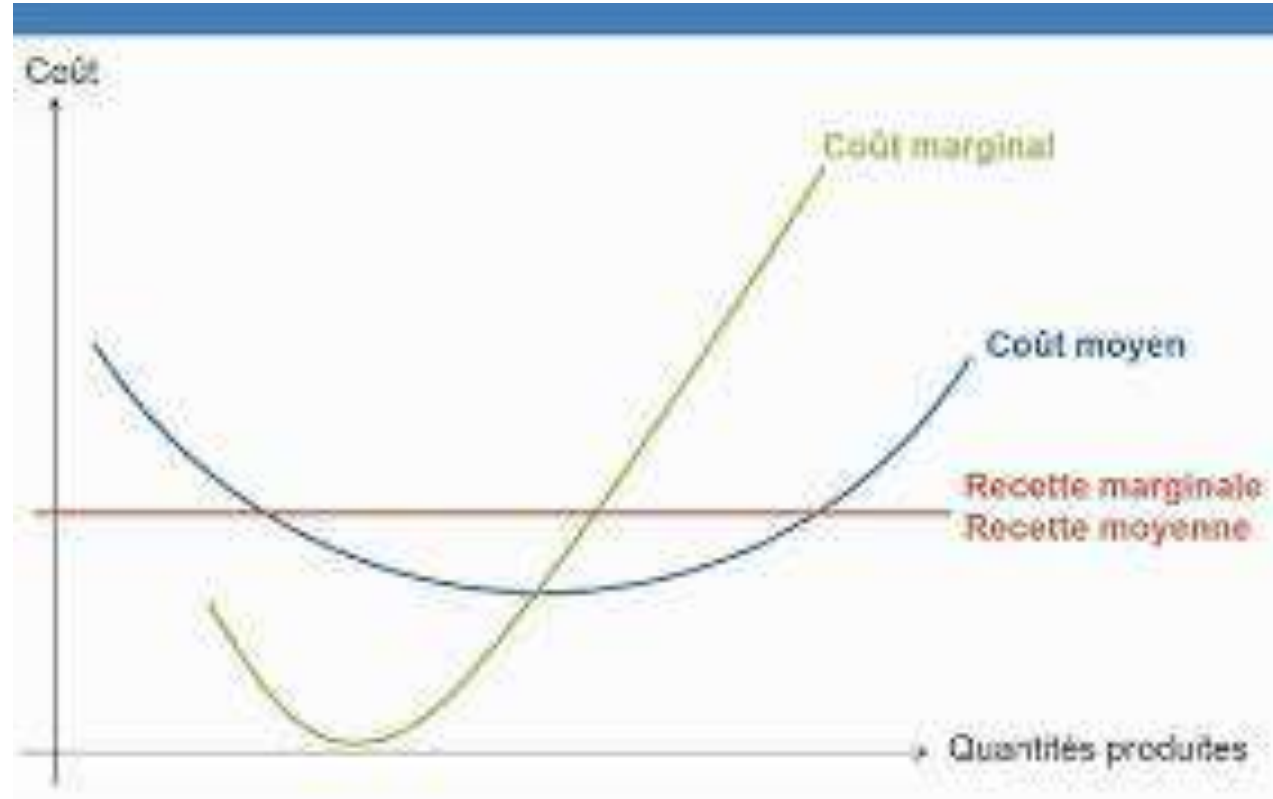
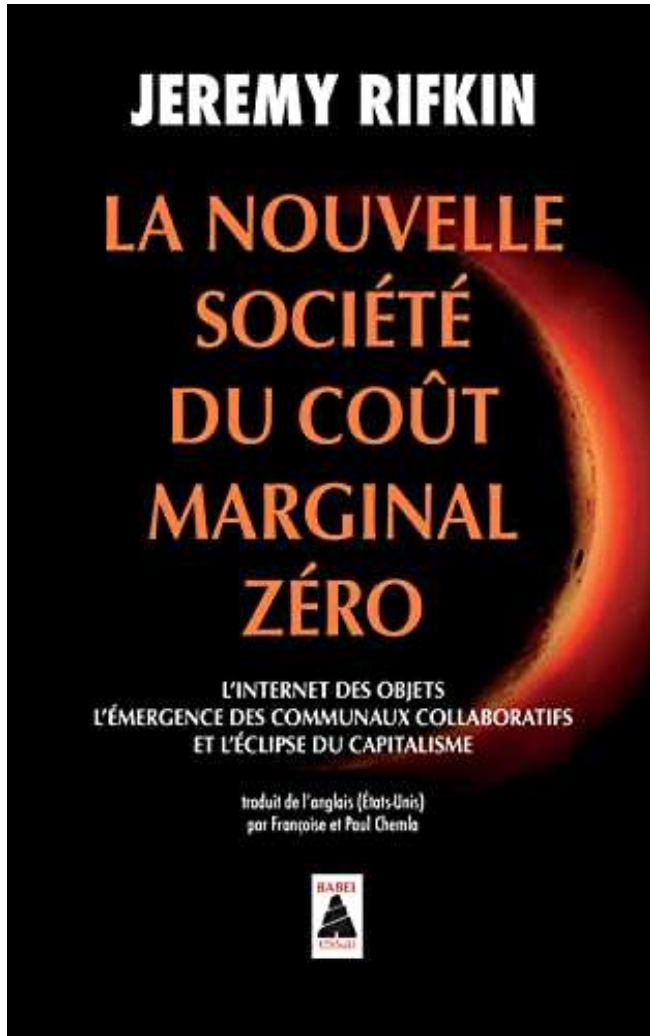


- 1/ patient
- 2/ pharmacien
- 3/ infirmier
- 4/ docteur
- 5/ labo
- 6/ instance (cpam, ameli, sécu, mutuelle)

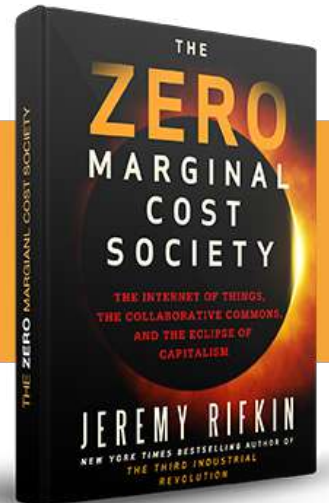








BEST SELLING AUTHOR
JEREMY RIFKIN



**soit on invite
l'écosystème sur
notre plateforme**



**soit on se retrouve sur
une plateforme tiers**

SITL
SALON INTERNATIONAL DU TRANSPORT ET DE LA LOGISTIQUE
1-3 AVRIL 2025

IAA
TRANSPORTATION

IAA TRANSPORTATION

Highlights 2024



ESG

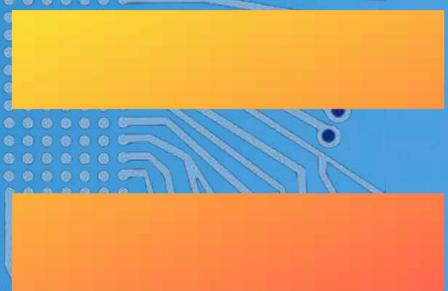
The letters 'ESG' are rendered in a large, bold, sans-serif font. The 'E' is yellow, while the 'S' and 'G' are orange. The background is a solid blue sky. On the left, a white circuit board pattern is visible. Several white contrails from an airplane streak across the sky from the top right towards the bottom right. In the bottom right corner, a small white commercial airplane is shown in flight.

RSE - durabilité - empreinte CO2

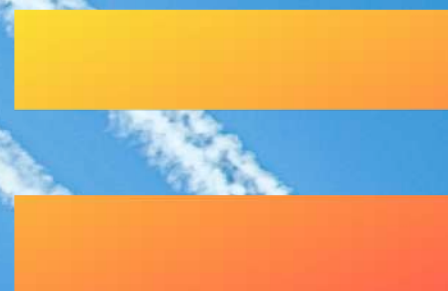




Monde Numérique et Digital



Total
Aviation



Total
Maritime

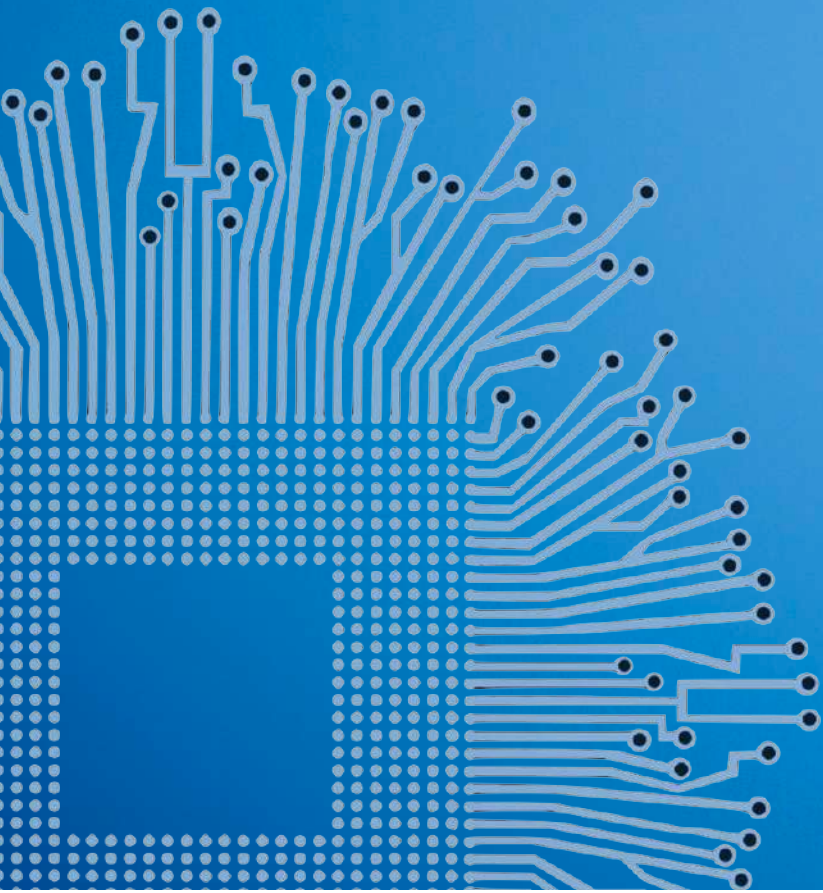


Monde Numérique et Digital



Total Aviation = Total Maritime

3

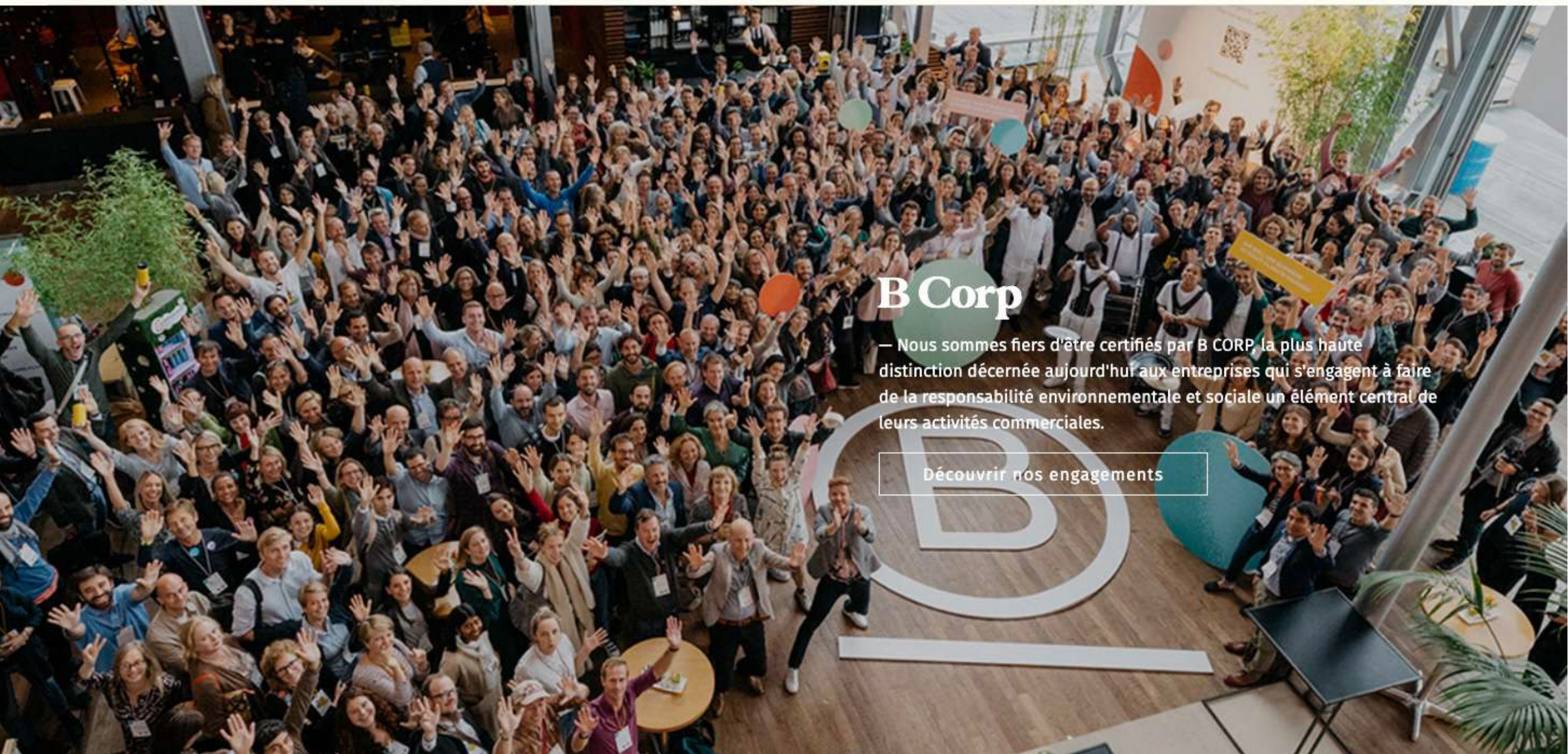






OBJECTIFS DE DÉVELOPPEMENT DURABLE





B Corp

— Nous sommes fiers d'être certifiés par B CORP, la plus haute distinction décernée aujourd'hui aux entreprises qui s'engagent à faire de la responsabilité environnementale et sociale un élément central de leurs activités commerciales.

Découvrir nos engagements

Build your future with a career at MindGeek

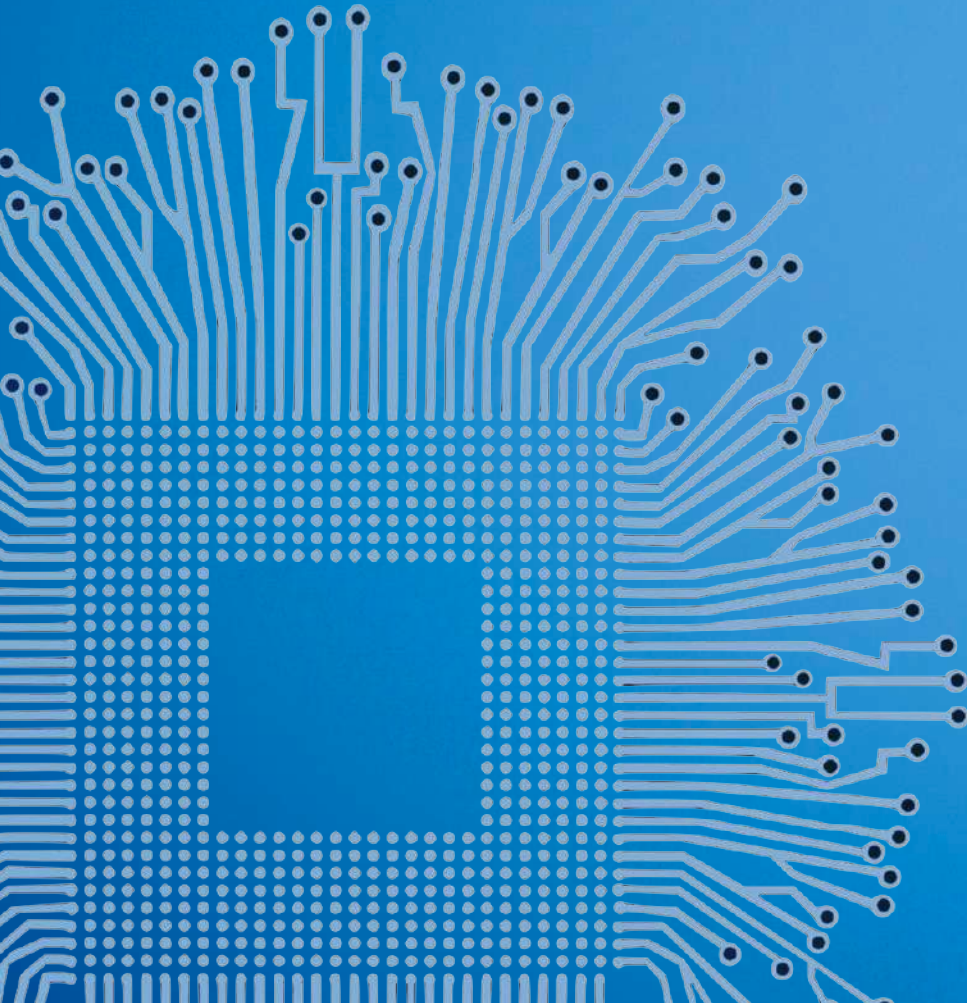
If you enjoy working in a fast paced environment and collaborating side by side with the industry's best talent, then we'd like to meet you.

[Apply Now](#)

Étude ShiftProject de Janco

VIDEO

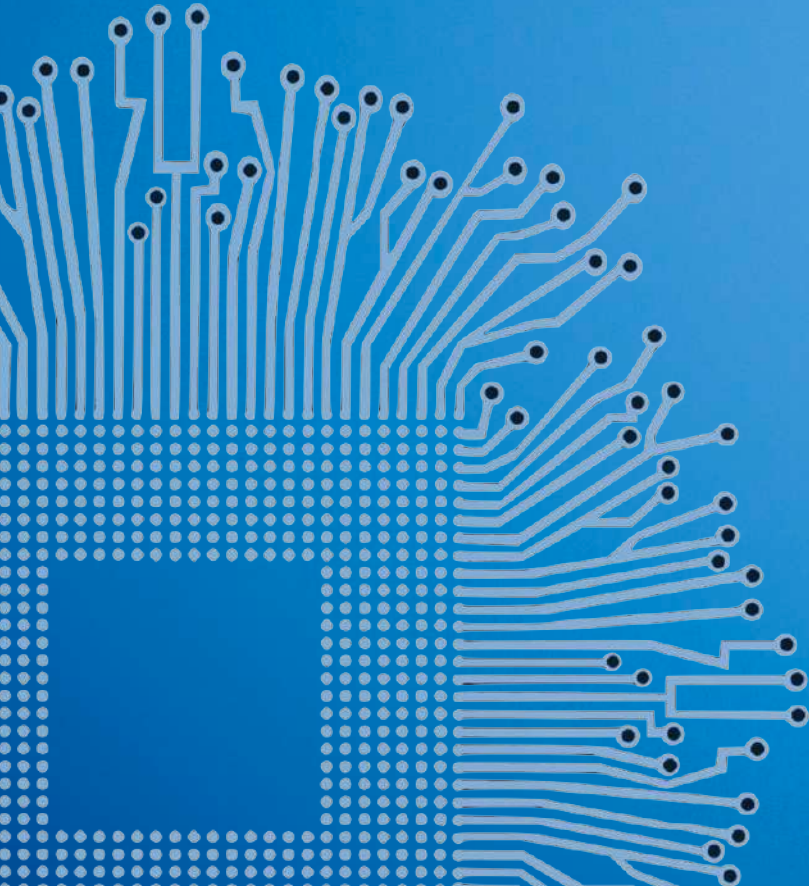
1/



Monde Numérique et Digital 2030 (device + stock + flow)



6





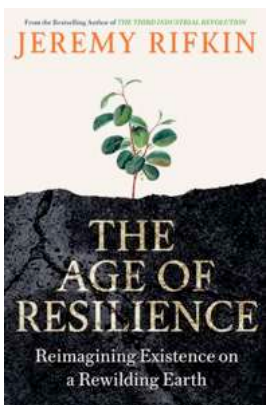


OBJECTIFS DE DÉVELOPPEMENT DURABLE



« Nous devons
apprendre à fleurir
et non plus à grandir »

Jeremy Rifkin



sharon-pittaway-unsplash

Il n'y a pas de transformation digitale
il n'y a que des preuves de changements
digitaux
numériques
cyber
technologiques
ESG CSR RSE



Atelier Workshop Use-Case

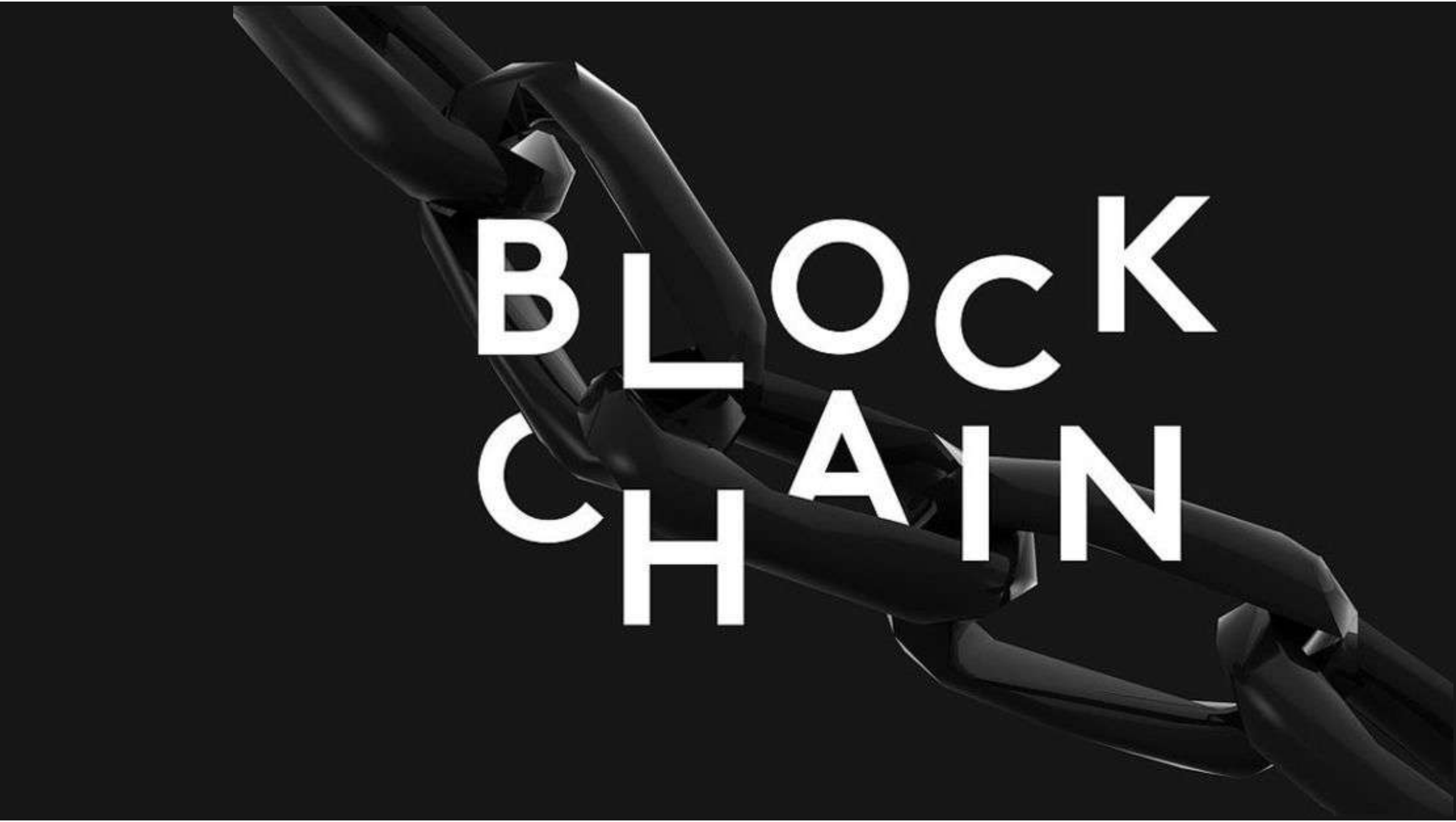


Market
potential

Qui disrrupte
les
BATXBBDH?

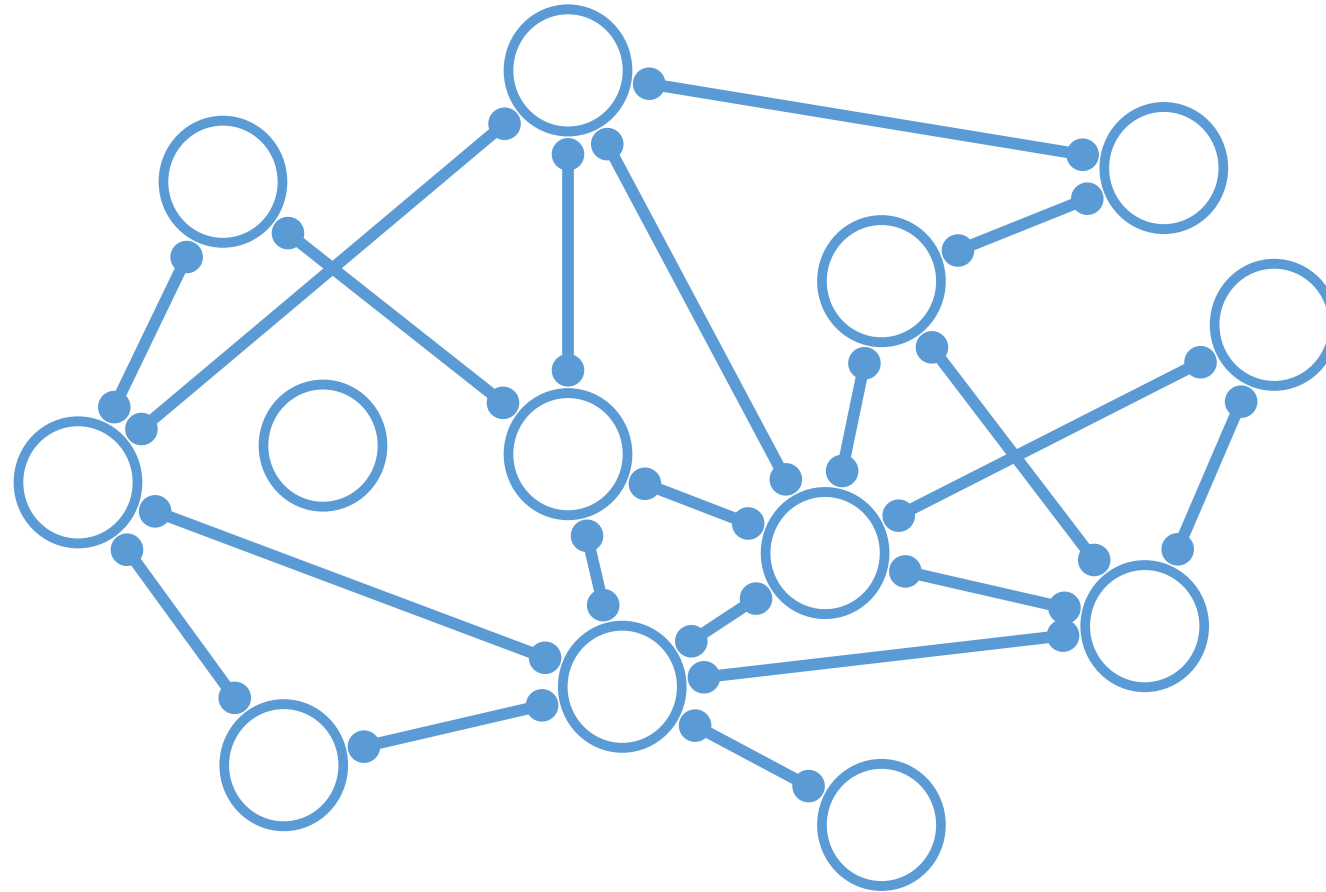
#OLDWORLD



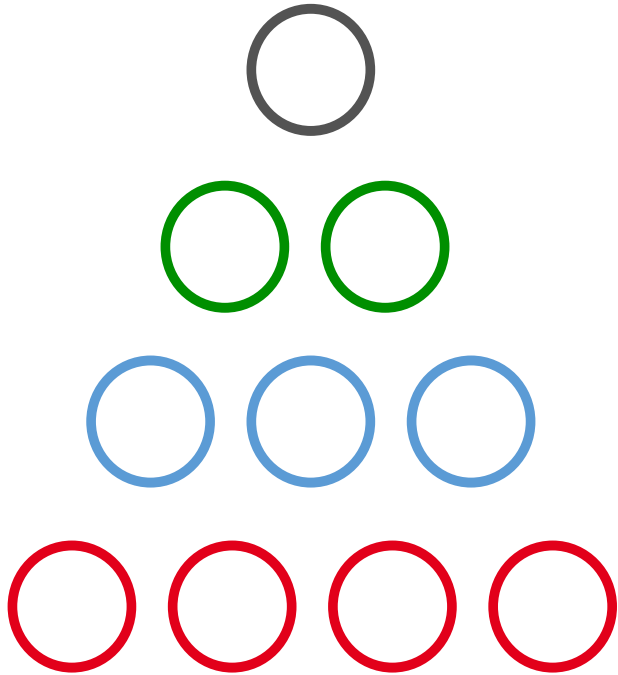


BLOCK CHAIN

DeFi : decentralized finance

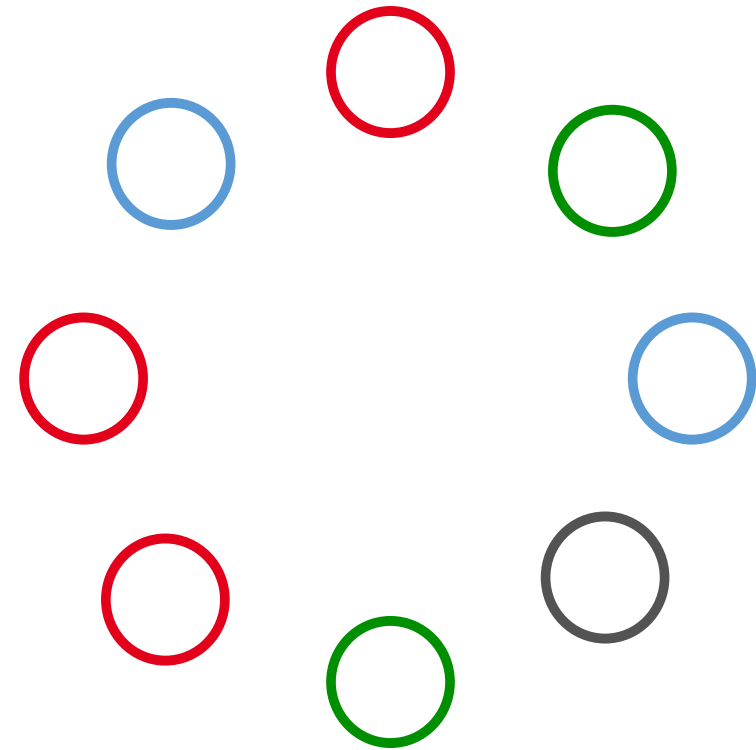


DAO: decentralized autonomous organization



Top-Down

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



Holacracy

new / Zappos / fast / risky / direct / Robertson





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



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



FRENCH TECH NEXT 40



FRENCH TECH 120



DNMB



“

Il n'y a pas de digital,
il n'y a que des
preuves de digital

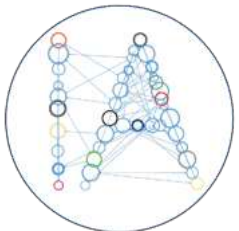
”



News Feed Tech



hubert kratiroff



小鹏汇天

XPENG AEROHT

*Air module remains stationary
as the ground module moves forward,
releasing the air module*

Freedom to Fly



News / Transportation

New AI tech in Amazon vans spotlights packages to save drivers effort and time

Amazon to deploy 1,000 electric delivery vans with Vision-Assisted Package Retrieval by early 2025.



Written by [Ivy Levine](#)

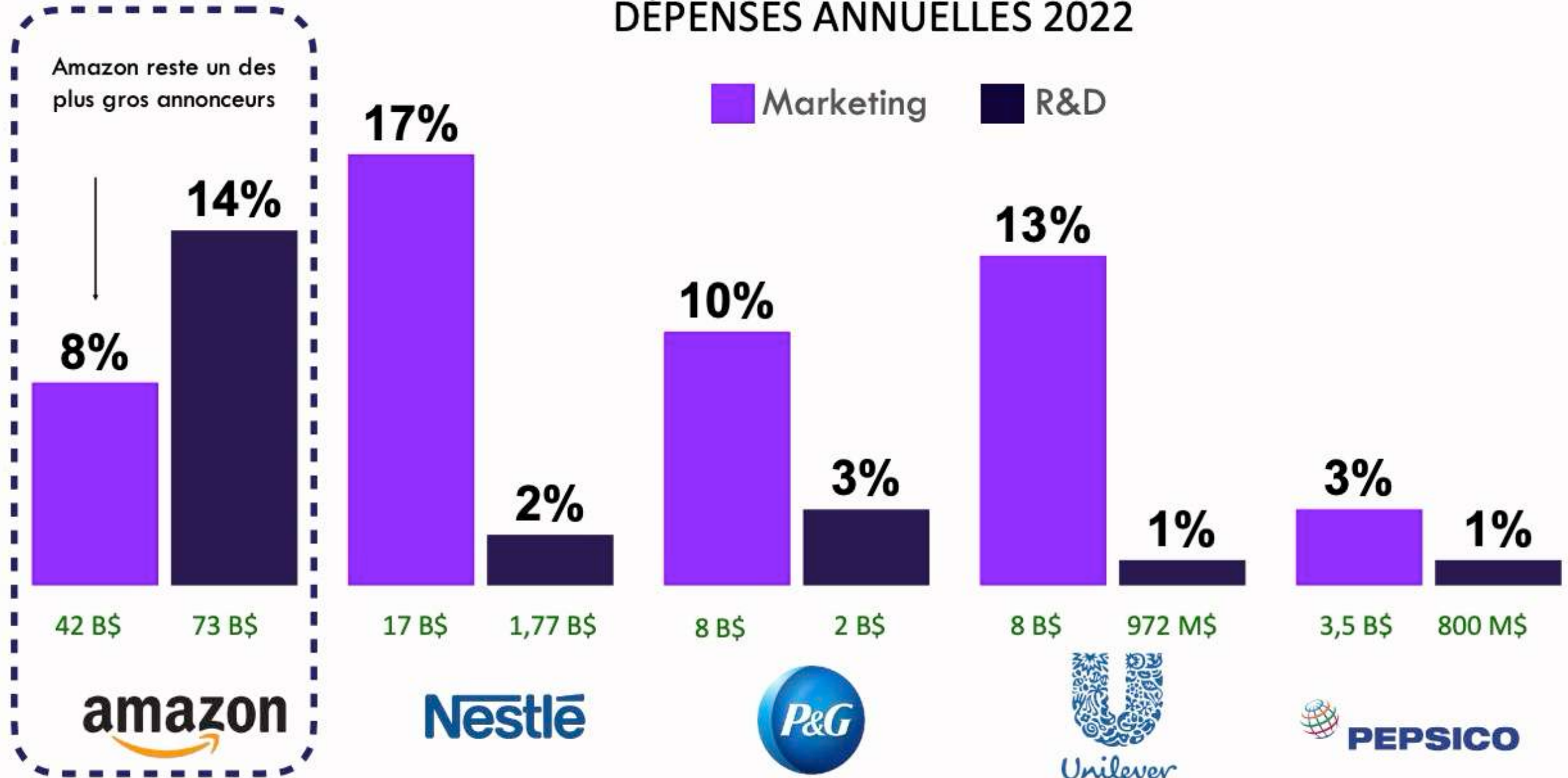
Last updated: October 9, 2024

2 min read

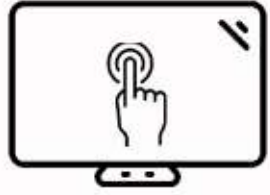
L'INNOVATION AUSSI IMPORTANTE QUE LE MARKETING

DÉPENSES ANNUELLES 2022

Marketing R&D



DIGITALISATION DES POINTS DE VENTE : DE NOMBREUSES POSSIBILITÉS,



Écrans
interactifs



Tablettes
interactives



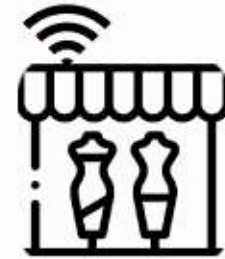
QR code à
scanner sur
téléphone
portable



Technologie NFC
& RFID



Miroir
connecté



Vitrines connectées



LiFi



Étagères
connectées



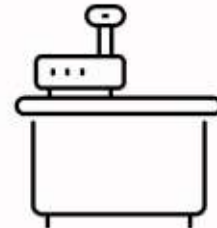
Caméra
d'inventaire



Distributeurs
automatiques



Chariot
connecté



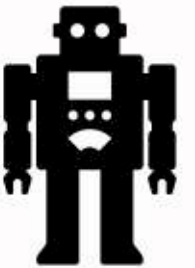
Check-out
autonome



Paiement via
mobile/app



Réalité
augmentée
en magasin



Robots

Cargo Cult

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

Cargo cult

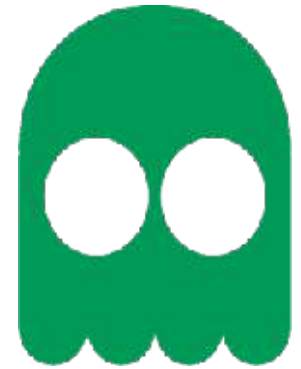
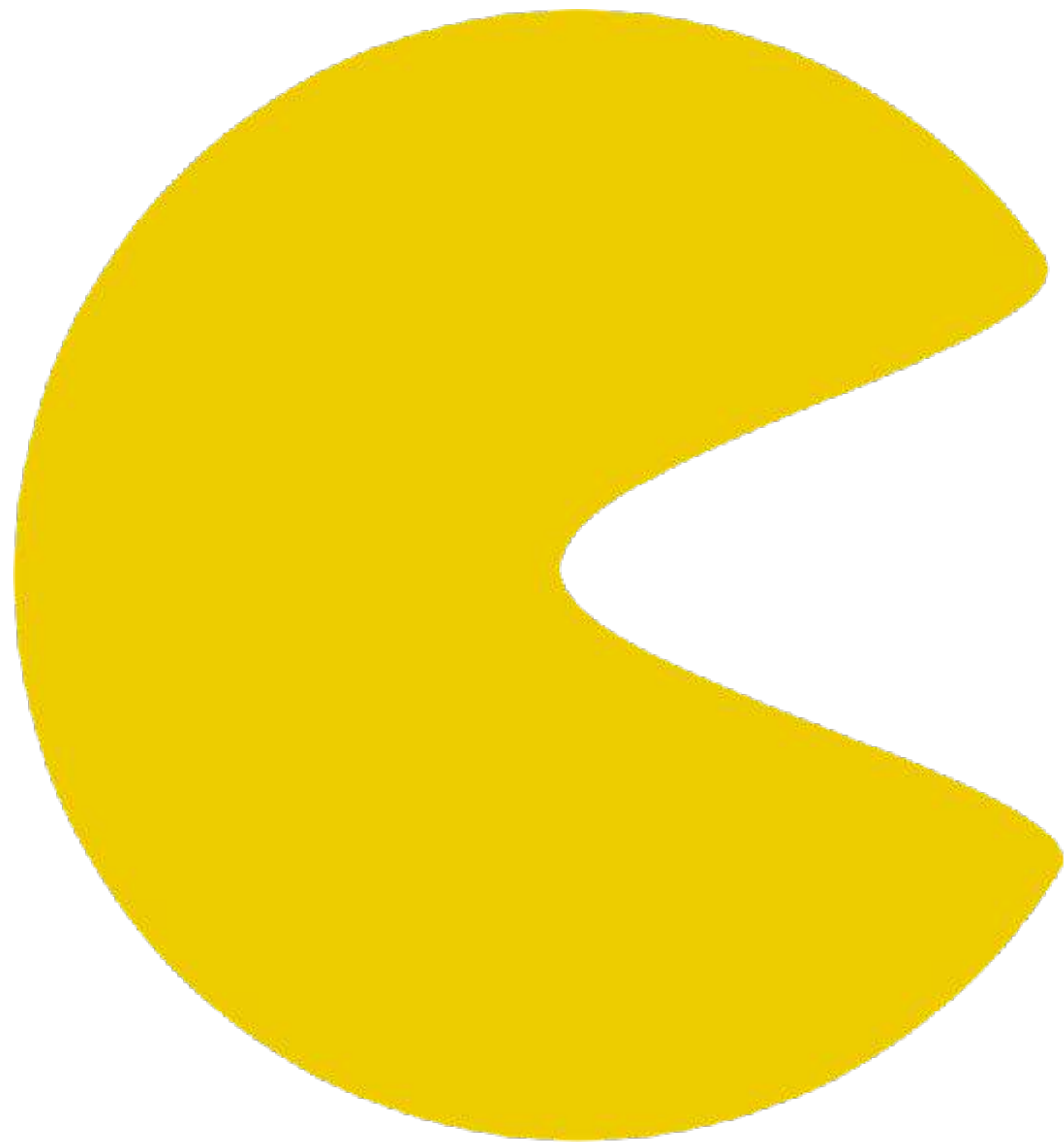
From Wikipedia, the free encyclopedia

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



CULTURE EATS STRATEGY FOR BREAKFAST



Peter Drucker