Enabling IoT business applications: Start up ecosystems and their role in trade facilitation
The New World Order
Dynamic Society, Dynamic markets
How can we enable trade?

- Dynamic markets BUT
  - A more challenging competitive environment
  - Balance speed and UX with security considerations
- Greater technological opportunities that can fuel innovation BUT
  - Delivery of short-term targets
  - Legacy systems
  - Culture
  - Cost of failure
- More access to data than ever before BUT
30,000 sensors, 1% of data used
Disruption as usual
8 (Key) Drivers of disruption

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Disruption is powered by Technology...
IOT: The interconnection of devices embedded in everyday objects, enabling them to send, receive and act on data
Why IoT Matters

A few facts...

- **77%** of firms expect the volume of cross-border trade in increase over the next year
- **$178 bn** IoT spend in 2016
- **77%** of business leaders say that IoT is ‘just beginning’, and will transform business as we know it
- **88%** report a return on financial investment

Sources: HSBC, IDC, Hewlett Packard Enterprise,
Cross-industry Transformation

Tech shift: internet of things development
Economic impact by area in 2025, high end of annual estimates ($tn)

- Industrial*
- Cities
- Personal health
- Driving**
- Retail
- Homes
- Offices

* Includes factories and work sites  ** Includes autonomous vehicles, navigation and reduced insurance

Source: McKinsey
...but delivered by people and organisations
Start-ups as sources of groundbreaking technology
Source: Global Trade Index 2016 WEF,
Start-ups as agents of trade
Investment, partnerships, long-term collaborations
Some IoT ecosystems
AIOTI

ALLIANCE FOR INTERNET OF THINGS INNOVATION

Support
From nurturing raw experimentation to enabling market deployment at scale, our role is to support you.

Connect
Bringing key players together, both online and off, for events, workshops and informed dialogue.

Sense
Mapping and evaluating global IoT innovation. We make actionable business insight and market data available to all our members.

Lead
We actively lead on convergence and interoperability of IoT standards.
Building IoT startups ecosystems to boost trade
Our Partners

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Partner, Procure, Promote
5 reasons why trade will not be start-up enabled

EXHIBIT 2 | Barriers to Contracting with the Government

Respondents (%)

- Lengthy sales cycles: 25% pre-revenue, 21% $10 million in revenue or less, 14% more than $10 million in revenue
- Complex processes and significant effort: 17% pre-revenue, 17% $10 million in revenue or less, 19% more than $10 million in revenue
- Negative government experiences: 12% pre-revenue, 7% $10 million in revenue or less, 8% more than $10 million in revenue
- No clear agency contacts: 10% pre-revenue, 7% $10 million in revenue or less, 7% more than $10 million in revenue
- Discomfort with a prime contractor: 7% pre-revenue, 7% $10 million in revenue or less, 9% more than $10 million in revenue

Note: Fifty-six startups answered the survey question, “What are the top barriers to contracting with the government?”
Prime contractors often employ startups on government contracts.