

Innovation for Entrepreneur

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Case Study

888147 - Innovation for Entrepreneur

assignment #1

- groups (4 students)
- company
- case study
- every Friday – helpful lessons

let's look at the assignment first

[assignment1.pdf](#)

assignment #1

details: <https://www.alps.academy/digital-innovation/>

assignment #1

- Basic company description (the business model), company background, competition and competitive advantage
 - Discovery (e.g. origins)
 - Development
 - Diffusion (e.g. growth)
 - Impact (e.g. social, economic, environmental)

Examples (Alibaba, Spotify)
will be covered in a future lesson

learn from the past

<https://www.youtube.com/watch?v=coln8DopwY0>

Dutch East India Company

- Basic company description (the business model), company background, competition and competitive advantage
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Dutch East India Company

Discovery (e.g. origins)

- a powerful trading company from the Netherlands, started in 1602
- Europeans were seeking new trade routes and opportunities in Asia
- traded goods like spices and flowers between Europe and Asia
- other associated trades (e.g. shipbuilding, army)

Dutch East India Company

Development

- developed a vast network of trading ports, markets, and colonies across Asia, Africa, and the Indian Ocean
- new financial mechanisms such as the issuance of bonds and shares to raise capital

Dutch East India Company

Diffusion (growth)

- the trade networks facilitated the diffusion of goods, knowledge, and culture between Europe and Asia.
- the extensive trade routes connected various parts of the world, spreading goods like spices and technologies
- the business finances like joint-stock ownership and centralized corporate governance, influenced future business practices

Dutch East India Company

Impact (e.g. social, economic, environmental)

- immense wealth and economic power for the Netherlands, called the Dutch Golden Age
- established several colonies influencing local economies, politics, and societies
- a lasting legacy that shaped modern business practices
- facilitated cultural exchanges between Europe and Asia
- advancements in science, navigation, and military tactics

ideas

Ideas

Case studies

- technology
 - entertainment
 - transportation
 - healthcare
 - finance
-
- International / famous / you use / local (Asia)
 - you choose!

Ideas

Last year examples

- sustainability

technology

Tencent

- diverse portfolio of products and services,
- including WeChat, Tencent Games (e.g., Honor of Kings), and Tencent Video,
- exemplify how an Asian technology company can innovate across multiple sectors
- and leverage ecosystem integration to drive growth and market dominance.

Alibaba

- e-commerce platform to a digital ecosystem
- e-commerce, cloud computing, digital payments (Alipay), and logistics (Cainiao)
- showcases the power of platform-based business models,
- innovation in online retail, and
- the integration of technology into various aspects of daily life.

next week

Huawei

- Huawei's rise as a global technology company,
- particularly in the smartphone industry,
- its innovations in telecommunications,
- and its challenges in the global market due to geopolitical tensions
- offer valuable insights into
- technological innovation, international competition, and business strategy.

Others

- **Apple's** innovation - iPhone to the App Store ecosystem, design, user experience, and ecosystem integration - disruptive innovation with the iPhone revolutionizing the smartphone industry.
- **Amazon** from an online bookstore to a global e-commerce giant , innovation in logistics, cloud computing (Amazon Web Services), and customer experience (Amazon Prime) - disruptive innovation and creative destruction.
- **Google** dominance in search engines, online advertising, self-driving cars, AI research - transformative impact

entertainment

Spotify soon

TikTok

- short-form video platform
- innovative algorithm-driven content recommendation system
- user-generated content
- viral marketing
- shaping the future of entertainment consumption

WeTV

- Tencent Video's expansion
- original content production, streaming services, and collaborations with international partners
- evolution of online video streaming platforms
- impact on traditional media

Bilibili

- leading online entertainment platform in China,
- catering to youth culture
- animation, gaming, and user-generated content,
- how digital platforms can serve niche communities and drive cultural trends

Others

- **Netflix** streaming platform, original content strategy, use of data analytics for personalized recommendations, disruptive innovation and creative destruction
- **Disney** streaming with Disney+ , acquisition of franchises like Marvel and Star Wars, adapt and innovate.
- **Garena** - tech company in Singapore has gaming platform and titles like Free Fire, shows innovation and compete globally in gaming

transportation

transportation

Tesla

- innovations in electric vehicles, battery technology, and autonomous
- reshaped the automotive industry and
- challenged traditional players
- disruptive innovation.

Uber

- ride-sharing platform and
- expansion into food delivery
- business models can transform traditional markets and consumer behaviors

transportation

Waymo

- advancements in autonomous vehicle technology
- partnerships with ride-hailing companies
- challenges and opportunities of innovation

Grab

- ride-hailing service to super-app
- including food delivery, digital payments (GrabPay), and financial services
- driving innovation and digital transformation

transportation

Didi Chuxing

- ride-hailing market in China,
- innovations in technology, bike-sharing and autonomous driving research
- reshape transportation and address mobility challenges

Gojek

- ride-hailing, food delivery, and digital payments,
- social impact and financial inclusion
- entrepreneurship, innovation, and social responsibility

health care

healthcare

- **23andMe** direct-to-consumer genetic testing services, personalized medicine and consumer health awareness -genetic technology and data analytics can transform healthcare.
- **Fitbit** pioneering role in wearable fitness trackers, health data with lifestyle recommendations, preventive healthcare and consumer engagement in wellness.
- **TeleDoc** telemedicine platform and virtual healthcare services, access to healthcare, reduce costs, and enhance patient outcomes through remote consultations and digital health solutions

healthcare

- **Ping An Good Doctor** digital health platform in China, online consultations, prescription services, and health management tools, preventive care
- **Alibaba Health** digital healthcare, including online pharmacies, health data platforms, and telemedicine services, innovate in healthcare delivery and improve patient outcomes.
- **WeDoctor** combining online consultations, appointment booking, prescription delivery, and health insurance services, enhance patient experiences, optimize healthcare workflows

finance

finance

KBank

- investments in technology, digital banking platforms, and partnerships with fintech startups,
- innovate and digital disruption,
- strategic adaptation and customer-centric innovation

WeChat Pay

- dominance in mobile payments in China,
- convergence of social media, e-commerce, and financial services,
- how people interact with money

finance

Ant Group *formerly Ant Financial*

- digital financial services ecosystem,
- including Alipay and Ant Fortune,
- mobile payments, digital banking, and inclusive finance,
- fintech innovation and the future of banking

Square

- mobile payments, point-of-sale systems, disrupt traditional banking and payment

Robinhood

- commission-free trading platform, challenging traditional brokerage

Ripple

- blockchain-based payment solutions, revolutionize the global financial system.



Thank you!
any questions?