

Plattformen, Disruption & The People Formerly Known As The Audience

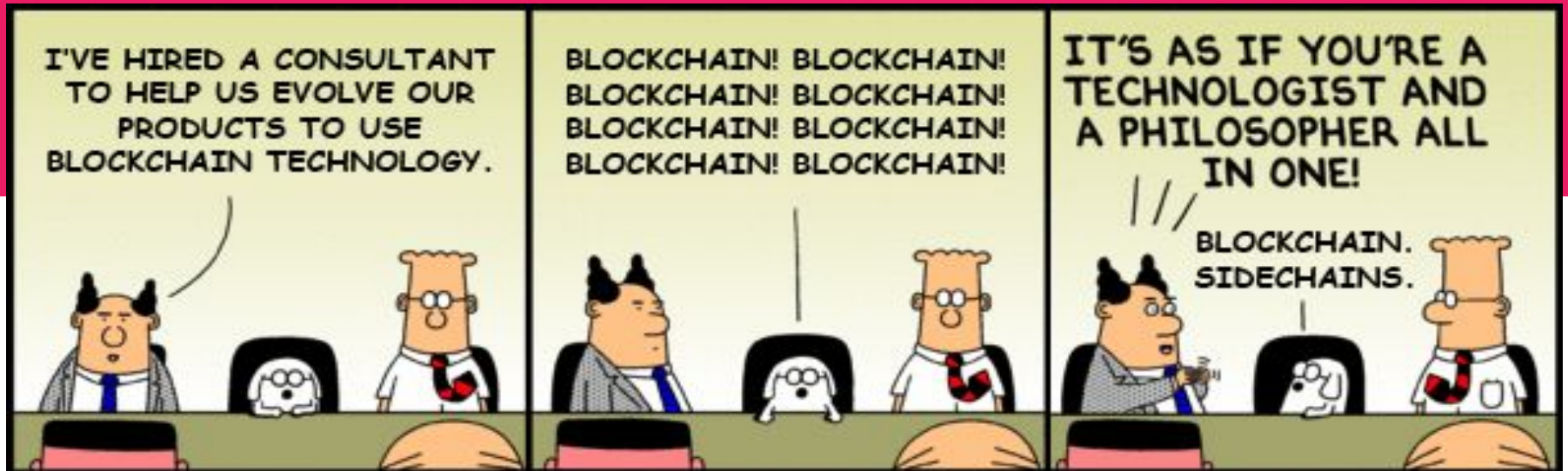
- Digitalisierung verstehen - von A wie Agile bis Z wie Zwischenhändler

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Kirsten Hasberg ■ BlockchainHub Berlin ■ Aalborg University ■ IT University of Copenhagen ■
@energydemocracy

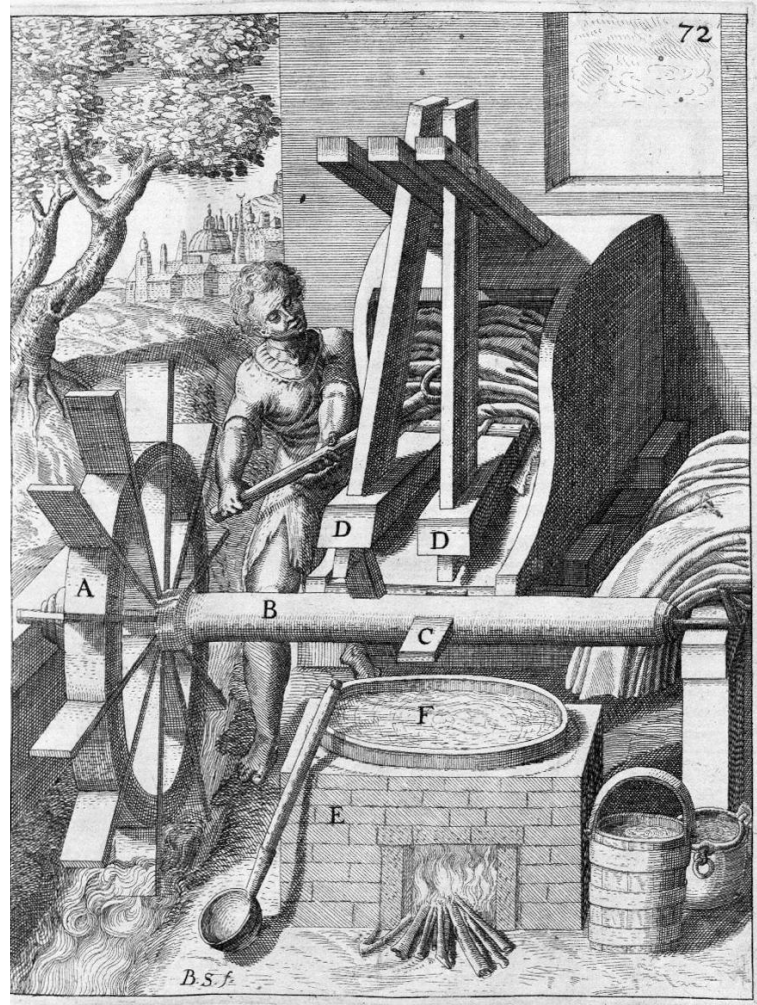
Handelsblatt Digitalisierung der Energiewirtschaft, Berlin, 9. Mai 2017

Über mich



Industrielle
Revolutionen
zählen...

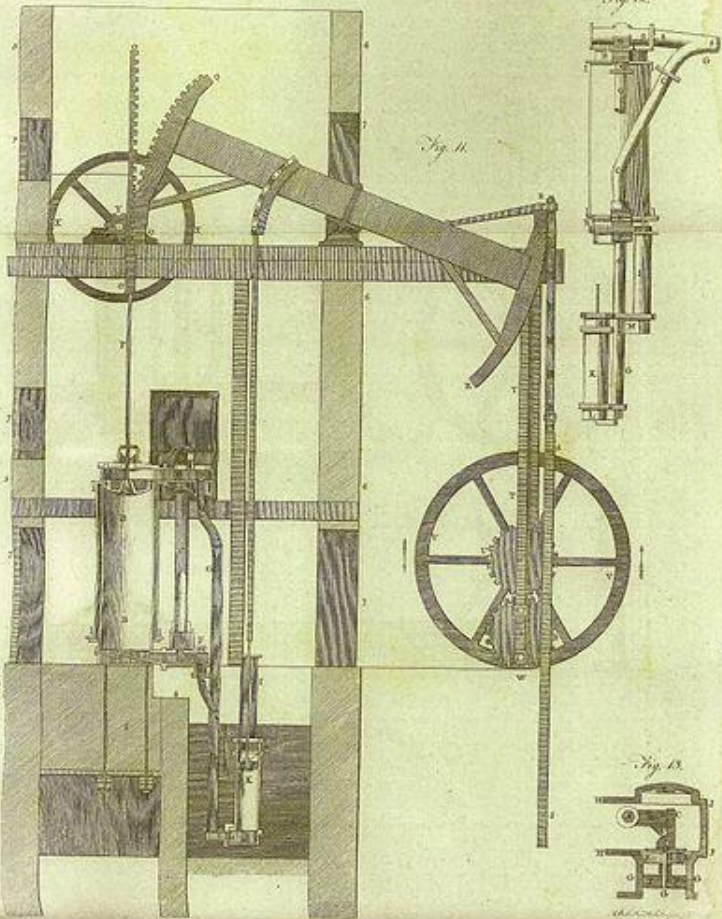




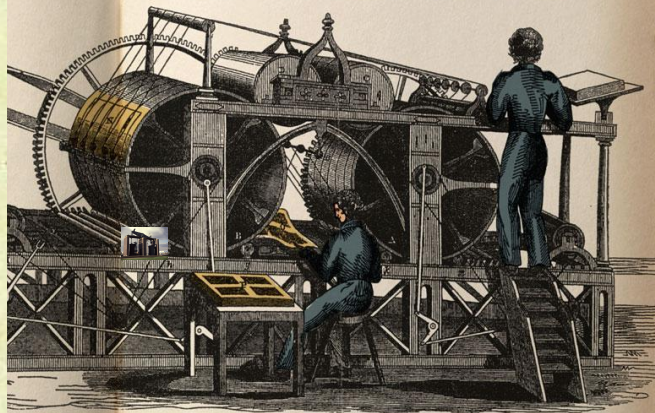
Watts
STEAM ENGINE.

Plate CCCCLXXIX.

Fig. 12.



STEAM-POWERED KNOWLEDGE

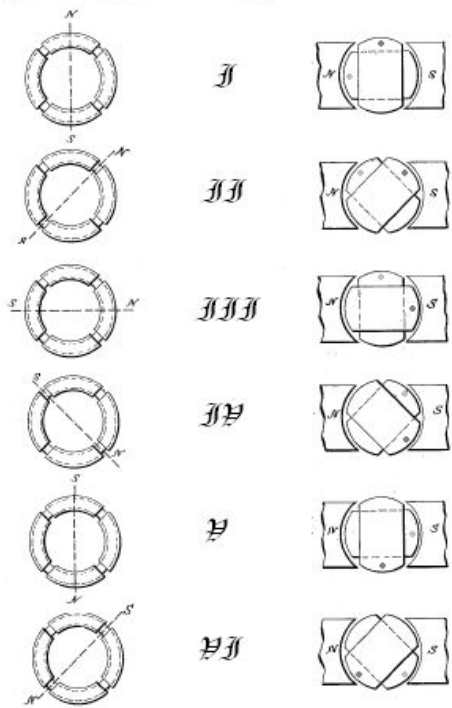
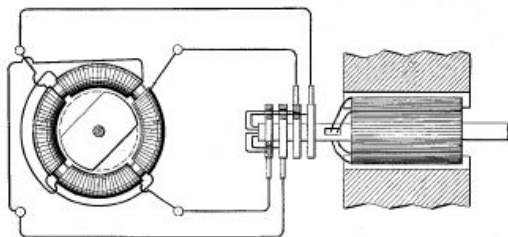


**WILLIAM CHAMBERS AND
THE BUSINESS OF PUBLISHING,
1820-1860**



AILEEN FYFE

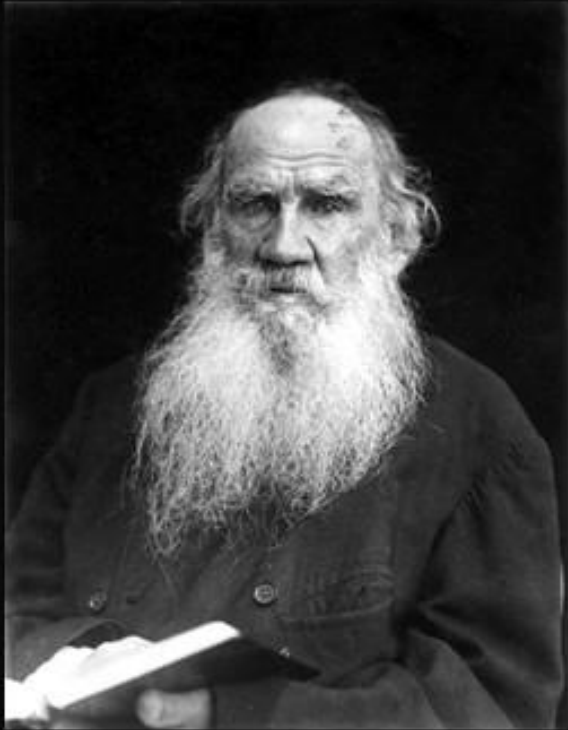
Nikola Tesla
ELECTRO MAGNETIC MOTOR.
No. 381,968





REVOLUTION





Alle glücklichen Familien gleichen einander.
Jede unglückliche Familie ist auf ihre eigene Art
unglücklich.

(Leo Tolstoi)

ZERO TO ONE

NOTES ON STARTUPS,
OR
HOW TO BUILD THE FUTURE

PETER THIEL
WITH BLAKE MASTERS

“All failed companies are the same. They failed to escape competition”

Skalierbarkeit

Finde eine Nische
und dominiere
sie... und skaliere
dann

*"First-scaler advantage beats
first-mover advantage"*

*Reid Hoffman, co-founder of
LinkedIn*

— — —

Agilität durch Lean Startup Prinzipien (Steve Blank):

- There are no facts inside your building – so get out of there
- Startups are NOT smaller versions of large companies
- (Therefore), Business *Plans* are a waste of time at best

THE STARTUP OWNER'S MANUAL

The Step-by-Step Guide for
Building a Great Company



Steve Blank and Bob Dorf

Fail fast
(and learn)



Fuckup
N I G H T S

campus

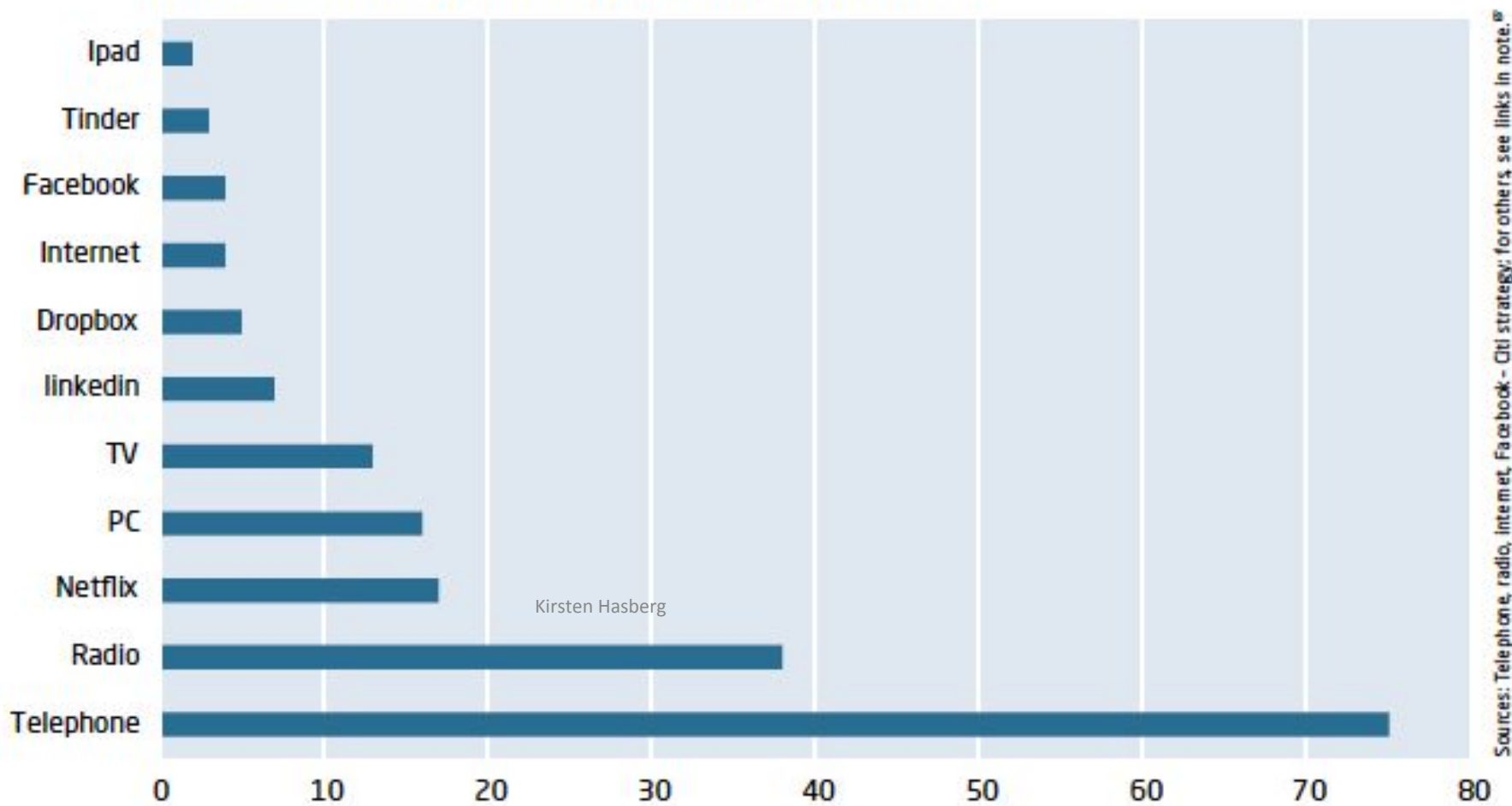
JEREMY RIFKIN

**DIE DRITTE INDUSTRIELLE
REVOLUTION**

*Die Zukunft der Wirtschaft nach
dem Atomzeitalter*

"Heute ermöglicht die Kommunikation/Energie-Matrix der dritten industriellen Revolution es dem Konsumenten, selbst zum Produzenten zu werden. (...) Und wenn es ein Thema gibt, das dem sich abzeichnenden kulturellen Narrativ zugrunde liegt, dann ist es die 'Demokratisierung von allem'."

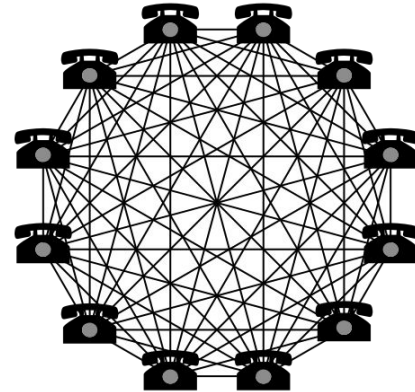
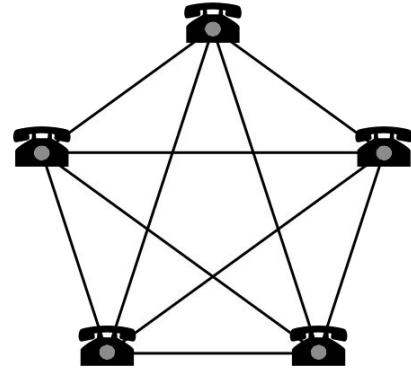
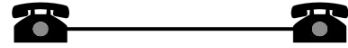
Figure 2.2. Years needed to reach 50 million users

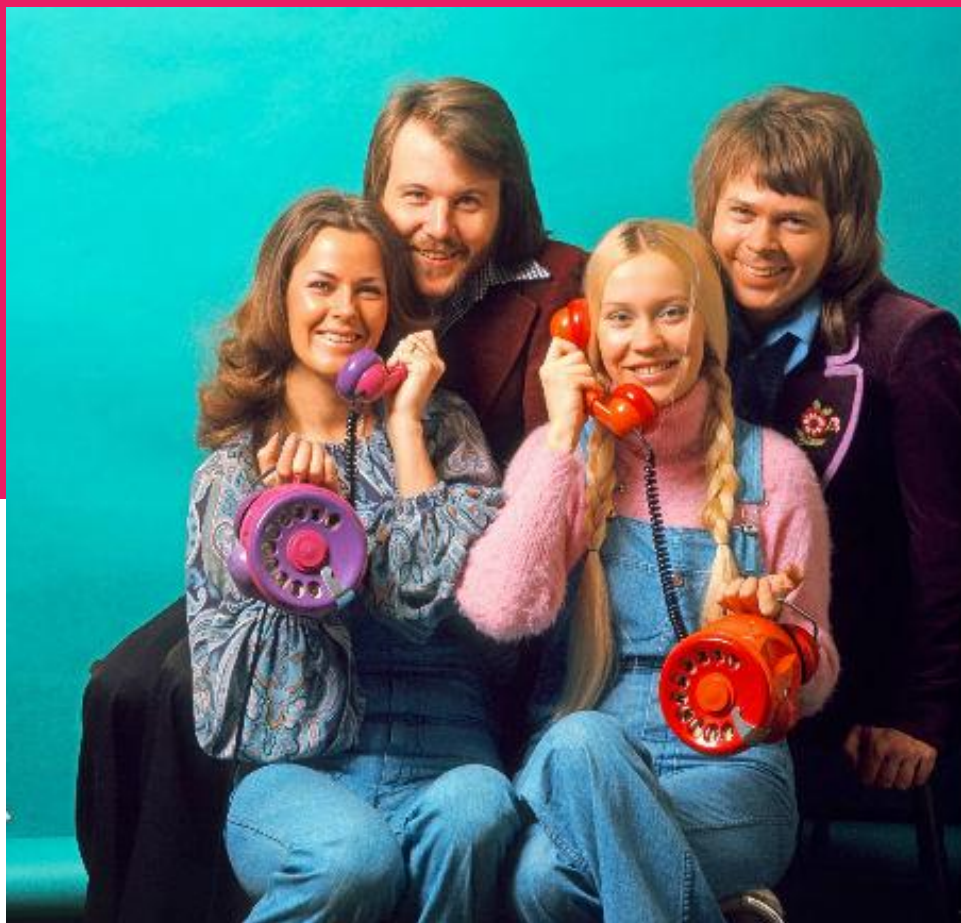


Warum ist Skalierung so wichtig?



Netzwerkeffekte





Die Blütezeit der Zwischenhändler:

Durch Netzwerkeffekte entstehen
Platform-Geschäftsmodelle...

Quelle: Tom Goodwin, Havas Media,
3.3.2015, "The Battle Is For The Customer
Interface"

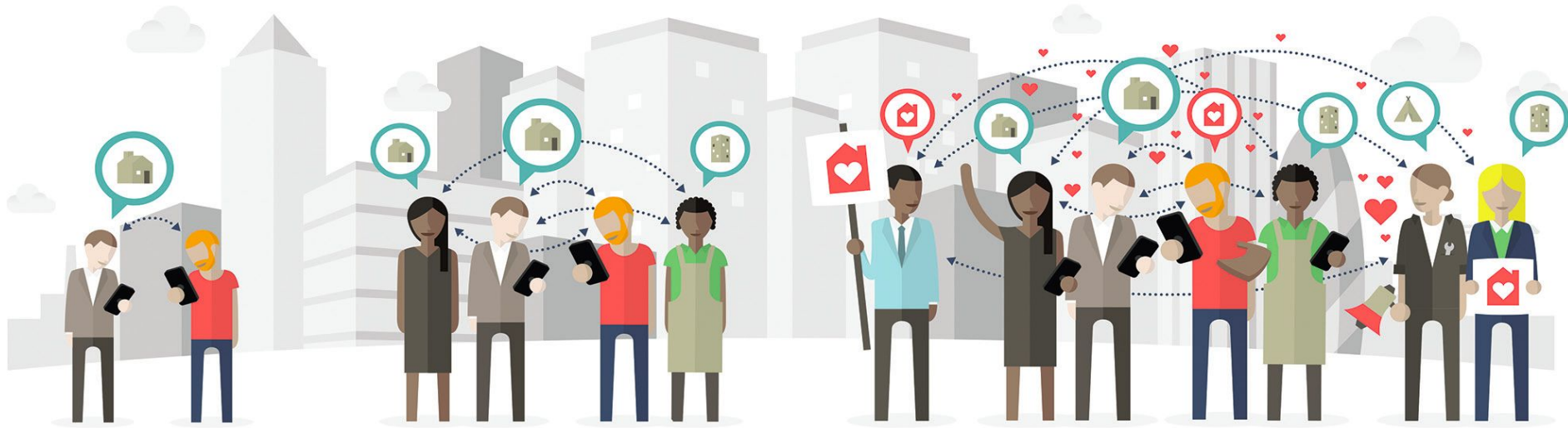
"Uber ist das größte Taxiunternehmen der Welt, und es besitzt keine Fahrzeuge. Facebook ist das populärste Medienunternehmen der Welt, und es erzeugt keine eigenen Inhalte. Alibaba ist das wertvollste Handelsunternehmen der Welt, und es verzichtet auf ein eigenes Lager. Und Airbnb, der größte Anbieter von Übernachtungen der Welt, besitzt keine Immobilien."

— — —

... und die 'Sharing Economy'

NETWORKED MONOPOLIES

THE PROCESS OF CROWDSOURCING MONOPOLY POWER



BUDDING NETWORK EFFECT

GROWING NETWORK UTILITY

FULL-FLEDGED NETWORKED MONOPOLY

... und ihre Krise:

*"Every Uber has an
Unter"*

Trebor Scholz



Ökonomie des Teilens ohne Teilhabe

Tapscott & Tapscott:
Blockchain Revolution
(2016)

"Today's sharing economy is a nice notion (...). But these businesses have little to do with sharing. In fact, they are successful precisely because they do not share – they aggregate."

These: Peer-to-Peer
Transaktionen ohne Zwischenhändler
= **Demokratisierung der 'Sharing Economy'**

... .. zu einer
eigentlichen Ökonomie
des Gemeinwohls

Tapscott & Tapscott:
Blockchain Revolution
(2016)

"Imagine instead of the centralized company Airbnb, a distributed application – call it blockchain Airbnb or bAirbnb – essentially a cooperative owned by it's members."

A COMPARISON OF EXISTING AND EMERGENT BUSINESS MODELS



TRADITIONAL

Business model is based on resource extraction. Value is created by products or services. Consumers and workers have minimal power over technology.

PLATFORM

Not based on extraction. Value is created by users sharing content in an online network, giving them power over technology to communicate.

SHARING PLATFORM

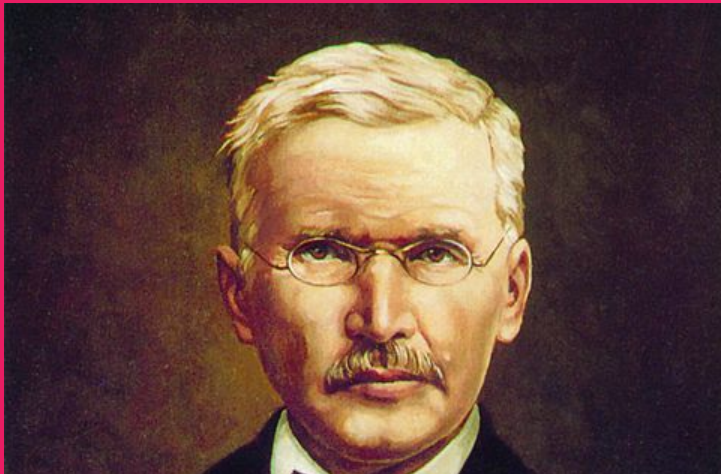
Consciously not based on resource extraction, but rather on facilitating the exchange of resource. Value is created by users - consumers and workers - sharing access to underused assets or human resource as part of an online network. An intermediary connects users and oversees activity on a platform, but users have some power over technology to change how they live and work.

CO-OPERATIVE SHARING PLATFORM

Similar to a sharing platform, but the online network is co-operative. No intermediary is needed, in some cases because of blockchain technology. Users, but particularly workers, have power over technology to change how they live and work.

Blockchain = Gemeinwohl- ökonomie 3.0

Revival von Raiffeisen?



Das Geld
des Dorfes
dem Dorfe!

Spart
bei Eurem
Darlehenskassenverein

Anwendungsfall: **StromDAO**

*eine dezentral
organisierte Gemeinschaft
zur Entwicklung neuer
Strom Produkte*



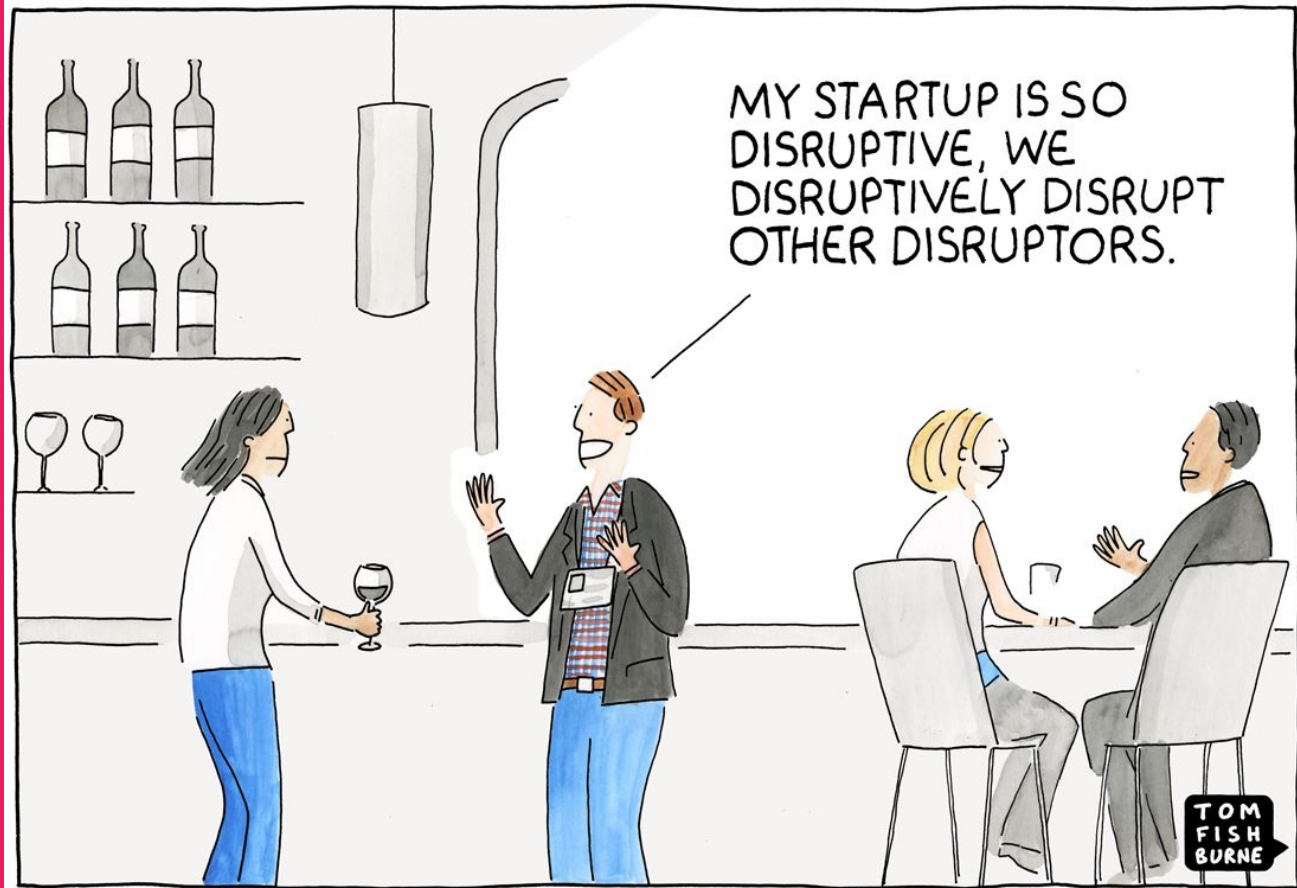
StromDAO

**DER ERSTE
STROMTARIF
DER VON
DEN KUNDEN
ERSCHAFFEN
WIRD.**



STROMDAO.DE

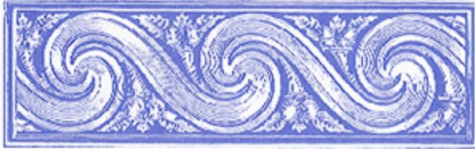
Disruption der Disruptoren?



Harvard Business Review



JANUARY-FEBRUARY 1995



JOSEPH E. BOWER
AND CLAYTON M. CHRISTENSEN

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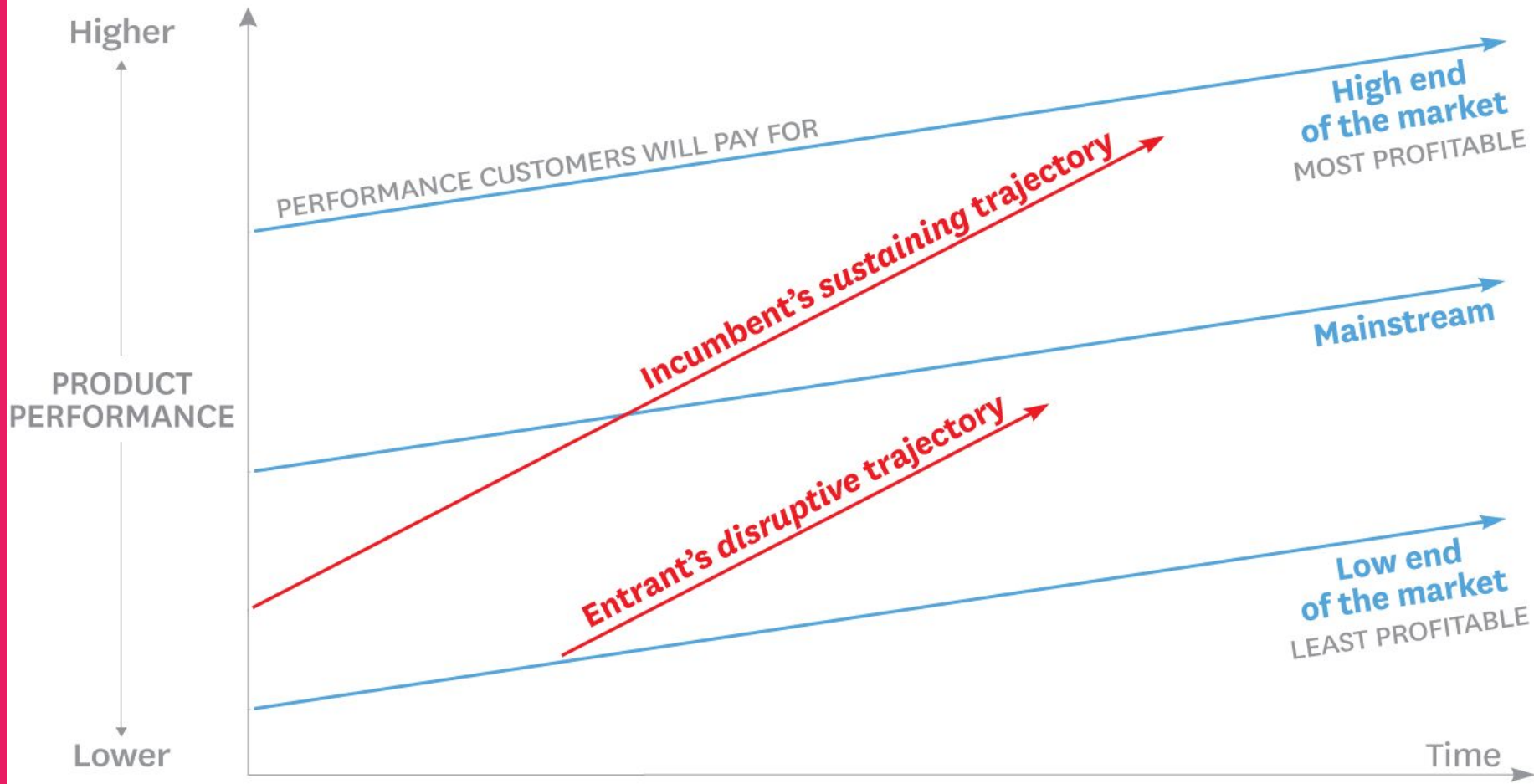
“Disruptive Innovationen sind meist am unteren Ende des Marktes und in neuen Märkten zu finden. Die neuen Märkte entstehen für die etablierten Anbieter in der Regel unerwartet und sind für diese, besonders auf Grund ihres zunächst kleinen Volumens oder Kundensegmentes, uninteressant.“

*Disruption nach Clayton Christensen (1995):
Disruptive Technologies: Catching the Wave
Quelle: Wikipedia.de*

Ihre Frage: Kann man damit Geld verdienen?



"Yeah, I see him too...But nobody wants to talk about it!"



SOURCE CLAYTON M. CHRISTENSEN, MICHAEL RAYNOR, AND RORY MCDONALD
FROM "WHAT IS DISRUPTIVE INNOVATION?" DECEMBER 2015

Demokratisierung und
dezentralisierung sind nicht nur
Phänomene der Energiewirtschaft:

The People Formerly Known As The Audience

"Such fantastic delusions ("we own the eyeballs...") were the historical products of a media system that gave its operators an exaggerated sense of their own power and mastery over others.

*You don't own the eyeballs.
You don't own the press (...).
You don't control production on the new platform, which isn't one-way.
There's a new balance of power between you and us.
The people formerly known as the audience (...) want you to know we're here. "*

- Jay Rosen, 2006, PressThink, 2006