

**A journey from idea to a  
mass produced connected business**

# **A journey from idea to a mass produced connected business**

- Tobias Söderlund, Head of Business Creation

# About WSI

A design bureau in the intersection between physical and digital creating mass produced innovative user centric products and services.

Our legacy comes from 20 years of developing connected products and services with sustainable business models.

Our team guide you through your journey from idea to launched product or service.




## Some Projects

WSI

Wireless System Integration

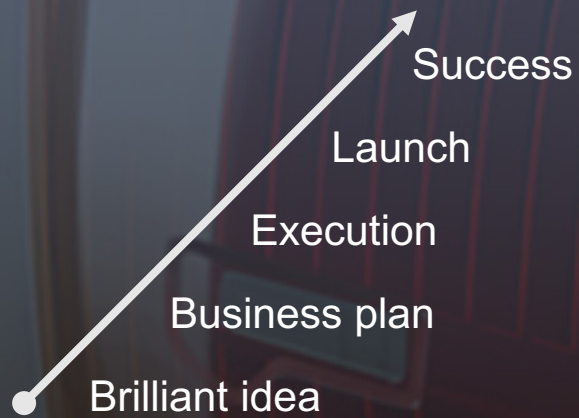


# A journey from idea to a mass produced connected business

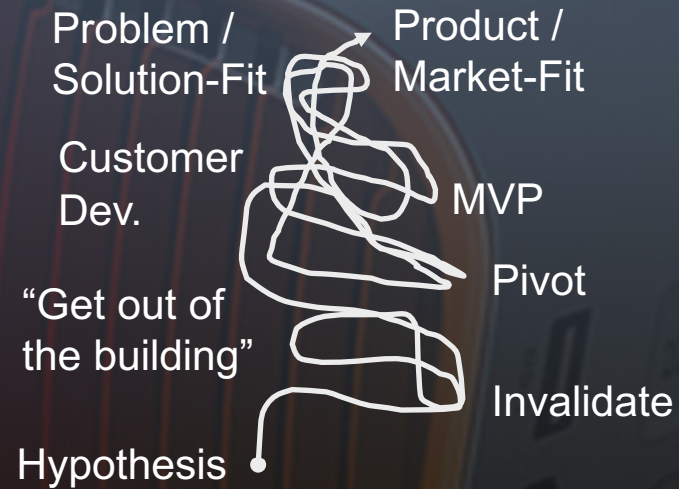
A hand is shown from the wrist up, palm facing up, holding a small, dark-colored drone. The drone has four propellers and a camera mounted underneath. The background is a soft, out-of-focus indoor setting with light coming from a window on the right.

*Find the right problem | Build the right thing | Build the thing right*

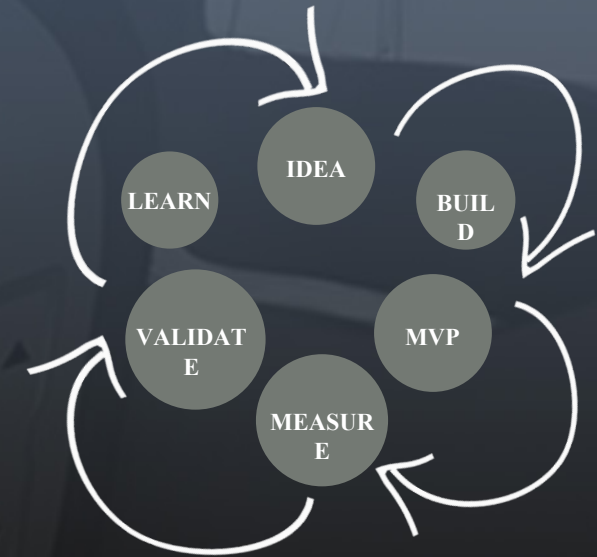




*What the majority thinks:*  
LINEAR  
PROCESS



*A typical journey:*  
ITERATIVE  
CHAOS



*Wanted journey:*  
STRUCTURED  
ITERATIVE

## Traditional Product Mindset

Reactive



Obsolete over time



Single point data



Value in exchange



## Internet of Things Mindset

Predictive



Value is updated



Information convergence



Value in use



Complexity | Expectations | Iterations







**26%**  
**Success**

**36% of IT executives believes it's a  
success but only 15% of Business  
executives**



Find the value or everything will be to expensive.



Company Leadership needs to be present from start.



You don't need a IoT or digital strategy. You need a strategy for a digital world.



Work in a structured, iterative way.

A close-up photograph of a person's hand holding a small, dark-colored drone. The hand is positioned at the bottom of the frame, with fingers slightly curled around the drone. The drone is held horizontally and is the central focus of the image. The background is a soft, out-of-focus indoor setting with light-colored walls and a hint of a window or doorway on the right. The overall lighting is soft and natural, creating a calm and focused atmosphere.

*“Find the right problem”*

*“Build the right thing”*

*“Build the thing right”*





Structure the company according to offering and goals

### The Business Model Canvas

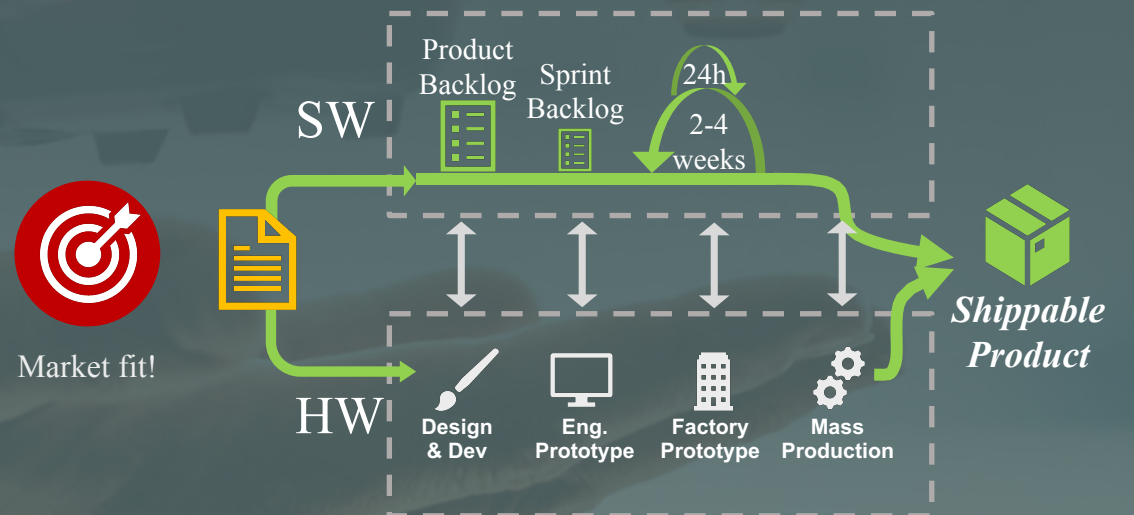
Designed for: \_\_\_\_\_ Designed by: \_\_\_\_\_ Date: \_\_\_\_\_ Version: \_\_\_\_\_

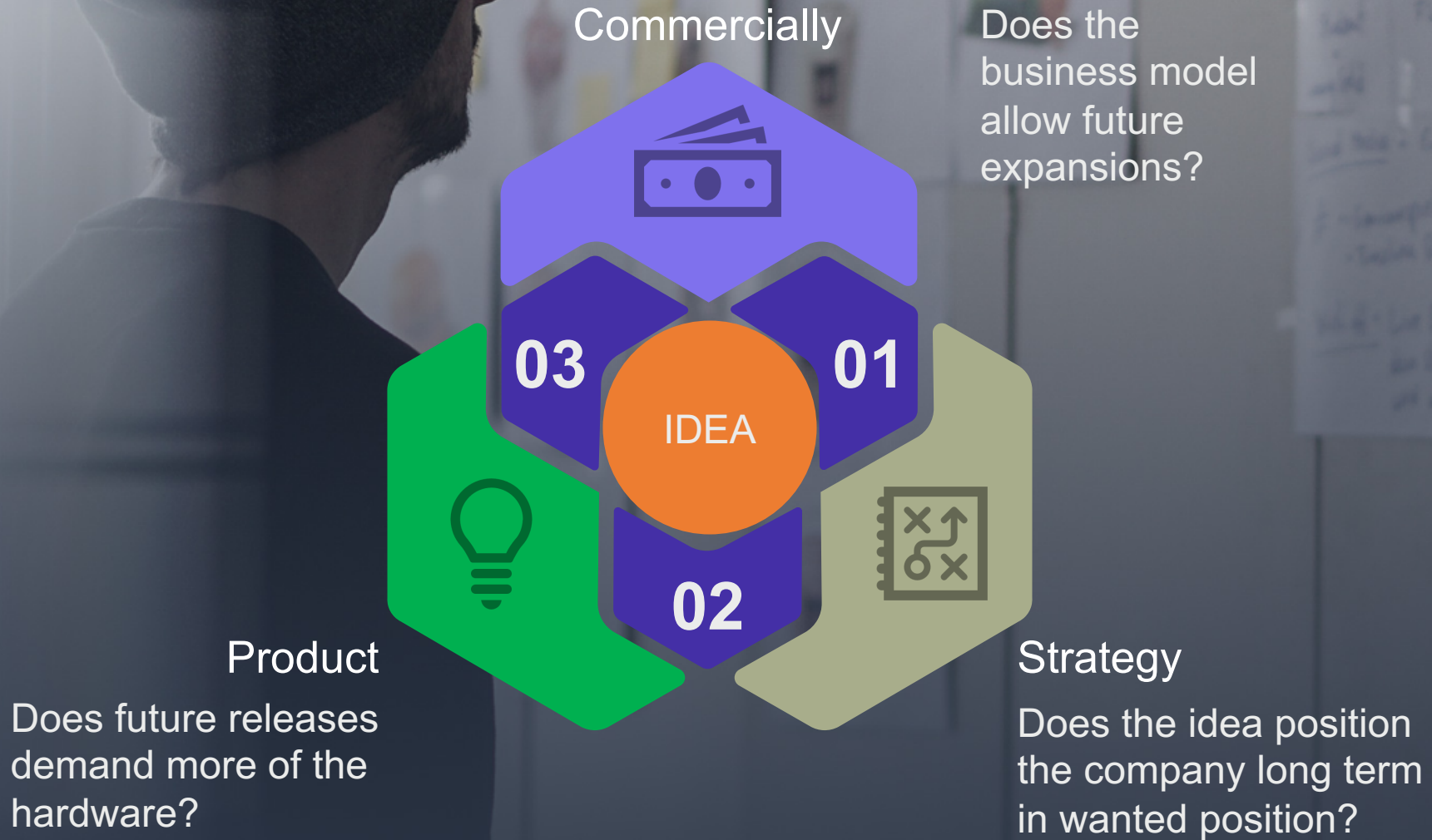
<b>Key Partners</b> Who are our Key Partners? Who are we depending on? What do they do for us? What do we do for them? What are the benefits for them? What are the costs for them?	<b>Key Activities</b> What key Activities do our Value Propositions require? What do we do to make our Value Propositions work? What are the benefits for them? What are the costs for them?	<b>Value Propositions</b> What value do we deliver to the customer? What do we do to make our Value Propositions work? What are the benefits for them? What are the costs for them?	<b>Customer Relationships</b> What type of relationship does each of our customer segments expect us to establish? What do we do to make our Value Propositions work? What are the benefits for them? What are the costs for them?	<b>Customer Segments</b> For whom are we creating value? What are the benefits for them? What are the costs for them?
<b>Key Resources</b> What key Resources do our Value Propositions require? What do we do to make our Value Propositions work? What are the benefits for them? What are the costs for them?		<b>Channels</b> Through which Channels do our Customer Segments want to be reached? How do we reach them? What are the benefits for them? What are the costs for them?		
<b>Cost Structure</b> What are the most important costs inherent in our business model? Which key Resources do we need? Which key Activities do we need? Which Channels do we need?		<b>Revenue Streams</b> For what value are our customers really willing to pay? How do we capture value? What are the benefits for them? What are the costs for them?		

DESIGNED BY: Business Model Foundry AG  
 The owner of Business Model Canvas and Strategyzer  
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**Strategyzer**  
strategyzer.com

Develop offering and product







# A good example



Transforming a traditional business of on site inspections to instead use digital tools together with many years of experience.



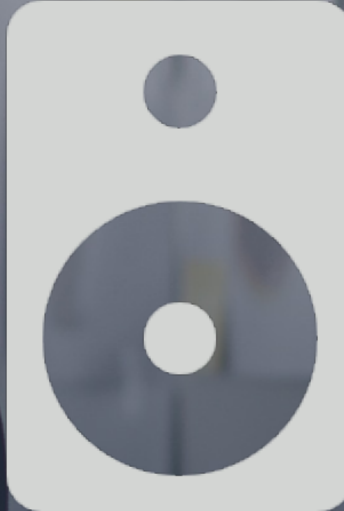
Now offer connected solutions to avoid costly damages and to optimize pest control.



# A less good example



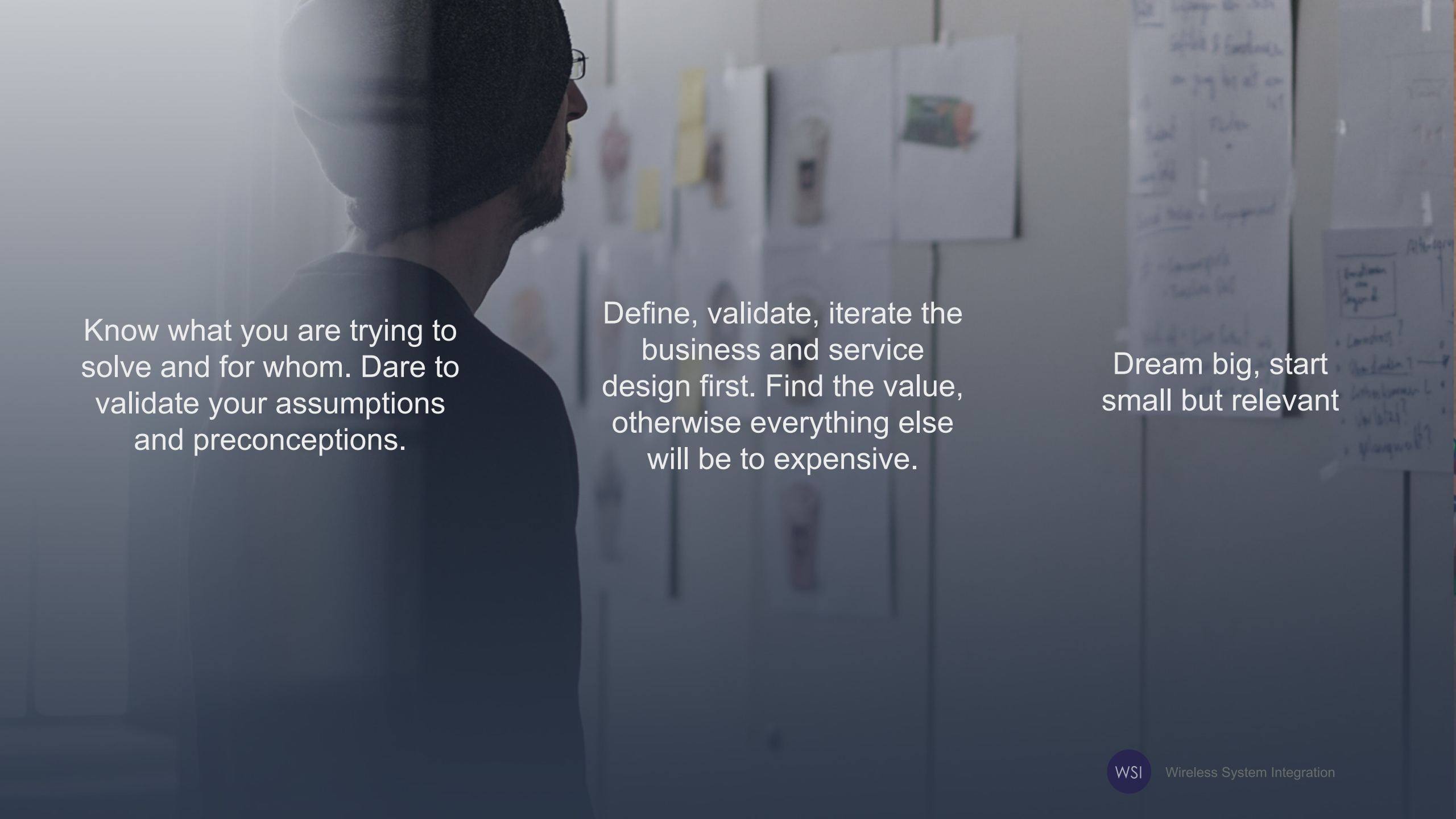
Releases a wireless multiroom speaker brand early in market to compete with Sonos.



Customers demand new innovations such as Google Assistant integration. Tells the community it will never happen.



Releases new wireless speaker brand with support for Alexa, Google Assistant etc. No backward capability.


A person wearing a dark beanie and glasses is seen from the side, looking at a wall covered with numerous sticky notes. The notes contain various handwritten notes and diagrams, suggesting a brainstorming or design process. The scene is dimly lit, with the person's face partially illuminated by a light source from the left.

Know what you are trying to solve and for whom. Dare to validate your assumptions and preconceptions.

Define, validate, iterate the business and service design first. Find the value, otherwise everything else will be too expensive.

Dream big, start small but relevant





**Want to talk more? Visit us in booth  
H01:19 (SWITCH)**