Financial Innovation continues…..

How much is really relevant to the customers?
Once upon a time

- Jersey is the home of European e-commerce
- Supply and demand
- Distribution
The e-commerce explosion
Connectivity and Communication

**Global IoT Market Size**
- 2016: $157.05 billion
- 2017: $194.68 billion
- 2018: $249.20 billion
- 2019: $330.76 billion
- 2020: $457.29 billion

**YoY Growth**
- 2017: 24%
- 2018: 28%
- 2019: 32.7%
- 2020: 38.3%

**Global IoT Market Share by Sub-Sector**
- Smart Cities: 26%
- Industrial IoT: 14%
- Connected Health: 7%
- Smart Homes: 20%
- Connected Cars: 20%
- Wearables: 3%
- Smart Utilities: 4%
- Others: 2%
Consumption

DOMINANCE OF MULTI-PLATFORM MAJORITIES

Between the polar extremes of ‘desktop only’ and ‘mobile only’ usage, the overwhelming majority of users now use several platforms within a month.
Three Key Attributes

• Who they are
• How are they paying
• What are their expectations
Identity

Cognitive Services APIs

- Language
- Speech
- Machine Learning
- Knowledge
- Vision
- Search
- Bing autosuggest
- Computer vision
- ORC, tagging, captioning
- Bing web search
- Anomaly detection
- Sentiment scoring
- Web language model
- Thumbnail generation
- Text analytics
- Text to speech
- Forecasting
- Entity linking
- Bing news search
- Customer feedback analysis
- Custom recognition (CRIS)
- Text check
- Academic knowledge
- Entity linking
- Speech API
- Bing image search
- Speech API
Money

Figure 2.1 Number of Worldwide Non-Cash Transactions (Billion), by Region, 2015–2020E

Note: CEMEA (Central Europe, Middle East, Africa) now includes Algeria, Bulgaria, Croatia, Kenya, Nigeria, Egypt, Israel, Morocco, and UAE in other CE and MEA countries; Latin America now includes Argentina, Colombia, Venezuela, Chile, Peru, Uruguay, Costa Rica, Bolivia, and Paraguay in other Latin American countries; Emerging Asia now includes Malaysia, Thailand, Indonesia, Philippines, Taiwan, Pakistan, Sri Lanka, and Bangladesh in other Asian countries; Mature APAC (Asia-Pacific) includes Japan, Australia, South Korea, and Singapore; NA (North America) includes the U.S. and Canada; Chart numbers and quoted percentages may not add up due to rounding.

Customer Expectations
Opportunity abounds

• However
  • Distribution costs kill companies
  • Research and market testing is difficult

• Consequently most start-ups change tack
  • Initial customer engagement is unexpected
  • Customers always prefer red to green

• And society has changed
  • Instantaneous gratification is the norm
  • Socially directed and demand driven
Innovation

• Who will your customers be when you actually get to market
• Take your own, and your competitors tech apart
• Plan to engage with your future customer quickly to get early adoption
• Remember that market education is time consuming and costly
• Make sure that Mrs Smith can actually understand your message
Thank You