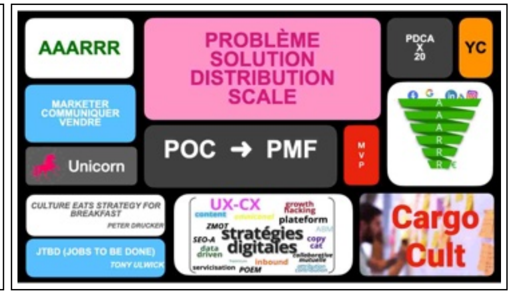
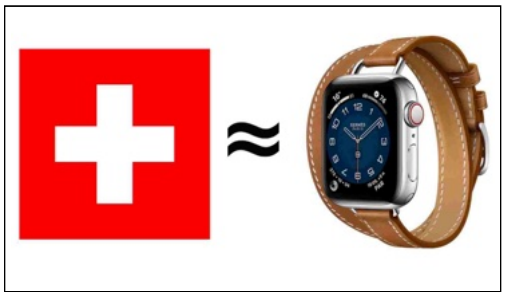
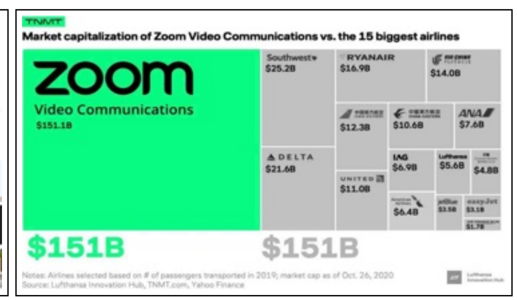
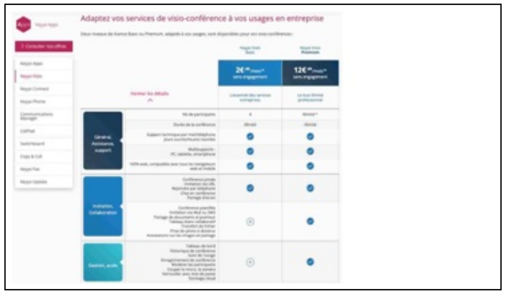


Nouveaux
Business
Modèles



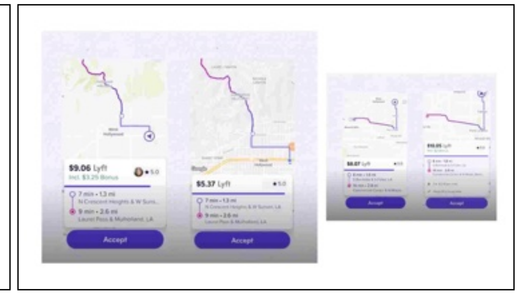




Ranking	Banking Group	Market Capitalisation (USD bn)
1	JP Morgan	388
2	ICBC	330
3	Bank of America	315
4	China Construction Bank	270
5	Wells Fargo	268
6	HSBC	198
7	Agricultural Bank of China	200
8	Citi	183
9	Bank of China	180
10	Ant Financial	150
11	China Merchant Bank	122
12	Royal Bank of Canada	114
13	Santander	100
14	BNP Paribas	90
15	Goldman Sachs	91
16	Sberbank	84
17	Unicredit	50
18	Barclays	47

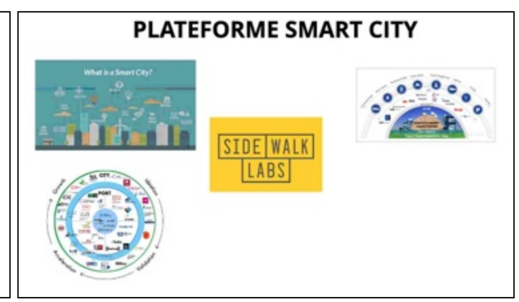
11/11/2022
???
100 milliards $

2023 : divisé en 6



servicisation
disruption
uberisation
tycoonisation
plateformisation

XXX AAS



Si les produits deviennent des services…
que deviennent les services ?

TNMT aero ag wine water
gov retail mobility
food legal civic travel
insur
culture -TECH mobility
mar bio prop med
green fin new-space sleep
cal* ad ed deep

TNMT : Travel and Mobility Tech
* caltech

trust creator attn: content GIG
thingonomics (IOT) blue m2m
expectation evonomics new
micro sha | ring macro
offre economy neuro
plateform nudge gift
barter collaborative wikinomics
attention comportementale market

intelligence model
law sha | ring funding
power crowd
marketing open
innovation sourcing
lending collaboration

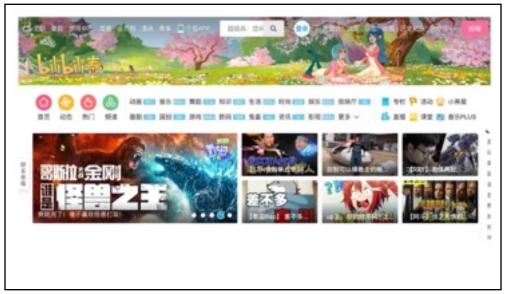
GAFA
Big Tech
Magnificent7

Hyper Scaler / Devil

GAFA	*MSNT*
NATU	*BEY*
BATX	*BDH*

GAFA Google Amazon Facebook Apple	*MSNT* Microsoft Salesforce NVIDIA Twitter
NATU Netflix Airbnb Tesla Uber	*BEY* Booking Expedia Yandex*
BATX Baidu Alibaba Tencent Xiaomi	*BDH* Bytedance DJI Hikvision

Alphabet Meta = MAAA Huawei / Cisco / Oracle Naver



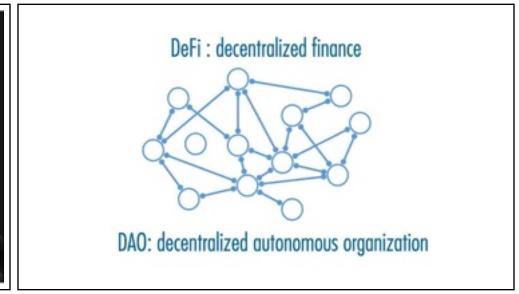
La FRENCH TECH NEXT40

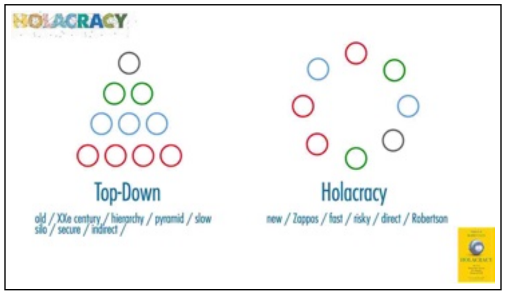
La FRENCH TECH FT120


DNVB


servicisation
disruption
uberisation
tycoonisation
plateformisation


BLOCK
CHAIN


DeFi : decentralized finance
DAO: decentralized autonomous organization

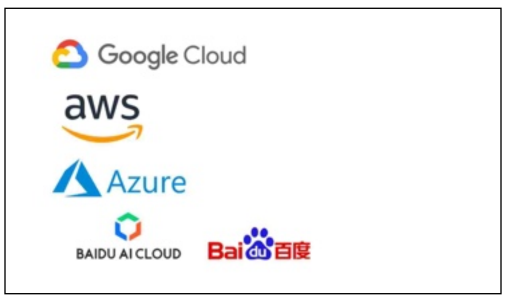

HOLACRACY
Top-Down
old / XXe century / hierarchy / pyramid / slow
silo / secure / indirect /
Holacracy
new / Zappos / fast / risky / direct / Robertson

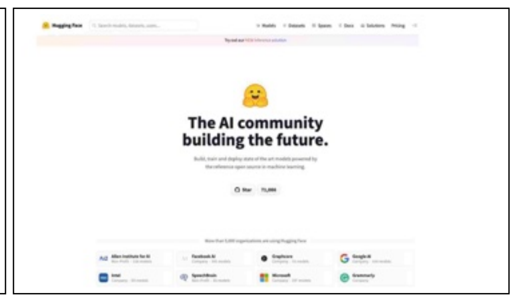

ROBLOX


NVIDIA
GTC 2024
GPU TECHNOLOGY CONFERENCE


NVIDIA Keynote at SIGGRAPH 2023
GENERATIVE AI
Jensen Hsun HUANG - NVIDIA - GH200 Grass Hopper 200 - super chip


NVIDIA
aws
arm
tsmc
ST life.augmented
soitec
ASML
TESLA DOJO

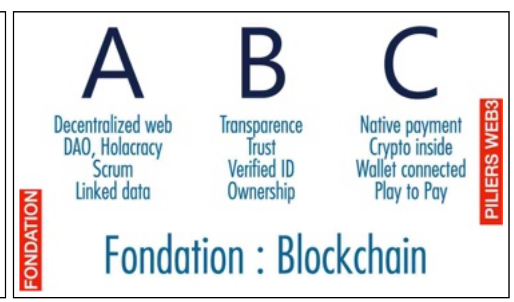

Google Cloud
aws
Azure
BAIDU AI CLOUD
Baidu 百度


The AI community
building the future.

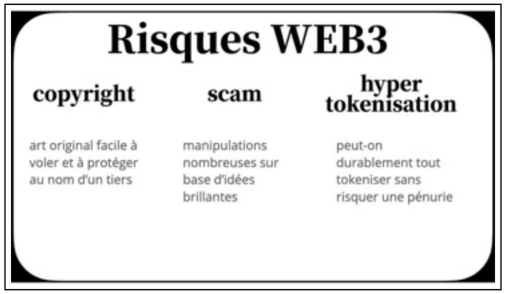

Top 50 GenAI Web Products, By Monthly Visits

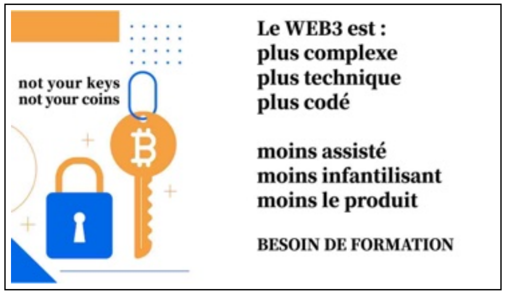

WEB3
RISQUES

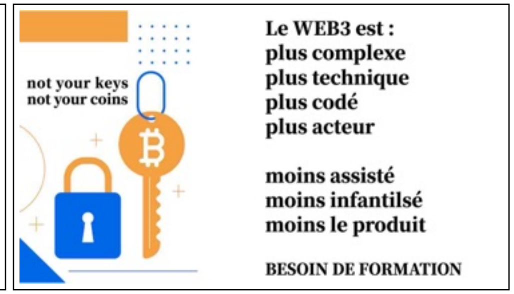

NFT
privacy
DIGITAL ID
Crypto Currency BTC ETH MNBC
DeFi Deso
liquid
MICA
e-sport gameFi play to earn
WEB3
MORE TO COME
Smart Contract
DAO
BLOCK CHAIN
ICO
EVM
TOKEN
METAVERS
NEXT 40


A
Decentralized web
DAO, Holacracy
Scrum
Linked data
B
Transparence
Trust
Verified ID
Ownership
C
Native payment
Crypto inside
Wallet connected
Play to Pay
PILIERS WEB3
FONDATION
Fondation : Blockchain

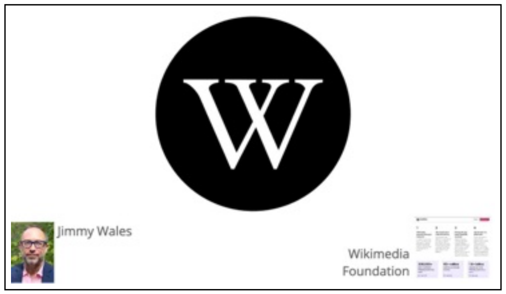

Risques WEB3
VC
les investisseurs peuvent prendre des positions dominantes
Droit à l'oubli
impossible d'effacer la blockchain, le passé est figé
Courbe apprentissage
détenir ses informations oblige des connaissances techniques

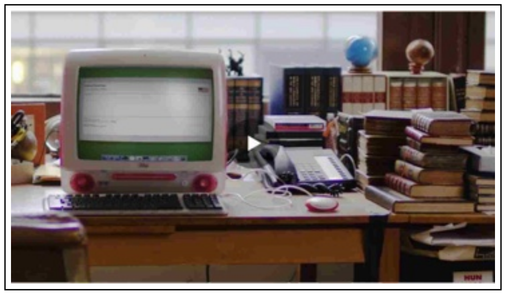

Risques WEB3
copyright
scam
hyper tokenisation
art original facile à voler et à protéger au nom d'un tiers
manipulations nombreuses sur base d'idées brillantes
peut-on durablement tout tokeniser sans risquer une pénurie


not your keys
not your coins
Le WEB3 est :
plus complexe
plus technique
plus codé
moins assisté
moins infantilisant
moins le produit
BESOIN DE FORMATION


not your keys
not your coins
Le WEB3 est :
plus complexe
plus technique
plus codé
plus acteur
moins assisté
moins infantilsé
moins le produit
BESOIN DE FORMATION


INTERNET ARCHIVE
WaybackMachine

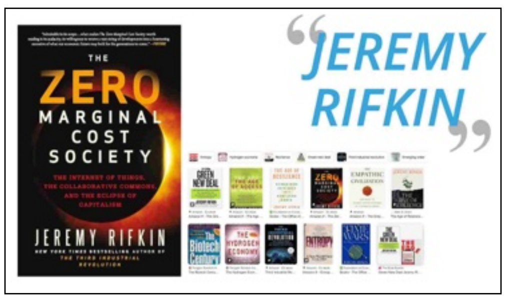

W
Jimmy Wales
Wikimedia
Foundation



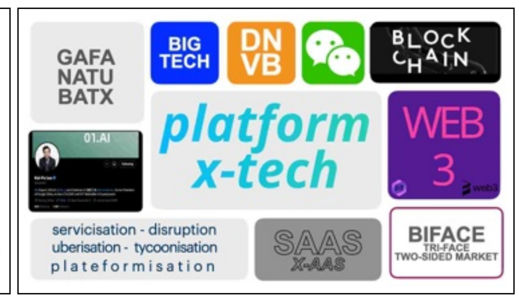

WHAT TO
READ NEXT

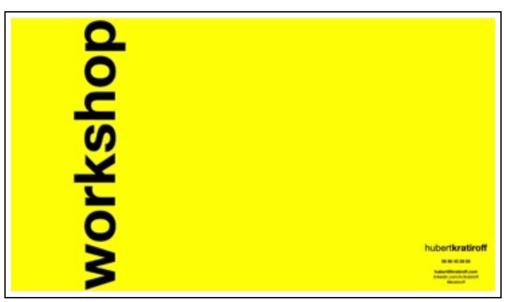

Kai-Fu Lee
AI SUPER-POWERS
CHINA, SILICON VALLEY, AND THE NEW WORLD ORDER
KAI-FU LEE
KAI-FU LEE
AI 2041
CHEN QIUFAN

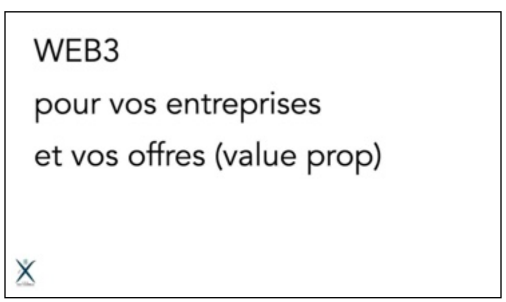

$100 Million Club


THE ZERO MARGINAL COST SOCIETY
JEREMY RIFKIN
JEREMY RIFKIN


THE ZERO MARGINAL COST SOCIETY
JEREMY RIFKIN

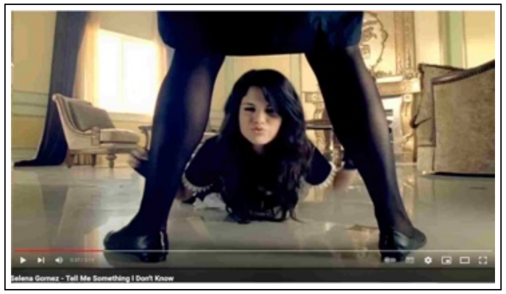

GAFA
NATU
BATX
BIG TECH
DN VB
BLOCK CHAIN
01.AI
platform
x-tech
WEB 3
servicisation - disruption
uberisation - tycoonisation
plateformisation
SAAS
X-AAS
BIFACE
TRI-FACE
TWO-SIDED MARKET


workshop
hubertkratiroff

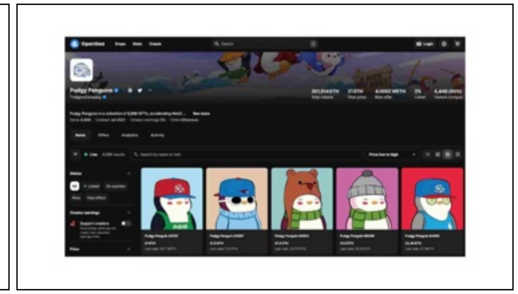

WEB3
pour vos entreprises
et vos offres (value prop)


WEB 3 in
our lives
our companies
our citizenship


TELL ME SOMETHING I DON'T KNOW!
WITH STEPHEN J. DUBNER
TMSIDK about marketing, digital, tech, cie, startup...
Plan A... planB
50% is it a nice fun fact
50% did I know it ?



reddit

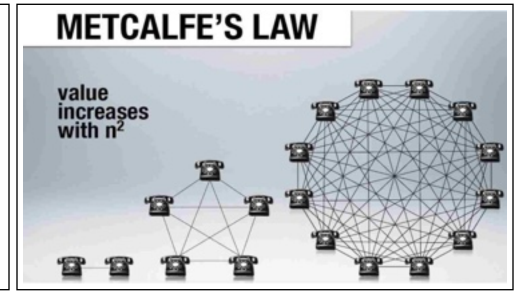


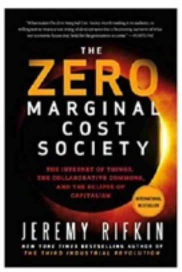
Ada Lovelace
Turing
Vin Cerf
Tim Berners-Lee
Metcalfe
Moore
Rifkin

Code
Test de Turing
TCP/IP
http
network
scaling
3IR

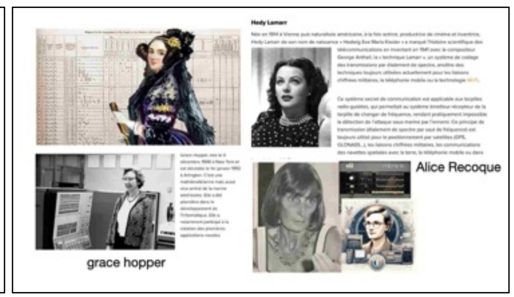
internet arpanet 1970 —> 81 (2 —> 213 ordi)
1969 TCPIP
email 1975
IN2P3 voice next cube mac os
cern tim berners le robert caillo 1989
Mozaik —> navigateur web 1993 image mise en page
Yann ikon iksi open chrome vs flash vs xml vs W3
Quiz : internet a 50 30 20 ans
Quiz : Web a 20 30 40 ans
Quiz : email a 20 30 40 ans

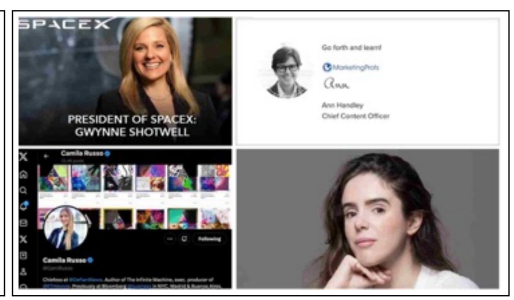
timeline
arpanet internet mail tcpip web html http mosaic mozilla firefox
APP

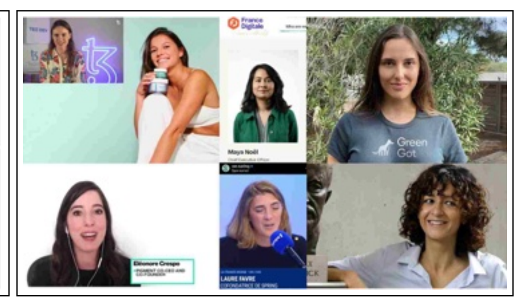


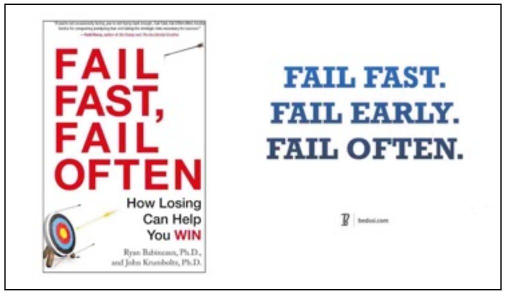


Satochi Nakamoto
Vitalik Buterin
Pascal Gauthier
Nicolas Julia
Jensen Huang
Sam Altman
PNL JUL









"THE FUTURE IS ALREADY HERE — IT'S JUST NOT VERY EVENLY DISTRIBUTED"

William Ford Gibson (1948-)
cyberspace noir prophet

FUN FACT

The coupon was created at such an intersection, but instead of AI/web3/VR, it was created at the intersection of the steam-powered printing press, mass newspapers, and innovations in the US Postal Service. And now coupons and their digital-first cousin "promo codes" — play a deep role in commerce and culture.

Why the coupon was invented
You might know that Coca-Cola is credited with creating the first coupon in **1887**. I know this because I'm a bit of a coke fanboy, if there is such a thing. But I do drink 2-3 diet cokes every day, with every meal. But perhaps you already know this?

Maybe you read this bit of trivia during a late night Wikipedia binge, and you stashed it in a "fun facts" bucket in your brain. Or maybe you're reading this for the first time. Either way, great - and I have more Coca-Cola fun facts for you!

The creator of the recipe is actually different than the founder of the company. John Pemberton, a pharmacist and former Confederate soldier, invented the original formula after sustaining a knife wound and becoming addicted to morphine. Pressured by near bankruptcy and addiction, he eventually sold the recipe to businessman Asa Candler for $2300, roughly $77k of today's dollars, and it was Candler who eventually started The Coca Cola Company

Side note: Yes, the original recipe had coca leaves / cocaine. But funny enough, it was not unusual at the time. Brands like Mrs. Winslow's Soothing Syrup, marketed for teething children, contained morphine. Bayer Pharmaceuticals manufactured and sold heroin at scale, as a pain reliever and cough suppressant. Thus, less weird than it sounds.

Yes, Asa Candler invented the coupon, but the real story is that the tactic helped solve the cold start problem. It wasn't just stimulating consumer demand — it's more complicated than that. Coke was always B2B2C — it sold syrup to pharmacies, general stores, and so-called soda fountains. (Note that this was in the years before it was sold in a bottle/can, of course) Soda fountains were an important type of partner, as they were sort of a late-1800s sparkling water bar that was a hang out spot, serving various syrups in with mineral waters. Coca Cola competed with dozens of other alternatives. Candler would initially give free syrup to these retailers, then distribute coupons at the same time to everyone in the area — this was a way to stimulate both supply and demand simultaneously. (A nice solve to the cold start problem)

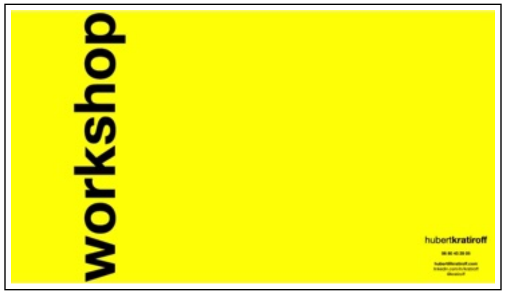
The Coca Cola Company paid for the free drink, not the retailer. The retailers would collect the coupons, send them in, and the company would reimburse them. In later years, entire companies (called coupon clearinghouses) would be formed just to collect, process, validate, and pay for all of these coupons. The company had to handle all of this itself in the early days, having invented the marketing tactic. In the first 25 years of the coupon, Coca Cola is estimated to have redeemed them for free drinks 8.5 million times, when the US population numbered ~60-90 million people. Incredible scale for that time.

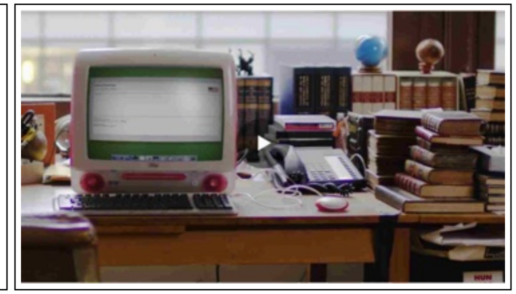
I could go on and on here, there's so much interesting history as this was the turn of the century when a lot of these marketing strategies were being invented. In fact, I think of tech and marketing as intimately intertwined — let me name a few examples to convince you

1/ Who is 20 years old?
2/ Who is 17 years old?
3/ Who is 15 years old?
4/ Who is 1 year and 3m old?
5/ Who is 3 months old?

... each innovation is a revolution ...

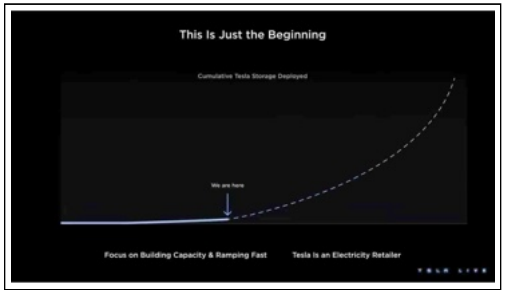
GPT meaning ?

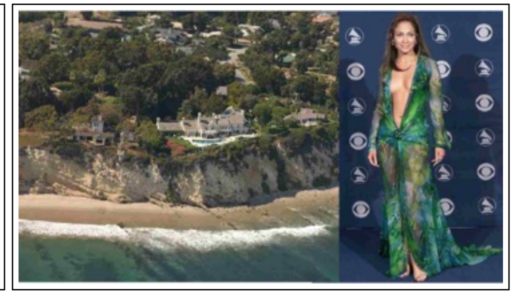




Tesla pretends to be ... ?

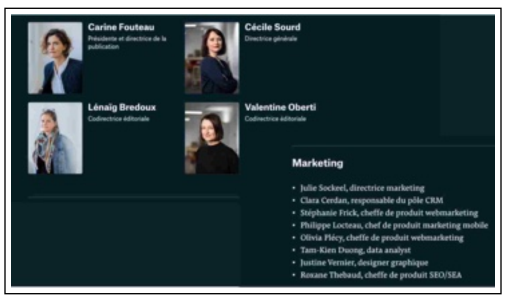
* according to Master Plan 3

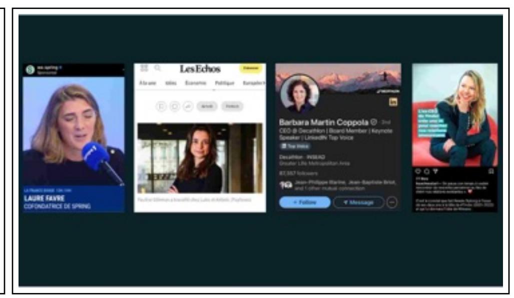




Pourquoi cette couverture de « The Times » est-elle célèbre ?

Qui a copié Netflix ?



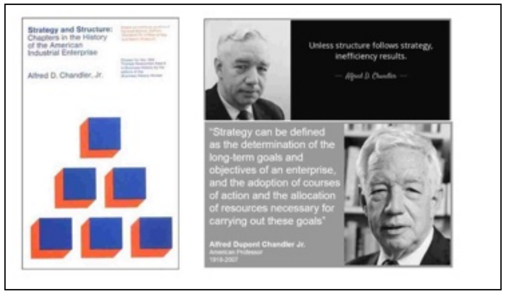


Pas moins de 76 clients se sont prêtés au jeu de voler ces articles de sport pour tenter de les obtenir gratuitement, sans savoir qu'ils allaient être coursés par l'un des hommes les plus rapides du monde. Au total, 74 se sont fait rattraper par Méba-Mickaël Zézé et seulement deux ont réussi à lui échapper et à repartir avec le butin.

« C'était un honneur de pouvoir inviter notre communauté à tester sa pointe de vitesse face à un des sprinters les plus rapides du moment. Mickaël a couru suffisamment vite pour limiter le coût de l'opération pour nous

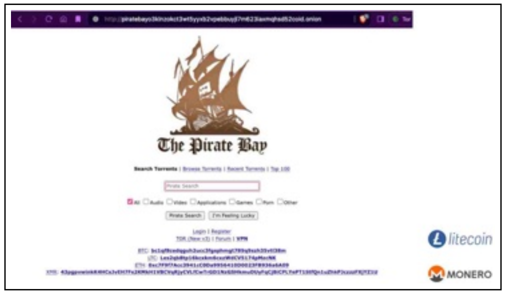
Quelle est la question ?

C'est quoi l'idée ?


Strategy and Structure:
Chapters in the History
of the American
Industrial Enterprise
Alfred D. Chandler, Jr.
Unless structure follows strategy,
inefficiency results.
"Strategy can be defined as the determination of the long-term goals and objectives of an enterprise, and the adoption of courses of action and the allocation of resources necessary for carrying out these goals"
Alfred Dupont Chandler Jr.
American Professor
1918-2007

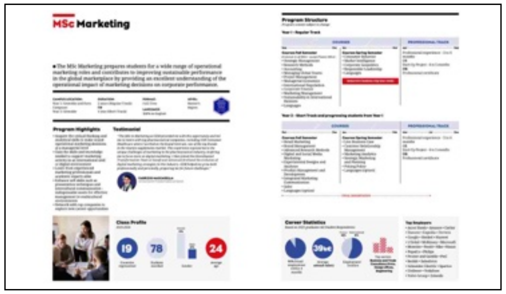

2011
2012
2014
2015
2016
2017
2018
2019
2020
2022
2023
~150
~350
~1,000
~2,000
~3,500
~5,000
~6,800
~7,000
~8,000
~10,000
~11,000
2024
14,106

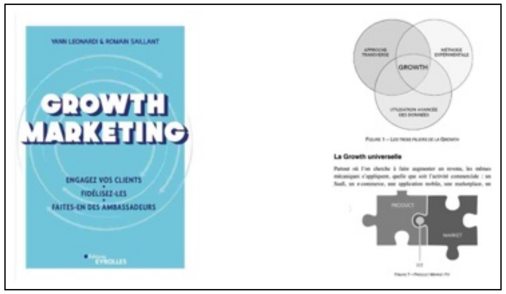

MartechMap
2024 Marketing Technology Landscape


The Pirate Bay
litecoin
MONERO

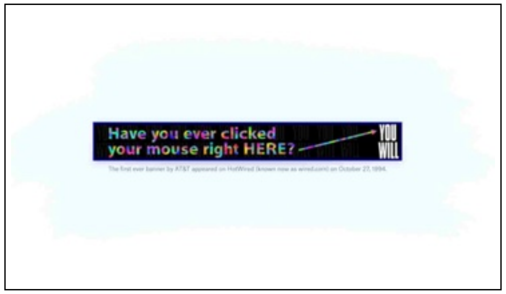

Chypre
2013
QUESTION /
Que c'est il passé à Chypre en 2013 ? Un indice / centralisation... un autre FIAT (mais c'est un piège)... d'autres indices en vrac / État, loi, compte... Cyprius Crisis ... Russie... gèle ... 100.000€... Grèce, Liban, Salvador


SECTEUR
SAUT VERS LA LIBÉRTÉ,
Ici Conrad Schumann saute le mur fictif entre l'EST et l'OUEST. À Berlin, les passants l'invite à sauter... il le fait pour une vie simple à l'ouest sans retour possible mais avec des remors. En 1989, le retour est cuisant

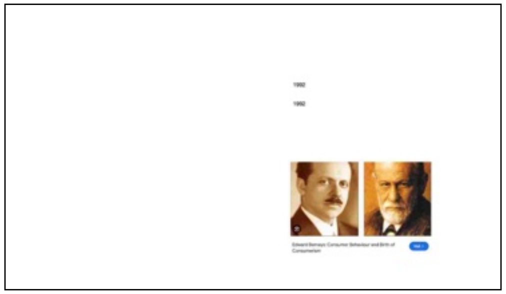

MSc Marketing
19
78
24


GROWTH MARKETING
ENGAGEZ VOS CLIENTS
FIDÉLISEZ-LES
FAITES-EN DES AMBASSADEURS
EYROLLES
GROWTH
La Growth universelle

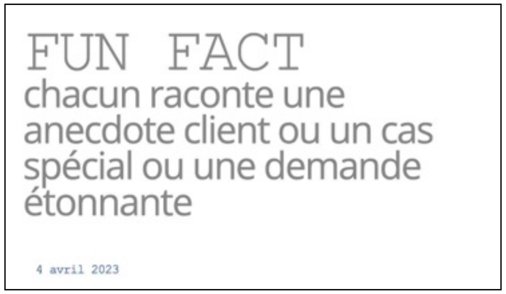

First 100 Registered Domain Names
Symbolics.com

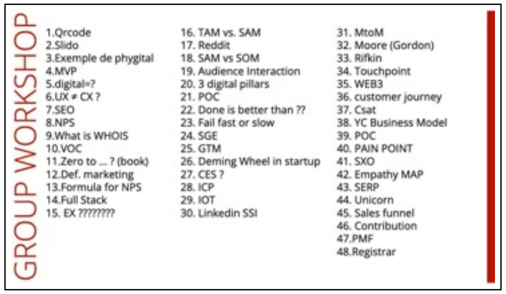

Have you ever clicked
your mouse right HERE?
YOU
WILL

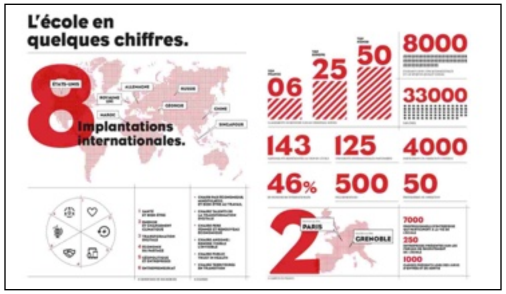

SIGNAL
MERRY
CHRISTMAS
VODAFONE




IKEA - Dining room table (US, 1994)


FUN FACT
chacun raconte une anecdote client ou un cas spécial ou une demande étonnante
4 avril 2023


GROUP WORKSHOP
1.Qrcode
2.Slido
3.Exemple de phygital
4.MVP
5.digital=?
6.UX ≠ CX ?
7.SEO
8.NPS
9.What is WHOIS
10.VOC
11.Zero to ... ? (book)
12.Def. marketing
13.Formula for NPS
14.Full Stack
15. EX ???????
16. TAM vs. SAM
17. Reddit
18. SAM vs SOM
19. Audience Interaction
20. 3 digital pillars
21. POC
22. Done is better than ??
23. Fail fast or slow
24. SGE
25. GTM
26. Deming Wheel in startup
27. CES ?
28. ICP
29. IOT
30. Linkedin SSI
31. MtoM
32. Moore (Gordon)
33. Rifkin
34. Touchpoint
35. WEB3
36. customer journey
37. Csat
38. YC Business Model
39. POC
40. PAIN POINT
41. SXO
42. Empathy MAP
43. SERP
44. Unicorn
45. Sales funnel
46. Contribution
47.PMF
48.Registrar


L'école en quelques chiffres.
8
implantations internationales.
06
25
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PARIS
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