





MKTG

ALL YOU NEED IS DIGITAL MARKETING

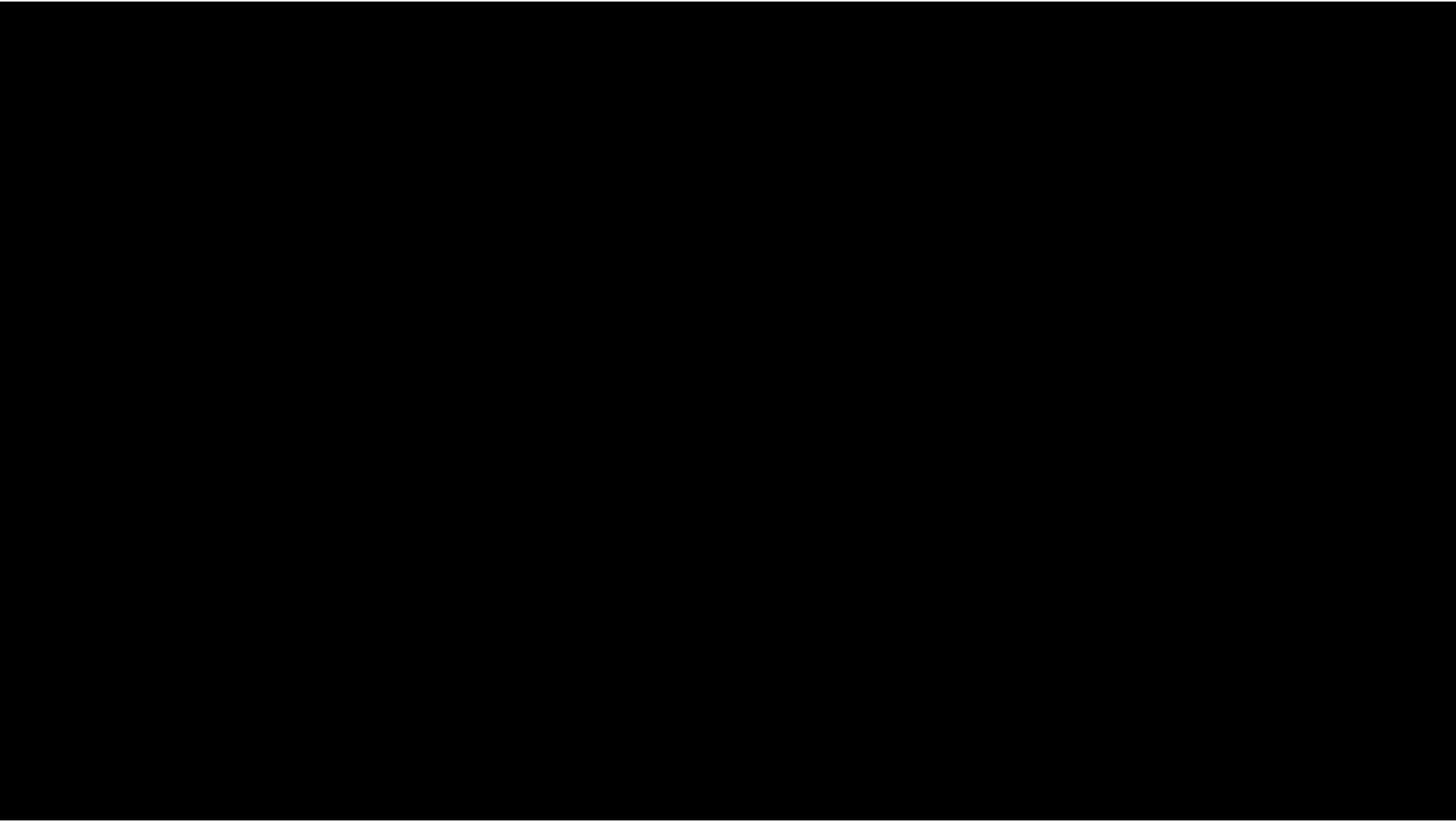
2025-2026 hubert kratiroff

EP04

NewWorld Platforms



- 1** New Marketing (UX)
- 2** Décomposition Taxinomie
- 3** Stratégie - Secret Sauce
- 4** Plateformisation 2025
- 5** Content marketing & IA
- 6** Search & IA Tech
- 7** AdTech - Innovation
- 8** Social Media & Influence
- 9** Plan Digital - Use Case





PREVIOUSLY
in 180 sec

AAARRR

PROBLÈME
SOLUTION
DISTRIBUTION
SCALE

PDCA
X
20

YC

MARKETER
COMMUNIQUER
VENDRE



POC → PMF

M
V
P



CULTURE EATS STRATEGY FOR
BREAKFAST

PETER DRUCKER

JTBD (JOBS TO BE DONE)

TONY ULWICK

UX-CX
content omnicanal growth hacking
ZMOT platform ABM
SEO-A data driven copy cat
freemium inbound collaborative mutuelle
servicisation POEM attribution contribution

Cargo
Cult



4^{ème} révolution industrielle

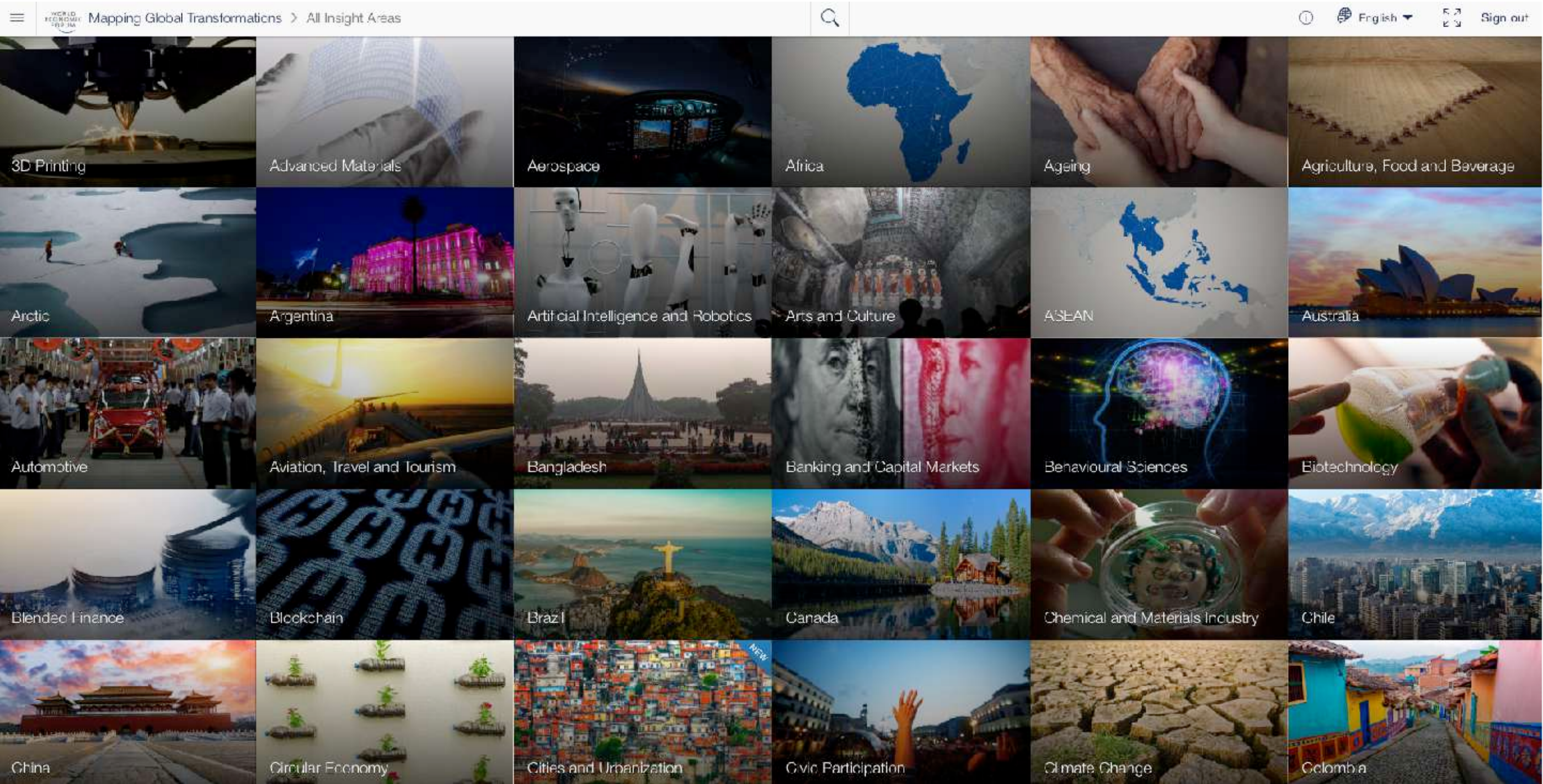
Vapeur + moteur

Électricité

NTIC

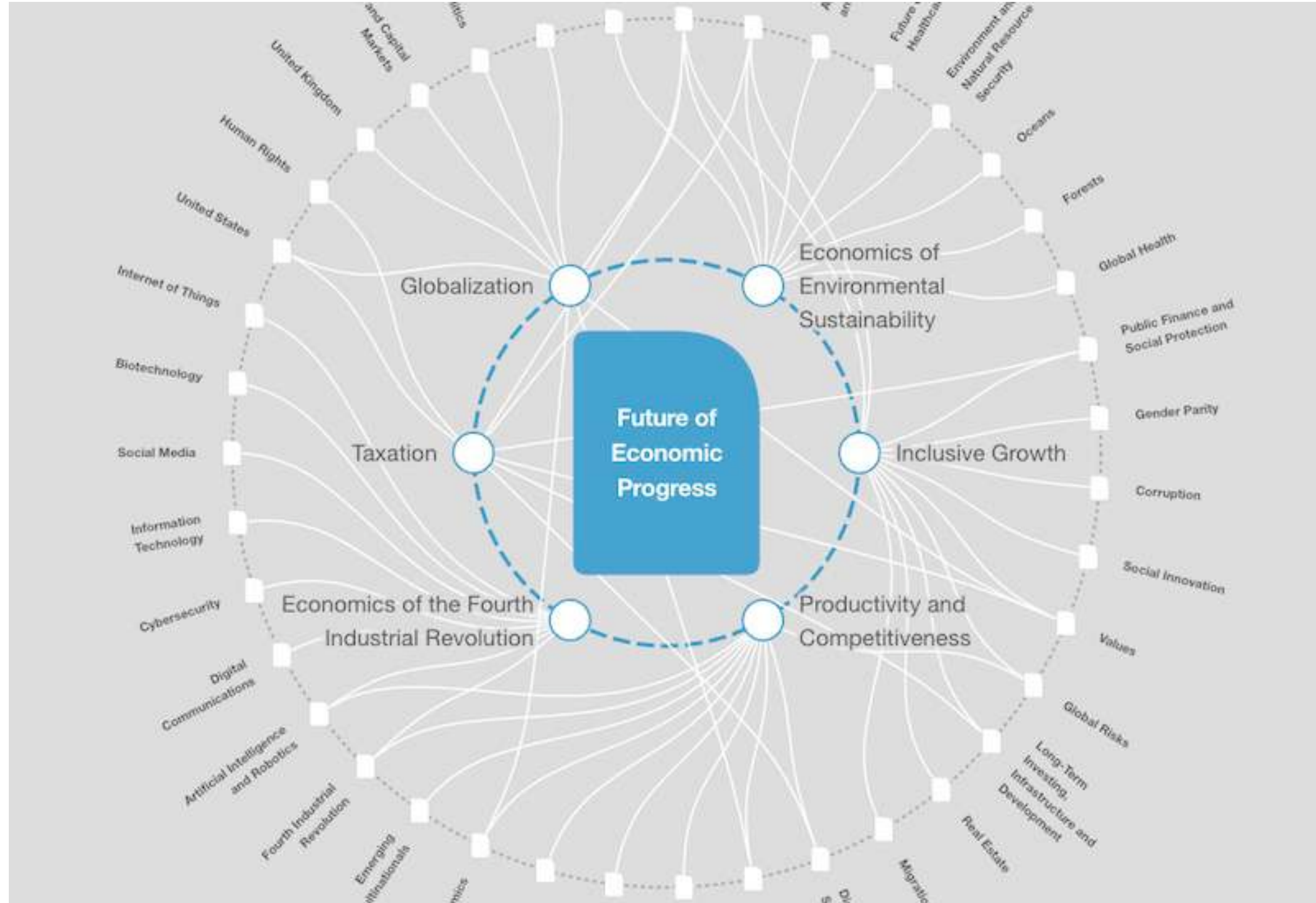
NBIC





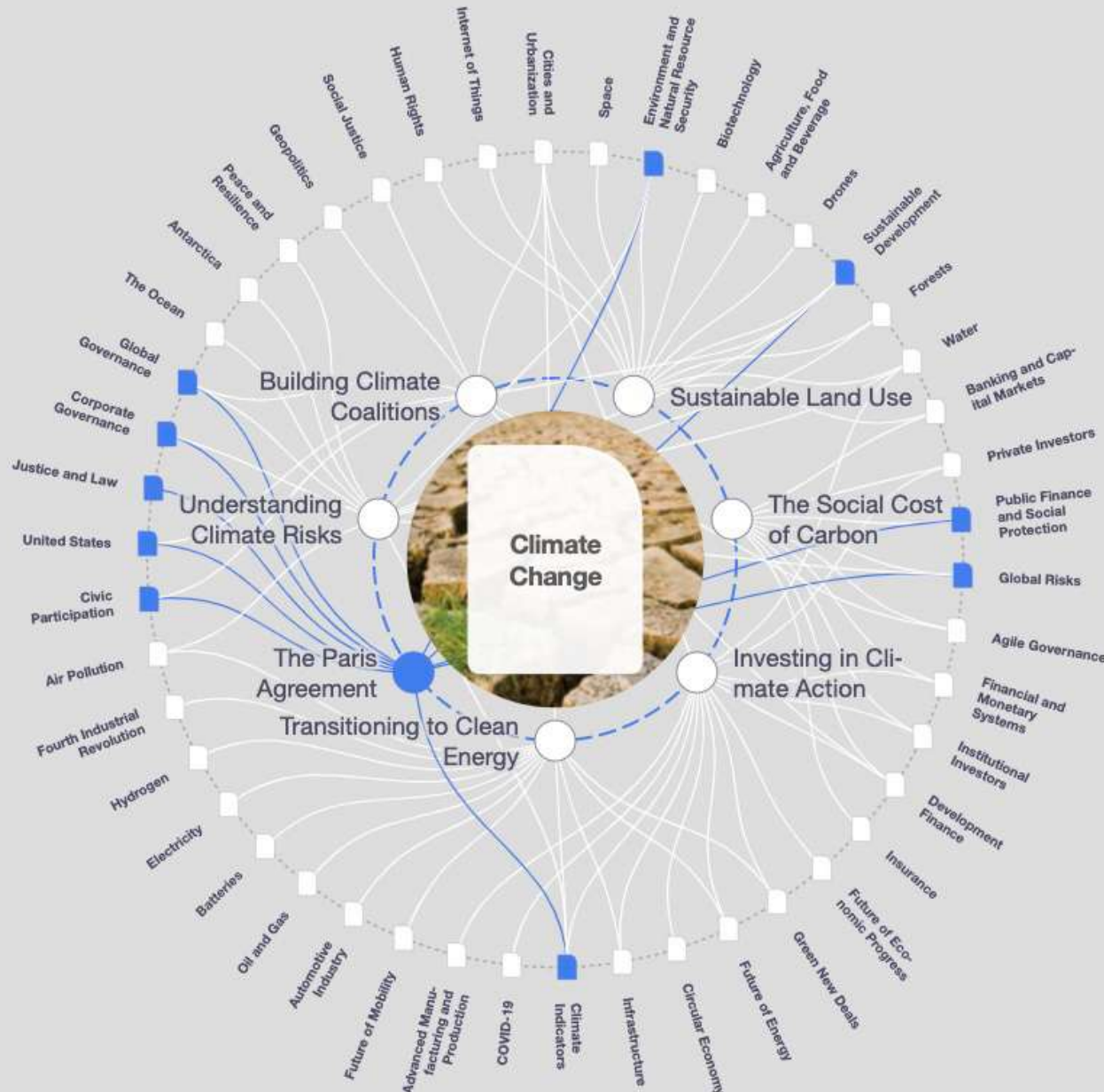
<https://toplink.weforum.org/knowledge/explore/all>

<https://toplink.weforum.org/knowledge/insight/a1Gb0000001hXcwEAE/explore/summary>



<https://toplink.weforum.org/knowledge/explore/all>

<https://toplink.weforum.org/knowledge/insight/a1Gb0000001hXcwEAE/explore/summary>



GLOBAL ISSUE

Climate Change

Curation: Yale University

🔊 Listen to an Overview



The Paris Agreement



The climate change deal ratified in 2016 provides a global framework for action

The Paris Agreement was negotiated at the annual United Nations climate summit in 2015, and provides a means for participating countries to respond to the environmental, social, and economic effects of climate change. The agreement was a significant milestone because it achieved consensus on the need to limit the rise in global average temperature to well below 2°C above pre-industrial levels. 181 countries ratified the deal and submitted initial pledges -

[Read more](#)

Publications

Showing "All Articles"



Videos

Data



Climate Change and its Impact on Security Provision – The Role of Good Security Sector Governance and Reform

Thu, September 23, 2021, 5:53 AM
Geneva Centre for Security Sector Governance (DCAF)



With extreme weather events and other disasters on the rise, how well are Americans prepared?

Wed, September 22, 2021, 6:59 PM
Pew Research Center



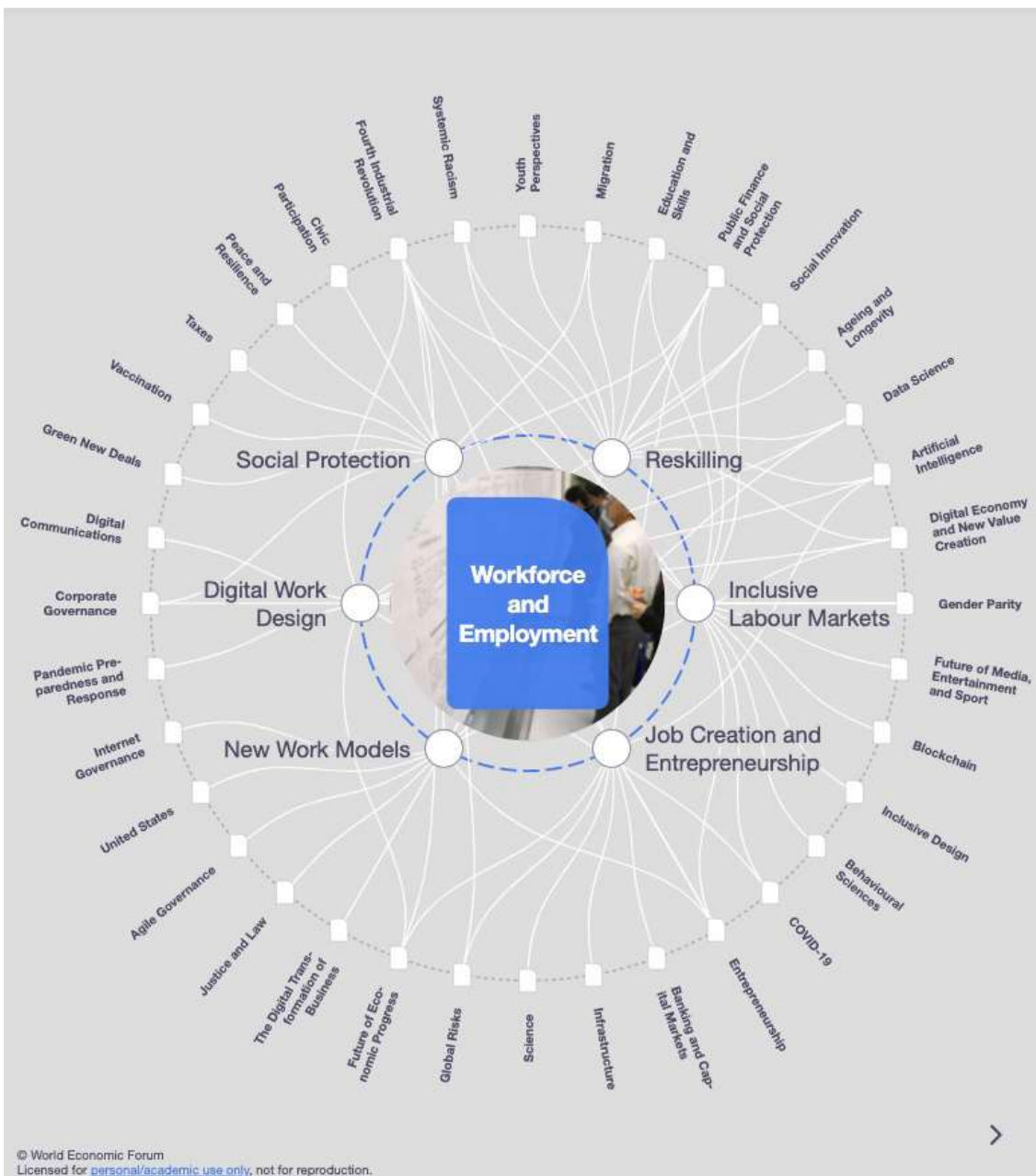
What are blue carbon credits and how to maximise their impact

Tue, September 21, 2021, 6:20 PM
World Economic Forum



Germany: Five Areas for COP and G7 Climate and Development Leadership

Tue, September 21, 2021, 4:06 PM
Center for Global Development



GLOBAL ISSUE

Workforce and Employment

Curation: Technical University of Munich



Summary

The world of work is changing fast - and mapping out healthy new work models is necessary to channel that change into the creation of stronger labour markets and sufficient safeguards. Job creation was already high on the global agenda before the advent of COVID-19 and resulting economic devastation, as was policy-making that can ideally help both workers and their employers. The most successful approaches will take into account shifting demographics and changing job roles, and will leverage disruption as a means to design workplaces that genuinely serve everyone's

[Read more](#)

Publications

Showing "All Articles"



Videos

Data



Income shouldn't be the only measure of livelihoods

Thu, September 23, 2021, 8:15 AM
India Development Review



Enemies of the people

Thu, September 23, 2021, 2:00 AM
VoxEU



El nuevo motor de la valoración de empresas

Tue, September 21, 2021, 6:46 PM
IESE Business School



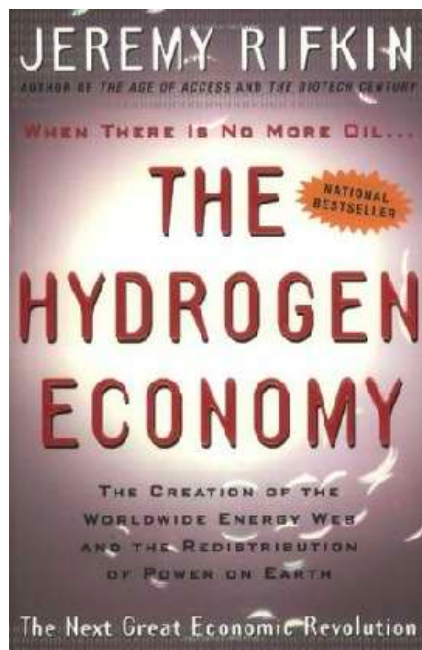
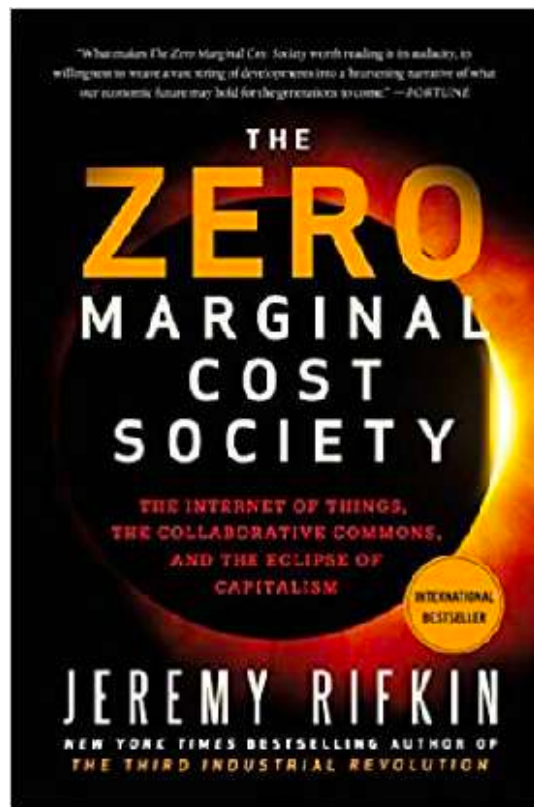
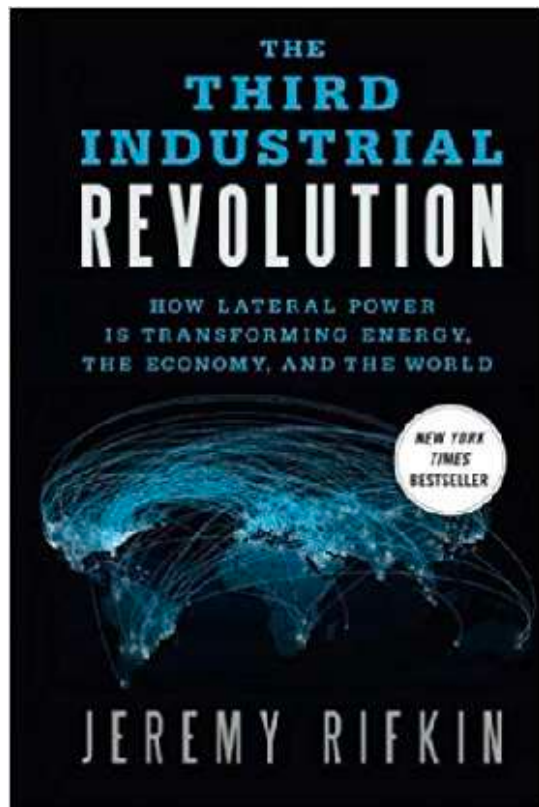
The lasting impact of the Covid crisis on economic potential

Tue, September 21, 2021, 2:00 AM
VoxEU



First Responder Claims for PTSD in Workers' Compensation

Mon, September 20, 2021, 10:30 AM
RAND Corporation





3^{ème} révolution industrielle

Vapeur + moteur

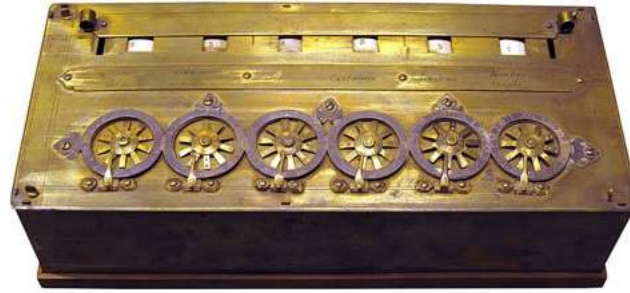
Électricité

NBIC (inclus NTIC)

Code of Hammurabi
is a Babylonian legal
1750 BCE



Pascal's calculator is
invented by Blaise Pascal
in 1642



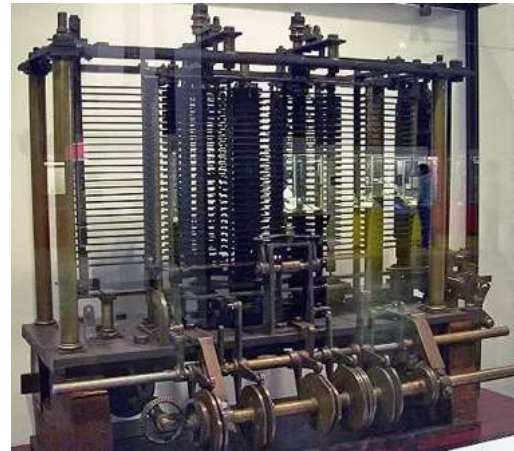
1989



Sumerian cuneiform
tablet from Uruk,
Mesopotamia, 3000
BCE



1455



Michel SERRES

-3000 écriture
1450 imprimerie/chiffre
2000 NBIC



GRENOBLE
ECOLE DE
MANAGEMENT
TECHNOLOGY & INNOVATION



Luc FERRY

1800 Vapeur
1900 Électricité
2000 NBIC

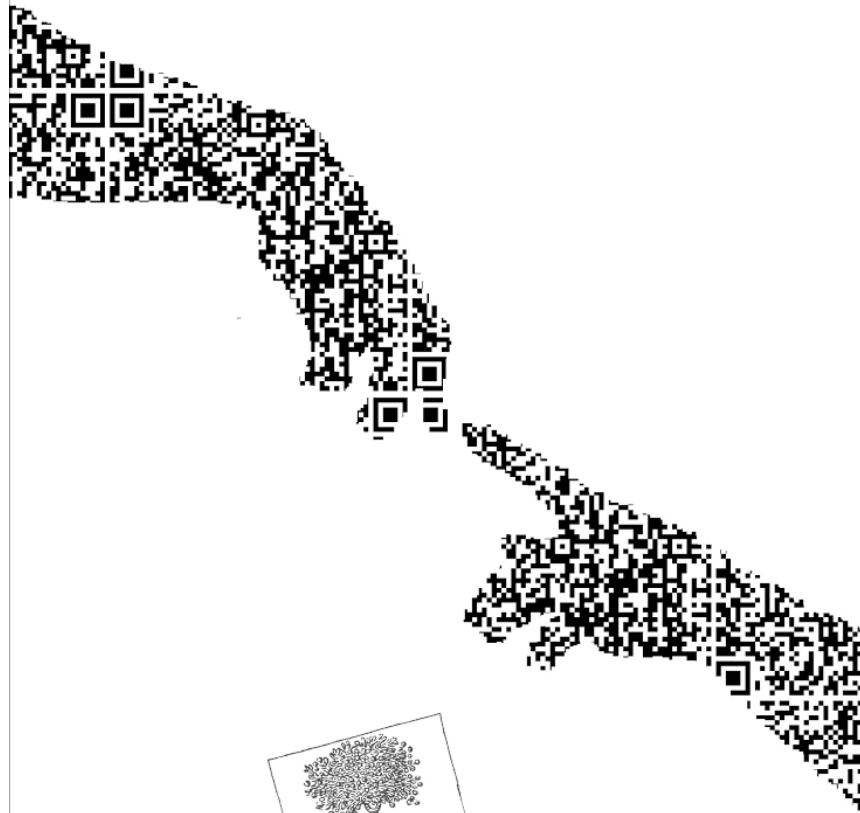


petite poucette

LE MONDE A TELLEMENT CHANGÉ QUE LES JEUNES DOIVENT TOUT RÉINVENTER : UNE MANIÈRE

michel serres

DE VIVRE ENSEMBLE, DES INSTITUTIONS, UNE MANIÈRE D'ÊTRE ET DE CONNAÎTRE...



[MANIFESTES LE POMMIER !]

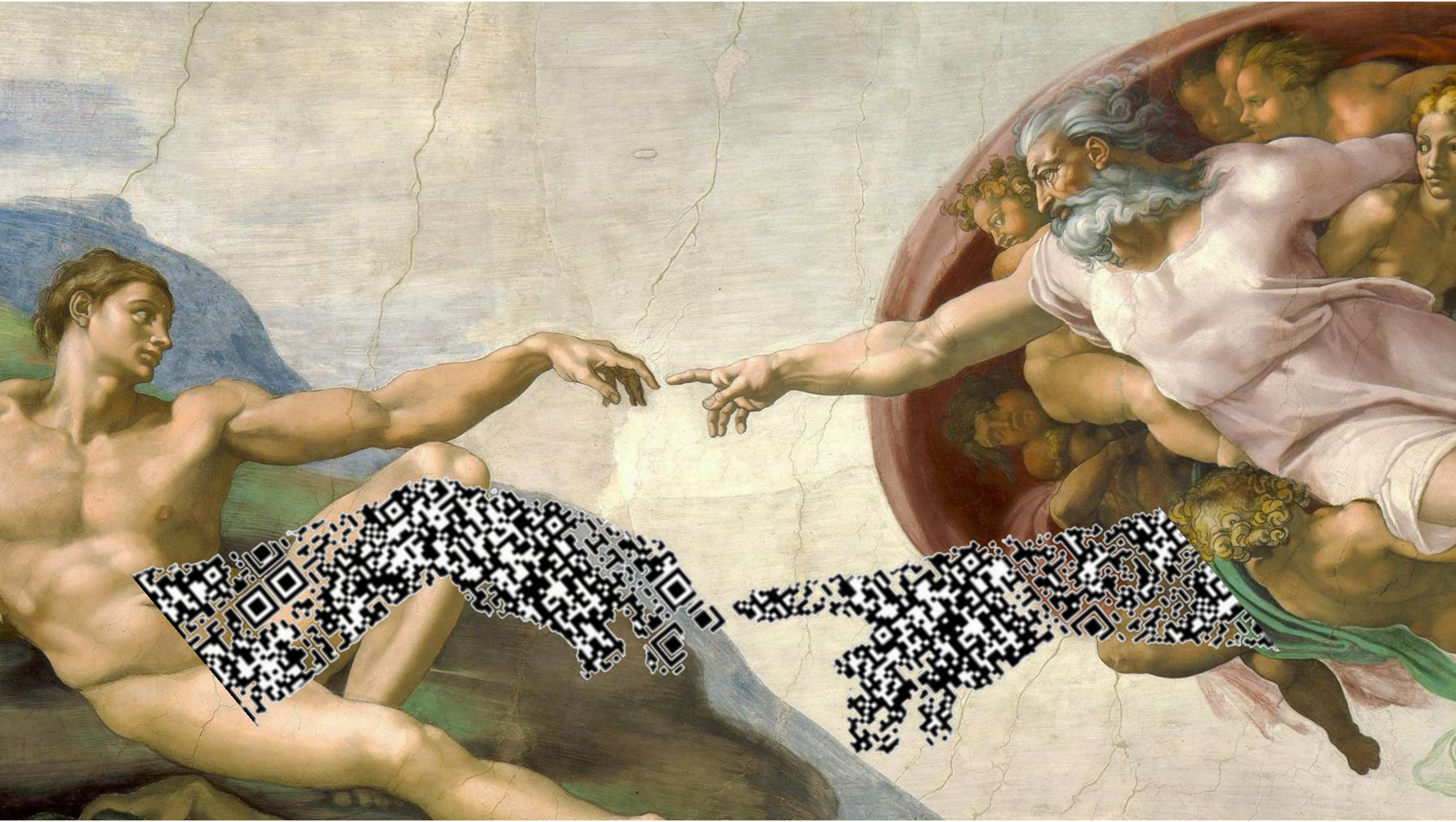
Luc
Ferry

LA RÉVOLUTION TRANSHUMANISTE

Comment la technomédecine et l'uberisation
du monde vont bouleverser nos vies



PLON



petite poucette

LE MONDE A TELLEMENT CHANGÉ QUE LES JEUNES DOIVENT TOUT RÉINVENTER : UNE MANIÈRE

michel serres

DE VIVRE ENSEMBLE, DES INSTITUTIONS, UNE MANIÈRE D'ÊTRE ET DE CONNAÎTRE...



[MANIFESTES LE POMMIER !]

c'était mieux avant !

DES GRANDS-PAPAS RUMICHONS NE CESSANT DE DIRE À PETITE POUCKETTE, CHÔMEUSE

DU STAGIAIRE QUI PEUDRA LONGTEMPS POUR

michel serres

DES RETRAITÉS : « C'ÉTAIT MEILLEUX AVANT. » OH, CELA TOMBE BIEN, AVANT, SÛRÉMENT, J'Y ÉTAIS.



Petite Poucette
suite



[MANIFESTE LE POMMIER !]

Gutenberg



Zuckerberg Sandberg



Révolutions / social économique technologique



**GRENOBLE
ECOLE DE
MANAGEMENT**
TECHNOLOGY & INNOVATION

une école



RÉVOLUTIONS : SOCIALE ÉCONOMIQUE TECHNOLOGIQUE

RÉVOLUTION AGRICOLE
INDUSTRIALISATION
TERTIARISATION
DIGITALISATION

paradoxe de **Jevons**



Le paradoxe de **Jevons** énonce qu'à mesure que les améliorations technologiques augmentent l'efficacité avec laquelle une ressource est employée, la consommation totale de cette ressource peut augmenter au lieu de diminuer.

Ce paradoxe implique que l'introduction de technologies plus efficaces en matière d'énergie peut augmenter la consommation totale de l'énergie.

Cas extrême de l'effet rebond

William Stanley Jevons l'a mis en évidence (1865) sur la question du charbon, Jevons observe que la consommation anglaise de charbon a fortement augmenté après que James Watt a introduit sa machine à vapeur, qui était bien plus efficace que celle de Thomas Newcomen. Les innovations de Watt ont fait du charbon une source d'énergie plus rentable, ce qui a conduit à généraliser l'utilisation de sa machine à vapeur au sein des manufactures. Plutôt que de réduire la consommation totale de charbon, les améliorations technologiques et les gains de rentabilité ont conduit à accroître la consommation totale de charbon



transformations

DIGITAL

NBIC - NAT - IA





Transformations Digitales

TRANSITION - PRODUIT - OFFRE - PROPOSITION

TRANSITION - MARKETING - COM - PROCESS



Transformations Digitales

1/ PRODUIT
SERVICE
OFFRE
PROPOSITION

2/ Entreprise - Process
Méthode - Marketing -
Communication -
Gestion



Produit - Service - Offre

IA - Innovation - Numérique -NBIC - NAT
Value Proposition - Fabrication
Product management - Technologie



Durabilité - Empreinte CO2

Frugalité - Responsabilité
Écosystème - Smart Grid - RSE - CSRD



UX - CX

Expérience fluide - Personnalisation
Omnicanalité - La voix du client (VOC)



Méthodes - Marketing

Outils numériques - Agilité - Scrum
Digital Marketing - Communication digitale
R&D



Transformations Digitales
MARKETING - PROCESS - RH
Management - Supply - FINANCE



TRANSITION Produit - Service - Offre

Innovation - Numérique - NBIC - IA
Value Proposition + Supply + Tracking
Product management - Fabrication



Durabilité - Empreinte CO2

Frugalité - Nouvelles énergies
Écosystème - Déchet - H2 - Pompe à Chaleur
RSE - CSRD - ESG



EX

Expérience fluide d'onboarding
Remote Télétravail
Omnicanalité



TRANSITION Méthodes - Process

Outils numériques & Agilité
Management - Travail - RH
Finance & Supply Chain
Management - Travail



Transformation Digitale

PRODUCT

MARKETING & PROCESS

Digital Transformation 1.0
Companies using more software



Digital Transformation 2.0
Companies becoming software



Digital Transformation 3.0 ?

“

J'aime dire que la
transformation
digitale est finie.

”

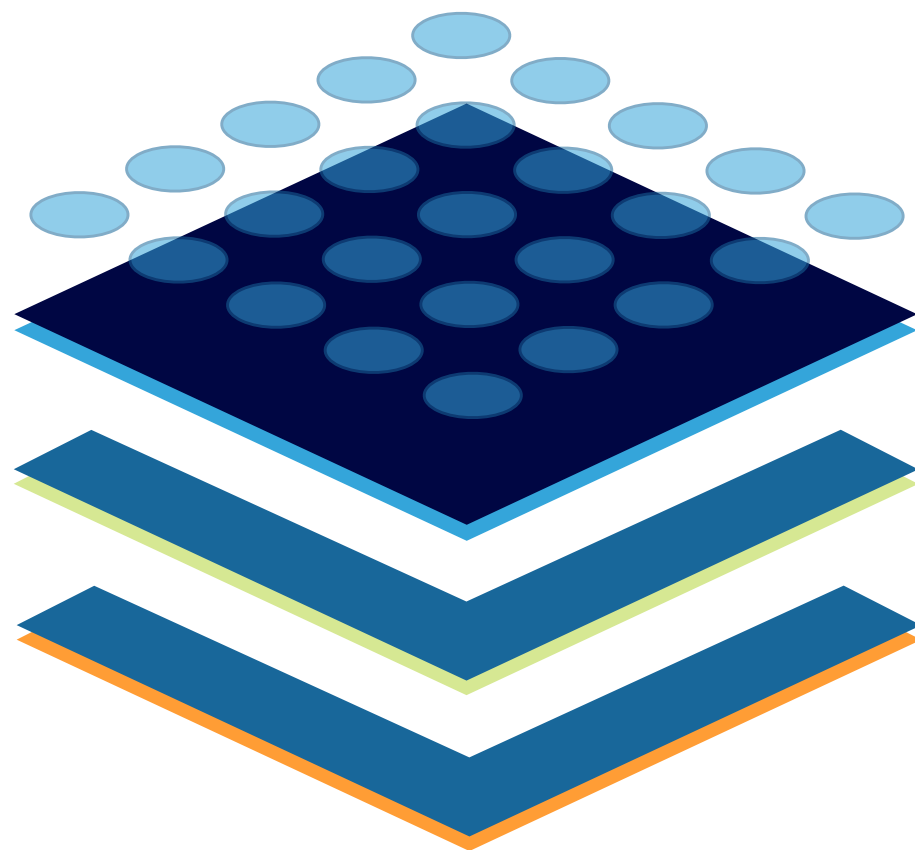
AurélieJean

LP CEO et Fondatrice
In Silico Veritas, LLC



CF

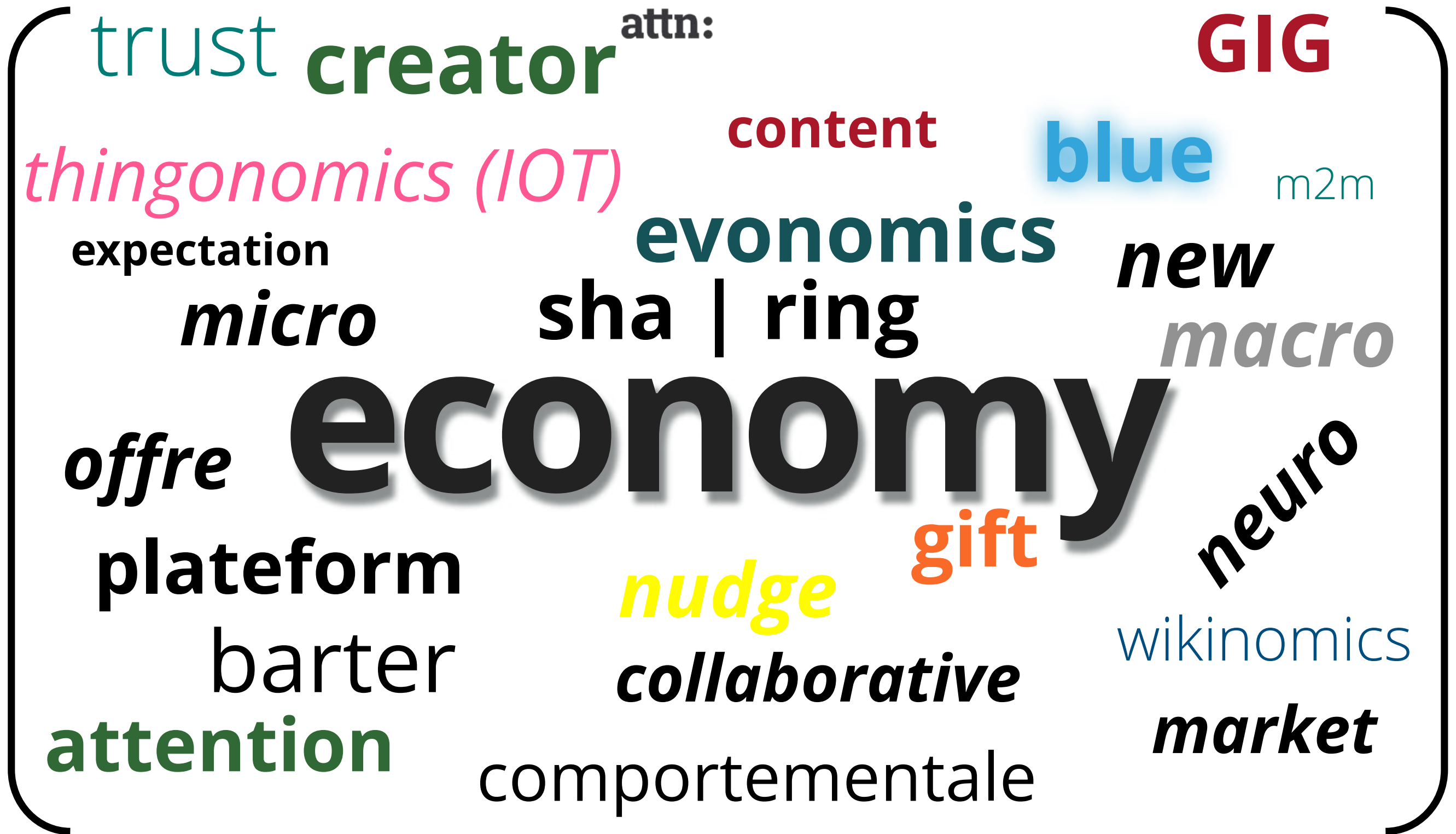
commerce.key



PLATFORM

servicisation
disruption
uberisation
tycoonisation
platformisation

Nouveaux Business Modèles



trust **creator**

attn:

GIG

thingonomics (IOT)

content

blue

m2m

expectation

evonomics

new

micro

sha | ring

macro

offre

economy

neuro

platform

gift

nudge

barter

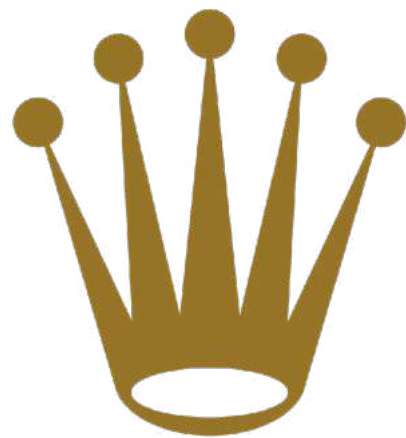
wikinomics

attention

collaborative

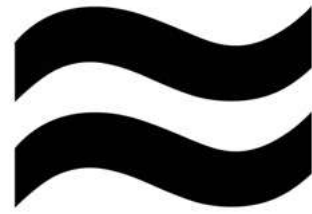
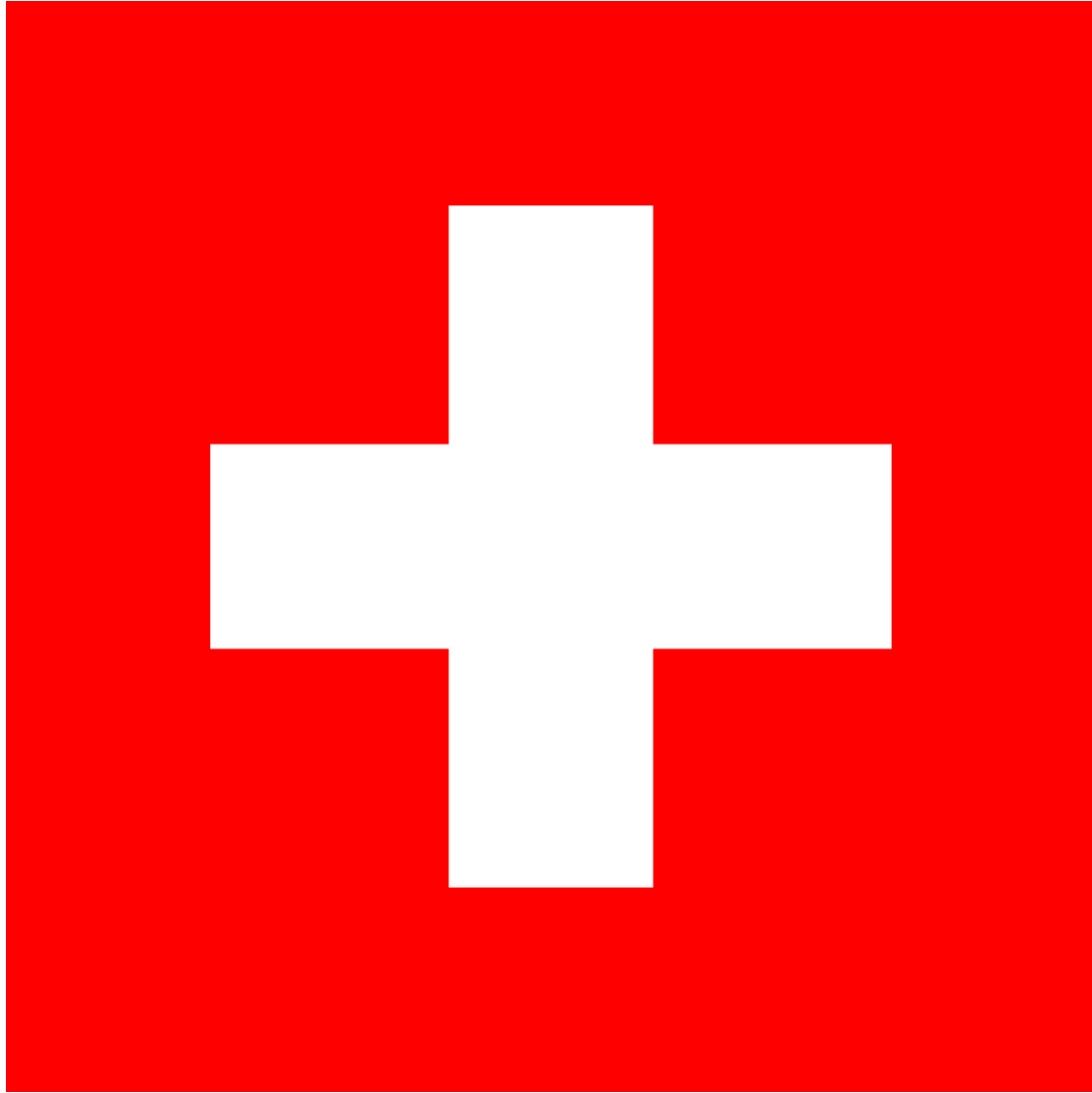
market

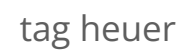
comportementale



ROLEX









TAMBOUR HORIZON LIGHT UP CONNECTED WATCH

Louis Vuitton Watches by Jean Arnaud

TAG HEUER CONNECTED GOLF EDITION

An elegant and versatile watch to take with you to greens worldwide.

- ☐ White Golf pattern strap with green stitching
- ☒ Black rubber strap
- ☐ 18 HOLES BEZEL INDICATORS
- ☒ SAPPHIRE GLASS
- ☒ HEART RATE MONITOR
- ☒ GPS



TAG HEUER CONNECTED CALIBRE E3
Titanium Case - Black Rubber Strap



TAG HEUER CONNECTED CALIBRE E3
Titanium Case - Black Rubber Strap



TAG HEUER CONNECTED CALIBRE E3
Titanium Case - Lime Green Rubber Strap

tag heuer



LEDGER HUBLOT

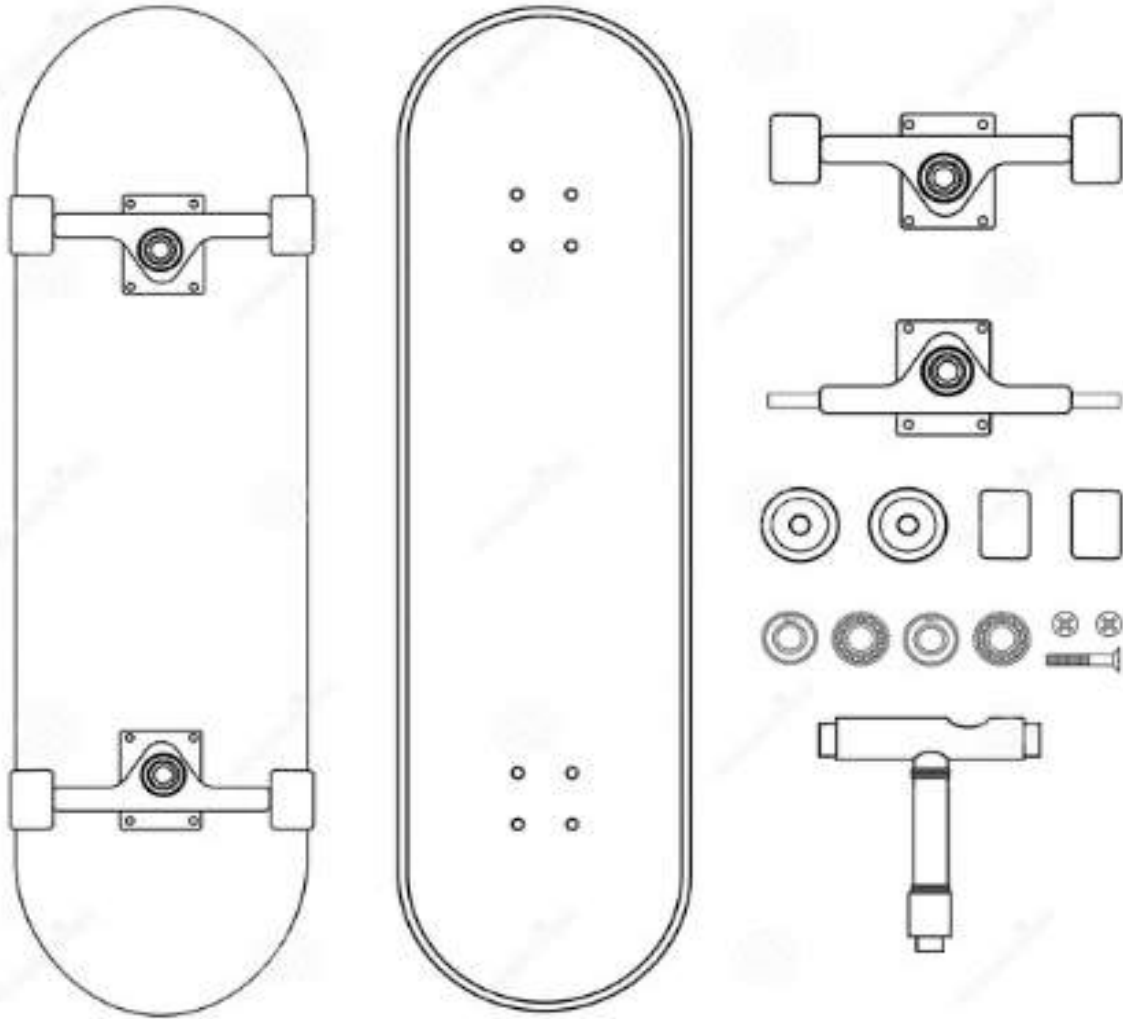


ZENITH

Frédéric Arnault is appointed CEO of LVMH Watches

Why we buy: Features vs *Jobs*

Even though people buy this...



...they **really** want this



VALEUR RÉELLE



VALEUR PERÇUE



PROBLÈME DE COMMUNICATION



NOKIA

Polaroid



#OLDWORLD





PREMIUM



STARLINK PREMIUM



SWARM

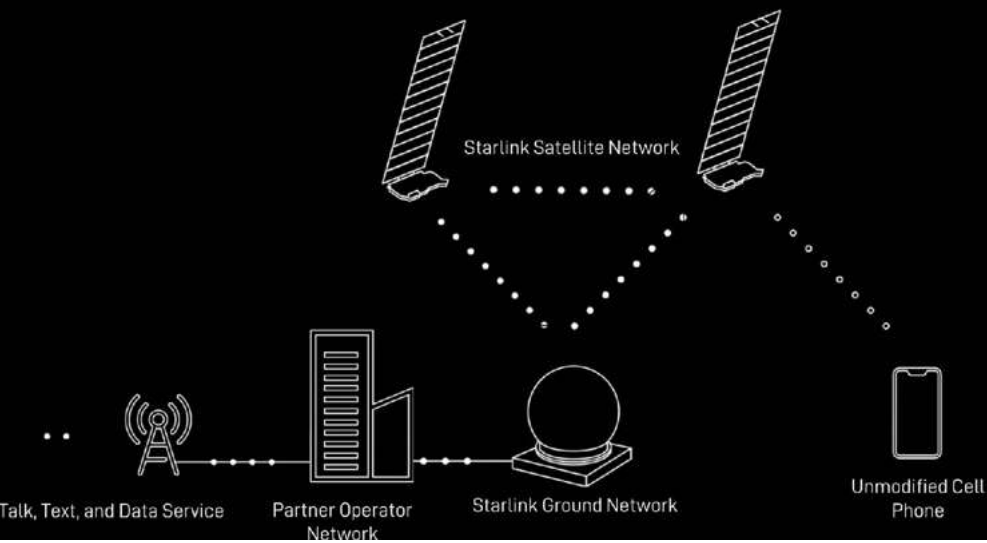
THANK YOU FOR YOUR INTEREST IN ORDERING STARLINK!

Starlink Premium is not yet available in your area. Please check back for future availability in your area.

STARLINK DIRECT TO CELL

Seamless access to text, voice, and data for LTE phones across the globe

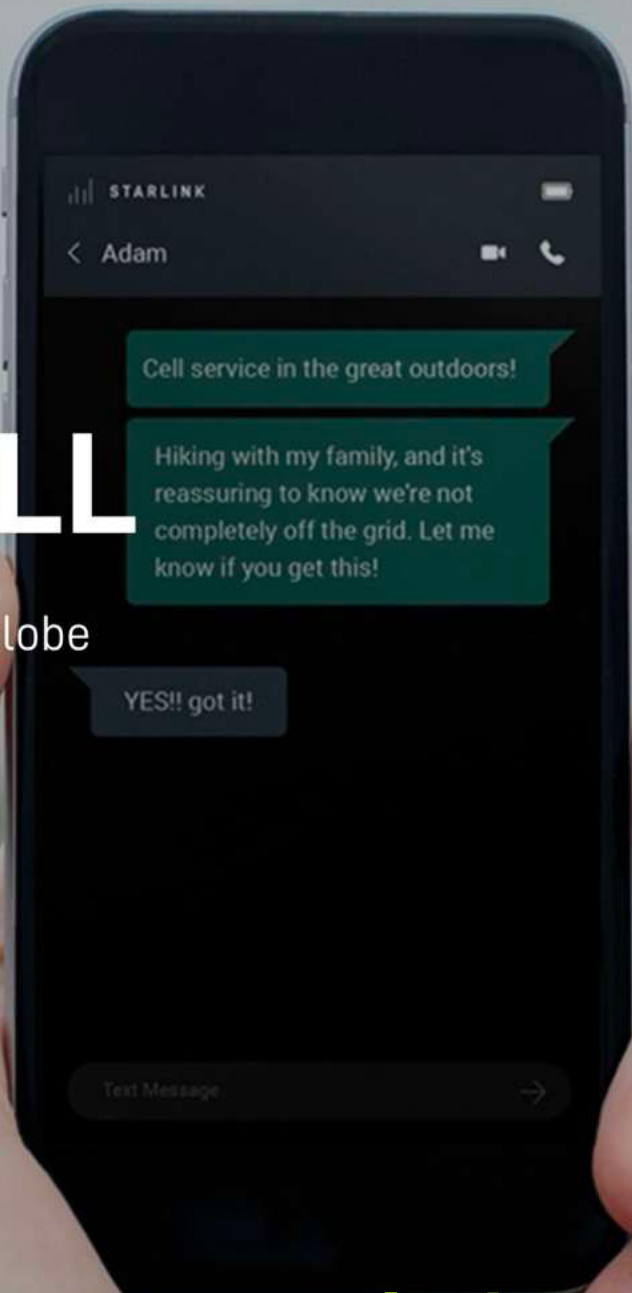
A CELLPHONE TOWER IN SPACE

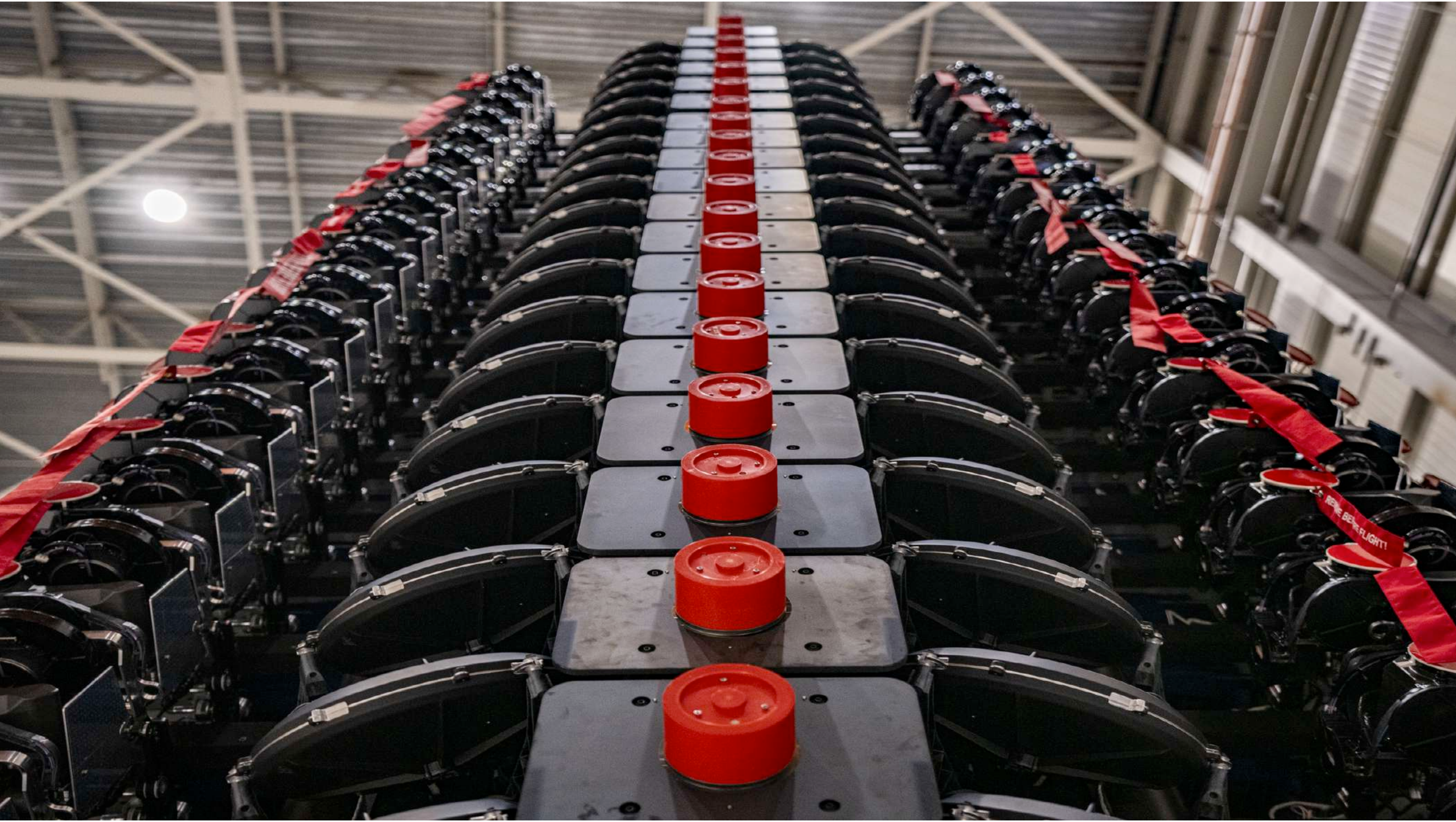


GET IN TOUCH

SWARM

<https://direct.starlink.com/>







PREMIUM



STARLINK PREMIUM

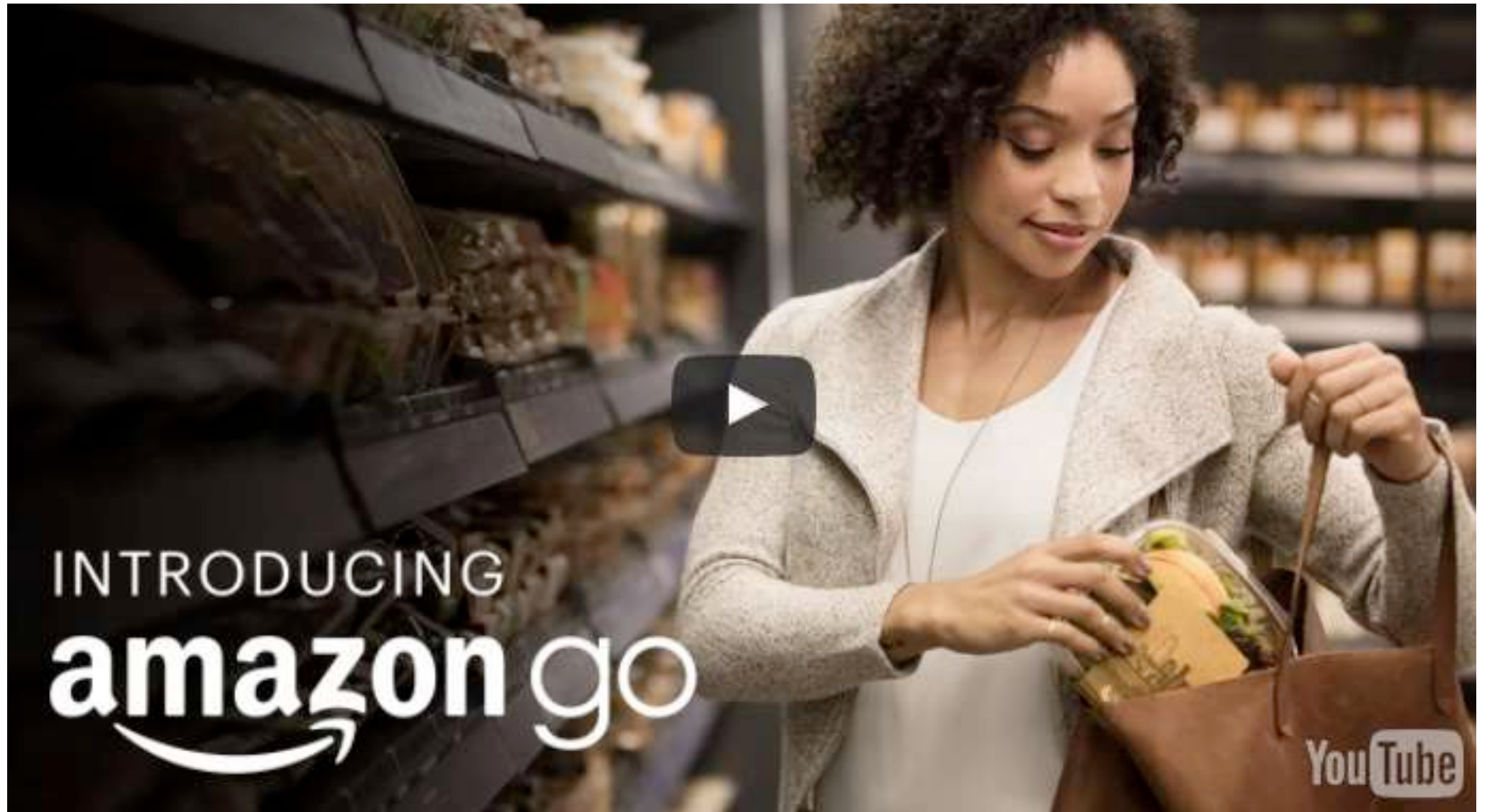
Direct
2
Cell

SWARM
OS 4 IOT



THANK YOU FOR YOUR INTEREST IN ORDERING STARLINK!

Starlink Premium is not yet available in your area. Please check back for future availability in your area.



*AI + **amazon** = amazon go = SHOP OS (operating system)*

WALK
OUT
JUST
BEVERAGE





24/7 on-demand care with Prime

i This membership benefit is exclusive for Prime members.

Start your 30-day free Prime membership trial

Members can easily book appointments within the app. Appointments are billed to you or your insurance.

For \$9/month, Prime members get access to:



24/7 on-demand care via VideoChat or Treat Me Now



Secure messaging with a provider



In-app health records and care plans



Convenient prescription refill and renewal requests



For \$9/month, Prime members get access to:



amazon pharmacy

Prefer your meds in bottles?



 **PillPack**
by amazon pharmacy

Prefer your meds in packets?



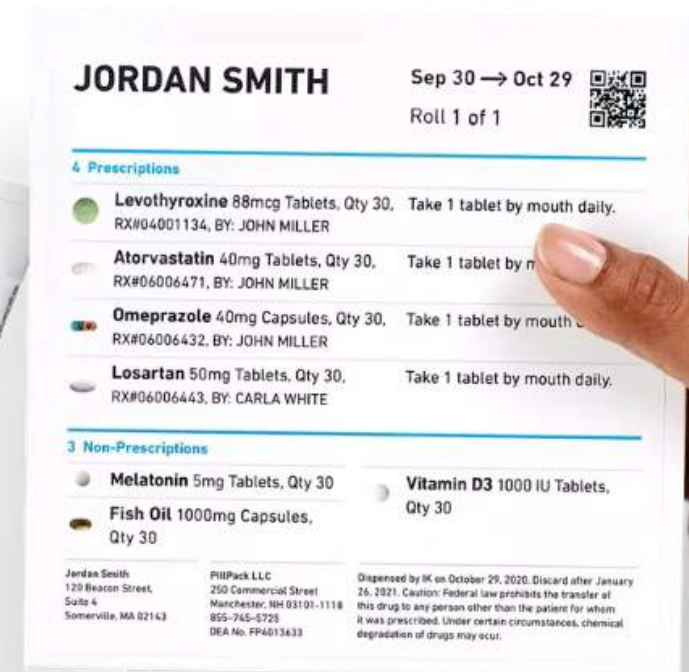
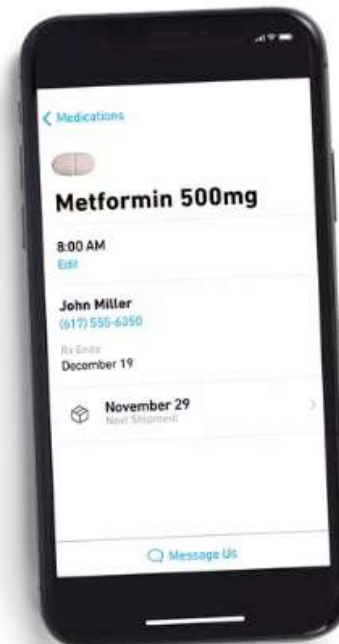


You'll get the meds you need every month

Pharmacy support
day or night

Automatic refills
before you need them

Free delivery
right to your door



GOOGLE'S SHOPPING LIST WHY TO SELL NOW

Forbes



THE CULTURE
OF AMERICA
AND THE WORLD
WITH JEFF
BEZOS TALKING
ABOUT THE
FUTURE OF
AMERICA

AMERICA'S
BEST LEADERS

2014-2015
THE 100 MOST INFLUENTIAL AMERICANS
AND THE WORLD



The Amazon blog
dayone
amazon

it's still day one! Jeff Bezos
+
customer obsession





Amazon.com
1000
1000
1000
1000

John Wainwright
215 Alexander Avenue
Los Gatos, CA 95030

Quantity of items purchased

1/1/1

1/1/1

1/1/1

1/1/1

1/1/1

1/1/1

1/1/1

1/1/1

1/1/1

1/1/1

1/1/1

1/1/1

Thanks for shopping at Amazon.com!

Fluid Concepts and Creative Analogies

COMPUTER MODELS OF THE
FUNDAMENTAL MECHANISMS OF THOUGHT

abcdefghijklmnopqrstuvwxyz
abcdefghijklmnopqrstuvwxyz
abcdefghijklmnopqrstuvwxyz
abcdefghijklmnopqrstuvwxyz
abcdefghijklmnopqrstuvwxyz

Douglas Hofstadter
AND THE FLUID ANALOGIES RESEARCH GROUP

JB

AMAZON

7 — Jeff Bezos - Elon Musk, l'autre guerre des étoiles.

PLUS CONNU POUR ÊTRE LE PATRON D'AMAZON, JEFF BEZOS RÊVE AUSSI DE CONQUÊTE SPATIALE. LE RÉCENT SUCCÈS DE SON LANCEUR NEW SHEPARD LUI PERMETTRA-T-IL DE SÉDUIRE LA NASA ? JUSQU'ICI, L'AGENCE AMÉRICAINE LUI AVAIT PRÉFÉRÉ LE PROJET DE L'HOMME D'AFFAIRES ELON MUSK.

PAR MARINE BENOIT

EM

TESLA



MULTI-ENTREPRENEUR En 1994, Jeff Bezos crée Amazon, futur leader mondial de la vente en ligne. Six ans plus tard, à 36 ans, il se lance dans l'aventure spatiale avec la start-up Blue Origin. Depuis 2013, il est aussi propriétaire du quotidien américain *The Washington Post*.

ÉVINCÉ En 2010, la NASA décide de faire appel à des entreprises privées pour développer de nouveaux engins qui remplaceraient sa navette spatiale destinée à transporter les équipages de la Station spatiale internationale (ISS). Blue Origin, sélectionnée au départ, se voit remerciée par l'administration américaine en 2011.

OUTSIDER Le 24 novembre, Jeff Bezos réussit à faire décoller puis atterrir en douceur son lanceur New Shepard, emportant à plus de 100 km d'altitude une capsule susceptible de transporter six personnes. « *Si tout se passe bien, nous serons capables de transporter des passagers à l'horizon 2017* », s'est-il félicité.

FAUX MODESTE C'est pourtant à la surprise générale que Bezos a décroché cette victoire, là où tout le monde attendait son concurrent Elon Musk. Dans un tweet accompagné d'une vidéo du décollage, il commente sobrement : « *Un spécimen rare : une fusée usagée. Un atterrissage contrôlé, pas simple mais exécuté comme il faut. Peut avoir l'air facile.* »

INGÉNIEUR ET HOMME D'AFFAIRES Chef d'entreprise hyperactif, Elon Musk est connu pour son rôle au sein de Tesla Motors, constructeur de voitures électriques, et pour ses projets en matière de stockage d'énergie. Mais l'ingénieur de 44 ans souhaite lui aussi démocratiser la conquête de l'espace. Pour cela, il a fondé SpaceX en 2002.

ÉLU S'il passe contrat avec la NASA dès 2008 pour le lancement de douze vaisseaux, il répond lui aussi à l'appel d'offres pour concevoir les futures navettes de l'ISS. En septembre 2014, il remporte la compétition, aux côtés de Boeing.

EN MORCEAUX SpaceX a déjà connu deux échecs en tentant de ramener sur Terre le premier étage de sa fusée. En juin, son lanceur Falcon 9 a explosé en vol peu après son décollage.

MAUVAIS JOUEUR Une heure après l'annonce de Bezos sur Twitter, le géant de la Silicon Valley a félicité son concurrent : « *Bravo à Jeff Bezos et à l'équipe de Blue Origin pour avoir réussi un décollage et atterrissage vertical avec leur lanceur.* » Avant d'ajouter : « *Il est important cependant de distinguer espace et orbite [...] Jeff n'est peut-être pas au courant que les vols suborbitaux de SpaceX ont commencé en 2013. Amerrissage en 2014. Atterrissage à venir.* »

A woman with dark hair and glasses is sitting at a white, curved desk in a modern office. She is looking down at a laptop. On the desk, there is a black office phone and a small white container with two bottles. To the right of the desk, there is a large white pot with a green plant and white flowers. The background is a white wall with the word "SHEIN" in large, illuminated letters. The office has a clean, minimalist design with warm lighting.

SHEIN

Bloomberg
Technology

SHEIN SAID TO SHIFT IPO HOPES TO LONDON

world



GLOBAL PARTNERS

Cellular providers using Direct to Cell have access to reciprocal global access in all partner nations.

[T-MOBILE \(USA\) >](#)

[OPTUS \(AUSTRALIA\) >](#)

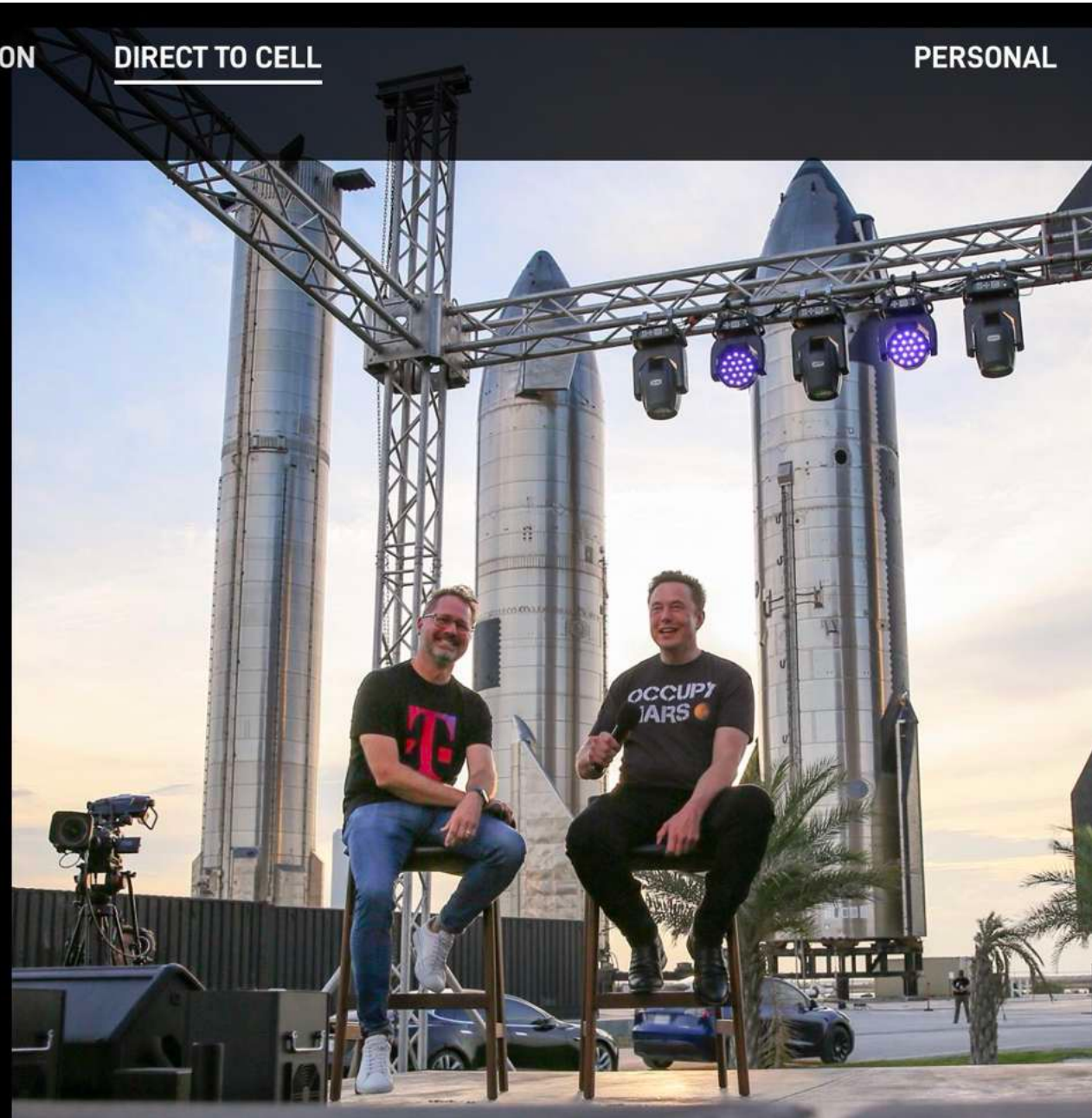
[ROGERS \(CANADA\) >](#)

[ONE NZ \(NEW ZEALAND\) >](#)

[KDDI \(JAPAN\) >](#)

[SALT \(SWITZERLAND\) >](#)

[ENTEL \(CHILE\) >](#)





Yuka



Take a selfie, know your healthie!™

Anura's intended use is to increase people's awareness of their general wellness

Read our publications



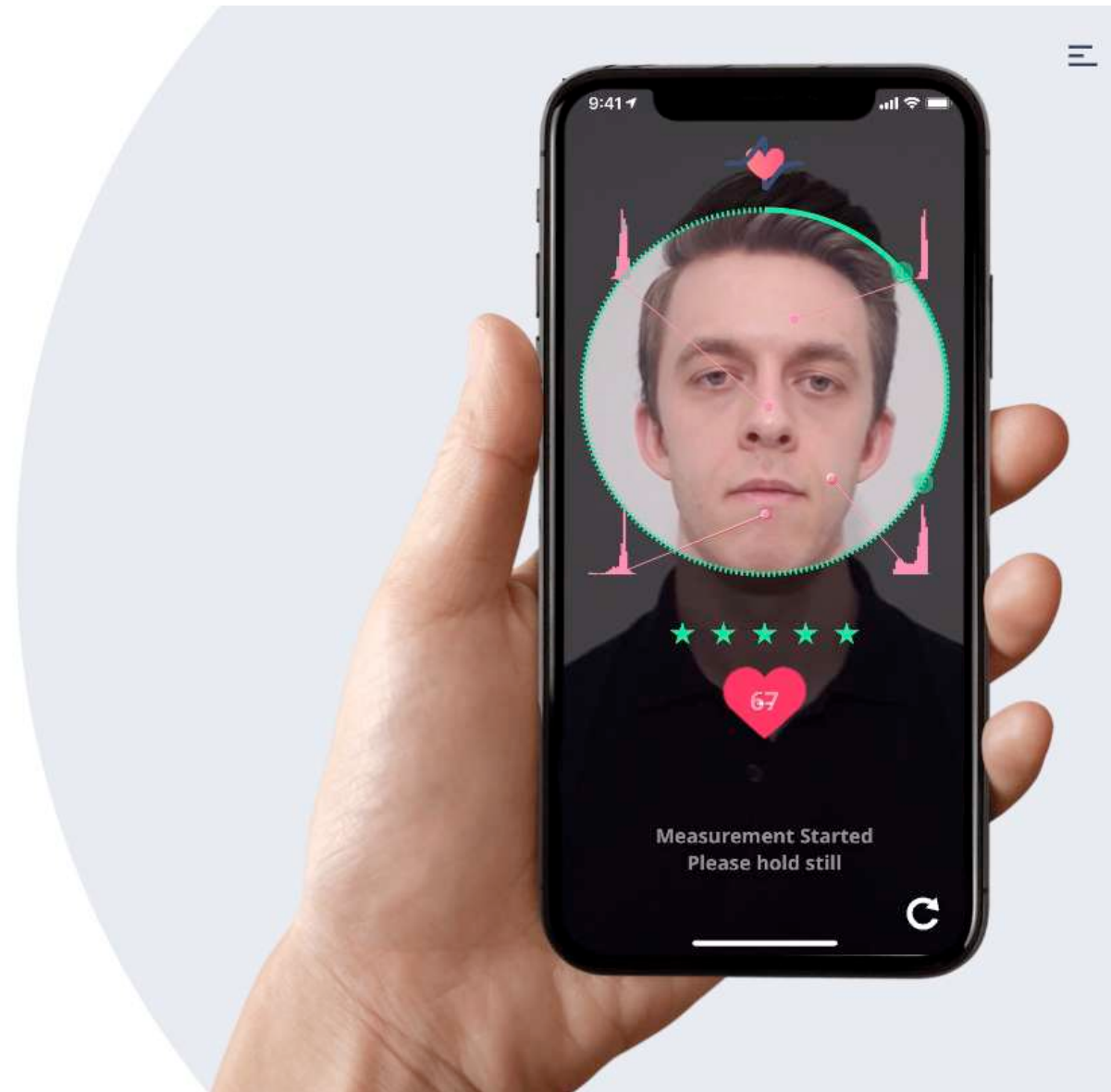
[Clinical studies](#)



[Research](#)



⚠ Anura™ is not a substitute for the clinical judgment of a health care professional. Anura™ is intended to improve your awareness of general wellness. Anura™ does not diagnose, treat, mitigate or prevent any disease, symptom, disorder or abnormal physical state. Consult with a health care professional or emergency services if you believe you may have a medical issue.





- ☒ I have read and agree with Anura™'s [Terms of Use](#) and [Privacy Policy](#)
- ☒ I consent to the processing of my health data by Nuralogix Corporation provide me with the Anura™ app services as described in the Terms of Use
- ☒ Allow Anura™ to collect anonymous usage data

[More info](#)

Hi, I'm Anura™.
Let's begin your 30-second Health Check.

[Login](#)

SUBMIT

SIGN UP

Done SNR: 7,9 dB | ★★★★★

OLOGICAL MENTAL PHYSICAL **OVERALL**



VITALS



PHYSIOLOGICAL



MENTAL



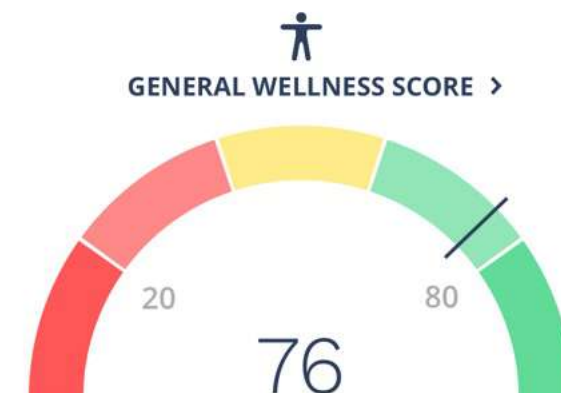
PHYSICAL



For Investigational Use Only. These numbers are only estimates and are not a substitute for the judgment of a health care professional. They are intended to improve awareness of general wellness.

Done SNR: 7,5 dB | ★★★★★

OLOGICAL MENTAL PHYSICAL **OVERALL**



VITALS



PHYSIOLOGICAL



MENTAL



PHYSICAL



For Investigational Use Only. These numbers are only estimates and are not a substitute for the judgment of a health care professional. They are intended to improve awareness of general wellness.

ACTUALITÉS

09/11/23
POUR CERTAINS EXAMENS :
PAS DE PRELEVEMENT LA
VEILLE DU 11 NOV.

04/07/23
CHANGEMENT DE KIT /
MILIEUX DE TRANSPORT

16/06/23
METANEPHRINES URINAIRES
ALLONGEMENT TEMPORAIRE
DU DELAI DE RENDU

10/05/23
Recherche des AC Anti-
plaquettes - Arrêt de l'examen

13/04/23
VITAMINE B6 : CHANGEMENT
DE TECHNIQUE

20/07/23
Les perturbateurs endocriniens,
Nouveautés sur la prise en
charge en 2023

21/06/23
RUPTURE REACTIF ALDOLASE

26/05/23
Dépistage prénatal non invasif
par ADNc des anomalies
chromosomiques (DPNI)

17/04/23
Nouveau Site Cerba Oncology

12/04/23
Nouvel examen // La
cartographie optique : de
nouvelles perspectives de
diagnostic dans les maladies
rares

Toutes les Actualités →

Les perturbateurs endocriniens, Nouveautés sur la prise en charge en 2023

Cher confrère,

Par ingestion, inhalation ou encore diffusion percutanée, les sources d'exposition aux perturbateurs endocriniens sont nombreuses ; ils font désormais partie de notre quotidien. Les perturbateurs endocriniens, bisphénols et phtalates, ont fait l'objet de nombreuses mises en garde des services publics et autres autorités de santé.

Le début de la grossesse, l'enfance et l'adolescence restent les périodes les plus à risques où l'organisme est le plus réceptif aux perturbateurs endocriniens.



MESURER SON EXPOSITION EST MAINTENANT POSSIBLE.

A l'issue des résultats, des mesures de prévention ciblées permettront de réduire son exposition rapidement.

NOUVEAUX EXAMENS

Panel Bisphénols : bisphénol A, S, F, AF et AP

Panel Phtalates : MeOHP, MeHHP, MECPP, MCP, MEP, MiBP, MnBP, MBzP, MCOP et MCNP

Prélèvement :

Urines (2 ml), sur tube en polypropylène ou en polyéthylène

Privilégier l'urine ponctuelle plutôt en fin de journée (et pas au réveil)

Sur urines des 24h si demandé par le médecin prescripteur

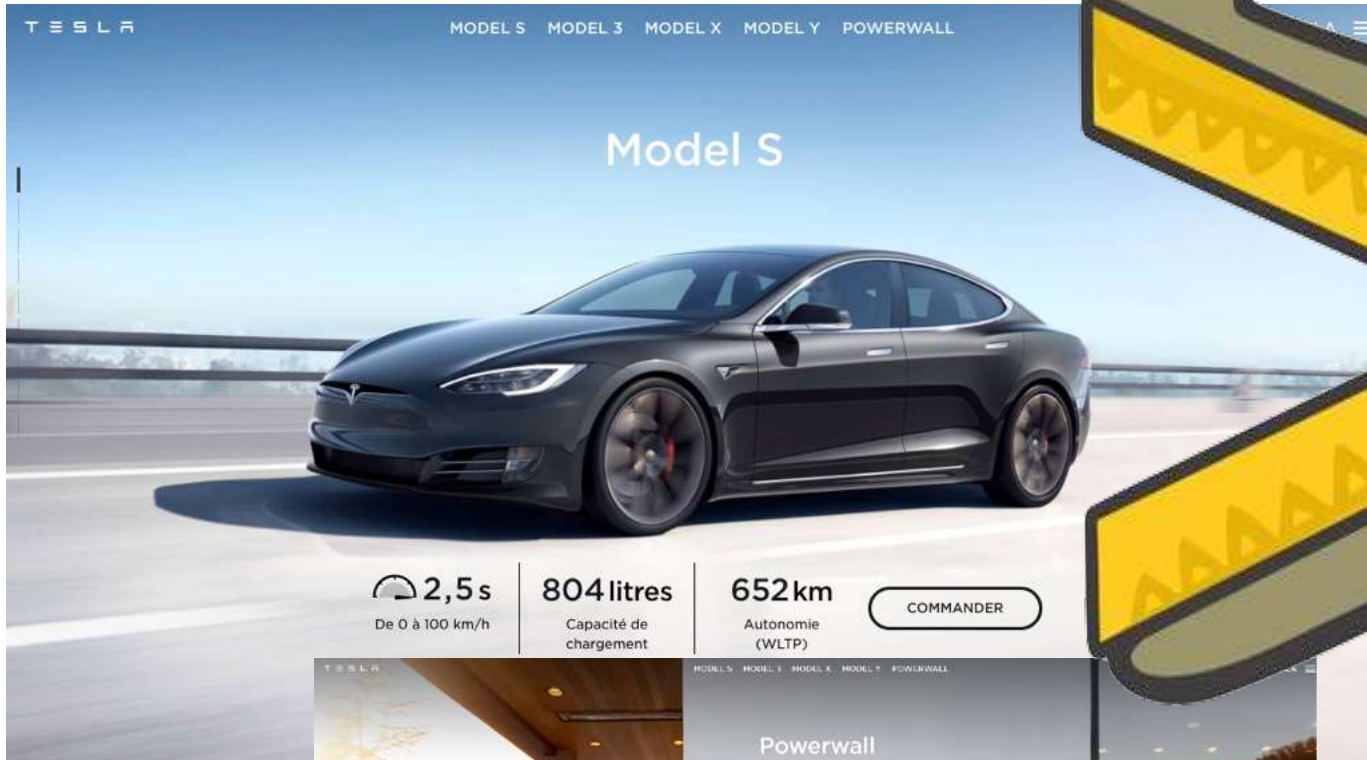
Conservation :

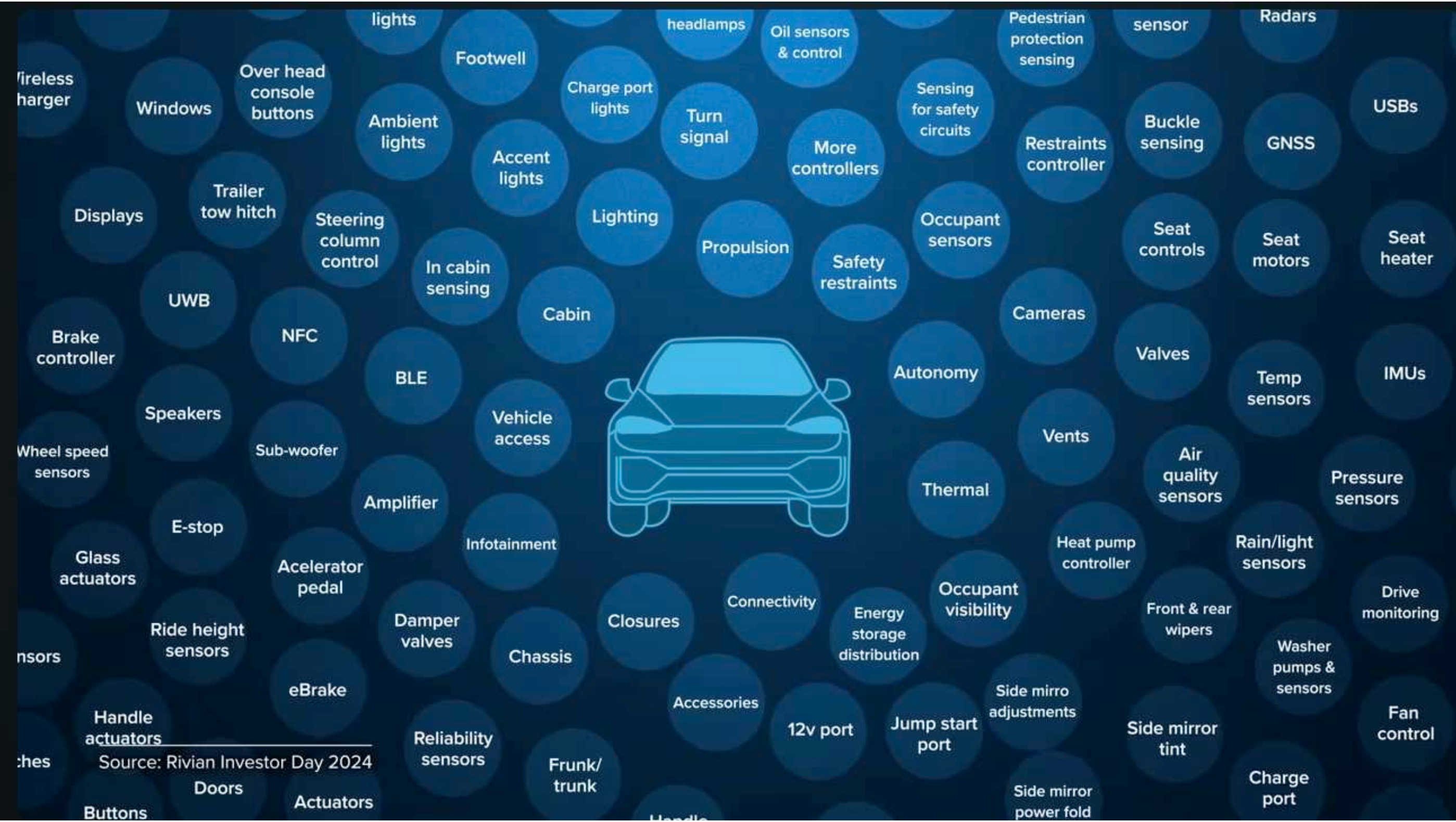
À conserver entre 2 °C et 7 °C (7 jours max) et à envoyer au laboratoire Cerba en congelé.

[Lien vers le catalogue](#)



YUKA





Source: Rivian Investor Day 2024





CyberCab / RoboVan / Optimus

systems lies a complex network of communication protocols that facilitate the exchange of data between various electronic control units (ECUs)

Importance of Communication Protocols in Mechatronics

Communication protocols play a vital role in automotive mechatronics, enabling the exchange of data between ECUs and ensuring the coordination of various systems.

Overview of CAN (Controller Area Network) Protocol

CAN is a widely used communication protocol in automotive systems, developed by Bosch in the 1980s. It is a multi-master, message-oriented protocol that enables the exchange of data between ECUs. CAN is known for its high reliability, fault tolerance, and robustness, making it an ideal choice for safety-critical applications.

LIN (Local Interconnect Network) Protocol and Its Applications

LIN is a single-master, multi-slave communication protocol used in automotive systems. It is designed for low-speed, low-cost applications, such as controlling seat adjustments, mirrors, and lighting systems

Increased data transmission rates: 5G and other emerging technologies will enable higher data transmission rates, facilitating the exchange of large amounts of data between ECUs and sensors.

Improved cybersecurity: AI and other emerging technologies will be used to improve cybersecurity in automotive systems, protecting against cyber threats and ensuring the integrity of communication protocols.

New applications and use cases: Emerging technologies will enable new applications and use cases, such as vehicle-to-everything (V2X) communication and smart infrastructure.

Types of Automotive Communication Protocols

Controller Area Network (CAN) Protocol

CAN is the backbone of automotive communication, allowing multiple ECUs to communicate without a host. It provides:

- speed and fault-tolerant communication.
- age prioritization.
- cations: Engine management, braking systems, powertrain.

Local Interconnect Network (LIN) Protocol

cost-effective alternative to CAN, used for:

- speed applications.
- control systems like window regulators and seat control.
- e-wire implementation, reducing cost.

FlexRay Protocol

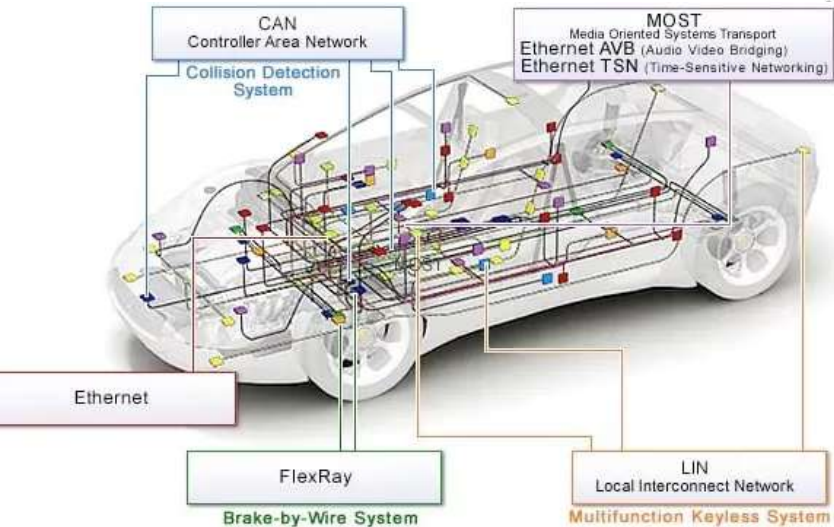
is designed for high-speed, fault-tolerant communication in safety-critical applications. It features:

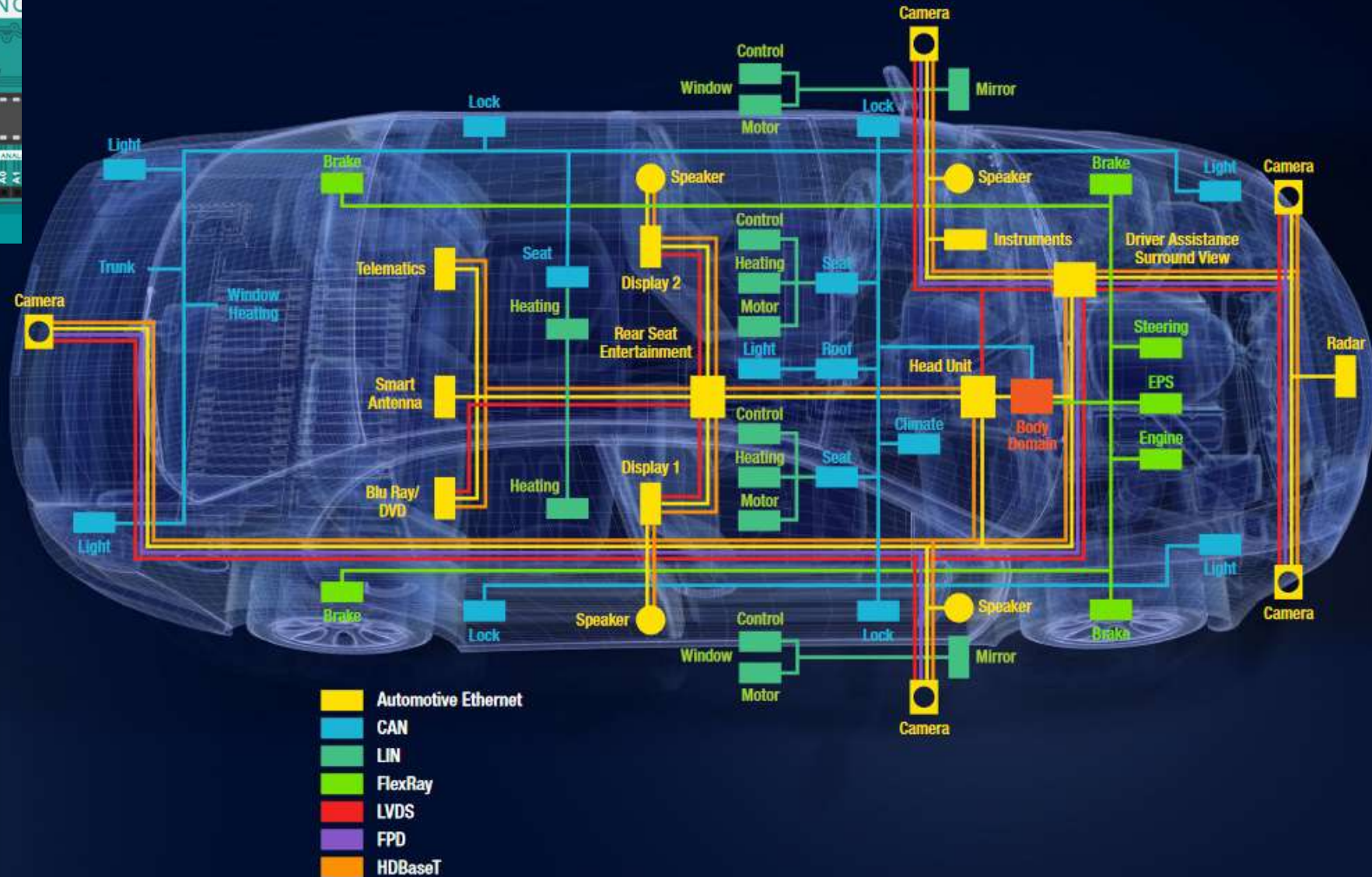
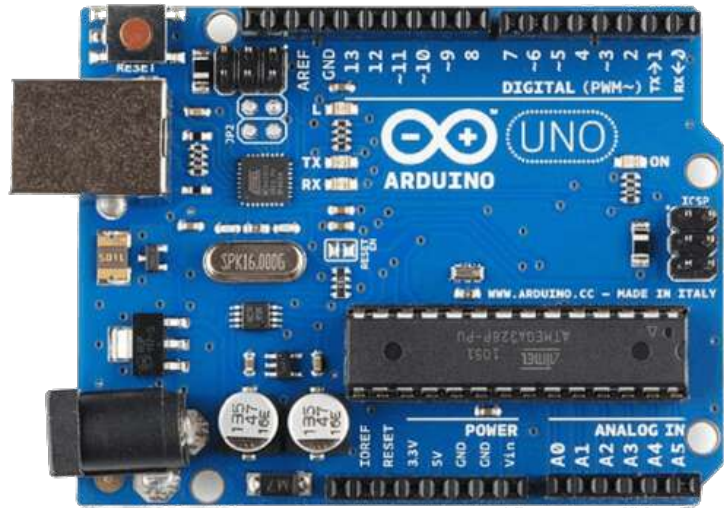
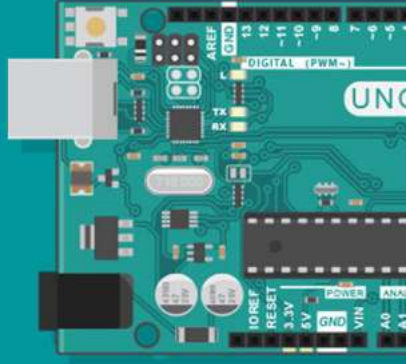
- ministic timing for real-time operations.
- channel redundancy for fail-safe operations.
- cations: Adaptive cruise control, drive-by-wire systems.

Media Oriented Systems Transport (MOST) Protocol

Protocol	Speed	Application
CAN	1 Mbps	Powertrain, safety systems
LIN	20 kbps	Body control systems
FlexRay	10 Mbps	Safety-critical applications
MOST	150 Mbps	Infotainment
Ethernet	1 Gbps	ADAS, autonomous driving

Protocol	Speed	Application	Key Features
CAN	Up to 1 Mbps	Safety-critical systems, engine control	Multi-master, message-oriented, robust error detection
LIN	Up to 20 kbps	Body electronics, comfort systems	Single-master, multi-slave, low-cost, simple protocol
FlexRay	Up to 10 Mbps	Safety-critical systems, ADAS, autonomous driving	High-speed, time-triggered and event-triggered, fault-tolerant







Join us at [Paris Motor Show](#) , 14-20 October 2024

STELLANTIS



CITROËN



DS AUTOMOBILES

FIAT

Jeep



Maserati



OPEL



RAM



VAUXHALL

LEAPMOTOR

LEASYS



Free2move



Prime Air

N1997A



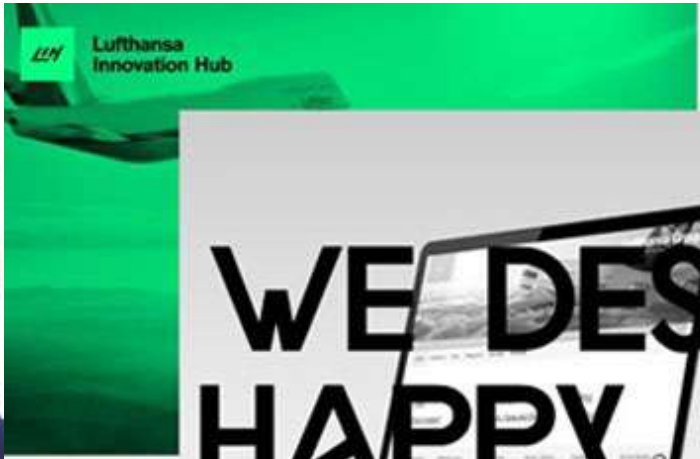
Lufthansa
Innovation Hub

“Culture
belongs at
the center
of your
strategy.”

10 YEARS LUFTHANSA INNOVATION HUB

To partner is the easy way to innovate. You don't have to reinvent the wheel.

Xavier Lagarde
Managing Director
Lufthansa Innovation Hub



WE DESIGN THE
HAPPY JOURNEY
OF TOMORROW

INTENTIONAL INNOVATION

LIH 10 YEARS

Market capitalization of Zoom Video Communications vs. the 15 biggest airlines



Notes: Airlines selected based on # of passengers transported in 2019; market cap as of Oct. 26, 2020

Source: Lufthansa Innovation Hub, TNMT.com, Yahoo Finance



Adaptez vos services de visio-conférence à vos usages en entreprise

Deux niveaux de licence Basic ou Premium, adaptés à vos usages, sont disponibles pour vos visio-conférences :

> Consulter nos offres

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- Keyyo Visio
- Keyyo Connect
- Keyyo Phone
- Communications Manager
- CallPad
- Switchboard
- Copy & Call
- Keyyo Fax
- Keyyo Update

		Keyyo Visio Basic	Keyyo Visio Premium
		2€ ^{,90} /mois ^(*) sans engagement	12€ ^{,90} /mois ^(*) sans engagement
Fermer les détails ^		L'essentiel des services entreprises	Le tout-illimité professionnel
Général, Assistance, support	Nb de participants	4	Illimité ^(*)
	Durée de la conférence	illimité	illimité
	Support technique par mail/téléphone Jours ouvrés/heures ouvrées	✓	✓
	Multisupports : PC, tablette, smartphone	✓	✓
	100% web, compatible avec tous les navigateurs web et mobile	✓	✓
Invitation, Collaboration	Conférence privée Invitation via URL Rejoindre par téléphone Chat en conférence Partage d'écran	✓	✓
	Conférence planifiée Invitation via Mail ou SMS Partage de documents et pointeur Tableau blanc collaboratif Transfert de fichier Prise de photo à distance Annotations sur les images en partage	✗	✓
Gestion, accès	Tableau de bord Historique de conférence Suivi de l'usage Enregistrement de conférence Modérer les participants Couper le micro, la caméra Verrouiller avec mot de passe Stockage cloud	✗	✓



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HIGH-SPEED INTERNET IN FLIGHT

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UPLOAD PER TERMINAL

8-25 MBPS

LATENCY

LESS THAN 99 MS

BUSINESS
20GB

\$2,000 /MO

Global 20GB Business Aviation Data
\$100/GB Additional Data

BUSINESS
UNLIMITED

\$10,000 /MO

Global Unlimited Business Aviation Data

GOVERNMENT
UNLIMITED

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Enhanced capabilities support a range of Government aircraft and Special Missions

COMMERCIAL
UNLIMITED

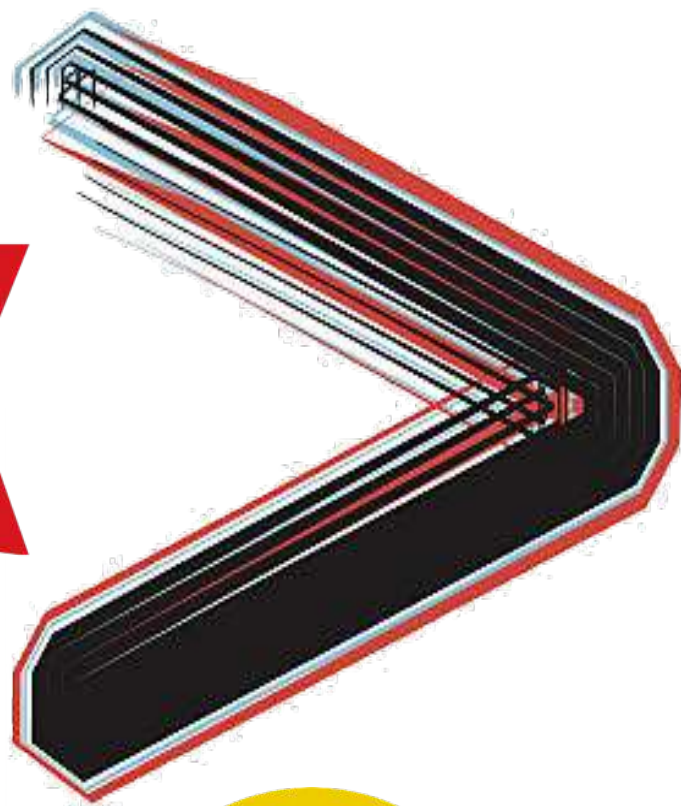
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Enhanced speeds support streaming for every passenger

Includes 5000 ACU antennas



NETFLIX

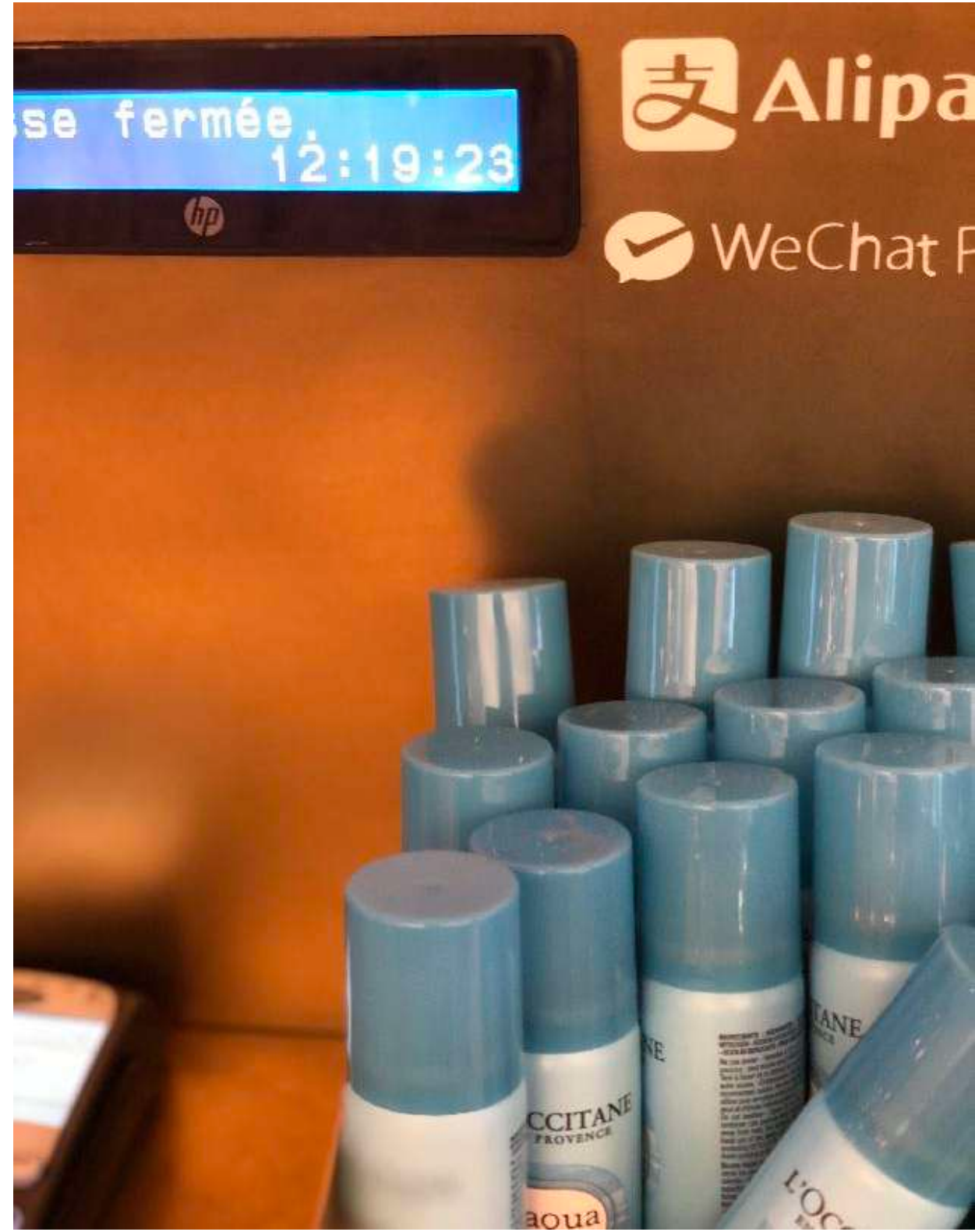


Disney





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



Alibaba Cloud

Sponsored •



Au pic du trafic du 11 novembre 2019, les plateformes d'Alibaba ont enregistré un record de 544 000 commandes par seconde. Tout cela s'est déroulé non stop de bout en bout grâce aux infrastructures du Cloud ! Connaissez-vous les technologies qui se cachent derrière le plus grand festival mondial du shopping? Rejoignez notre webinar pour découvrir nos solutions qui rendent possible le Double 11 et qui vous permettront ainsi de développer votre business en Chine.

Alibaba 11/11 Shopping Festival

Comment le Cloud rend possible le succès du Double 11 Shopping Festival

Mercredi 26 Février, 2020

10h ▶ 11h (UTC+01)

Inscrivez-vous ici



Alibaba Cloud

[HTTPS://RESOURCE.ALIBABACLOUD.COM/](https://resource.alibabacloud.com/)

Comment le Cloud rend possible le succès du Double 11 Shopping Fe...

Sign Up



Hubert Kratiroff 

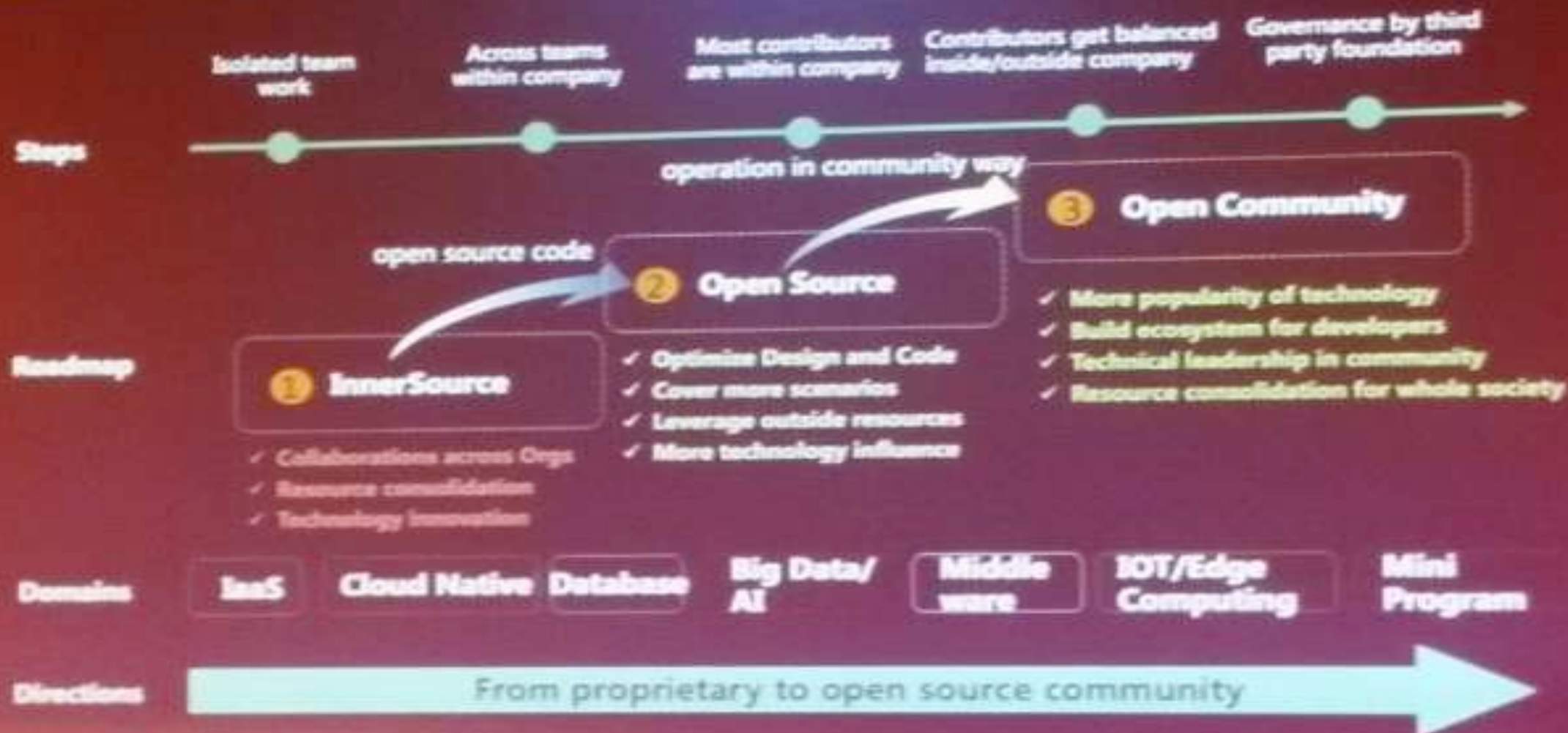
France



Scan the QR code to add me on WeChat

Tencent Opensource Roadmap

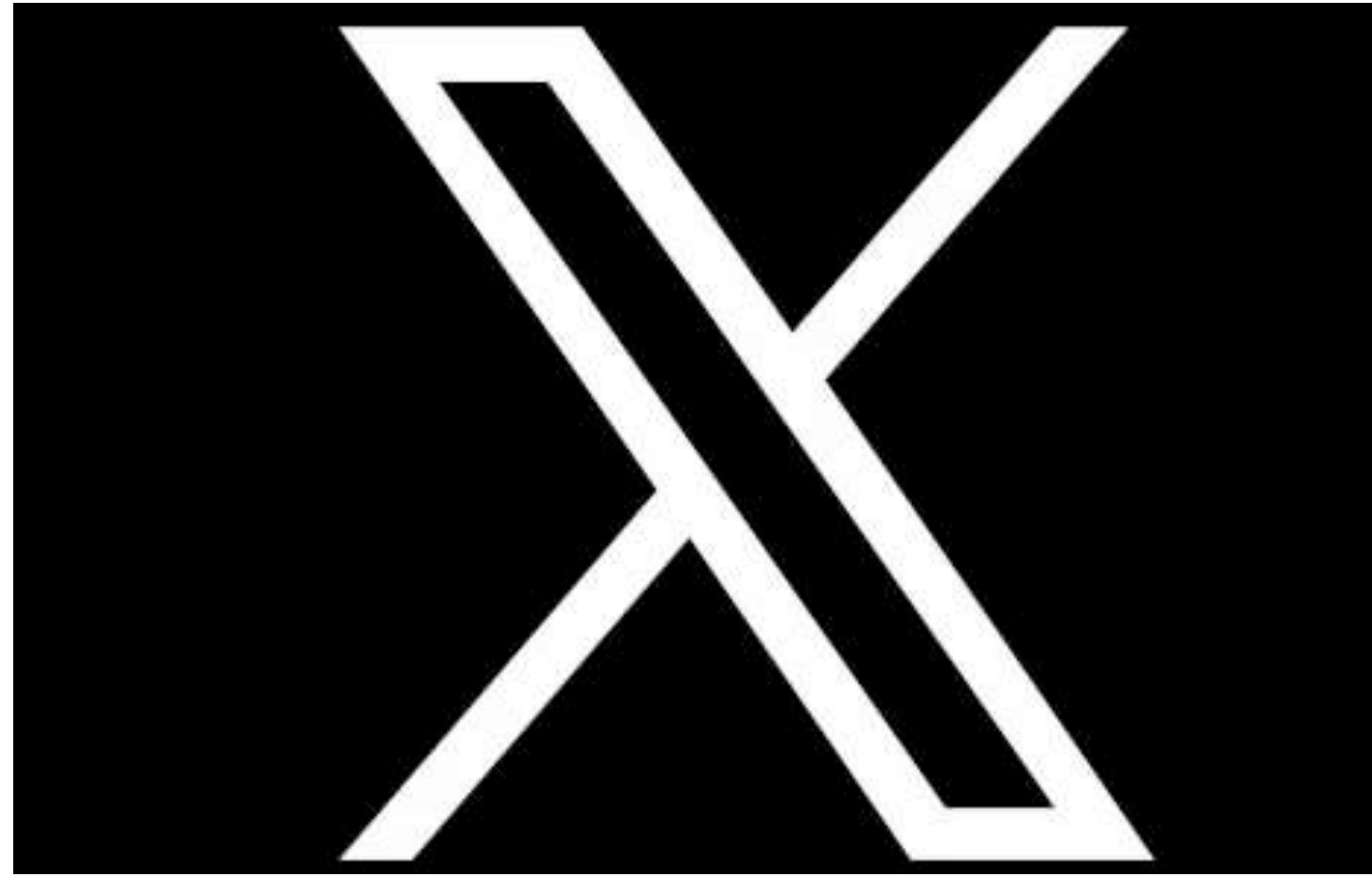
Tencent 腾讯 | 腾讯云

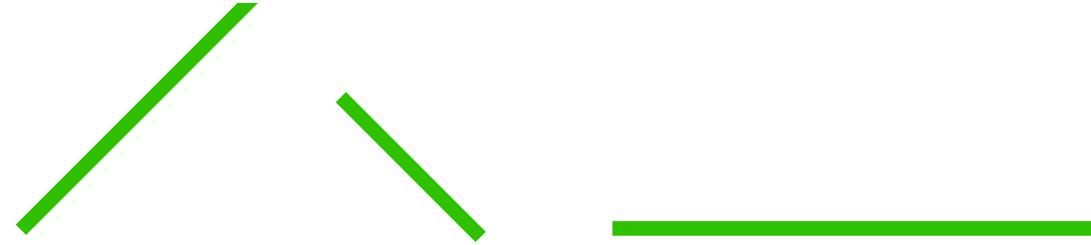


TenCent WeChat MiniProgram SDK opensource

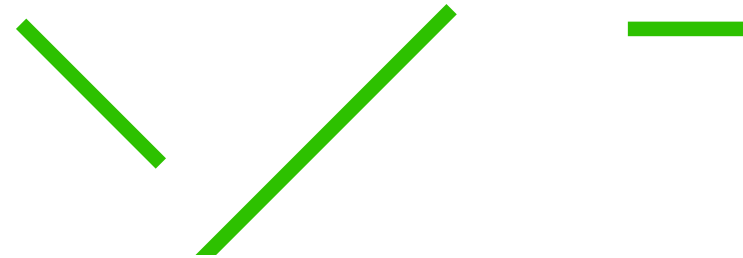
Everything

APP





DISRUPTION



WeChat TenCent



QQ Tencent 腾讯



1998

O-ICQ —> QQ
+ 2011 WeChat
+2015 WeChat Pay
Mini MicroProgram
Open Source SDK

Gaming Music

Riot Game LOL
Supercell , UbiSoft
e-Sport
TME Tencent Music
Entertainment
Karaoke
Vidéo

Tencent

Pony Ma
11e ste mondiale
5% Tesla



Skip Maurice ►



xxx

AAS

APP

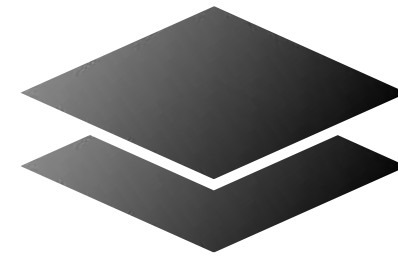
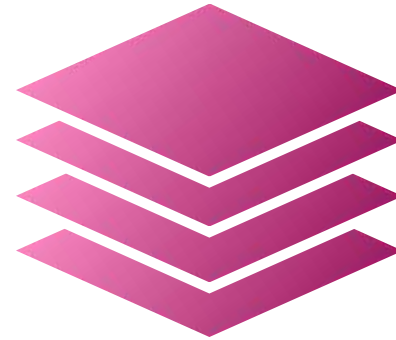
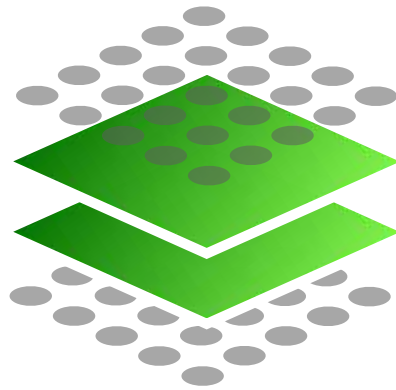
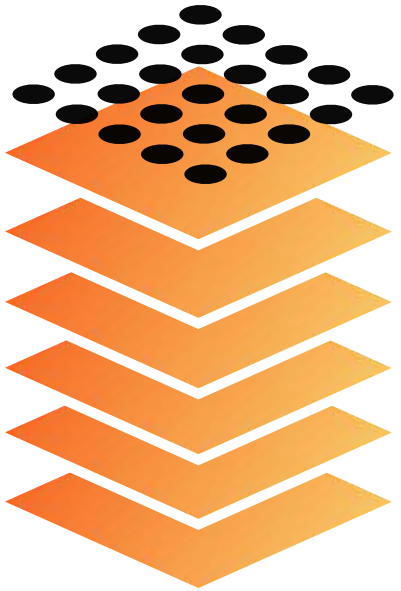
SOFT

USER

ADV

TRUST

DATA



PAAS
platform as a service

PLATEFORME VOCALE



PLATEFORME DOMOTIQUE

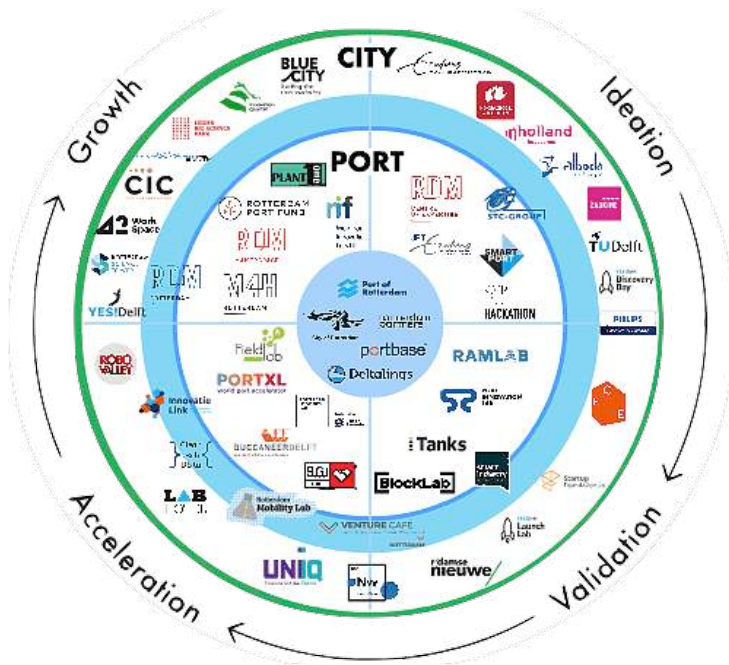
somfy.



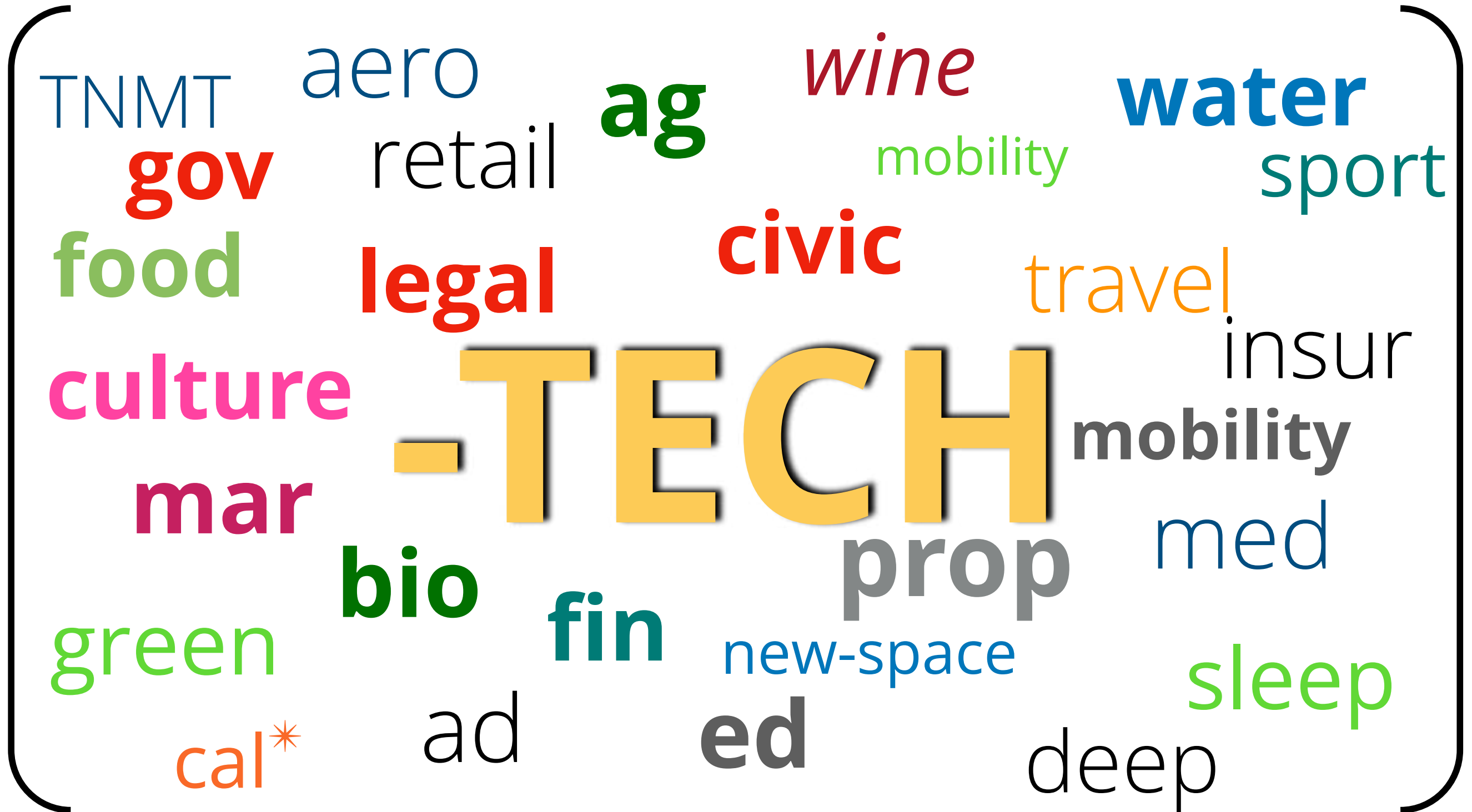
PLATEFORME SMART CITY

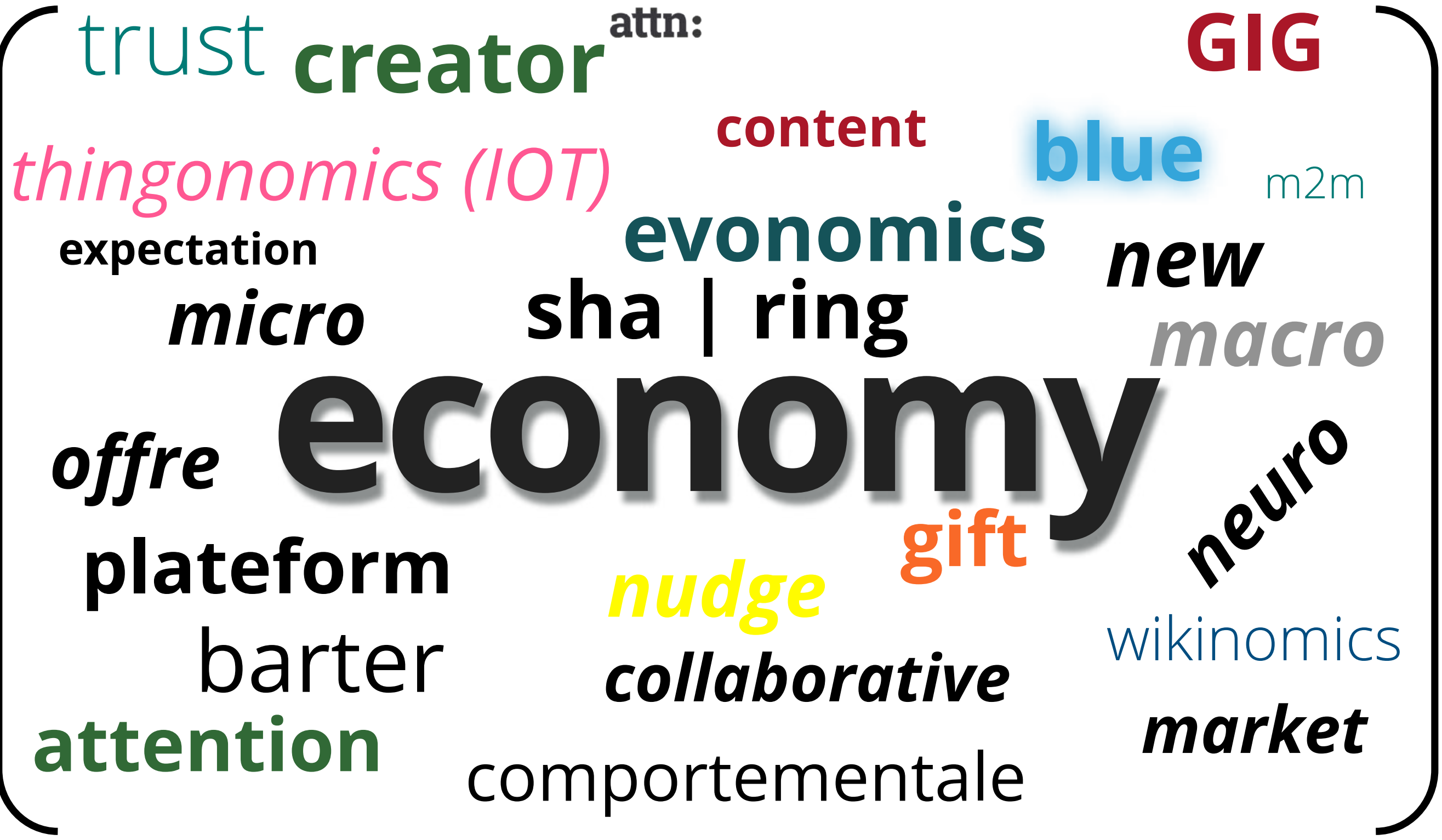


**SIDE WALK
LABS**



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





intelligence

model

law

funding

sha | ring

power

crowd

marketing

open

innovation

lending

collaboration

sourcing

AU MILIEU DU MONDE

Michel Houellebecq

Plateforme

roman

Flammarion

Plateforme

Flammarion

LES 5 EFFETS DE RÉSEAU

L'effet de réseau direct (def.) : la valeur d'un réseau est proportionnelle au nombre de ses participants.

L'effet de feed-back positif (def.) : l'utilisateur choisit son service en anticipant celui qui sera le plus populaire (viralité, recommandation), comme dans le cas de [Skype](#), Booking ou Trip Advisor.

Les effets de réseau indirects (def.) : la Valeur d'un bien /service provient de la création d'une offre de biens complémentaires ou services partenaires, comme autour de l'iphone d'[Apple](#), d'Android, de [Facebook](#)...

Les effets de réseau croisés (def.) : la plate-forme s'appuie sur un marché biface : si un type d'agent croît sur une face A, cela fait croître le nombre d'agents sur la face B, et vice-versa.

L'effet de verrouillage (pas propre au numérique) : du fait de coûts de changement élevés le consommateur reste captif au sein d'un même service/bien.

INTERET

Plateformeur / source de revenu / collecte de data / concentration du trafic

Plateformé / économie sur l'investissement initial / profit d'un environnement mutualité

Client et utilisateur / one stop shop / UX

TYPES

ecommerce

logistique

marketplace

musical / vidéo / contenu partage d'information

Système de messagerie

tourisme resto hotel vol

Réseaux sociaux

software

service lulu über

industriel / technologique

PAAS

Echange ebay vinted

CODE (github bitbucket pastern

OS of IOT

Cloud of IOT

écosystème et cluster

EXEMPLES et écosystème

UBER DIDI

CMS et MOOC

Paielement AliPay PayPal ANT (alipay)

Amazon AWS + marketplace + affiliation + dash + kindle + Alexa

WeChat miniprogram

booking airbnb

triage

spotify deezer soundcloud

amazon video

youtube dailymotin

slack

asos calando

insta FB snap

REDDIT

Projet Plateforme

Une Plateforme est un investissement avec une infrastructure.
(ex : entrepôts, logiciel, un site ...)
et on laisse les autres se servir de cette infrastructure.
(ex : Market place)

Type de plateforme:

- Musique
Type : PAAS

Exemple hors wechat

Plateforme collaborative :
Airbnb, Blablacar, Uber
Plate forme musicale : Spotify, Deezer
Réseaux sociaux Facebook, Instagram
Uber, Alibaba

Intérêt objectif d'une plateforme :

- Utiliser le trafic de cette plateforme
- tm;dd : Too Much; Didn't Download
- Facilite l'accès sans avoir besoin de télécharger de nombreuses applications.
- Multifonctionnelle

Application 1 WECHAT

WeChat propose de développer des applications sur leur plateforme de communication. Plutôt que le faire dans leur écosystème, les développeurs peuvent le faire sur celui de WeChat qui à 1 milliard d'utilisateurs. C'est l'intelligence du mode plateforme.

WeChat c'est l'application multifonction made in China

Application 2 IOT

Il faudrait une plateforme universelle
Exemple d'IOT dans les transports " **Dallas Area Rapid Transit (DART)**"

VALORISATION

≠

WeWork

Uber

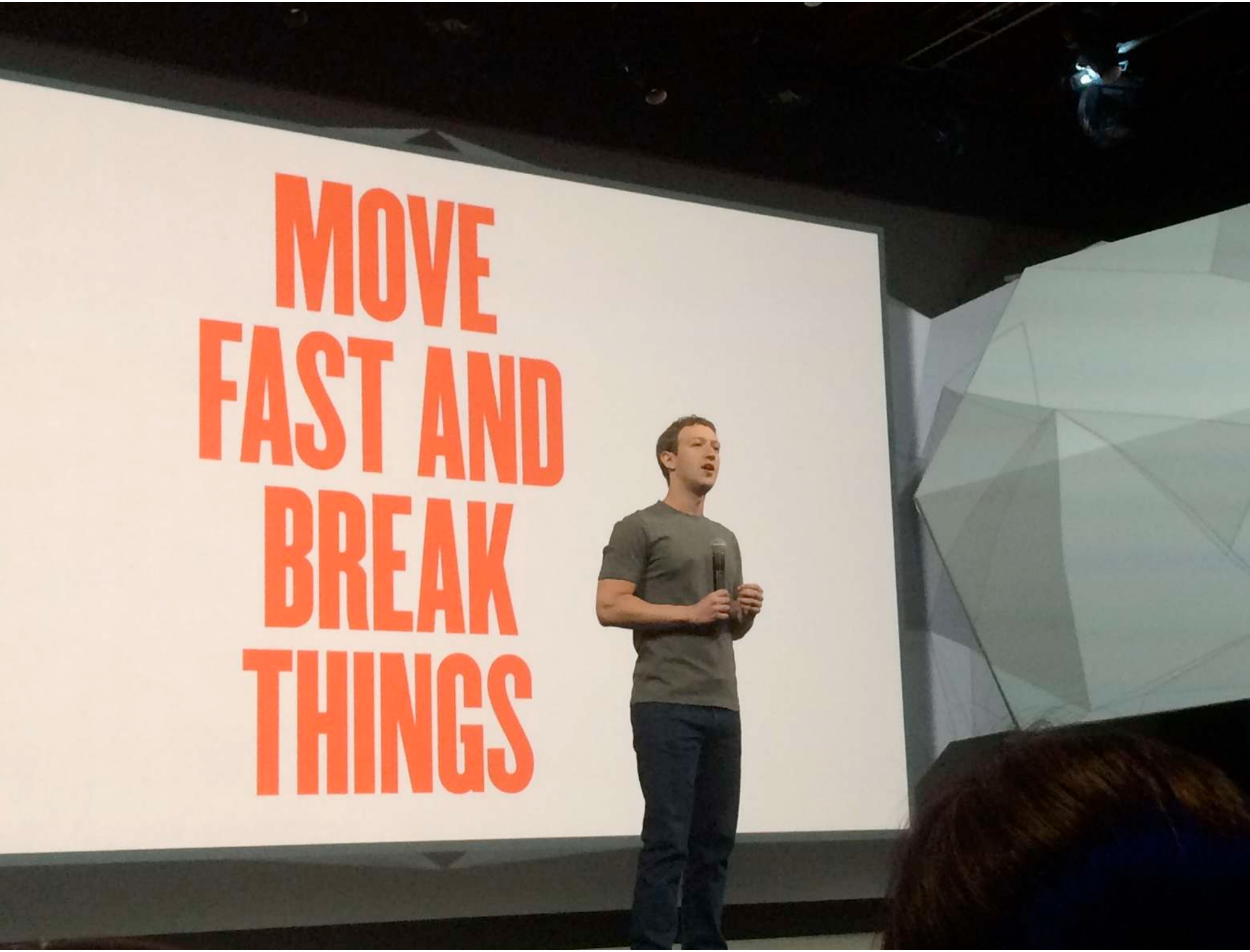
Tesla



“

Done is better than perfect.”

- Sheryl Sandberg, COO of Facebook



LEAN IN

WOMEN, WORK, AND
THE WILL TO LEAD

SHERYL SANDBERG

Key TakeAways

ce qu'il faut retenir

GAFA
NATU
BATX

BIG
TECH
HYPERSCALER

DN
VB



BLOCK
CHAIN

*platform
x-tech*

WEB3



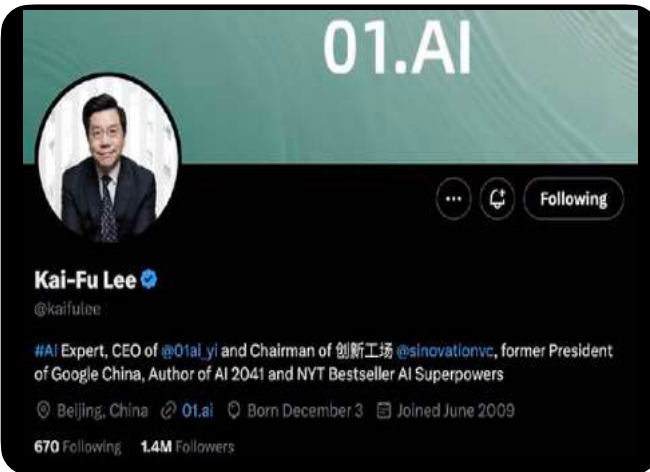
web3

SOCIAL ECOMMERCE
LOGISTIQUE MUSIQUE VISIO
CARTE OS INFO FAB
PARTAGE RENCONTRE
VIDEO SANTÉ IOT
TOURISME MOBILITÉ
FINANCE MOOC PAIEMENT

servicisation - disruption
uberisation - tycoonisation
plateformisation

SAAS
X-AAS

BIFACE
TRI-FACE
TWO-SIDED MARKET



build & own
your platform
or use
someone
else's one





PrestaShop



PRESTASHOP
The Best E-Commerce Experience



shopify



COMMERCE



Magento



osCommerce
Open Source E-Commerce

Dans la ruée vers l'or
ceux qui se sont
enrichis

Marchand de jeans et de pelles



idem black car (leasing de VTC)

Questions

Définition générale d'une plateforme ?

Différents types de plateforme ?

Dans quels secteurs les plateformes ont le plus de succès ?

Choix de 5 secteurs économiques...

Description d'une plateforme qui pourrait renverser chaque secteur

GAFA
Big Tech
Magnificent7

Hyper Scaler / Devil

Magnificent 7

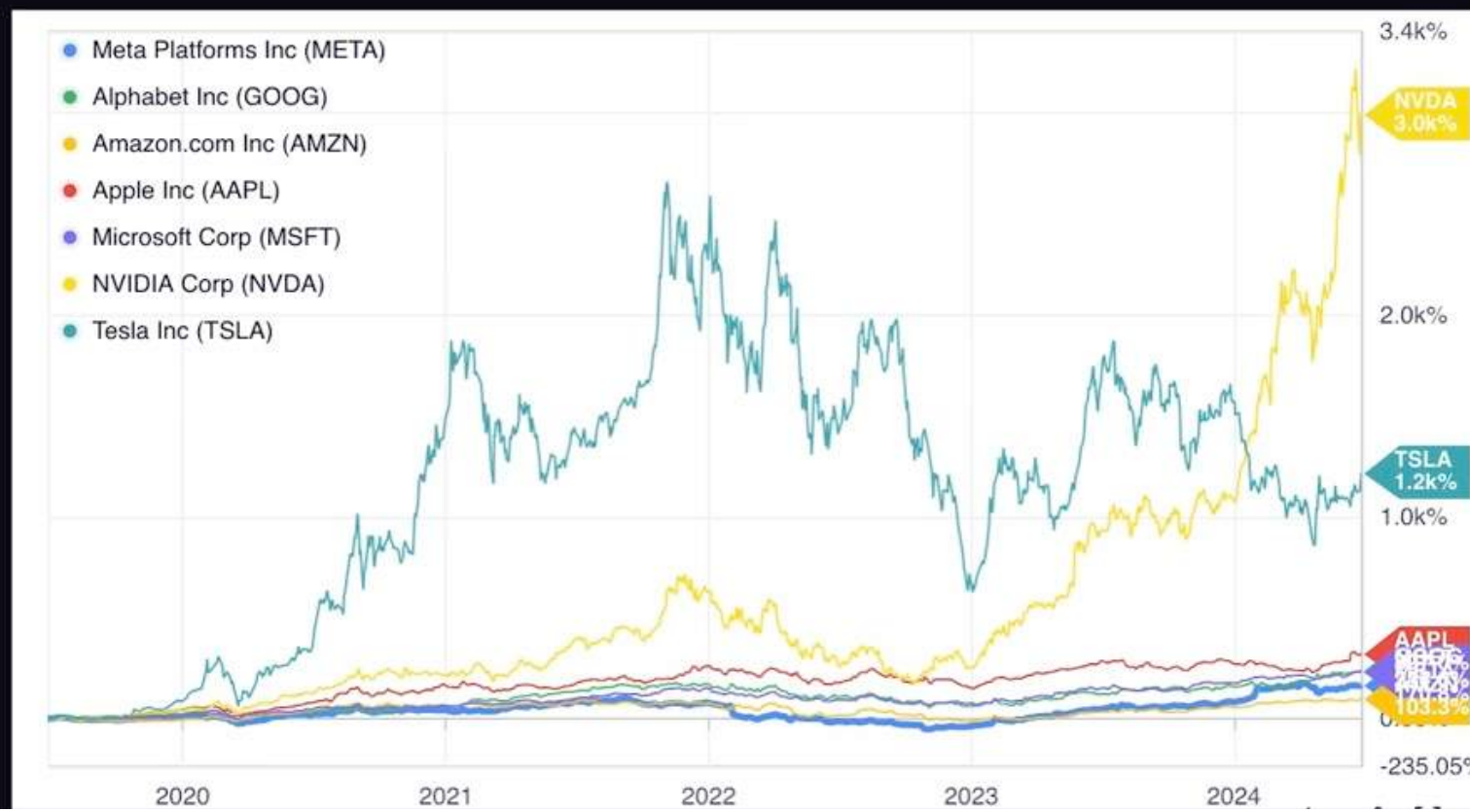
Magnificent Seven tech companies

Apple, Microsoft, Google, Amazon, Nvidia Corp, Tesla and Meta
= 60% NASDAQ





THE MAGNIFICENT 7



GAFA

MSNX

NATU

BEY

BATX

HBP

KNOL

GOMAX

GAF A

Google * Amazon Facebook * Apple

MSN X

Microsoft Salesforce NVIDIA*

NATU

Netflix Airbnb Tesla Uber

BEY

Booking Expedia Yandex**

BATX

Baidu Alibaba Tencent Xiaomi

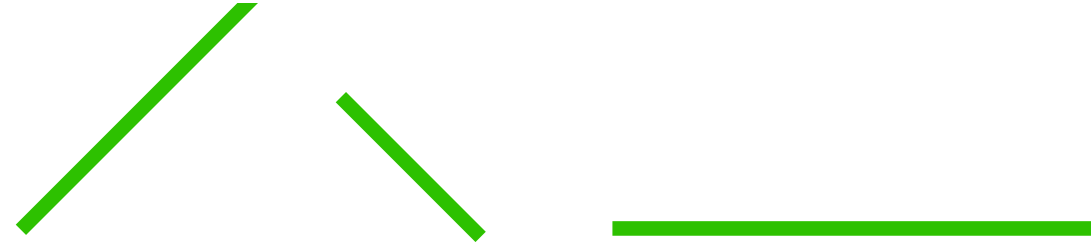
HBP

Huawei Bytedance Pinduoduo***

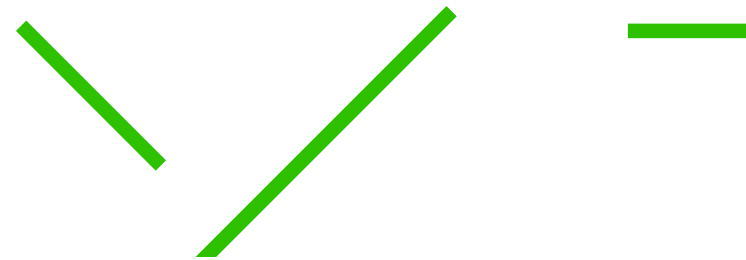
* Alphabet Meta = MAAMANSX Cisco / Oracle

** Naver / Jumio

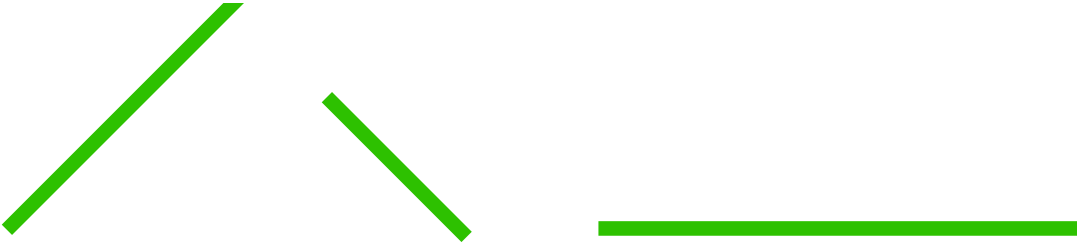
*** DJI / Hikvision / SheIn



DISRUPTION



DISRUPTION



Disruption

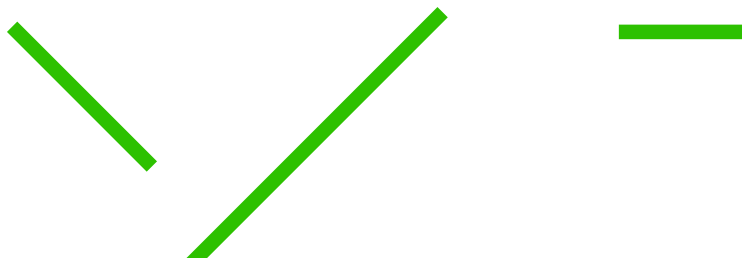
O-ICQ —> QQ
+ 2011 WeChat
+2015 WeChat Pay
Mini MicroProgram
Open Source SDK

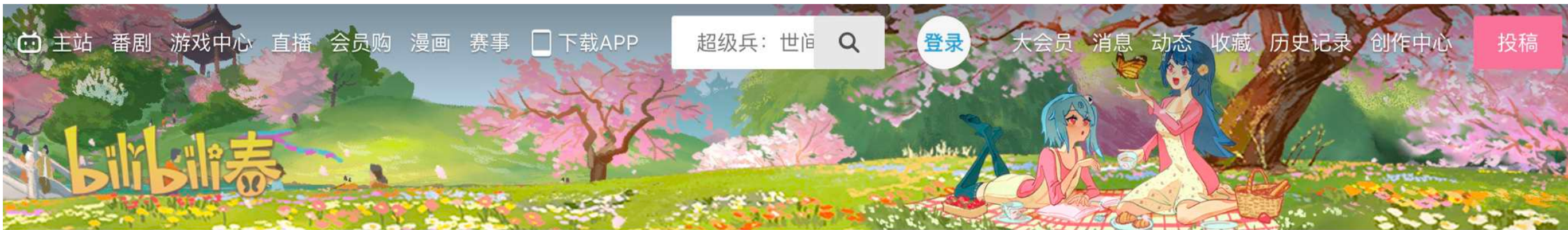
Uberisation

Riot Game LOL
Supercell , UbiSoft
e-Sport
TME Tencent Music
Entertainment
Karaoke
Vidéo

Taycoonisation

Pony Ma
11e ste mondiale
5% Tesla





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直播
动画
番剧
国漫
音乐
舞蹈
游戏
知识





Pinduoduo

App store screenshots

UISOURCES



Pinduoduo. 300M people are fighting: Shopping app. Newcomer exclusive: 888 yuan red envelope

Discount area: nine nine special sale

Time limited flash sales: 1 yuan

New in winter



精彩活动

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精选专题

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¥2.5 已拼8.2万件

入选收纳架畅销榜



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1对1辅导

求助老师，在线答疑



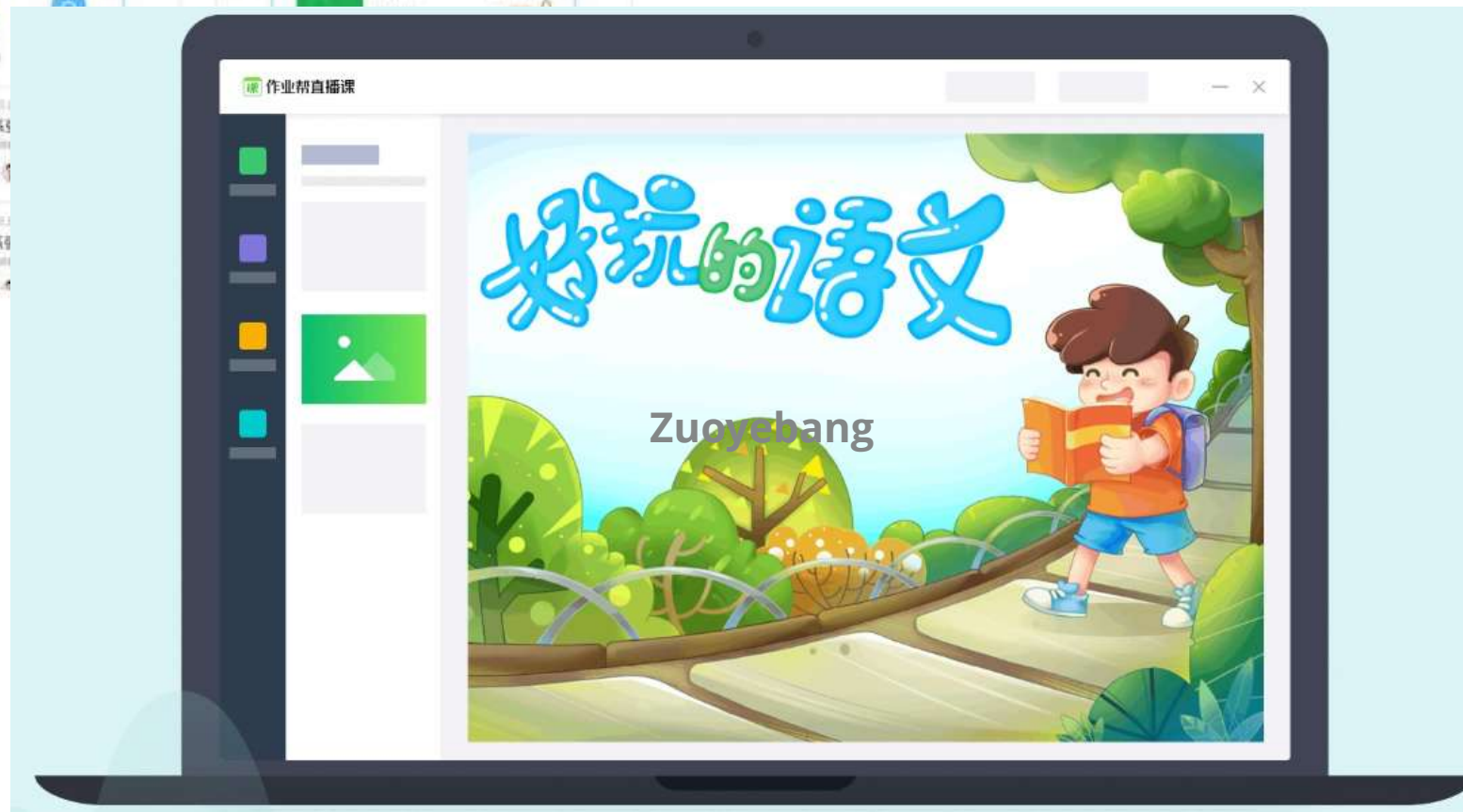
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见证进步每一课



作业帮一练

精选练习，刷题必备



servicisation
disruption
uberisation
tycoonisation
platformisation

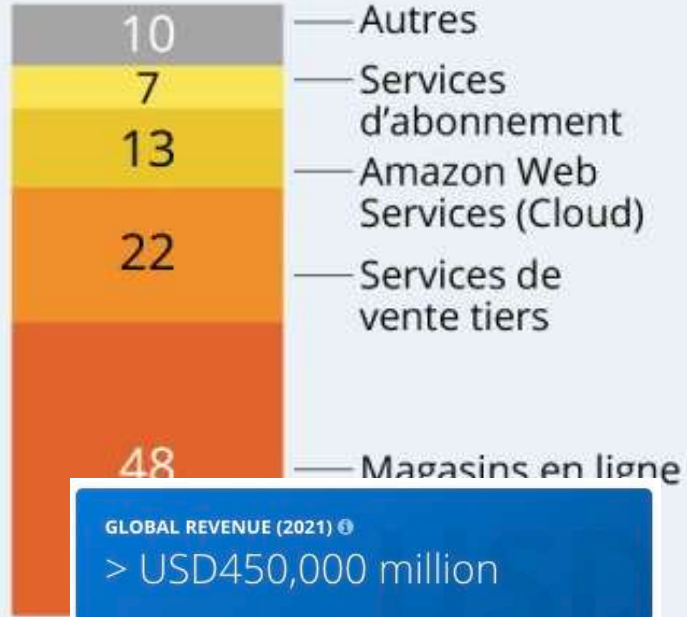


“Big Dogs” / Amazon Web Services (AWS), Microsoft Azure, Google Cloud Platform (GCP), IBM cloud, Oracle, Alibaba AliCloud

China companies / Alibaba, Huawei, Baidu, Tencent, Kingsoft Cloud

The term is often associated with cloud computing and the very large data centers / Facebook, Google, Amazon Netflix

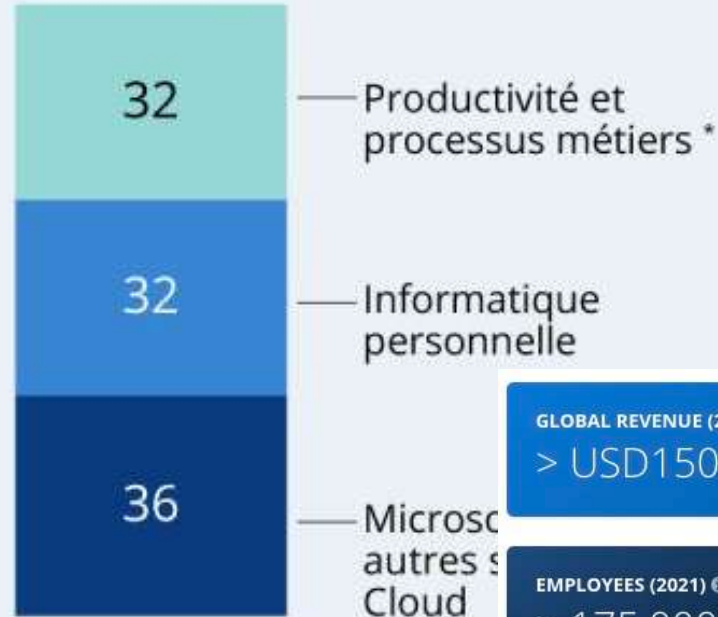
amazon



GLOBAL REVENUE (2021) €
> USD450,000 million

EMPLOYEES (2021) €
> 1,500,000

Microsoft



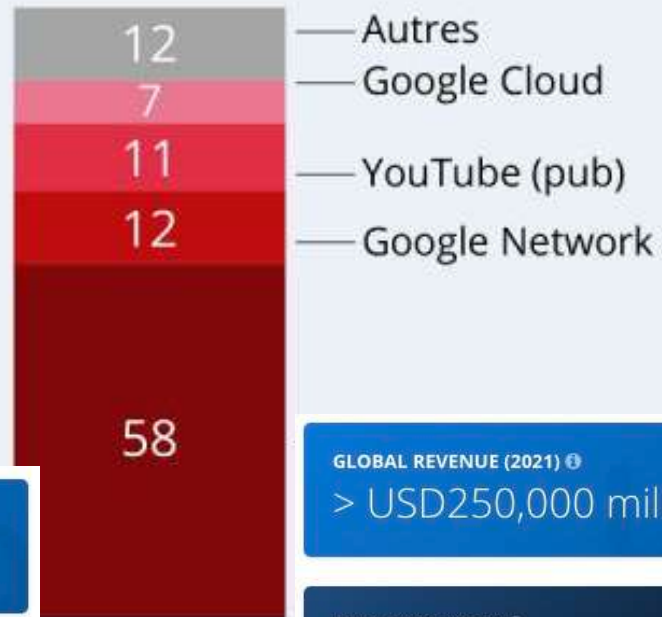
GLOBAL REVENUE (2021) €
> USD150,000 million

EMPLOYEES (2021) €
> 175,000

Alphabet / Google



GLOBAL REVENUE (2021) €
> USD350,000 million



GLOBAL REVENUE (2021) €
> USD250,000 million

EMPLOYEES (2021) €
> 150,000

**soit on invite
l'écosystème sur
notre plateforme**



**soit on se retrouve sur
une plateforme tiers**

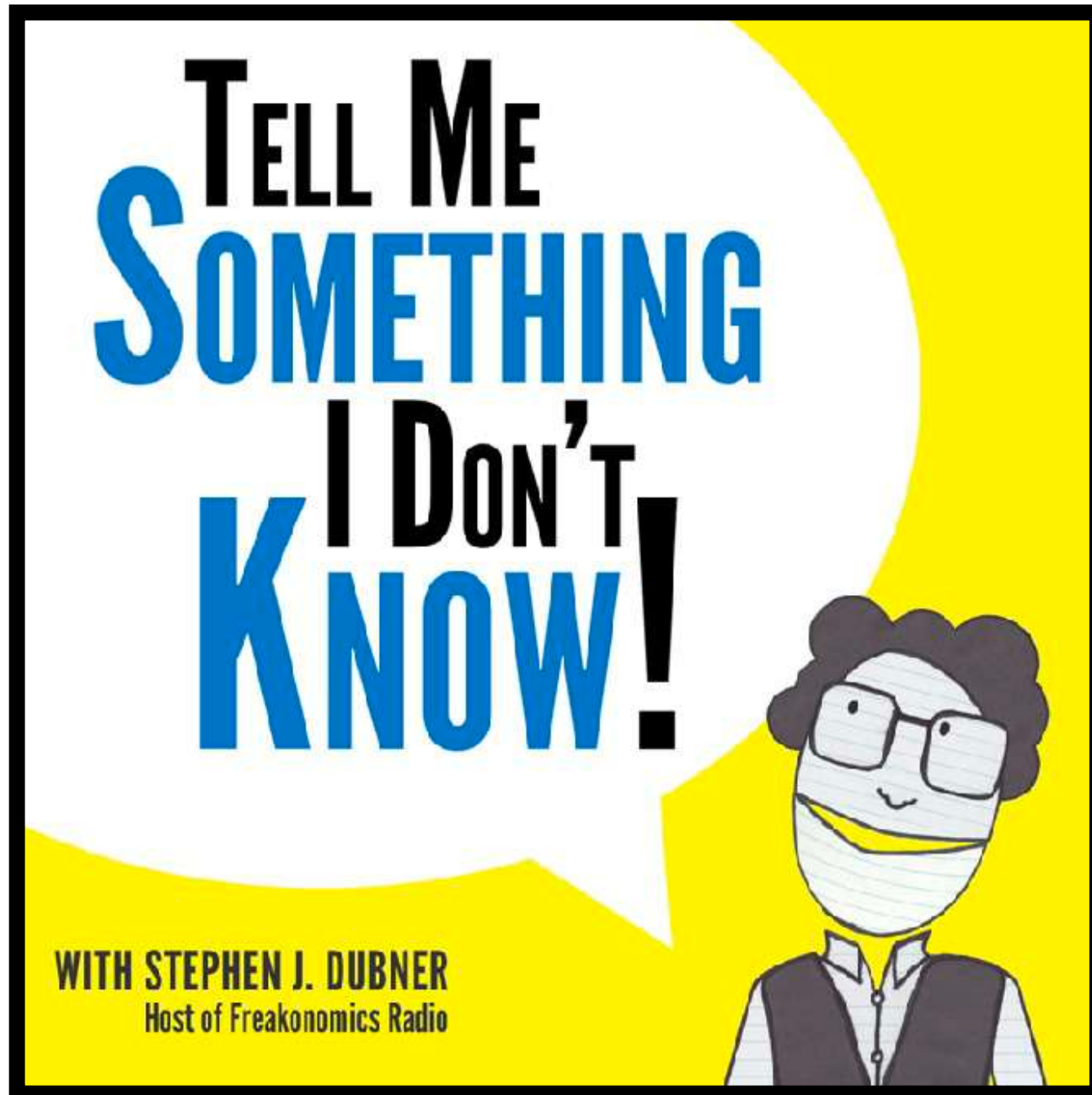
Qui disrrupte
les
BATXBDH?

workshop

hubert**krati**off

06 80 43 29 05

hubert@kratioff.com
linkedin.com/in/krati**off**
@krati**off**

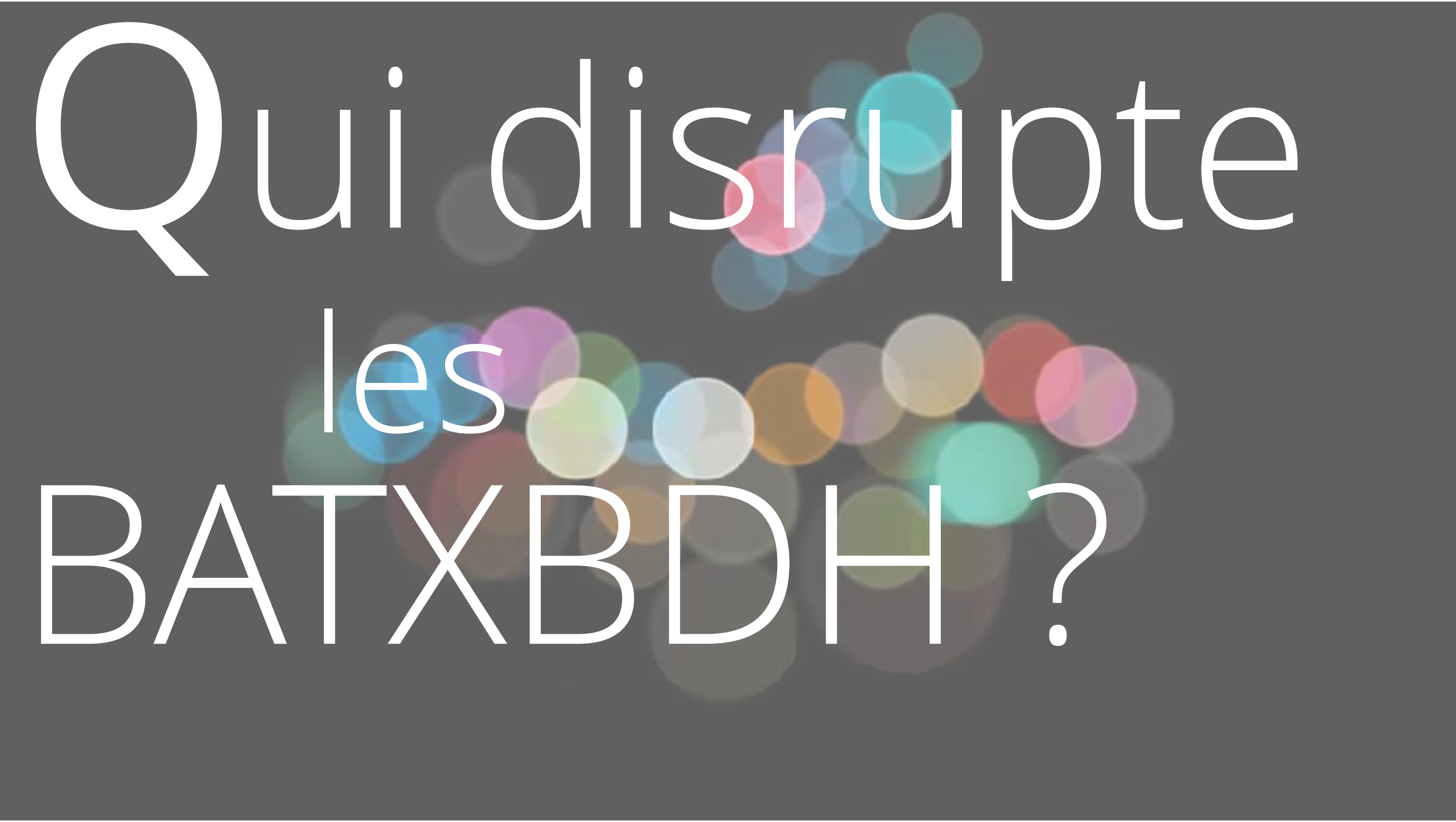


**TMSIDK about
marketing,
digital, tech, cie,
startup...**

Plan A... planB
50% is it a nice fun fact
50% did I know it ?



Selena Gomez - Tell Me Something I Don't Know

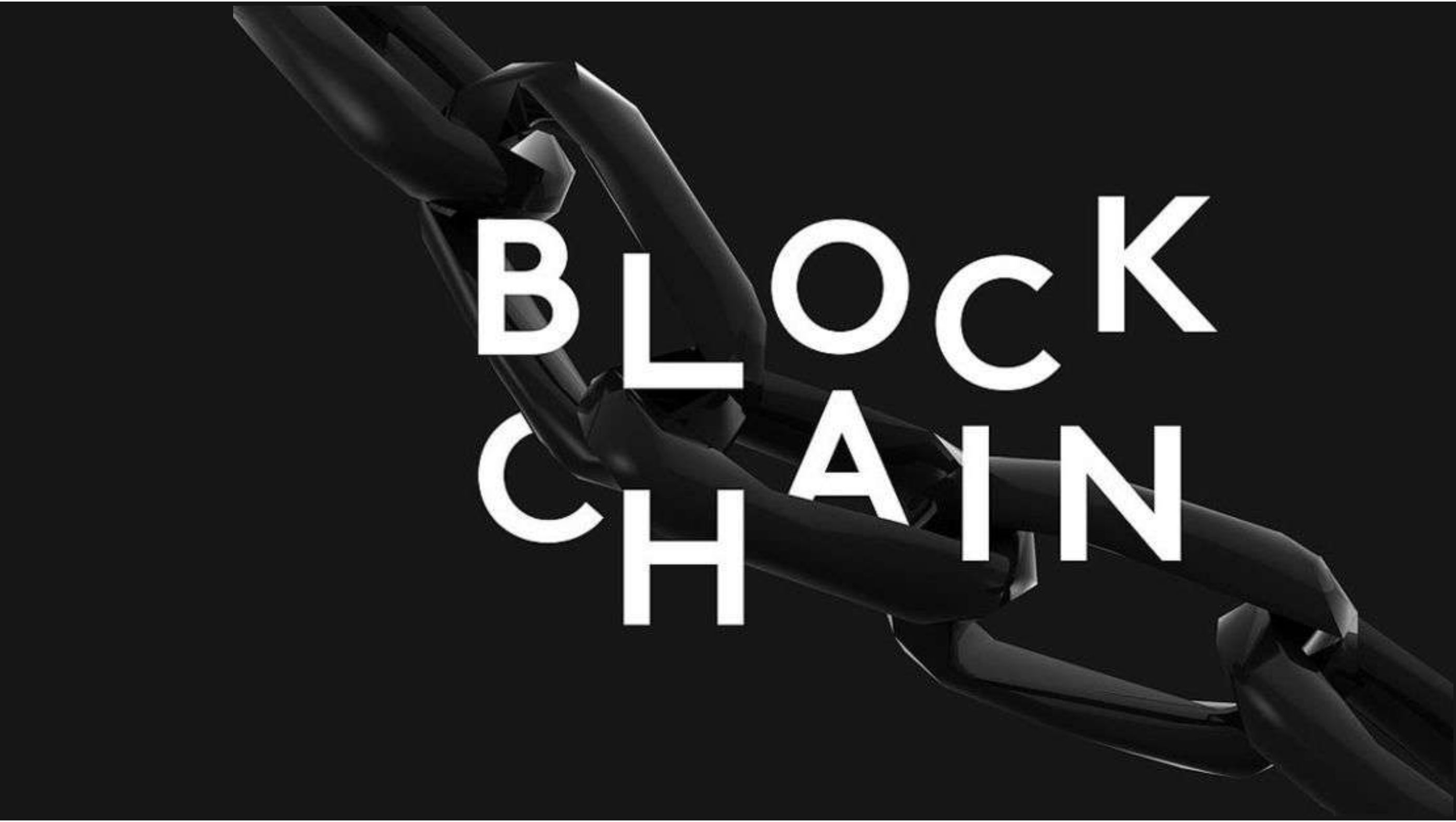
The background is a dark gray color. In the center, there is a cluster of overlapping, semi-transparent circles in various colors including teal, pink, blue, orange, and light green, creating a bokeh effect.

Qui disrrupte
les
BATXBDH?

NOKIA

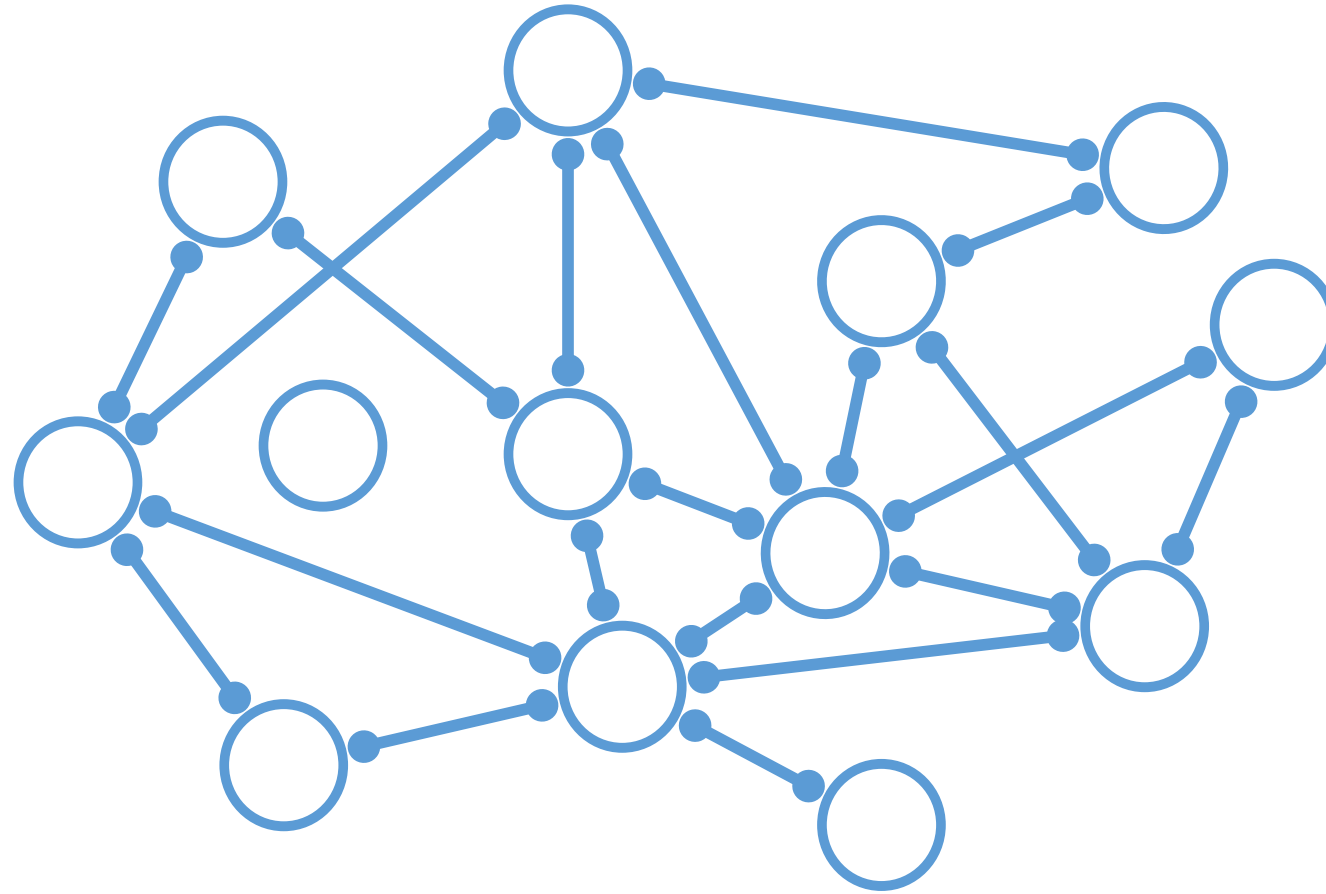
#OLDWORLD





BLOCK CHAIN

DeFi / decentralized finance



DAO / decentralized autonomous organization





Les critères du FT120 sont perfectibles parce que l'écosystème French Tech est extraordinairement divers", selon Kat Borlongan



Kat Borlongan

Entrepreneuse

Katherine Borlongan, dit Kat Borlongan, née le 30 janvier 1983 à Manille, est une consultante en innovation et une entrepreneuse française, directrice de la Mission French Tech depuis 2018.
[Wikipédia](#)

Date et lieu de naissance : 30 janvier 1983 (Âge: 37 ans), [Manille](#), [Philippines](#)





Welcome

Clara Chappaz

NOUVELLE DIRECTRICE DE LA MISSION FRENCH TECH





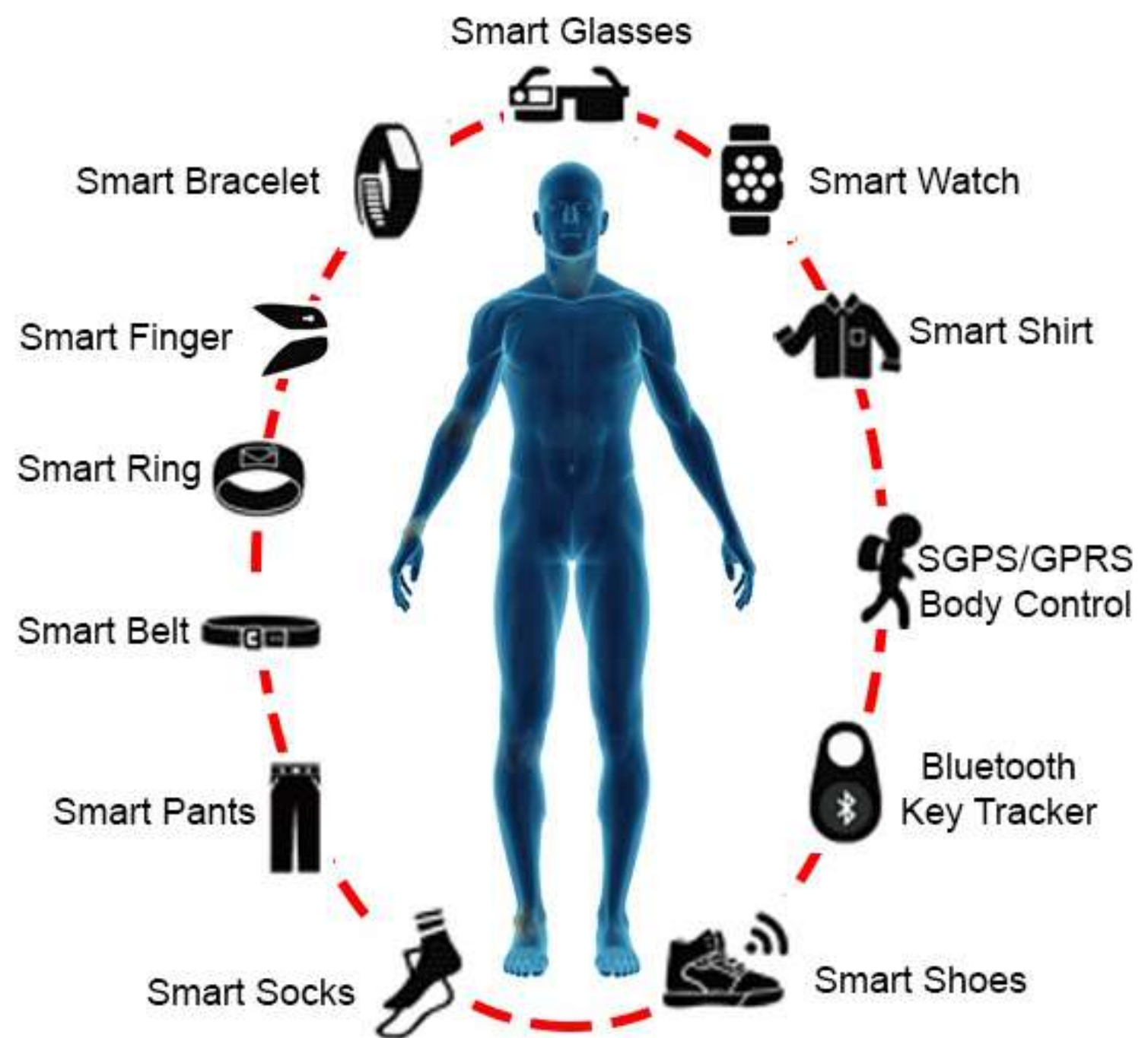
DNMB



wearable



VO2MAX



Cargo Cult

https://fr.wikipedia.org/wiki/Culte_du_cargo

Cargo cult

From Wikipedia, the free encyclopedia

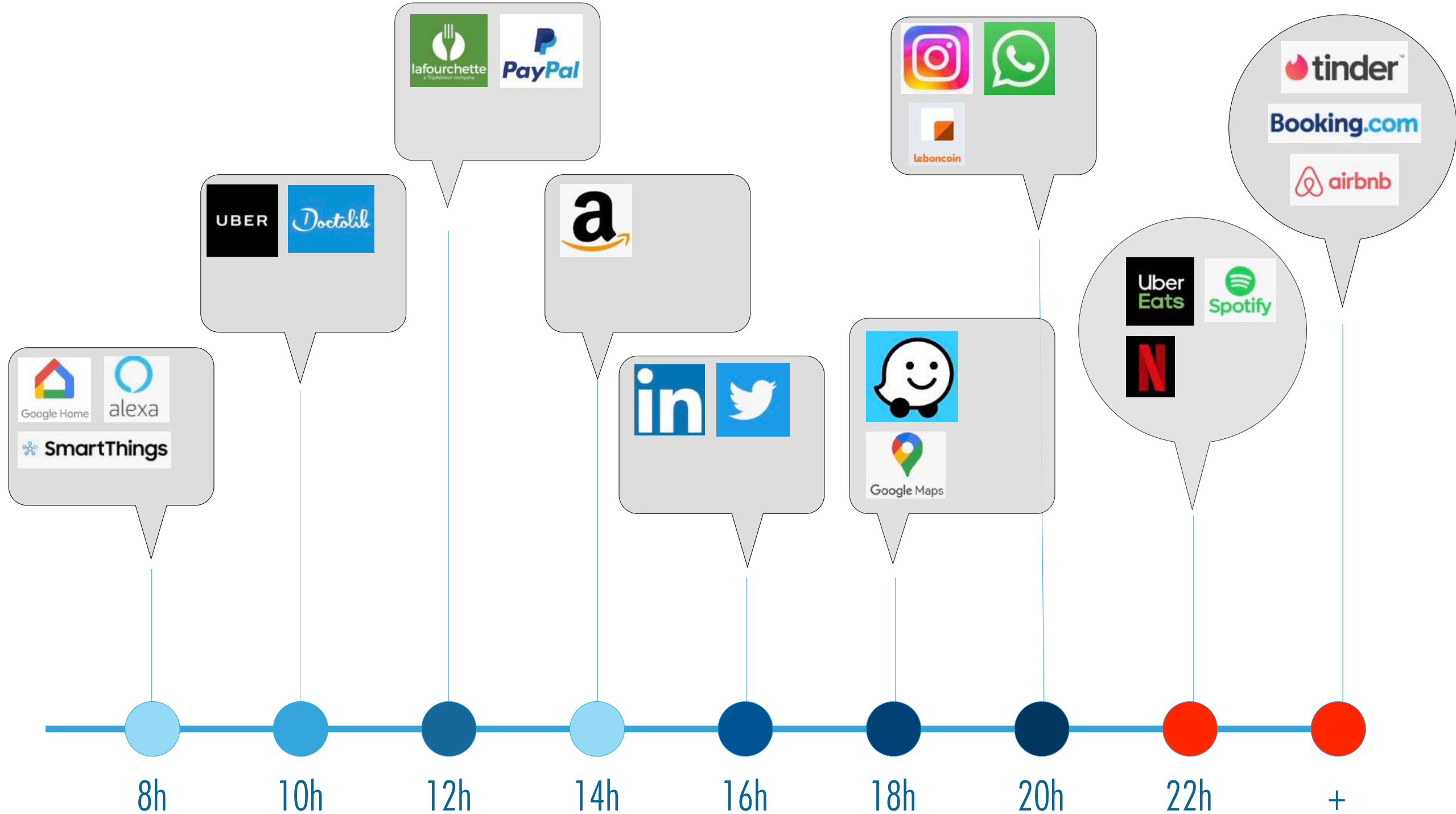
For other uses, see [Cargo cult \(disambiguation\)](#).

A **cargo cult** is a millenarian belief system in which adherents perform rituals which they believe will cause a more technologically advanced society to deliver goods. These cults were first described in Melanesia in the wake of contact with allied military forces during the Second World War.



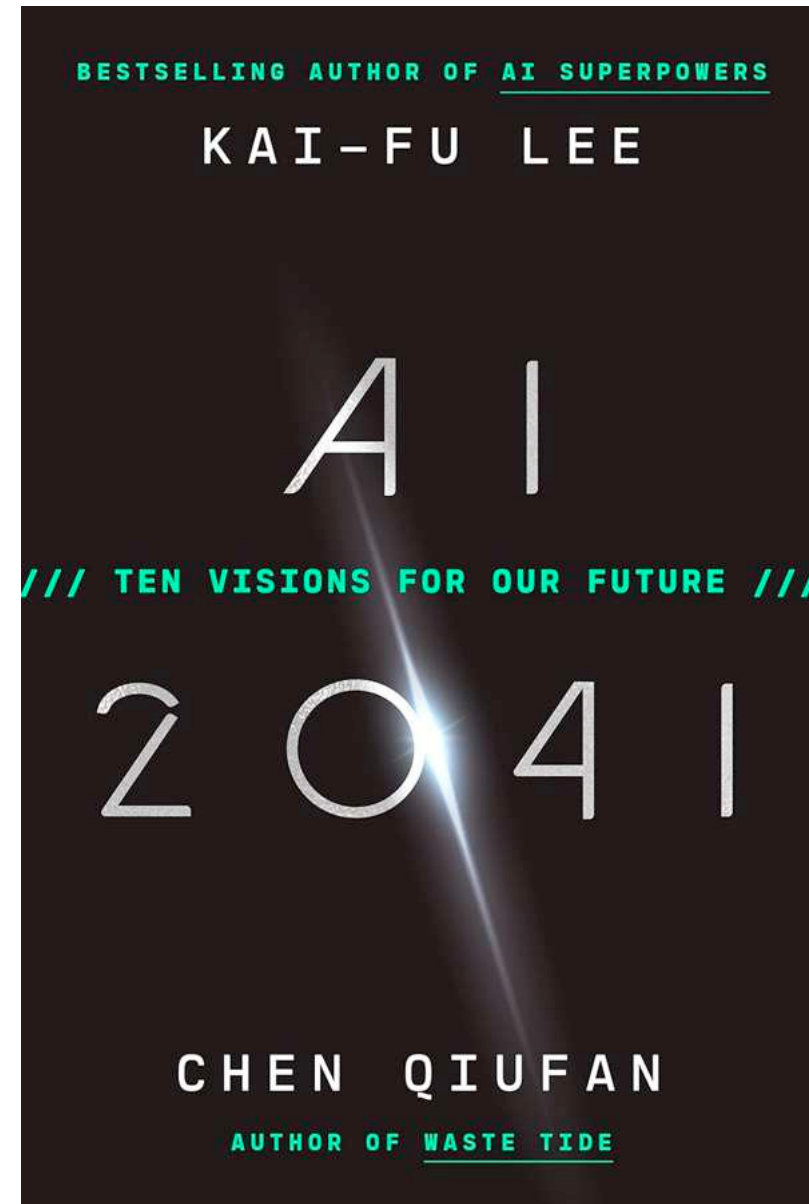
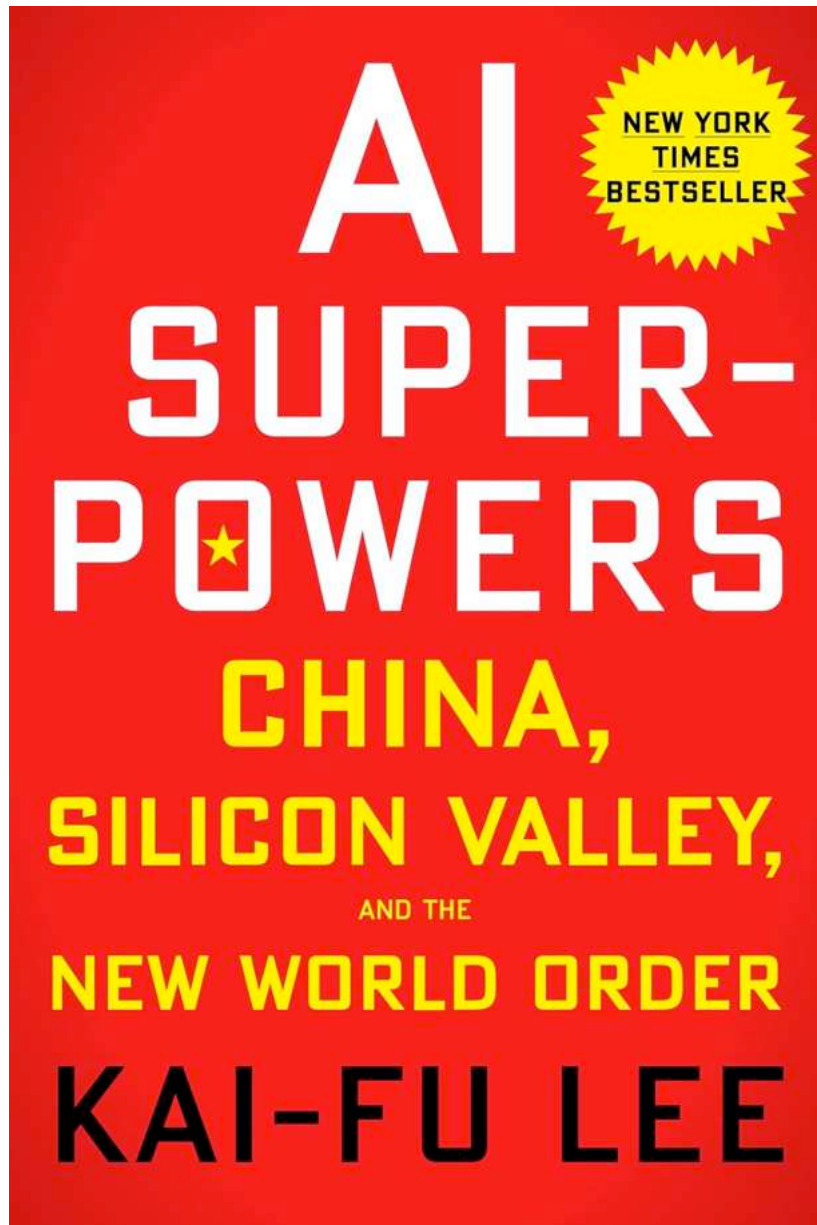
Ceremonial cross of John Frum cargo cult, Tanna island, New Hebrides (now Vanuatu), 1967

servicisation
disruption
uberisation
tycoonisation
platformisation





Kai-Fu Lee



\$100 Million Club

Portfolios with over 100 million USD in valuation.



"Admirable in its scope... what makes *The Zero Marginal Cost Society* worth reading is its audacity, its willingness to weave a vast string of developments into a heartening narrative of what our economic future may hold for the generations to come." —*FORTUNE*

THE ZERO MARGINAL COST SOCIETY

THE INTERNET OF THINGS,
THE COLLABORATIVE COMMONS,
AND THE ECLIPSE OF
CAPITALISM

JEREMY RIFKIN
NEW YORK TIMES BESTSELLING AUTHOR OF
*THE THIRD INDUSTRIAL
REVOLUTION*

“JEREMY
RIFKIN”



Amazon · En stock
Amazon.fr - The Gre...



Amazon · En stock
Amazon.fr - The Age ...



Foundation on Econo...
Books - The Office of ...



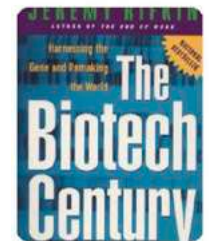
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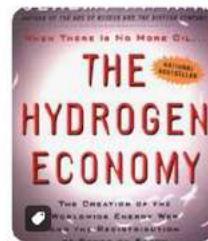
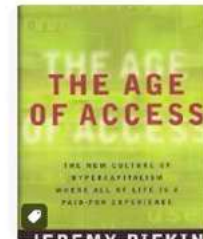
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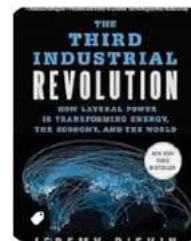
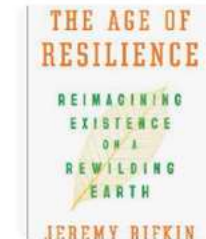
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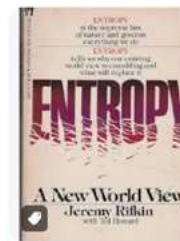
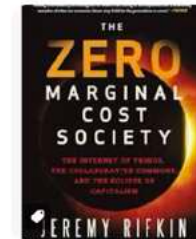
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The Biotech Centu...



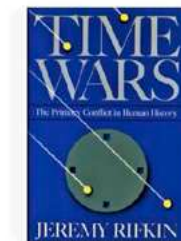
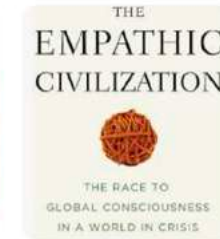
Penguin Random Ho...
The Hydrogen Econ...



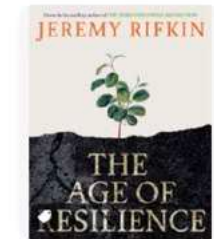
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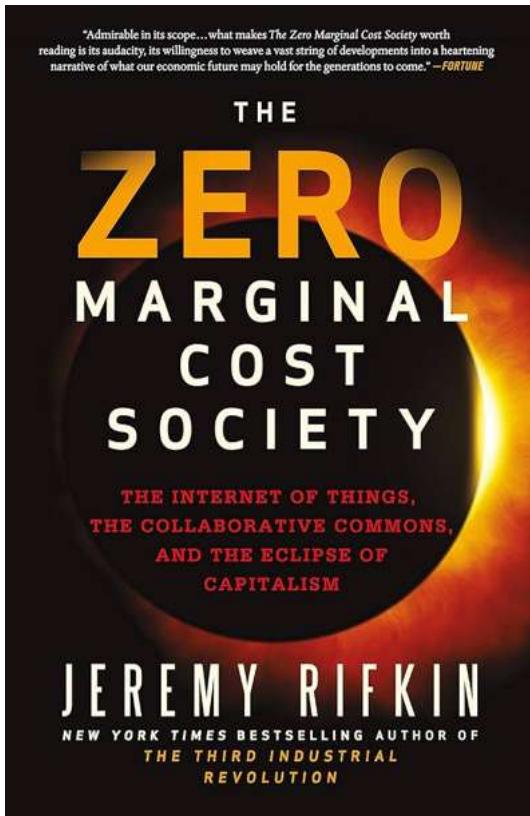
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Amazon.fr - Entrop...



Foundation on Econ...
Books - The Office ...



The Book Bundle
Green New Deal Jeremy Ri...



"The Zero Marginal Cost Society" by Jeremy Rifkin explores the transformative impact of the digital revolution on the economy.

Rifkin argues that technological advancements, particularly the Internet of Things (IoT), are driving the cost of producing many goods and services close to zero. This shift is leading to a new economic paradigm where traditional capitalist systems are being disrupted.

1/ Zero Marginal Cost: Rifkin contends that the cost of creating many goods and services is approaching zero due to technological advancements. This phenomenon is driven by the IoT, which allows for efficient production and distribution with minimal additional costs.

2/ Collaborative Commons: The book introduces the concept of the "Collaborative Commons," a new economic system where goods and services are shared rather than owned. This system is facilitated by digital platforms that enable collaborative consumption and production.

3/ Eclipse of Capitalism: Rifkin predicts the decline of capitalism as the traditional economic model becomes less relevant in a world where goods and services are nearly free. He suggests that a new economic paradigm will emerge, characterized by decentralized and collaborative production and consumption.

Internet of Things (IoT): The IoT plays a central role in Rifkin's vision. It enables the seamless integration of physical objects with digital networks, leading to unprecedented levels of efficiency and productivity. This connectivity is crucial for achieving zero marginal cost in production and distribution.

Energy Transition: Rifkin discusses the transition to renewable energy sources, which he believes will further reduce costs and increase efficiency. This shift is part of a broader movement towards sustainable and decentralized energy systems.

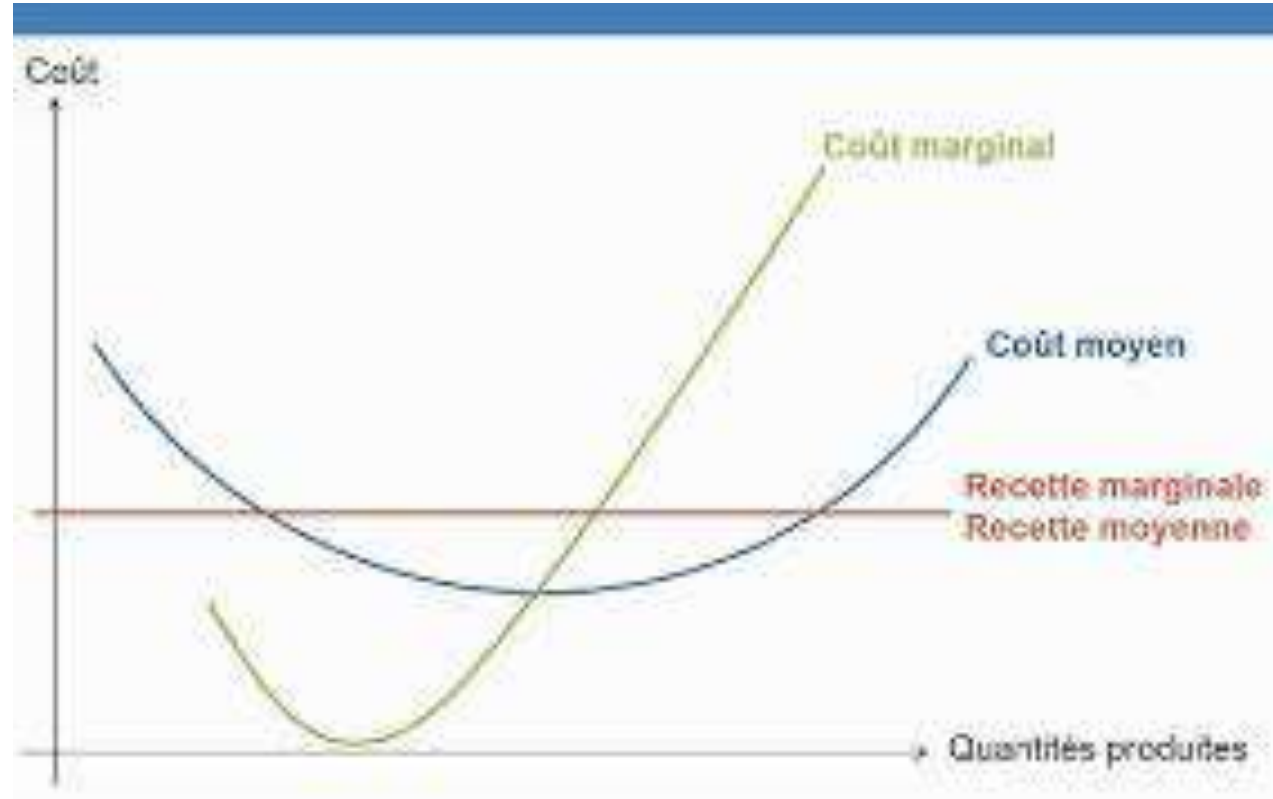
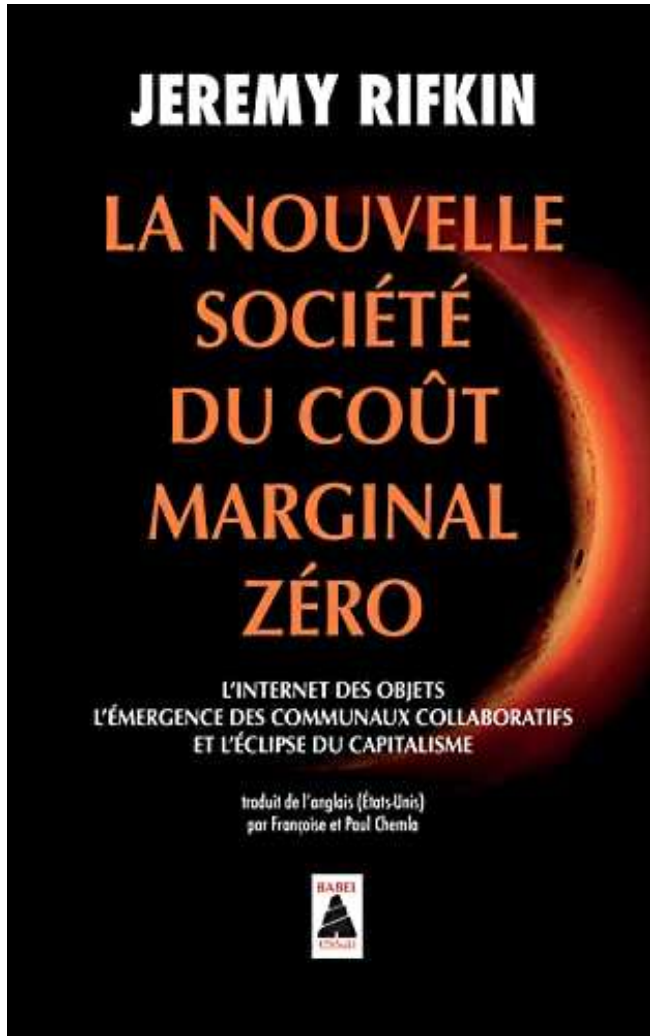
Impact on Employment: The book examines the potential impact on employment as automation and digital technologies reduce the need for human labor in many industries. Rifkin suggests that this could lead to significant changes in the labor market and the nature of work.

Social Implications: Rifkin explores the social implications of a zero marginal cost society, including changes in consumer behavior, business models, and social structures. He argues that these changes will lead to a more equitable and sustainable society.

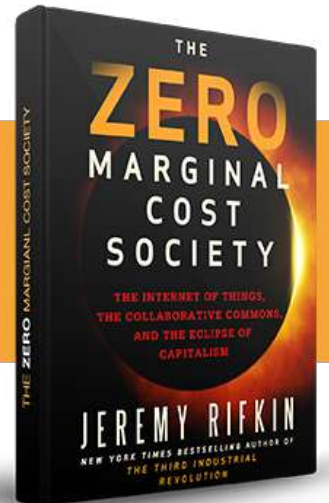
Technological Innovations: The book highlights the role of technological innovations in driving economic transformation. Rifkin emphasizes the importance of continuous innovation in maintaining efficiency and reducing costs in production and distribution.

Future Outlook: Rifkin provides a visionary outlook on the future, suggesting that we are on the brink of a new economic era characterized by near-zero marginal costs, collaborative consumption, and sustainable energy systems. He believes that this transition will fundamentally change how we live, work, and interact with each other.

In summary, "The Zero Marginal Cost Society" presents a compelling argument for a future where technological advancements lead to a new economic paradigm, driven by the Internet of Things and characterized by nearly free goods and services, collaborative consumption, and sustainable energy systems.



BEST SELLING AUTHOR
JEREMY RIFKIN



GAFA
NATU
BATX

BIG
TECH
HYPERSCALER

DN
VB



BLOCK
CHAIN

*platform
x-tech*

WEB3



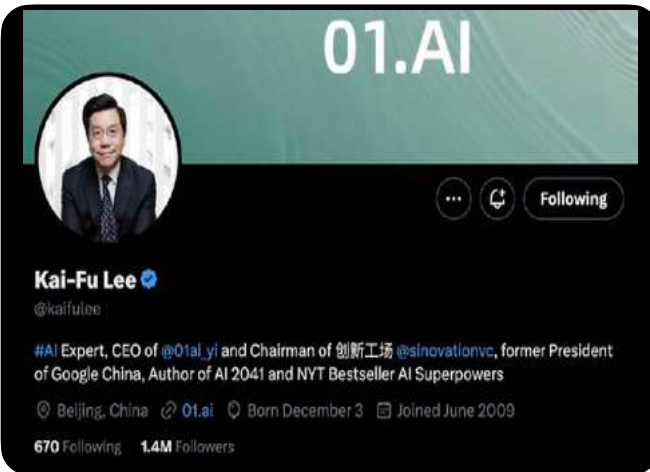
web3

SOCIAL ECOMMERCE
LOGISTIQUE MUSIQUE VISIO
CARTE OS INFO FAB
PARTAGE RENCONTRE
VIDEO SANTÉ IOT
TOURISME MOBILITÉ
FINANCE MOOC PAIEMENT

servicisation - disruption
uberisation - tycoonisation
plateformisation

SAAS
X-AAS

BIFACE
TRI-FACE
TWO-SIDED MARKET



**Act
Think
Impact**



2025-2026 hubert kratiroff

ALL YOU NEED IS DIGITAL MARKETING

MKTG



L'école en quelques chiffres.

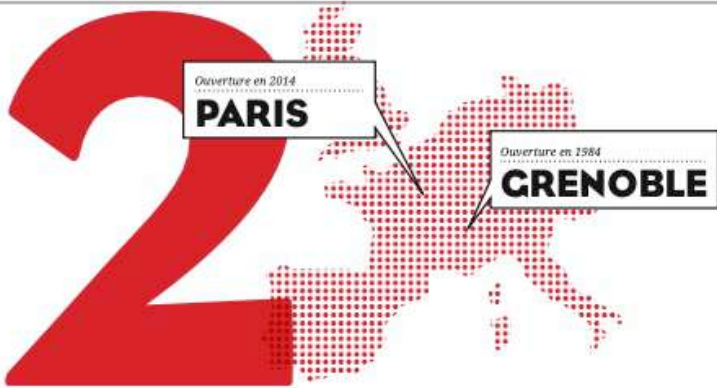
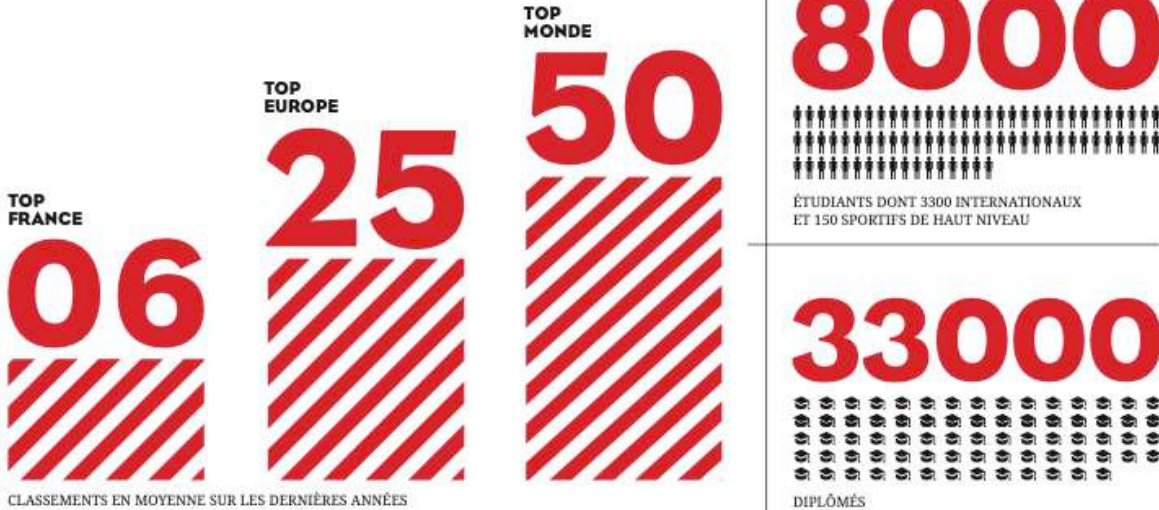


- 1 SANTÉ ET BIEN-ÊTRE
- 2 ÉNERGIE ET CHANGEMENT CLIMATIQUE
- 3 TRANSFORMATION DIGITALE
- 4 ÉCONOMIE DU PARTAGE
- 5 CÉOPOLITIQUE ET ENTREPRISES
- 6 ENTREPRENEURIAT

6 EXPERTISES DE RECHERCHE

- CHAIRE PAIX ÉCONOMIQUE, MINDFULNESS, ET BIEN-ÊTRE AU TRAVAIL
- CHAIRE TALENTS DE LA TRANSFORMATION DIGITALE
- CHAIRE FERE FEMMES ET RENOUVEAU ÉCONOMIQUE
- CHAIRE ANOSMIE : RENDRE VISIBLE L'INVISIBLE
- CHAIRE PUBLIC TRUST IN HEALTH
- CHAIRE TERRITOIRES EN TRANSITION

6 CHAIRES



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Act
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Impact

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