

smaac

strategic management and alliances consulting gmbh

SOLID 4 FUTURE

by Hans Stettmeier



SOLID PODs for everyone • SOLID 4 FUTURE!

VISION

SOLID for me as
Consumer

SOLID for our
CO₂ footprint

SOLID
for ...

SOLID for
my travels

SOLID for my
healthcare

SOLID for my
finances & insurance

SOLID for
my driving

SOLID for
my housing

SOLID for my
citizen file

SOLID for my
social networks

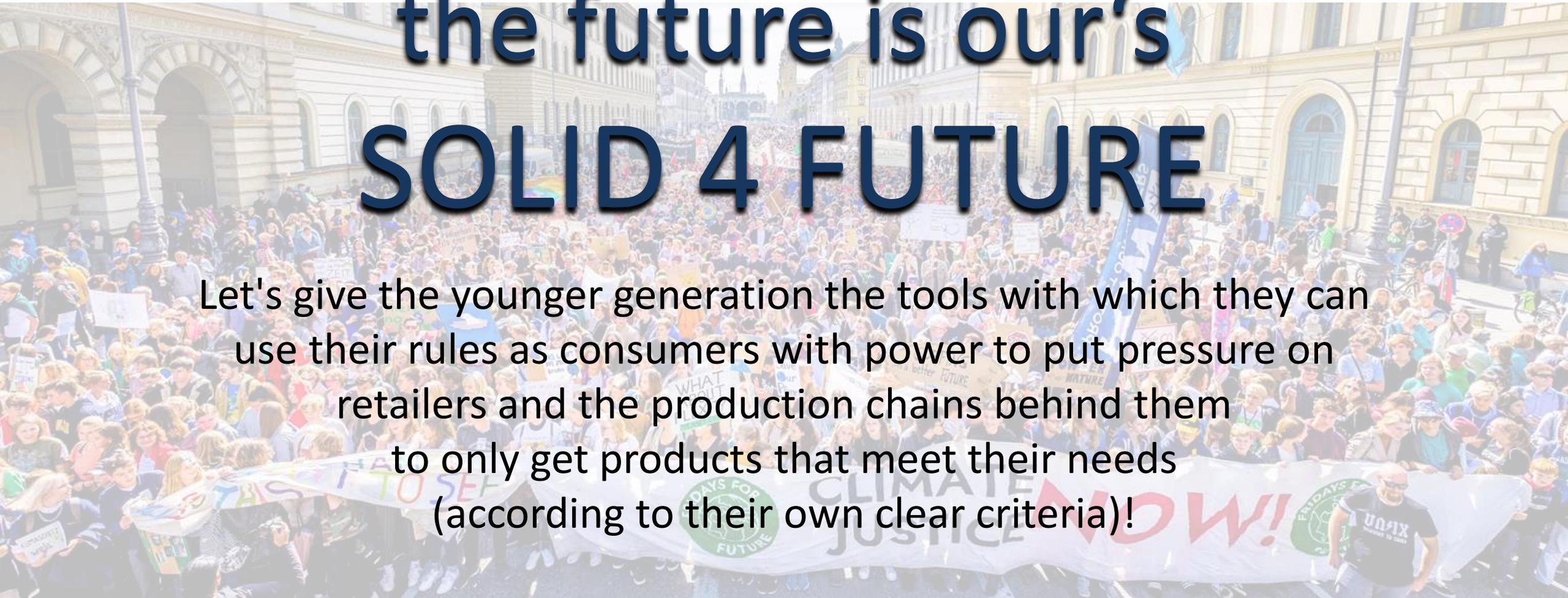
WE CONTROL OUR DATA!
WE MAKE INFORMED DECISIONS

SOLID pods

the future is our's

SOLID 4 FUTURE

Let's give the younger generation the tools with which they can use their rules as consumers with power to put pressure on retailers and the production chains behind them to only get products that meet their needs (according to their own clear criteria)!





What is SOLID? = Social Linked Data What are PODs? = Personal Online Data-stores

<https://www.sueddeutsche.de/digital/sir-tim-berners-lee-wie-der-web-erfinder-das-netz-retten-will-1.4105026>



Sir Tim Berners Lee

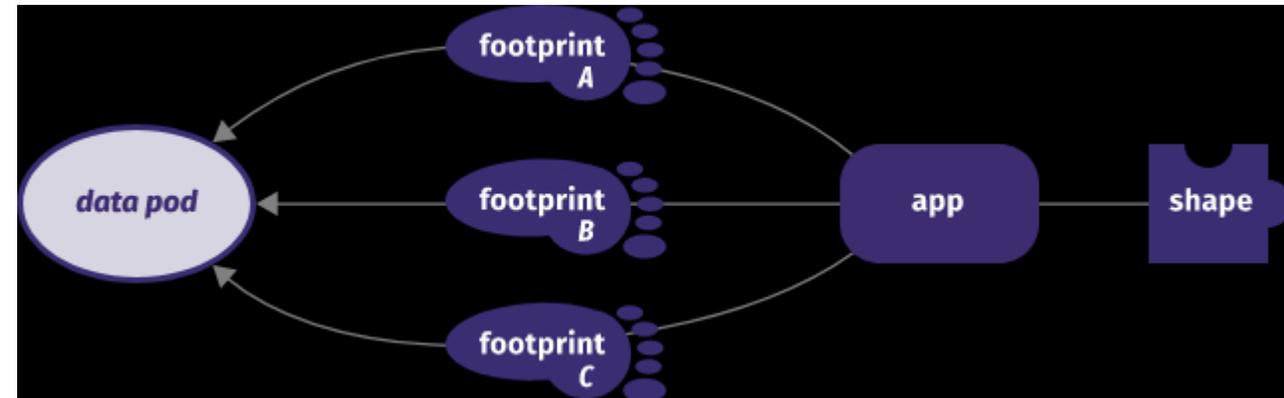
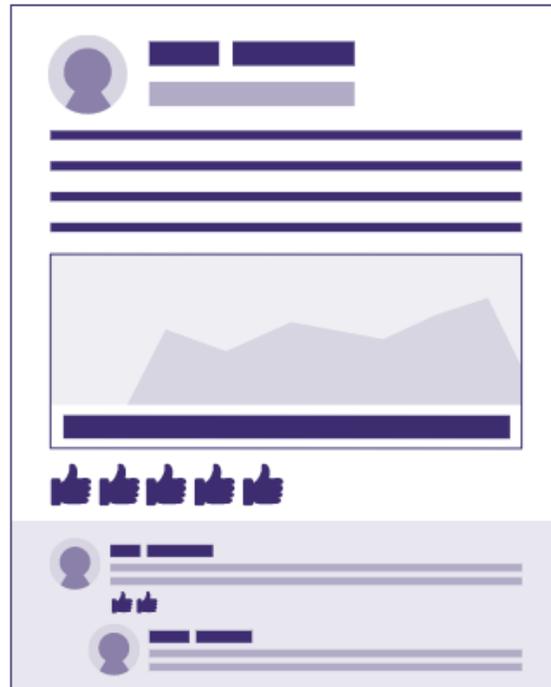
Author's name and latest profile picture
stored in author's personal data pod

Work-related opinion about an article
stored in data pod of author's company

Discussed article title and photo
stored in news website's data pod

Likes on this post
each one in different individuals' data pods

Comments on this post
each one in different individuals' data pods



An ecosystem of POWER APPs on SOLID connected via a new trading platform



e-commerce „reverse engineering“

MISSION

Tim Berners Lee wants to give “his” internet back to people
With SOLID PODs I could reverse ALL personal processes!

My "SOLID 4 FUTURE" in my personal POWER APPs

Example of "e-commerce reverse engineering":

- My data are always safe in my PODs
- With my specific data, I start AI-supported inquiries in a "reverse marketplace", e.g. product packaged plastic-free, regionally produced, efficiently delivered, best possible CO2 footprint
- New creative APPs support these processes
- Several providers respond to inquiries in a dedicated manner, serve my inquiries in a dedicated manner and can optimize their offer according to my needs and those of others
- I decide on a provider and make a targeted purchase...
 - relevant data remain in my pod or,
 - with my permission, go to one (possibly peer to peer) or several providers,
 - but I can retrieve the data at any time



TODAY:

The offer to me is determined by the range pressure of the trade and the manufacturers according to their parameters with the price in the foreground, accompanied by advertising, merchandising and group dynamics in society.

Otherwise, the following applies: great effort or refusal to consume

TOMORROW with SOLID:

In my purchasing SOLID-POD I generate with parameters I set my needs and offer them for delivery in a new trading platform!

(if necessary, supported through AI)



TODAY:

E-commerce dominates and uninhibitedly collects consumer data while brick-and-mortar business models falter and local retail collapses. However, there is great concern throughout the retail trade that the shopping behavior of the younger generation will change drastically - not exactly foreseeable.



TOMORROW with SOLID: **Ecommerce „reverse engineering“**

The purchasing power of the younger generation might use the new trading platform with a large number of concrete needs. Clever retailers will quickly serve these needs and develop new business models for them. This can bring up a new type of retailer, a by far more flexible retailer: Amazon, Rewe or Saturn ore someone else? The young consumer controls the development and remains master of his data!



Back to reality!



5000

4000

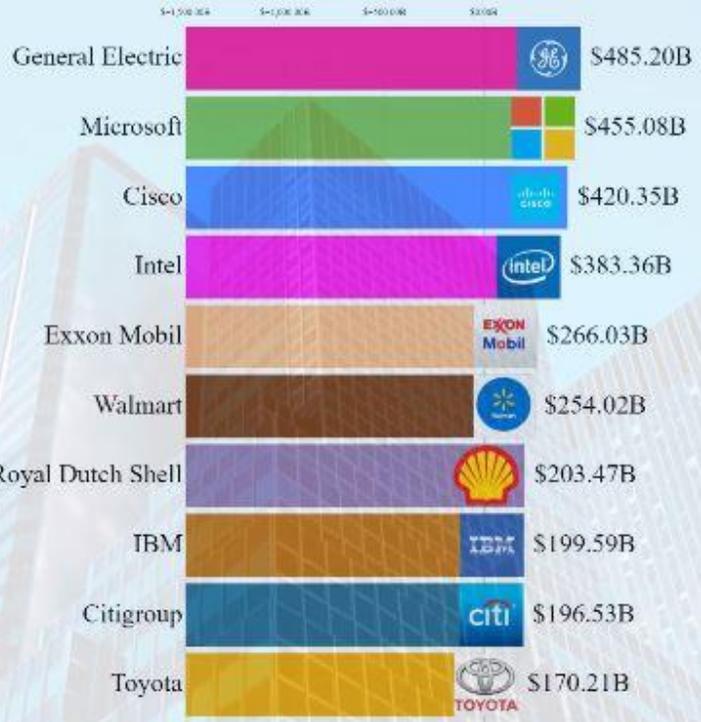
3000

2000

1000

Biggest Companies in the World by Market Cap

(Market Cap - Billions US\$)



2000

World of Facts
(2000-2023)

Data: Market Estimates -
CompaniesMarketCap.com

March 2000: dotcom bubble bursts

2008 back to traditional stock market

1994

1995

1996

1997

1998

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5000
4000
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Biggest Companies in the World by Market Cap

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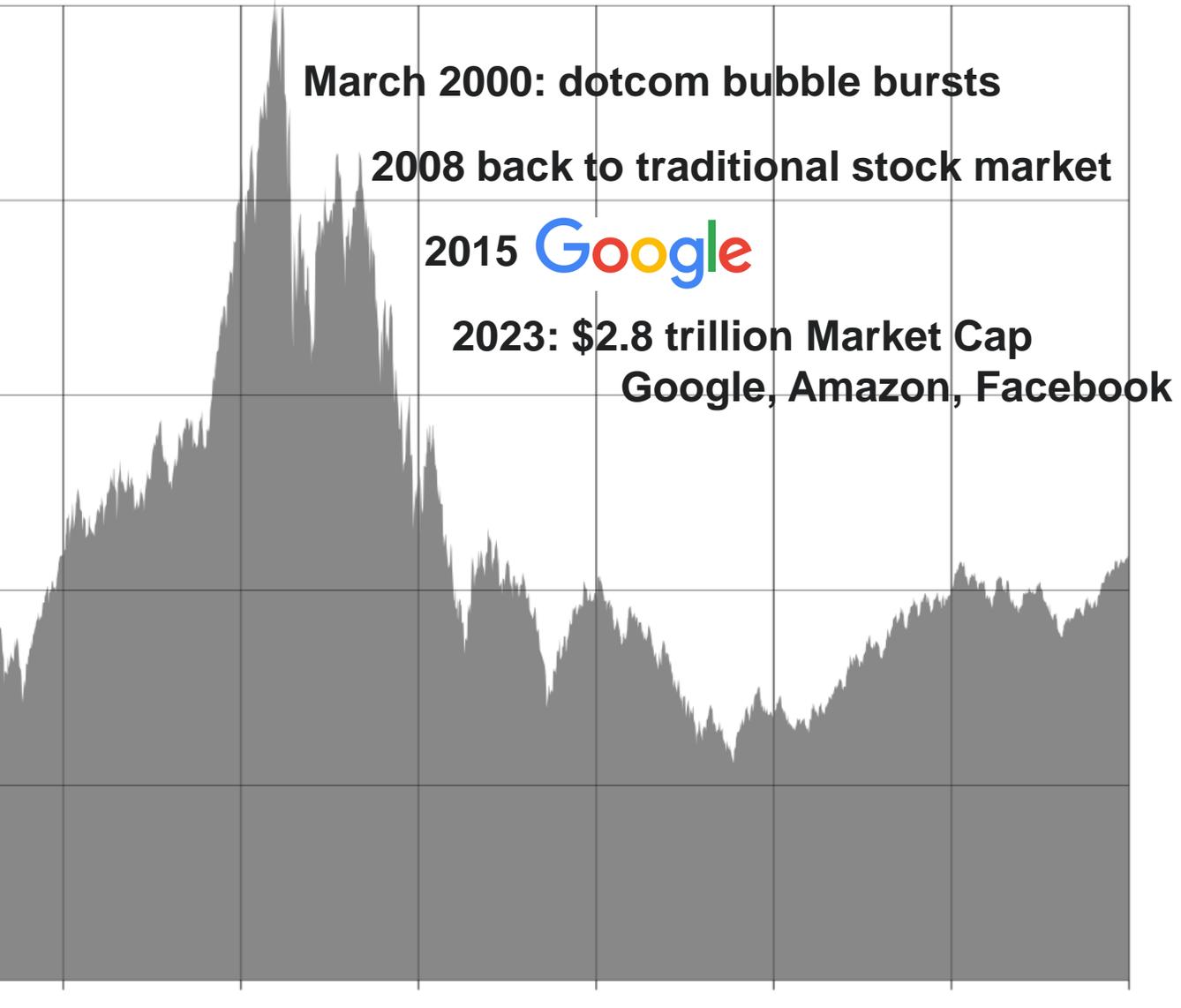
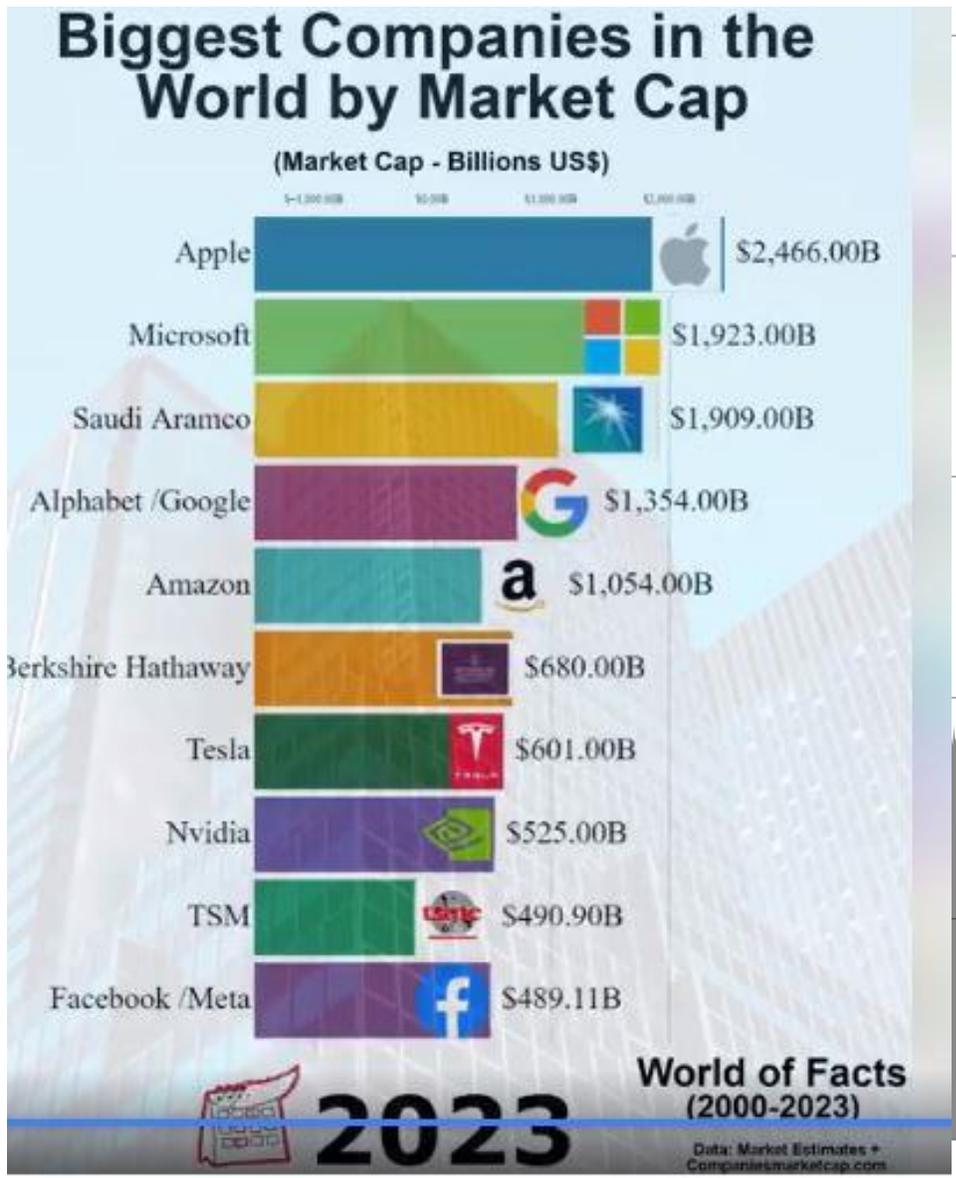
March 2000: dotcom bubble bursts

2008 back to traditional stock market

2015 Google

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5000
4000
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1000



1994 1995 1996 1997 1998 1999 2000 2001 2002 2003 2004 2005

Can we think BIG ● or do we need to crawl, walk, run...



- Could a Tik Tok approach help?
- Where is a decent business model?
- How do we get sufficient R&D funds (Amazon expenses in 2022 \$73.2 Billion!)
- Could we find and engage top influencers or fund mega campaigns
- Could we find investors for a disruptive break through
- Once we gain attention: what will be the counter attacks of the big players?



Seite 3 von ungefähr 3.310.000.000 Ergebnissen (0,50 Sekunden)

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Risks & Answers:

- Countermeasures taken by the established players
Their strategy roadmaps usually do not allow for quick course corrections, when they come our corridors have to stand
- Conservative clientelism
They will continue to aim in the wrong direction, but there are also more and more strong counter-movements in the established management structures that we can win over
- „Battle for Talents“
Will be a challenge but can be solved with a modern business model. For the best people, we create attractive framework conditions along the lines of "Modern Workplace".



SOLID 4 FUTURE = actively shaping the future



 For me as Consumer!
I get tailor-made offers and make targeted purchases.
My data remains under my full control!

 SOLID
EPA!

 SOLID
Housing

 SOLID
Network

 SOLID
Public offices

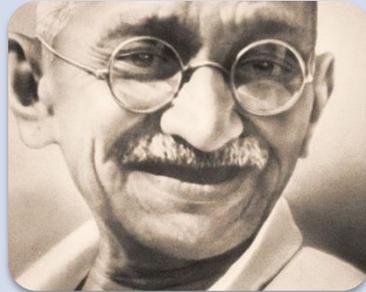


or



 SOLID
Finances

SOLID 4 FUTURE for us and our „common good economy“



Self
confidence

Motivation

Trust

Responsibility



THANK YOU!