SL&M *Praxis*

Debrief on Back Bay Battery
Prep for 'Smartphone Wars'
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21 July 2014

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Agenda for next Monday, 28 July 2014

~09:05	• Introductions
~09:10	• Briefing on the mobile marketplace
~09:15	• Develop strategy for 2015
~09:45	• Present strategy for 2015
~09:55	• Panel evaluation and feedback
~10:05	• Develop strategy for 2016
~10:35	• Present strategy for 2016
~10:45	• Panel evaluation and feedback
~10:55	• Develop strategy for 2017
~11:25	• Present strategy for 2017
~11:35	• Panel evaluation and feedback
~11:45	• Final results

The mobile marketplace in 2014…

- Apple has launched the iPhone 6 ?
- Google continues to …
- Samsung is …
- Microsoft …
- Amazon …
- Huawei and ZTE are competing aggressively on price in developing markets worldwide

Key questions

- Which *customer* groups will you target?
- What *applications*, 'jobs to be done', will you focus on?
- What *products and services* will you offer, and how will your products and services be positioned and differentiated?
- What will be the scope of your *activities*, where will you make, buy or partner, and what will be your *core competences and capabilities*, inimitable resources?
- Who will you work with to build your *ecosystem*?
- What investments will you make in *R&D*?

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