

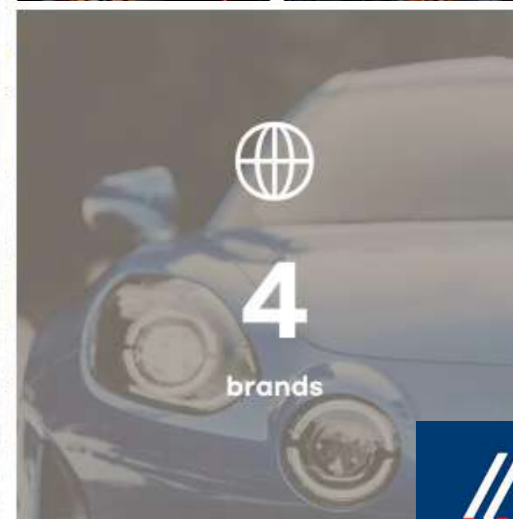


EP01
MOB-TECH
& révolutions



105 812

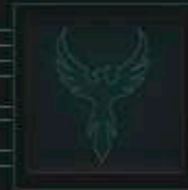
Employees



RENAULTION

RESURRECTION

Achieved in advance



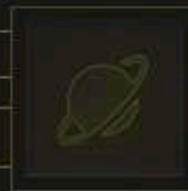
RENOVATION

Already secured



REVOLUTION

Time to accelerate



2020

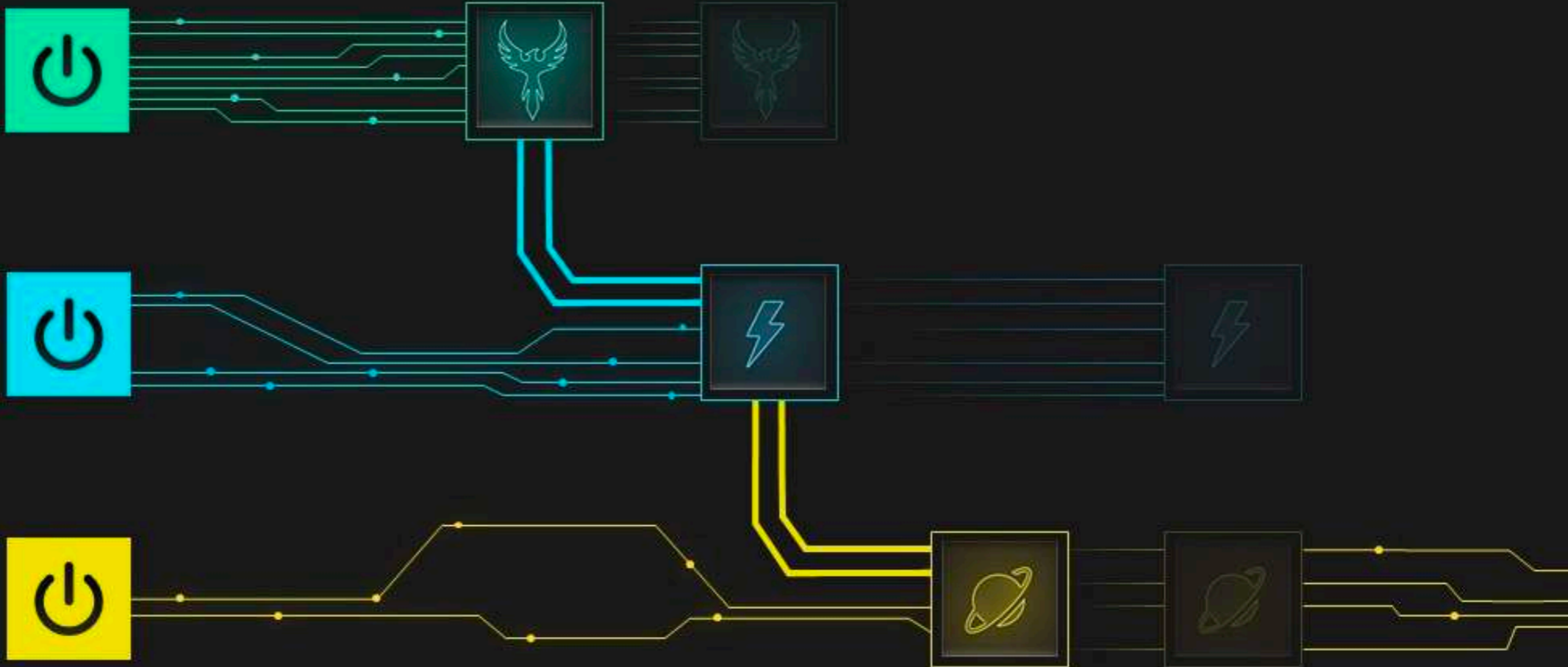
2021

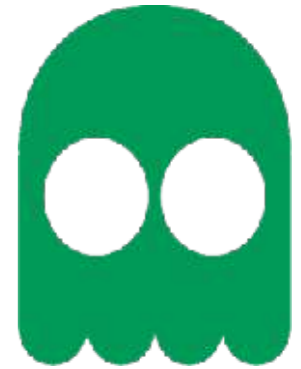
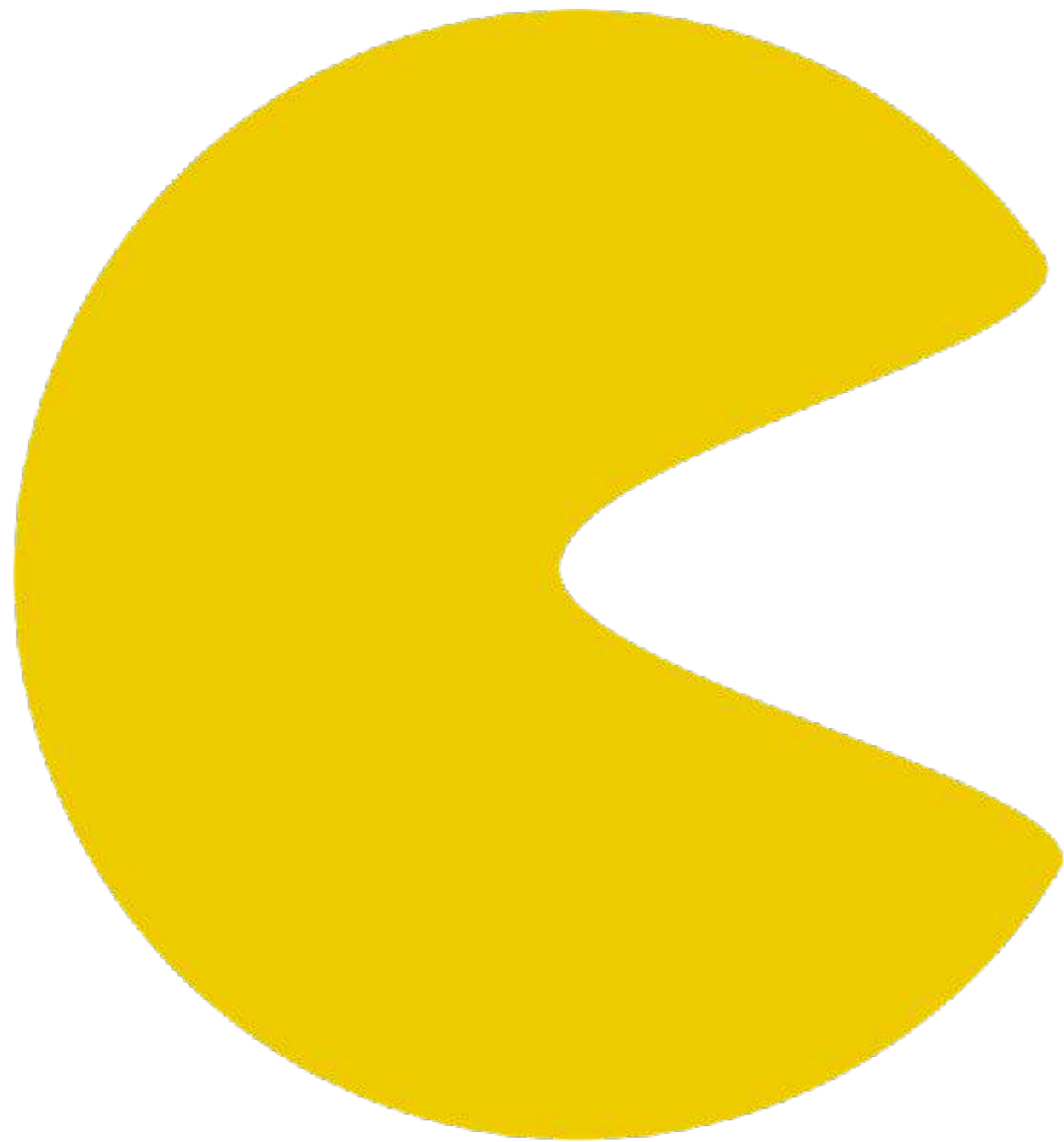
2022

2023

2024

2025





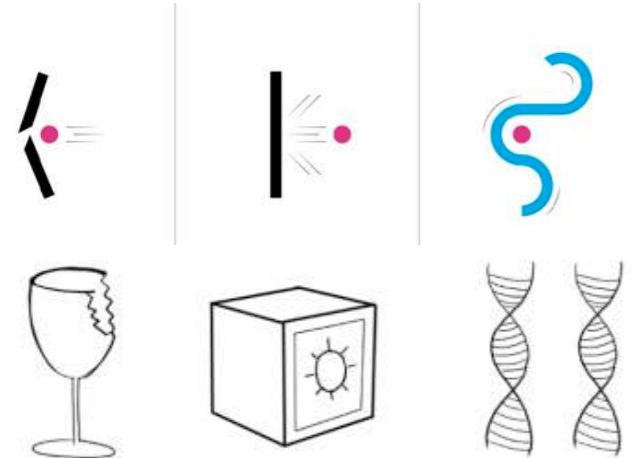
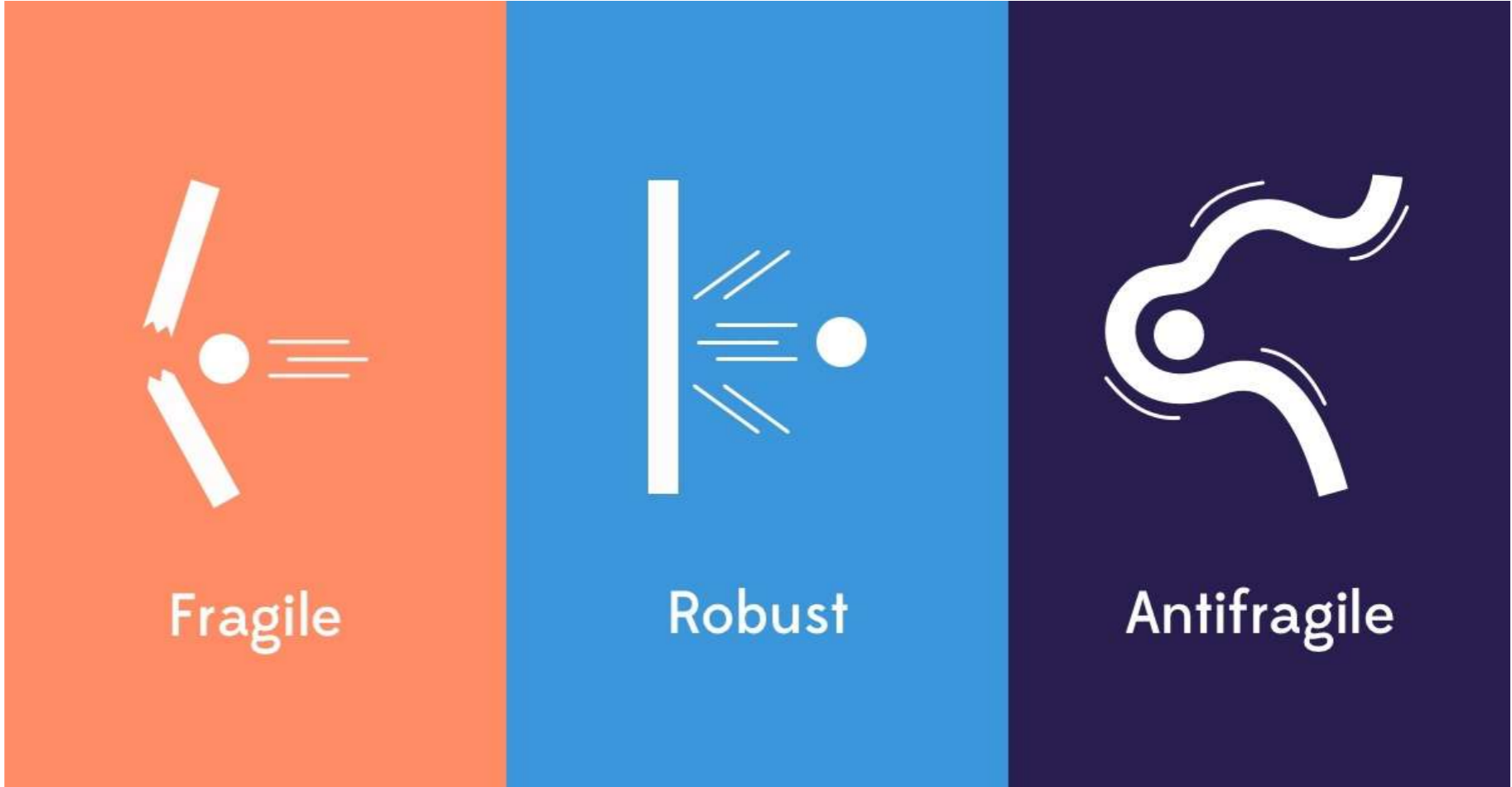
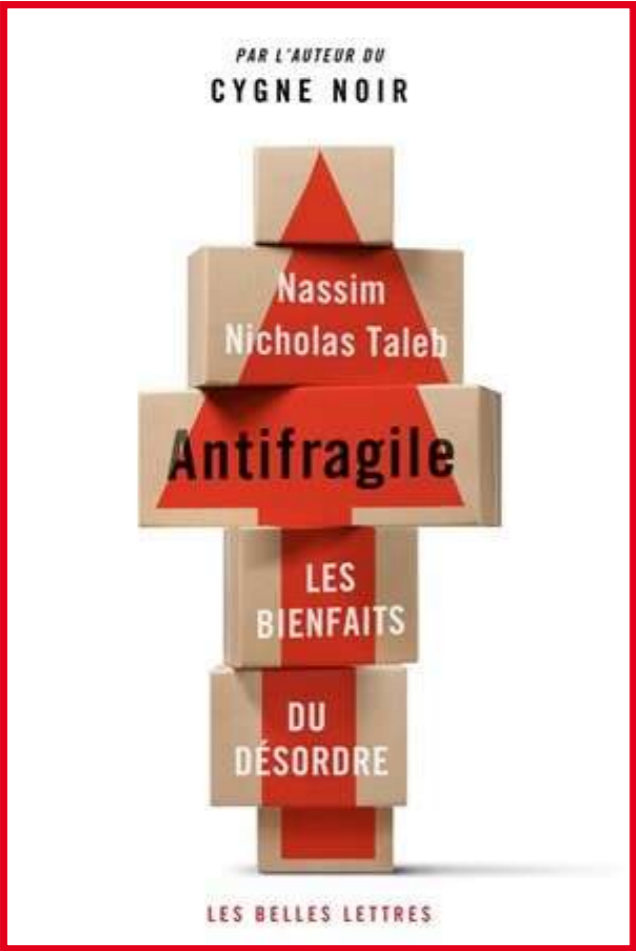
CULTURE EATS STRATEGY FOR BREAKFAST



Peter Drucker

**The
biggest asset
in the world
is your mindset.**

A handwritten signature in black ink, appearing to be 'Jn' followed by a long horizontal stroke.





fragile

sensible, peur du stress



résilient

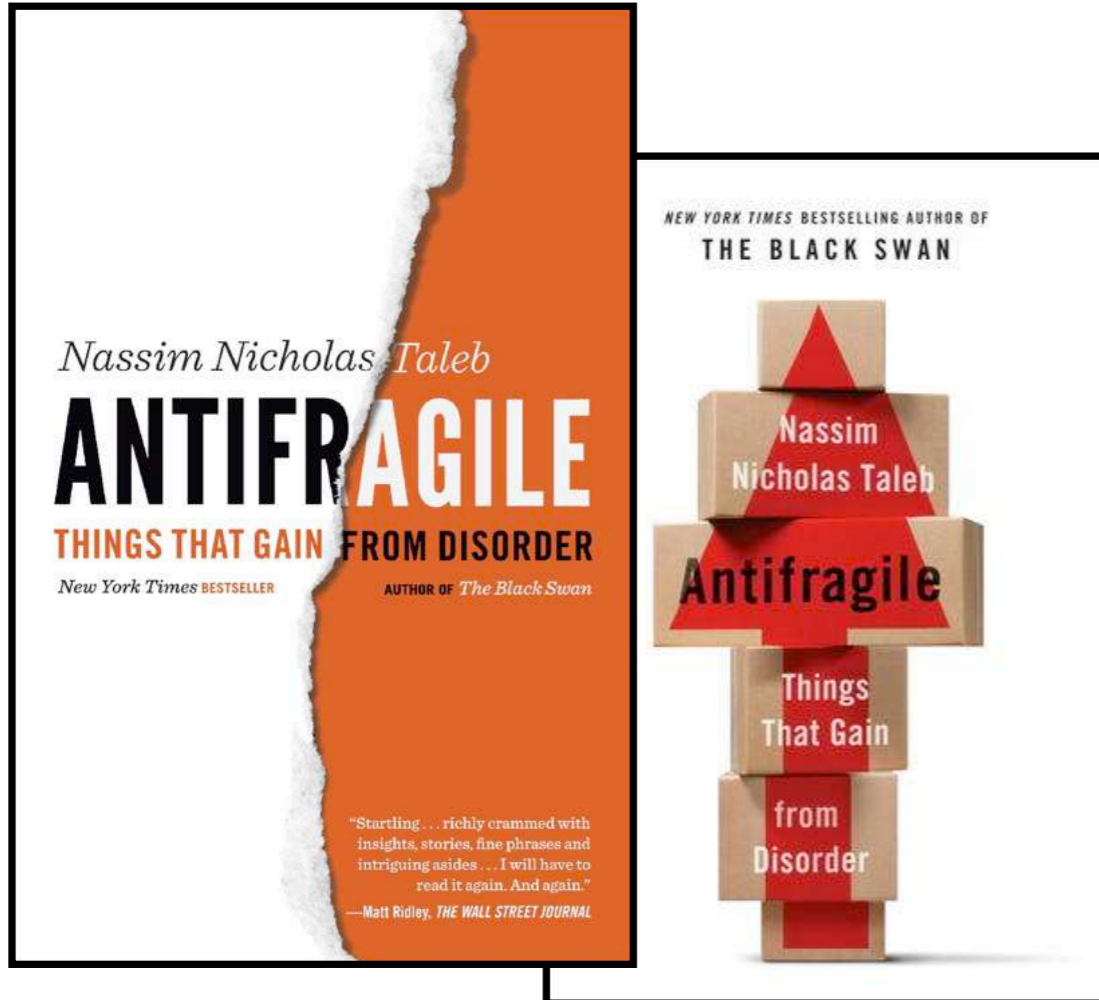
robuste, puissant, résiste au stress



antifragile

renforcé par l'adaptation au stress

KINTSUGI ET ANTIFRAGILITÉ



Kintsugi
金継ぎ

4^{ème} révolution industrielle

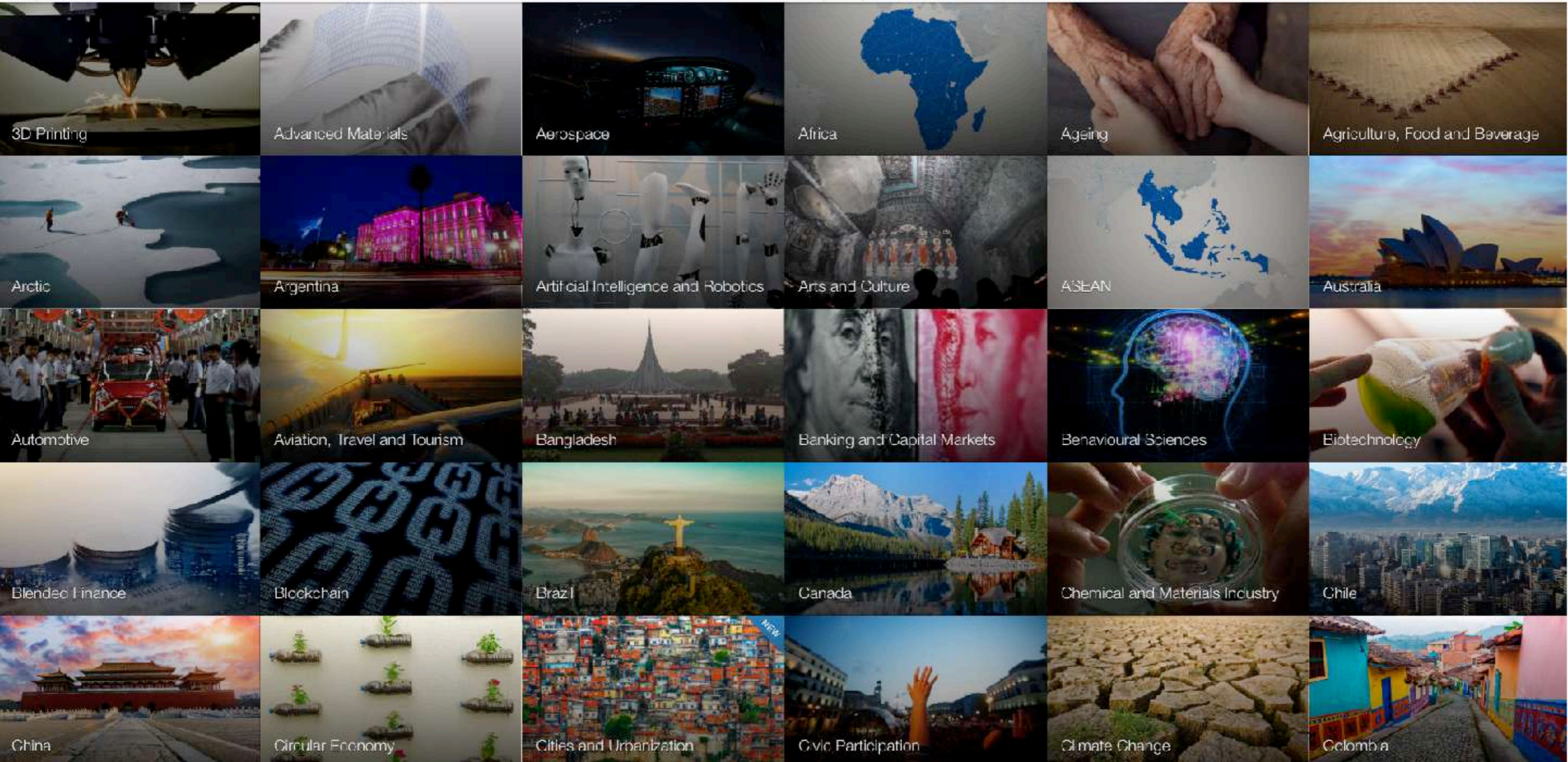
Vapeur + moteur

Électricité

NTIC

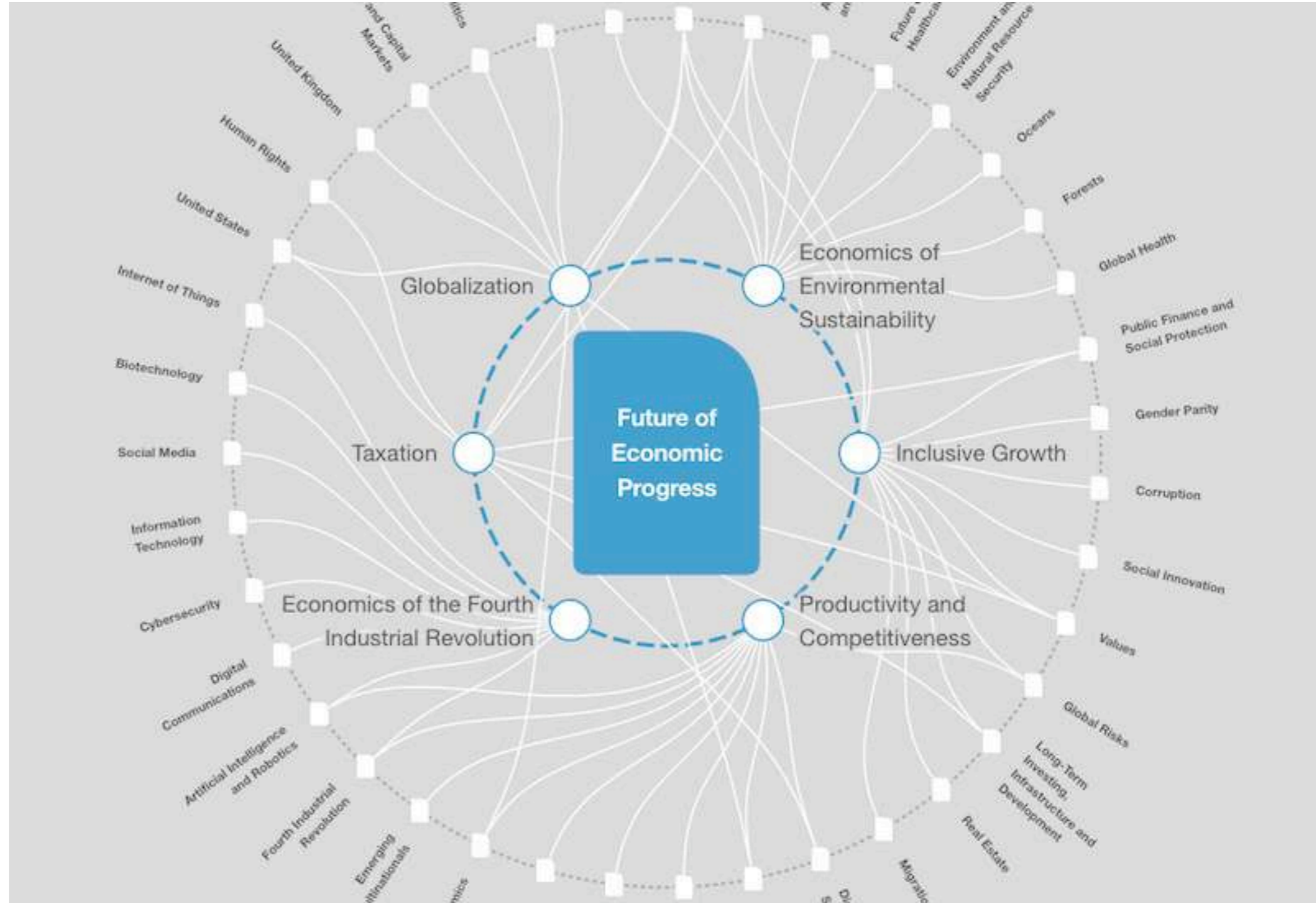
NBIC





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

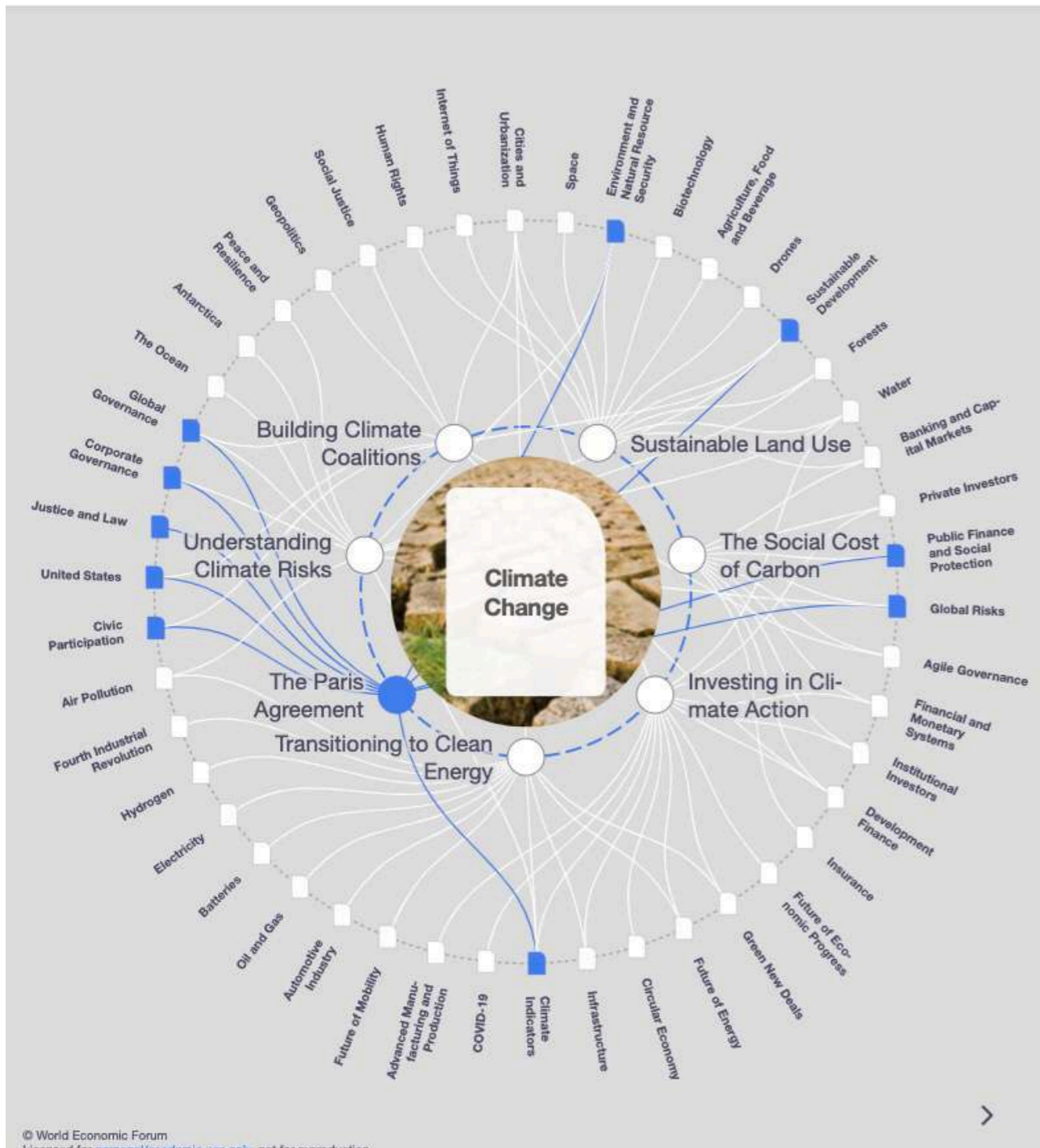
<https://toplink.weforum.org/knowledge/insight/a1Gb0000001hXcwEAE/explore/summary>



<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



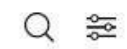
The climate change deal ratified in 2016 provides a global framework for action

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

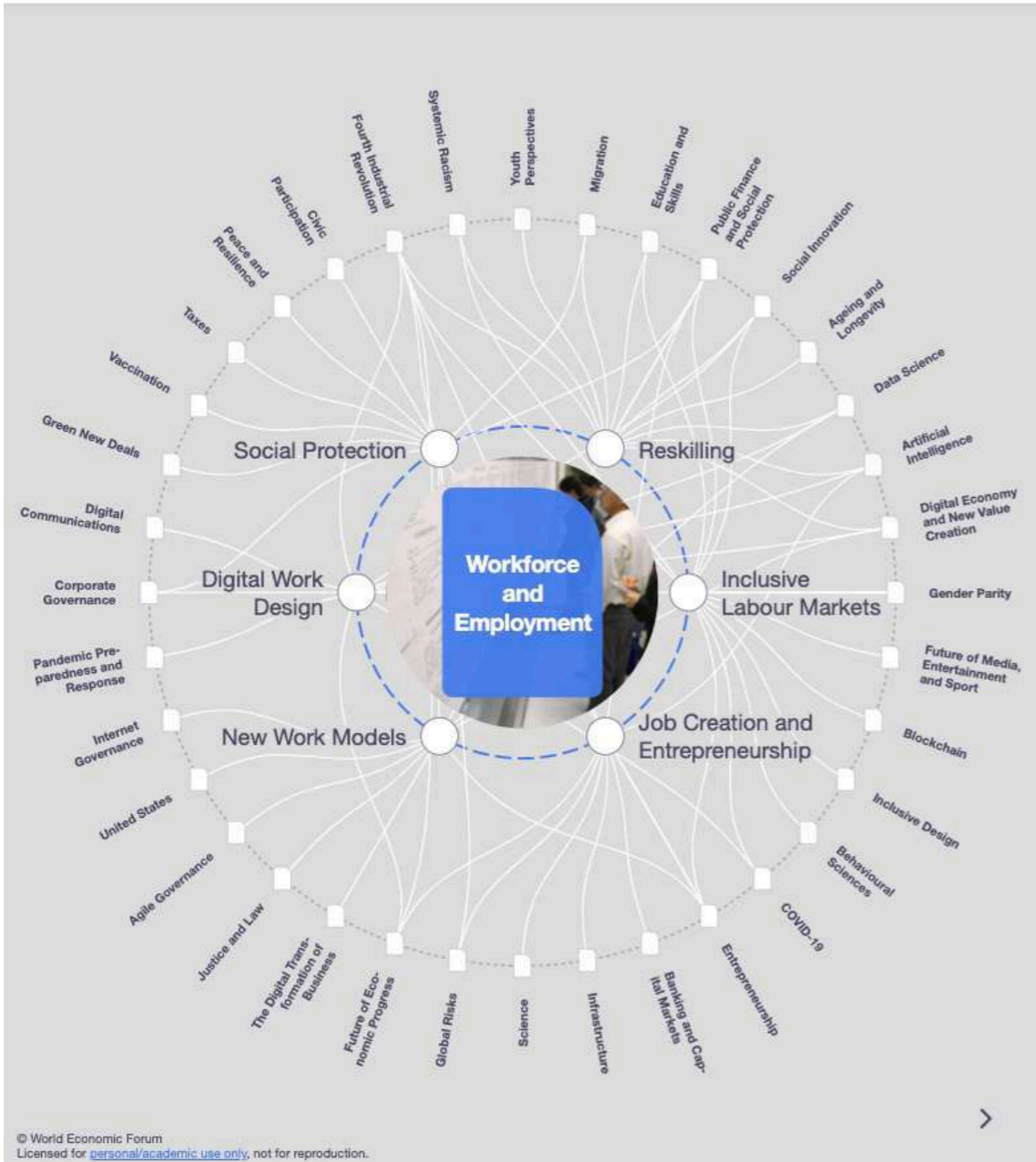
Showing "All Articles"



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

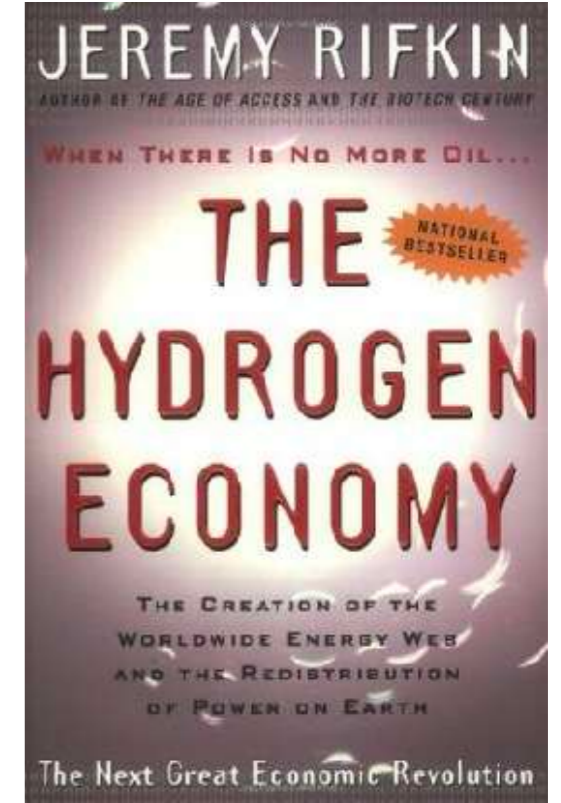
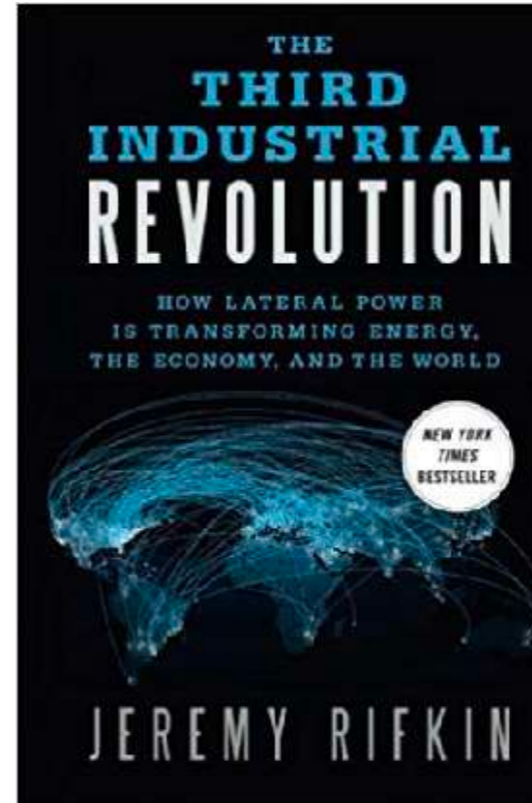
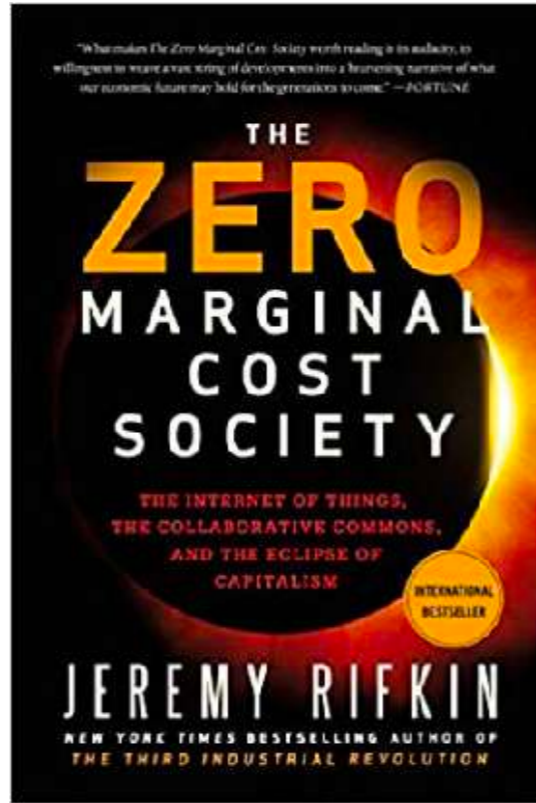


THE GREEN NEW DEAL

WHY THE FOSSIL FUEL CIVILIZATION
WILL COLLAPSE BY 2028,
and THE BOLD ECONOMIC PLAN
TO SAVE LIFE ON EARTH

JEREMY RIFKIN

NEW YORK TIMES BESTSELLING AUTHOR OF
THE THIRD INDUSTRIAL REVOLUTION







3^{ème} révolution industrielle

Vapeur + moteur

Électricité

NBIC (inclus NTIC)

Michel SERRES

-3000 écriture
1450 imprimerie/chiffre
2000 NBIC

Luc FERRY

1800 Vapeur
1900 Électricité
2000 NBIC



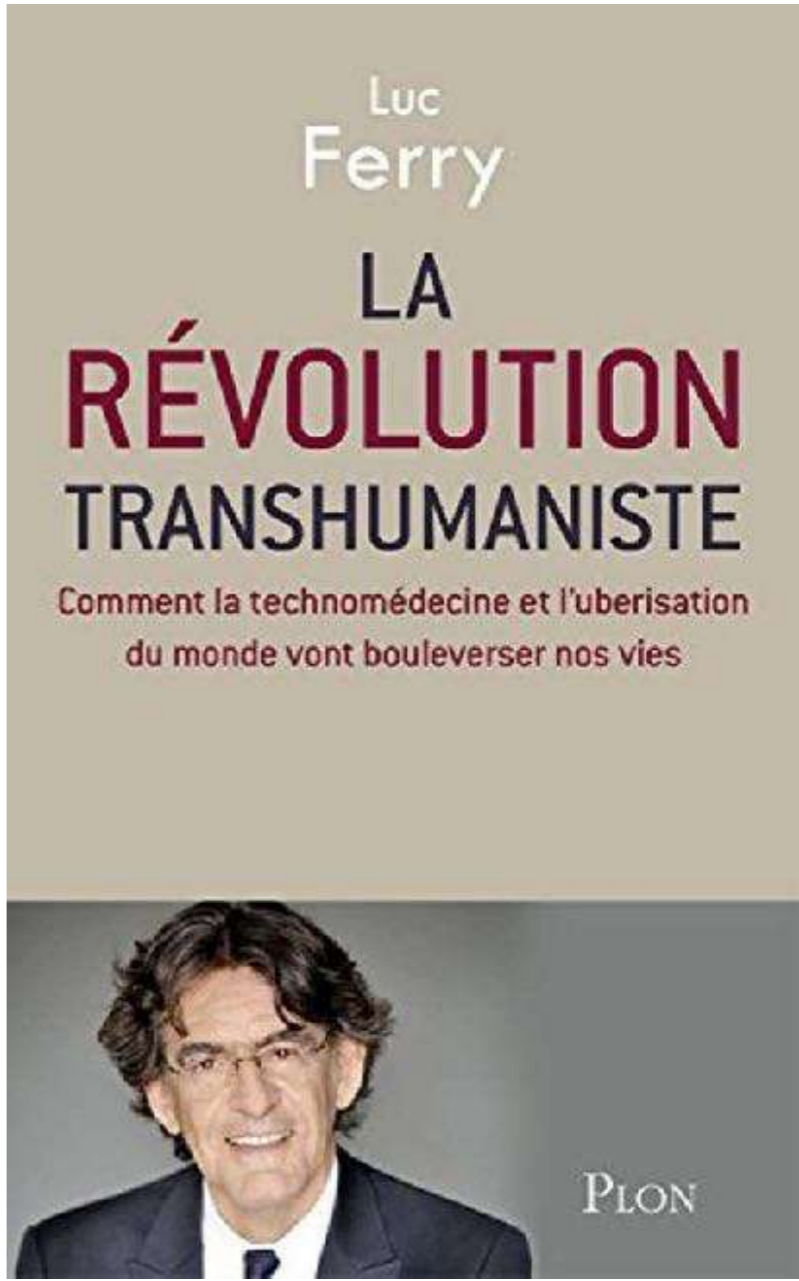
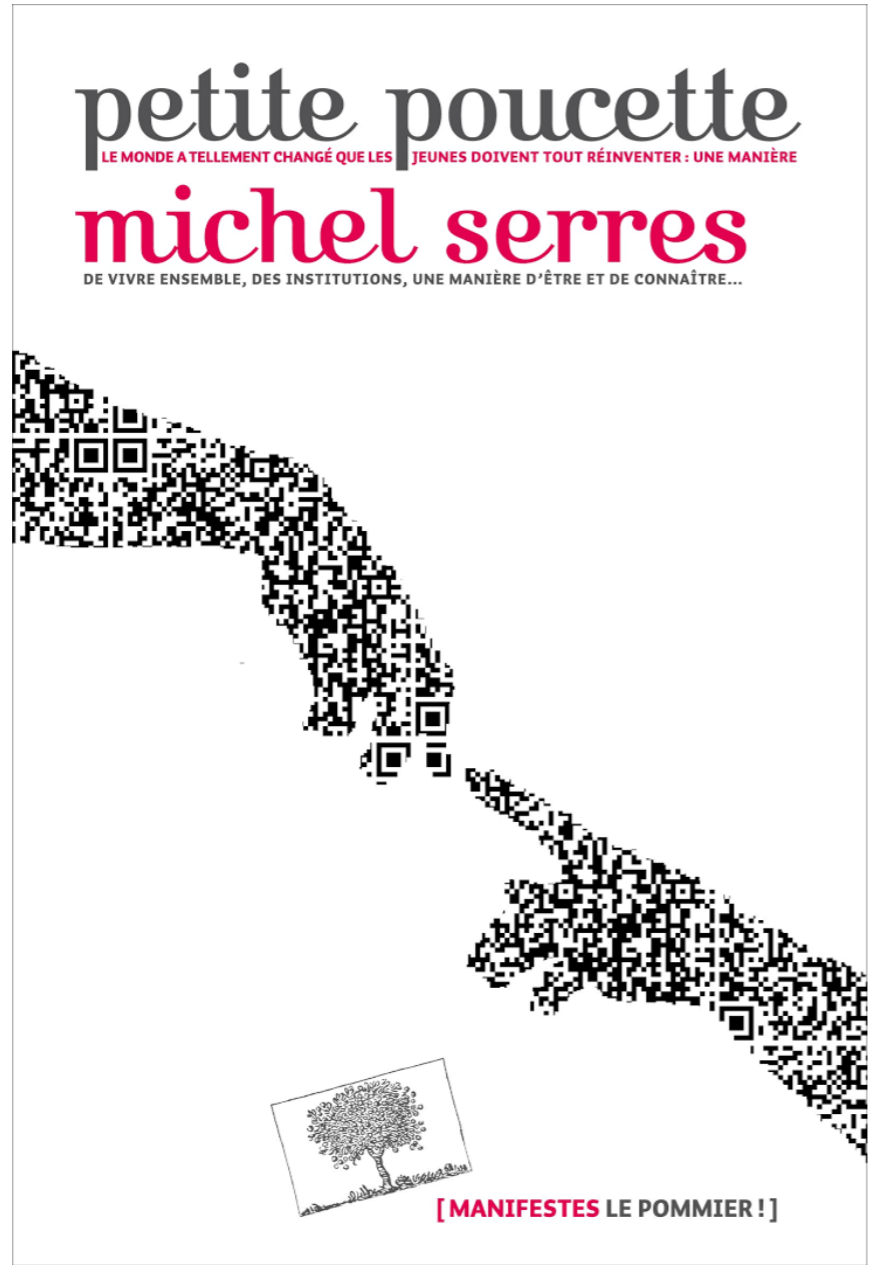
GRENOBLE
ECOLE DE
MANAGEMENT

TECHNOLOGY & INNOVATION

une école

CCI GRENOBLE





Gutenberg

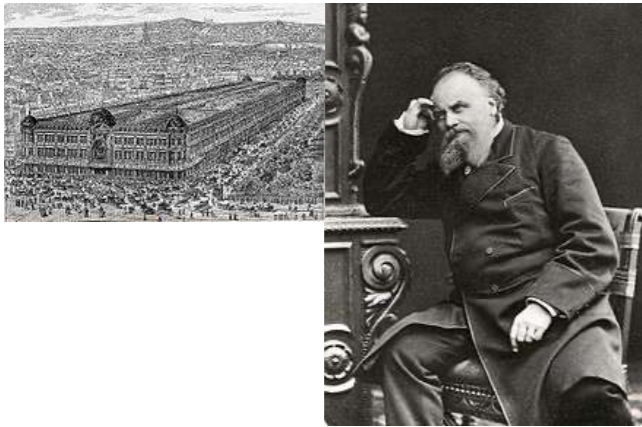


Zuckerberg Sandberg

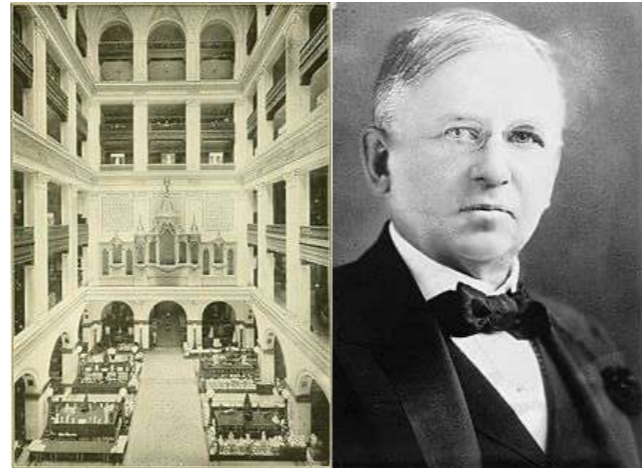




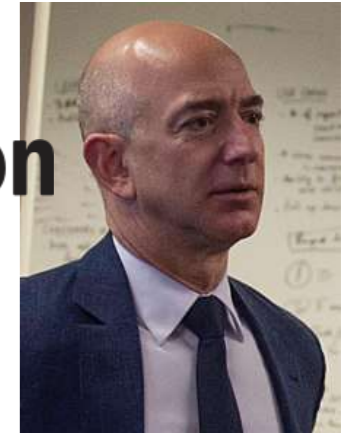
Aristide Boucicaut



John Wanamaker



Jeff Bezos



Révolutions :

social
économique
technologique



**GRENOBLE
ECOLE DE
MANAGEMENT**
TECHNOLOGY & INNOVATION

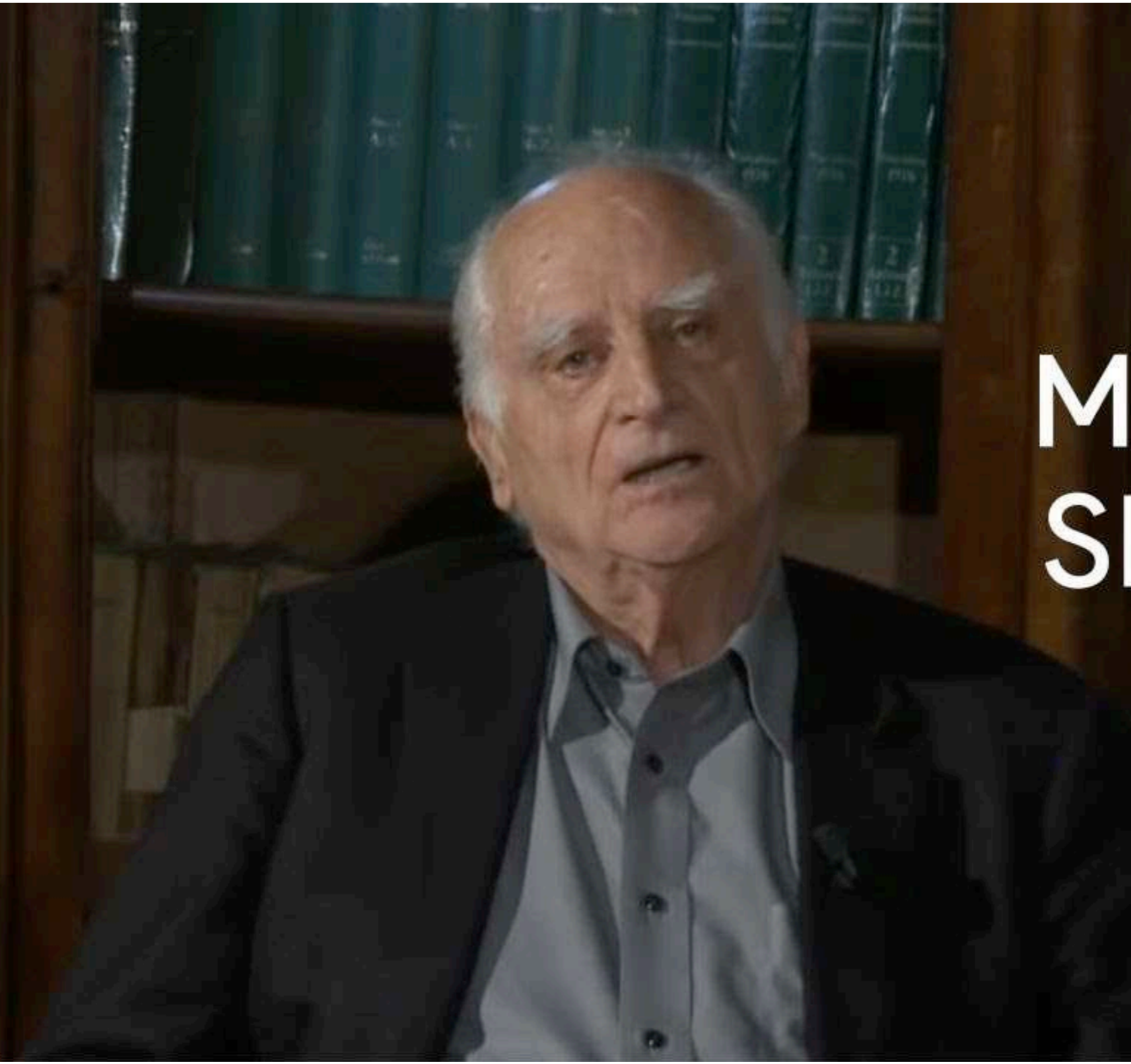
une école

 CCI GRENOBLE

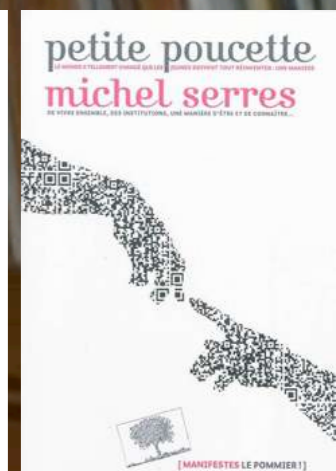


AVERS / REVERS

Art



MICHEL SERRES



THIS IS **my** YOUTUBE

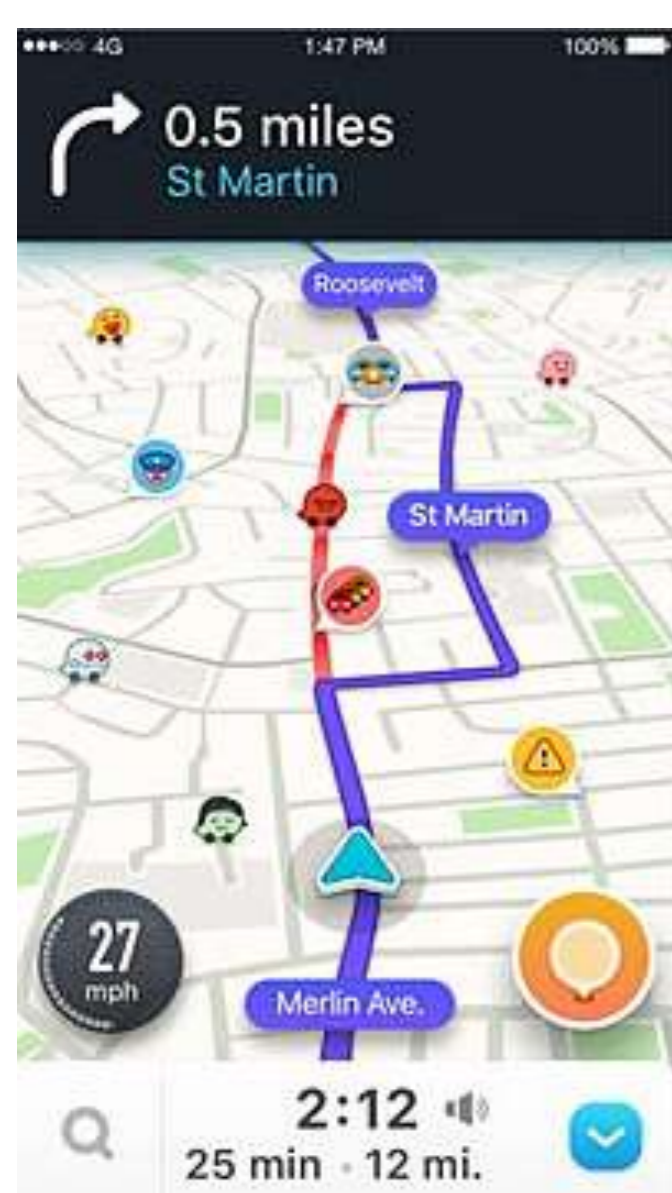
Find out what the U.K. loves to watch

[▶ WATCH THE EPISODE](#)



51% of viewers say they bought a product after seeing it on YouTube.

Understand how your brand can drive more demand and action with video.

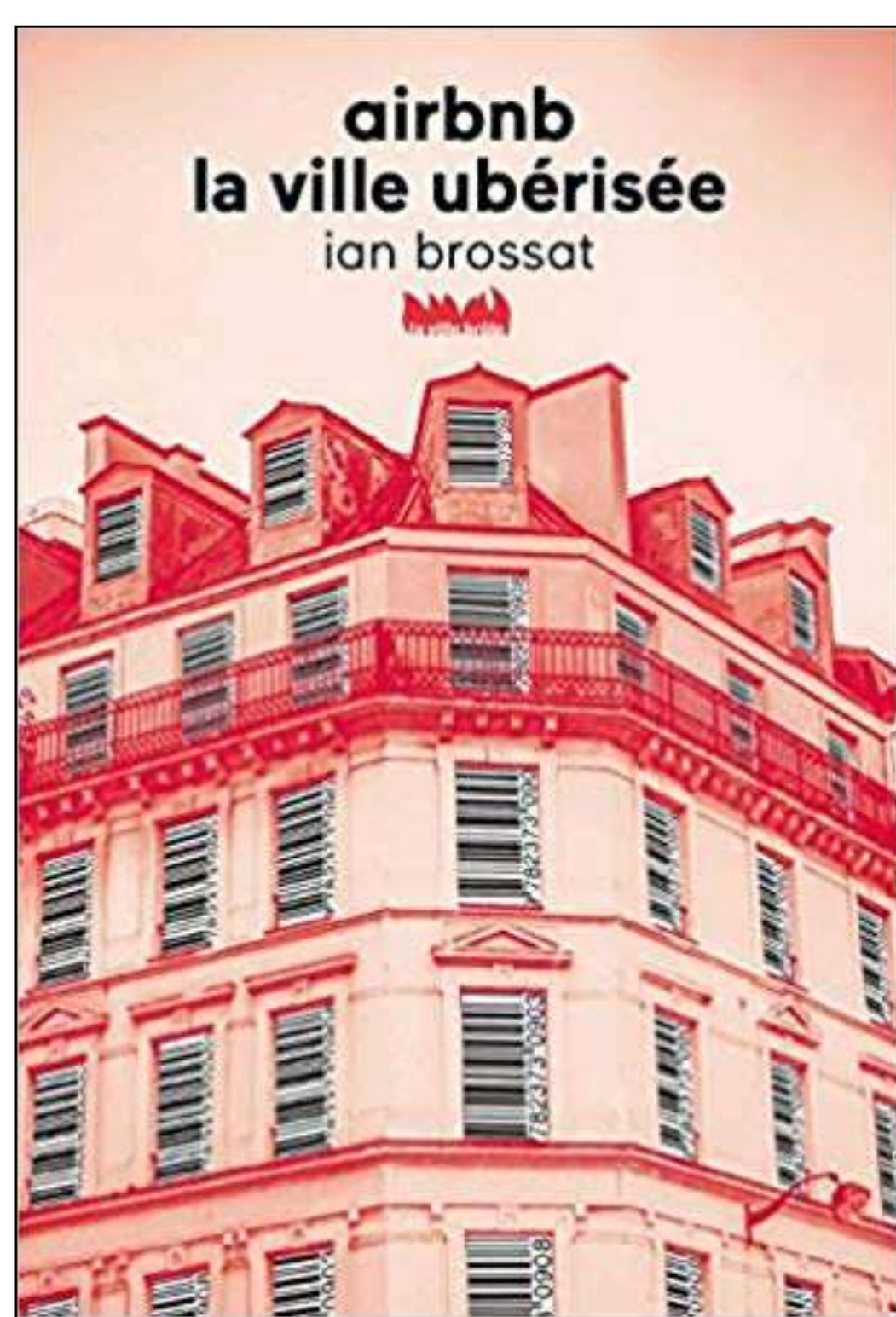


JEAN-LOUIS
MISSIKA
PIERRE
MUSSEAU

Des robots dans la ville

Tallandier
ESSAIS

**COMMENT
LES VOITURES AUTONOMES
VONT CHANGER
NOS VIES**





Vos plats préférés, livrés avec Uber

 Saisissez l'adresse de livraison.

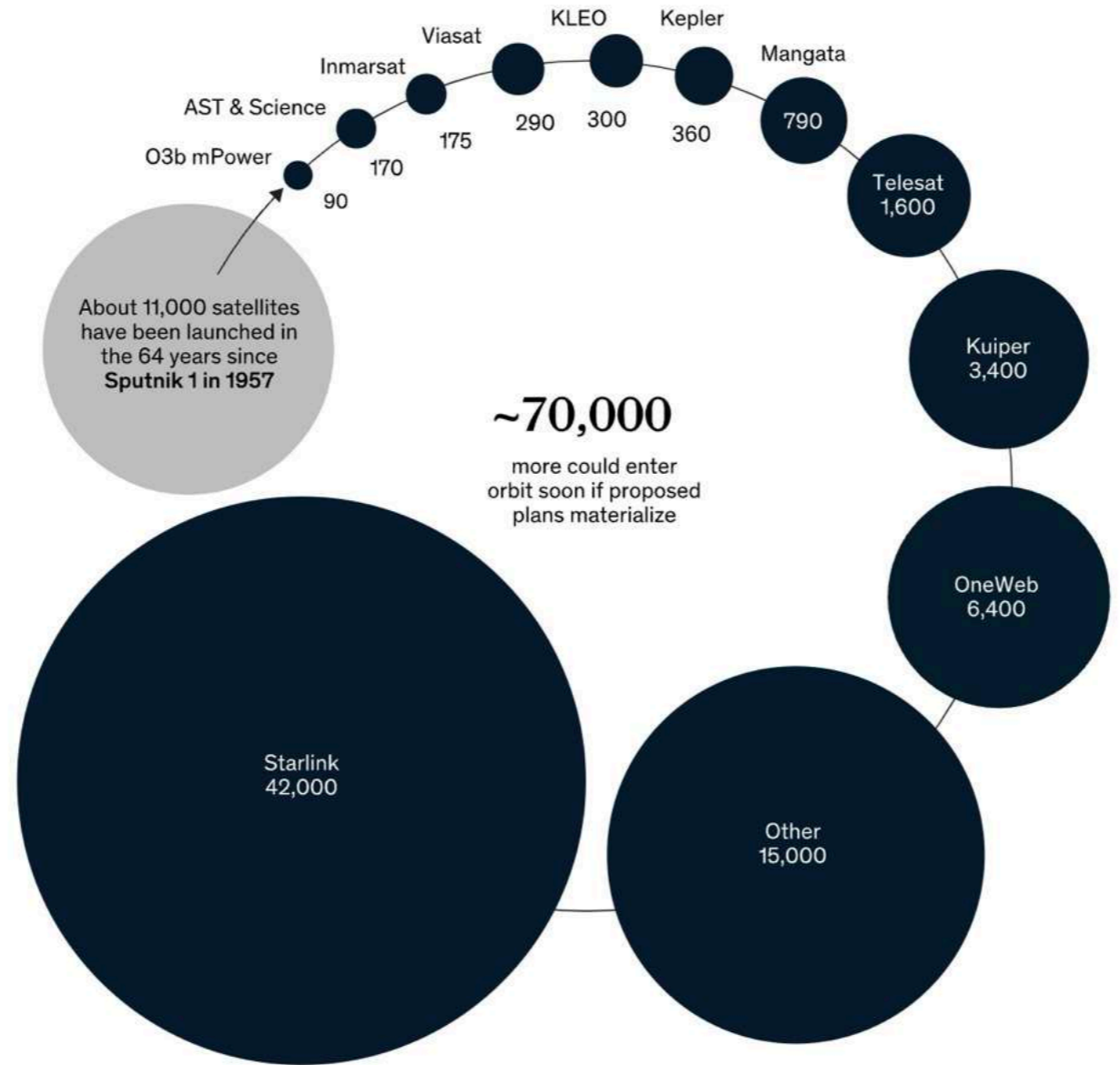
[Voir les restaurants](#)

Paris - Livraison de repas



Over 70,000 more satellites could soon enter orbit if plans come to fruition.

Proposed constellation size by group,¹ number (estimated, not exhaustive)



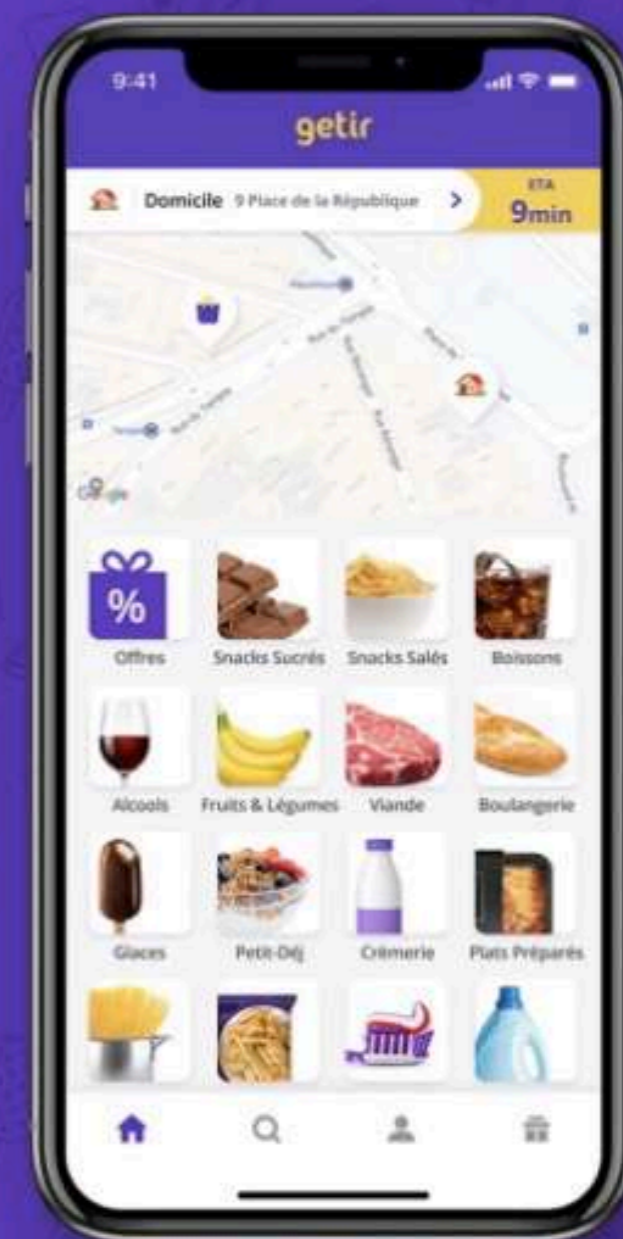
¹Current as of August 2021. These are general estimates. Includes proposed sizes and planned extensions; does not reflect Federal Communications Commission (FCC) approval of constellations. We have not yet analyzed the feasibility of all constellations, and some plans may not come to fruition. Source: Company websites; FCC filings; press search





Vos courses livrées en quelques minutes

De la salade verte à la bière bien fraîche, faites-vous livrer les produits dont vous avez besoin (et ceux dont vous avez envie) en quasi 10 minutes. Bonne nouvelle: nous livrons désormais à Paris et sommes en plein développement dans toute la ville!





help

COVID-19

Are you looking for a full-time or part-time job in San Francisco?

Signup to shop with Instacart and become your own boss instead. Choose between being a [Full-Service Shopper](#) or an [In-Store Shopper](#) and start making great money on your own schedule. Enjoy the flexibility of choosing when, where, and how much you earn.

[Download the ap](#)

GORILLAS

HOW IT WORKS JOBS DE / EN

GROCERIES AT RETAIL PRICES. DELIVERED IN ONLY 10 MINUTES

GET IT ON Google Play

Download on the App Store

Shop from these popular stores near San Francisco



Andronico's Community Markets



Bi-Rite Market



Costco



CVS Pharmacy®



Falletti Foods



Gus's Community Market

Why become an Instacart Shopper?



Earn extra money shopping for others

As a shopper, you go to the grocery store like normal, except you're getting paid to shop for others.



Work whenever it works for you

With no set hours or days, you can shop as much or as little as you want, anytime you want.

https://gorillas.io/en

GORILLAS

Faster than you

Groceries delivered in **10 minutes**

GET IT ON Google Play

Download on the App Store

BECOME A RIDER

GORILLAS

G



OFFICIAL SELECTION 2020

sundance

film festival

/the social dilemma



arte

TRUTH
SOCIAL

FOLLOW THE TRUTH

TRUTH Social is America's "Big Tent" social media platform that encourages an open, free, and honest global conversation without discriminating against political ideology.



Pre-order on the
App Store

Join the Waiting List!

First Name

Last Name

Email address

- I agree to TRUTH Social's [Terms of Service & Privacy Policy](#). I also agree to receive emails from TRUTH Social and understand that I may opt out of TRUTH Social's subscription at any time.

Sign up

Preface

ZERO TO ONE

EVERY MOMENT IN BUSINESS happens only once. The next Bill Gates will not build an operating system. The next Larry Page or Sergey Brin won't make a search engine. And the next Mark Zuckerberg won't create a social network. If you are copying these guys, you aren't learning from them.

Of course, it's easier to copy a model than to make something new. Doing what we already know how to do takes the world from 1 to n , adding more of something familiar. But every time we create something new, we go from 0 to 1. The act of creation is singular, as is the moment of creation, and the result is something fresh and strange.

THE INTERNATIONAL BESTSELLER

ZERO

TO

ONE

NOTES ON STARTUPS,

OR

HOW TO BUILD THE FUTURE

PETER THIEL

WITH BLAKE MASTERS

'That rare thing: a concise, thought-provoking
book on entrepreneurship' **THE TIMES**

2012-2014

Peter Thiel

PayPal

FB, spaceX, LinkedIn

Les **3** étapes de toute

Innovation / rupture / révolution

1 Utopiste / étrange / ridicule

2 Impossible / dangereux

3 Évident / simple

Thiel / Aberkane

Ridicule

délai

Dangereux

délai

Évident

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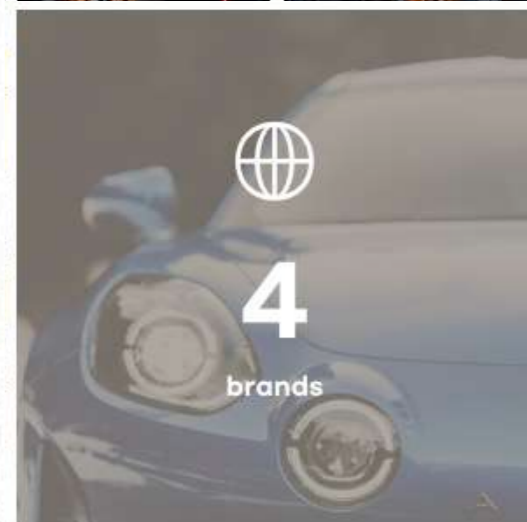
“
*TOUT CE QU’
EST ATTENDU
EST DÉTRUIT*”



Henry de Montherlant (1895 - 1972)

105 812

Employees





renault_france • Follow

renault_france 18.06.23 révélation officielle : nouveau #RenaultRafale #ETech #hybrid. design fuselé, lignes sculptées, toit verre panoramique opacifiant solarbay®, calandre inédite. c'est en cherchant plus haut qu'on se réinvente. lien dans la bio
14w See translation

lucas_gdvs On dirais vraiment un Peugeot 408 😊
13w 20 likes Reply See translation
View replies (6)

s.ldbg Il est vraiment beau ! C'est vraiment du lourd le style chez Renault en ce moment ! 🔥
14w 7 likes Reply See translation
View replies (1)

philibert_the_van Plus jamais Renault, j'ai eu que des soucis sur mon van. Électrique, fuites d'huiles, moteur hs etc.
3d 2 likes Reply See translation

marc.dunand Magnifique 🔥😍, juste parfait 👍. Bien joué 👍
14w 7 likes Reply See translation
View replies (2)

edouard.spot Rafale avec un pauvre 3 cylindre hybride 😂😂
14w 6 likes Reply See translation
View replies (1)

5,603 likes
JUNE 18
Add a comment... Post



RG [renaultgroup](#) • Follow

RG [renaultgroup](#) The Renaultion in motion. ⚡

This week at @iaamobility, #Renault unveiled the All-New Renault Scenic E-Tech 100% Electric, the very first vehicle that we eco conceive that is 100%electric and that is made for families.





Renault also announced the all-new Grand Kangoo, its most versatile vehicle yet: equally suitable for families and working professionals.

Luca de Meo, CEO was also awarded "Group CEO 2023" as part of the @automotivenews Europe Eurostars 2023.

With our most innovative product range in years and several new exciting launches in 2024, we are well on our way to making the Group a next-generation automotive company.


2w

-  **eugadesign** Contesto questo design che nulla ha di Renault. 
2w Reply See translation
-  **no__remorse__** Only the Kangoo is buyable 
2w 1 like Reply
-  **simon_malta_nana** master 4 , R5 , grand captur, R4 2024 , Megane etech 2025, Trafic and clio , morphoz 2026, Kangoo 2030 
2w 1 like Reply See translation
-  **allwillb** This is denigrating the Espace name.. 
2w 1 like Reply
-  **borakayik** Good cars 🍷 
2w Reply

2,292 likes

SEPTEMBER 6

 Add a comment...

Post



alpinef1team • Follow



alpinef1team Another double points finish in our pocket 🏆

There's still work to do and we won't be stopping until we get there.

Plenty of time between now and Qatar to debrief and go again 🇲🇶

#Alpine #JapaneseGP

1h



forelsket_priyanka Work on your communication skills first of all. What you did to Pierre yesterday was unacceptable



1h 21 likes Reply



josean_duran95 Can someone explain me what happened with Gasly at the end of the race? I mean the moment he had to give back his position to Ocon



1h 3 likes Reply

— View replies (2)



mastro_nzo Strategy was non sense I just wish that in the next race you are going to remember who is the best driver in the team. Btw great effort car is becoming good again love u all 💙💙



1h 8 likes Reply

— View replies (1)



carrarogiulia__ Let's go and conquer Qatar 🏆



1h 4 likes Reply



maggienorris Let's Go for Double Points again in Qatar! 💙



6,800 likes

ALLER : LOCATION


SUR VOTRE LOCATION
-20%
SUR VOTRE LOCATION



▶▶▶ **RETOUR :**
COLOCATION

 **SHARE : LOUEZ UN VEHICULE LIBREMENT**

 mobilize_fr • Follow

 mobilize_fr qui dit rentrée dit souvent déménagement... louez le véhicule qui vous convient parmi une large gamme d'utilitaires. rendez-vous dès maintenant en agence, en libre-service ou sur share.mobilize.fr (lien en bio)

*voir détails de l'offre sur le site

   #PowerNewMobilities

Edited · 2w See translation



12 likes
SEPTEMBER 7





AVERS / REVERS




SI VOUS NE PRENEZ PAS
SOIN DE VOS CLIENTS,
UN CONCURRENT LE FERA

Paieement invisible

Lyf Pay : Le paiement d'aujourd'hui

Gratuite et sécurisée, téléchargez Lyf Pay pour simplifier vos paiements en magasin, en festival, entre amis ...




 Voir la vidéo

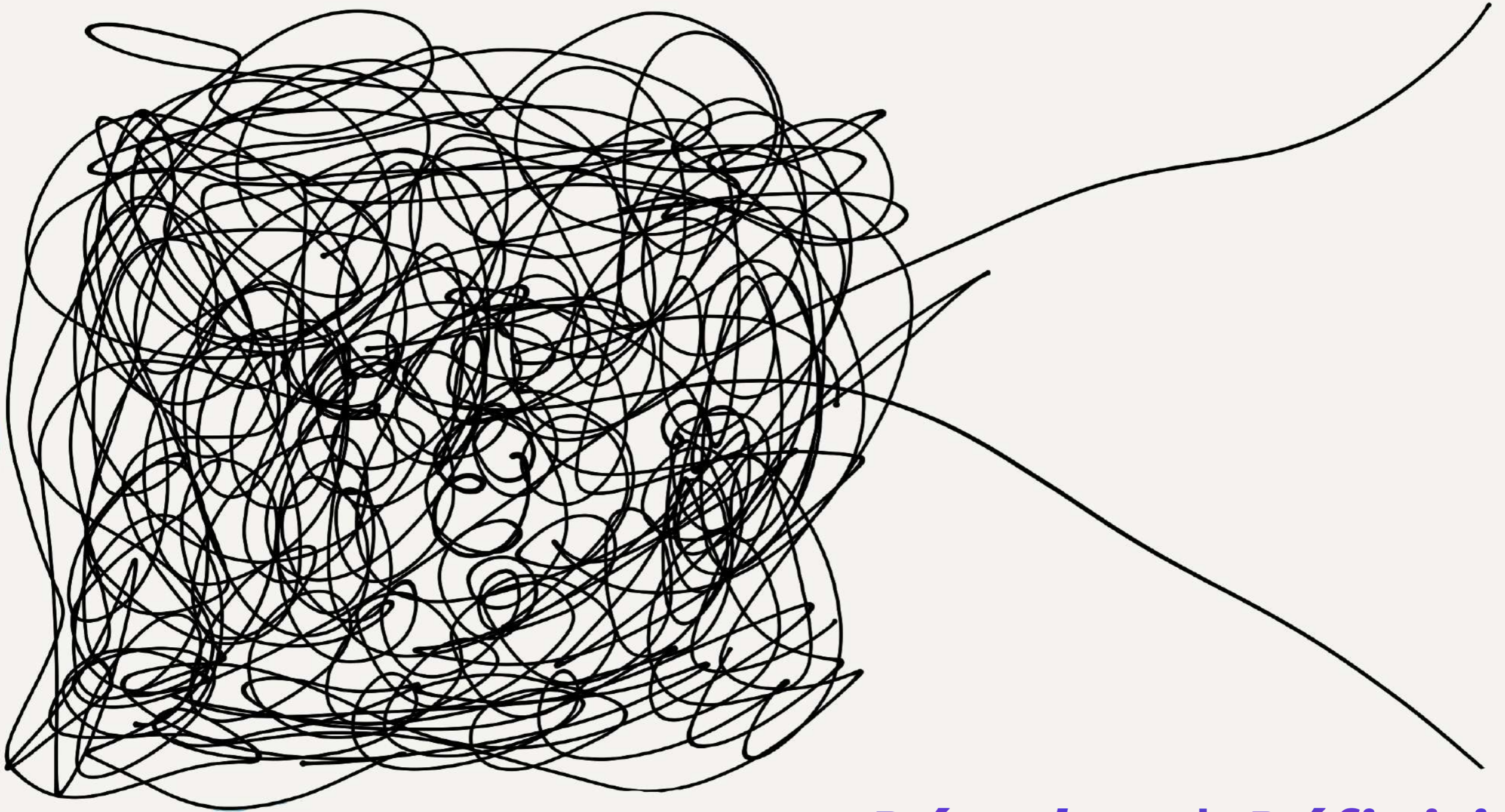
*Buy less,
choose well,
make it last.*

VIVIENNE WESTWOOD



The image features three tall, fluted, light-colored stone columns, likely from an ancient Greek temple, set against a clear, bright blue sky. The columns are arranged in a slightly receding line from left to right. The text '3 PILLIERS DU DIGITAL' is overlaid in a large, bold, black, sans-serif font across the center of the image.

3 PILLIERS DU DIGITAL

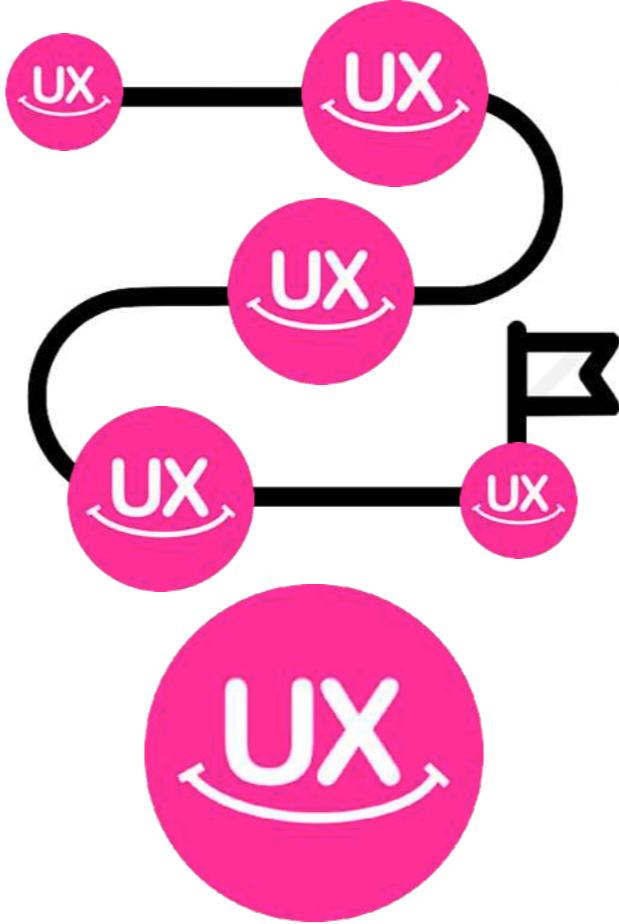


Décodage | Définitions

1



2



3

0110
1001
1010



customer obsession

user centric

besoin utilisateur

pain point / problème

collaborateur

manager / équipe

cible / segment

GEN BXYZ α

proposition de valeur

cas d'usage



parcours / UX

Journey

point de contact

touchpoint

publicité / SAV

téléphone

conversation

sans couture

sans défaut

sans friction

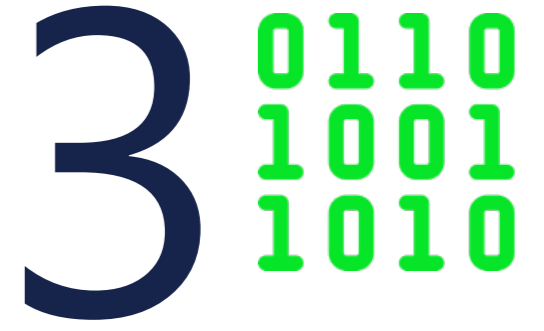
différentiation

offre

pain killer

candy

vitamine



DATA

IOT

Connexion 4G

WiFi

BLE

capteur

tacking, tracing

IOB

NPS

MCA

IA

ML

DataLake

5V

1 

2 

3 

Le WEB sans cookie, nous oblige à
reconnaître nos utilisateurs (embasement)

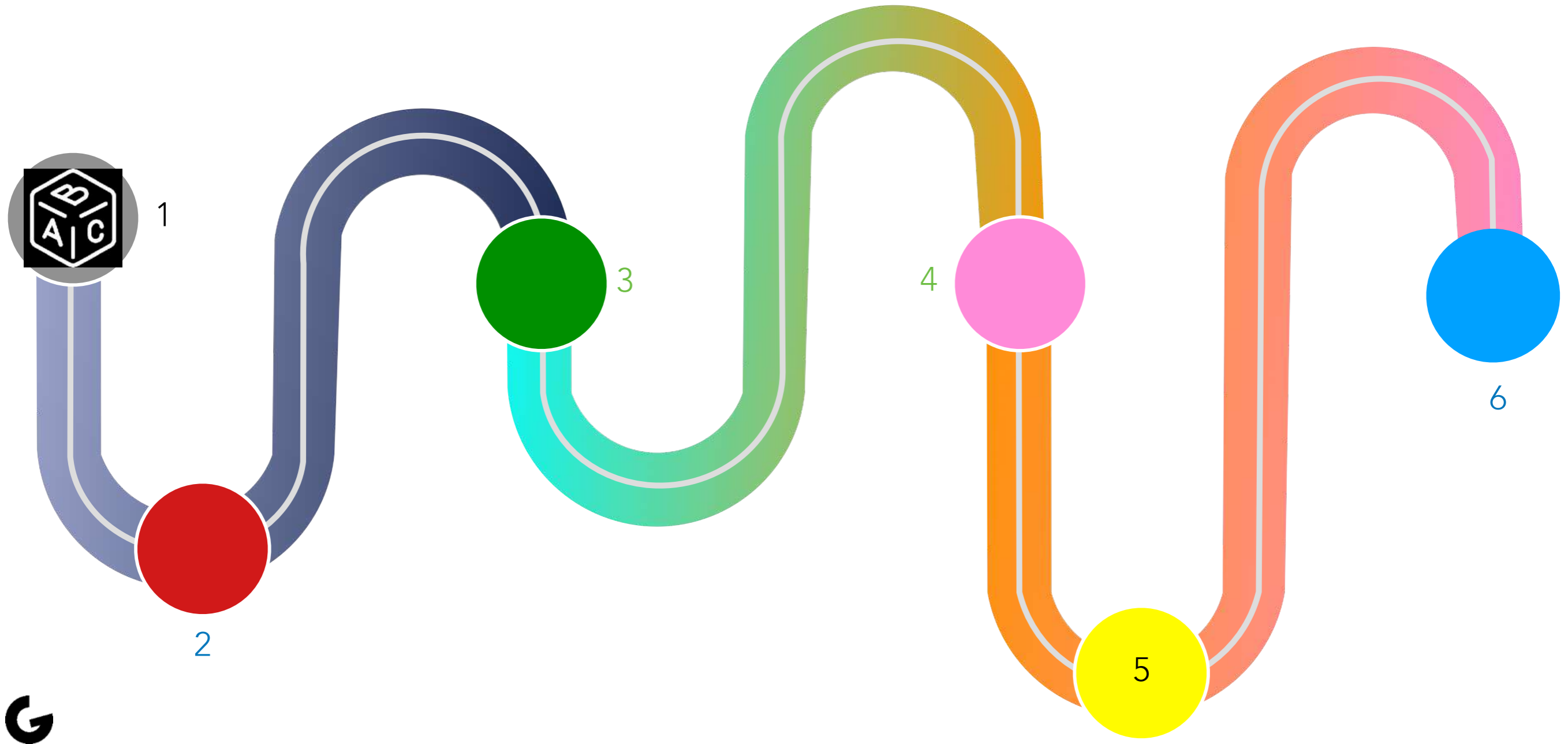
...

ou à les perdre !



Digital = Data

Parcours Client / customer journey



UX > CX

nombre

plus de user que de client

CX > UX

qualité

plus de contact avec les clients

UX

CX

EX



UE

User
Engagement
=
SALES



DX 2022 SUMMIT

Cognizant
Digital Experience

zone
A Cognizant Digital Business

Exploring how to accelerate and innovate digital experiences to meet customer and employee demand

Wednesday 23 March, 1pm - 5:30pm

It goes without saying that the past two years have led to digital acceleration in business that has never been seen before as consumers' expectations around experience has massively shifted. The challenge for business leaders is to ensure they can meet and exceed these expectations.

To best serve their customers, businesses need to know and understand them and their employees, requiring the ability to contextualise massive amounts of data and integrate that intelligence across the company. By looking at the customer journey in its entirety and uncovering how their employees and other enablement layers in the organisation contribute to this experience is key.

What will you gain from attending the DX Summit?

Leading-edge insight

Hear from top business leaders from some of the biggest and most progressive brands as they offer insight into how they are tackling the challenges and opportunities of digital experiences head-on.

How to build better experiences

Learn how businesses are creating end-to-end experiences for their customers and workforce that are convenient, personalised and seamless, working across various touchpoints and channels.

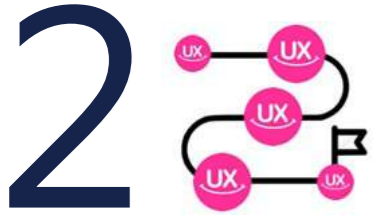
Innovative thinking

Learn how to gain insight from your data to shape meaningful experiences and navigate complex customer and employee journeys.

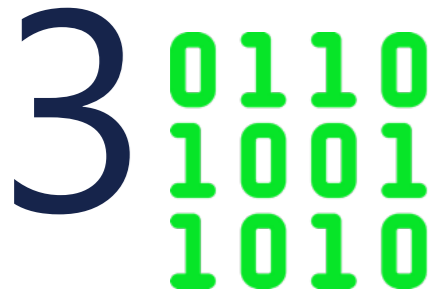




1 Un utilisateur a des attentes (client b2b, b2c, interne, business partner, stakeholder, shareholder)



2 lorsqu'il rencontre la marque dans un parcours enchanté (points de contact, touchpoints, pas de friction, pas de couture, pas de défaut, fluide, simple, frictionless, seamless, flawless)



3 il laisse des traces de son passage sous forme de données (connexion, tracking, tracing...)

~~TOME
=
MONEY~~

“

ATTENTION

=

MONEY

”

ROPO

ROBO

Research Online Purchase Offline

≠ showrooming

OFFLINE

ROPO

100% Physique

ACHAT

ONLINE

100% online

ShowRooming

ACHAT

inspiration ONLINE.

OFFLINE

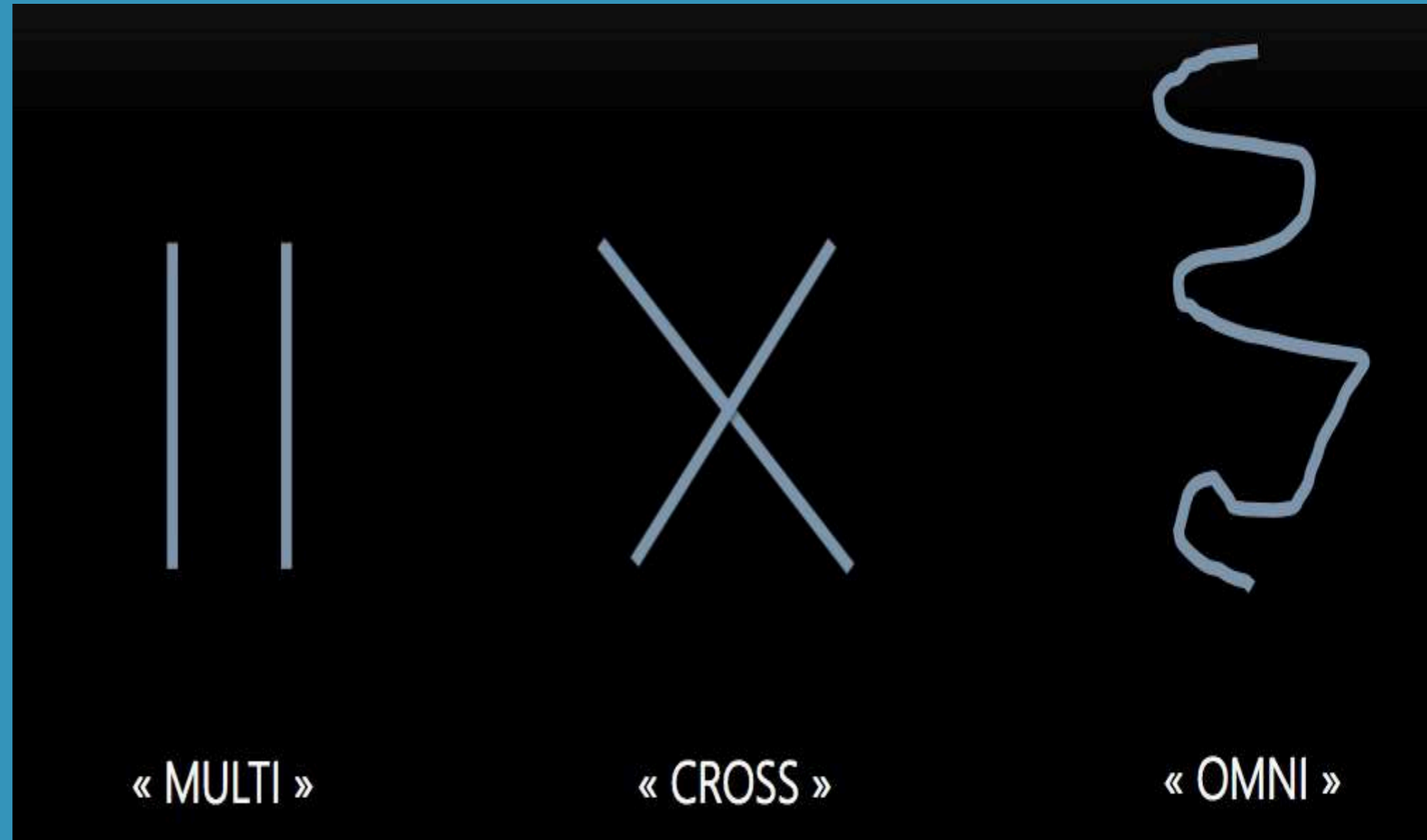
MonoCanal

MultiCanal

CrossCanal

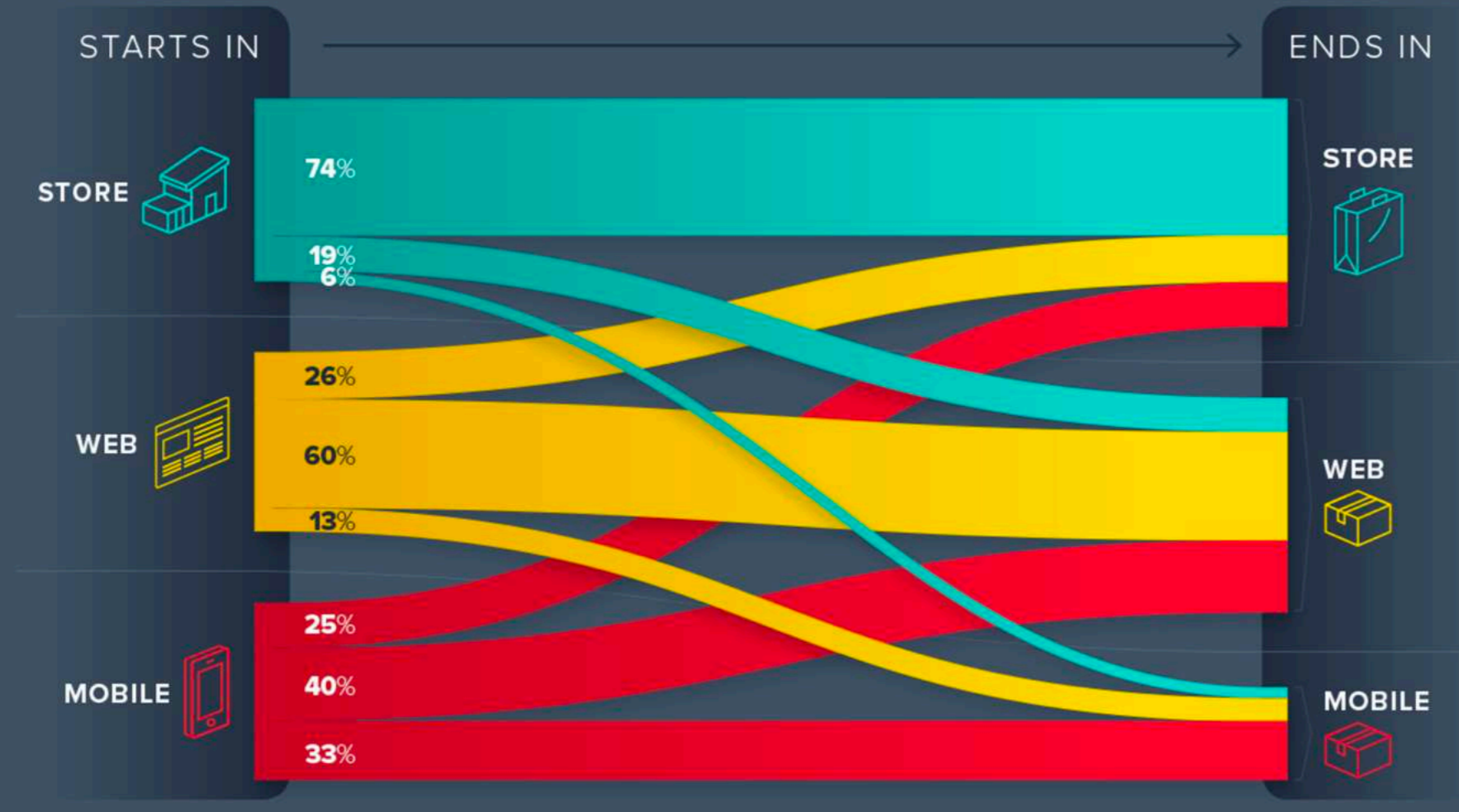
OMNISCANAL

multi
cross
omni

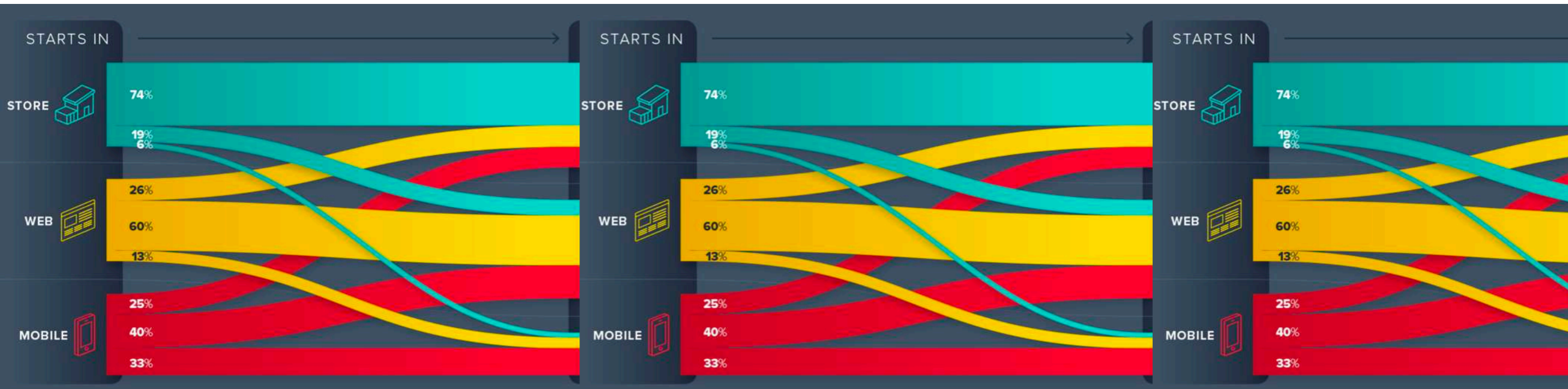


CUSTOMER JOURNEY ANALYTICS

Where does the customer journey end?
Depends on where it begins.



OMNISCANAL





workshop

hubertkratioff

06 80 43 29 05

hubert@kratioff.com
linkedin.com/in/kratioff
@kratioff

**Act
Think
Impact**



SAMSUNG

BUFD

Ada Lovelace

Turing

Vin Cerf

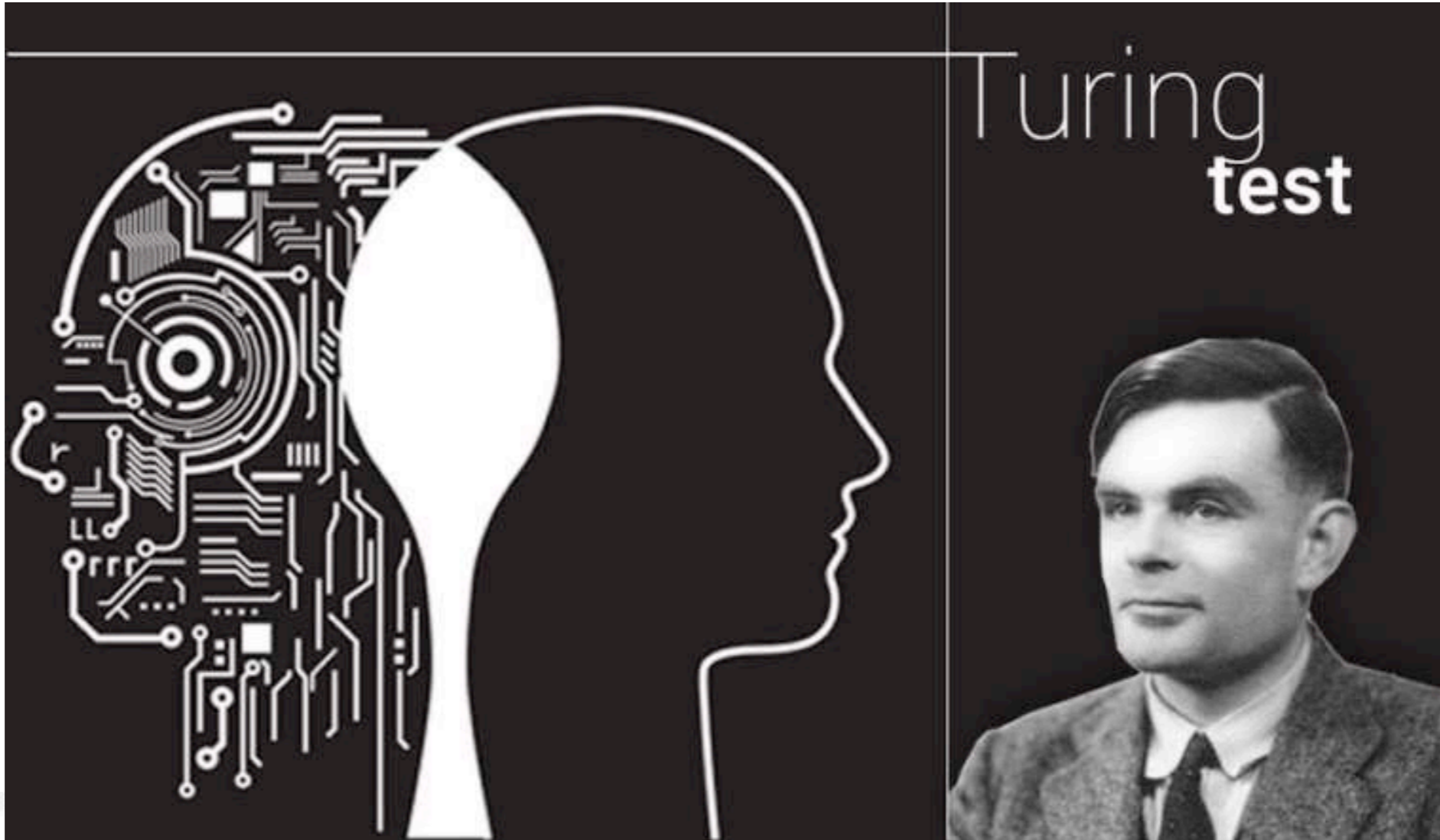
Tim Berners-Lee

Metcalfe

Moore

Rifkin

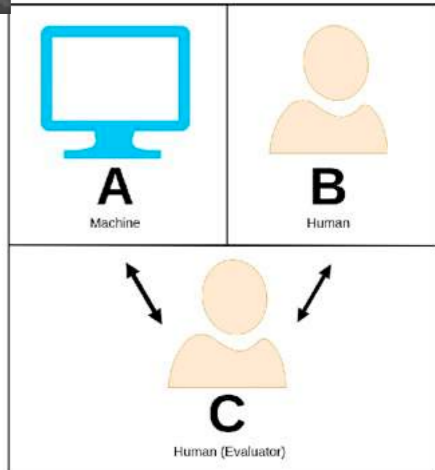
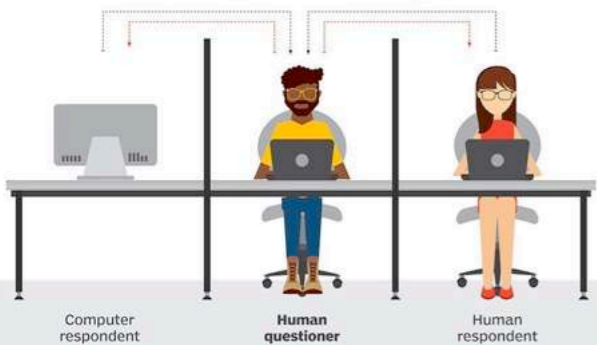
Code
Test de Turing
TCP/IP
http
network
scaling
3R

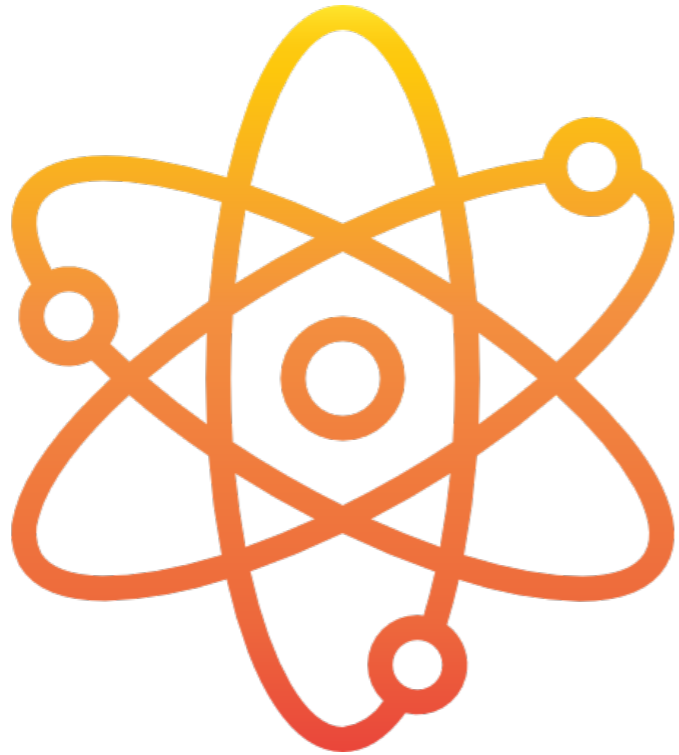


Turing test

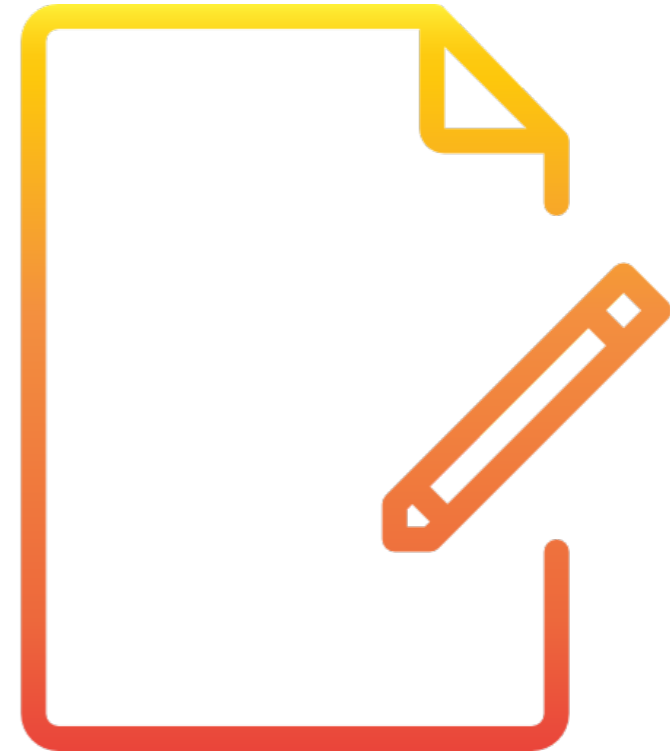
During the Turing test, the human questioner asks a series of questions to both respondents. After the specified time, the questioner tries to decide which terminal is operated by the human respondent and which terminal is operated by the computer.

■ QUESTION TO RESPONDENTS ■ ANSWERS TO QUESTIONER





Limite de la taille de l'atome
pour le transistor 2 nano



Passer du bit au Qbit
Du 01 au quantique

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

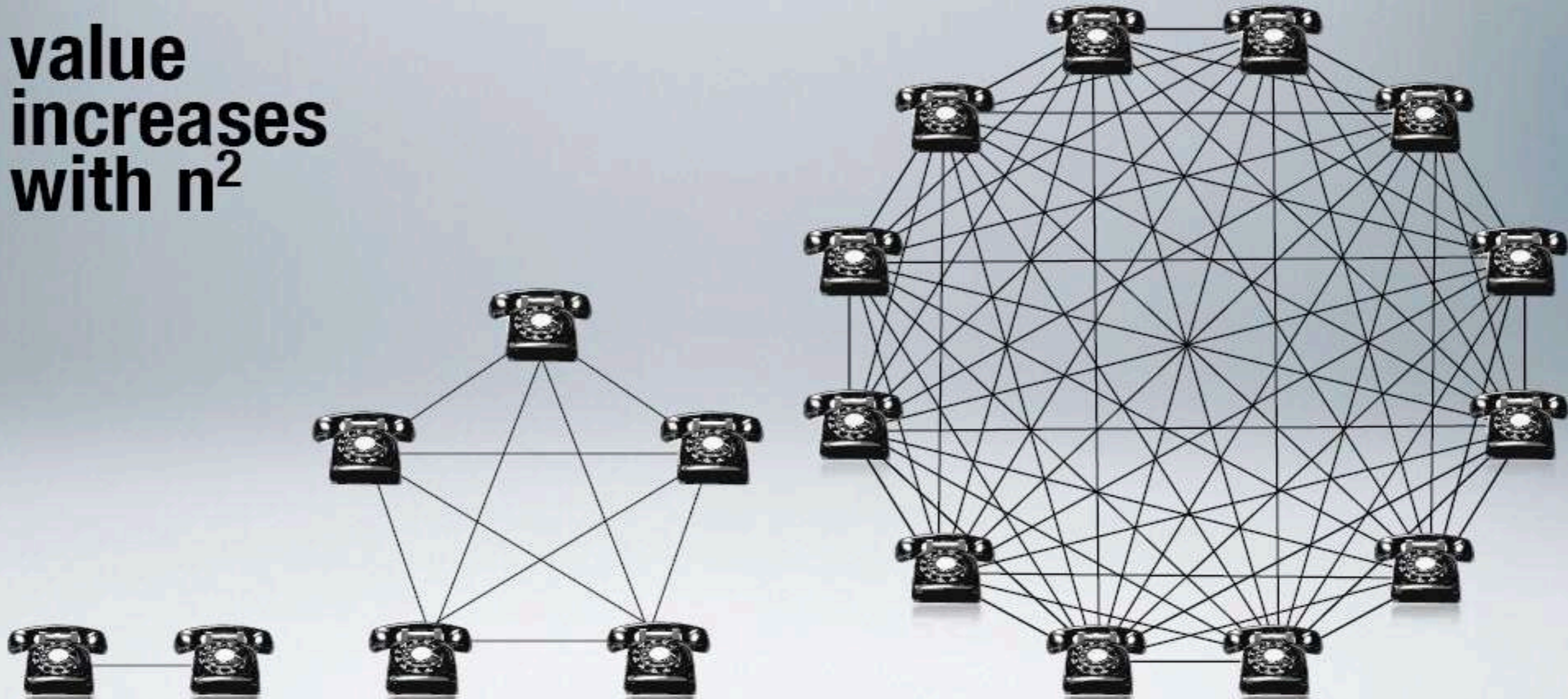
timeline

arpanet internet mail tcpip web html http mosaic mozilla firefox

APP

METCALFE'S LAW

value
increases
with n^2



"What makes *The Zero Marginal Cost Society* worth reading is its audacity, its willingness to weave a vast string of developments into a hair-raising 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

INTERNATIONAL
BESTSELLER

JEREMY RIFKIN

NEW YORK TIMES BESTSELLING AUTHOR OF
THE THIRD INDUSTRIAL REVOLUTION

Satochi Nakamoto

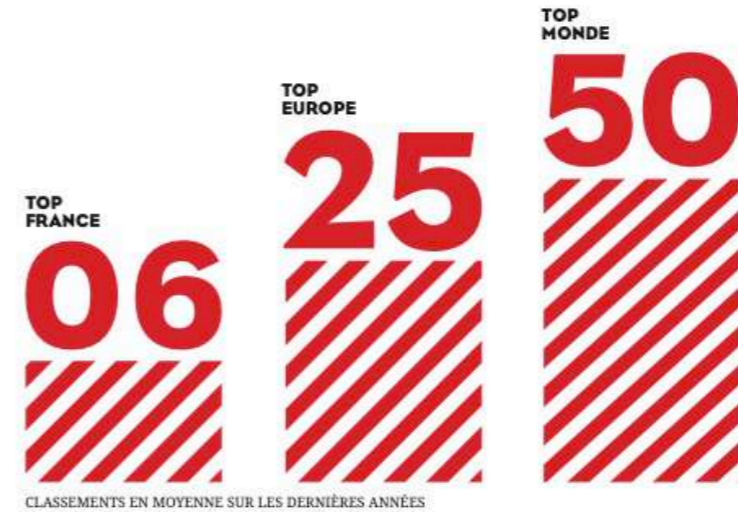
Vitalik Buterin

Pascal Gauthier

Nicolas Julia

PNL

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 FERRE 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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