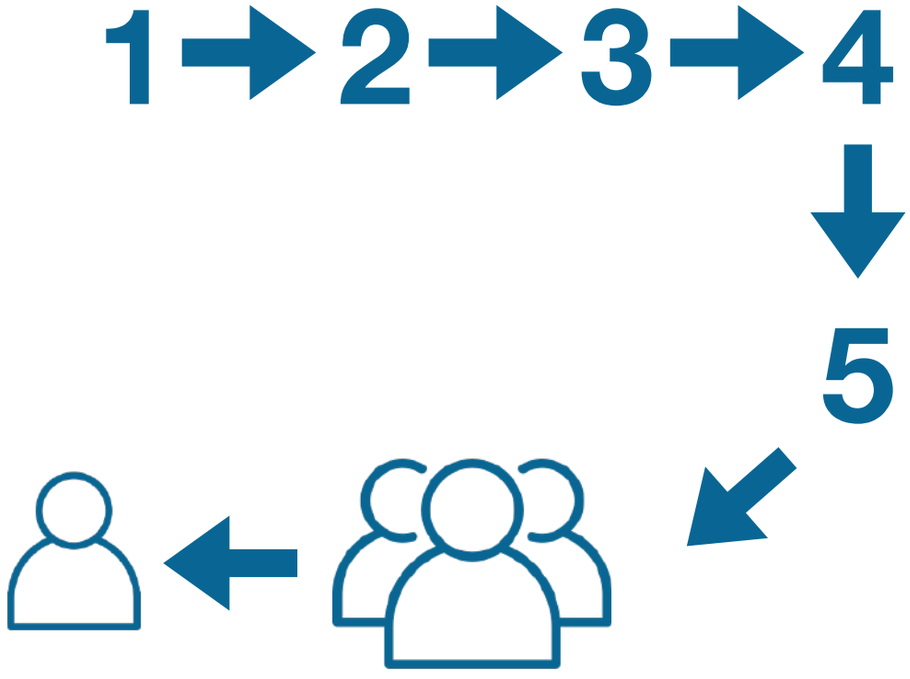
EP02
MOB-TECH
& Plateformes

PREVIOUSLY
in 180 sec

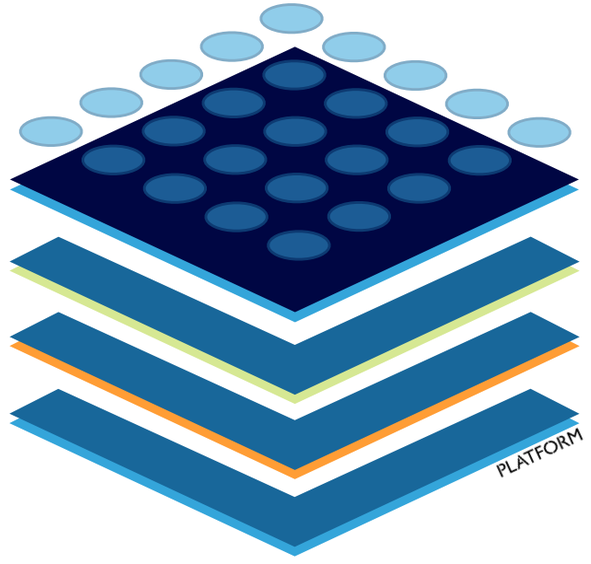
Global CMF-B platform
B-segment platform into C-segment dimensions & performance
2 million
cars per year
4
plants
4
continents
7
additional models
3
brands

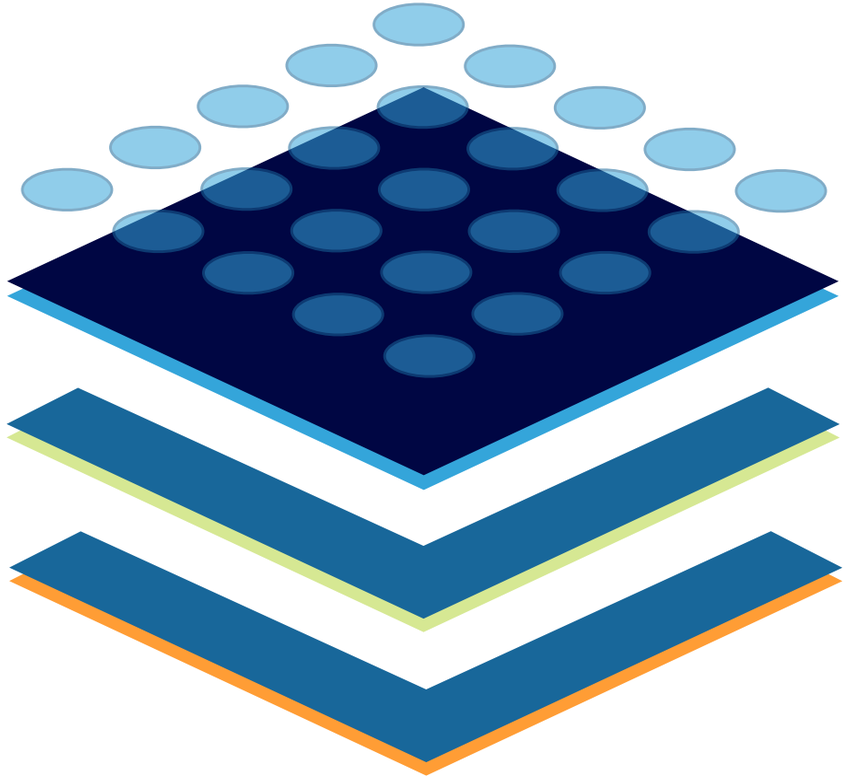
R3E
R3E

économie classique
intermédiaires

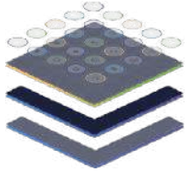


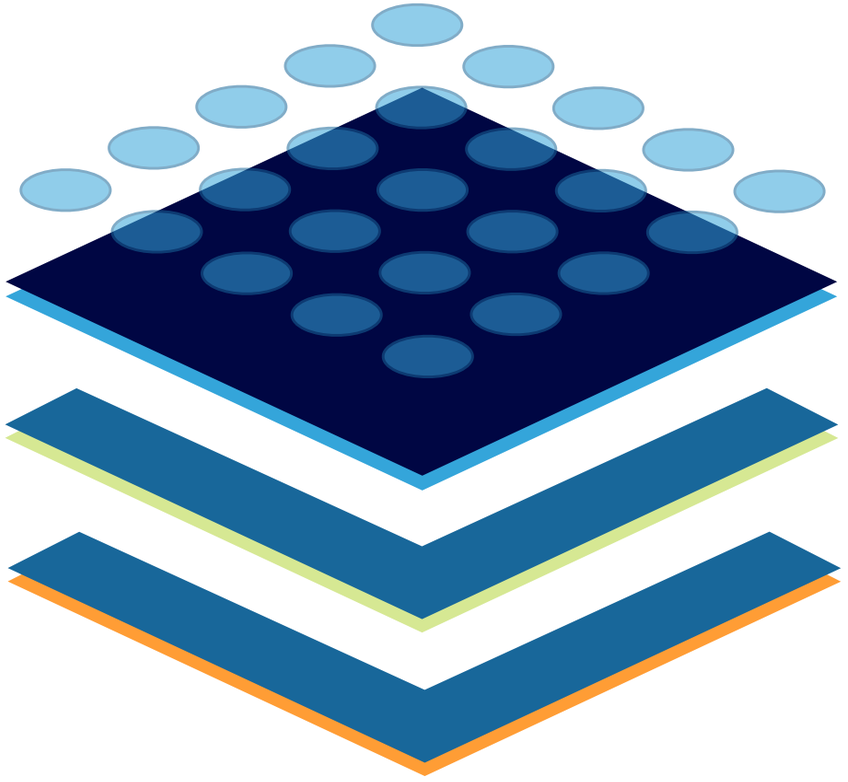
économie plateforme
couches





PLATFORM



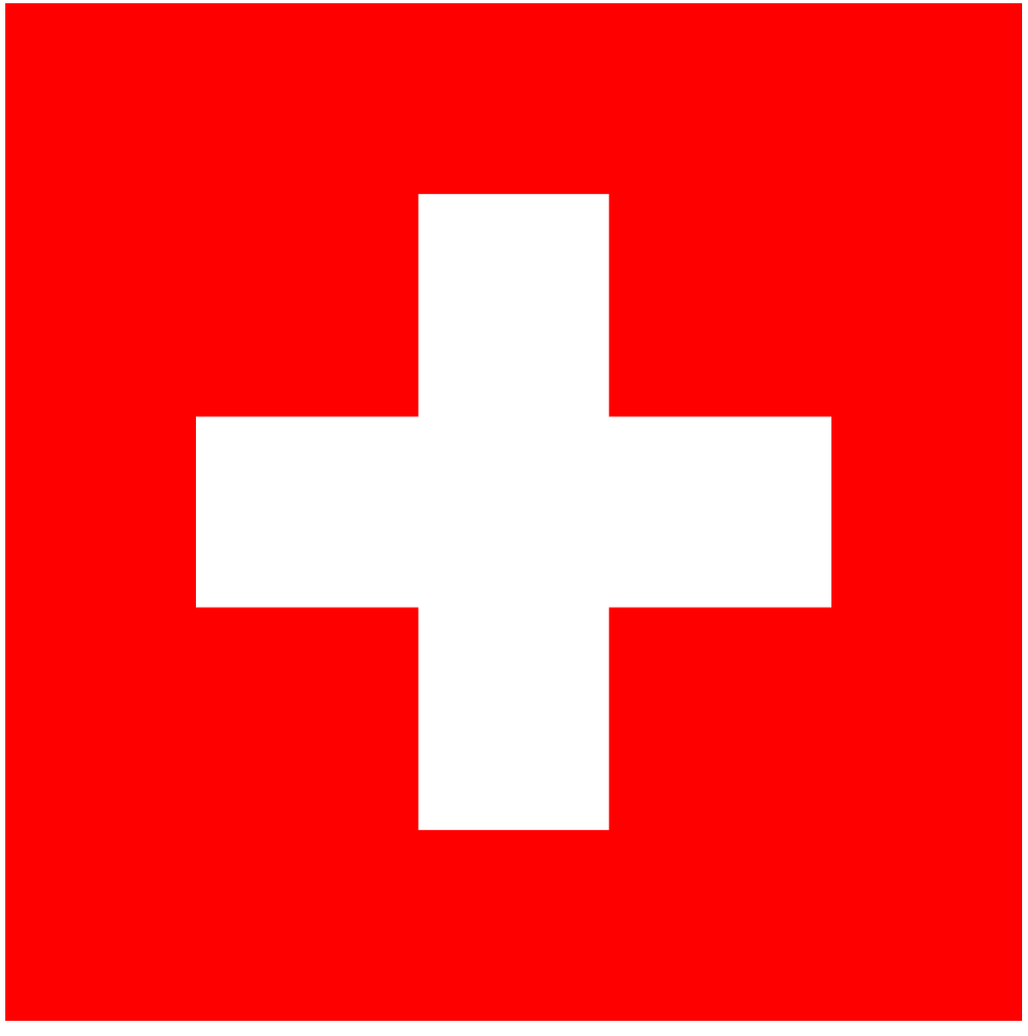


PLATFORM

servicisation
disruption
uberisation
tycoonisation
plateformisation

Nouveaux Business Modèles

ROLEX



≈

16°
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12
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HERMÈS
PARIS
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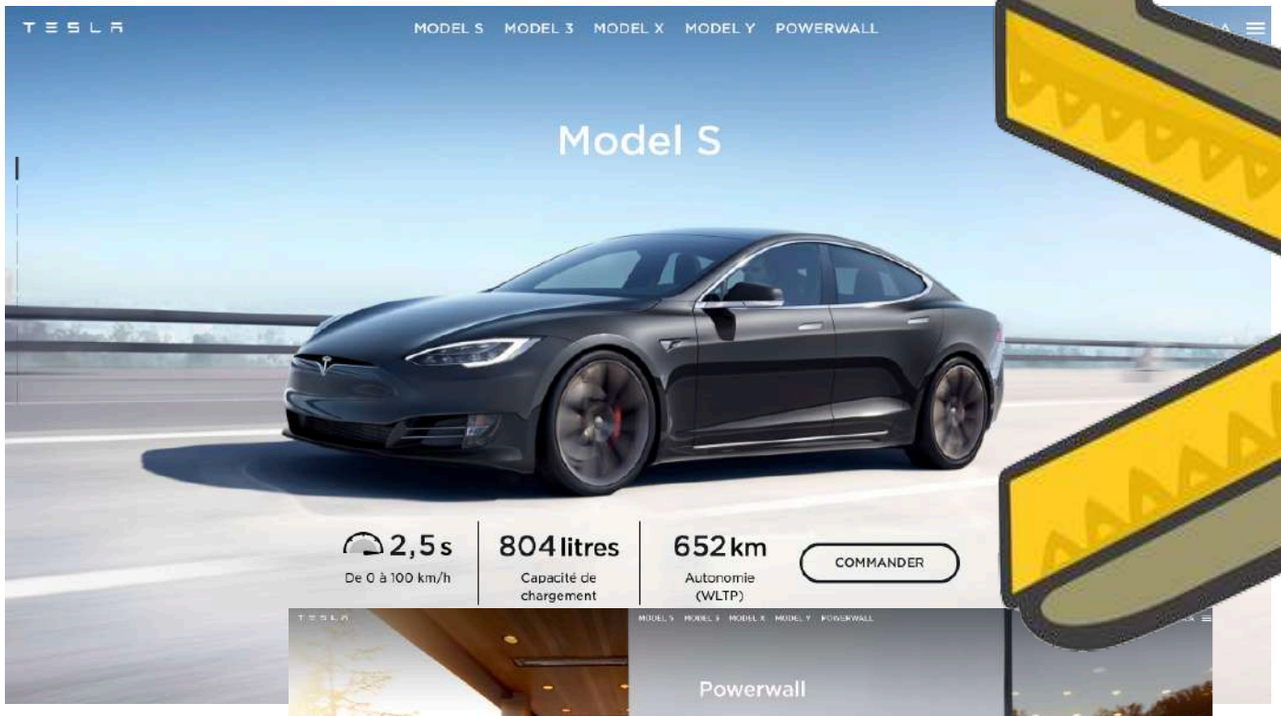
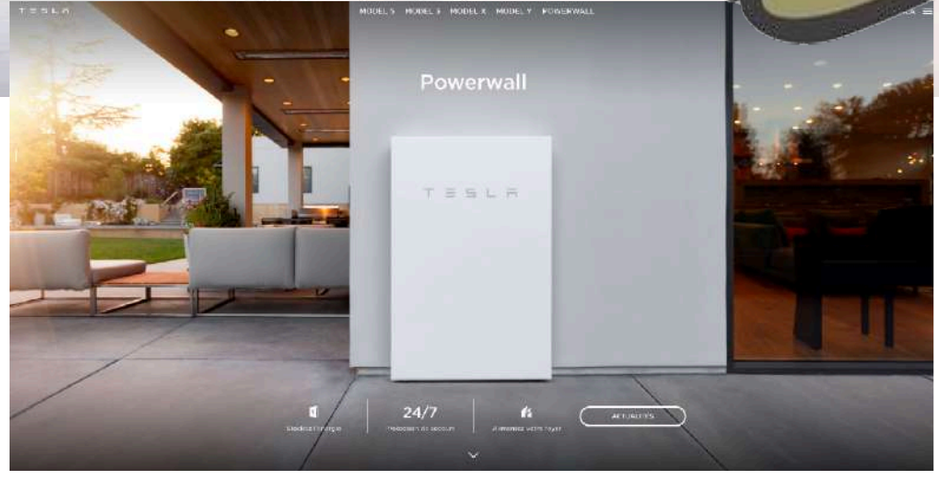
PAR


TESLA
MODEL S MODEL 3 MODEL X MODEL Y POWERWALL
Model S
2,5 s
De 0 à 100 km/h
804 litres
Capacité de chargement
652 km
Autonomie (WLTP)
COMMANDER

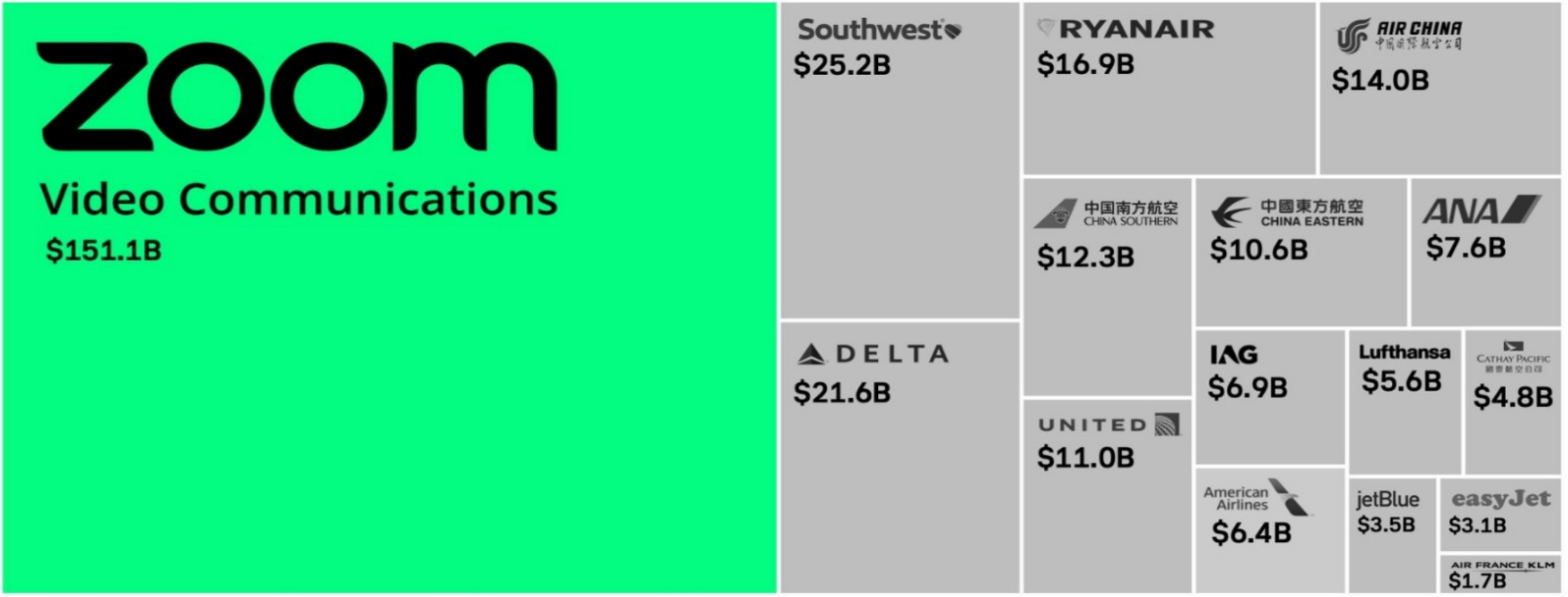

TESLA
Powerwall
TESLA
24/7

DAIHATSU
YOKOHAMA

Prime Air
N1997A

TNMT

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

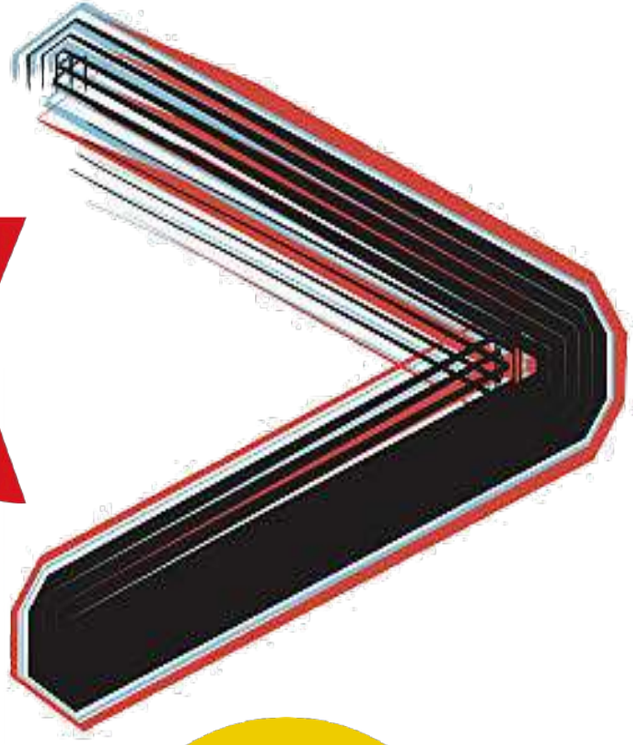


$151B **$151B**

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

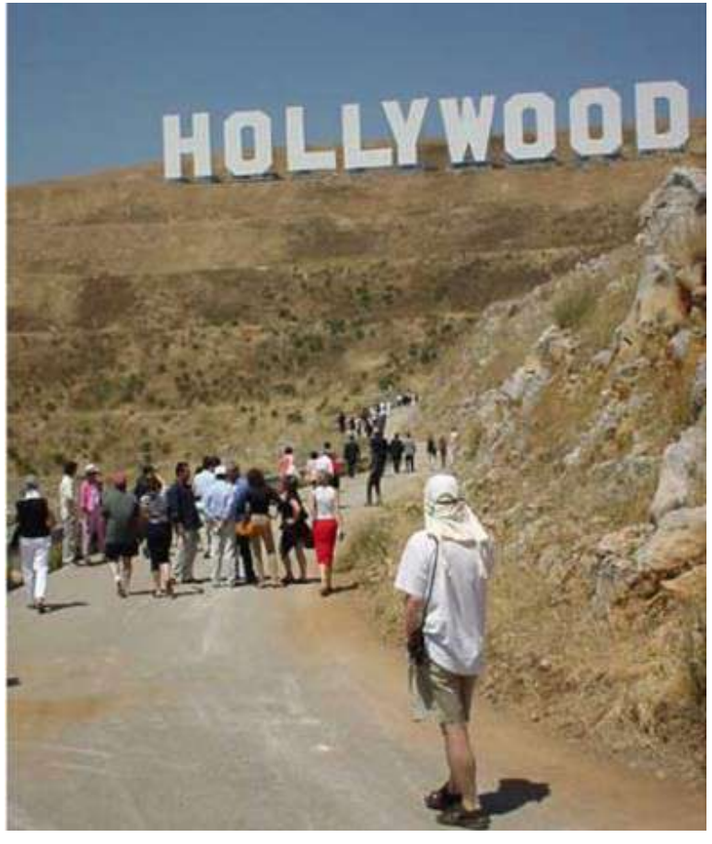
Lufthansa Innovation Hub

NETFLIX



NETFLIX
Disney

Disney©



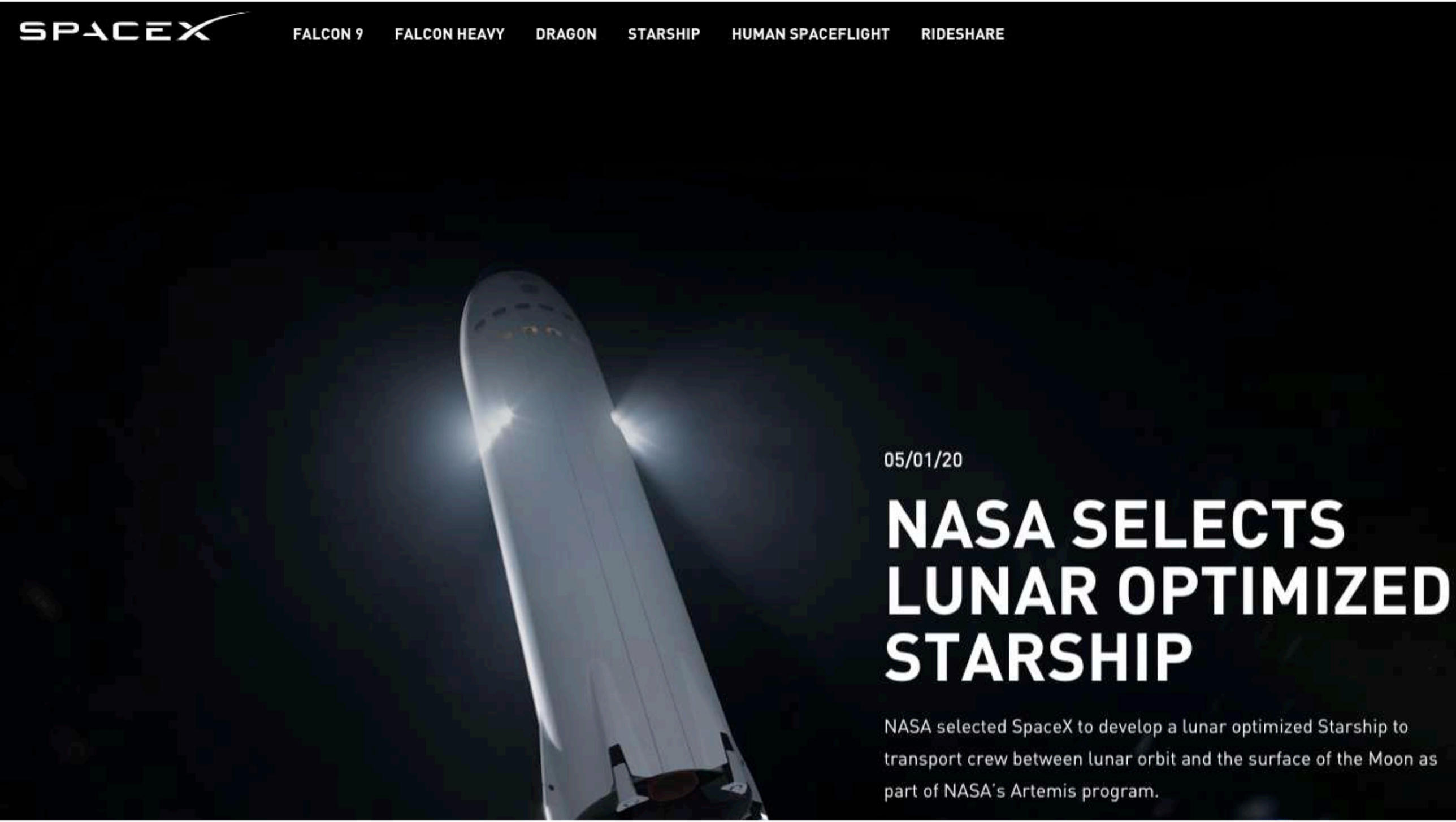
PREMIUM

STARLINK PREMIUM

SWARM

THANK YOU FOR YOUR INTEREST IN ORDERING STARLINK!

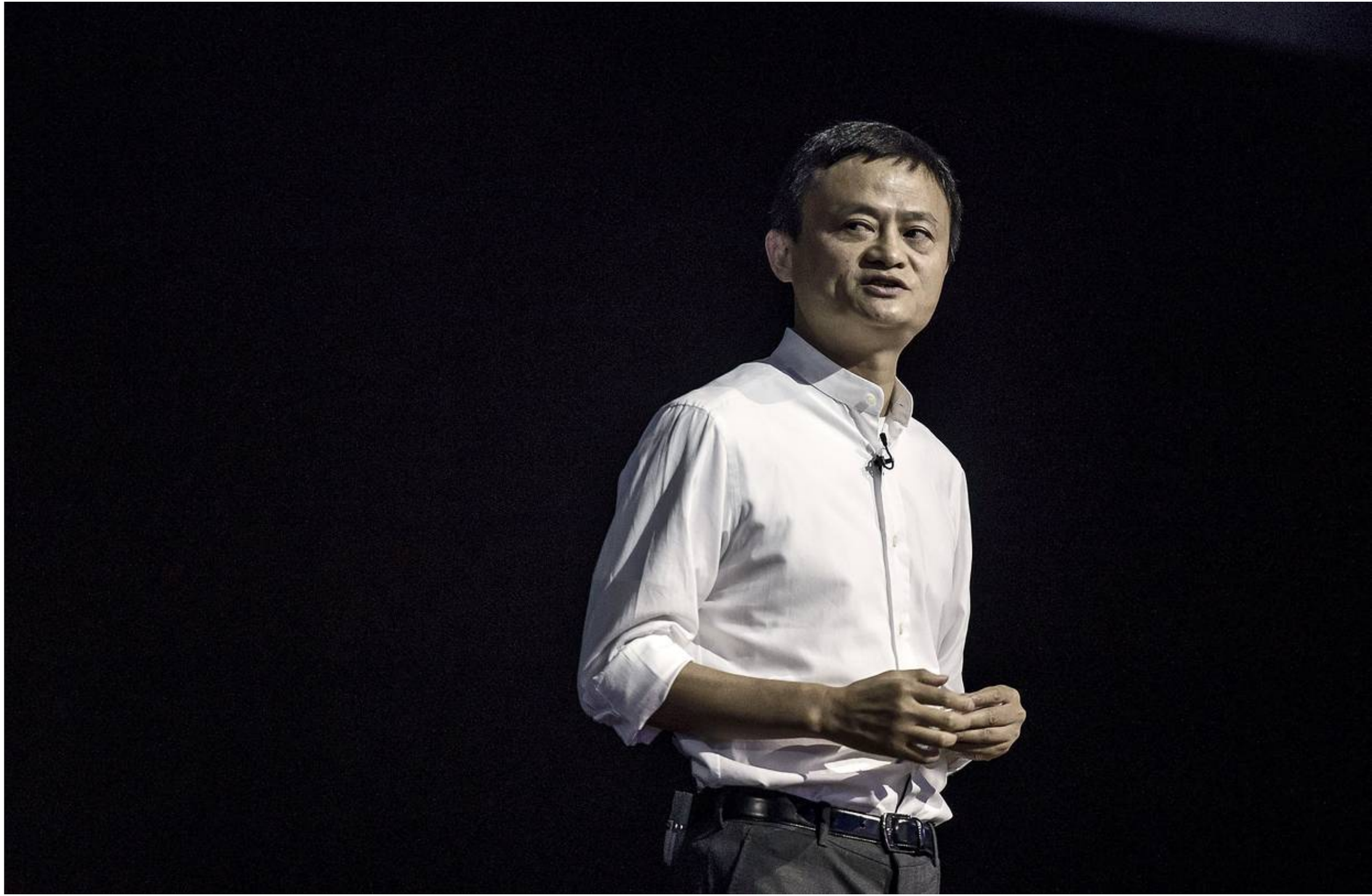
Starlink Premium is not yet available in your area. Please check back for future availability in your area.



05/01/20

NASA SELECTS LUNAR OPTIMIZED STARSHIP

NASA selected SpaceX to develop a lunar optimized Starship to transport crew between lunar orbit and the surface of the Moon as part of NASA's Artemis program.



74 milliards en 1 jour

11.11
天猫全球狂欢季
2021
美好生活 共同向往
11.11
天猫全球狂欢季
2021

蚂蚁金服
ANT FINANCIAL

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

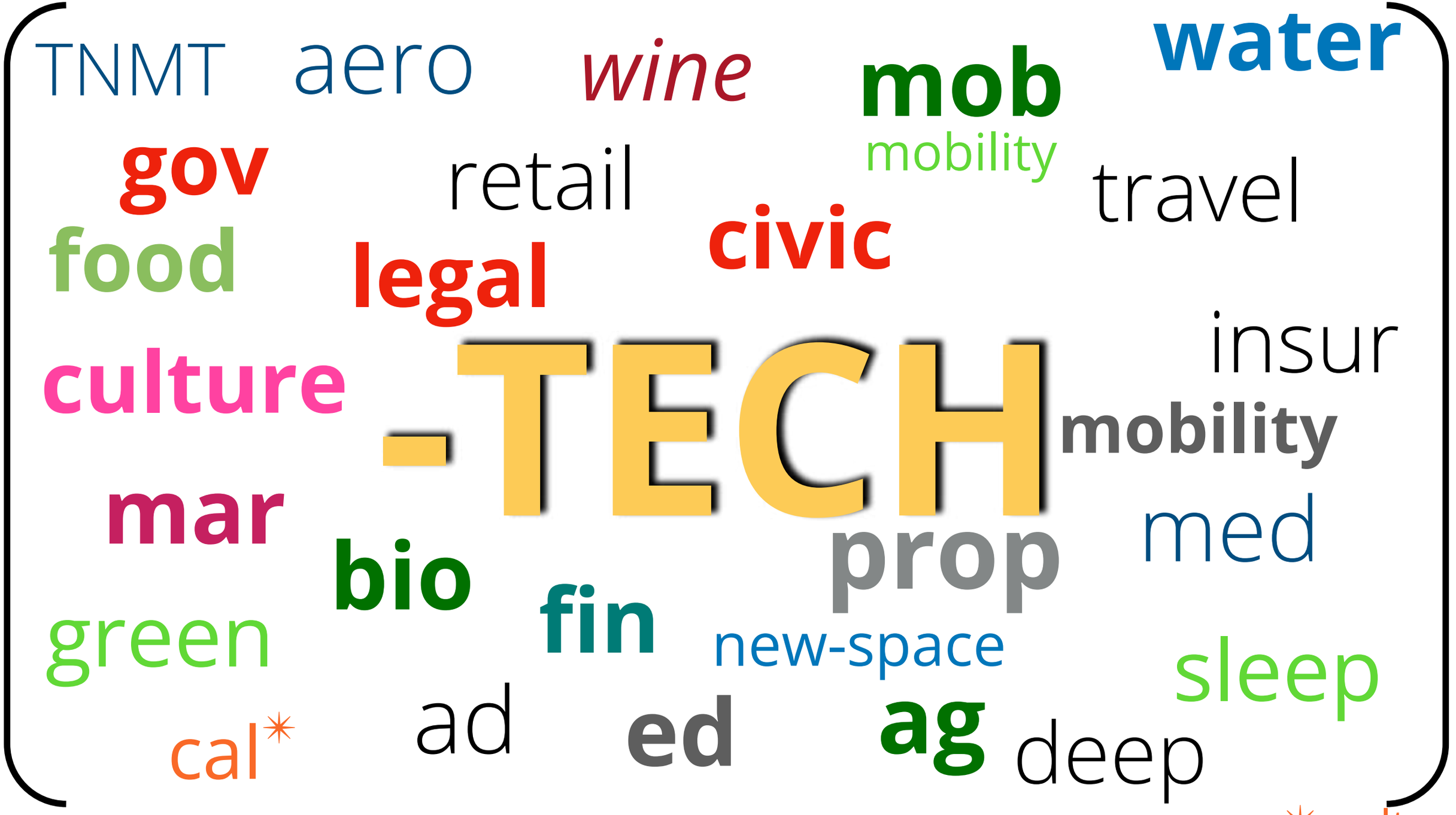
WeChat

Hubert Kratiroff

France

Scan the QR code to add me on WeChat

Yes...
I am
the
BOSS
Skip Maurice



TNMT : Travel and Mobility Tech

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

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

GAFA
Big Tech
super7

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

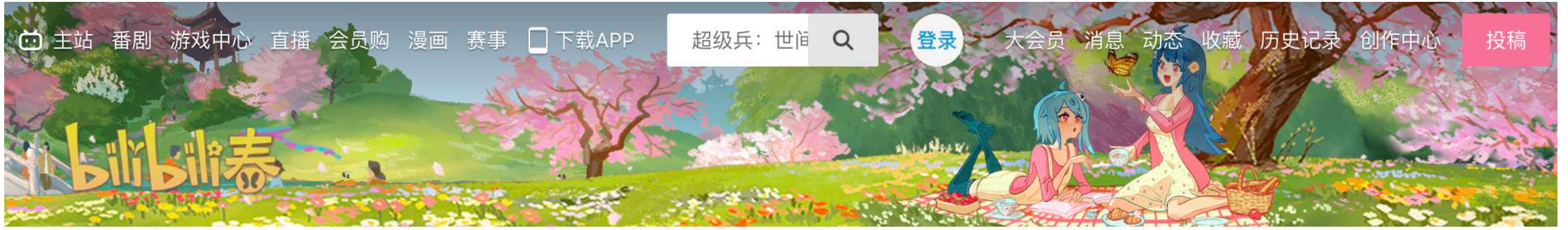
Baidu Alibaba Tencent Xiaomi

BDH

Bytedance DJI Hikvision

*Alphabet **Meta = MAAA

***Huawei / Cisco / Oracle ****Naver



首页 动态 热门 频道

动画 957 音乐 999+ 舞蹈 214 知识 887 生活 999+ 时尚 255 娱乐 999+ 放映厅 19

番剧 28 国创 60 游戏 999+ 数码 195 鬼畜 40 资讯 9 影视 999+ 更多

专栏 活动 小黑屋

直播 课堂 音乐PLUS

联系客服

11:29
关注
发现
精选
你能吃满脸呢
懒人米饭这样做
首页
同城
消息
我
快手

Pinduoduo
App store screenshots

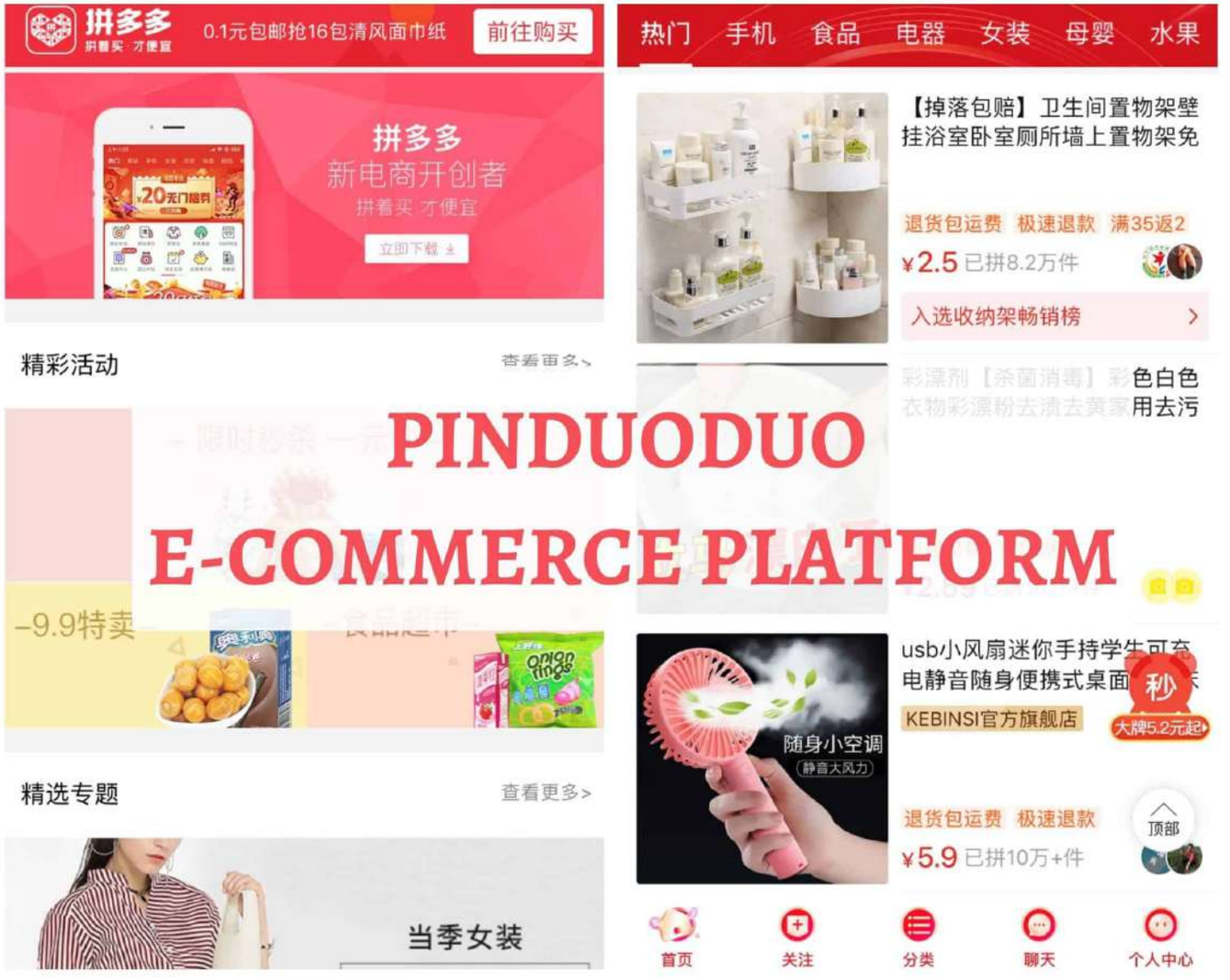
UISOURCES

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

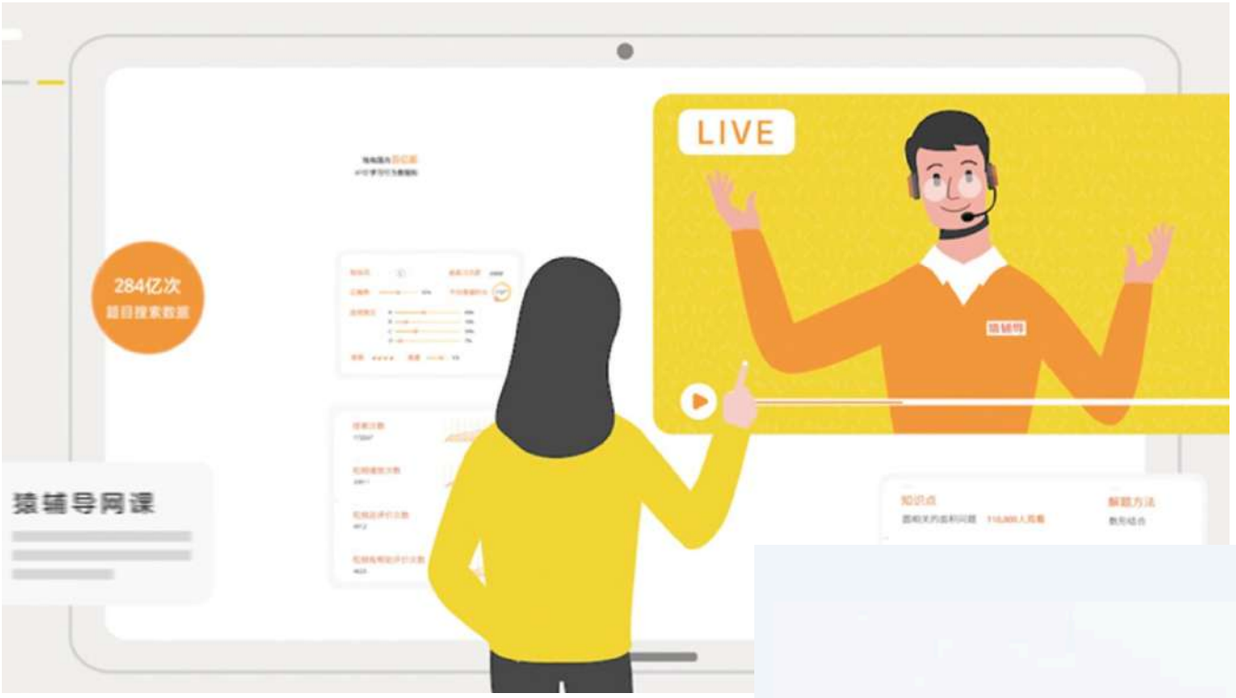
Discount area: nine nine special sale

Time limited flash sales: 1 yuan

New in winter



PINDUODUO
E-COMMERCE PLATFORM



Yuanfudao Online Education

Ape Tutoring
小学、初中、高中
全科在线辅导

Ape Test Bank
精选试卷练习
重难点全攻克

Little Ape Test Search
拍一下
秒出解题思路

Little Ape Oral Arithmetic
家长、老师
批改作业神器

Zebra AI Class
学思维 学英语
2 - 8 岁上斑马

拍照搜题

随手一拍，答案立现

1对1辅导

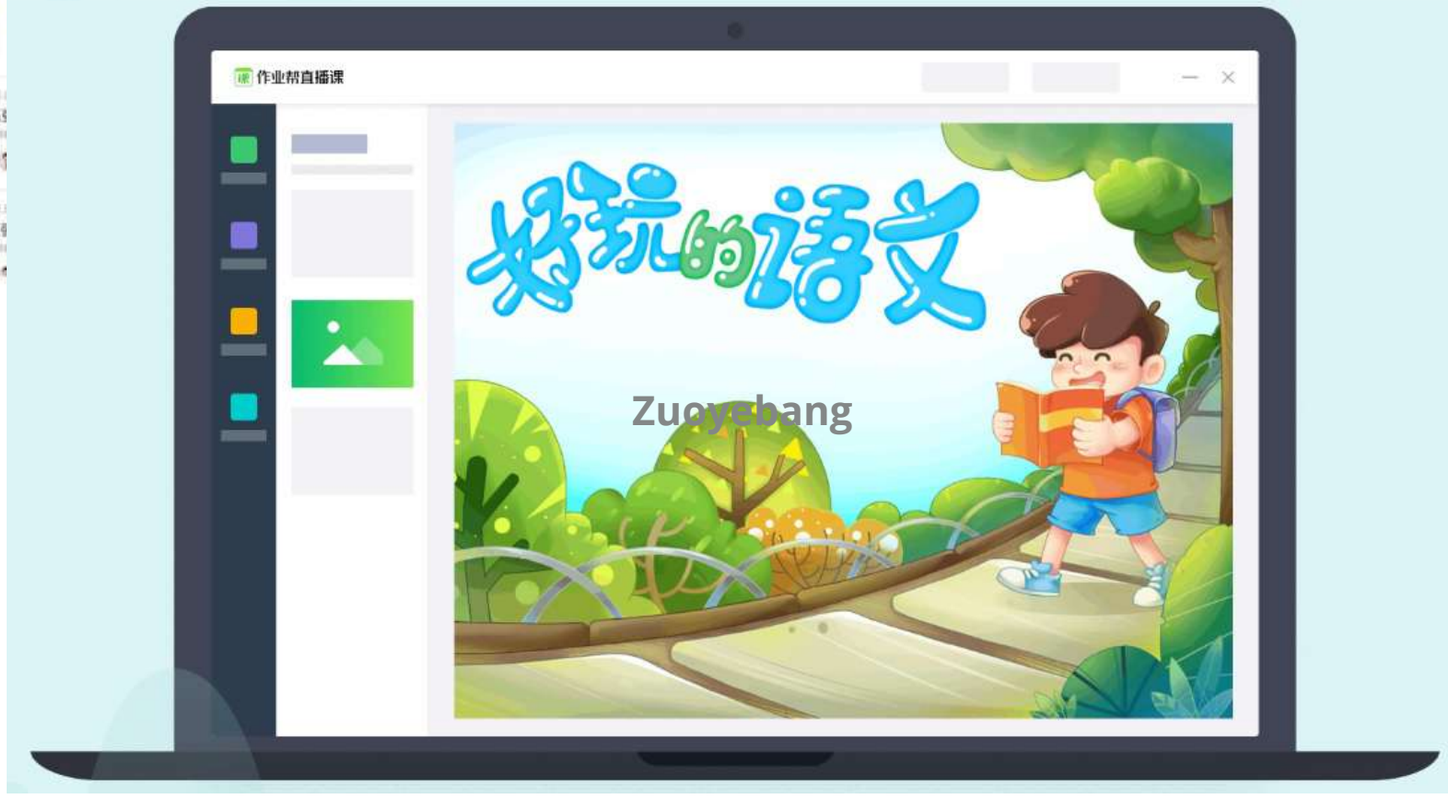
求助老师，在线答疑

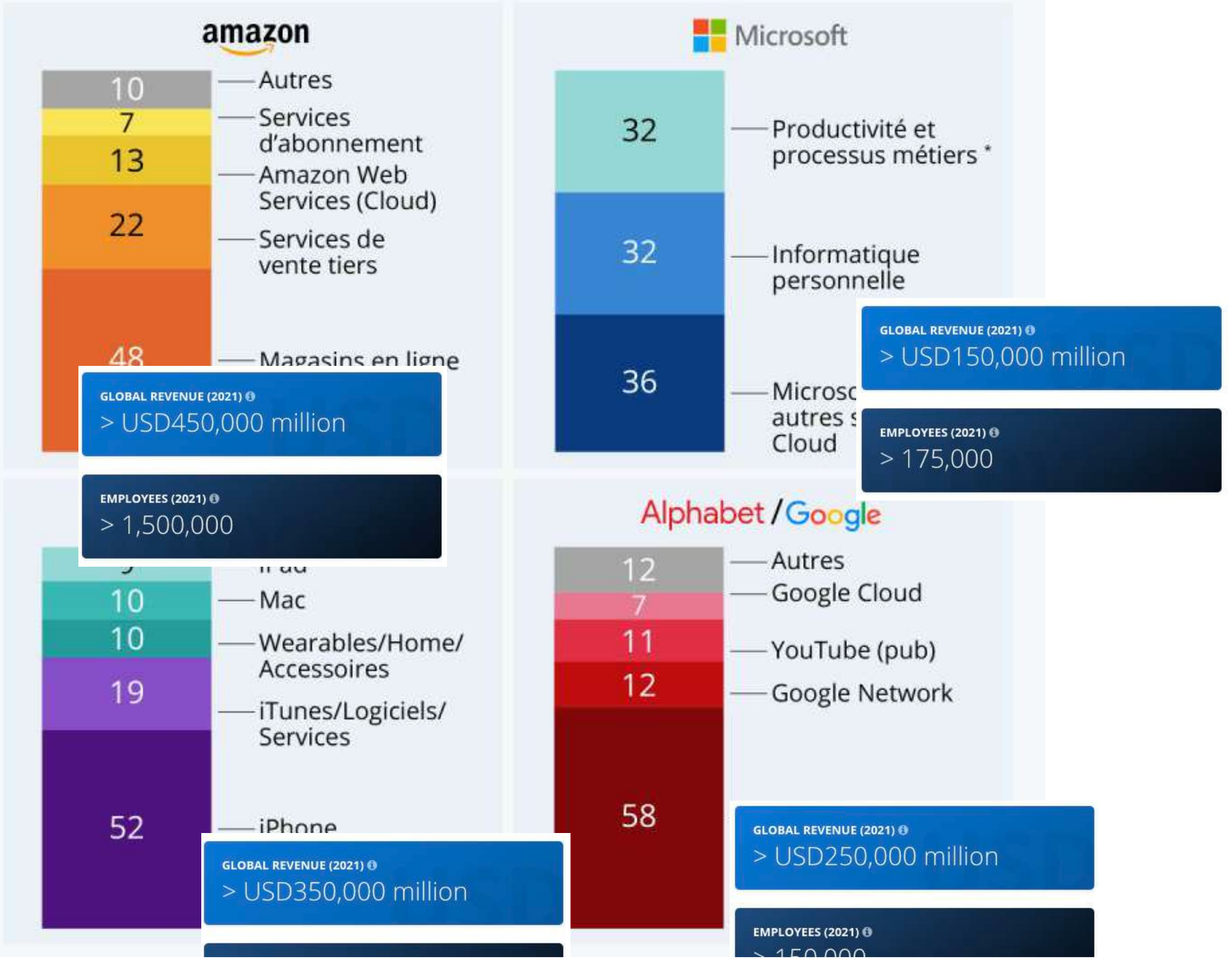
作业帮一课

见证进步每一课

作业帮一练

精选练习，刷题必备




amazon
10
Autres
7
Services d'abonnement
13
Amazon Web Services (Cloud)
22
Services de vente tiers
48
Magasins en ligne
GLOBAL REVENUE (2021)
> USD450,000 million
EMPLOYEES (2021)
> 1,500,000
10
Mac
10
Wearables/Home/ Accessoires
19
iTunes/Logiciels/ Services
52
iPhone
GLOBAL REVENUE (2021)
> USD350,000 million
Microsoft
32
Productivité et processus métiers *
32
Informatique personnelle
36
Cloud
GLOBAL REVENUE (2021)
> USD150,000 million
EMPLOYEES (2021)
> 175,000
Alphabet / Google
12
Autres
7
Google Cloud
11
YouTube (pub)
12
Google Network
58
GLOBAL REVENUE (2021)
> USD250,000 million
EMPLOYEES (2021)

workshop

hubert**kratiroff**

06 80 43 29 05

hubert@kratiroff.com
linkedin.com/in/kratiroff
@kratiroff

SAMSUNG

Qui disrupte les BATXBDH ?

#oldWORLD

La FRENCH TECH NEXT40

La FRENCH TECH FT120

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

French Tech Next40/120 2021

La FRENCH TECH FT120

La FRENCH TECH NEXT40

FRENCH TECH NEXT 40

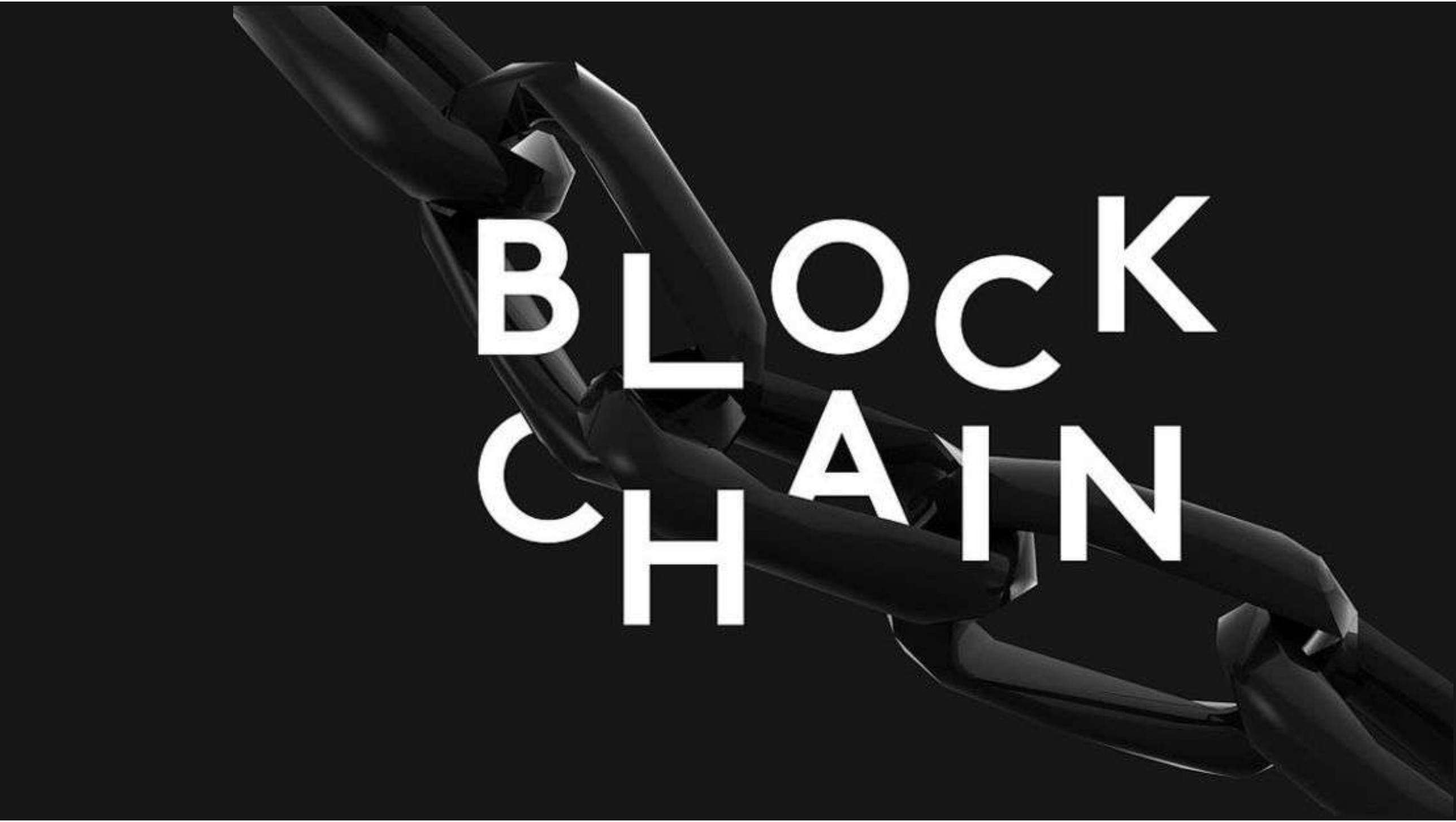
360Learning · alan · ankorstore · BackMarket · BlaBlaCar · CLUBFUNDING · Contentsquare · DentalMonitoring · DESCARTES · DNASCRIPT · Doctolib · ecovadis · ELECTRA · EXOTEC · FLYING WHALES · iad · INNOVAFEED · ivalua · LEDGER · LOFT ORBITAL · Lydia · ManoMano · MIRAKL · NW · PayFit · Pigment · Qonto · SAFTI · SHIFT · sorare · SPENDESK · swile · Veepee · VERKOR · Vestiaire Collective · Voodoo · wifirst · Ynsect · YOUNITED · ZEPLUG

FRENCH TECH 120

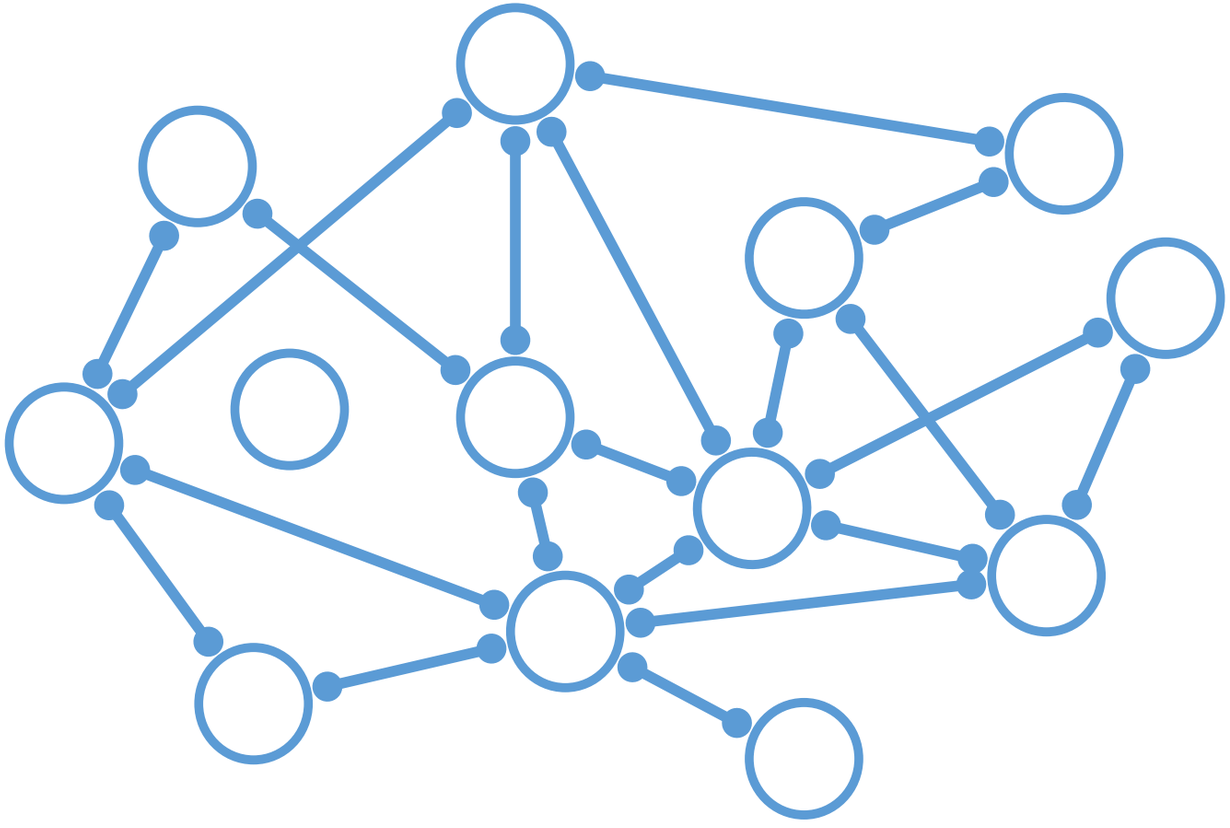
5 · adikteev · AGICAP · Agriconomie.com · akeneo · Alvéole · Alma · anycommerce · anywr · BIOSERENITY · botify · Brut. · campings · CertiDeal · CHAPSVISION · CorWave · CROSSCALL · Cubyn · deepki · DEVIALET · ekwateur · EQUATIV · GEOSAT · Gojob · HelloCSE · HOMA · HRPath · IGYXOS · ilek · ImCheck · INOTREM · ITEN · iziwork · kinéis · klaxoon · LA BELLE VIE · le collectionist · LeHibou · leocare Assurances · Libon · lifen · Little Worker · lucca · lumapps · malt · MEDADOM · MNEMO THERAPEUTICS · MYDITEK · MYM · Ökamac · OPENCLASSROOMS · ornikar · papernest · pennylane · PHARMEDIGROUP · platform.sh · PlayPlay · PROPHESEE · Qair · Sarbacane · sendinblue · Seyna · SINGULART · SKEEPERS · skello · SMALLABLE · SPARINGVISION · superprof · SWEEP · TapNation · TISSIUM · TOOTILA · TreeFrog · trusk · ubitransport · ultra premium direct · virtuo · visiperf · WITHINGS · yespark · yousign · yubo

DNNB

servicisation
disruption
uberisation
tycoonisation
plateformisation

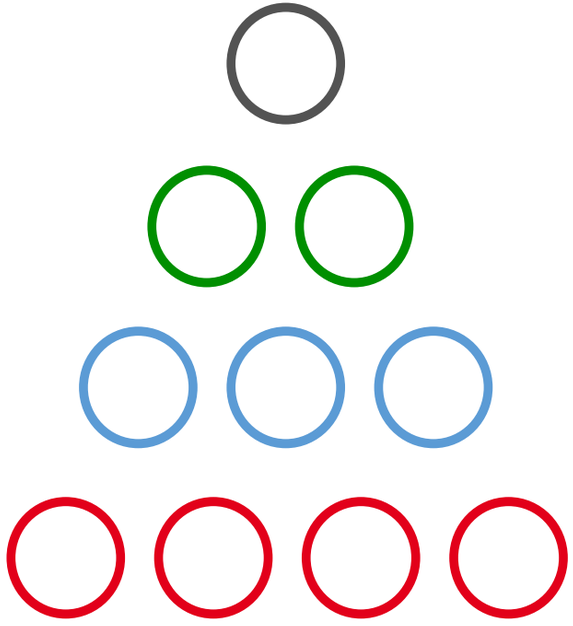

BLOCK
CHAIN

DeFi : decentralized finance



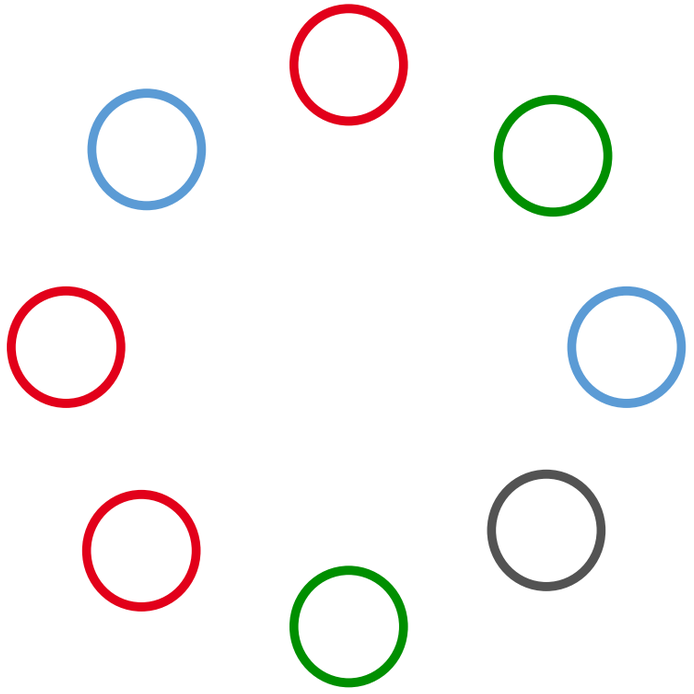
DAO: decentralized autonomous organization

HOLACRACY



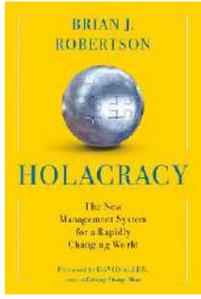
Top-Down

old / XXe century / hierarchy / pyramid / slow
silo / secure / indirect /



Holacracy

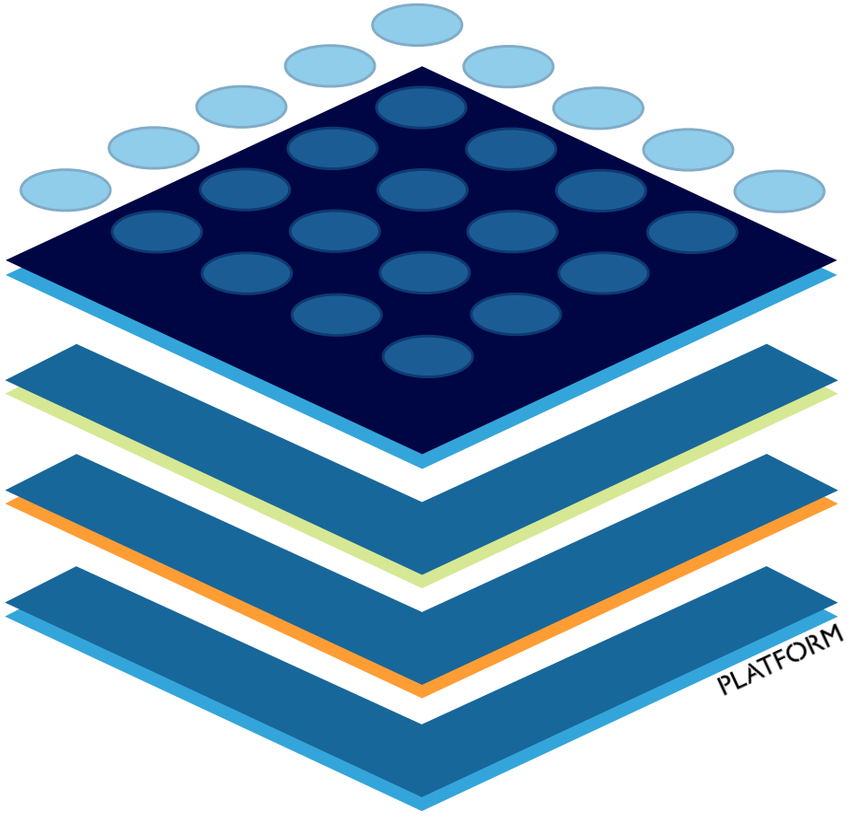
new / Zappos / fast / risky / direct / Robertson



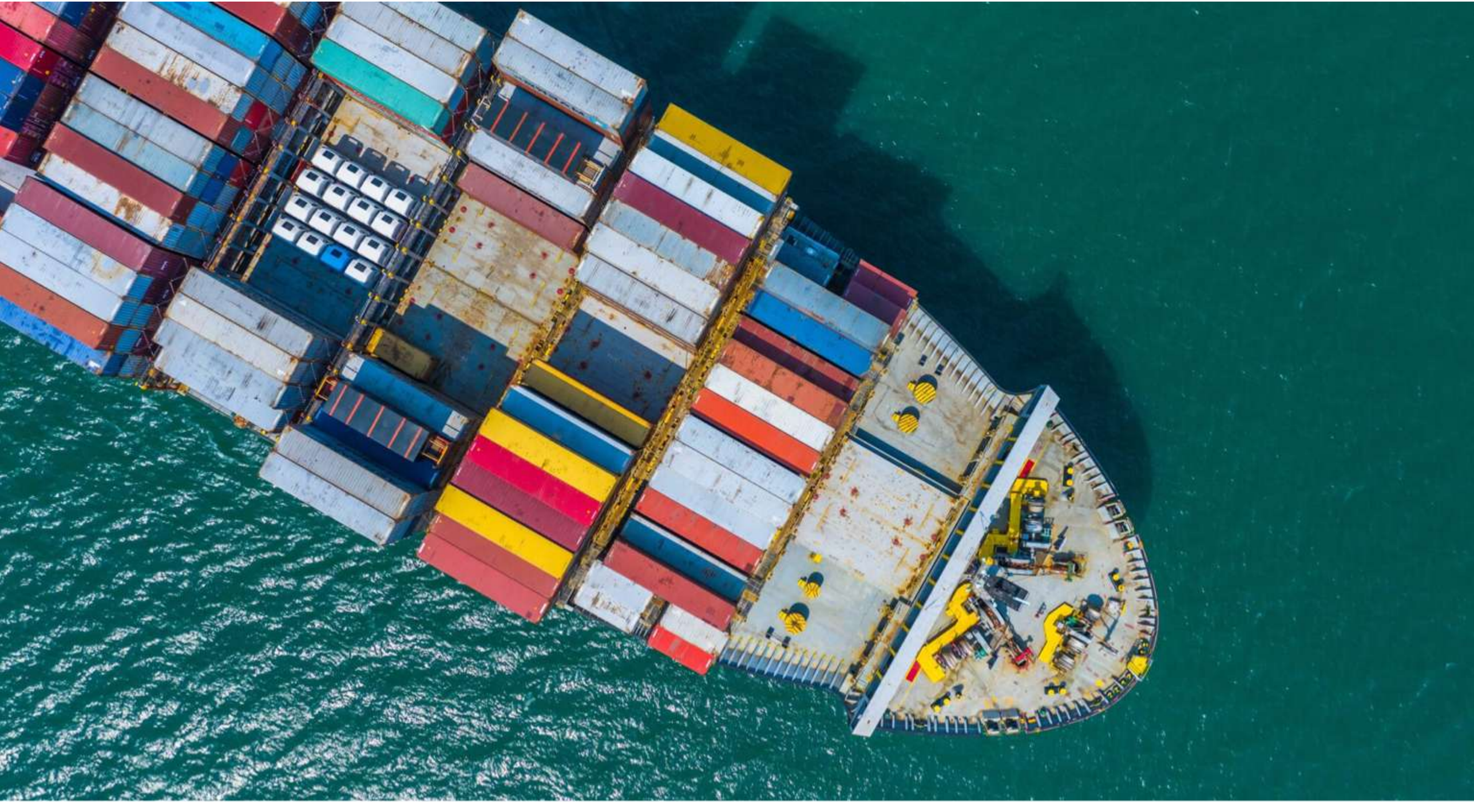
ROBLOX

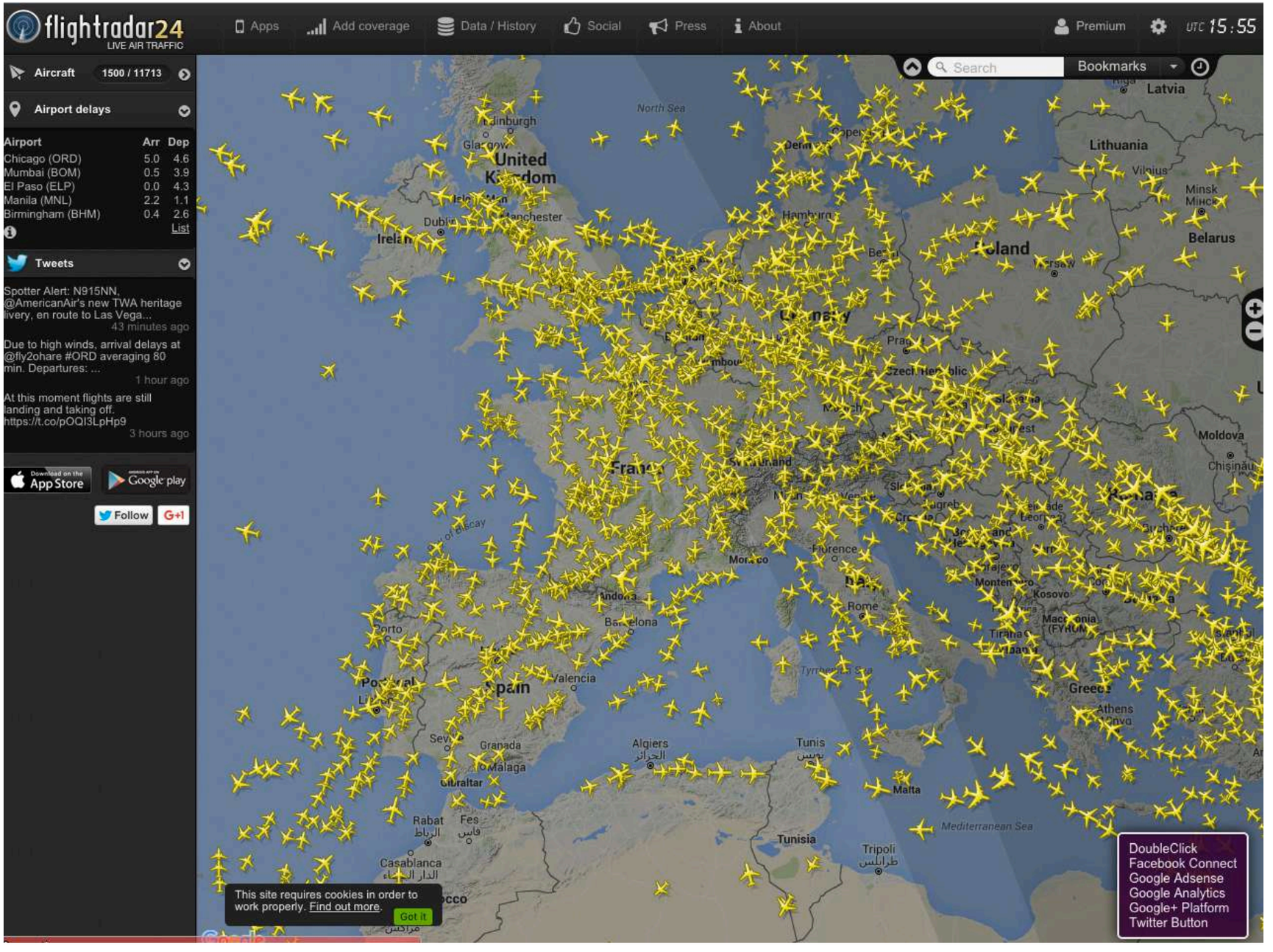
PLATEFORM
PLATEFORME
TYPE | DEF | EX

servicisation
disruption
uberisation
tycoonisation
plateformisation



PLATEFORME économie biface




flightradar24
LIVE AIR TRAFFIC
Apps
Add coverage
Data / History
Social
Press
About
Premium
UTC 15:55
Aircraft 1500 / 11713
Airport delays
Airport Arr Dep
Chicago (ORD) 5.0 4.6
Mumbai (BOM) 0.5 3.9
El Paso (ELP) 0.0 4.3
Manila (MNL) 2.2 1.1
Birmingham (BHM) 0.4 2.6
List
Tweets
Spotter Alert: N915NN, @AmericanAir's new TWA heritage livery, en route to Las Vega...
43 minutes ago
Due to high winds, arrival delays at @fly2ohare #ORD averaging 80 min. Departures: ...
1 hour ago
At this moment flights are still landing and taking off. https://t.co/pOQI3LpHp9
3 hours ago
App Store
Google play
Follow
G+1
Search
Bookmarks
North Sea
United Kingdom
Ireland
Dublin
Manchester
Edinburgh
Glasgow
Hamburg
Poland
Warsaw
Latvia
Lithuania
Vilnius
Minsk
Belarus
Moldova
Chișinău
Prague
Czech Republic
France
Switzerland
Florence
Rome
Kosovo
Greece
Athens
Spain
Valencia
Barcelona
Andorra
Porto
Seville
Granada
Malaga
Gibraltar
Algiers
Tunis
Malta
Tunisia
Tripoli
Rabat
Fes
Casablanca
Mediterranean Sea
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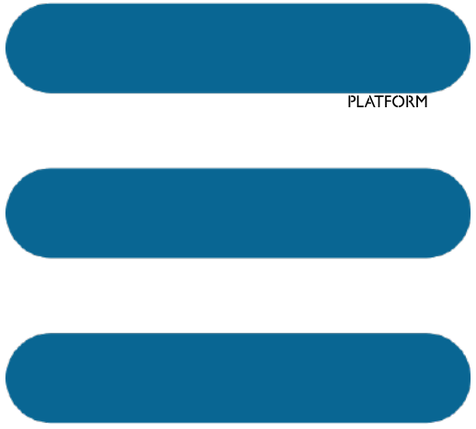
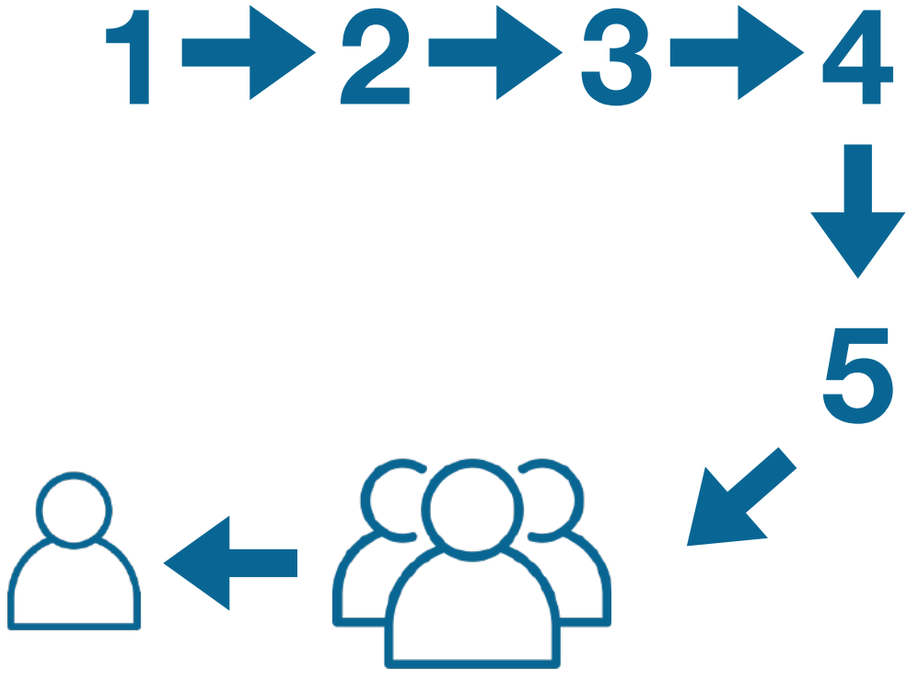
Got it
DoubleClick
Facebook Connect
Google Adsense
Google Analytics
Google+ Platform
Twitter Button

	WEB 1 1990-2000	WEB 2 2000-2010	WEB^2 2010-2020	WEB 3 2020-2030
Réactivité	Semaine	Jours/Heures	Temps réel	Continu
Interaction	Requête / réponse	À la demande	Automatique	Confiance
Ressources	Contenus	UGC Contenus Généré par Utilisateurs	Recommandation personnelle	IA
Données	Sémantique	Dynamique	Algorithmique	Décentralisée
Producteurs	Éditeur	Utilisateur réel	Utilisteur anonyme	Blockchain
Type	Partage statique	Réseau interactif	Réseau dynamique	IOT / IOB

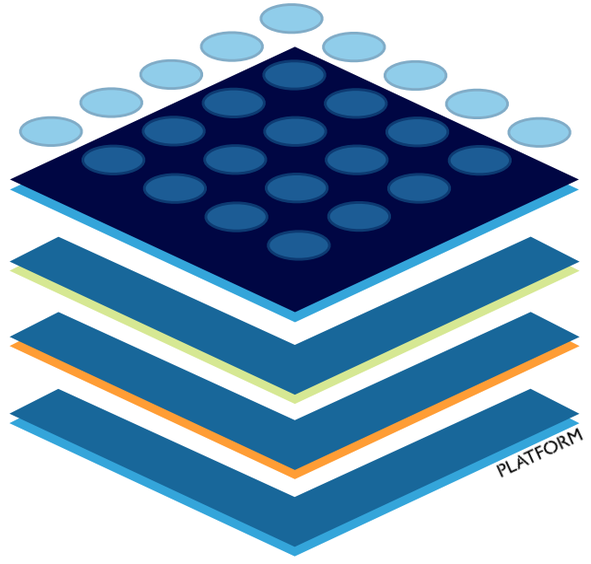


PLATEFORME
économie biface

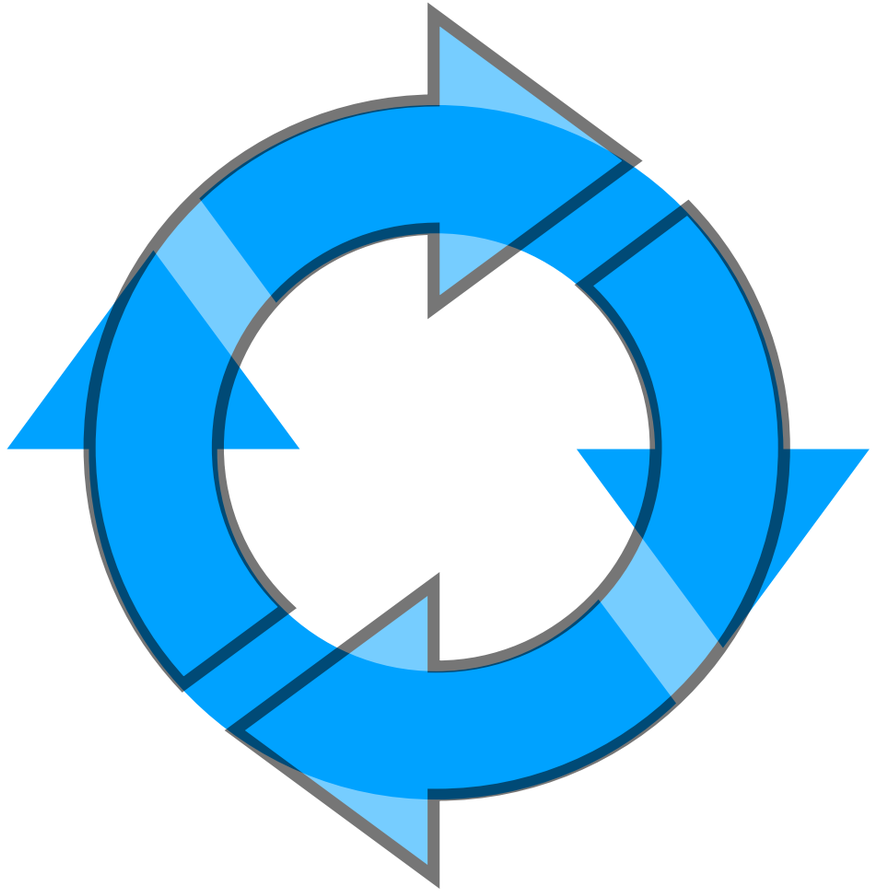
économie classique
intermédiaires



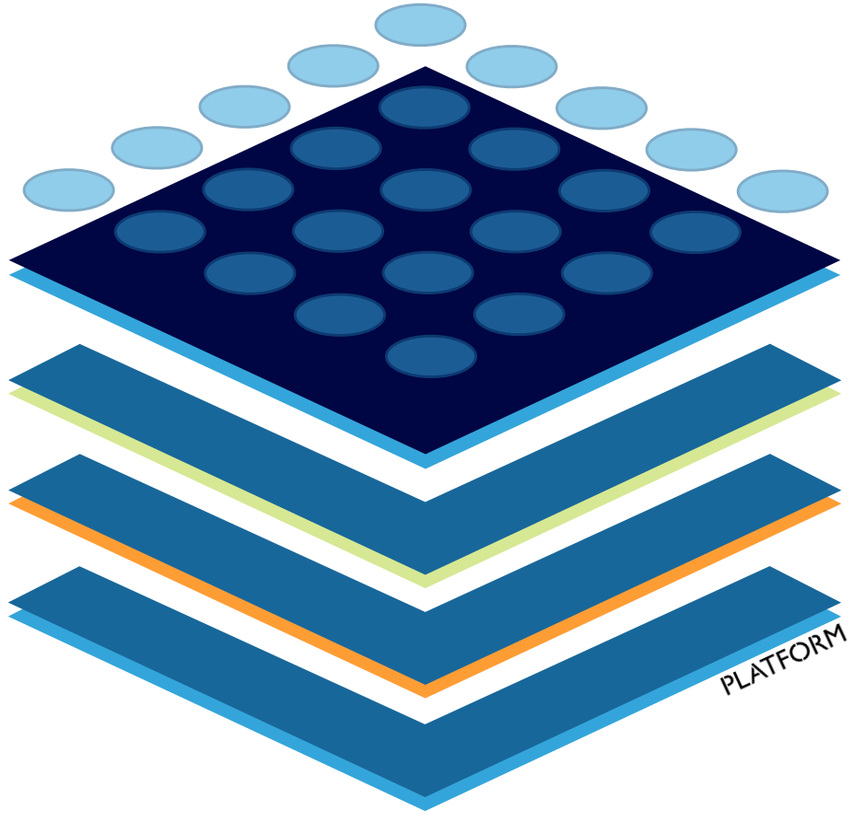
économie plateforme
couches



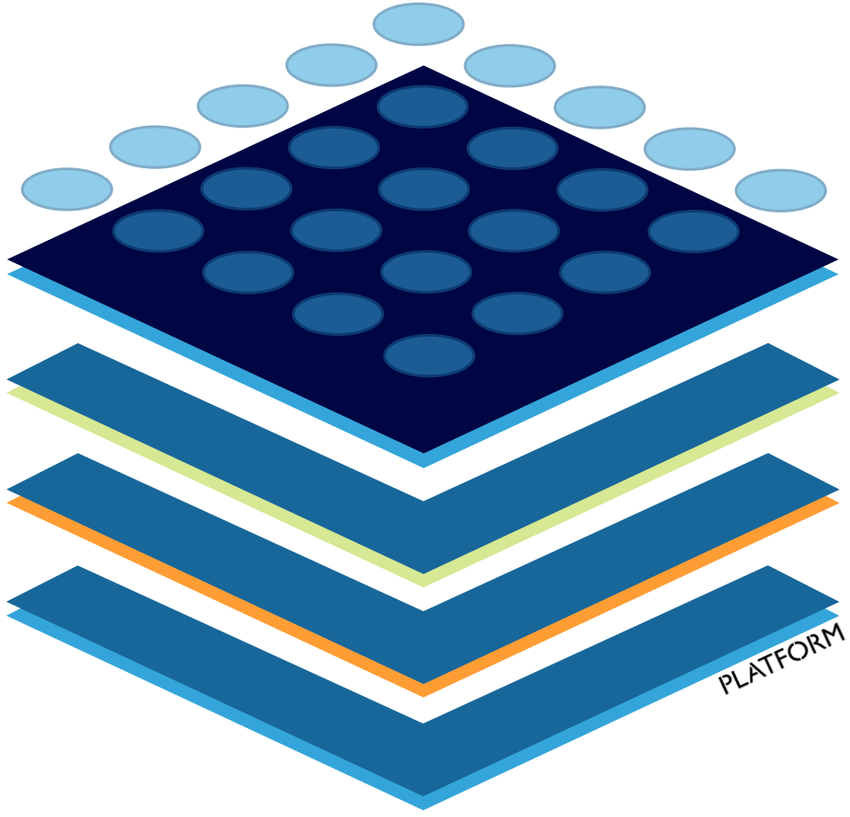
économie CIRCULAIRE ?



économie plateforme couches



Plateforme multi-couches



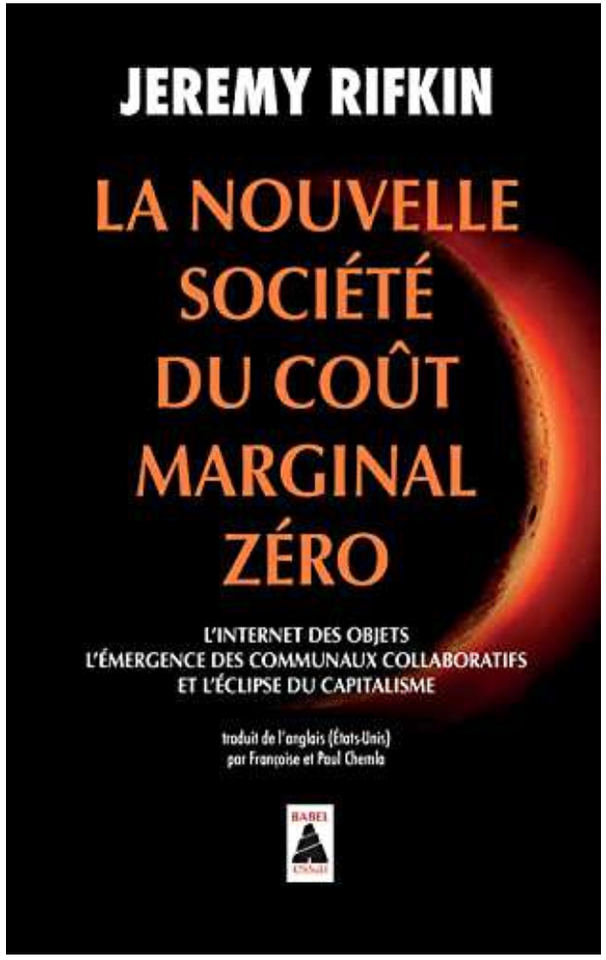
1/ écosystème

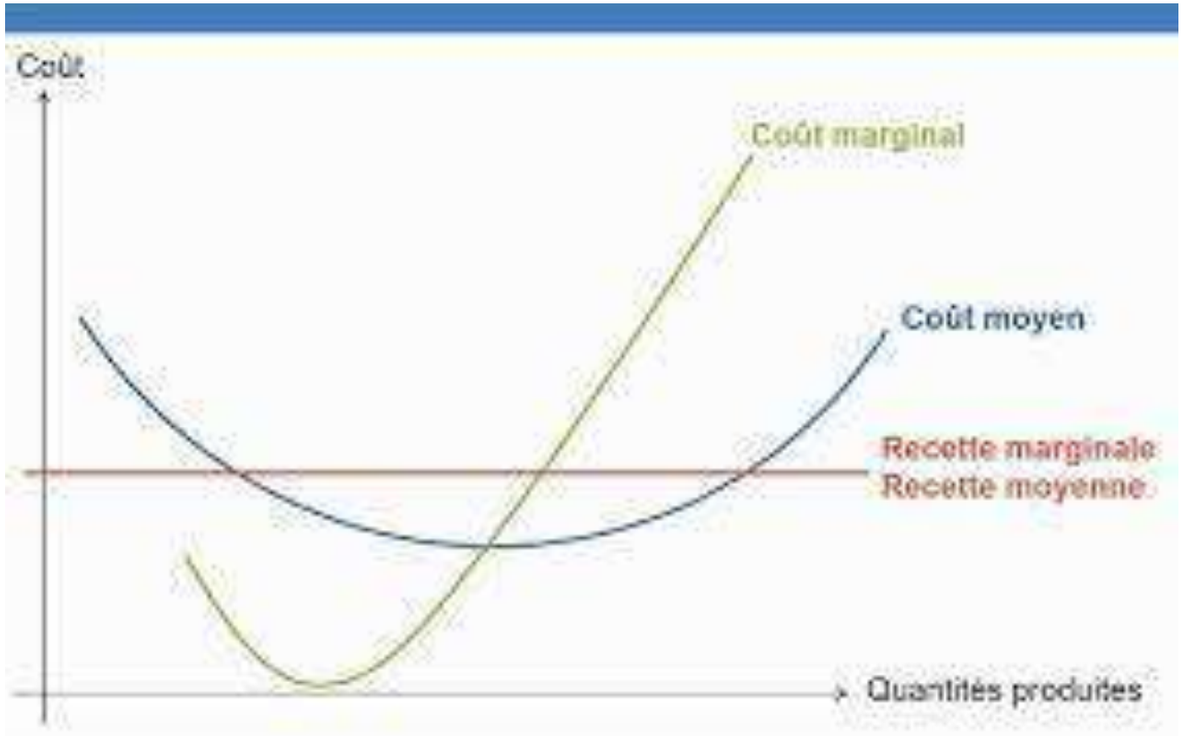
2/ données

3/ réseau / commercial / transations

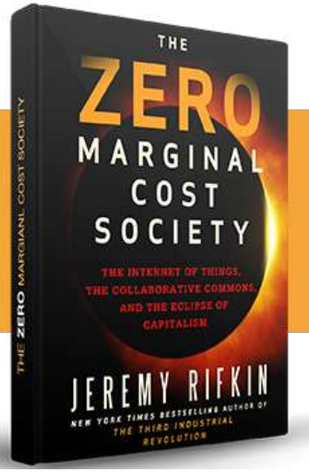
4/ infrastructure logicielle / virtuelle

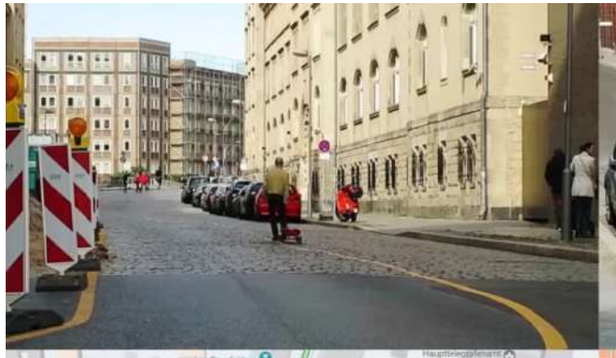
5/ actifs réels et tangibles





BEST SELLING AUTHOR
JEREMY RIFKIN





Leo-Baeck-Haus
Vision For Prima e.V.
Google Berlin
Forum an der Museumsinsel
YouTube Space Berlin

JBI King of Falafel
radialsystem
Hotel ibis Berlin Ostbahnhof
yaambike
YAAM
Stralauer Pl.
Stralauer Pl.
Spree
Paula-Thiede-Ufer
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Hotel ibis Berlin Ostbahnhof
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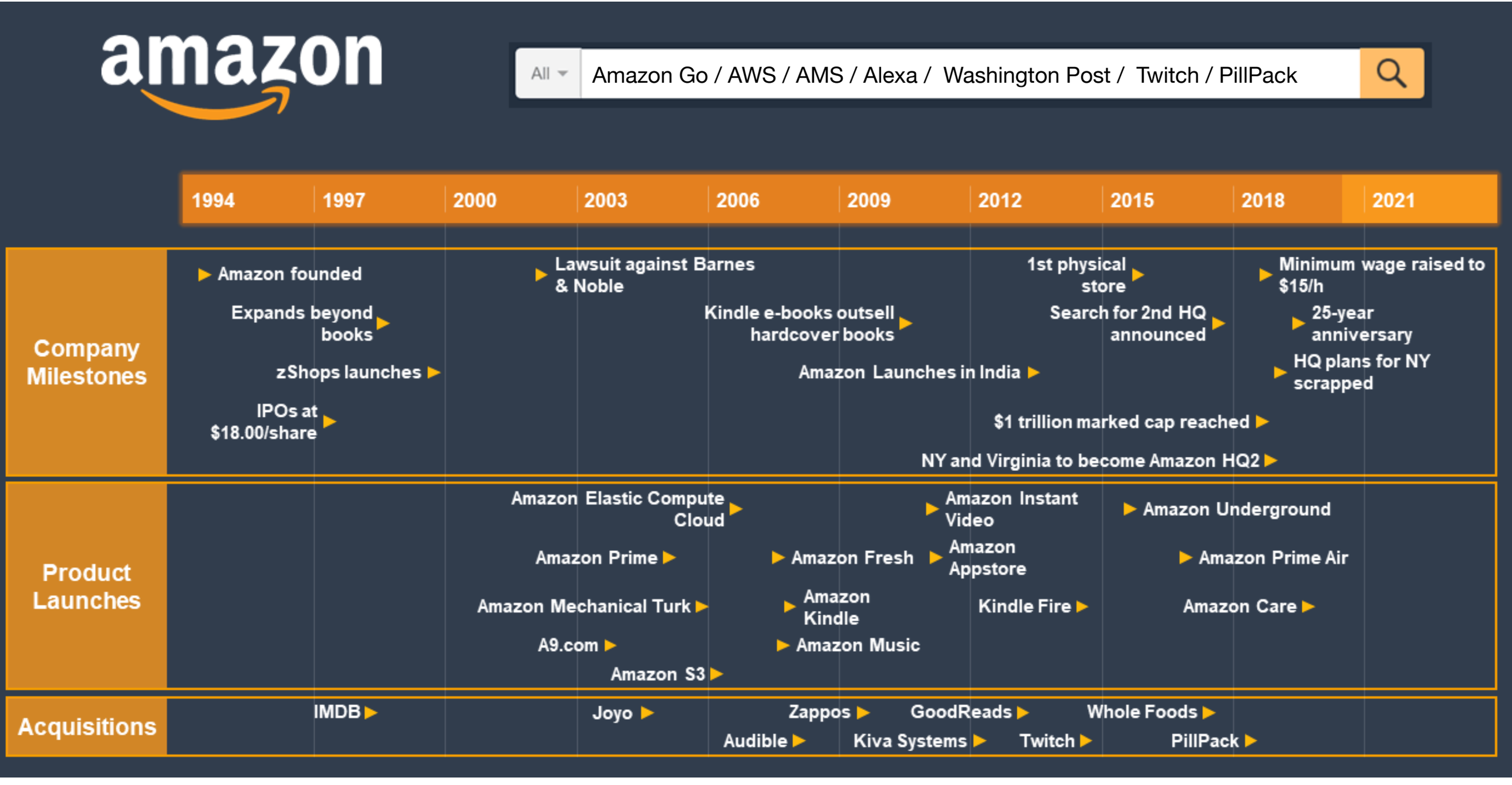

amazon
All
Amazon Go / AWS / AMS / Alexa / Washington Post / Twitch / PillPack
1994
1997
2000
2003
2006
2009
2012
2015
2018
2021
Company Milestones
Amazon founded
Expands beyond books
zShops launches
IPOs at $18.00/share
Lawsuit against Barnes & Noble
Kindle e-books outsell hardcover books
Amazon Launches in India
1st physical store
Search for 2nd HQ announced
$1 trillion marked cap reached
NY and Virginia to become Amazon HQ2
Minimum wage raised to $15/h
25-year anniversary
HQ plans for NY scrapped
Product Launches
Amazon Elastic Compute Cloud
Amazon Prime
Amazon Mechanical Turk
A9.com
Amazon S3
Amazon Fresh
Amazon Kindle
Amazon Music
Amazon Instant Video
Amazon Appstore
Kindle Fire
Amazon Underground
Amazon Prime Air
Amazon Care
Acquisitions
IMDB
Joyo
Zappos
Audible
Kiva Systems
GoodReads
Twitch
Whole Foods
PillPack

Brief amazon *timeline of major events:*

Pill Pack
by amazon pharmacy

1994
Amazon founded

1997
Amazon goes public
2nd distribution

1998
Amazon expands into music CDs & DVDs

1999
Amazon expands into toys and secures 1-click patent

2002
Starts selling clothing

2003
amazon web services
Launches AWS

2004
Enters China

2005
amazon.com Prime
Amazon Prime Debut

2006
amazonfresh
AmazonFresh in Seattle

2007
Kindle mp3 goes on sales

2008
Acquires Audiobooks company
audible an amazon company

2009
Kindle 2

2011
Kindle Fire

2012
Acquires robotics company, Kiva systems

2013
Drone delivery plans "Prime Air"

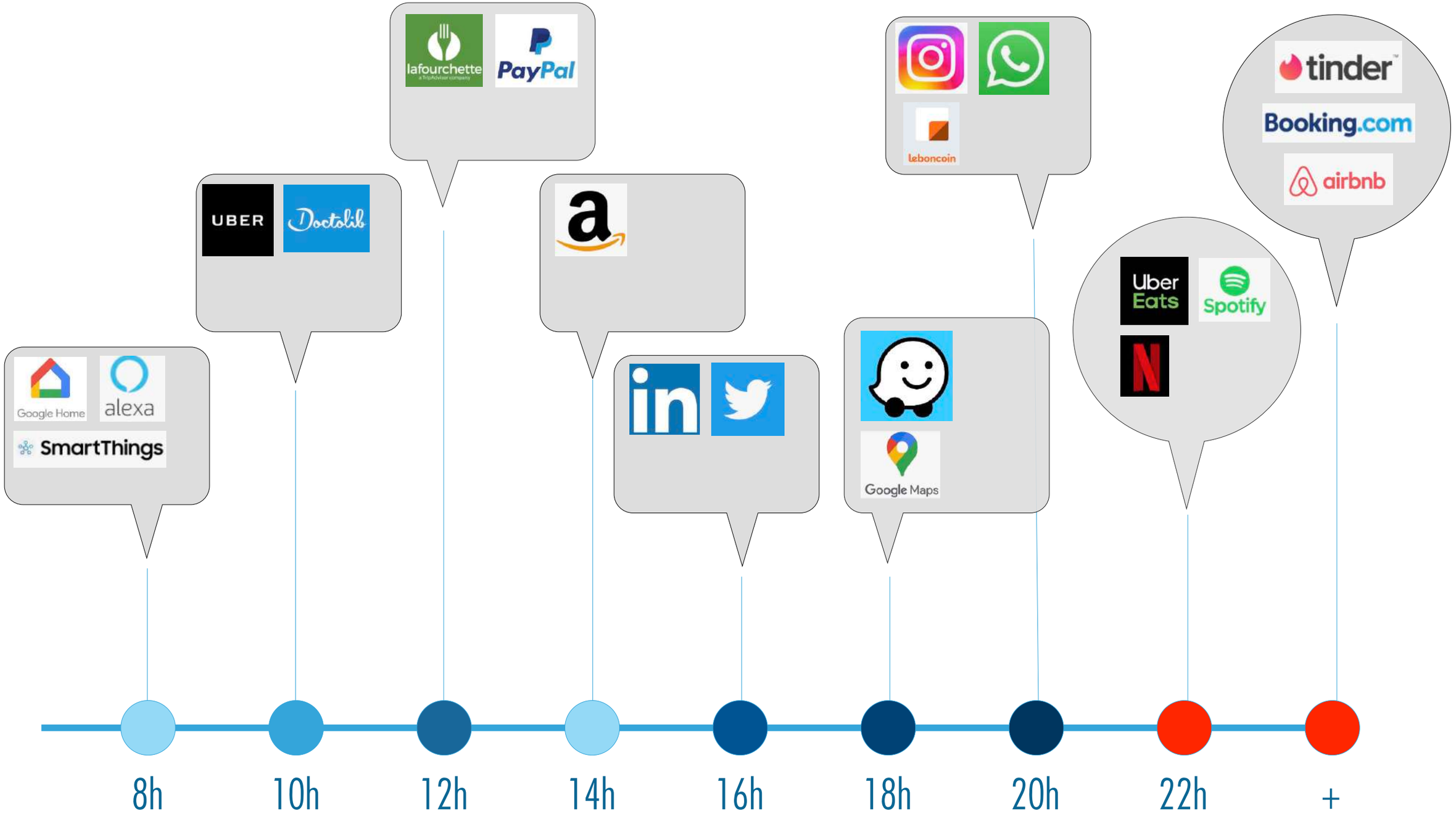
2014
Unveils first smartphones

2015
Echo becomes widely available

2017
Acquires whole food

2018
Acquires game streaming
twitch amazon.com
amazon
World's biggest online retailer

Cattaliya Charoensereechai


Google Home
alexa
SmartThings
UBER
Doctolib
lafourchette
PayPal
leboncoin
Google Maps
Uber Eats
Spotify
tinder
Booking.com
airbnb
8h
10h
12h
14h
16h
18h
20h
22h
+

DEFINITION CLASSIQUE

mise à disposition d'infrastructures ouvertes matérielles, commerciales et digitales pour un écosystème avec économies d'échelle et écologique

licencing moderne avec un plateformeur et des platformés (heterogènes)

location d'un trafic qualifié (visiteurs ciblés) en vue de faire des échanges :
THEME (écosystème) + effet de réseau (metcalfe) + coût marginal faible (rifkin) + DATA = création de valeur

Mise en réseaux et exploitation des données d'un univers/métavers

infrastructure ouverte digitale et collaborative

DEFINITION OFFICIELLE (Conseil national du numérique)

une plate-forme est un service occupant une fonction d'intermédiaire dans l'accès aux informations, contenus, services ou biens édités ou fournis par des tiers.

En plus de l'interface technique, elle organise et hiérarchise les contenus en vue de leur présentation et leur mise en relation aux utilisateurs finaux.
À cette caractéristique commune s'ajoute parfois une dimension écosystémique caractérisée par des relations entre services convergents (coopétition)

Henri Isac

Soit on crée une plateforme,
soit on utilise celle d'un autre

on est plateformeur ou plateformé(s)

Si on crée pas sa plateforme, en invitant gratuitement l'écosystème on utilisera celle d'un autre

effet matthieu

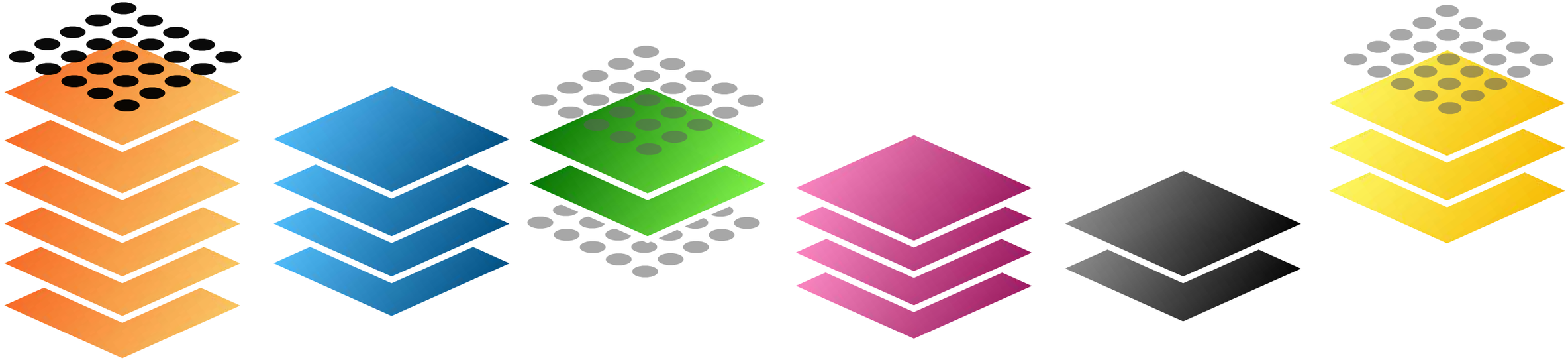
spirale positive, les plus gros forts puissants (taille critique) le sont de plus
en plus : winner take all
≠ first to the market

BiFace (two sided)
BiFace non transactionnel
BiFace transactionnel

Sponsorisé / Payeur
Payeur / Payeur
Sponsorisé / Sponsorisé

Multiface (multi sided)

APP SOFT USER ADV DATA TRUST



PAAS

plateform as a service

PLAT
FOR
M
—

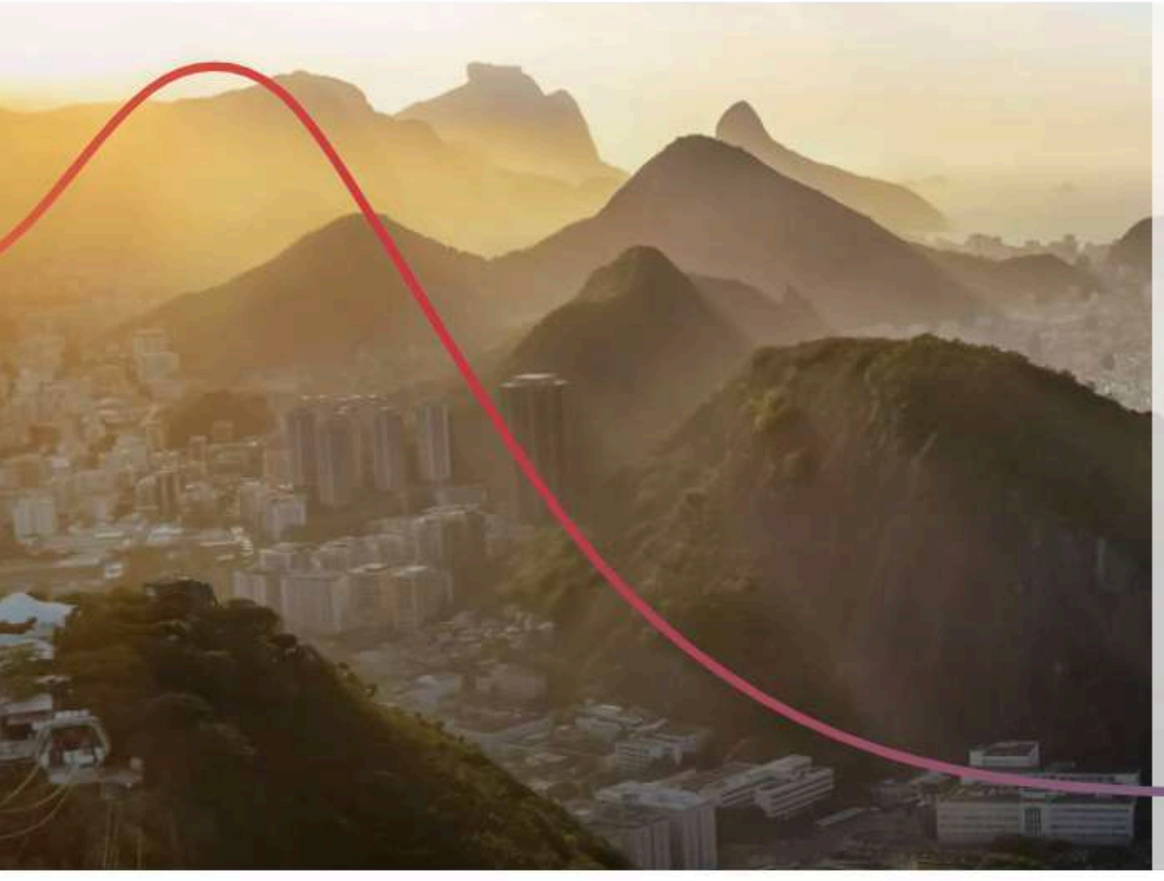
MARKETING
Creads
Doz
eYeka
VOYAGE
Airbnb
Boaterfly
Wijet
FOOD
La Belle Assiette
Miamtag
Super Marmite
SANTÉ
Heal
Oscar
Pager
SERVICES À DOMICILE
Ding Dong
Hellocasa
Zilok
LOGISTIQUE
Cubyn
Bird Office
Zipments
MODE/BEAUTÉ
ChicTypes
Popmyday
Stitch Fix
ÉDUCATION
Khan Academy
Kokoroe
Speexx
FINANCEMENT
KissKissBankBank
MyMajorCompany
Ulule
TRANSPORT
BlaBlaCar
Chauffeur-Privé
Drivy
Uberisation

Science Based Targets initiative (SBTi)

The Net-Zero STANDARD

SCIENCE BASED TARGETS

DRIVING AMBITIOUS CORPORATE CLIMATE ACTION



AMBITIOUS CORPORATE CLIMATE ACTION

Lead the way to a zero-carbon economy, boost innovation and drive sustainable growth by setting ambitious, science-based emissions reduction targets

SET A TARGET

LEARN MORE

amazon

About Environment People Governance Download Center Search

The Climate Pledge

Amazon is committed to building a sustainable business for our customers and the planet. In 2019, Amazon co-founded The Climate Pledge—a commitment to be net-zero carbon across our business by 2040, 10 years ahead of the Paris Agreement.

Net-Zero Carbon

Reaching net-zero carbon emissions across our operations by 2040

Renewable Energy

On a path to powering our operations with 100% renewable energy by 2025

Shipment Zero

Making 50% of all shipments net-zero carbon by 2030

Electric Delivery Vehicles

Deploying 100,000 custom electric delivery vehicles by 2030

Climate Pledge Fund

Investing $2 billion to support the development of decarbonizing technologies and services

Right Now Climate Fund

Investing $100 million in reforestation projects and climate mitigation solutions

IT'S HERE!
The world's first
NET-ZERO STANDARD
#NetZeroStandard
The Net-Zero STANDARD
SCIENCE BASED TARGETS
DRIVING AMBITIOUS CORPORATE CLIMATE ACTION

ZERO ≠ ZERO CO_2 carbon

Neutral ≠ ZERO

carbon neutral -> NET ZERO
CARBON -> NET ZERO

Key TakeAways

ce qu'il faut retenir

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

workshop

hubert**kratiroff**

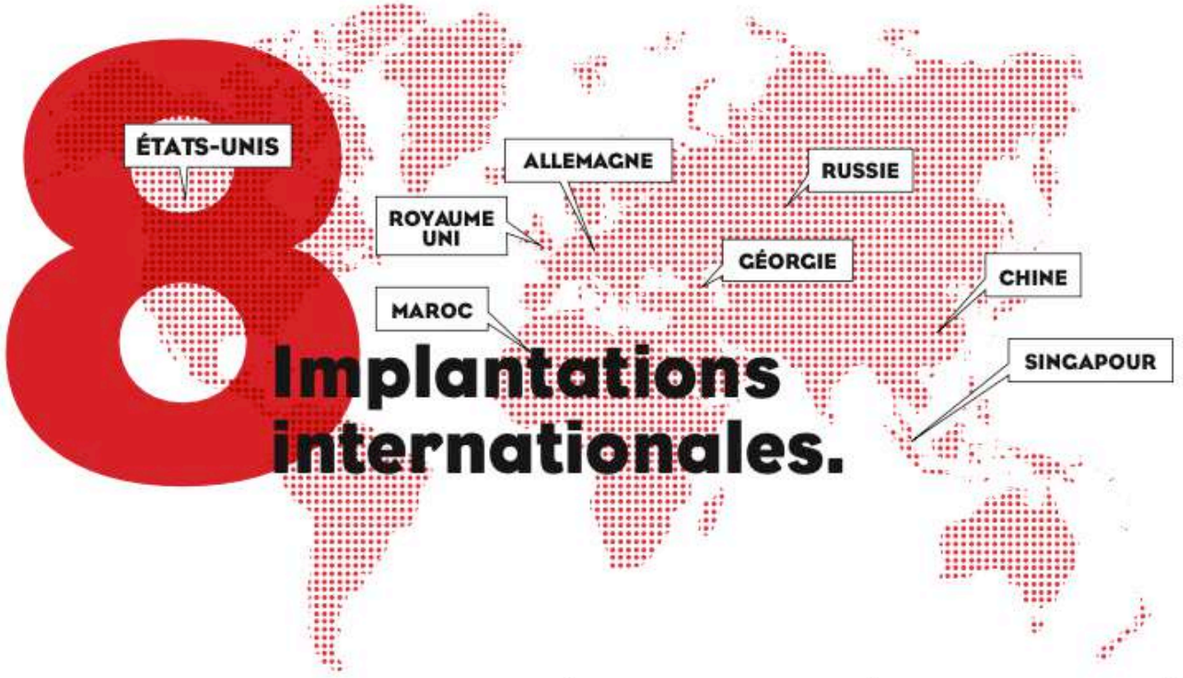
06 80 43 29 05

hubert@kratiroff.com
linkedin.com/in/kratiroff
@kratiroff

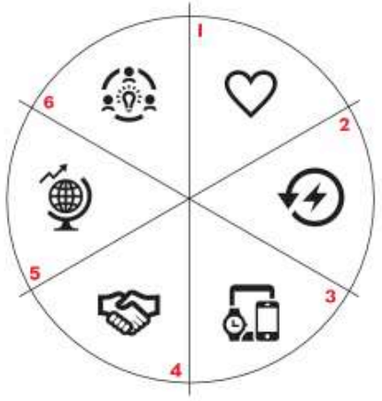
SAMSUNG

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

L'école en quelques chiffres.



Implantations internationales.



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

TOP FRANCE **06**

TOP EUROPE **25**

TOP MONDE **50**

CLASSEMENTS EN MOYENNE SUR LES DERNIÈRES ANNÉES

8000

ÉTUDIANTS DONT 3300 INTERNATIONAUX ET 150 SPORTIFS DE HAUT NIVEAU

33000

DIPLÔMÉS

143

NATIONALITÉS REPRÉSENTÉES AU SEIN DE L'ÉCOLE

125

UNIVERSITÉS INTERNATIONALES PARTENAIRES

4000

PARTICIPANTS EN FORMATION CONTINUE

46%

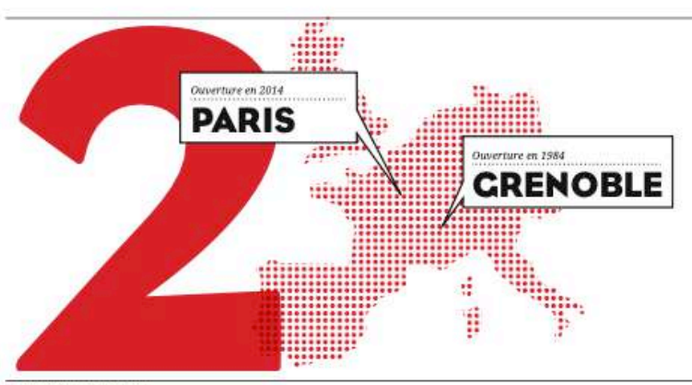
DE PROFESSEURS INTERNATIONAUX

500

COLLABORATEURS

50

PROGRAMMES DE FORMATION



2 CAMPUS EN FRANCE

7000
PROFESSIONNELS D'ENTREPRISE QUI PARTICIPENT À LA VIE DE L'ÉCOLE

250
ENTREPRISES PRÉSENTES SUR LES FORUMS DE RECRUTEMENT DE L'ÉCOLE

1000
CADRES PRÉSENTS LORS DES JURYS D'ENTRÉE ET DE SORTIE

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Act
Think
Impact

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