

# ĐỔI MỚI SÁNG TẠO TRONG DOANH NGHIỆP

Hồ Minh Nhật

# Lịch

## Sáng Ngày 1

Vì sao doanh nghiệp phải nhanh chóng đổi mới sáng tạo trong bối cảnh Internet vạn vật và cách mạng công nghiệp lần thứ 4

## Chiều Ngày 1

Những gợi ý về hoạt động đổi mới sáng tạo ứng dụng ngay trong thực tiễn hoạt động doanh nghiệp

## Sáng Ngày 2

Một số công cụ thực hành đổi mới sáng tạo trong doanh nghiệp

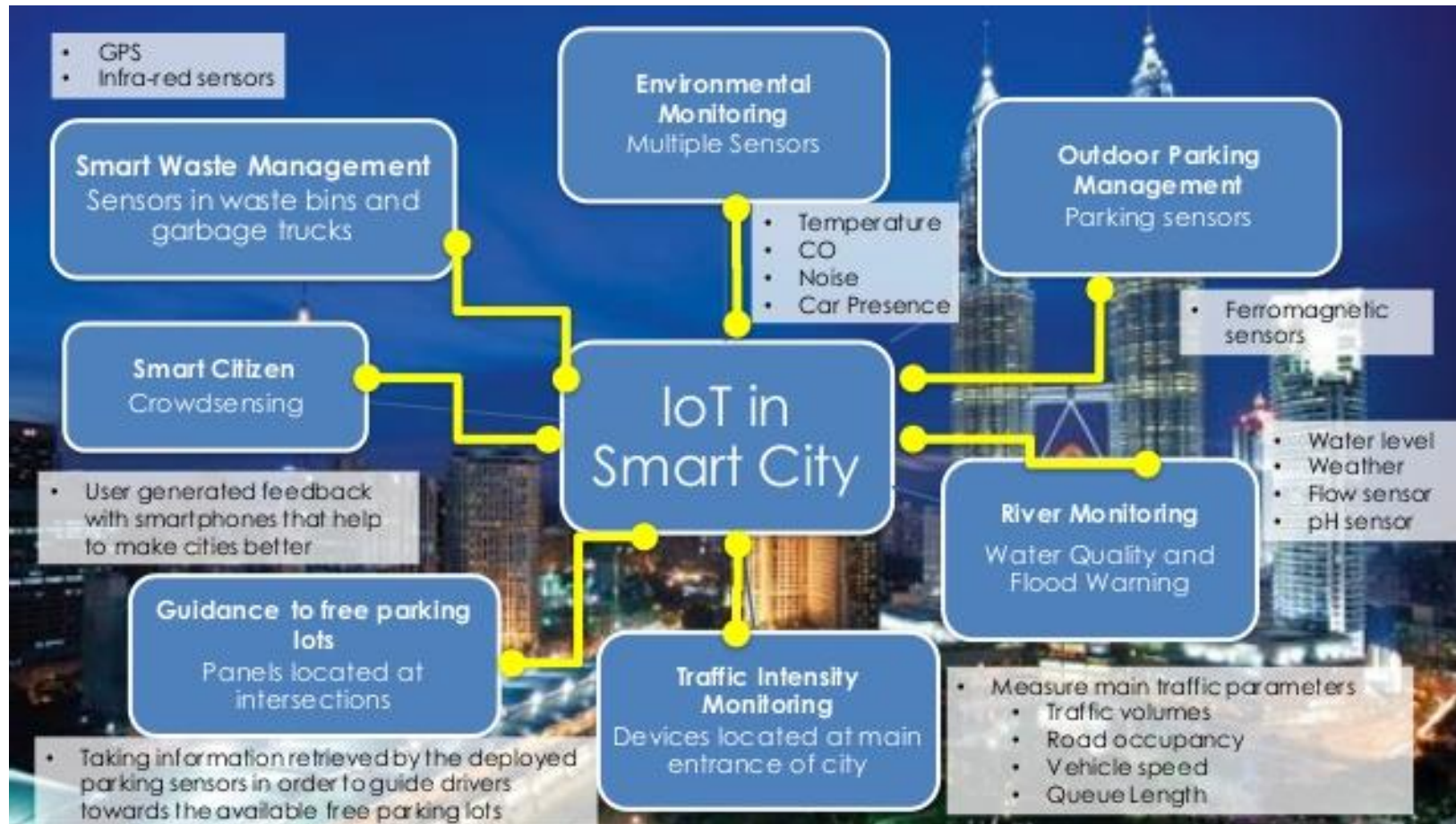
## Chiều Ngày 2

Thực hành, Thảo luận và Trao đổi

# Thông tin về Giảng viên

IoT

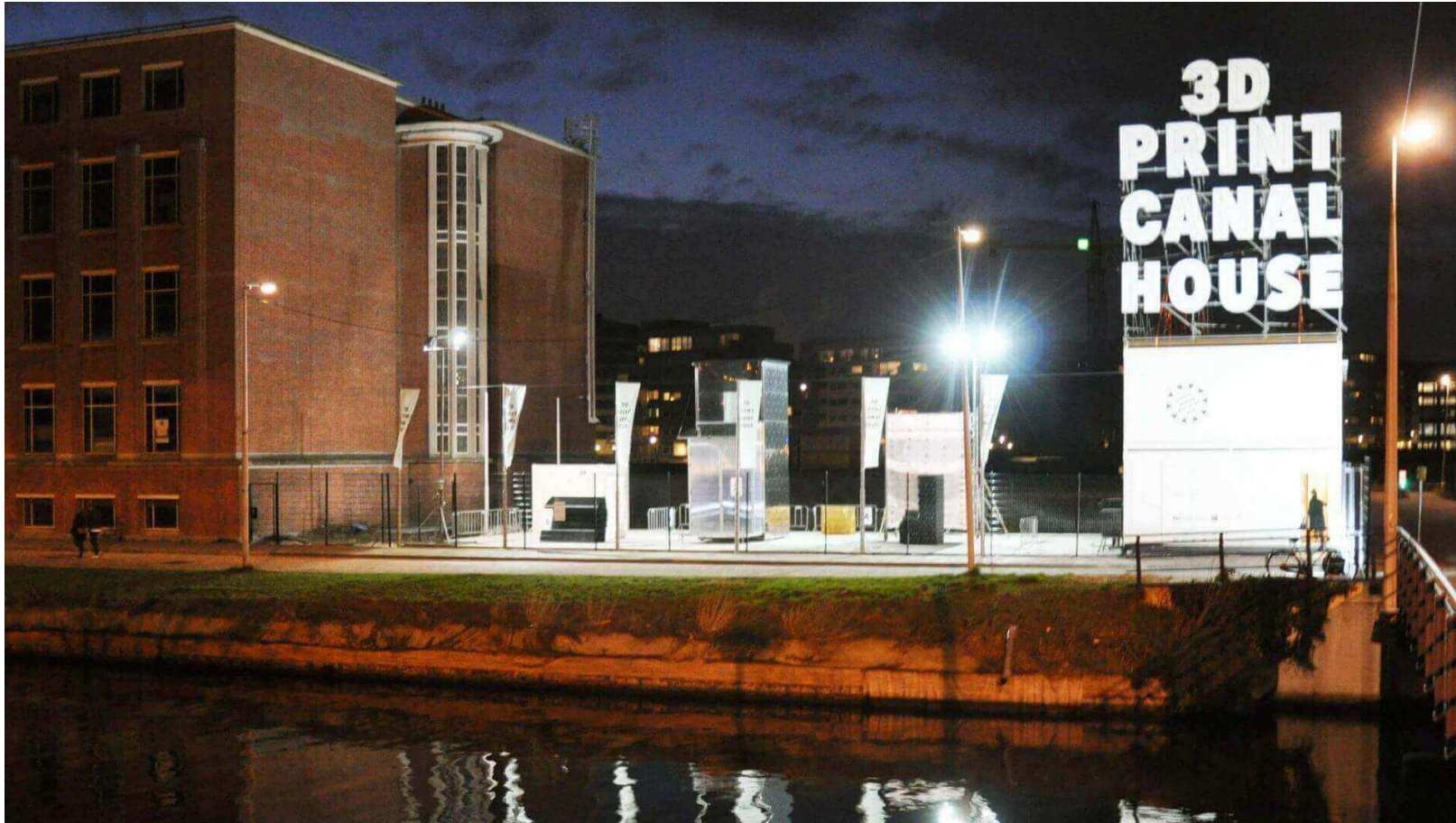




Ind 4.0



Tại Việt Nam, để tiếp cận với làn sóng công nghệ mới này, Thủ tướng Chính phủ đã có Chỉ thị số 16/CT-TTg ngày 04/5/2017 về việc tăng cường năng lực tiếp cận cuộc Cách mạng công nghiệp lần thứ 4.



- 1987 saw Black Monday and the **global stock market crash**. It was also the year Forbes published their first **Global Rich List** and shone a light on the world's leading entrepreneurs for the first time.

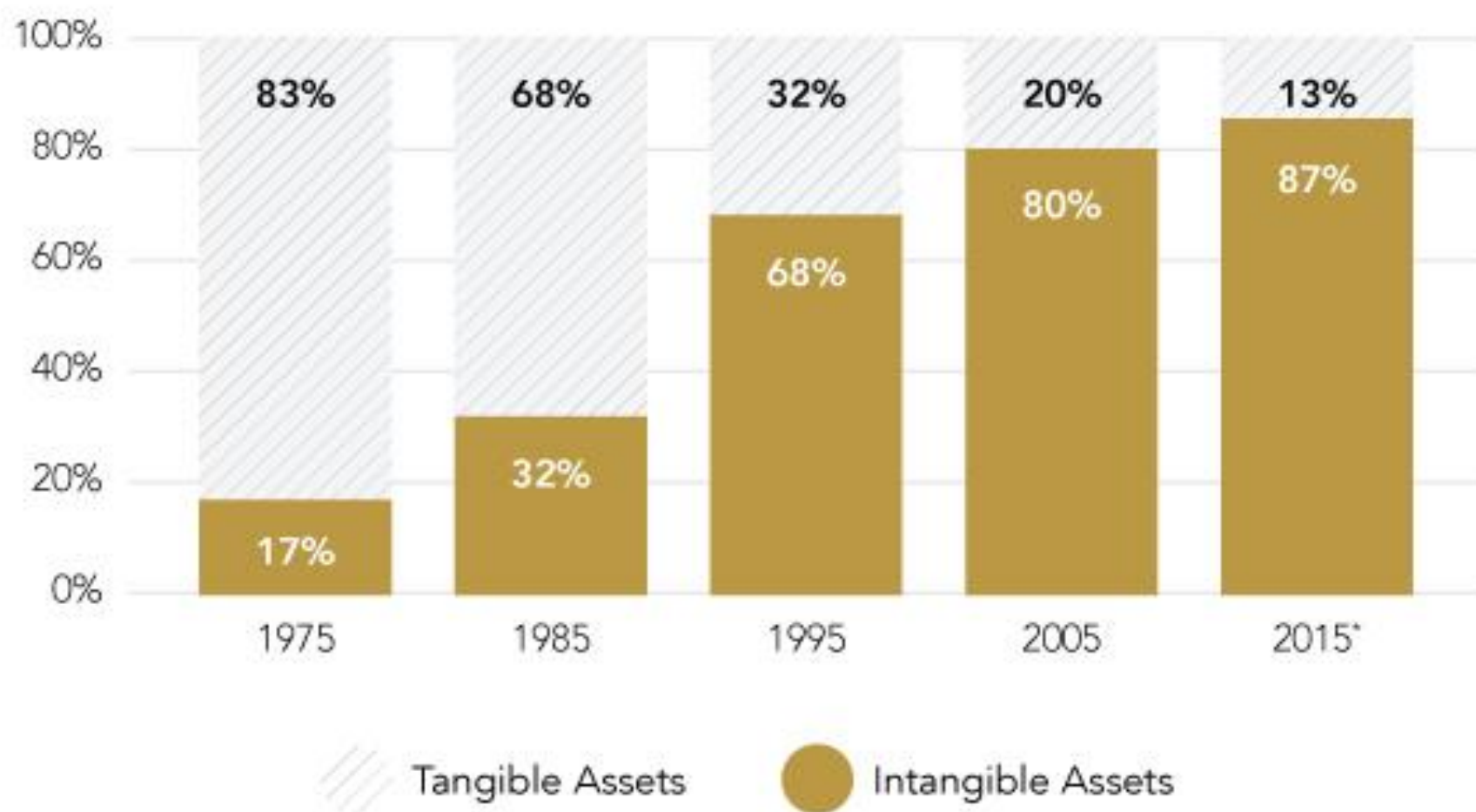
1997 was the **Asian Crisis** and the collapse of all Asian markets. It was also the year the **Internet** took off and began connecting us all.

2007 was the **Global Financial Crisis**. It was also the year the first smart phone (**iPhone**) was launched, and transformed our online habits.

# 2017



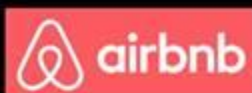
# COMPONENTS *of* S&P 500 MARKET VALUE



SOURCE: OCEAN TOMO, LLC



**The world's largest taxi company owns no vehicles**



**The largest accommodation provider owns no real estate**



**The most popular media provider creates no content**



**The most valuable photo company sells no cameras**

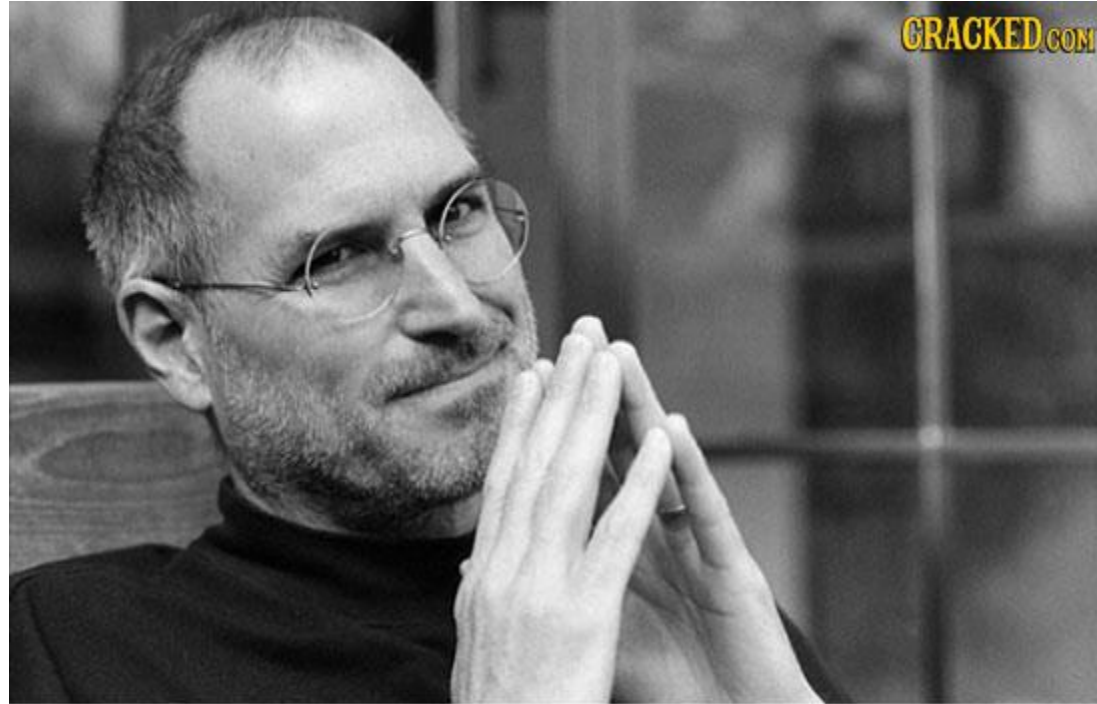


**The fastest growing television network lays no cables**



**The most valuable retailer has no inventory**

**None of these six companies existed twenty years ago**



**“[Apple] seems to have two options. The first is to break itself up, selling the hardware side. The second is to sell the company outright.”**

**- The Economist, '95**

**“Apple as we know it is cooked. It's so classic. It's so sad.” - Research analyst quoted in the New York Times, '96**

**“Apple went from hip to has-been in just 19 years.” BusinessWeek, '96**

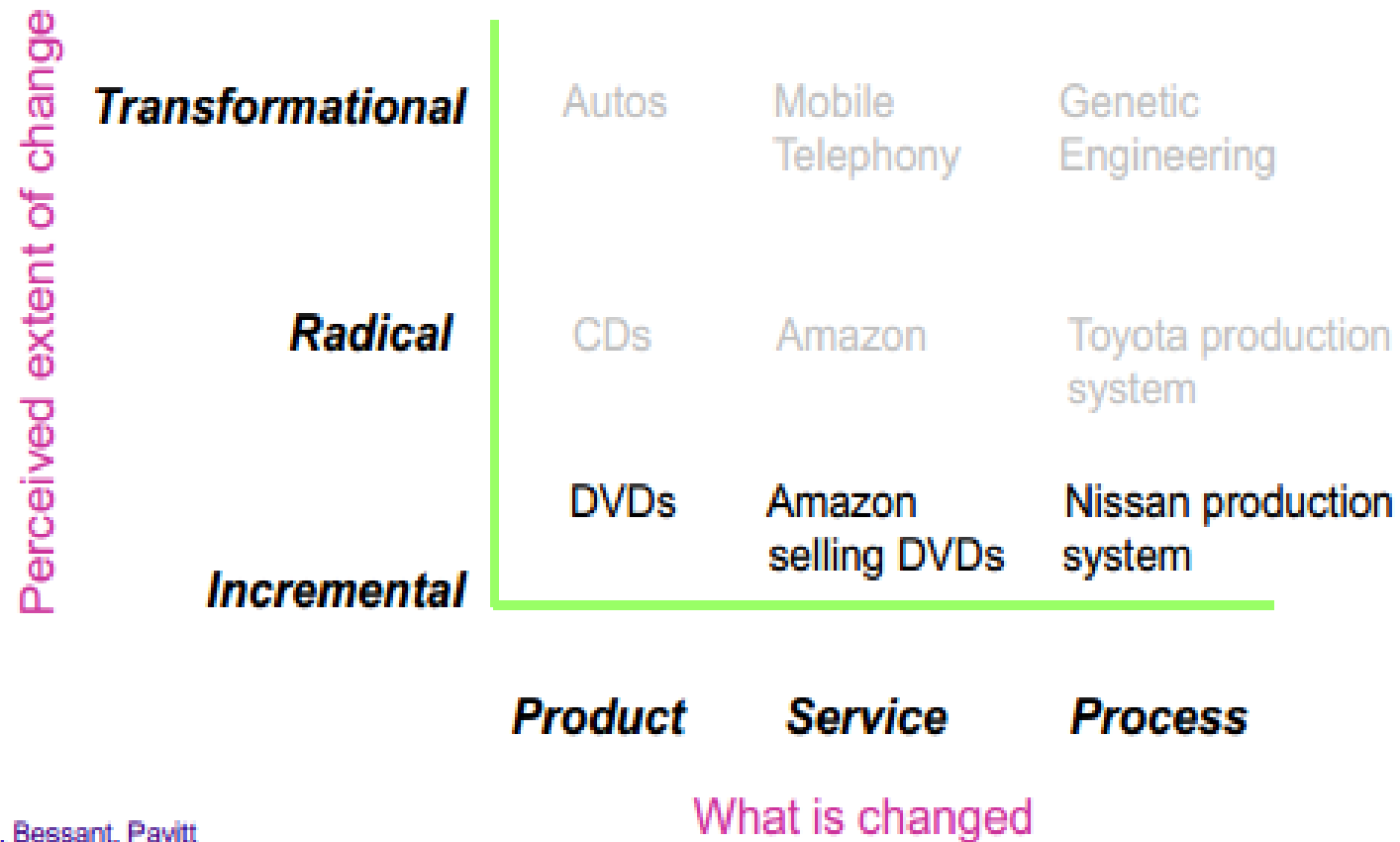
**“By the time you read this story, the quirky cult company... will end its wild ride as an independent enterprise.” - Fortune, '96**

**“Apple is already dead.” - Nathan Myhrvold, Microsoft CTO, '97**

**“Admit it. You're out of the hardware game.” - Wired, '97**

**“What would I do? I'd shut it down and give the money back to the shareholders.” Michael Dell, Dell CEO, '97**

# Dimensions of innovation space





How the customer explained it



How the project leader understood it



How the engineer designed it



How the programmer wrote it



How the sales executive described it



How the project was documented



What operations installed



How the customer was billed



How the helpdesk supported it



What the customer really needed



UBER

# BUSINESS MODEL CANVAS

## KEY PARTNERS:

- ❖ Drivers with their Cars
- ❖ Payment Processors
- ❖ Map API Providers
- ❖ Investors

## KEY ACTIVITIES:

- ❖ Product Development & Management
- ❖ Marketing & Customer Acquisition
- ❖ Hiring Drivers
- ❖ Managing Driver Payouts
- ❖ Customer Support

## KEY RESOURCES:

- ❖ Technological Platform
- ❖ Skilled Drivers

## VALUE PROPOSITION:

### CUSTOMERS:

- ❖ Minimum Waiting Time.
- ❖ Prices Lesser than the Normal Taxi Fares.
- ❖ Cashless Ride.
- ❖ Can see The ETA and Track The Cab on Map.

### DRIVERS:

- ❖ Additional Source of Income.
- ❖ Flexible Working Schedules and can Work Part Time.
- ❖ Easy Payment Procedure.
- ❖ Drivers get Paid to be Online, even without can Requests.

## CUSTOMER RELATIONSHIP:

- ❖ Social Media
- ❖ Customer Support
- ❖ Review, Rating & Feedback System

## CHANNELS:

- ❖ Websites
- ❖ Mobile App for Android
- ❖ Mobile App for iOS

## CUSTOMER SEGMENTS:

### USERS:

- ❖ Those who do not own a Car
- ❖ Those who do not want to drive themselves to a Party or Function.
- ❖ People who like to Travel in Style and want to be Treated as a VIP.
- ❖ Those who want a Cost-Efficient Cab at their Doorstep.

### DRIVERS:

- ❖ People who own a Car and want to Earn Money.
- ❖ People who Love to Drive.
- ❖ Those who Wish to be called Partners Instead of Drivers.

## COST STRUCTURE:

- ❖ Technological Infrastructure
- ❖ Salaries to Permanent Employees
- ❖ Launch Events & Marketing Expenditure

## REVENUE STREAMS:

- ❖ Car Rides on per Km/Mile basis.
- ❖ Surge Pricing
- ❖ UberX, Uber Taxi, Uber Black, Uber SUV etc.
- ❖ Uber Cargo, Uber Rideshare etc.