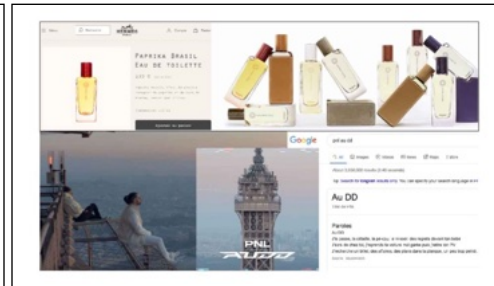
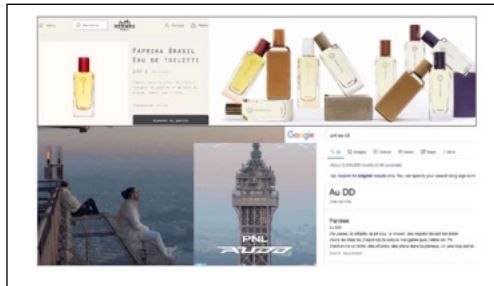


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technology evangelist
Coding/IA
marketing
sales
product
communication
WEB3

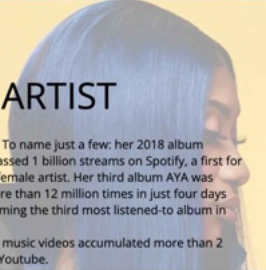



Economie numérique ou digitale ? Les deux sont fortement synonymes.
La motto de Mark Andreessen « Software is eating the world » résume bien l'état des lieux. Tout est logiciel, tout est OS (operating system), la transformation numérique est infiltrée partout. Elle fait et défait les succès des initiatives, des entreprises, des produits, des services, des process, des politiques... de la vie en général.
La plateforme de l'économie est la meilleure et la pire évolution pour la croissance harmonieuse des entreprises. Si la stratégie est subtile, forcée c'est un drame. Si elle est volontaire et préparée c'est gagnant.
Sans avertis anti-numérique, il est nécessaire de bien anticiper les évolutions inouïes par le digital ou le numérique.



BEST ARTIST

record breaker : To name just a few: her 2018 album Nakamura surpassed 1 billion streams on Spotify, a first for a Francophone female artist. Her third album AYA was downloaded more than 12 million times in just four days on Spotify, becoming the third most listened-to album in the world.
To top it off, her music videos accumulated more than 2 billion views on Youtube.

AVNIR



RIEN VOIRIEN REEDITION



UX



**UX
CX
EX** **SX**

@kratiroff | © 2024

k ∞ QI x t x At



UX > CX

*En nombre :
plus de user que de client*

CX > UX

*En qualité : plus de contact
avec les client*

UX => UE

user engagement

DIGITAL mindset


www.chefdeproduit.com



<https://www.chefdeproduit.com/>



The biggest asset in the world is your mindset.



@kratiroff | © 2024

Don't be scared to raise your price



GIVE VALUE. GIVE VALUE. GIVE VALUE. AND THEN ASK FOR BUSINESS.



© GARY VEE

Harvard Business Review

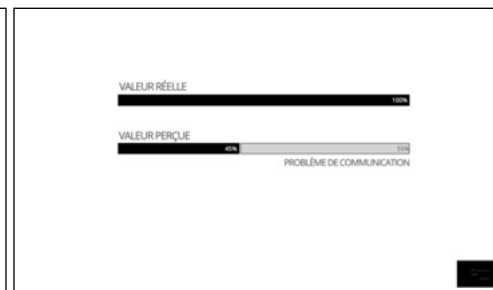
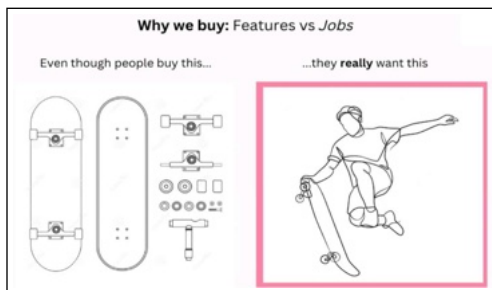
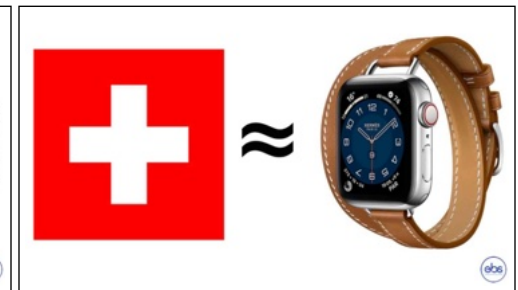
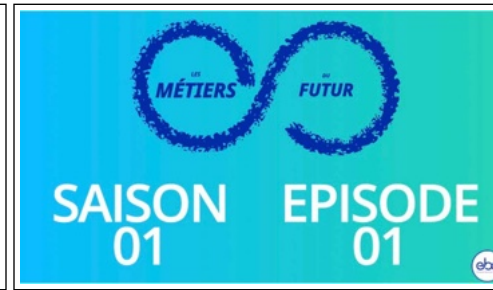
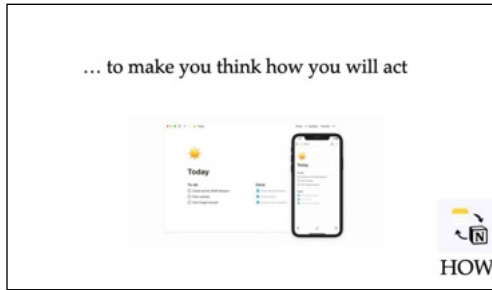
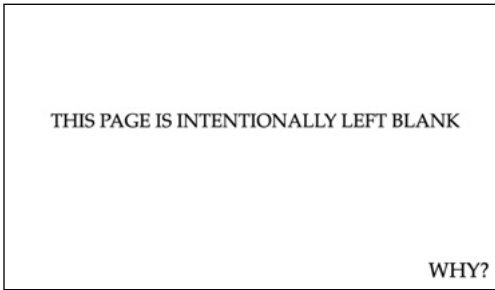
La métamorphose des compétences

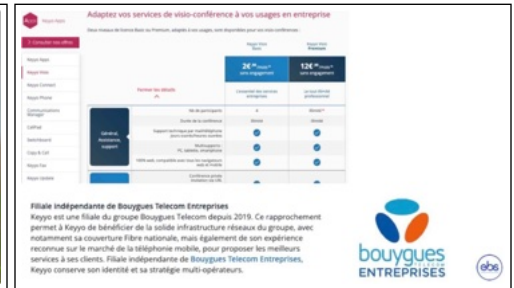
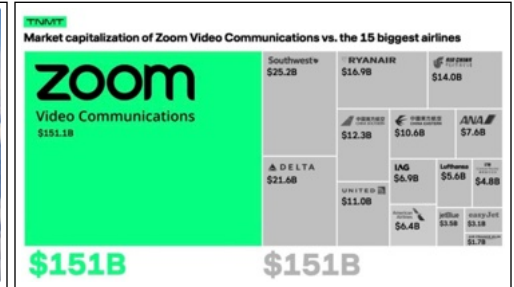
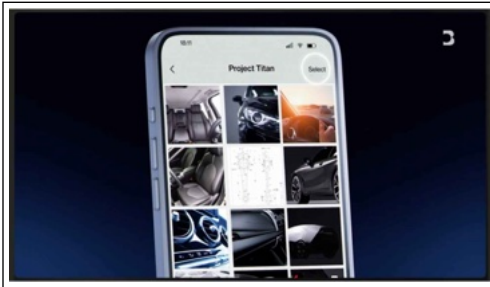
Comment l'intelligence artificielle bouleverse notre rapport au travail



On a toujours fait comme ça : ça ne marche plus.

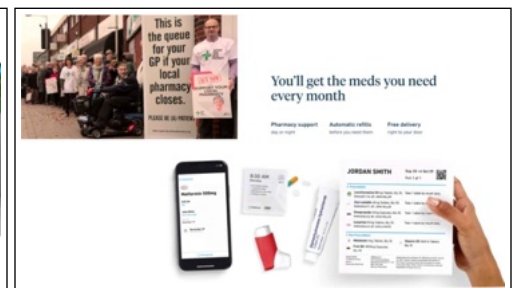
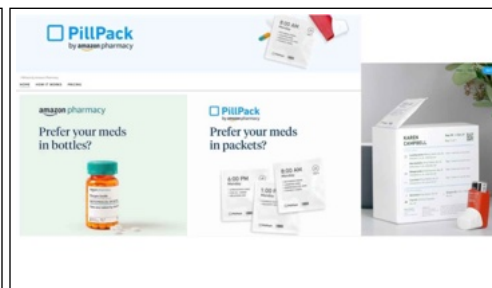
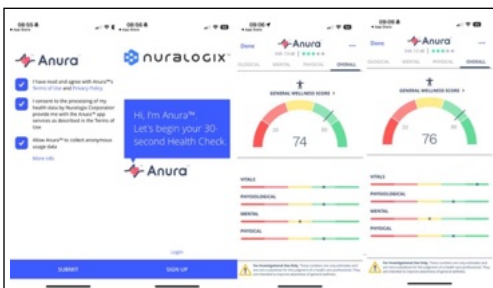
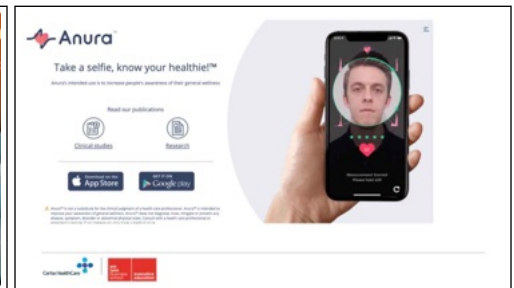
The old way is getting old.





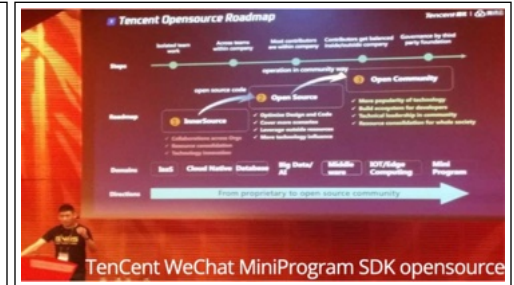
蚂蚁金服 (Ant Group) Market Capitalization (USD bn)

Ranking	Banking Group	Market Capitalization (USD bn)
1	J.P. Morgan	368
2	ICBC	332
3	Bank of America	315
4	China Construction Bank	270
5	Wells Fargo	264
6	HSBC	194
7	Agricultural Bank of China	200
8	Citi	183
9	Bank of China	150
10	Ant Group	120
11	China Merchant Bank	122
12	Royal Bank of Canada	114
13	Santander	100
14	BNP Paribas	90
15	Goldman Sachs	91
16	Bank of Montreal	84
17	Unicredit	50
18	Barclays	47





11/11/2022
???
100 milliards \$
2023 : divisé en 6



Everything
APP X

DISRUPTION

DISRUPTION

Disruption O-IQ → QQ + 2011 WeChat + 2015 WeChat Pay Mini MicroProgram Open Source SDK	Uberisation Riot Game LOL Supercell, Ubisoft e-Sport TME Tencent Music Entertainment Karaoke Video	Taycoonisation Pony Ma 11e site mondiale 5% Tesla
--	--	---

XXX AAS



AI AAS

AI As A Service

SaaS
IaaS
PaaS
Subscription
Rental
Servitization

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



GAFA

Big Tech / Hyper Scaler / Devil

KHOL

Star du Luxe

GAFA
Big Tech
Magnificent 7

Hyper Scaler / Devil

GAFA MSNT
NATU BEY
BATX BDH

GAFA MSNT
Google* Amazon Facebook* Apple Microsoft Salesforce NVIDIA Twitter*
NATU BEY
Netflix Airbnb Tesla Uber Booking Expedia Yandex*
BATX BDH
Baidu Alibaba Tencent Xiaomi Bytedance DJI Hikvision

*Alphabet **Meta = META ***Huawei / Cisco / Oracle ****Naver

GAFA NATU BATX

BIG TECH DN VB

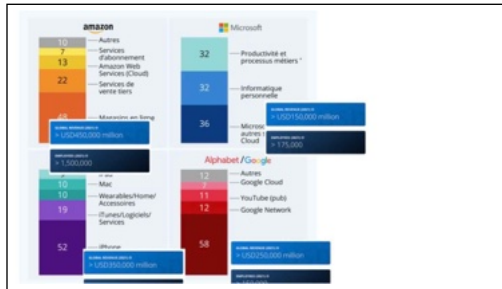
platform x-tech

WEB 3

SAAS X-AAS

BIFACE TWO-SIDED MARKET

servicisation - disruption
uberisation - tycoonisation
plateformisation



HYPER SCALERS

"Big Dogs" : Amazon Web Services (AWS), Microsoft Azure, Google Cloud Platform (GCP), IBM cloud, Oracle, Alibaba AliCloud

China companies : Alibaba, Huawei, Baidu, Tencent, Kingsoft Cloud

The term is often associated with cloud computing and the very large data centers : Facebook, Google, Amazon Netflix

Magnificent 7

Magnificent Seven tech companies
Apple, Microsoft, Google, Amazon, Nvidia Corp, Tesla and Meta = 60% NASDAQ

DISRUPTION

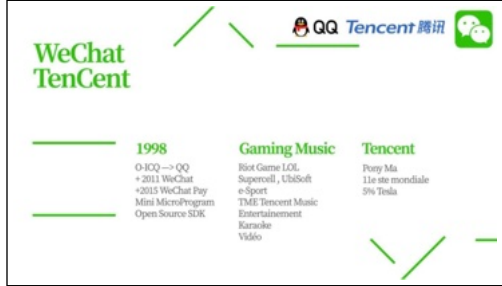
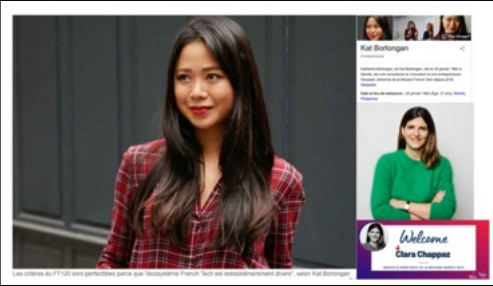
DISRUPTION

Disruption: O-IQ2 -> QQ, + 2011 WeChat, + 2015 WeChat Pay, Mini MicroProgram, Open Source SDR

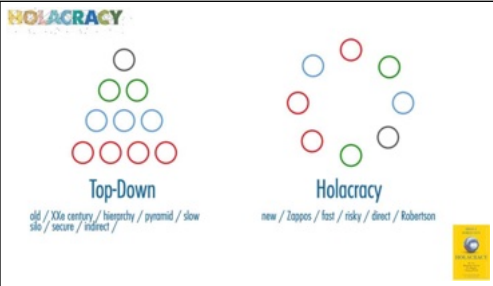
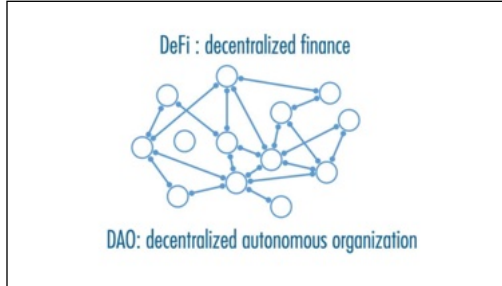
Uberisation: Riot Game LOL, Supercell, Ubisoft e-Sport, TME: Tencent Music, Entertainment, Karaoke, Vidéo

Tycoonisation: Pony Ma, 11e ste mondiale, 5% Tesla

Qui disrupte
les
BATXBDH ?



servicisation
disruption
uberisation
tycoonisation
plateformisation



LEÇON INAUGURALE :
LES DÉFINITIONS DU
MARKETING

Méfiez-vous des recettes des années 60

- 4P de Jerome McCarthy (1960)
Produit - Prix - Promotion - Place
- 5B de Charles Kepner (1955): **BON** -
produit prix endroit moment quantité
- SWOT de Humphrey (1970)
- CAP Caractéristique Avantage Preuve
cognitif / conatif / affectif
- SONCAS / AIDA



~~SWOT~~

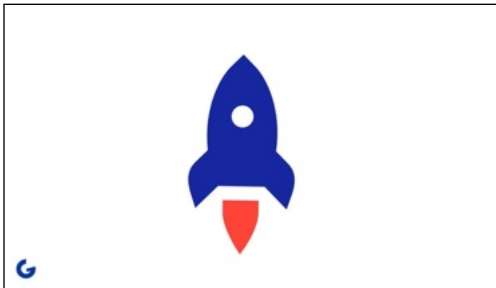
VUCA

~~SWOT~~ Volatility
Uncertainty
Complexity
Ambiguity



~~4P~~

- ### M3 Modern Marketing Model
- | | |
|-------------------------|------------------------|
| 1. Strategy | 6. Positioning |
| 2. Market Orientation | 7. UX / CX & content |
| 3. Customer insight | 8. Distribution |
| 4. Brand & Value | 9. Promotion |
| 5. Segmentation Persona | 10. Data & Measurement |
-



creator economy

utiliser la notoriété d'expert, influenceur, ambassadeur, KOL pour diffuser le contenu de la marque



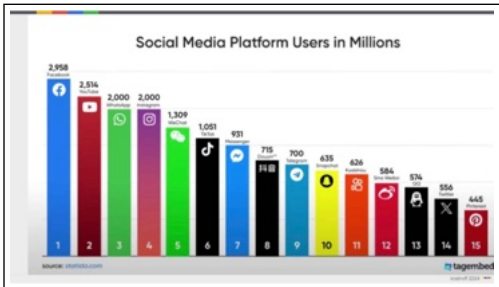
Threads, an Instagram app

4.5 milliards de users
3h / jour
15 milliards de CA
ROI = pub x 10



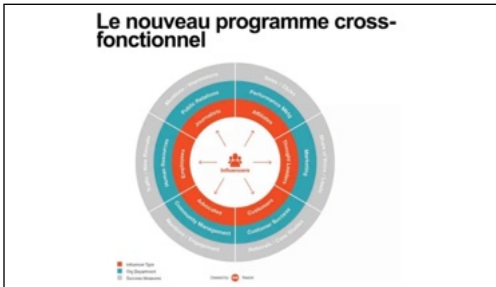
Quelques chiffres extraits de l'étude

- 63 % des 18-24 ans utilisent surnom des créateurs de contenu sur les réseaux sociaux
- En adhésant à ces créateurs de contenu, 51% des sondés cherchent à s'informer et 47 % le font pour s'occuper
- Seuls 21% suivent des stars issues de la télé-réalité, contre 61% qui suivent des créateurs de contenu dont c'est le métier
- 1 Français sur 4 accorde sa confiance à l'avis d'un créateur de contenu au moment d'acheter un produit
- 40% des répondants estiment que seule une minorité de créateurs de contenu mène trop de campagnes



nano : moins de 10k (niche)
micro : 10 à 100k
macro : 100 à 500k
mega : plus de 500k (célébrité)

types d'influenceurs



accord avec la marque
affinité avec la cible
=
engagement
(KPI : impression clic like commentaire action code promo, lien...)

Creator Economy : 1/ Podcast

Podcast = 2004 iPod+Broadcast*
 Natif / Replay / Livre audio
 Paris Podcast Festival

Hot Pod Insider
 NEWS AND ANALYSIS ON THE HOTTEST EVENTS IN AUDIO

Select Newsletter Plan

- Monthly** for \$5.99/mo (after 30-day free trial)
- Annual** for \$59.99/year (after 30-day free trial)
- Corporate** for \$1000+/year

The home for great writers and readers

The subscription network for independent writers and creators

The Creator Lifecycle

The "Creator" Economy

Mass Market: Creator Economy (Authenticity, Transparency, Community), Influence Economy (Authenticity, Transparency, Community)

Individuals: Enthusiasm Economy (Authenticity, Transparency, Community)

Businesses: Expert Economy (Authenticity, Transparency, Community)

Niche Market: (Intersection of Mass Market and Individuals)

Markets : TAM - SAM - SOM

- TAM Total Available Market**
All users interested by your type of offer 100% market share
- SAM Serviceable Available Market**
All users interested by your type of offer that can be served by a company's products or services
- SOM Serviceable Obtainable Market**
All users interested by your type of offer you can realistically address, talk, touch or capture

There are multiple, interconnected and interdependent addressable markets for music creator tools

Conceptual overview addressable markets for music creator tools

The New Creator Economy

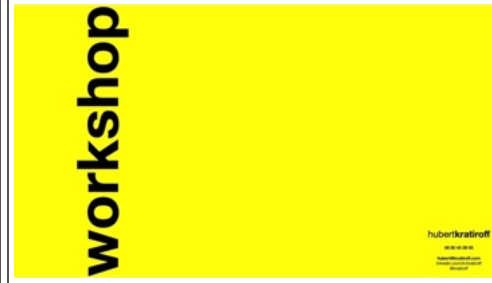
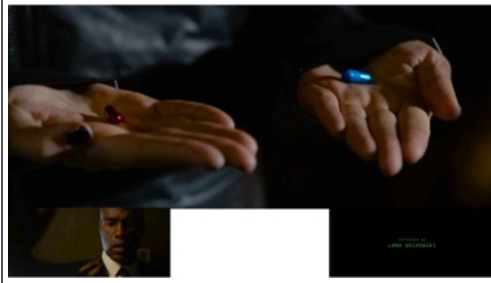
- Ownership:** Blockchain enable creators to truly own their digital content.
- Monetization:** Web3 enables creators to earn their fair share.
- Community:** Fans are rewarded for their community participation.

PINDUODUO E-COMMERCE PLATFORM

GEN#Zendaya

Strategic priority	SEE	THINK	DO	CARE
Priority	4	2	1	3
Revenue Impact	Lowest revenue impact but highest traffic	Medium revenue impact and medium traffic	High revenue impact and high traffic	Lowest revenue impact and lowest traffic
Message(s)	Power your growth with AI	Power your growth with AI	Power your growth with AI	Power your growth with AI
What we want people to think in this phase	AI is the future of everything	AI is the future of everything	AI is the future of everything	AI is the future of everything
AI/ML	Analytics	Targeted messages and email traffic to life	Sales	Retention/Churn
Digital Marketing & Content	"We're excited to bring you AI-powered content recommendations"	"We're excited to bring you AI-powered content recommendations"	"We're excited to bring you AI-powered content recommendations"	"We're excited to bring you AI-powered content recommendations"

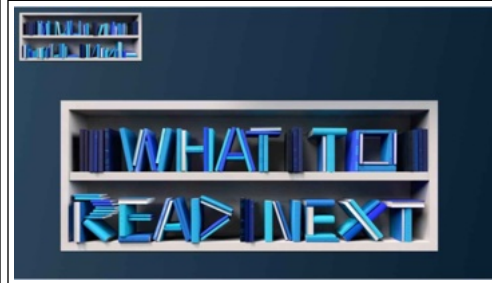
K GEN = BTS + blackpink (Lisa manaban)



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

Qui perturbe les BATXBDH ?

Décrire en quelques mots ou phrases la nouvelle économie...



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