Innovation in times of *accelerating* change
We’re in a time of accelerating change

Business models are rapidly changing as exponential technologies dramatically impact every aspect of business.
Examples of exponential technologies

Computer Processing Power
Moore's Law - Processing power has been doubling every 18-24 months since 1965

Big Data
90% of world's data has been created in the last 2 years showing just how fast we are generating data now.

Internet of Things (IoT)
There are 15 billion devices today. It's expected to be 30+ billion devices by 2020

Artificial Intelligence
AI has beaten the world's best Chess, Jeopardy and Go champions. AI's impact will be faster and deeper than many people realize

Internet Connectivity
1.8 billion connected people today. Expected to be 8 billion by 2025. Bandwidth improvements are also exponential with 5G expected to introduce speeds of 1-10Gbps
Impact of exponential technologies

Changes like this destroy established business models and create massive opportunities for new business models.

In 2001 it cost $100 million to sequence a human genome.

15 years later that price has dropped to a staggering $1,000.

In 2017 there is already a company aiming to provide genome sequencing for just $100.

A business model based on $10m sequencing costs became obsolete in 1 year as costs dropped 10x!
More examples of exponential technologies

**Blockchain**
An immutable, distributed ledger that enables trust without a central authority

**CRISPR**
Permanent gene editing technology

**Virtual Reality**
Immersion in new worlds for instruction, education or entertainment

**CleanTech**
Sustainable energy sources reaching a cost point that is lower than fossil fuels

**Nanotechnology**
New materials and capabilities for manufacturing & medicine

**Autonomous Vehicles**
Self-driving cars, trucks, drones, aircraft, etc.

**Augmented Reality**
Making the invisible visible at just the right time and place
Unprecedented, accelerating change

• Exponential technologies are changing the pace of *everything* (including customer expectations)
• It's not just one technology. There are multiple technology changes happening simultaneously and they often have a multiplying effect when combined.
• This results in a further acceleration of change and a deeper impact across business, society and institutions

• With all this rapid change there is both great turmoil and opportunity
What do we do?

We understand how emerging technologies such as blockchain and artificial intelligence can impact your business.

RESONANZ Lab helps clients benefit from rapid technology changes.

We help clients capture opportunities.

We create innovative solutions that leverage technology to create new sources of value.
How could your business benefit from these emerging technologies?

**Blockchain and smart contracts**
A new paradigm for architecting business and service interactions. An immutable, distributed, transparent ledger that changes the game of trust based services.

**Cryptocurrencies & mobile payments**
Alternative ways in which money can be transacted is enabling a new business models that were previously unfeasible.

**Internet of Things (IoT)**
Devices are getting smarter and more connected. We look at how these new sensors can be used to reprogram business.

**Artificial Intelligence (AI)**
AI is rapidly becoming more accessible and usable. It’s a tool for solving problems with a different kind of brain that can lead to new solutions.

**Big Data**
Data is being generated at an unprecedented rate. This data can often have additional value as everything becomes data driven and digitally connected.
Sometimes a new idea changes everything
Finding that elusive idea

Think of RESONANZ Lab as an incubator or R&D extension that can be switched on whenever you need to explore emerging technologies.

We ideate, prototype and create solutions that allow you to seize opportunities in a changing landscape.

New ideas
RESONANZ Lab brings a fresh perspective and experience with the innovation process

More innovation
Explore the feasibility of multiple paths by prototyping and market testing the strongest ideas

Faster execution
Do more projects in parallel by scaling up resources only when needed

Quality
A Swiss approach to building solutions that are well designed and tested

No fixed costs
Extra R&D without the permanent costs
Innovation Process

Each step has a deliverable which frames and defines the next step

1. Research and Ideation
2. Prototyping, testing and validating selected idea(s)
3. Commercialisation strategy
4. Commercial solution development
5. Launch!
Our Services

Research and Ideation
Investigation, ideation and qualification of solutions to give your organization a compelling edge.

Consulting
We help customers to re-imagine processes and entire business models by leveraging technology in new ways.

Software Development
Our core capability. Everything from rapid prototyping and Minimal Viable Products (MVP) through to complete enterprise platforms.

SaaS Operations
Commercial operational support for Software-as-a-Service (SaaS) platforms including hosting, maintenance and end-user support.
Quality Software Development

The way it’s built matters

- **Architecture**: The architecture greatly influences how scalable and flexible the solution is.
- **Quality Assurance**: We build and test software with a high-quality approach at every step of the process.
- **Code Design**: How the code is written determines quality and maintainability of the software over the long run.
- **Tools and Processes**: We use the latest tools and agile processes to deliver software that can quickly adapt to user feedback.
Putting The Pieces Together

Product Strategy
How does the solution change the game

Adoption Strategy
Strategy for go-to-market or internal adoption

Market Feedback
Incorporating feedback to adjust the flight path

Solution Design
Designing effective and scalable solutions that can evolve with changing business needs

Development
Developing solutions that delight users and work every time

Operations and Support
Maintaining and supporting the solution to ensure a smooth flight
Expand Your Innovation Pipeline

Explore multiple ideas and stay ahead

Go further
Launch more
Innovate faster
Kilimo Salama uses mobile technology to provide weather insurance to smallholder farmers. Smallholder farmers were previously excluded from insurance due to the traditionally high costs of processing policies in rural areas. Innovative use of Mobile technology enabled a completely different business model to be used and opened up a new market while helping farmers to reduce their individual risks.

Watch video: [https://goo.gl/wJCsXd](https://goo.gl/wJCsXd)

Watch video: [https://goo.gl/HAKKPL](https://goo.gl/HAKKPL)
Case Study 1: Kilimo Salama

Award winning weather micro-insurance solution for farmers in Africa

Highlights

• Won the Financial Times award for *Technology in Sustainable Finance*
• Has become the largest micro-insurance scheme in Africa
• Co-created a patent on the technology and business model for our client
• Various articles and books have written about Kilimo Salama as an innovative example of how to solve the last-mile issues that often thwart micro-insurance programs
Case Study 2: Farmforce

Software-as-a-Service (SaaS) platform for farmers around the globe

Farmforce solves the problem of managing thousands of distributed farmers. It is used by companies running out-grower schemes, exporters, NGO’s and farming cooperatives. Farmforce is able to work offline in rural areas with low bandwidth. The solution helps to ensure compliance with food safety standards while greatly reducing the costs of management and auditing.
Case Study 2: Farmforce

Software-as-a-Service (SaaS) platform for farmers around the globe

Highlights

• Increases transparency, traceability and compliance with food safety standards
• Helps smallholder farmers in developing countries gain access to formal markets
• Prevents loss by alerting farmers whenever actions threaten compliance
• Greatly reduces auditing time
• Platform available in 6 languages and is being used in 17 countries
• More info available at www.farmforce.com

Watch Video: https://goo.gl/aZSm5c
We’ve been fortunate to work with some of the leading companies in Switzerland.
What Our Customers Say

“ We have been working with RESONANZ Lab for many years and they have proven to be a highly innovative, professional and dependable partner. ”
Dr. Marco Ferroni
Executive Director – SFSA

“ OneAcre has discovered a uniquely talented innovation partner in RESONANZ Lab. Their approach and professional service is delivering to us a world class service which has given us a national competitive edge and stretched forward our vision by opening up a new world of possibilities. ”
Herbert Mudzamba
Founder / Director, OneAcre Zimbabwe

“ RESONANZ Lab have a unique ability to spot emerging trends, propose exciting ideas and then execute flawlessly. ”
Michael Robinson
Chief Science Advisor – SFSA
Management

ERIC SEURET
Founder / CEO

Designs creative solutions around technology, emerging trends and business model innovation

B.Eng, E.MBA (INSEAD)
PMP, CISSP

ANDRES MEYER
CTO

Architects scalable, flexible, cutting-edge solutions that can adapt to evolving business needs

Dipl. Ing. Sys. Com. EPFL
Our Company

- RESONANZ Lab is part of RESONANZ Group which was founded in 1997 in Zurich
- We have a 20 year history of developing innovative and award winning solutions for clients

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Ready to launch something new?

Thank you!