

# MOBILE INNOVATIONS FOR BUSINESS

By PHILIP DIMITROV



# WHO AM I?!



Team  
Commander



Mobile  
Technologist



Co-founder of  
Tumba Solutions



IoT  
Enthusiast



Customer  
Whisperer

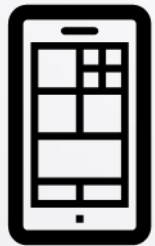


Escape Room  
Mentalist



# WHAT ABOUT US?

- Boutique software development company
- Domains: News Publishing & Sport Industries
- Cutting Edge Technologies



Mobile & Web  
Apps



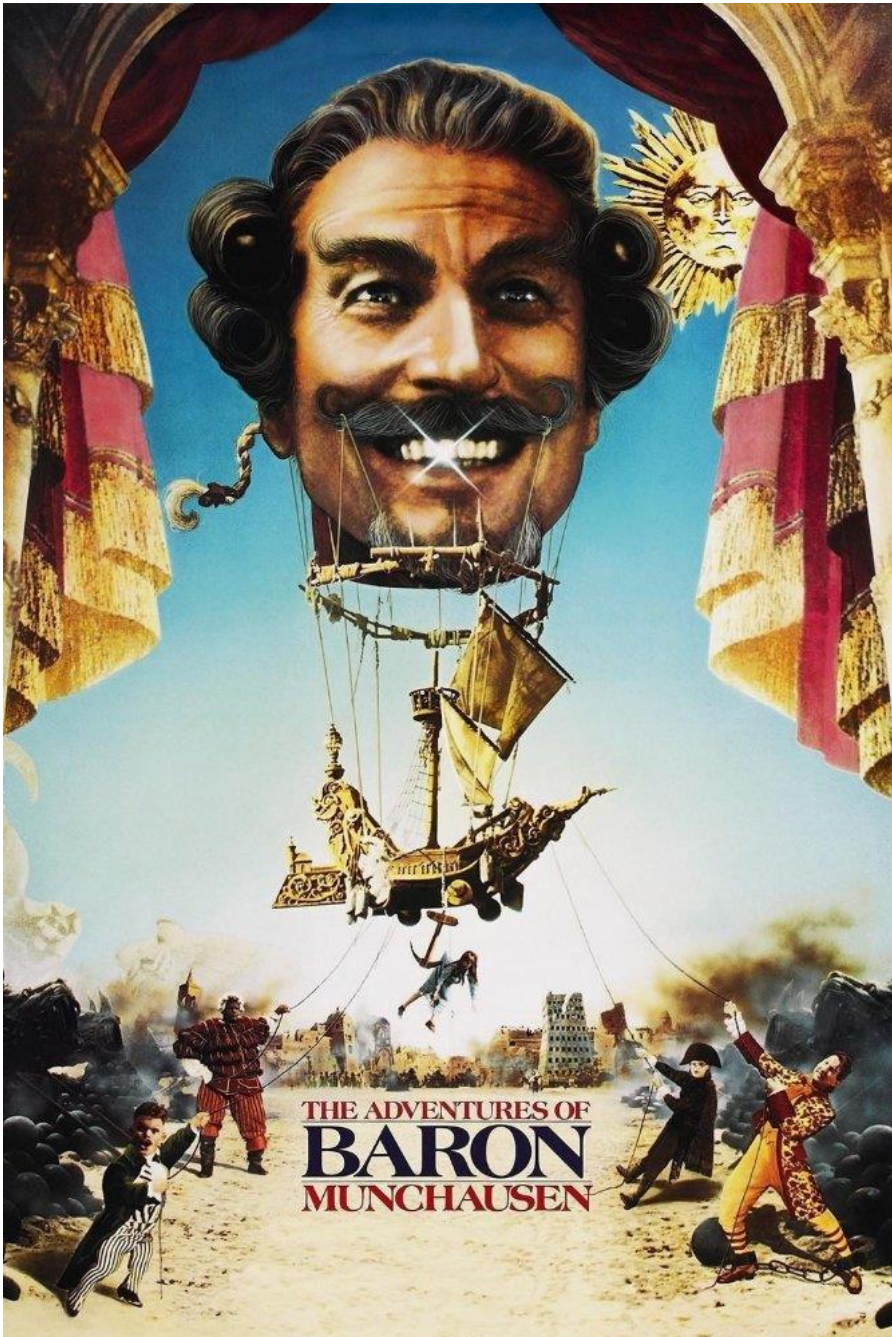
Complete Software  
Solutions



The A-Team

# WHAT ABOUT US?





# Adventures of Baron Munchausen

Focuses on his impossible achievements as a sportsman, soldier, and traveler:

- riding on a cannonball
- fighting a forty-foot crocodile
- travelling to the Moon

# Innovative mindset

## Make meaning and value for the society

The money will follow

Aim to change the world\*

*\*or at least large group*

A decorative graphic at the bottom of the slide consisting of several overlapping, stylized mountain peaks in various shades of teal and green. The central peak is the tallest and has a white snow-capped top.

# Innovative mindset

**Be courageous**

Make outstanding content or features

Do not make a product *just* slightly better

Make a jump



# Innovative mindset

How do you define yourself

Not as what you do

But as the benefits you provide





# Innovative mindset

## Experiment

R&D -> scrap ... -> RC -> scrap

Once released it is already old

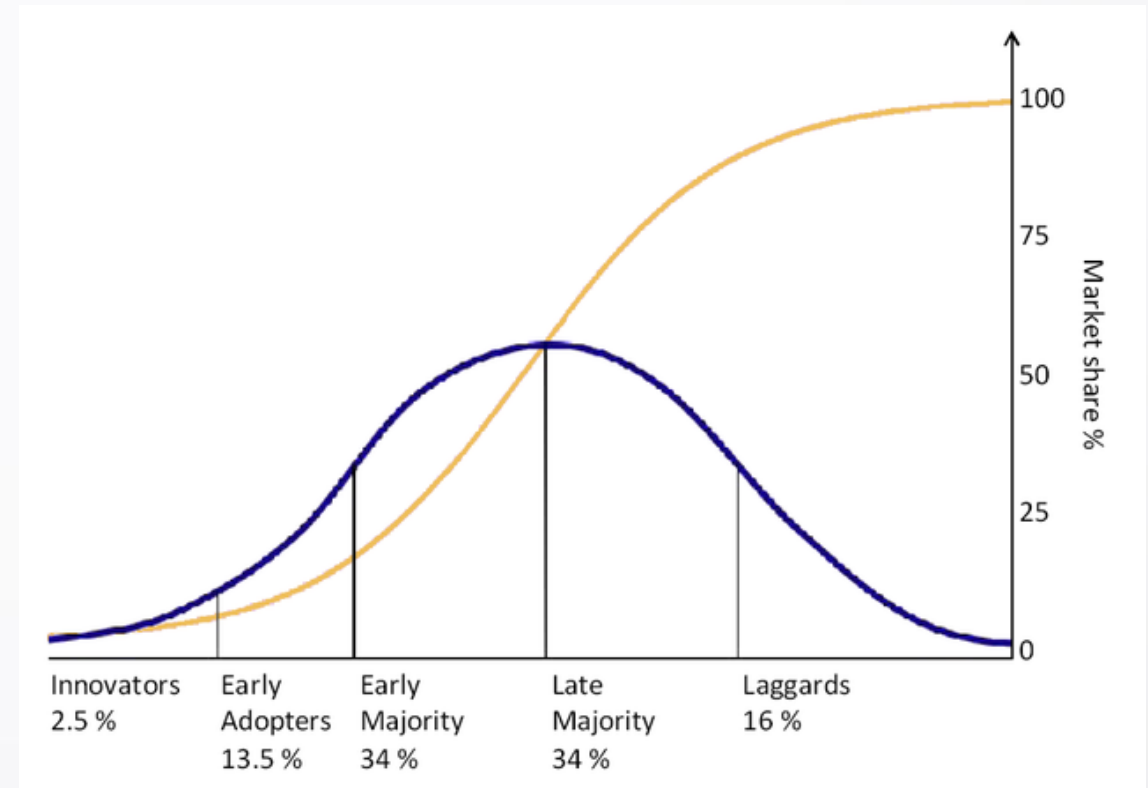


# Innovative mindset

Give it time to blossom

No short-term KPIs

5 Customer segments



# Mobile Innovations

Location Based Services

Camera

Sensors

Connectivity

Others

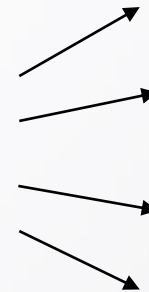
Apps and Services

Fit Services

Augmented Reality

Mobile Payments

APIs



Artificial Intelligence



# Mobile Innovations

## Myths

Innovation stands for ideas nobody had before

Big success requires big resources

Innovation breakthrough is always based on technologies

# Mobile Innovations

**Uber** – the world’s largest taxi company, owns no vehicles

**Facebook** – the world’s most popular media owner, created no content

**Airbnb** – the world’s largest accommodation provider, owns no real estate



# Mobile Innovations

**Uber** = Car + User + Mobile[LSB, Mobile Payment API]

+ + Spotify => personal radio in taxi

**AI** = no driver

(or VR = home driver)

*+ (VR passenger) = world's largest taxi simulator multiplayer experience*

# Mobile Innovations

**Event Platform = SwarmApp + Mobile[LSB, sensors]**

=> business connections & networking

**+ AI = recommended introductions**



# Trends

Automobile

Internet Of Things

Artificial Intelligence

Virtual Reality





# Be open minded

**1903:** *“The horse is here to stay but the automobile is only a novelty — a fad.”*

president of the Michigan Savings Bank advising Henry Ford’s lawyer not to invest in the Ford Motor Company.



# Be open minded

**1946:** *"Television won't be able to hold on to any market it captures after the first six months. People will soon get tired of staring at a plywood box every night."*

Darryl Zanuck, 20th Century Fox.

A decorative graphic at the bottom of the slide consisting of several overlapping, stylized mountain peaks in various shades of teal and light green.

# Be open minded

**2006:** *"Everyone's always asking me when Apple will come out with a cell phone. My answer is, 'Probably never.'"*

David Pogue, The New York Times.



Thank you!

