



**INSTITUTE
OF NEXT**
Barcelona

Instituteofnext.com

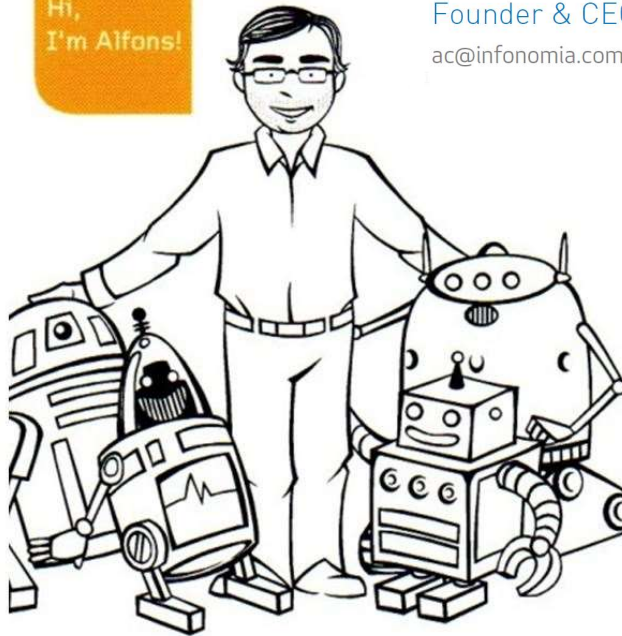




Alfons Cornella

Founder & CEO

ac@infonomia.com



1995



2020





**INSTITUTE
OF NEXT**
BY INFONOMIA

NEW CHINA SERVICES ACADEMY HOW WE DO BOOKS OTHERS ☎ +34 639781482



**A growing complexity
around us**

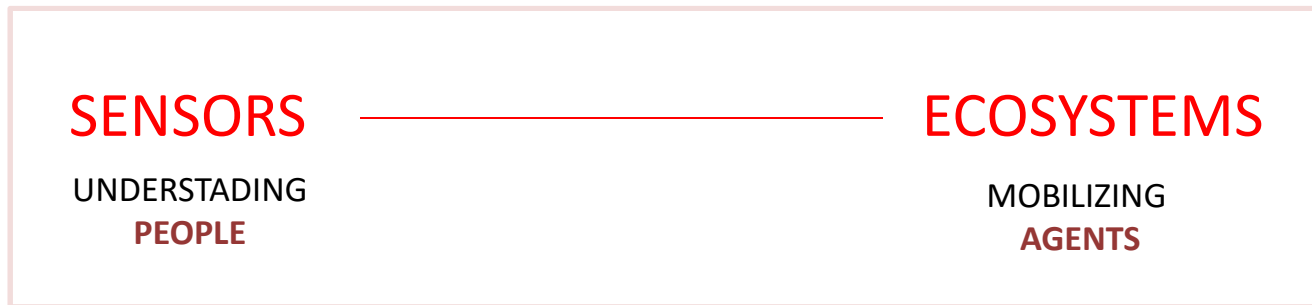
The next YOU

**Towards
the next version
of your company**

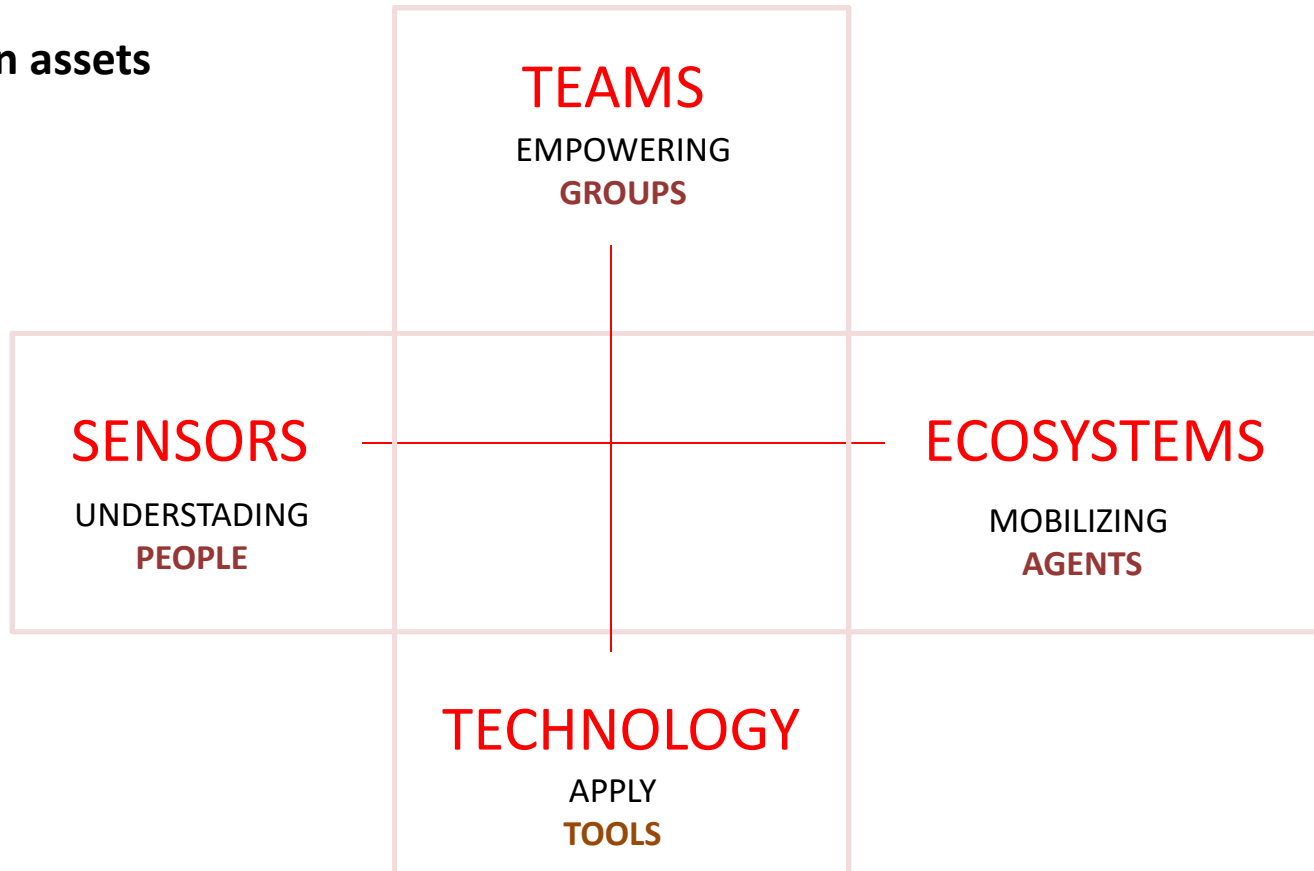
Four main assets



Four main assets

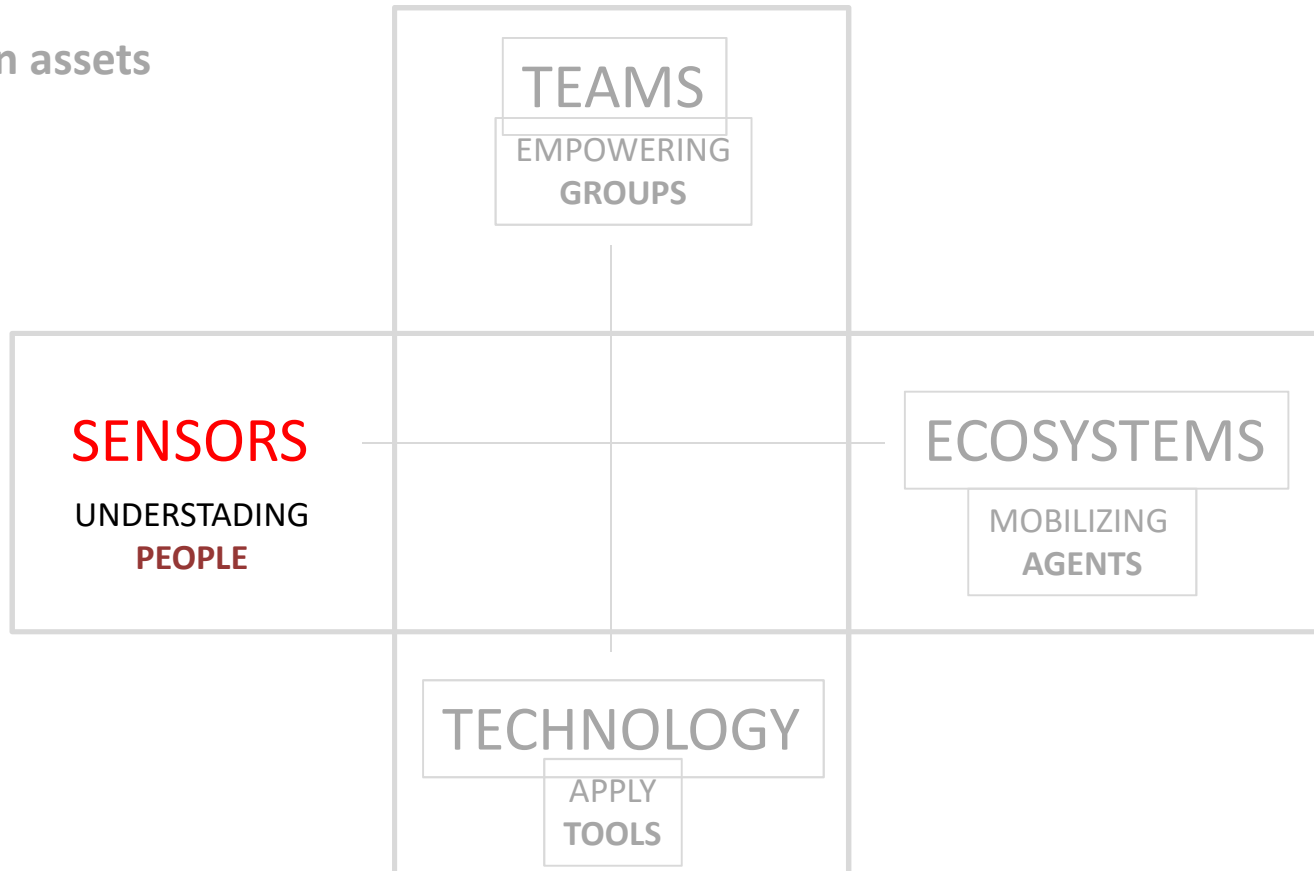


Four main assets



SENSORS

Four main assets



DATA HARVESTING

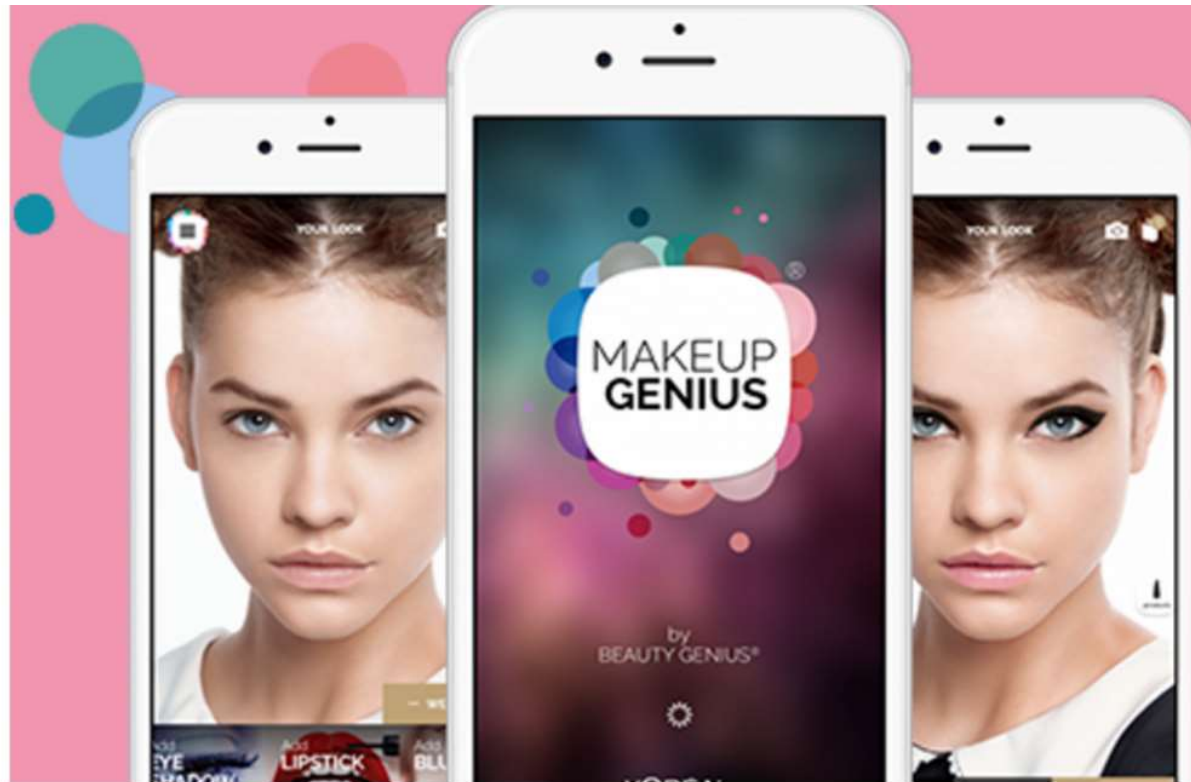


Roomba maker may share maps of users' homes with Google, Amazon or Apple

iRobot's chief executive says company could share or sell maps of robot vacuum users' homes to US tech firms as part of smart home and profit push



i iRobot's Roomba robotic vacuum cleaners could soon be sharing the maps of users' homes they make as they clean with Amazon, Apple or Google, among others. Photograph: Reuters



POPULAR: Let This Algorithm Mix Your Makeup Perfectly

A new scanner can analyze skin tone and prepare a one-of-a-kind blend for each person

psfk.com



meet ella the jellyfish!



The first and only skill for Amazon Alexa designed for families affected by Lennox-Gastaut syndrome (LGS). Here you'll find information on what this skill can do, and how you and your child can play with it.

let's get started



us.eisai.com

Data-centric architecture

A model for embracing the machine age


By taking a data-centric approach and building their IT systems around the concept of data-centric architecture, companies such as Netflix and Google have gained a very real and seemingly unreachable status as digital disruptors. This whitepaper explains why incumbents must rethink their entire IT infrastructure and adopt a data-centric approach of disruptors in order to compete.

[GET THE WHITEPAPER](#)

stratio.com

ACTIVE LISTENING





Listen ▾

relevance°

We put the consumer's voice in the center of a customer/brand relationship analysis. We listen attentively to what moves them and what is important to them.

relevance.pro



Product Innovation Reimagined

Consumer needs are changing fast.
Can your insights match up?

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[TRY A DEMO](#)



aipalette.com

CO-CREATION





↓ BACK STAGE

Mango convierte al cliente en diseñador y ensaya la cocreación

Los seguidores de Instagram de la compañía de distribución de moda seleccionarán a través de la red social qué diseños estarán disponibles en las tiendas en la próxima temporada.

11 NOV 2019 — 19:00

MODAES

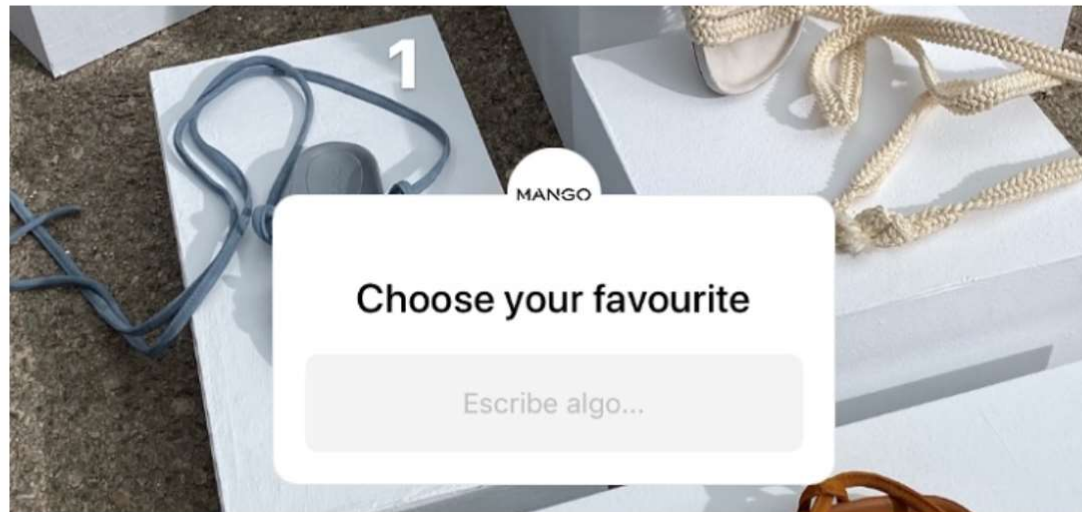
TEMAS RELACIONADOS

→ **Mango**

COMPARTIR



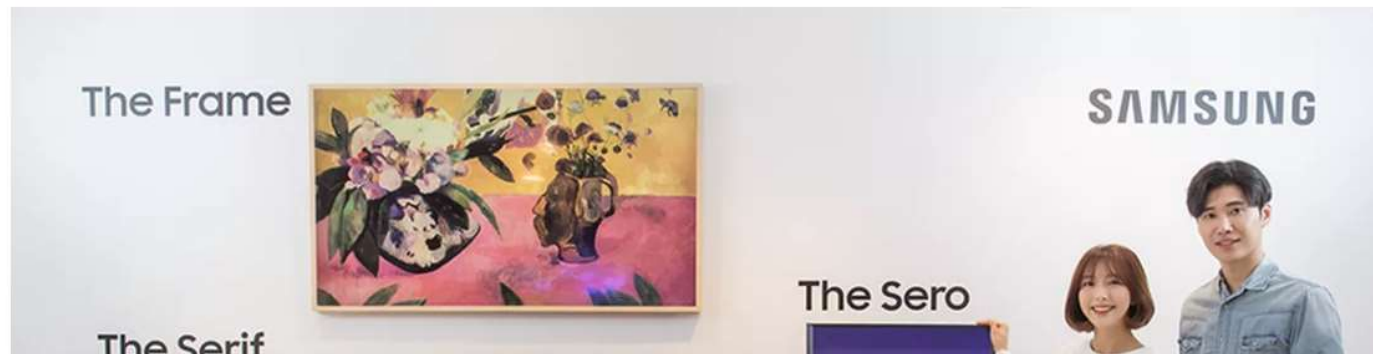
ME INTERESA



<https://www.modaes.es/back-stage/mango-convierte-al-cliente-en-disenador-y-ensaya-la-cocreacion.html>

ACTIVE INTERPRETATION





TECH / SAMSUNG / CIRCUIT BREAKER

Samsung thinks millennials want vertical TVs

And Samsung might be right

By [Vlad Savov](#) | [@vladsavov](#) | Apr 29, 2019, 8:28am EDT



Photo: Samsung



Rent collective

Pricey housing markets mean co-living buildings are on the rise

Co-living is for hipsters not hippies





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ineditbarcelona.com



TRY - ITERATE





50 % visitors
see variation A



Variation A



23%
conversion



50 % visitors
see variation B



Variation B



11%
conversion

vwo.com/ab-testing/





jawbone.com/up





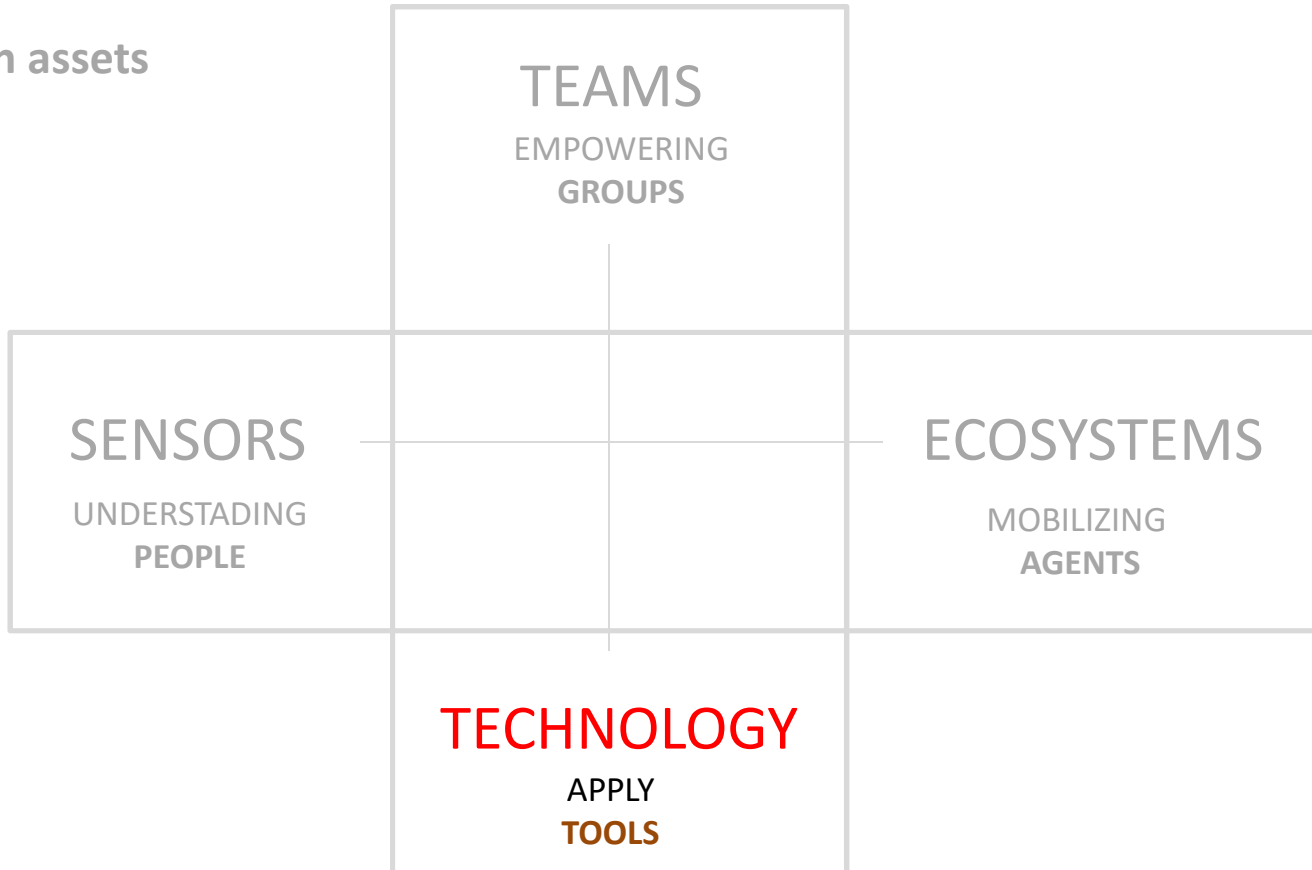
**How 3 Million Hours Of User-
Testing Fixed The Jawbone Up**



**WHICH ARE
OUR SENSORS?**

TECHNOLOGY

Four main assets



PRODUCTIVITY



[Inicio](#)[FAQs](#)[Precios](#)[Compañía](#)[Login](#)[PRUÉBALO AHORA!](#)

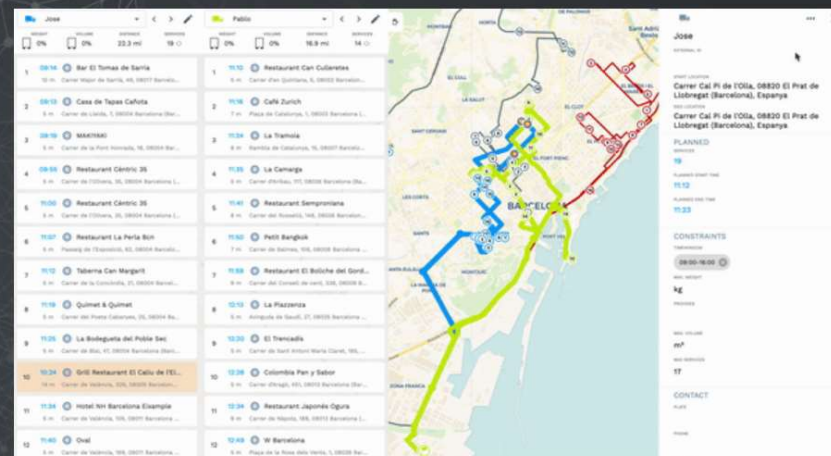
Despídete de la planificación de rutas del pasado

Highway es la nueva herramienta de optimización logística última milla. Deja de planificar rutas durante horas y simplemente dedícate a supervisarlas en segundos. Vuelve a ser el héroe de tu organización.

[Empieza la experiencia](#)

Prueba Highway de forma gratuita
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EFFICIENCY



Build Your Machine Today. Receive It Tomorrow.

Build your machine online.
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Welcome to the future of machine design.

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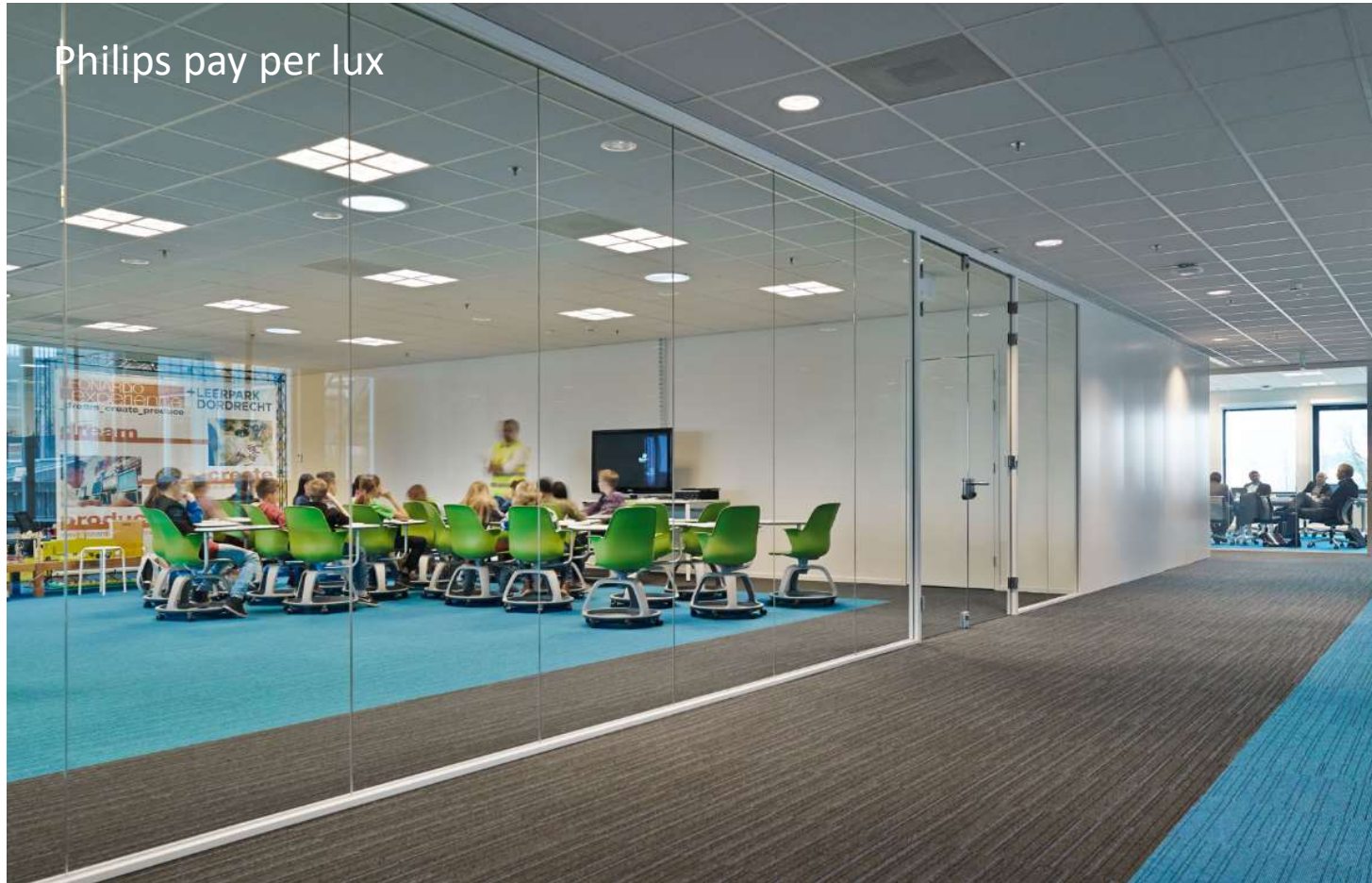
vention.io

SERVITIZATION





Philips pay per lux



Philips.com

KEY FIGURES

**Michelin
currently
manages the
tires on over
300,000**

trucks and utility
vehicles in 24
countries around the
world.

Rather than
charging customers
for tires, why not
manage their tires
and charge them
this service? We now
offer that option.

Kilometers driven,
number of landings
for airlines, tones
transported by
mining sector
customers.

Michelin.com

TRANSFORMATION



Technologies Driving Business

How will you adapt your strategy and your workforce when unprovoked changes upend your business and your market?

June 8-10, 2020

Virtual conference hosted by MIT Technology Review



Insurers turn to artificial intelligence in war on fraud

Machine learning is helping the insurance industry flag suspicious claims—and even crawl through social media accounts to find fraud.



[fastcompany.com](https://www.fastcompany.com)





HP.com

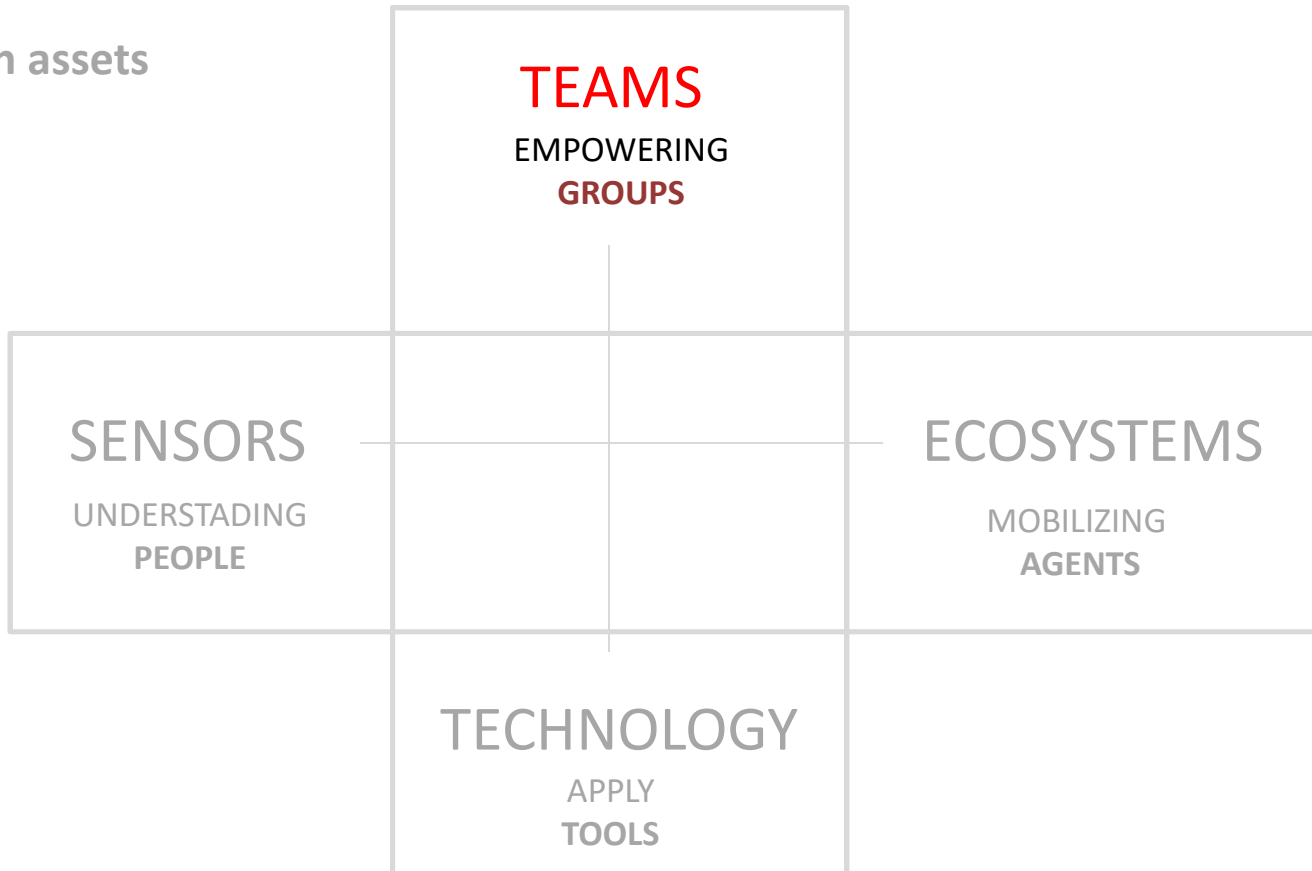




HOW DO WE DETECT DRIVER TECHNOLOGIES?

TEAMS

Four main assets



COORDINATION





¿QUÉ ES TWEEM? FUNCIONALIDADES TELETRABAJO TARIFAS BLOG ACCEDER EMPIEZA GRATIS

El software de RRHH multidispositivo que necesita tu equipo

EMPIEZA GRATIS

AYUDA PYMES COVID-19
3 meses gratis hasta 50
trabajadores

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¿Qué es tweem?

- Software de RRHH para mejorar la productividad en la gestión de tus empleados.
- Los empleados pueden acceder desde Pc, smartphone (iOS y Android), tablet o kiosk.
- Panel de administración web completo, fácil e intuitivo.
- tweem se integra con los sistemas de gestión de tu empresa.

tweem.com

Where teams get work done

monday.com is the Work OS that powers teams to run processes, projects and everyday work their way.

[Get Started >](#)


Team projects

This month

	Owner	Timeline	Status	Due date
Finalize kickoff materials		<div><div></div></div>	Done	Oct 12
Approve budget		<div><div></div></div>	Working on it	Oct 5
A/B test launch		<div><div></div></div>	Stuck	Oct 1

Last month

	Owner	Timeline	Status	Due date
Get offers from vendors		<div><div></div></div>	Done	Sep 22
Timeline approval		<div><div></div></div>	Done	Sep 22
Review workload reports		<div><div></div></div>	Done	Sep 22

Project Plan

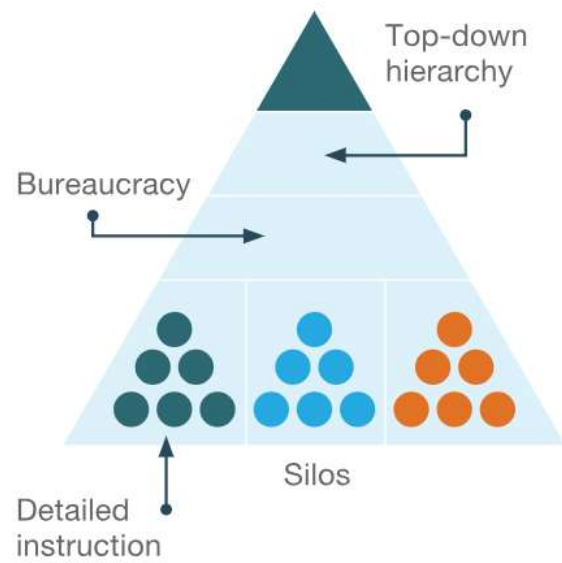


monday.com

AGILITY



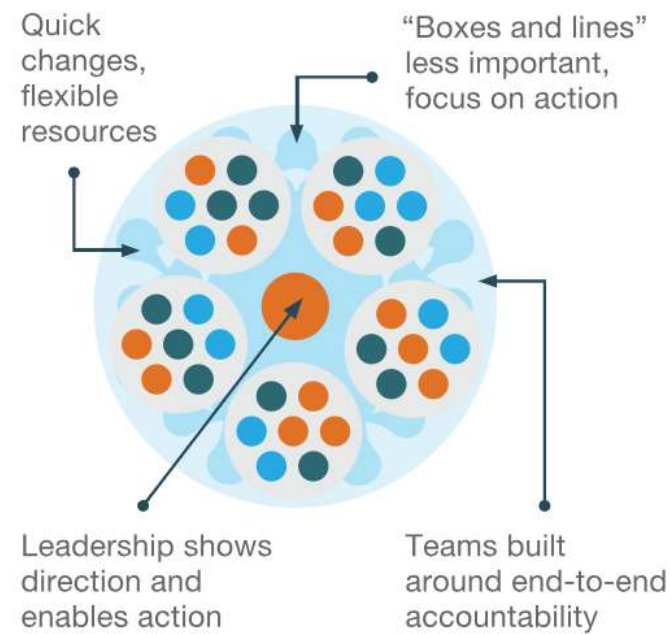
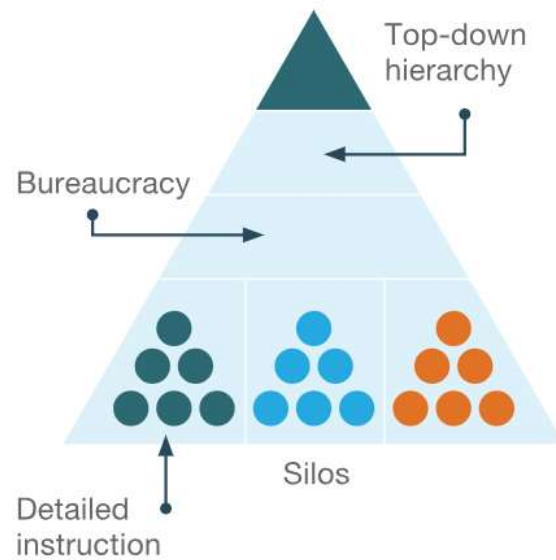
From organizations
as “machines” ...



McKinsey&Company

From organizations
as “machines” ...

... to organizations
as “organisms”



McKinsey&Company

McKinsey Quarterly

How the British Army's operations went agile

October 2019 | Interview

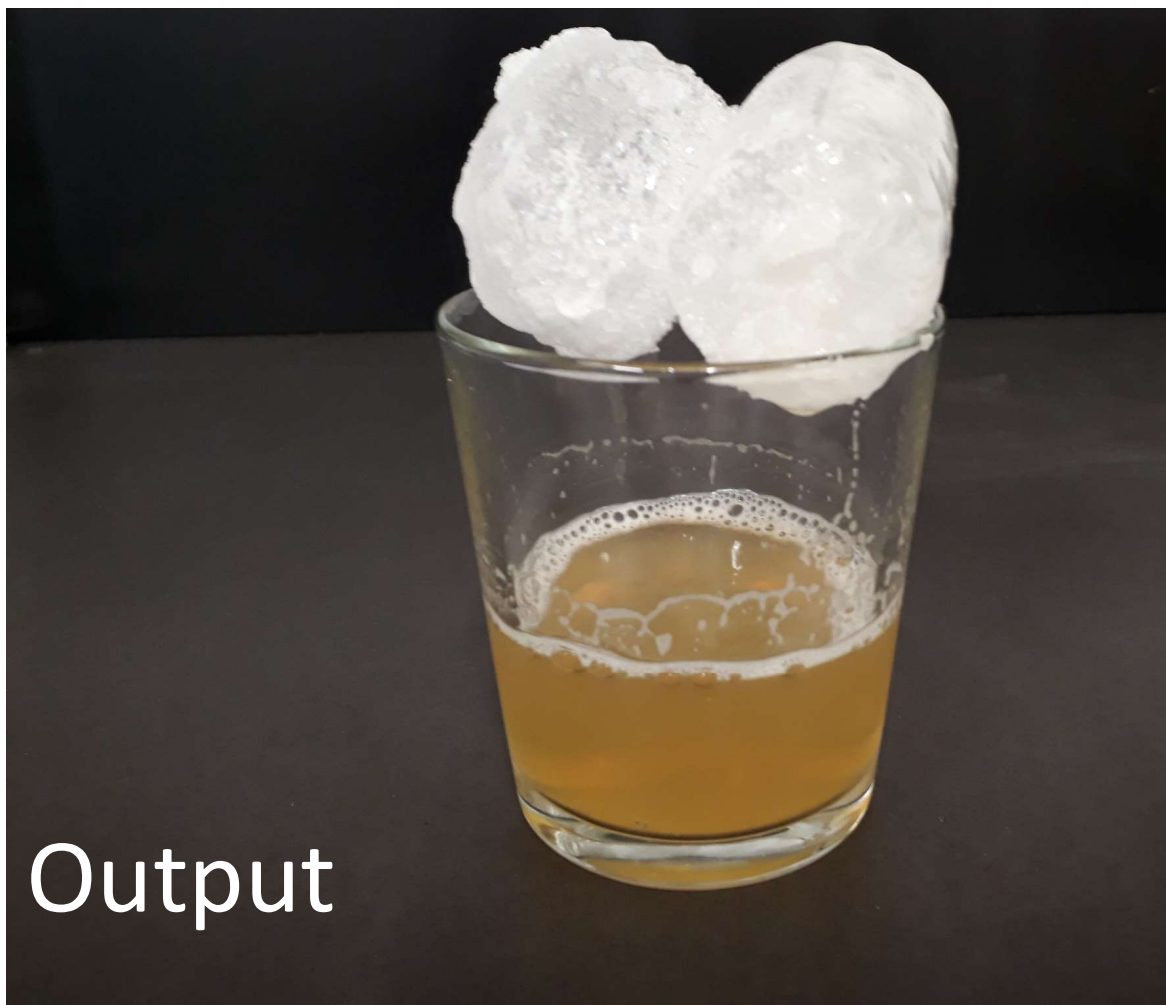


Military commanders have had to change the way they operate in the field. Corporate executives should take note.



OUTCOME-oriented





Output



Outcome



TALENT





The roles that create the most value in your organization may not be at the top.
Getting the right people in these critical seats can turbocharge performance.



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UNCOVER HUMAN POTENTIAL

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Candidate	Star Performer	Job Title	Location	Match
Tiffany Gibson	★	Line Producer	Englewood, CO	100%
Nichole Richards	★	Executive Producer	Denver, CO	92%
Klaes Anderson	★	Executive Producer	Boulder, CO	88%
James Roman	★	Producer	Englewood, CO	73%
Nadi Hebert	★	Producer	Boulder, CO	62%

nexusai.com

SYSTEMATIC INNOVATION





kickbox.adobe.com

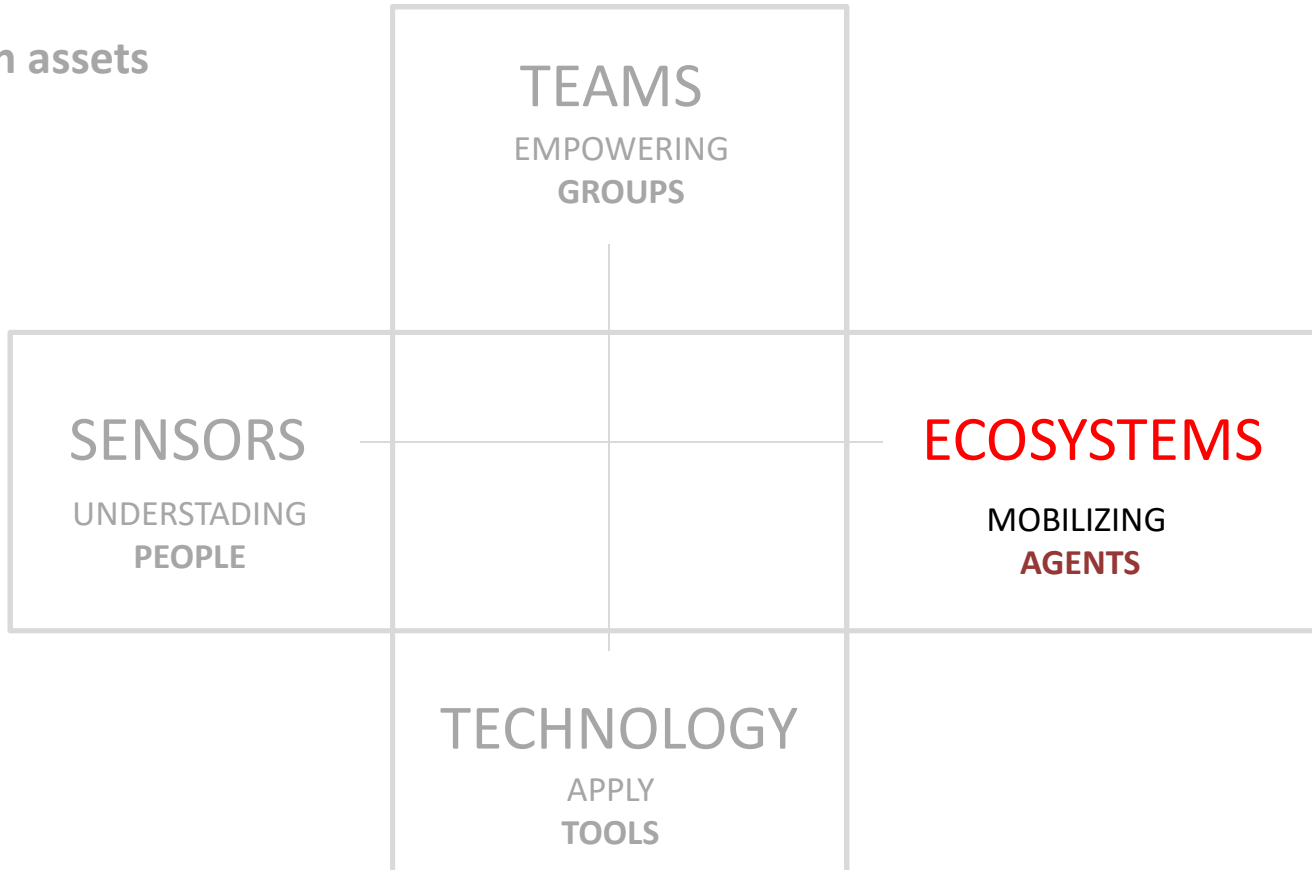




**HOW DO WE EMPOWER
OUR TEAMS?**

ECOSYSTEMS

Four main assets



SUPPLY CHAINS





© picture-alliance/dpa/P. Pleul





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warehouseexchange.com



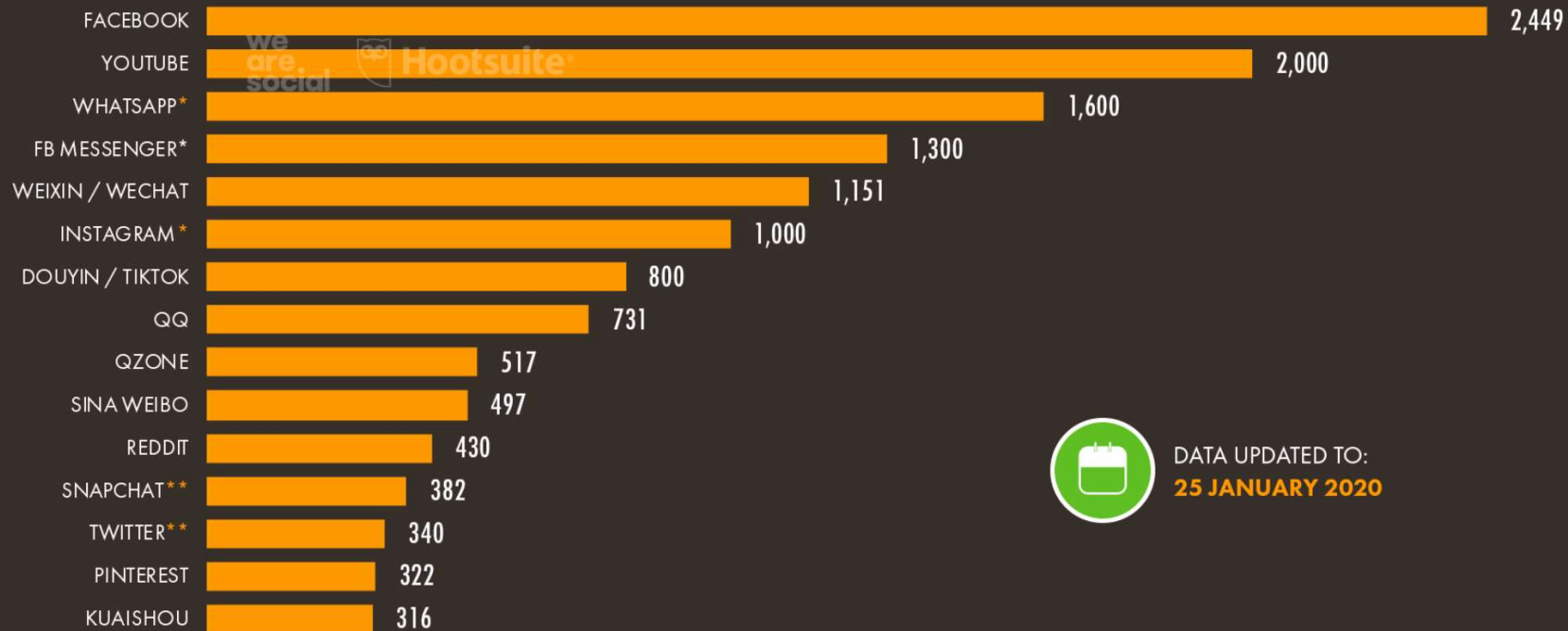
DIGITAL ECOSYSTEM



**JAN
2020**

THE WORLD'S MOST-USED SOCIAL PLATFORMS

BASED ON MONTHLY ACTIVE USERS, ACTIVE USER ACCOUNTS, ADVERTISING AUDIENCES, OR UNIQUE MONTHLY VISITORS (IN MILLIONS)



<https://wearesocial-net.s3.amazonaws.com/uk/wp-content/uploads/sites/2/2020/01/11-Social-Platform-Ranking-%E2%80%93-DataReportal-Digital-2020-Global-Digital-Overview-Slide-95.png>

Top 10 US Companies*, Ranked by Retail Ecommerce Sales Share, 2018

% of US retail ecommerce sales

1. Amazon

49.1%

2. eBay

6.6%

3. Apple

3.9%

4. Walmart

3.7%

5. The Home Depot

1.5%

6. Best Buy

1.3%

7. Qurate Retail Group**

1.2%

8. Macy's

1.2%

9. Costco

1.2%

10. Wayfair

1.1%

<https://www.emarketer.com/content/amazon-now-has-nearly-50-of-us-ecommerce-market>

VALUE COMBINATION



06.13.17 | 1:00 PM

Hold on to your meatballs: Ikea is now available on Amazon

Cue movie trailer voice Imagine a world where you could purchase an Ikea bookcase, lightbulb, or even their trademark blue bags without ever stepping foot in an actual Ikea. Well, that world is here: **Ikea products are now available on Amazon.**



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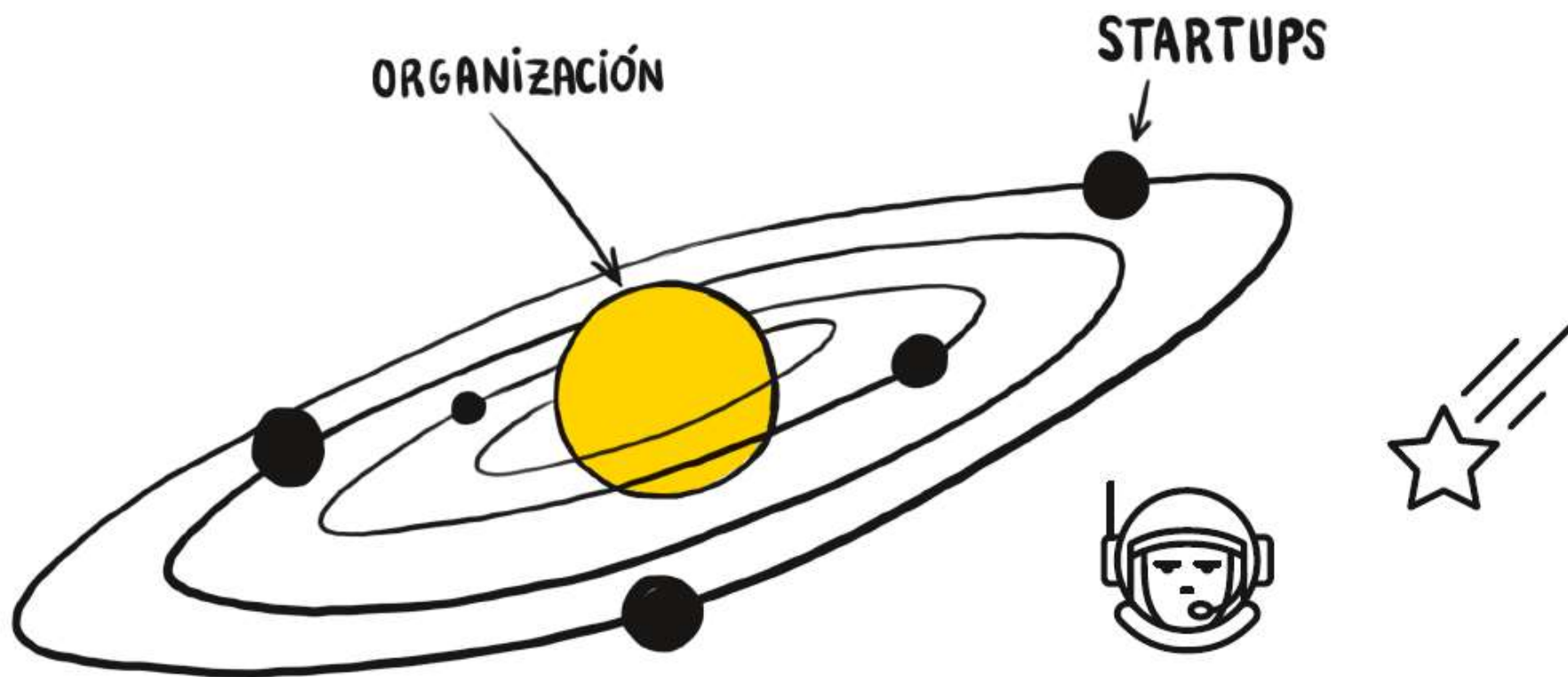


mi.com

After investing in 270 startups, Xiaomi sets up an investment company

The smartphone maker has backed numerous IoT companies.





OUR ECOSYSTEM





Haier

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Innovation Platform

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About HOPE

HOPE (Haier Open Partnership Ecosystem) was founded in 2009. As a core innovation team of Haier appliances group, we have active programs of outreach to the broader innovation community so that the brightest minds across all fields can see the areas that Haier is pursuing, and recommend solutions, contacts, or resources to fulfill these needs.

[Read more](#)

hope.haier.com





Innovation Partner community

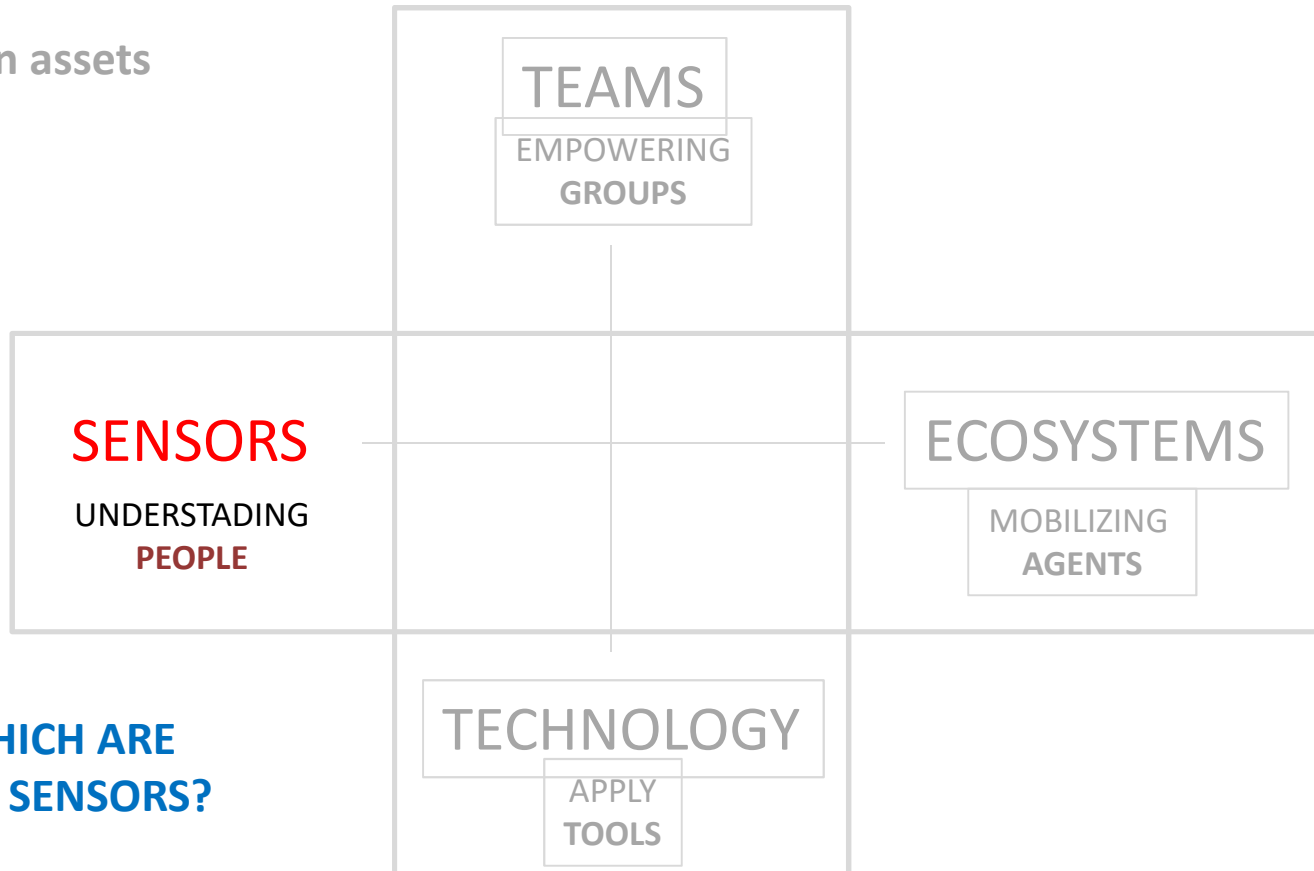
Join 8000+ Global Innovator Community, Share, Make Coolest Innovation

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**WHO IS
IN OUR ECOSYSTEM?**

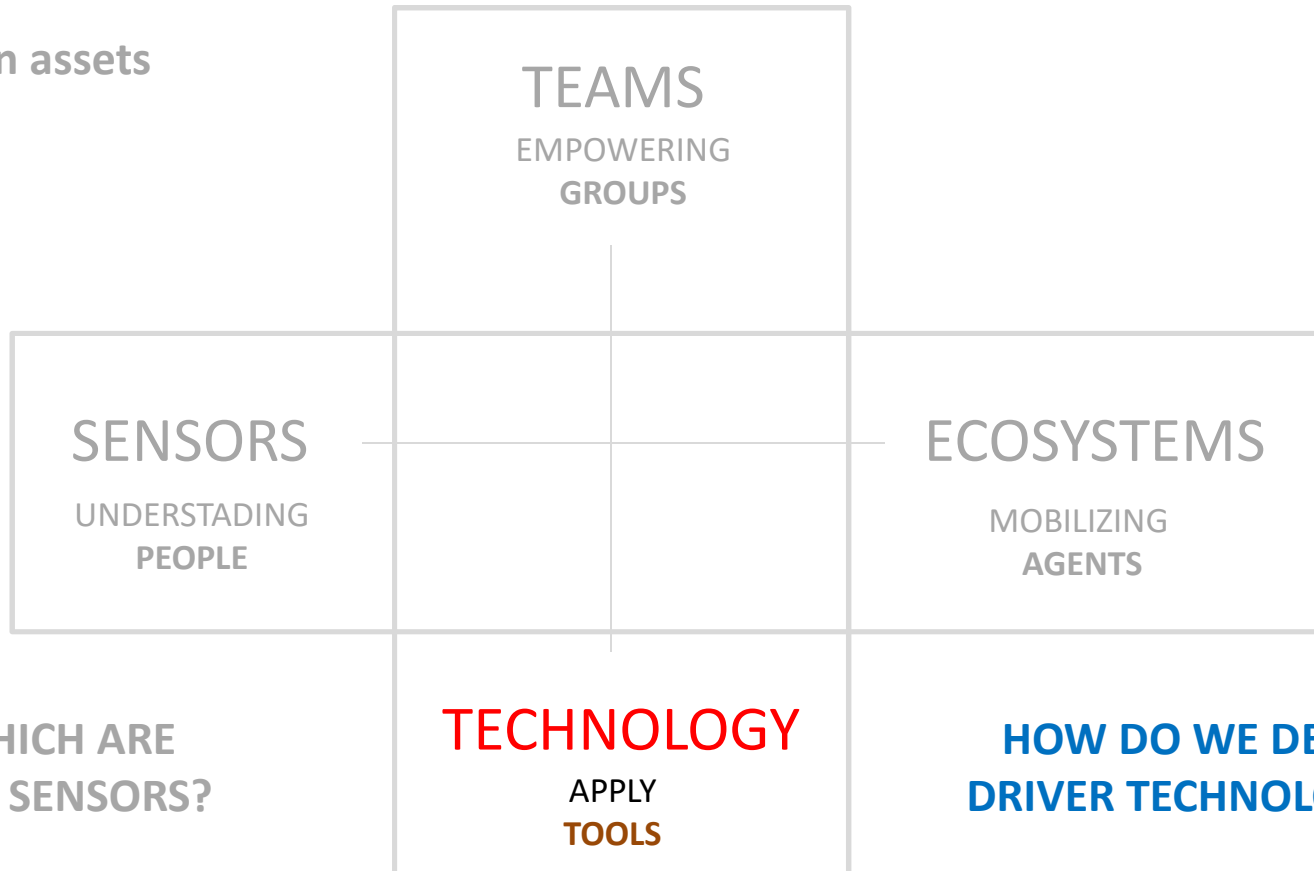
Four main assets



WHICH ARE
OUR SENSORS?



Four main assets



WHICH ARE
OUR SENSORS?

HOW DO WE DETECT
DRIVER TECHNOLOGIES?



HOW DO WE EMPOWER
OUR TEAMS?

TEAMS
EMPOWERING
GROUPS

SENSORS
UNDERSTANDING
PEOPLE

ECOSYSTEMS
MOBILIZING
AGENTS

WHICH ARE
OUR SENSORS?

TECHNOLOGY
APPLY
TOOLS

HOW DO WE DETECT
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**HOW DO WE DETECT
DRIVER TECHNOLOGIES?**



**Towards
the next version
of your company**

AHEAD

A partnership consultancy by Next, Crea & Firma

Contact us

aheadcorp.co

When uncertainty defines the new normal, building the next version of you becomes critical.

aheadcorp.co



At your service



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