

VisionMobile executive seminar

# Mobile Innovation Economics

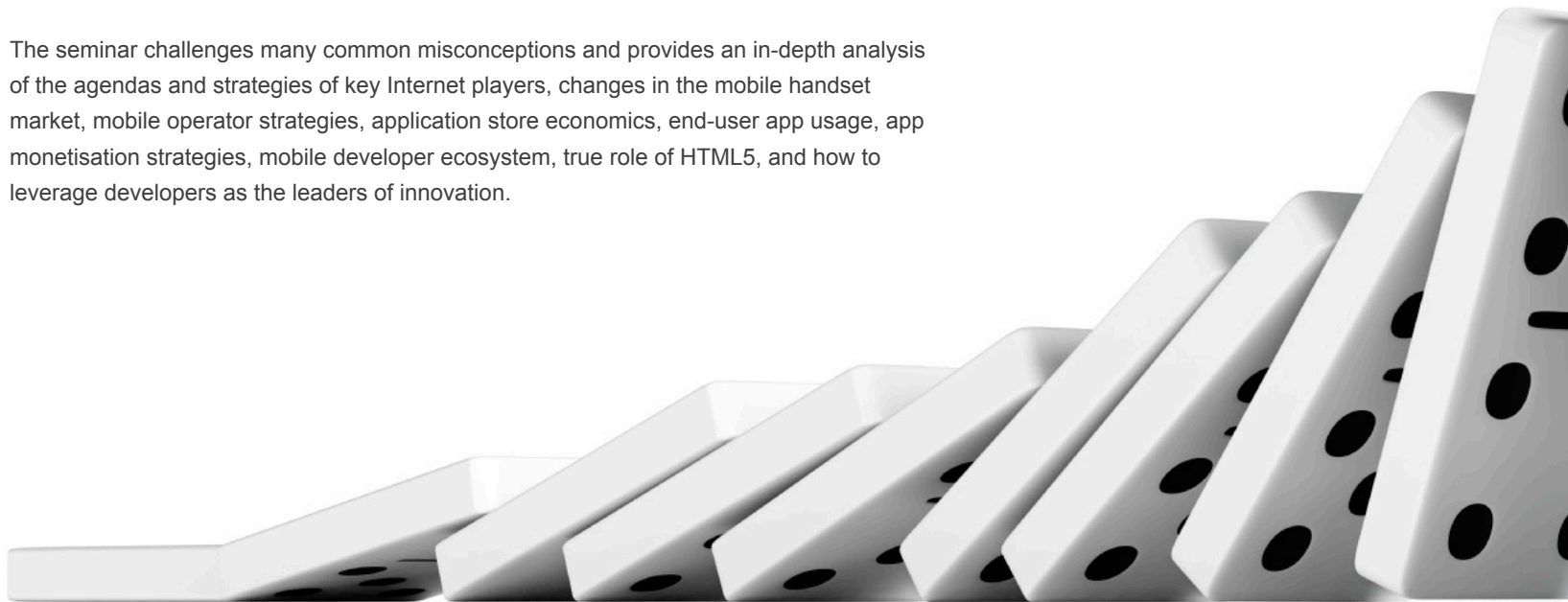
how software is disrupting the telecom value-chain

# Do you know the new rules of software innovation?

“Mobile Innovation Economics” is an executive seminar that delivers a 360° view on how the telecoms industry is being disrupted by over-the-top players and software economics.

Aimed at director-level executives, this seminar combines executive training with interactive group sessions and brainstorming. “Mobile Innovation Economics” provides an in-depth analysis of software economics, from the value chain evolution to the agendas and strategies of Apple, Google, Facebook, Amazon, the mobile app ecosystem, operator strategies, developer economics, the impact of HTML5 and openness as a business strategy

The seminar challenges many common misconceptions and provides an in-depth analysis of the agendas and strategies of key Internet players, changes in the mobile handset market, mobile operator strategies, application store economics, end-user app usage, app monetisation strategies, mobile developer ecosystem, true role of HTML5, and how to leverage developers as the leaders of innovation.



# Seminar at a glance

- **Mobile ecosystem trends**  
key players and competitive dynamics between telecom and OTT players
- **Winners and losers in the handset value chain**  
impact on handset market and handset software economics
- **The clash of Internet and telco business models**  
understanding the strategies of Google, Apple, Facebook and Amazon
- **The Android economics**  
how Google really runs the show
- **Smartphone platform competitive landscape**  
agendas and comparative analysis of key mobile software platforms
- **App store economics**  
the true role of app stores, key ingredients, competences, and winning strategies
- **The app phenomenon**  
key facts and facets of the app economy and how apps change user behaviour
- **App developer ecosystem**  
developer segmentation, motivations, monetisation and key pain points
- **HTML5 and the true impact of web apps**  
the impact of web technologies and HTML5 to the mobile industry
- **Openness as a business strategy**  
closed as the new open, pros and cons of open vs. closed strategies
- **Telco strategies in the OTT age**  
from competing to over-the-top strategies



## Seminar formats

Our executive seminars are delivered in the form of on-site workshops for senior management.

1. Full course duration: 2 days
2. Crash course version for board-level management: 3 - 4 hours
3. Tailored workshop combining client-specific research with custom workshop program

Minimum 10 attendees

# Course Leads



## Andreas Constantinou, Ph.D.

Andreas Constantinou, Ph.D. As Founder and Research Director, Andreas oversees the research and strategy projects at VisionMobile. He has ten years experience in mobile having led strategy projects for brand-name clients across the industry, including Nokia, RIM, Telenor, Telefonica, Vodafone, Microsoft, Qualcomm, Gemalto and Tieto. Andreas is also an Adjunct Professor at Lund University, Sweden and teaches Entrepreneurship at the Athens Economics University. He holds a Ph.D. in Image & Video Compression from the University of Bristol, UK.

Prior to founding VisionMobile, Andreas spent 3 years at Orange's Research & Innovation division. His interests include uncovering under-the-radar industry trends and mapping the mobile industry. When not hopping on planes, Andreas spends his time in Athens, Greece.

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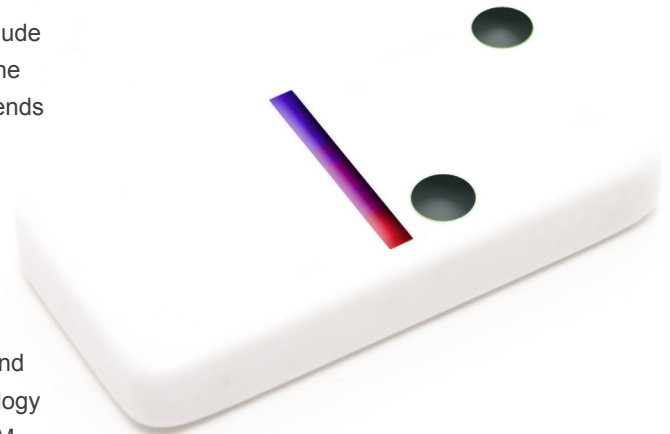


## Michael Vakulenko

Michael has over 15 years experience in mobile telecom and wireless Internet with a track record of product and technology innovation. He started his career in telecom in QUALCOMM and later was a part of number of startups in Israel and in the US.

Michael's broad experience spans mobile internet services, smartphone software platforms, handset architectures, cellular networks and wireless silicon.

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# Want to learn more?

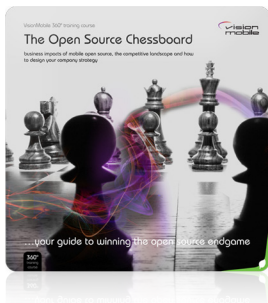
Send us an email to [hello@visionmobile.com](mailto:hello@visionmobile.com) and set up your seminar

## Also in these series



### The Android Game Plan

the commercial mechanics behind Android and how Google runs the show



### The Open Source Chessboard

business impacts of mobile open source, the competitive landscape and how to design your company strategy



Industry analysis and strategy

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VisionMobile: Distilling market noise into market sense

