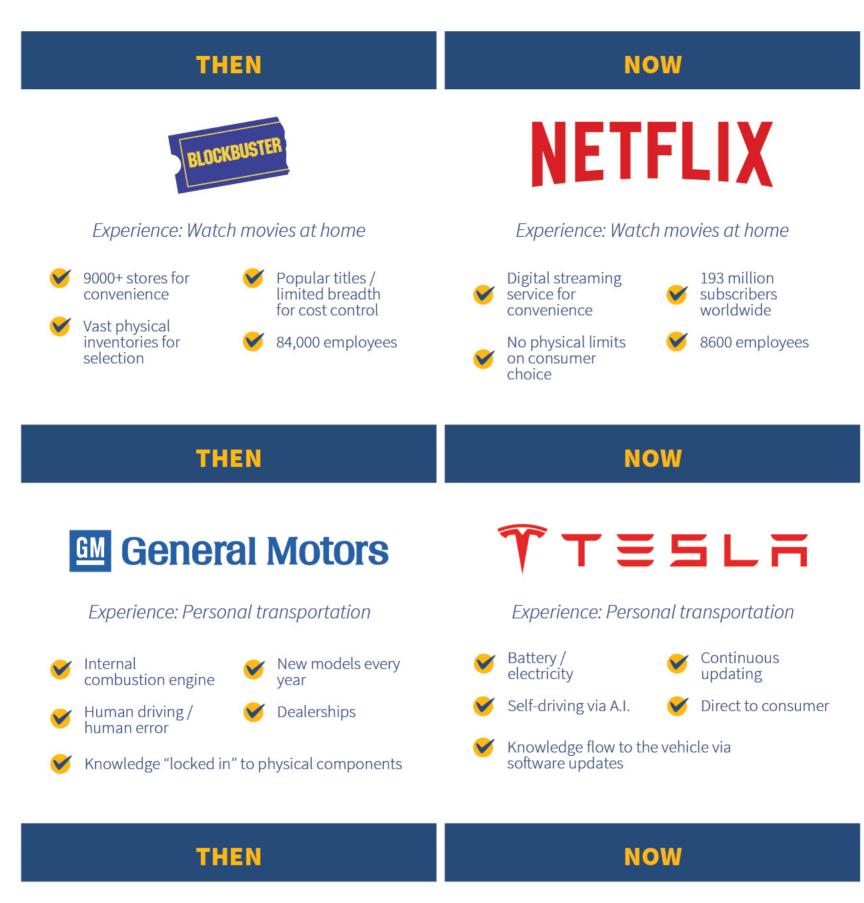
## **THEN VS. NOW - HOW HAS VALUE CHANGED?**

New ways to facilitate customers' value experiences.







## Principles What can we take away?



Digitize



Value = Knowledge Flow

Technological deflation: reduced cost, trending to free Universal access

Exponential change via combination of multiple technologies



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