

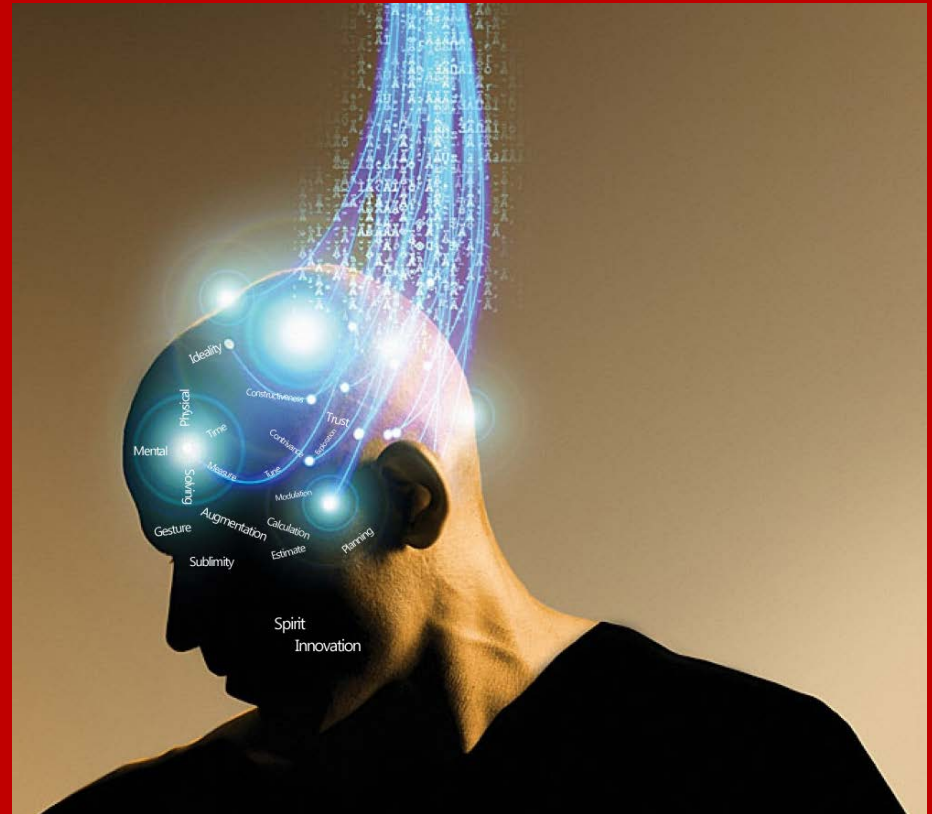
# Future Prospects For Business Model **i**nnovation

**K.E.Y.  
PLATFORM  
2014** April 23 – 24, 2014  
Conrad Seoul, Korea

Erik Lundström  
Founder & CTO, Penny AB

# Spirit of Innovation

Living the  
Augmented Reality



# Give disabled people a independent life

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## Vision

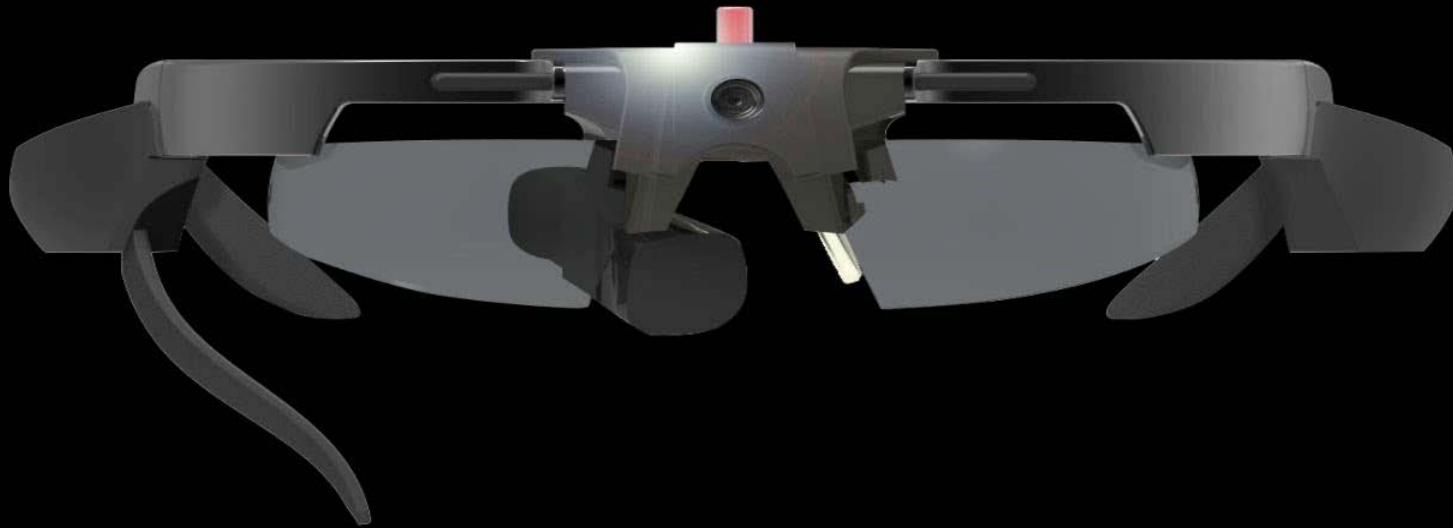


## Mission



# The AR Glasses from Penny

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C Wear Interactive Glasses



# Examples of Augmented Reality Systems

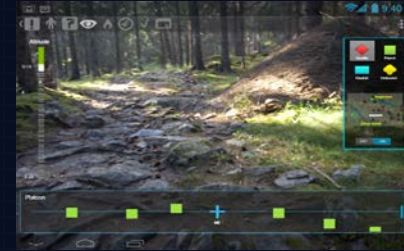
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Rescue Service



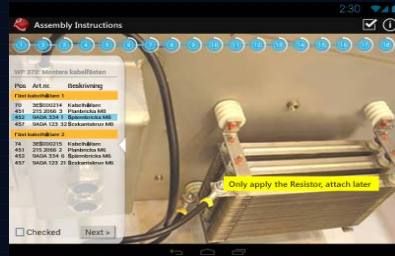
Golf Trainer



Military communication



Fire Department



Assembly and Service

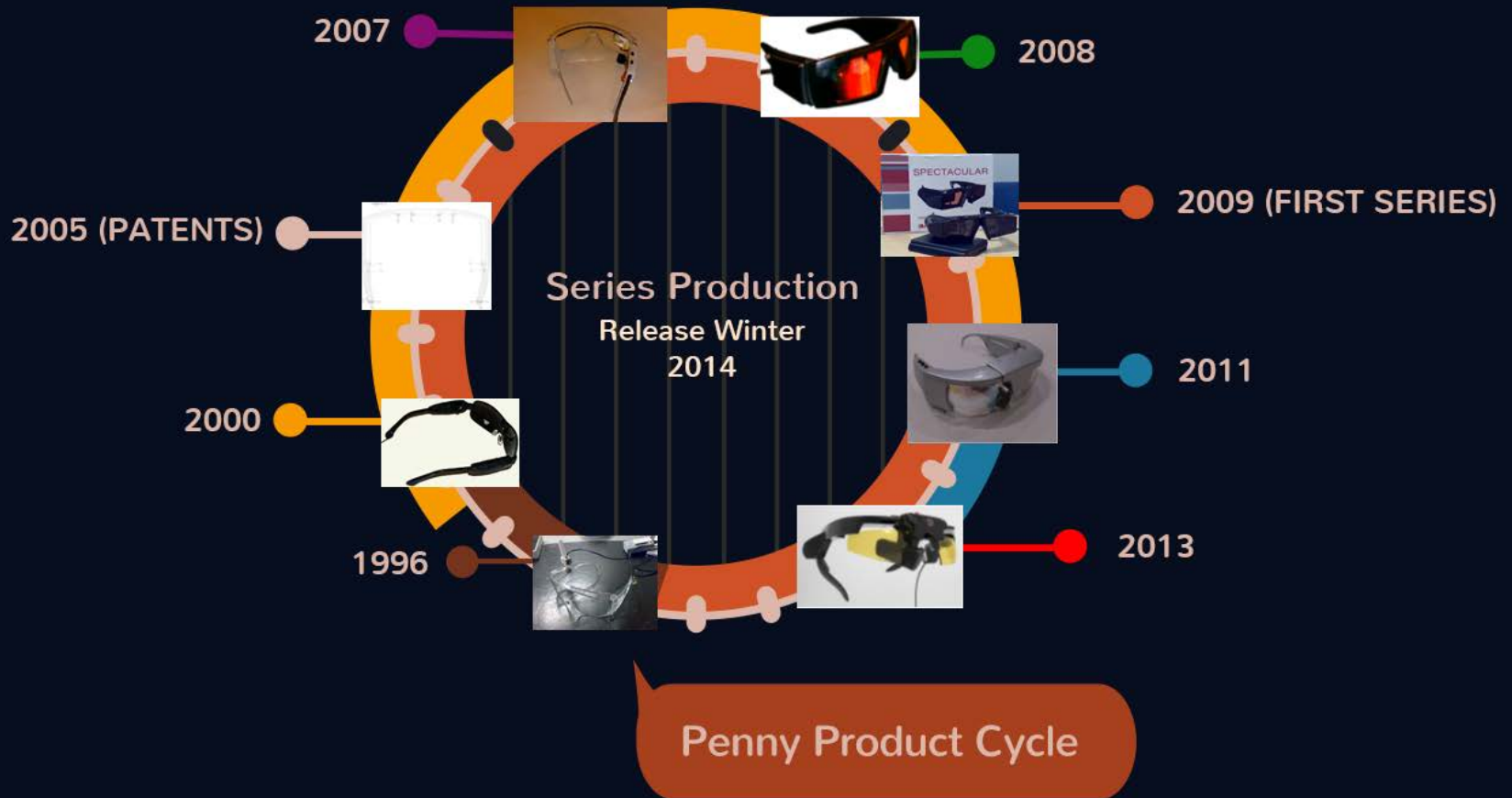


Police & Secret Service





# Penny – From idea to market



# Introduction to the Penny team



# The start up Problem

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One usually say that any  
successfull company only  
get as good as its team.  
How shall Start ups be able  
to build a strong team?

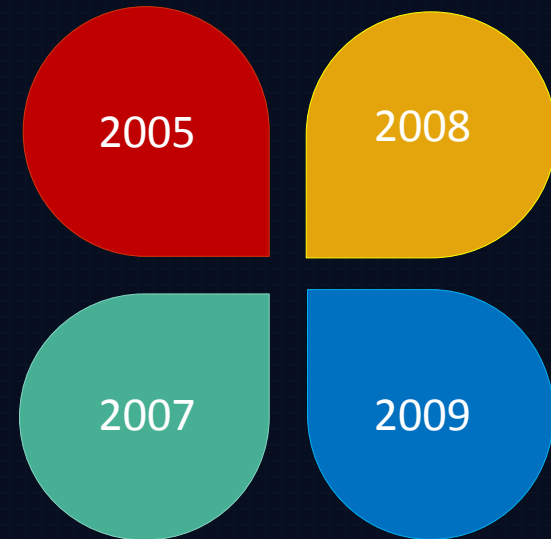
Our model is to share and  
trade resources with  
companies in a network





# Penny's great leap

- 2005 Penny was based on research only
- 2007 we added development
- 2008 sales
- 2009 manufacturing.



How big is Penny's team today ?

# Imaginary Virtual Borderless Organization

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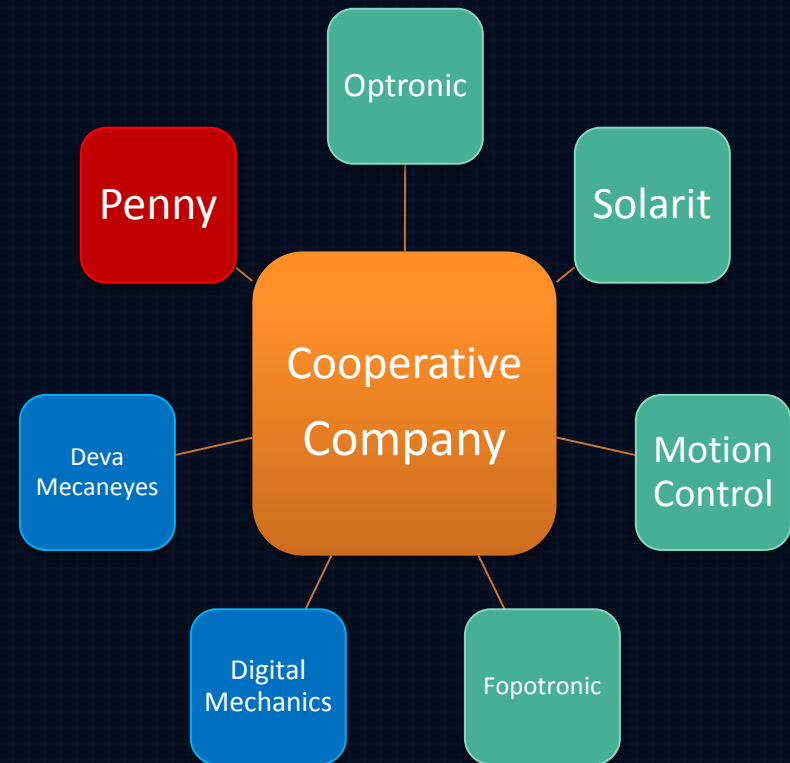


# The Penny Network Alliance



# Forming a Network Alliance

- A Co-operative Company has been registered
- No profit requirements; it's only a tool.
- We call it our Bank and Trading office.
- All members in the network own the same amount of shares of the Bank.
- When buying your shares you get a set of points for trading in the network.





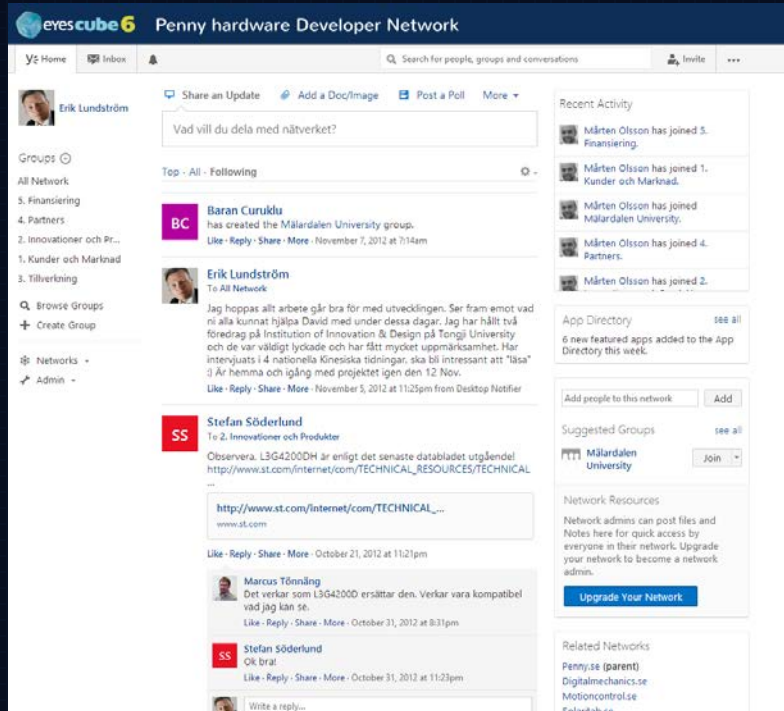
# Trading based on Bartering



- REMEMBER! If you only barter and without any type of financial transaction you break the Tax & VAT laws in most countries.
- To prevent this Penny have designed a financial model in the Network Alliance



# The Financial transaction model

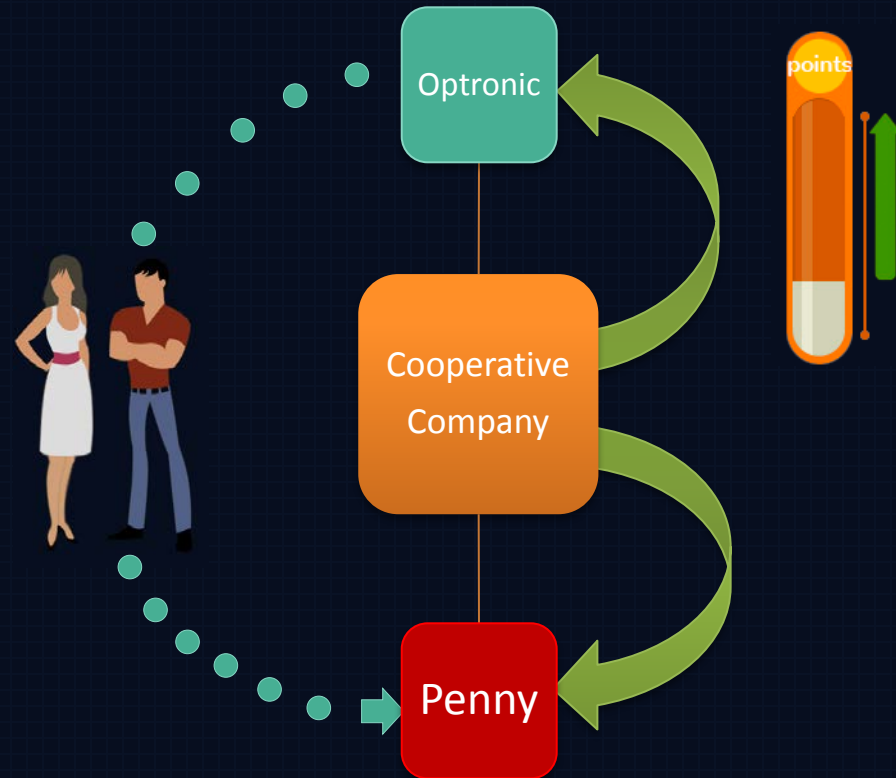


Yammer as a Social platform

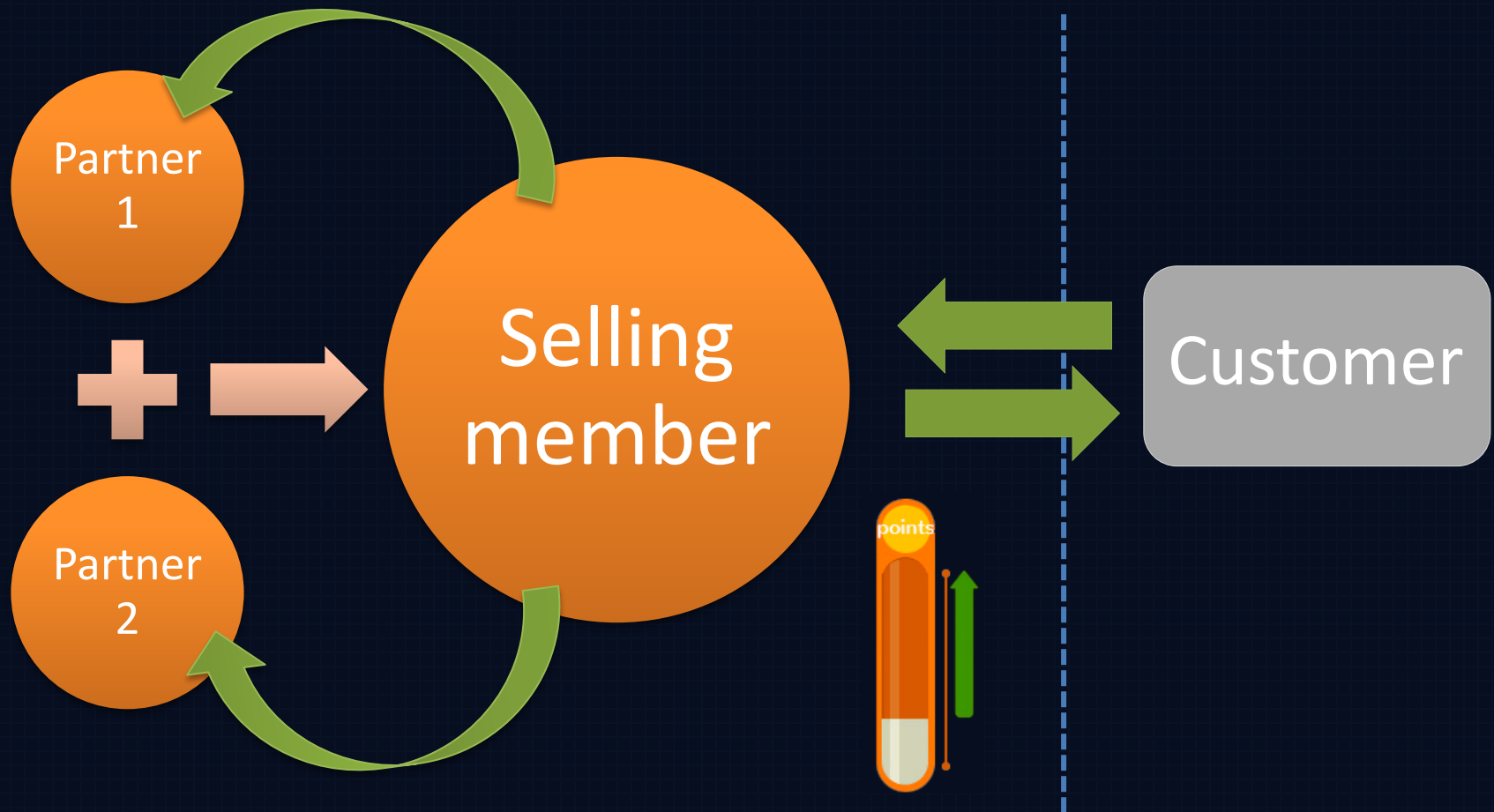
- Members can announce when:
  - needing help or
  - when they want help some one else out.
- Transactions is done using the points and a low rate of billing.
- Every service sold between members are rated the same.

# Trading Case

1. Penny need a specialist from Optronic
2. Penny pays to the Cooperative Company for hire
3. Optronic earn points
4. Penny pay a fee to the cooperative company
5. The cooperative Company pay a salary to Optronic
6. 5% is kept by the cooperative company for the transaction.

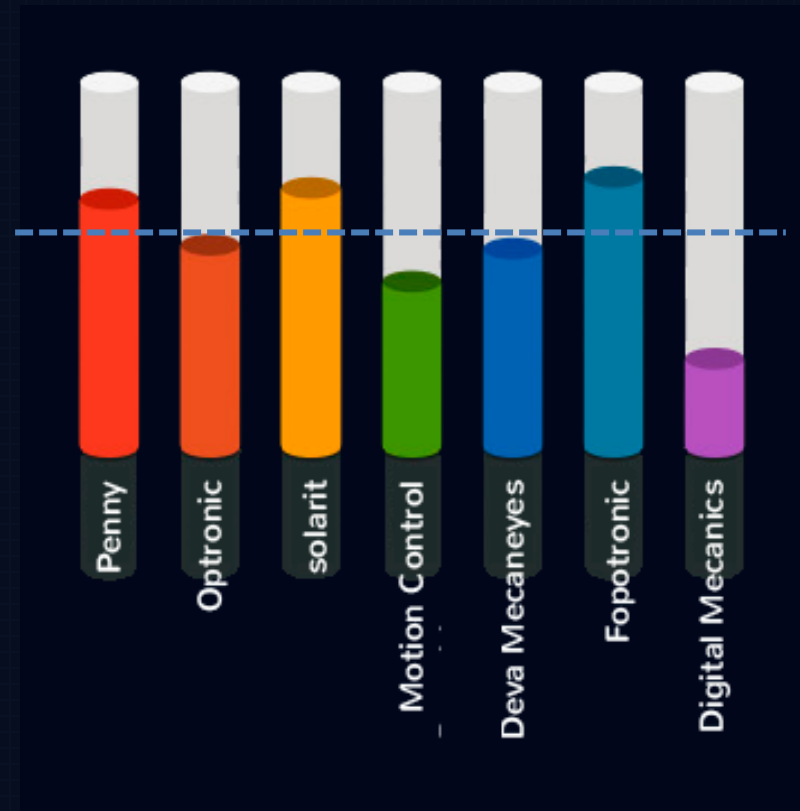


# External Business



# Earn revenue on your points

- By the end of each fiscal year the top 3 members in the network share the revenue in the Bank.
- Sales competitions make members to be active in the Alliance and sell services internal and external.





See the world from a network perspective

Thank you for listening

