

# PENTAGROWTH

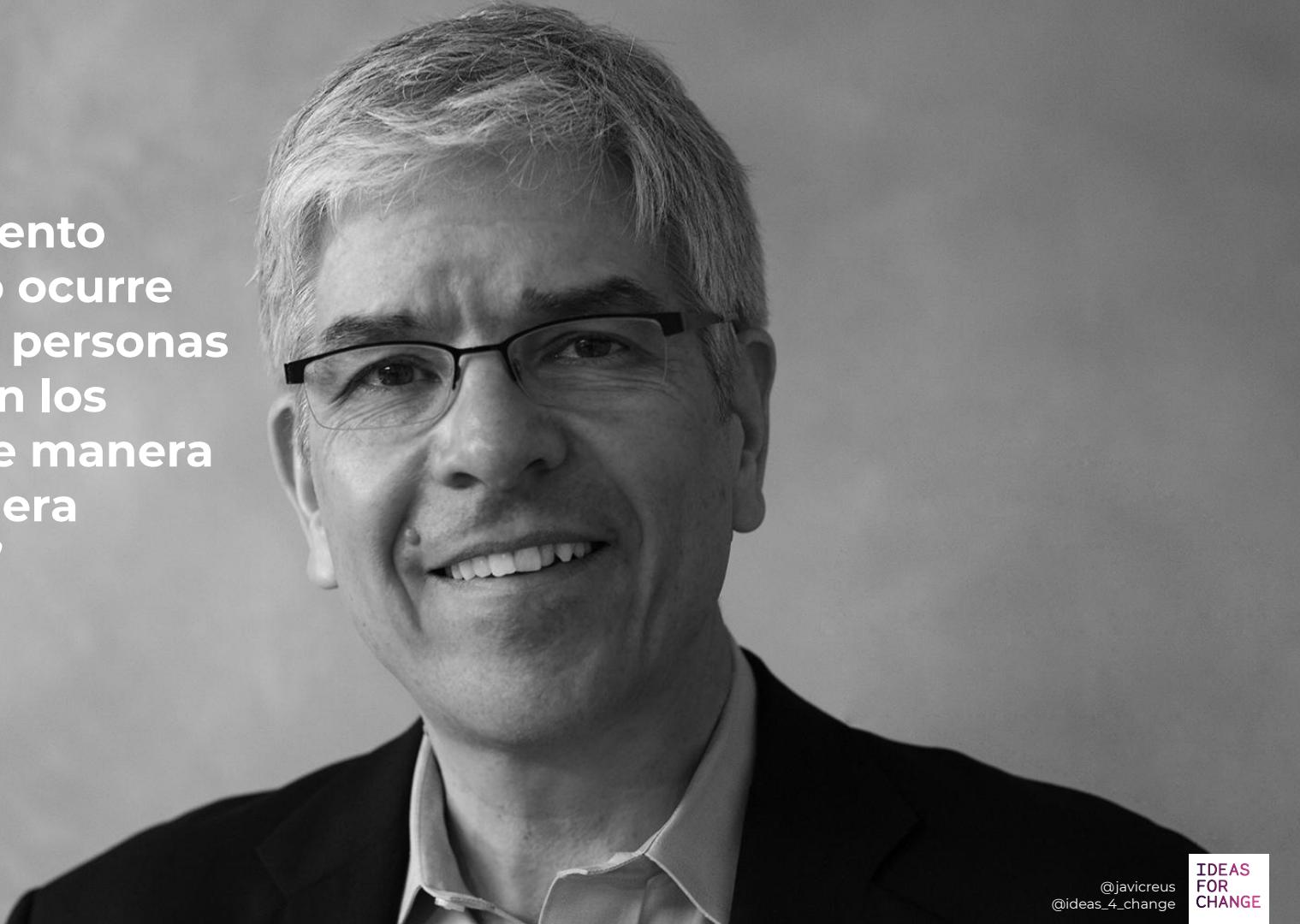
METODOLOGÍA PARA DISEÑAR MODELOS DE NEGOCIO EXPONENCIALES

@javicreus

IDEAS  
FOR  
CHANGE

**“El crecimiento económico ocurre cuando las personas reorganizan los recursos de manera que se genera más valor.”**

PAUL ROMER





# La tecnología está lista (2009)



Geolocalización



Pago con tarjeta

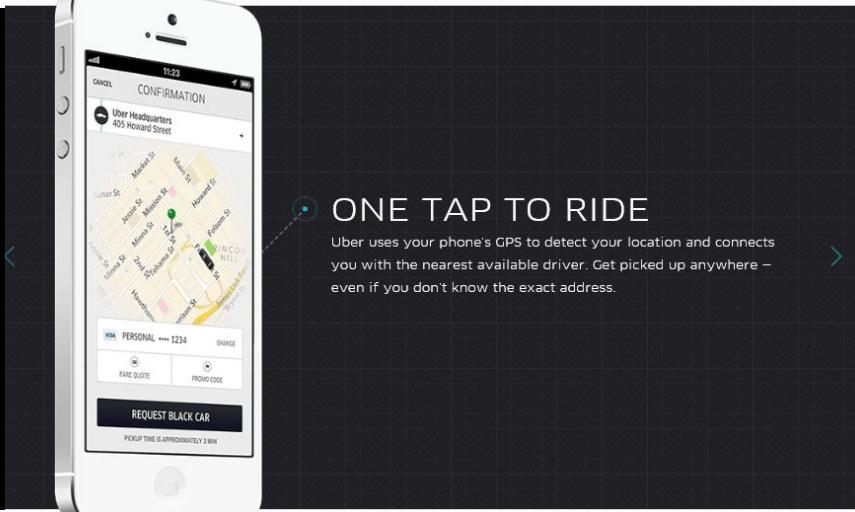


Móvil



Algoritmos de  
optimización  
de rutas

*Cuando está todo preparado, podemos ver  
las cosas desde nuevos sitios*



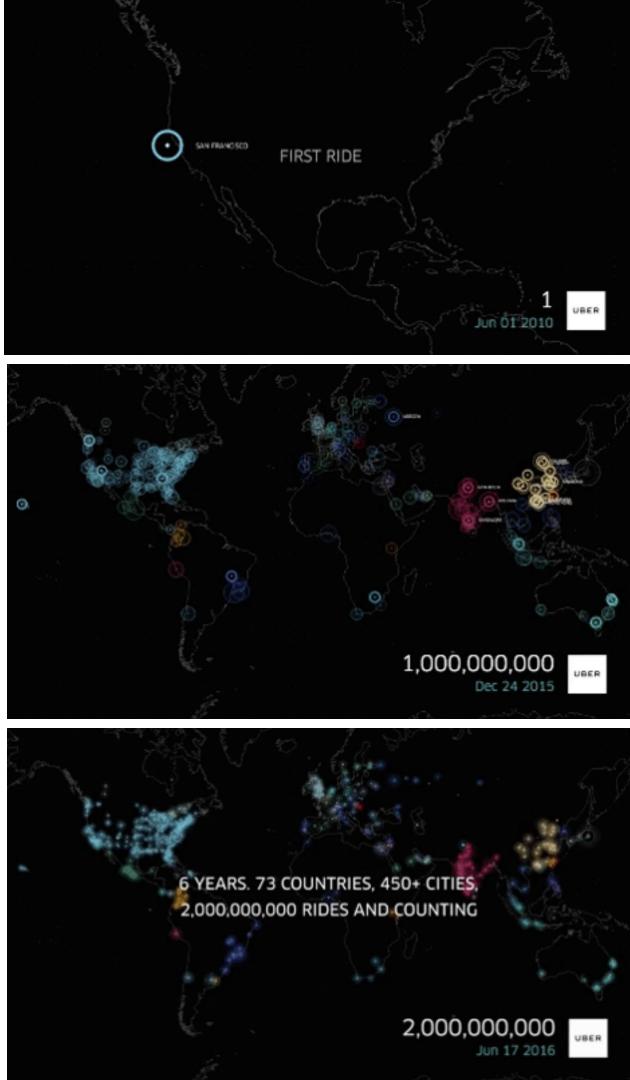
## ONE TAP TO RIDE

Uber uses your phone's GPS to detect your location and connects you with the nearest available driver. Get picked up anywhere – even if you don't know the exact address.

- Viaje exclusivo a un precio asequible
- Convenience – comes at the doorstep
- On demand availability
- Certainty – will get a ride for sure.
- ETA – Track the cab while it arrives.
- Shorter wait time for a ride.
- Cashless ride



**Uber tardó 5 años  
en lograr mil  
millones de viajes  
pero tardó sólo  
6 meses en lograr  
mil millones más.**



[¿Has olvidado los datos de la cuenta?](#)

RIDE AUSTIN

RideAustin  
@werideaustin[Inicio](#)[Recaudaciones de fondos](#)[Información](#)[Me gusta](#)[Compartir](#)

...

[Enviar mensaje](#)

**AUSTIN HAD A CHOICE WHEN THE SILICON VALLEY GIANTS ABRUPTLY ABANDONED US: WAIT FOR SOMEONE ELSE TO SOLVE OUR PROBLEMS OR TAKE ACTION TO CREATE OUR OWN SOLUTIONS**

## Anti-Uber protests around the world, in pictures

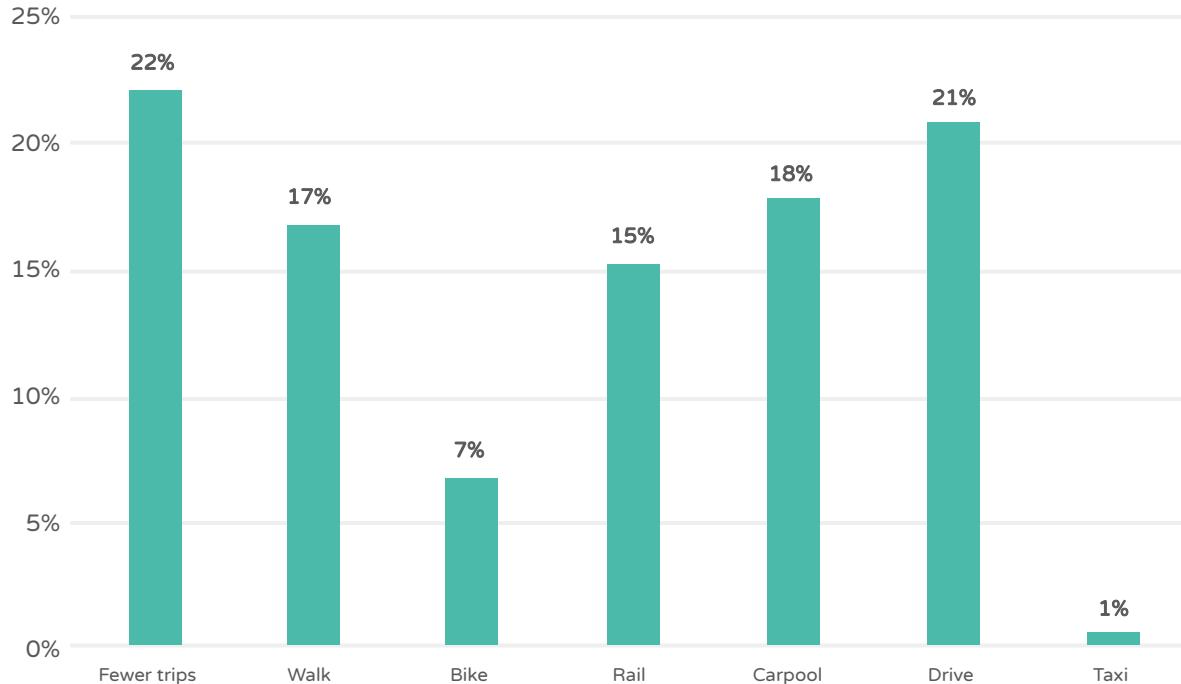


An Italian taxi driver lights a flare as he takes part in an anti-Uber protest in Rome, Italy, on September 10, 2015. Hundreds of Italian taxi drivers took to the street in Rome to protest against a law proposal in favour of UberPOP, a smartphone application-based transportation network and taxi company, which employs drivers without the special licenses normally required to drive a taxi.

#Pentagrowth  
@javicreus  
@ideas\_4\_change

IDEAS  
FOR  
CHANGE

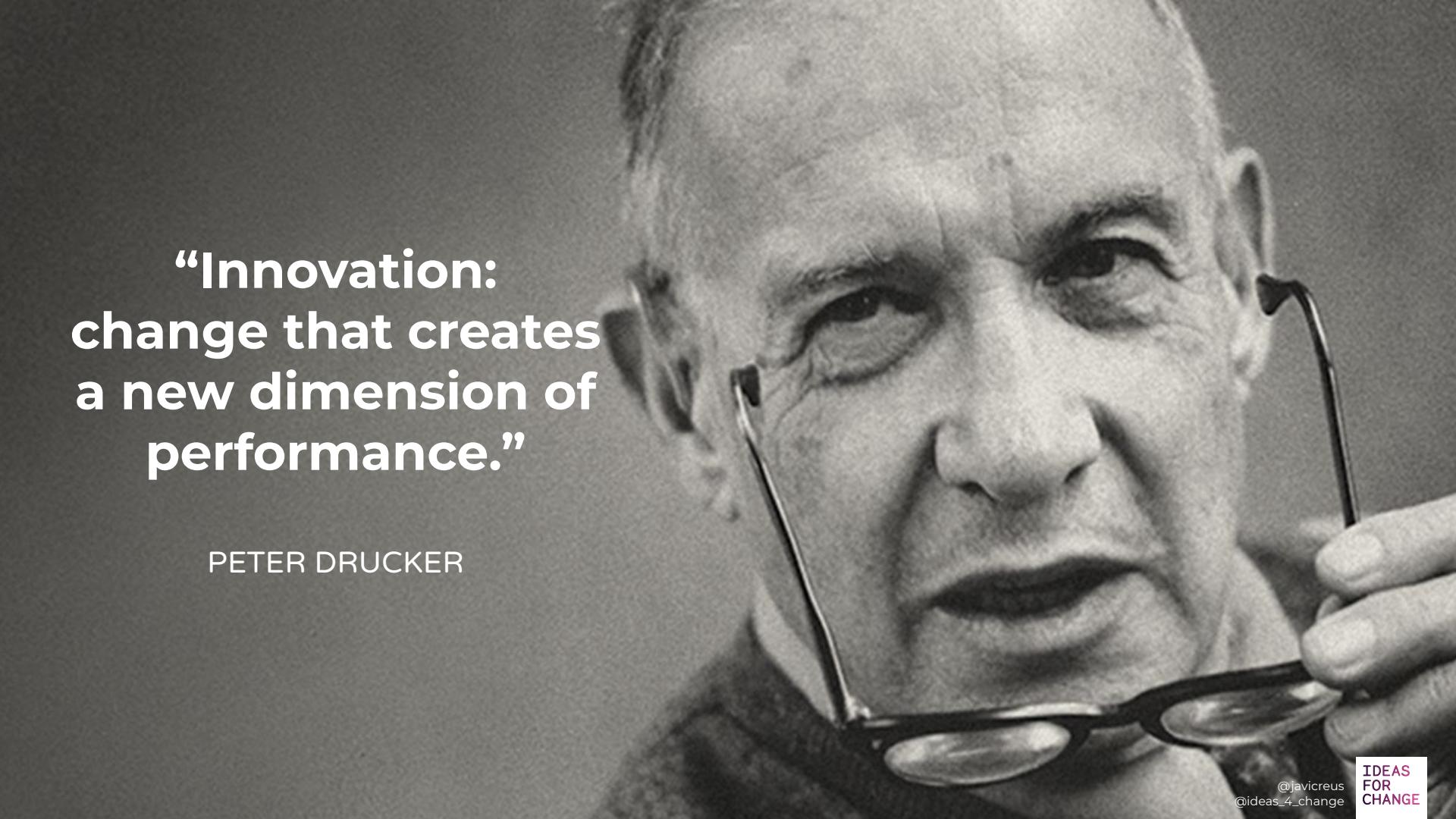
# How ride-hailing users would travel if Uber or Lyft were unavailable



Fuente: <https://bit.ly/2C1oBLZ>

#Pentagrowth  
@javicreus  
@ideas\_4\_change

IDEAS  
FOR  
CHANGE

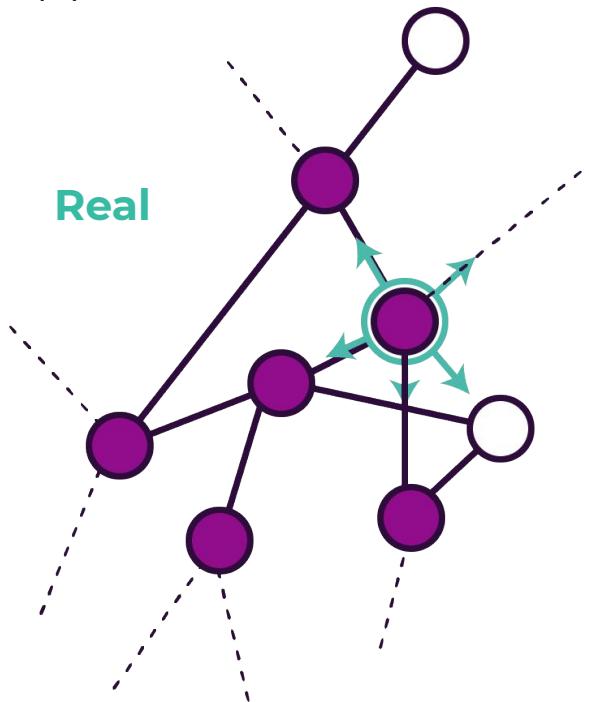


**“Innovation:  
change that creates  
a new dimension of  
performance.”**

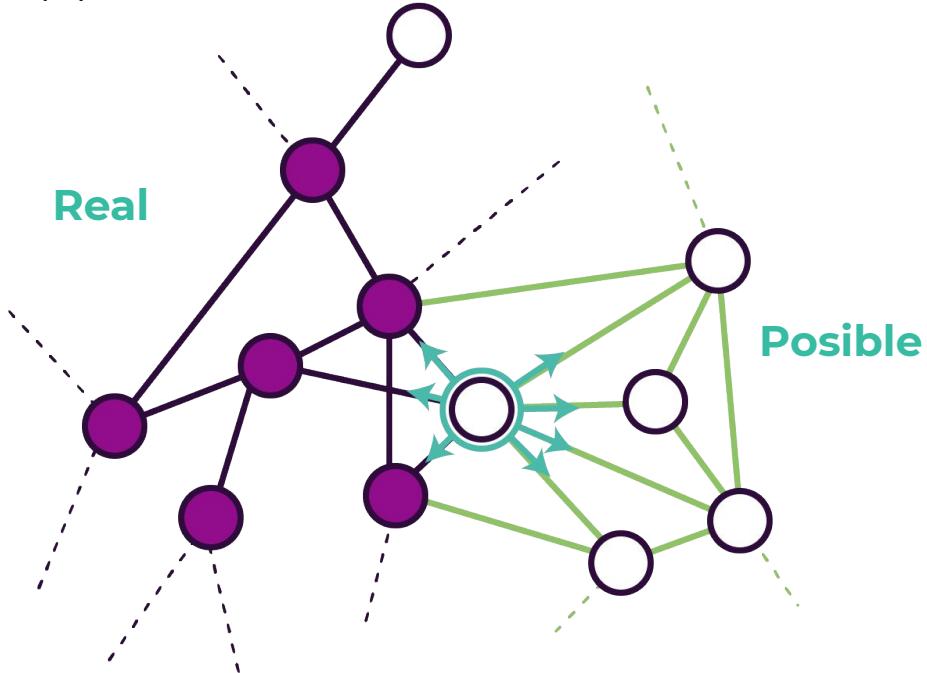
PETER DRUCKER

# Possible adyacente

(a)



(b)



# The New York Times

## A Canadian Town Wanted a Transit System. It Hired Uber.

By CRAIG S. SMITH MAY 16, 2017



An affordable ride,  
on demand

Take \$5 off of all rides to, from, or around Innisfil. Plus, you can travel to or from many places in the town for a flat fare. Know the exact cost of your ride to or from the locations below.

- \$3 for any ride to/from Innisfil Recreational Complex
- \$4 for any ride to/from closest GO bus stop along Yonge St
- \$5 for any ride to/from Barrie South GO Station
- \$5 for any ride to/from Innisfil Heights Employment Area, including the Highway 400 carpool lot
- \$5 off any other ride taken to/from Innisfil boundaries

#Pentagrowth  
@javicreus  
@ideas\_4\_change

IDEAS  
FOR  
CHANGE

# Buy a House with FlyHomes and Earn \$9,000 in Lyft Credits

Thousands of dollars in Lyft credits can soften the blow of a residence without available parking.

BY LIANE YVKOFF FEBRUARY 2, 2017

NEWS

TECH

LYFT

MOBILITY

RIDE-HAILING



#Pentagrowth  
@javicreus  
@ideas\_4\_change

IDEAS  
FOR  
CHANGE

# Lyft and Allscripts want to make it easier to get people to the doctor's office

- The two companies are partnering to schedule rides for medical appointments.
- Allscripts will integrate Lyft's technology into its electronic medical records system to eliminate the need for someone to manually order rides.
- Lyft entered the health-care space a little over two years ago.

Angelica LaVito | [@angelicalavito](#)

Published 8:01 AM ET Mon, 5 March 2018 | Updated 12:37 PM ET Mon, 5 March 2018



# City Offering Free Lyft Rides For Seniors In Pilot Program

Bay City News Service Published 7:36 am PDT, Thursday, July 19, 2018



WALNUT CREEK (BCN)

The city of Walnut Creek is testing a pilot program in which seniors can schedule a Lyft driver for free rides during hours when standard senior paratransit service is not available.

Walnut Creek's is the first program in the Bay Area to provide free rides for people 60 and older to general locations using a ride-hailing company, said Adriane Lee Bird, manager of the city's Recreation program, which operates the senior ride service.



THE NEW HEALTH CARE

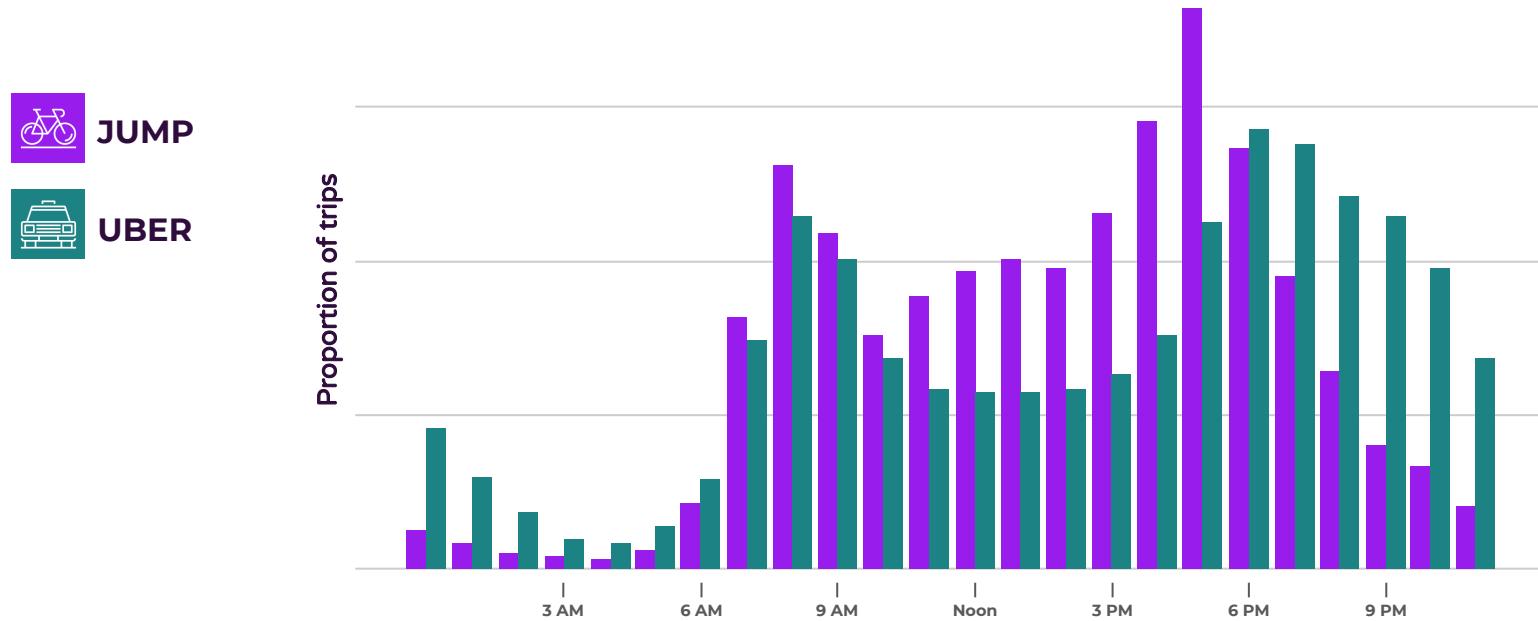
## *Uber, Lyft and the Urgency of Saving Money on Ambulances*

“Don’t reflexively call an ambulance,” a Harvard researcher says. In many cases, a cheaper way makes sense.



Ambulance costs can add up quickly. Elizabeth D. Herman for The New York Times

# Uber is disrupting its business - and the company says it couldn't be happier about it



Fuente: <https://money.cnn.com/2018/07/19/technology/uber-jump-electric-bikes-san-francisco/>



UBER + masabi

# Con cada salto de conectividad se amplía lo posible

**1G**

mid-1980s

walk and talk



**2G**

1991

send texts



**3G**

1998

internet



**4G**

2008

streaming



**5G**

5G promises a whole suite of dramatic improvements

It will also kick-start the internet of things, since it was designed to connect billions of machines, appliances, and sensors at low cost without draining their batteries.

# Cambian las reglas de juego



**Year 2000: The Japanese are crazy about taking miniature pictures of themselves. (BBC)**

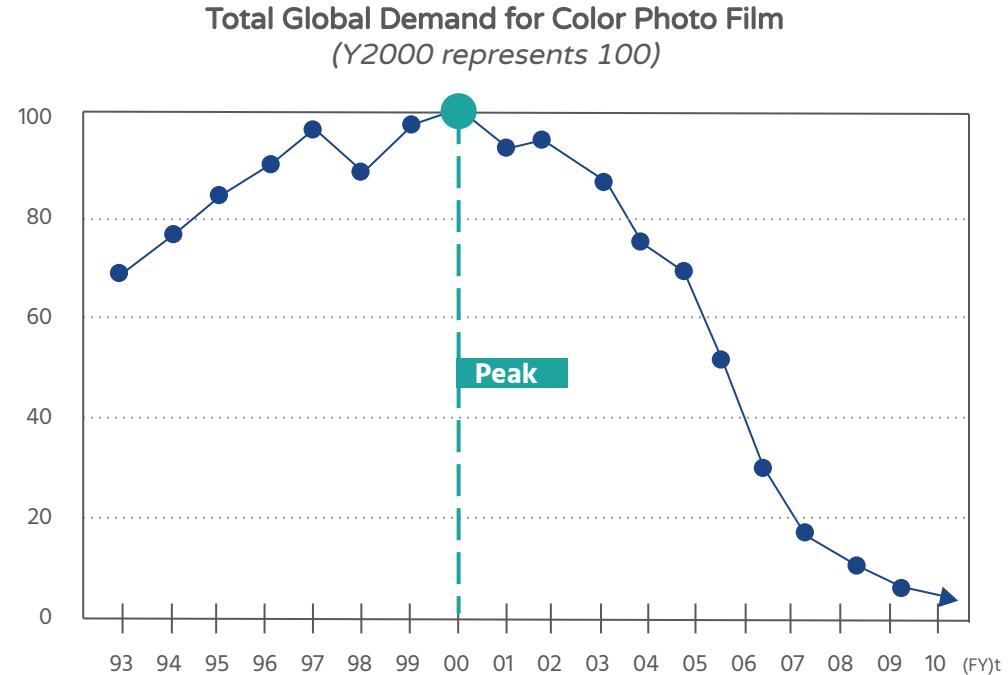


# The photo film evolution

Kodak

vs.

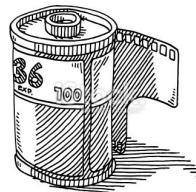
FUJIFILM



**Source:** Innovating out of crisis.. How Fujifilm Survived (and Thrived) as its core business was vanishing. Book by Shigetaka Komori.

# The photo film unbundling

Kodak



vs.

FUJIFILM



Products  
(Gelatin &  
collagen)

Processes  
(Oxidation)

Chemicals  
(Emulsions)

Technology  
(Nanotech)

Technology  
(Lens Tech)

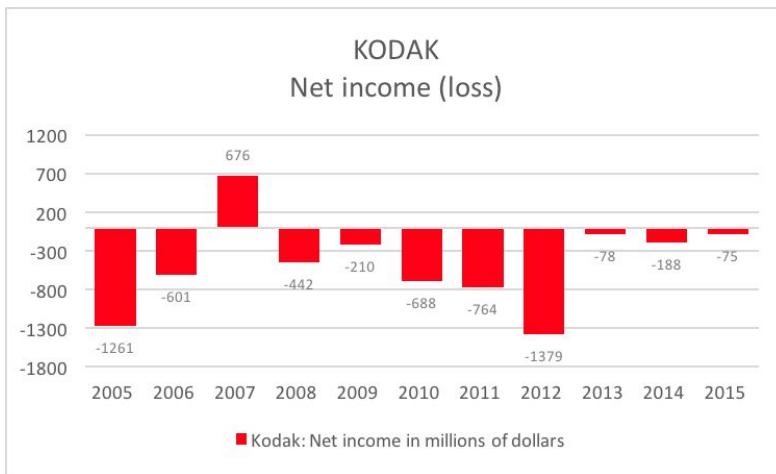
Cosmetics

Pharma

Screens

# Market growth

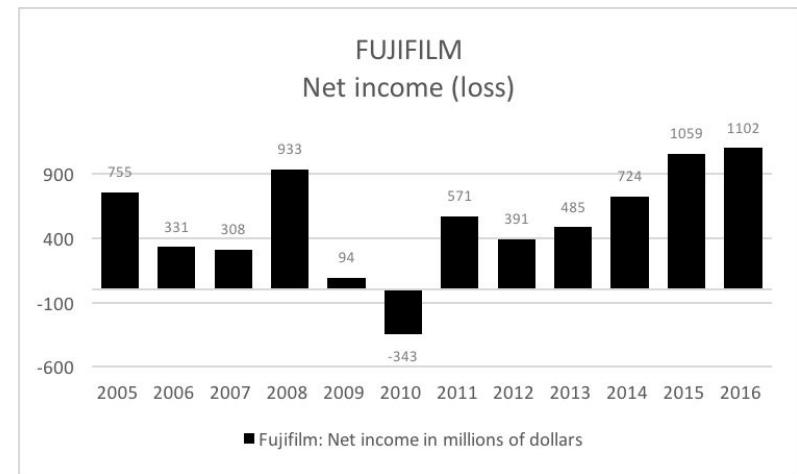
Kodak

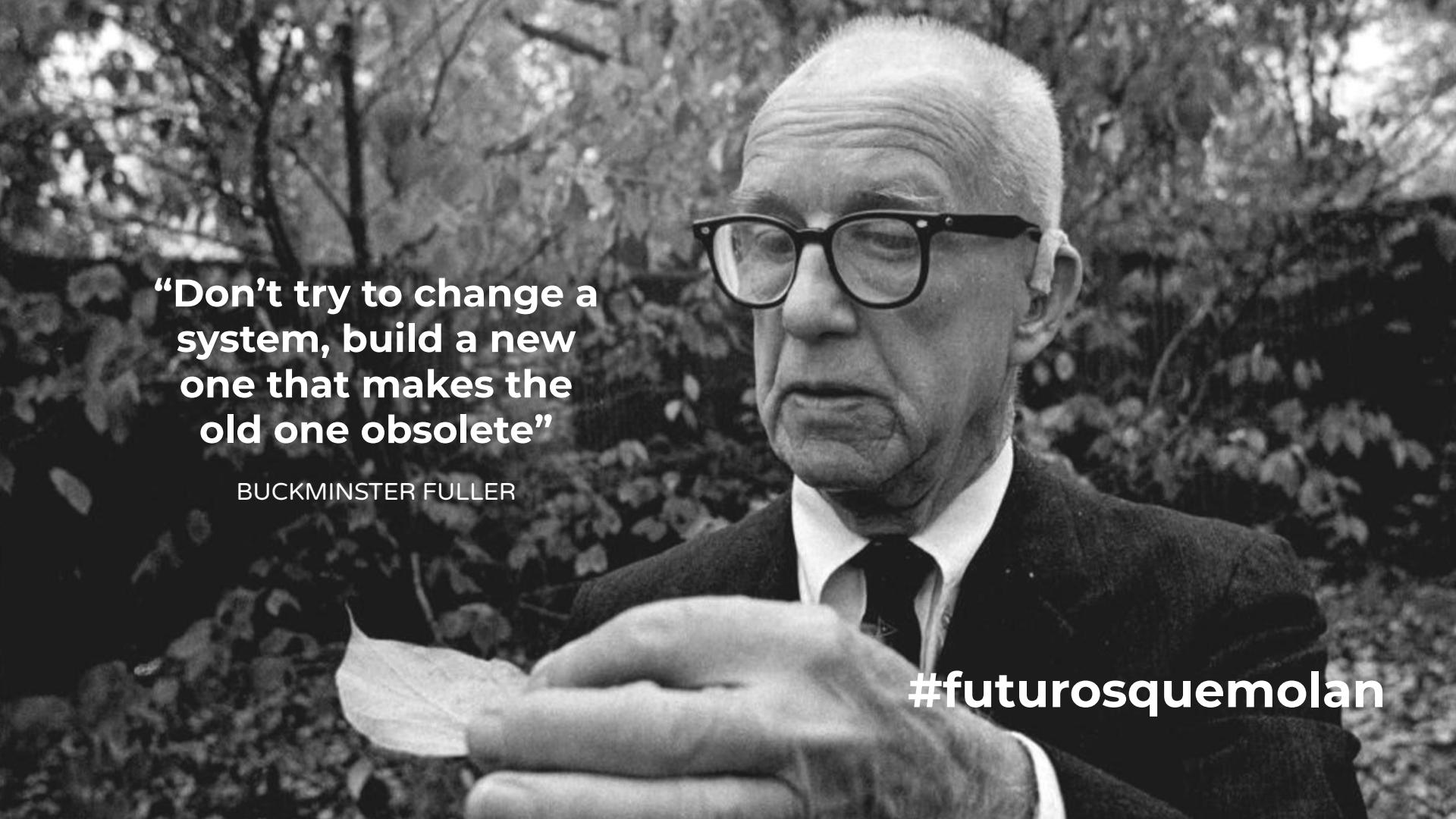


FUJIFILM



VS.





**“Don’t try to change a system, build a new one that makes the old one obsolete”**

BUCKMINSTER FULLER

#futurosquemolan

# #anticipar // el nuevo estándar

“We went from saying: ‘TV and colour TV’ to ‘TV and B&W TV”

@BenedictEvans



A black and white close-up portrait of Max Planck, a German theoretical physicist. He is shown from the chest up, wearing round-rimmed glasses and a dark suit jacket over a white shirt. His hair is thinning, and he has a full, dark beard and mustache. The lighting is dramatic, with strong highlights on his forehead and nose.

**“Cuando  
cambias tu  
forma de ver las  
cosas, las cosas  
que ves  
cambian.”**

MAX PLANCK

# #descomponer // el potencial interno



# What Makes Ubiquum Different?



## Learning by Doing

Develop your portfolio. You will learn by practicing on real projects from 9-17h.



## Career Support

We help you navigate the jobs market. CV check up to 1:1 consultation.



## 50-50 Commitment

Pay 50% of the course upfront and the rest when you find a job! No strings attached.



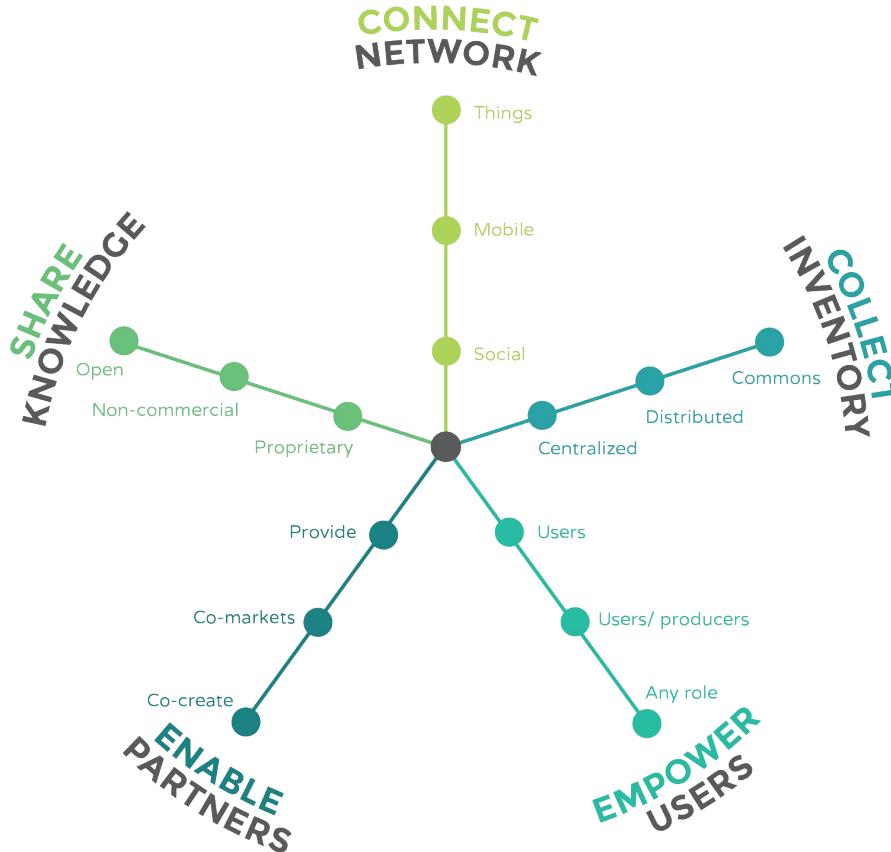
COLORED  
LADIES ROOM



**“El pacto es la simbiosis,  
al final nadie gana ni  
pierde sino que hay una  
recombinación. Se  
construye algo nuevo.”**

LYNN MARGULIS

# #combinar // las palancas exponenciales



**Nacen desde la nueva red**



Groenlandia

Introduce una ubicación



Islandia

## Agregan lo disponible

Customers can walk into shiny white Tesla stores, order a car, a solar roof, and a home storage battery.

They can take long road trips knowing they have access to a proprietary Supercharger network for high-speed top-ups. It's a neat, tidy, contained ecosystem—just like Apple's.





Empoderan para compartir



# SÉ PARTE DEL PRIMER MARATÓN DE MAPEO COLECTIVO DE RECORRIDOS DE MICROBÚS, AUTOBÚS Y VAGONETA EN LA CIUDAD DE MÉXICO

Juega y construye la base de datos abiertos del sistema de transporte público concesionado más grande de México.

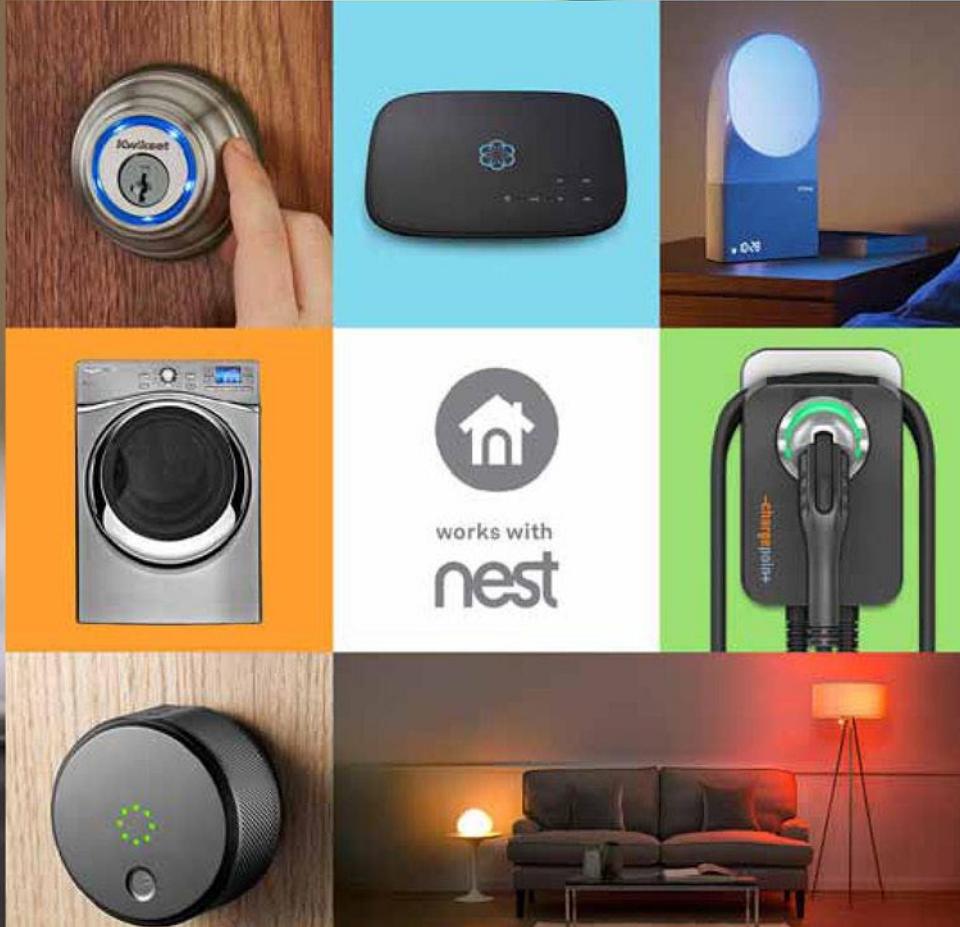
Participa del 29 de enero al 14 de febrero de 2016



CONOCE MÁS



# Instrumentan a sus socios de negocio



Comparten conocimientos

# How to TEDx

6 Presentation Design tips for your next TEDx event



#Pentagrowth  
@javicreus  
@ideas\_4\_change

IDEAS  
FOR  
CHANGE



# ¡Gracias!



@javicreus  
@ideas\_4\_change  
*#Pentagrowth*

IDEAS  
FOR  
CHANGE