



# YOUR DATA MY ~~NO LONGER MY~~ BUSINESS

Marion Koopman | February 3<sup>rd</sup> 2017



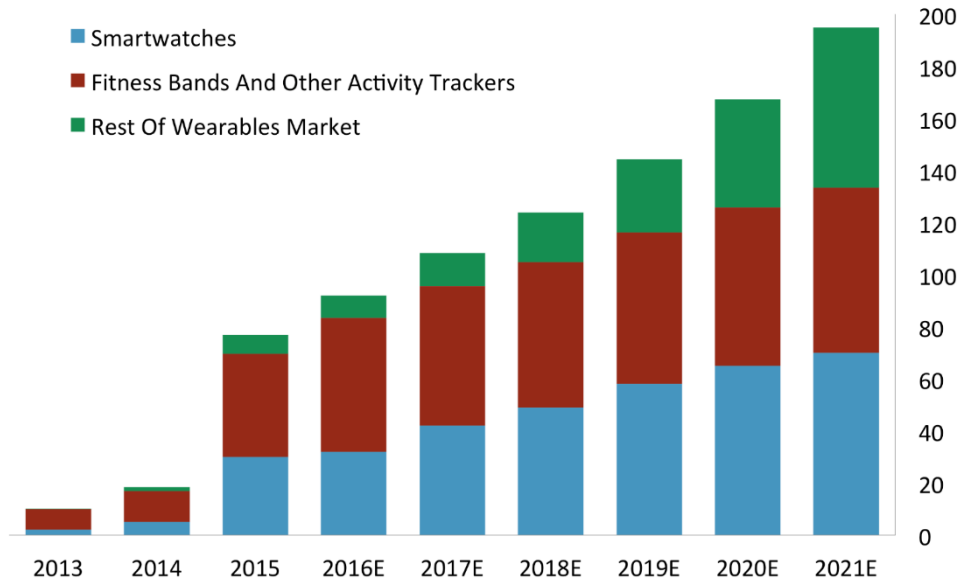






## Global Wearables Shipment Forecast, By Device

Millions



Source: IDC, BI Intelligence estimates

BI INTELLIGENCE







**1**  
**IMPACT  
OCCURS**



**2**  
**REAL-TIME  
ALERT**



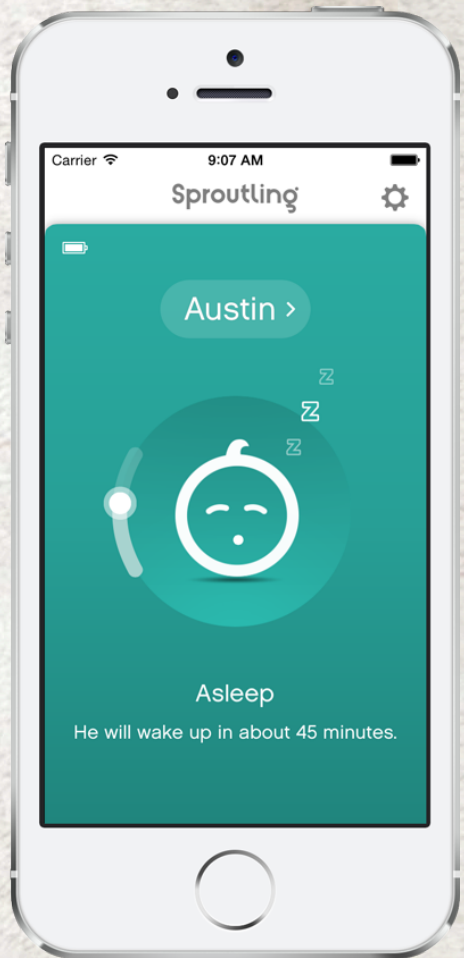
**3**  
**SIDELINE  
TESTING**



**4**  
**SHARE  
DATA**







Onmisbaar in de keuken

## De nieuwe generatie Braun staafmixers

> Lees meer

Zoeken ...



### > Alle artikelen

Entertainment

Boeken

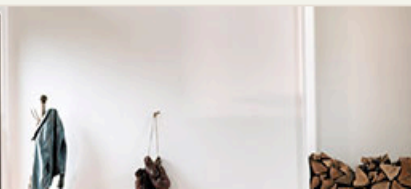
Lifestyle

Home & Living

Tech

### Alle artikelen

Weerga

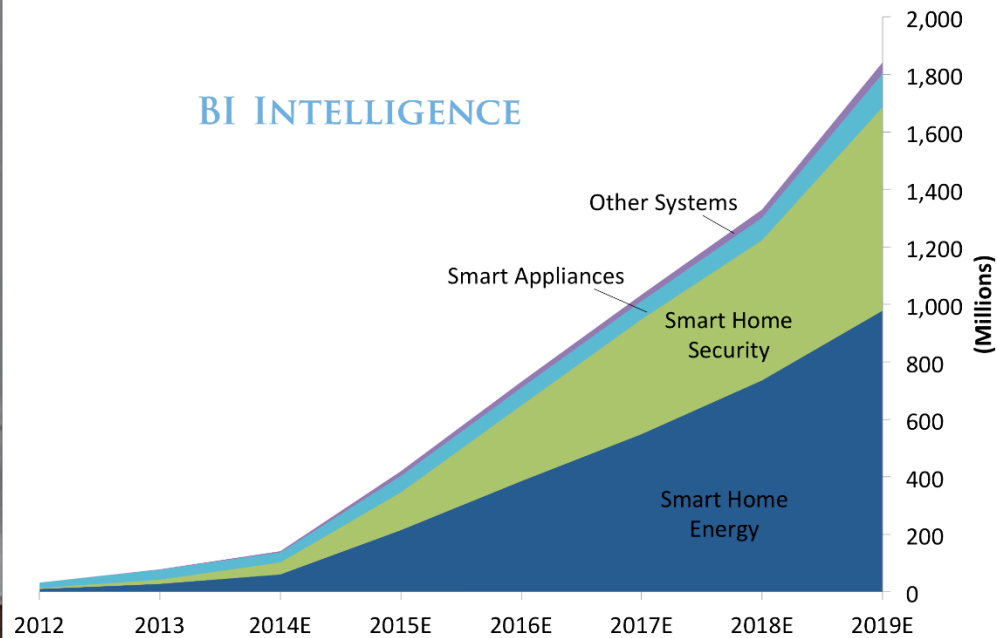




## Global Connected-Home Device Shipments

*By Device Category*

BI INTELLIGENCE



Source: ABI Research, TechNavio, Pike Research, BI Intelligence Estimates

TIME  
+  
MONEY  
+  
DATA

EASE  
+  
SAFETY  
+  
HEALTH







AUTOPILOT



65

63  
mph



Daft Punk Radio

Aerodynamic

Discovery

Daft Punk

1:23

-2:23



270 mi



P R N D



Consumption







A photograph of two police officers, a man and a woman, in a control room. They are both wearing white uniforms with 'POLICE' patches. The man is holding a smartphone, and the woman is pointing at a laptop screen. There are multiple computer monitors and a communication console in the background.

**BUT WHAT IF BIG  
BROTHER WAS  
WATCHING?**

TIME  
+  
MONEY  
+  
DATA  
+  
TRUST



EASE  
+  
SAFETY  
+  
HEALTH





SHARING IS  
CARING

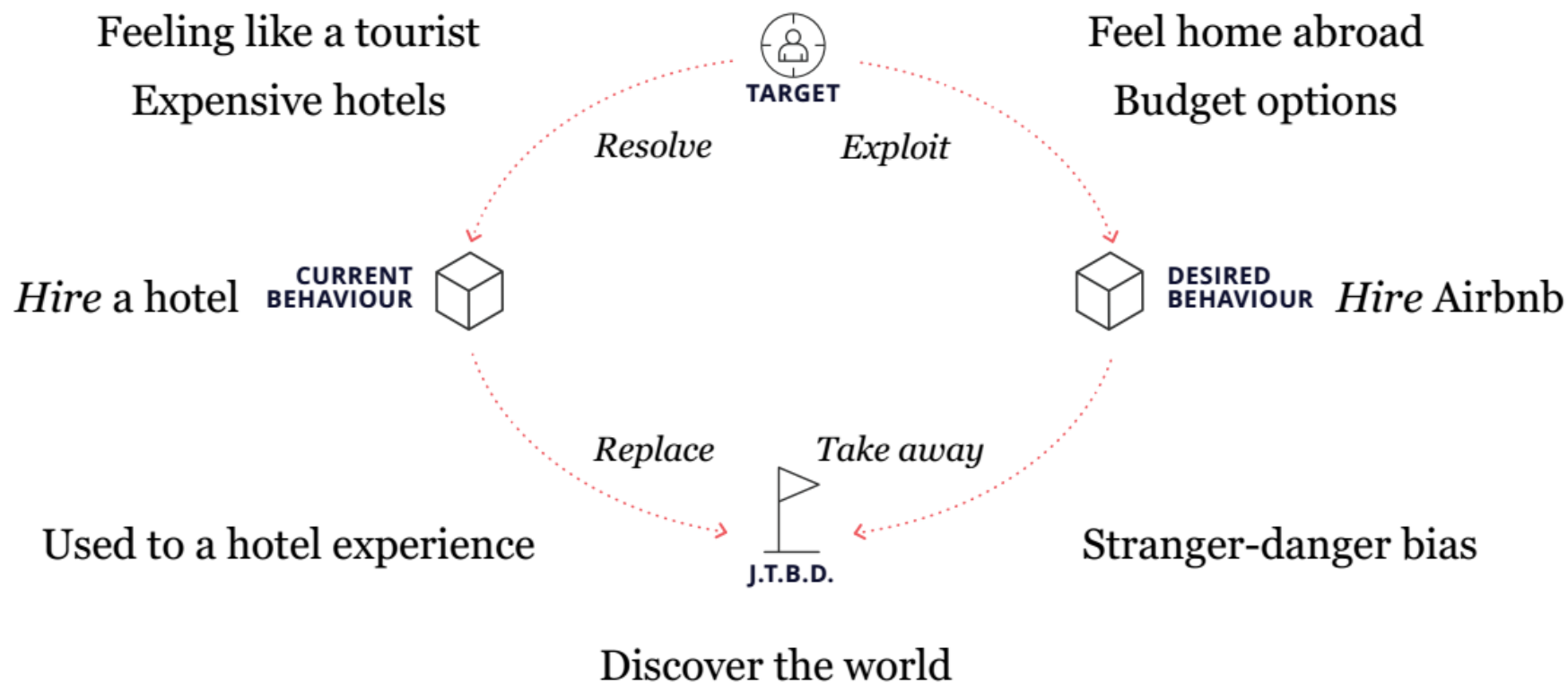
NEW BEHAVIOUR = (IF

TRUST + GAIN

ANXIETY + OLD HABITS

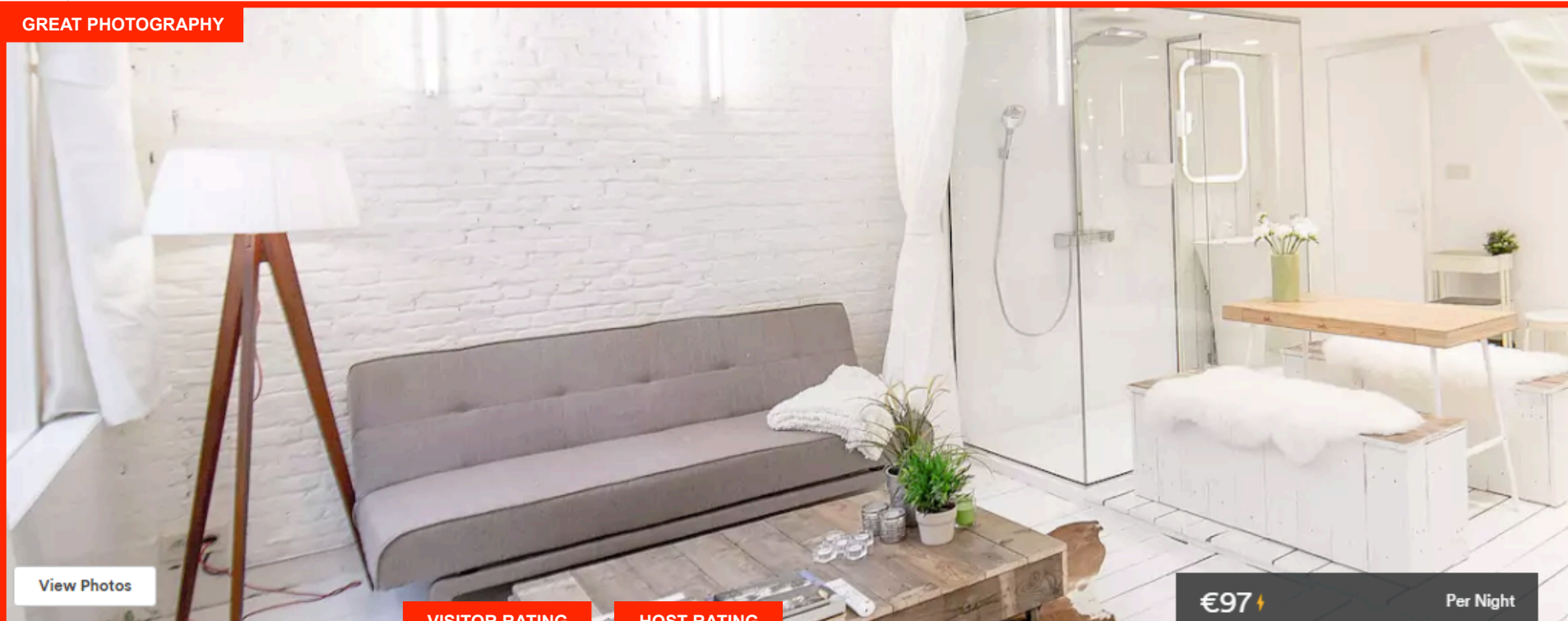
> 1)







GREAT PHOTOGRAPHY



View Photos

VISITOR RATING

HOST RATING

€97

Per Night

Overview

Reviews

The Host

Location



## Antwerp Loft #2 (superb location!)

Antwerpen, Vlaanderen, Belgium

★★★★★ 56

LOFT RATING

Check In

02/03/2017

Check Out

02/04/2017

Guests

2 guests





## Search

Destination/hotel name:

Rome

☐ Business ☐ Leisure

Check-in date

Day  Month

Check-out date

Day  Month

☐ I don't have specific dates yet

Guests  2 adults, 0 children

Search

Filter by:

▼ Star rating

- ☐ 1 star (33)
- ☐ 2 stars (76)
- ☐ 3 stars (102)
- ☐ 4 stars (46)
- ☐ 5 stars (5)

## 787 properties are available in Central Station, Rome

260 hotels 219 bed and breakfasts 179 guest houses 102 apartments 20 hostels 6 holiday homes 1 inn

Sort by:

Recommended

Stars ▼

Loc

AUTHORITY

Score ▼



### Best Western Hotel Universo

★★★★★ 1218

SOCIAL PROOF

Central Station, Rome

A 19th-century building offering design interiors, Best Western Hotel Universo is located 300 metres from Rome's Termini Station. Its modern rooms have free Wi-Fi and a 22" LCD TV.

There are 29 people looking at this hotel.

Latest booking: 26 minutes ago

URGENCY

Very good 8.1

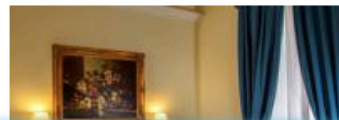
Score from 578 reviews

Show prices

More



URGENCY



### Welcome Piram Hotel

Central Station, Rome

Featuring a rooftop terrace with a bar and hot tub, Welcome Piram Hotel is 200 metres from Termini Train Station. It offers air-conditioned rooms and LCD satellite TV.

5 minutes ago

Very good 8.0

Score from 3716 reviews

Show prices



### Book faster

SOCIAL PROOF

Filters help our customers save time when choosing their stay. Try clicking on a few now...



### Hotel Quirinale

Central Station, Rome

Set in a 19th-century building, the Quirinale is 10 minutes' walk from the Coliseum. This historic hotel is connected to Rome Opera House through a

Very good 8.1

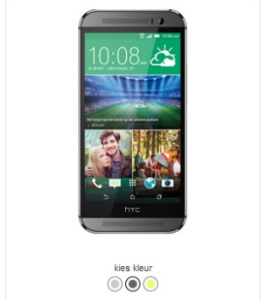
Score from 3930 reviews

# Default

## Overzicht

Enmalig		
HTC One (M8) Metal Grey [metal grijs]	€ 649,00	€ 0,00
Alles-in-1 op reis	?	€ 0,00
Aansluitkosten	?	€ 30,00
Totaal eenmalig		€ 0,00

Maandelijks		
Red Essential 2 jaar	?	€ 64,00
* Aanbieding blijft geldig na afloop van abonnement		
Garant Basis verzekering	?	€ 10,50 **
** Per maand opeesbaar		
Actieprijs p/mnd		€ 50,50



## 1. Kies abonnement

☐ 1 jaar ☒ 2 jaar

**SMART 700**  
2 JAAR

200 belminuten  
**onbepikt** sms'en  
700 MB | 25 Mbps

meer info

**Red ESSENTIAL**  
2 JAAR

300 belminuten  
**onbepikt** sms'en  
1 GB | 30 Mbps

meer info

**Red**  
2 JAAR

**onbepikt** bellen  
**onbepikt** sms'en  
2 GB | 30 Mbps

meer info

## Betaalwijze telefoon

Kies hier hoe je voor het toestel wilt betalen. Je kunt eenmalig betalen voor je telefoon en in dat geval betaal je alleen de abonnementskosten of je kiest ervoor om je toestel maandelijks af te lossen. In beide gevallen is de telefoon jouw eigendom aan het einde van je contract.

- € 89,99 eenmalig en € 35,00 p/mnd
- € 0,00 eenmalig en € 40,00 p/mnd**

terug

volgende

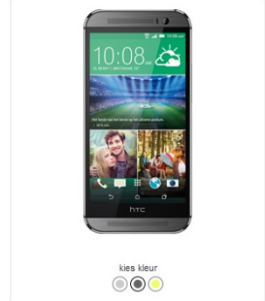
- Ben je al Vodafone abonnee?
- Persoonlijke gegevens
- Betalingsgegevens
- Nummerbehoud

# Variant

## Overzicht

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** Per maand opeesbaar		
Actieprijs p/mnd		€ 50,50



## 1. Kies abonnement

☐ 1 jaar ☒ 2 jaar

Kies je abonnement	minuten	sms	data	
<input type="radio"/> SMART 200	100	onbepikt	200 MB   25 Mbps	meer info
<input type="radio"/> SMART 500	150	onbepikt	500 MB   25 Mbps	meer info
<input type="radio"/> SMART 700	200	onbepikt	700 MB   25 Mbps	meer info
<b><input checked="" type="radio"/> Red ESSENTIAL</b>	300	onbepikt	1 GB   30 Mbps	meer info
<input type="radio"/> Red	onbepikt	onbepikt	2 GB   30 Mbps	meer info
<input type="radio"/> Red SUPER	onbepikt	onbepikt	6 GB   50 Mbps	meer info

## Betaalwijze telefoon

Kies hier hoe je voor het toestel wilt betalen. Je kunt eenmalig betalen voor je telefoon en in dat geval betaal je alleen de abonnementskosten of je kiest ervoor om je toestel maandelijks af te lossen. In beide gevallen is de telefoon jouw eigendom aan het einde van je contract.

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terug

volgende

- Ben je al Vodafone abonnee?
- Persoonlijke gegevens
- Betalingsgegevens
- Nummerbehoud

**+22,43%**  
increase in  
subscriptions



# TAKE OUT

1. START SMALL AND AGILE
2. CONTINUOUSLY GATHER INSIGHTS –  
QUALITATIVE AND QUANTITATIVE
3. BOOST TRUST AND GAIN
4. BREAK DOWN ANXIETY AND OLD-HABITS

# YOUR DATA MY HEALTH

*'I DON'T KNOW  
WHERE MY  
MONEY GOES'*

*'I ALREADY  
GATHER DATA,  
IT'S EASY AND  
CHEAP'*

DONATE  
MONEY TO  
CHARITY

**CURRENT  
BEHAVIOUR**



**Pains**  
of the situation

**Gains**  
of the new solution

**Habit**  
of the present

**Anxiety**  
of the new solution

**DESIRED  
BEHAVIOUR**



DONATE  
DATA TO  
CHARITY

*'THE KNOCK ON  
MY DOOR. I  
DON'T DARE TO  
SAY NO!'*

*'WHAT IF MY DATA  
ENDS UP IN THE  
WRONG HANDS!?'*



**TARGET**



**J.T.B.D.**

DO GOOD AND FEEL GOOD  
ABOUT IT





THANK YOU  
VERY MUCH

AND HAVE A GREAT, PRODUCTIVE AND INSPIRING DAY

