Ecosystems
Current Roster

- Ryan Artecona
- Rob Bauer
- Enoch Chang
- Jianbo Chen
- Ahmed Haque
- Zhiyong Tan
This Week’s Mini-Discussion

- Some weeks, we will have a short group discussion on a topic rather than Events of the Week.
- Purpose is an exercise in thinking beyond the top level issues of a topic.
- I expect roughly 30 minutes of research and thought

- Our second mini-discussion will be this week:

  Samsung
Final Paper

- Everyone has to submit a paper on any of the topic from the list
  - 99% chose same topic as presentation!
- Roughly 20 pages; but can be more or less
- Covers same material as presentations with a stronger emphasis on the future and what other technologies impact or are impacted by chosen topic.
- Submit electronically – save trees
  - Can be started and submitted at ANY time
    - Due April 17
Final Projects

- At the April 3rd class, you will be assigned to one of two teams.

- You will be given a topic covering a technology with a 10 year horizon.

- The April 10th class will start with a discussion on Topics Not Chosen (I will present) followed by prep time for final project.

- April 17th class will consist of two 15-20 minute group presentations on final topic.
Schedule for Spring 2013

- 01/09/13  Introduction and Accelerating Technology *(Cutler)*
- 01/16/13  Disruptive Technologies *(Cutler)*
- 01/23/13  Creating and Delivering Great Presentations *(Volz)*
- 01/30/13  Consumer Medical Electronics *(Ahmed Haque)*
- 02/06/13  Identity Theft / Phishing *(Enoch Chang)*
- 02/13/13  Internet of Things *(Ryan Artecona)*
- 02/20/13  No Class – family emergency
- 02/27/13  No Class - Rice midterm recess
- 03/06/13  Storage *(Jianbo Chen)*
- 03/13/13  No Class – family emergency
- 03/20/13  HTML 5 *(Zhiyong Tan)*
- 03/27/13  Ecosystem Group Discussion *(All)*
- 04/03/13  Internet Video *(Rob Bauer)*
- 04/10/13  Topics Not Chosen *(Cutler)* - Prep for Final Projects *(All)*
- 04/17/13  Final Projects - Final Papers Due *(All)*
- 04/21/13? Possible Optional Off-site (a.k.a. end of semester party)
### Preparation Schedule

<table>
<thead>
<tr>
<th>Date</th>
<th>Class</th>
<th>Topic#</th>
<th>Topic Name</th>
<th>Presenter</th>
<th>Preparation Meetings</th>
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Seminar #10

- Internet Video – Rob Bauer
  - Logistics
    - Wednesday, April 3, 9:30 – 11:00, DH-2014

- Mini-Discussion – Events of the Week

- One-on-One meetings:
  - None!
Ecosystem Discussion
Major Corporate Ecosystems

- Long tradition of companies offering products in many areas.
  - Synergistically whole is worth more than parts
  - Distinct competitive advantage
  - Products can often integrate better
  - Downside of new customers feeling they need to accept more than specific product
The Big Three

- Microsoft
  - Windows franchise
  - Office integration sealed apps market

- Google
  - Started with search
  - Grew with Google Docs and now full offerings

- Apple
  - Always in its own world
  - Generated significant traction with mobile devices.
Many More

- Amazon
  - A lot more than books
  - Significant technological infrastructure

- Facebook
  - Leader in social media
  - Extensive app platform

- Samsung
  - Historically a component supplier in US
  - Now major brand and creating own ecosystem
Questions

- Who is the strongest, the weakest?
- What should we expect in 5 to 10 years
- Who will / should they acquire? Other major players the might go away or get acquired? (Twitter, for example).
- Hardware / software bridges and walls.
- Stock price and cash on hand. (AAPL - $137B, GOOG $48B, MSFT $68B) (Market Cap: AAPL $433B, MSFT $238B, GOOG $266B)
- Next big market
- Too big to fail? Too big to survive?