



# Diseño de modelos de negocio exponenciales

Guatemala Innovation Forum



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

NOVIEMBRE 2017

**IDEAS  
FOR  
CHANGE**



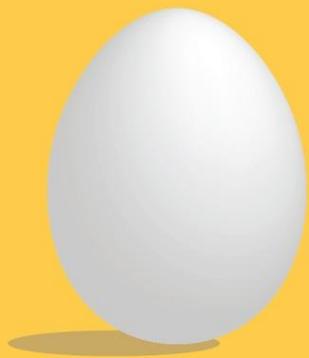
“El crecimiento  
económico ocurre  
cuando las personas  
reorganizan los  
recursos de manera  
que se genera más  
valor.”

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**Paul Romer**

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2001

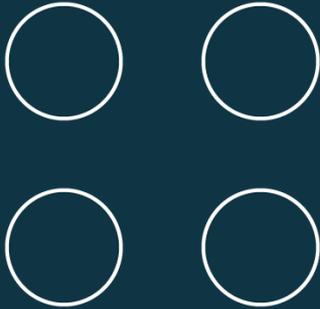


**WIKIPEDIA**  
The Free Encyclopedia

2006



# The field of possibilities



ELEMENTS

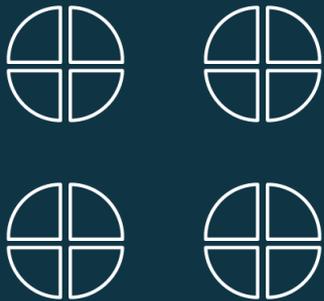


RULES

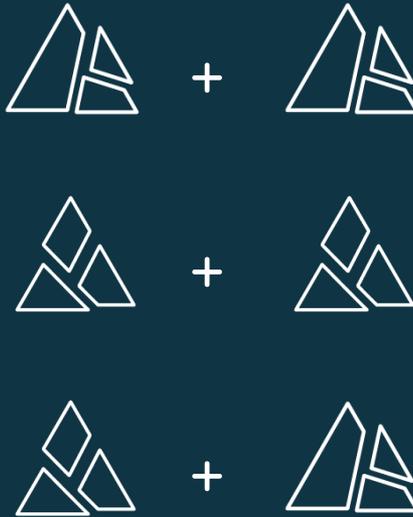


AGENTS

# The field of possibilities



ELEMENTS



RULES

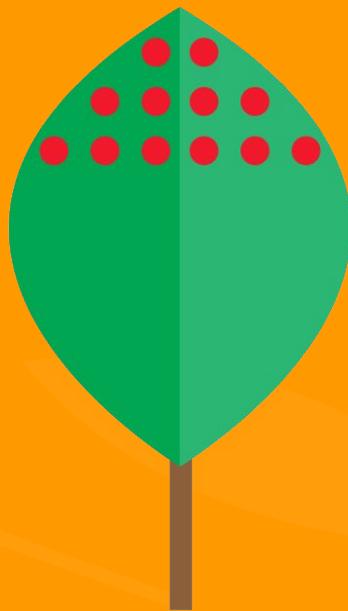
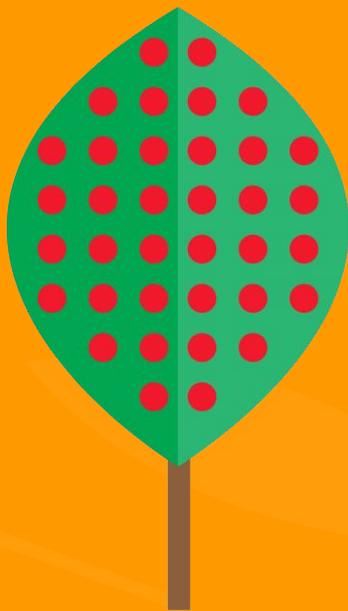


AGENTS



Se reparten las cartas de nuevo...

# Tecnología Elementos

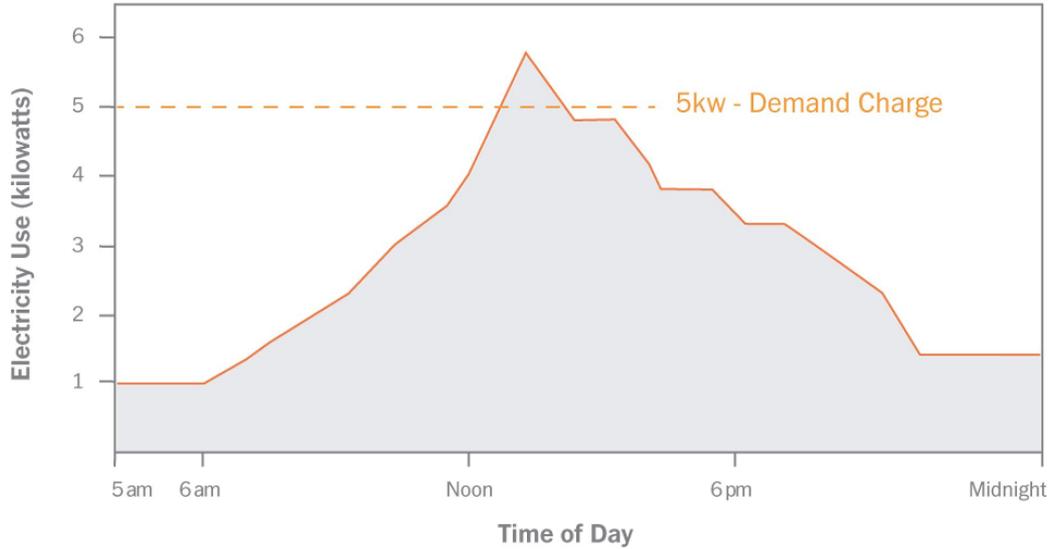


Elementos

# Objetos conectados



# Real time data



# Abundancia de datos

Google | Project Sunroof

🔍 55 Casa Way, San Francisco, CA, United States



Analysis complete. Your roof has:



**1,870 hours of usable sunlight per year**

Based on day-to-day analysis of weather patterns



**2,042 sq feet available for solar panels**

Based on 3D modeling of your roof and nearby trees

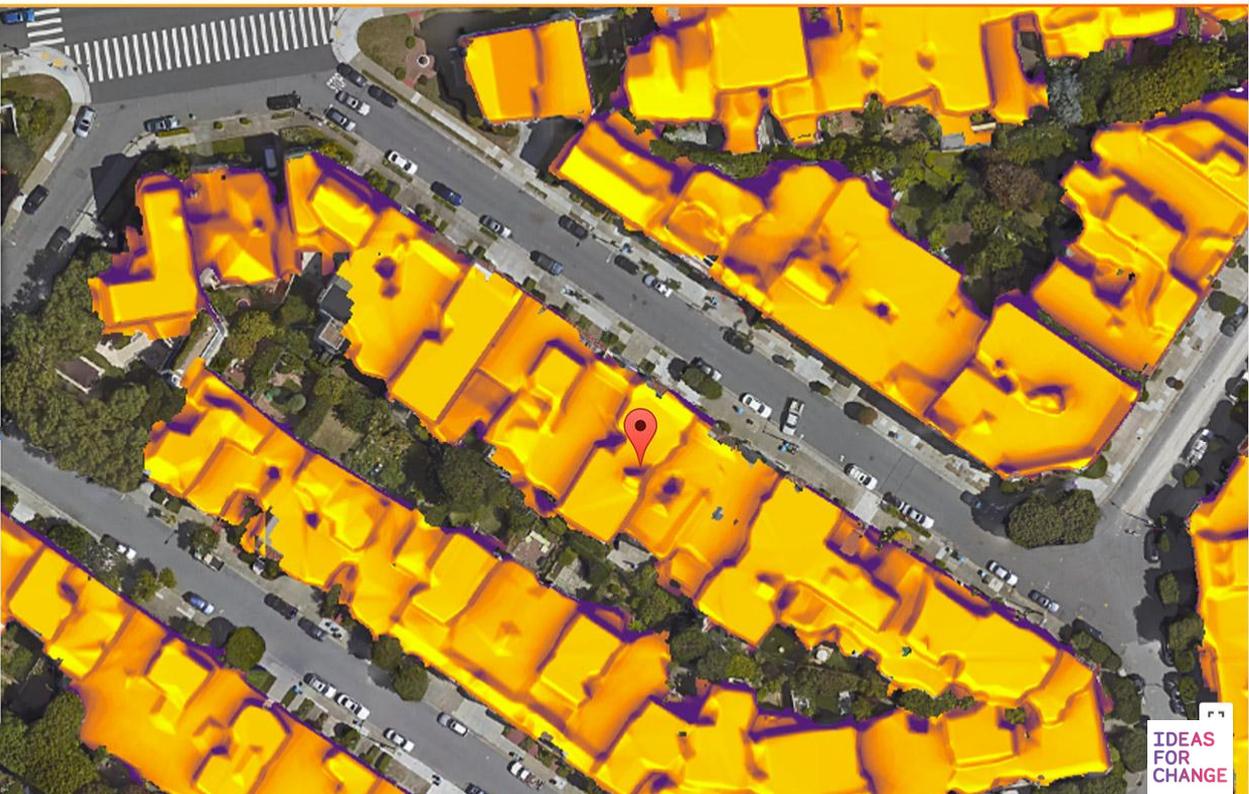
**\$14,000 savings**

Estimated net savings for your roof with a 20-year lease

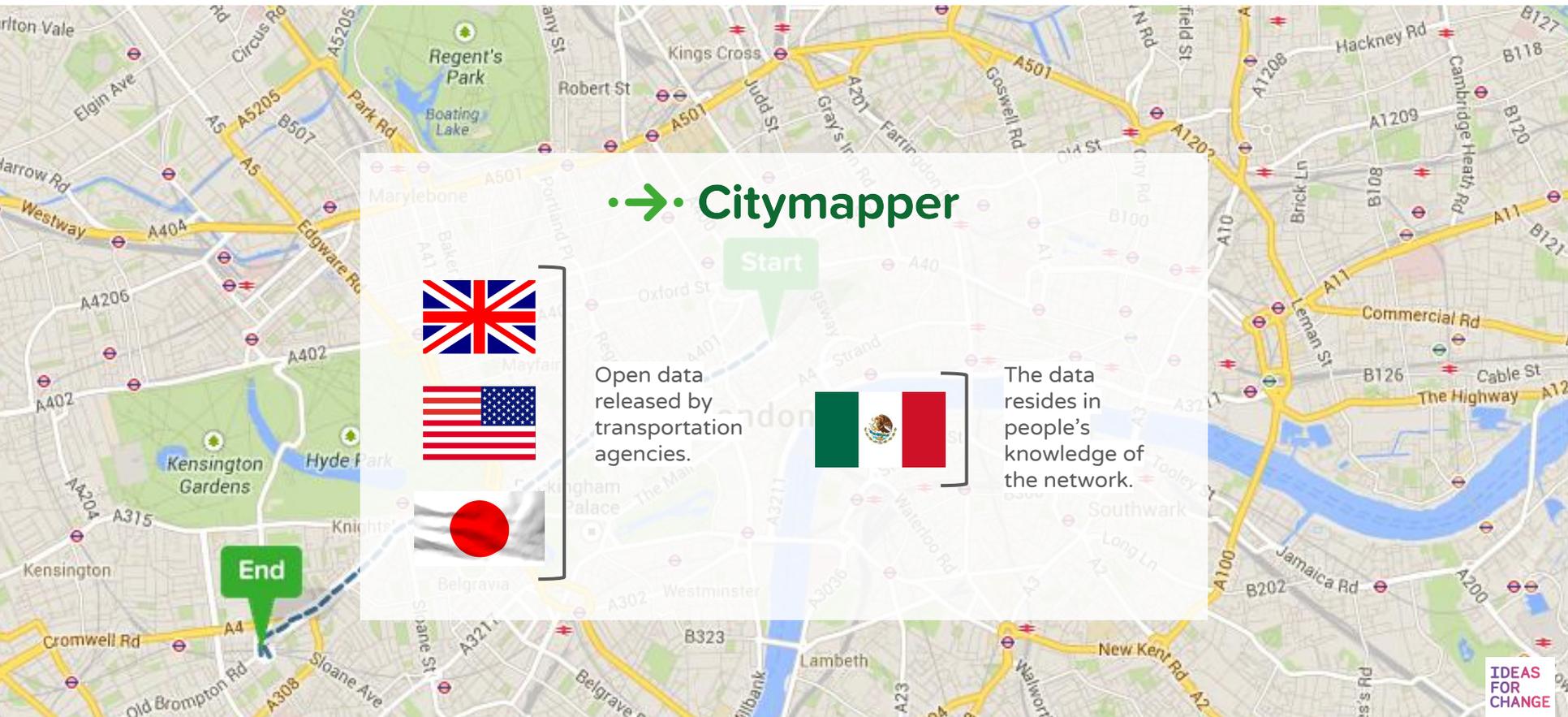
[FINE-TUNE ESTIMATE](#)

[SEE SOLAR PROVIDERS](#)

Wrong roof? Drag the marker to the right one.



# Datos abiertos



## → Citymapper

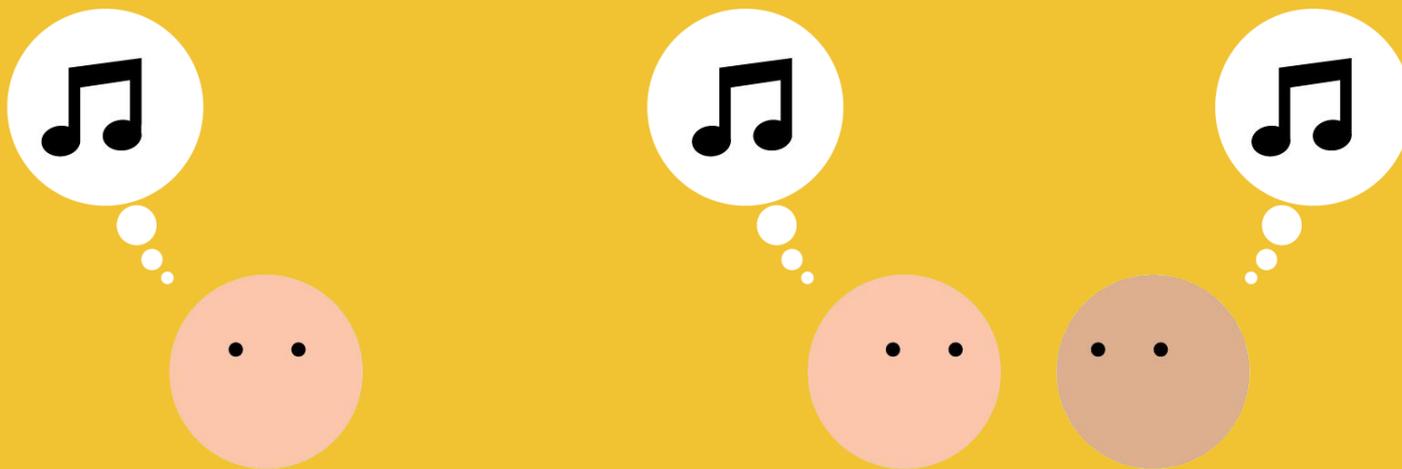


Open data released by transportation agencies.



The data resides in people's knowledge of the network.

Confianza  
Reglas



# P2P: confianza entre extraños



Angela

Francesca was a wonderful host. Her book of recommendations was super helpful and her apartment is in the perfect location near the Forum but tucked into perfectly cute and safe alleyways away from crowds. I stupidly left my passport wallet in the taxi on the way from the airport and Elisabetta helped me get in touch with the taxi driver! Great host. Highly recommend.

September 2015

 Helpful



Mike & Diane

Francesca is very friendly and accomodating. She communicates well. Diane appreciated her apartment from the female perspective! The kitchen and bathroom appointments made it easy for her to get ready for Roma. Her apartment is perfectly situated in central Rome. We were surprised how quiet it was for being right in the heart of the historic district.

September 2015

 Helpful | 1

# Open: confianza en lo abierto



## Contributing Guidelines

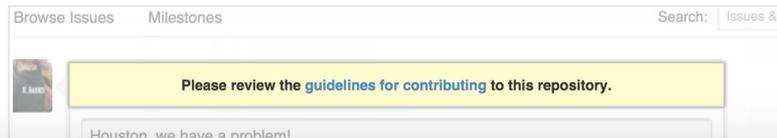
 September 17, 2012
  vinbarnes
  New Features

Oftentimes open source projects place a CONTRIBUTING file in the root directory. It explains how a participant should do things like format code, test fixes, and submit patches. Here is a fine [example](#) from [puppet](#) and [another one](#) from [factory\\_girl\\_rails](#). From a maintainer's point of view, the document succinctly communicates how best to collaborate. And for a contributor, one quick check of this file verifies their submission follows the maintainer's guidelines.

### Contributors Wanted: Inquire Within

Today we added support for sharing your preferred policy for contributions with the folks wanting to collaborate with you on your project.

We've tried making this easy for everyone. As a maintainer, all you have to do is add a CONTRIBUTING file (or CONTRIBUTING.md if you're using Markdown) to the root of your repository. Then we will add a link to your file when a contributor creates an Issue or opens a Pull Request.




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Unlimited private repositories

# Blockchain: confianza en el código

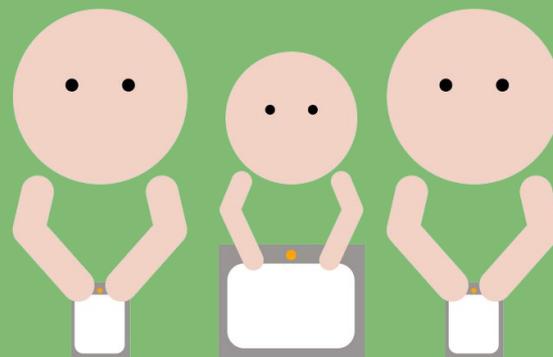
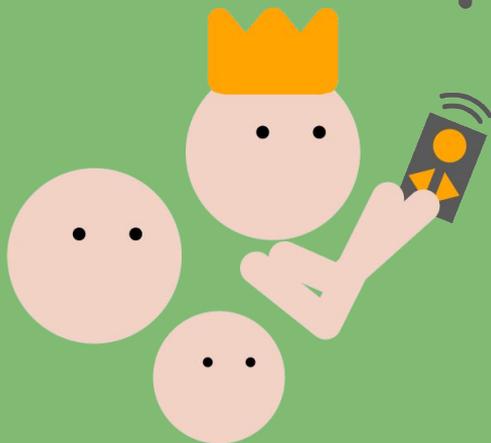


## Blockchain technology trialled to tackle slavery in the fishing industry

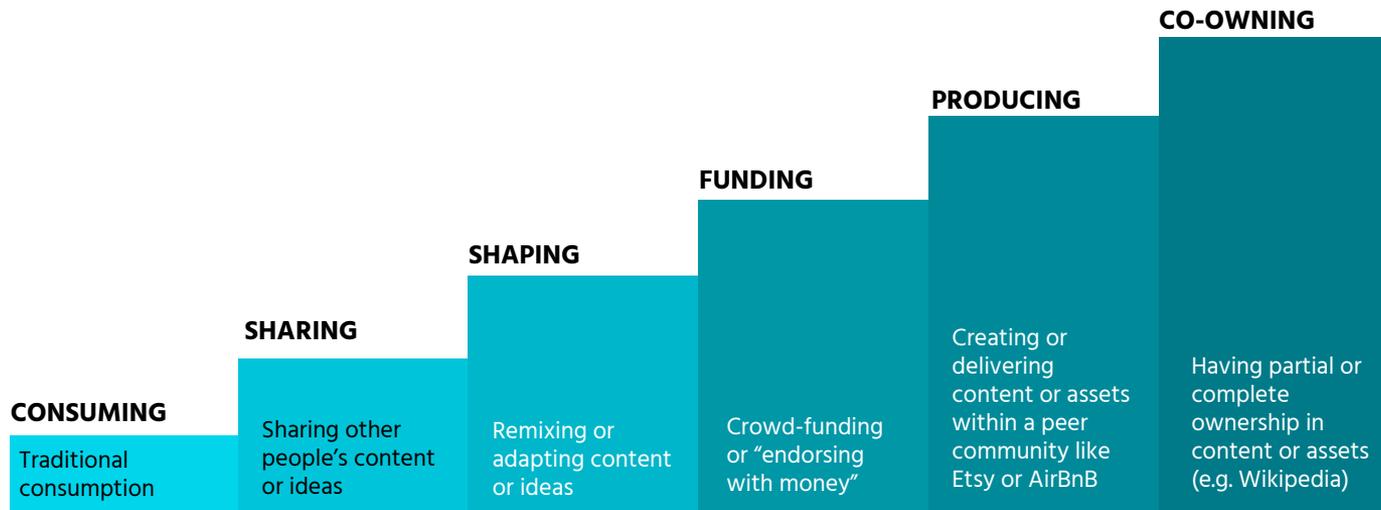
Technology could be used to differentiate fish caught sustainably to those caught illegally, or linked to human rights abuses

PROVENANCE

# Capacidades Agentes



# Ciudadano productor

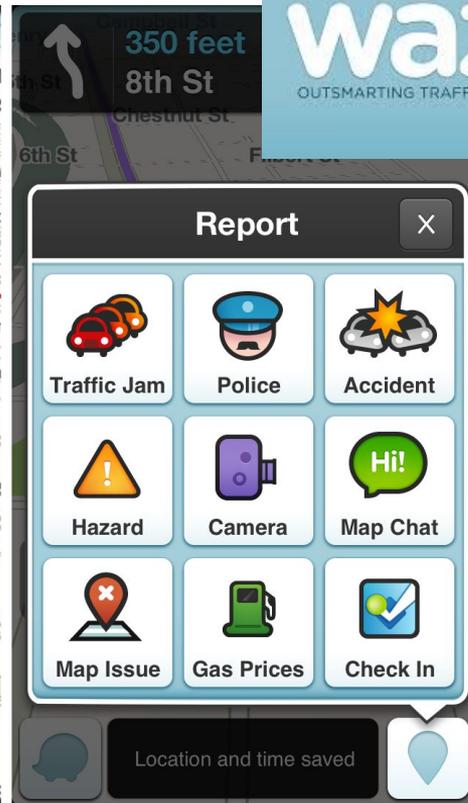
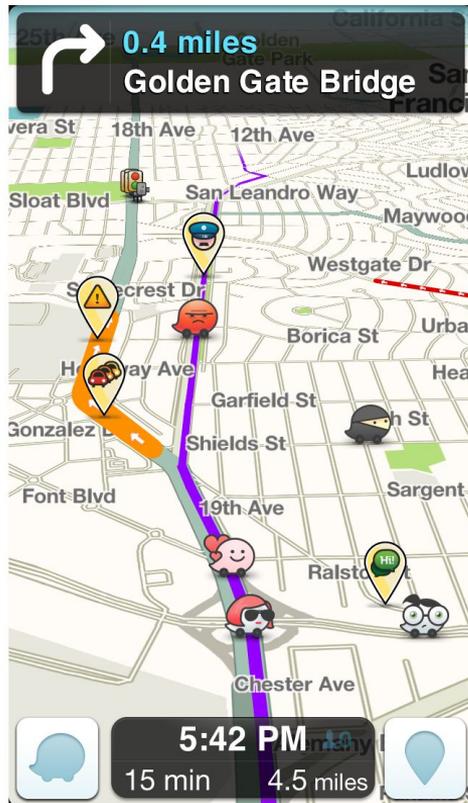


SOURCE JEREMY HEIMANS AND HENRY TIMMS

HBR.ORG

## Capacidades aumentadas

# Ciudadano contribuidor



Agentes

# Nuevos distribuidores

## ¡LA COLMENA QUE DICE SÍ!

Comer mejor, comer justo



# Nuevas fórmulas de propiedad

## Singaporeans Become Uber Drivers to Get Around High Car Prices

by **David Roman**

16 de marzo de 2017 22:00 CET

The 58-year-old retired policeman rents a car in Singapore, drives three to four hours a day for [Uber Technologies Inc.](#) to cover its cost, and has a shiny Honda Vezel the rest of the time for his personal use. Hiring a vehicle to work for Uber is becoming a more common sight in the city-state, where Chiu's SUV costs more than a BMW M3 luxury sports sedan does in New York.

### Uber Effect

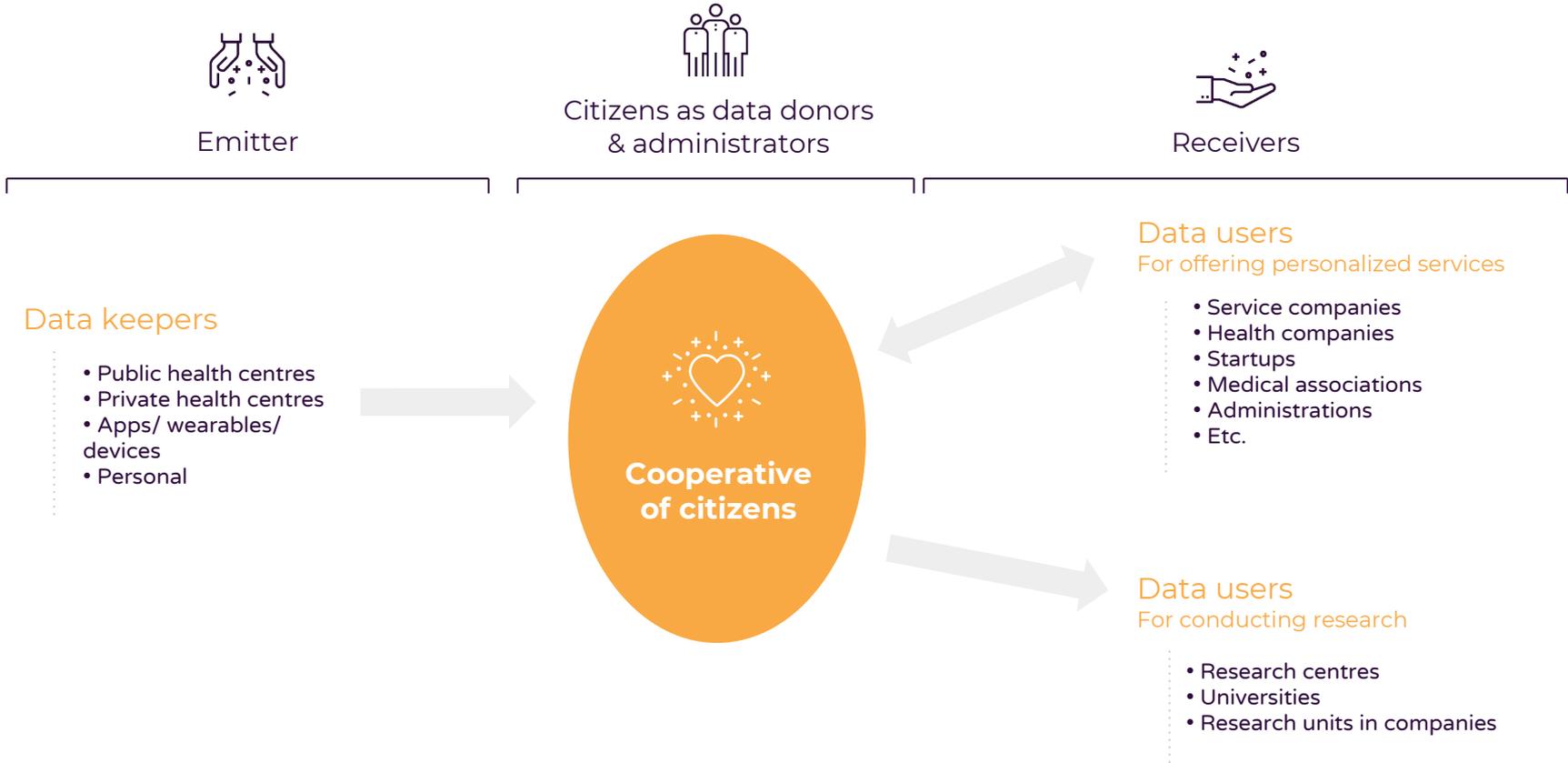
Rentals soar in Singapore even as overall number of cars declines

	2014	2015
All motor vehicles	972,037	957,246
Cars	600,176	575,353
Rental Cars	18,847	29,369
Taxis	28,736	28,259

Source: Department of Statistics Singapore

Bloomberg 

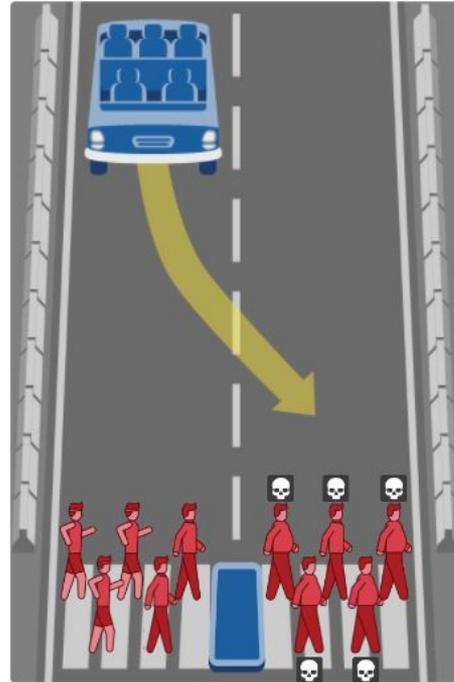
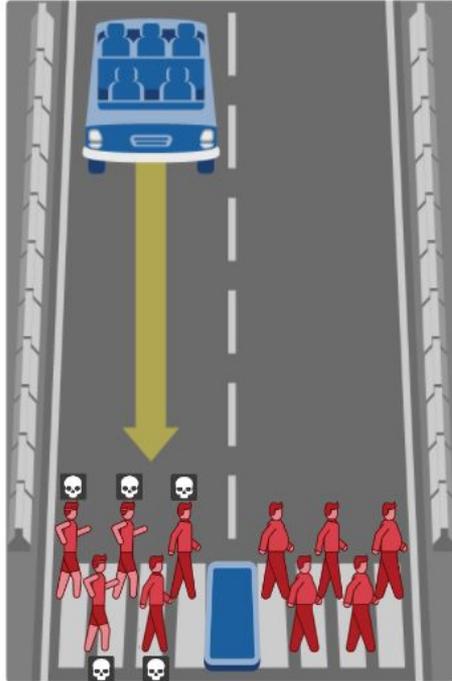
# Ciudadanos propietarios de sus datos



# IA: moral machine

What should the self-driving car do?

2 / 13





¿Cómo  
aprovechamos  
esta  
oportunidad?



¿Cómo  
generamos  
nuevas  
combinaciones?

# La evolución de la película fotográfica



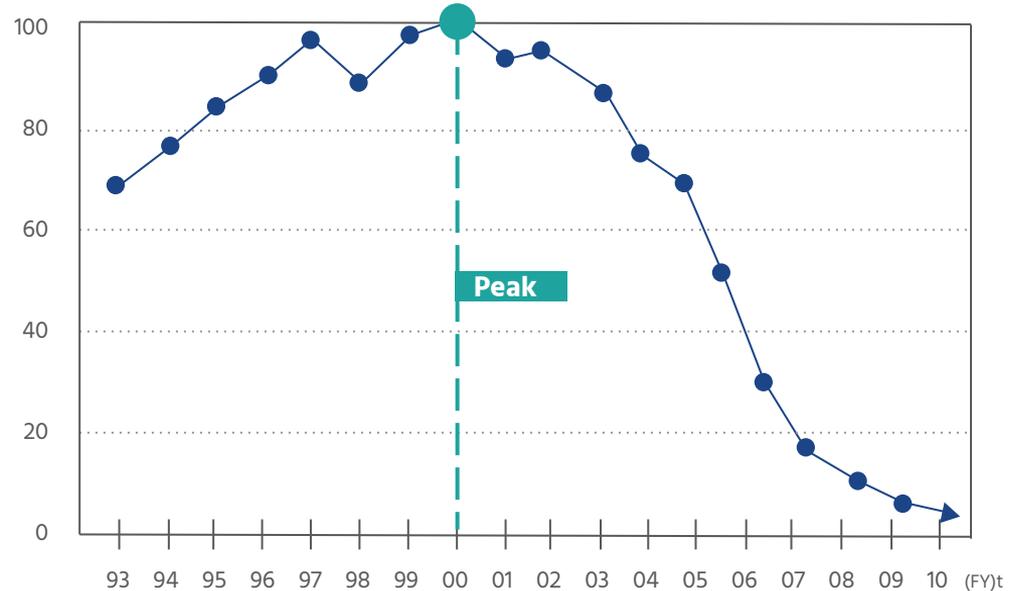
Kodak

vs.



FUJIFILM

Total Global Demand for Color Photo Film  
(Y2000 represents 100)



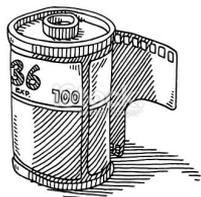
Source: Innovating out of crisis: How Fujifilm Survived (and Thrived) as its core business was vanishing. Book by Shigetaka Komori.

# Descomponiendo el “rollito” de fotos

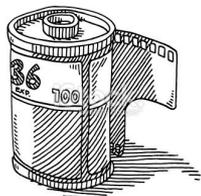
**Kodak**

vs.

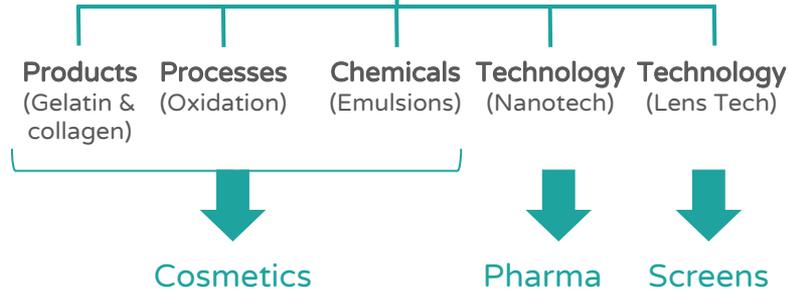
**FUJIFILM**



=

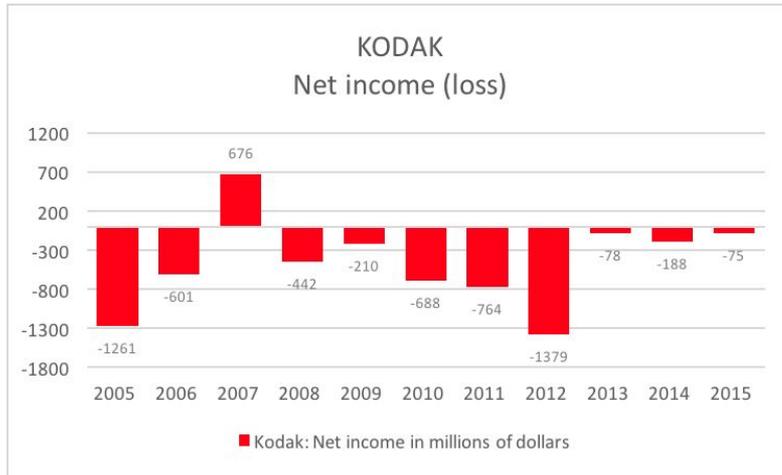


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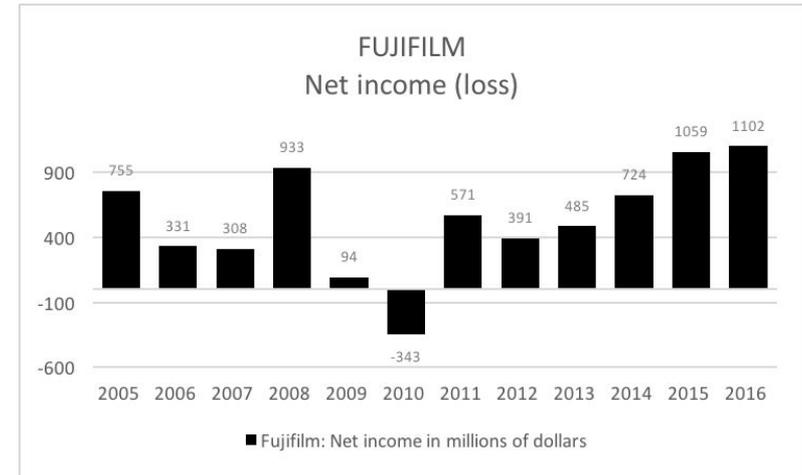


# Crecimiento de mercado

**Kodak**



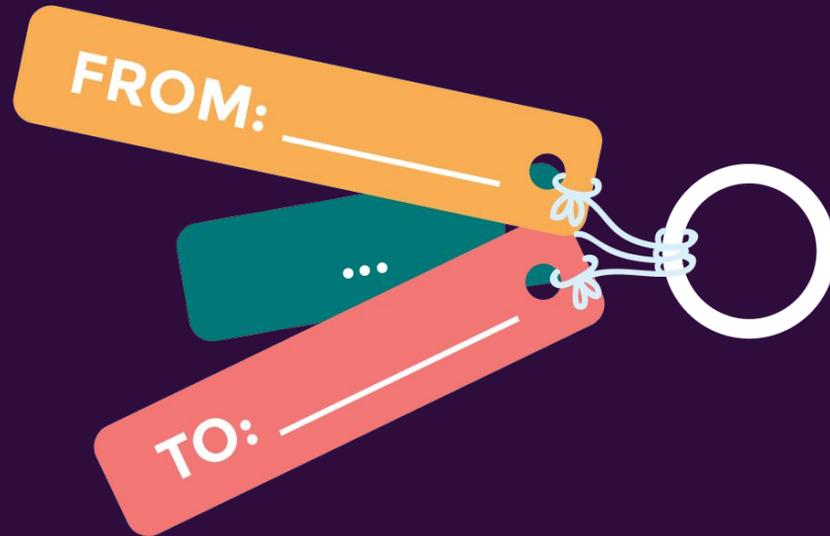
**FUJIFILM**



VS.



# Quitar las etiquetas





Localización premium

Abierto 24/7

Trabajadores multilingües

Conectado a internet

# Potencial de desarrollo





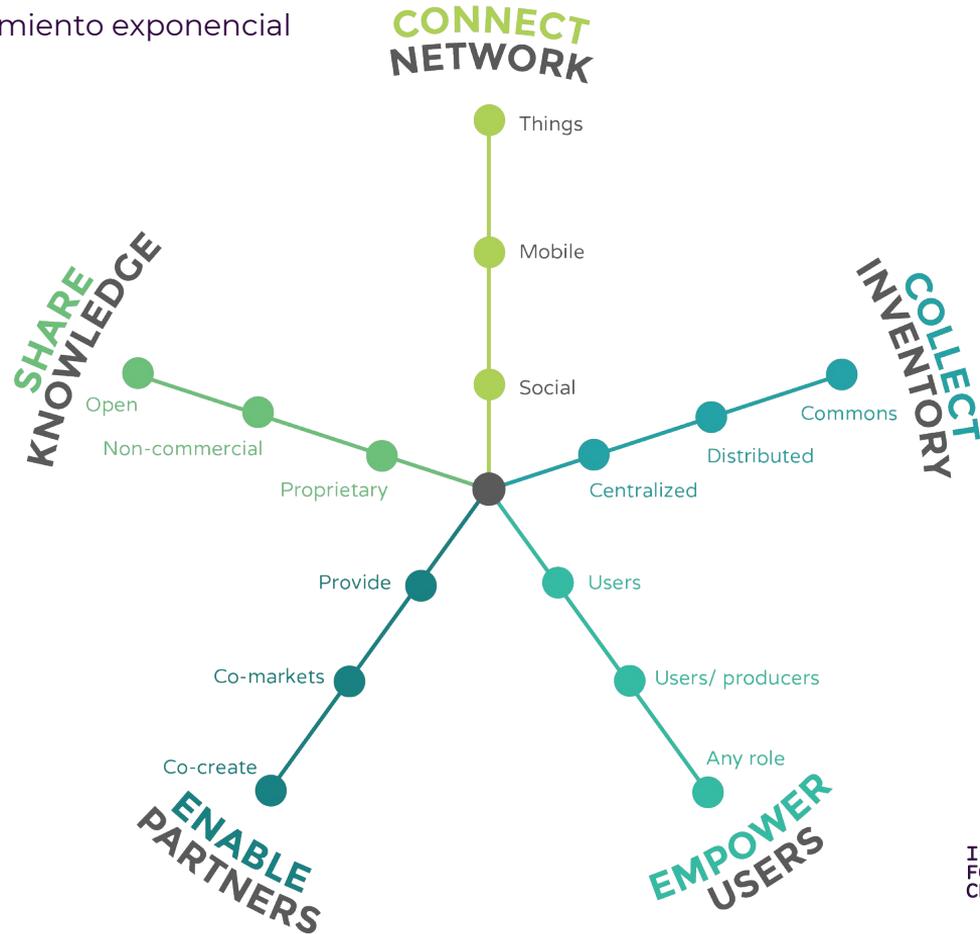
**“El pacto es la simbiosis,  
al final nadie gana ni  
pierde sino que hay una  
recombinación. Se  
construye algo nuevo.”**

LYNN MARGULIS

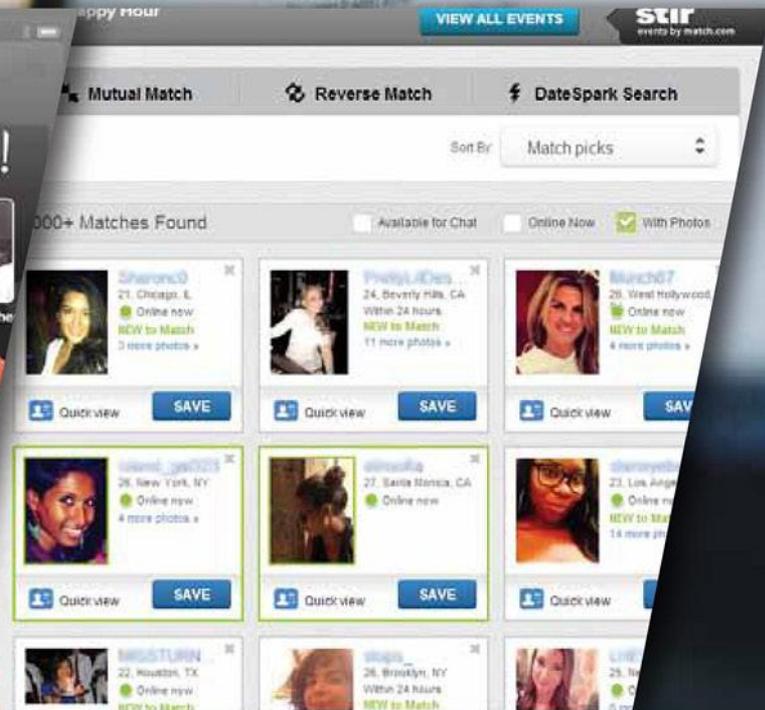
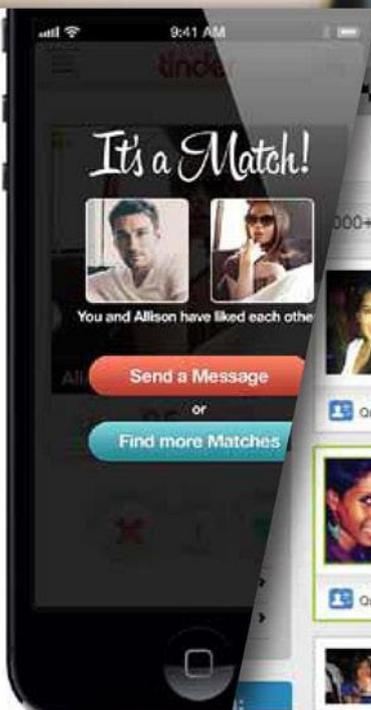


# Pentagrowth

Las cinco palancas del crecimiento exponencial



Nacen desde una nueva red



# La cinco palancas del crecimiento exponencial

## Conectar

¿Qué nodos puede conectar la red sobre la cual opera tu organización?

Más grande es el número de nodos (personas, situaciones, cosas) que la organización es capaz de conectar, más grande será su potencial de crecimiento

### CONECTAR REDES

Cosas



Móvil



Social



WWW

IDEAS FOR CHANGE



JAVI CREUS

IDEAS FOR CHANGE

Agregan aquello que está disponible



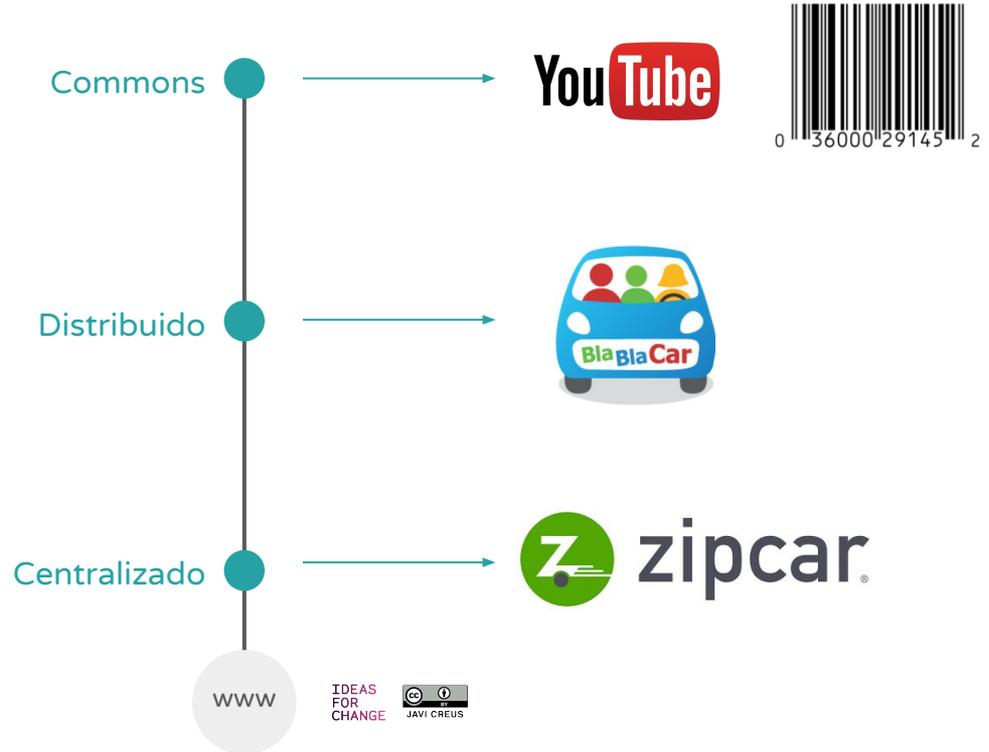
**WIKIPEDIA**  
The Free Encyclopedia

# Agregar

¿Cómo añades unidades de valor y construyes tu inventario?

Cuanto menos esfuerzo interno realice una organización para amplificar su oferta disponible, mayor es su potencial de crecimiento.

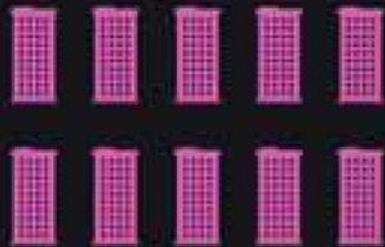
## AGREGAR INVENTARIO



# Empoderan para compartir

**Hilton**

93 YEARS TO BUILD



610,000 ROOMS, 88 COUNTRIES

**airbnb**

4 YEARS TO AMASS



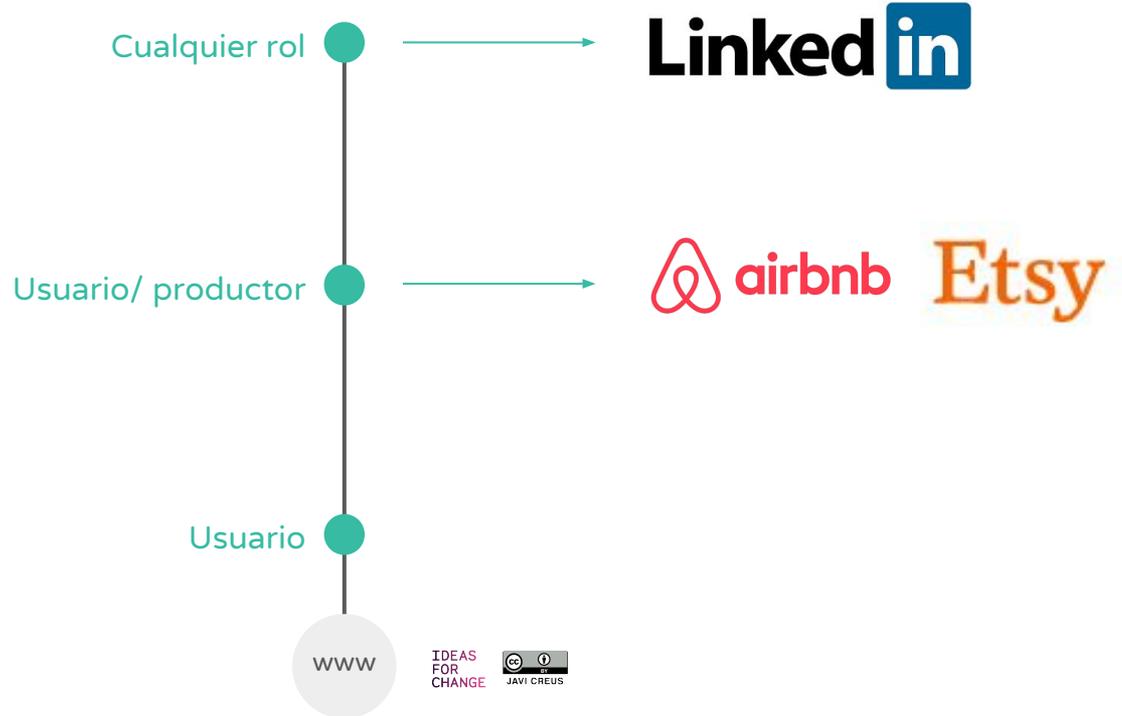
650,000 ROOMS, 192 COUNTRIES

# Empoderar

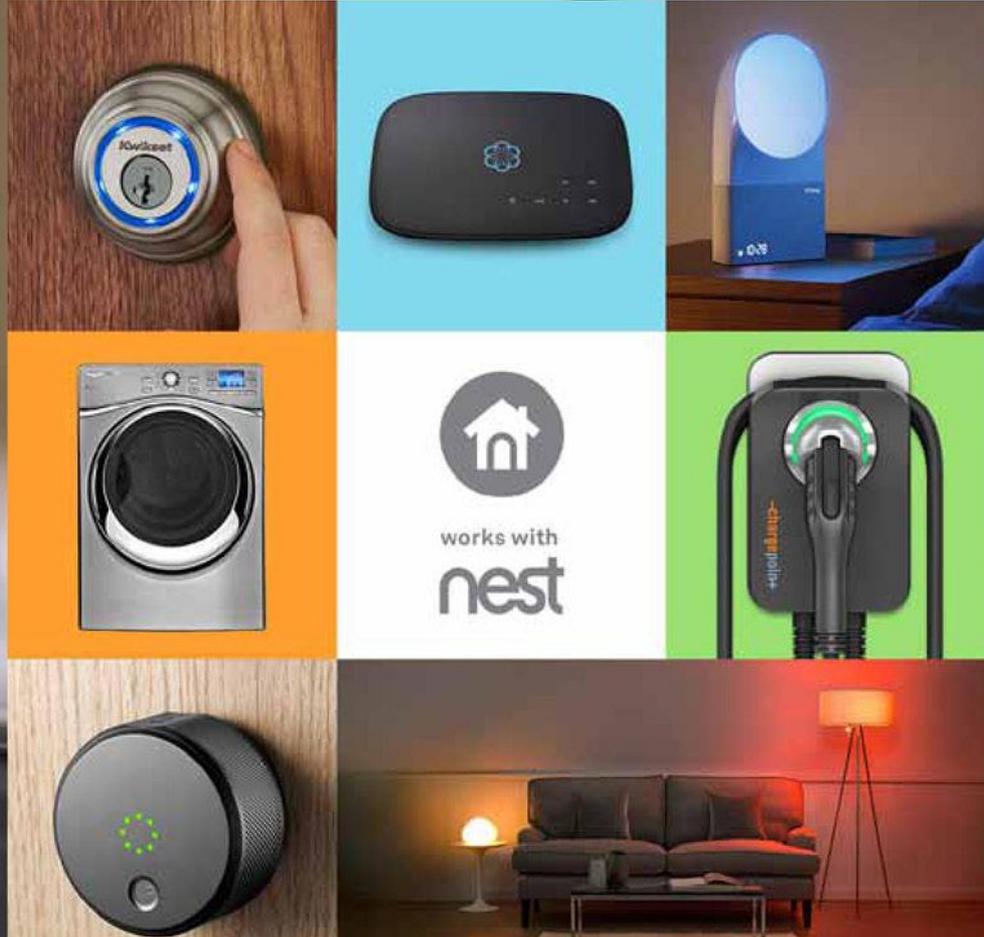
¿Cuántos roles permites jugar a tus usuarios?

Cuanto más capacidades de tus usuarios aprovechas, mayor es tu potencial de crecimiento.

## EMPODERAR USUARIOS



# Instrumentan a sus socios de negocio



# Instrumentar

¿Qué herramientas facilitas a terceros para que puedan crear sus negocios?

Cuanto mayor sea el número de terceros que desarrollen sus propia propuesta comercial encima de tu negocio, mayor será tu potencial de crecimiento.

## INSTRUMENTAR SOCIOS



Comparten su conocimiento

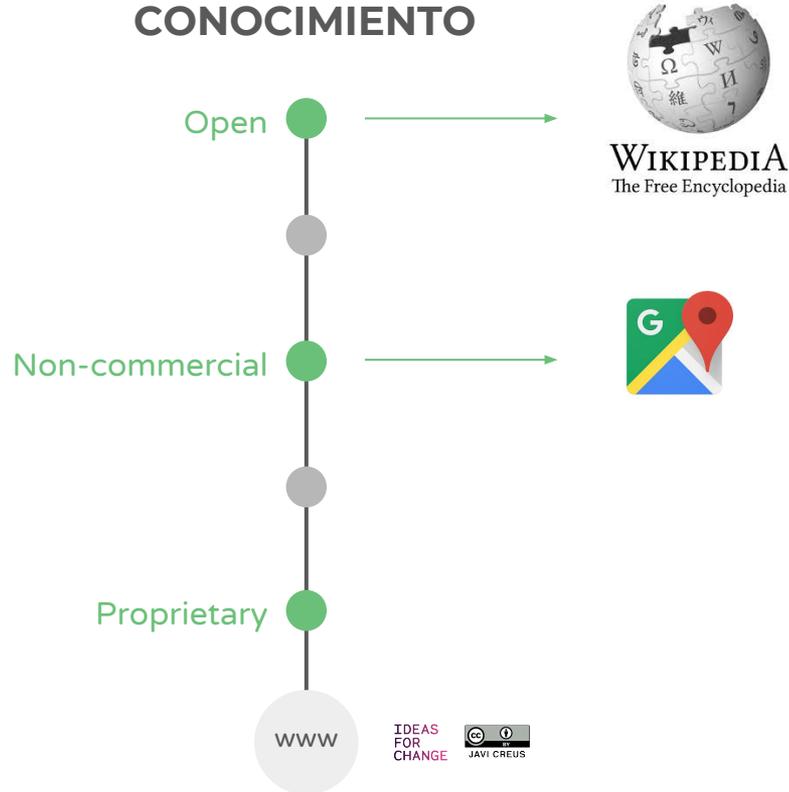


# Compartir

¿En qué condiciones tus recursos pueden ser utilizados por otros?

Cuanto más recursos y conocimiento ponga la organización a disposición de una comunidad, mayor es su potencial de crecimiento.

## COMPARTIR CONOCIMIENTO



# Aprendizaje clave 1

El crecimiento exponencial se genera con...



Personas,  
situaciones,  
objetos  
conectados

Recursos  
distribuidos o  
abiertos

Capacidades  
disponibles y  
agentes

*Las palancas de crecimiento generalmente se encuentran fuera de la organización.*

## Aprendizaje clave 2

El crecimiento exponencial se genera con...

Modelos de negocio que generan y distribuyen más valor de lo que necesitan para desarrollarse y mantenerse.

---

*Modelos de negocio contributivos.*

A black and white portrait of Edgar Morin, an elderly man with a gentle smile, looking slightly to the right. He is wearing a dark jacket over a light-colored shirt. The background is dark.

“Para mantener lo  
consolidado, hace falta  
regenerarlo  
constantemente...  
Todo aquello que no se  
regenera se degenera.”

---

Edgar Morin

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# ¡Gracias !

Diseño de modelos de negocio exponenciales  
metodología Pentagrowth



*@ideas\_4\_change*

*@javicreus*

NOVIEMBRE 2017

**IDEAS  
FOR  
CHANGE**

**GIF**  
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