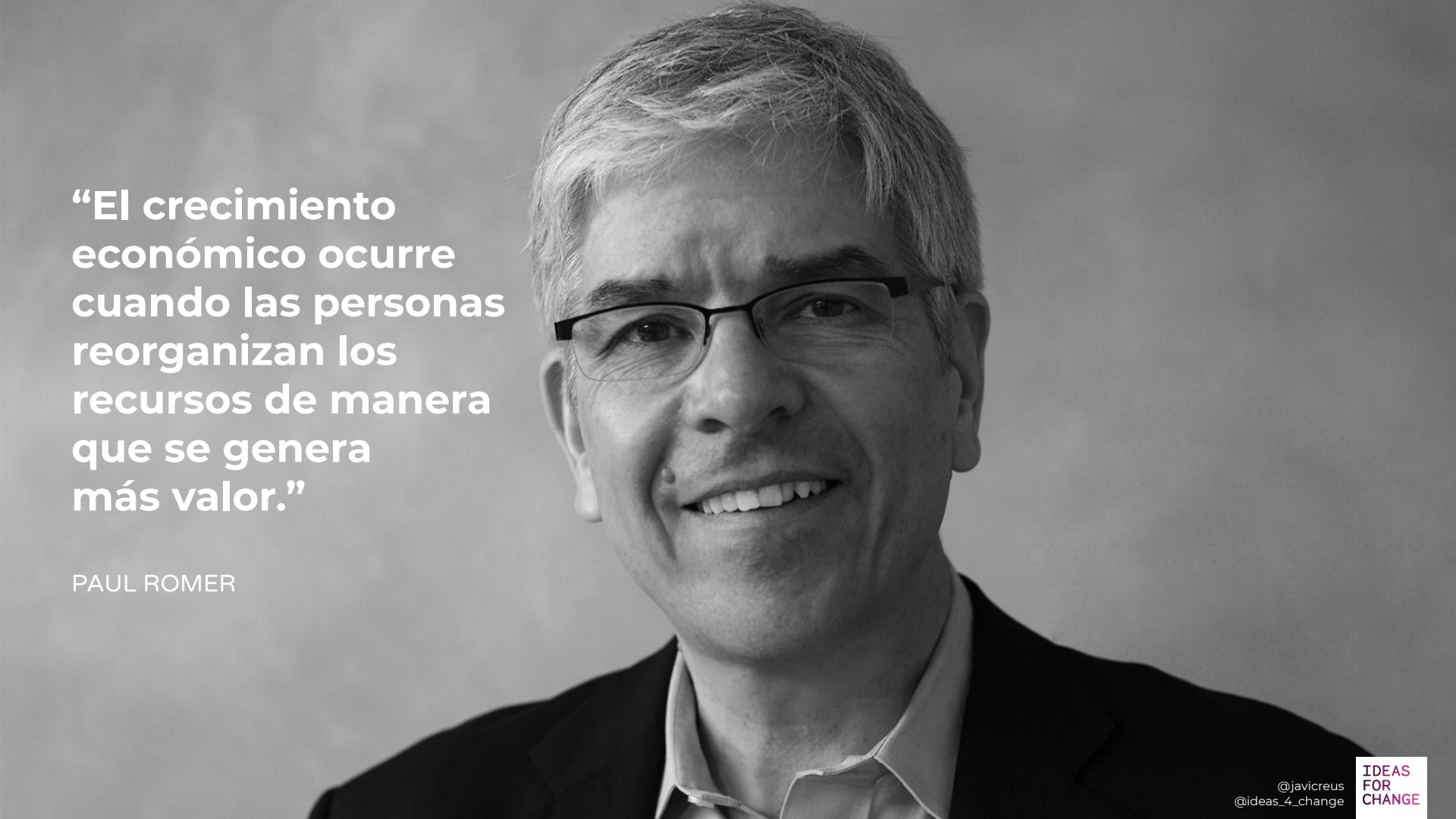


Nuevos modelos de negocio: el sistema Pentagrowth



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#Pentagrowth

IDEAS
FOR
CHANGE

A black and white portrait of Paul Romer, a middle-aged man with short, graying hair and glasses, smiling slightly. He is wearing a dark suit jacket over a light-colored collared shirt. The background is a soft, out-of-focus gray.

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

PAUL ROMER

La tecnología está lista (2009)



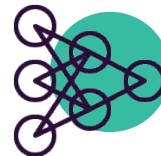
Geolocalización



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

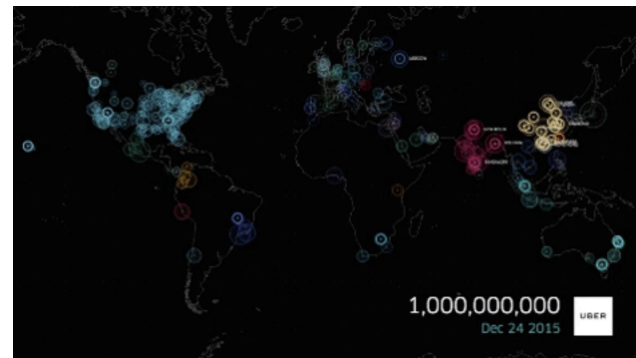
UBEREGGAE

Choisissez la musique pendant votre trajet.

UBERGE DEJEUNESSE

Avec uberPOOL, partagez le trajet avec d'autres utilisateurs.
Prix et économies garantis.

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



facebook

Registrarte

Correo electrónico o teléfono

Contraseña

Entrar

¿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

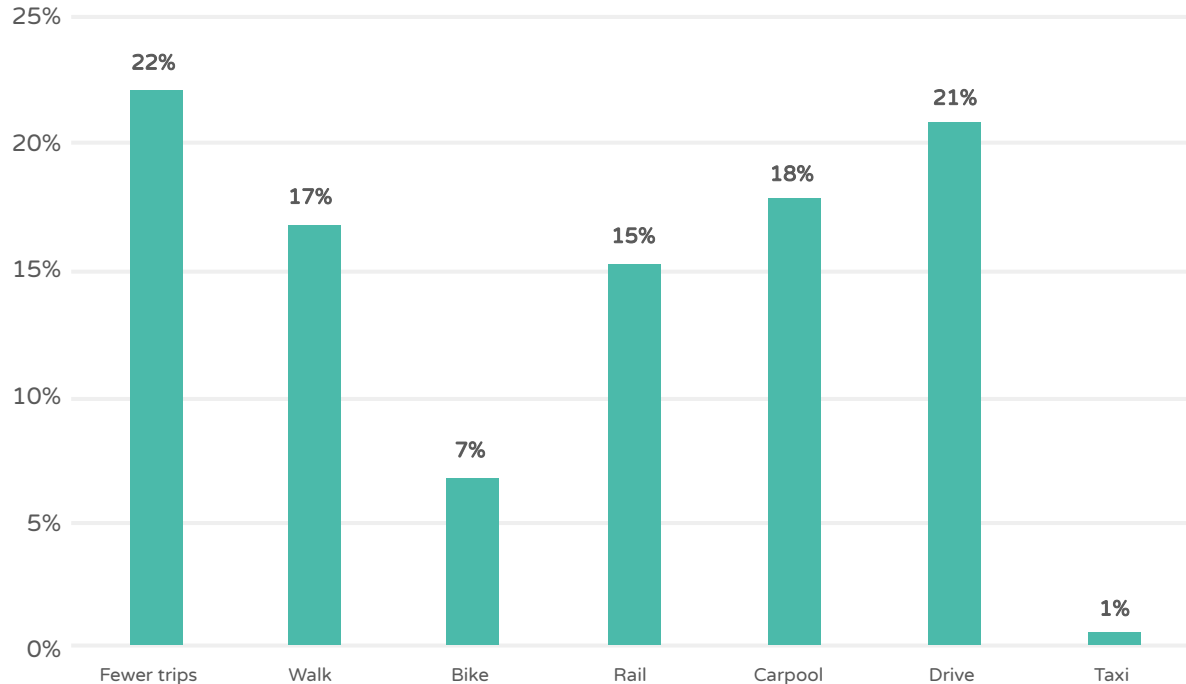


An Italian taxi driver lights a flare as he takes part in an anti-Uber protest in Rome, Italy, on September 10, 2015. Hundreds of Italian taxi drivers took to the street in Rome to protest against a law proposal in favour of UberPOP, a smartphone application-based transportation network and taxi company,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

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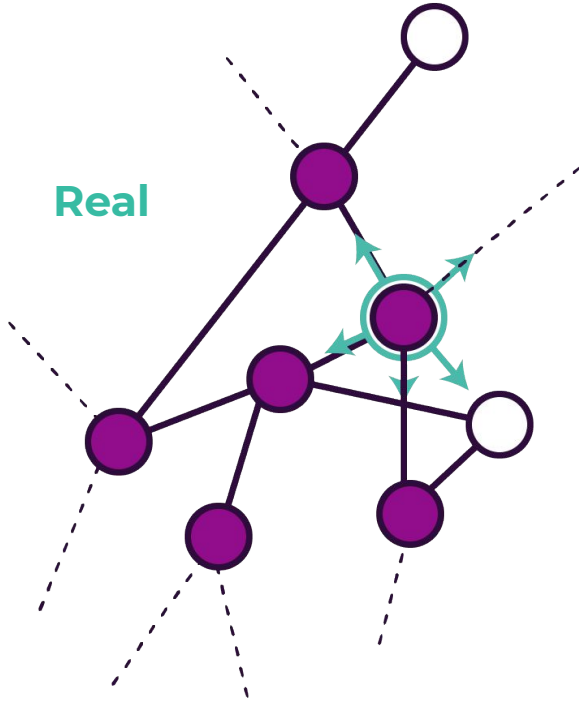
How ride-hailing users would travel if Uber or Lyft were unavailable



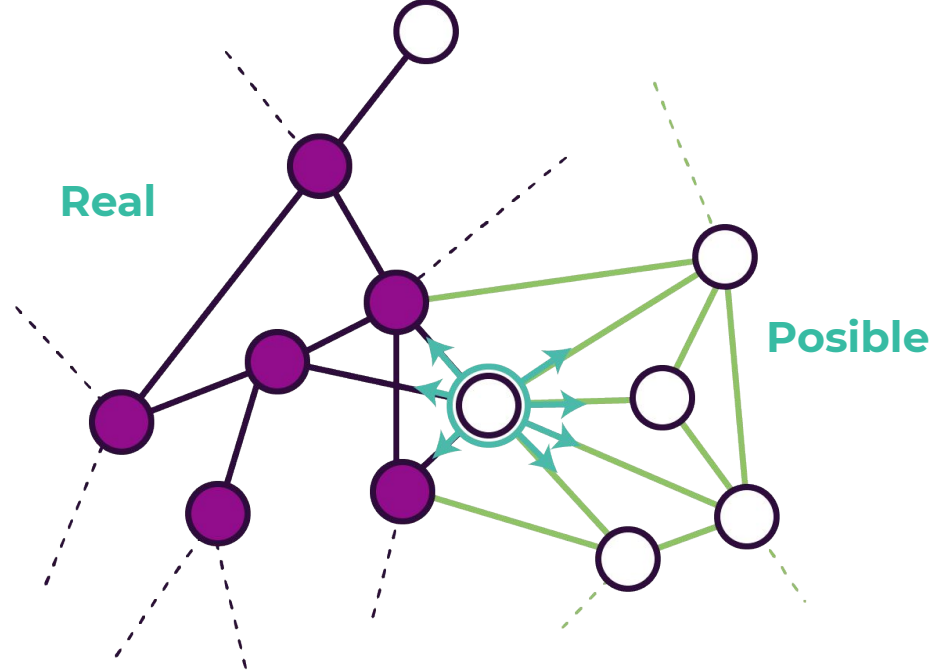
Fuente: <https://bit.ly/2CloBLZ>

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

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IDEAS
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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



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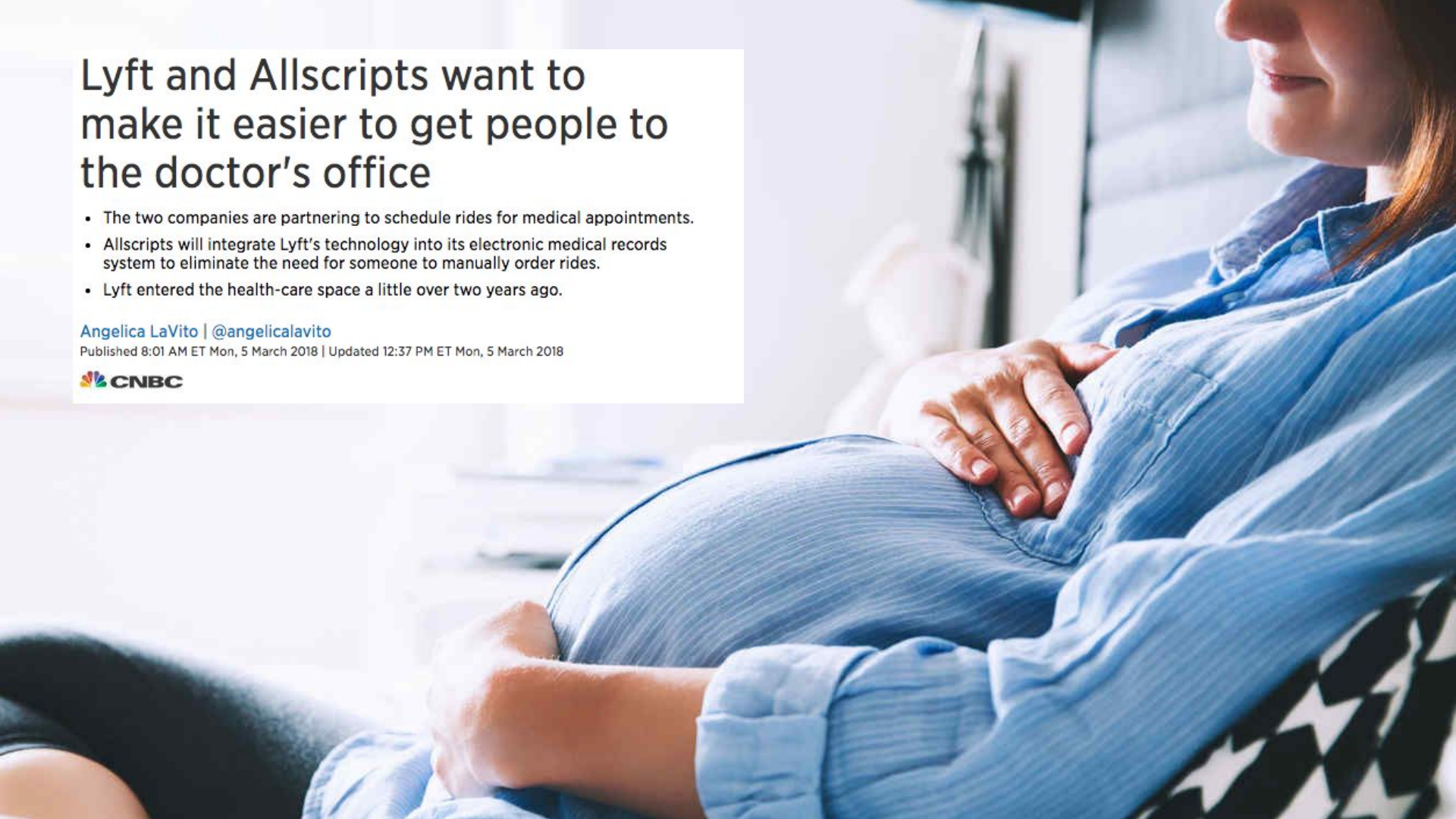
IDEAS
FOR
CHANGE

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

✉ f t p d g

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

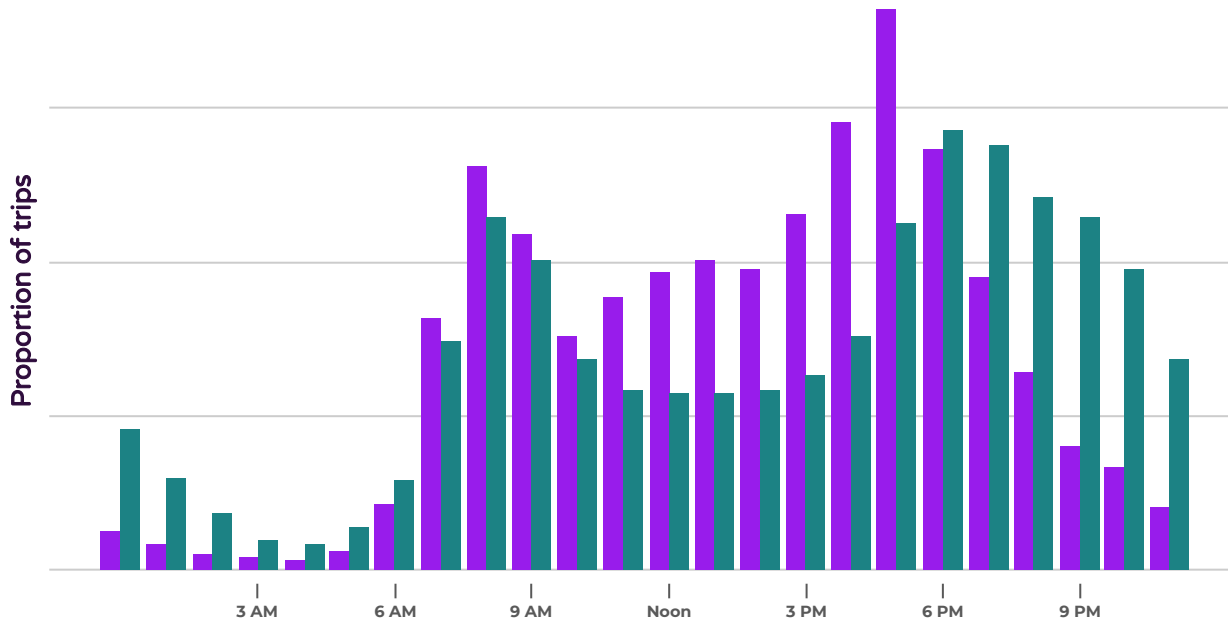
Uber is disrupting its business - and the company says it couldn't be happier about it



JUMP



UBER





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



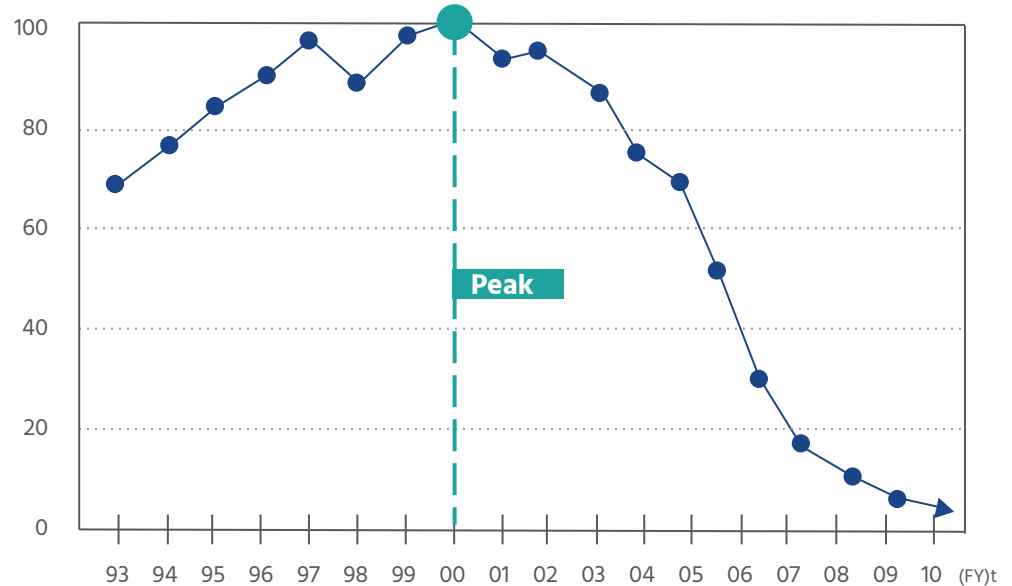
The photo film evolution

Kodak

vs.

FUJIFILM

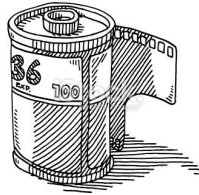
Total Global Demand for Color Photo Film
(Y2000 represents 100)



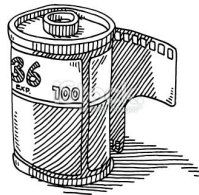
Source: Innovating out of crisis: How Fujifilm Survived (and Thrived) as its core business was vanishing. Book by Shigetaka Komori.

The photo film unbundling

Kodak

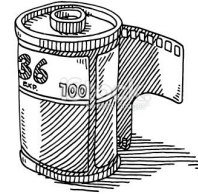


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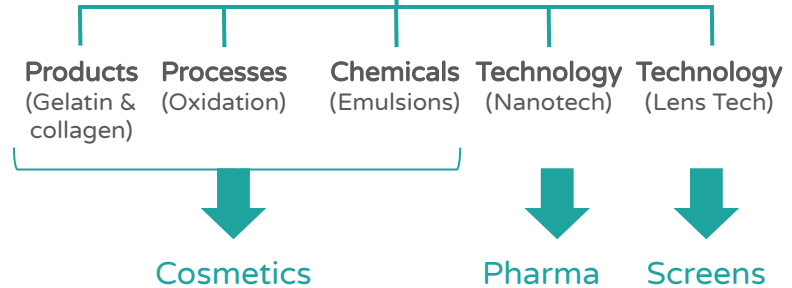


vs.

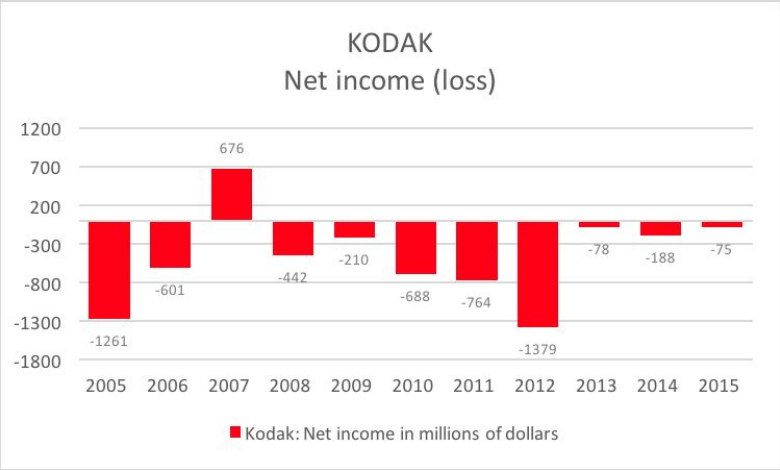
FUJIFILM



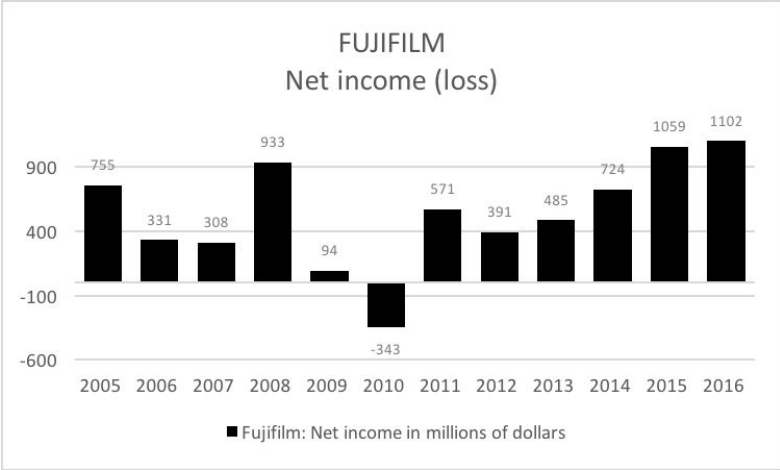
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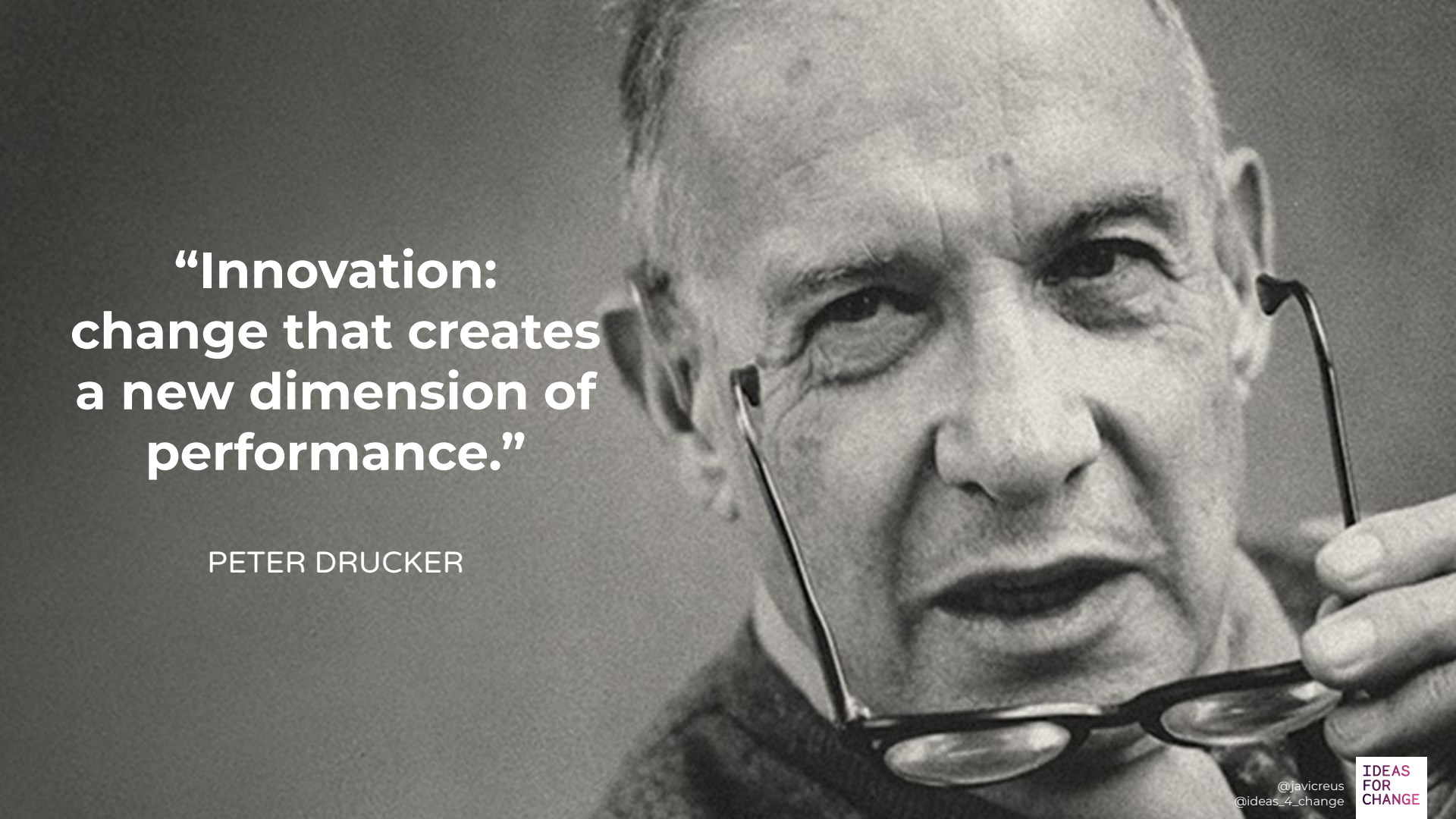


Market growth



vs.



A black and white close-up portrait of Peter Drucker. He is an older man with a serious expression, looking slightly to the right. He is holding a pair of dark-rimmed glasses in his right hand, with the frames resting near his chin. The background is a soft, out-of-focus grey.

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

PETER DRUCKER

Paso 1: anticipar el nuevo estándar

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

@BenedictEvans



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

MAX PLANCK



Paso 2: el potencial interno

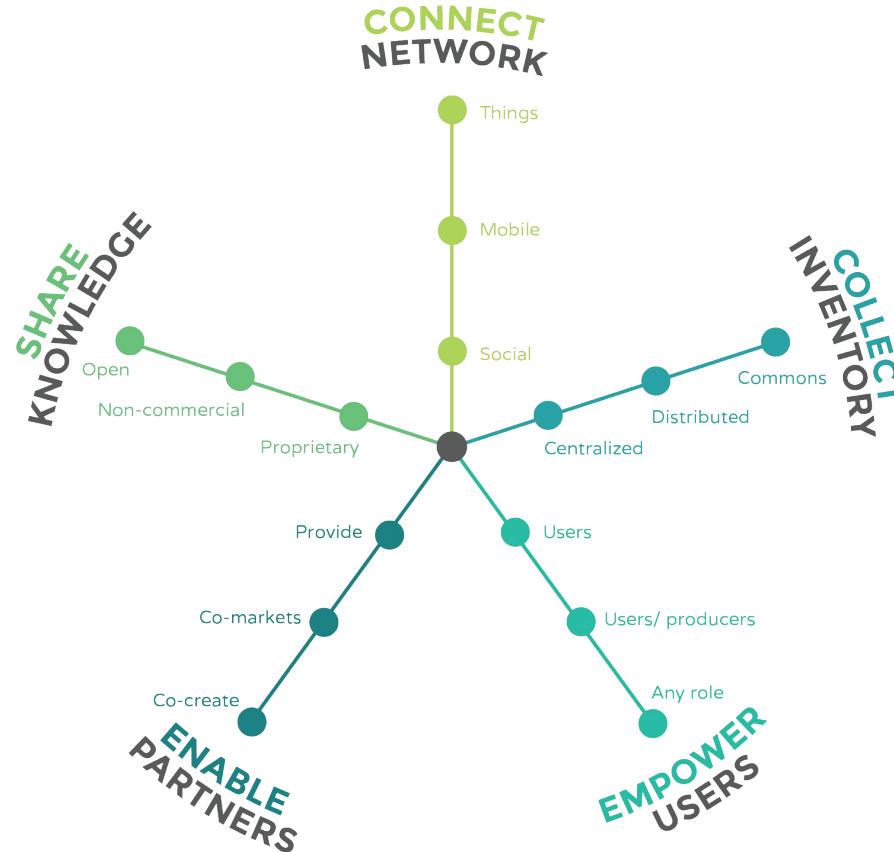


A black and white photograph of Lynn Margulis, a woman with short, wavy hair, smiling. She is wearing a dark vest over a floral-patterned blouse and a dark belt with a large buckle. The background is a repeating geometric pattern of triangles.

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

LYNN MARGULIS

Paso 3: las palancas exponenciales



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Nacen desde la nueva red



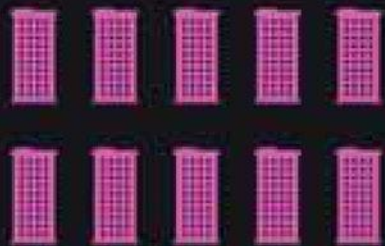
Agregan lo disponible



Empoderan para compartir

Hilton

93 YEARS TO BUILD



610,000 ROOMS, 88 COUNTRIES

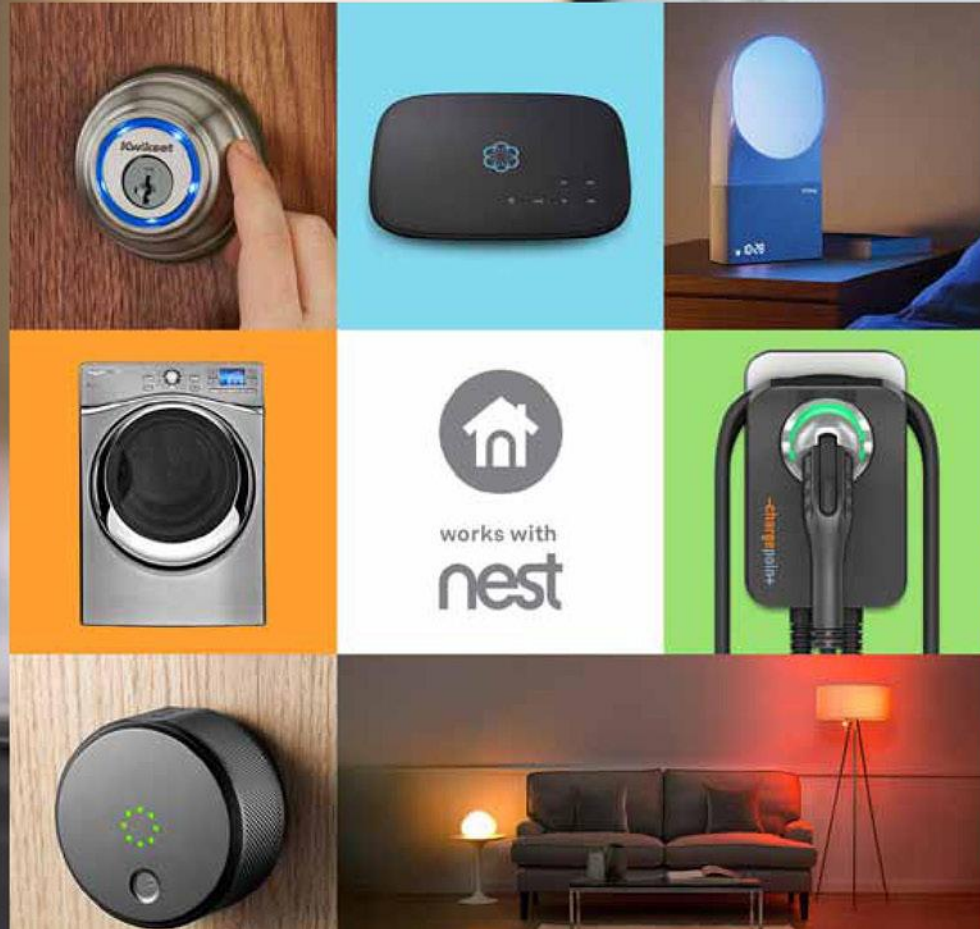
airbnb

4 YEARS TO AMASS



650,000 ROOMS, 192 COUNTRIES

Instrumentan a sus socios de negocio



Comparten conocimientos

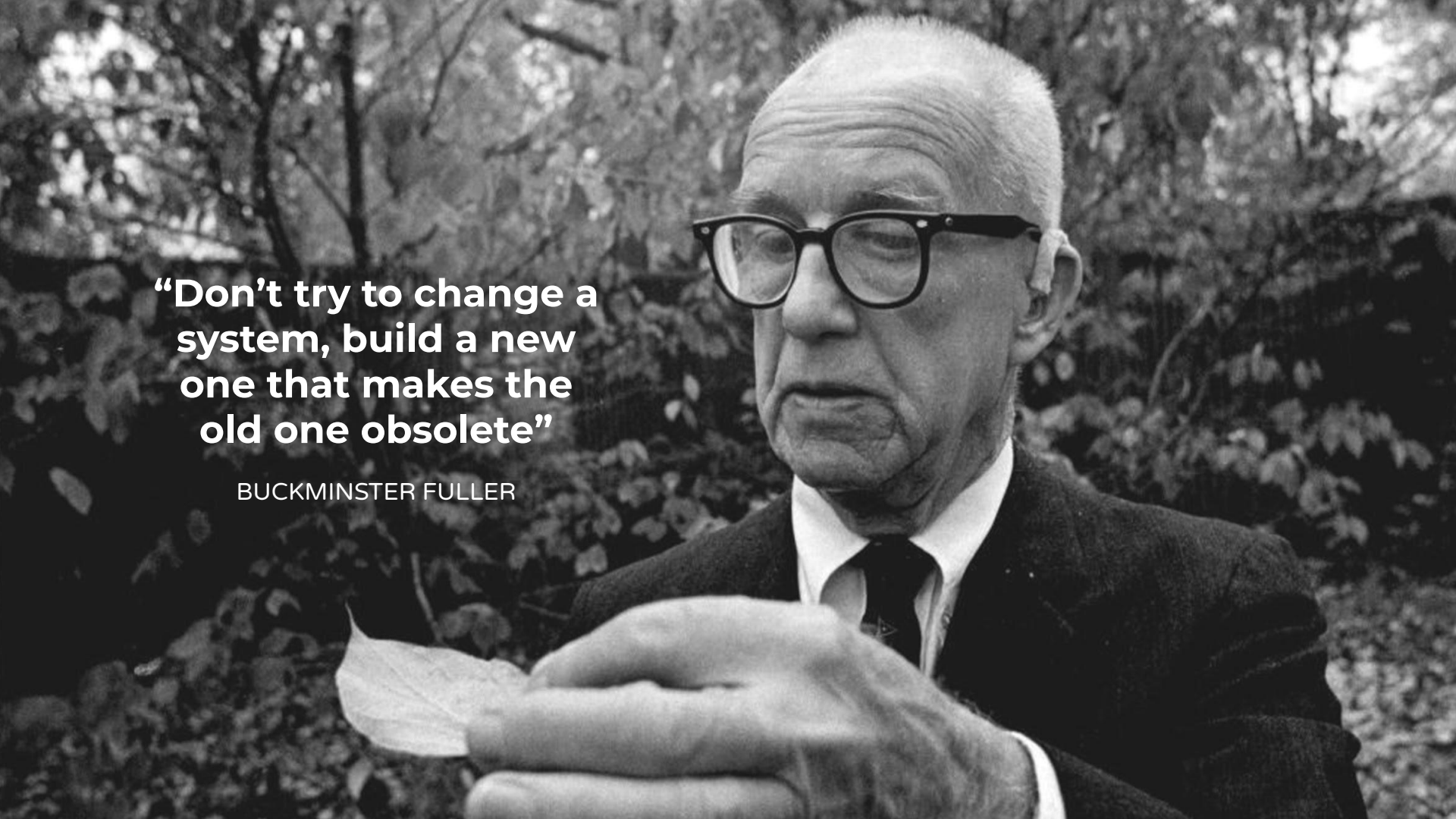
How to TED^x

6 Presentation Design tips for your next TED^x event



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A black and white photograph of Buckminster Fuller, an elderly man with glasses, wearing a suit and tie. He is holding a single leaf in his hands, looking down at it with a thoughtful expression. The background is a dense, out-of-focus forest.

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

BUCKMINSTER FULLER

Aprendizaje clave 1

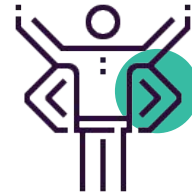
El crecimiento exponencial se genera con...



**Personas,
situaciones,
objetos
conectados**



**Recursos
distribuidos o
abiertos**

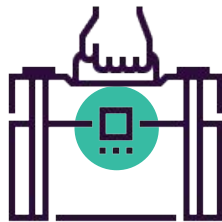


**Capacidades
disponibles y
agentes**

*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

iGracias!



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