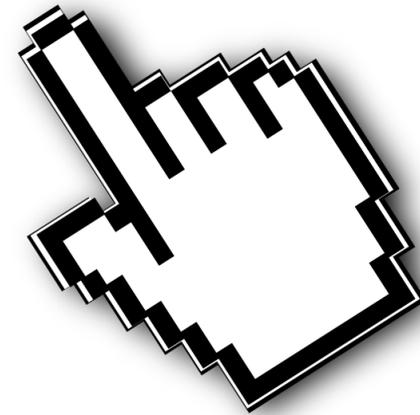


# **Digital transformation:** **the new business models**

Sasha Bezuhanova  
MOVE.BG



**The next big thing**  
**Bloomberg**  
Sofia, 12<sup>th</sup> October 2016

The world we live in today



# The crisis of models

**SORRY FOR  
THE INCONVENIENCE**

**WE ARE TRYING  
TO CHANGE THE WORLD**

- Knowledge is readily available to everyone

LEARN



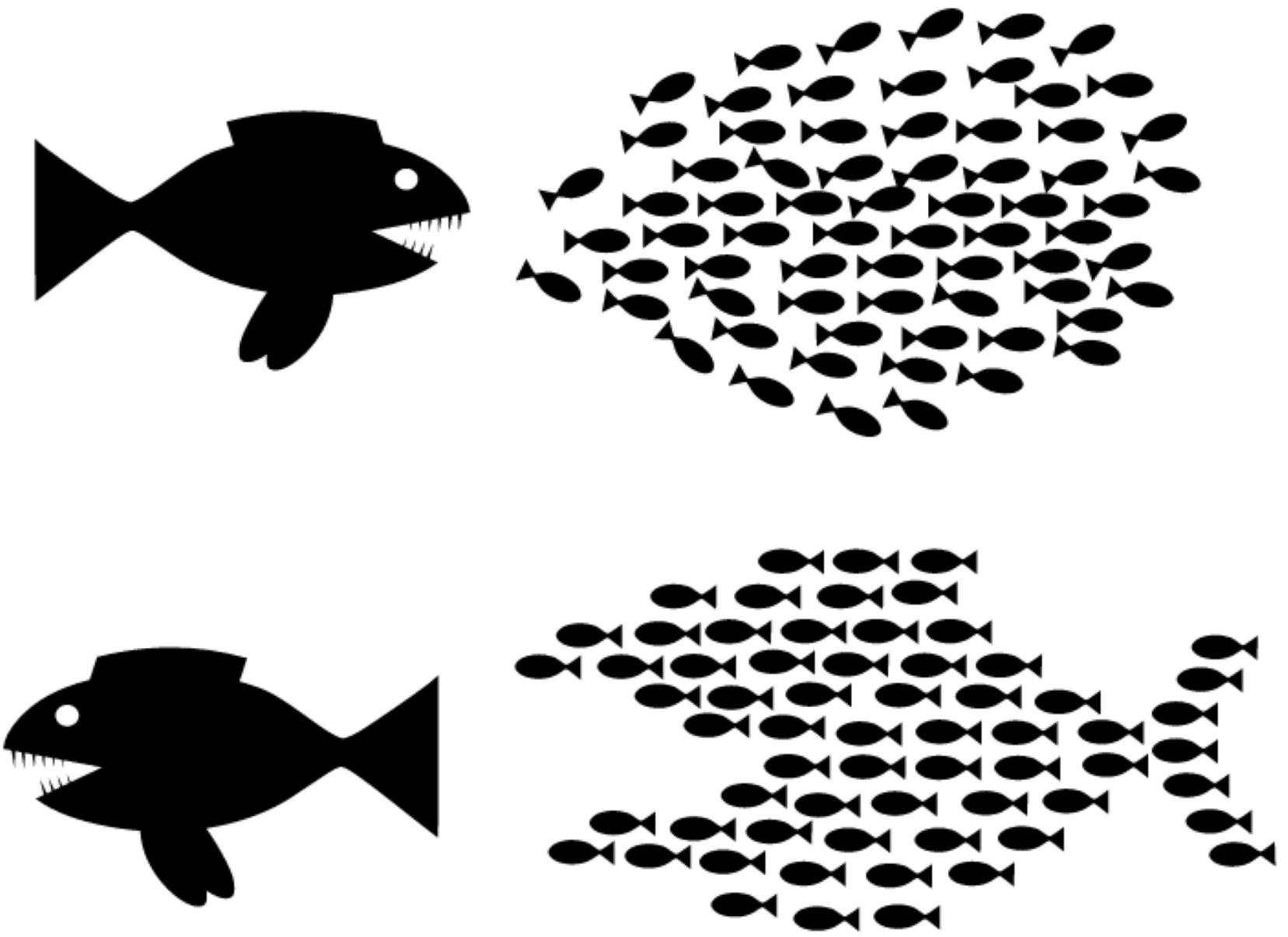
- Shift in the very paradigm of competition and consumption



- Success in business today - products of our collective knowledge and intelligence



■ The global exchange is reforming the political map of the world

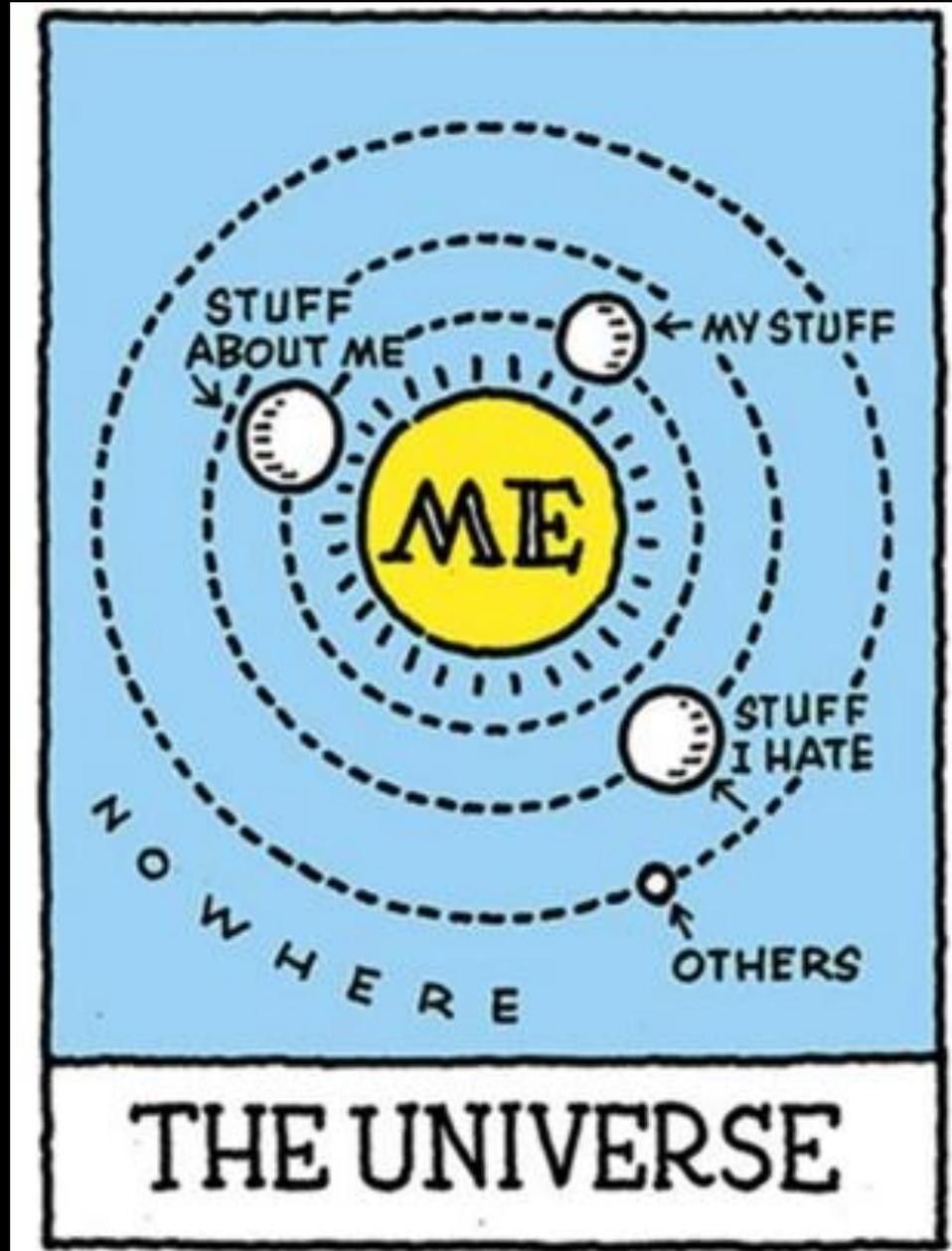


- The online world is becoming more social than the real

likes this.

101

- Me-centric world



New paradigm – sharing, collaboration and co-creation



# New business models

- Open platforms ( PaaS, SaaS, HaaS)
- Engagement systems
- Consumer Tech & Media industry
- Alternative finance
- On-demand economy
- Shared economy
- Open government
- Crowd funding – from customers & public / crowd
- Crowd sourcing

# Technologies of the new time



- IoT – 6,4B ‘smart things’ / 19T \$ market
- Location based & contextual marketing
- Data sharing & security
- Amplified analytical intelligence
- Decision support systems
- Advanced Machine Learning
- Application programming interfaces (APIs) as business model
- Virtual Reality & Augmented Reality
- Anti-drone technology will rise
- Cyberterrorists will attack the Internet
- Adaptive Security Architecture

**Boom of digital start-ups - 2/3 of the people between 18-30 in EU are entrepreneurs**

# Digital entrepreneurs in Bulgaria develop all those technologies



# Where is Bulgaria - economy

## Macro

GDP 3% growth , no inflation , unemployment 10%

## Reality

25% of GDP depends on loans and EU subsidies

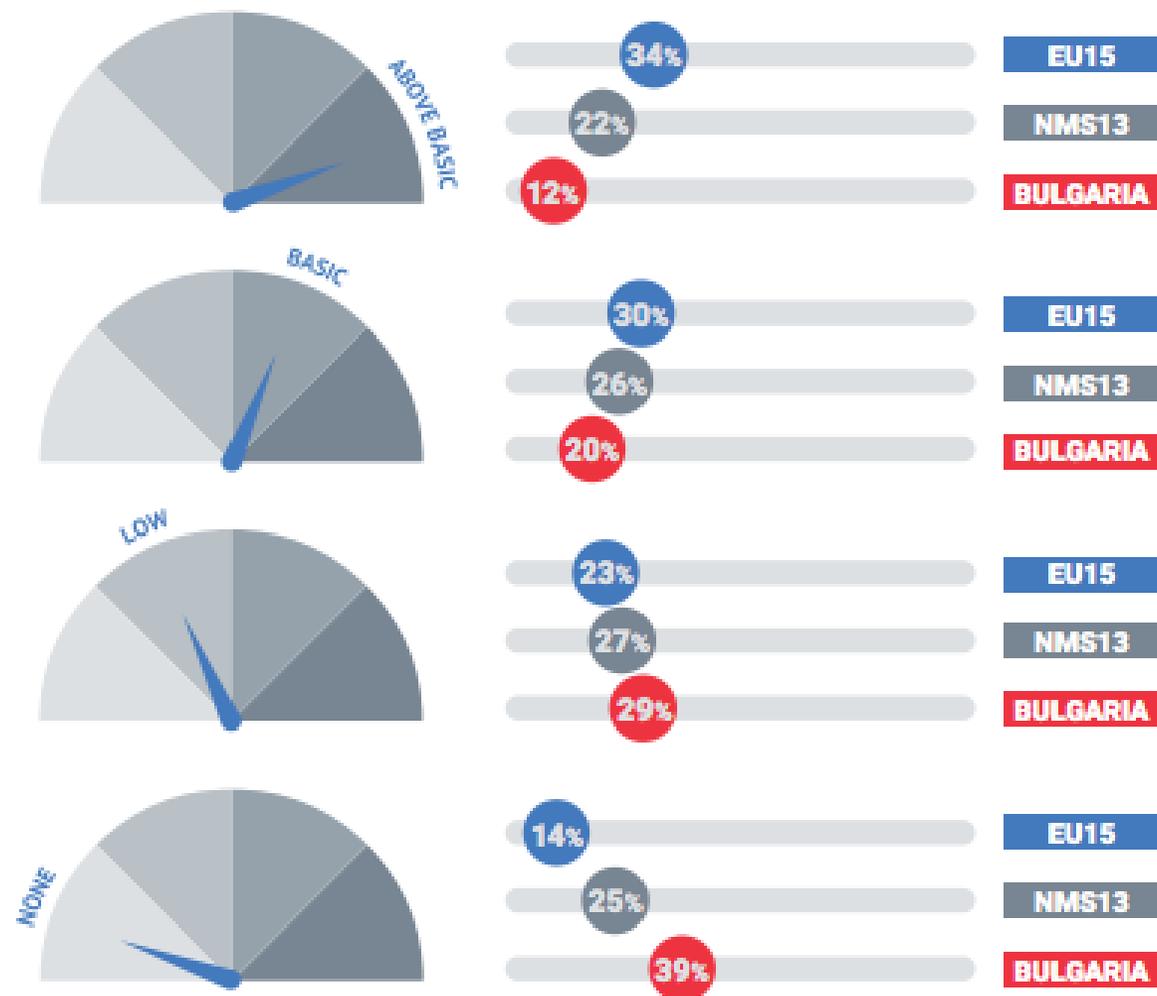
21% of Bulgarian companies have export potential

## Sustainability

Average productivity = performance of Top 10 → 25% growth

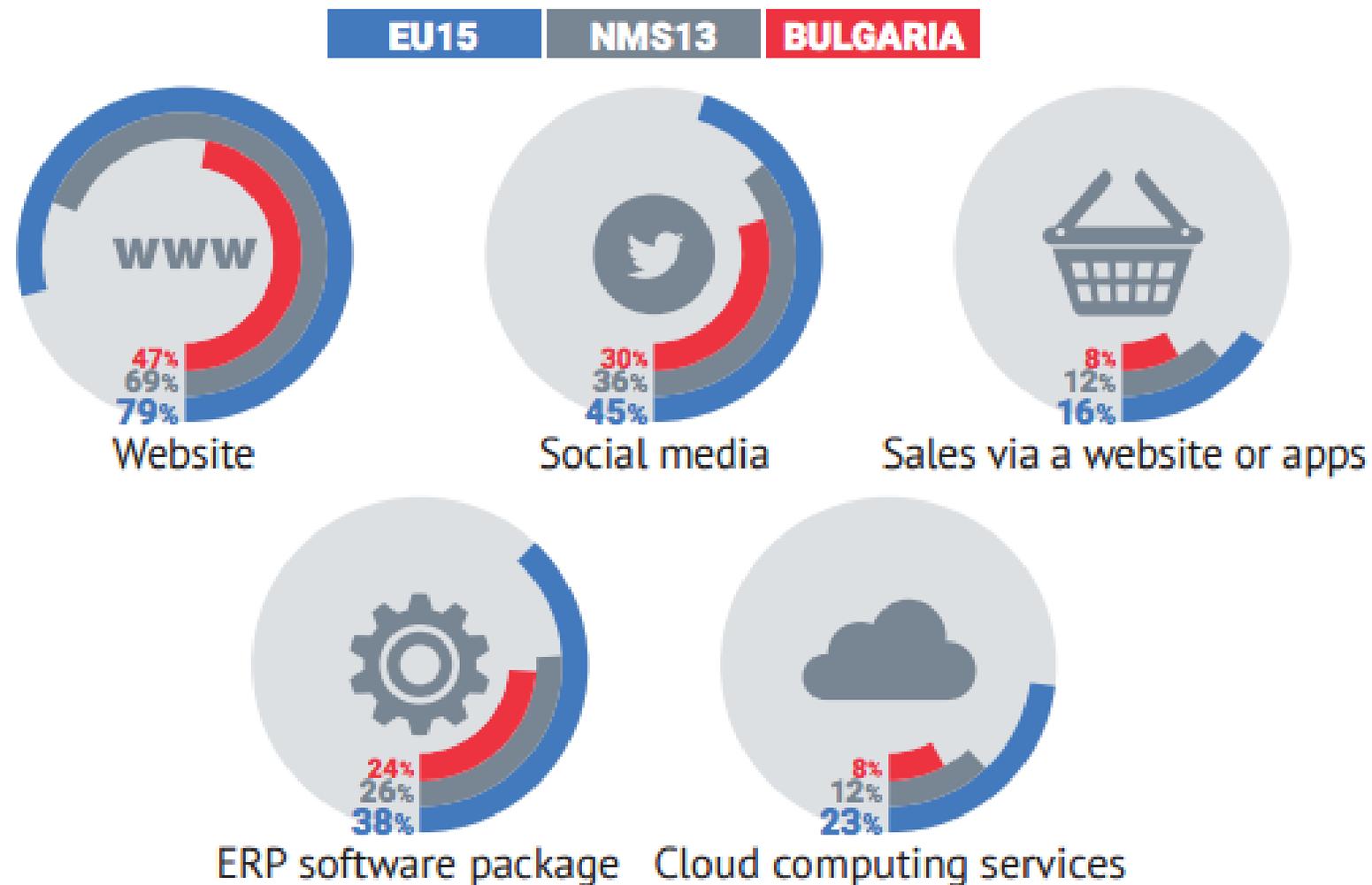
# Where is Bulgaria - skills

Levels of digital skills amongst individuals (%), 2015



# Where is Bulgaria – business

SMEs using main digital technologies (%), 2015



Source: DELab UW own calculations based on the data from Eurostat



INNOVATION SHIP  
BULGARIA | Digital

Let's unite digital Bulgaria.

**EDIT** | Economic Development via  
Innovation & Technology

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