



Aalto University
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Engineering

ELEC-E7830 Value Network Design for Internet

Value Network Configuration

Case Joikusoft

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Scenarios

What will big players do?

		Passive	Active
Differentiation?	Yes	<p>Scenarios 1:</p> <ul style="list-style-type: none">• Best case• Offering good wifi• Increasing use base• Profit	<p>Scenarios 2:</p> <ul style="list-style-type: none">• Little bit challenges• Future WiFi?• Smart promotion has to be passive and smart
	No	<p>Scenarios 3:</p> <ul style="list-style-type: none">• Challenging• Much competition• No profit• No users	<p>Scenarios 4:</p> <ul style="list-style-type: none">• Worst case• Is there room for promotion or revenue

VNC device driven

later

VNC venue owner driven

later

Value distribution in scenarios

Joiku can earn revenue if

- Software is good
- User base is big enough
- AND either
- Smart promotion works
- **Venue owners** are willing to pay
- **Device owners** are willing to pay

otherwise not

Value network configurations

Venue driven

- WiFi owner can collect value
- Smart promotion
- Venue landing page
- Data collection, Big data

Device driven

- User needs
- Freemium or Premium
- Security
- Joiku landing page

Both can be used at the same time

Conclusions

- Trends will define the Joiku's future (as we have seen)
- Big players affects future?
- Different possibilities to earn value
 - Venue and Device

Questions?

