



Aalto University
School of Electrical
Engineering

ELEC-E7830 Value Network Design for Internet

Case Sports Tracker

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Company description - Suunto

- Born in 1936
- Provider with measuring instruments
- Headquarters in Vantaa, Finland
- Main products
 - Sports watches
 - Premium watches
 - Dive products
 - Compasses
 - Software

Case description- Sports tracker

- Track sports on the smartphone with speed, distance route and calories
- Smart mobile connection with Ambit3 and Traverse watches
- Available on Android, iOS, Microsoft platforms



Scope

Time Frame

- ü 5 Years
- Technologies in software space have short lifecycles
- Developing sensor technology and IoT might be disruptive

Markets

- ü Europe, North America
- ü Consumer market
- ü AppStore, Google Play, Windows Store
- Business model for B2B and other regions?

Technologies

- ü Mobile Application
 - ü iOS
 - ü Android
 - ü Windows
- ü Web Service
- ü Hardware (Sensors, heart rate monitors etc.)
- IoT?

- ü = Current
- = Future?

Major Stakeholders



Own organisation



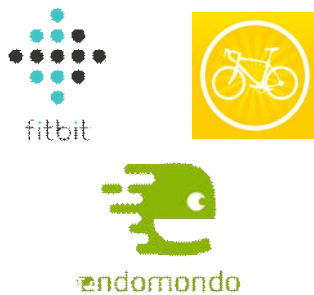
Partners

- Software Development
- Ad Agency

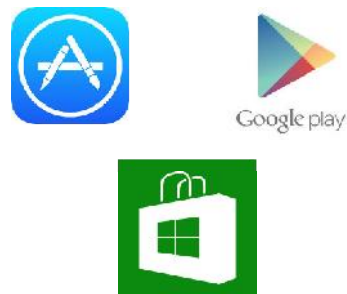
Customers

- End users

Competitors



Distributors



Integrated platforms



Major Stakeholders



Own organisation

- Major driver of development
- Other products to consider

Partners

- Software Development
 - Key asset
- Ad Agency
 - Replacable

Customers

- Key stakeholders!

Competitors

- Monitor
- Be proactive
- Steal customers

Distributors

- Most power over product availability
- Transaction fees

Integrated platforms

- Monitor
- Find the best
- Network effect!

Basic Trends and Key market uncertainties

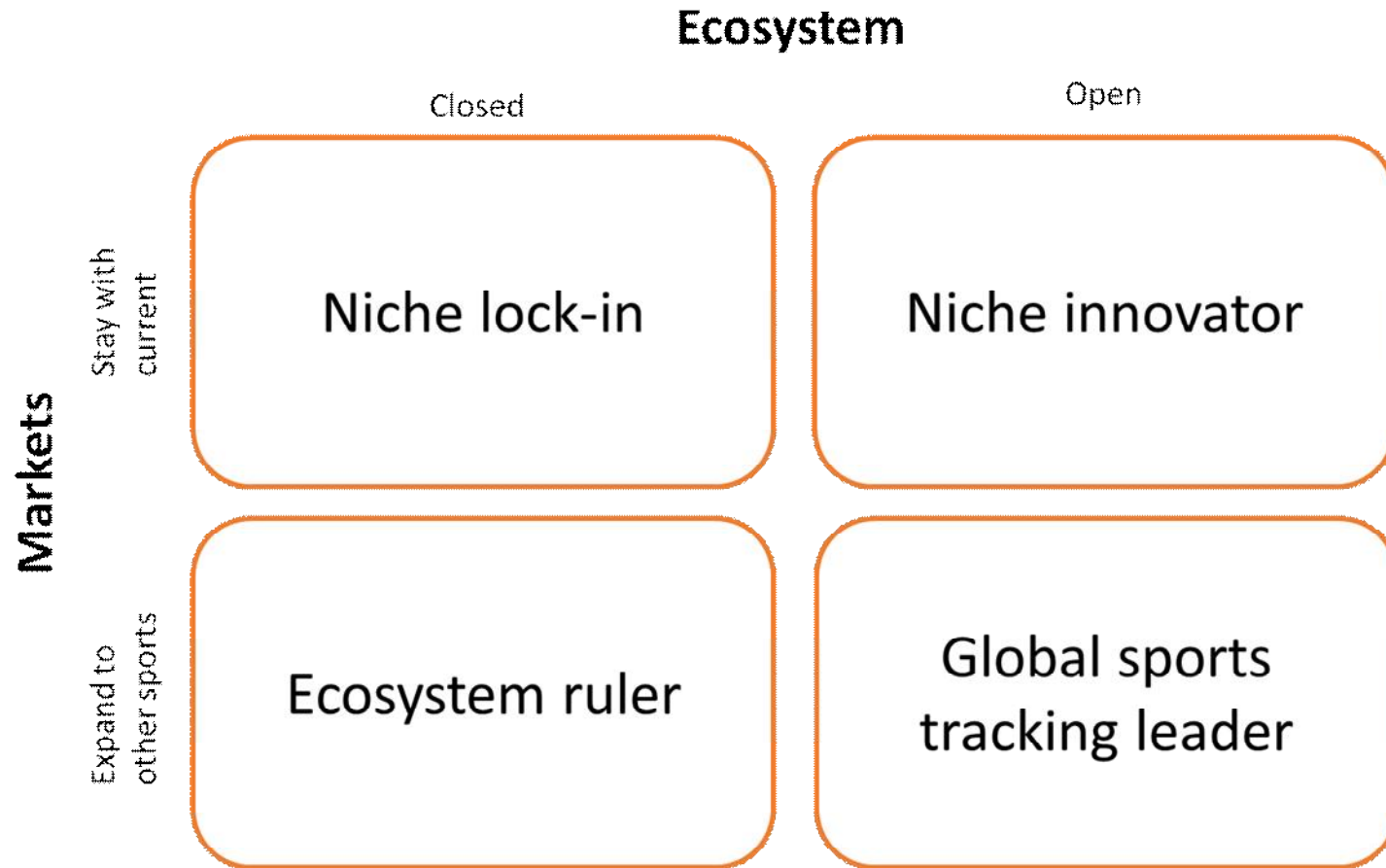
Trends

- ü health and fitness monitoring
- ü social media
- ü growing selection of smart devices
- ü “technology addiction”
- ü Internet of Things
- ü wearable technology

Key Uncertainties

- ü mobile phone vs. watch
- ü only support Suunto watches?
- ü expanding to other sport activities
- ü changes in sensor costs

Initial Scenario themes



Initial Scenario themes

