

WS 2: SCENARIOS DRIVING GROWTH OPPORTUNITIES (DAY TWO)

BREAKOUT ROOM 2 - LED BY MALABIKA MANDAL RAY

Scenario 1: Jason

Predictive ecommerce and predictive demand for resources

Implications Across Key Stakeholders



Consumer Perspective

- Planning the demand for household goods, maintenance schedules of equipment or devices
- Budgeting for the required items



Business Perspective

- More accurate forecasting of supply and understand the consumer demand better
- Optimize marketing and advertising efforts



Regulatory Perspective

- Data Privacy – being more transparent for the usage of data
- Data Ownership- More regulation is required
- Data Usage

Degree of Disruption
Low/Mid/High

Mid

High

Mid

Growth Opportunity Identification

Growth Opportunity 1 Provide more dynamic consumer experiences
Predicting personal finance

Growth Opportunity 2: Adoption of Blockchain by businesses for verifying the genuine source of a product

Growth Opportunity 3: Lobbying Opportunity

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Scenario 2: Shruti

5G Enabling Power Management for sustainability

Implications Across Key Stakeholders



Consumer Perspective

- Smart Meter, -connected to more personal devices (more connected devices, identifying and planning the peak hour usage)
- Reducing household power billing rates
- Prior information about power peak usage (can be tracked on real-time)



Business Perspective

- Planning of supply of power leading to cost savings and better power management
- Promote social benefits



Regulatory Perspective

- Standardization of usage of connected devices
- Ensure that all sections of society are benefitted, or they understand the power management situation
- Possible taxation based on power usage or wastage

Degree of Disruption
Low/Mid/High

Med

Med

High

Growth Opportunity Identification

Growth Opportunity 1: Providing multiple purchase options for the type of energy a consumer opts for
Appliances shutting down automatically when not in use
Recognition or awards like Green Citizen based on their power management

Growth Opportunity 2: Hybrid power subscription packages

Growth Opportunity 3: Automation and consolidation of government departments to ensure that the benefits of power management reaches every section of the society

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Scenario 3:



Implications Across Key Stakeholders

Degree of Disruption
Low/Mid/High

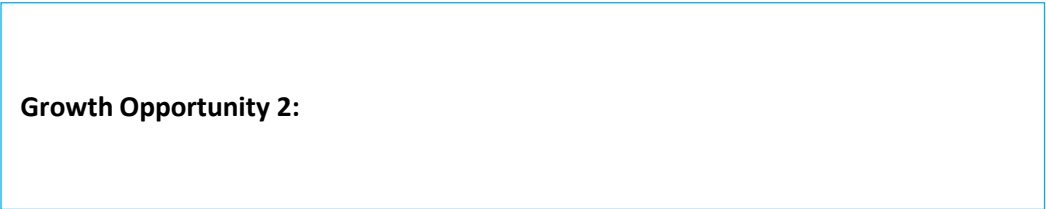
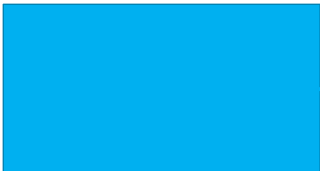
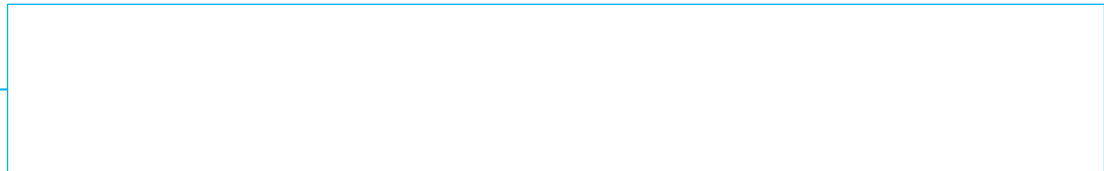
Growth Opportunity Identification



Consumer Perspective



Business Perspective



Regulatory Perspective

