

WS 2: SCENARIOS DRIVING GROWTH OPPORTUNITIES (DAY TWO)

BREAKOUT ROOM 1 - LED BY VINAY VENKATESAN

Scenario 1: Sylvie

Metaverse could enhance sales enablement through customer loyalty programs, exhibitions, conferences, workshops

Implications Across Key Stakeholders

- More ways to engage with the brand (e.g. Starbucks – if you get more points by doing activities online – increasing customer repeat engagement)
- Increasing monetization by ways of loyalty increases engagement with the brand.
- Access to everyone – don't need to have a digital wallet to participate.

Degree of Disruption
Low/Mid/High

Low/Med

- Data collection – ability to drive interact of customers with the Metaverse
- Find ways to stand out – e.g. exclusivity and desirability about the experience (BEC)
- Cybersecurity is paramount with the increasing set of data points on customers
- AI – Creating an environment to understand customer behavior trends

High

- Data privacy regulations start becoming stricter – cost of compliance may not be as attractive

Med

Growth Opportunity Identification

Growth Opportunity 1: Exclusive Loyalty programs to enable participation in web3 applications for both retention and new customer acquisition through the Metaverse. Focus on retention efforts through brand engagement with existing customers. Focus on entirely new experiences and new ways of making customers feel more exclusive and valued.

Growth Opportunity 2: Revenue generation from partnerships with other companies to explore adjacent solutions. This could even include franchises and employees (e.g. Starbucks)

Growth Opportunity 3: Promoting ESG initiatives through interesting engagement platforms. E.g. Carlsberg QR code to increase sustainability awareness. GEN Z and Millennial influencers could play a key role in driving engagement among the younger generation.



Consumer Perspective



Business Perspective



Regulatory Perspective

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Scenario 2: Paul

E-waste generation will become greater with evolution of AR/VR hardware – putting pressure on achieving material circularity and also educate customers to prolong product use.

Implications Across Key Stakeholders

- Digital footprint is growing exponentially and could potentially have an impact on consumption.
- Convenience and sustainability – find a balance between the two. What does that mean to customers? Does that tie into the shared consumption trend going forward?
- Sobriety – we don't need to buy green, we just buy less products.
- Customer willingness to pay for sustainable products.

- Business models need to be more oriented towards returns logistics and reuse encouragement. Finding the right reverse logistics partnerships to reduce waste.

- City/state/nation level regulations around reuse of materials becoming more stricter
- Greenwash marketing regulations – Separate the companies that are truly taking sustainable measures.
- Industry consortiums to work through these opportunities and challenges for specific industries.

Degree of Disruption
Low/Mid/High

Med/High

Med

High

Growth Opportunity Identification

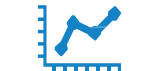
Growth Opportunity 1: Dedicated platform to focus on sustainable products and materials.

Growth Opportunity 2: Hardware-as-a-service for high value products to reduce virgin resource consumption. Software can be upgradable based on frequent updates. E.g Tesla.

Growth Opportunity 3: Reverse-logistics-as-service – Needs more companies to enter this space to encourage reuse.



Consumer Perspective



Business Perspective



Regulatory Perspective

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Scenario 3: Girish

Sharing warehouse and distribution spaces to reduce inventory time. Amazon trying to utilize supplier space.

Implications Across Key Stakeholders



Consumer Perspective

- Having more convenience and more choice at their fingertips. Online experiences have made product acquisition extremely convenient compared to brick & mortar stores.

Degree of Disruption
Low/Mid/High

High



Business Perspective

- Cutting down costs, cost efficiency gains, reduced barriers to entry for SMBs
- Security – Cutting down costs derived from liabilities
- Trying to get more visibility into inventory at all levels.

High



Regulatory Perspective

- Controls on what you can store in a shared warehouse. Healthcare and food could face certain specific regulations in terms of storage in a shared facility

Low/Med

Growth Opportunity Identification

Growth Opportunity 1: Control tower to establish a high level of granularity of products and adding automation and IOT (e.g. RFID sensors) to pin point the location and status of a product anywhere in the supply chain.

Growth Opportunity 2: Gig economy & local warehousing could create new opportunities beyond deliveries.

Growth Opportunity 3: 15 Minute cities – facilitates the ability to access all your required facilities within 15 minutes – and shared facilities could help ease access to these facilities. Multi-functional facilities. School could double up as a care center (example)