



The Fourth Industrial Revolution

April 2016



©MyWave 2016
Commercial in confidence

April
2016

What is the Fourth Industrial Revolution?

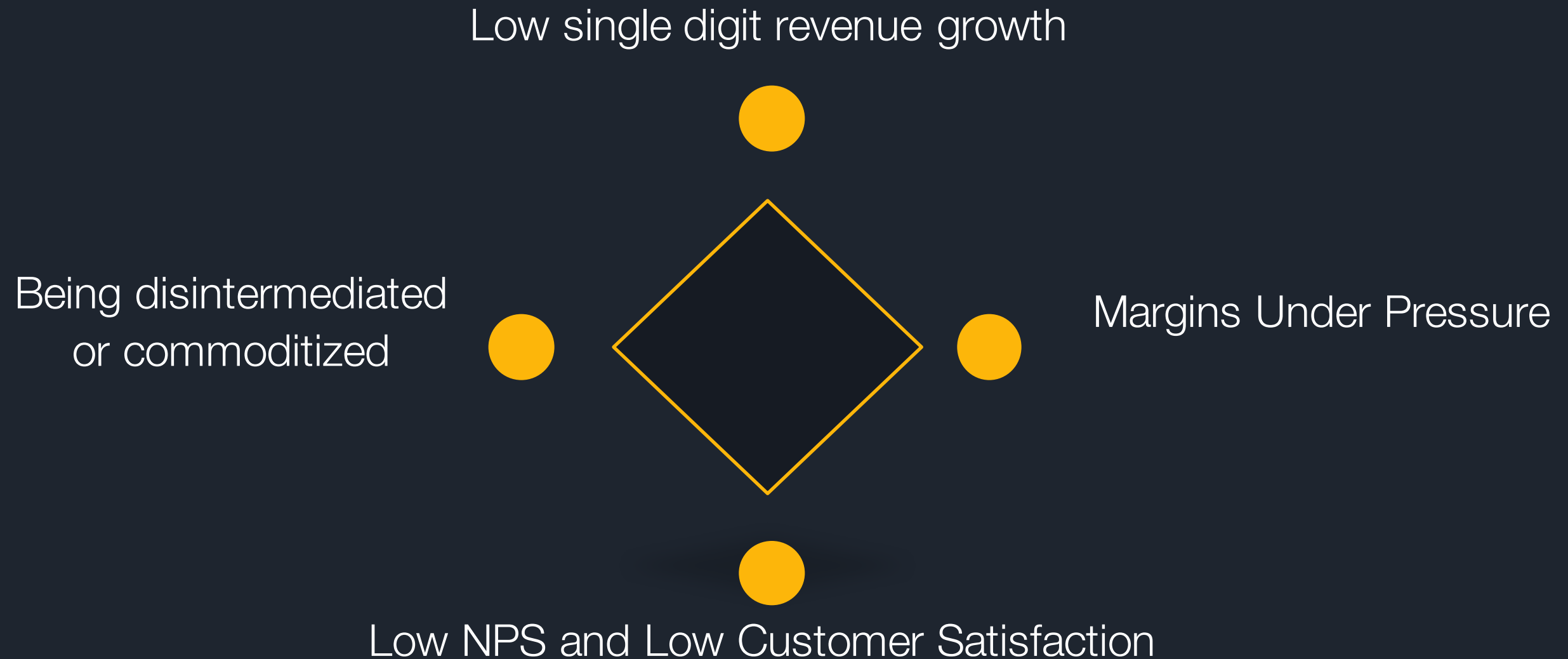
Creation of **Global Digital Neural Nets**

Convergence of
AI, IA, Robotics,
IoT, Identity,
Quantum, Nano,
Biotech & 3D
Printing

Unprecedented **Velocity & Scope, Exponential** versus
Linear growth & **Disrupting**
almost every industry
globally

Opportunities from:
Growth, Ecosystems &
Reduced Cost

Diamond of Disruption – Winner or Loser?



Our reality today

- 1 The average life expectancy of a Fortune 500 company has declined from around 75 years half a century ago to less than 15 years today

Deloitte 2015 Shift Report

Our reality today

- 2 There is a continued downward trend in return on assets (ROA) among US public companies -which has declined to one quarter of its level in 1965

Deloitte Shift Index 2013

Our reality today

- 3 Without action, global economic growth will almost halve in the next 50 years... the world isn't running out of technological potential for growth. But achieving the Increase in productivity required to revitalize the global economy will force business owners, managers, and workers to innovate by adopting new approaches that improve the way they operate.

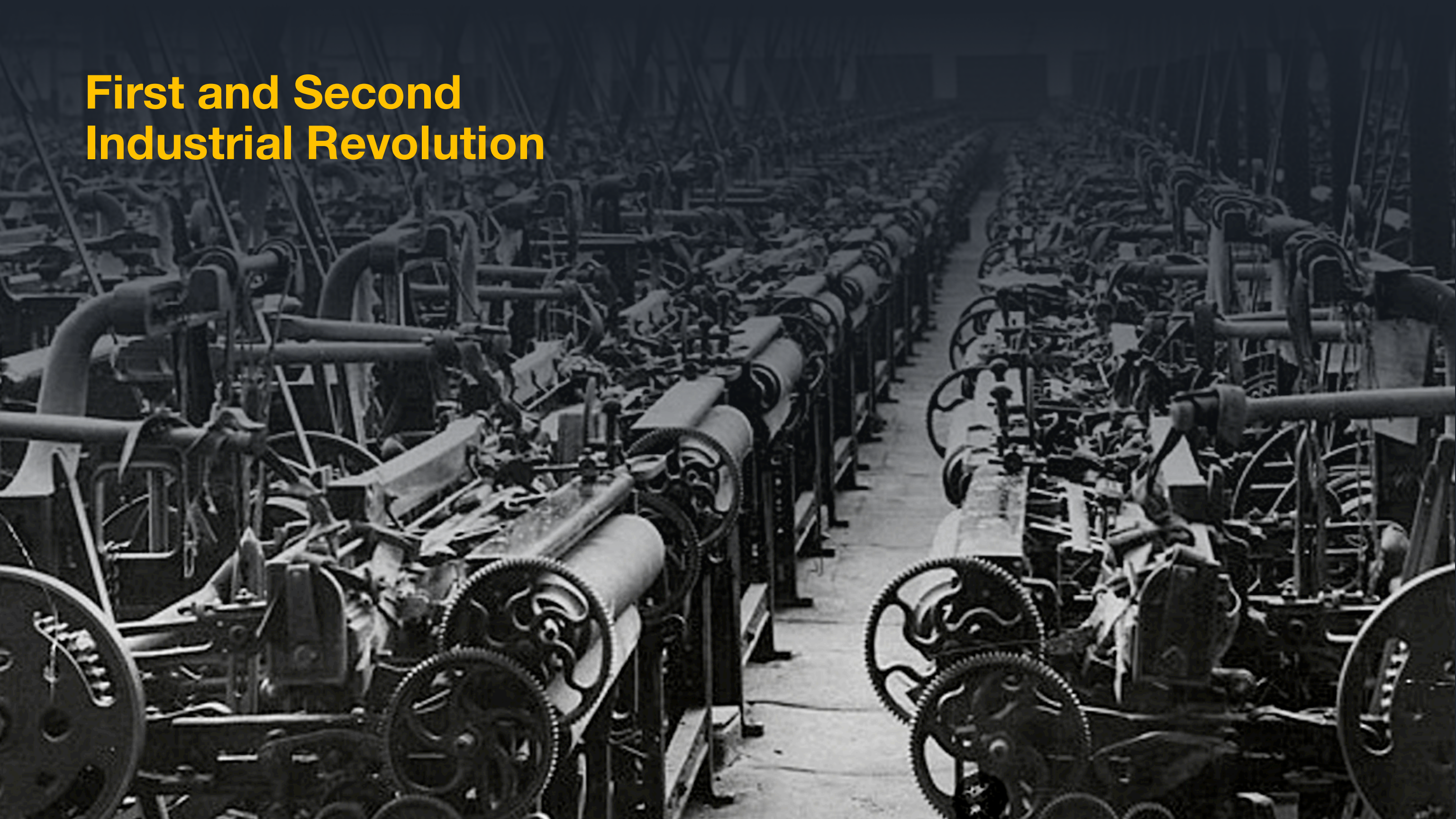
McKinsey Global Institute 2015

Our reality today

- 4 Digital flows - which were practically nonexistent just 15 years ago - now exert a larger impact on GDP growth than the centuries-old trade in goods

McKinsey Global Institute (MGI) Report 2016

First and Second Industrial Revolution



Third Industrial Revolution



Fourth Industrial Revolution



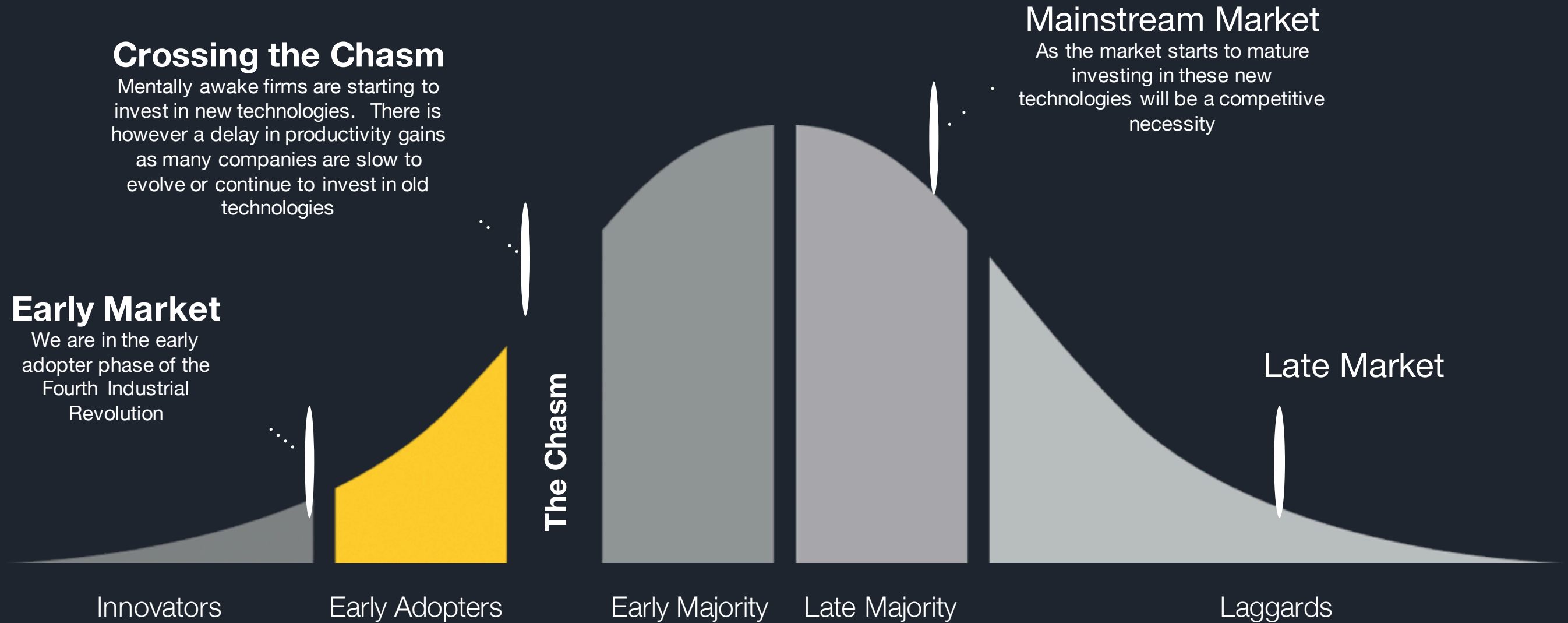
New “Blue Oceans” and the Productivity Paradox

Crossing the Chasm

Mentally awake firms are starting to invest in new technologies. There is however a delay in productivity gains as many companies are slow to evolve or continue to invest in old technologies

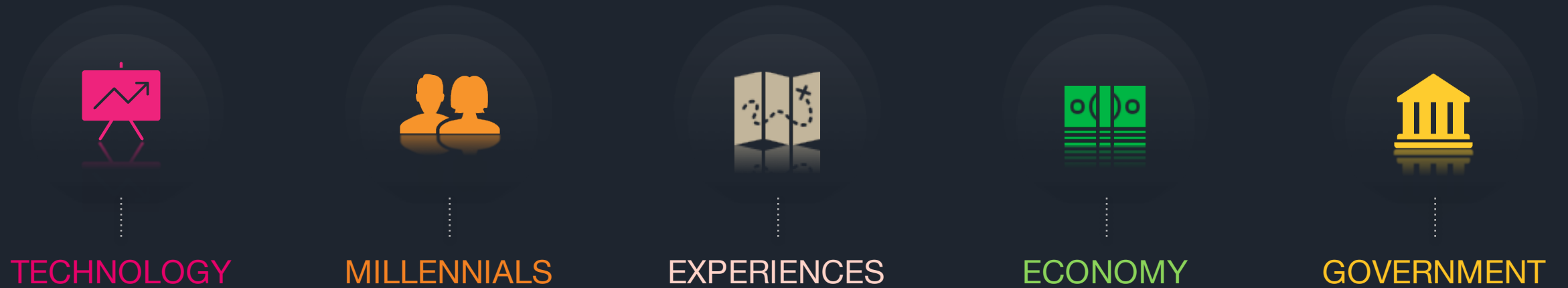
Early Market

We are in the early adopter phase of the Fourth Industrial Revolution



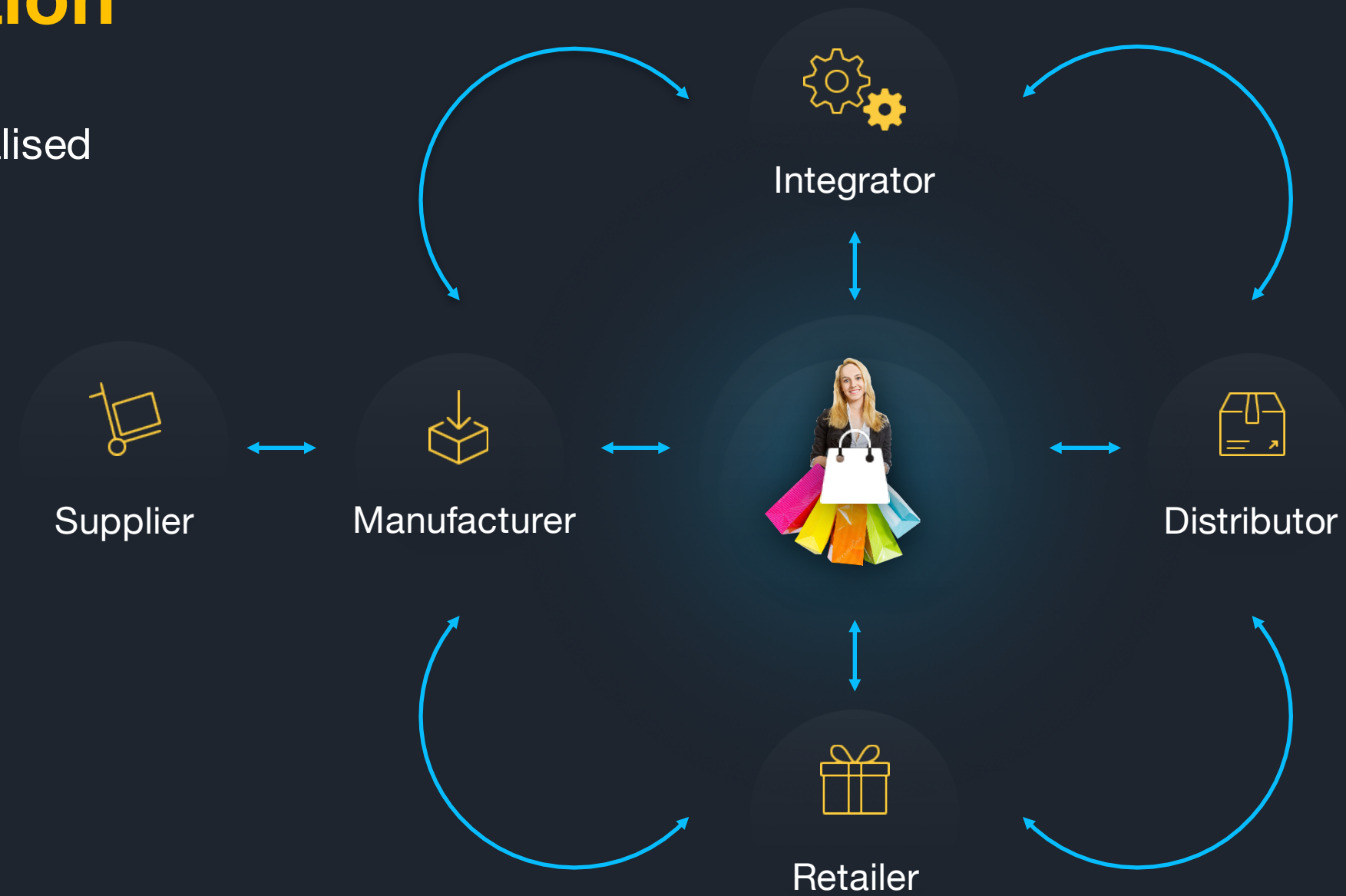
Digital revolution

Intelligent, Hyper-Personalised
& Ambient



Digital revolution

Intelligent, Hyper-Personalised
& Ambient



Four business models for the digital era

Weill found that “Companies that had 50% or more of their revenues from digital ecosystems and understood their end customers better than their average competitor had **32% higher revenue growth** and **27% higher profit margins** than their industry averages.”

*Prof. Peter Weill
MIT/Sloan 2015*

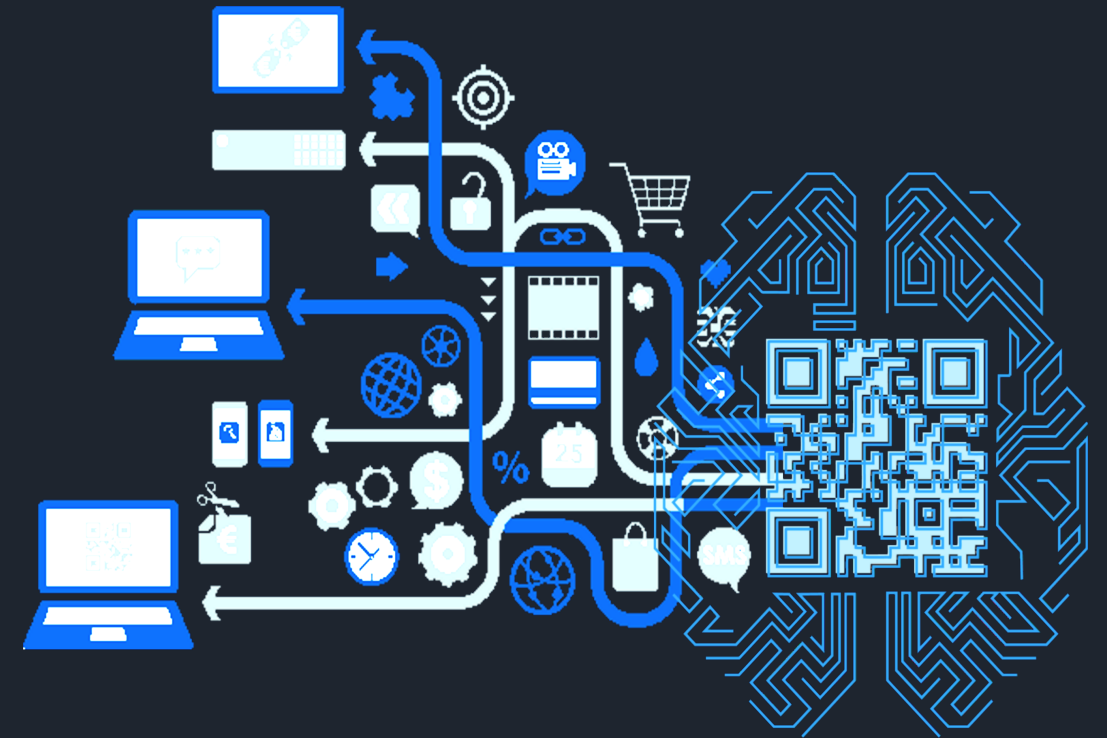


MyWave at forefront of enabling the Fourth Industrial Revolution

Operates at the intersection of AI, Mobile Devices and Internet of Things (IoT). Enables businesses to generate increased sales and revenues through:

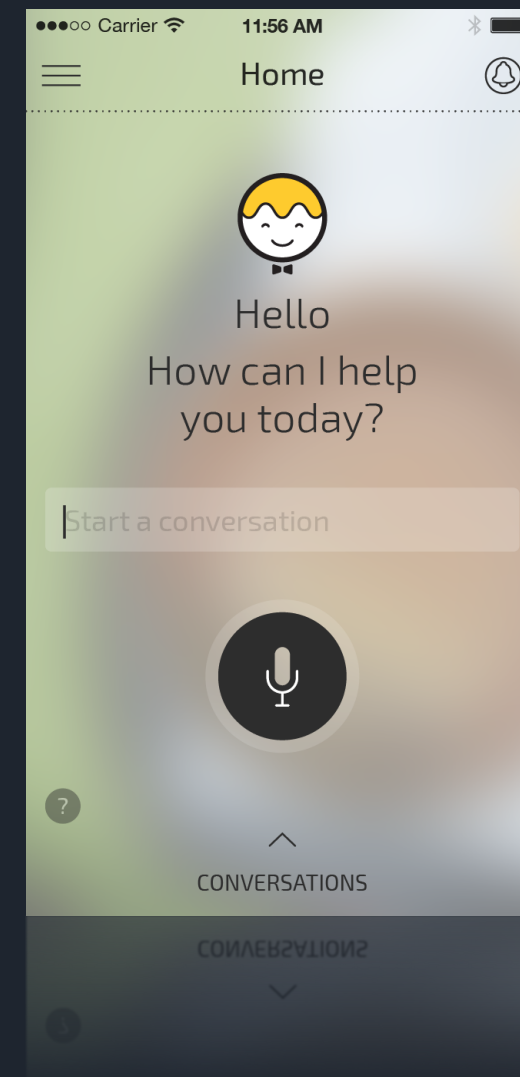
“the development of technology-enabled platforms that combine both demand and supply to disrupt existing industry structures, such as those we see within the “sharing” or “on demand” economy.

These technology platforms... **convene people, assets, and data** - thus **creating entirely new ways of consuming goods and services in the process”**



World Economic Forum

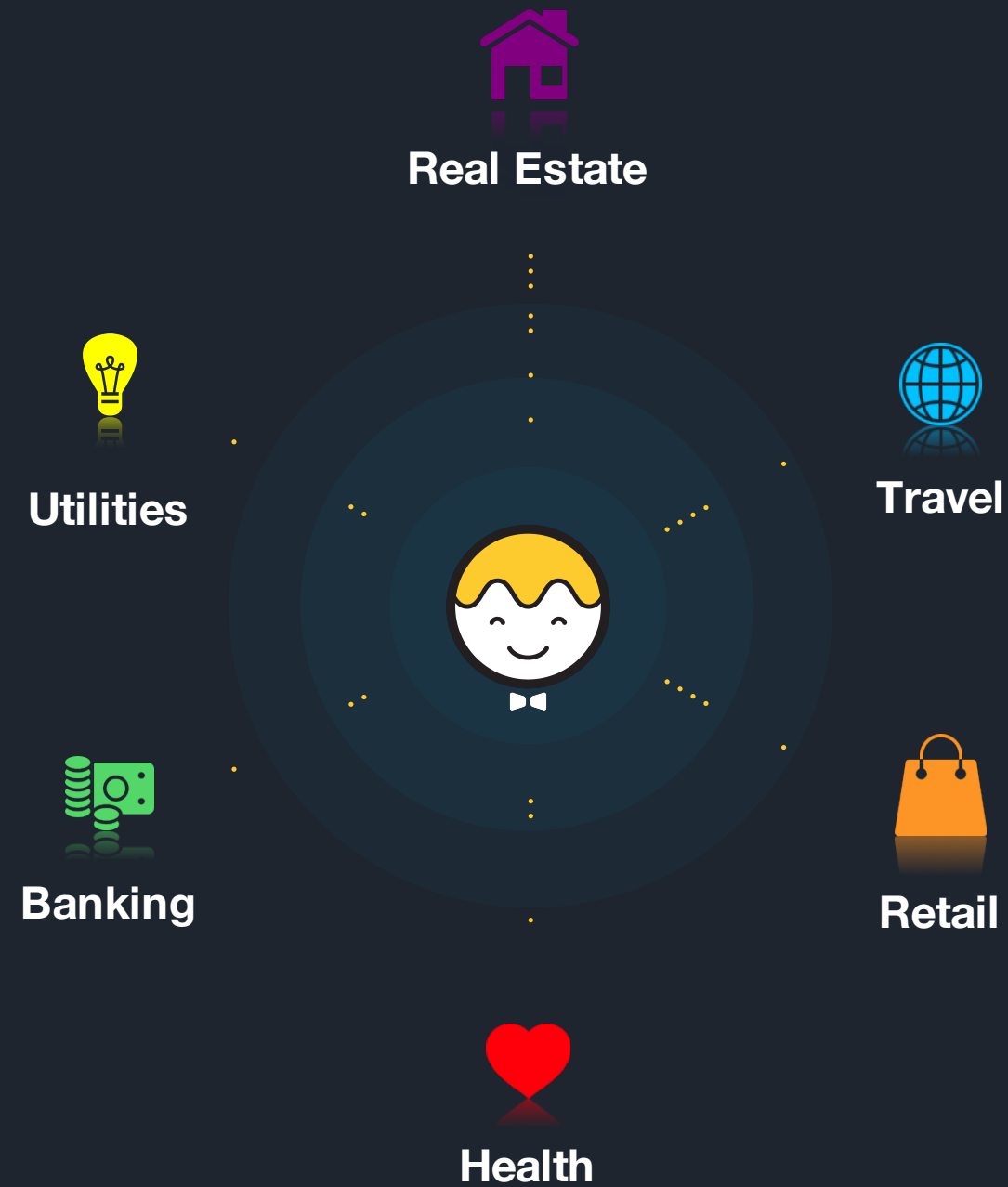
MyWave is creating a world where you have **an Intelligent Assistant** who can switch you **automatically** to the best power rate whenever one becomes available, where the **tedium of forms is removed** and where you have **a guide to help you through any complex process** such as finding a home, getting a mortgage, buying a car, becoming healthier, in fact **getting anything you want** – that is the world we are delivering with Frank – Your IA.



Ecosystems, platforms & networks

Intelligent Personal Assistant (IPA)
Meets Internet of Everything (IOE)

An ecosystem with memory, you
only need to be verified once



**Personalised
Authentication based on
what makes each of us
unique...**

BUSINESS

000

NETWORK SEARCH

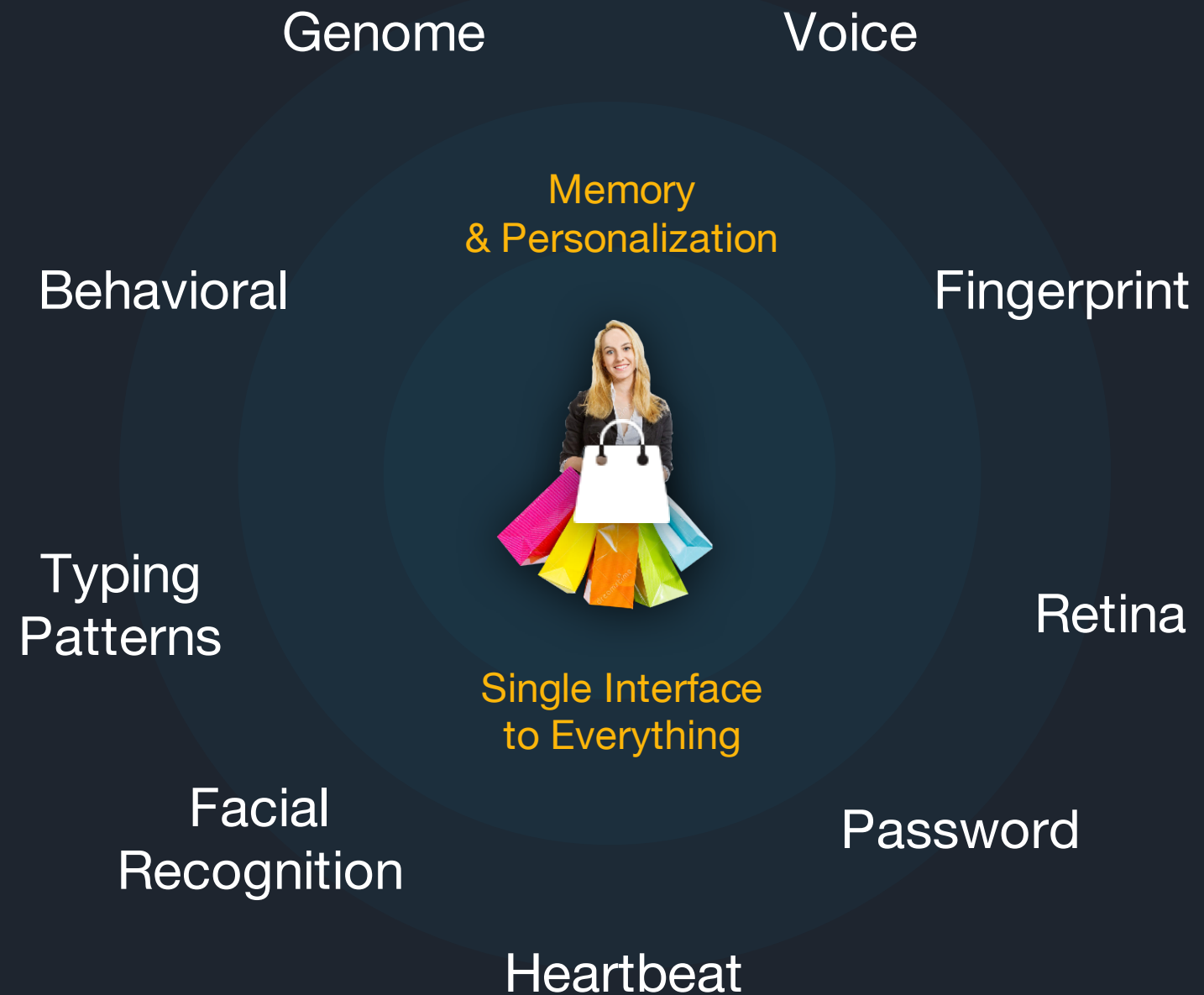


WORLD



Authentication as an enabler

Authentication, Identity and Personal Data are the invisible fuel powering the Fourth Industrial Revolution



Norms of Human Relationships

“83% of US consumers would not use an Intelligent Assistant if it gathered and shared personal information without their knowledge or control”

Ipsos Public Affairs Research, 2015



Mutual Value



Respect



Permission



Trust

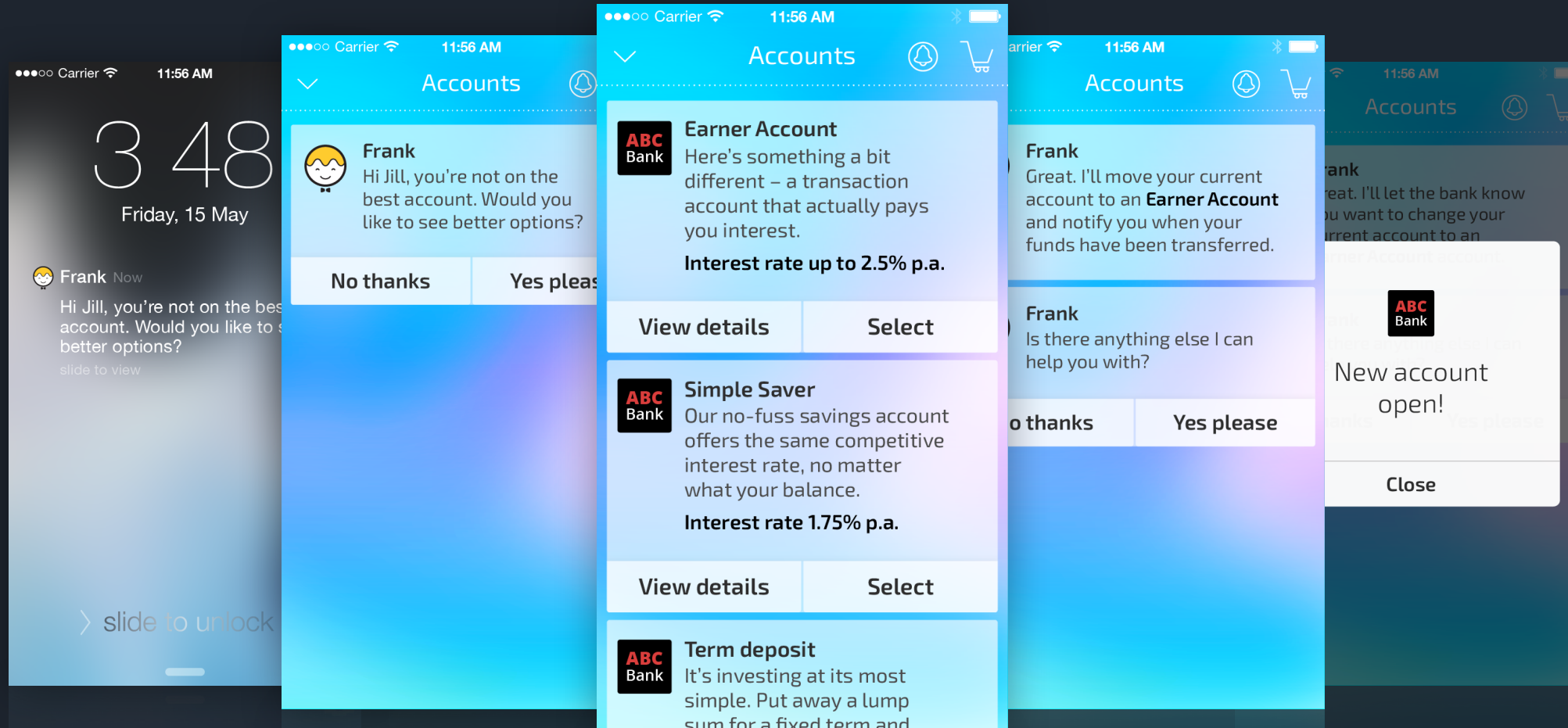


A conversation

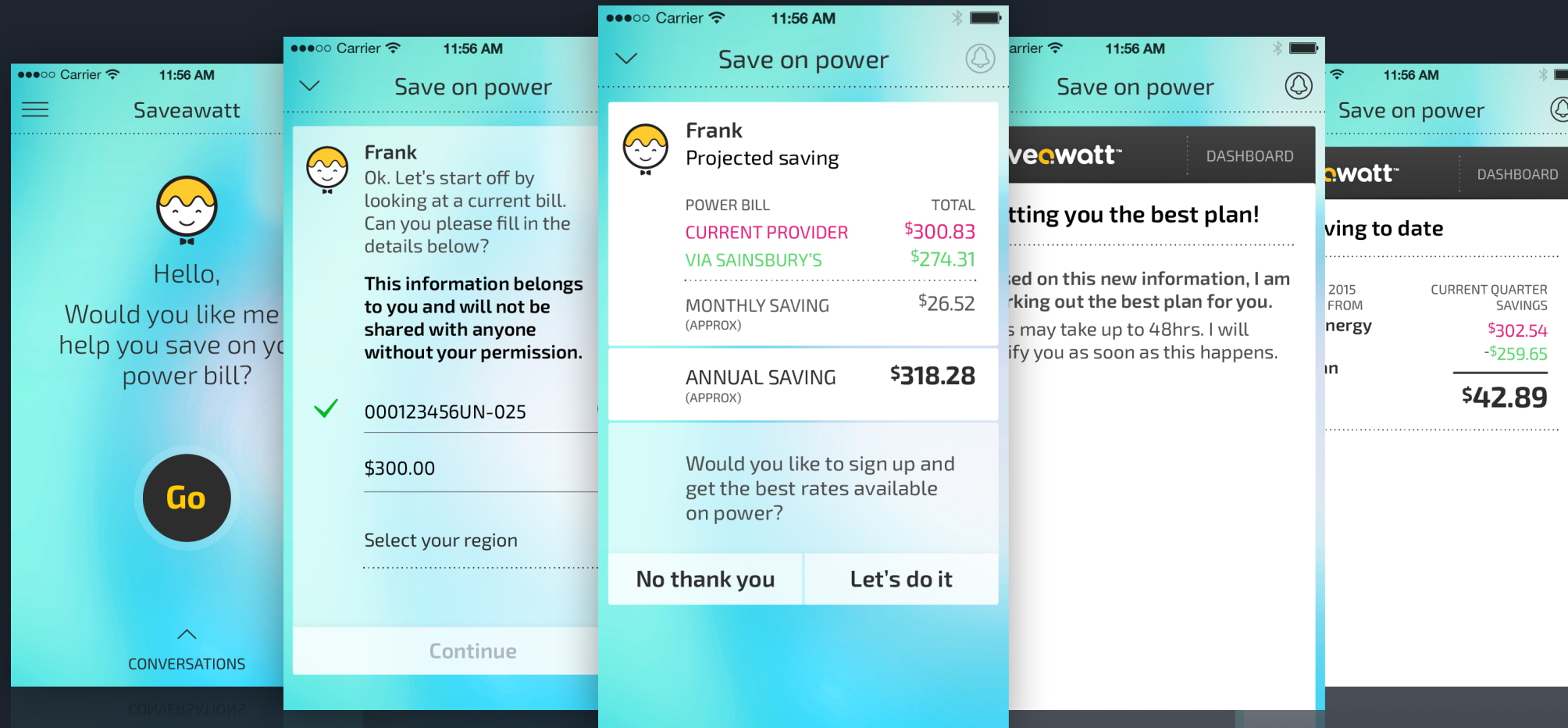
Real estate – Best Nest



Better account



Energy



Saveawatt Consumer Feedback



76% of respondents rated their first impression of the app positive to very positive

87.5% respondents would use saveawatt app to manage their power based on the app

87.5% of respondents are open to someone else managing their power (i.e. finding new plans, moving you to a new power provider)

Saveawatt is seen as a **Next Generation Intermediary** (NGI) allowing “consumers to outsource the onus (of the switching process), presenting consumers with an alternative route to market in those sectors they have little inclination to engage in of their own accord. We are particularly interested in the potential of NGIs to transform engagement in the three markets covered here: energy, financial services and telecoms” - Richard Bates for Consumer Futures (2014)

Saveawatt App has a **positive NPS** (net promoter score)

Providing customers with use over their consumption data “will allow detailed analysis into exactly which tariff would be the cheapest for customers, rather than estimates provided by comparison websites”

Saveawatt Retailer Feedback

Electric Kiwi (new challenger retailer) – see Saveawatt as a solution to combating win-back's performed by the bigger retailers. Presently the incumbent will often call a lost customer to win them back with offers the customer does not know how to compare with what they have been offered by Electric Kiwi.

Pulse also love the mechanism, simplicity and low cost for acquiring customers

Meridian have said – they see technology as an unavoidable evolution in the energy business and Saveawatt gives Meridian a means to partake in this evolution without having to develop the solutions themselves.

Larger retailers in general – Retention is a major part of their businesses and they see the Saveawatt retention model as a great opportunity to retain their customers before being contracted by the competition.



*Hello,
how can I help
you today*