

## Agenda

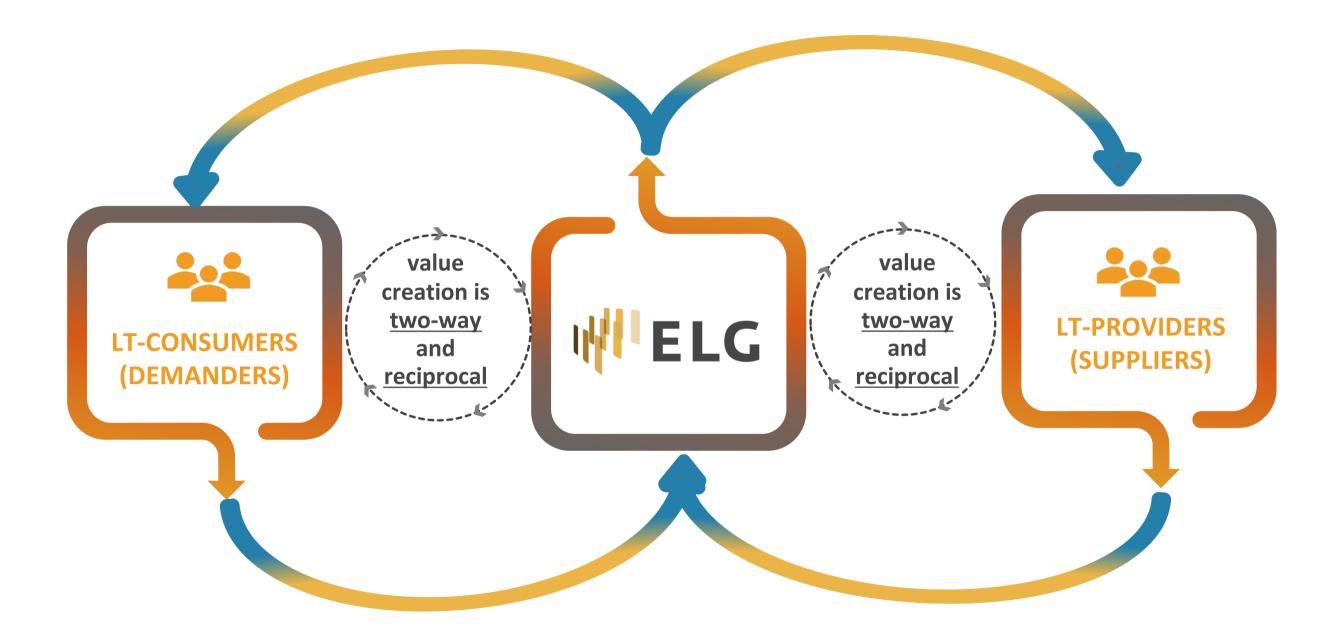
- Market and LT Landscape
- Platform Driven Business Model Recap
- ELG Industry Partners
- LT Industry
- Panel Discussion

# Platform-Driven Business Model of the ELG

- The world's largest taxi firm, Uber, owns no cars.
- •The world's most popular media company, Facebook, creates no content.
- •The world's most valuable retailer, Alibaba, carries no stock.
- •The world's largest accommodation provider, Airbnb, owns no property.



#### Platform-Driven Business Model of the ELG





### **Industry Value Creation (generic -> specific)**



- Revenues
- Visibility
- Expertise
- Network, multiplier and snowball effects
- Reputation for quality
- Connect suppliers and demanders
- Quality standards
- Value exchange platform
- Compound growth
- Accelerator for business creation

## **S** PECIFIC

- Enable European SMEs to use LTs to expand their business online across many languages
- Open up markets and foster growth
- Cost reductions
- Reduced time-to-market
- Shared revenues
- Usage fees, licenses
- LT resources and data
- Consumer data and feedback
- Commercial compound effect (snowball effect)