Debrief on Back Bay Battery
Prep for ‘Smartphone Wars’
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Agenda for next Monday, 28 July 2014

~09:05  • Introductions
~09:10  • Briefing on the mobile marketplace
~09:15  • Develop strategy for 2015
~09:45  • Present strategy for 2015
~09:55  • Panel evaluation and feedback
~10:05  • Develop strategy for 2016
~10:35  • Present strategy for 2016
~10:45  • Panel evaluation and feedback
~10:55  • Develop strategy for 2017
~11:25  • Present strategy for 2017
~11:35  • Panel evaluation and feedback
~11:45  • Final results
The mobile marketplace in 2014...

• Apple has launched the iPhone 6?
• Google continues to …
• Samsung is …
• Microsoft …
• Amazon …
• Huawei and ZTE are competing aggressively on price in developing markets worldwide
Key questions

• Which *customer* groups will you target?
• What *applications*, ‘jobs to be done’, will you focus on?
• What *products and services* will you offer, and how will your products and services be positioned and differentiated?
• What will be the scope of your *activities*, where will you make, buy or partner, and what will be your *core competences and capabilities*, inimitable resources?
• Who will you work with to build your *ecosystem*?
• What investments will you make in *R&D*?