Strategy #8: Adding technology to an offline industry

Covered in this section:

<u>Putting offline processes online</u>

1) This strategy could also be called "SAAS it!"

   SAAS = Software As A Service

2) There are still things that people do entirely offline

- Examples:

   − accounting, signing papers, medical & police records

3) You can create apps and SAAS tools that allow them to move the whole process online

- Having it online brings a lot of benefits:

   − the process is faster

   − you can solve complex problems

   − it doesn't require physical space

   − you can access it everywhere

   − no marginal cost, because data is free

4) Look for any process that is still using paper, fax machines, or any other offline behavior that you notice

- Who has done it: Dropbox, Couchsurfing, Airbnb

5) "The future is here, it's just unevenly distributed"

6) You can go to an emerging market or a specific market and make a customized product for them