



## Présentation à AMARC:

### DERNIERES TENDANCES DE LA SILICON VALLEY



L'Atelier BNP Paribas

@FredTardy

Atelier.net



# Web Squared:

Une plate forme pour les données





Web 1.0 Neb 2.0 Neb Squared

Value Source

Feedback Loop Latency

Interaction Model

Key Strategic Asset

Data Generation

Virtuous Growth Cycle

Data Structure

Allocation of Resources

Richest Data Source

Network Center

Months/Weeks

Request/Response

Products

Publishing

"Going Viral"

Schema/Taxonomy

Competition

**Publishers** 

Edge of Network

Days/Minutes

Rich User Experience

Hard-To-Recreate Data

User Generated Content

Network Effects

Folksonomy

**Participation** 

People

Edge of World

Real-Time

Autonomic

Data Ecosystems

Information Shadows

Generative Processes

Implied Metadata

Open Supply Chains

Environment





Source: Dion Hinchcliffe, 2009. http://hinchcliffeandcompany.com





## **SOLOMO**







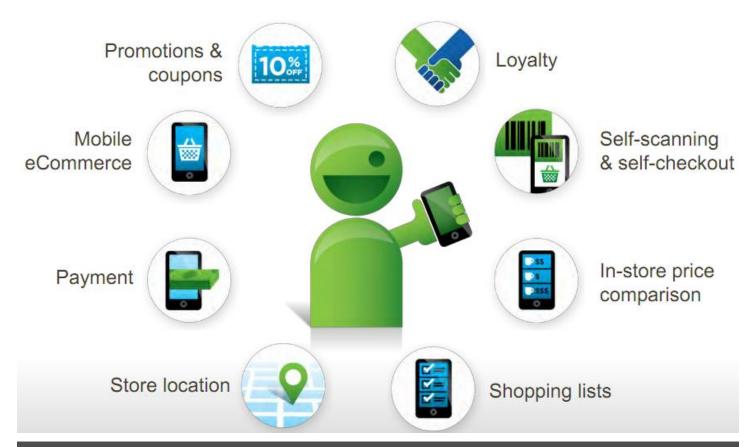


Mobile





# Le Mobile change tout

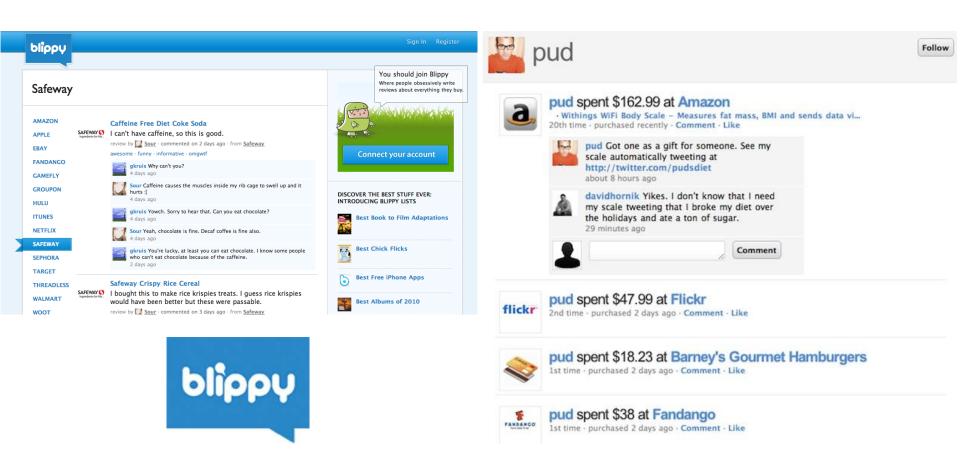


Consumers have a "store in their pocket"





# Web des Capteurs :



Social layer (connect) ⇒ Game layer (Influence)



# Vobile, je compare local et mondial je m'informe via mon réseau social :



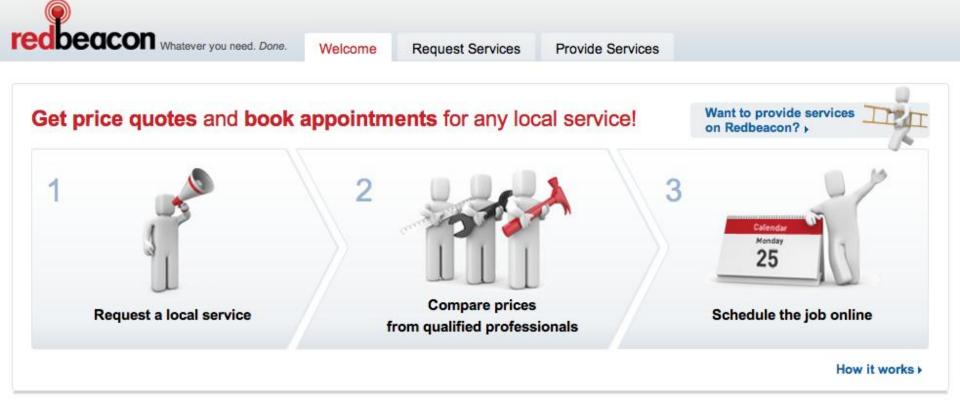




- ⇒ Ubiquité,
- ⇒ plus de nouveaux sites mobile que de sites web



# nternet liquide : tout devient digital









# raiment tout!

Browsing: San Francisco » Public Services & Government



#### Best of vein | San Francisco Public Services & Government

1. P O Plus

🛣 🛣 🛣 🛣 44 reviews



Oh dear gawd...I love this place!! I had a BIG box to ship, containing an expensive item I just sold on eBay. (My eBay addiction is a whole other story, folks. Can't go into details here, but...yeah. eBay is dreamy) I needed 1) packaging, 2) fast shipping, 3) affordable, 4) tracking and insurance on the package. Now, I usually patronize the Post Office on 18th, but when I went in and asked for...

2. Fort Funston

★★★★★ 437 reviews

Categories: Dog Parks, Landmarks & Historical Buildings

3. Fort Point

143 reviews

Category: Landmarks & Historical Buildings

4. Sutro Heights Park

106 reviews

Categories: Parks, Landmarks & Historical Buildings

5. The 16th Avenue Tiled Steps Project

\* \* \* \* \* \* 49 reviews

Categories: Hiking, Local Flavor

#### dentist San Francisco

Browse Category: Dentists

▼ Hide Filters

#### Sort By

» Best Match Highest Rated Most Reviewed

#### Neighborhoods

- Union Square
- Financial District
- Marina/Cow Hollow
- Civic Center/Tenderloin

... More Neighborhoods »

#### Distance

» Bird's-eye View

Driving (5 mi.) Biking (2 mi.) Walking (1 mi.) Within 4 blocks

#### Features

- Open Now (2:07 pm)
- By Appointment Only
- ... More features »



⇒Everything anywhere.





#### **DISRUPTIVE INNOVATION**

## **MERCI**

#### Learning Expedition avec l'Atelier :

⇒ Community management / E Reputation, Silicon Valley, 17 - 22 octobre.



www.atelier.net

frederic.tardy@bnpparibas.com

