

The companies that win in the 2020s will be designed to constantly learn and adapt to changing realities, combine artificial and human intelligence in new ways, and harness the benefits of broader business ecosystems

BCG Henderson Institute, *The Science of Organizational Change*

USA

Grabb-It is a location based advertising platform that can convert a car window into a digital screen. It offers brands an 'always on' advertising platform as the ads cannot be switched off, skipped or hidden. The device also offers high levels of reach as its advanced online platform lets brands hyper-target a specific audience.



UK

ORB Innovations UK based start-up has developed a mouthguard designed to detect head injuries instantly. The sensors measure half a million data points every minute via custom-made circuit boards and software. This is unique because it collects data in real time on the pitch, providing advanced performance insights e.g. coaches can use the data to know when athletes are too tired to perform.



ITALY/CHINA

Luxury Italian shoe brand **Sergio Rossi** has partnered with the Chinese, multi-purpose messaging, social media and mobile payment app WeChat to create a sense of privilege and personalisation for its Chinese customers. The specially-designed **WeChat** mini-program allows customers to design their own shoes – choosing the material, colour, length of the heel and customised lettering. Additionally, the campaign was conceptualised and launched by **CuriosityChina**, which develops platforms to integrate retail store information into WeChat.

CHINA

Manchester City recognised China's huge potential for market growth last year, with 60 percent of the population expressing an interest in football. In order to target this far-off demographic, they launched an online team for the **FIFA esports series**. This was a first for any other Premier League team. This virtual team could then compete in the **Online Star League (FSL)**. Highly sought-after players, such as 2017's Most Valuable Player Zhang Jun, and Aruya and Liu Chao, made the team.

New consumer behaviours & demands are the number one drivers of change

Innovation

in Action



USA

Major League Baseball (MLB) and blockchain game studio **Lucid Sight** have teamed up to develop a blockchain game, MLB Crypto Baseball. It runs on Ethereum blockchain and includes officially licensed, digital sports collectables called Cryptos. Each Crypto commemorates well-known people or moments in baseball history.

SWITZERLAND

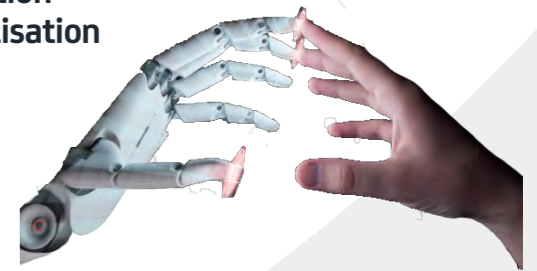
Mammut Sports Group AG has released a new mobile app that uses near-field communication (NFC) technology to connect with its products. The **Mammut Connect** app will allow users with an NFC-enabled smartphone to scan chips embedded in their Mammut products to learn more about them. The app also acts as a built-in social platform allowing users to share photos, videos and maps of their outdoor adventures.

AUSTRALIA

FAN+ Sydney-based startup provides unique experiences for sports fans (e.g. playing golf with former Manly Sea Eagles captain Steve Menzies, or traveling to a game with the Central Coast Mariners) while supporting charities at the same time.

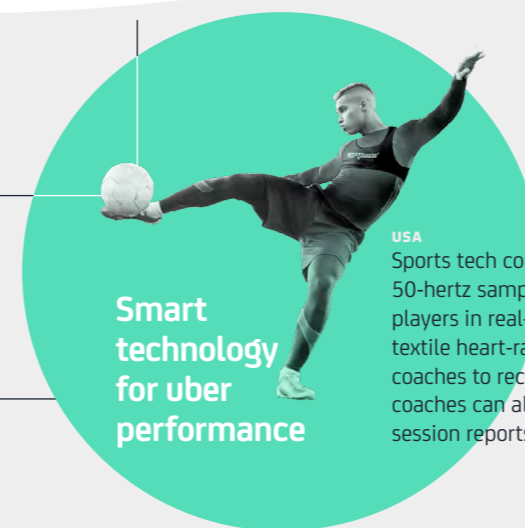
GERMANY

Tacttoo is the result of research from the Human Computer Interaction team at the **Saarland University**. It is an ultra-thin interface that transmits electrical signals. It lies directly on the user's skin, much like an electric temporary tattoo. Its extreme lightweight features mean that it can function on various complex body geometries, including the fingertip, making it ideal for intuitive use in various forms of technology, including haptics and other immersive machines.



UK

National Theatre is pioneering **Epson** glasses to make theatre more accessible for those with hearing loss. Custom voice-following software keeps track of exactly where the show is in the script. The software also uses lighting, sound and video cues to stay on track. Unlike projected captions, a synced transcript of the dialogue onto the lenses allows viewers to follow the lines in real time, concurrent with the actors on stage.



USA

Sports tech company **STATS** has developed a system which uses a 50-hertz sampling frequency to allow coaches to monitor up to 100 players in real-time. The system includes GPS vests embedded with textile heart-rate sensors. During practice, the **STATS GPS** system allows coaches to receive real-time information on metrics. After practice, coaches can also use the **STATS Dynamix** online portal to have detailed session reports ready by the time players walk off the pitch.

New ways to engage customers and fans

