


GROUP ASSIGNMENT GUIDELINES

DIGITAL TRANSFORMATION: BUSINESS OPPORTUNITIES TO TRANSFORM INDUSTRIES AND SOCIETIES THANKS TO EMERGING TECHNOLOGIES

EMBA Global Network Week – June 2021

Purpose of the assignment

The purpose of this assignment is for you and your team to develop and present a proposal on a business opportunity thanks to the use of digital technologies, in particular emerging technologies such as Internet of Things, Robotics, Social, Cloud and Analytics, among other technologies. This delivery will help you to understand and apply the depth of learnings acquired during the whole week, and to explore how technologies can transform industries.

Therefore, the emphasis of your report and presentation should be on two aspects: **(1) understand how *Digital Transformation* can create a business opportunity**, and **(2) describe how it will affect the existing industry and customer landscape by checking the value flow.**

In developing the assignment, it should be clear how your used technology could change a business model or implement an existing business model in a different way. Each group will be assigned an industry that has clear customer impact (e.g. transportation, retail, public sector, utilities, banking, healthcare, tourism ...).

The assignment consists of two parts: (i) **a presentation** to be recorded in video, that will be shared the last day of the Global Network Week, **on Friday June 18th 2021** followed by a short Q&A; and (ii) **a written report** to be handled no later than two weeks after the end of the Global Network Week, **on Monday July 5th 2021**.

Presentation guidelines

Each group will have to record a **10-minute video presenting their ideas** that will be broadcasted during the session, and then it will be followed by **10 minutes for discussions and questions from the class**. All the group members should be present for discussion and responding questions from the audience.

Please prioritize the information you present. The time constraint should encourage you to find the best way to communicate your insights in a **convincing, clear and concise manner**. Put yourself in the situation as if you were presenting to a Board of Directors, or an investment team decision.

Your presentation will be evaluated according to the following additional criteria:

- Clarity with which the team presented their transformation and business opportunity.
- Demonstrated understanding of the existing business model and the challenges it poses to implement, and the opportunities technology brings to approach the need in a different way.
- Quality of supporting material.
- Overall interest that the presentation creates (remember the “3C’s”: are you concise, clear and convincing?).

Feedback on the presentation will be provided orally during the presentation, and written to the team via email, including comments from the professors and practitioners that will attend the group presentation.

There are several tools helping you to record the video:

- You can create a video from your power point presentation by giving it voice. The following tutorial explains how to do so: <https://www.youtube.com/watch?v=D8JV3w4TOVw>.

- Many videoconferencing tools, for example Zoom, and other screencasting software offer the option of record yourself with camera, displaying your presentation. The following tutorial explains how to record a meeting and presentations from Zoom: <https://support.zoom.us/hc/en-us/articles/201362473-Local-recording>.

To share the video with the class during the session, you can share your screen from your computer, and start playing the video locally.

Report guidelines

Your written report should be no more than 7 pages long (excluding cover sheet and appendix).

Please use the following outline for the content of your report:

1. Cover sheet (1 page) showing:
 - Full name of all authors
 - Project name.
2. Existing situation. Description of the industry, business models, and contenders (~ 1 page).
3. Traditional business model versus new business model / Value flow thanks to use of technology. Clearly describe how emerging digital technologies can help in new ways to deliver the service (~ 2 pages).
4. How customers and industries change due to this technology transformation. Who is driving transformation (customers, regulatory, competition?) (~ 2 pages).
5. Competitive advantage thanks to the technology. Your own analysis on how digital technologies have helped the industry to evolve, and if it has impacted positively or negatively in the corresponding sector. Which are possible next changes? (~ 2 pages).
6. Appendix with relevant information (≤ 2 page).

Please select one person in your team to send the report in PDF format via email to gnam@ie.edu. Due date is **Monday July 5th, 2021, 9:00am (Madrid time)**.

Feedback on the report will be provided via email.

Previous readings

In order to better understand the opportunities coming from digital technologies, we suggest below readings:

- Digital Maturity is Paying Off. <https://www.bcg.com/publications/2018/digital-maturity-is-paying-off.aspx>.
- The ecosystem playbook: Winning in a world of ecosystems. <https://www.mckinsey.com/~media/mckinsey/industries/financial%20services/our%20insights/winning%20in%20a%20world%20of%20ecosystems/winning-in-a-world-of-ecosystems-vf.ashx>.