"Your First IoT Project"
[What is the Internet of Things (IoT)]

“No technological shift we have ever witnessed will bring as much disruption with it as the IoT...”
- Brendan O’Brien

What is IoT
Internet of Things

IoT – Simplest Form

Sensor/Device
Data Connection
Server/Cloud

What is IoT – Real World Version

I THINK MY NEST SMOKE ALARM IS GOING OFF. GOOGLE ADWORDS JUST PITCHED ME A FIRE EXTINGUISHER AND AN OFFER FOR TEMPORARY HOUSING.

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Define IoT – Business Speak

- Previously disconnected devices
  - consumer goods, agriculture and industry
  - connected to the Internet

- (innovative businesses + smart devices) ^
  creative business model = huge opportunity

Creative Business Models

IoT in the Home

Smart Farm

Components of an IoT Project
Can’t I just do it myself?

- Realistic analysis
  - Do you REALLY have deep experience in the required disciplines?
- Penny wise, pound foolish

Skillsets Required

- Minimal
  - Electrical Engineer
  - Software Engineer
  - System/Server Admin
  - Product Owner/Project Manager

Skillsets Required

- Full Monty (all previous plus)
  - IT Security
  - Software Testers
  - System Administrator
  - CIO/CSO
  - Antenna expert
  - Project manager
  - Product manager
  - Industrial designer/engineer
  - Graphic designer
  - Data Scientist
  - Analytics
  - Social Media Monitoring & Posting

Your Path Forward

1. Build/augment your Team
2. Partner
3. Acquire

Building your own IoT team

Skillsets Required

- Can’t you just do it yourself?
  - 5-7 disciplines, sure you could hire at about $1M/year and hope:
  - What are you going to use for:
    - There’s a TON of questions that need be answered before even considering doing yourself.

“Know thyself.”
- Socrates

“We have so many questions we don’t even know what to ask you.”
- Dominic

“Acknowledge thy competency gaps”
- Dominic
Choosing the right partner

- Filling Your Gaps
- Outsourcing - Domestic vs International

Phases of an IoT Project
1 of 5 - Education
- Objective: Understand both the technology and the business of IoT.

Phases of an IoT Project
2a of 5 - Ideation & Alignment
- The Device
  - Brain storm
  - Cost analysis
  - Competitive landscape
  - Alignment of stakeholders
  - Device
  - Cloud
  - Hub integration
  - What customer need are you filling?

Phases of an IoT Project
2b of 5 - Ideation & Alignment
- Business Model
  - Revenue Opportunities
  - Mobile Monetization Strategy
  - Engage Customers

Phases of an IoT Project
3 of 5 - Prototype
Phases of an IoT Project
3.5 of 5 - Revise

• If (awesome) {
  – Goto 4 (Production Engineering)
} else {
  – Goto 2 (Educate) or 3 (Ideate)
• }

Life is good.
(learn, repeat)