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## "Your First IoT Project"

[What is the Internet of Things (IoT)]

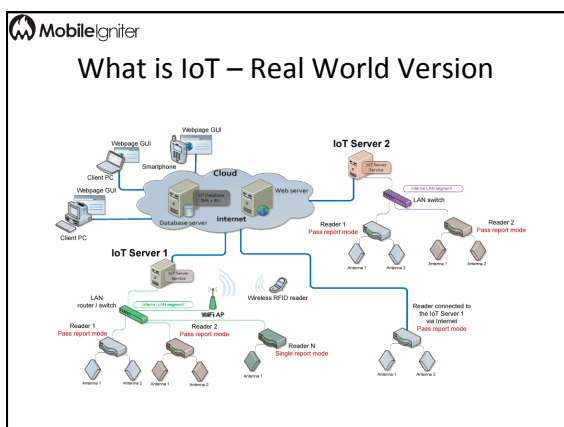
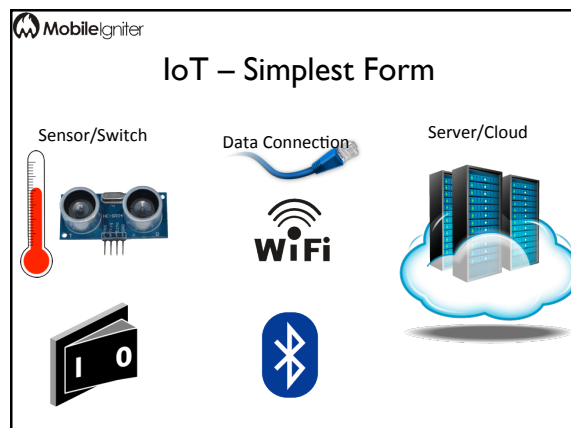
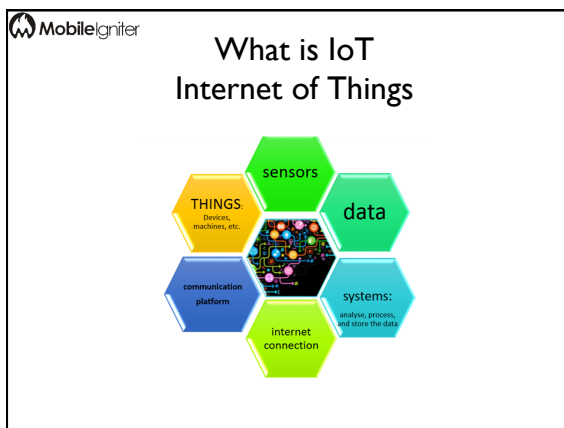


"No technological shift we have ever witnessed will bring as much disruption with it as the IoT..."

- Brendan O'Brien



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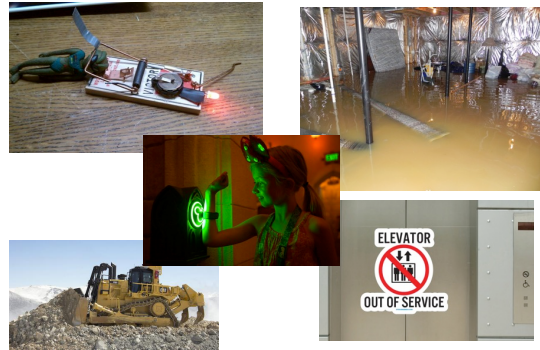


## Define IoT – Business Speak

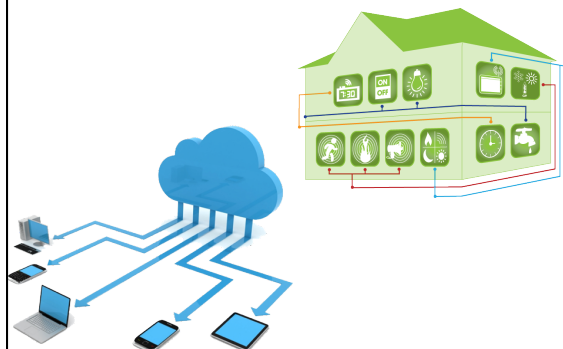
- Previously disconnected devices
  - consumer goods, agriculture and industry
  - connected to the Internet
- (innovative businesses + smart devices) ^  
creative business model = huge opportunity



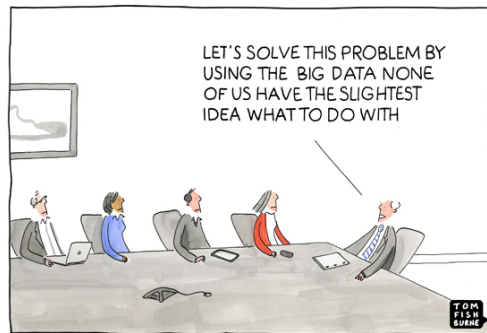
## Creative Business Models



## 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

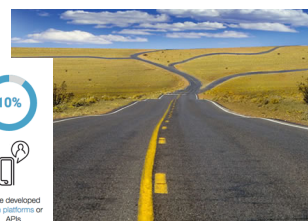
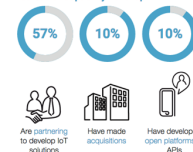
- Full Monty (all previous plus)
  - IT Security
  - Software Testers
  - System Administrator
  - CIO/CSO
  - Antenna expert
  - Project manager
  - Product manager
  - Industrial designer/engineer
  - Graphic designer
  - Data Scientist
  - Analytics
  - Social Media Monitoring & Posting



## Your Path Forward

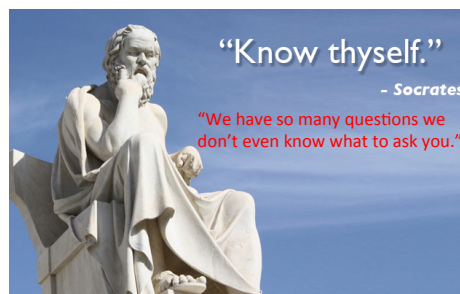
1. Build/augment your Team
2. Partner
3. Acquire

Methods of Capability Build-Up



## 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.



"Acknowledge thy competency gaps"  
-Dominic

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## Choosing the right partner

- Filling Your Gaps
 

Current Results  
Where the learners are.



Desired Results  
Where they need to be.

How do you fill this gap?
- Outsourcing - Domestic v/s International
 



**5 Myths of Managed IT Services Debunked**

**Myth #3: Offshore is Always Less Expensive**

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## Phases of an IoT Project

### 0 of 5 - Acceptance



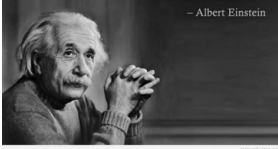
*Accept failure as part of the process*

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## Phases of an IoT Project

### 1 of 5 - Education

- Objective: Understand both the technology and the business of IoT.




If you can't explain it **simply**, you don't understand it well enough.  
— Albert Einstein

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## 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?




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## Phases of an IoT Project

### 2b of 5 – Ideation & Alignment



- Business Model
  - Revenue Opportunities
  - Mobile Monetization Strategy
  - Engage Customers



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## Phases of an IoT Project

### 3 of 5 - Prototype

**MobileIgniter** Phases of an IoT Project  
3.5 of 5 - Revise

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

$$\text{DISAPPOINTMENT} = \frac{\text{EXPECTATION}}{\text{REALITY}}$$

```

graph TD
    subgraph Iterative_Process [ITERATIVE PROCESS]
        direction LR
        P[PROTOTYPE] --> S[SHARE]
        S --> F[GET FEEDBACK]
        F --> R[REFINE]
        R --> P
    end
  
```

**MobileIgniter** Phases of an IoT Project  
4 of 5 - Production Engineering

The diagram shows a complex system of interconnected components. At the top, there are several mobile devices displaying data. Below them, a central hub labeled 'Internet' connects to various data sources and processing units. On the left, there's a detailed view of a mechanical assembly with sensors. On the right, there's a flowchart showing data processing steps: 'Data' -> 'Data Processing' -> 'Data Storage' -> 'Data Analysis' -> 'Data Visualization'. The bottom right corner features a circular diagram with the text 'OpenStack' and 'OpenStack' repeated in a circular fashion.

**MobileIgniter** Life is good.  
(learn, repeat)

A photograph showing a person's feet resting on a wooden deck. In the background, there is a sandy beach, a blue ocean, and a clear sky. A lifeguard stand is visible on the beach. The text 'Life is good. (learn, repeat)' is overlaid on the top left of the image.