

“Le nuove frontiere del Venture Building”

6 NOV 24 | **17:00** | **ON LINE**

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Keynote Speaker



Gianmario Verona

Professor of Management at Università
Bocconi,
Chairman at Fondazione Human Technopole

Open Innovation, Corporate Venturing and the Third Machine age

Gianmario Verona

Università Bocconi & Fondazione Human Technopole

Italian Open Innovation Lookout

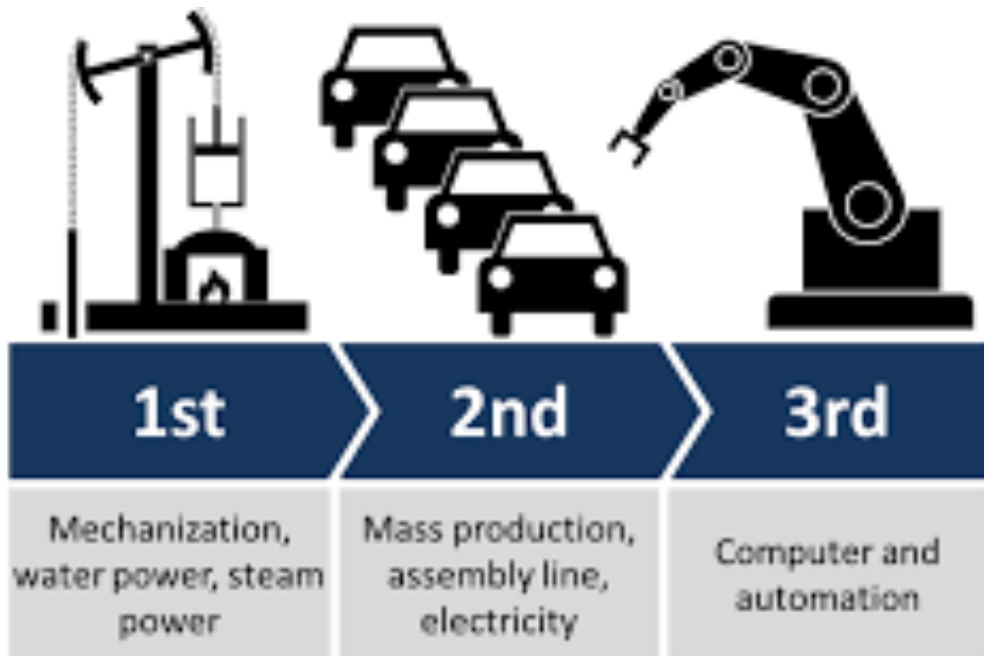
06/11/2024 Webinar

Agenda

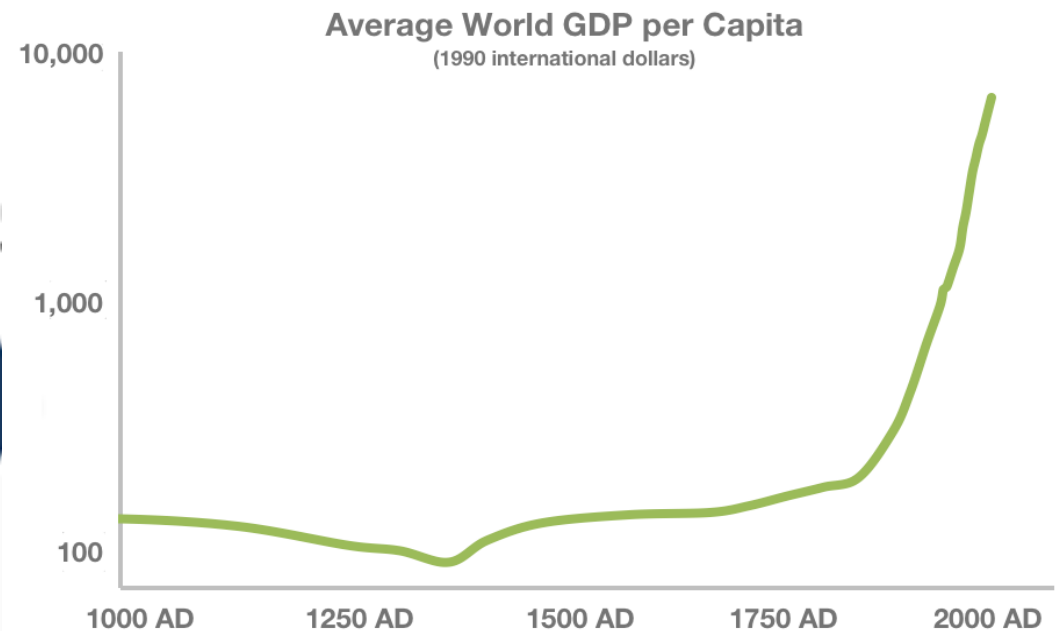
1. Contesto: la “terza era” delle macchine
2. Implicazioni per innovazione
3. Conclusioni (e domande)

I. Contesto

Rivoluzioni industriali



Third Machine Age



Gianmario Verona

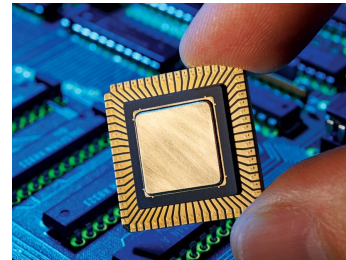
La terza rivoluzione industriale: Le macchine intelligenti



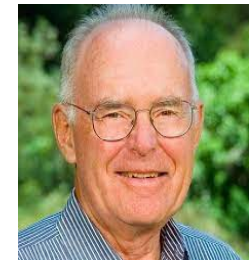
1960s



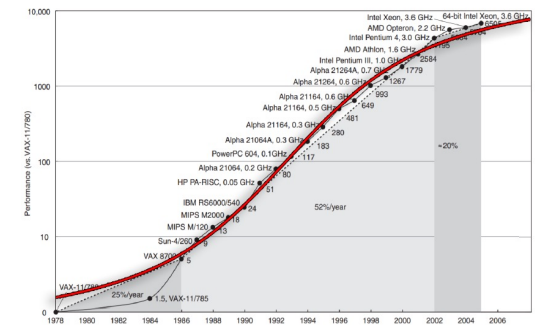
1970s



1980s



Gordon Moore 1929-2024. Co-fondatore di Fairchild nel 1957 e di Intel nel 1968



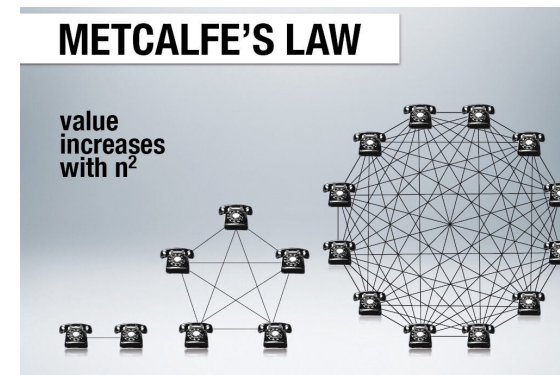
Third Machine Age

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La quarta rivoluzione industriale: La seconda “era” delle macchine* Informazione e relazioni a portata di “click”



Bob Metcalfe
co-creatore di
Ethernet nel
1974 a Xerox



*The Second Machine Age. E.Brynjolffson B McAfee 2014
Harvard Business School Publishing

Impatto sociale

“Many companies have us engaging in behaviors that would have seemed unthinkable as recently as five years ago. We are hopping into strangers’ cars ([Lyft](#), [Sidecar](#), [Uber](#)), welcoming them into our spare rooms ([Airbnb](#)), dropping our dogs off at their houses ([DogVacay](#), [Rover](#)), and eating food in their dining rooms ([Feastly](#)). We are letting them rent our cars ([RelayRides](#), [Getaround](#)), our boats ([Boatbound](#)), our houses ([HomeAway](#)), and our power tools ([Zilok](#)). We are entrusting complete strangers with our most valuable possessions, our personal experiences - and our very lives.” (italics added)

(Wired, April 23 issue 2014).



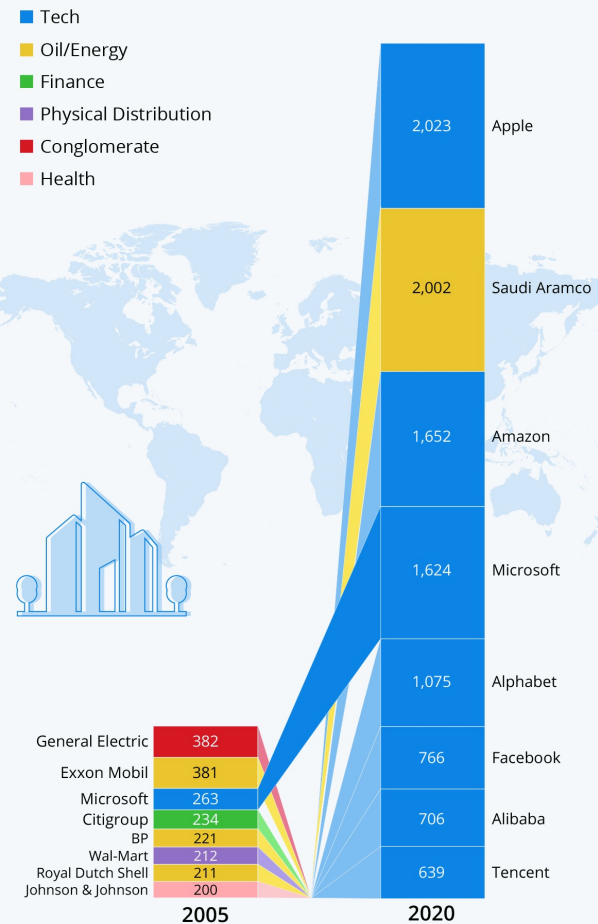
Impatto economico



Third Machine Age

The Age of the Tech Giants

Companies with the world's largest market capitalizations in 2005 and 2020 (in billion U.S. dollars)*



* As of March 31, 2005 and August 20, 2020.
Sources: Financial Times, Yahoo! Finance



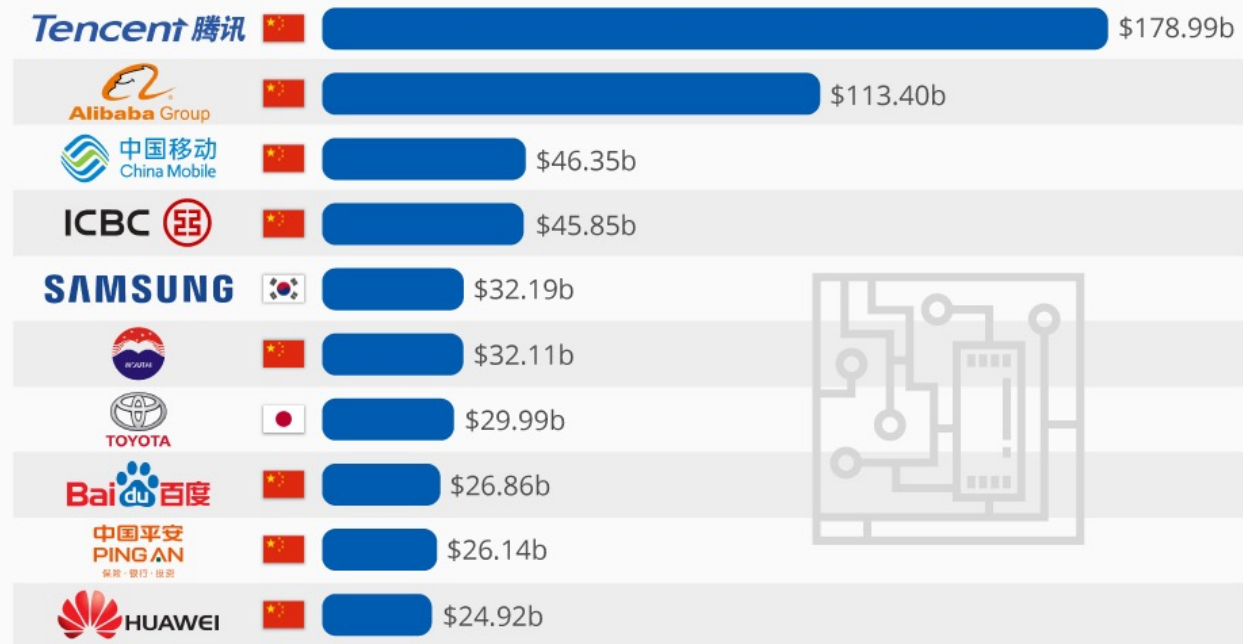
statista

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Cina

Chinese tech giants lead Asia's top 10 brands

Top 10 most valuable corporate brands in Asia as of May 2018*

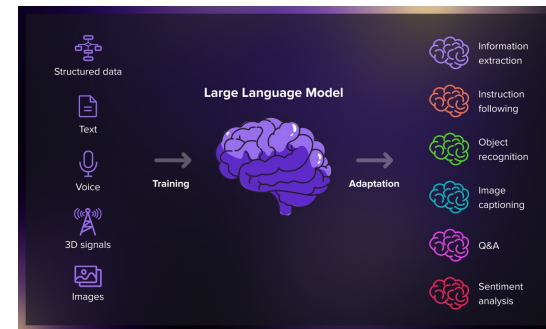


* Value has been rounded.
@StatistaCharts Source: Kantar Millward Brown

statista

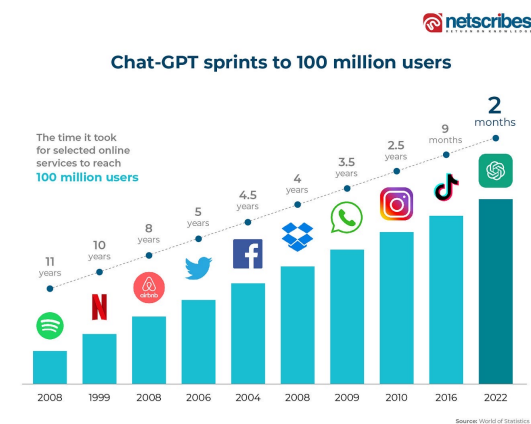
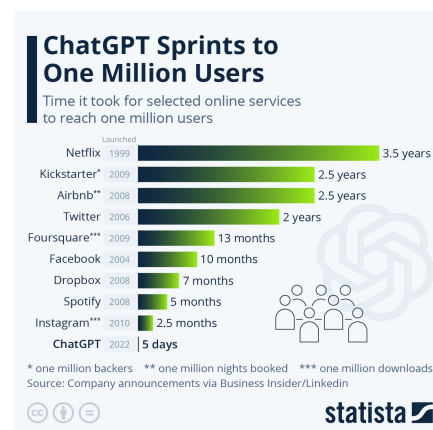
La terza era delle macchine

“Expertise at the fingertips” Satya Nadella VWEF 2024



2015

2022



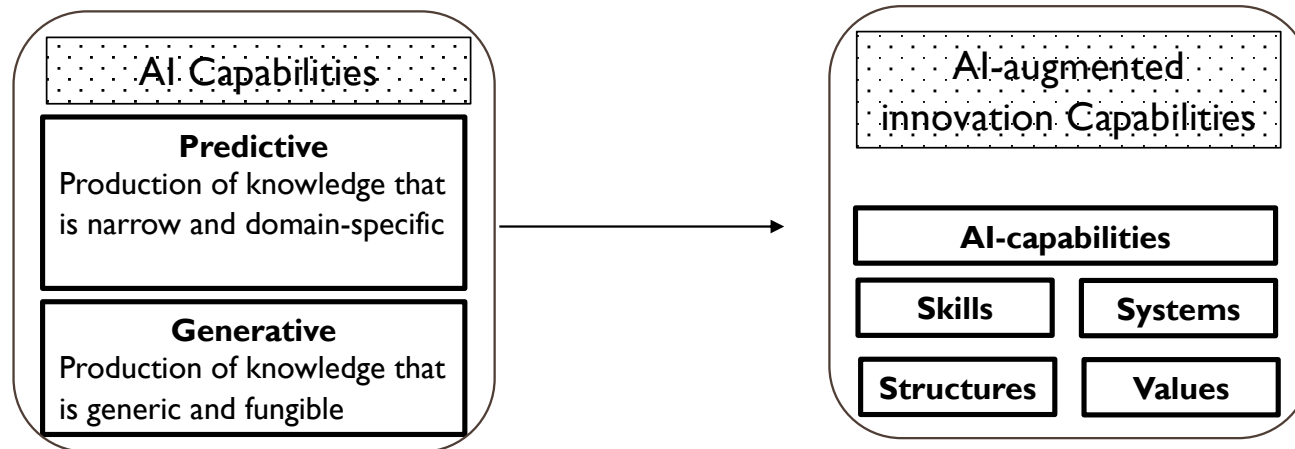
Third Machine Age

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R&D race



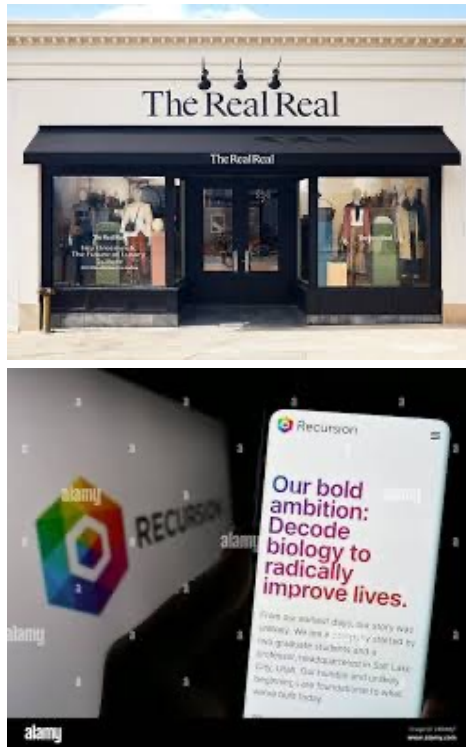
2. Implicazioni per innovazione*



*Harder Better Faster Stronger: AI capabilities and new product development. PCillo, GRubera, GVerona 2024 SDA Bocconi Working paper

Implicazioni per innovazione: esempi

Startups



Incumbents



3. Conclusioni (e domande)

- Come AI sta cambiando innovazione?
- Come sposo la verticalità dei settori con la terza era delle macchine?
- Come CV e OI mi aiutano a monitorare e acquistare capabilities?
- Quali i meccanismi di integrazione?

Grazie!
Domande?

Gianmario.verona@unibocconi.it
[Linkedin](#) Gianmario Verona

