

**How We Are The Same.  
And What this means for Business.**

How global businesses take  
advantage of 'sameness'

**SD5906**

## **POP QUIZ**

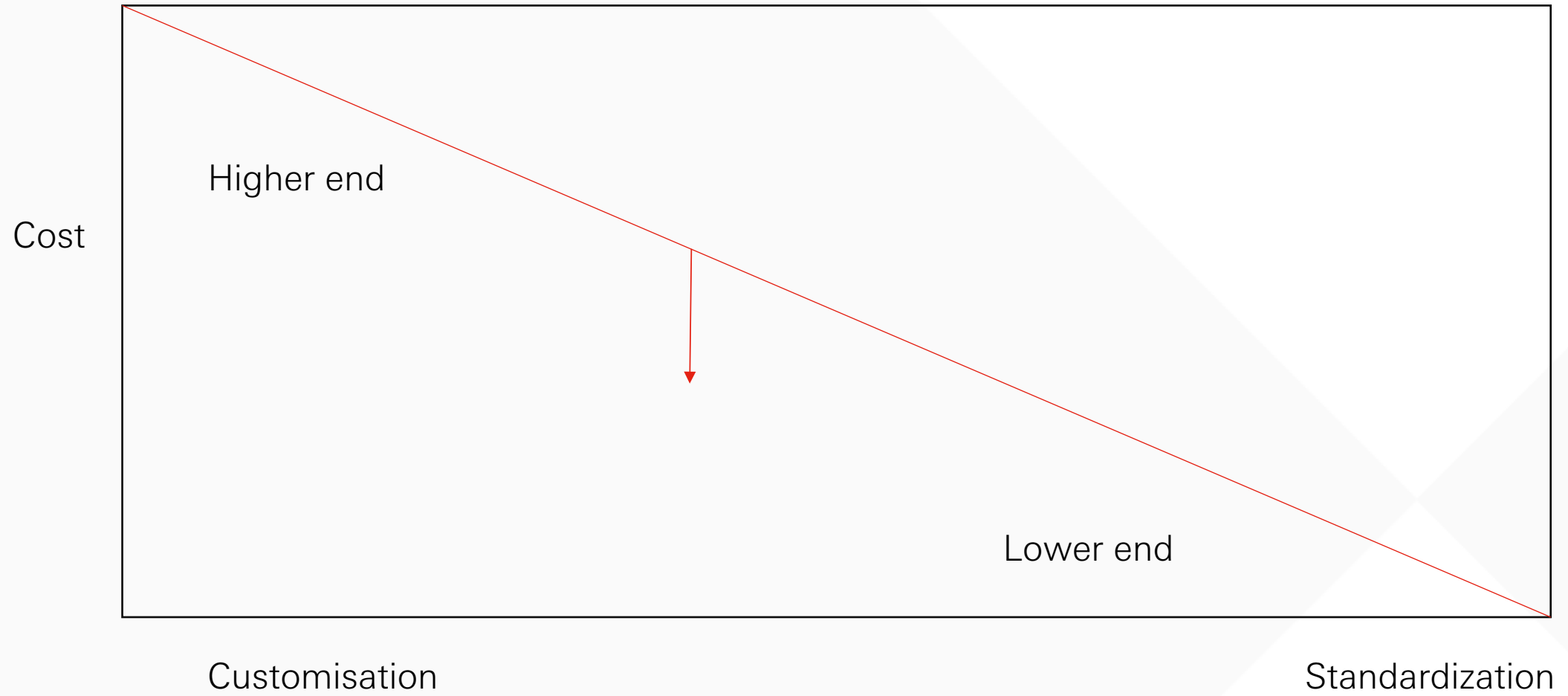
Name the 5 qualities of a Business that would make it truly Global

- 1. Presence... across the globe**
- 2. Consistency... across the globe**
- 3. Clear value proposition... across the globe**
- 4. Recognized... across the globe**
- 5. Coherency vs. consistency... across the globe**

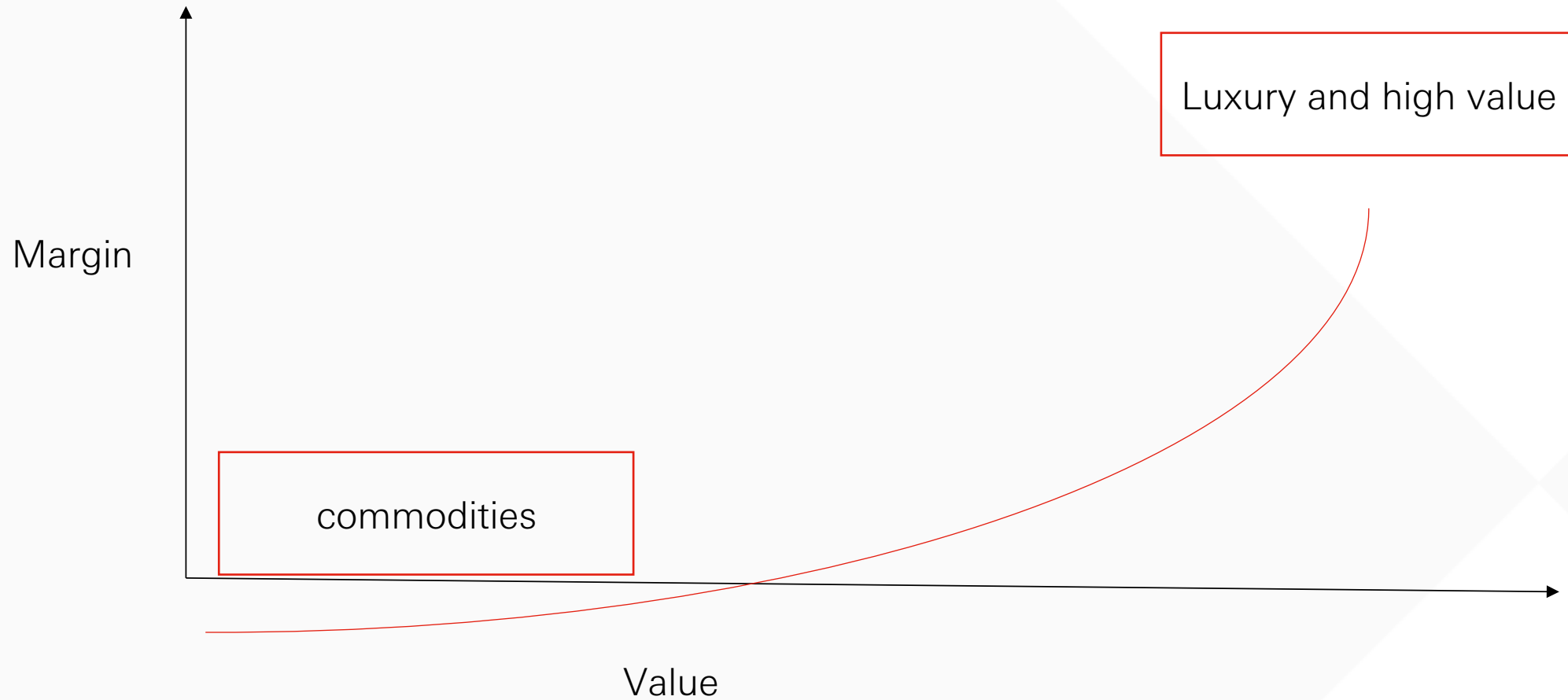
## QUESTIONS TO ASK

- **What do you standardize?**
- **When do you standardize?**
- **Why do you standardize?**

# THE TRADE OFF



# THE BUSINESS VALUE



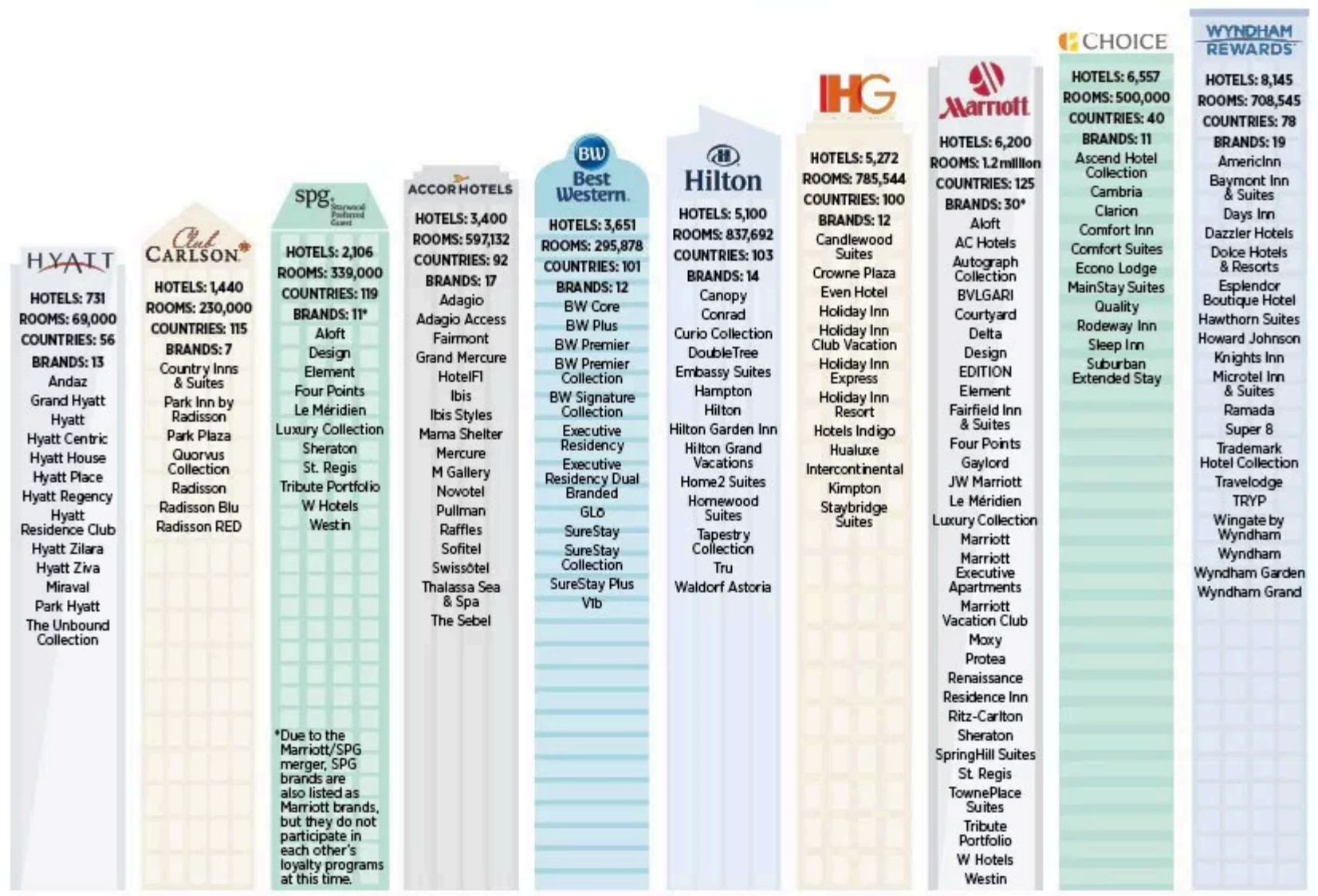
# How Same-ness Goes Global



# Food & Beverage



# Hotels & Accommodation



# Banking & Regulation



- |           |                   |             |           |        |     |             |
|-----------|-------------------|-------------|-----------|--------|-----|-------------|
| Canada    | Global regulation | Australia   | Hong Kong | Russia | UK  | South Korea |
| Singapore | European Union    | New Zealand | Vietnam   | Turkey | USA | Japan       |

# **Case: How Samsung changed**

## Old Samsung

- Marketing fragmentation
- Brand inconsistency
- Cheap commodity
- R&D-cost
- Korean Manufacturing Company
- Products standalone
- OEM

## New Samsung

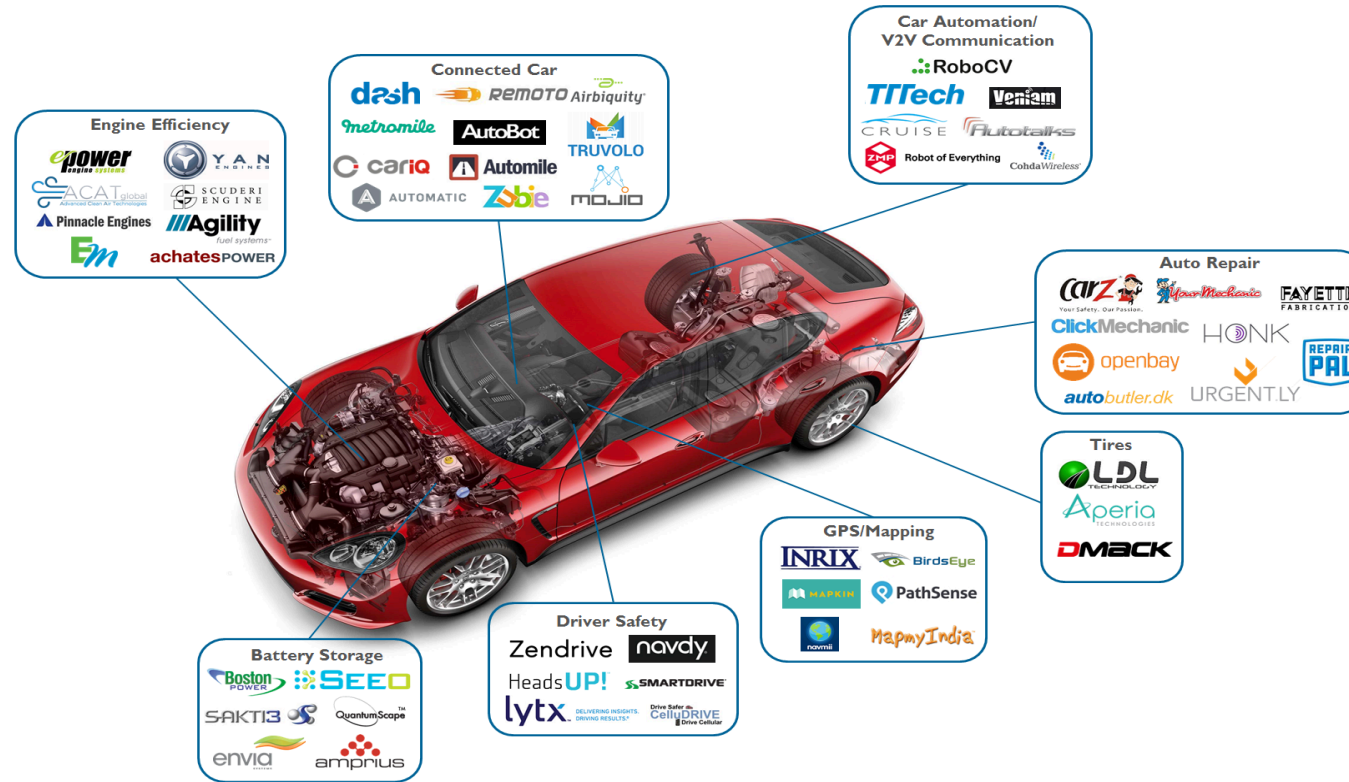
- Single brand agency
- Single brand identity
- High Quality products
- R&D
- Integration / Digital World
- OBM

# How Startups are doing it?

# Process



## Unbundling The Automobile



## Intelligent Autos

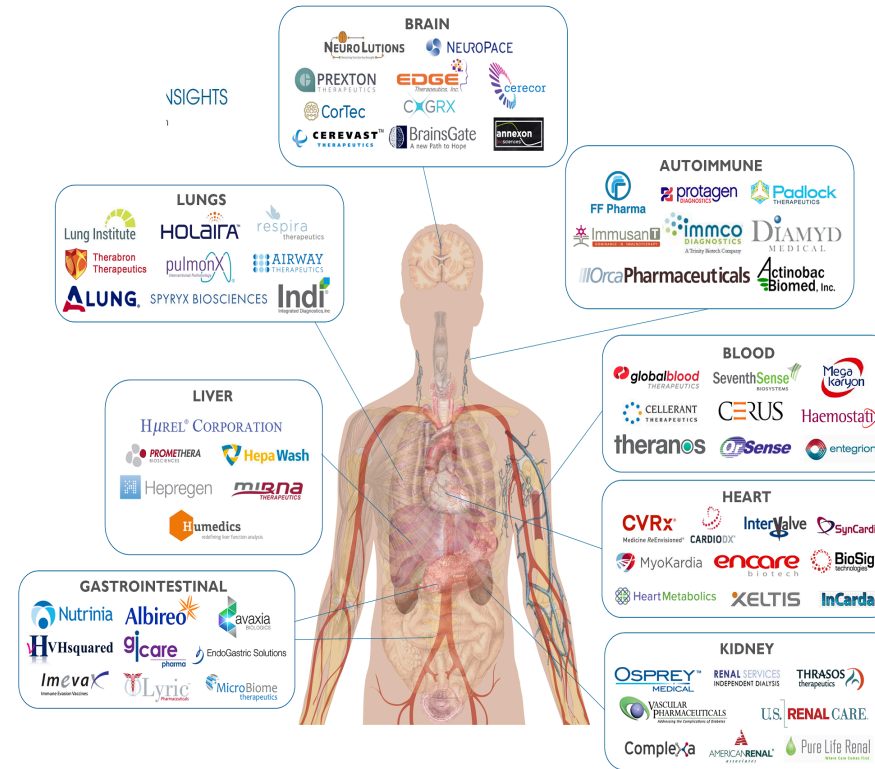
“by 2020 we’ll have cars capable of being fully autonomous in certain circumstances, most likely rural interstates with minimal variables (and no inclement weather).”

[source](#)



# THE ANATOMY OF HEALTHCARE STARTUPS

69 Companies That Could Change Your Life (Literally)

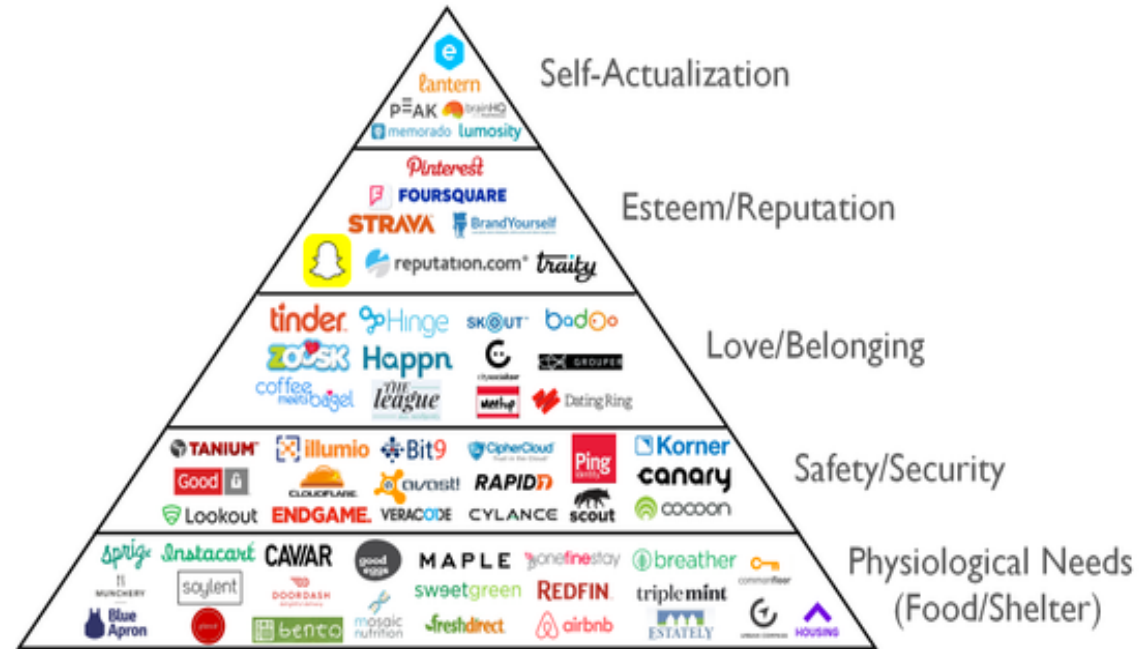


## Healthcare

The X Prize Foundation, an innovation organization led by Dr. Peter Diamandis, is offering a \$10 million award to the first team to deliver a working "tricorder," the handheld diagnostic device used by medical officers in Star Trek to detect diseases.

[source:](#)

## MASLOW'S HIERARCHY OF STARTUPS



## Emotion

"Most branded content will come from consumers."

[Source](#)

**You Must Understand 'Desire'**

# Desire

Desire is a sense of longing or hoping for a person, object, or outcome. The same sense is expressed by emotions such as "craving". When a person desires something or someone, their sense of longing is excited by the enjoyment or the thought of the item or person, and they want to take actions to obtain their goal. The motivational aspect of desire has long been noted by philosophers; **Thomas Hobbes (1588–1679) asserted that human desire is the fundamental motivation of all human action.**

<https://en.wikipedia.org/wiki/Desire>

# You Must Understand 'Desire'

There will be one desire that your product or service will 'speak to' most powerfully. What is it?

## 8 Basic Human Desires

- 1) Survival enjoyment of life life extension
- 2) Enjoyment of food and beverages
- 3) Freedom from fear pain and danger
- 4) Sexual companionship
- 5) Comfortable living conditions
- 6) To be superior winning keeping up with the Jones
- 7) Care and protection of loved ones
- 8) Social approval

## 9 Learned Desires

- 1) To be informed
- 2) Curiosity
- 3) Cleanliness of body and surroundings
- 4) Efficiency
- 5) Convenience
- 6) Dependability / quality
- 7) Expression of beauty and style
- 8) Economy / profit
- 9) Bargains

# Takeaways

- 1) Your Product or service will always trade off between Cost / customization.
- 2) Standardization is hard, but offers commercial advantages.
- 3) We share 8 basic human desires, and we have 9 learned desires.
- 4) Finding ways to offer personalization, while enabling standards is the magic sweet spot for any product or service.
- 5) Not every business is suitable for Globalization.