

# Hardware, Software and Underware

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# Agenda

- Software Every-ware (where)
- What is the underwear here?
- Business Environment in HK
- IT Businesses in HK and Rest of Asia
- Conclusion
- References

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# Software Every-ware(where)

- Two Billion people use the internet with continued exponential growth.
- What business are Amazon, Facebook, Skype & Walmart in ?
- Case Studies
  - Amazon and Borders, Netflix and Blockbuster.
  - Music & Entertainment Companies are Software driven – iTunes, Zynga, Pixar etc.
  - Marketing Channels – Google, Facebook, Groupon etc
  - The Largest Encyclopedia.
- In 2000, the cost of running a basic Internet application in a cloud was approximately \$150,000 a month. Today to run it in Amazon's cloud costs about \$1,500 a month.

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# What is the underware here?

- What has been happening to the size of PC's?
- Over the next decade or so, 60-70% of all people will own some form of connected computing device.
- Handheld devices are lighter, have better resolution graphical interfaces and powerful processors.
- Mobile phones will soon pack the power of traditional PCs.
- Your display unit can be the back of your friend's Shirt?
- Underware is the Platform, the network and the distribution mechanism. ---- Android, Cloud Computing etc.

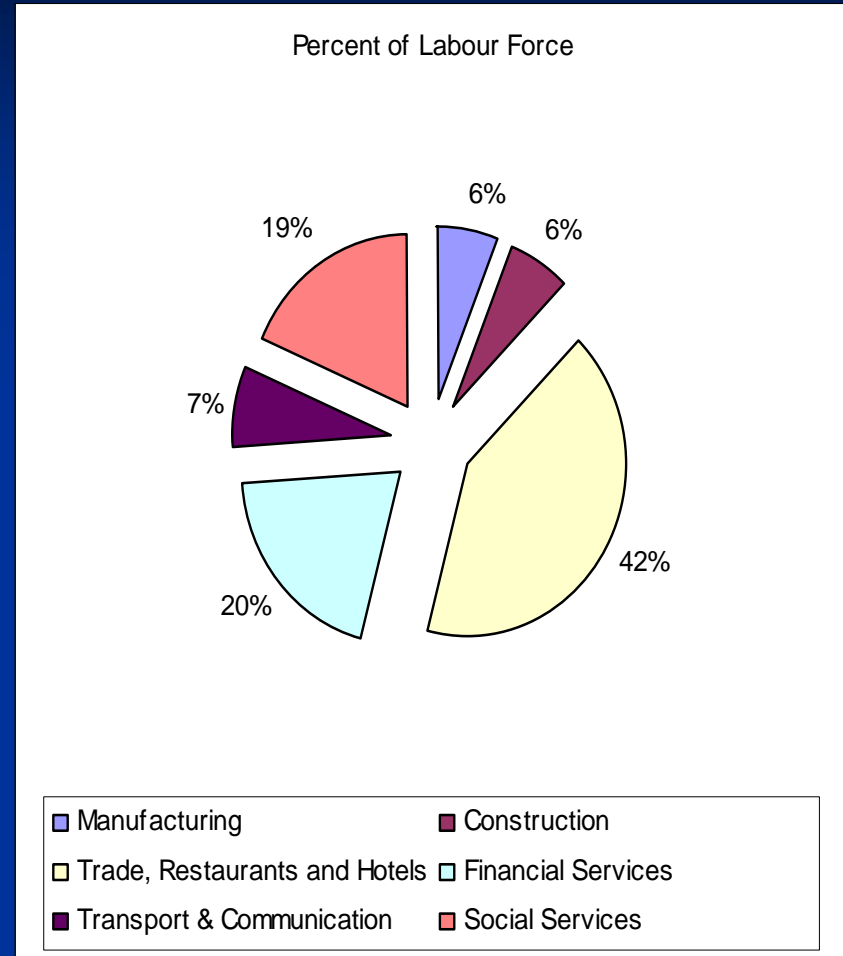
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# Business Environment in HK

- World's Freest Economy.
- Ranked 7<sup>th</sup> world wide in GDP PPP per capita.
- Low Tax Rates.
- Proximity to two highly concentrated pools of talent.
- International Trade Center.
- Financing Asia's Growth Story.
- Extensive use of Technology in Daily Life.



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# IT Businesses in HK and Rest of Asia

- Most software companies are export and outsourcing oriented.
- Regional players catering to indigenous needs.
- Educated consumers ready to embrace new technology.
- Entrepreneurship culture starts at School.
- Venture Capital firms are moving from the horizon to the Front & Center.

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# Conclusion

- The Opportunity is Enormous
  - Technology and Analytics is the Core Strategy for any Business.
  - The next Google or Facebook can start right here.
- The three rules of Epidemics
  - Contagiousness
  - Little Causes can have Big Effects
  - Change happens not gradually but in one dramatic moment.

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# References

Hong Kong Economy

[http://en.wikipedia.org/wiki/Economy\\_of\\_Hong\\_Kong](http://en.wikipedia.org/wiki/Economy_of_Hong_Kong)

GDP – Purchasing Power Parity

[http://en.wikipedia.org/wiki/List\\_of\\_countries\\_by\\_GDP\\_\(PPP\)\\_per\\_capita](http://en.wikipedia.org/wiki/List_of_countries_by_GDP_(PPP)_per_capita)

Tax Rates in HK

[http://en.wikipedia.org/wiki/Tax\\_rates\\_around\\_the\\_world](http://en.wikipedia.org/wiki/Tax_rates_around_the_world)

Software is Eating the World

[http://online.wsj.com/article/SB10001424053111903480904576512250915629460.html?mod=WSJ\\_hp\\_us\\_mostpop\\_read](http://online.wsj.com/article/SB10001424053111903480904576512250915629460.html?mod=WSJ_hp_us_mostpop_read)

Tipping Point – Book by Malcolm Gladwell

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