

# THE NEXT 5 YEARS

OF WEB 2.0 STRATEGY

Professor Amy Shuen

Visiting HKU Professor  
ECOM 6030  
Experts Address Series



# 2005 Time Magazine Person of the Year...



# Users multiply & create value...



## Companies monetize...

# In 2010 users crowdsense...



Cities, energy & health capture value...

350 Million people =  
One NY City a year  
from now till 2025

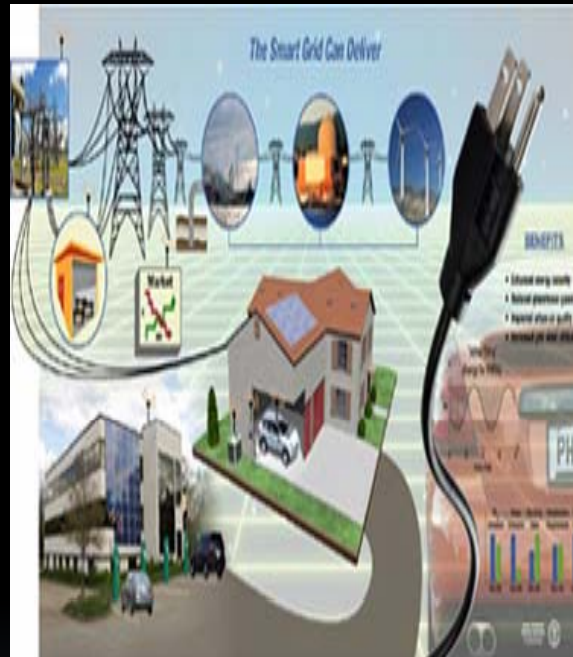
## A Planet of Smarter Cities

In 2007, for the first time in history, the majority of the world's population lived in cities – 3.3 billion. By 2050, city dwellers are expected to make up 70 percent of the Earth's total population – 6.4 billion.



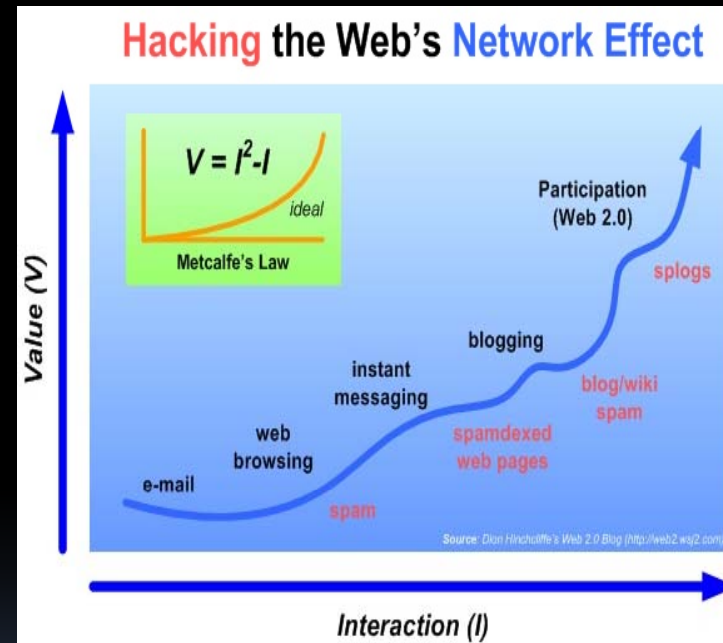
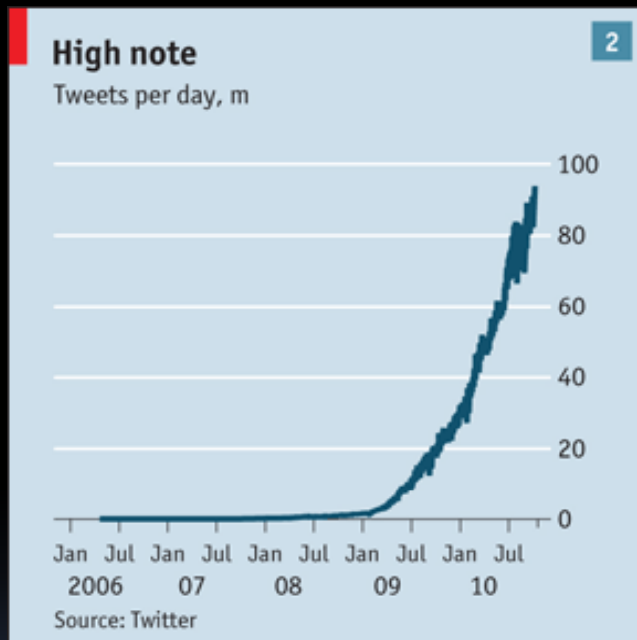


# In 2010 users crowdsense...



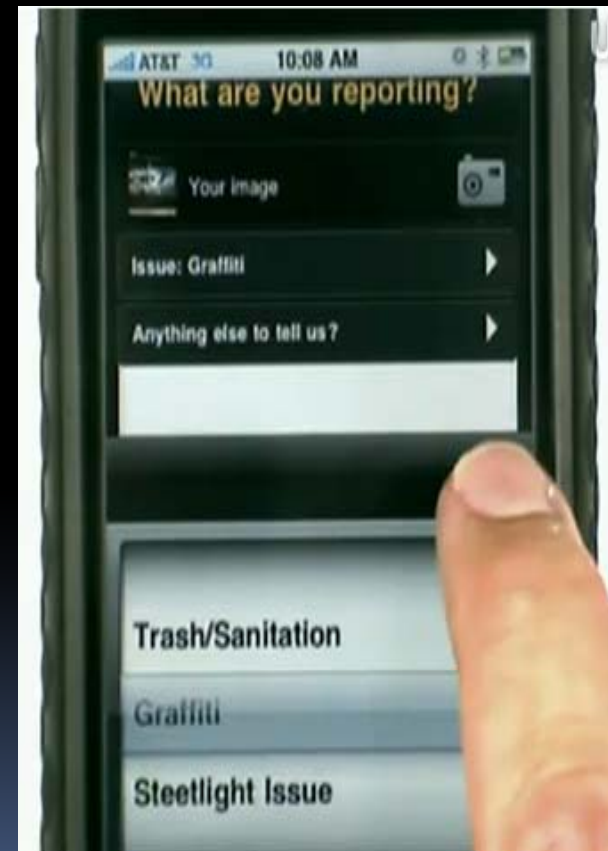
Cities, energy & health capture value...  
Ex. Streetline, GE-Google Smart Grid  
and PatientsLikeMe

# People Power: Digitizing what we see & hear & feel...





# Using apps to make our life and neighborhoods better...



1881



# HKU students → US\$4500 in 3 days



Collective  
User Value



Five Network  
Effects

Web 2.0  
Strategy:  
ECOM 6022/  
ECOM 6030

Social  
Influence



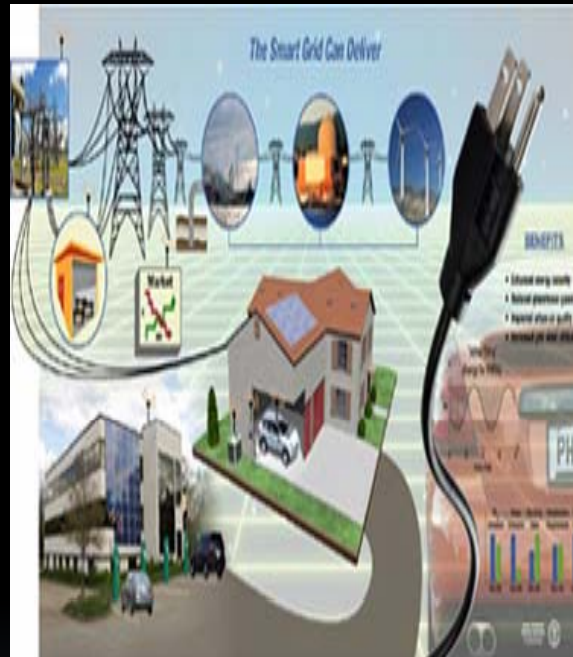
Dynamic  
Capabilities

Collaborative  
Innovation





# Web 2.5...



Gov 2.0

Smart Planet

Health 2.0



# WEB 2.5

Are you part of the problem or  
the solution?

Professor Amy Shuen  
[www.amyshuen.com](http://www.amyshuen.com)