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...

www.amyshuen.com
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

www.amyshuen.com
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

www.amyshuen.com
People Power: Digitizing what we see & hear & feel...

High note
Tweets per day, m

Source: Twitter

Hacking the Web's Network Effect

V = I^2 - I
Metcalfe's Law

Participation (Web 2.0)

Interaction (I)

www.amyshuen.com
Using apps to make our life and neighborhoods better...
Web X.0
When the world puts the web to work

www.amyshuen.com
HKU students → US$4500 in 3 days

Collective User Value

Five Network Effects

Social Influence

Dynamic Capabilities

Collaborative Innovation

Web 2.0 Strategy:
ECOM 6022/
ECOM 6030

www.amyshuen.com
Web 2.5...

Gov 2.0  Smart Planet  Health 2.0

www.amyshuen.com
WEB 2.5

Are you part of the problem or the solution?

Professor Amy Shuen
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