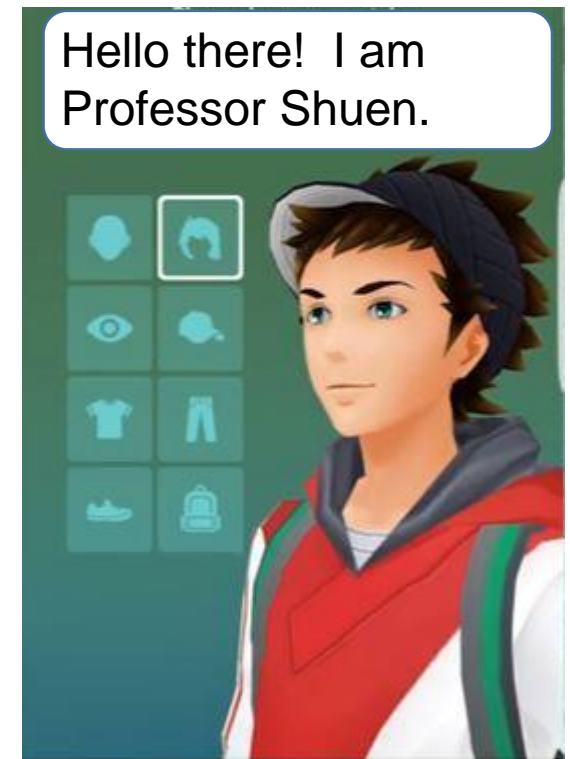
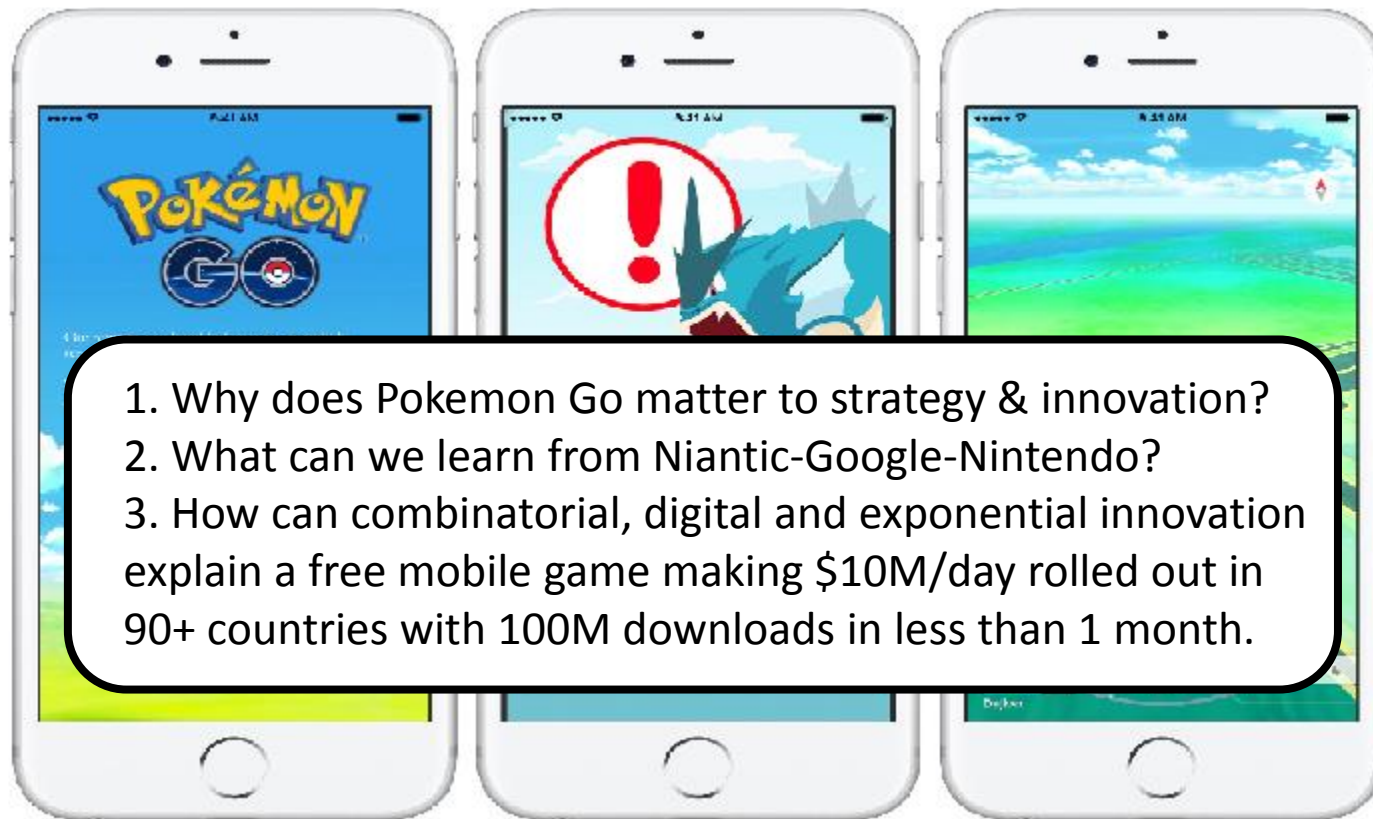


# Dynamic Digital Capabilities:

## The Case of Pokemon Go and Niantic Labs-Google-Nintendo



# Why does Pokemon Go matter?

# Pokemon GO revenue skyrockets to more than \$440 million since release

## Pokemon Go startup is worth \$3.65 billion

TECHNOLOGY NEWS | Tue Jul 19, 2016 | 2:35am EDT

## Nintendo's market cap doubles to \$42 billion since Pokemon GO launch

### Here's How Apple Could Generate \$3 Billion on Pokemon Go

STRATEGY

### How Pokemon Go Is Driving Insane Amounts of Sales a Small, Local Businesses

For \$1.19 an hour, you can have more customers than you've ever seen in your life



BY WALTER CHEN Founder and CEO, iDoneThis [@smalter](#)

### Pokémon Go players have walked far enough to reach the sun from Neptune

'POKÉMON GO' HITS 500 MILLION DOWNLOADS, WITH BILLIONS OF MILES WALKED

By Trevor Mogg — September 7, 2016 11:29 PM

shuen.com

# Why does Pokemon Go matter to strategy?

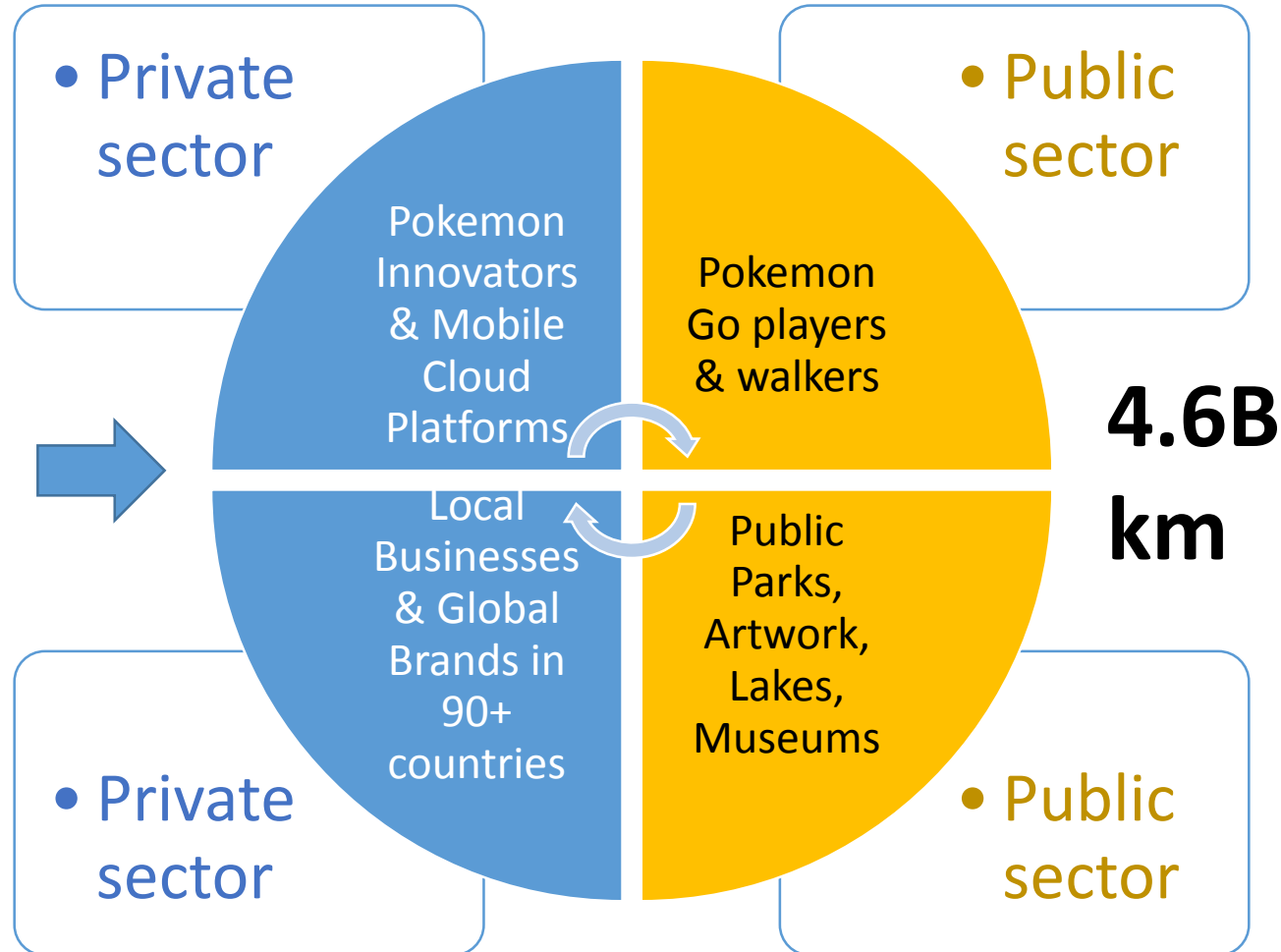
1. Positive Sum Game
2. Economic-Financial-Public-Social Rewards
3. Digital Transformation
4. Speed
5. Startup as Innovation Orchestrator



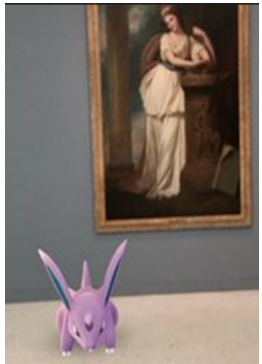
- **Positive Sum:** economic, financial or social rewards are created as a result of playing the game.

# Economic-Financial-Public-Social Rewards Created

\$440 million  
\$3.65 billion  
\$42 billion



500M  
users



# Pokemon Go! transformed a beloved but tired brand...



Niantic Labs  
Combinatorial  
Innovation



Google Digital  
Innovation



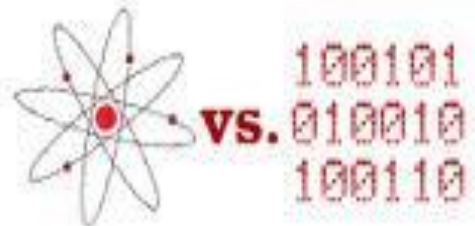
Nintendo-  
Pokemon Co  
Exponential  
Innovation



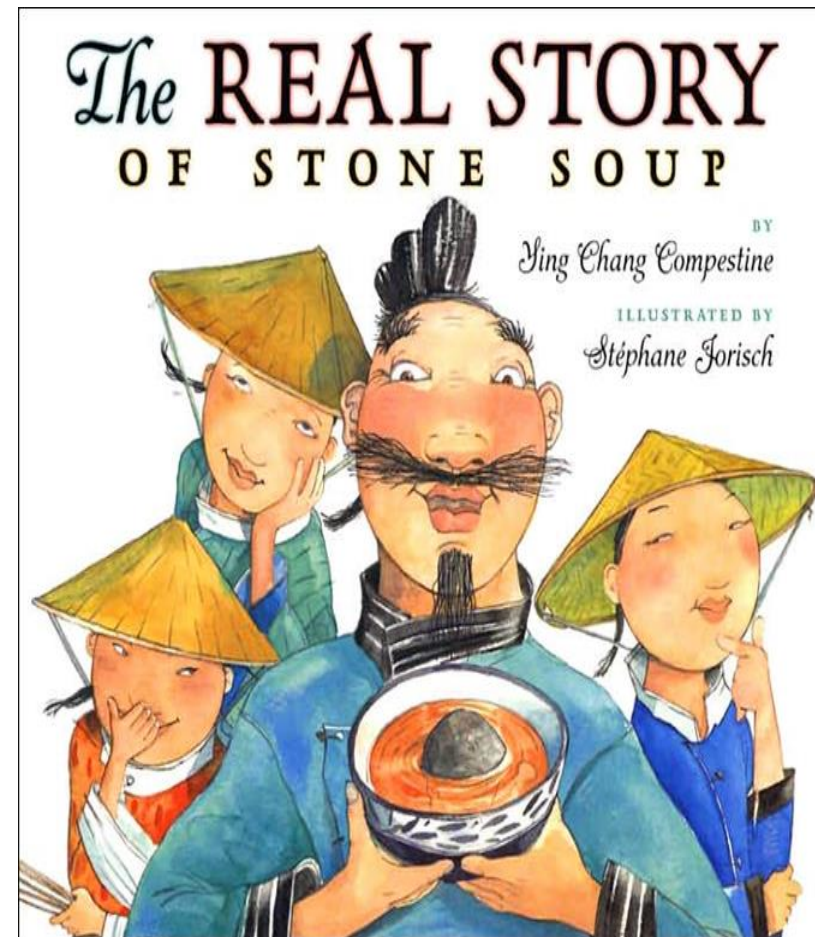


# Digital Transformation

The Global Digital Stone Soup—where millions of cooks co-create value...



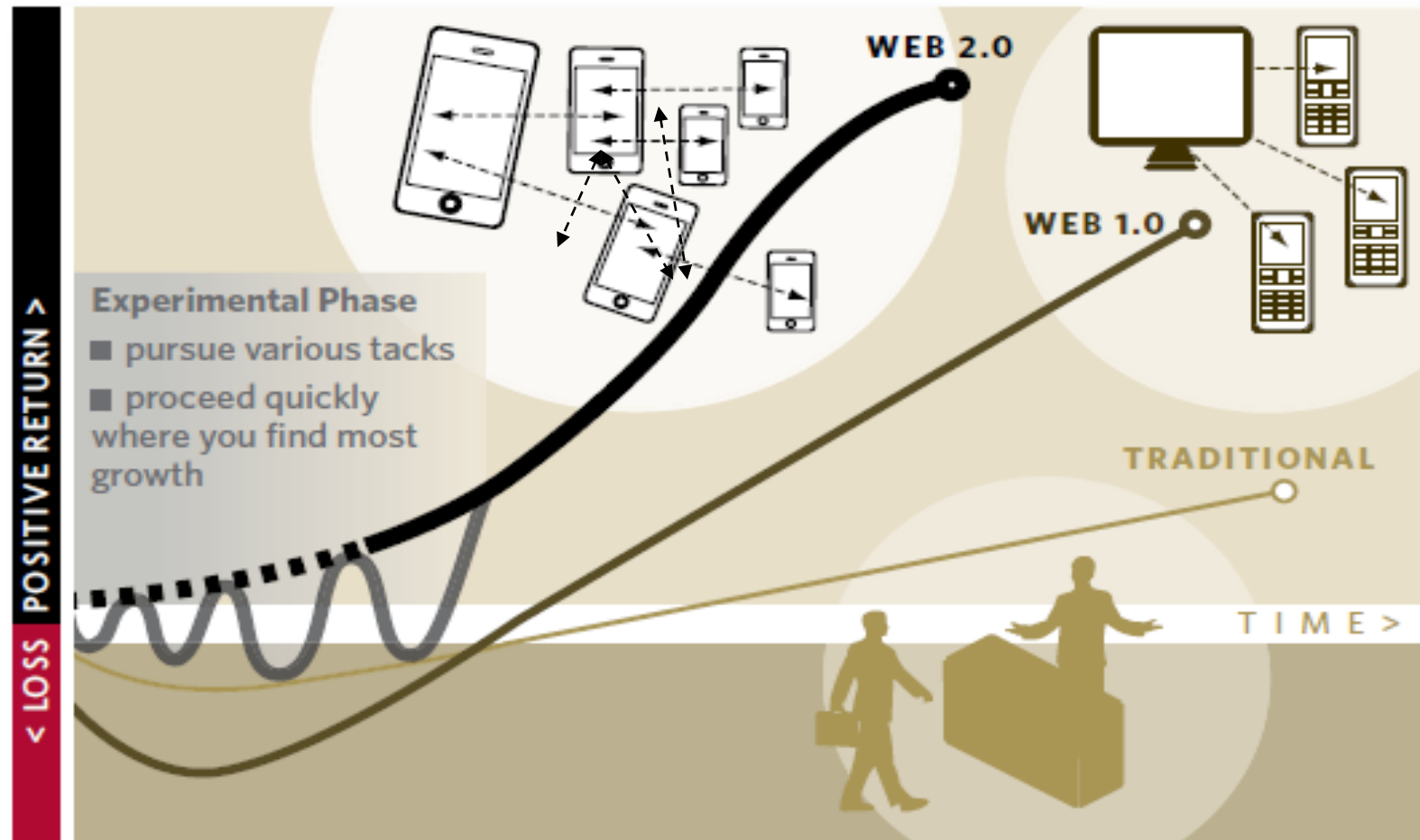
- ❖ Atoms to Bits
- ❖ Bricks to Clicks
- ❖ Physical to Digital
- ❖ Knowledge & Expertise shared





# Speed...

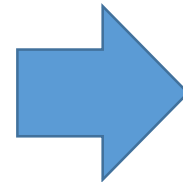
Pokemon Go's mobile game app powered 500M players to walk 4.6B km, spend \$10M/day since July 6th...



# Startup as innovation orchestrator...



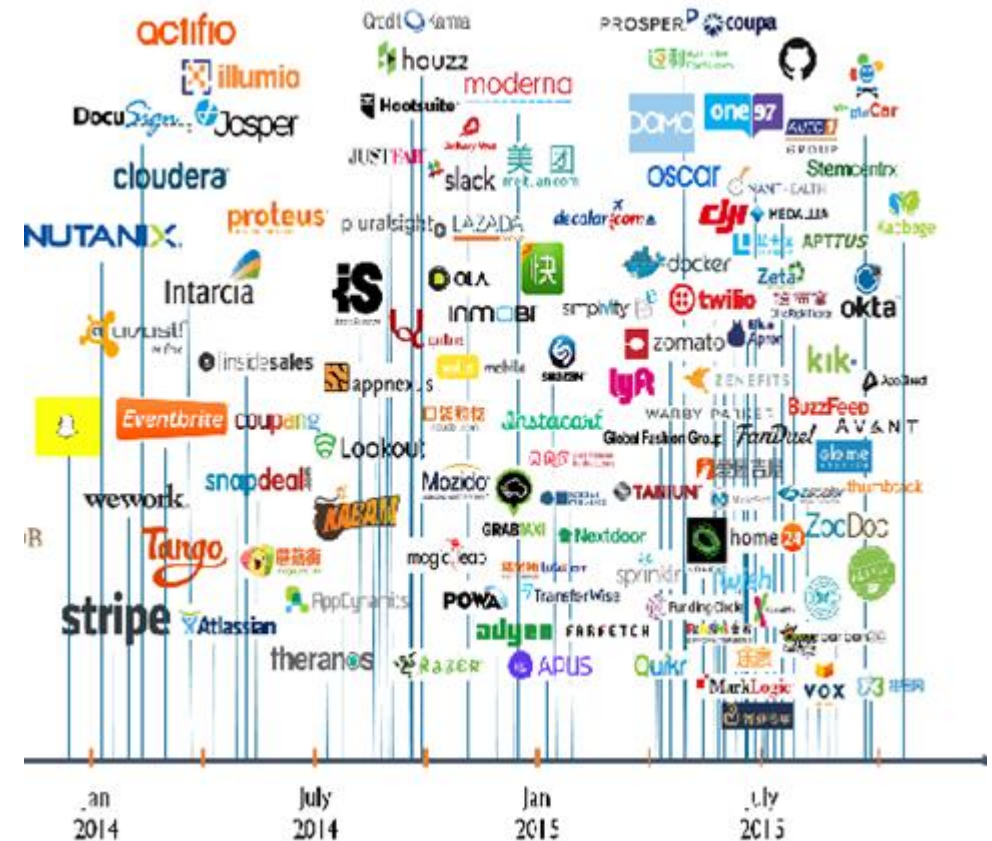
© www.KeyIdeasInfotech.com



## The Increasingly Crowded Unicorn Club

Private Unicorns since 2011

Created by:



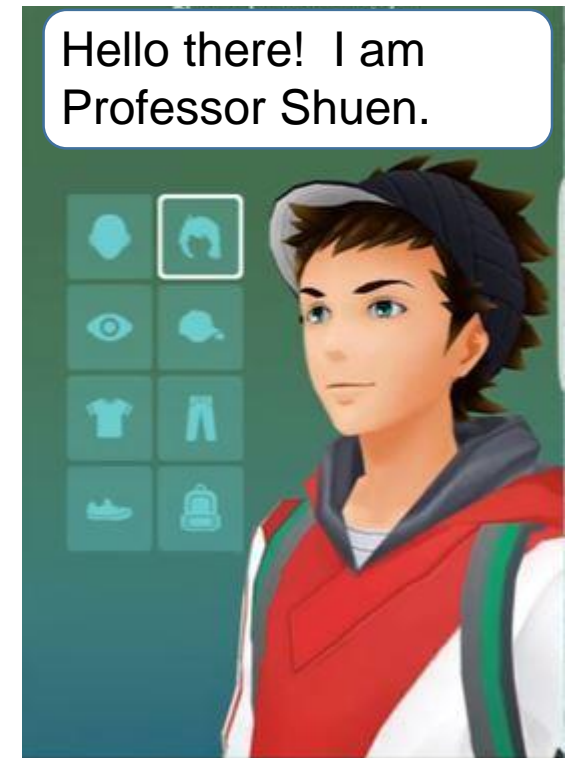
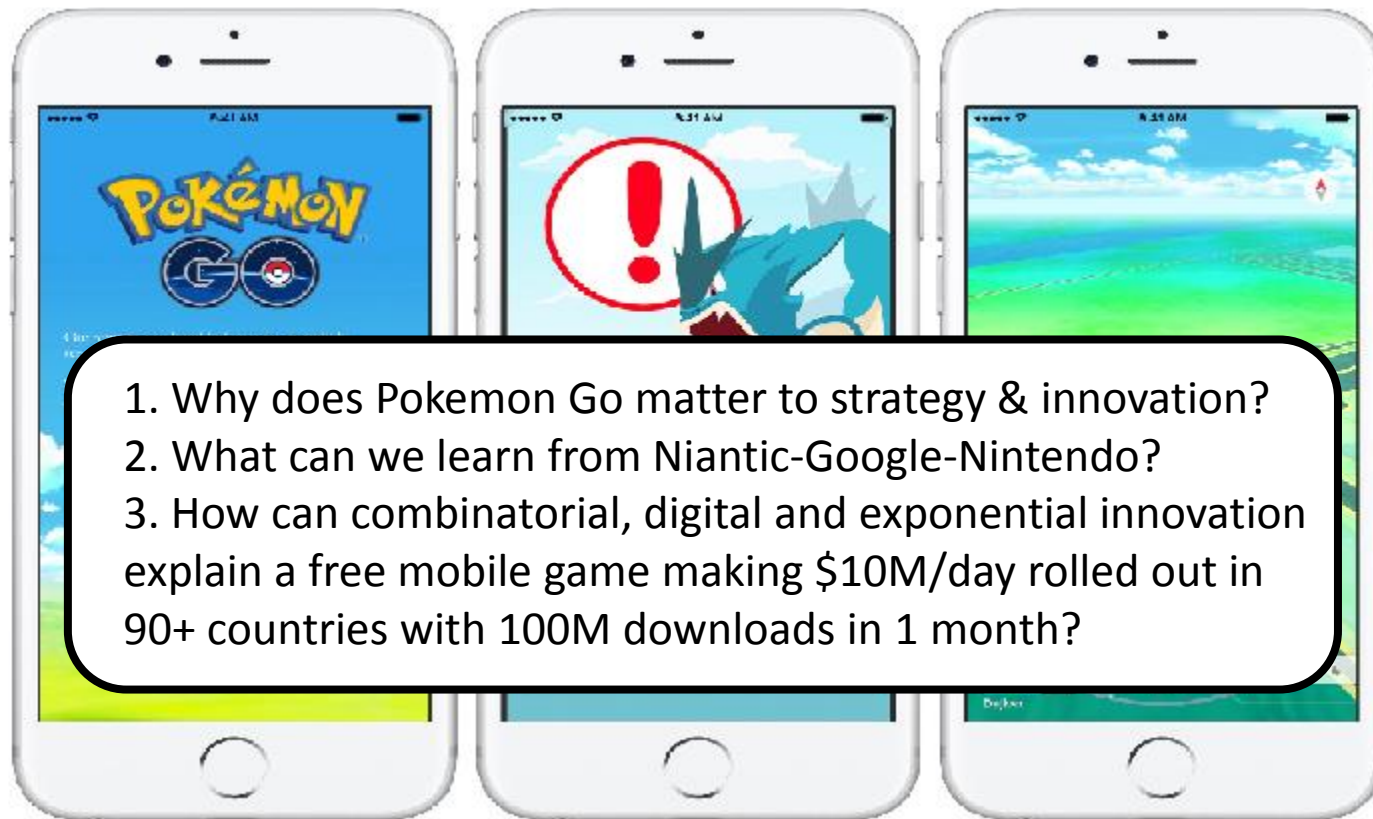
## The Business Model Canvas





# Takeaways

Email [amy@amyshuen.com](mailto:amy@amyshuen.com) for slides, biblio, papers, comments



# Why does Pokemon Go matter to strategy (researchers)?

1. Positive Sum Game (*Global economics*)
2. Economic-Financial-Public-Social Rewards (*Knowledge economy, macroeconomics, multinational strategy*)
3. Digital Transformation (*Industrial economics, corporate strategy & business model innovation*)
4. Speed (*The Digital Economy & Finance*)
5. Startup as Innovation Orchestrator  
(*Entrepreneurship, Dynamic Digital Capabilities*)