

Enterprise and
entrepreneurship.

Education for sustainable development is 'future-facing' and through this module you are encouraged to think about and develop your own strategies for current, emergent and future situations.

Sustainability is not just about the environment and global resources. It's also about developing skills that are flexible enough to sustain a lifelong career in multiple roles. These are known as 'transferable skills.'

The following case studies illustrate how an entrepreneurial approach to solving problems can provide unique and exciting business opportunities.

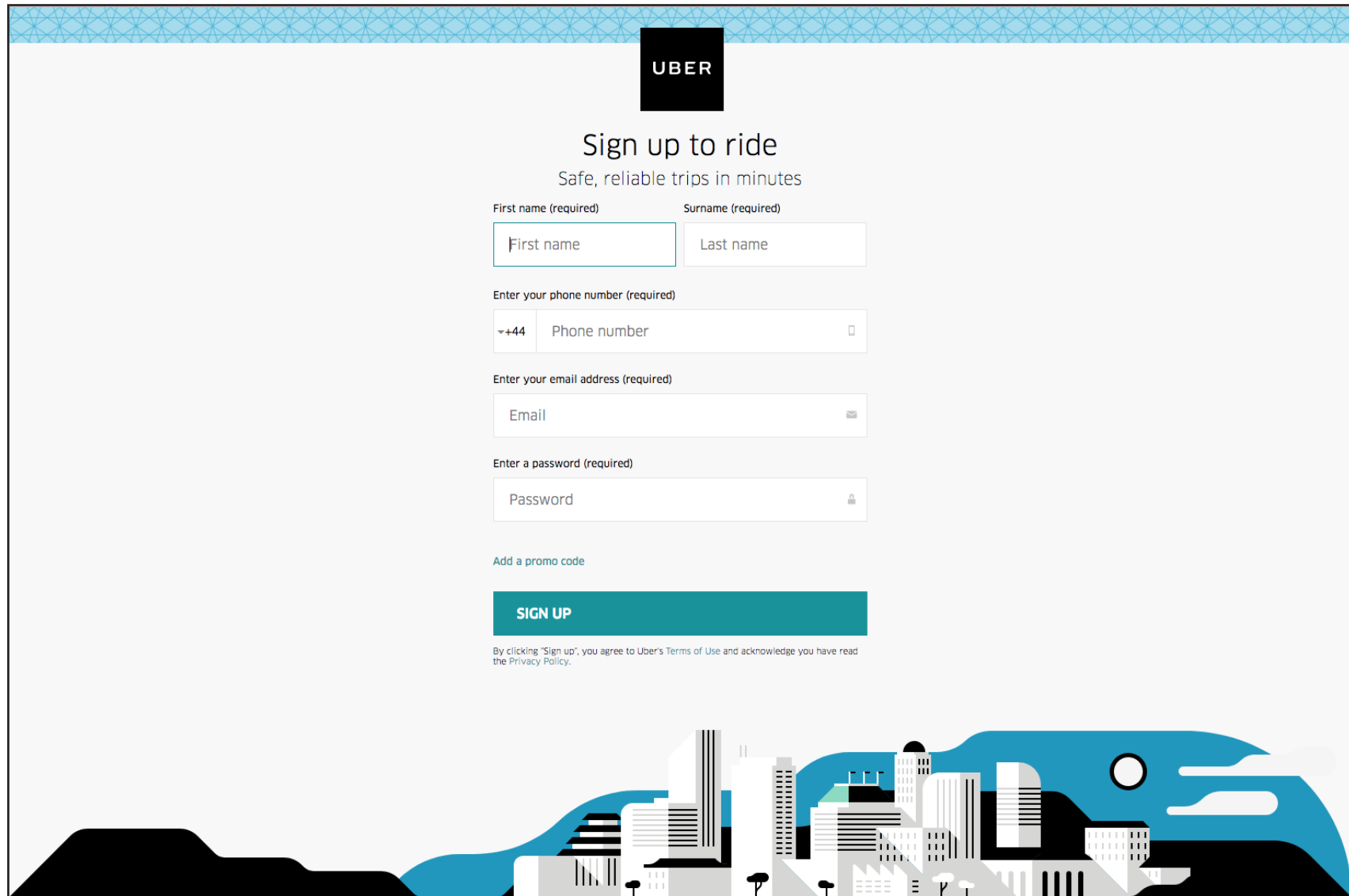
What businesses are embracing the future?

Uber

The worlds largest taxi company that
owns no taxis.

Uber is a technology company that runs a transportation network. The service is currently available in 785 cities and towns worldwide and now has an estimated worth of \$15.3 billion. It's success is based on using software to solve a real world problem, i.e. getting a ride!

Uber. Safe, reliable trips in minutes.



The image shows the Uber sign-up page. At the top is a blue patterned header with the Uber logo. Below the logo is the heading "Sign up to ride" and the subtext "Safe, reliable trips in minutes". The form consists of several input fields: "First name (required)", "Surname (required)", "Enter your phone number (required)" (with a dropdown for country code, currently showing "+44"), "Enter your email address (required)", and "Enter a password (required)". There is a link "Add a promo code" and a large teal "SIGN UP" button. At the bottom, there is a small disclaimer: "By clicking 'Sign up', you agree to Uber's Terms of Use and acknowledge you have read the Privacy Policy." The background features a stylized cityscape illustration with buildings and a blue sky with a sun/moon.

UBER

Sign up to ride

Safe, reliable trips in minutes

First name (required) Surname (required)

First name Last name

Enter your phone number (required)

+44 Phone number

Enter your email address (required)

Email

Enter a password (required)

Password

[Add a promo code](#)

SIGN UP

By clicking "Sign up", you agree to Uber's Terms of Use and acknowledge you have read the Privacy Policy.

<https://www.uber.com/>

Airbnb

One of the worlds largest accommodation providers owns no property.

Airbnb started in 2008 when two designers who had space to share hosted three travellers looking for a place to stay. Now millions of hosts and travellers use Airbnb. It now has over 5,300,000 listings in 81,000 cities in 191+ countries.

Airbnb runs on a marketplace model that connects hosts and travellers online, and enables transactions without owning any of the rooms or properties itself.

This business model is known as 'digital disruption'. This is because it 'disrupts' traditional industry models. It creates new sources of supply and uses curation and customer feedback to develop the quality of its' offer. The Airbnb community is built wholly on sharing (accommodation and ratings).

Skype

One of the worlds' largest phone companies owns no telephone infrastructure.

Skype is a telecommunications app that allows registered users to communicate online via video calling, instant messaging, and mobile chat through smartphone, desktop, laptop, games console and watch devices.

Skype has been around for fifteen years, quietly amassing more than 700 million registered users to date whilst helping pioneer a new wave of communication in the saturated field of digital technology. There have been over 1 billion downloads of the app.

Introducing the next generation of Skype.



https://www.youtube.com/watch?time_continue=16&v=RU9w41tPXyc

Though relatively young, this software application is arguably the best method for users to communicate long distance. Whether it's to use video chat, conduct multi-party business meetings, or merely send short video messages, Skype is often the most immediate and cost effective method. In 2014 it accounted for 40% of all international calls made.

The Skype software requires nothing more than an internal or external camera and microphone, often built-in your computer, smartphone or digital device, and an active internet connection. Calls and messages within Skype are free, but those to landline and mobile phones carry charges. This is how it makes money.

Facebook

The most popular media owner on the planet creates no content.



- Every second there are over 20,000 people on Facebook. This means in just 18 minutes there are over 11 million users on Facebook. That presently totals around 1.65 billion monthly active users. OMG!

- Every day 300 million photos are uploaded.
- Every 60 seconds 510,000 comments are posted and 293,000 statuses are updated.
- Users share 1.3 million pieces of content on Facebook every minute of every day.

- There are 1.74 billion mobile active users.
- Gen Z (18 - 24) are now the lowest users of Facebook at 15%, with Millennials (15-34) being the highest at 20.6%.

Facebook's success is not dependent on creating its' own content to garner popularity, it leaves it up to its users so popularity is practically guaranteed.

NetFlix

The worlds largest movie house owns
no cinemas.

“In 10 years... [TV] will be entirely delivered on the internet. It will be a series of apps that’s closer to what you see on smart TV.”

Ted Sarandos,
chief content officer at Netflix (in 2015).

Netflix calls itself the “world’s leading internet entertainment service” and has been instrumental in redefining TV in the digital age. Forsaking traditional networks’ linear programming that requires viewing at an appointed time, Netflix streaming service makes both movies and full seasons of episodes globally available on demand.

It's a very successful business model boasting more than 130 million memberships in 190 countries. This consumer appeal makes it a major global player in the provision of TV/film content, and has led to the media company being valued at \$3.582 billion in 2017.

Netflix is likely to be a model for what 'television' will look like in 10 years time because the internet allows viewers the freedom to watch shows at their own pace. An episode does not need cliffhangers to tease the audience to keep tuning in week after week - they can just go straight into the next episode - binge watching.

Netflix also allows content creators to deviate from traditional fixed formats that force 30 minute or 60 minute timeslots once a week, which gives them an advantage over networks. These advantages are quickly raising the profile of this online viewing service.

Ultimately Netflix frees the consumer from the restriction of programme schedules. This solves the actual problem of a 'time poor' audience. The viewer can now watch when it's convenient to them, not the broadcaster. This is where the success of Netflix lies.

One week workshop brief.

Conceive a 'future-facing' business idea and explain the real world problem it will solve and how it will work. Your idea will need to be presented on 6/7 slides on Tuesday 23rd October. All work created for this project will need to be included in your Research Folder.