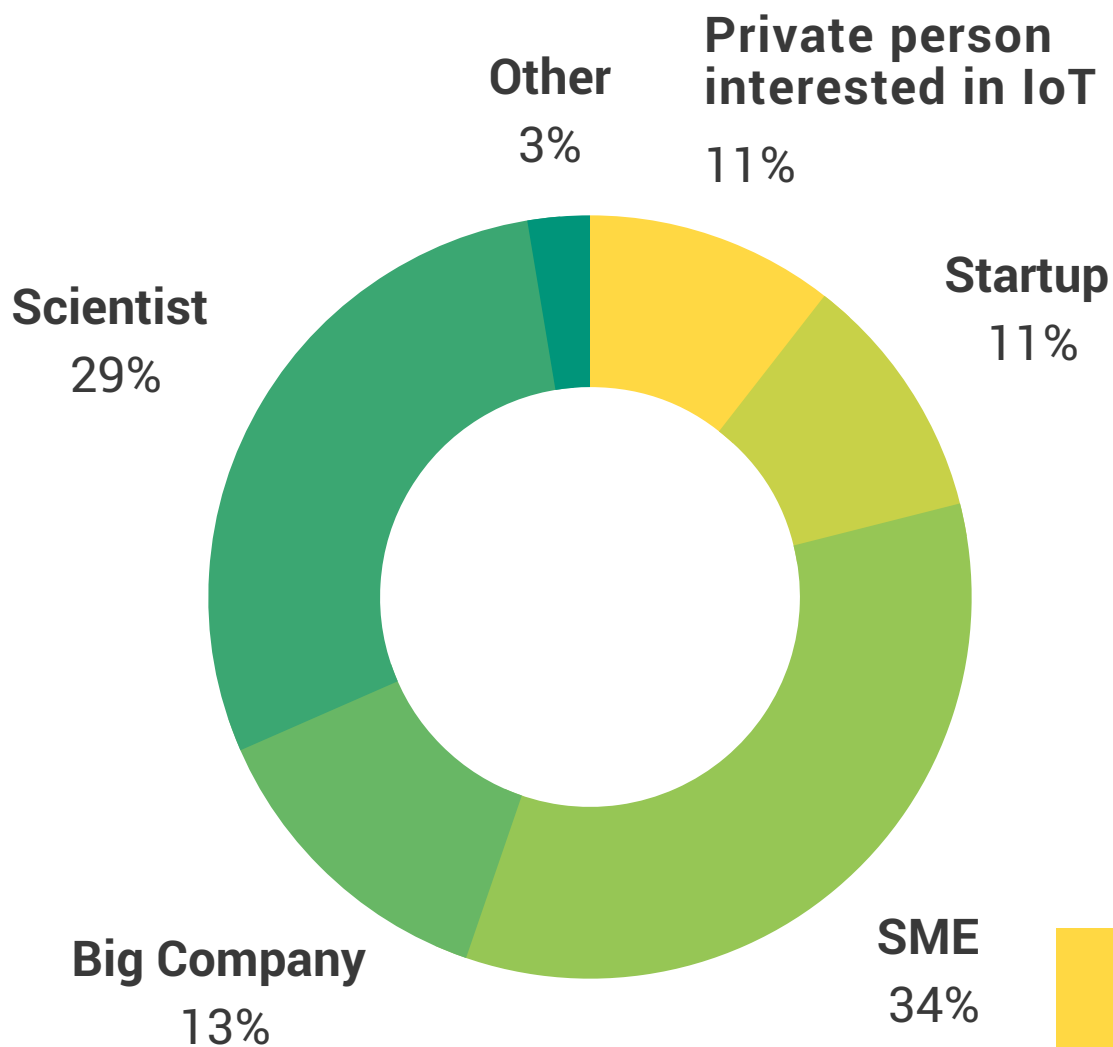


MAY 2018 REPORT

THE STATE OF IOT MARKET 2018 UKRAINE

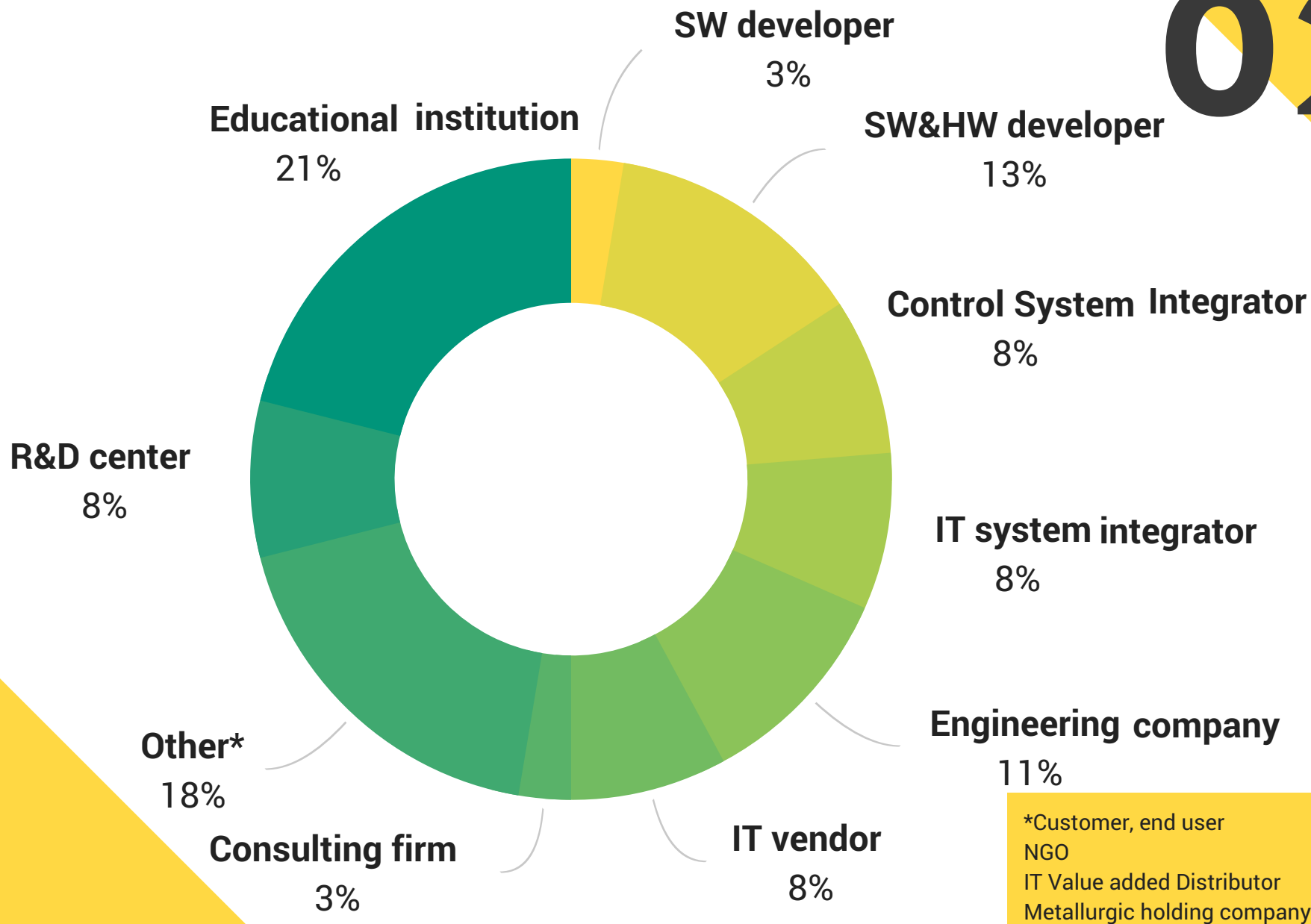
PLEASE SELECT ONE OPTION
THAT DESCRIBES YOU:

01



WHAT IS YOUR MAIN PROFILE?

02



DO YOU DELIVER IOT SOLUTIONS TODAY?

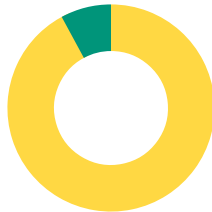
No
34%



Yes
66%

DO YOU HAVE PLANS TO DELIVER IOT SOLUTIONS IN FUTURE?

No
8%



Yes
92%

76,3%

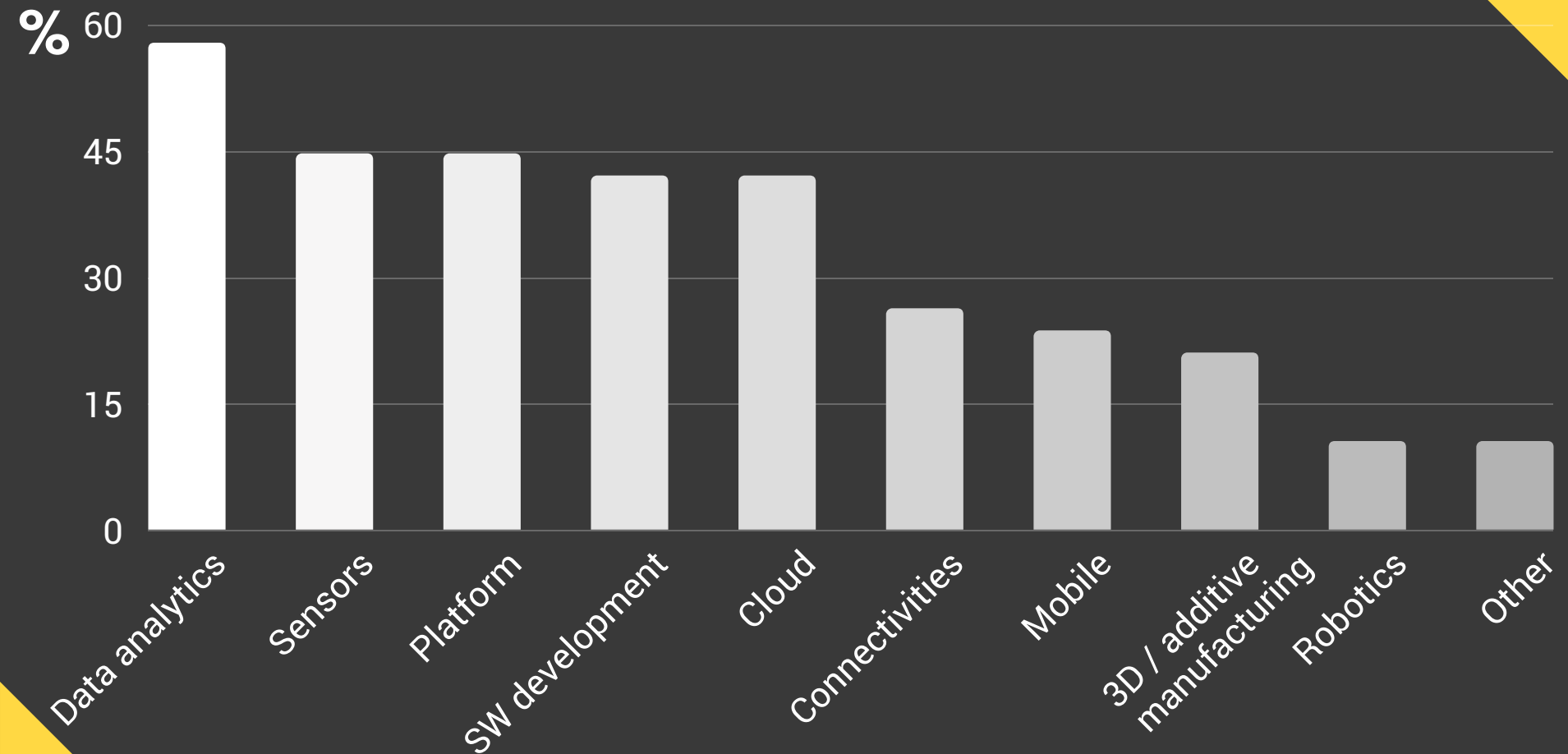
THINK THAT IOT DEVICES ARE NOT SECURE ENOUGH

81,6%

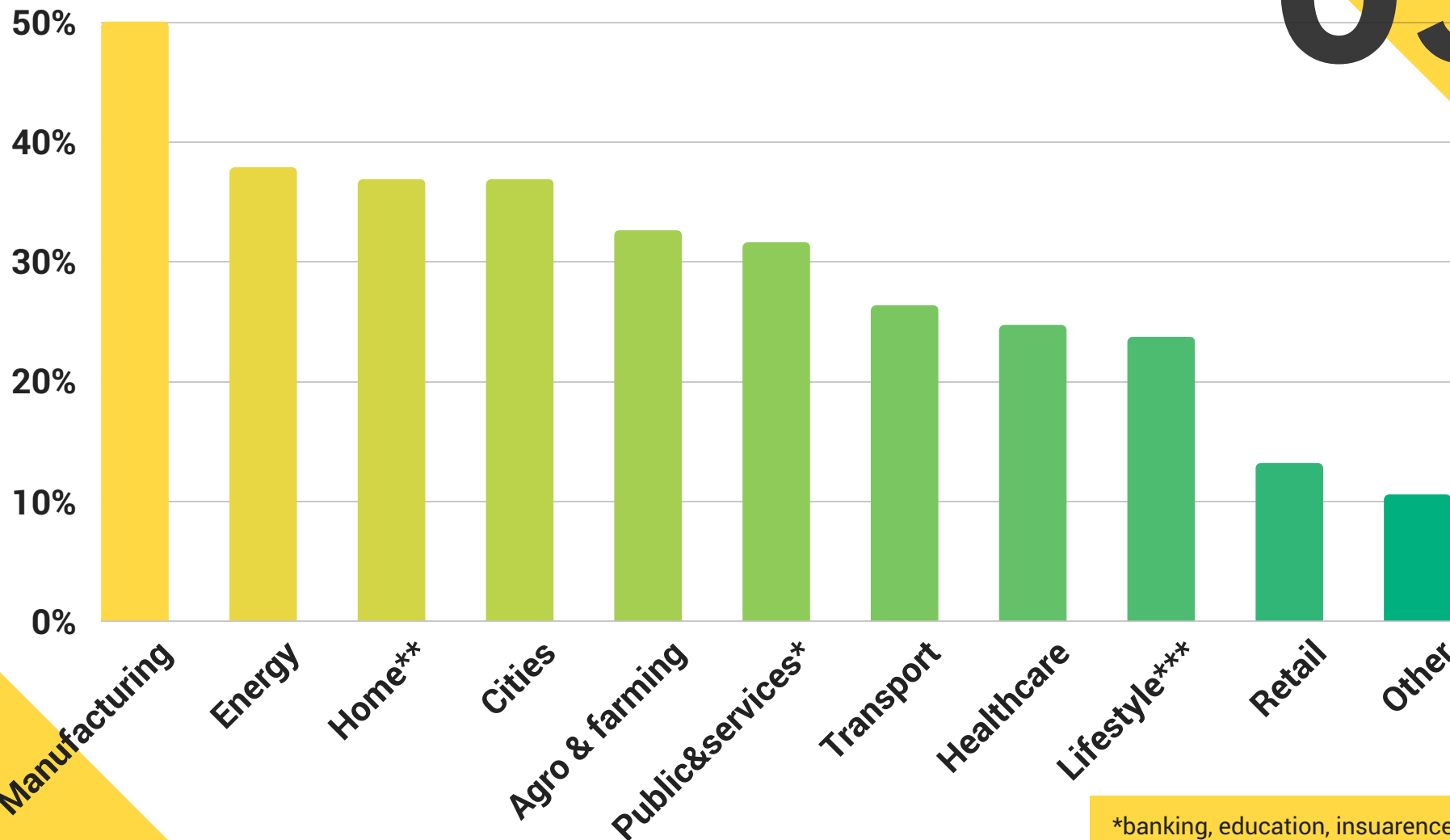
THINK THAT WE NEED A SECURITY CERTIFICATE FOR IOT DEVICES

WHICH TECHNOLOGY SEGMENTS OF IOT DO YOU WORK IN ?

04

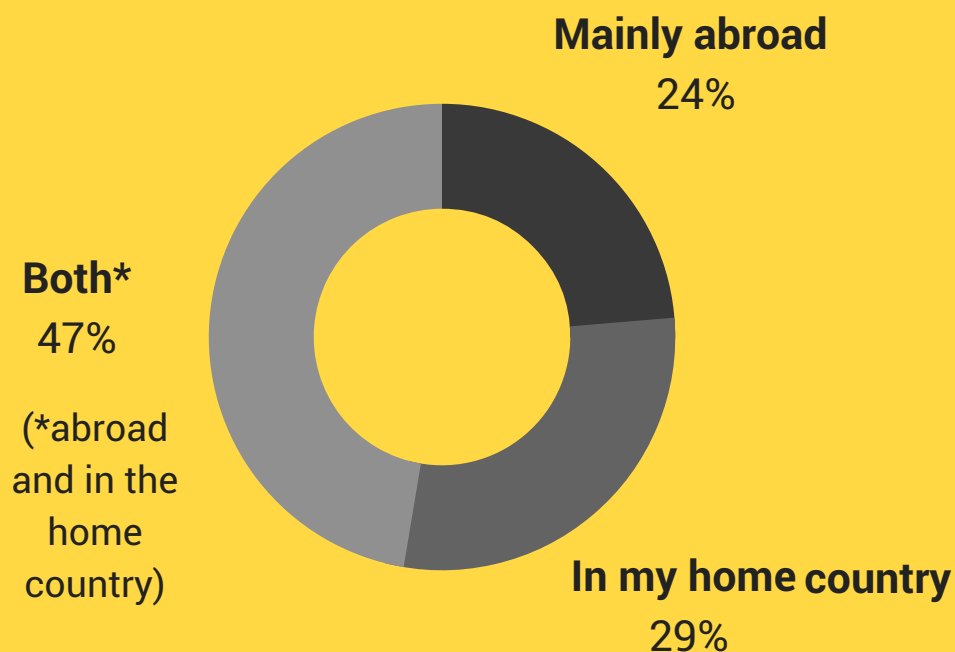


WHICH MARKET SEGMENT DO YOU WORK IN ?



*banking, education, insurance
***automation, security, energy efficiency
***wearables, entertainment, education, toys etc

WHERE ARE CUSTOMERS OF YOUR IOT SOLUTIONS?



HOW DO YOU UNDERSTAND THE TERM 'IOT' (WHAT IS IT)?

74%

It is a system of interrelated devices, mechanical and digital machines, objects or people that are provided the ability to transfer data over a network without requiring human-to-human or human-to-computer interaction.

16%

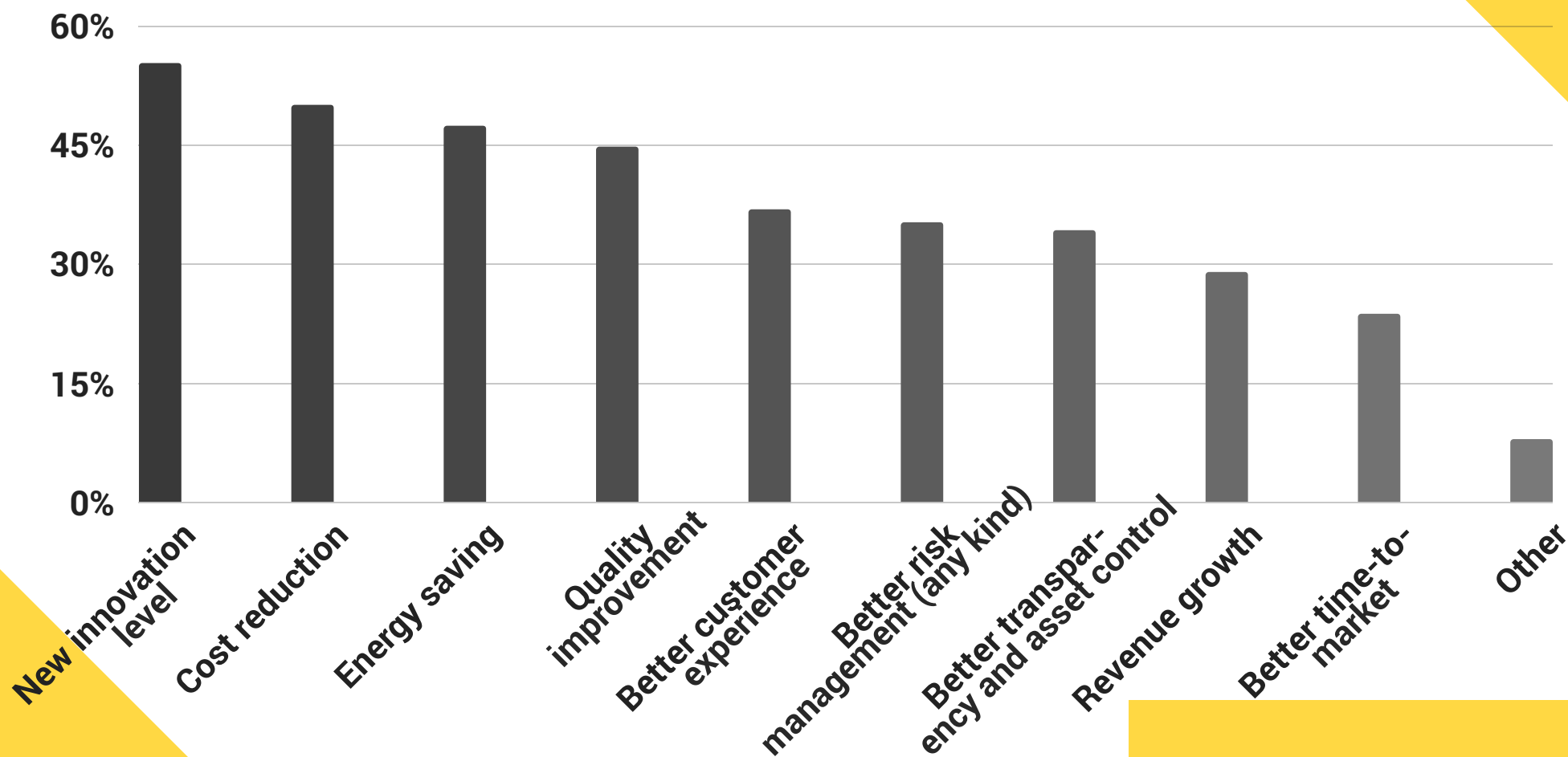
IoT encompasses everything connected to the internet, but it is increasingly being used to define objects that "talk" to each other

10%

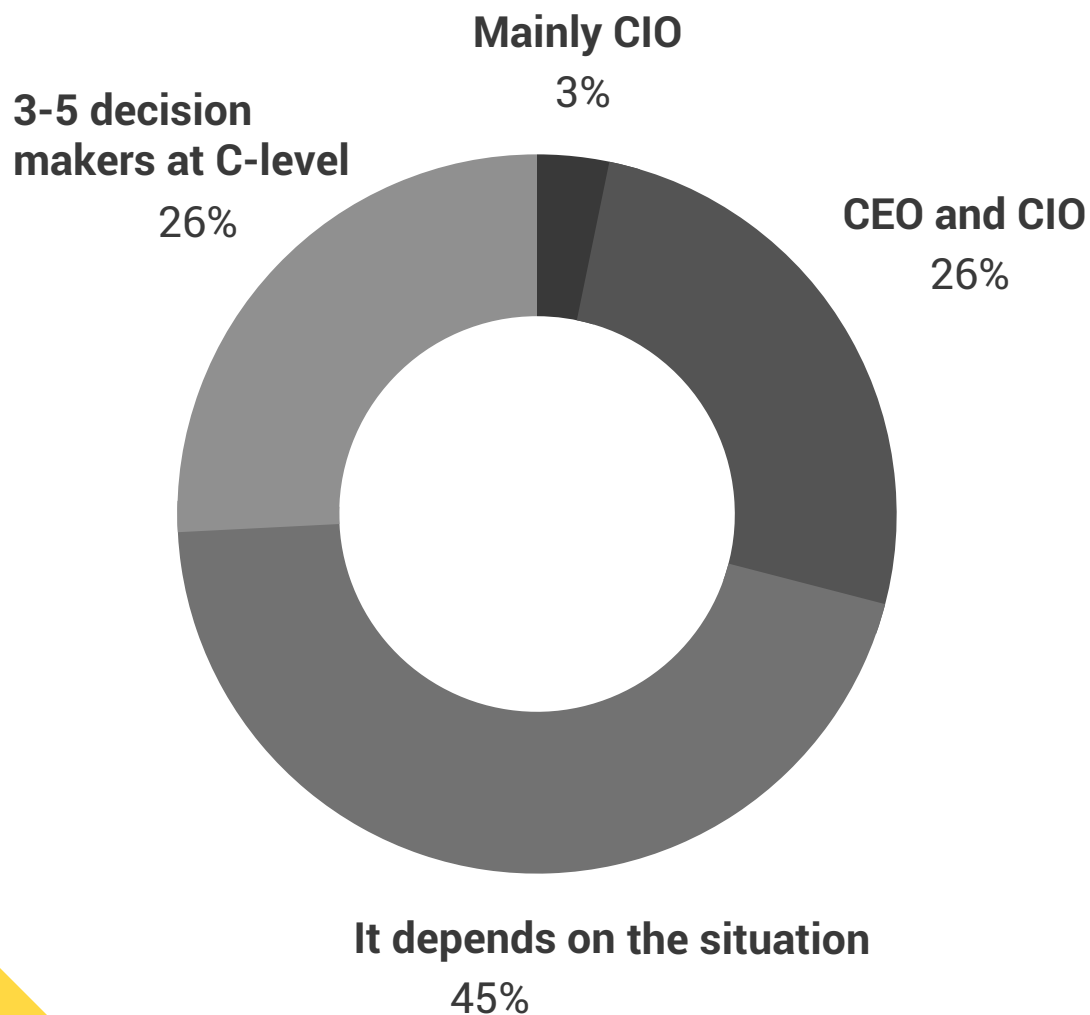
This is the concept of basically connecting any device with an on and off switch to the Internet (and/or to each other)

WHAT CUSTOMER & BUSINESSES VALUES DO YOU DEVELOP IN YOUR TECHNOLOGIES ?

07

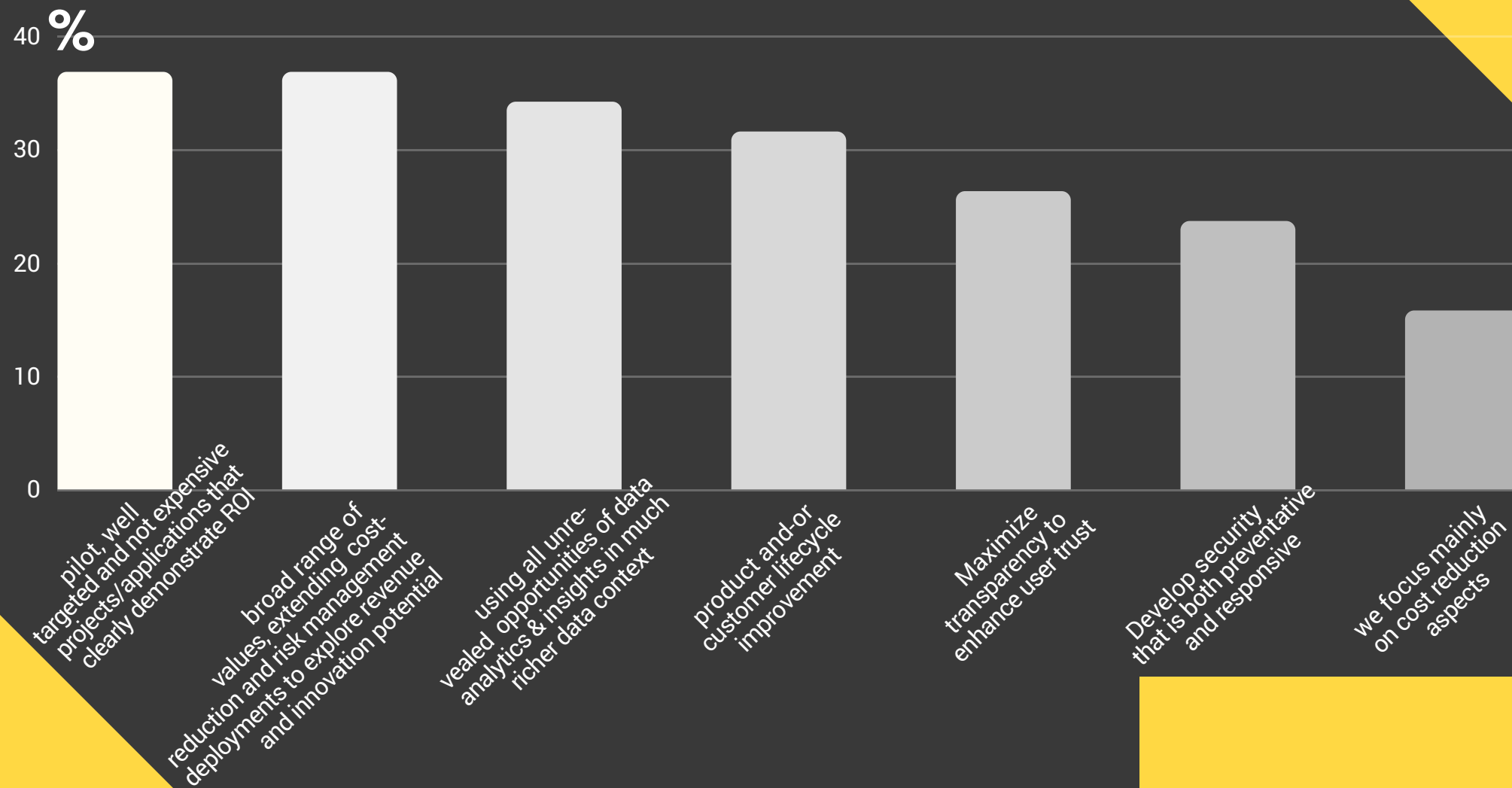


(FOR B2B) WHO ARE THE MOST IMPORTANT DECISION-MAKERS TO COMMUNICATE THESE VALUES TO ?



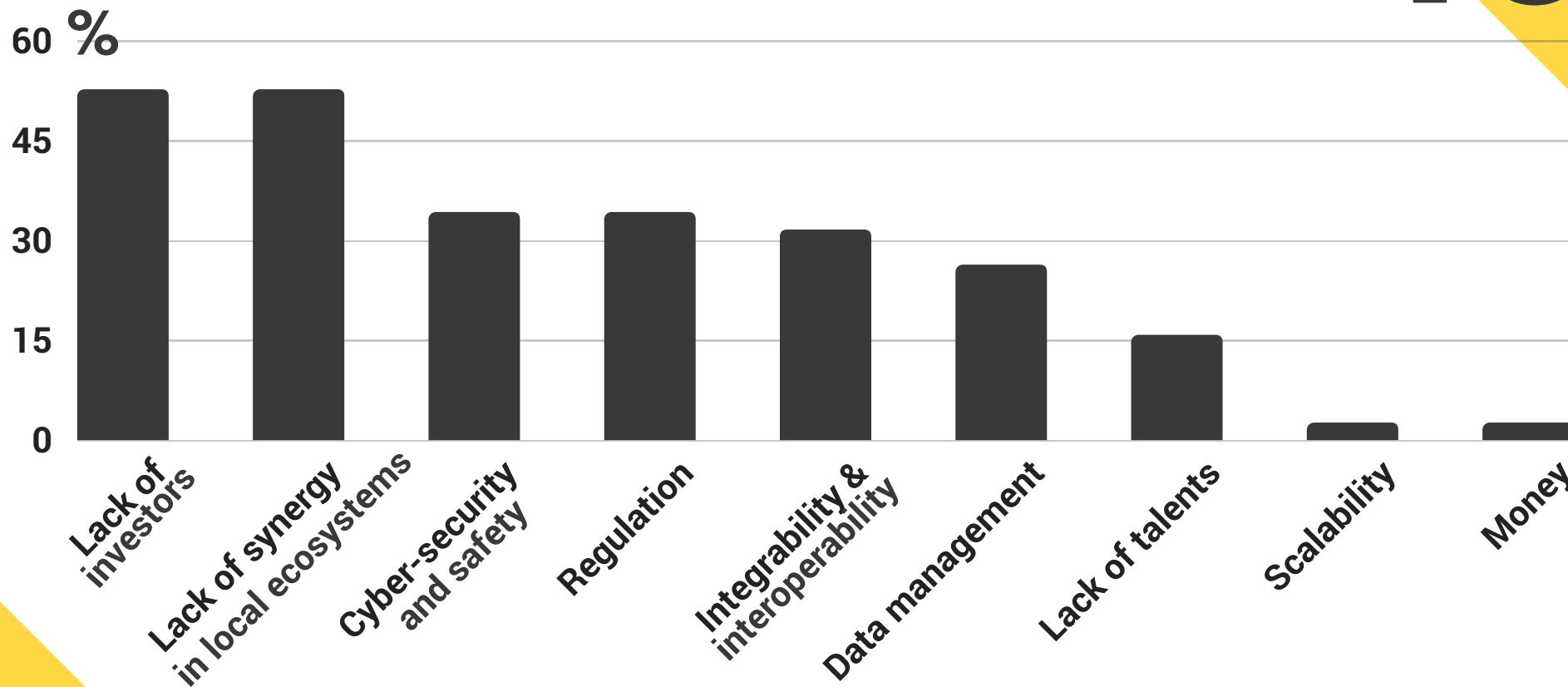
WHAT ARE THE MAIN STRATEGIES YOU USE TO UNLOCK VALUES OF YOUR NEW TECHNOLOGIES AND CONVINCING CUSTOMERS/ WHERE IS THE FOCUS?

09



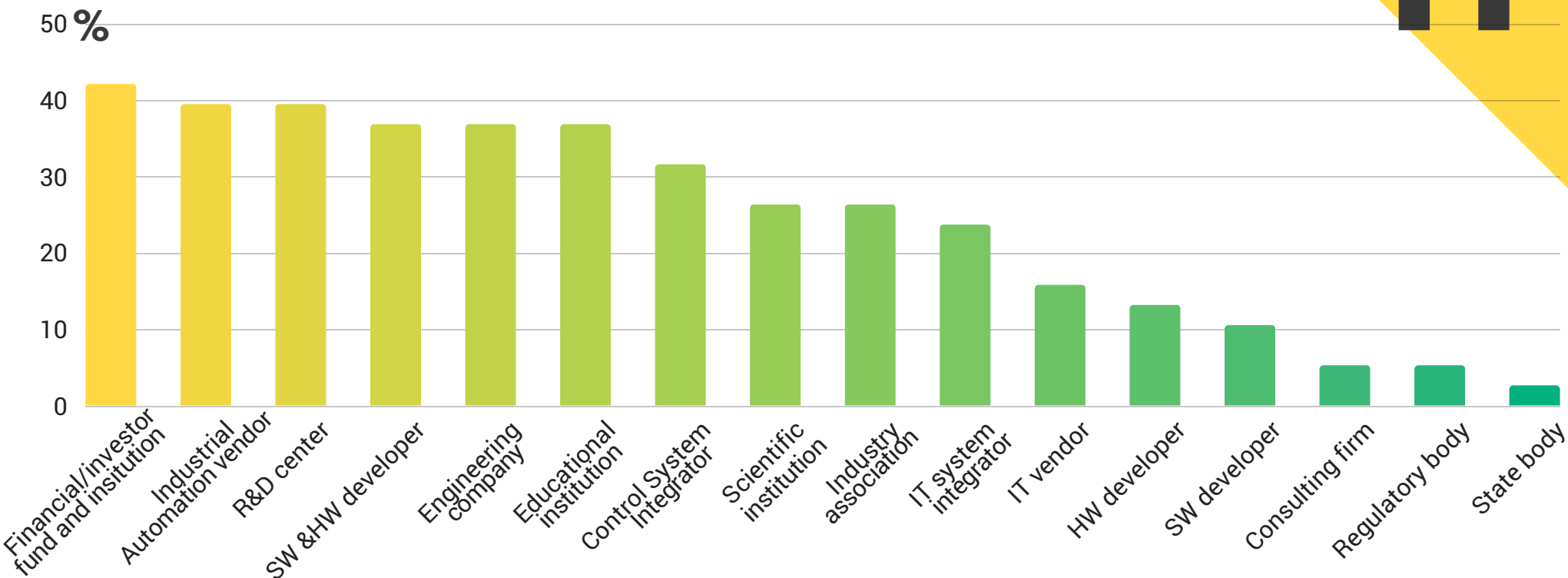
10

WHAT SPECIFIC CHALLENGES (MAIN BARRIERS) DO YOU CONSIDER IN IOT EVOLUTION IN YOUR COUNTRY?



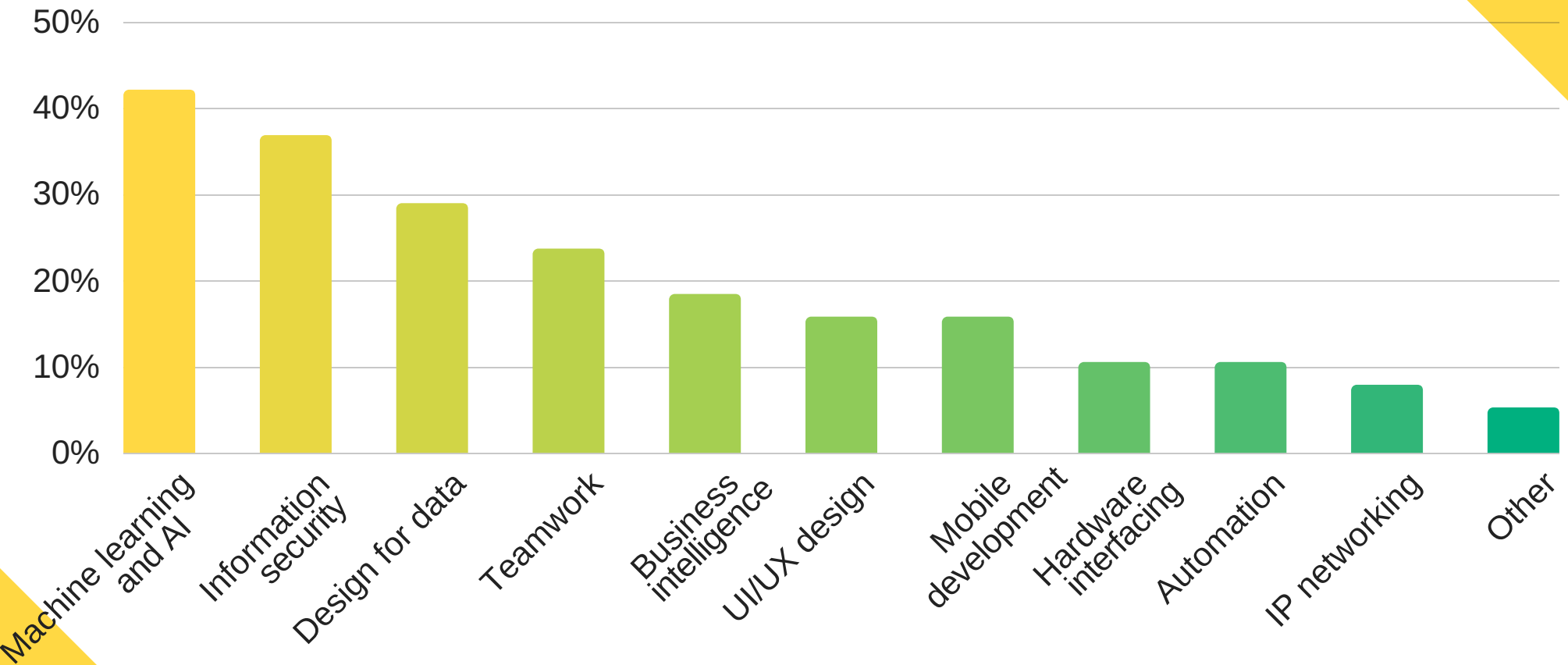
WHAT PARTNERS ARE THE MOST IMPORTANT IN YOUR IOT TECHNOLOGIES DEVELOPMENT ?

11



WHAT KIND OF SKILLS DO YOU MISS IN YOUR TEAM THE MOST?

12



13

WHAT ARE THE MAIN BARRIERS FOR YOU TO LEVERAGE THE POTENTIAL OF PARTNER ECOSYSTEM ?

52.6%

LACK OF PARTNER
READINESS AND
PROPOSALS OF
COOPERATION
FROM THEM

42.1%

LACK OF REGULAR
COMMUNICATION
THROUGH
ECOSYTEM

36.8%

WEAK
ORGANIZATION AT
LOCAL (REGIONAL)
LEVEL

36.8%

LACK OF GENERAL
INFORMATION
(LIKE 'WHO IS
WHO, PROFILES &
PROPOSALS...)

28.9%

NOT ENOUGH
STATE SUPPORT
(SPECIAL
INCENTIVES FOR
DEVELOPERS)

20%

LACK OF PHYSICAL
INFRASTRUCTURE
(CO-WORKING
AREA, REGULAR
MEETING SPACES,...)

THANK
YOU!