

# Digitalna transformacija

Jakob Korenč



# airbnb.com

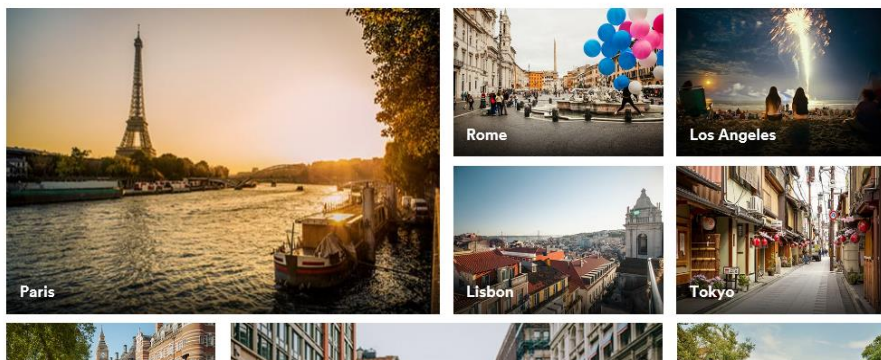
# eathwith.com

## Kaj nam prinašajo novi poslovni modeli? Primer delitvene ekonomije

**Live there.** Book unique homes and experience a city like a local.

Where Los Angeles, CA	When Check In → Check Out	Guests 1 Guest	<input type="button" value="Search"/>
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Explore the world



New York, 16 % vseh namestitev se oddaja na AirBNB.

Od tega 55 % „na črno“

The screenshot shows the EatWith website interface. At the top, there's a search bar with 'Ljubljana, Slovenia' and navigation links for 'Explore', 'Become a Host', 'Private Dining', and 'Sign In'. Below the search bar is a large image showing a group of people dining in a kitchen setting. The listing title is 'Fusion of Mediterranean delights in Ljubljana'. It has a 5-star rating (10 reviews) and a price of €51 per person. There are buttons for 'Not scheduled yet. Request this date!', '1 Guest', and 'REQUEST'. Below the buttons are social sharing icons for Facebook, Email, and Save. A table provides details about the experience:

GROUP SIZE	DURATION	CUISINE	ALCOHOL	MEAL	MAP
2-6 guests	4 Hours	Seafood Fusion Mediterranean	Aperitif Digestif Red Wine White Wine	Wine Tastings Dinner	Ljubljana, Šiška <a href="#">Map</a> <small>Address provided after booking</small>

At the bottom, there is a 'Menu' section with a note: 'Our dinner menu consists of 4 or 7 courses (depending on your wishes, prices vary). As you arrive at our flat you shall be...'



Tehnologijo za digitalno transformacijo danes že imamo.

Kako jo bomo uporabili za razvijanje novih poslovnih modelov?





Rezultat transformacije gradbeništva in digitalizacije poslovnih procesov v praksi pomeni za 20 % nižjo ceno izdelka.

**Naš uporabnik je danes drugačen kot pred petimi ali desetimi leti. Še bolj povezan, odziven, aktiven.**







PRIHODNOST  
NAS  
NAVDUŠUJE

# Transformiramo se v vitko in okretno podjetje.







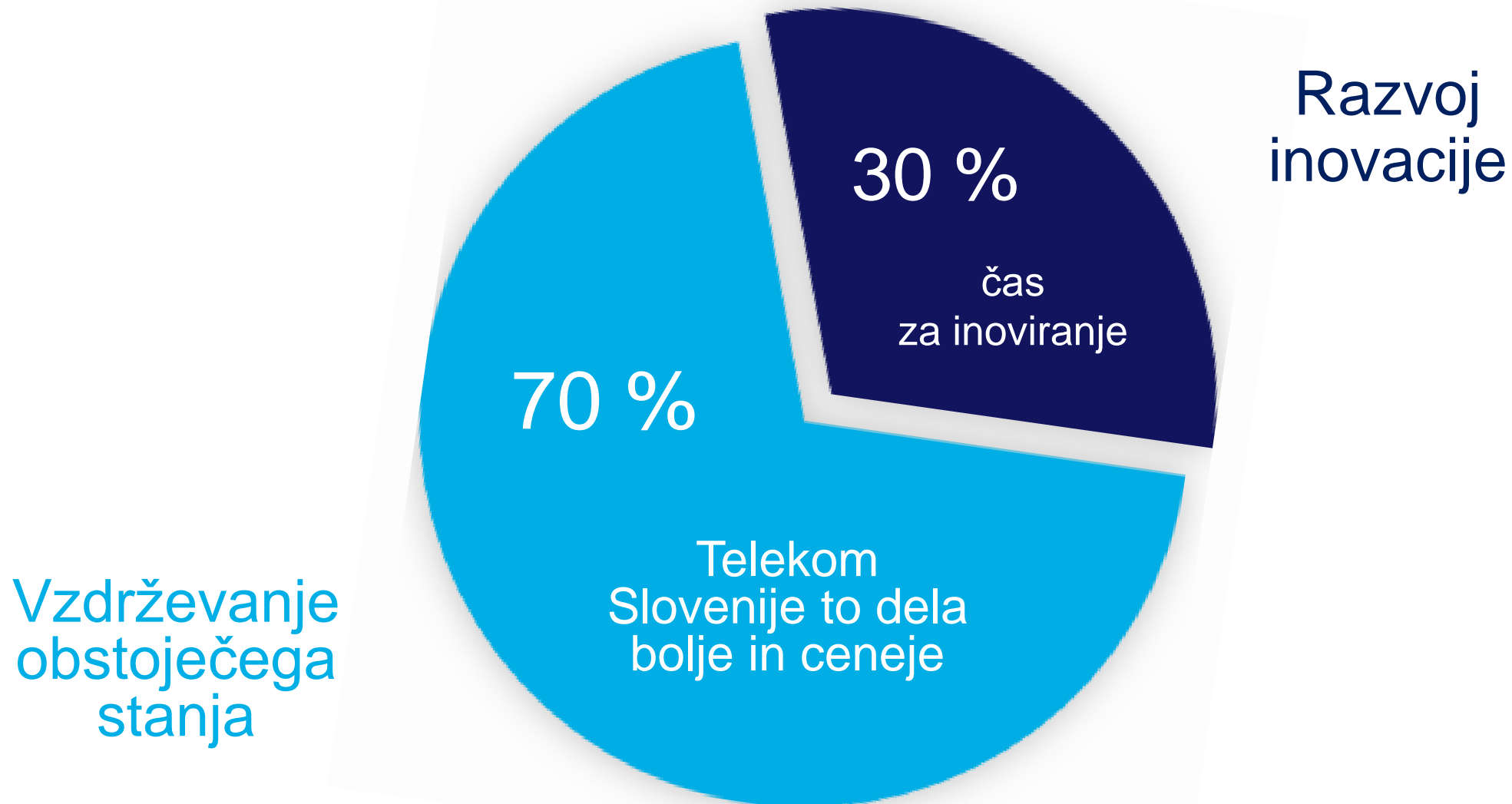
# ELEKTRIKA PO IZJEMNI CENI

Povežite storitve za dom  
in prihranite





# Kam vlagati svoj trud?





- <https://www.youtube.com/watch?v=g-jR2f5IGCc>



# Hvala!

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