

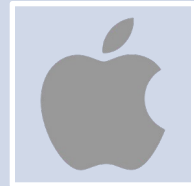


Is it Thinking Differently?

Presented by

Gaurav Mor

Apple is best placed to orchestrate the next technological revolution and usher the world to a new future



Apple is a big idea disruptor. It is one of the world's largest and most successful company of the past decade



In the volatile markets and tumultuous times when Big tech is firing its employees and Meta has lost over \$800 Bn in 2022 in market cap. Apple is still valued over \$2.8 trillion



Apple realizes that iPhone has peaked and have diversified its revenue stream in the last 7 years to services, ads and further launches the Vision Pro

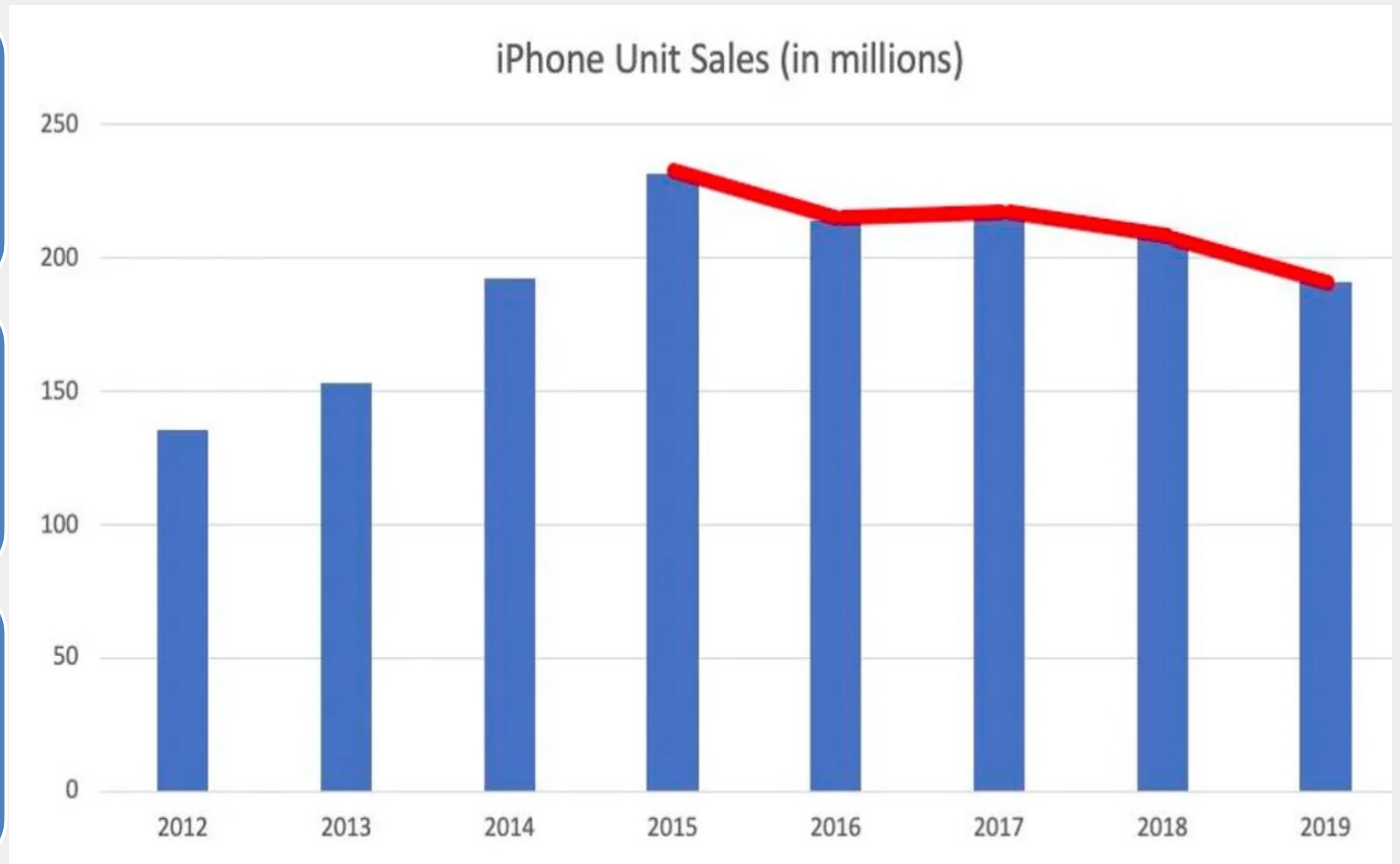
Apple is the market leader in various segments, but it is also struggling to figure out the next big thing

What is the current situation of Apple

Apple is stagnating and is not taking risks anymore. Its subsequent products of evolutionary and iterative at best and lack any substantial innovation

Apple is focused on diversifying its revenue streams and customer lock-in the ecosystem (walled garden approach), to appease the shareholders and justify its \$2.8 trillion market-cap

Transient times often de-throne the Kings, Apple needs to make radical changes and must jump S-curve to maintain its hegemony



Technological landscape is highly volatile, and Regulators are trying to keep up- this creates an unpredictable future

What are the risks and challenges that Apple is facing?

S

Society

Smartphone addiction
87.8% of users feel anxious when they leave their phones at home

T

Technology

Numerous emerging technologies
GenAI, Metaverse, Gaming, Blockchain and Cryptocurrency, Autonomous Vehicles, Space race

E

Economy

Economic Slowdown
Looming Recession, hiring freezes has led to business investment slump and shareholders are vary

E

Environment

E-waste
53Mt of waste is generated globally which is not disposed or recycled properly- this is unsustainable

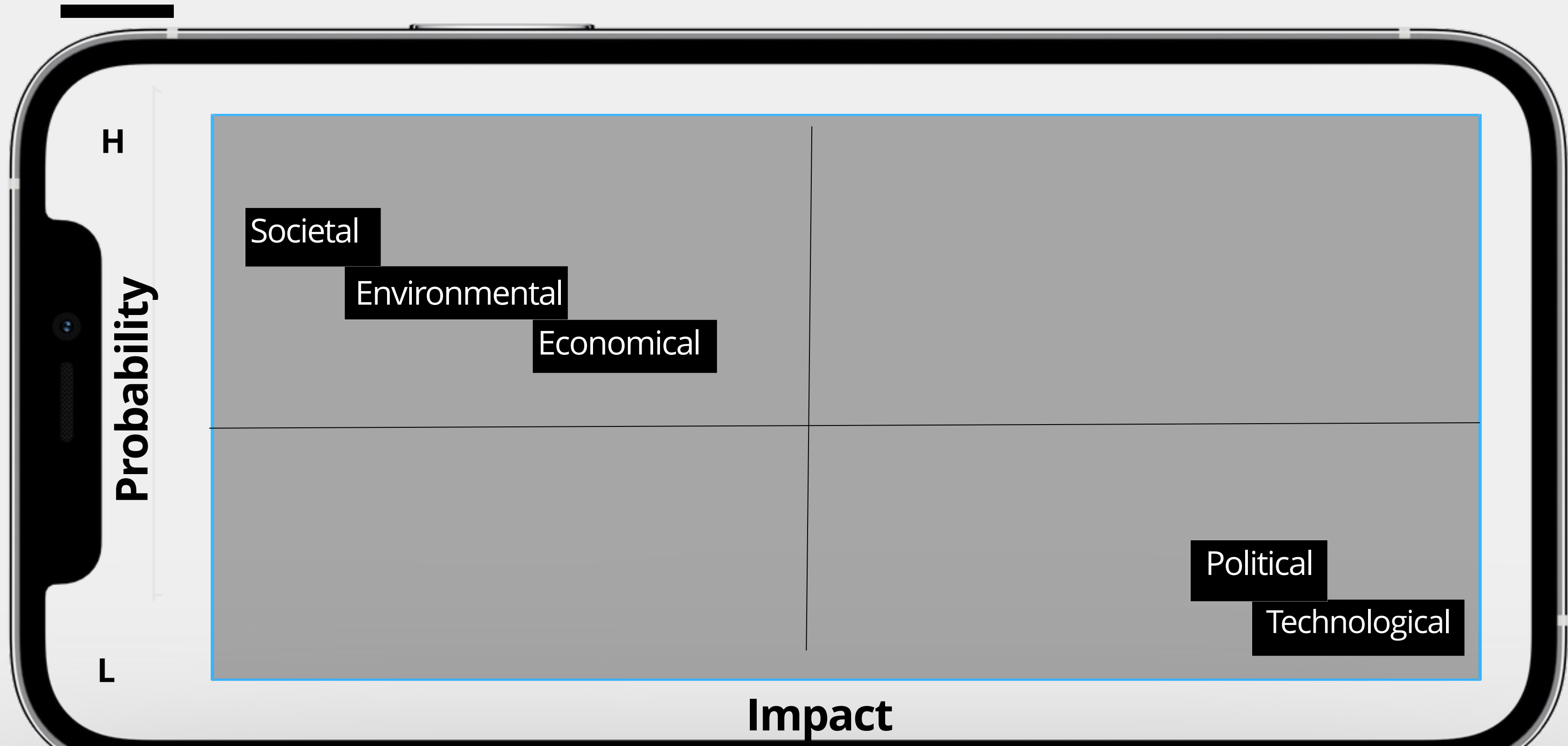
P

Politics

Regulations or Anti-trust
EU has mandated standard charging to be USB. Globally data laws are impacting the ads business

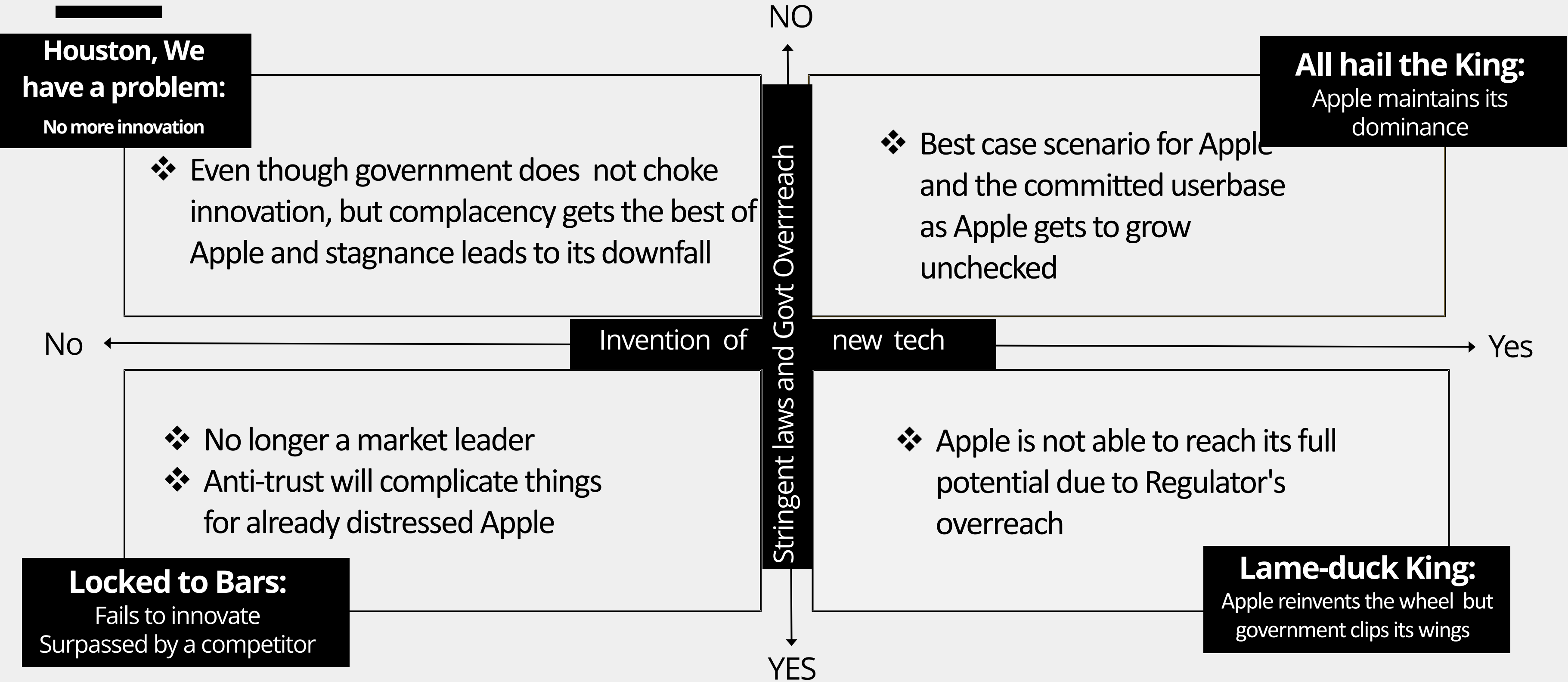
In this unpredictable market, Technological and Political policies will shape where Apple is heading

How much impact and probability do the external factors have on Apple?



In this unpredictable market, Technological and Political policies will shape where Apple goes is heading

How much impact and probability do the external factors have on APPLE?



Apple can lead by innovating in technologies (AR, AV) and chasing dominance in emerging products and services (Tv+, Arcade)-streamlined approach

HOW CAN APPLE ANALYSE ITS WEAKNESSES AND STAY AHEAD OF THE CURVE ?



- Emerging technologies
- Committed userbase
- Rising privacy concerns
- IoT



- Customer lock-in
- Committed userbase
- Privacy centric users
- Rapid downfall of other big tech
- Iphone share in total revenue down from 52%(2012) to 42%(2022).
- Advanced Data Protection – expanded end to end encryption



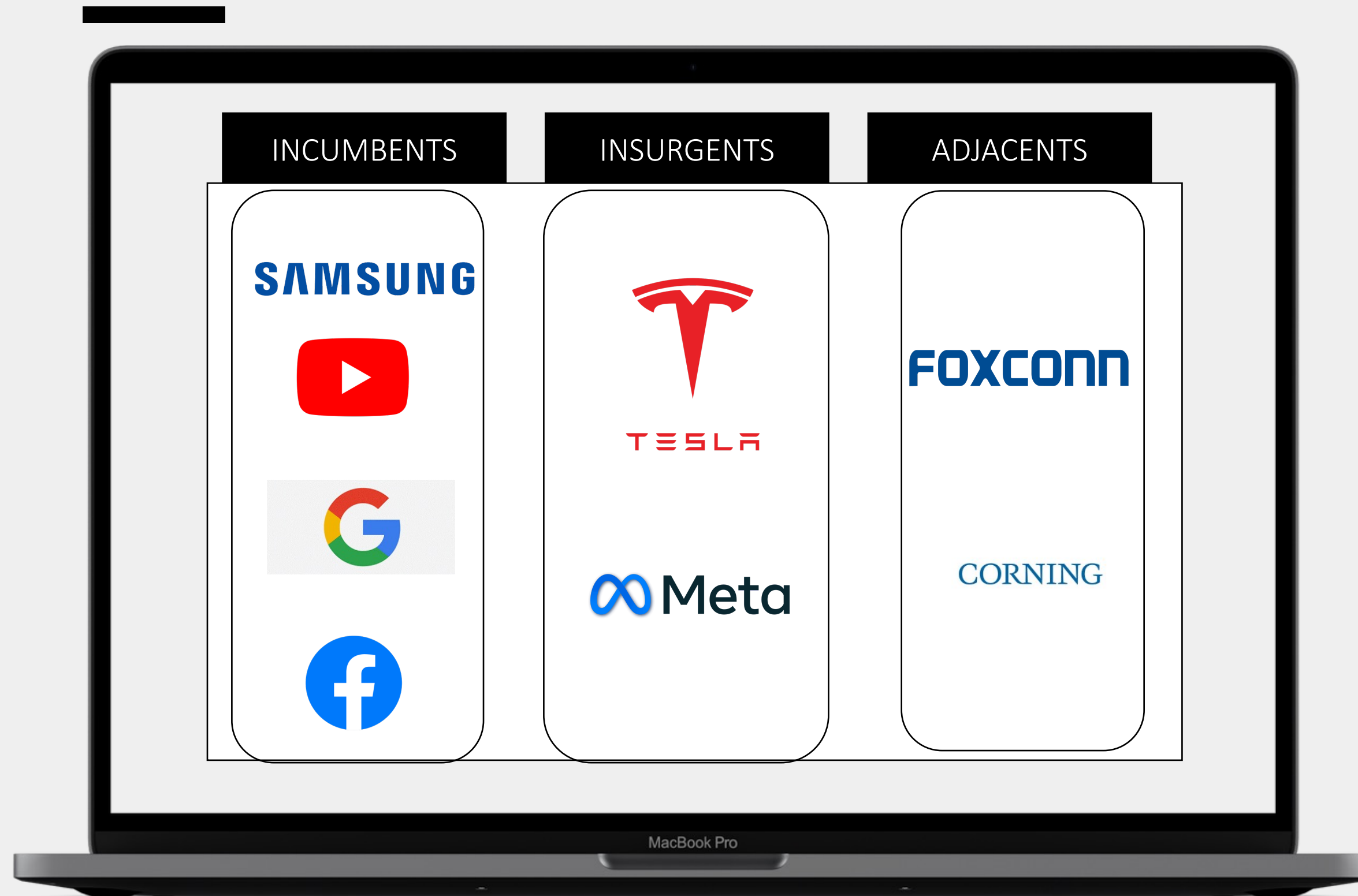
- Competitors
- Regulation and anti-trust
- Ethical concerns with working conditions in Foxconn in China
- Apple vs Epic
- Balance of privacy and innovation within AI and ML



- **Apple should focus on leading the charge in emerging tech innovations while also enhancing its new services and capitalizing on its current market dominance.**

Apple is working in multiple directions- hoping something will stick

WHAT ARE THE RISKS AND CHALLENGES THAT APPLE IS FACING?

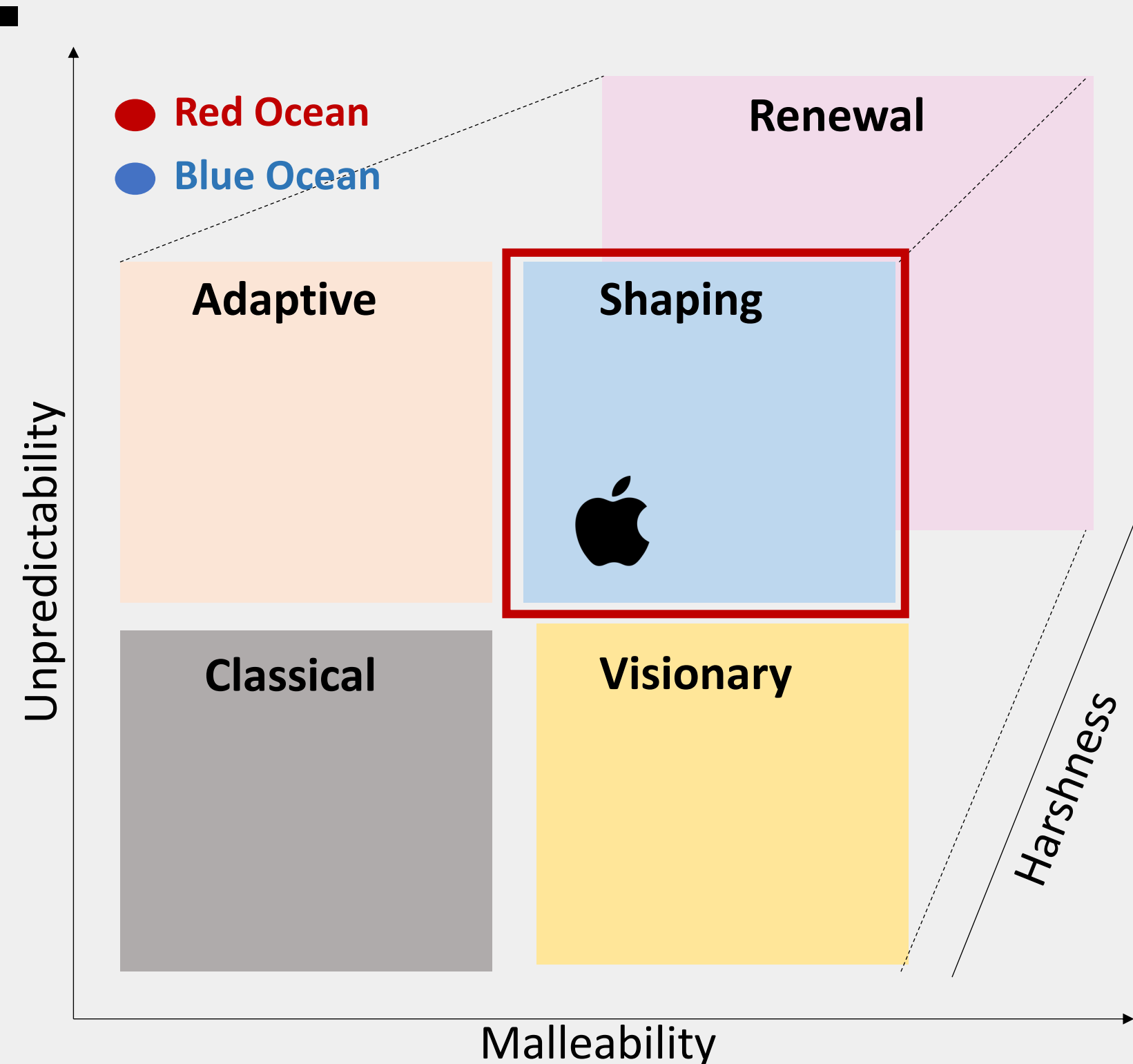


Apple's expansion into the Apple car and Vision Pro, alongside rapid service launches, risks diluting its brand if it doesn't focus.

Overwhelming customers could lead to loss of direction and, if rivals surge, Apple might lose its leading position, reminiscent of Nokia's fall.

Apple is in Shaping (with Classical tendencies) right now with abundant funding, fierce competitors and unpredictable market needs

WHERE IS APPLE IN THE STRATEGY PALETTE NOW?

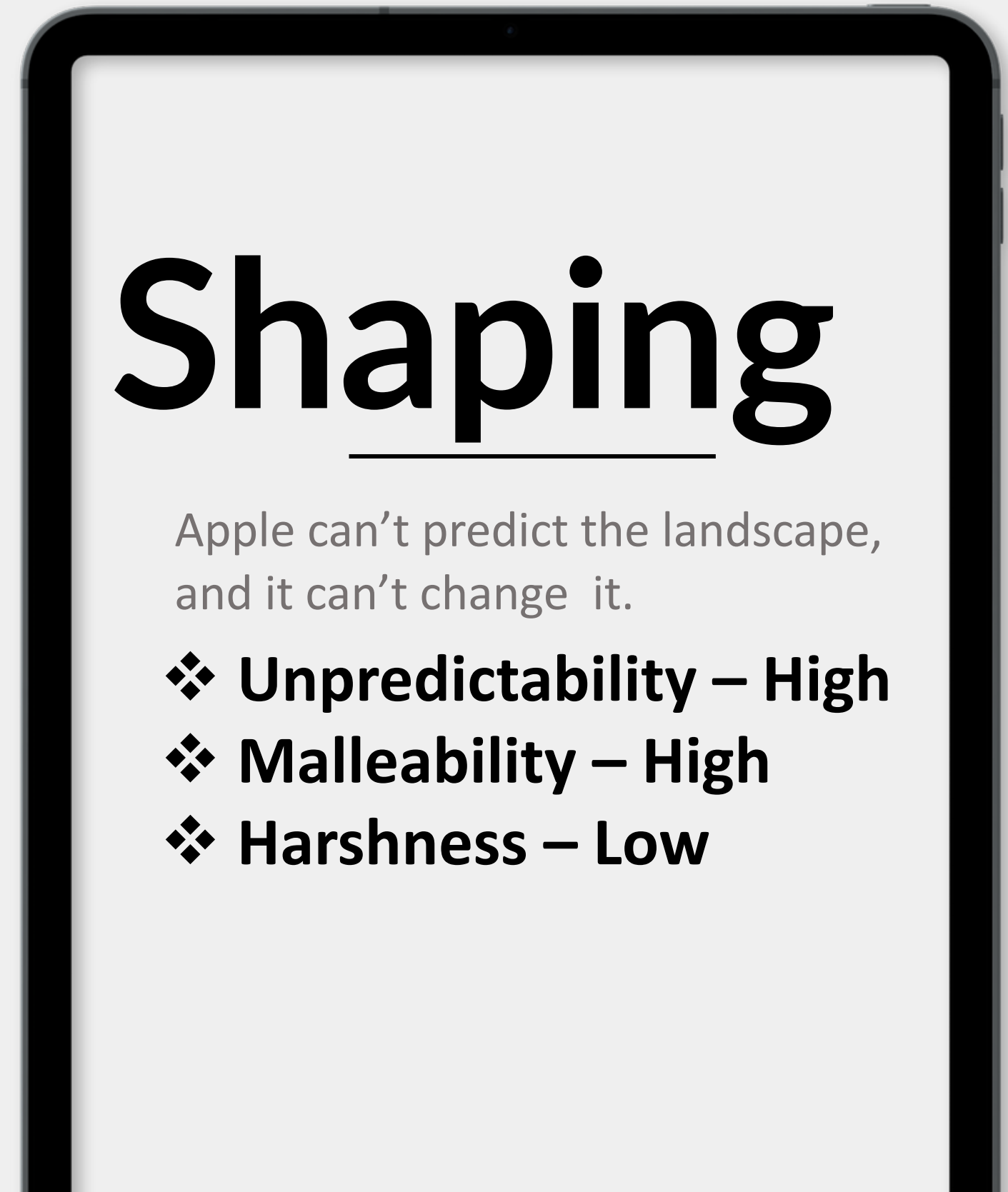


Shaping

Apple can't predict the landscape, and but with affirmative action it can influence the direction .

- ❖ Unpredictability – High
- ❖ Malleability – High
- ❖ Harshness – Low

WHERE IS APPLE IN THE STRATEGY PALETTE NOW?



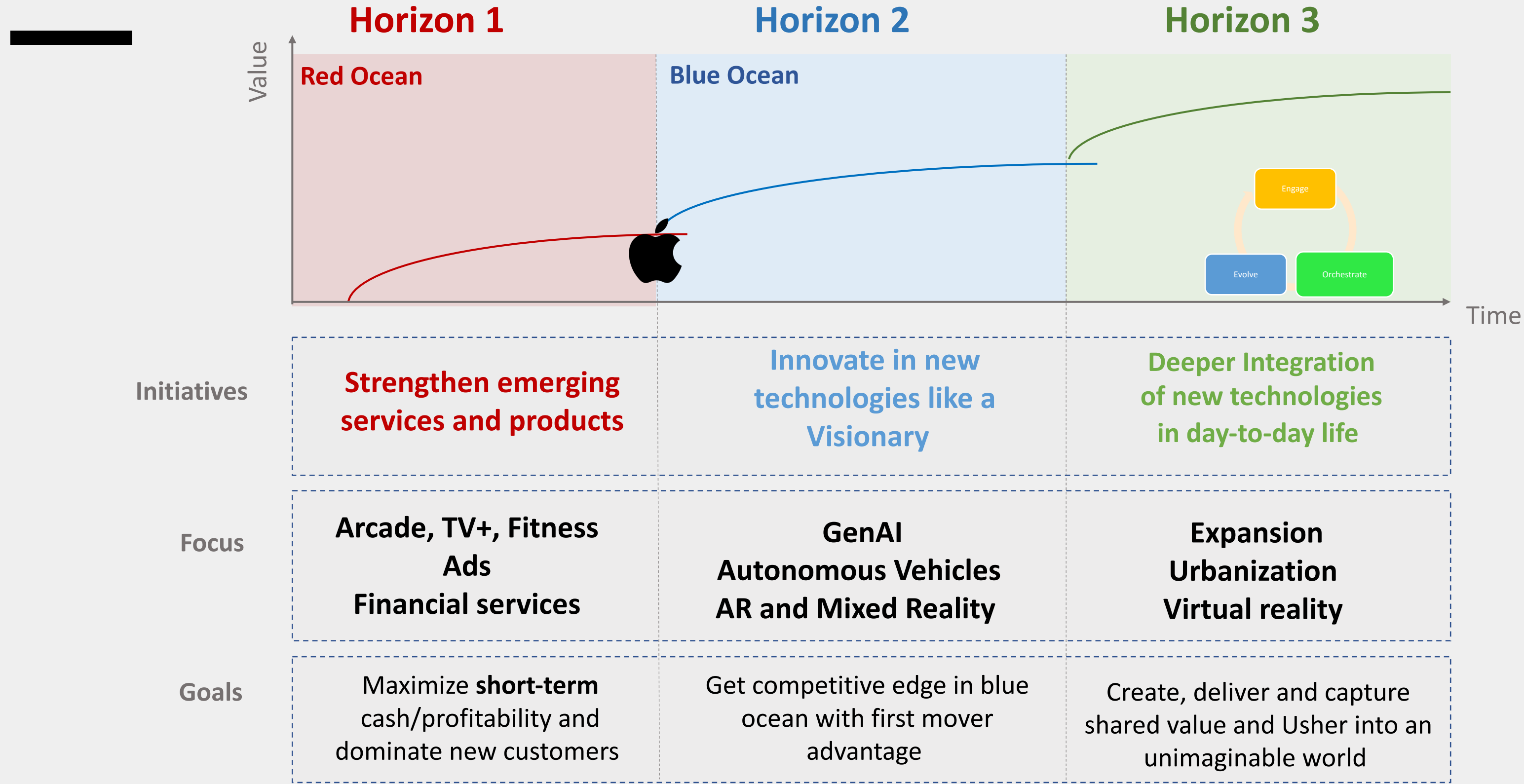
Shaping

Apple can't predict the landscape,
and it can't change it.

- ❖ **Unpredictability – High**
- ❖ **Malleability – High**
- ❖ **Harshness – Low**

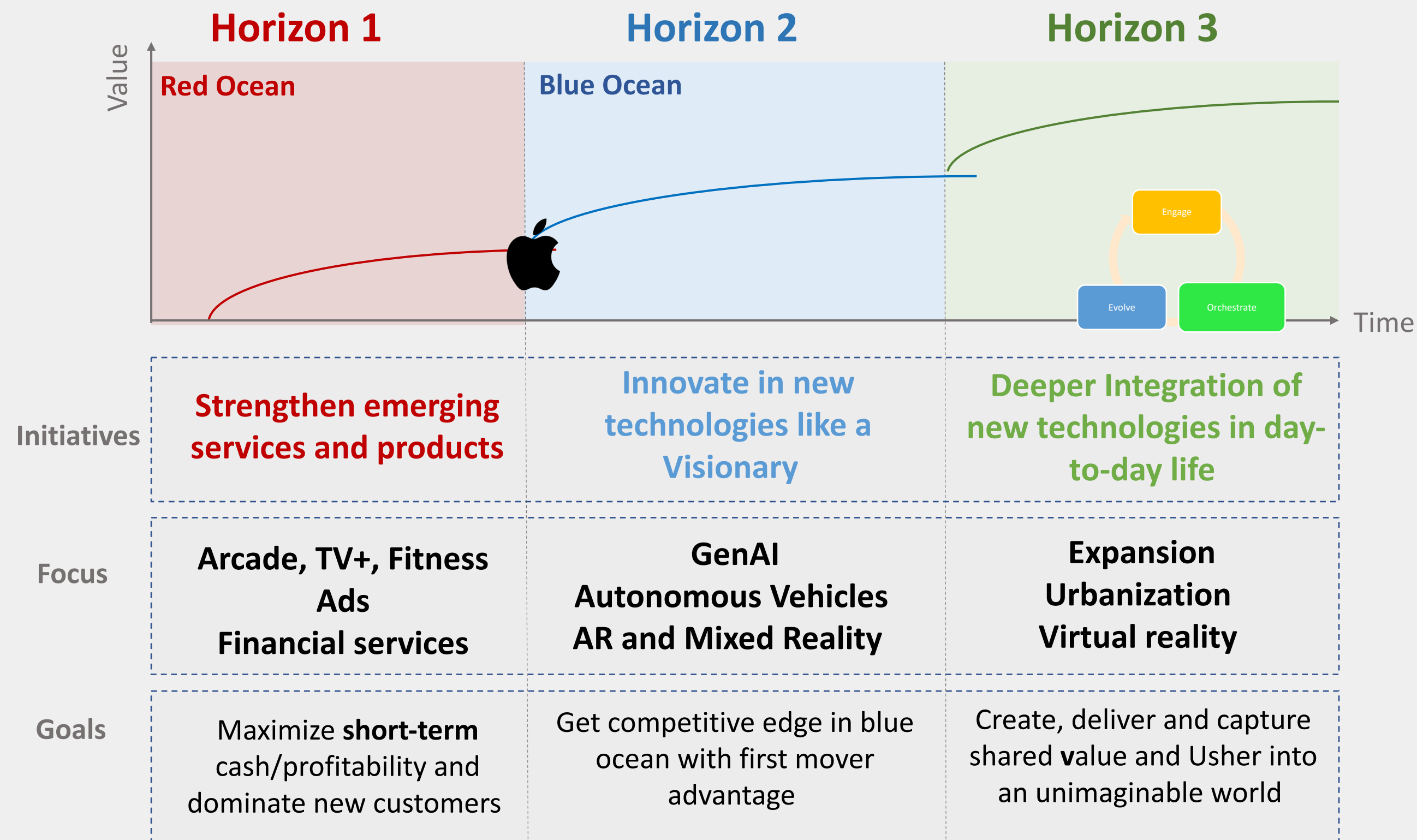
3 horizon strategy for Apple to succeed: Strengthen nascent products, commercialize and mass adoption of new technologies

HOW?



In horizon 1, Apple need to strengthen its emerging services and products

HOW CAN APPLE EXPAND ITS DOMINANCE WITHIN UNCHARTERED TERRITORIES



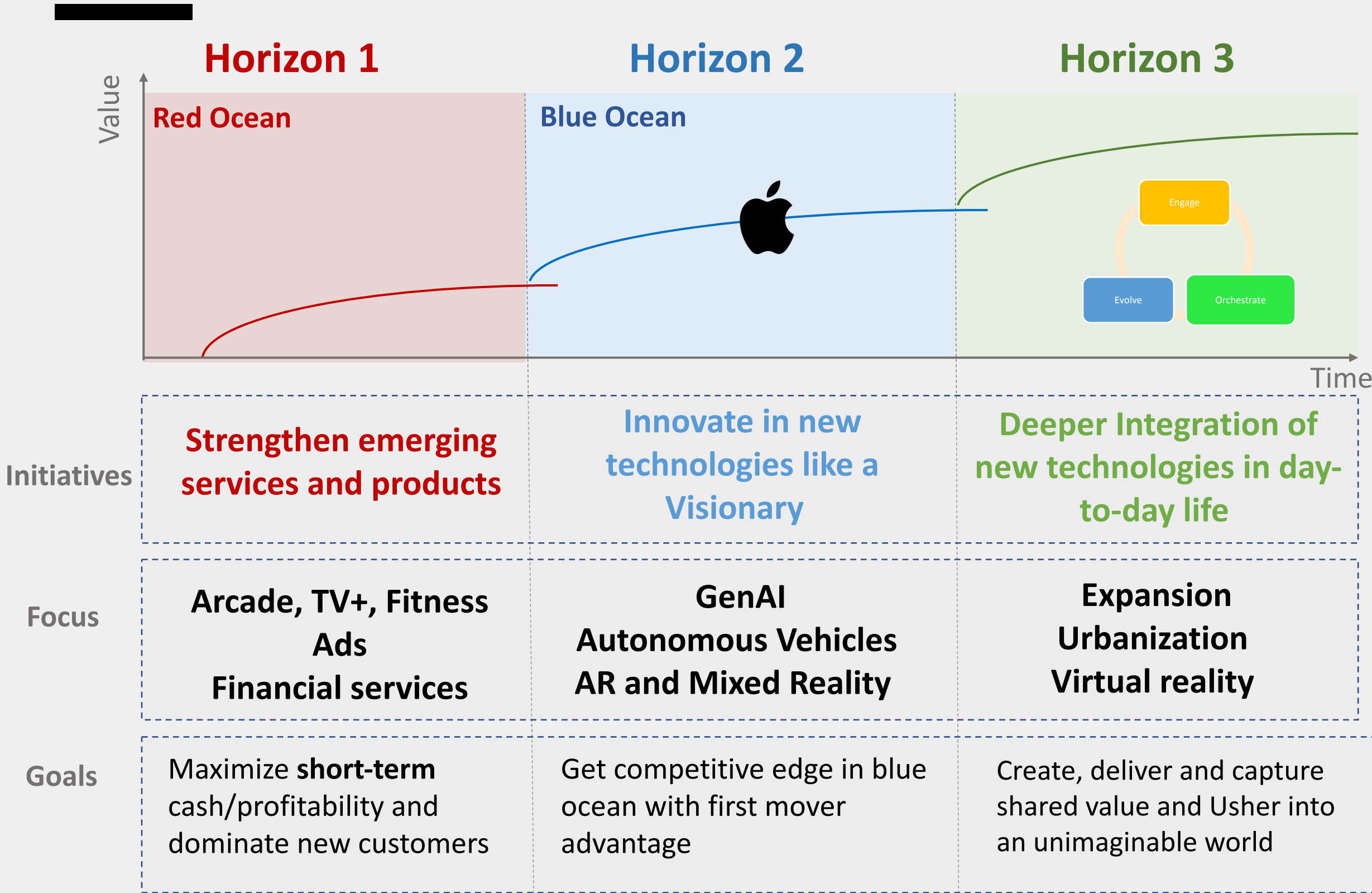
Horizon 1

ENTERING UNCHARTERED TERRITOTIRES

Apple should innovate in AI and penetrate new segments like gamers and binge-watchers, launching gaming consoles and laptops to lead into the metaverse, thereby transitioning from the red to the blue ocean and ascending from a declining to a rising S curve

To thrive in horizon 2, Apple must commercialize AV,AR, Blockchain and reimagine financial services

HOW CAN APPLE SURVIVE IN THE LONG TERM?



Horizon 2

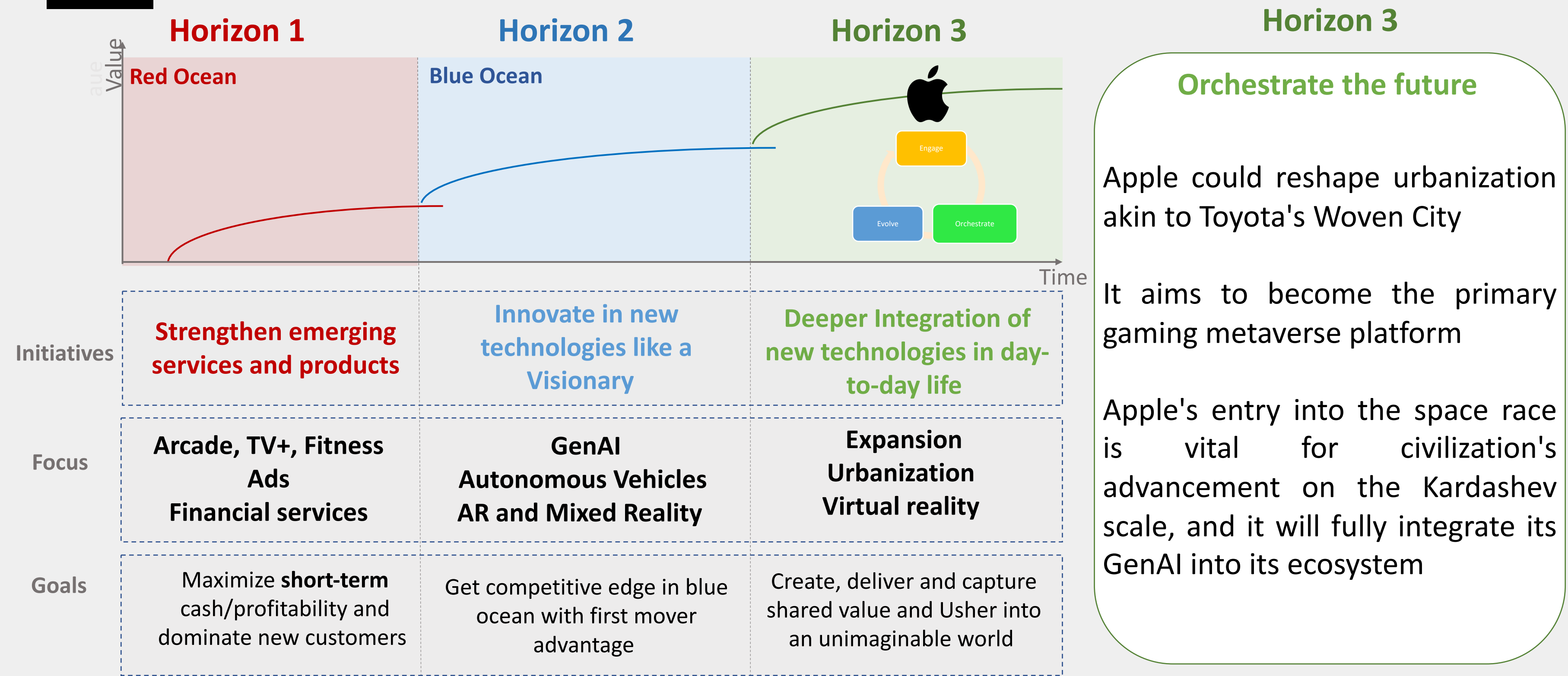
Innovation like a Visionary

Apple must leverage its first-mover advantage in AV, and the metaverse, utilizing its superior software-hardware integration to master these technologies

With Apple Pay & Card data , it is well-positioned to pilot blockchain-verified financial services, aligning with its privacy commitment

In horizon 3, Apple will usher into sci-fi future with MaaS AV Urbanization, Gaming Metaverse

HOW CAN APPLE ACHIEVE UNPRECEDENTED AND UNTHINKABLE INFLUENCE





Thank You
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Gaurav Mor

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