

Learnings Studiereis USA

Met Shopping Tomorrow
naar Las Vegas &
San Francisco

Kitty Koelemeijer
13 november 2019

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Shopping Tomorrow Studiereis 2019

8/9: Las Vegas

9/9 Zappos (Las Vegas)

10/9: Las Vegas → San Francisco
Facebook (Menlo Park)

11/9 Pinterest (San Francisco)
Retail Tour (Amazon Go, Cafe X, Re-store, Decathlon, Target Open House)

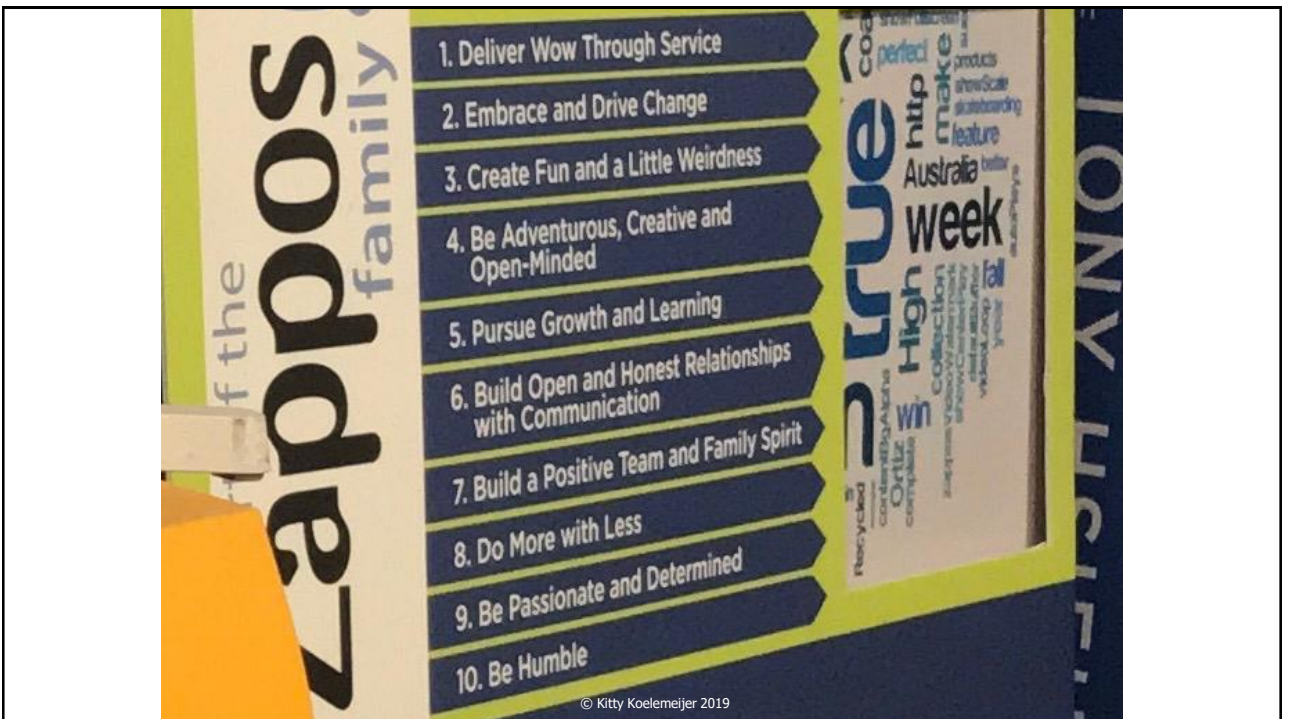
12/9 Apple (Cupertino)
Google (Mountain View)

13/9 Plug & Play (Sunnyvale)
San Francisco → Amsterdam

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Cultuur & innovatie

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EMPLOYEE BENEFITS

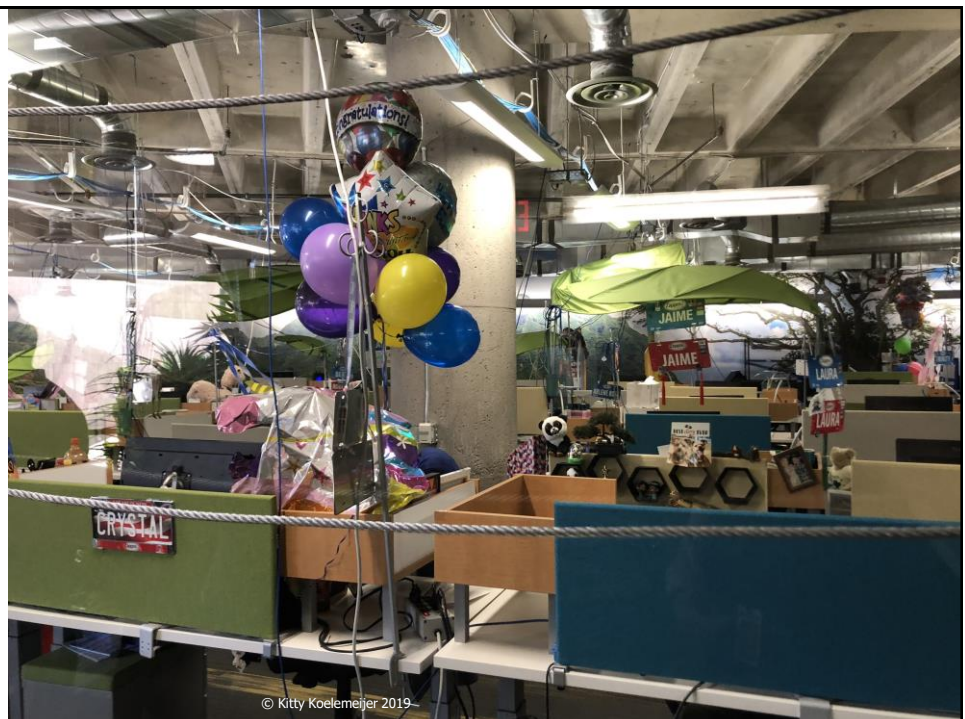
MEDICAL	<ul style="list-style-type: none"> xx FREE EMPLOYEE PREMIUM xx FREE THERAPY, LASER & DENTISTRY REIMBURSEMENTS xx CARBON FOOTPRINTING xx ANNUAL WELLNESS PROGRAMS xx WELLNESS COACH xx MENTAL HEALTH SERVICES xx PRIVATE HEALTH SCREENINGS xx MEDICAL SECOND OPINION PROGRAM xx WIDESPREAD SURGERY BENEFIT
DENTAL	<ul style="list-style-type: none"> xx FREE EMPLOYEE PREMIUM xx FREE TONGUE AND TEENAGE xx ORTHODONTIC COVERAGE
VISION	<ul style="list-style-type: none"> xx FREE EMPLOYEE PREMIUM xx FREE EYE EXAM xx COSE AND BUY-UP OPTIONS
FITNESS	<ul style="list-style-type: none"> xx ON-SITE FITNESS CENTER/STUDIO/SHOWERS xx ON-SITE & VIRTUAL FITNESS CLASSES xx ENCOURAGEMENT REIMBURSEMENT PROGRAM xx COMPANY SPONSORED FITNESS CHALLENGES xx ON-SITE PERSONAL TRAINING
NUTRITION	<ul style="list-style-type: none"> xx ON-SITE WEIGHT MANAGEMENT PROGRAMS xx NUTRITION COACHING xx PRIVATE GUSTO AND CAFE xx HEALTHY SNACKS xx NUTRITIONAL COUNSELING
ADDITIONAL PERKS	<ul style="list-style-type: none"> xx EMPLOYEE ASSISTANCE PROGRAM xx RECOGNITION REWARD & INTERNAL MARKETPLACE xx REWARDS QUALITY COACHING xx NAP ROOM WITH NAP POD xx EMPLOYEE UNIFORMS xx BENEFITS & WELLNESS FAIR xx ON-SITE SERVICES xx TRANSPORTATION INCENTIVE PROGRAM xx ON-SITE PROFESSIONAL DEVELOPMENT CLASSES xx TEAM BUILDING AND COMPANY EVENTS xx BUILT-EQUIPMENT ROOM xx VOLUNTEER OPPORTUNITIES xx ESSENTIAL VOLUNTEERING xx INCENTIVE-BASED WELLNESS PROGRAM xx BUNCH UP CHALLENGE xx ON-SITE CHIROPRACTOR xx ON-SITE MARIANA AND TET CPE TRAININGS xx ON-SITE MASSAGE CHAIRS xx DOGS FRIENDLY WORK ENVIRONMENT xx FREE POOL, MINI GOLF & BASKETBALL COURT xx FREE BIKES
FINANCIAL	<ul style="list-style-type: none"> xx 401K RETIREMENT PLAN xx VACATION, SICK, AND HOLIDAY PAY xx WORK AND LEARNED FINANCIAL LEAVES xx FLEXIBLE SCHEDULING ACCOUNTS xx EMPLOYEE DISCOUNTS xx PREPAID LEGAL xx DISBURSURE INSURANCE BENEFITS xx 529 COLLEGE SAVINGS PLAN xx ONLINE FINANCIAL WELLNESS PROGRAM

Zappos
BENEFITS WELLNESS

part of the
Zappos
 family

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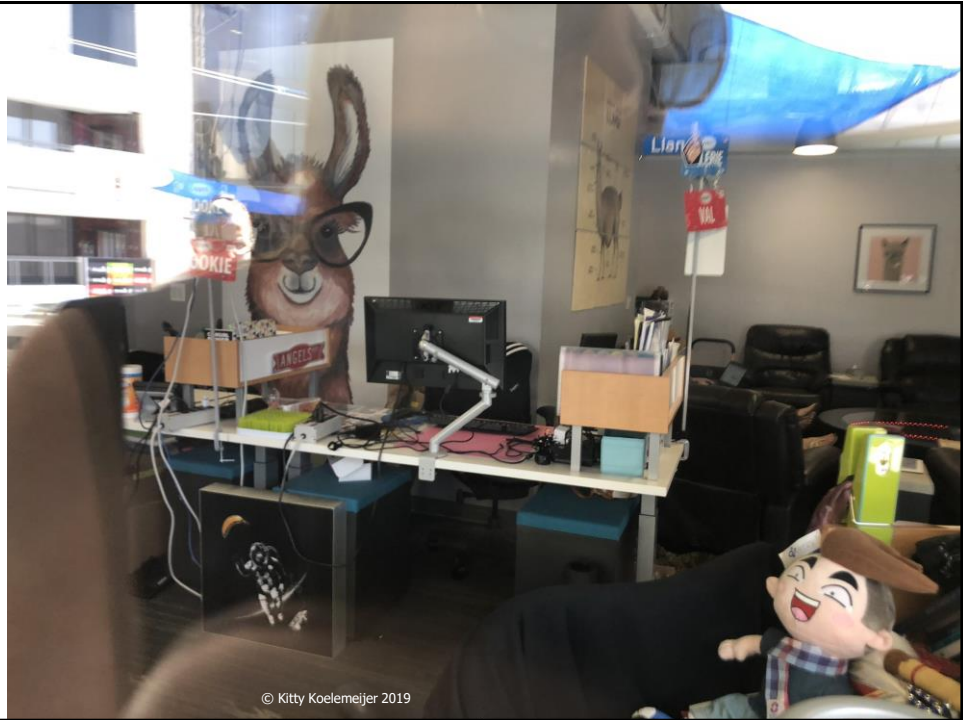
Zappos:
Holacracy



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Culture
eats
strategy
for
breakfast?

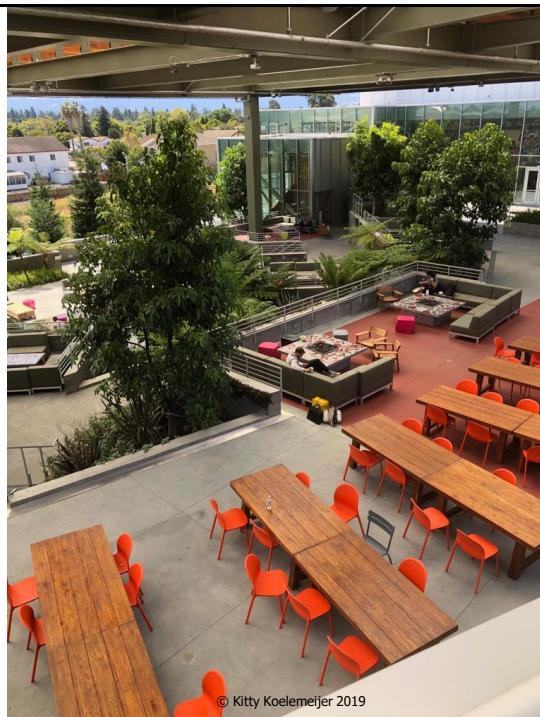


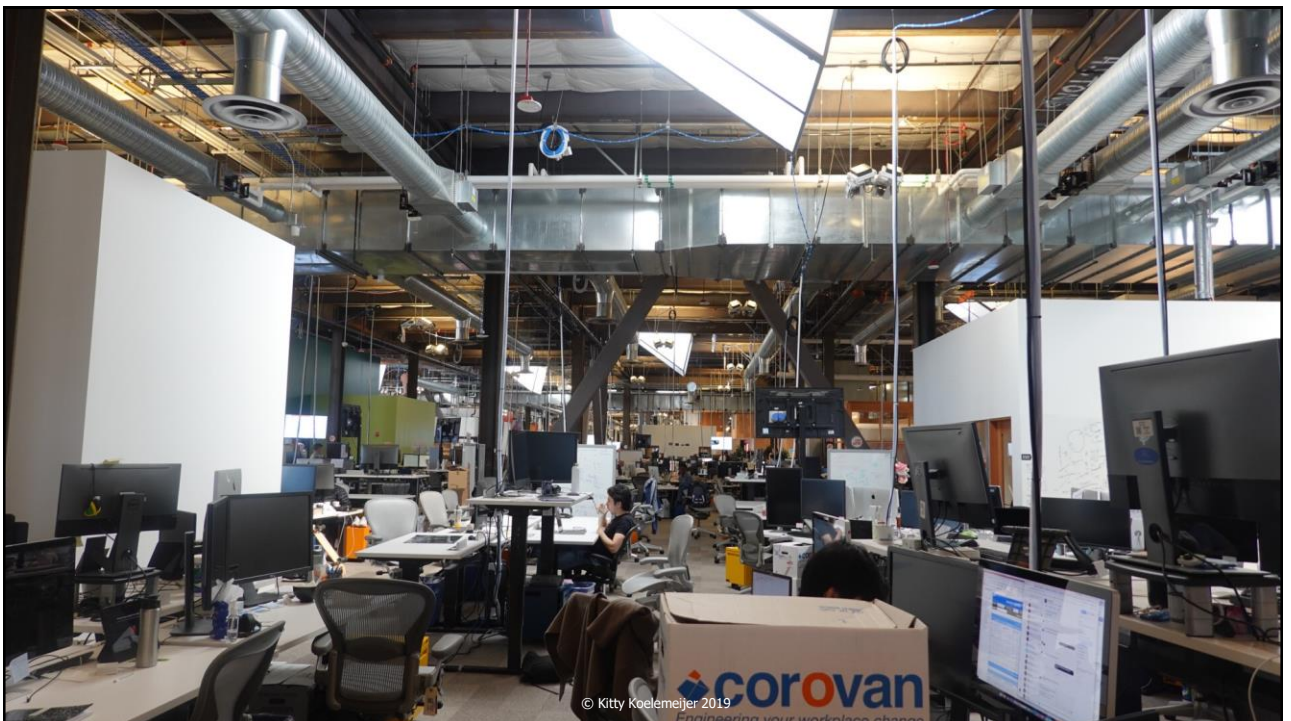
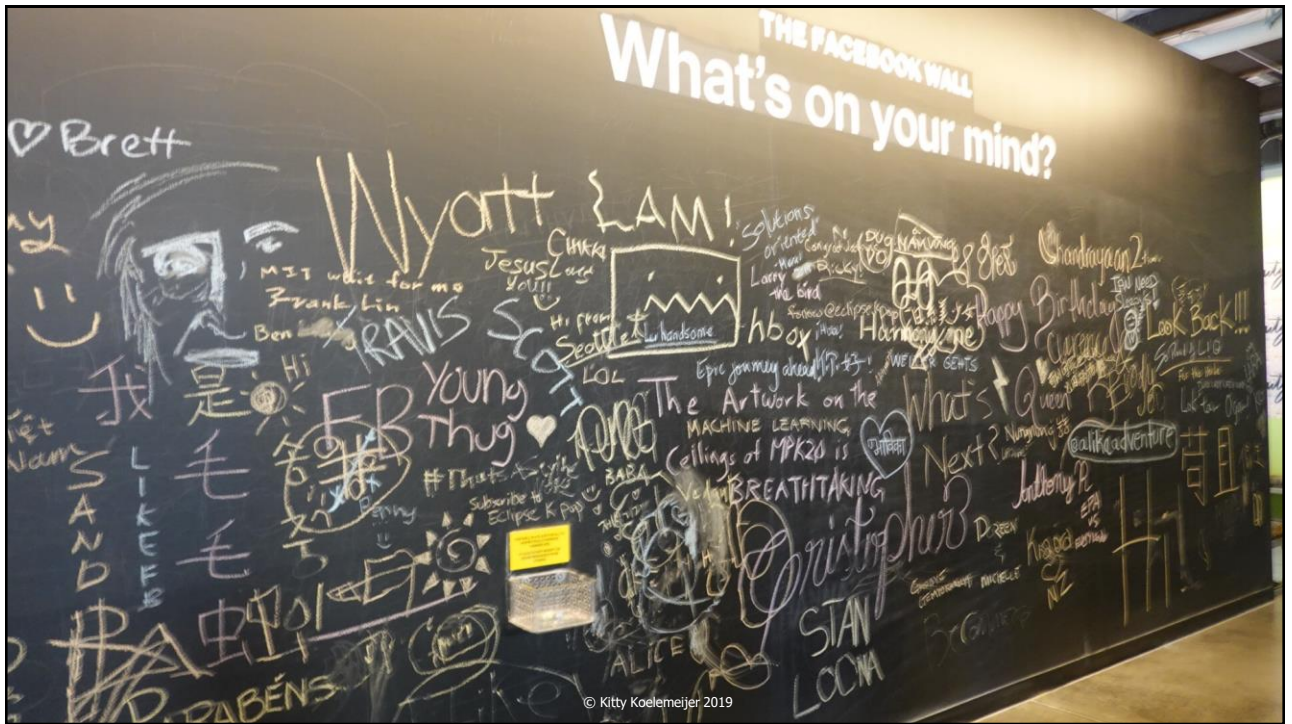
Apple: "Ahead of the curve" ipv "First in class"





Facebook: "We are 1% of the way there"





AR, VR en AI: Social Presence

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Forbes

Billionaires Innovation Leadership Money Business Small Business Lifestyle

AR & VR in Social Media

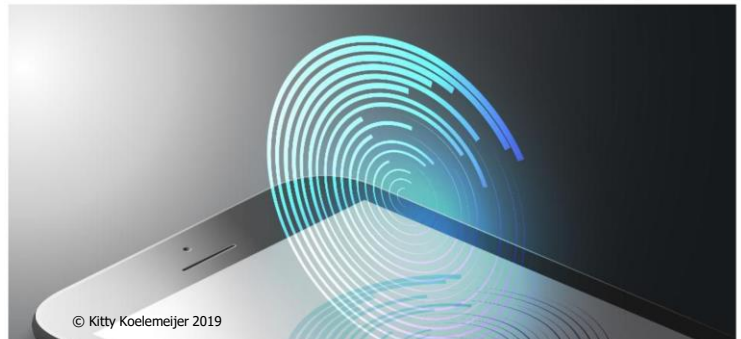
AR And Social Media: Is Augmented Reality The Future Of Social Media?



Lilach Bullock Contributor

Small Business

I write about digital marketing topics, from content to social.



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Tech@facebook

AI

AR/VR

Engineering

Gaming



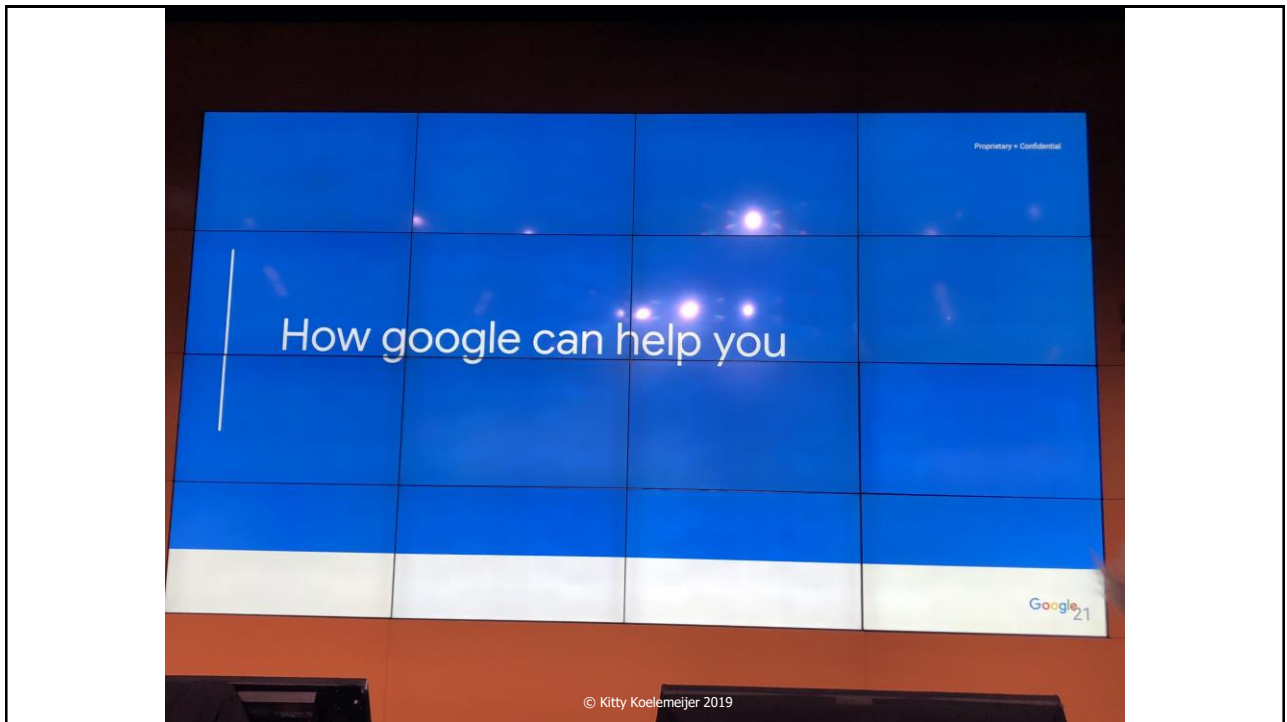
Inside Facebook Reality Labs: Research updates and the future of social connection

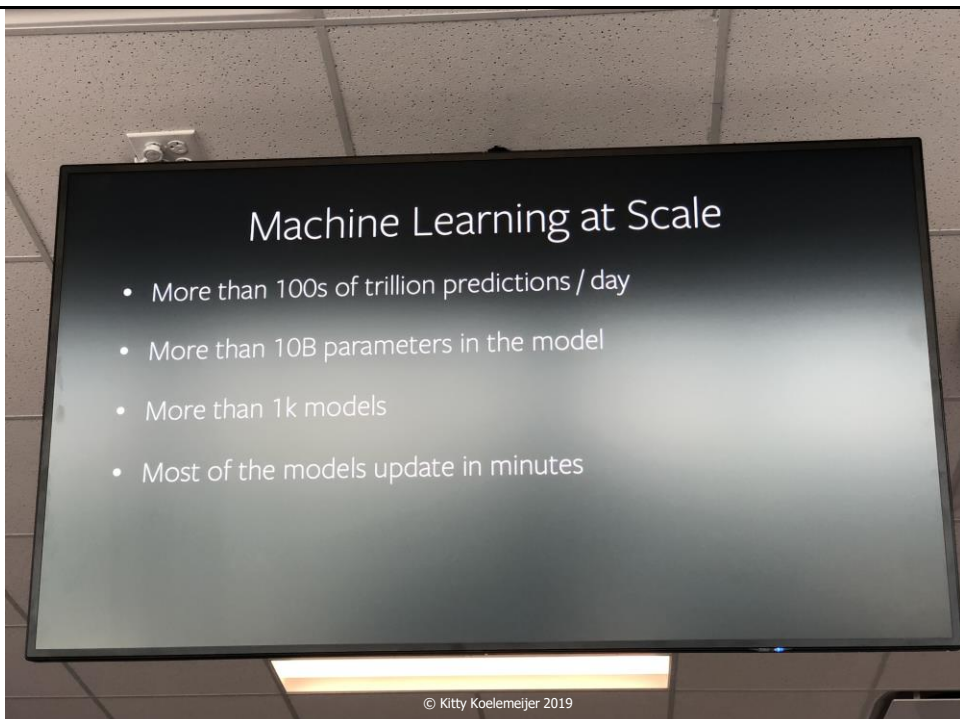
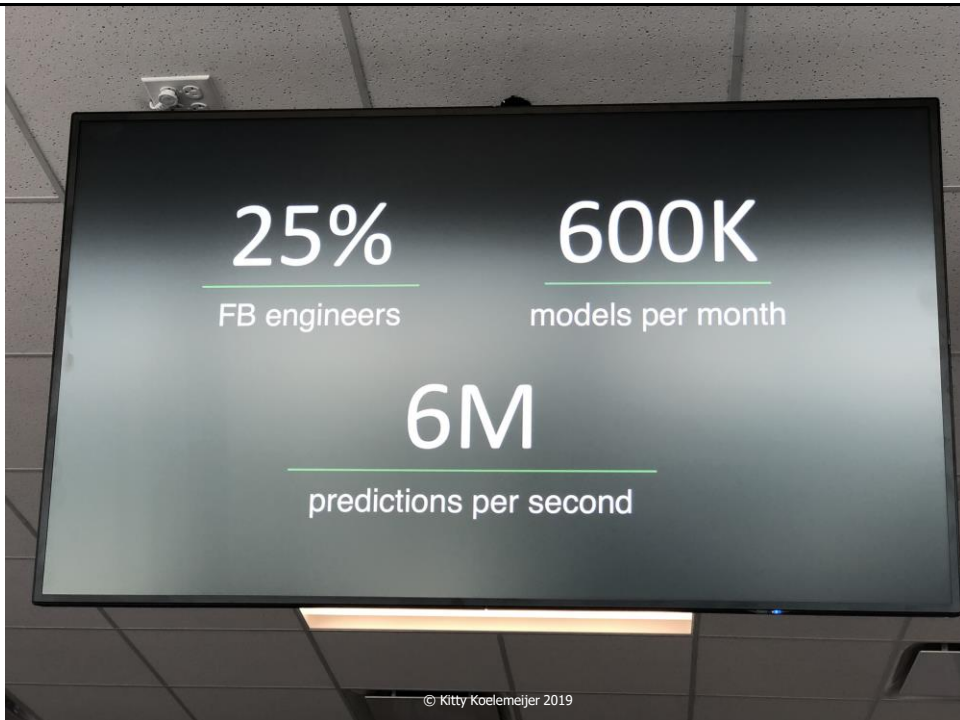
Enabling true social presence in VR

To start, we're working to enable an even deeper sense of connection in VR than today's 2D technologies provide. Our goal is to make virtual interactions feel as natural as in-person interactions. We call this "social presence." It's the 3D-enabled feeling that you're physically sharing the same space with someone else, even though you may be miles apart — and that you can communicate your ideas and emotions seamlessly and effortlessly. To accomplish that in VR, you need lifelike avatars — virtual stand-ins that faithfully reproduce your facial expressions, gestures, and your voice.

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A Few Words about the Future

- Neural nets based approach will continue to scale; and continue to drive decision making and business gains
- AI will continue to automate and reduce manual work
- Regulations and rules on socially responsible AI will continue to evolve

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Harvard
Business
Review

Venture Capital | The Era of "Move Fast and Break Things" Is Over

Facebook:

Move Fast &
Break Things

wordt

Move Fast
with Stable
Infrastructure

The Era of "Move Fast and Break Things" Is Over

by Hemant Taneja

JANUARY 22, 2019

Summary Save Share Comment Text Size Print \$8.95 Buy Copies



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Nieuwe zoekmachines

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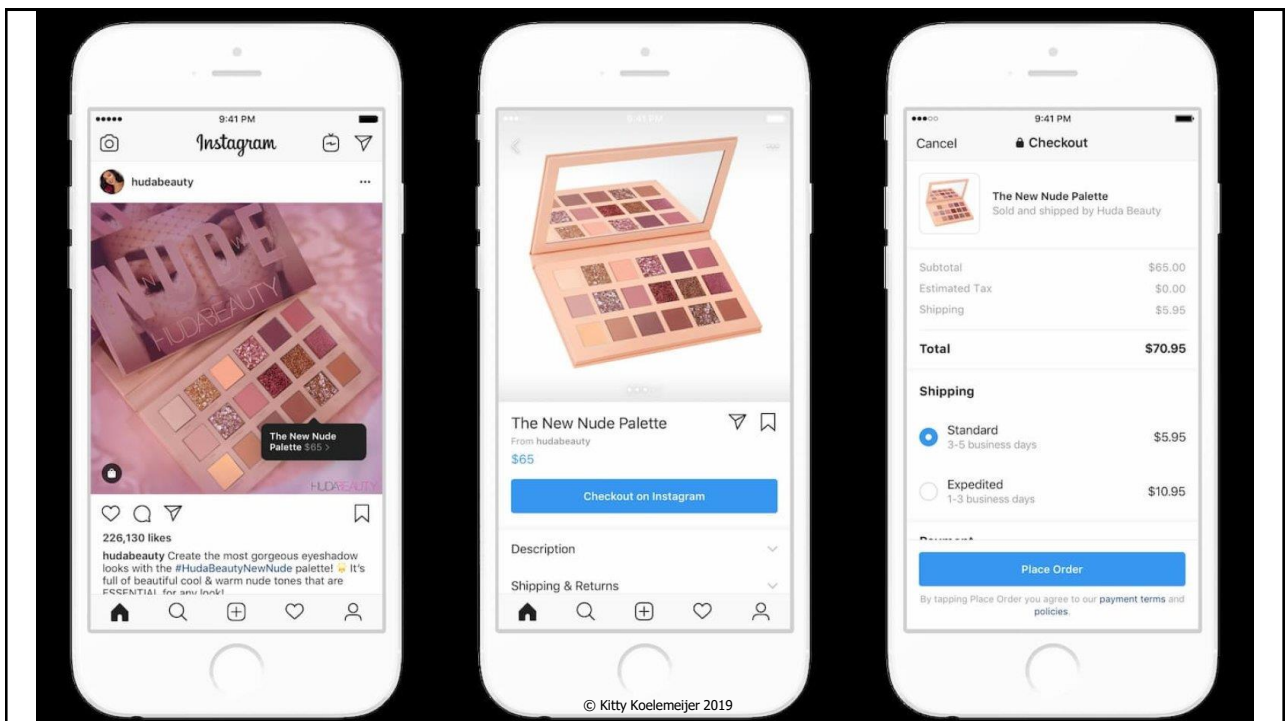
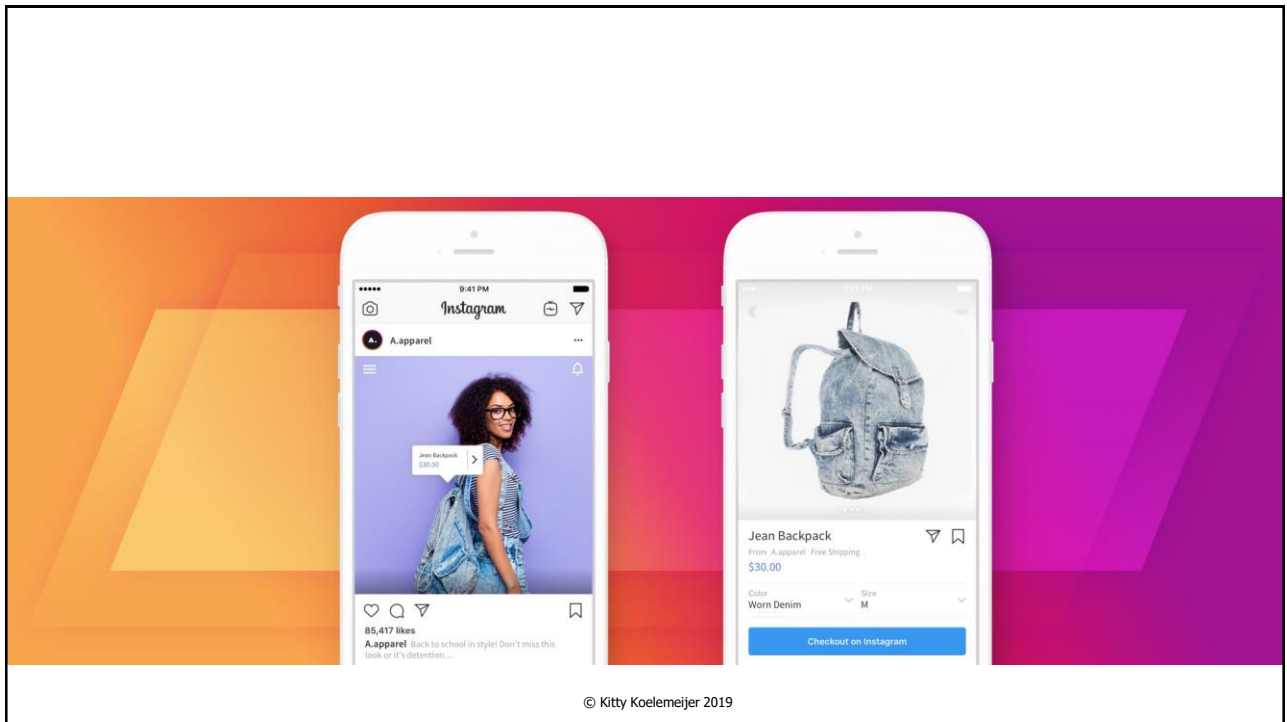
Social Media Checkout

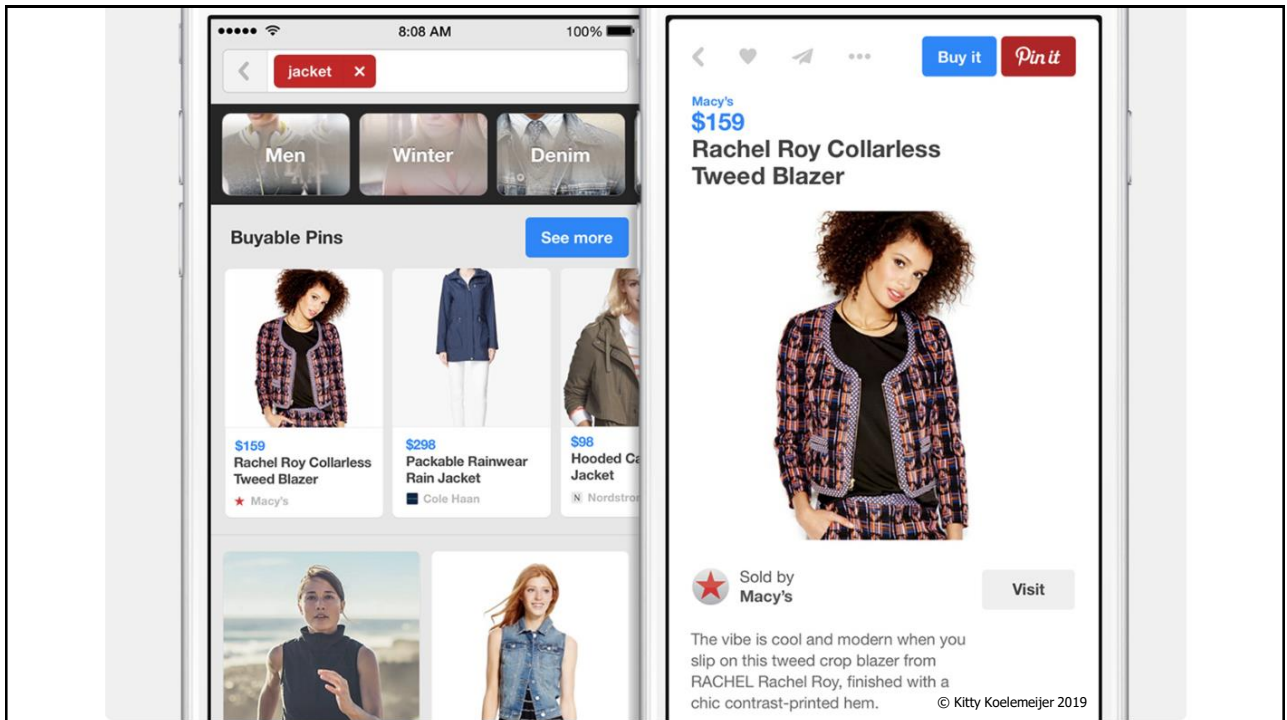
The image shows a woman standing next to a large screen. The screen displays a presentation slide titled "INTRODUCING SHOPPING FROM CREATORS (BETA)". The slide includes the following text:

- WHAT'S LAUNCHING: BETA**
Checkout-enabled businesses can approve creators to tag their products in their feed or stories posts on Instagram
- KEY BENEFITS:**
 - It's easier to find and buy your products from creators
 - Now shoppers can easily discover your products from their favorite creators and simply 'tap' to learn more and even checkout in app*
 - Shared Insights In-App
View in-app insights on the performance of the shopping posts that creators have made featuring your products

To the right of the text, there are two smartphone screens. The left one shows an Instagram post by @camilacoehe with a product tag for "Runway Shortwater". The right one shows a map view of the app with various product locations marked.

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Online 2 offline integratie



Hi K. Koelemeijer,

Thank you for shopping with us. Here is your receipt from your recent trip. You can view your full receipt in the Amazon Go app.

Wednesday, September 11, 2019

Order #: 113-7490593-8895402

TRIP TIME: 7m 34s

3 ITEMS

Subtotal	\$12.37
Bottle deposit fee	\$0.05
Sales tax	\$0.00
Total (Mastercard *5889)	\$12.42

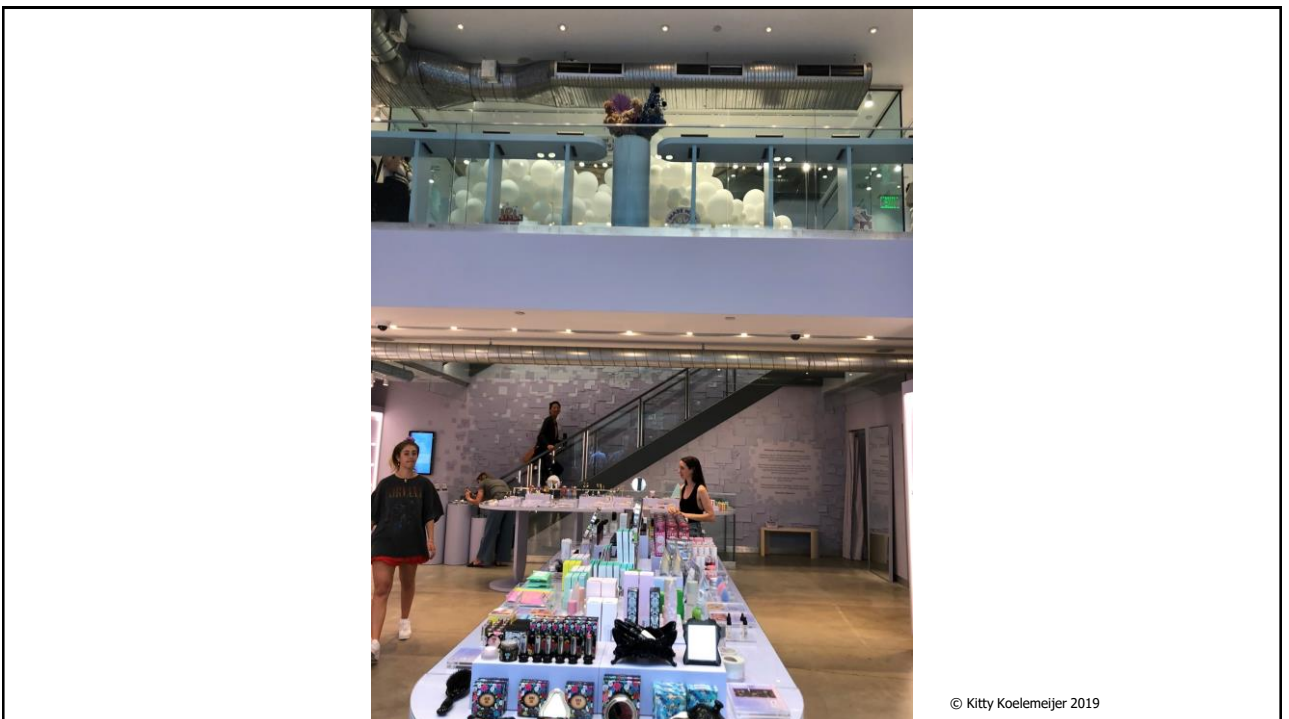
Questions?

Open the Amazon Go app and select Contact Us from the menu.

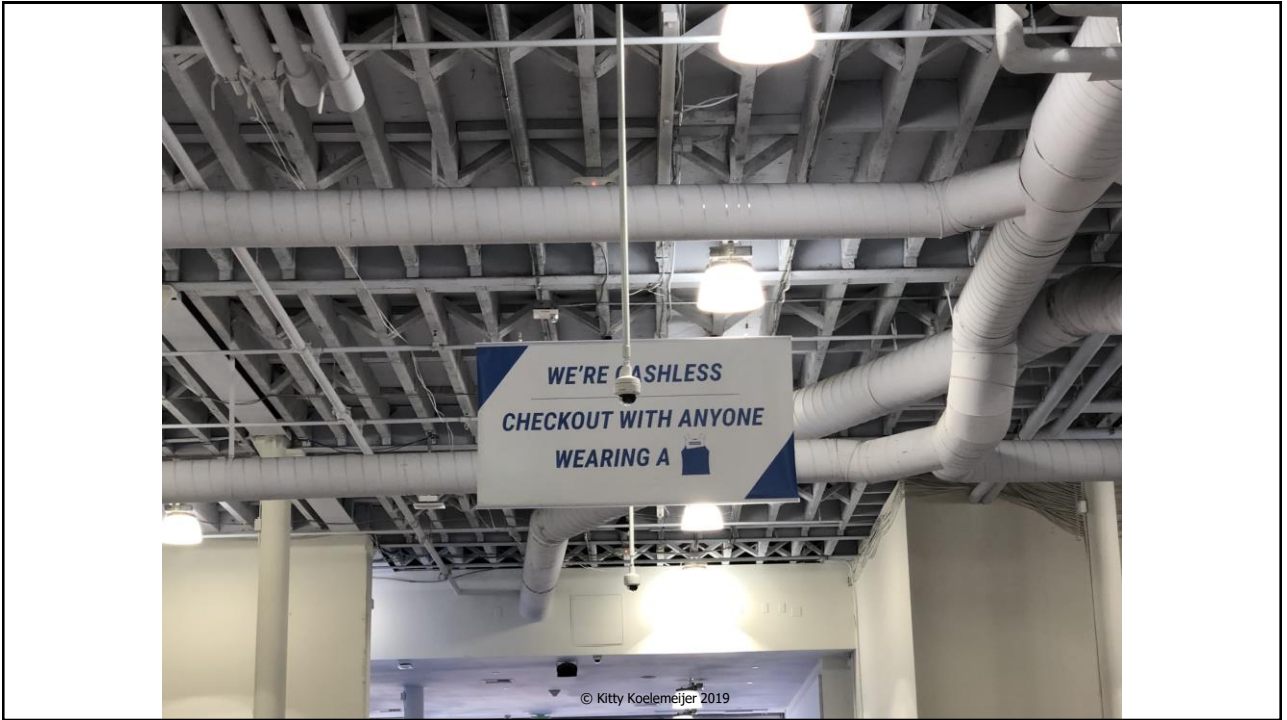
This email was sent from a notification-only email address that cannot accept incoming email. Please do not reply to this message.

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Plug and Play





Trending topics in retail & technology

Prof.dr.ir. Kitty Koelemeijer
 Full professor of Marketing & Retailing
 Director Center for Marketing & Supply Chain Management
 Nyenrode Business Universiteit
 Supervisory Board Member



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