



Stockholm Study Trip



Electrolux

Shape living for the better

During the second day in Stockholm, we had the chance to have insights from Electrolux. The first part of the presentation was focused on what innovation really means for them: set up new business models in order to change how the value is created, delivered and captured. In order to do this partnerships with giants, such as Google and Amazon, are needed to identify which experience customers are looking for. After this first part, we started to have a deeper understanding on their future mission: smart home. Right now the numbers are already outstanding, around 400 mln smart home, but they noticed that the penetration of this product could be even higher if brands really match customer expectations by creating easy to use and really helpful products. Electrolux's goal is exactly this one: getting people inspired from their products and create a need to be part of the smart and connected world.

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MiM programme - IoT specialization