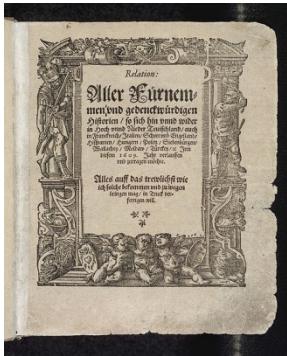


„IMPACT“

Can a Knowledge Management System (KMS)
shape the news-industry of tomorrow?

1. Synopsis from last years talk

Some disruptive innovations in the news industry



The first
„modern
newspaper“
printed 1605

Marriage of:
TV/ radio ∞
newscasts

Marriage of:
computer/ tablet/
smart phone
∞ Internet ∞ News

- Social media,
- Search engines
- Forums/ Bloggs

Passivity/
multiplication/
working capital

New medium/
highly passive/
harmonization of
daily news

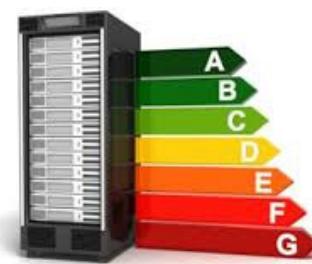
New medium/
„unlimited“
volume/ rather
passive

Gives the user
substantial active
capabilities within
the same medium

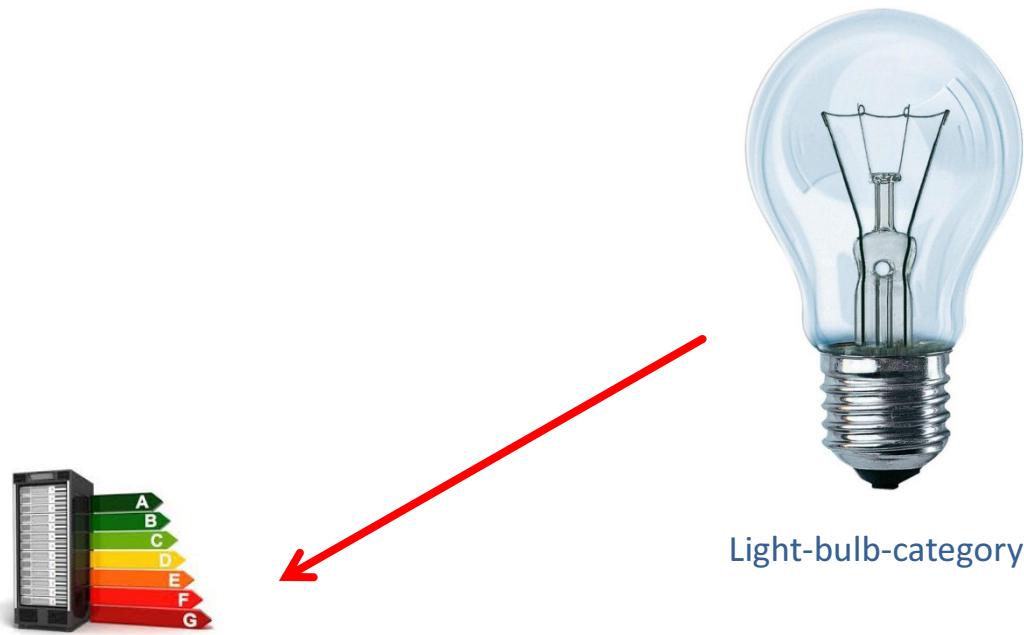
1. 2nd look on news in todays media



How efficient can a user
work into an ongoing socio-political topic?



1. 2nd look on news in todays media



2. Which future disruptive innovation...



Light-bulb-age



LED-age



2. Challenges for future innovations

What kind of improvements really make a difference?

Characteristics of news that hamper the process of
efficiently getting a comprehensive, adequate picture
of complex socio-political topics:

1. Redundancy
2. Self-contained formats
3. Lucidity (*Übersicht*) of highly complex information
4. Many more ;-)



2. Challenges for future innovations

This next disruptive innovation
needs to dissolve a long standing paradox:

- Depth \uparrow (on demand)
- Breadth \uparrow (on demand)
- Quantity of information \downarrow
- ...



3. Work progress since my last presentation

- First level of product definition 85% completed;
- Performed a first „cold-simulation“ of the software
- Coaching from programmers
- Feedback from potential users (individuals, NGOs, industry)
- Got an idea of the costs involved
- Sketches of business models & financing opportunities drawn
- Looked at upcoming innovations in this area

4. Steps planned for 2016 and H1 2017

- Get an IT-Expert on board :
 - suitable for a management position
 - with cofounder-qualities
- Breaking down the cost-analysis
- Identification a financable team
- Close first round of financing
- Bring product definition to pre-programming level

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4. Adding one brain to managing board

Experiences in:

- Software definition
- IP: Open Source Licenses vs in-house-development
- Team-building (leading core team of programmers)
- Familiar with KMS and/ or social media

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5. Introducing myself

Professional career (> 16 years in worldwide Start-up industry):

| | | |
|--|----------|-----------------------|
| I.) Venture Capital Fund | 3½ years | 1999 – 2002 |
| II.) Consultancy & interim management in High-Tech companies | | |
| | 4 years | 2003 – 2005; 2013/14 |
| III.) Biogents AG | | |
| - managing board | 6 years | 2006 – 2011 |
| - supervisory board | 4 years | 2012 – ongoing |
| IV.) „Impact“ | 1¼ years | 2014 - ongoing |

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