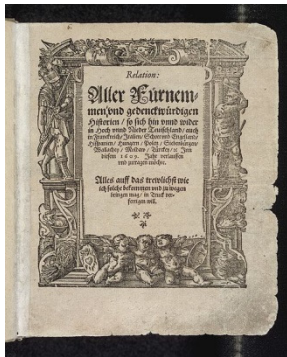


# „IMPACT“

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

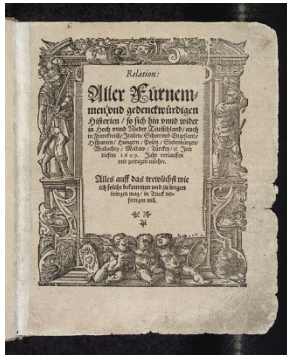
Passivity/  
multiplication/  
working capital

New medium/  
highly passive/  
harmonization of  
daily news

New medium/  
„unlimited“  
volume/ rather  
passive

Gives the user  
substantial active  
capabilities within  
the same medium

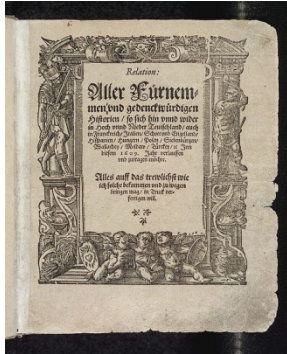
## 1. 2nd look on news in today's media



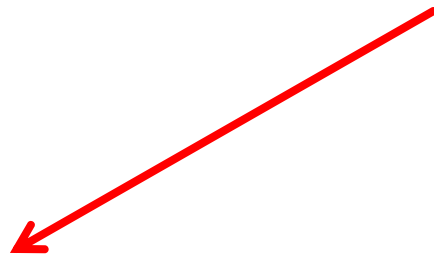
How efficient can a user  
work into an ongoing socio-political topic?



# 1. 2nd look on news in today's media



Light-bulb-category



## 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 ↑ (on demand)
- Breadth ↑ (on demand)
- Quantity of information ↓
- ...



### 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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