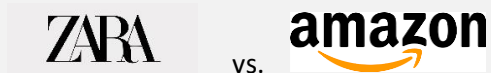


INSPIRING CASES FROM LEADING COMPANIES

Schedule for the next 6 months – more to come for the following months !

Month 1. **Change the rules of the industry** – Zara vs. Amazon
– October 2019



Month 2. **Focus on innovation in user experience** - Apple vs. Asia
– November 2019



Month 3. **Succeed with your digital transformation** – The New York Times
– December 2019



Month 4. **Bet on the future**– Elon Musk / Neuralink, Space X, Hyperloop, Tesla
– January 2020



Month 5. **Fully integrate all services** – Alibaba vs. Facebook
– February 2020



Month 6. **Scale up your business** – AirBnB & McDonald
– March 2020

