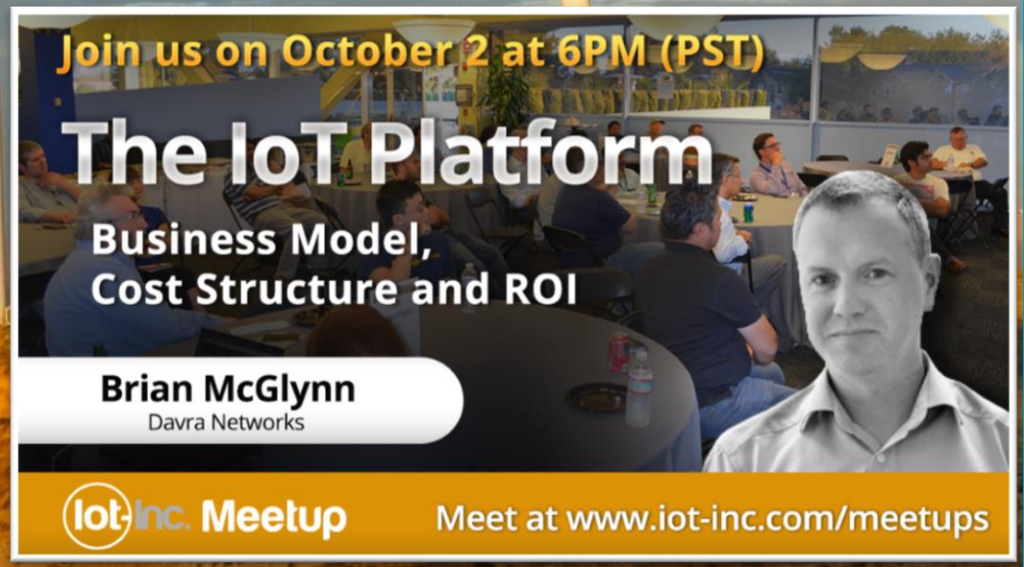
# The IoT Inc Business Meetup Silicon Valley

***Meeting 2***




October 2014

Bruce Sinclair (Organizer): bruce@iot-inc.com

# Why Start Another IoT Meetup?

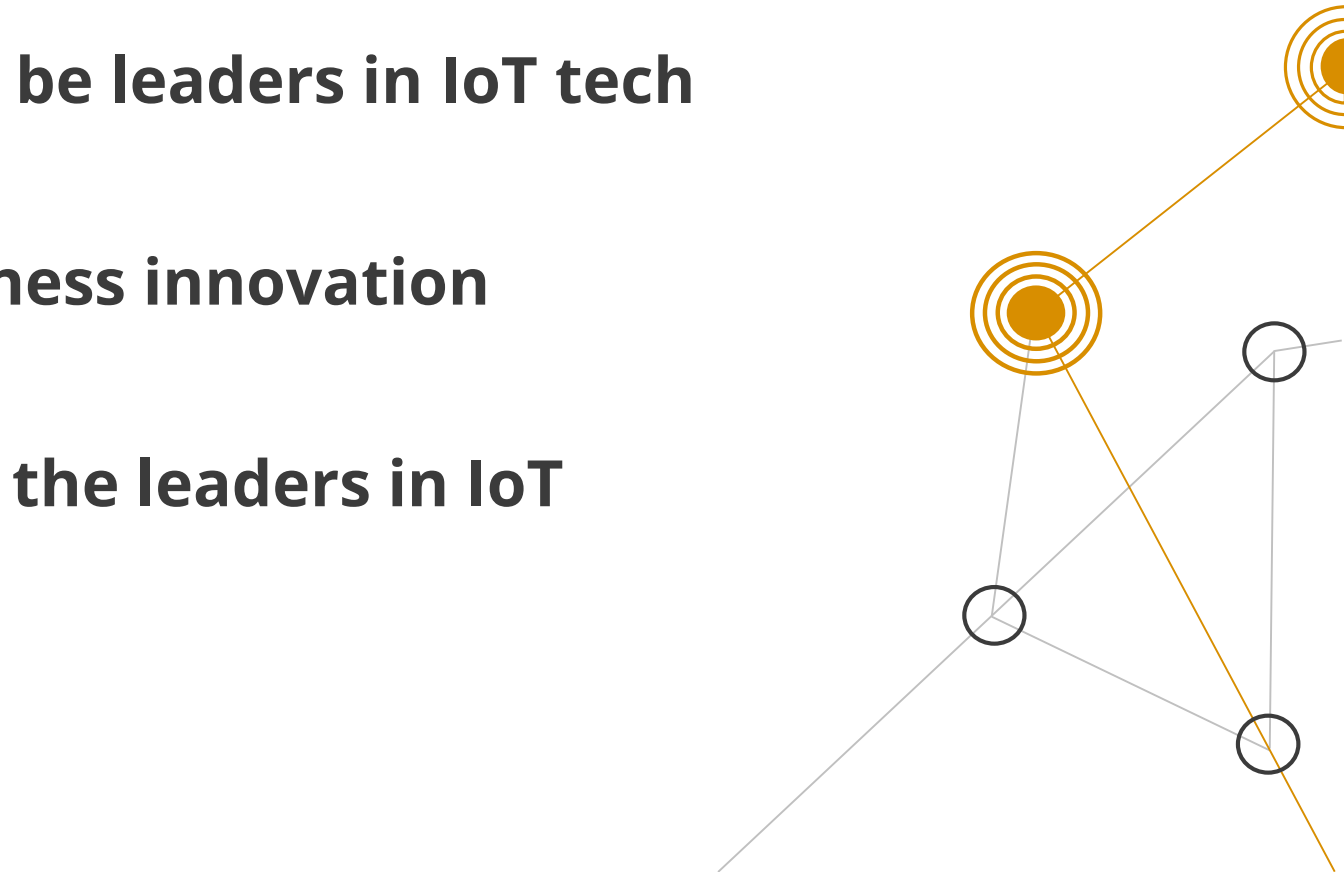
**There will be as much innovation in IoT business as there will be in IoT tech**

**Silicon Valley / SF will continue to be leaders in IoT tech**

**but to have a real impact…**

**We need to be leaders in IoT business innovation**

**This Meetup is to help us become the leaders in IoT business**



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# Solar Business Model – the Right Interface

Tech in photovoltaic panels continues to improve

But the innovation that launched the industry was the

**Solar lease – 20 year contract with no down payment**

Now leases are being packaged into securities which are being packaged into bonds

Morgan Stanley isn't interested in one roof top but thousands of roof tops becomes interesting

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# Target of Meetup

**For business people selling products and services into IoT**

but of course everyone else is welcome: techies, end-users, ...

**Focus of presentations and discussions:**

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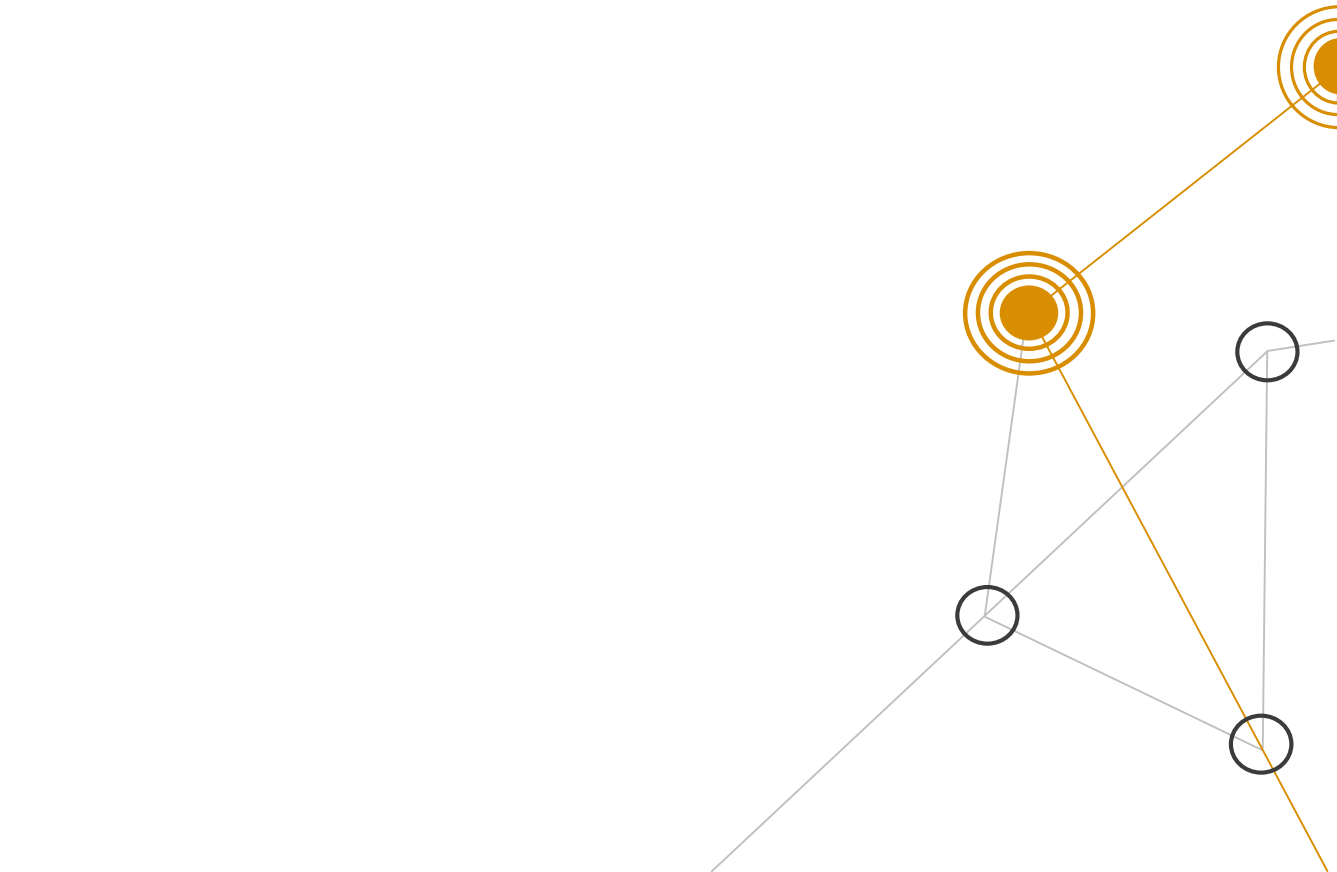
# Raison d'Être

## Purpose

- Provide a venue for IoT business leaders to meet
- Expose attendees to innovative business ideas
- Galvanize discussion and debate

## Structure

- Food/drink and who-are-you?
- Kick-off
- Room introductions
- Presentation
- Discussion and connections



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# gogoNET LIVE! 5 Technical Conference

## Attendance

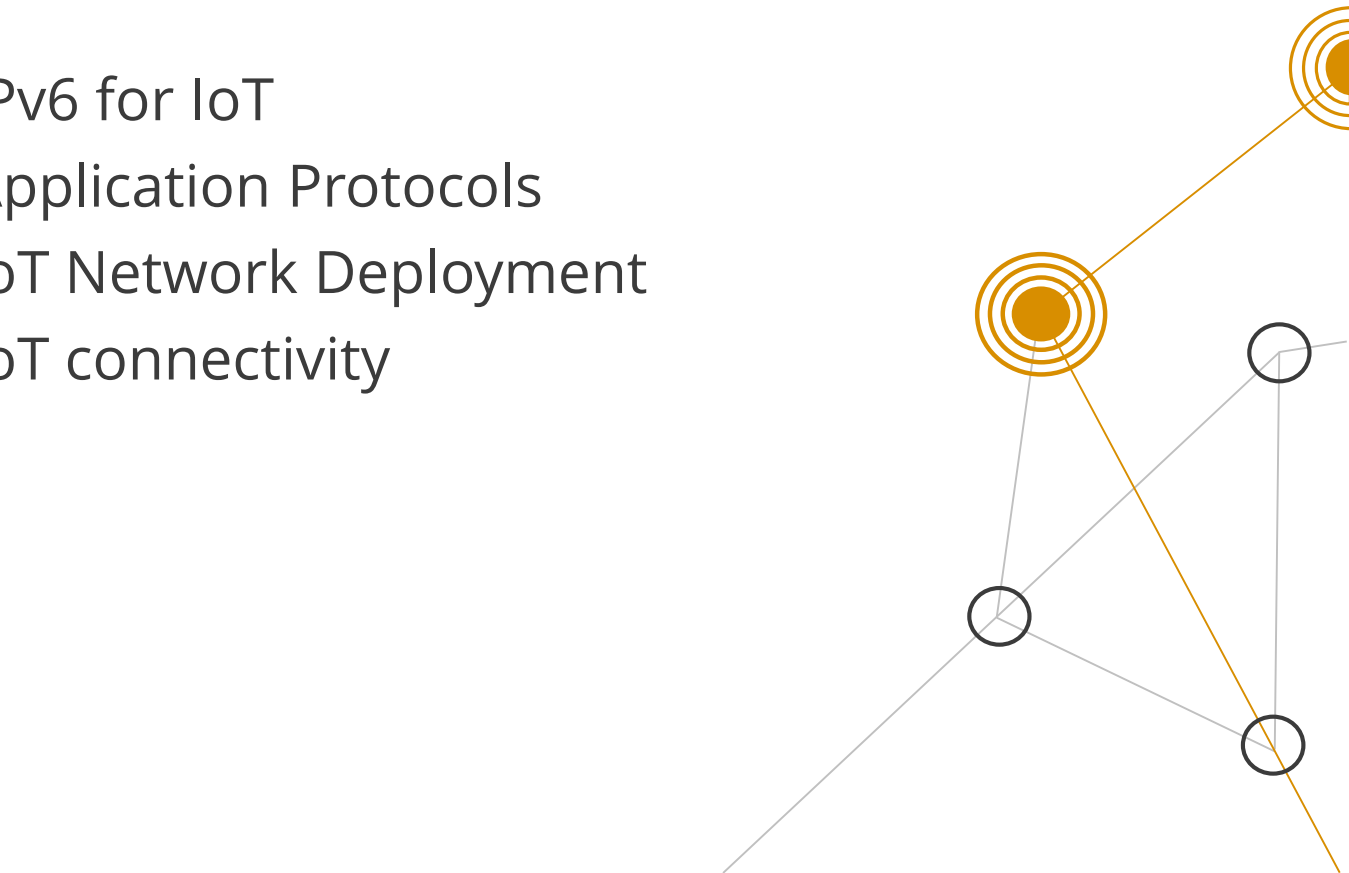
- Invite-only onsite & Virtual Pass online

## Agenda

- Sensors & Actuators
- IoT Platforms
- M2M
- Sensor Networks
- IPv6 for IoT
- Application Protocols
- IoT Network Deployment
- IoT connectivity

## Discount code

- $50: **iot-inc-biz**



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Check out our sponsors, Plug and Play Tech Center

Look for my follow-up email

Contact me at bruce@iot-inc.com if you're interested in helping out with Meetup

Let me know if you have an innovative IoT business to present

Join us on October 2 at 6PM (PST)

# The IoT Platform

## Business Model, Cost Structure and ROI

**Brian McGlynn**
Davra Networks

IoT-Inc. Meetup

Meet at www.iot-inc.com/meetups