

RES4MED ANNUAL CONFERENCE

# **Innovation as the key enabler to power Africa**

**Rome, May 22<sup>nd</sup> 2017**

## **What will be the next disruption in the energy ecosystem?**

**Ernesto Ciorra**

Head of Innovation & Sustainability



**Could you imagine an electrified area without GRIDS?**

**Does exist a STORAGE solution able to provide enough energy to  
a FACTORY when renewables are not producing?**



## Things have been changing...a lot!

### 5 MB hard drive in 1956



...

### 128 GB pen drive in 2017

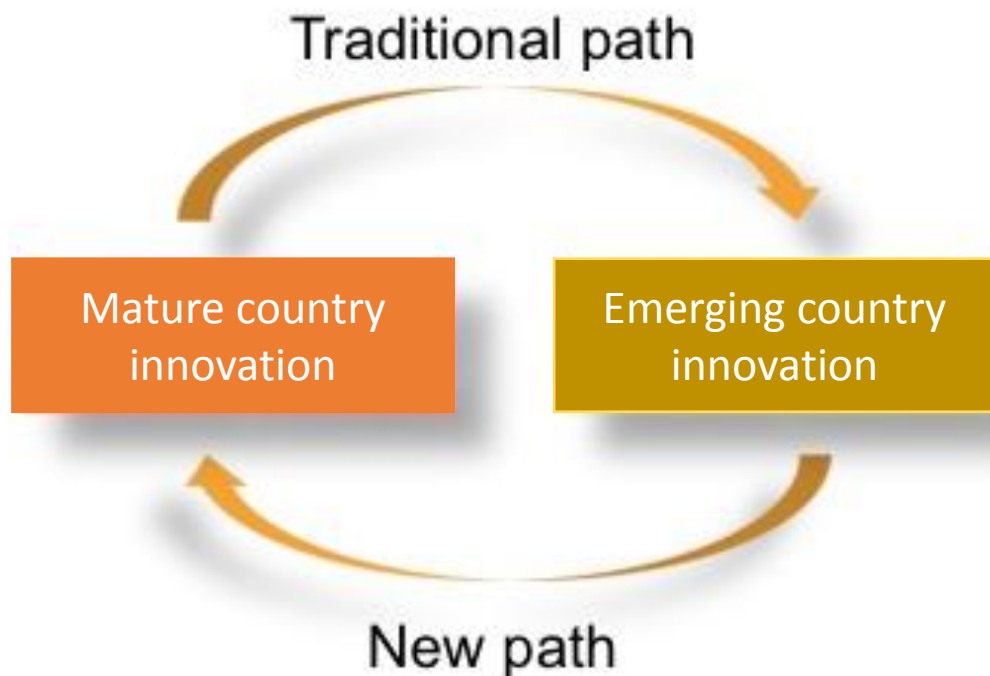


## ...Could this be the next step ahead?





## We are also changing the way we play... Reverse Innovation!



***“innovating in emerging (or developing) markets and then distributing/marketing these innovations in developed markets”***

Vijay Govindarajan

Rome, May 22<sup>nd</sup> 2017 | Enel Auditorium – Viale Regina Margherita, 125

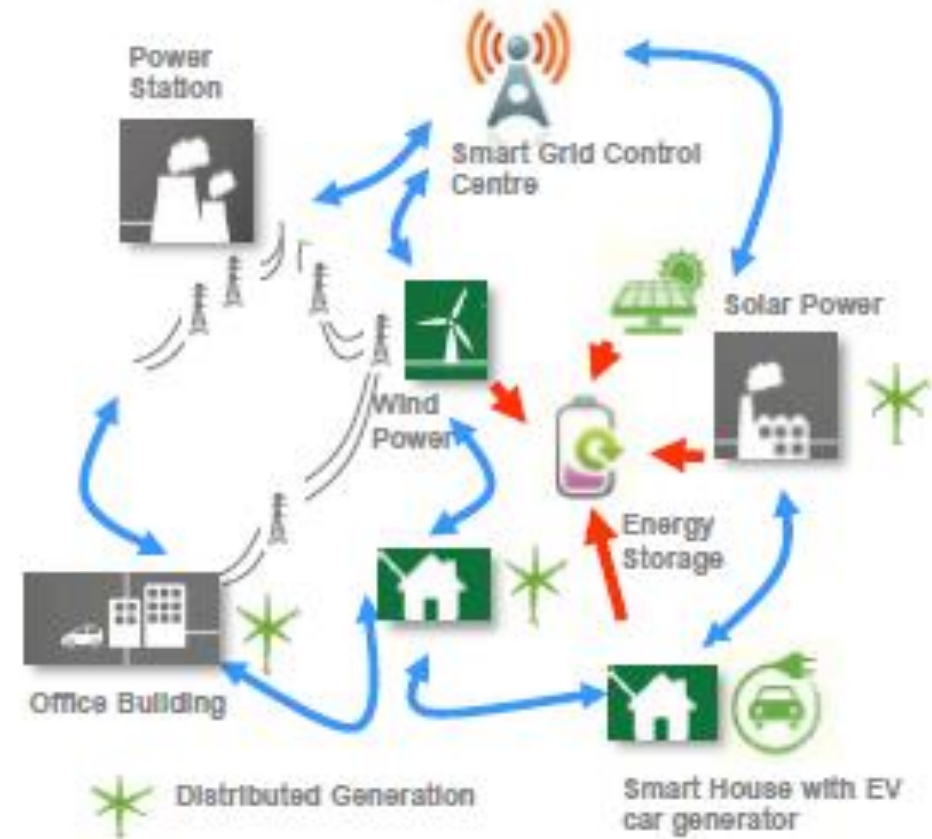
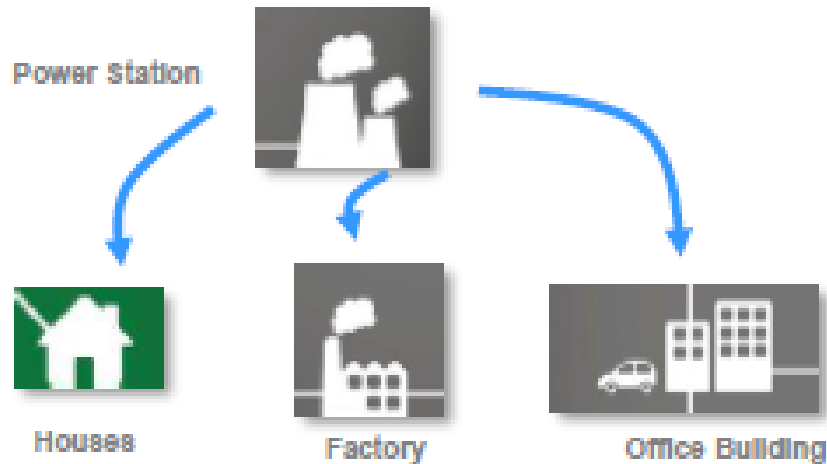


**“REVERSE INNOVATION”**  
collaborating with NGOs



## From Centralized to Decentralized Generation

Once Upon a time...







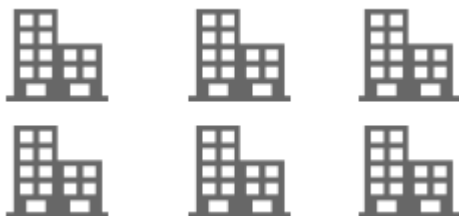
**PLATFORM BUSINESS**

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## Platform businesses have disrupted several XX century's very profitable business models

# Hilton

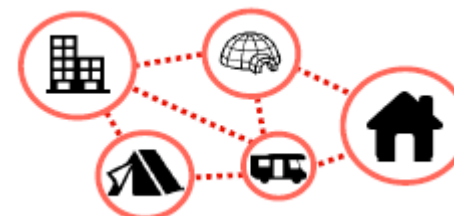
93 years to build



**640,000** rooms in **88** countries  
**Market value: 27 €bn**

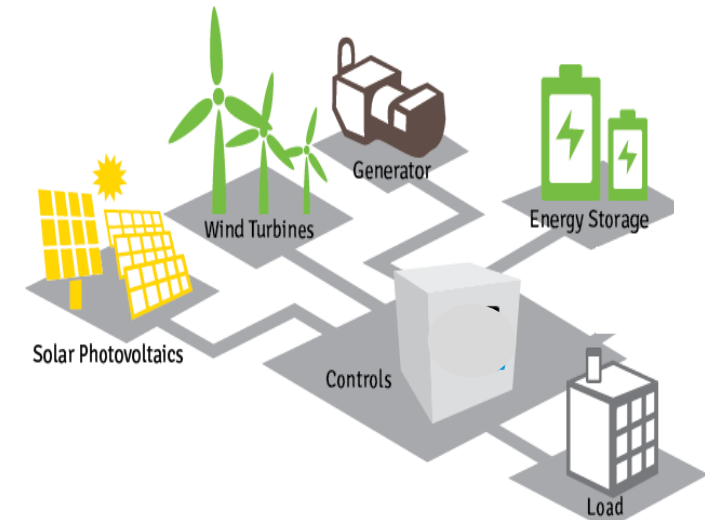


4 years to «connect»



**650,000** rooms in **192** countries  
**Market value: 30 €bn**

## ...To sum up



## ...What will be the next step?





**"It always seems impossible  
until it's done."**