

Cambridge Judge Business School Executive Education

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# What is Changing in Strategy?

1. Industries are vanishing into ecosystems
2. The principles of corporate strategy are being overturned
3. Firms with no traditional competence in particular products are coming to dominate them
4. Thanks to network effects we have seen winner-takes-all dynamics but also the backlash
5. Geo-political and technological disruptions (deglobalization and nationalism)

[How Chinese patriotism fuelled Xiaomi's smartphone revolution - News & insight - Cambridge Judge Business School](#)

# CHALLENGES FOR CHERI

## SHOWCASE BENEFITS

- Highlight Security Advantages:
- Emphasize the unique security benefits, such as its ability to prevent cyberattacks. Show how these features can safeguard automotive systems from increasingly sophisticated cyber threats.
- **Cost of Cybersecurity Breaches.** [How Chinese patriotism fuelled Xiaomi's smartphone revolution - News & insight - Cambridge Judge Business School](#)
- Success stories

## 2. FACILITATE EASIER INTEGRATION

- Partnerships and pilots

## 3. ECONOMIC INCENTIVES

- Cost sharing and tax incentives

## 4. VALUE IN AUTOMATIVE INDUSTRY

- Consumer trust
- Pooling



# Strategies for navigating dilemmas (10 strategies)

1. Pre-Invest if possible
2. Build a Cooperative Strategy
3. Sequential approach - Begin as producer, pooling
4. Create Marquee strategy
5. Target a user group to fill both sides
6. Provide utility to one-side first
7. Use in-house complements
8. Wedging
9. Drafting-off or slipstreaming
10. Framing to onboard users and complementors
  - *Compartmentalization (presenting tailored messages to specific audiences)*
  - *Integration (delivering a uniform message across diverse audiences)*

