Formula of O2O

Paradise of O2O

- India, Japan and China
No longer so much in the US.

Density of Population

- You no longer shop at the store,
let the store shop at you!

Strategy of High Frequency

Improve the service itself
Standardize the service
Standardize the pricing

Strategy of low frequency

- Complete the service loop
- Provide all the related service
- Provide more tools
- Float price to enhance income
- Why iphone but not xiaomi

Thank you!

Industrial Internet

- The demands are existed already offline and
were satisfied in old ways. Internet is used
to break the information asymmetry, service
loop is closed offline through the penetration
of online, which is O2O

Basic Logic of O2O

**Consumption
Internet**

- Fully Developed in the past 20 years,
service loop is well-closed online, no
participation in offline society.
- Protals: Yahoo, Sina, Sohu etc.,
- Search: Google, Baidu
- Video: Youtube, Pornhub, Youku
- Social: Facebook, Twitter, Wechat
- E-commerce: Alibaba, Amazon, Ebay

Market size

It is meaningless to talk about the
market size of O2O quantitatively,
because it is basically the GDP size
of the whole since every tradition
service can be connected and
renovated by O2O model

Distinct Fixed Price

Floating Price

Different Type of O2O

There are several ways to do
segmentation of O2O forms, one
basic criteria is service frequency, to
be precise, it is service switch
frequency.

High Frequency Service

- Uber
- Food app
- Production app
- Cleaning lady app

Low Frequency Service

- Teachers, Nanny
- Dentists
- Lawyers

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Nash: Logic of O2O

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- Didi app
- Restaurant app
- Grocery daily app

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Dichotomization

Floating Price

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Basic Logic of O2O

- Offline service posted online
  - Open Platform
  - Half Open platform
- Guests are distributed online
  - Customized demands
- Consumption occurs offline
  - Optimized through online data
- Payment occurs online
  - How platforms make money
  - Updates of data to improve further service

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Disintermediation

· No cost of Real Estate
· Freedom of technicians
· Enhance the income
· Lower the price
· Release more labor

Floating Price

· Big Data
· Machine Learning
· Reputation system
· Enhanced service quality

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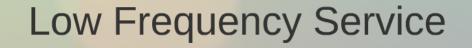
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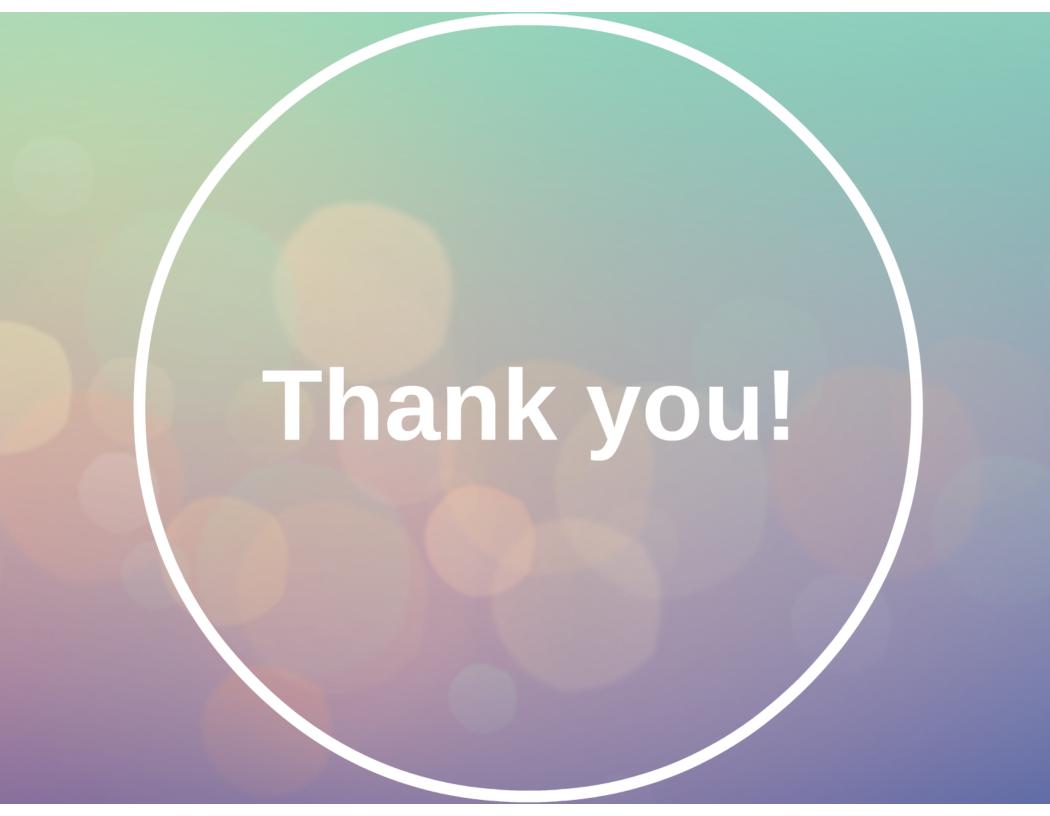Standardize the pricing

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