IoT Starter Package
for new digital business ideas

BOSCH
Invented for life

About us

Bosch.IO has more than 900 experts across the globe working in digitalization and the IoT, and collaborates with 30,000 developers from all over Bosch. Bosch builds and ships more than one billion devices ("things") every year across all industries.
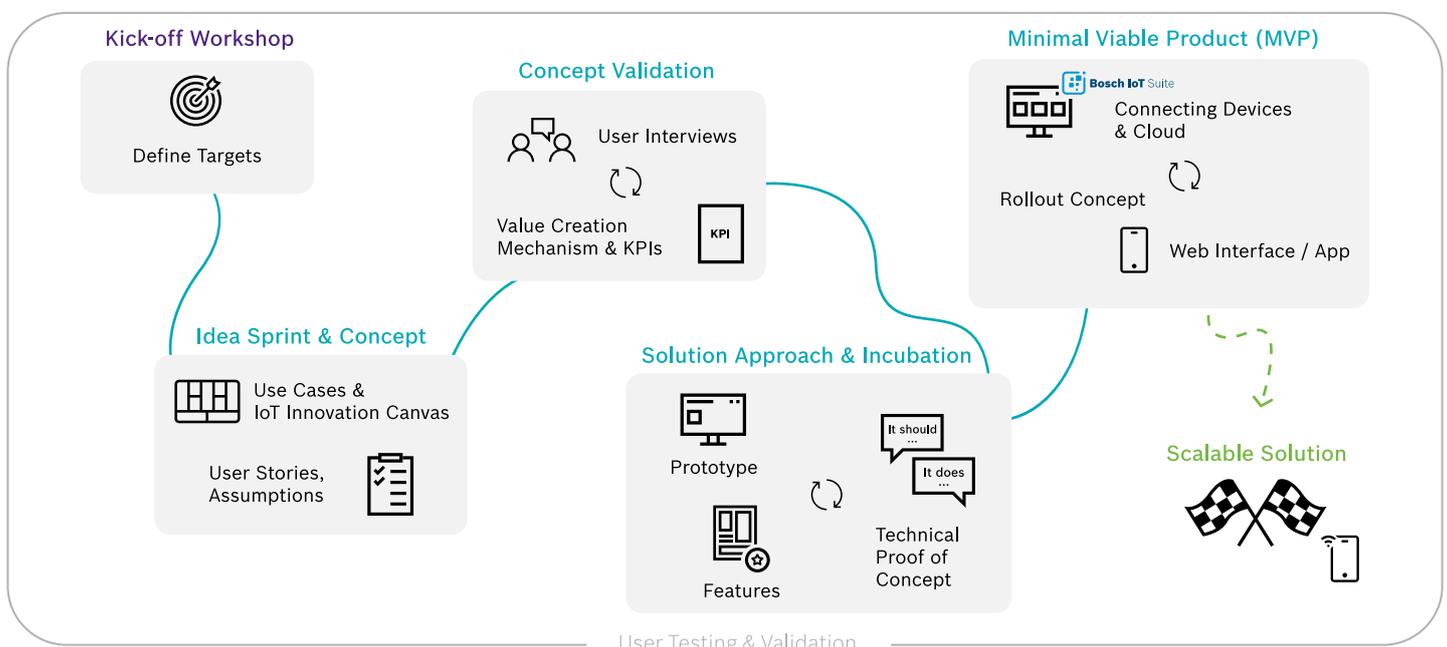
We have a team of consultants, cloud software developers, solution architects, project managers, UX designers, business model innovators, digital marketing and sales experts, and trainers, who work with our customers to create strategic ideas and put them into practice.

The challenges for our customers

Digitalization is challenging many companies to test their current business for future viability. This calls for rapid action since the competition consists not only of long-established companies, but also of flexible, innovative newcomers who are quickly penetrating the market. Developing new digital business ideas is the key to sustainable success. The Internet of Things facilitates new solutions and business models that can withstand the challenges of future markets. However, solution development strategies that worked well in the past are no longer suited to today's fast-changing market conditions, which call for fast and efficient market exploration, and deliver quick results while incorporating customer requirements from the very beginning.

Our services

Our IoT Starter Package offers you the means of rapidly assessing new business opportunities, using a modular approach. Regardless of where you are on your IoT journey, we custom-tailor an individual package for you and accompany you along the way. Our experienced IoT experts help you generate new business ideas or transfer existing ideas into a structured IoT business model. The process quickly yields a market-oriented Minimal Viable Product (MVP), an initial version of your solution with stripped-down functionality. We validate your solution with your target users at an early stage and then adapt it to identified requirements in short iterative cycles. This gives you an initial user-oriented solution within a short period of time without the need for tedious development projects. You can also be sure that your solution really meets customer requirements and that assumptions on willingness to pay and market acceptance are accurate. We will hold a joint kick-off workshop before the official project launch to define your goals and the scope of possible solutions. We then accompany you through as many as four project phases, from the idea sprint to the MVP, depending on where you currently are on your journey into the IoT.

Kick-off Workshop
Define Targets

Concept Validation
User Interviews
Value Creation Mechanism & KPIs
KPI

Minimal Viable Product (MVP)
Bosch IoT Suite
Connecting Devices & Cloud
Rollout Concept
Web Interface / App

Idea Sprint & Concept
Use Cases & IoT Innovation Canvas
User Stories, Assumptions

Solution Approach & Incubation
Prototype
It should ...
It does ...
Features
Technical Proof of Concept

Scalable Solution

User Testing & Validation

From idea sprint to MVP: an overview of the various steps

Idea sprint, concept definition

In the initial phase, we work with you to jointly formulate promising business ideas and the corresponding use cases. We then choose the most promising concept from this idea pool and develop it further. The assumptions underlying this choice are being made transparent and can then be validated. We lay the foundations for your MVP in the course of this two-day workshop.

Concept validation

Together with our User Experience (UX) specialists, we fine-tune your concept and immediately validate it in initial user interviews. This tells us right away whether there is interest in the idea and whether critical assumptions have been realistically evaluated. In parallel, you can conduct business case costing or additional market and user research to validate other relevant assumptions.

The advantage of this approach is that you can minimize the risk of your idea failing to meet user and market requirements at an early stage.

Solution approach and incubation

We then use functional prototypes and a technical Proof of Concept (PoC) to test the solution iteratively with your customer, refining it and developing it further. This lets us quickly and easily test whether your solution strategy is technically feasible and whether or not the planned functionalities will cover your users' requirements.

Developing the MVP

Our developers then create an initial solution, the Minimum Viable Product (MVP), based on the prototype and the Bosch IoT Suite. We develop the MVP agilely in alternating development and test sprints. We test the MVP constantly in the market together with our UX designers and improve it in iterative cycles.

Our IoT Starter Package gives you a fast-track introduction to the mindset and working style for IoT business models and solutions, which will continue to benefit you in the development of further business ideas in the future. Your MVP now serves as a foundation for your sustainable, scalable IoT solution.

Why opt for the IoT starter package?

1. You receive a fast-track introduction to the Internet of Things with experienced Bosch experts.

2. You profit from our many years of IoT experience and the in-depth methodological, technical and domain knowledge of our experts.

3. Our experts accompany, advise and support you throughout the entire process, ensuring a seamless transition from the initial idea to the prototype and finally to your MVP.

4. Thanks to fast and early validation and adaptation of your solution, you increase your chances of success while minimizing your risks.

More about us

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