

Views on “Smarter Living”

As Technology Changes the World around Us

We work and live in world being reshaped by technological innovation. Cloud computing, artificial intelligence, augmented and virtual reality, internet of things, robotics, voice/image processing and blockchains are among the technologies that are changing how we interact, exchange and share information, ideas, products and services. In addition, there is increasing interaction among machines and applications that is driving new classes of autonomous systems.

After decades of viewing information technology as “enterprise computing”, we at La Honda Advisors are seeing a market shift toward **“Smarter Living”** — which increasingly focuses on the experiences, engagement, and interactions of end users beyond the four walls of the enterprise.

With our **Smarter Living series**, we will share our views on these and other dynamics which are changing how we work, play, give back, govern, commute, learn, trade, entertain, retire, communicate and more. These innovations are changing our homes, schools, businesses and governments.

We look forward to sharing the **“Smarter Living” journey with you**. Please reach out with your views feedback and questions!

Drivers of value in the “Smarter Living” ecosystem



Products and services that are consumer/citizen driven



Applications built with bottoms-up and peer-to-peer approaches



Processes that are agile, iterative and collaborative



Customized user experiences



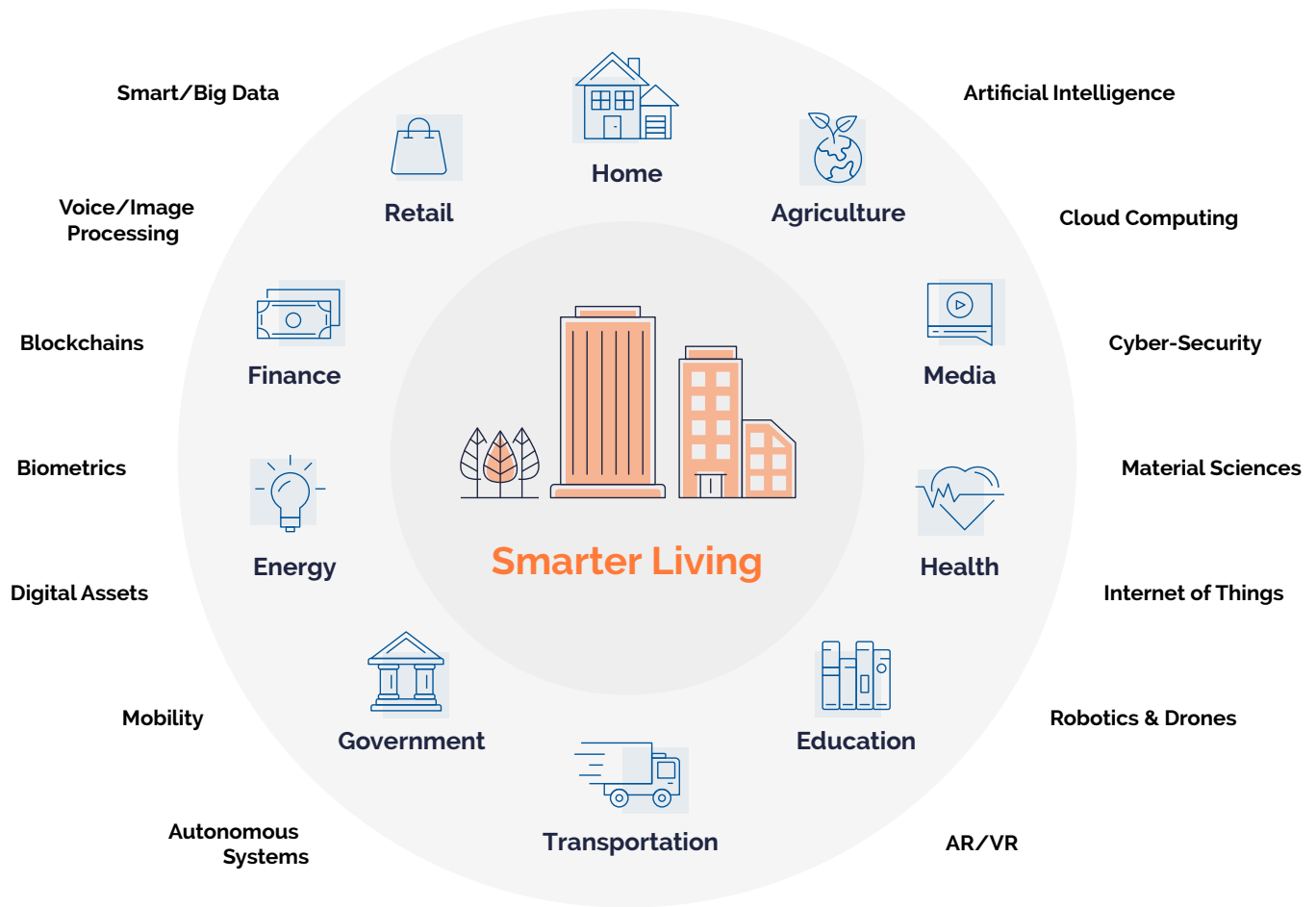
Connections that are multi-directional



Information gathered from mobile & wearable devices, sensors and more



Data that is personal, actionable and “right-sized” to specific use cases



About La Honda Advisors

La Honda Advisors is an investment banking boutique focused on achieving exceptional M&A and financing outcomes for our clients. Our clients are the innovators and technology leaders who build great companies and seek more creative, nimble approaches. While based in Silicon Valley, our reach is global.

For more information on La Honda Advisors, please visit our website at www.lahondaadvisors.com or contact our Partners.

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David Ketsdever, Partner
david@lahondaadvisors.com

Julie Levenson, Partner
julie@lahondaadvisors.com

