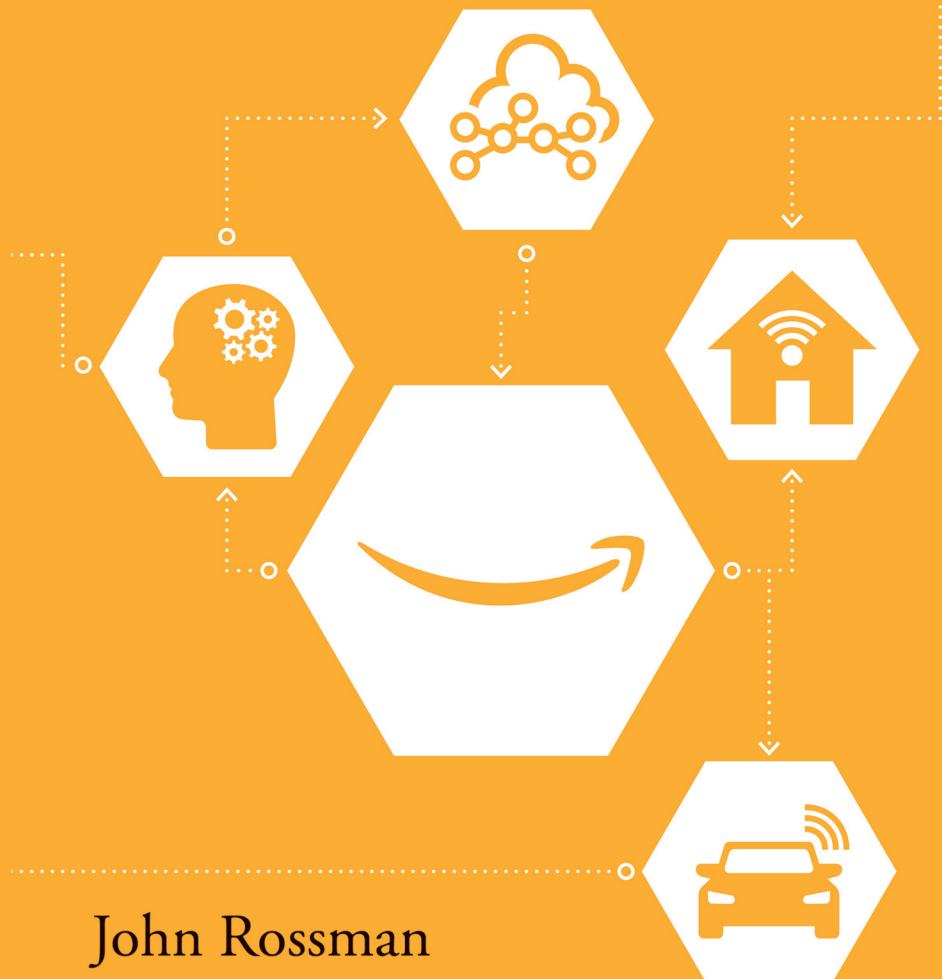


# The Amazon Way on IoT

10 Principles for Every Leader from the  
World's Leading Internet of Things Strategies



John Rossman

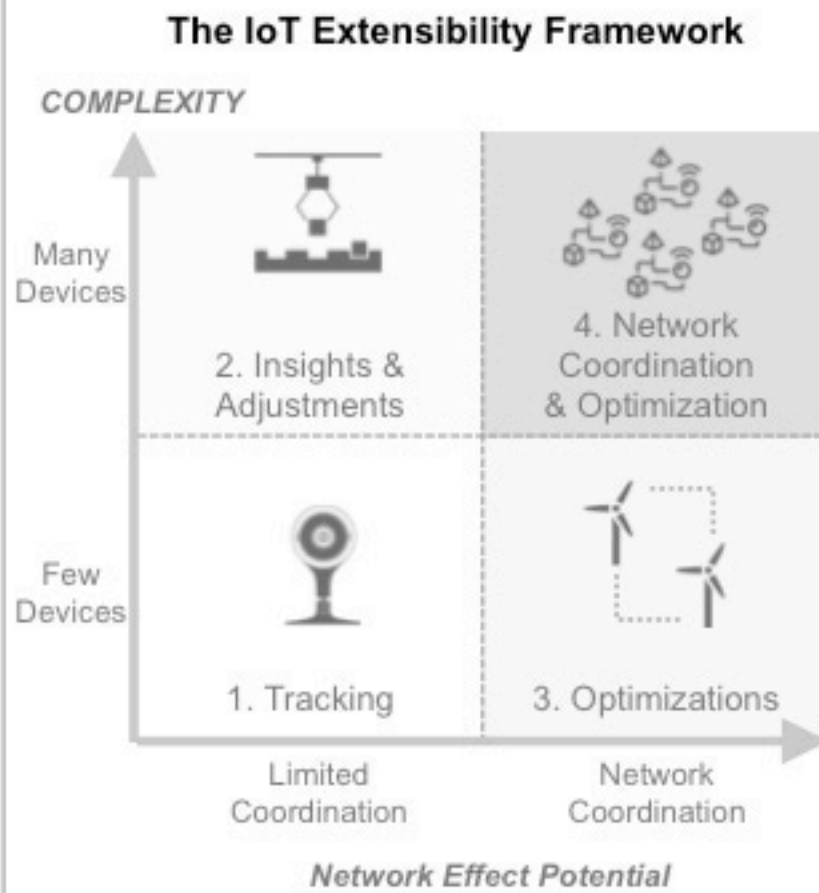
**BONUS MATERIAL**

*Diagram Name: The Triple Threat of IoT*



*Chapter: Introduction*  
*Status: Complete*

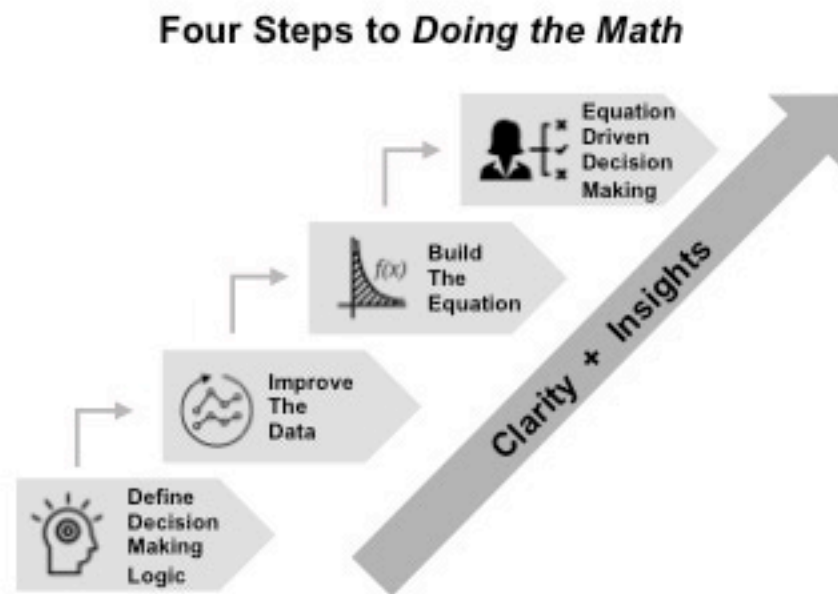
**Diagram Name: IoT Extensibility Framework**



**Chapter: 1 - Introduction**

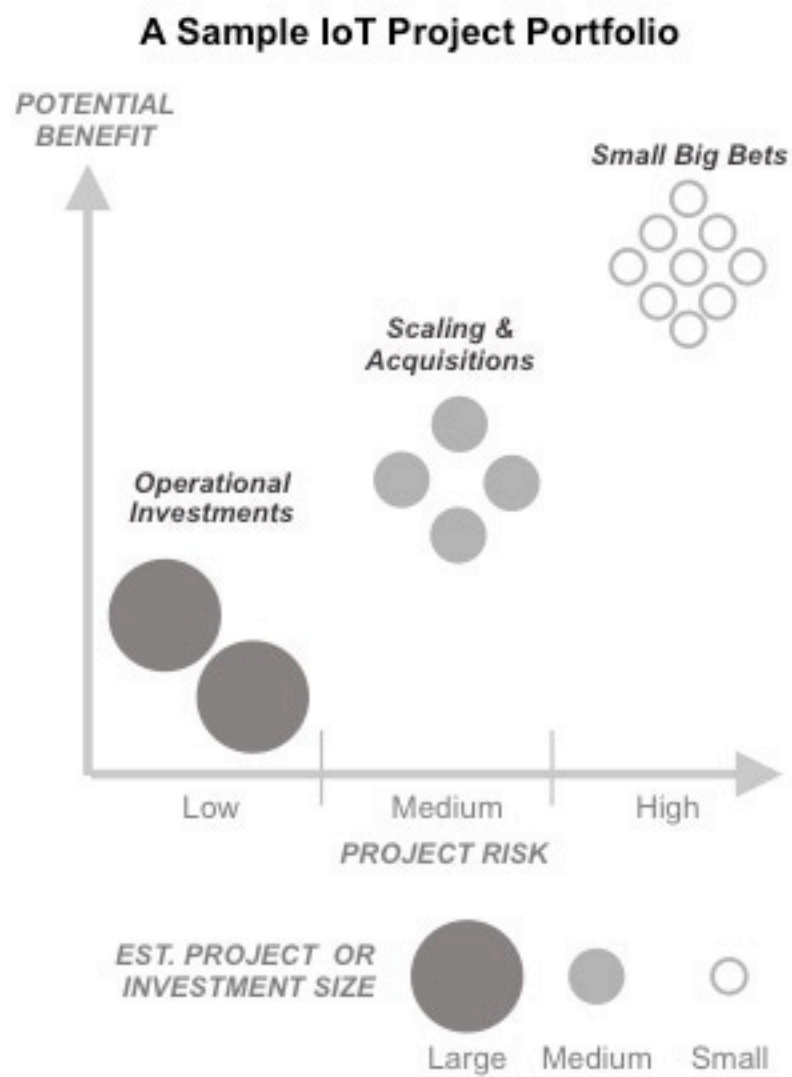
**Status: Complete**

*Diagram Name: 4 Steps to Doing the Math*



*Chapter: 4 – Do the Math*  
*Status: Complete*

*Diagram Name: A Sample IoT Project Portfolio*



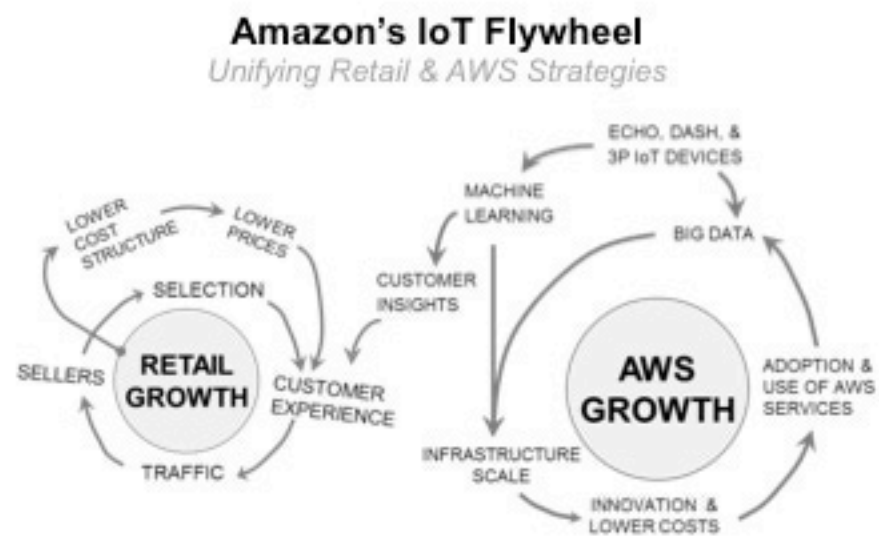
*Chapter: 5 – Think Big but Start Small*  
*Status: Complete*

*Diagram Name: Original Amazon Flywheel*



*Chapter: 10 – Synergies of the Flywheel*  
*Status: Complete*

*Diagram Name: Amazon IoT Flywheel*



*Chapter: 10 – Synergies of the Flywheel*  
*Status: Complete*

**Diagram Name: Designing Your Own Flywheel**

**Six Steps to Designing Your Own Flywheel**

**1**



Create a preliminary definition and scope statement

**2**



Outline the key nouns and variables

**3**



Rationalize and group the nouns and variables

**4**



Build a causal relationship diagram

**5**



Keep working the model and simplify overtime

**6**

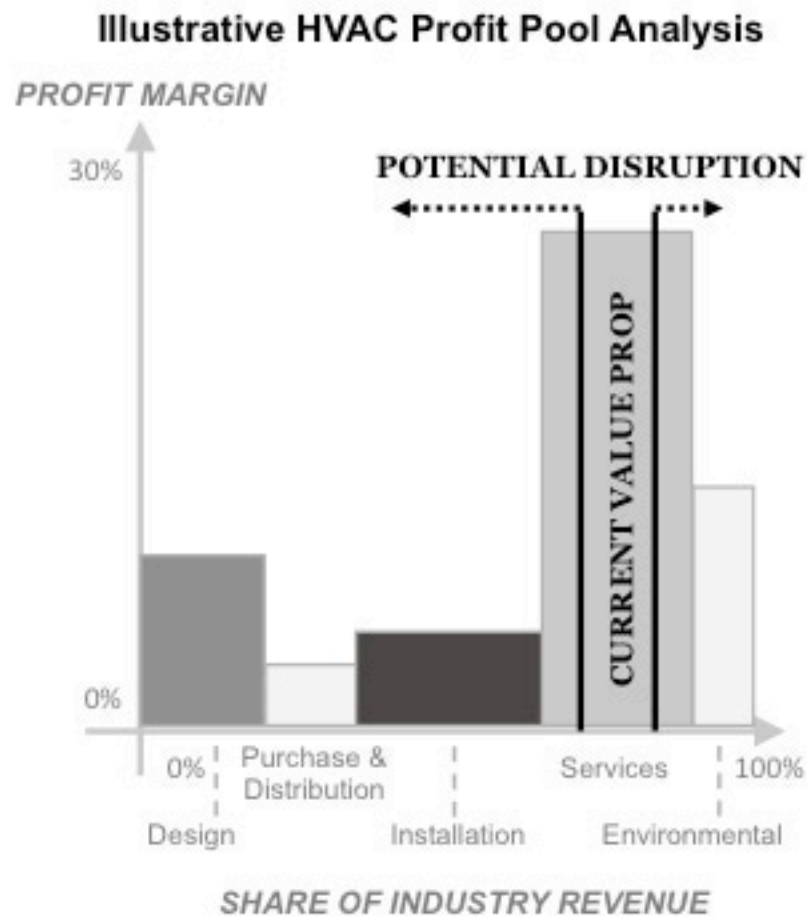


Identify the implications of the model

*Chapter: 10 – Synergies of the Flywheel*  
*Status: Complete*



**Diagram Name: Illustrative HVAC Profit Pool Analysis**



**Chapter: 9 – Disrupting the industry value chain**  
**Comments: complete**