Grand masterplan

It took TalkPool 16 years to build a market presence with companies in 15 countries (in Europe, Africa and America) that assist large clients to adopt new communication technology. It'll take less than half that time for TalkPool to attain global reach with approximately 30 companies. A handful hubs will be supporting the surrounding markets and the companies will develop local niche competences that are cross-sold to other TalkPool markets. We invite local partners to take ownership in TalkPool's companies to foster entrepreneurship and risk sharing. This will result in increasing profit margins and growth. Headquarter costs will be kept low and focus will be on our most profitable operations, in particular on understanding and adapting to customer/industry needs and the eco-systems serving them.

The money generated from TalkPool's market companies are used to develop infrastructure solutions and skills for the information society, also called "Internet of Things". The solutions include apps (for smartphone, tablets and computers), smart devices (embedded with electronics, software & sensors) and network connectivity. Each "thing" is uniquely identifiable through its embedded computing system and is able to interoperate within the existing Internet infrastructure. The interconnection of these embedded devices, is expected to impact nearly all industries, or so called verticals, including smart cities, smart homes, transport and health. We will initially develop and market many different vertical solutions ranging from environment control to ski-school tracker and work-place management but we will eventually narrow in on a few vertical solutions, in which we become industry leaders.

In addition to developing own vertical IoT solutions, TalkPool will integrate solutions made by other companies. We will come up with solutions to client problems, from design to integration of the different IoT building blocks. Many of the building blocks are under development, so we will need to be innovative and embrace new technologies when developing architecture for the emerging internet solutions. In addition to connecting client products to the internet, we will provide financed end-to-end packages that allows our clients to charge for their service rather than selling the product.

In short we will
1. Expand our existing network services activities in profitable niches
2. Use the cash to develop own solutions for the Internet of Things
3. Assist our clients to convert from selling a product to selling a service

We will be profitable in spite of making investments in IoT and we will avoid building up costly organizational structures and outperform markets as a listed company. We believe in thinking differently and challenging the status quo. We are building an organization that will help many clients gain total control of their business☺

Magnus Sparrholm, TalkPool board in January 2017.