

Seminar: Can the All-in-One App be Replicated?

Oxford, United Kingdom

December 4, 2023

GMT1:30-3:40PM

"All-in-One Apps", also known as super apps that integrate a wide array of services from social networking, financial services, e-commerce to food delivery, ride hailing and more, within a single platform. The rise of all-in-one apps has significantly transformed our daily engagement with technology and businesses. Our event is designed to stimulate insightful conversations on the emergence and proliferation of these "everything apps" and the innovative strategies underpinning their distinctive models.

We plan to delve into the metamorphosis of the leading "All-in-One Apps". This model has seen tremendous success in Asia, and we're keen to explore the replication of such apps in other markets, as well as the opportunities and challenges it presents for businesses. The seminar will also examine the future potential of various all-in-one platform models and spotlight potential disruptors in this dynamic field.

The seminar will feature keynote presentations and panel discussions hosted by professors from the University of Oxford, and live Q&A sessions with attendees.

Among the topics we'll dive into:

- What is an 'All-in-One App/Super App'? What are the main types? What is the strategy behind the success of an All-in-One App?
- Why do tech companies want to make a Super App? What value does the Super App model offer? What challenges and opportunities could this model present to businesses? When is Super App a good idea for a business?
- What are the future trends of the All-in-One App model? Can it be applied to other products? And if so, what strategies could they employ to achieve this? Who will be the next?

Speakers (In alphabetical order)

Chang Su Senior Product Director, Weixin

David Gann Vice-chancellor, University of Oxford

Jocelyn Alexander Head of Department of International Development, University of Oxford

Kevin Collins Managing Director, Software & Platforms, Innovation & Offerings, Global, Accenture

Kevin Shimota Author of 'The First Super App', Director of Partnerships, Weixin Pay Oceania

Laura McCracken Advisory Board Member, The Payment Association

Rui Ma Founder & Consulting Editor, Tech Buzz China

Wim Vanhaverbeke Professor Digital Strategy and Innovation, University of Antwerp

Xiaolan Fu TMCD Director, Fellow of the Academy of Social Sciences, University of Oxford

Yifan (Chris) Li Director of New Business Development, Bosch Siemens Home Appliance

AGENDA

13:30-13:35 Prologue

David Gann

13:35-14:15 Keynote Speech (Host: Prof. Jocelyn Alexander)

13:35-13:45 Laura McCracken

13:45-13:55 Xiaolan Fu

13:55-14:05 Wim Vanhaverbeke

14:05-14:15 Q&A

14:15-15:35 Roundtable Discussion (Host: Prof. Xiaolan Fu)

14:15-14:45 Panel 1: The Evolution of All-in-One Apps

Chang Su

Yifan (Chris) Li

14:45-15:25 Panel 2: Future Trends of All-in-One Apps

Kevin Collins

Kevin Shimota

Laura McCracken

Rui Ma

15:25-15:35 Q&A

15:35-15:40 Summary Speech

Xiaolan Fu

Click here to register: https://us06web.zoom.us/webinar/register/7817008349357/WN_ZO5-olpLTk-QduJGprTISw