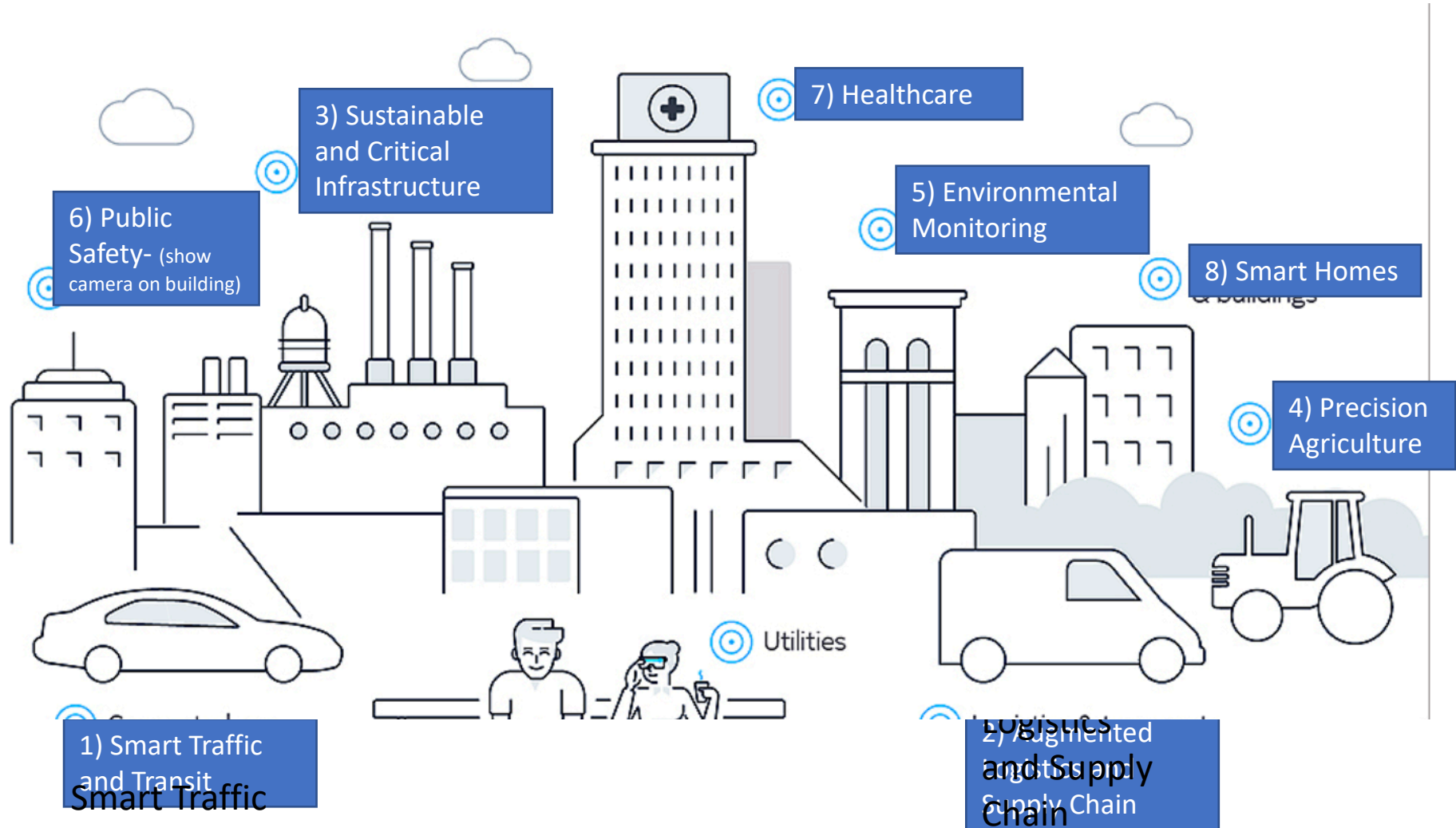
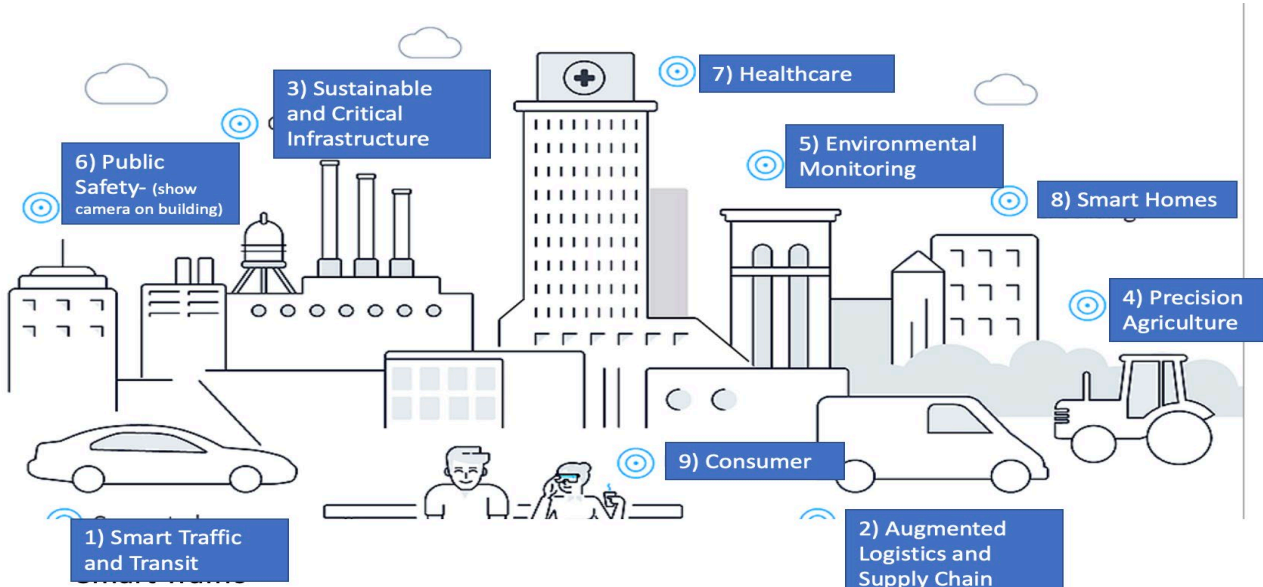


# IoT Areas- Option 1 Diagram

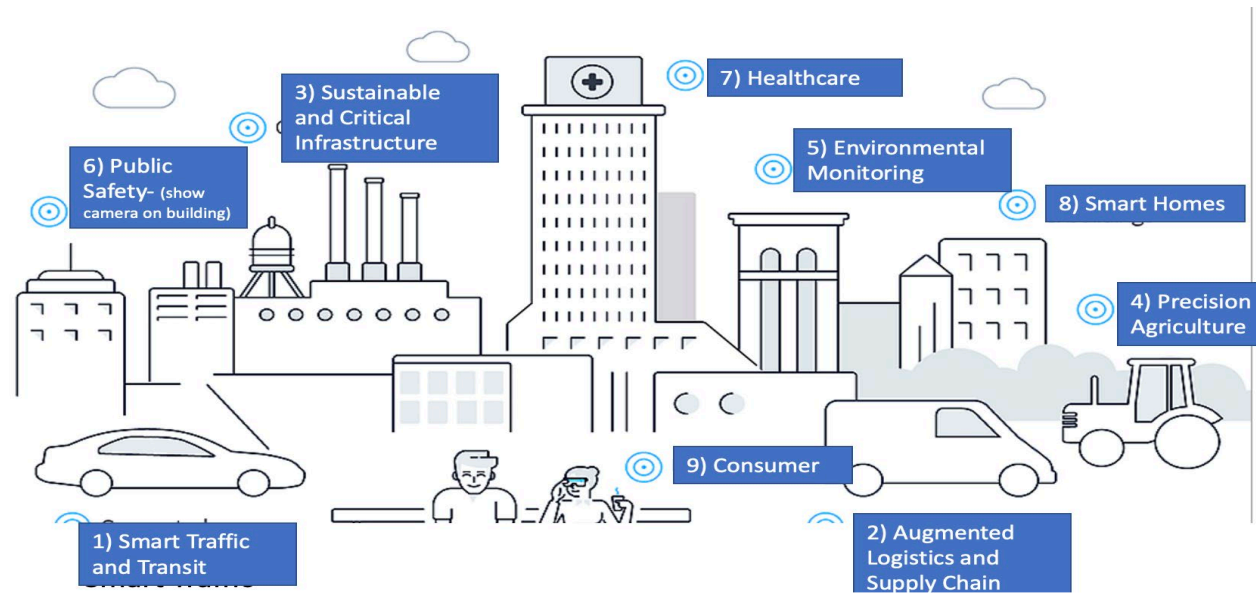


# Barriers



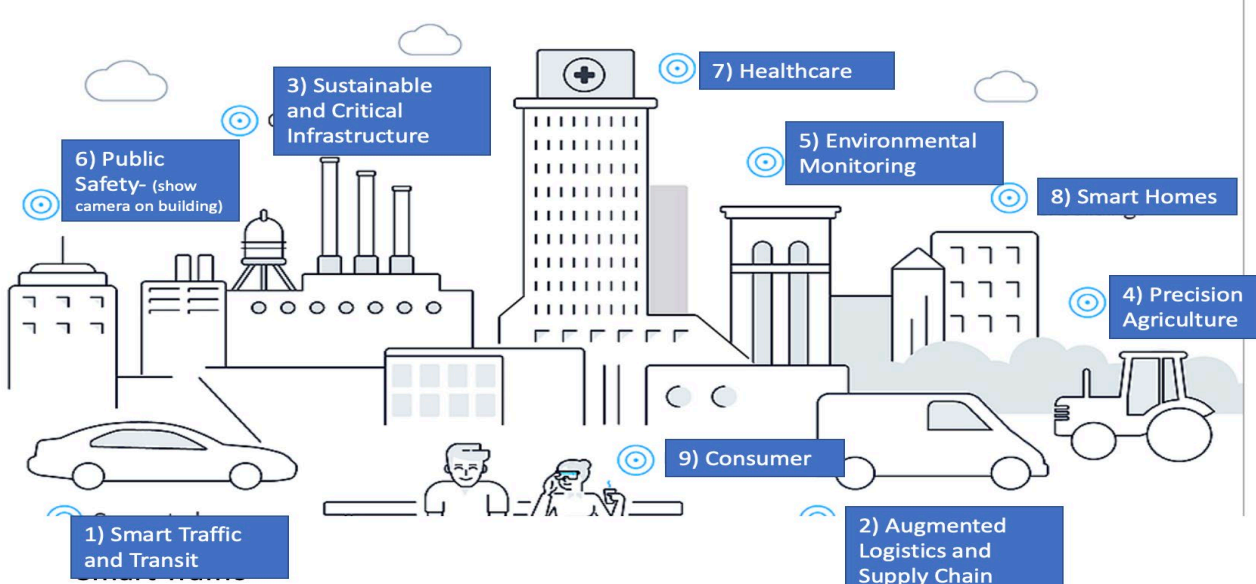
<b>Cross Market</b>	
<b>Cybersecurity</b>	
<b>Privacy and data ownership</b>	
<b>Standards and Interoperability</b>	
<b>Skills, education, workforce development</b>	
<b>Regulations and commerce</b>	
<b>Policies</b>	
<b>International engagement</b>	

# Opportunities



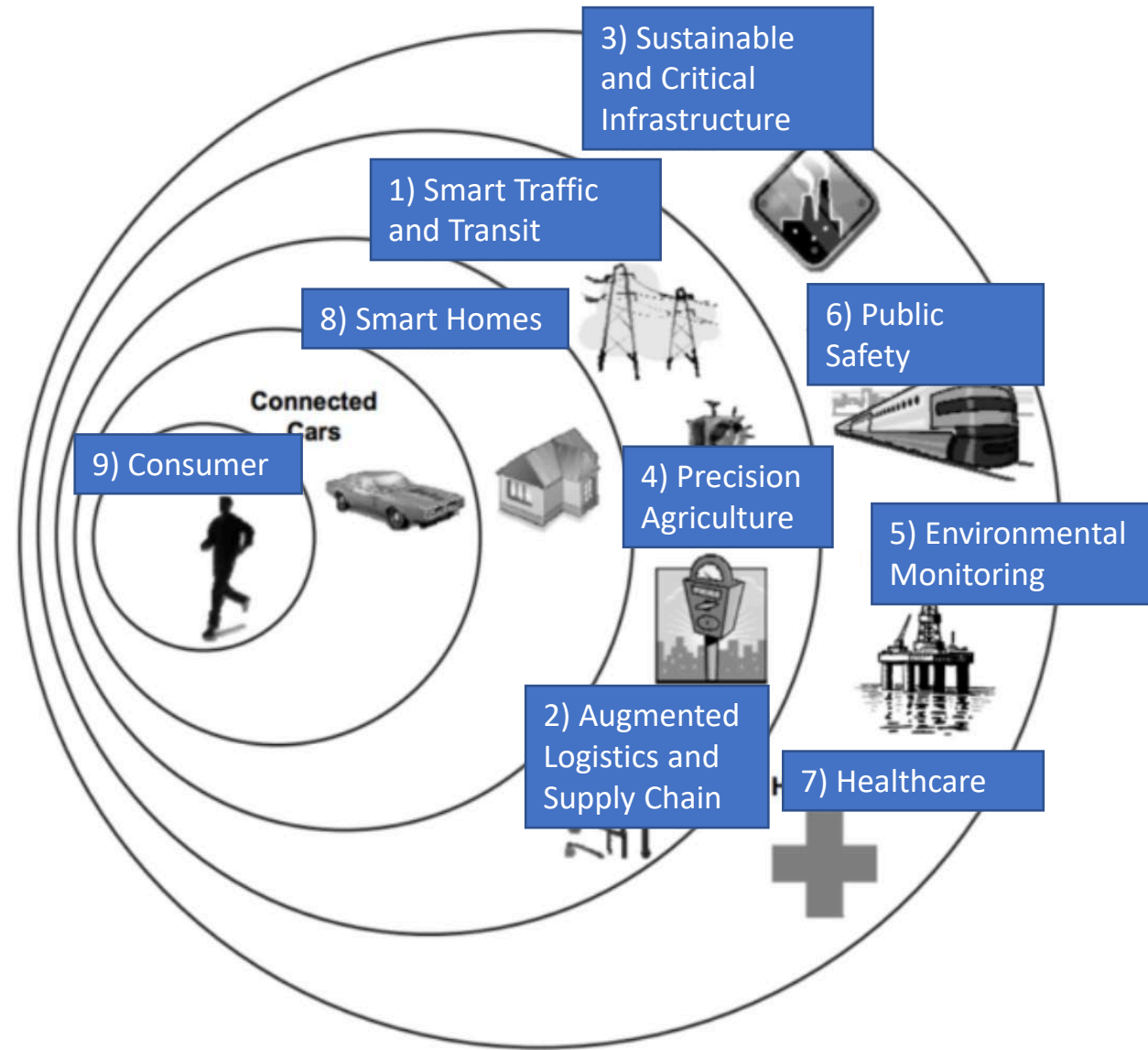
<b>Cross Market</b>	
<b>Cybersecurity</b>	
<b>Privacy and data ownership</b>	
<b>Standards and Interoperability</b>	
<b>Skills, education, workforce development</b>	
<b>Regulations and commerce</b>	
<b>Policies</b>	
<b>International engagement</b>	

# Recommendations

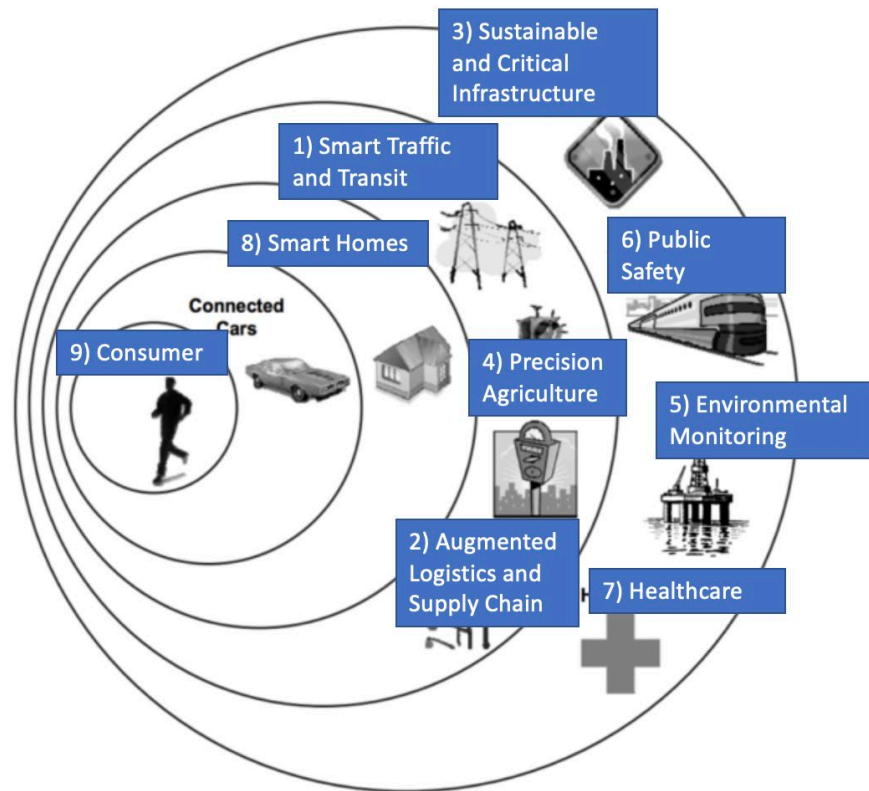


<b>Cross Market</b>	
<b>Cybersecurity</b>	
<b>Privacy and data ownership</b>	
<b>Standards and Interoperability</b>	
<b>Skills, education, workforce development</b>	
<b>Regulations and commerce</b>	
<b>Policies</b>	
<b>International engagement</b>	

# IoT Areas- Option 2 Diagram



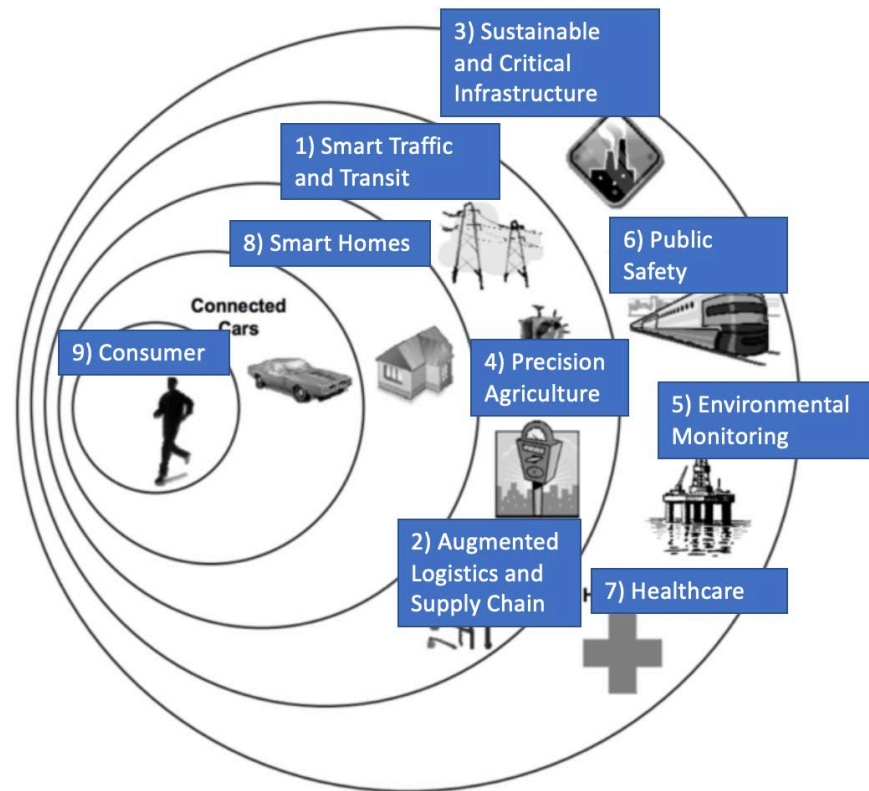
# Barriers



Source: Goldman Sachs Global Investment Research.

Cross Market	
Cybersecurity	
Privacy and data ownership	
Standards and Interoperability	
Skills, education, workforce development	
Regulations and commerce	
Policies	
International engagement	

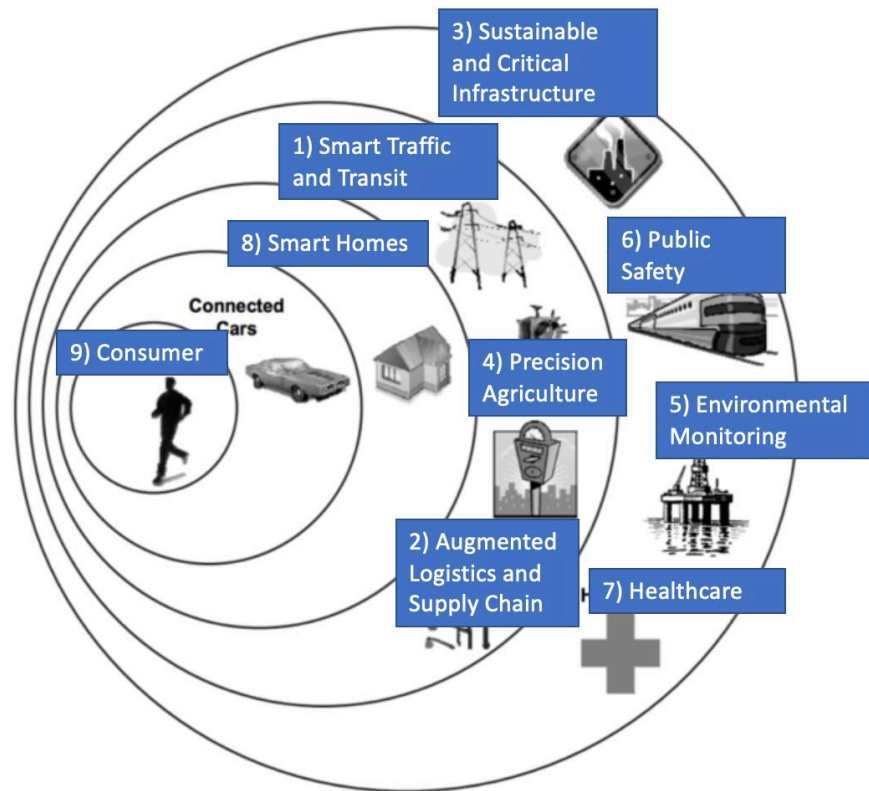
# Opportunities



Source: Goldman Sachs Global Investment Research.

Cross Market	
Cybersecurity	
Privacy and data ownership	
Standards and Interoperability	
Skills, education, workforce development	
Regulations and commerce	
Policies	
International engagement	

# Recommendations

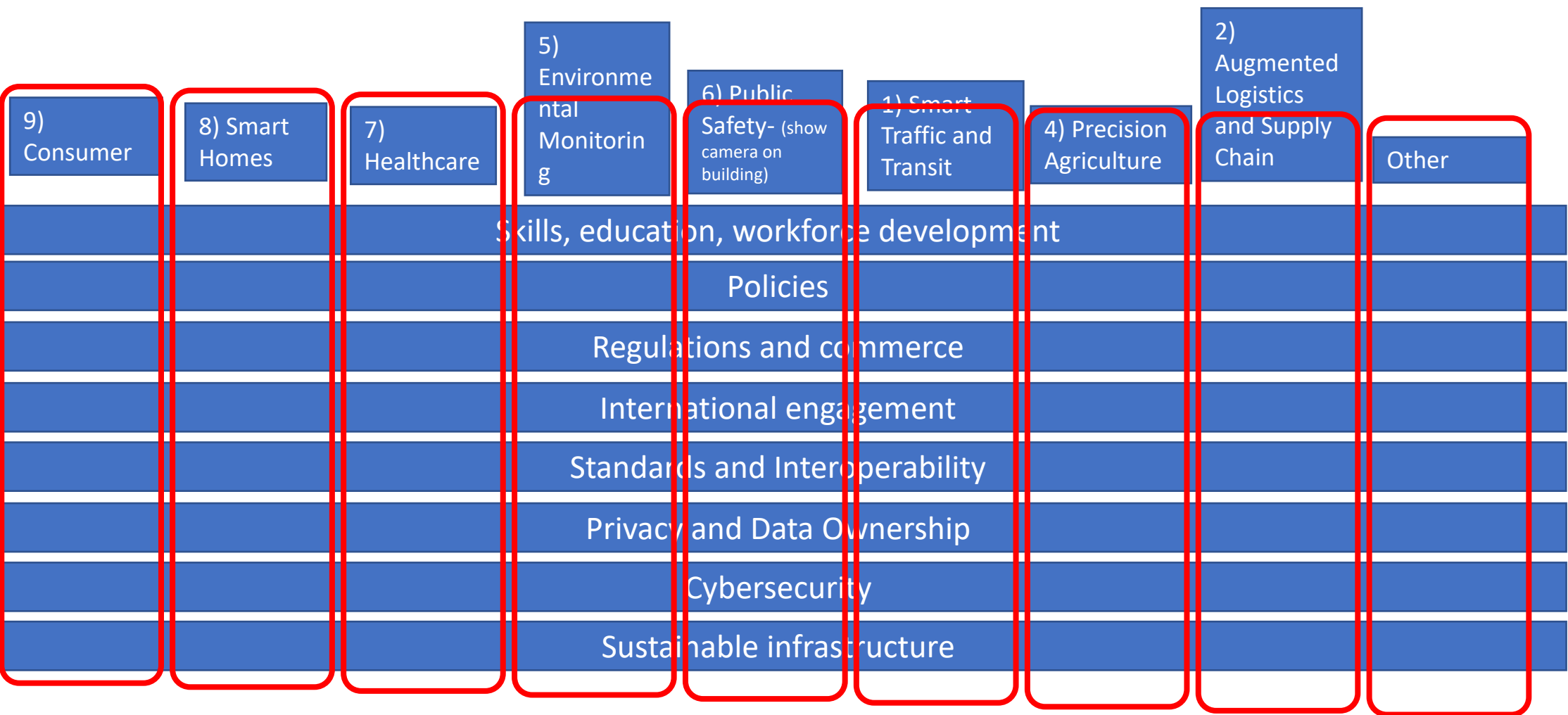


Source: Goldman Sachs Global Investment Research.

Cross Market	
Cybersecurity	
Privacy and data ownership	
Standards and Interoperability	
Skills, education, workforce development	
Regulations and commerce	
Policies	
International engagement	



Verticals/Markets/  
Application areas



Economic enablers

Policy enablers

Market enablers

Digital enablers

9) Consumer

8) Smart Homes

7) Healthcare

5) Environmental Monitoring

6) Public Safety- (show camera on building)

1) Smart Traffic and Transit

4) Precision Agriculture

2) Augmented Logistics and Supply Chain

Other

Skills, education, workforce development

Policies

Regulations and commerce

International engagement

Standards and Interoperability

Privacy and Data Ownership

Cybersecurity

Sustainable infrastructure