

Exactly where and how do you get started in the world of IoT? Motivation and experience clearly varies a great deal according to who you speak to, but as our interviews with startups founders reveal throughout this report, some common themes rapidly emerge, not least the difficulty of doing it all yourself. Technology is rarely a problem - today's tech-savvy entrepreneurs are digital natives well accustomed to solving problems with a wide variety of digital tools. But while many traditional tech startups can build entire businesses using little more than free developer tools and rented server space, most IoT startups typically need much broader business-focused skillsets.

One specific factor to consider is the likely profile of a typical customer - not always a single app-focused consumer, but in many cases a large enterprise, energy supplier or government department. Even finding the right person to discuss pilot projects with can be a challenge in such large organisations.

As more than one founder mentioned during the preparation of this report, the hard part is not writing

IoE for industry

While nearly every business sector provides significant opportunities for IoE startups, Cisco has identified four key vertical sectors that it believes will have the greatest impact on the UK economy in the short term – healthcare, retail, transport and energy.

The value at stake for the IoE is defined as the potential bottom line value which could be created, the expected change in the bottom line value for the industry (Cisco, Cisco Policy 2007)

Startups to watch in healthcare

[uMotif](#) uses simple and engaging web and mobile apps to help people track and monitor their health and choose to share their data with their clinicians,

Another sector with tremendous opportunities for

Startups to watch in energy

[Permasense](#) is a world leader in the field of continuous corrosion monitoring, providing real-

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