



Ericsson

Challenge: Monetizing 5G – Network as a Platform

1. Research 5G network capabilities and use cases or applications that need 5G capabilities.
2. Identify top three use cases of 5G backed by data indicating customer need and traction including but not limited to metaverse technologies.
3. Study potential business models that could be successful as new applications and models emerge
4. Provide possible opportunities for Ericsson and how 5G can unlock opportunities that were otherwise not possible.
5. Identify how monetizing 5G will create value for the entire Ericsson ecosystem.



Corporate Sponsor & Mentor

Salman Taj, Vice President,
Innovation/ Head of Ericsson ONE, Americas