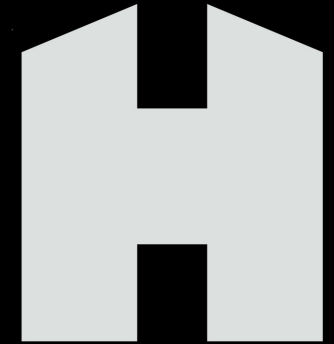


# HanaHaus



## An SAP Innovation Initiative

Sanjay Shirole  
Vice President SAP Labs Palo Alto  
Innovation Center Network Silicon  
Valley

[sanjay.shirole@sap.com](mailto:sanjay.shirole@sap.com)

# What is SAP

5 founders with a simple promise





A person wearing a red apron over a white shirt is holding a handheld device, possibly a scanner or a payment terminal. The background is blurred, suggesting a retail or service environment.

# 74%

**of the world's  
transaction revenue  
touches an SAP  
system**

A woman with short blonde hair is smiling and holding several shopping bags. She is wearing a brown jacket. The background is blurred, suggesting a retail environment.

# 98%

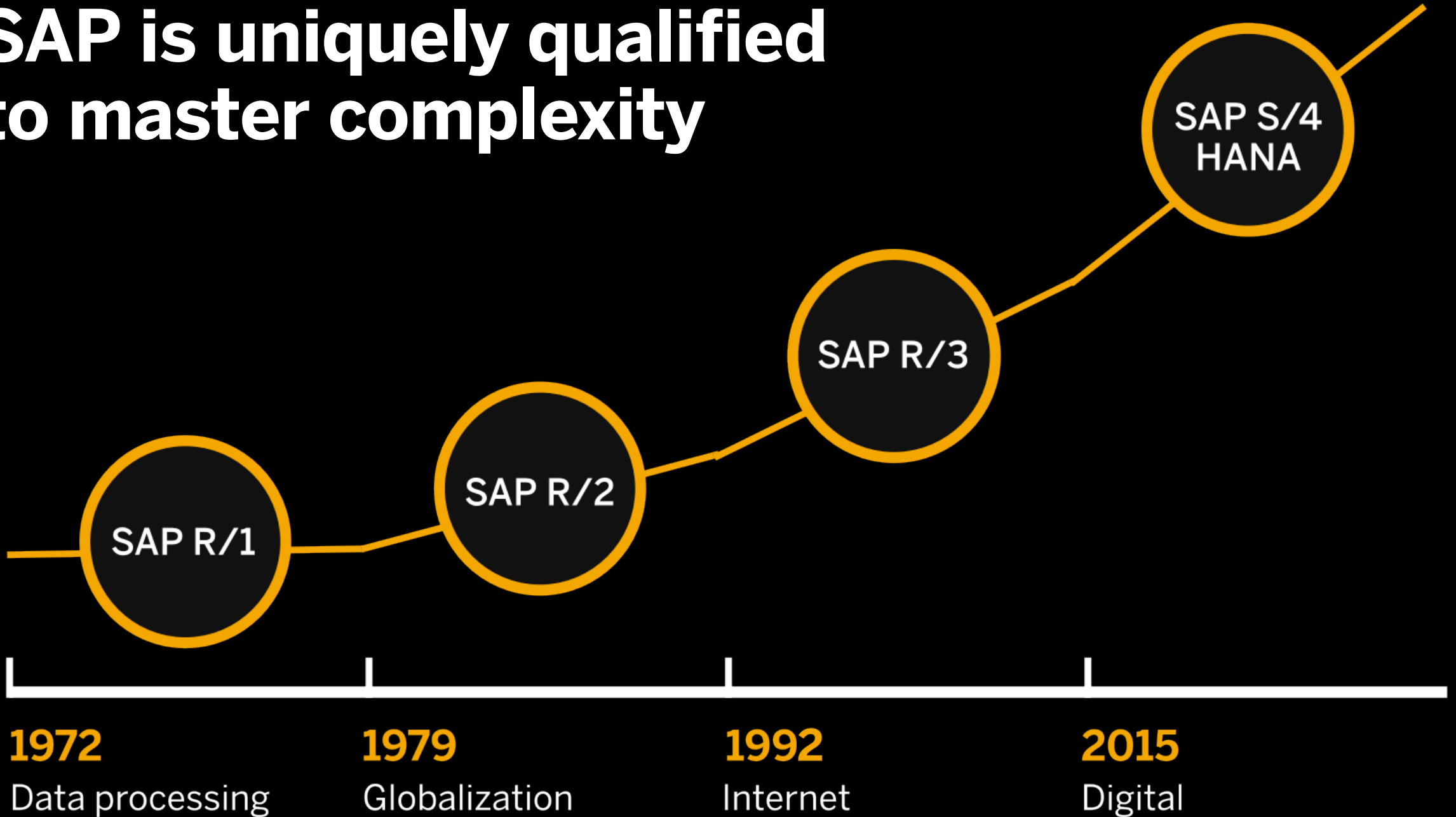
**of the top 100 most  
valued brands in  
the world are SAP  
customers**

A man with a beard and short brown hair is looking down at a laptop. He is wearing a plaid shirt. The background is blurred, suggesting an office or business environment.

# 78%

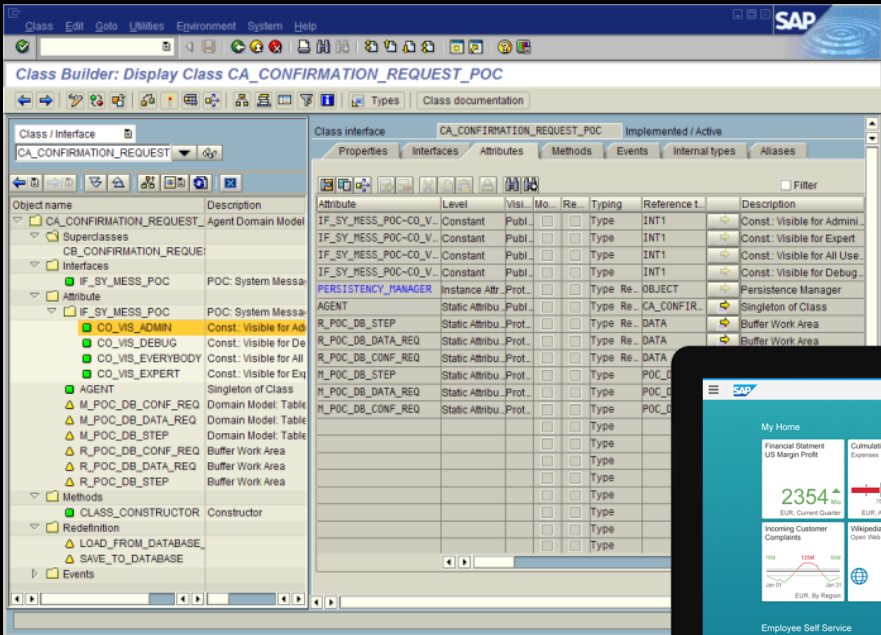
**of the world's food  
is distributed by  
SAP's customers**

# SAP is uniquely qualified to master complexity



# SAP

# How we evolved





# Prof. Dr. h.c. Hasso Platter

## SAP Co-Founder and Chairman of the Supervisory Board



SCHOOL OF  
DESIGN THINKING  
Hasso-Plattner-Institut  
Universität Potsdam



HPI Hasso  
Plattner  
Institut  
IT Systems Engineering | Universität Potsdam

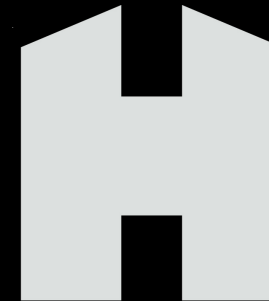


INNOVATION  
CENTER  
SILICON VALLEY

startup.focus.



d.   
HASSO PLATTNER  
Institute of Design at Stanford



HanaHaus





Innovation is in our DNA  
since 1972

# SAP Innovation Center Network

## Pioneering New Markets with Disruptive Technologies

### EXPLORE

- Thought Leadership
- Exploration of Disruptive Technologies

### ENGAGE

- Customer-driven Part Accelerator & Incubator
- Identifying Whitespace Opportunities for SAP
- Operationalization with 1:1 Customer Pilots

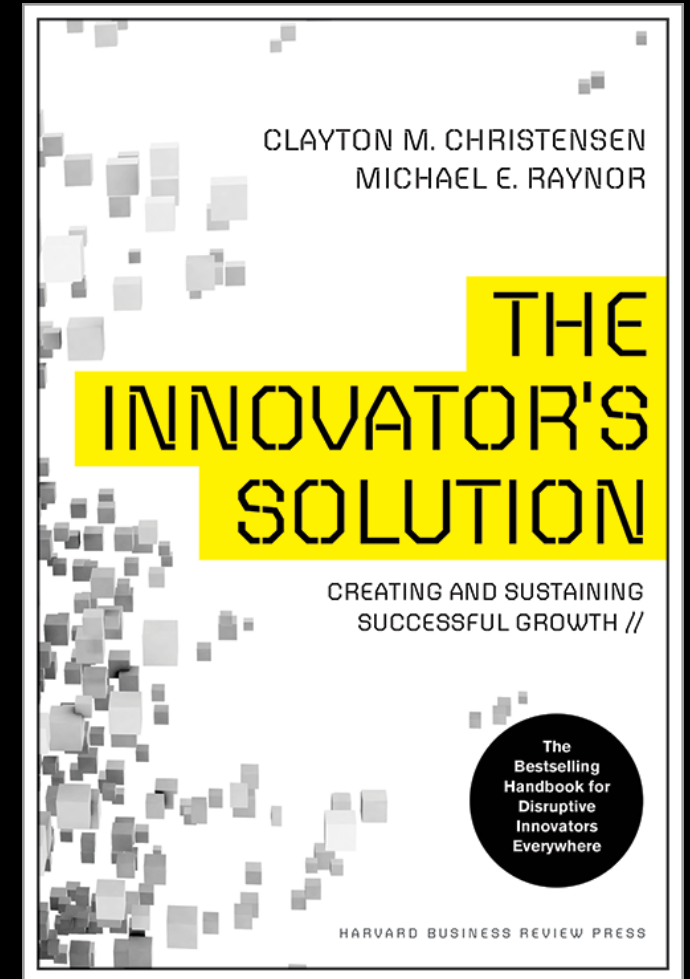
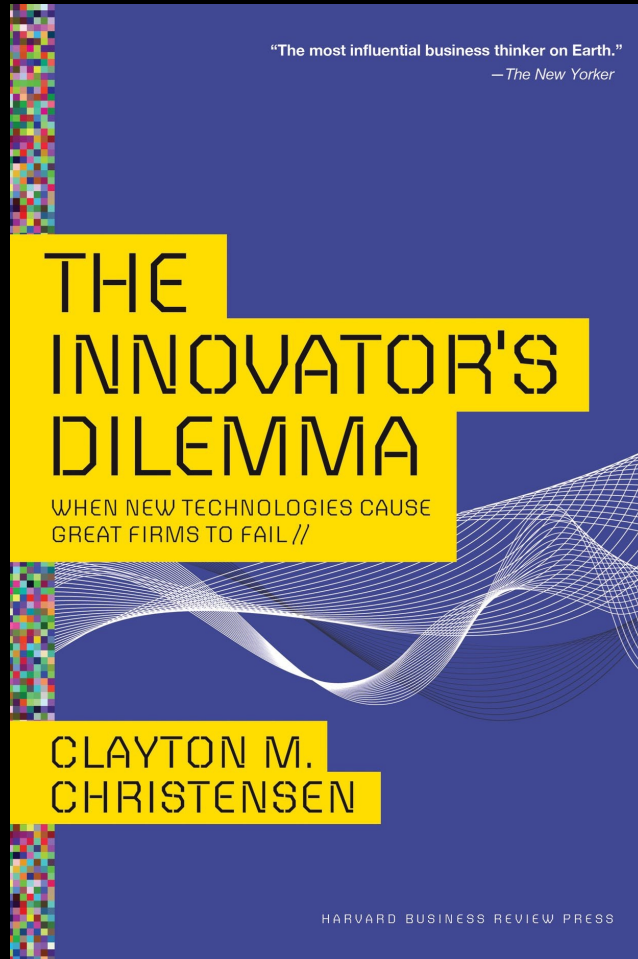
### SCALE

- Validate and Productize Existing IP
- Scaling by Going to Market with Early Adaptor Customers



# HanaHaus

How does it fit into the SAP ecosystem?





# Hasso Plattner

## & his vision of creating the Hana Café



HANA CAFE (fun, fun, fun)

Berlin  
Shanghai  
...

①

- coffee shop (existing) one
- (snaps) down town
- free internet
- all starts ups on WIKI can be looked at

→ their ready  
- culture  
- business want

② after 17.00h on one day per week have one HANA sessions for 20m

③ - build coalitions  
- chat

④ open app house

⑤ Lumia, new way, bi

INCEPTION- HASSO'S NOTES.

A COMMUNITY OF PURPOSE WORKING, LEARNING AND PLAYING TOGETHER IS THE HEART OF THIS PLACE. GRAPHIC AND VISUAL DISPLAY OF THEIR WORK THE DRAMA OF IT.

# Hana Cafe

PRELIMINARY CONCEPTS



Arabica meets Hana.....





HanaHaus

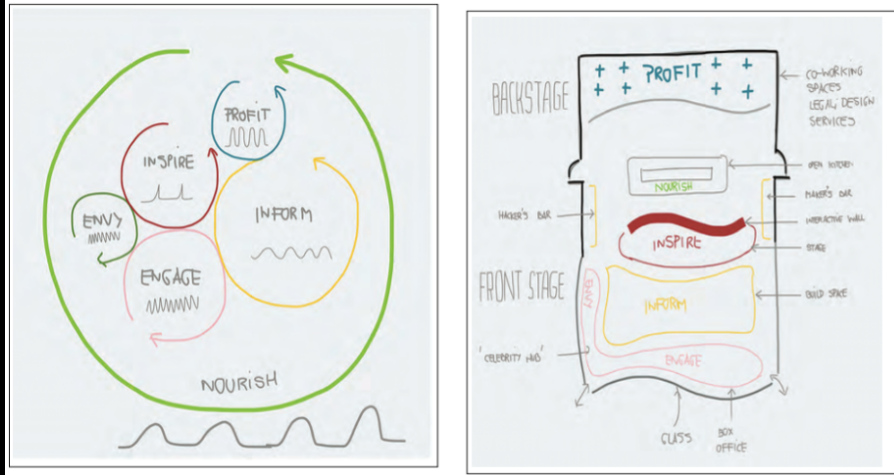
Explore, Engage, Scale





# Explore

## Location, Personas, Design



### THE PATRONS TO THE HANA CAFE .....

#### THE LAY PERSON.....

IS A CONSUMER OF SOFTWARE AND NOT A CREATOR OF IT. SHE DOES NOT CONSIDER BUILDING APPLICATIONS AS AN ACTIVITY THAT IS OPEN TO HER. SHE WILL FREQUENT THE HANA CAFE FOR ITS GOOD FOOD AND COFFEE, AND AS A VENUE FOR AFTER HOURS ENTERTAINMENT. THE HANA CAFE'S GOAL IS TO MAKE HER AN INITIATE, THROUGH EXPOSURE TO THE TOOLS AND THE COMMUNITY OF CREATORS.

#### THE NOVICE & INITIATE...

HAS BEEN INTRODUCED TO HANA AND HER SISTERS. SHE HAS FOUND THEM TO BE ACCESSIBLE AND ENJOYABLE. THE NOVICE WILL CONTINUE TO USE THIS FACILITY TO DEVELOP HER INTEREST AND HER SKILLS AS A CREATOR OF APPLICATIONS, AS WELL AS TO INTEGRATE HERSELF INTO THE COMMUNITY OF LIKE MINDED PEOPLE.

#### THE JOURNEYMAN.....

HAS CROSSED THE LINE FROM HOBBYIST TO PROFESSIONAL. SHE IS NOW AN INTEGRAL PART OF THE PRODUCTIVE COMMUNITY OF CREATORS. SHE WILL USE THIS FACILITY TO NETWORK, LEARN AND FURTHER DEVELOP HER SKILLS. FOR HER THE HC IS A WORKSHOP, CLASSROOM, AND RESOURCE CENTER AS WELL AS A CAFE.

#### THE ENTREPRENEUR.....

HAS A DEMONSTRATED SUCCESS IN WORKING WITH HANA AND HER SISTERS TO BUILD APPLICATIONS THAT HAVE MARKET VALUE AND/OR BENEFIT THE GREATER GOOD. FOR HER THE HC IS ALSO A RESOURCE CENTER THAT SHE USES TO NETWORK, FIND PARTNERS, KEEP UP HER SKILLS AND LEARN WHAT IS NEW IN THE FIELD.

#### THE STAR.....

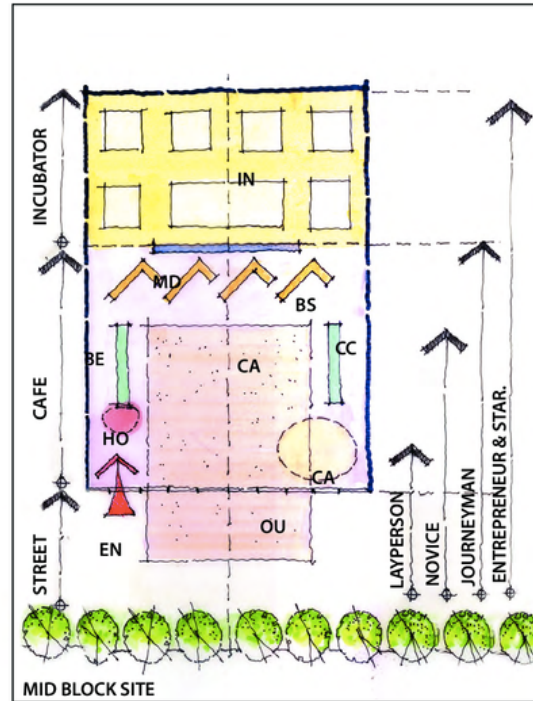
STARTED HER JOURNEY AS A LAYPERSON AND HAS SINCE MADE A UNIQUE AND SIGNIFICANT CONTRIBUTION IN THE FIELD. THE HANA CAFE CELEBRATES HER SUCCESS AND HOLDS HER UP AS A ROLE MODEL TO OTHERS.



Early drafts Spring 2014



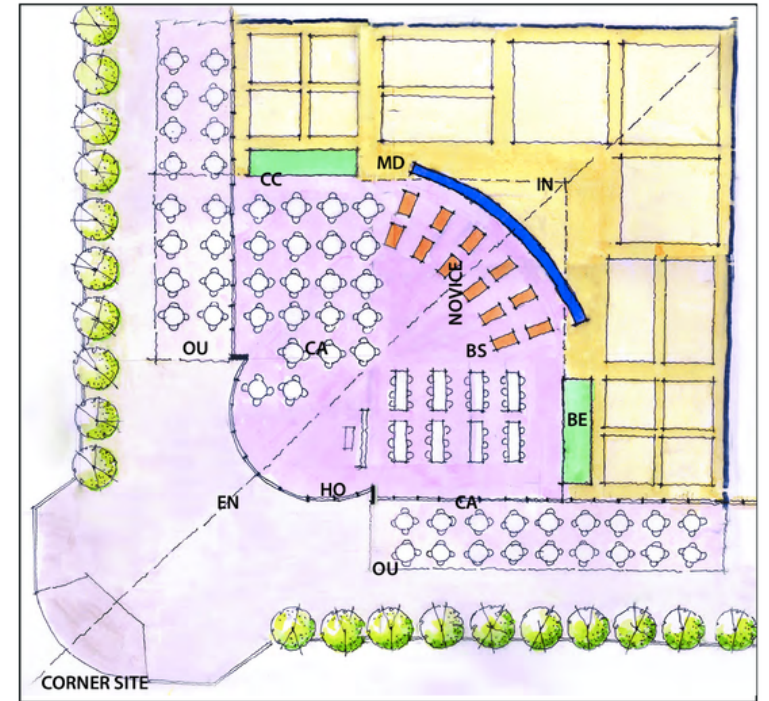
# Explore The Theater Concept



## LEGEND

EN - ENTRY FROM STREET  
HO - HOST STATION  
BE - BUILD EXPERTS COUNTER  
CA - CAFE SEATING  
ME - MEDIA CENTER

CC - FOOD/COFFEE COUNTER  
BS - BUILD STATIONS  
MD - MULTIMEDIA DISPLAY  
IN - INCUBATOR SPACE  
OU - OUTDOOR SEATING

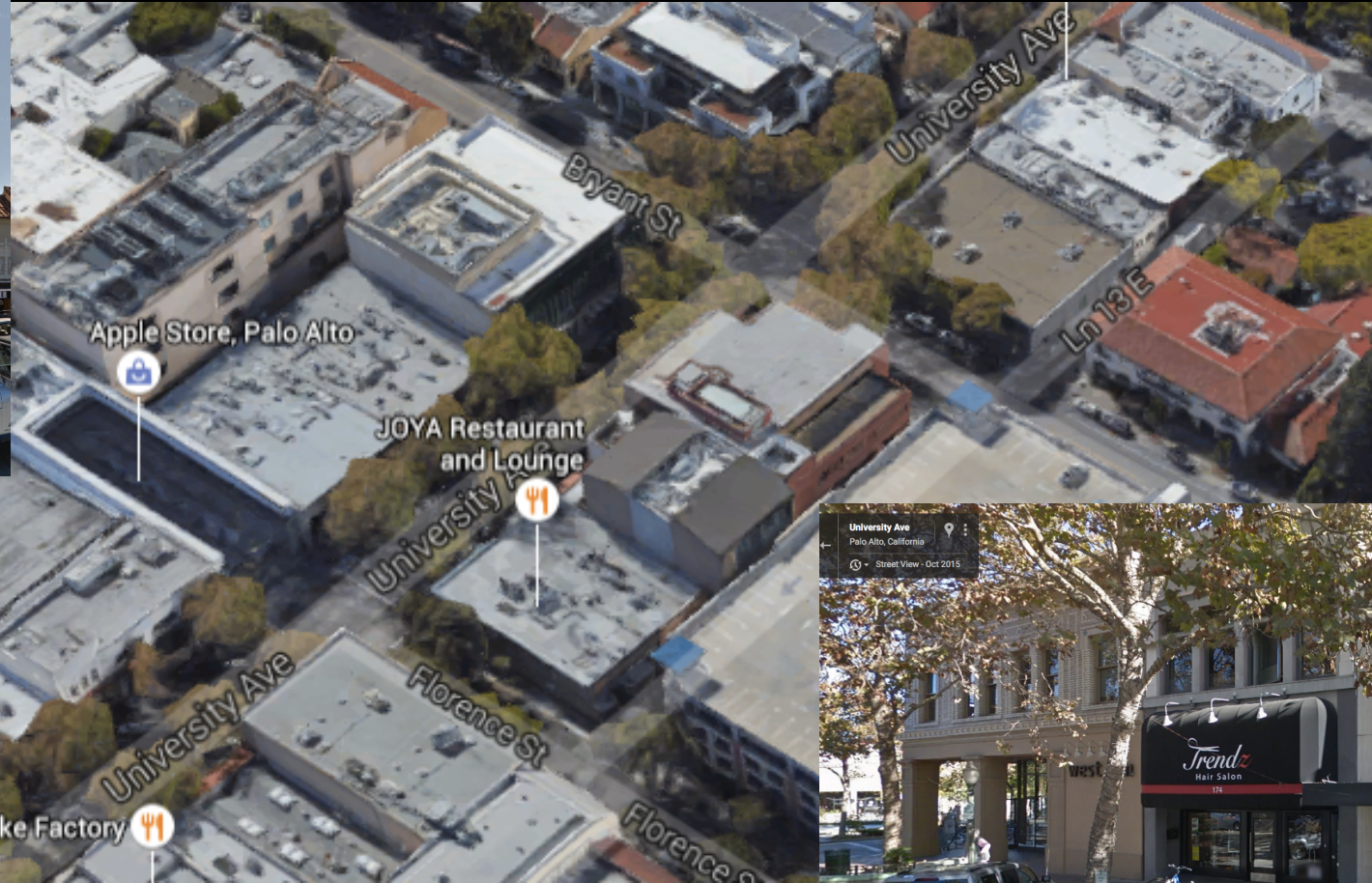




# Engage: Scouting for the perfect location & being forced to pivot



456 Univ. Ave



174 Univ. Ave





# Engage: The Café & Co-Working Model Prototype at Cebit Eurasia '14





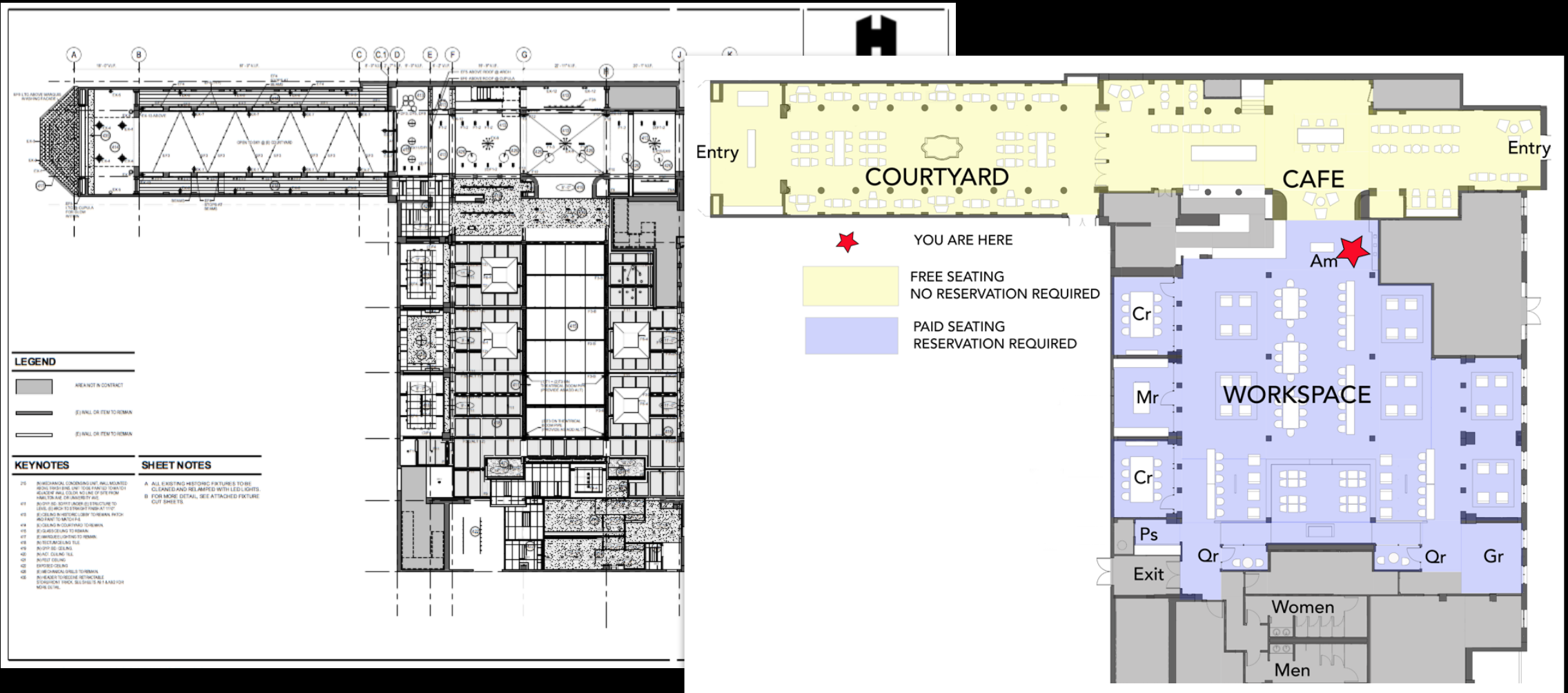
# Disruption, History & European flair

## The Old Varsity Theater – 456 University



# Scale: Planning Stage

## Courtyard, Café, Workspace





# Scale: Opening Night

March 19<sup>th</sup> 2015





# Scale: HanaHaus With Blue Bottle Coffee



HOUSE ESPRESSO		
HAYES VALLEY		
FEATURED ESPRESSO	OPASCOPE	ADD \$1
ESPRESSO		3
MACCHIATO		3.5
CAPPUCCINO		4
CAFFÈ LATTE		4.5
CAFFÈ MOCHA		5
HOT CHOCOLATE		4
AFFOGATO	Espresso Over Ice Cream	5.5
ALMOND MILK	ADD TO ANY DRINK: \$1	
DRIP		
BELLA DONOVAN	Heavy, Comforting, Deeply Fruited	3.5
BURUNDI	Apricot, Cane Sugar, Structured	4.5
ICED COFFEE		
COLD BREW		
NEW ORLEANS	Milk, Cane Sugar, Roasted Chicory	4
CASCARA FIZZ		
	Cascara Syrup, Soda, Lemon	3
TEA	Black, Green, Herbal	3
SAMOVAR		
WATER	Still or Sparkling	3
SAN BENEDETTO		
FOOD		
YOGURT & GRANOLA		6.5
OVERNIGHT OATS		6
CHIA PUDDING		7
TOAST & JAM		4
CHICKEN SANDWICH	TARRAGON, LEMON, CURRANTS, PICKLED ONIONS & AIOLI	12
BREAKFAST SANDWICH		12
HAM TARTINE	HAM AND GRUYERE WITH SPICY CILANTRO SAUCE	12
SALAD	FENNEL, ARUGULA, MINT, FETA, CITRUS, TOASTED ALMONDS	10
SOUP		7
BELGIAN WAFEL	SEASONAL COMPOTE, MAPLE SYRUP, BUTTER	9





# HanaHaus Workspace









# Scale HanaHaus

## 1<sup>st</sup> Anniversary



### Achievements

- Patrons – >1000 Customers daily
- Design – Winning several awards
- Acceptance – Open Innovation / positive disruption
- Simple Business Model – Sustainability

### Success for SAP

- Meaningful presence in the Entrepreneurial Ecosystem
- HanaHaus has become SAP's "B2B2C Lab":

  - Fully Functional Reservation/Payment system developed
  - Bluetooth Beacon POC completed
  - Mobile NFC integration in testing phase

# Thank you!

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