Just honing in on the middle column, Google acquired Nest for $3.2 billion, and just six days ago Google's Nest acquired Dropcam for $555 million. Dropcam's cameras upload more data every day than users put up on YouTube. That's a lot of data, and a lot of money.

It all comes down to developers, because it's developers and the companies they work for that are pulling intelligence from the data.

**More Data Requires More Developers**

Fortunately, we're about to get a huge crowd of developers actively contributing to IoT applications —4.5 million of them by 2020, according to VisionMobile.

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**THE NUMBER OF IOT DEVELOPERS 2014–2020**

![Bar graph showing the number of IoT developers from 2014 to 2020](image)

*Source: VisionMobile estimates, 2014*

As VisionMobile suggests, "the only way to make a profit in the Internet of Things is to build a network of entrepreneurs who create unique value on top of commodity hardware, connectivity and cloud services." Here's a more detailed explanation: