

Manufacturing Festival Denmark 2019

BTECH AU I HERNING



A person is rappelling down a dark, rocky cliff face. They are wearing a helmet and a harness, and their arms are raised in a gesture of triumph or success. The background shows a vast, rugged landscape with more cliffs and a small stream or path winding through the valley below. The entire image is overlaid with a dark blue, semi-transparent filter.

TECHNOLOGICAL BUSINESS MODEL INNOVATION

WHY FOCUS ON BUSINESS MODEL INNOVATION?



Business Model Innovators earned in 2009 an average premium that was four times greater than enjoyed by product or process Innovators

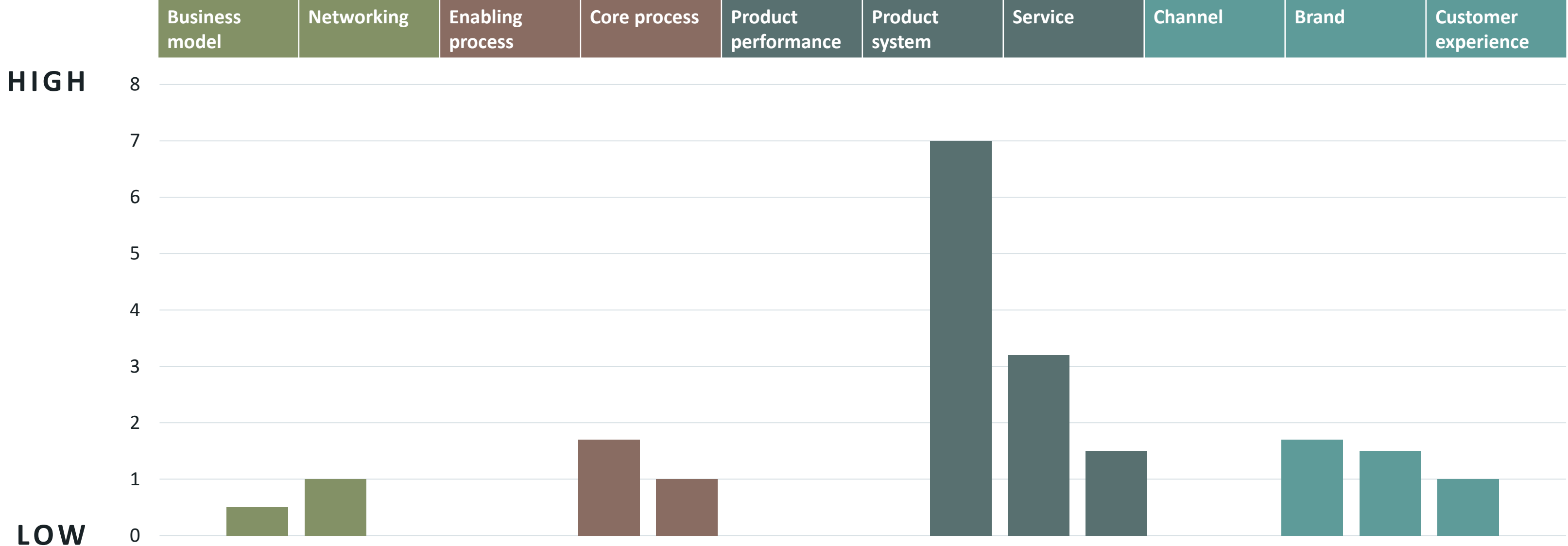
BMI delivers return that are more sustainable than product and process innovation

RESEARCH CARRIED OUT BY
BOSTON CONSULTING GROUP

FOCUS OF BUSINESS MODEL INNOVATION EFFORT

VOLUME OF INNOVATION EFFECTS

LAST 10 YEARS

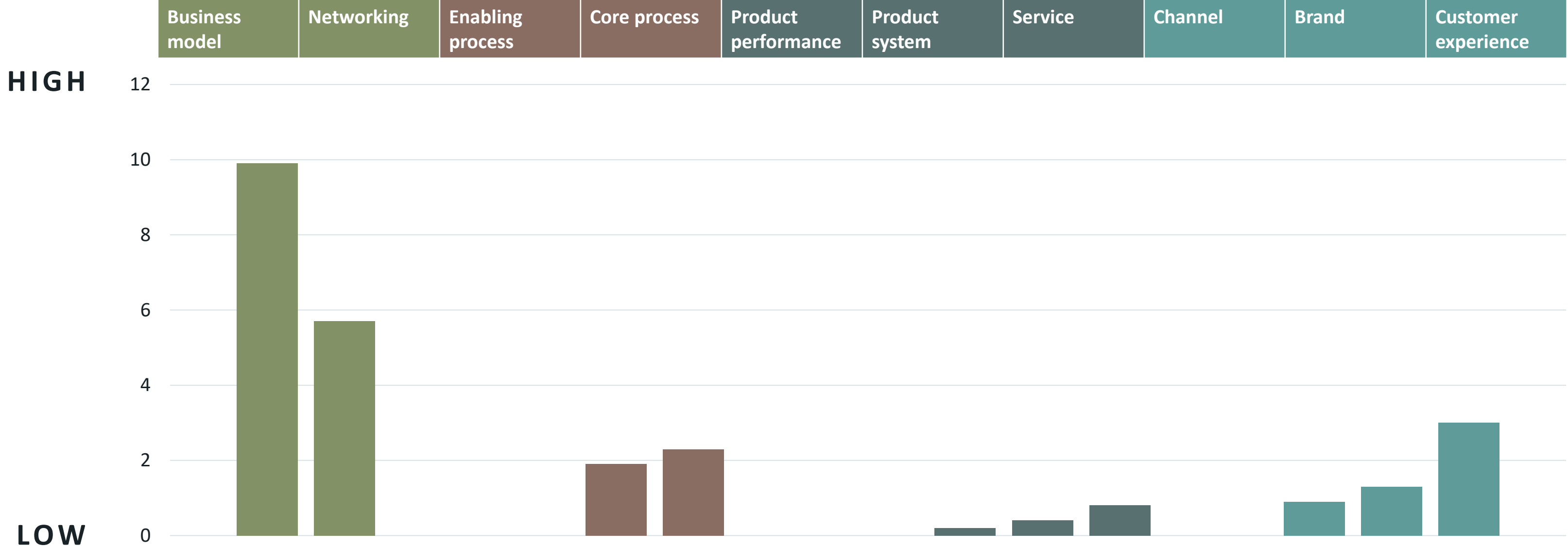


Stolen with pride from Prof. Larry Keeley, *Taming of the New*, Harvard Business School Press, 2004. SOURCE: Doblin analysis

FOCUS OF BUSINESS MODEL INNOVATION EFFORT

Calculated rate of return on the different innovation types

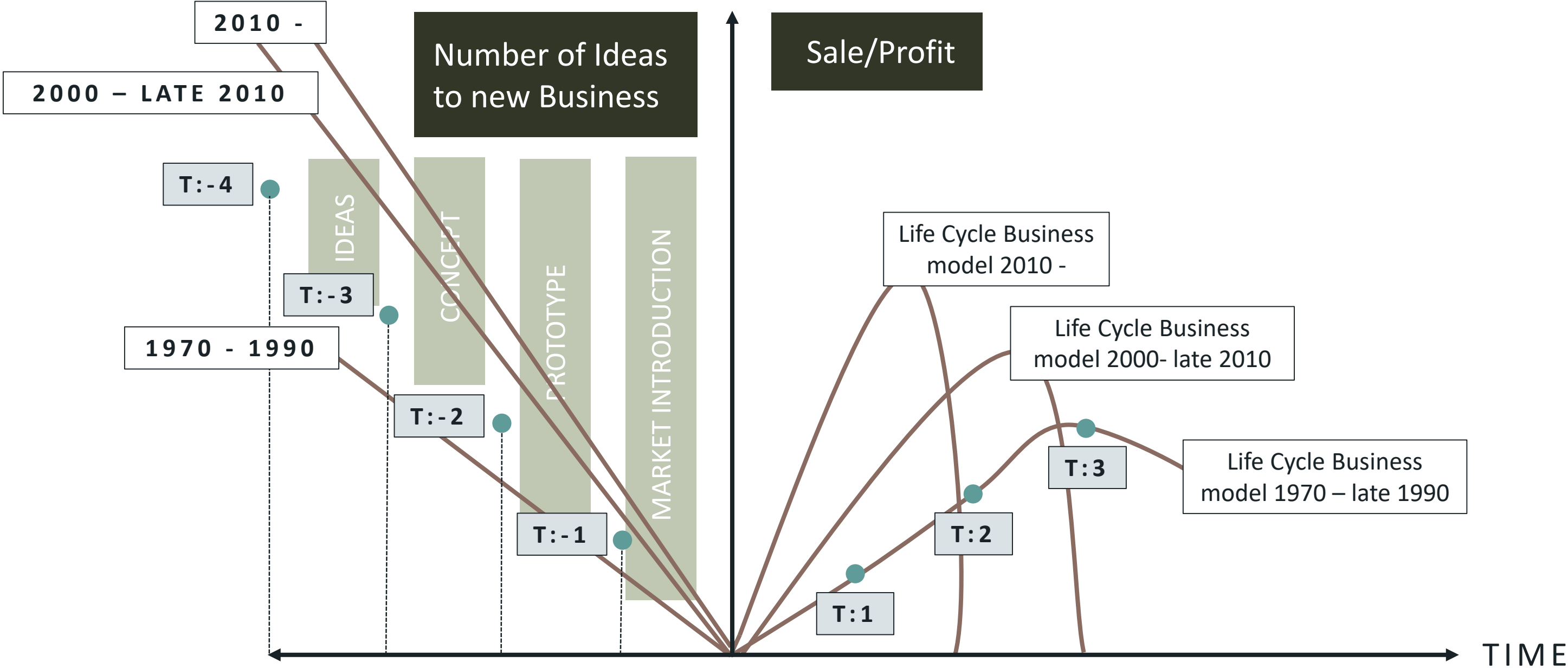
LAST 10 YEARS



SOURCE: Helin, K. and J. Lehtonen "VOITTO". About Business Plan and Innovation", Presentation

WHY FOCUS ON BUSINESS MODEL INNOVATION

FIGURE 1. A model of the shrinking life cycle of Business models
 (SOURCE: Lindgren 2010)

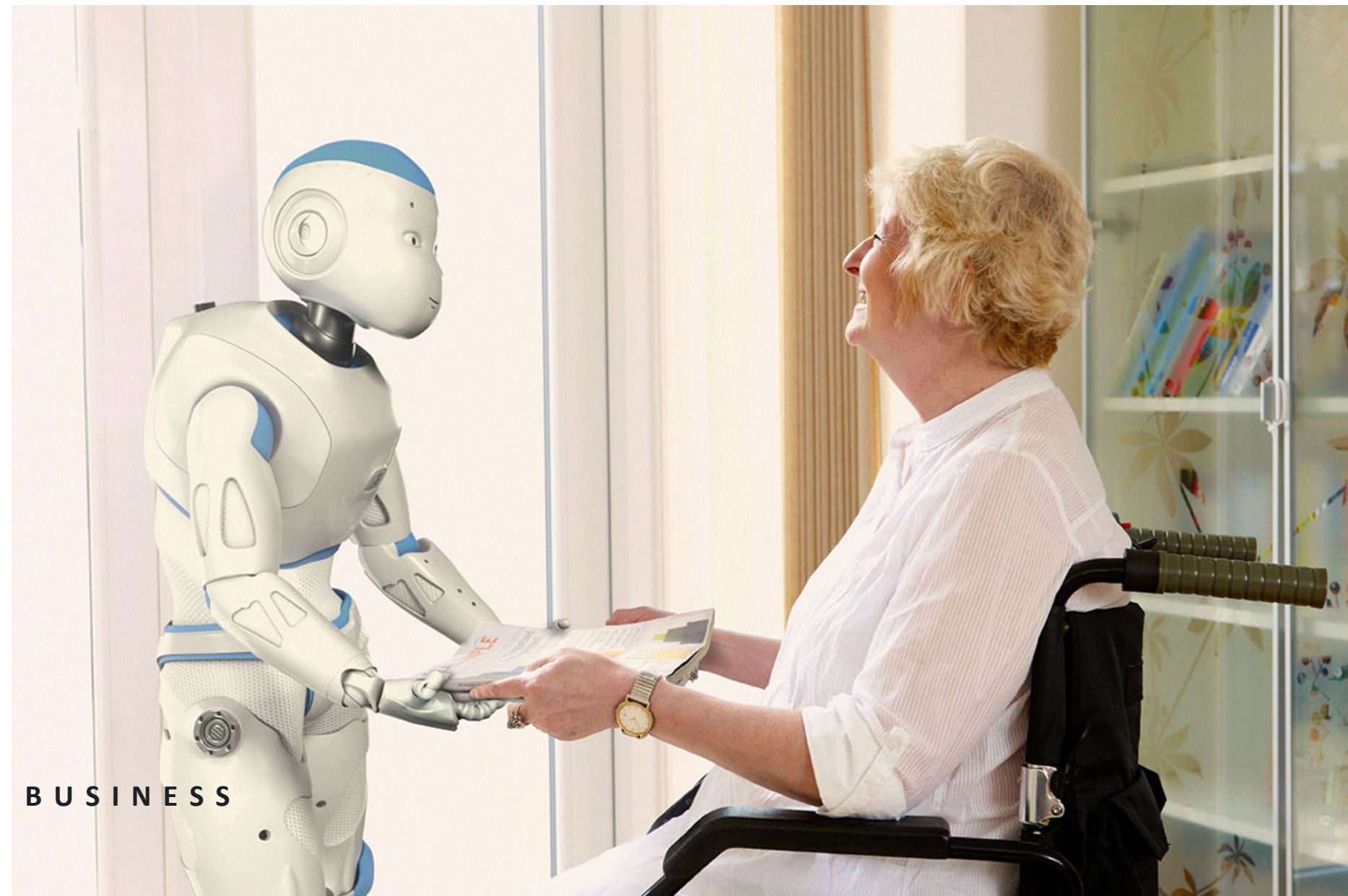


WHY TECHNOLOGICAL BUSINESS MODEL INNOVATION (TBMI)

BRIDGING TECHNOLOGIES TO BUSINESS MODEL INNOVATION

- There is and always will be a strong Dependency between Technology – (e.g. Robots, Drones, AI) - and Business Models
- No Technology (“Not even Robots” - neither very advanced Robots) - “will go or do with out A Business Model”

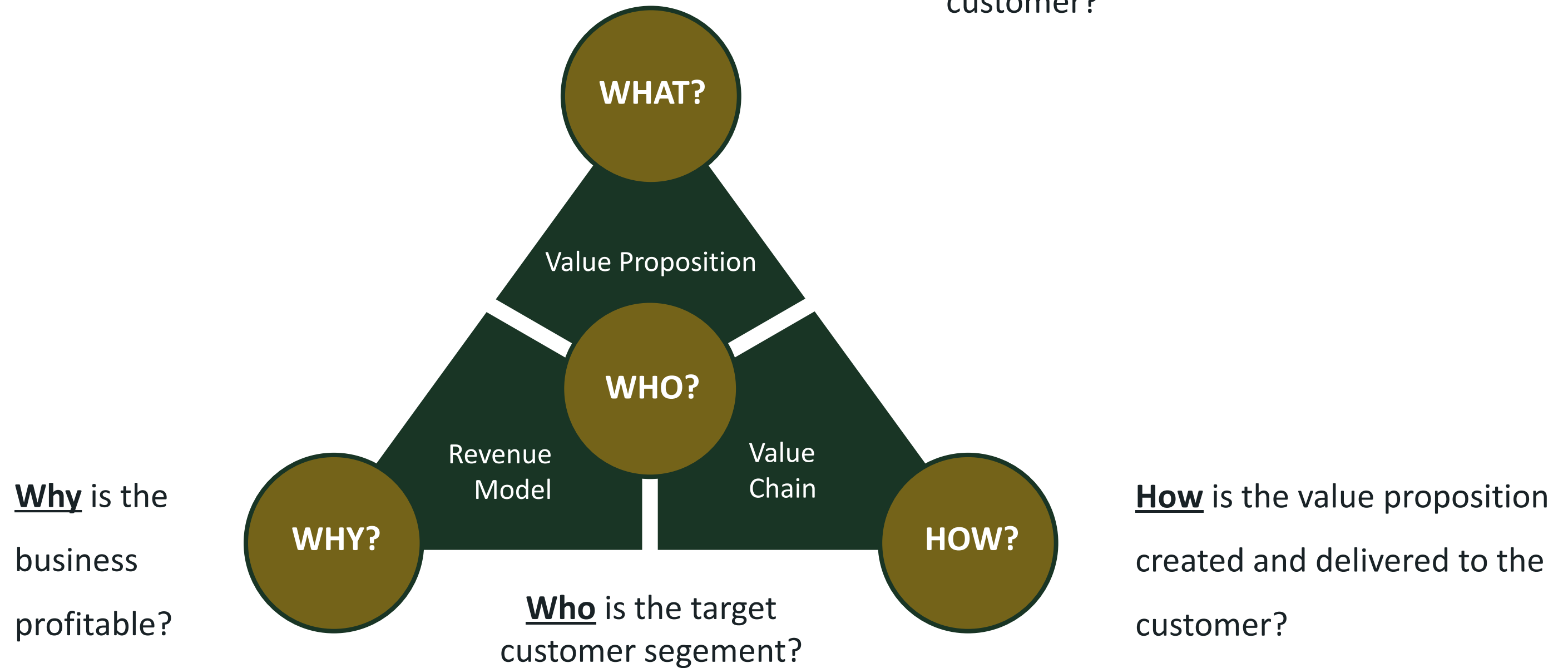
Inspired by Professor Henry Chesbrough – University of Berkley



THE MAGIC TRIANGLE

DEFINITION OF A BUSINESS MODEL

What is offered to the customer?



Why is the business profitable?

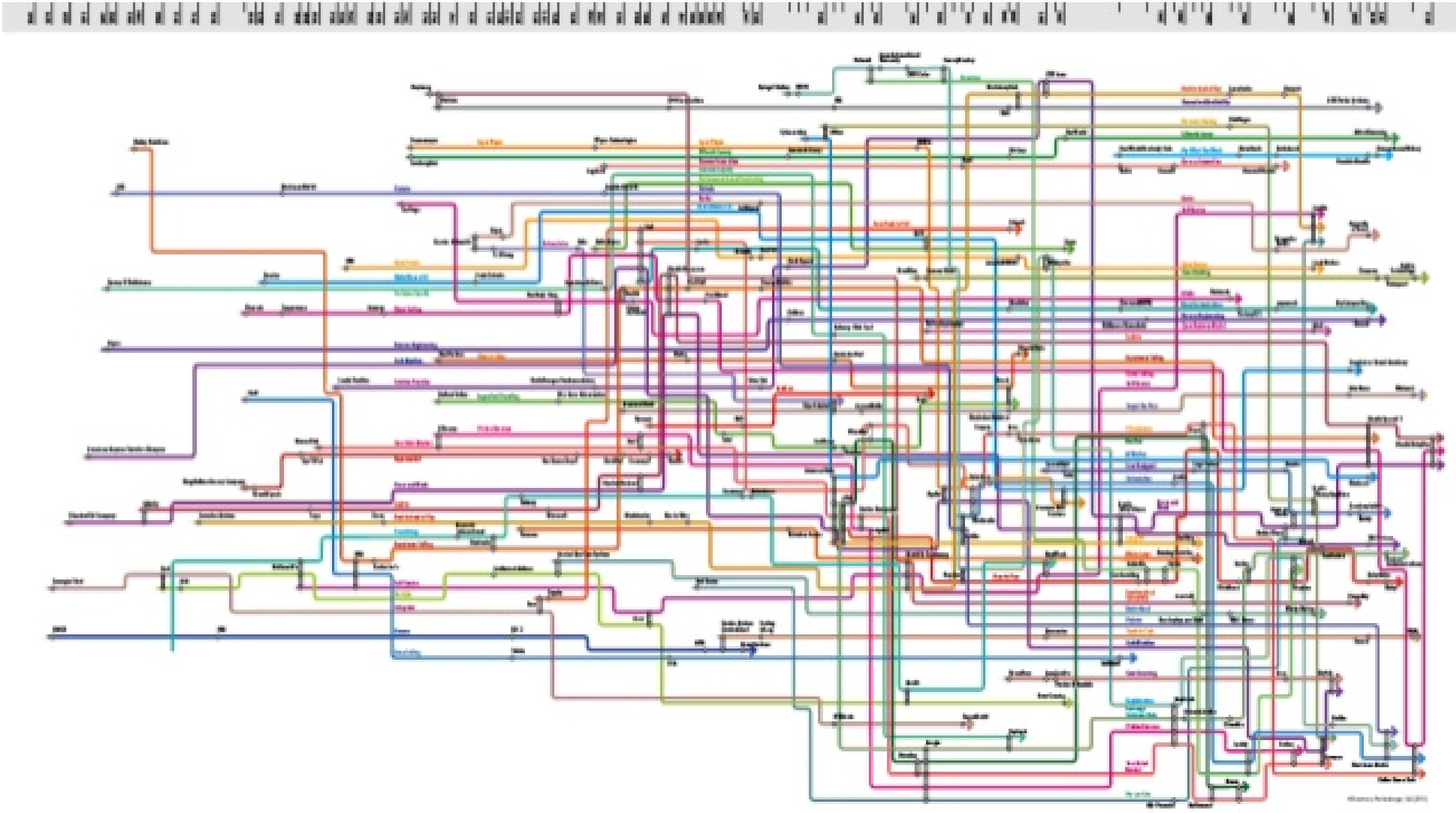
How is the value proposition created and delivered to the customer?

Who is the target customer segment?

A business model is a **blueprint** of how a company **creates** and **captures value**.

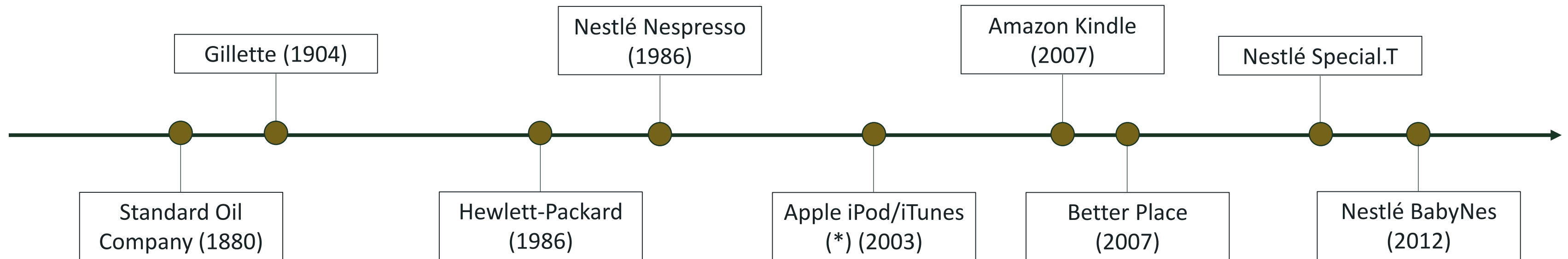
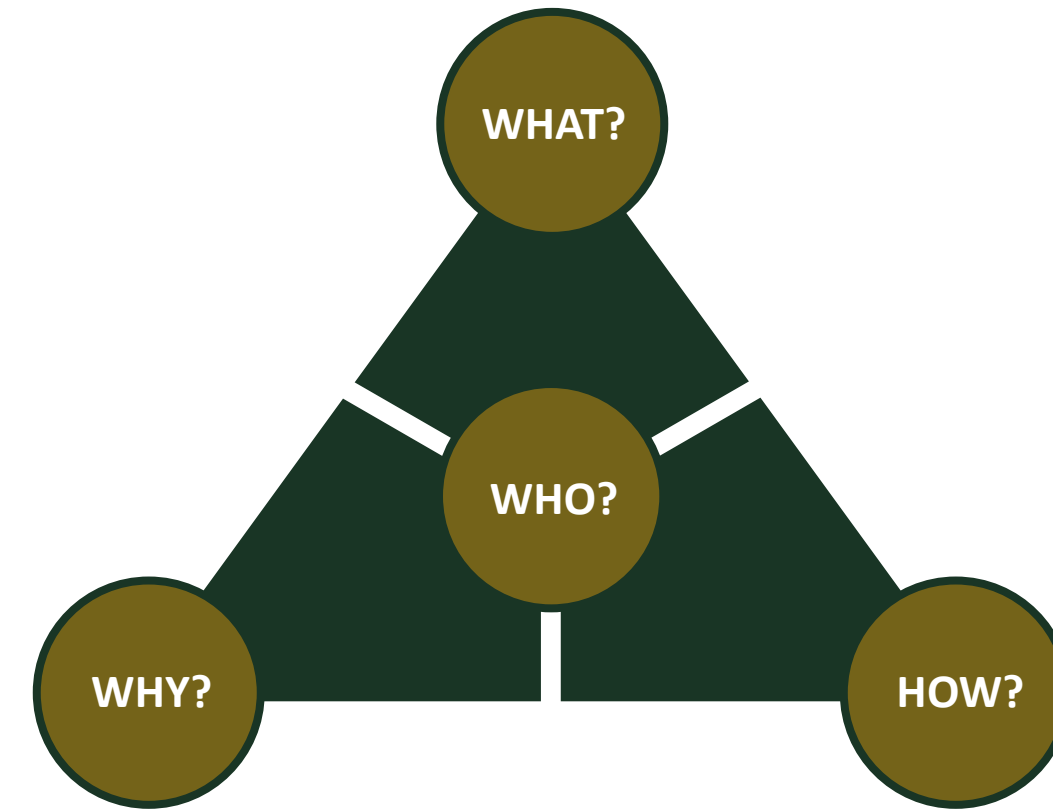
RESULT: 90 PERCENT OF BUSINESS MODEL INNOVATION IS A RECOMBINATION OF 55 BUSINESS MODEL PATTERNS

THE BUSINESS MODEL NAVIGATOR:
55 Models That Will Revolutionise Your Business



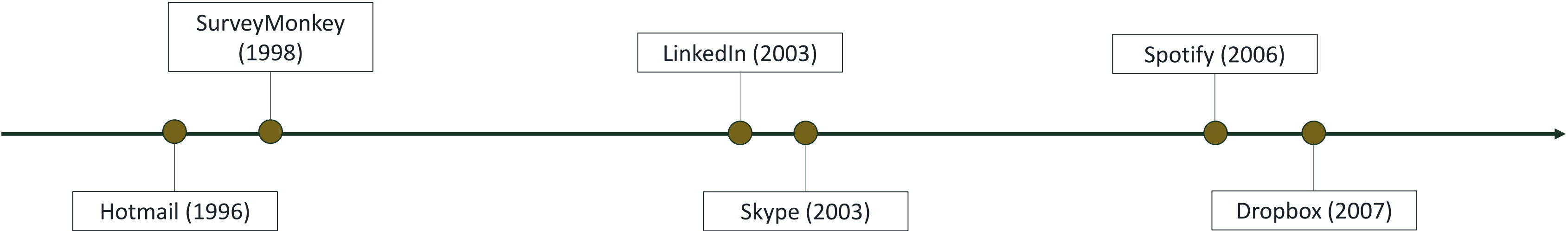
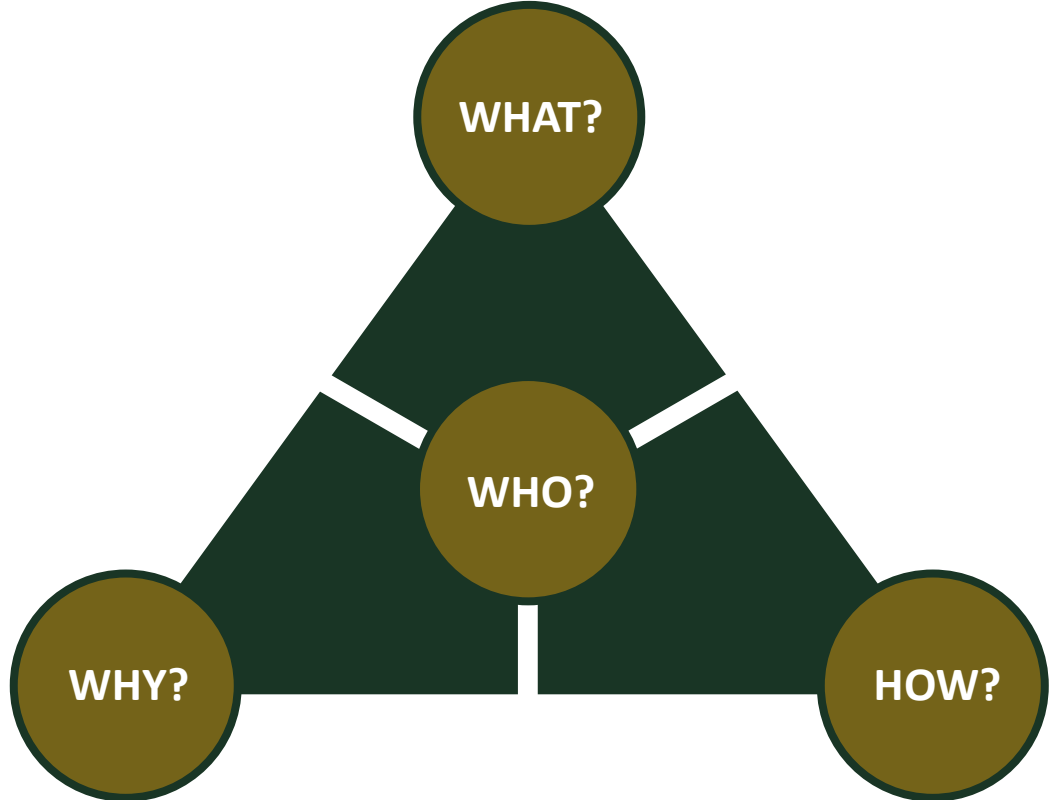
BUSINESS MODEL PATTERN “RAZER AND BLADE”

The basic product is cheap, or give away free. The consumables that are needed to use or operate it, on the other hand, are expensive and sold at high margins.



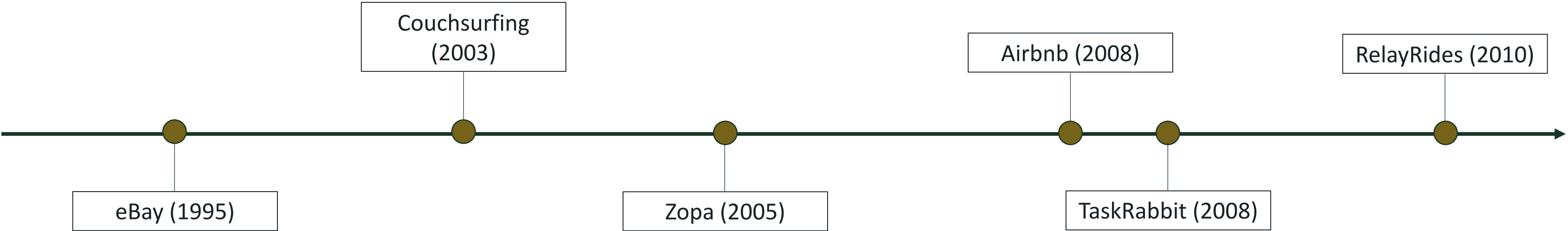
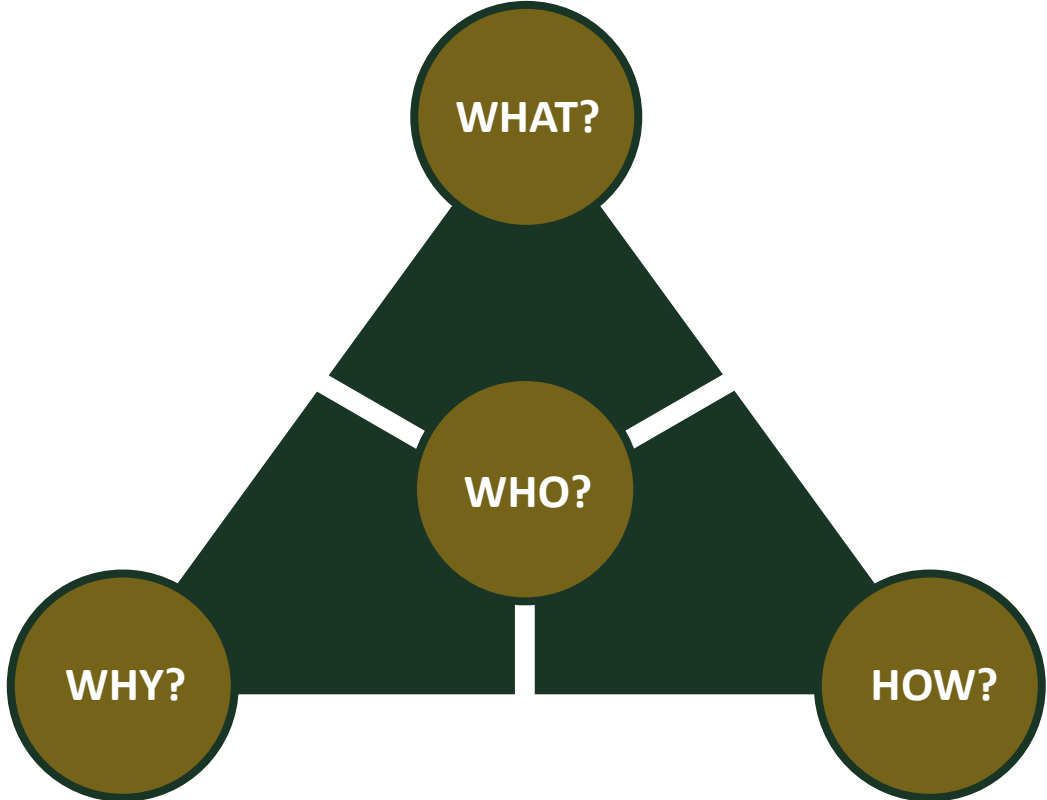
BUSINESS MODEL PATTERN “FREEMIUM”

The basic version of an offering is given away for free in the hope of eventually persuading the customers to pay for the premium version



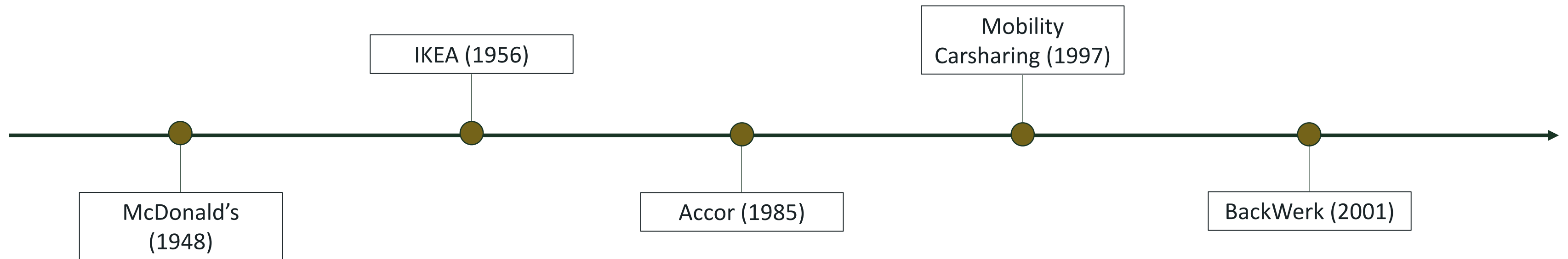
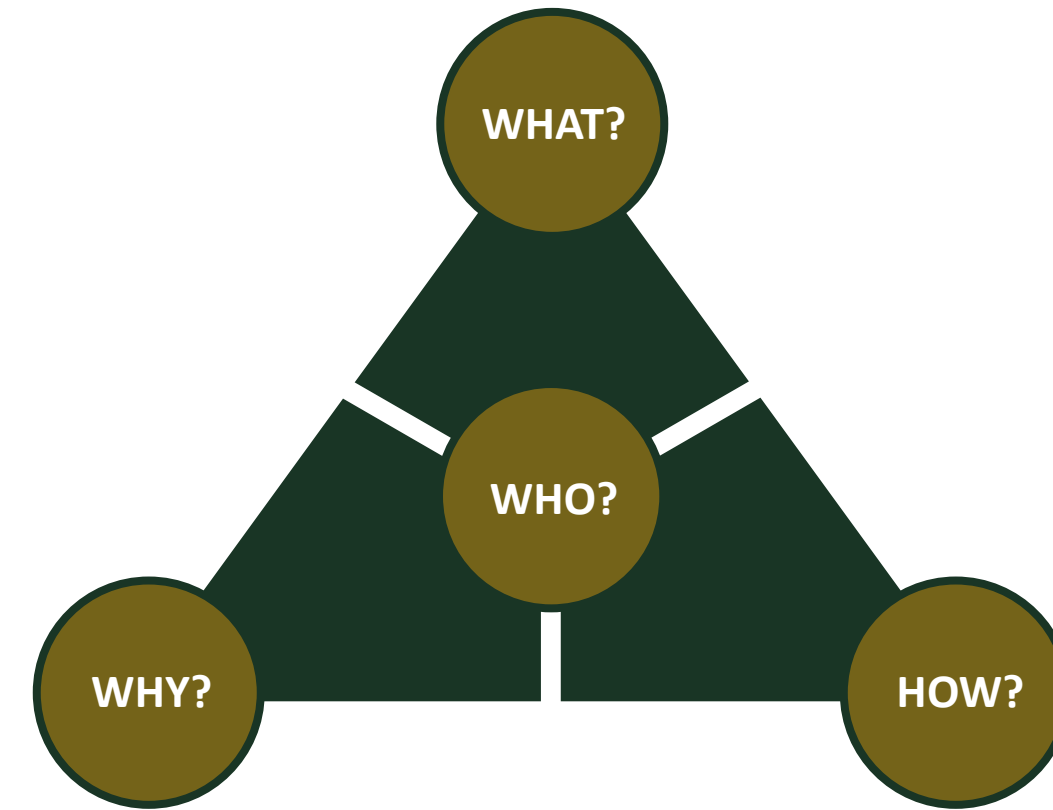
BUSINESS MODEL PATTERN “PEER-TO-PEER”

This model is based on a cooperation that specializes in mediating between individuals belonging to an homogeneous group. It is often abbreviated as P2P.



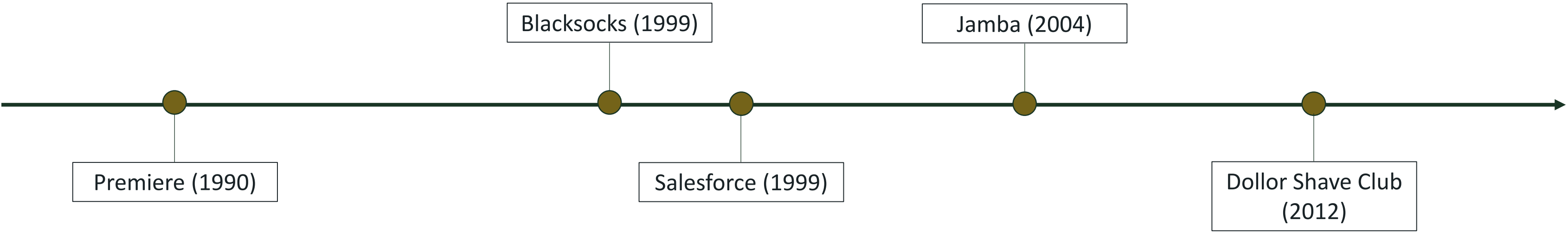
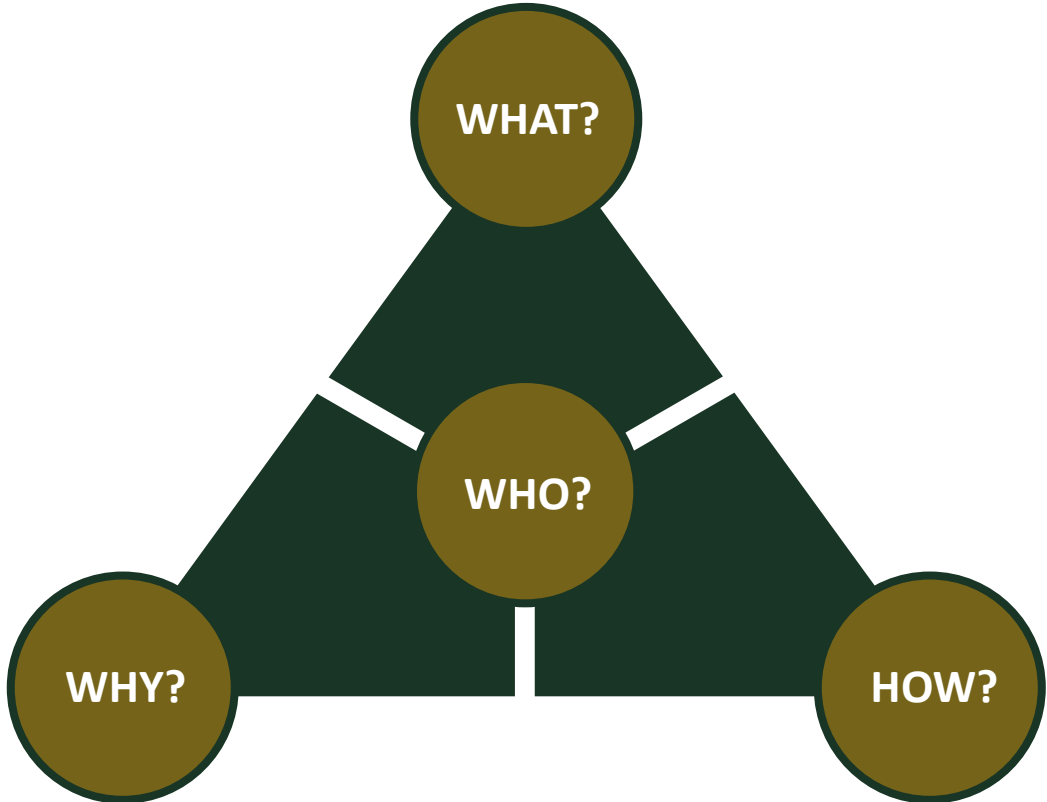
BUSINESS MODEL PATTERN “SELF-SERVICE”

A part of the value creation is delivered to the customer in exchange for a lower price of the service or product. This is particularly suited for process steps that add relatively low perceived value for the customer, but cause high costs.



BUSINESS MODEL PATTERN “SUBSCRIPTION”

The customer pays a regular fee, typically on a monthly or an annual basis, in order to gain access to a product or service.



TBMI CHALLENGE FORÅR 2020

Kunne i tænke jer et Business model "eftersyn" så tilmeld jer vores TBMI forår 2020 challenge

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**TAK FOR
I DAG**