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BUSINESS MODEL CANVAS:
INTRO TO INNOVATION STRATEGY & BUSINESS TOOLS

AGENDA

What will we cover today?

- Innovation Design & Product Development
- Business Model Canvas
- Service design tools









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INNOVATION DESIGN

Designing for Innovation

- Transfer your ideas to innovative products & services.
 - Solve problems and deliver solutions for your business and the market
 - Set an innovation strategy and find new opportunities
 - Create a defined journey and measurable impact to share with partners & investors.







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INNOVATION DESIGN

How do you innovate?

- Do you have a specific methodology or team to address chellenges and define opportunities?
- How do you evaluate & validate your solution?
- How do you transfer your idea into an innovation? Who is the owner of this transformation?
- Do you have any tools to set & implement your strategy?



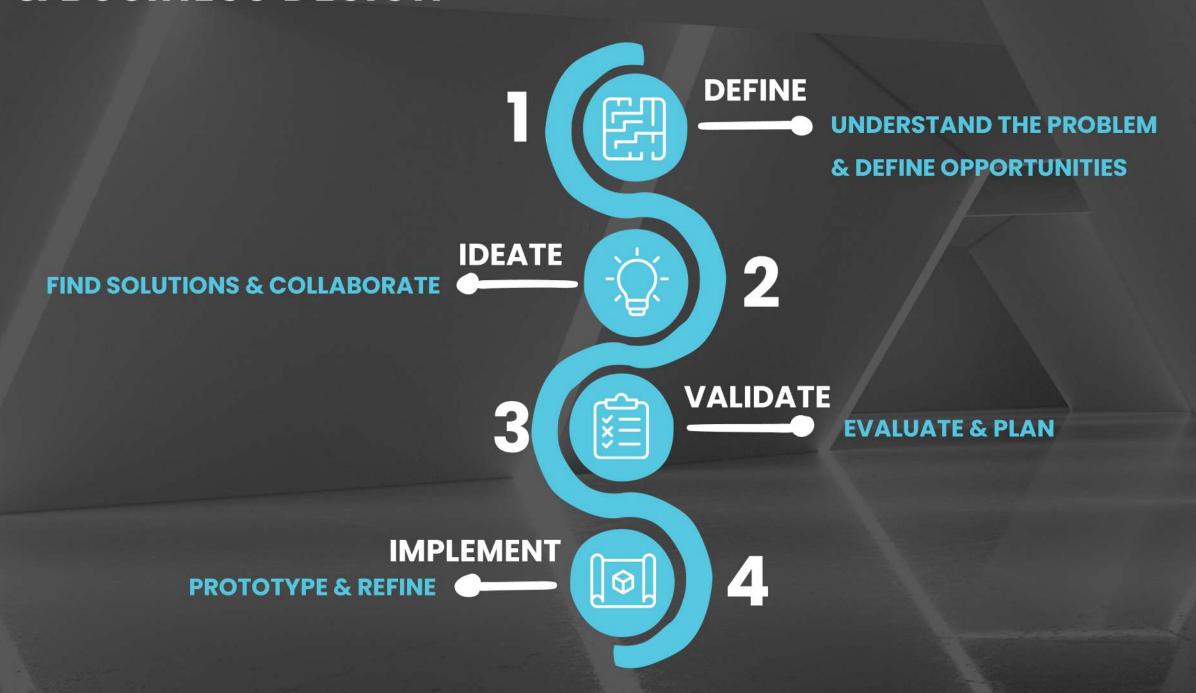






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INNOVATION & BUSINESS DESIGN











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DEFINE

Understand the problems you need to address.

- Where do you source this information? Your employees, customers, partners or market trends?
- Start with your User Personas (Tool 1).

Are there business opportunities?

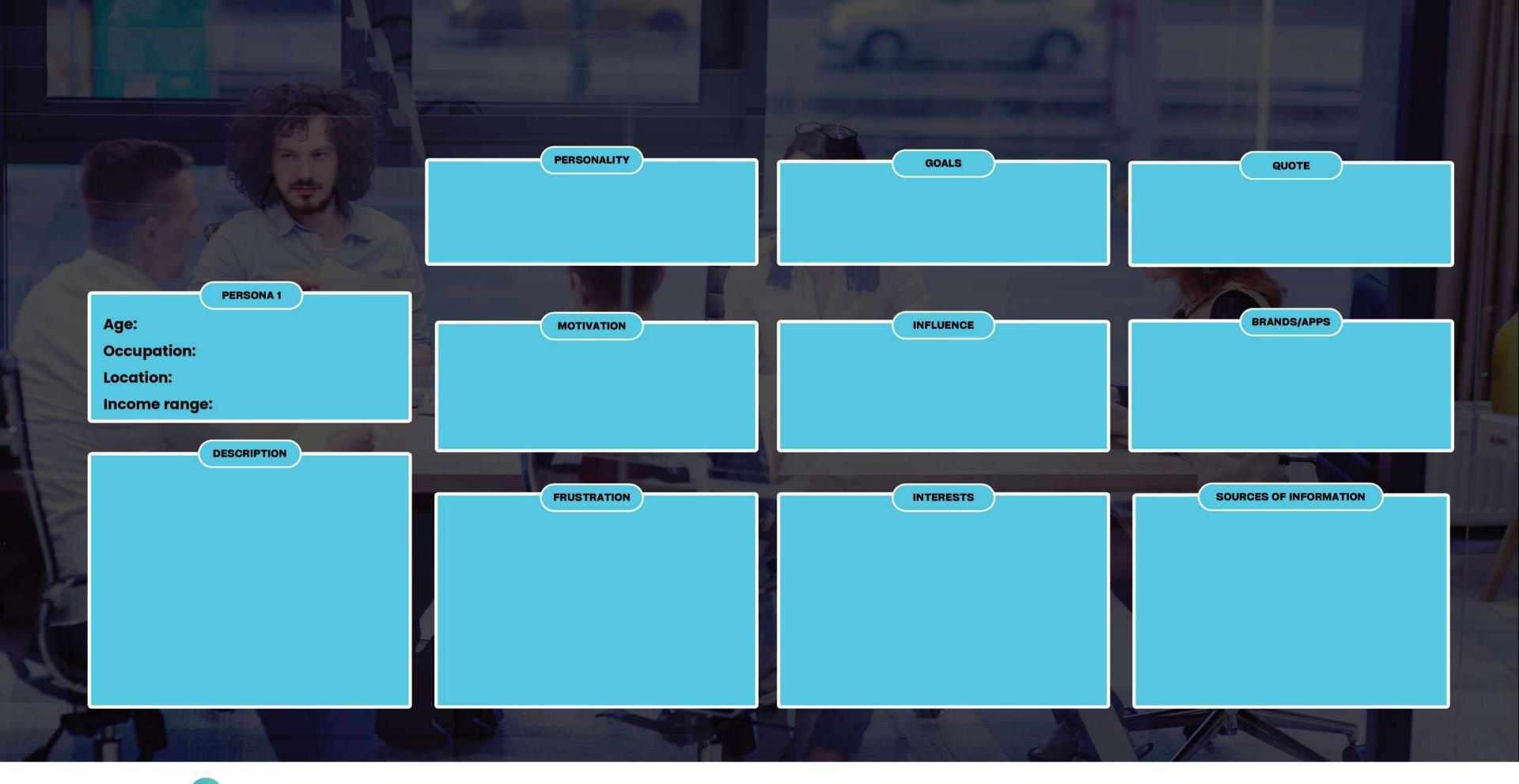
- Is there a solution for the business challenge you want to address?
- What is important for your business strategy & goals?



















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IDEATE

Ideate

- Design your solutions with service design methodology.
- Consider who you are designing for and transfer your findings from the first step into possible solutions.
- Start with a Customer Journey Map (Tool 2) and Value Proposition Map (Tool 3).



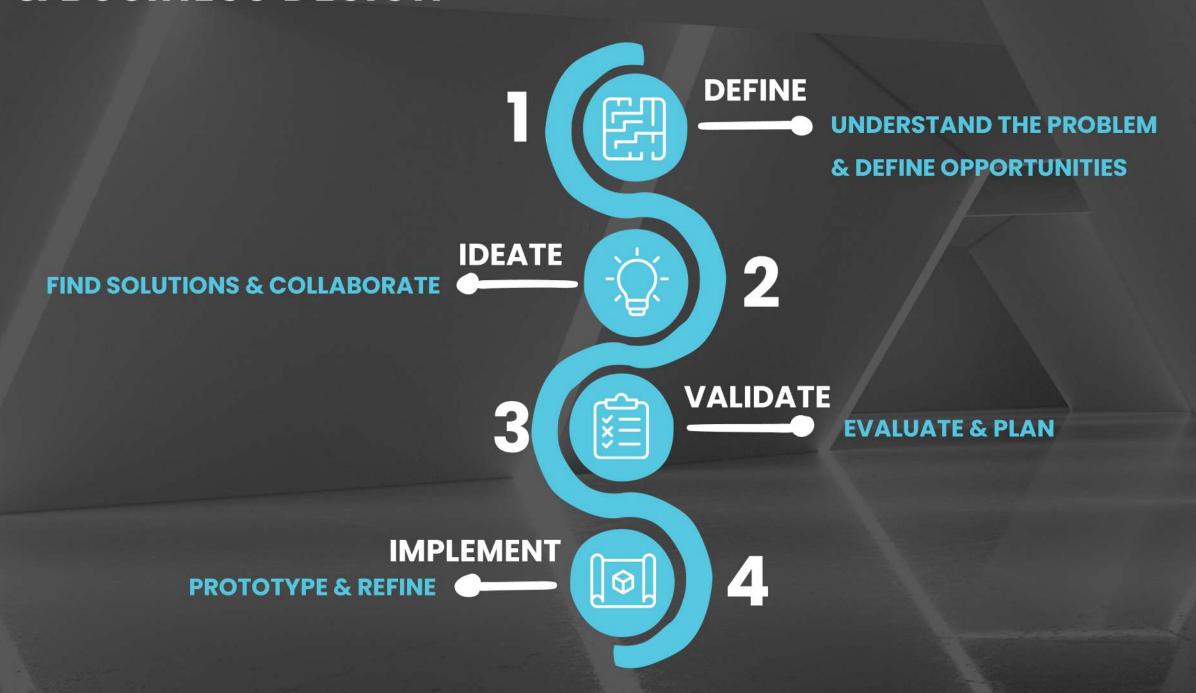






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IDEATE

Collaborate

- Increase efficiency for your product/service design collaborating with your team to design the implementation. What is their feedback? What could be done differently? Is there a solution for the business challenge you want to address?
- Can your customers and community have an input? Share your ideas and collaborate.









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	AWARENESS	CONSIDERATION	DECISION	SERVICE	LOYALTY	
CUSTOMER ACTIONS / STAGES	Add an activity that your customer does for each phase					
TOUCHPOINTS	Add how and when a customer interacts with your brand (eg. website, email, social media, etc.)					
CUSTOMER EXPERIENCE	NEGATIVE POSITIVE HESITANT	CURIOUS, EXCITED	EXCITED	FRUSTRATED	SATISFIED, HAPPY	
PAIN POINTS	Add a pain point your customer has for each phase					
SOLUTIONS	Add a solution for each phase					









Customer Journey Map - Music Sharing Experience								
STAGE	Visit	Listen	Discover	Share	Discuss	Recieve	Respond	
	Opens spotify on phone	Browses suggestions and "Discover Weekly" playlists	Listens to selected playlists	Clicks on three dot Menu next to song	Asks Grace what she thought of the song	Recieves a text message	Opens whatsapp	
		Chooses a playlist	Discovers a familiar song	Selects the Share option in the dropdown menu		Clicks on link and is redirected to a browser window	Responds with approval or disapproval	
STEPS				Copies a link and sends it to Grace through whatsapp		Opens with Spotify		
						Clicks on shuffle play		
THOUGHTS	"I listen to music to get me through coding certain projects"	"I like the discover weekly playlist. Sometimes, I just don't want to keep searching	"I like alternative rock and indie music, so I like to discover by genre generally"	"I share music with my friends by just sending them a link on whatsapp"	"I would send a follow up to the text after I shared the link"	"Why do I HAVE to open it on Spotify. That's really annoying"	"I wouldn't respond unless it was a particularly nostalgic song"	
	"I listen to music all the time. I run to music,	perfect"	"I like that it is pretty straightforward"		"Why do I need to only use shuffle play? It's	"I would have liked to just add like an		
	Commune to music			and grid of walls		weird that I can't just hit play."	emoticon or something to react to the song."	
		"I would have liked to have a way to see what songs were popular at		"I like that I have share options in a vertical display"				

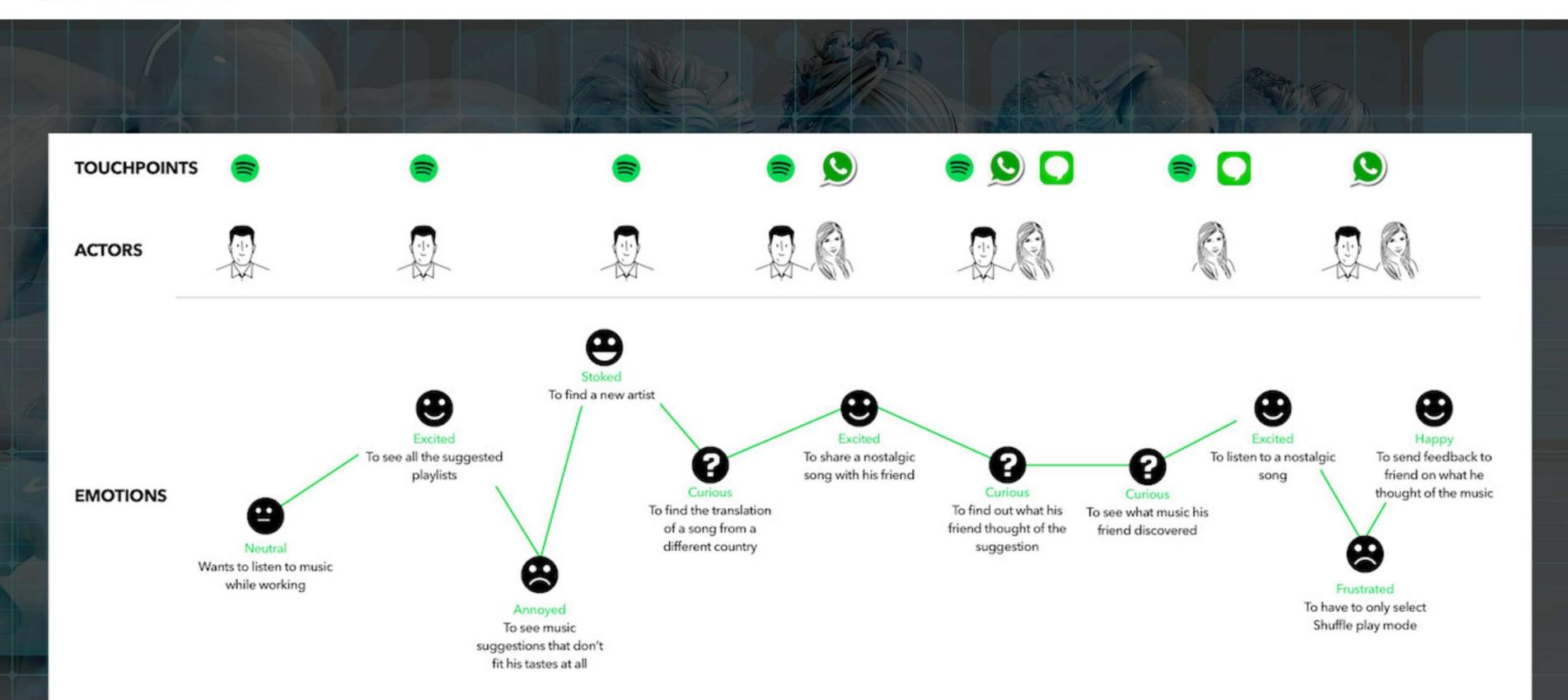
the moment"













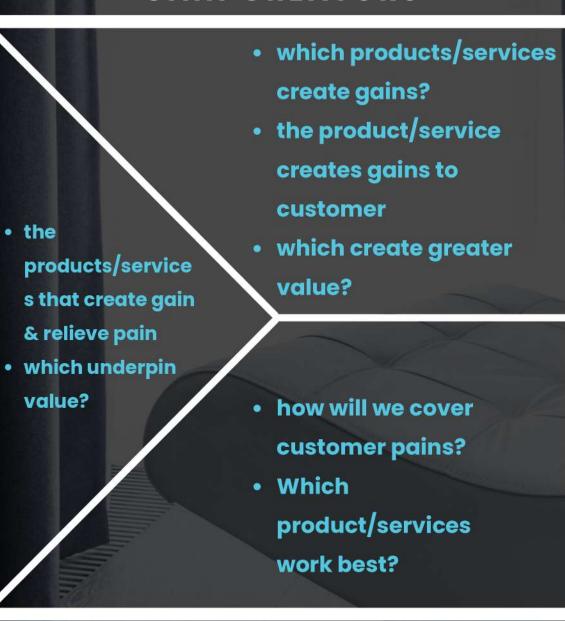






VALUE PROPOSITION CANVAS PRODUCTS & SERVICES

GAIN CREATORS



PAIN RELIEVERS

VALUE MAP

CUSTOMER PROFILE



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VALIDATE

Evaluate the solutions you have designed.

- What has potential for your business growth?
- What has potential in the market and creates higher value to your customers & partners?
- Which are more feasible? What resources are needed and what is the cost?
- Start with the Business Model Canvas (tool 4) and Competitive Advantage (Tool 5).

Who will carry these evaluations?

- Will you deploy experts? Community members? Which team members understand the challenges & potential value in the market?
- How can we maximize value for the customer and the business? Start with the Competitive Advantage Tool (tool 5)









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VALIDATE

AN INTRO TO THE METHODOLOGY

Partners, assets, capabilities, channels **VALUE CHAIN**

Product / Service Value created



Persona, Behaviors, **Audiences**





Commercialize products & services, revenue flows & schemes



Fixed & Variable Costs

COSTS

CAPTURE CREATE **DELIVER**









BUSINESS

MODEL

CANVAS

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VALIDATE

Summary of your business plan & serves as a map for your implementation.

Start from the value proposition and work towards the outer boxes.

Indicative questions in each box to help you fill out the BMC.

KEY PARTNERS / STAKEHOLDERS

Who do you work with to achieve your goals? Who are your key partners/suppliers? Motivations for partnerships? Which key activities do your partners perform?

KEY ACTIVITIES

What are your business activities? What key activities does your value proposition require?

KEY RESOURCES

What resources do you need in order to produce and deliver your solution?



VALUE PROPOSITION

What problem do you solve? How do you solve it? What core value do you deliver to the customer?

CUSTOMER RELATIONSHIPS

What is your relationship with your customers (B2B/B2C)? Which customer relationships have you already established? How do you retain/ acquire customers?

CUSTOMER SEGMENTS

How many people need your solution?

Who is your most important

CHANNELS

How will you reach your customers?



How will you deliver your product to the

Which channels work best?



COSTS STRUCTURE

What are the most important costs inherent to your business model? Which key resources/activities are most expensive?

Show monthly amounts ant percentage for each category.



REVENUES STREAMS

What value are your customers willing to pay? How will you get paid? What is your revenue model? How much does every revenue stream contribute to the overall revenues?

Show monthly amounts and percentage for each category.



















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How many people need your solution?

Who is your most important customer?



How will you deliver your product to the market?



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VALIDATE

After finding what creates value for your customer and shared your ideas with close customers and partners, see how you can maximize impact for your business by refining your approach and offer more gains to your customers.

Increase your competitive advantage and design effective messaging.

IMPROVEMENT

MESSAGES

- what can we improve to maximise customer value?
- what refinements are needed?

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SO

 what are the core messages of the advantage for the company and the customer?

COMPETITIVE ADVANTAGE









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IMPLEMENT

Prototype & get an MVP in the market.

- Where can I test my solution? What can create more value for my customer?
- Is the customer journey well designed? Can I deliver this product/service more efficiently?
- Try the IP commercialization Blueprint (tool 5).

Set a clear implementation plan with product & project management tools.

- Collect the insights from your prototype and redefine your implementation.
- Set a clear timeline and plan for unforeseen challenges.
- What are your goals and who is responsible for each step?









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IMPLEMENT

This tool will help you:

- develop and build an effective IP commercialization strategy
- identify the important issues in your strategy,
- deal with key issues before beginning the commercialization process.

The tool is inspired by the Service Blueprint.

IP COMMERCIALIZATION BLUEPRINT

PLANNING		DELI	VERY	REVIEW		
CONTEXT AIMS	ACTIONS	SETUP	MANAGEMENT	EVALUATION	SUSTAINABILITY	
What are the organization priorities for innovation? How will the organization benefit from the commercialization of its IP?	What is the budget? What approval is needed? What departments of your organization are included in the process?	Who will develop the content? Are there any IP issues? How will you ensure client readiness?	What are the key milestones? How will the available resources be	What indicators could be part of the evaluation? How efficient was the commercialization process? Where all parties included follow the processes?	How can the organization prepare for future funding changes? How should the organization plan for future R&D? Did the commercialization benefit the organization?	
What are the internal capabilities / resources? What external recourses are necessary?	What are the key stakeholders? What activities should be conducted?	Will you prototype a service?	Who is the leader of the project? How is the project to be managed? How will the different departments cooperate?	When will the evaluation take place and who will do it? What metrics will be used for the evaluation? What information should the organization use for the evaluation?	What resources are necessary for the sustainability of the project? How can the organization prepare the management process for future projects?	



















IP COMMERCIALIZATION BLUEPRINT

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