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ENTREPRENEURSHIP MASTERCLASS

BUSINESS MODEL CANVAS: INTRO TO INNOVATION STRATEGY & BUSINESS TOOLS

WEDNESDAY, 24 JULY 2024 | 16.00 – 19.00



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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

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.

INNOVATION DESIGN

How do you innovate?

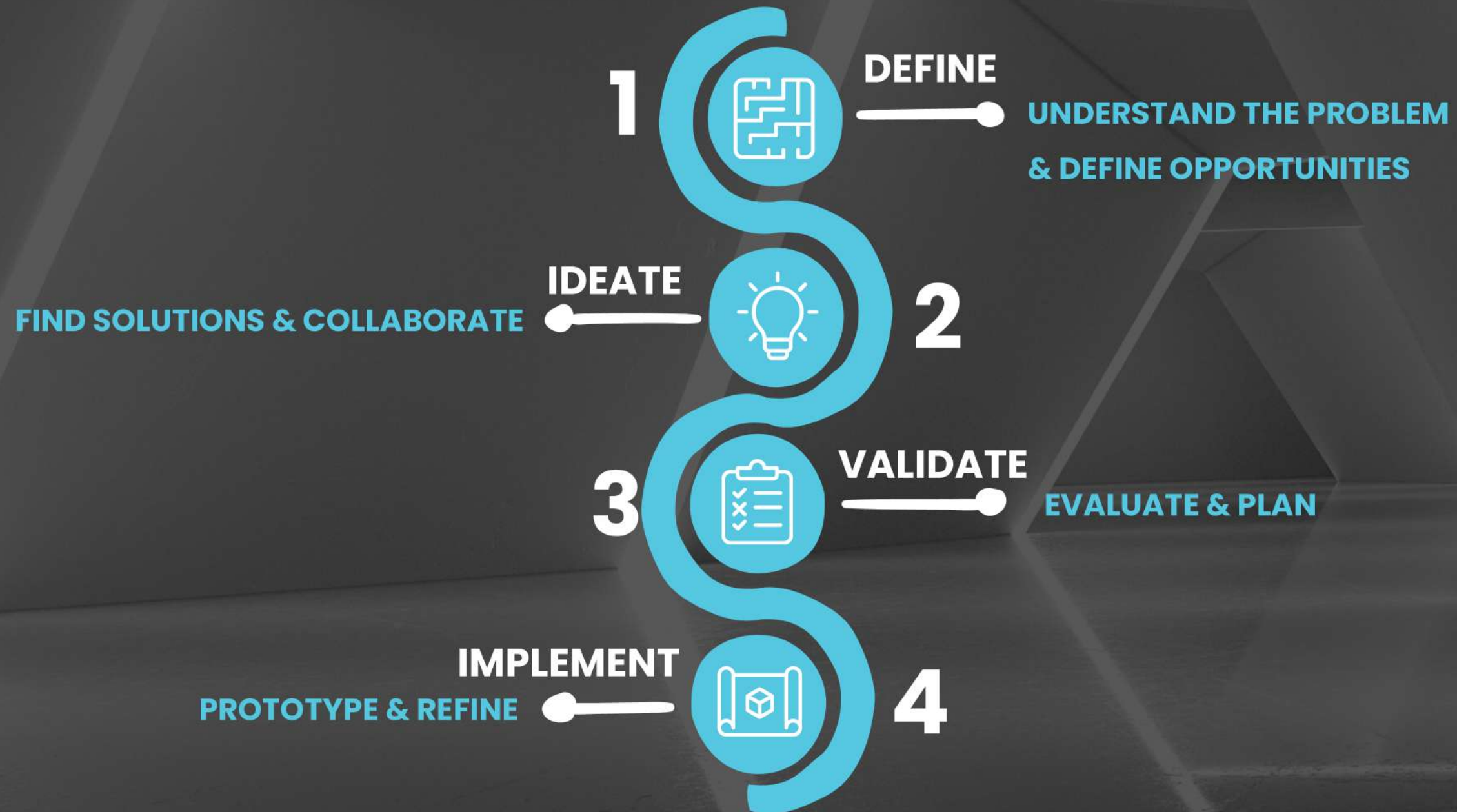
- Do you have a specific methodology or team to address challenges and define opportunities?
- How do you evaluate & validate your solution?
- How do you transfer your idea into an innovation? Who is the owner of this transformation?
- Do you have any tools to set & implement your strategy?

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INNOVATION & BUSINESS DESIGN



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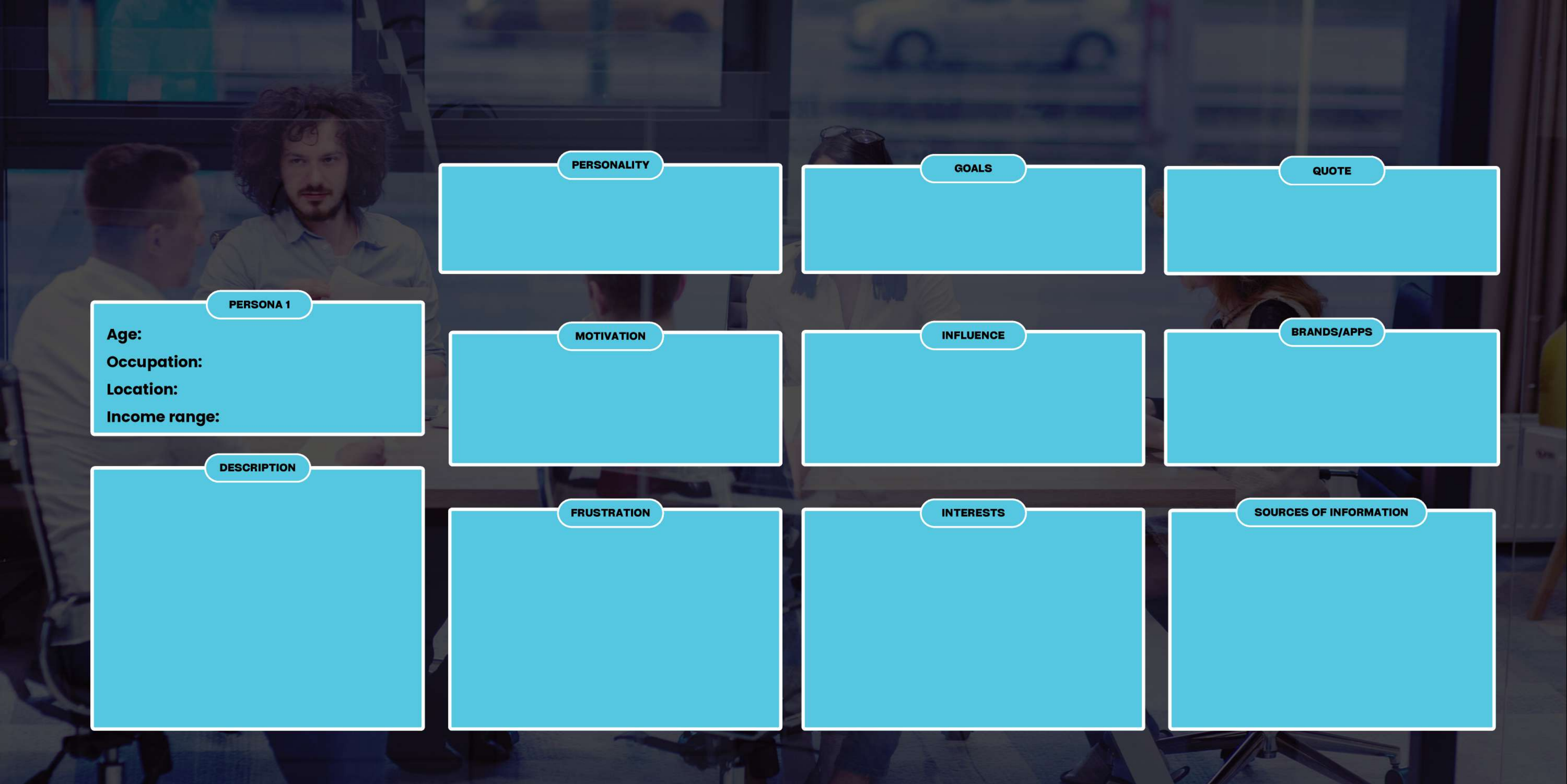
DEFINE

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?



PERSONALITY

Empty text box for personality details.

GOALS

Empty text box for goals.

QUOTE

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PERSONA 1

Age:
Occupation:
Location:
Income range:

MOTIVATION

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INFLUENCE

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BRANDS/APPS

Empty text box for brands/apps.

DESCRIPTION

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FRUSTRATION

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INTERESTS

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SOURCES OF INFORMATION

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IDEATE

Ideate

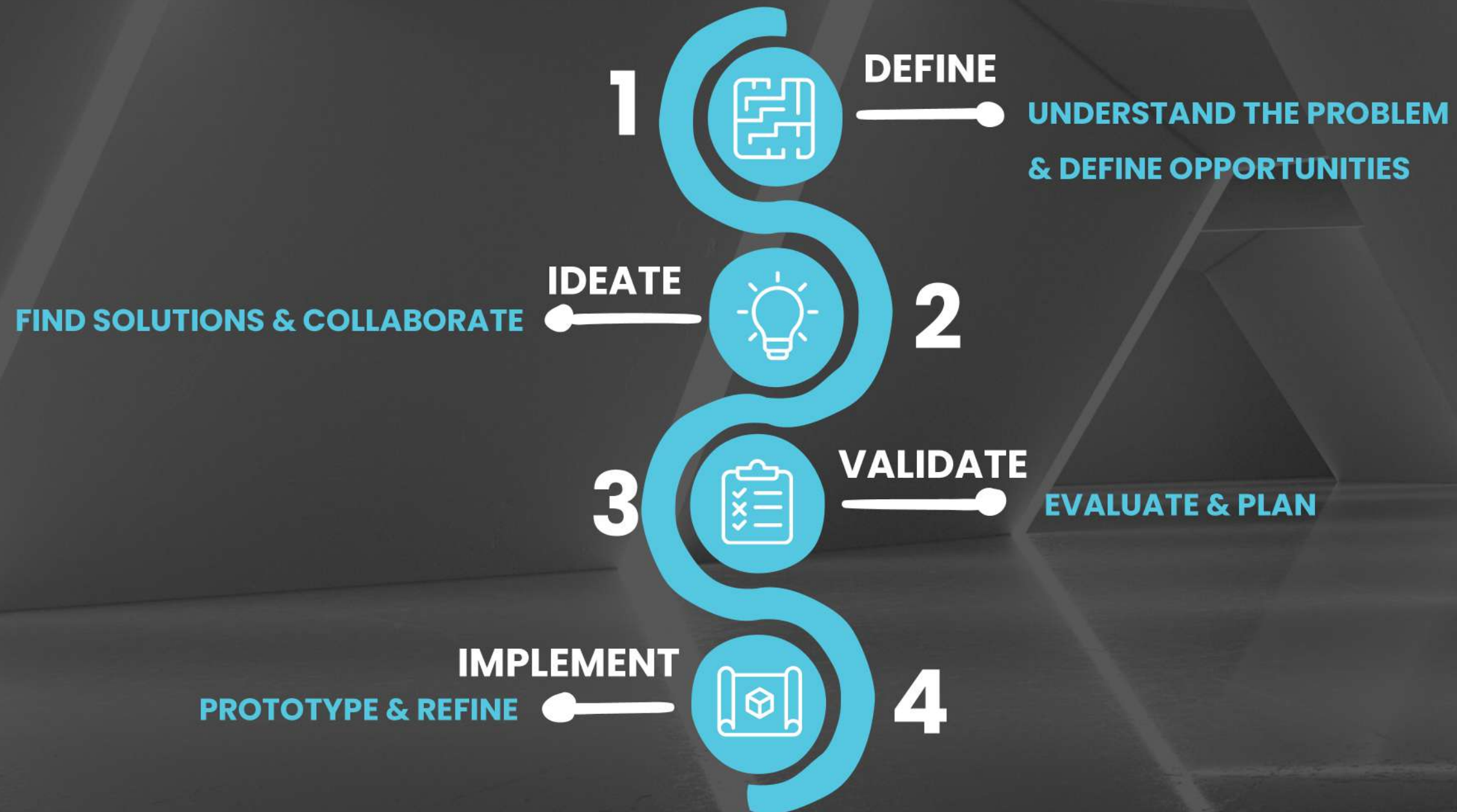
- Design your solutions with service design methodology.
- Consider who you are designing for and transfer your findings from the first step into possible solutions.
- Start with a Customer Journey Map (Tool 2) and Value Proposition Map (Tool 3).

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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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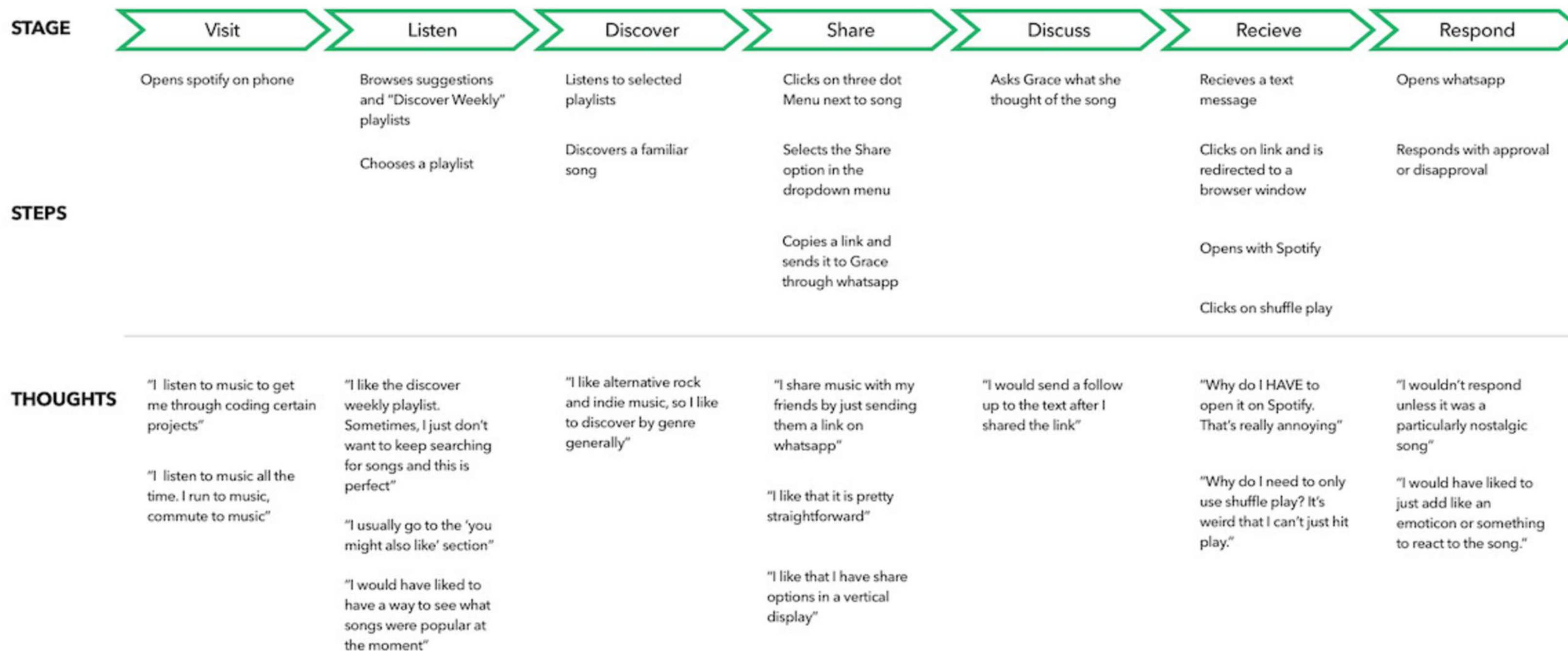
IDEATE

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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	<p>POSITIVE</p> <p>NEGATIVE</p> <p>INTERESTED, HESITANT</p> <p>CURIOUS, EXCITED</p> <p>EXCITED</p> <p>FRUSTRATED</p> <p>SATISFIED, HAPPY</p>				
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



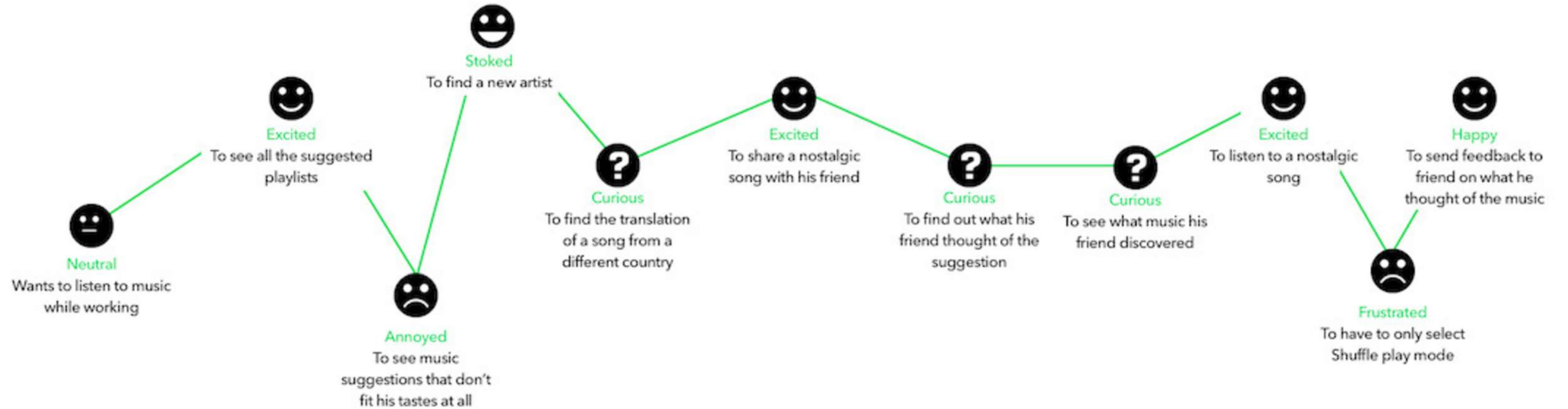
TOUCHPOINTS



ACTORS



EMOTIONS



**VALUE PROPOSITION
 CANVAS
 PRODUCTS & SERVICES**



**PAIN RELIEVERS
 VALUE MAP**



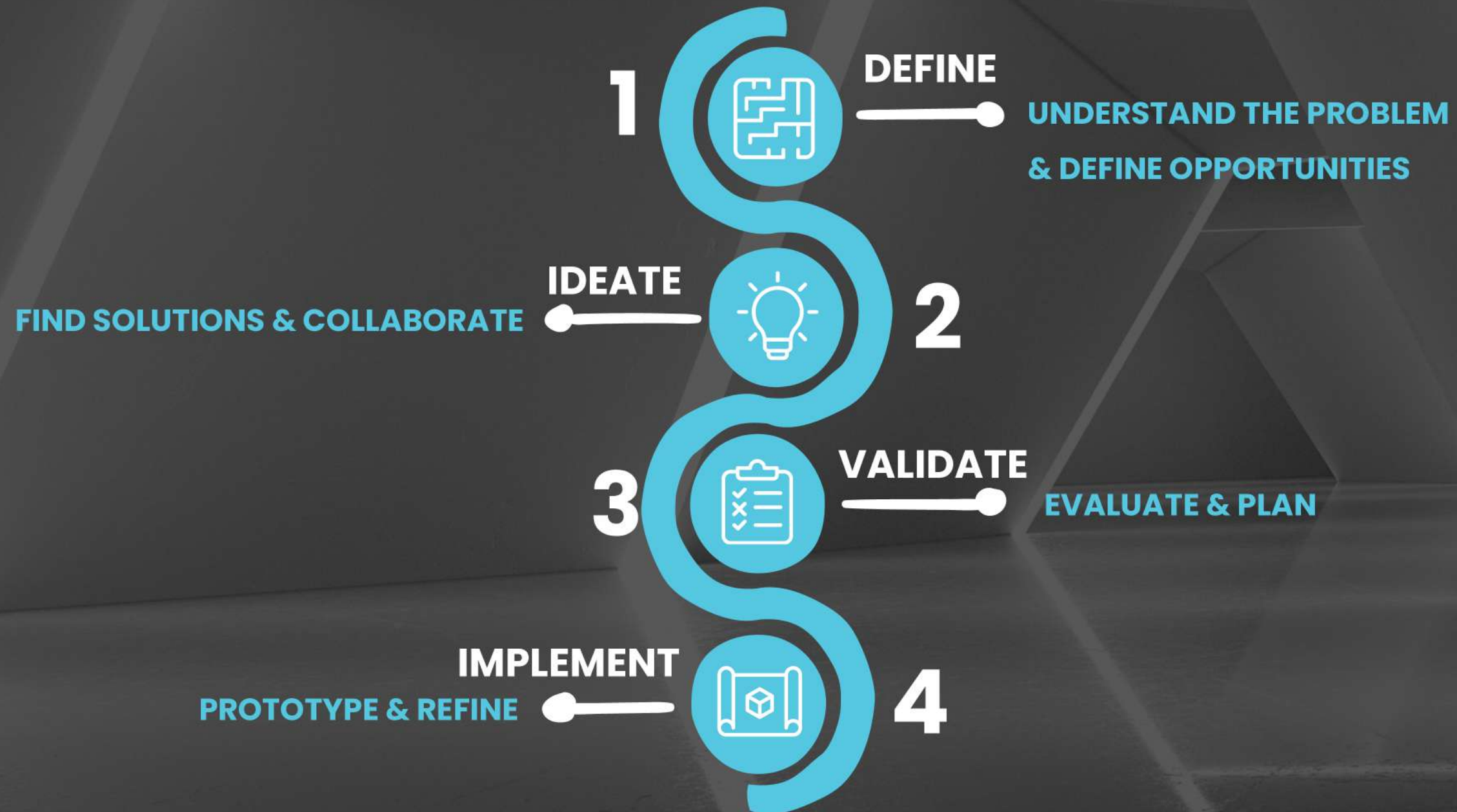
CUSTOMER PROFILE

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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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BBUSINESS
MODEL
CCANVAS

VALIDATE

AN INTRO TO THE METHODOLOGY



CREATE | DELIVER | CAPTURE

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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.





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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.

CUSTOMER VALUE

IMPROVEMENT

MESSAGES

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

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

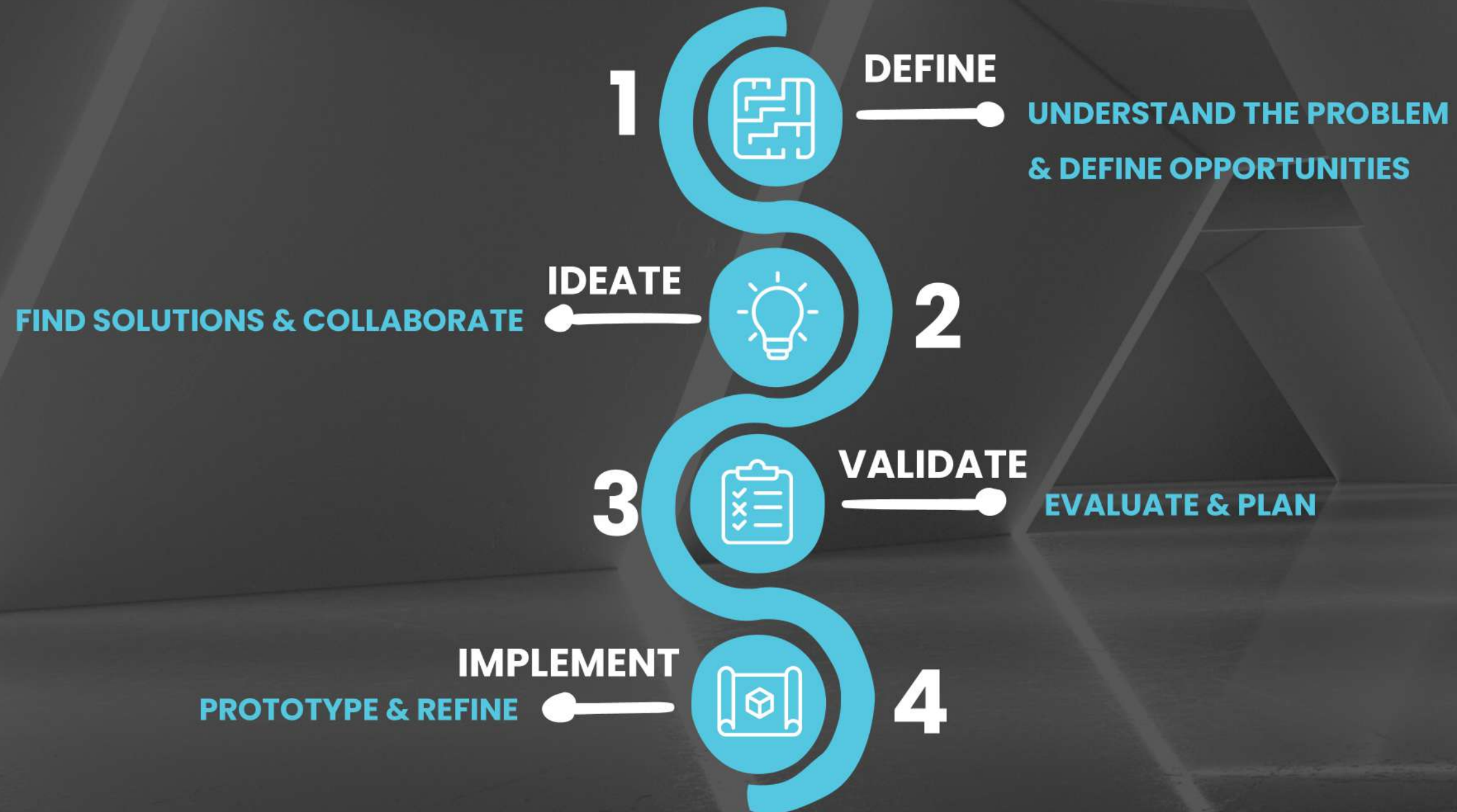
COMPETITIVE ADVANTAGE

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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?

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



IP COMMERCIALIZATION BLUEPRINT

PLANNING

DELIVERY

REVIEW

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