Open MetaDesign_{0.1}

Business Model Canvas for

"Organizing for the Unorganized" Open Innovation project

Key Partners

Who are our Key Partners?
Who are our key suppliers?
Which Key Resources are we acquiring from partners? Which Key Activitis do partners perform?

Student communities

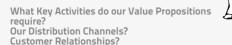
Designers and inventors

Auction partner who helps selling the IPR

SurveyMonkey (for making the idea survey)

Key Activities

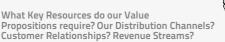
Revenue Strams?



Crowdsource innovations for organizing

Auction the innovations to companies & organizations

Key Resources



Open innovation platform such as Github

Auction platform

Value Propositions



What bundles of products and services are we offering to each Customer Segment? Which customer needs are we satisfying?

Open innovation project that will produce pool of ideas about organizing daily life for companies and individuals that can then turn them into products and services.

The project offers open design innovator platform for designing tailored made solutions for time management.

IMPORTANT: We want to move away from the thinking that organizing is about using calendars and setting up meetings -- we want solutions that helo you get more out of your life WITHOUT having actively use them.

Customer Relationships



What type of relationships do each of our Customer Segments expect us to establish and maintain with them?

Which ones have we established? How are they integrated with the rest of our business model? How costly are they?

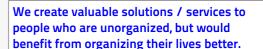
People who submit their ideas expect to get some sort of credit for the ideas.

Companies want to be sure that we transfer the IPR to them in a proper way.

Auction partners expect a cut from the sales.

Customer Segments

For whom are we creating value? Who are our most important customers?



Individuals: Students Companies: Employees, Managers

Channels



Through which Channels do our Customer Segments want to be reached? How are we reaching them now?

How are our Channels integrated? Which ones work best? Which ones are most cost-efficient?

How are we integrating them with customer routines?

on campuses to kick off the innovation

We reach inventors, companies, and individuals through spreading these posters over social media.

Magazines & Innovation focused media blogs (Fastco, Good, Ink).



We publish electronic (and physical) posters

Cost Structure

What are the most important costs inherent in our business model? Which Key Resources are most expensive? Which Key Activities are most expensive?

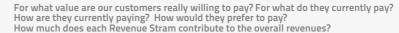
Cost of services charged by the auction partner.

Hardware and software services.

Material cost for distributing posters.

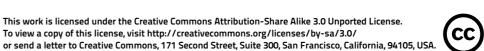
Advertising costs.

Revenue Streams



- Core group gets a small percentage of sold ideas
- · Inventors get royalties from the companies who bought their ideas
- · Companies get revenue by selling the new products or services

















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