# Open MetaDesign o.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

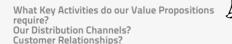
**Designers and inventors** 

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**

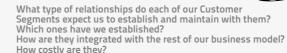
### **Value Propositions**



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 lots of ideas for companies that can then turn them into products and services.

### **Customer Relationships**



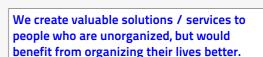
People who submit their ideas expect to get some sort of creadit

Companies want to be sure that we transfer the IPR to them

Auction partners expect a cut from the sales

#### **Customer Segments**

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



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

#### Channels



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?

We publish electronic (and physical) posters on campuses to kick off the innovation

We reach inventors, companies, and



Open innovation platform such as Github

Auction platform



How are we integrating them with customer routines?

individuals through spreading these posters over social media.

#### **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?

#### **Revenue Streams**

For what value are our customers really willing to pay? For what do they currently pay? How are they currently paying? How would they prefer to pay? How much does each Revenue Stram contribute to the overall revenues?

Revenue is generated in the auction phase:

- · 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

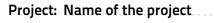












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