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

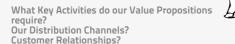
Designers and inventors

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



What Key Resources do our Value Propositions require? Our Distribution Channels? Customer Relationships? Revenue Streams?

Open innovation platform such as Github

Auction platform

Value Propositions



What value do we deliver to the customer? Which one of our customer's probles are we 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.

Efficiency in the time management

Customer Relationships



For whom are we creating value?

We create valuable solutions / services to people who are unorganized, but would benefit from organizing their lives better.

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

Individuals:

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

People who submit their ideas expect to get

Companies want to be sure that we transfer

Auction partners expect a cut from the sales

Which ones have we established?

How costly are they?

the IPR to them

some sort of creadit

Who are our most important customers? How are they integrated with the rest of our business model?

Customer Segments

Companies: employees, managers

Channels



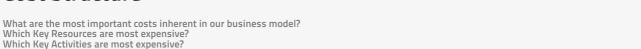
want to be reached? How are we reaching them now? How are our Channels integrated? Which ones work best? Which ones are most cost-efficient? How are we integrating them with customer routines?

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

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

Innovation promoting media blogs (Fastco, Good, Ink) and magazines

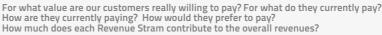
Cost Structure



Cost of services charged by the auction partner?

Hardware

Revenue Streams



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

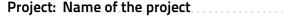












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