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

What Key Activities do our Value Propositions require?
Our Distribution Channels?
Customer Relationships?
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 helping to solve?
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

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 creadit

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

Auction partners expect a cut from the sales

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?

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

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

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

Customer Segments

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

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 them.

Individuals:
Students
Companies: employees, managers

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

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

Project: Name of the project

Designed by: Name Surname - ...

Link: http://www.google.com

Designed for: Community / Place / Organization