



Ideation of a Use Case & Why Blockchain

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nagarro
THINKING BREAKTHROUGHS



Agenda



- ❑ Design Thinking
- ❑ Our Focus
- ❑ Ideation at DCentrum
- ❑ Idea Validation on Blockchain

Design Thinking



Empathize



Define



Ideate



Prototype



Test



Design Thinking leads to:

- Human – Centered Products, Services
- Innovative Ideas which can be implemented Faster, Better and with least Risk

Our Focus



IDEATION



MVP

IDEATION

Based on Alex Osborn principles

- Defer Judgement
- Go for Quantity
- Get Radical
- Leapfrog
- Maintain the Flow



Your Idea into Reality – First Step



“A Problem well Stated is a problem half solved” – Charles Kettering

Do:

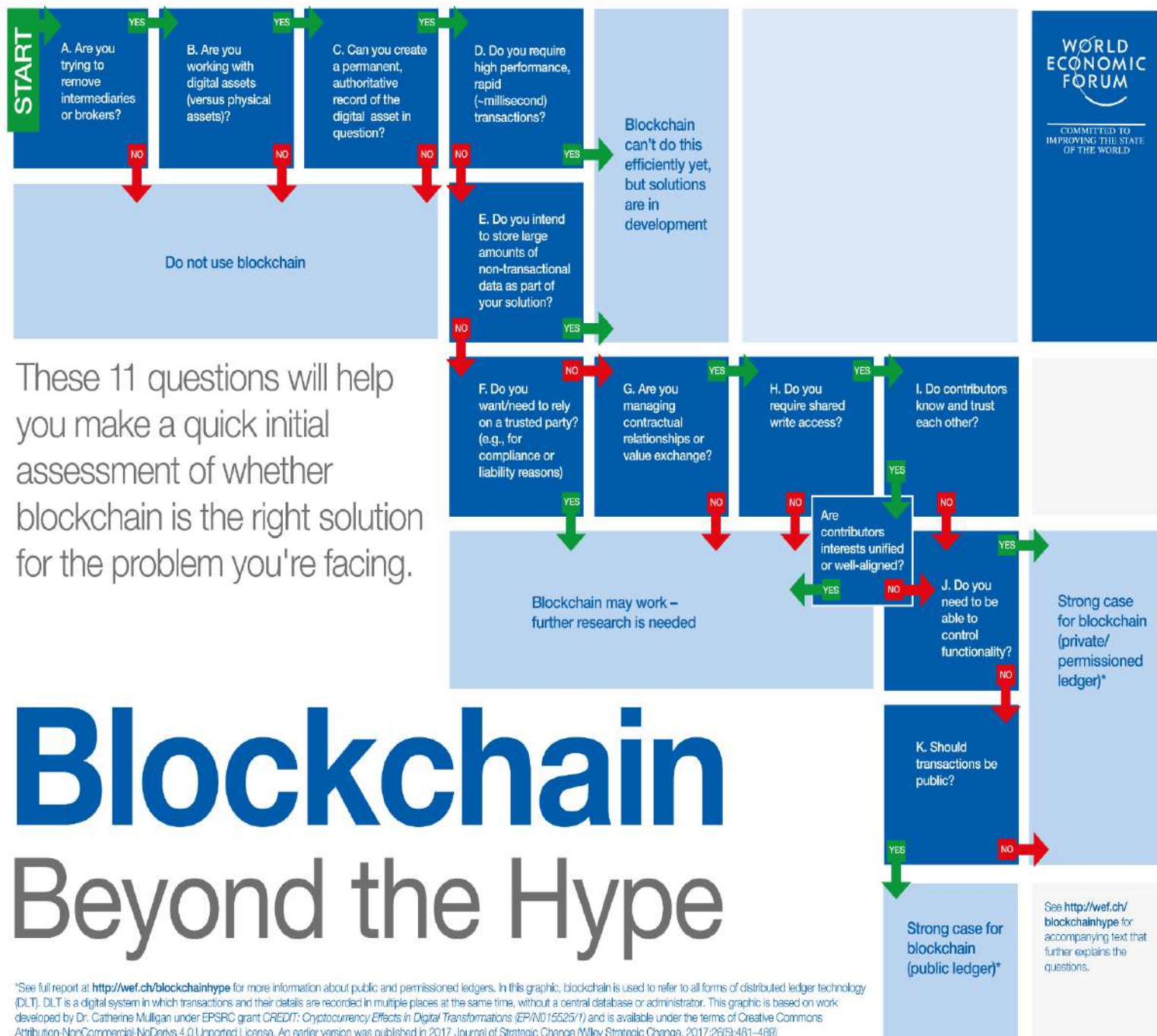
- Identify the Current State and the future state and the gap in between
- Identify Timeframe, Location & Trend
- Provide the Impact
- Provide the Importance

Do Not:

- Provide Solution in the Problem Statement
- Provide the Cause of the Problem
- Include blame on others

Idea validation on Blockchain?

- Understand the Problem Statement
- Understand the need for the core features of Blockchain
 - Consensus
 - Immutability
 - Finality
 - Provenance
- Understand the identifiable business network



*See full report at <http://wef.ch/blockchainhype> for more information about public and permissioned ledgers. In this graphic, blockchain is used to refer to all forms of distributed ledger technology (DLT). DLT is a digital system in which transactions and their details are recorded in multiple places at the same time, without a central database or administrator. This graphic is based on work developed by Dr. Catherine Mulligan under EPSRC grant CREDIT: Cryptocurrency Effects in Digital Transformations (EP/N015525/1) and is available under the terms of Creative Commons Attribution-NonCommercial-NoDerivs 4.0 Unported License. An earlier version was published in 2017 Journal of Strategic Change (Wiley Strategic Change, 2017;26(5):481–489)

<Use Case Title>	Author(s): Names
The problem being addressed	Stake Holders Involved
<ul style="list-style-type: none">Few lines about the problem	<ul style="list-style-type: none">AbcXyz
Proposed Solution	Applicable Industries
<p>Brief description of the solution:</p> <ul style="list-style-type: none">Aspect 1Aspect 2	<ul style="list-style-type: none">Banking XyzInsurance Abc
Benefits	Competitors
<ul style="list-style-type: none">Benefit 1Benefit 2	<ul style="list-style-type: none">Amazon A-ZBingo YA

The Business Model Canvas

Designed for:

Designed by:

Date:

Version:

Key Partners



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

MOTIVATIONS FOR PARTNERSHIPS
Optimization and economy
Reduction of risk and uncertainty
Acquisition of particular resources and activities

Key Activities



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

EXTENSIBLES
Production
Problem Solving
Infrastructure/build

Key Resources



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

TYPES OF RESOURCES
Physical
Intellectual (brand, patents, copyrights, data)
Human
Financial

Value Propositions



What value do we deliver to the customer?
Which one of our customer's problems are we helping to solve?
What bundles of products and services are we offering to each Customer Segment?
Which customer needs are we satisfying?

CHARACTERISTICS
Novelty
Performance
Customization
"Out-of-the-box" design
Design
Brand/Status
Price
Cost Reduction
Risk Reduction
Accessibility
Convenience/usability

Customer Relationships



What type of relationship does 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?

EXAMPLES
Personal assistance
Dedicated Personal Assistance
Self-Service
Automated Services
Communities
Co-creation

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?

CHANNEL FRAMES
1. Awareness
How do we raise awareness about our company's products and services?
2. Evaluation
How do we help customers evaluate our organization's Value Proposition?
3. Purchase
How do we allow customers to purchase specific products and services?
4. Delivery
How do we deliver a Value Proposition to customers?
5. After sales
How do we provide post-purchase customer support?

Customer Segments



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

Mass Market
Niche Market
Segmented
Diversified
Multi-sided Platform

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?

IS YOUR BUSINESS MODEL
Cost Driven (lowest cost structure, low price value proposition, maximum automation, extensive outsourcing)
Value Driven (focused on value creation, premium value proposition)

SAMPLE CHARACTERISTICS
Fixed Costs (salaries, rents, utilities)
Variable costs
Economies of scale
Economies of scope

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 Stream contribute to overall revenues?

TYPES
Asset sale
Usage fee
Subscription Fee
Licensing/Licensing/Leasing
Licensing
Brokerage fees
Advertising

FIXED REVENUE
List Price
Product feature dependent
Customer segment dependent
Volume dependent

STREAM REVENUE
Negotiation/bargaining
Fees/management
Real-time market



DESIGNED BY: Business Model Foundry AG
The makers of Business Model Generation and Strategyzer

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WHY? WHO? WHERE? WHICH? WHEN? WHAT?

