



Today



Check-in

Info

Play

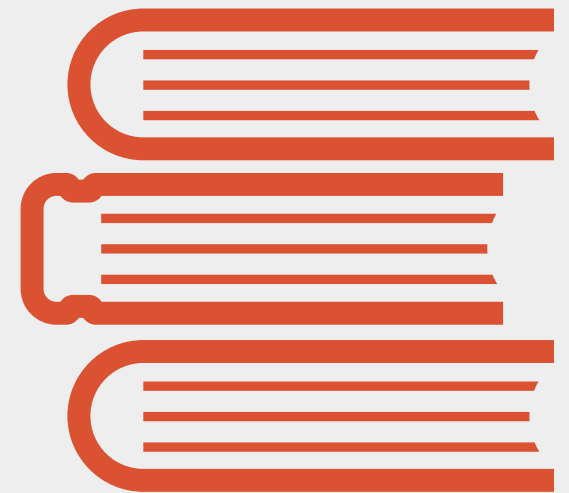
Business Models

Business Model Canvas

Value propositions

- Contents
- Factors
- Examples
- Exercise

Check-out



Check-in:

What do you need
from your peers
today?

info



Auri

Ugne

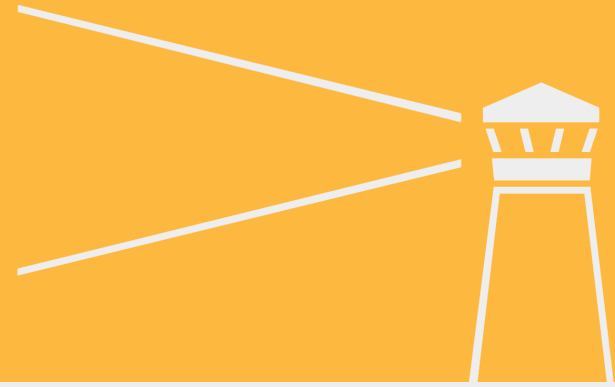
Guests

Remaining 1:1

Collaboration tools

play

play



Define a crisis / conflict

Play it multiple times

Select one 'good' and one 'bad' ending

Showtime

business models



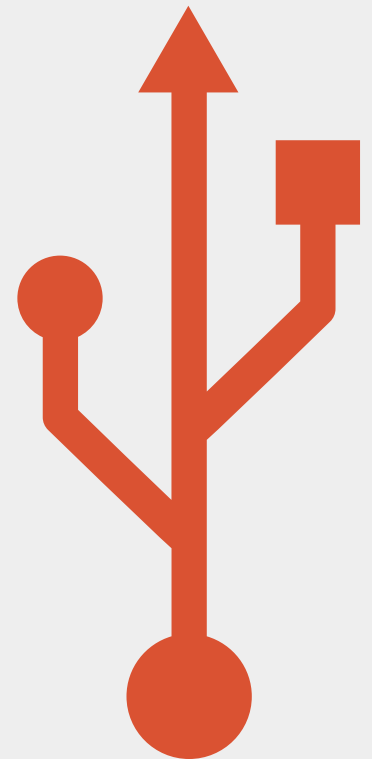
How does a specific
business operate?



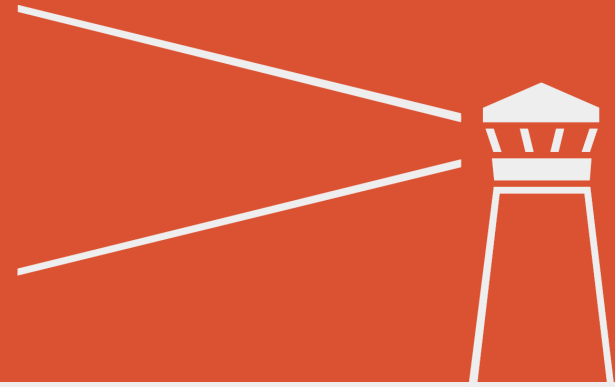
business models



Explains connections
& gives a holistic view



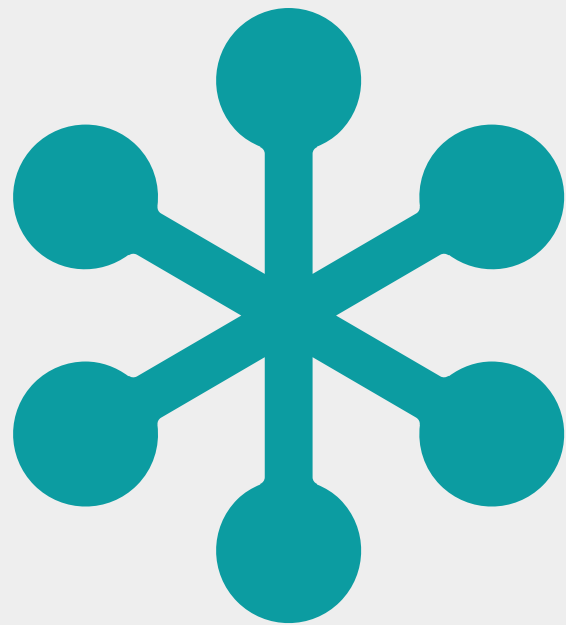
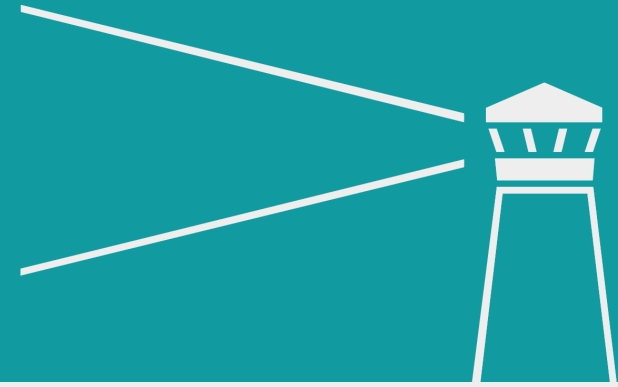
business models



How a business understands itself
A tool to communicate with others

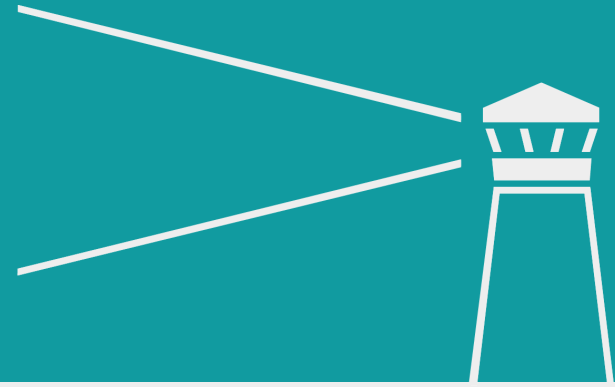
business model canvas

business model canvas



Systemic representation
of a business model

business model canvas

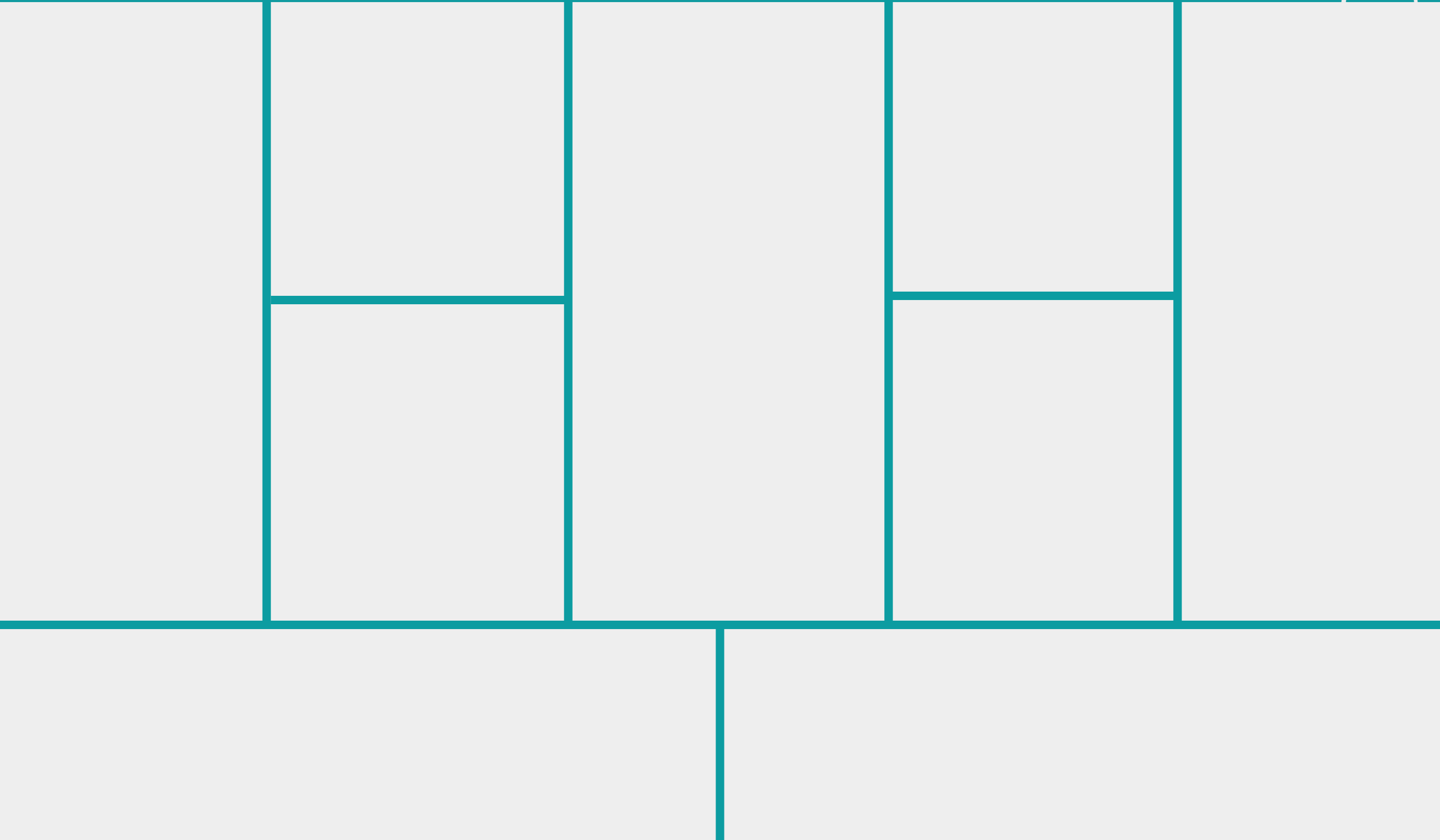
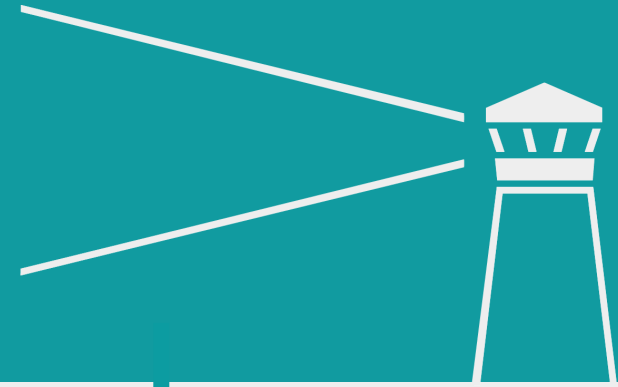


Alexander Osterwalder

Business Model Generation



business model canvas



business model canvas



key
partners

key
activities

value
prop.

customer
rel.

customer
segments

key
resources

channels

cost structure

revenue streams

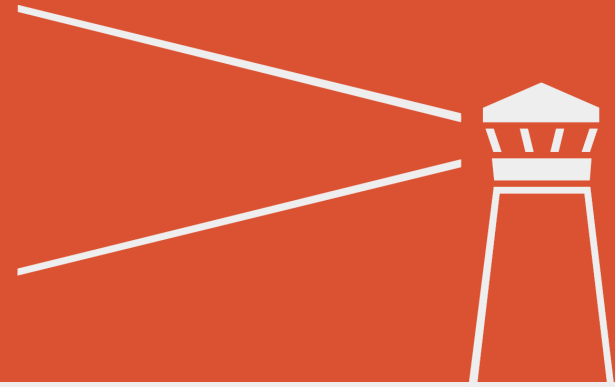
value
props

value propositions



In the center
for a reason

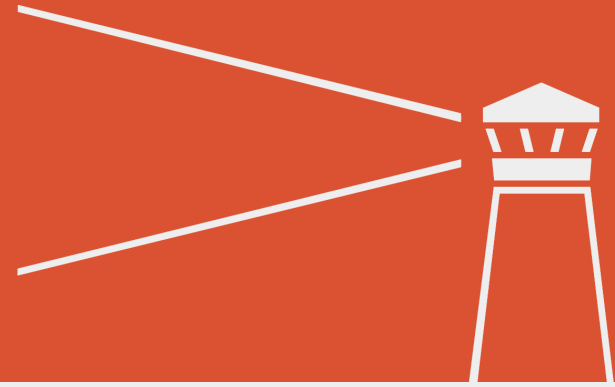
value propositions



The promise of what you will deliver
The benefits for your customer
Why you instead of the competition

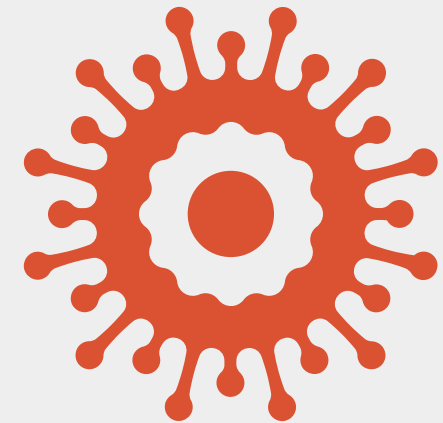


value propositions

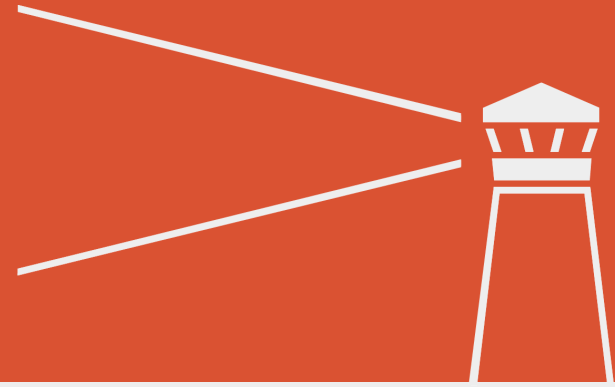


Made-up examples

- Furniture you can assemble yourself at home
- Instant access to almost any piece of information
- Automotive mass production
- Pandemic nationalism



value propositions



Factors

Newness

Performance

Customization

Brand / status

Design

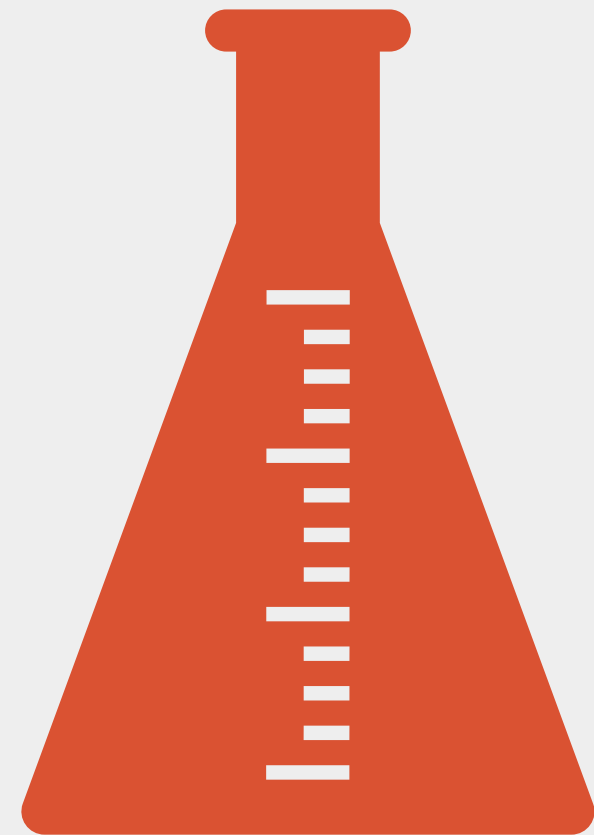
Price

Cost reduction

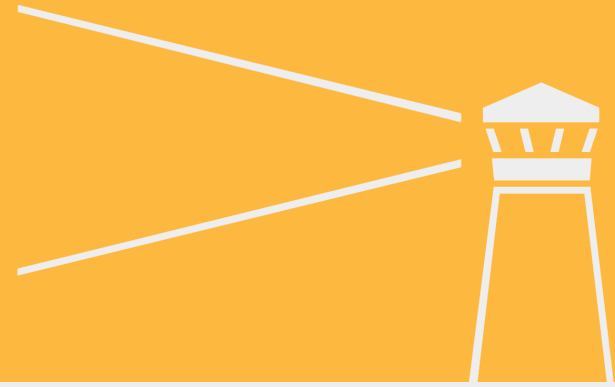
Risk reduction

Accessibility

Convenience



exercise



Create value propositions for:
Extinction Rebellion

An existing organization

A company you would like to exist

let's
hear

Check-out :

How will you make
use of this
knowledge?

ok