

Collaborator	Inputs	Network	Service/ processing/ packaging	Content/ Information product	Benefits	Strategy	Tactic
FlexSpace	beacons/ software	IoT network	algorithm for workplace usage prediction and allocation	hardware network and software	monetary reward	catch-up strategy in technology	Digital lock-in
Target Company	work desks	company WLAN network	HR tool for workspace management	workspace usage and monitoring	workspace planning	get-ahead strategy in market	Product as Point of Sales
Target company employees	smartphone app			overview of free workspaces	job satisfaction and flexibility		