The fluidminds Way to Business Model Innovation

1. Understand
   - Find fresh customer insights via jobs-to-be-done
   - Describe current business model
   - Understand market trends & mechanisms

2. Unlearn & mobilize
   - Unveil tacit assumptions about your industry and your business model
   - Create discomfort with current situation
   - Secure backing of top management for the rethinking process and the necessity for change

3. Ideate
   - Generate as many ideas as possible for:
     - Value proposition (customers & benefits)
     - Value architecture
     - Revenue model
     - Values & culture

4. Design
   - Decide on three to four strategic directions to work on
   - Design of business models on canvas
   - Check interdependencies of all components of the designed business model
   - Work on uniqueness of your positioning
   - Optimize components

5. Select & prototype
   - Select the optimal business models
   - Test prototype with potential customers
   - Build prototype
   - Write business case
   - Select the business model to start with

6. Build & learn
   - Execute business model
   - Gather customer data & feedback
   - Adapt & improve business model

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