

Questions for successful Business Model Innovation

Value Architecture

— Offer

- What is our offer?

— Value Chain

- What are our value creating steps?
- What is our value chain?

— Core Capabilities

- What are the core capabilities we need?

— Distribution & Communication Channels

- How do we reach our customers?
- How do we communicate with our customers?

— Partner

- Which partners do we need?

Value Proposition

— Customers

- Who are our customers?
- What job do we solve for our customers?

— Customer Benefit

- What benefit do we create for our customers?
- What benefit do we create for our partners?

Revenue Model

— Cost Structure

- Cost structure is defined by the value architecture.

— Revenue Sources

- With what do we earn money?

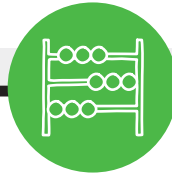
Team & Values

— Team

- Who is on our team?
- What competencies do we have on the team?

— Values

- What values do we pursue?
- How do we interact with each other and the customers?



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