

A toolkit for Business Model Innovation

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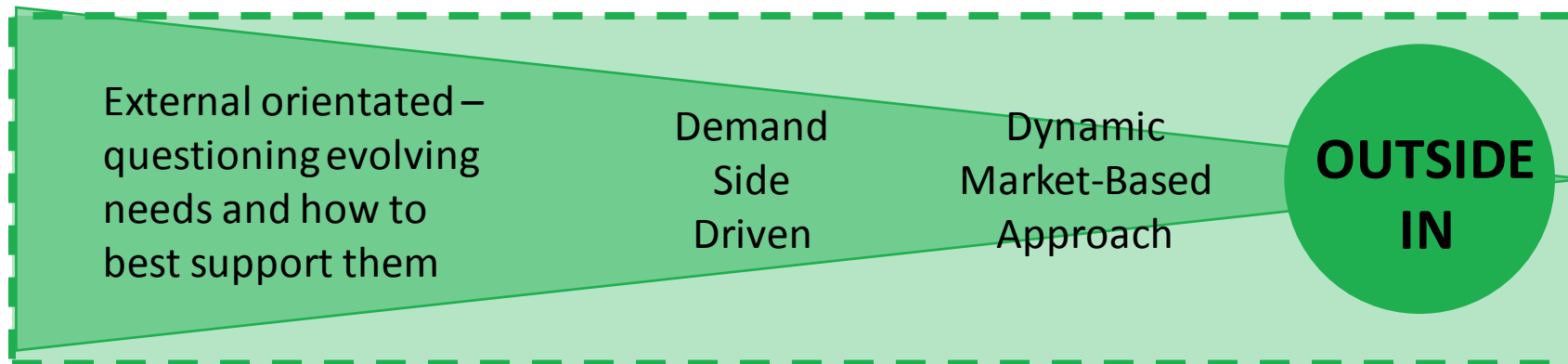
Business model

A plan for the successful operation of a business, identifying sources of revenue, the intended customer base, products, and details of financing

Business model innovation











Business model innovation involves making simultaneous, coordinated, and internally consistent changes to multiple aspects of the business model to reignite growth, combat disruptions, or access new markets











Innovation perspectives















Most businesses think about innovation in terms of their offering (i.e. improving the product, process or service) but there are other dimensions of innovation within the business model

 <p>How does your business create value and enhance the performance of your customers?</p> <p>OFFERING VALUE & PERFORMANCE</p>	 <p>How is your product/process/service superior to your competitors?</p> <p>OFFERING VALUE & PERFORMANCE</p>	 <p>How can the ease of use of your product/process/service be improved?</p> <p>OFFERING VALUE & PERFORMANCE</p>	 <p>In what way can your product/process/service be personalised at the point of use?</p> <p>OFFERING VALUE & PERFORMANCE</p>	 <p>How can your customers acquire your product/process/service at other times and places?</p> <p>OFFERING VALUE & PERFORMANCE</p>	 <p>How can your product/process/service be personalised at the point of purchase?</p> <p>OFFERING VALUE & PERFORMANCE</p>	 <p>Who are the customers (i.e. purchases) and who are the consumers (i.e. users) of your product/process/service?</p> <p>EXPERIENCE PHYSICAL & DIGITAL INTERACTION</p>	 <p>How do your customers experience your product/process/service?</p> <p>EXPERIENCE PHYSICAL & DIGITAL INTERACTION</p>	 <p>How do your customers/consumers interact with your business physically and digitally (and vice versa)?</p> <p>EXPERIENCE PHYSICAL & DIGITAL INTERACTION</p>	 <p>How do you understand your customer journey to purchase and to use?</p> <p>EXPERIENCE PHYSICAL & DIGITAL INTERACTION</p>
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 <p>Who is your next new customer?</p> <p>EXPERIENCE PHYSICAL & DIGITAL INTERACTION</p>	 <p>How does your business build trust with customers and consumers?</p> <p>EXPERIENCE PHYSICAL & DIGITAL INTERACTION</p>	 <p>How does your branding reflect what your business does?</p> <p>EXPERIENCE BRAND</p>	 <p>How does your brand convey a promise that is consistently delivered?</p> <p>EXPERIENCE BRAND</p>	 <p>How can your business use its brand to reduce customer perception of risk?</p> <p>EXPERIENCE BRAND</p>	 <p>How can your business leverage products/processes/services positively associated with your brand?</p> <p>EXPERIENCE BRAND</p>	 <p>How can your business benefit from brand extension?</p> <p>EXPERIENCE BRAND</p>	 <p>What customer touchpoints are the most important/effective for your business now (and in the future)?</p> <p>EXPERIENCE CHANNEL</p>	 <p>How can your products/processes/services be consumed at different times and in different locations?</p> <p>EXPERIENCE CHANNEL</p>	 <p>How can your business connect with end users (consumers) more directly?</p> <p>EXPERIENCE CHANNEL</p>
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 <p>How can interactions with your customers or consumers be made easier?</p> <p>EXPERIENCE PHYSICAL & DIGITAL INTERACTION</p>	 <p>How can your business enable your customers to interact with one another?</p> <p>EXPERIENCE CHANNEL</p>	 <p>How and where do you carry out transactions with your customers?</p> <p>CONFIGURATION TRANSACTIONS</p>	 <p>What transactions does your business have with customers?</p> <p>CONFIGURATION TRANSACTIONS</p>	 <p>How do your customers pay for transactions?</p> <p>CONFIGURATION TRANSACTIONS</p>	 <p>How can your business modularise your product/process/service (i.e. reduced to different parts)?</p> <p>CONFIGURATION TRANSACTIONS</p>	 <p>Where, when and how can there be other transactions with customers?</p> <p>CONFIGURATION TRANSACTIONS</p>	 <p>How are your skills, capabilities and resources aligned to your revenue model(s)?</p> <p>CONFIGURATION STRUCTURE</p>	 <p>How can your business better align your skills and resources for growth?</p> <p>CONFIGURATION STRUCTURE</p>	 <p>How can your business handle multiple business models?</p> <p>CONFIGURATION STRUCTURE</p>
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 <p>What, if any, other businesses is your business dependent upon?</p> <p>CONFIGURATION NETWORK</p>	 <p>What are the main products/processes/services that your customers use in conjunction with your offering?</p> <p>CONFIGURATION NETWORK</p>	 <p>How can the dependence of your business on other products/processes/services be reduced?</p> <p>CONFIGURATION NETWORK</p>	 <p>How can you increase the dependence of other businesses on your product/process/service?</p> <p>CONFIGURATION NETWORK</p>	 <p>What is the main competitive advantage of your business model (offering, experience, configuration)?</p> <p>CONFIGURATION REVENUE MODEL</p>	 <p>What can your business offer that no one else can? (i.e. is your products/processes/services unique)?</p> <p>CONFIGURATION REVENUE MODEL</p>	 <p>How can your product/process/service be reconfigured to create a new offering?</p> <p>CONFIGURATION REVENUE MODEL</p>	 <p>How can your business get customers to paying more?</p> <p>CONFIGURATION REVENUE MODEL</p>	 <p>How can your business grow the customer base?</p> <p>CONFIGURATION REVENUE MODEL</p>	 <p>How can your business reduce the costs of growth?</p> <p>CONFIGURATION REVENUE MODEL</p>
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Talk To Us

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