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

Based on mapping what the firm does and how current capabilities can be leveraged

Supply Side Driven
Static Firm-Based Approach

External orientated – questioning evolving needs and how to best support them

Demand Side Driven
Dynamic Market-Based Approach

Static Firm-Based Approach
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.
Talk To Us

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