



Survive & Thrive

by **MINDBOX**

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Innovation is not invention

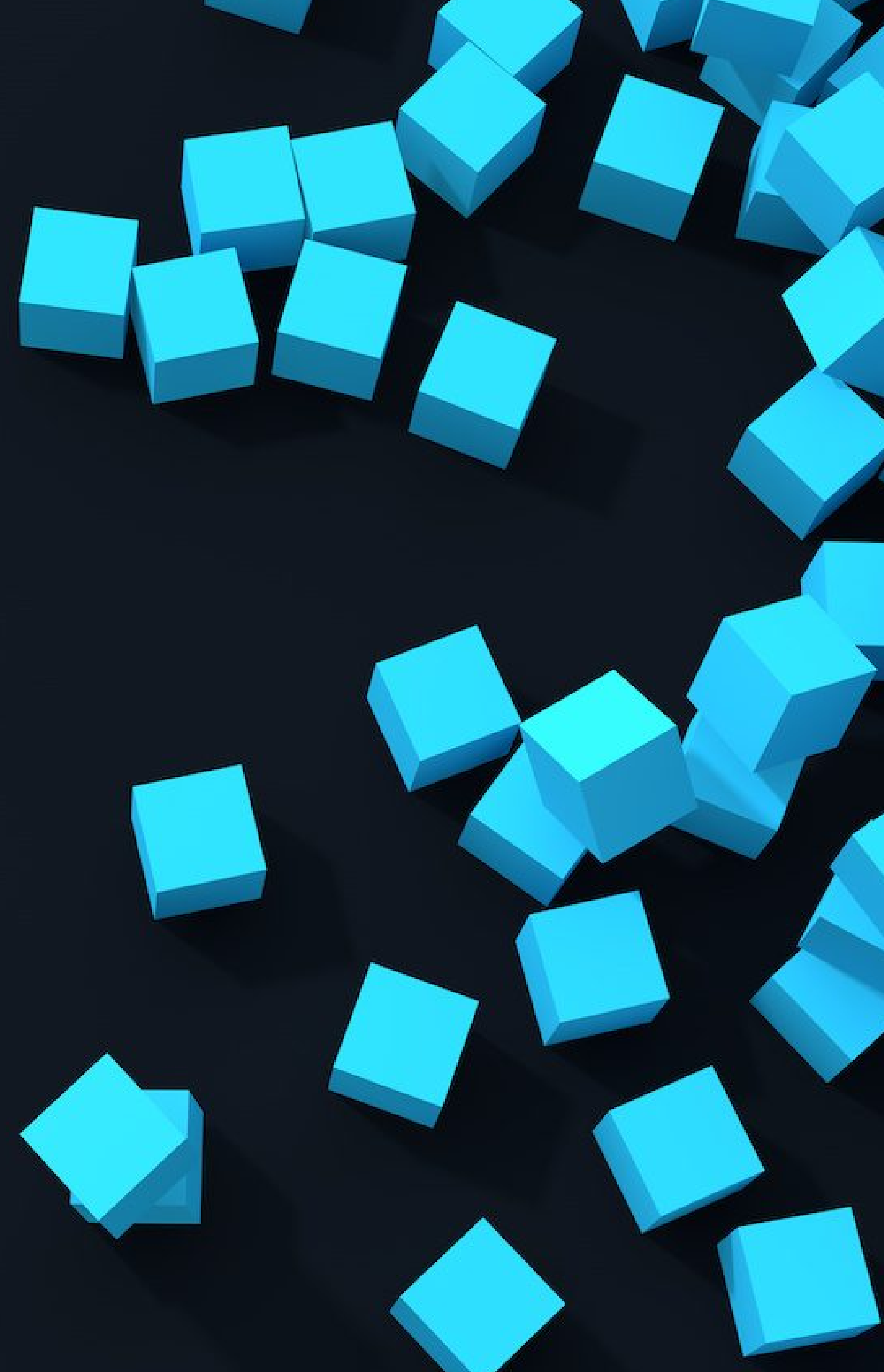
+ Creating New Value

↑ Increasing Value

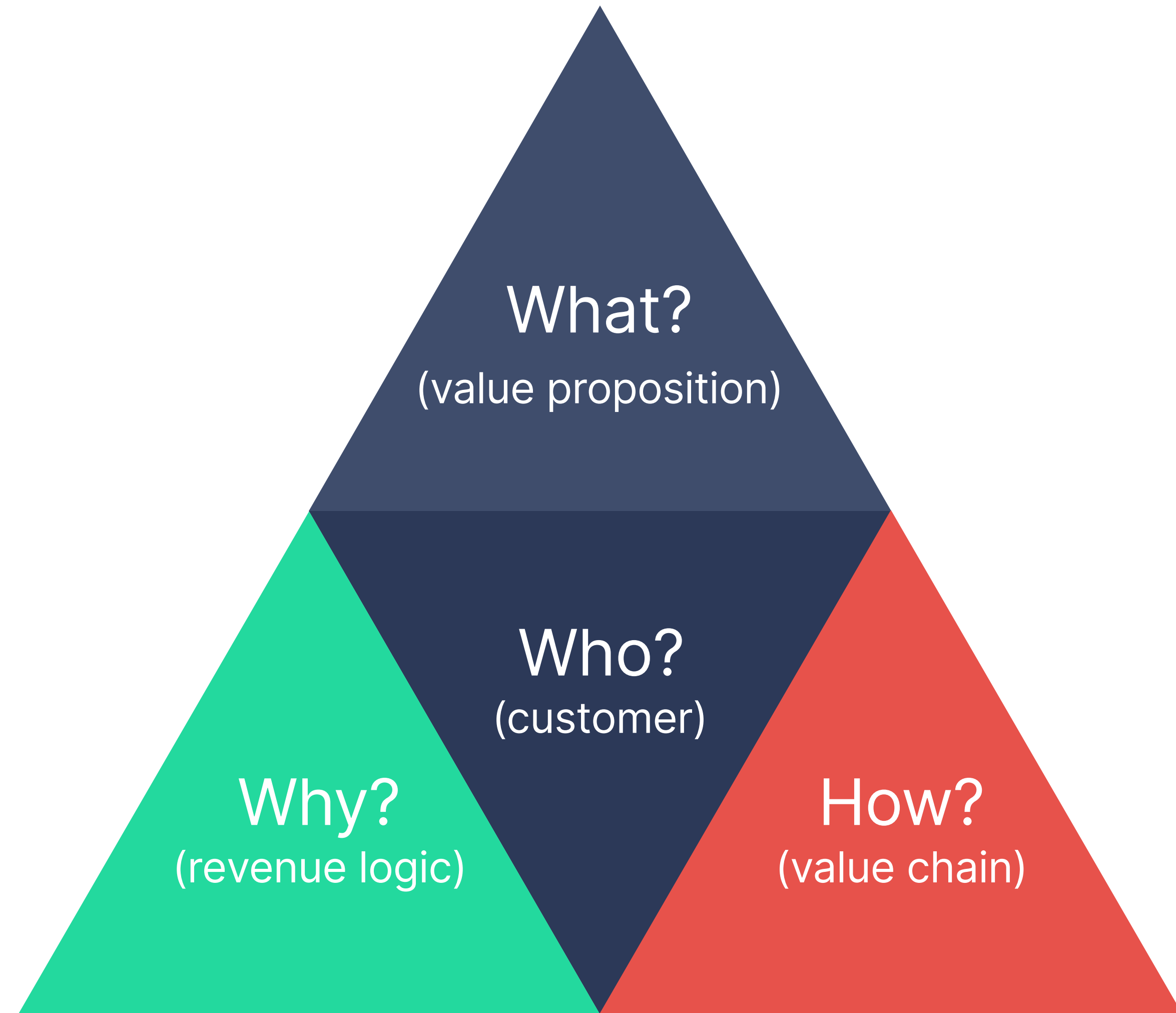
↓ Decreasing Cost

Think outside the box?

Find the *right*
box in which
to think.



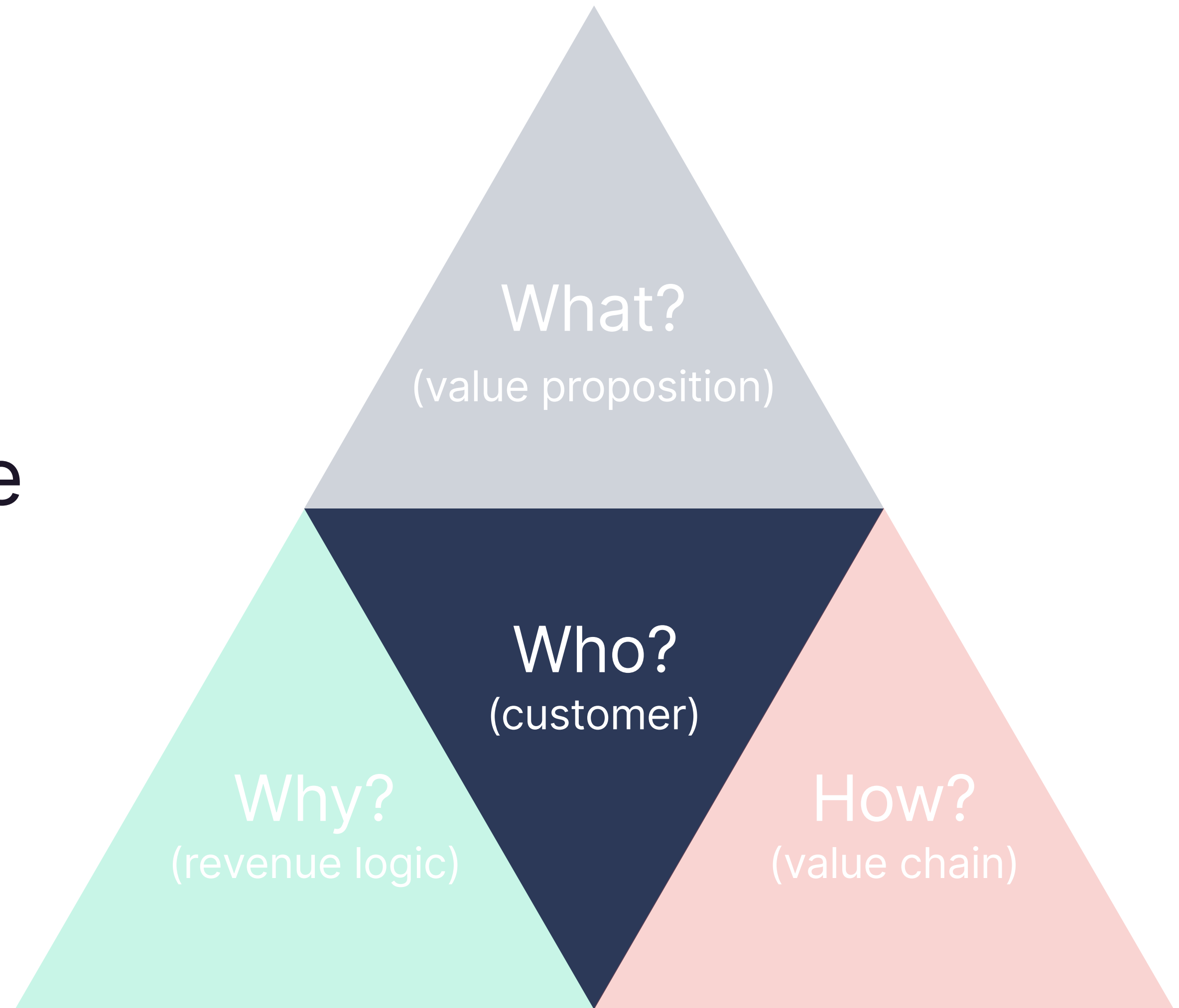
Business Model



The Magic Triangle

Who?

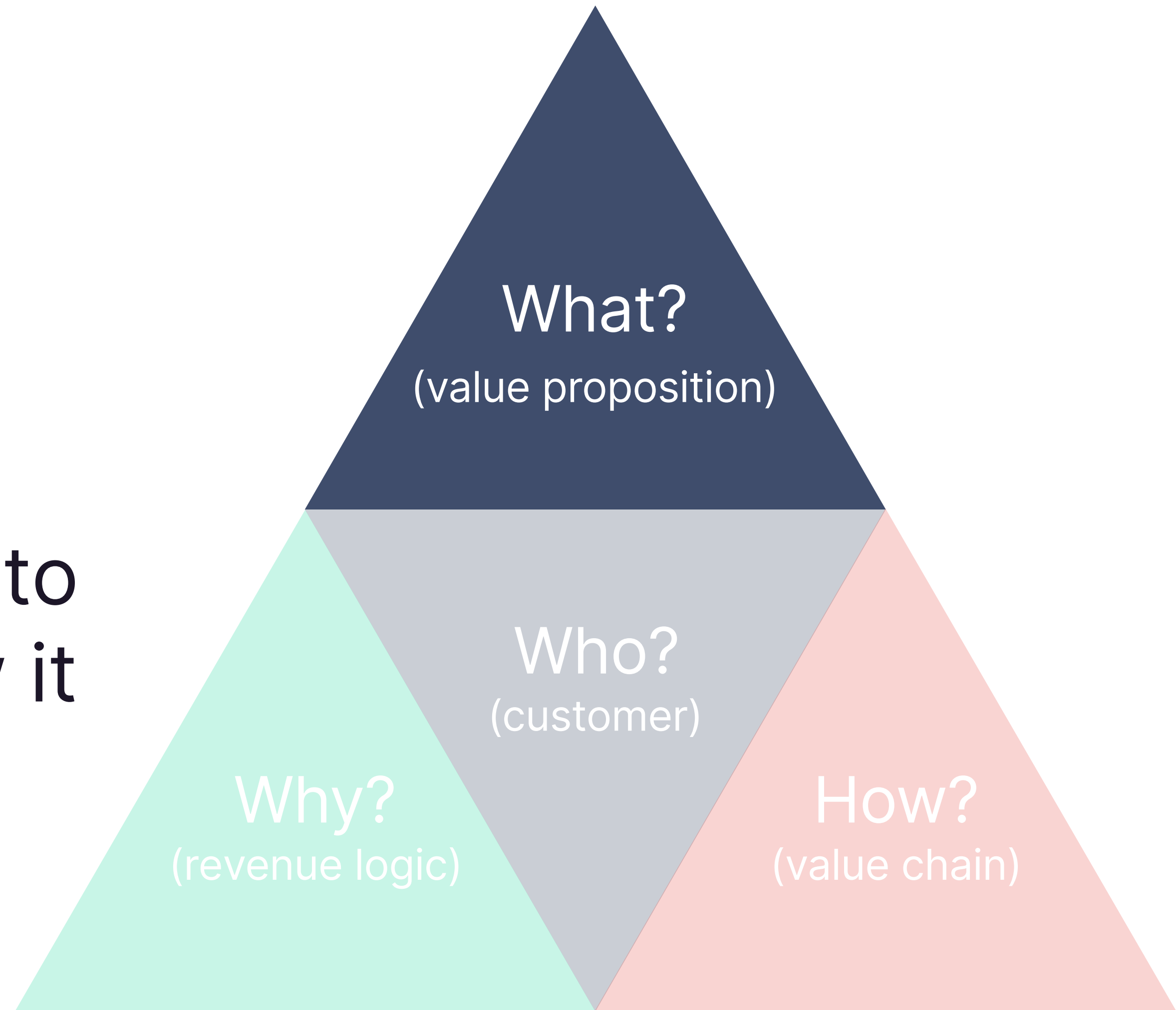
...is our customer? Their needs and issues are at the very core of why and how our company works.



The Magic Triangle

What?

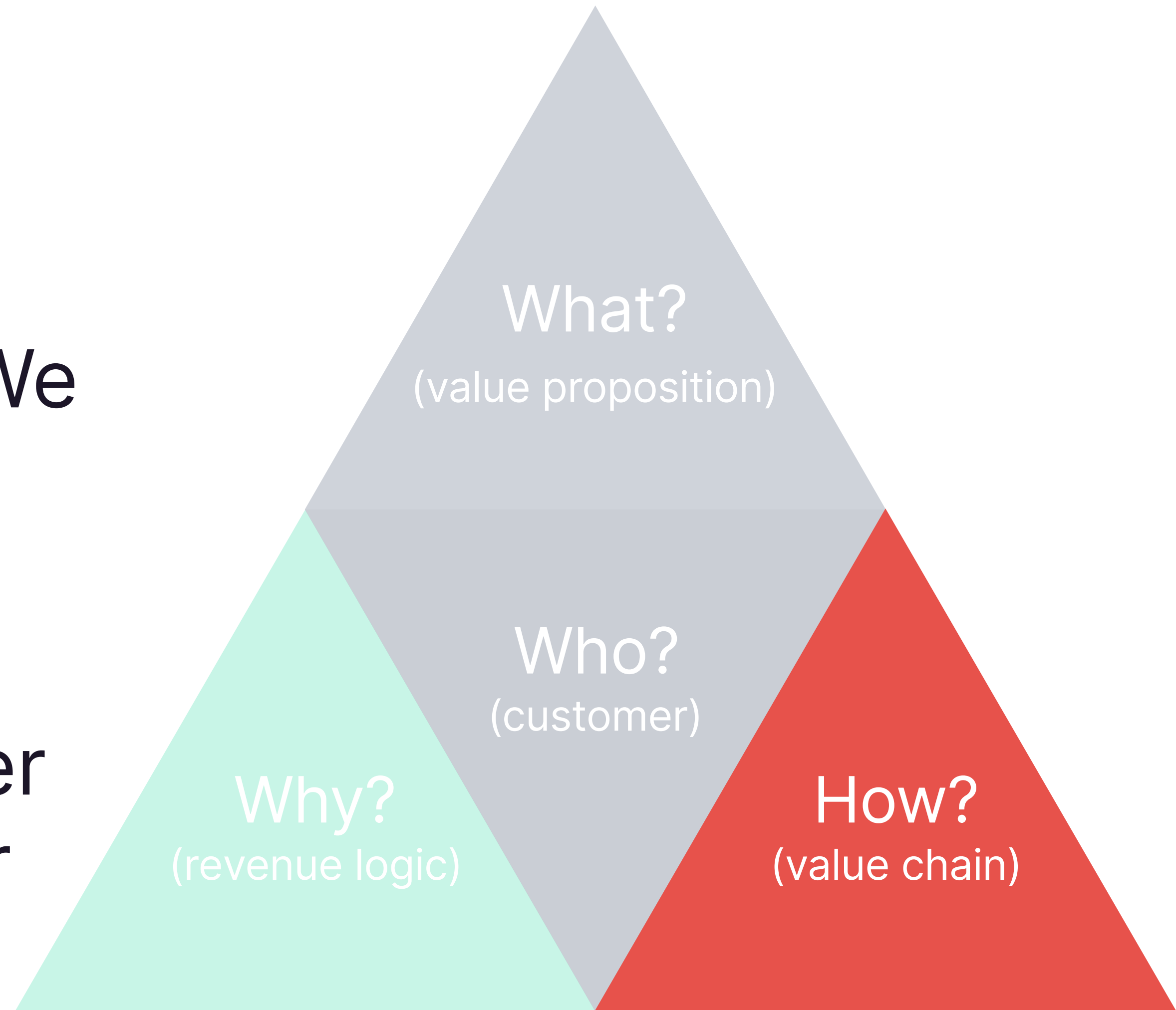
...do we deliver to our customers? This “value proposition” is what we do to meets their needs and how it solves their problems.



The Magic Triangle

How?

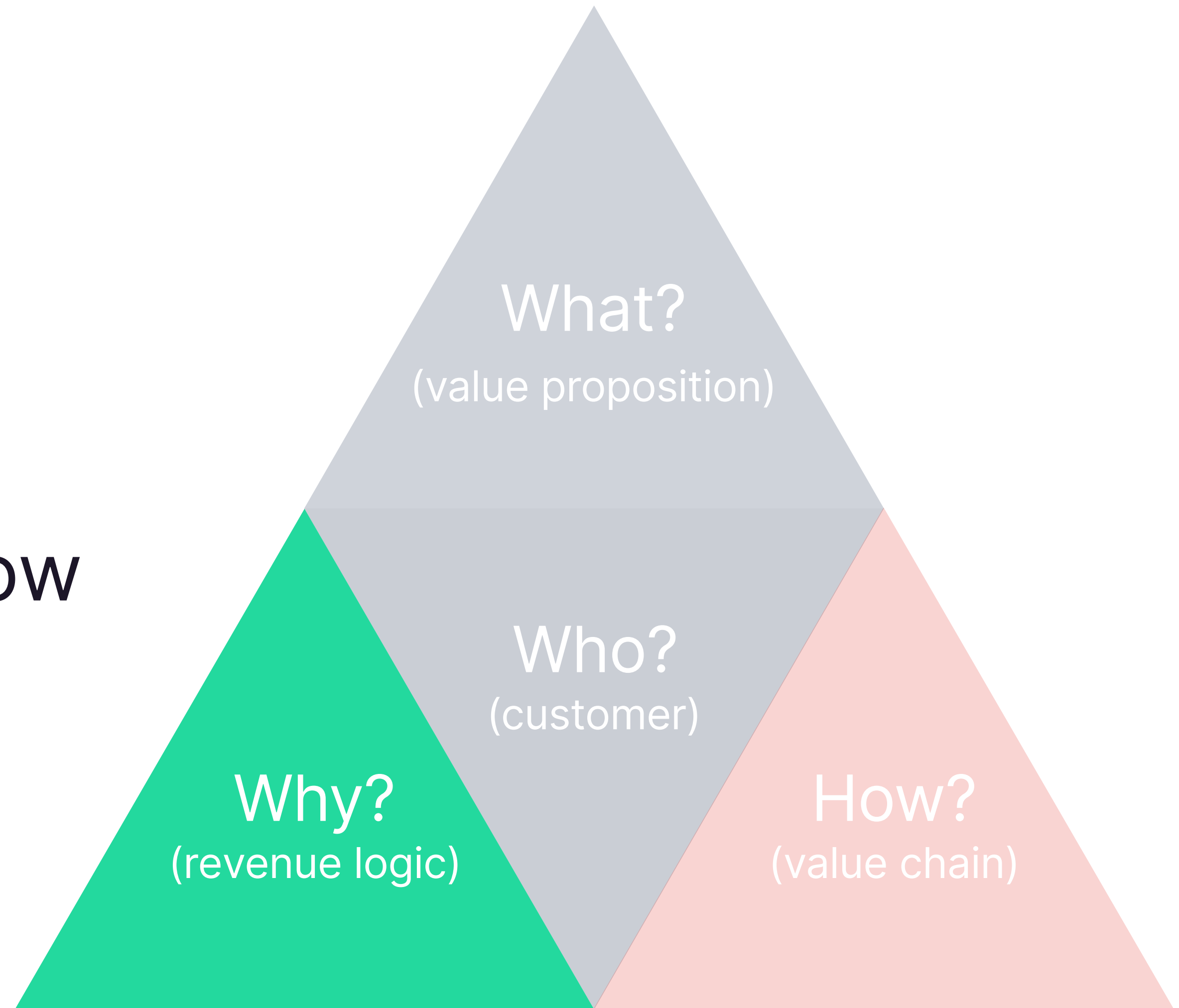
...is the offering created? We need to perform certain activities and marshal available internal and external resources to deliver our value proposition to our customer.



The Magic Triangle

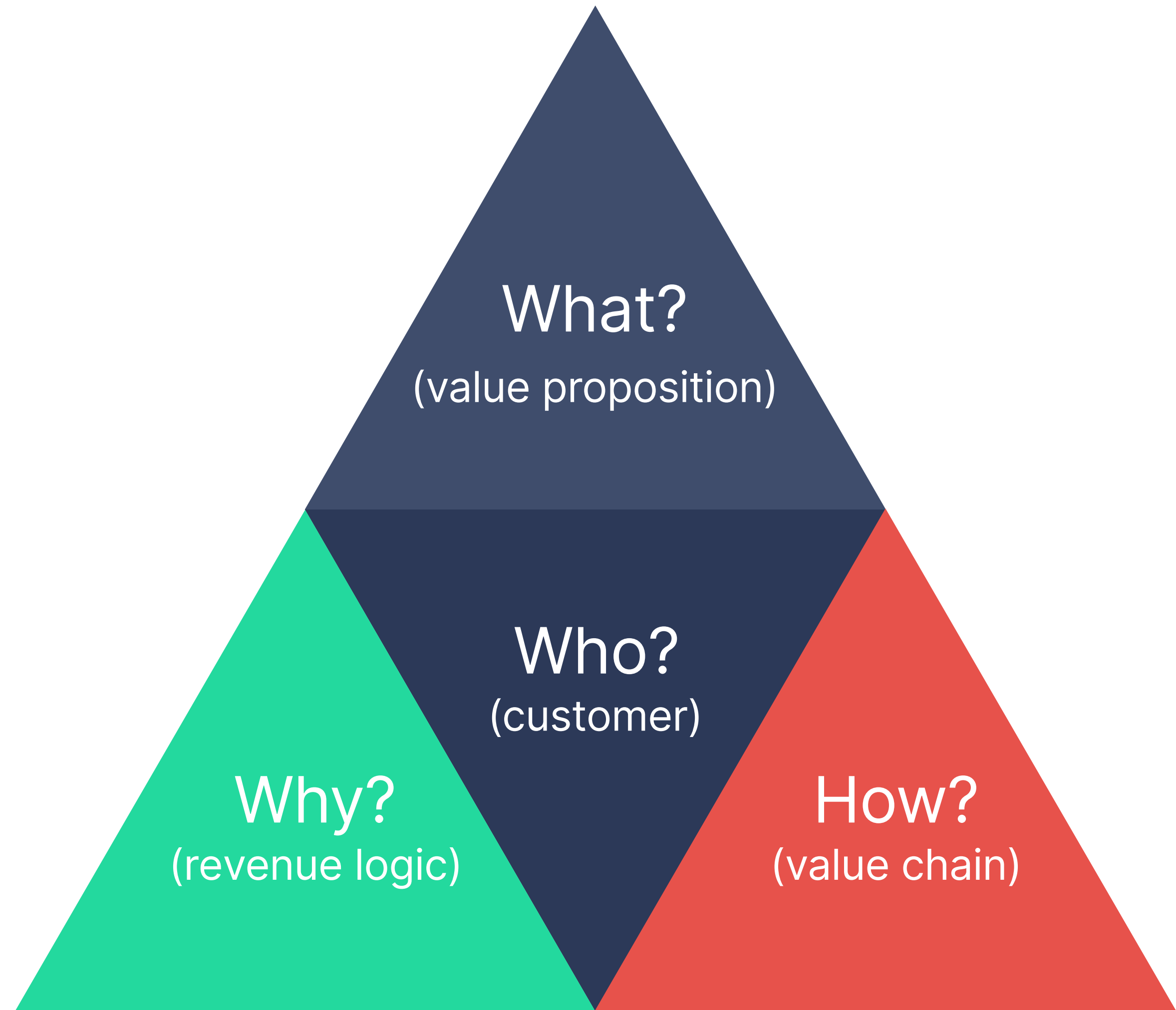
Why?

...does this make money?
The cost structure and revenue streams explain how our model is financially viable.



The Magic Triangle

Business Model



The Magic Triangle

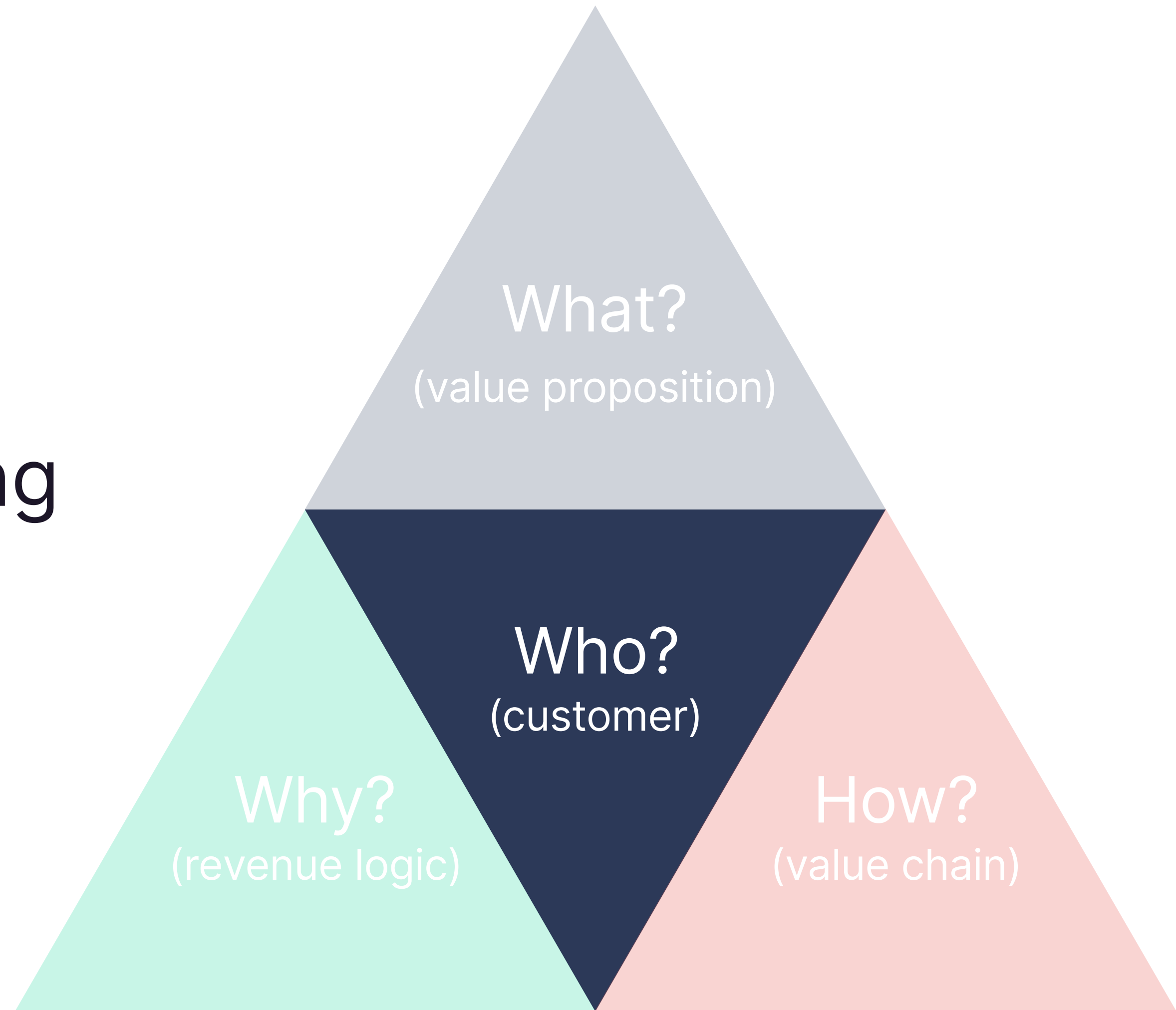
Change Drivers

Internal or external pressures that shapes changes to an organization.

Y'know...like a global pandemic.

Who?

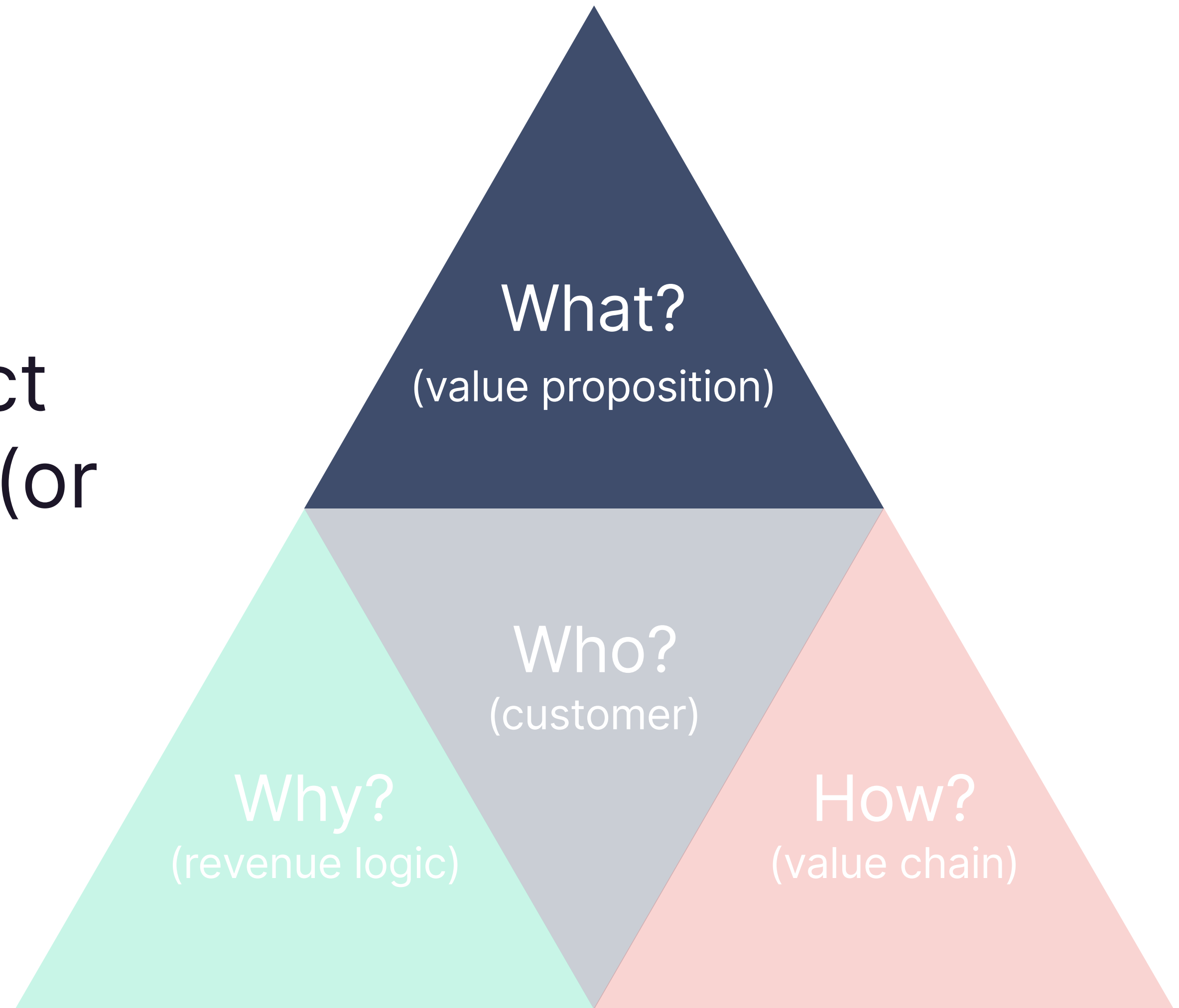
In what ways are my customers unable, or finding it more difficult, to engage my business?



The Magic Triangle

What?

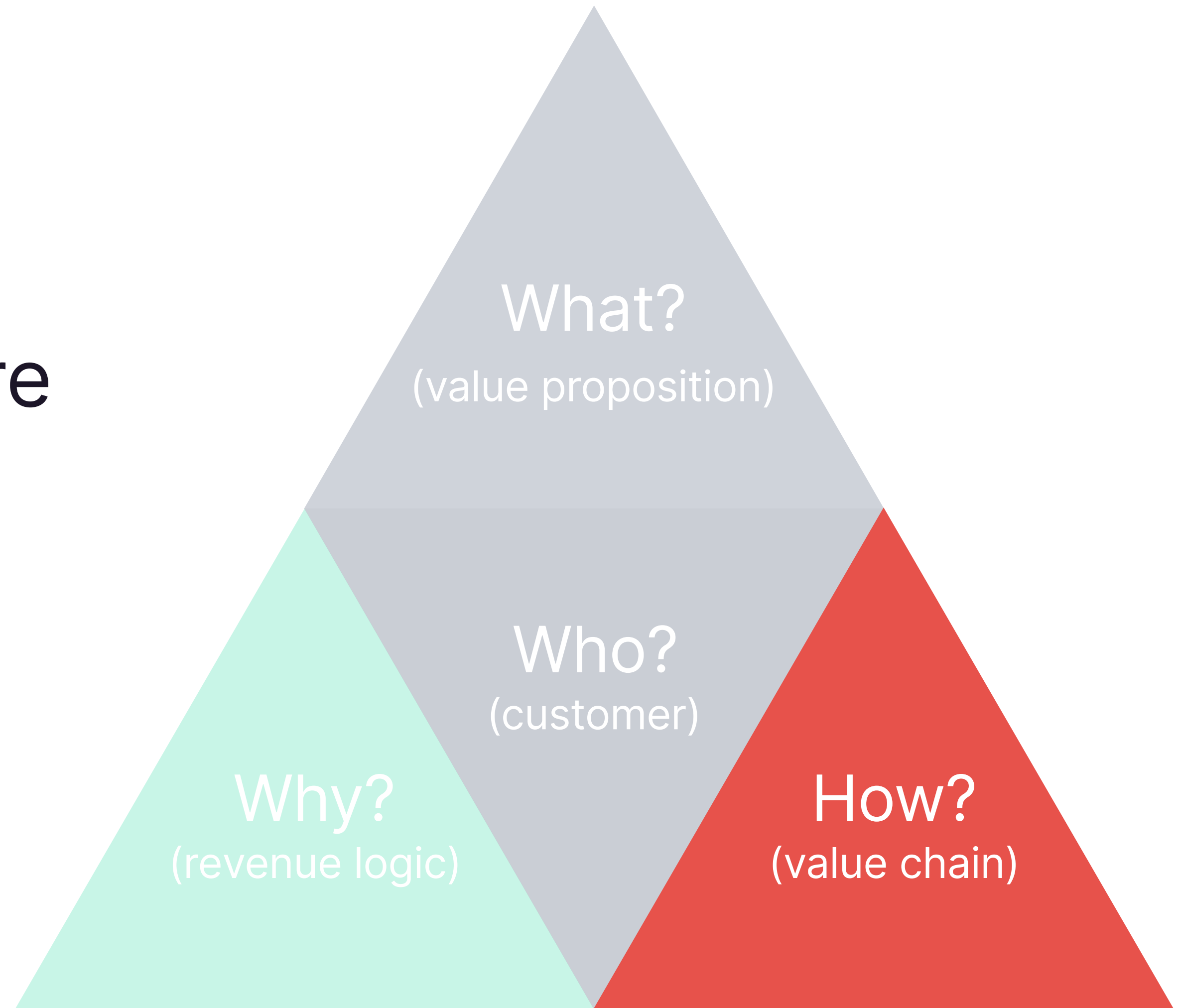
What aspects of my product do my customers find less (or more) valuable now?



The Magic Triangle

How?

In which ways is it now more difficult to produce my product or deliver it to my customers?



The Magic Triangle

Business Model Patterns (e.g.)

Self-Service

Shop-in-Shop

Make More of It

Digitization

Ultimate Luxury

Target the Poor

Two-Sided Market

Whitelabel

E-Commerce

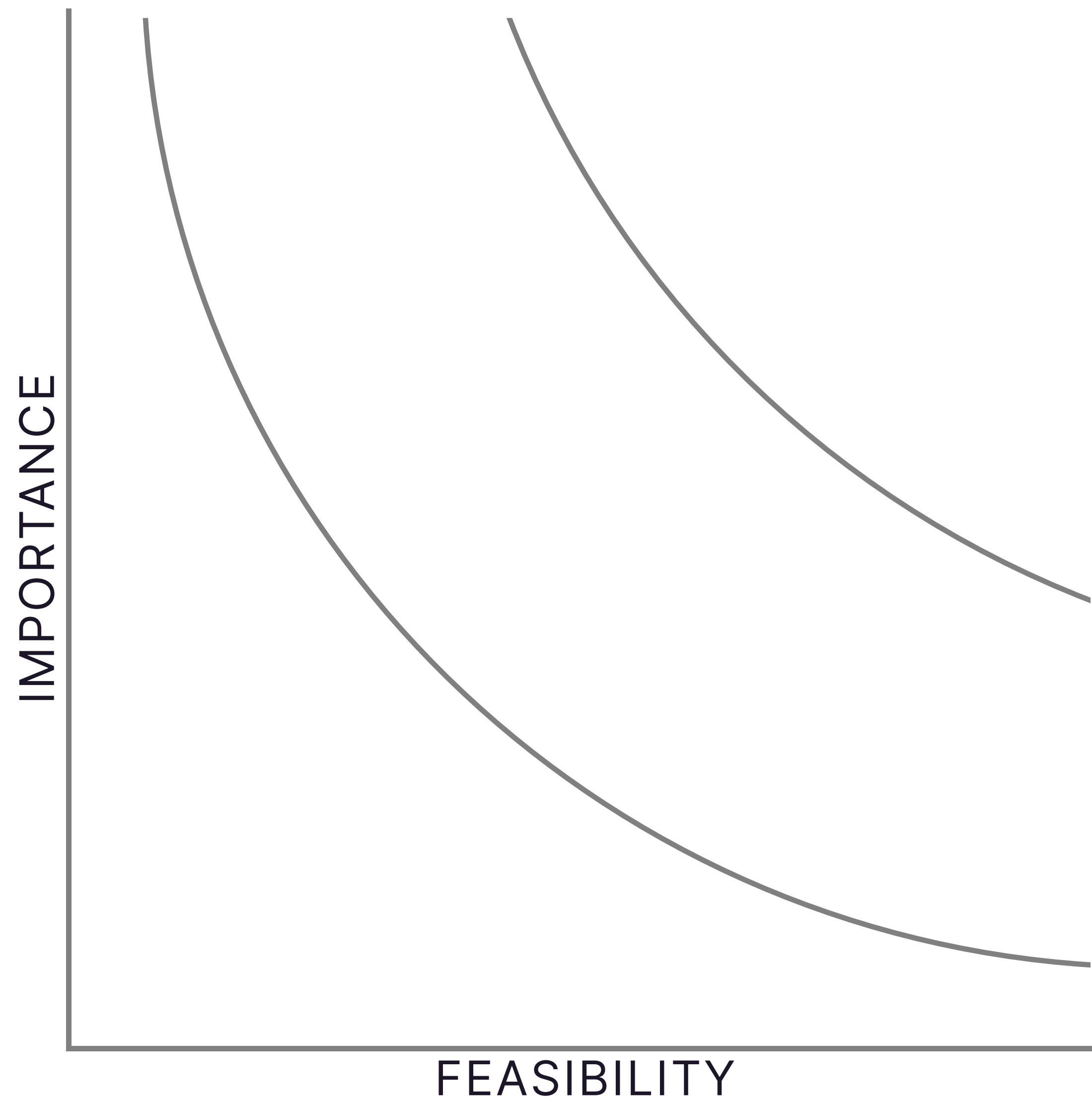
Direct-Selling

Solution Provider

Razor and Blade

There are only 55 business model patterns.

Rank Hypotheses



Document Assumptions

What assumption do you have about your customer need?

What assumption do you have about your customer's problem (with current solutions)?

Who do you think would be your perfect target customers?

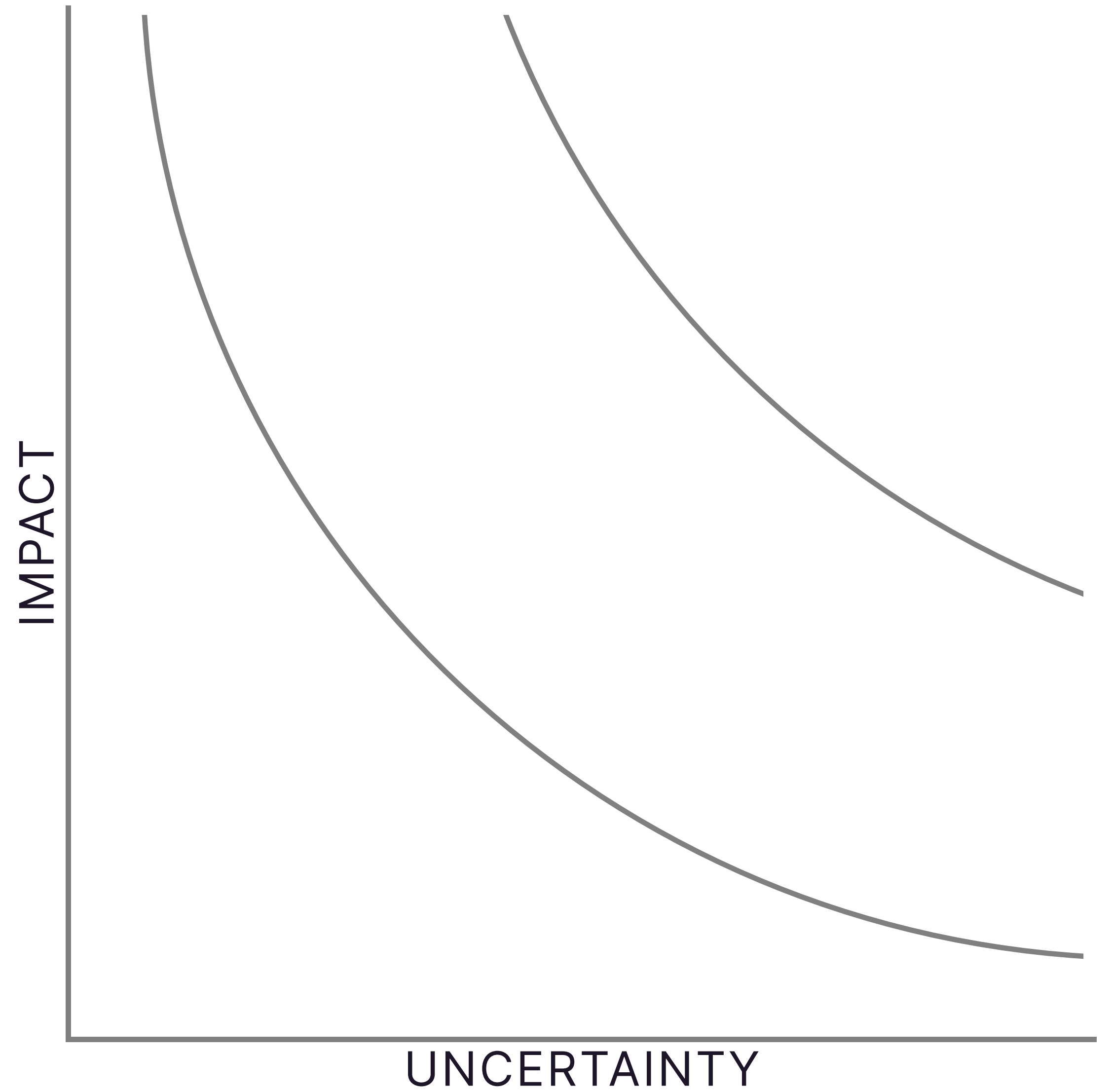
What do you think is the most compelling value proposition for your target customers?

What assumptions do you have about your offering (products, services, and features) that are needed to create and deliver your value proposition?

What assumption do you have about your revenue model?

How much do you think your customer is willing to pay?

Rank Assumptions





Q & A