

# innovation and business models

what types of  
innovation are we  
talking about?



technology innovation

process innovation





product & service  
innovation



business model innovation







# four rings of innovation

business model innovation

product & service innovation

process innovation

technology innovation

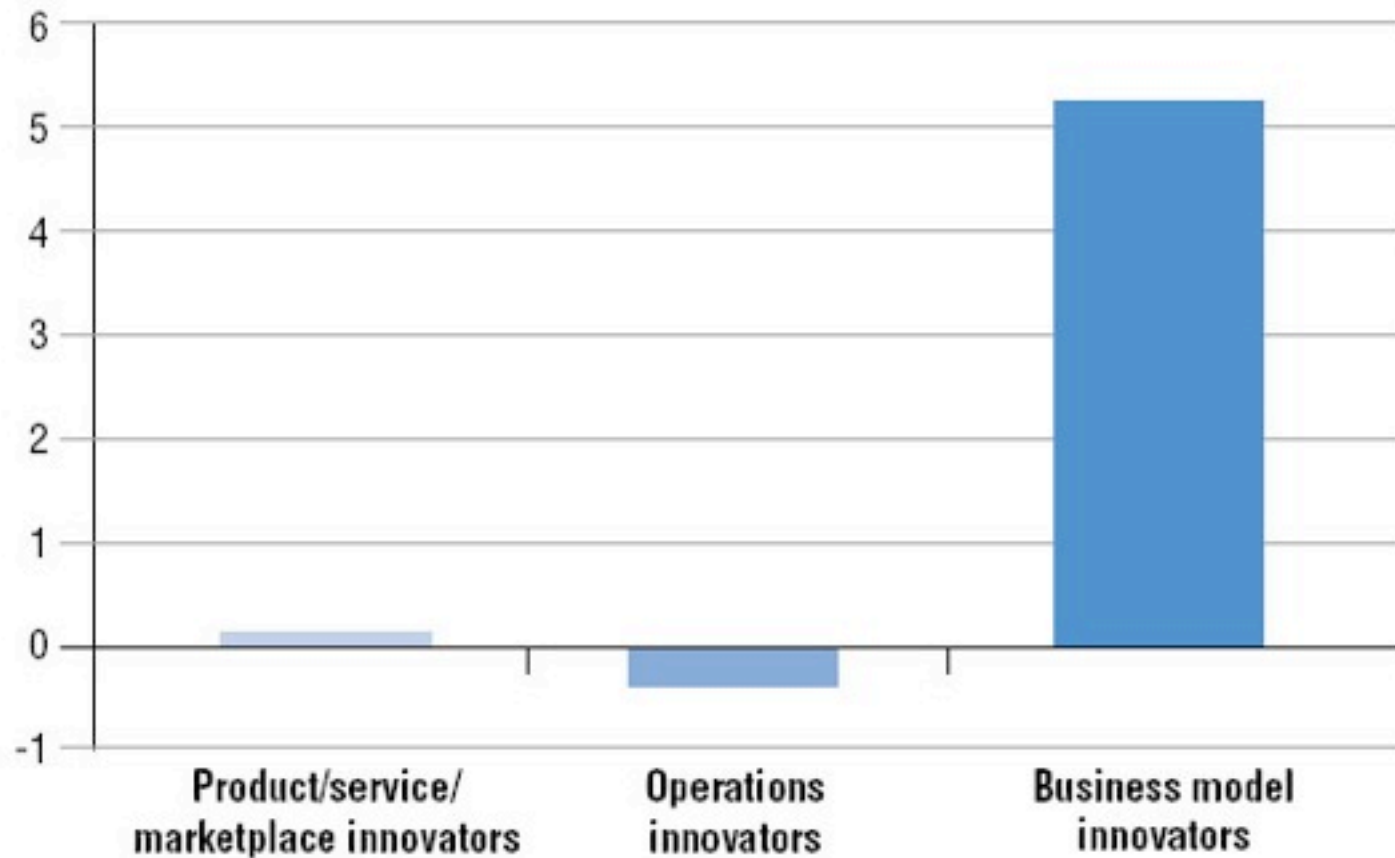


why business  
model innovation?



# Operating Margin Growth in Excess of Competitive Peers

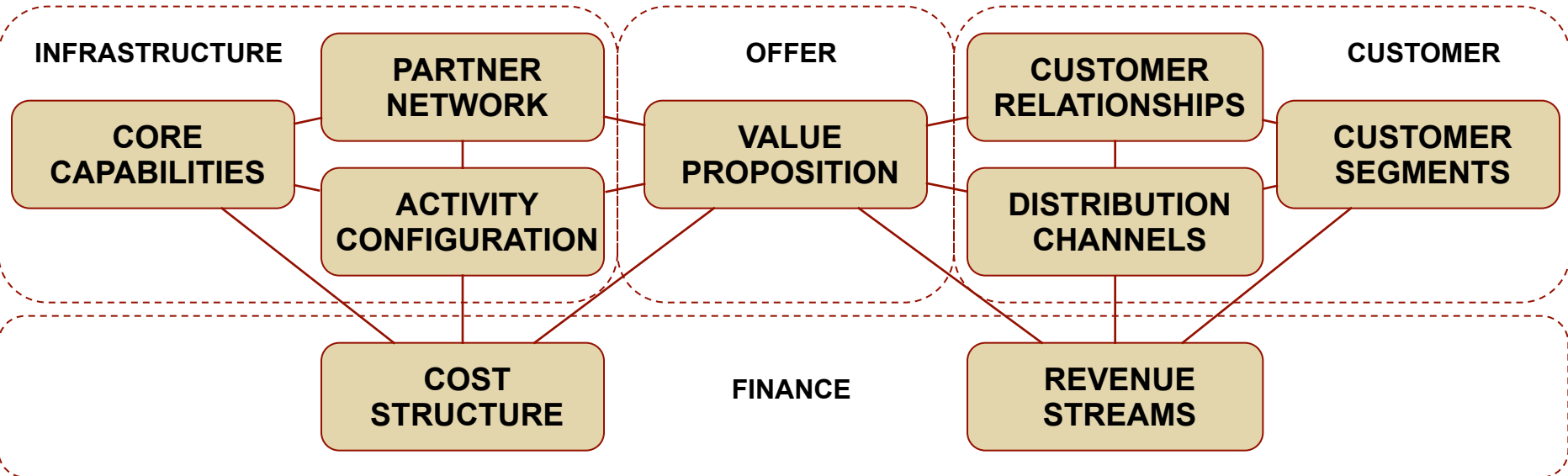
compound annual growth rate over five years



what is a business  
model?

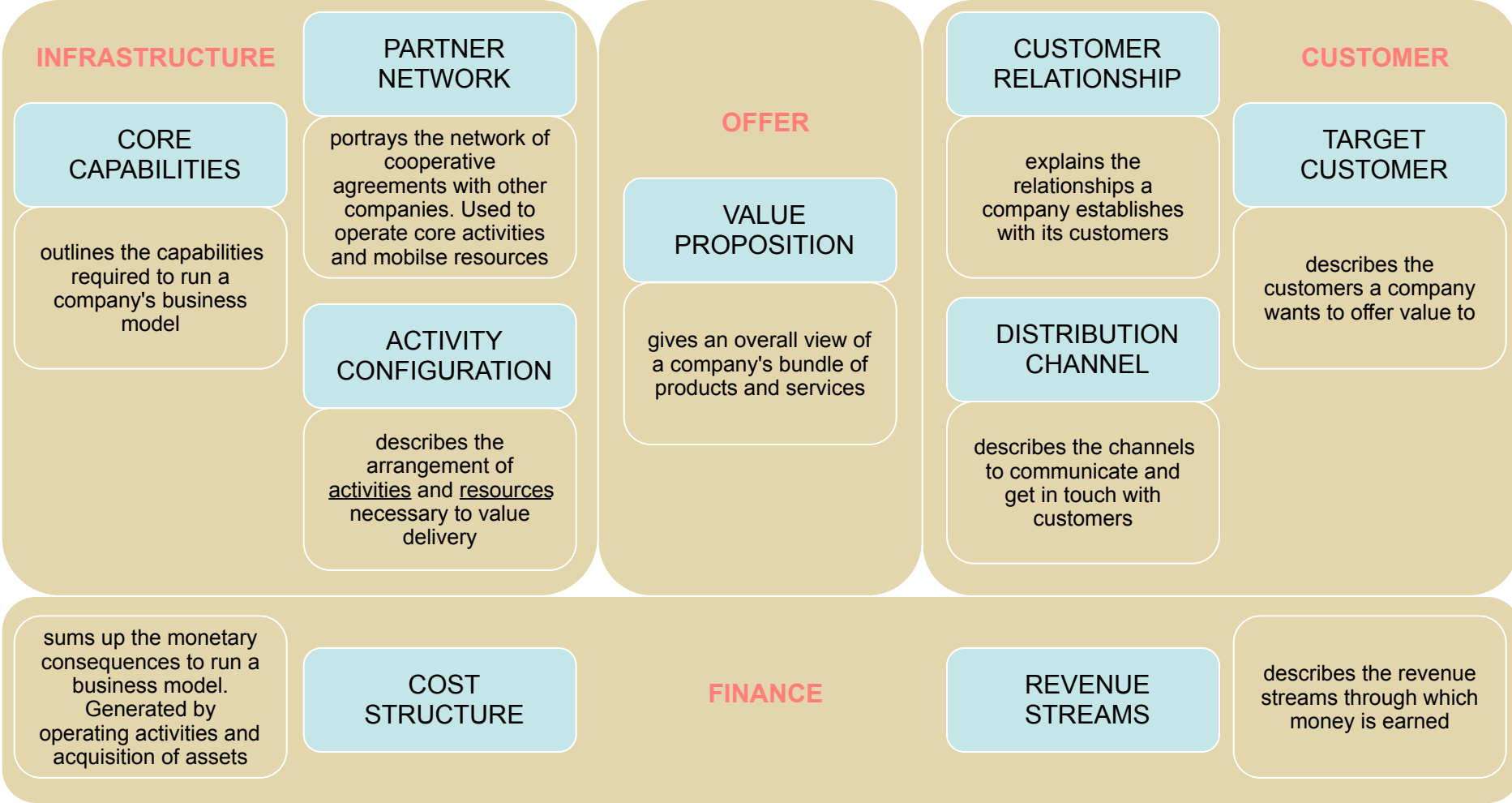


# business model framework



a business model describes the value an organization offers to various customers and portrays the capabilities and partners required for creating, marketing, and delivering this value and relationship capital with the goal of generating profitable and sustainable revenue streams

describing a company's business model





**case study**

you become the new owner of a  
soccer club ...





describe **YOUR**  
club's business  
model



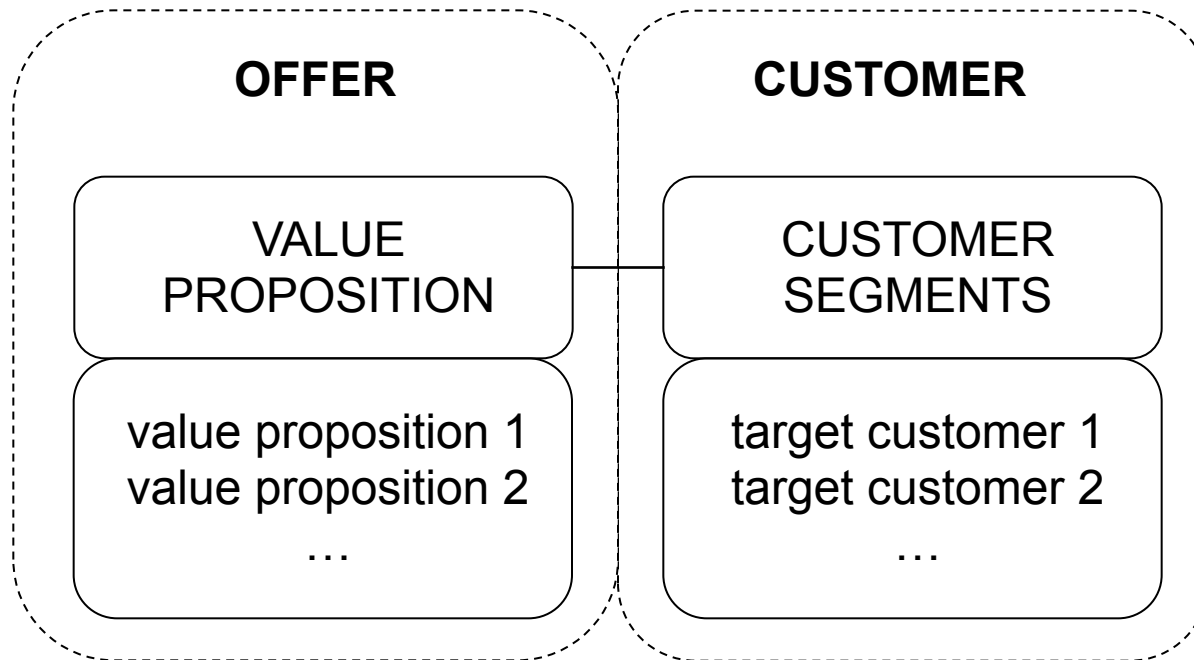
what **value proposition** do you offer, to  
which **customer segments**?



describing how a wealth management bank acquires its clients

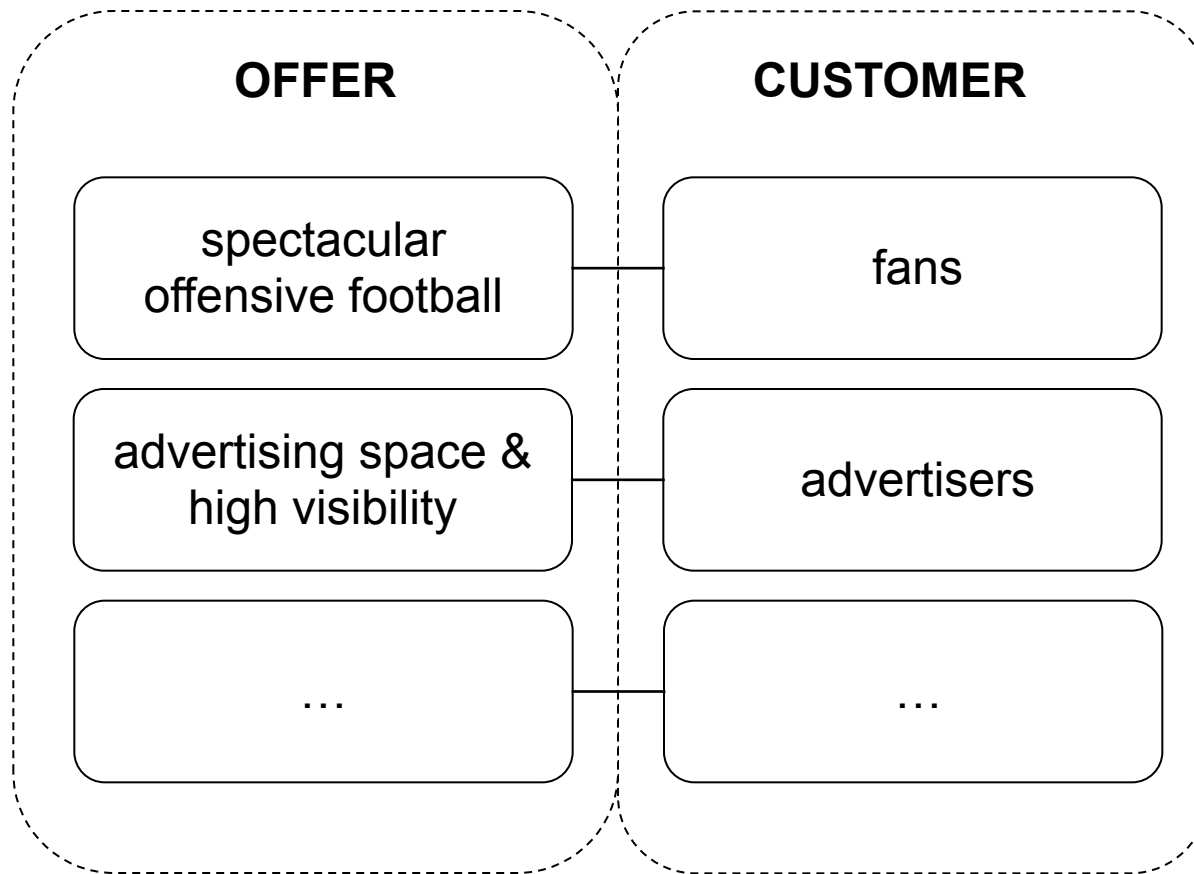


what value proposition do you offer, to which customer segments? (model)

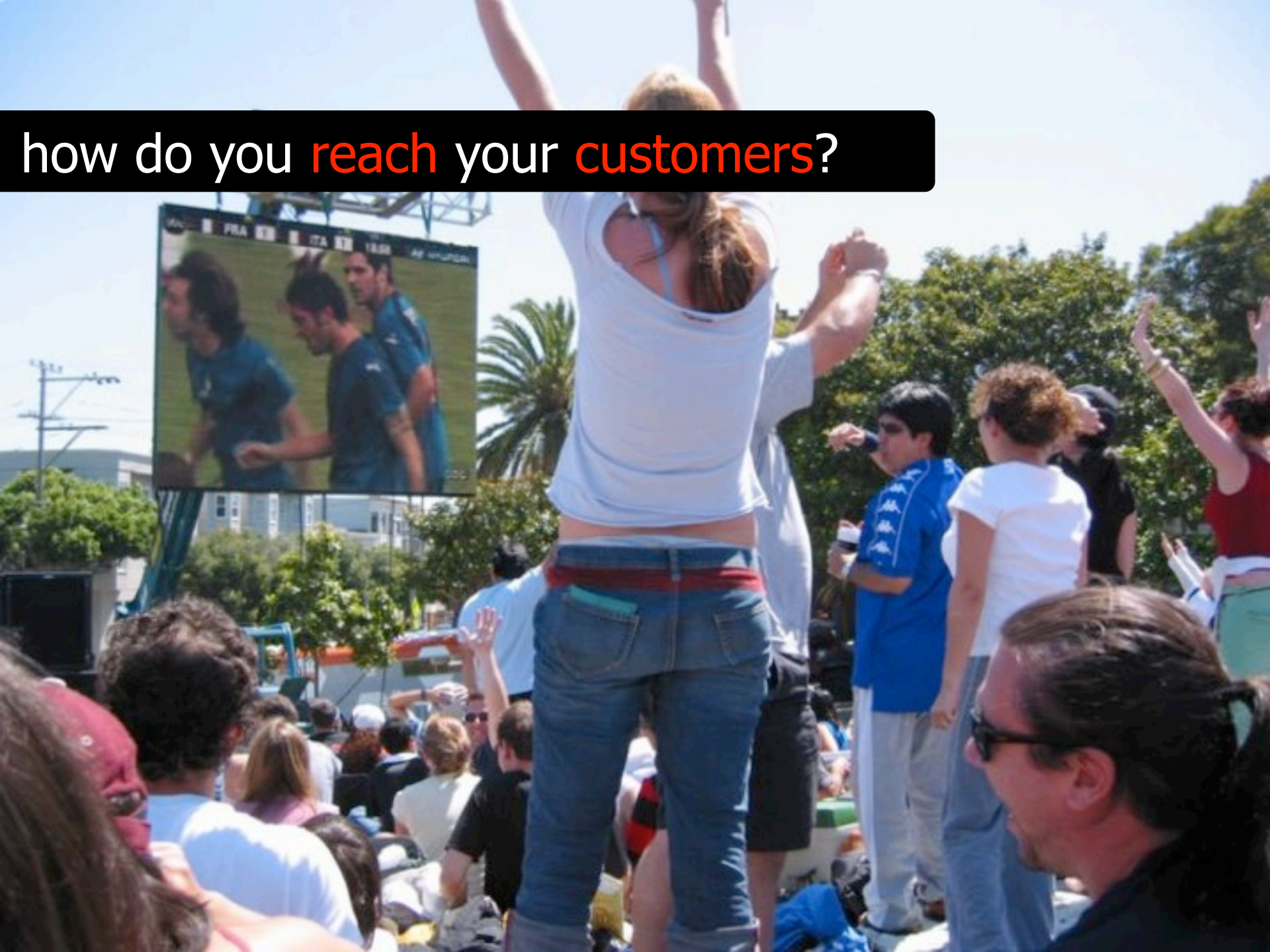




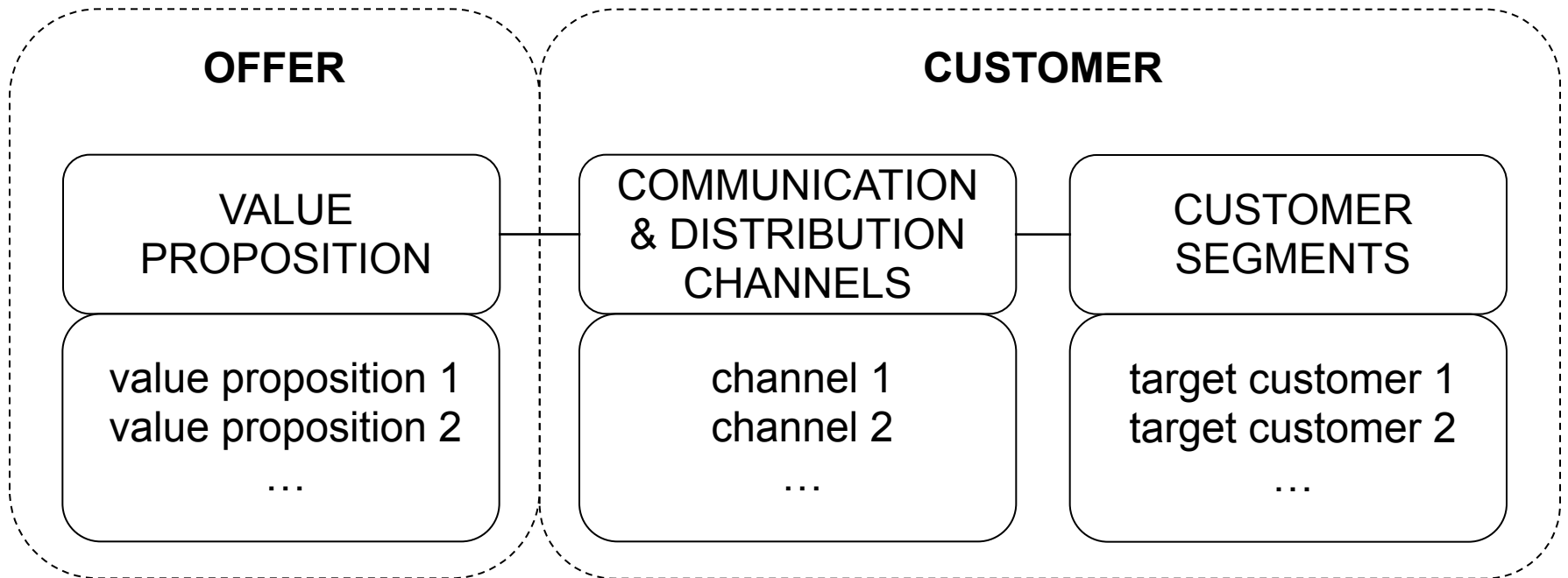
# what value proposition do you offer, to which customer segments? (example)



how do you reach your customers?

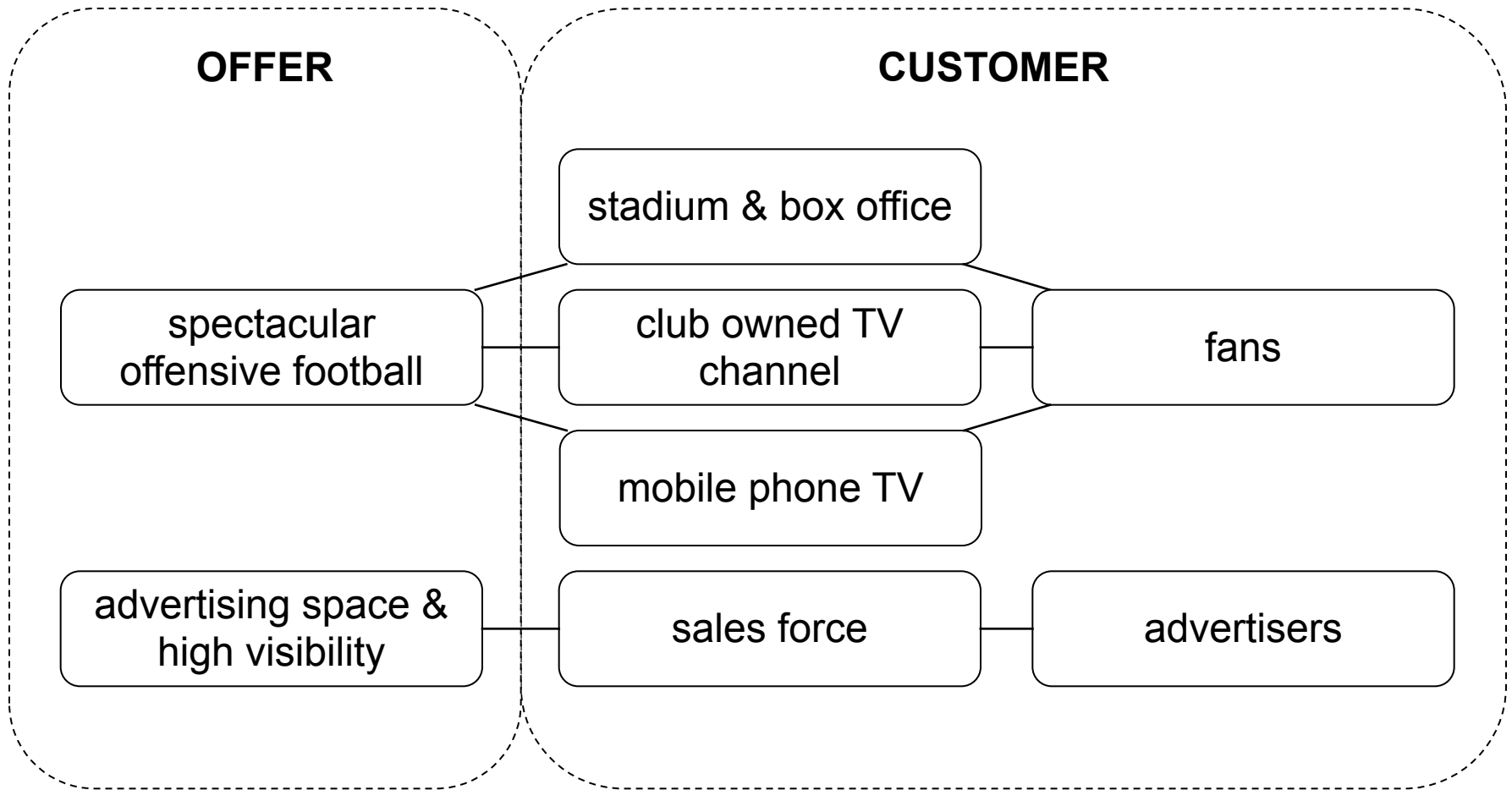


# how do you reach your customers? (model)





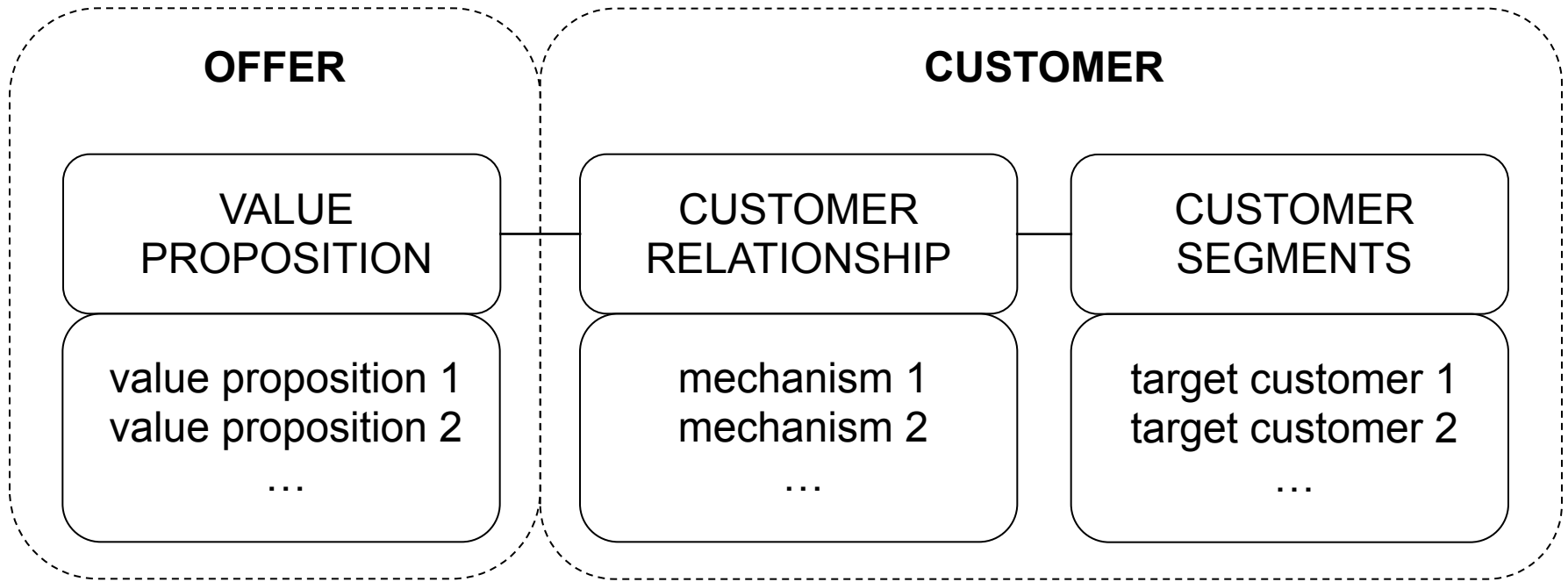
# how do you reach your customers? (example)





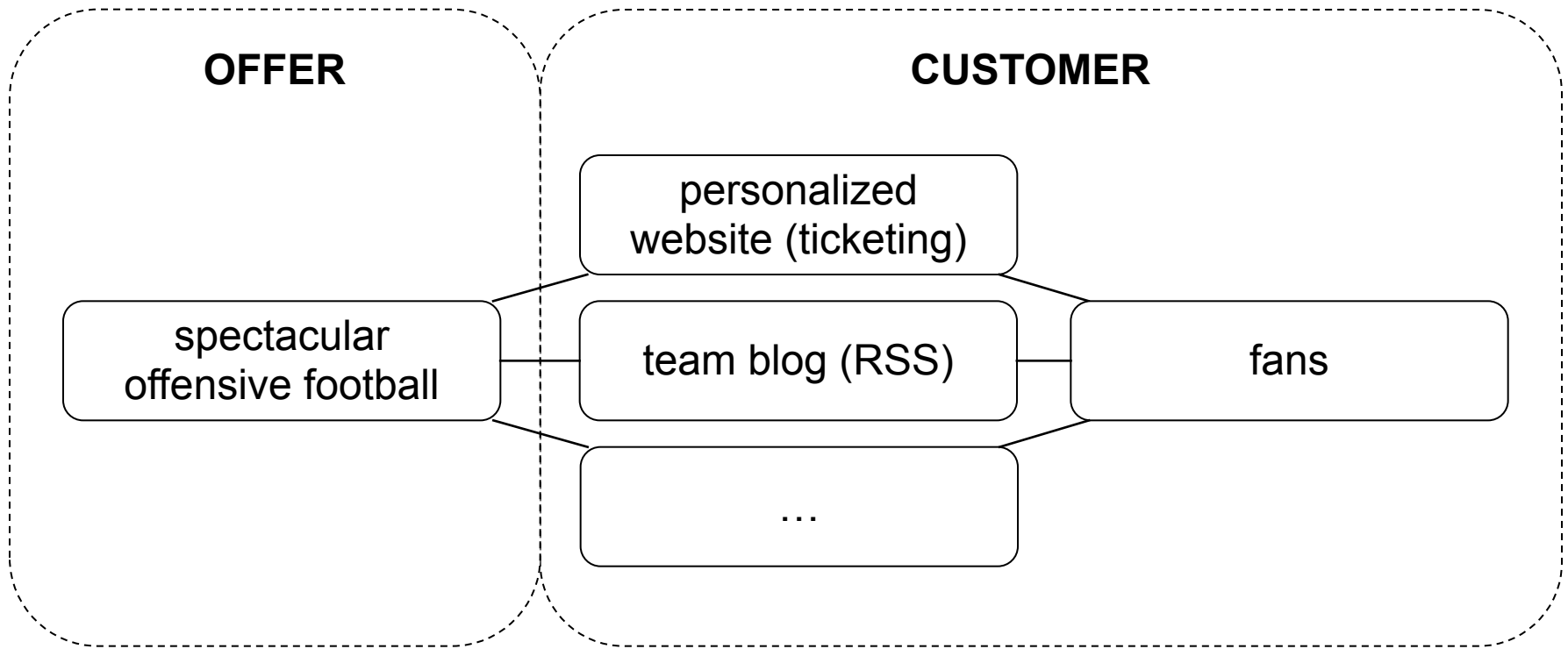
how do you build relationships?

# how do you build relationships with your customers? (model)





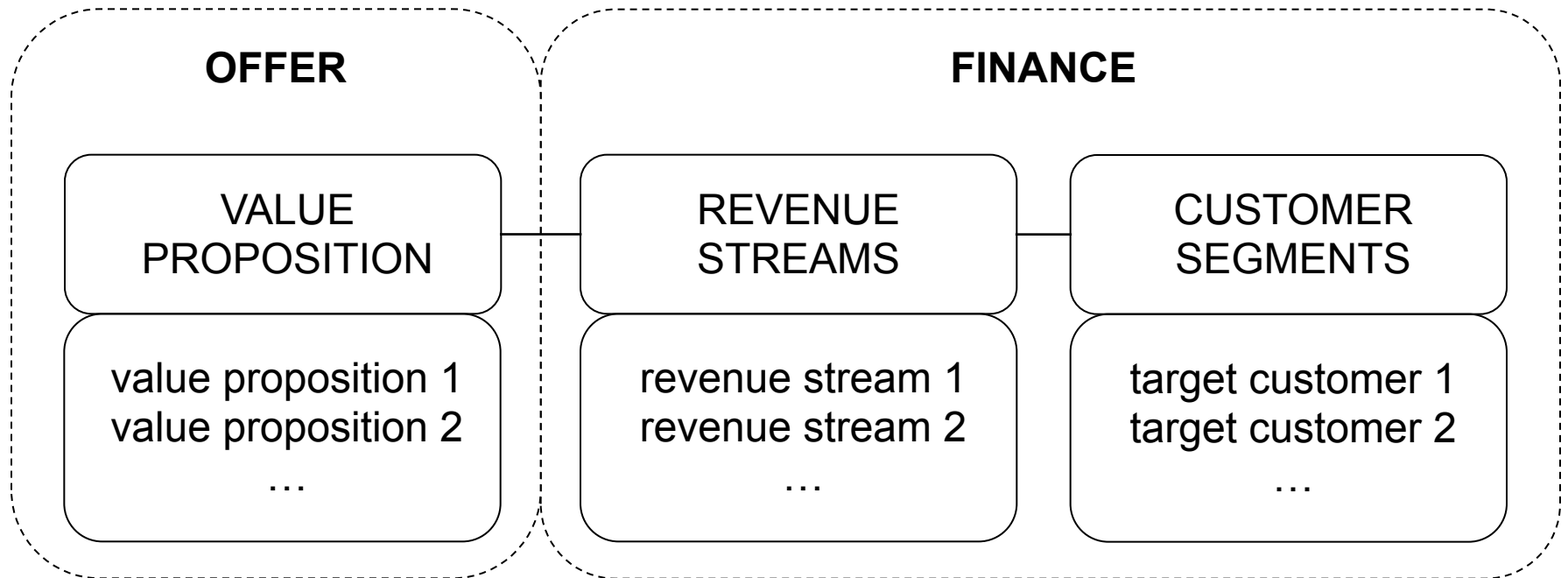
# how do you build relationships with your customers? (example)



how do you **earn** your **money** with  
this business model?

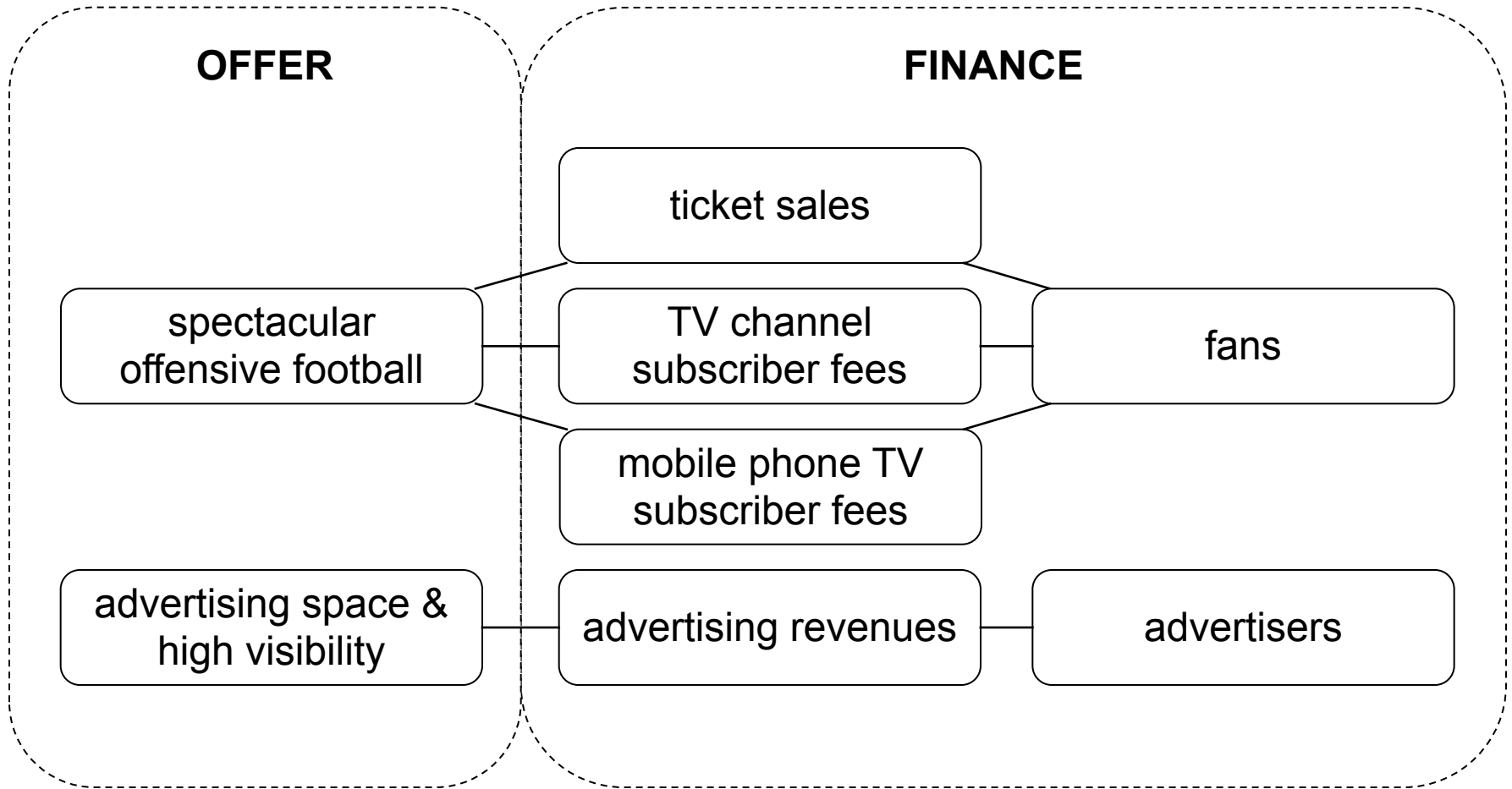


# how do you earn your money with this business model? (model)

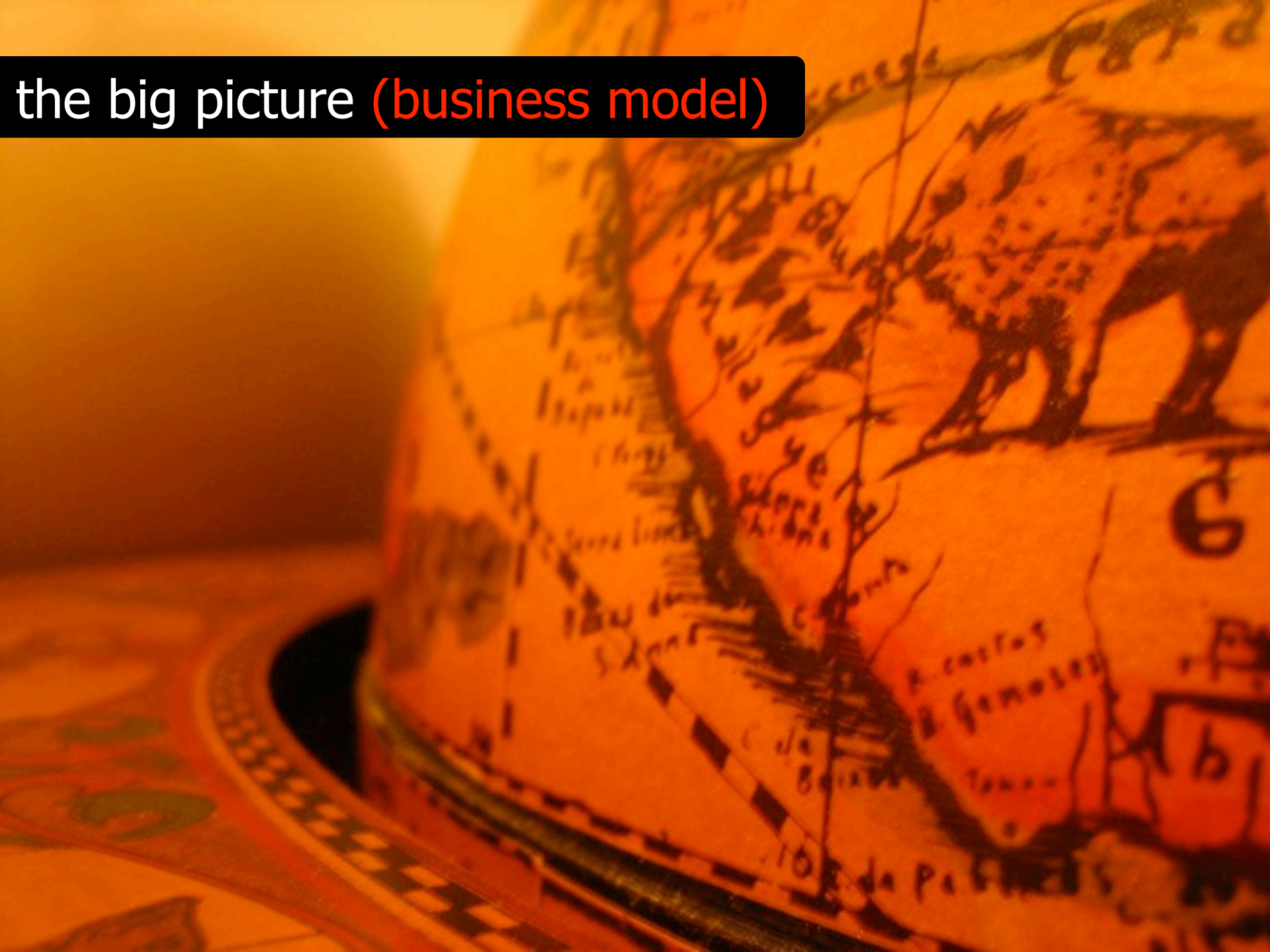




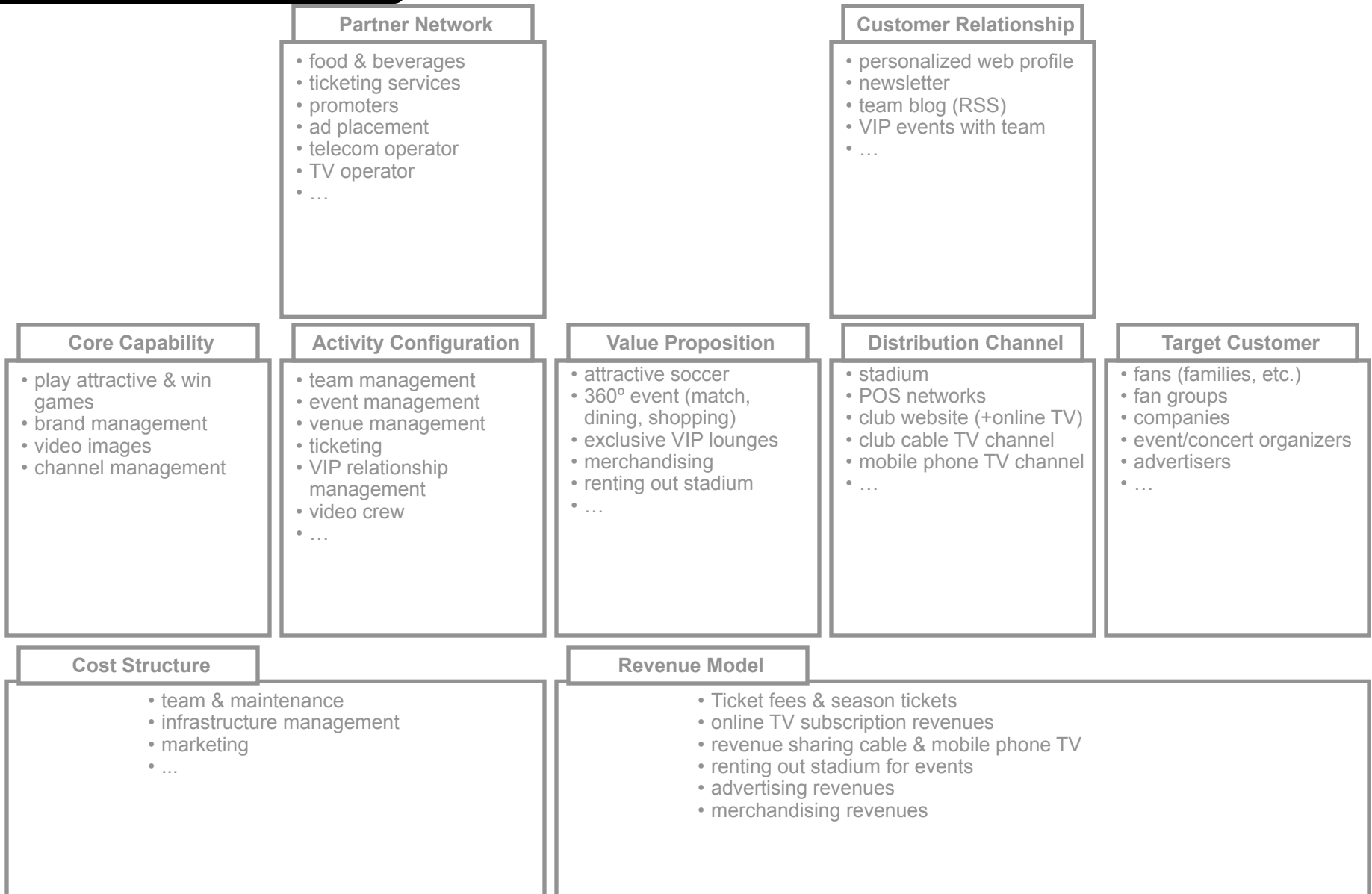
# how do you earn your money with this business model? (example)



# the big picture (business model)

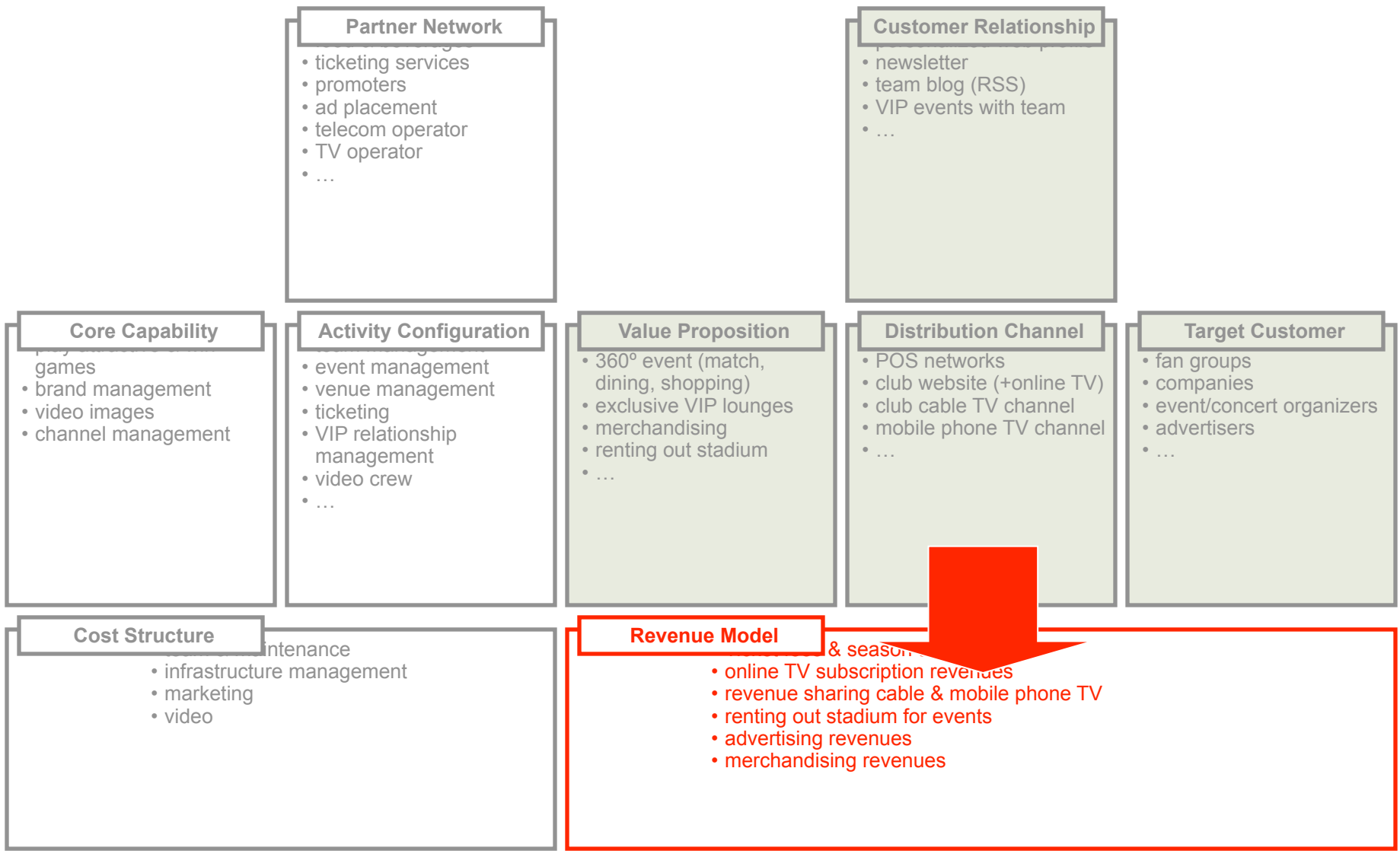


# the big picture

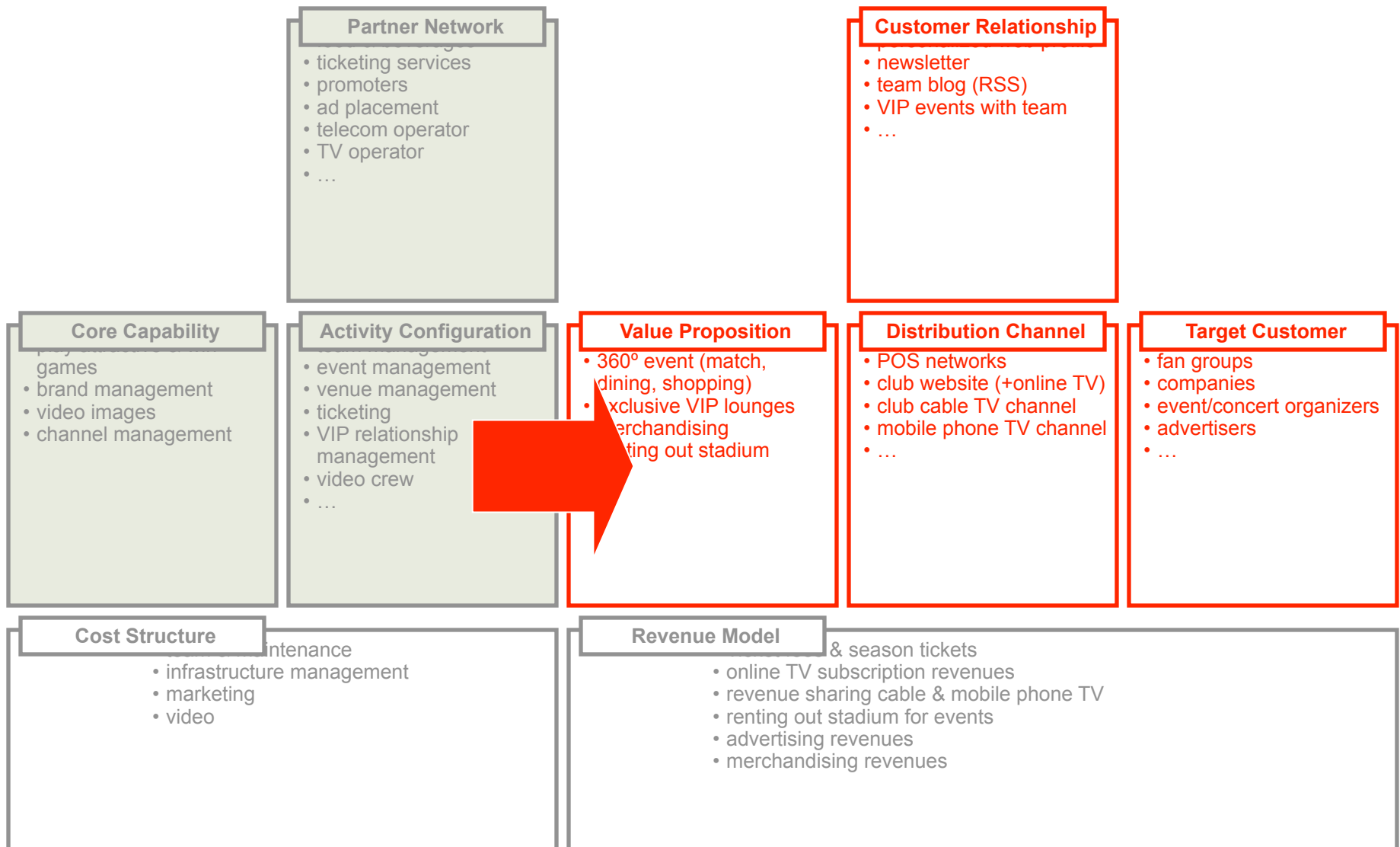




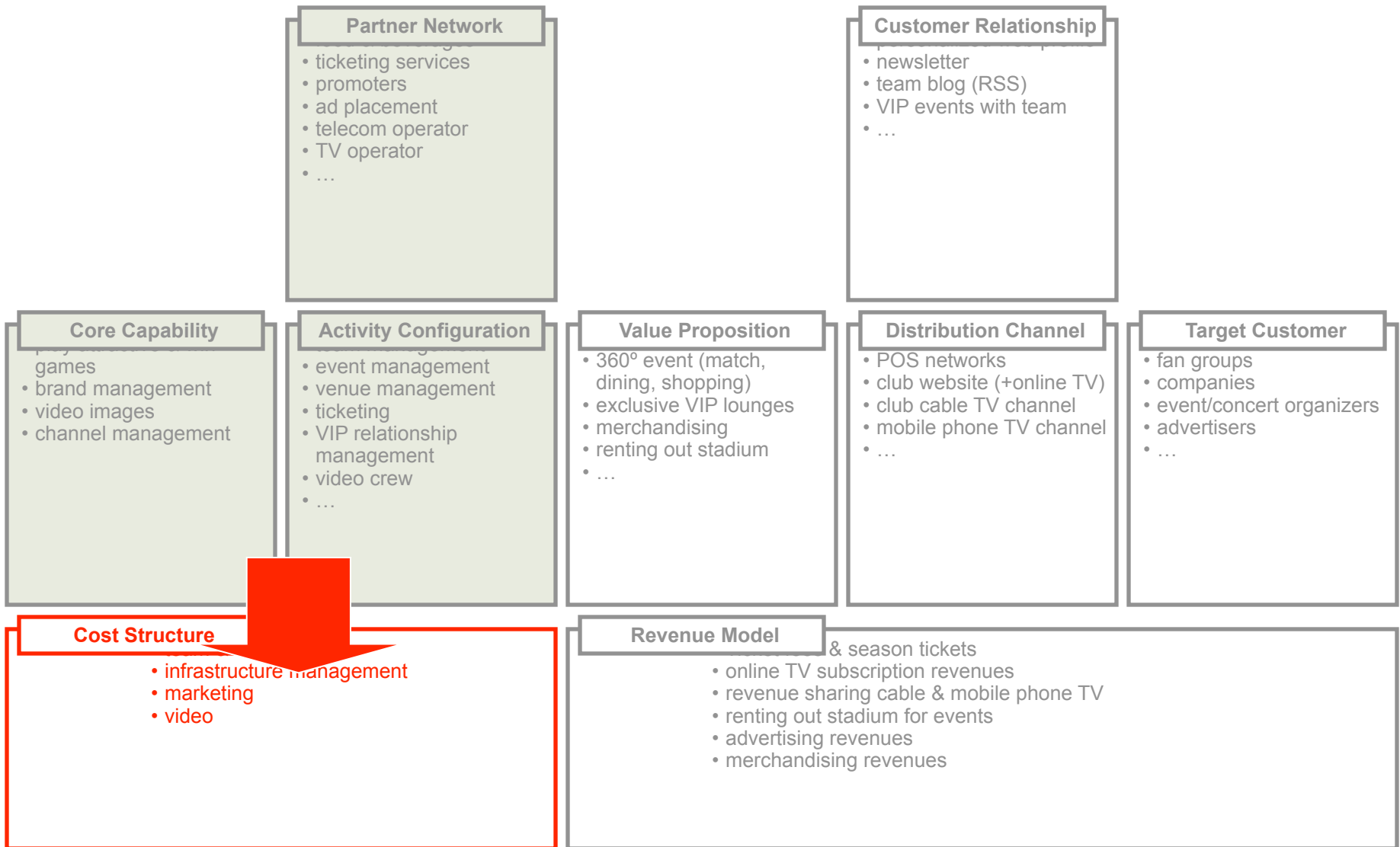
# value creates revenues



# creating value requires infrastructure

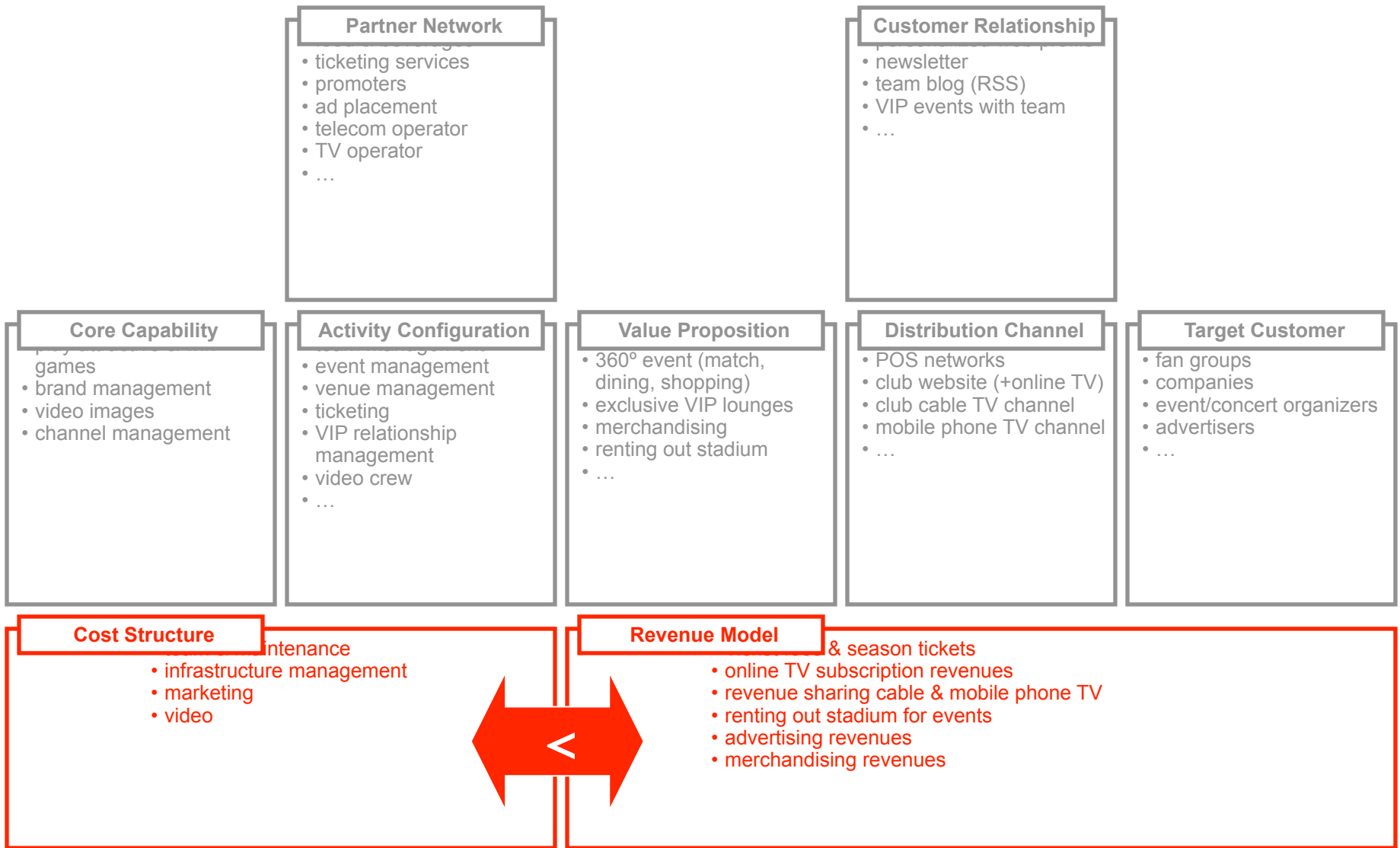


# infrastructure generates costs





# the profit zone



example

# Apple iTunes & iPod





