An Overview

Business Model Framework and Design Methodology
From Tweaks to Transformation

How to Keep your Business Model Relevant
THE GOOD NEWS
Innovators *thrive* during turbulent times.

THE BAD NEWS
Innovation has become a *buzzword*.
INVENTION vs INNOVATION
A SIMPLE DEFINITION:

Innovation is a better way to deliver value.
BUSINESS MODEL:
The logic for how an organization creates, delivers, and captures value.

BUSINESS MODEL INNOVATION:
Working in a space adjacent to the current model to explore next practices and new models, and test them in the real world.
A FEW GUIDING QUESTIONS

What is your current business model?

How long will it be relevant?

Are you doing R&D for new business models?
Transformation is about exploration

It is a generative act that requires a new approach.
What is Business Model Design?

A problem solving and innovation process that results in new ways to create, deliver, and capture value.

New business model ideas come from a deep understanding of the experiences of the people being served.

It is a generative act. Accelerate change through iteration and experimentation.
The core capabilities at the heart of any successful design transformation process:

- **User-Experience Research**
  Enabling leaders to see opportunities from the customer experience perspective.

- **Conceptual Design**
  Imagining a new customer experience and developing a minimum viable concept.

- **Rapid Prototyping**
  Testing and iterating upon a low-fidelity prototype in the real world.

- **Storytelling**
  Creating emotional connections and increasing customer engagement within new models.
BIF’s Methodology Makes Transformation Safer And Easier.

Instead of spending months figuring out problems on the whiteboard
BIF'S DESIGN METHODOLOGY

**SHIFT**
3 months
Shifting the organization's lens enables leaders to see transformational opportunities from the customer's perspective and translate them into an actionable foundation for design.

**CREATE DELIVER CAPTURE**
Once a customer's job-to-be-done is identified, we can imagine a new customer experience and begin developing a next practice or business model concept ready to be taken off the whiteboard and into the market for testing.

**CONCEPTUAL DESIGN**
2 months

**PROTOTYPE & TEST**
5 months
With a conceptual next practice or new business model idea ready, a low-fidelity prototype is developed and taken into the market to test iteratively for feasibility and viability in the real world.

**COMMERCIALIZATION**
2 months
With a market-tested minimum viable business model, organizations are in the best position to develop a go-to-market strategy and implementation plan to successfully commercialize next practices and new business models.

**OUR PROCESS IS NOT**

- Designed to tweak your existing business model
- Traditional market research
- Traditional business planning
- Hoping commercial-scale offerings are market ready
- Letting scale and change management questions prevent early exploration
SHIFT

Helping leaders see opportunities through the lens of the customer.
CONCEPTUAL DESIGN

Designing transformational models that unleash significant customer and business value.
Prototyping and iterating the model with customers in the real world helps understand what works and what doesn’t.
COMMERCIALIZATION

Considering multiple options for commercialization and scale will determine the best strategy for taking your minimum viable model to market.
Thank You!

BIF