



E7830 Value Network Design for Internet

Practicalities
2021

Outline

- Basic information
- Course material
- Schedule
- Deadlines
- Final report

Basic information

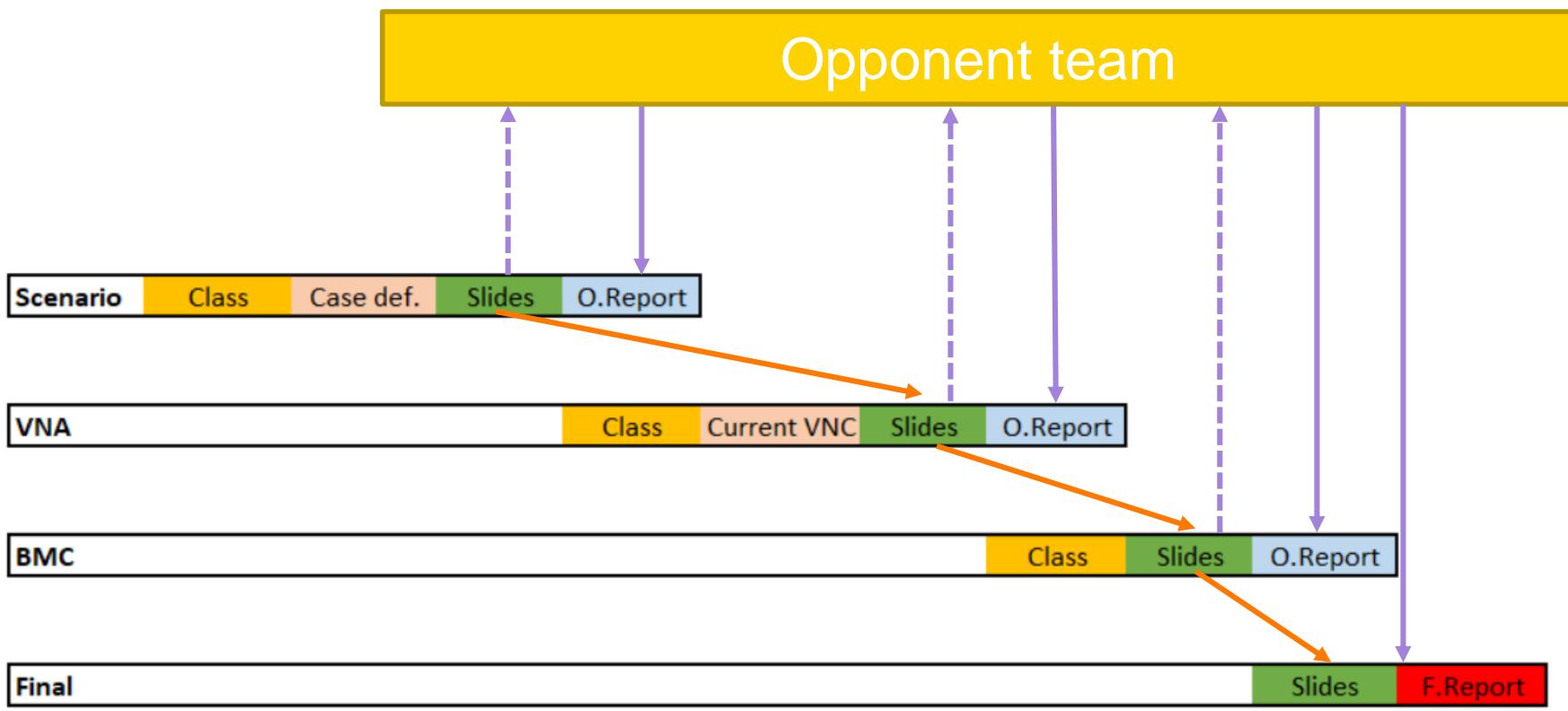
- MyCourses: E7830
 - Objective: to improve understanding about theory and design processes of value networks and business models in Internet and to apply this understanding in design cases on the field
 - Requirements:
 - Intermediate exams (pass/fail)
 - Presentations and opponences
 - Participation in all presentation sessions (one compensation allowed)
 - Final report
 - 5 ECTS, grade 0-5
 - Responsible teacher: Heikki Hämmäinen
 - Course assistant: Jaume Benseny
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Course material

- Clarifying Business Models: Origins, Present, and Future of the Concept, A. Osterwalder, Y. Pigneur, C. Tucci
- Other material available in MyCourses:
 - Scenario analysis
 - Value network analysis
 - Example report

Course Map

Your team



Final report: Structure

- Cover page, abstract, table of contents, appendix
 - Main content max 30 pages:
 - Introduction
 - Motivation and content description for the reader
 - Methods
 - Concise general description of the methods, not about the case
 - Case description
 - Company, service, competition
 - Case analysis
 - Qualitative case analysis, your ideas, findings, solutions
 - Conclusions
 - Most important findings, validity, further research
 - References
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Allocation of Cases to Teams

- **Vaisala, erkki.tiihonen@vaisala.com**
 - How to organize air quality mid class sensors with 5G operations?
 - **Prifina, kimmo@prifina.com (Kimmo Kiviluoto)**
 - How to enable and monetize MyData?
 - **VimAI, antti.yla-jaaski@aalto.fi**
 - How to organize 3D indoor modeling services?
 - **Nokia, veli-pekkaluoma@nokia.com**
 - How build an ecosystem around MyCity mobile app?
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Questions?
