

A!

Aalto University

Ville Eloranta, Postdoctoral Researcher
Dept. of Management Studies
Aalto University, School of Business
ville.eloranta@aalto.fi

Business Model Design, Week 4 BM Innovation Workshop 22.11.2018



Today's workshop agenda

1. Welcome
2. Solving cases
3. Presentations
4. Summary

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Task:

Analyze a business model innovation of a case

(analyze some innovation which has already happened in some case)

OR

define a new business model innovation
starting point for a case

(define the challenge and some ways forward for an existing case)

OR

create a business model innovation for a case

(progress even further with some innovation)

2 x RESQ VR **Michelin Whim**
S-Group **Caterpillar**
The Upright Project **Uber Eats**
LIDL

The challenge

- You can use all the tools learned during this course
- Canvases, templates, BM pattern cards etc. are available here
- Summarize the work to a 4 min presentation
- Time for this exercise 90 minutes incl breaks
- Choose any place in A Grid (or elsewhere). If you are in cafeteria, remember to buy coffee... ;)
- **At 14.50 we will meet here**
- **We will present in batches of 2 teams (50mins)**

1 RESQ Teams

4+4+2min

2 S-Group and LIDL

4+4+2min

3 VR and WHIM

4+4+2min

4 Michelin and Caterpillar

4+4+2min

5 Uber eats and upright

4+4+2min

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Presentations

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Q&A?

Next week

State of the art week

- We will talk about key themes you have highlighted in your learning diaries -> **STILL POSSIBLE TO SUGGEST THEMES!**
- We will also talk about (the business side of) blockchain&DLTs (next level platforms?)
- BAIKS presentations (thursday)
- Course summary (thursday)
- Preparing for the exam!

Remember the learning diaries!

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More info Ville Eloranta, ville.eloranta@aalto.fi