

IoTWeek

Dublin — June 20-23, 2022



Business Models for Digital Platforms Ecosystem

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H2020 EU-IoT

GLOBAL VISION:
IoT TODAY AND BEYOND

IoTForum

Customer analysis

MODULE 5
2022

Your customers are the most important actors when it comes to ensuring the future survival of your business. Do you know who your customers are? Do you understand their wishes and dreams?

Business Models (BM) & BM Innovation

Value Proposition Canvas

2014

The heart of Value Proposition Design is about applying tools to the messy search for value propositions that customers want and then keeping them aligned with what customers want in post search.

Business Models (BM) & BM Innovation | Implementation

Innovation Pyramid

2011

Designed with the nine levels of innovation, the Innovation Pyramid is the perfect tool for ideation and generating strategic growth options. A strong tool for creating a shared language and shared an understanding of innovation.

Business Models (BM) & BM Innovation

Service design

MODULE 6
2022

Service design is about analysing customers' needs and from there outlining one or more possible services that meet these needs.

Business Models (BM) & BM Innovation

Step-by-step guide

- 1) The first dimension in the tool the Who refers to the customer. Being aware of who your target customer is is a key element in creating a successful Business Model. Here you shall decide which customer group this business model is designed to target.
- 2) The What describes what value is offered to the customer segment chosen in Who. It underlines the importance of not failing to find a company finds valuable, but instead use.
- 3) The How grasps all the activities and the proposition to the target customer group.

Here you will have to formulate all related to the company's value chain and all resources needed. This will include both physical assets as buildings and technology, people with the general or unique skill-sets to build and deliver the value proposition. Equally you must remember all the processes and know-how to deliver.

Example: Aqua Robur Business View

Value network

Business model innovation

VALUE DESIGN

TASKS	SOLUTION
PROBLEMS	ELIMINATE PROBLEMS
OPPORTUNITIES	SEIZE OPPORTUNITIES

Use Case Catalogue

Showing novel IoT solutions, and the products and services which underpin those solutions, the EU-IoT use case catalogue highlights best practices from IoT developments and deployments around the world.

Whether you are a professional in the IoT field, a researcher, a developer, an end-user or just curious about the potential of IoT, the catalogue of use cases will help you navigate and learn how novel technological solutions, disruptive business models and ambitious stakeholders contribute to growing a vibrant European IoT ecosystem.

Your company can share successes, or learn from the success of others, connecting directly with the stakeholders involved. Browse solutions based on sector, technology domain or geographical origin.

ABOUT - PROJECTS - GET FUNDED - NEWS

DOMAINS: Cross-domain | Energy & Utility | Manufacturing Industries | Mobility & Transportation | Service sector

LOCATIONS: Belgium | Denmark | Ireland | Spain | Sweden

TECHNOLOGIES: 5G | Artificial Intelligence | Digital Twins | Fog computing | Machine Learning | Nano Electronics | Open Source software and/or hardware | Robotics | Search Technology | Sensors and/or cameras

ASTI Mobile Robotics

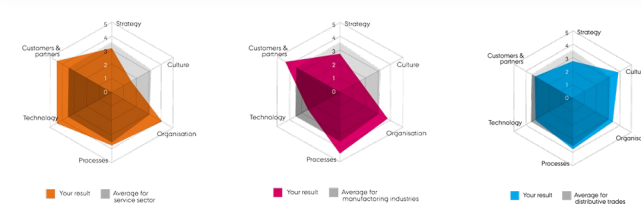
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Trolldtekt

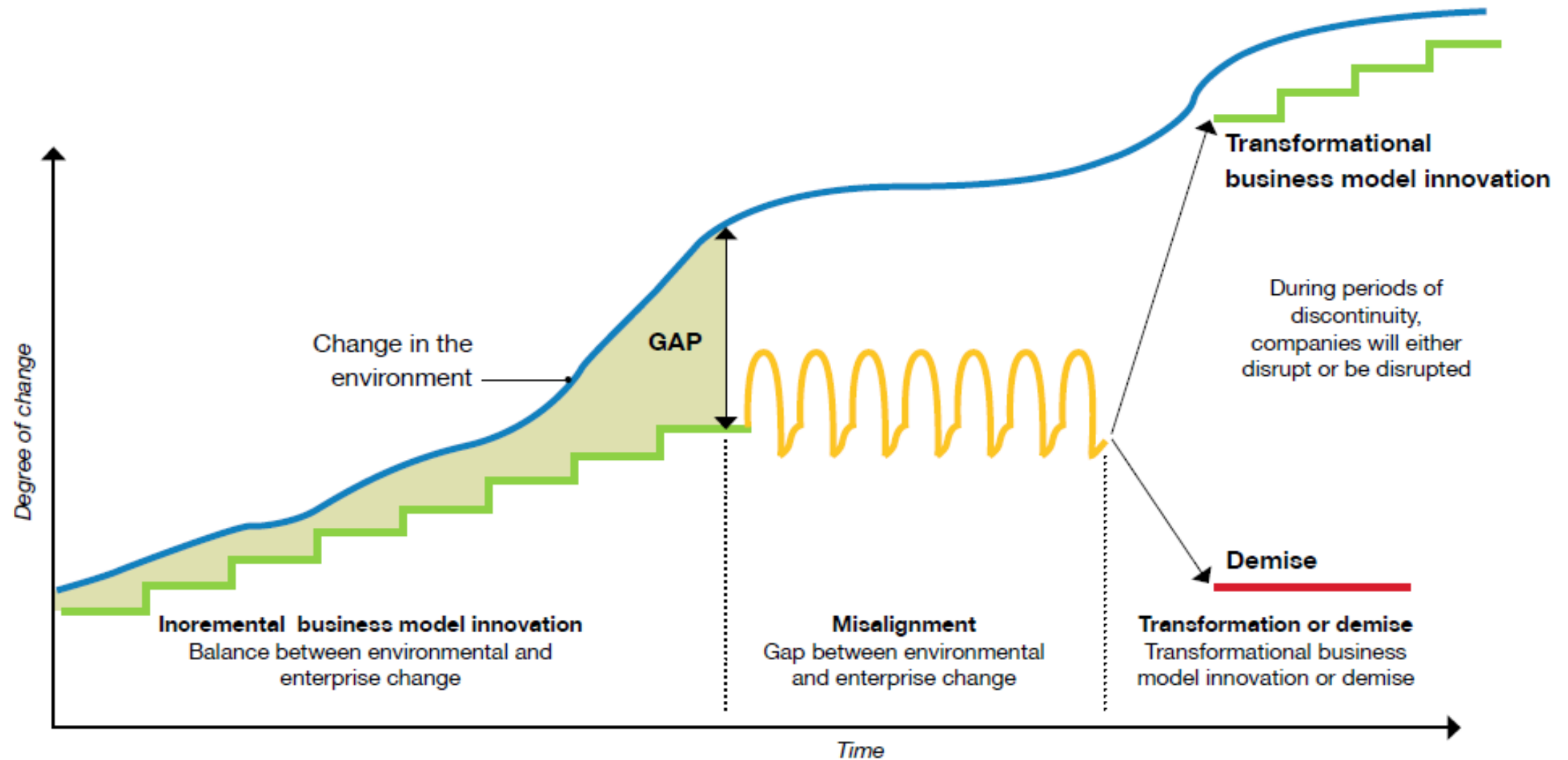
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Aloxy

Read more



Why Innovate your Business Model?



Stefan Ferber

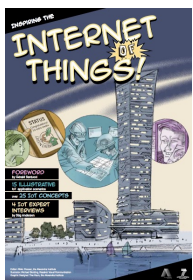


Services Beyond the Technology

Bringing services to people beyond the technology itself is the interesting aspect of the Internet of Things.

The challenge is to find **viable business models**.

Think about the Fridge.



4 Opportunities for Digital Development

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1. How can you engage with the customers more in a value creating way?

2. How can data help companies in making more informed and effective decisions?

3. How can we digitally transform our products and services?

4. How can we digitally optimise / transform our processes, value chains and ecosystems?

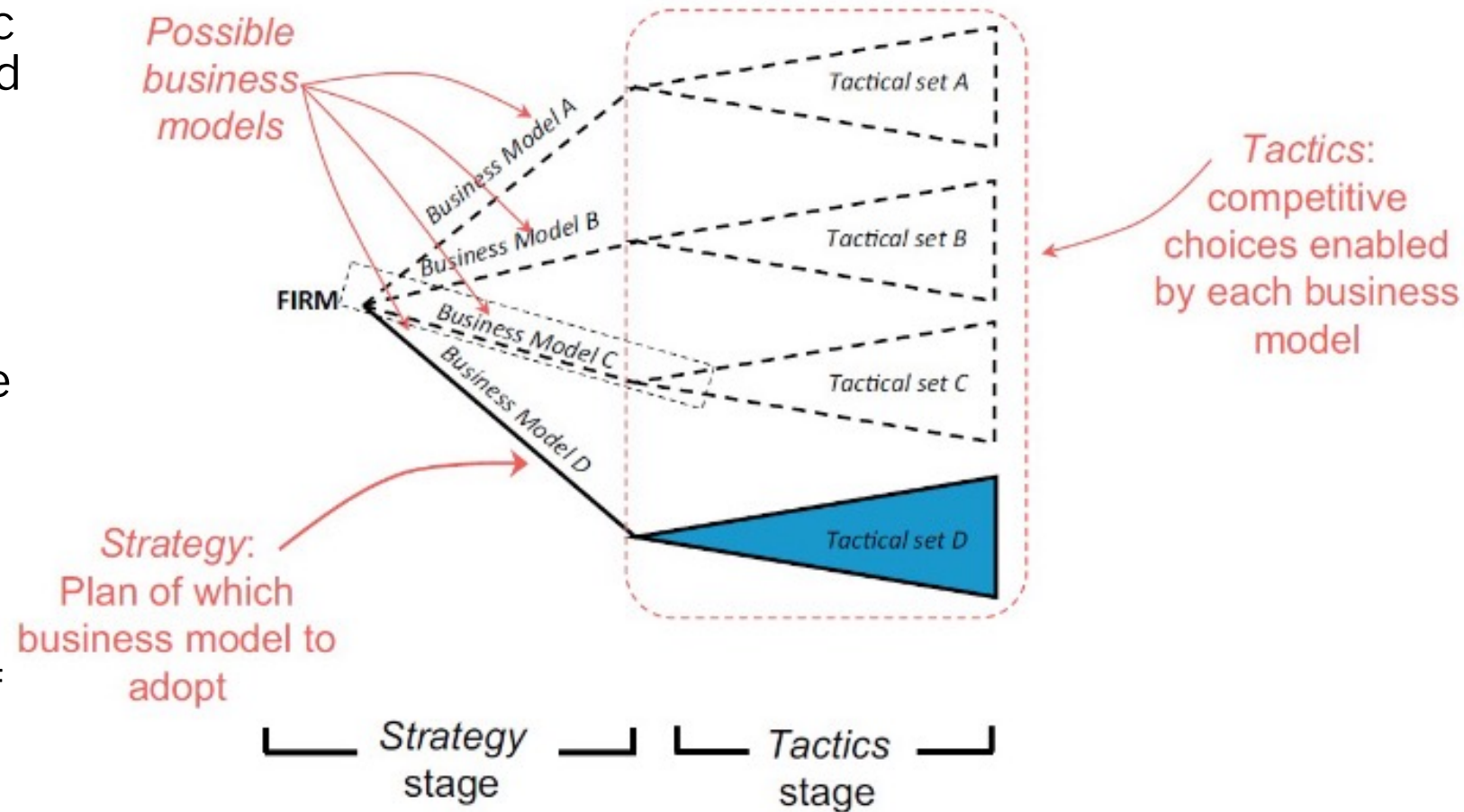


BM, Strategy and Tactics

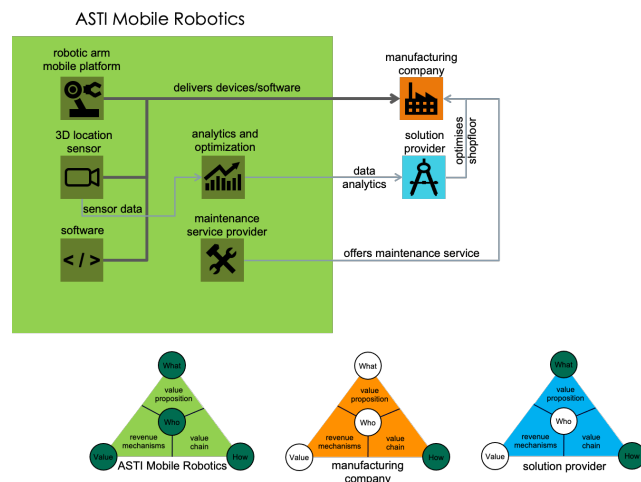
Business model refers to the logic of the firm, the way it operates and how it creates value for its stakeholders.

Strategy refers to the choice of business model through which the firm will compete in the marketplace.

Tactics refers to the residual choices open to a firm by virtue of the business model it chooses to employ.



Representations (for business dev.)

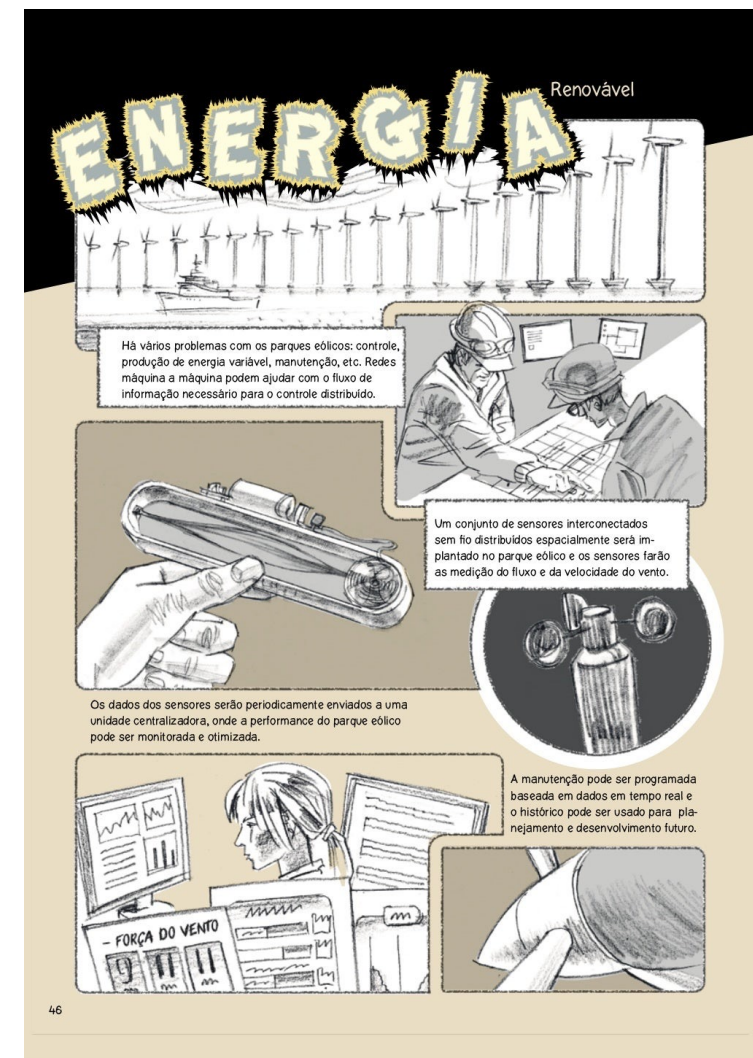


<https://aioti.eu/white-paper-business-impact-of-iot-in-manufacturing-industries/>



Fig. 1 Business model definition – the magic triangle

Gassmann, O., Frankenberger, K., & Csik, M. (2013). The St. Gallen business model navigator.



TBMI – 10ECTS cand.polyt

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DEPARTMENT OF BUSINESS DEVELOPMENT
AND TECHNOLOGY
AARHUS UNIVERSITY

Support Team



Teachers



Students

Case Organisation's Team



Supervisors

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DIGITAL
BUSINESS MODELS



**INDUSTRIENS
FOND** FREMMER DANSK
KONKURRENCEEVNE
The Danish Industry Foundation



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Thank you!

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