Business Models for Digital Platforms Ecosystem

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Why Innovate your Business Model?

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

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?
**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.)


Fig. 1 Business model definition – the magic triangle
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