

Knowledge Sharing on Business support methodology and business modelling for Digital Platforms in Agrifood domain: Best Practices and Lessons Learnt by IoF2020 project

1 June 2022 (12.00-13.15)

Scope

Digital ecosystems need an orchestrator for the ecosystem to integrate several players and parts of the ecosystem. Digital platforms, act as an orchestrator for this ecosystem. In recent years several projects are funded by the European Commission to address the topic of digital platforms for digital transformation in several domains. Despite of the significant progress and results of these projects, there is an important challenge that they face from a business perspective namely business model development. Development of a proper business model to accelerate the commercialization of the digital platform is challenging and not a straightforward journey for the projects.

This event is organised by OPEN DEI in collaboration with IoF2020 project and aims at sharing the knowledge and lessons learnt that IoF2020 project gained in terms of business support methodology and in particular business modelling. The insights and best practices that will be provided by IoF2020 during the event could be considered as a source of knowledge for other projects in Agrifood domain, specifically the ones that just began their journey, for their future activities.

Agenda

Title	Time	Speaker
Welcome and Introduction to the session	12.00 - 12.05	Golboo Pourabdollahian, IDC
Introduction of OPEN DEI	12.05 – 12.10	Giorgio Micheletti, IDC
Overview of Agrifood digital platforms in OPEN DEI WGs	12.10 – 12.20	Marianna Faraldi, Tecnoalimenti
IoF2020 overview and its methodology for business support	12.20 – 12.40	George Beers, WUR
IoF2020 Lessons learnt on Business modelling	12.40 – 12.55	Alexander Berlin, Berlin Thinking
Q&A session	12.55 – 13.10	All
Wrap-up and Closing remarks	13.10 – 13.15	Giorgio Micheletti, Golboo Pourabdollahian, IDC