

Business model for Digital Platforms: A co-design workshop for digital platforms in Energy, Manufacturing, Agrifood and Healthcare

18 May 2022 (10.00-12.45)

Scope

Digital Platforms have a disruptive impact on industry value chains and organisations which are the providers and users of digital platforms. In order to take advantage of the opportunities and control the risks of change, innovative business models are needed to adapt the business and operational processes, redefining the customer journey and value proposition, discovering new channels and stakeholders' engagement models, and creating innovative monetization models. However, development of a proper business model to accelerate the commercialization of the digital platform is challenging and not a straightforward journey for many European projects including the large-scale pilots of digital platforms.

This workshop is organized by OPEN DEI in collaboration with EU-IoT and aims at supporting the projects in designing of the business model under the umbrella of sustainability of their results. The problem that projects in each domain will address will be selected jointly during the session by participants in each domain based on the relevance of the most important aspects for sustainability and business model for projects. The event is organized in three main parts. In the first part, an overview and introduction of the business modelling methodology will be presented to the participants. The methodology is based on Saint Gallen Business model navigator which is a research-based methodology applied in different industries and helps to define the external and internal dimensions of a business model and to answer questions on topics such as value proposition, value chain and revenue mechanics. In the second part, participants will be divided into 4 groups (Energy, Manufacturing, Agrifood and Healthcare) and based on the presented methodology in part 1 will work together to co-design a domain-based business model based on the selected problem to address for sustainability of the results. Finally in part 3, each group moderator will present the designed business model for domain to all the participants.

Agenda

Title	Time	Speaker
Welcome and Introduction to the session	10.00 - 10.05	Golboo Pourabdollahian, IDC
Introduction of OPEN DEI and EU-IoT	10.05 – 10.15	Giorgio Micheletti, IDC Monique Calisti, Martel Innovation
Introduction to business model methodology	10.15 – 10.45	Mirko Presser, Aarhus University
Parallel co-design sessions per domain Problem presentation (10 min) Business model brainstorming (30 min) Business model selection and mapping (20 min)	10.45 – 11.45	All
Coffee Break	11.45 – 12.00	
Pitch of domain-based business models	12.00 – 12.30	Session moderators
Summary and next steps	12.30 – 12.45	Golboo Pourabdollahian, IDC Mirko Presser, Aarhus University