

A platform for Open Business Model Innovation

Objective 1.3a
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Arne.J.Berre@sintef.no

Abstract

- Recent development of social media based platforms for open innovation has shown promising results for community involvement and co-creation, and has also been extended to support service innovation. The project idea is to extend this to support also Open Business Model Innovation. It is a goal to take advantage of the recent OMG standard development for VDML - a Value Delivery Modeling Language - that can support analysis and simulation of business models before deployment – and further support cooperation between people, business assets, devices, resources and services.

Foundations from NEFFICS, www.neffics.eu

Cloud shared Business Model canvas

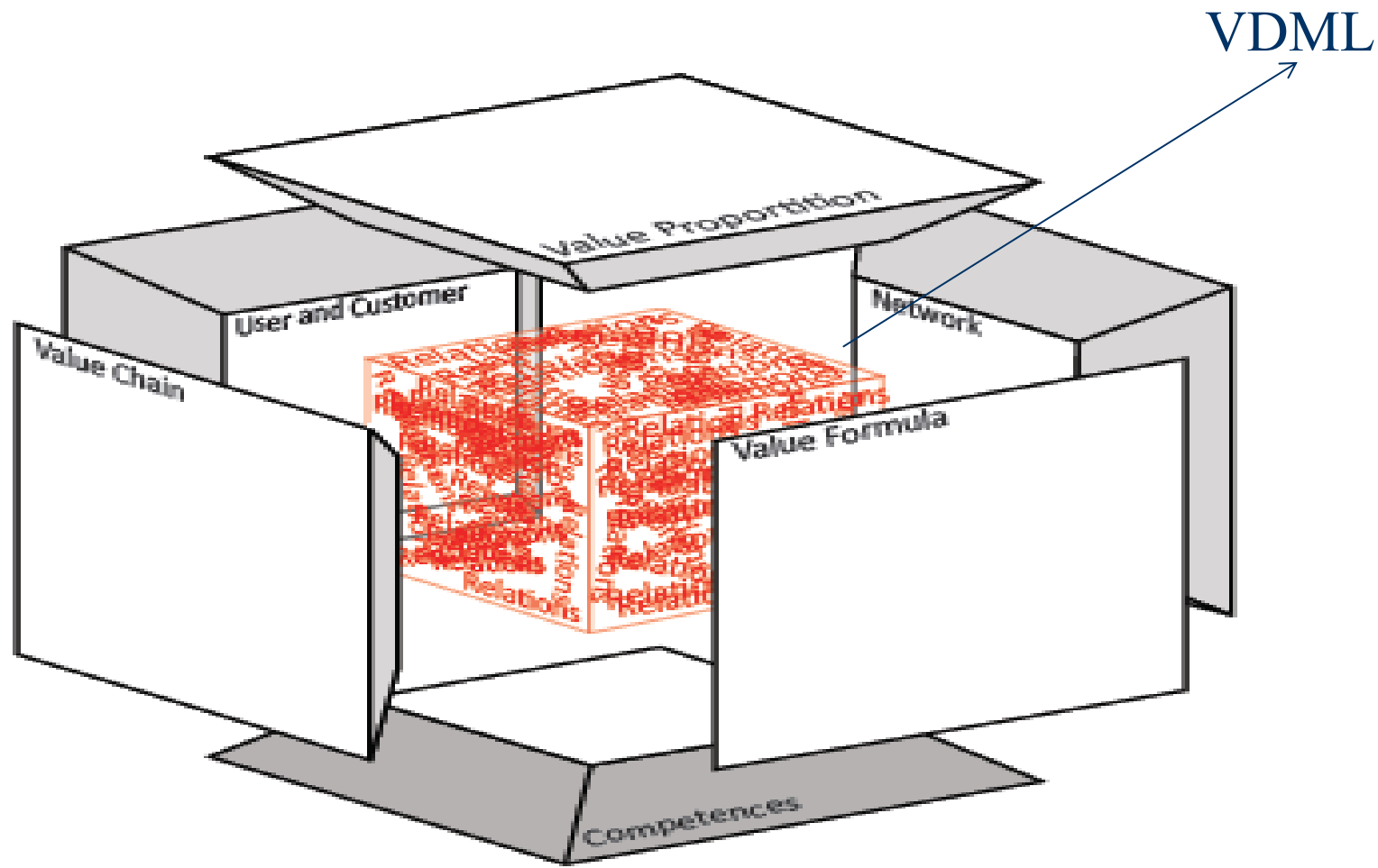
The screenshot shows a web application interface for a Business Model Canvas. At the top, there is a navigation bar with a 'Back' button, the user name 'myws', and a 'View canvas:' dropdown menu currently set to 'Biz Model Canvas (Induct)'. To the right of the dropdown are buttons for 'Manage Canvases', 'Manage Layers', and 'Manage...'. The main workspace is a grid of canvas sections: 'Partner' (containing 'n1'), 'VP To Partner', 'Offering' (containing 'offer1'), 'VP to Customer', and 'Customer'. Below these is a section for 'Processes and Key Activities'. At the bottom, there are sections for 'Customer relationship', 'Competence & Employees', and 'Customer relationship'. A 'Resources & IPR' section is partially visible at the very bottom. A 'Canvas Manager' sidebar is open on the left, showing a list of canvases in the workspace and available templates. The 'Canvas Manager' sidebar includes a close button (x) and the following content:

- Canvases in workspace**
 - Biz Model Canvas (Induct) [delete icon]
- Available Templates**
 - Biz Model Canvas (Aalborg) [add icon]
 - Biz Model Canvas (Osterwalder) [add icon]
 - Swot Canvas [add icon]
 - Lean Canvas [add icon]
 - Todo - Simple [add icon]
 - Sprint board [add icon]

Below the list, there is a text instruction: "Click one of the active canvases to jump between them. Click 'delete' to remove a canvas from your workspace. Click 'add' to app a canvas to your workspace You can use multiple templates at the same".

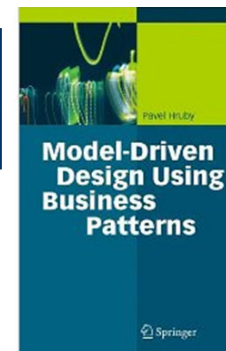
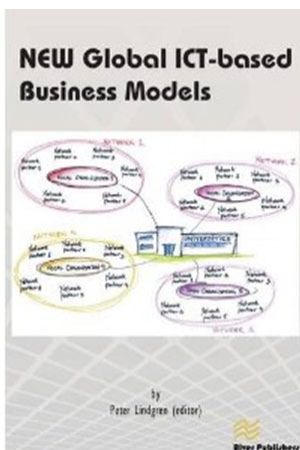
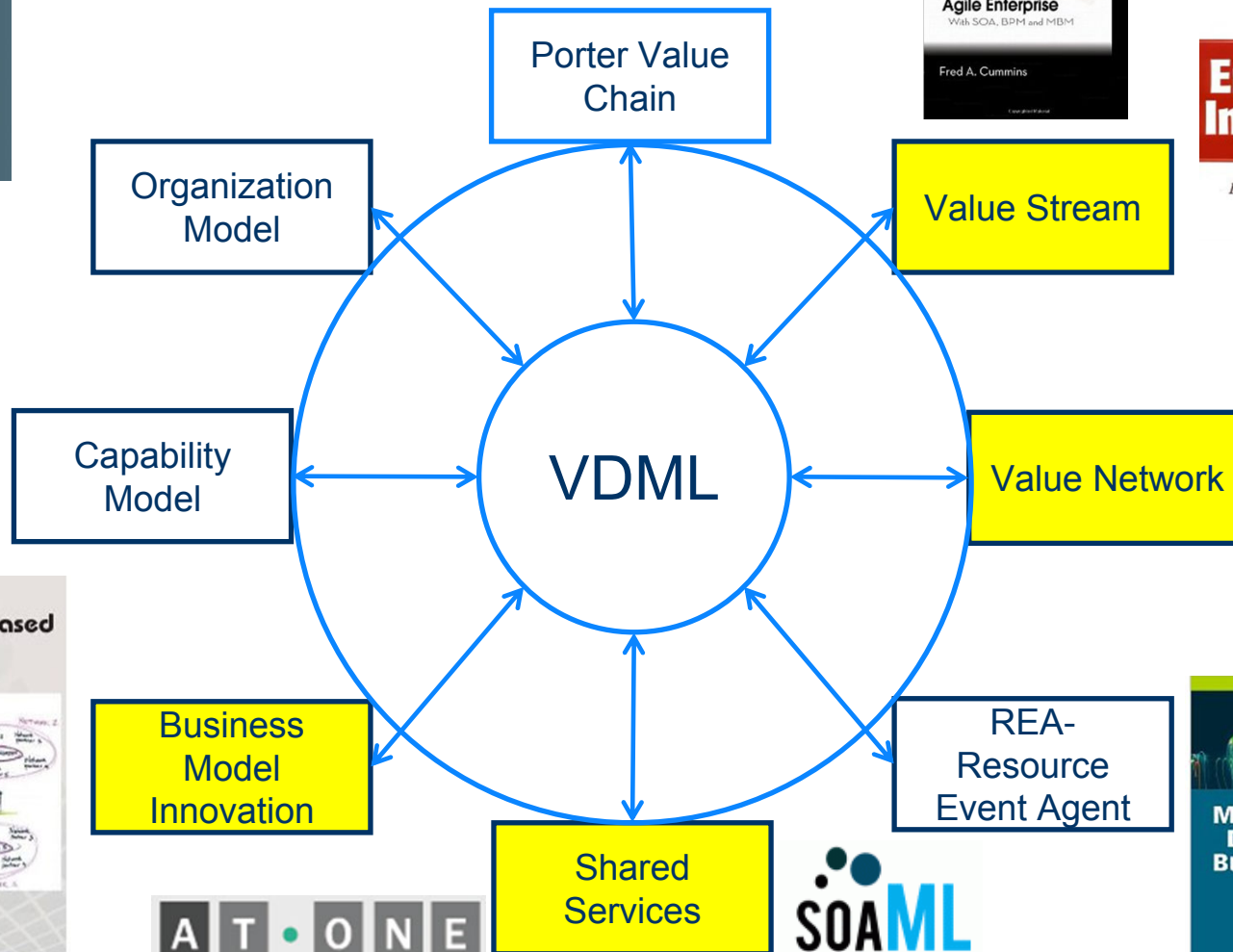
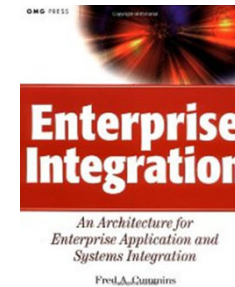
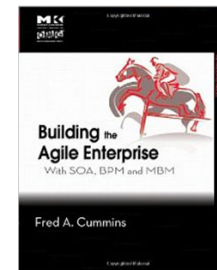
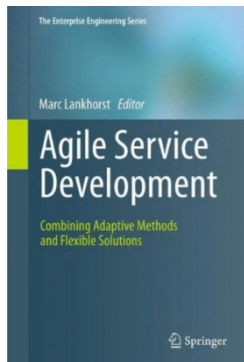
“BMI Cube”

Osterwalder: “*A business model describes the rationale of how an organization creates, delivers, and captures value*”.

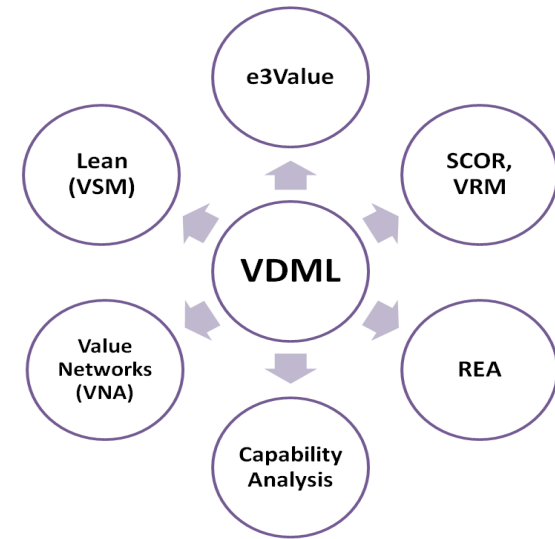
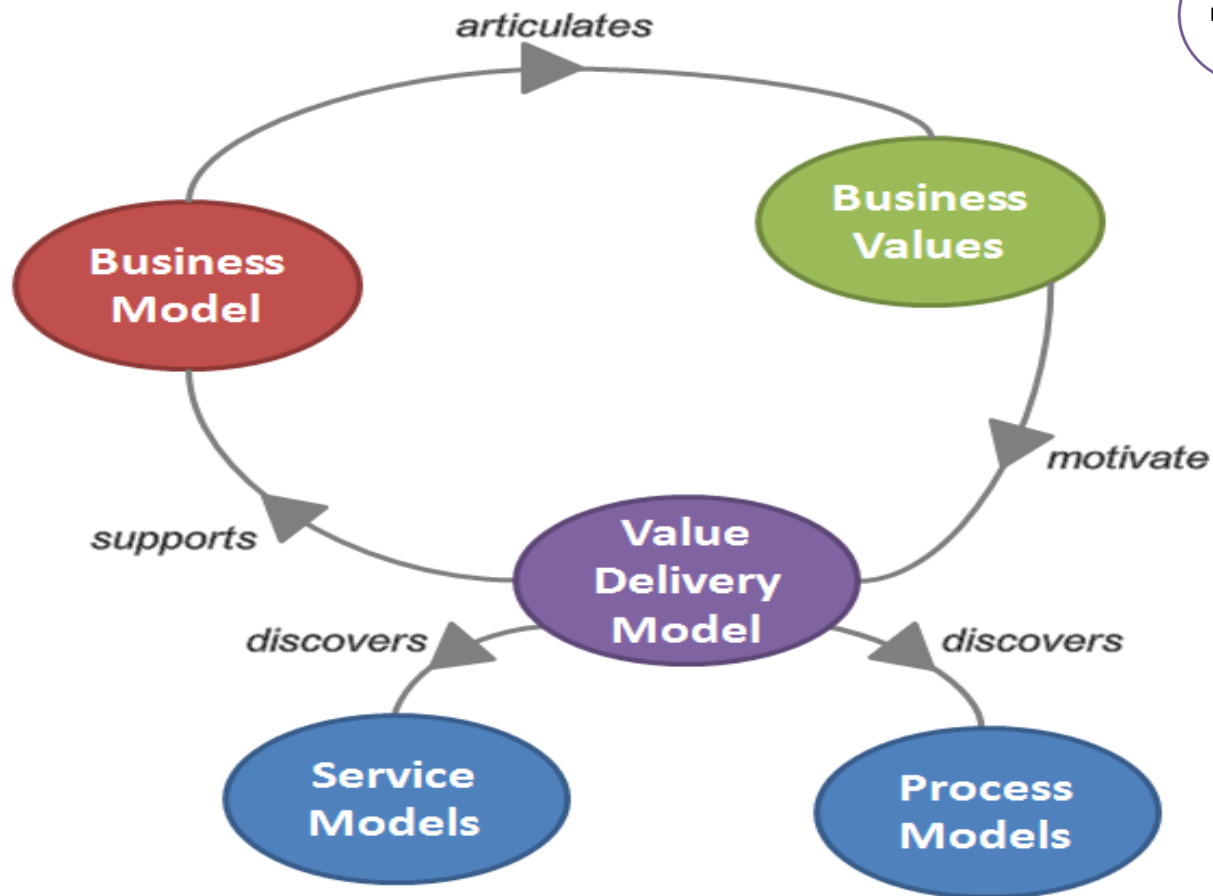


VDML (Value Delivery Modeling Language)

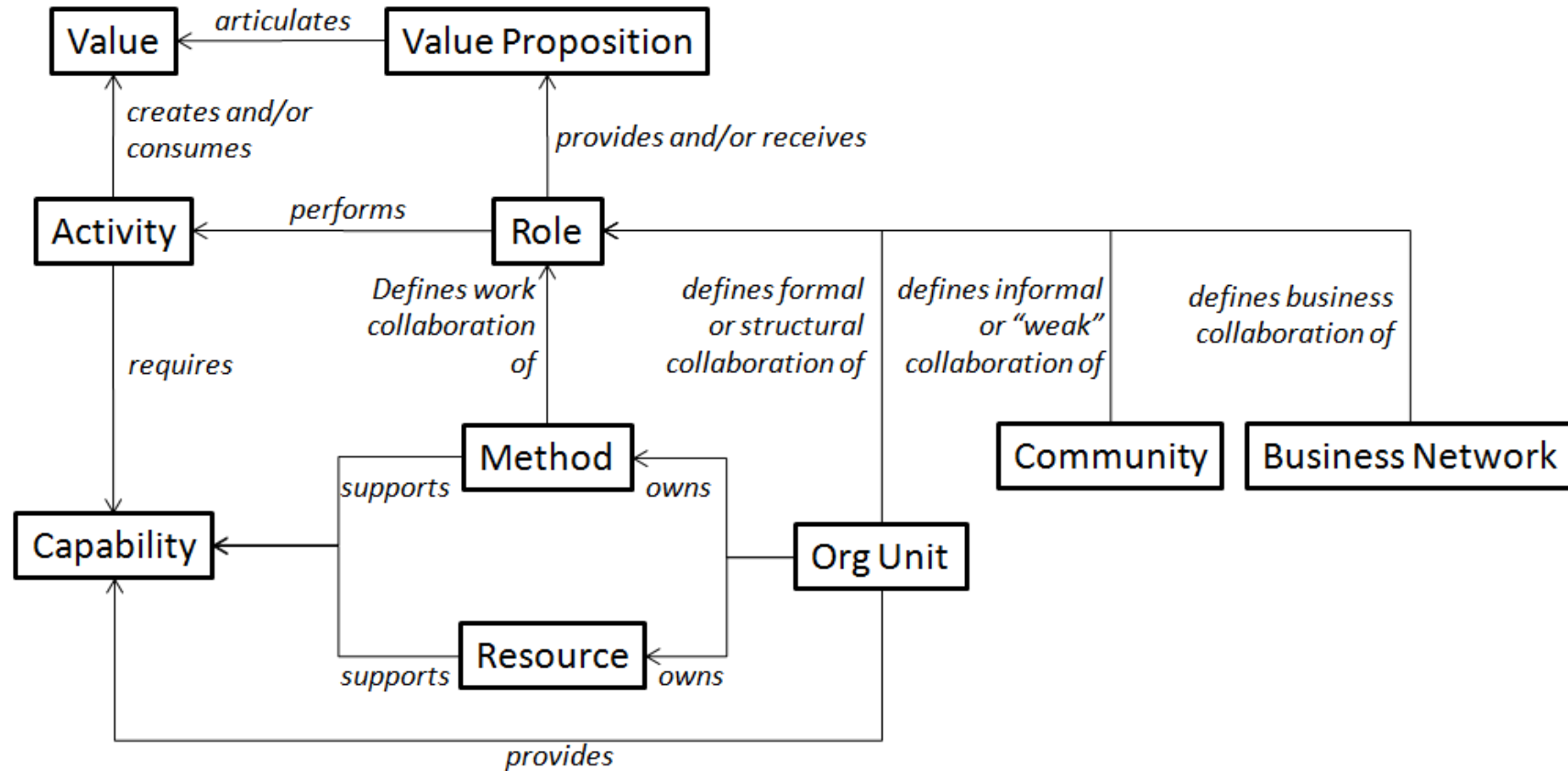
(in progress as OMG standard for 2013)



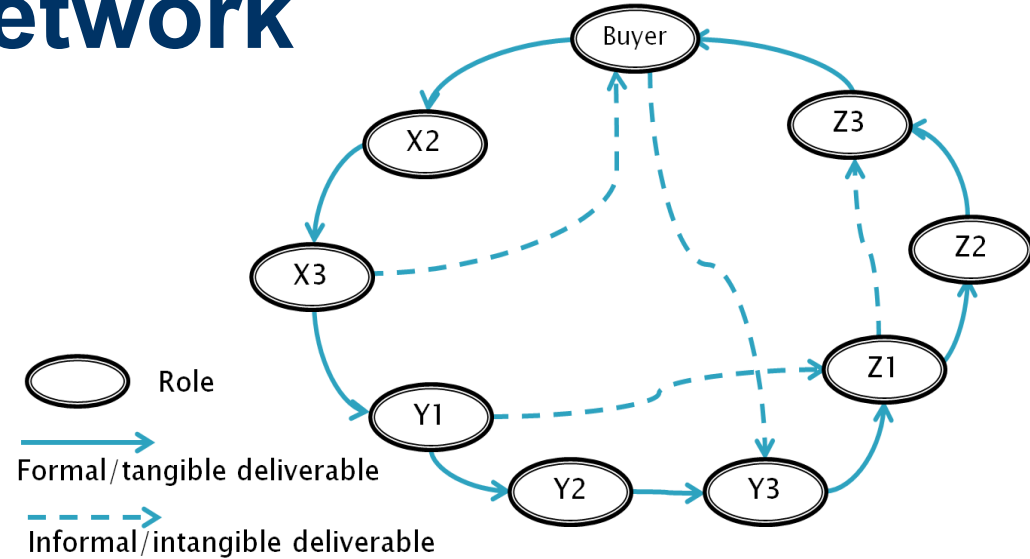
VDML in context



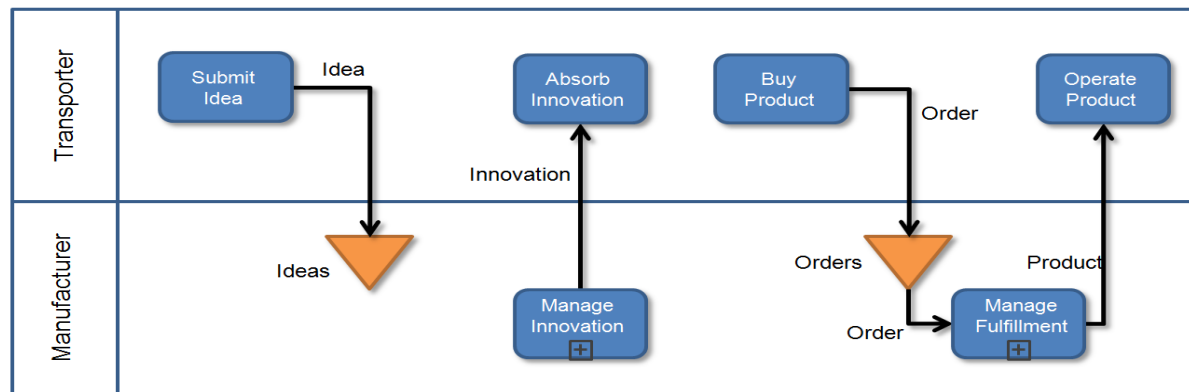
VDML Metamodel



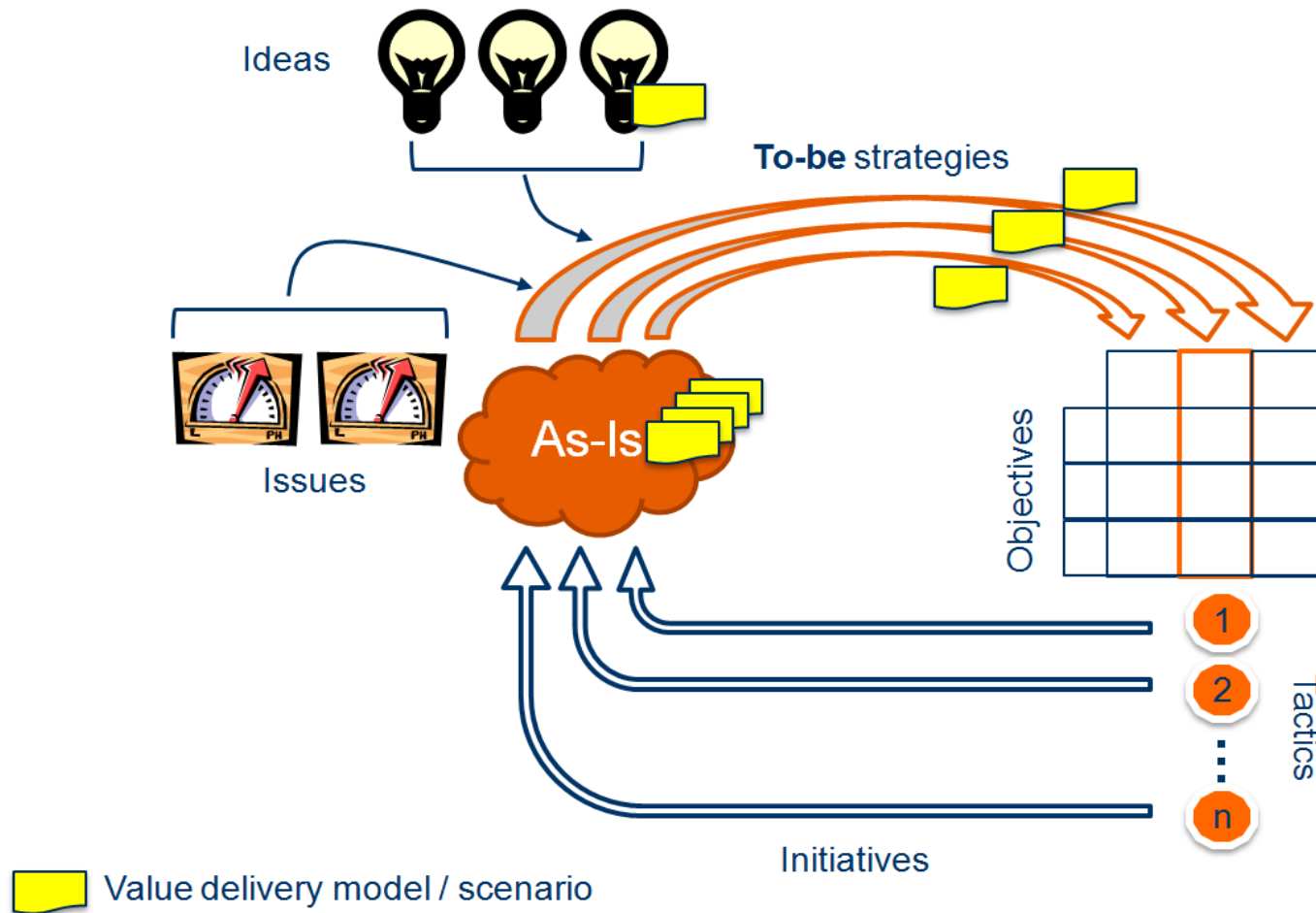
VDML – Value Network



VDML – Business activity network



Role of VDML in Business Model Innovation



Looking for competence

- Additional user communities for Business Model Innovation and deployment, i.e. Finance, Services, ...
- Business model analysis
- Business model simulation (Monte Carlo, System Dynamics, Discrete event simulation,)
- Business collaboration infrastructure/execution

■ Arne.J.Berre@sintef.no