



**ISTITUTO SUPERIORE
MARIO BOELLA**

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Kick-off a Community for Disruptive & Democratic Social Innovation
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#ICT2015

SHARING AS VALUE MULTIPLIER

SUSTAINABLE BUSINESS MODELS FOR TRANSFORMATIONAL COLLABORATIVE ENDEAVORS

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TRANSACTIONAL VS. TRANSFORMATIONAL

	Transactional sharing economy	Transformational sharing economy
Claim	Workers on tap	By and for people
Distinctive trait	Re-adaptation of the old capitalist paradigm popularized by Silicon Valley's culture to new economic trends	Purpose-driven resurgent collaborative experimentation
Motivation for participants	Extrinsic	Intrinsic
Notion of sharing	Rent of resources	Mutualization of resources
Symmetry of the relationship	No (near-to-professionals \neq users)	Yes (amateurs)
Means of exchange	Traditional currencies	Alternative currencies (e.g., time, goods, community currencies)
Beneficiaries of value creation	Shareholders	Stakeholders
Entity that is maximized	Profit	Impact
Main constraint	Legal framework	Sustainability over time
Market structure	Oligopolies (even worse than traditional ones)	Blue ocean (often)
Growth model	Exponential and 'unicorn'-oriented	Scalability as expansion of impact to match the level of need (Nesta)
Governance model	Centralized	Decentralized
Geographical footprint	Global (yearning for)	Community-centered

Kudos to Neal Gorenflo for the two monikers

THE SUSTAINABILITY EQUATION

Transformational effects at societal level =

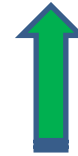
Impact-oriented intent

+

viability over time



Triple bottom-line as ultimate yardstick for outcome evaluation

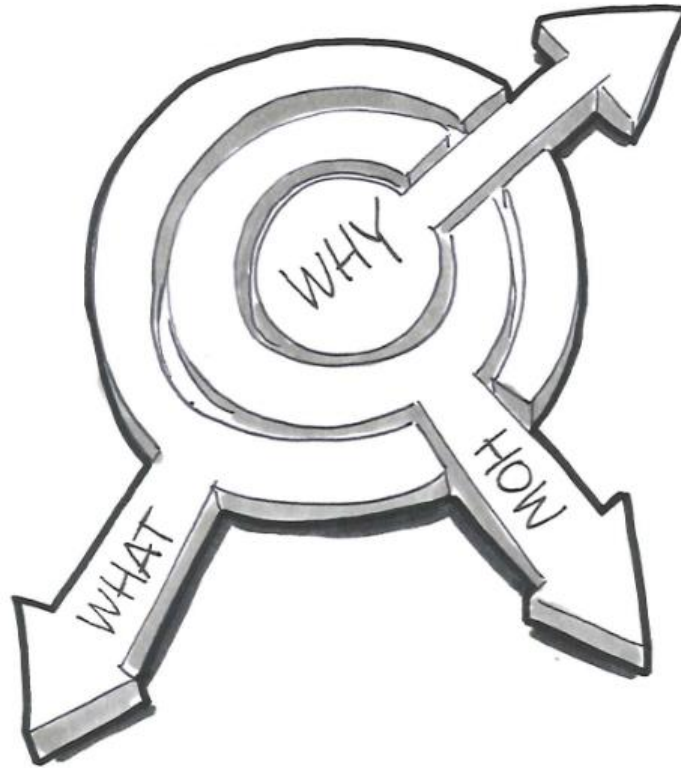


Sound business models underlying collaborative endeavors



THE IDEA AT A GLANCE

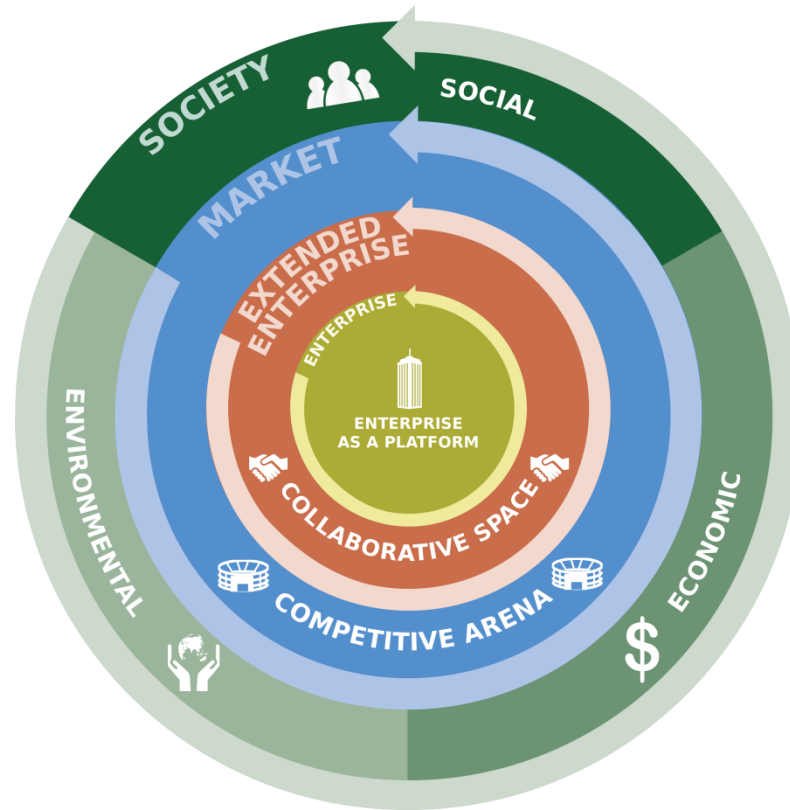
Business model
toolkit for
collaborative
economy



Amplify the
transformational impact
exerted by collaborative
endeavors

More accessible,
better informed, more
responsible and more
successful process of
business model design

REDEFINITION OF ORGANIZATIONAL BOUNDARIES



FROM 'WOW' TO 'HOW'

Lever	Polarization of the axis
Degree of openness of the community	Everyone can join it vs. selection process
Governance structure of the community	Hierarchical vs. flat
Degree of control over the platform	High control by the platform vs. high autonomy of external parties
Motivation of the community	Extrinsic vs. intrinsic
Role of the community	Collaborative consumption vs. collaborative production
Size of the community	Local vs. global vs. glocal
Engagement channel(s)	Physical vs. digital
Profile of the collaborators	Amateurs vs. near-to-professionals
Segmentation of the collaborators	Mass approach vs. segmented approach
Configuration	Direct (P2P) vs. mediated (by the platform manager)
Focus	Service provision vs. creation of solutions
Scope of the community action	Defined vs. emergent
Type of instructions given to the community	Standard vs. personalized
Initiation of the interaction	Open call (centralized) vs. open search (decentralized)
Nature of external elements created by the community	Homogenous vs. heterogeneous
Treatment of external elements created by the community	Individual vs. aggregated
Remuneration of collaborators	Tangible vs. intangible

Thanks for your attention!

We believe in collaboration as a powerful source of innovation.
We consider interdisciplinarity as a genuine multiplier of opportunities.
We are optimistic.

CONTACTS



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