

Re:Invent – New sources of innovation

Hypotheses for the development of the business model to open up new sources of innovation

<p>Key Partners </p> <p>Who are the future key partners? Which resources do we obtain from how many partners? How closely do they cooperate with us? What are the alternatives? What experiences have we made with them during the crisis?</p> <p>Goal: Examination of the strengthening of cooperation and increasing resistance and communication (cooperation vs. transaction)</p> <p>Goal: Review of the value chain from a risk/dependency perspective and CSR impact</p>	<p>Key Activities </p> <p>What key activities do our value propositions really require? What is mission-critical?</p> <p>Goal: Focus on value creation</p>	<p>Value Proposition </p> <p>What value do we convey to the customer? Which product and service offerings are decisive for competition?</p> <p>Goal: Focus on value creation</p>	<p>Customer Relationship </p> <p>What kind of relationship does each of our customer segments expect from us?</p> <p>Goal: Increase customer loyalty and proximity (connectivity)</p>	<p>Customer Segments </p> <p>Which customers will still exist or bounce back from the crisis even stronger? Who are our most important / loyal customers? What lessons will our customers learn from the crisis and how will their expectations and wishes change?</p> <p>Goal: Reflecting customer development in the service offer</p> <p>Goal: Product range review</p>
<p>Cost Structure </p> <p>What are the main costs associated with our business model? Which key resources are the most expensive?</p> <p>Goal: Review of cost advantages vs. robustness / flexibility / proximity / CSR</p>	<p>Revenue Streams </p> <p>What value are our customers really prepared to pay for?</p> <p>Goal: Review of peripheral activities/products</p>			

*) CSR = Corporate Social Responsibility