

## Introduction

1st Industrial Revolution - Steam engine

2nd Industrial Revolution -electricity, telegraph,

3rd industrial Revolution -internet

## Buchliste:

Jeremy Rifkins, 3rd industrial revolution

Joseph Schumpeter, creative disruption

Chris Anderson, Makers - The New Industrial Revolution

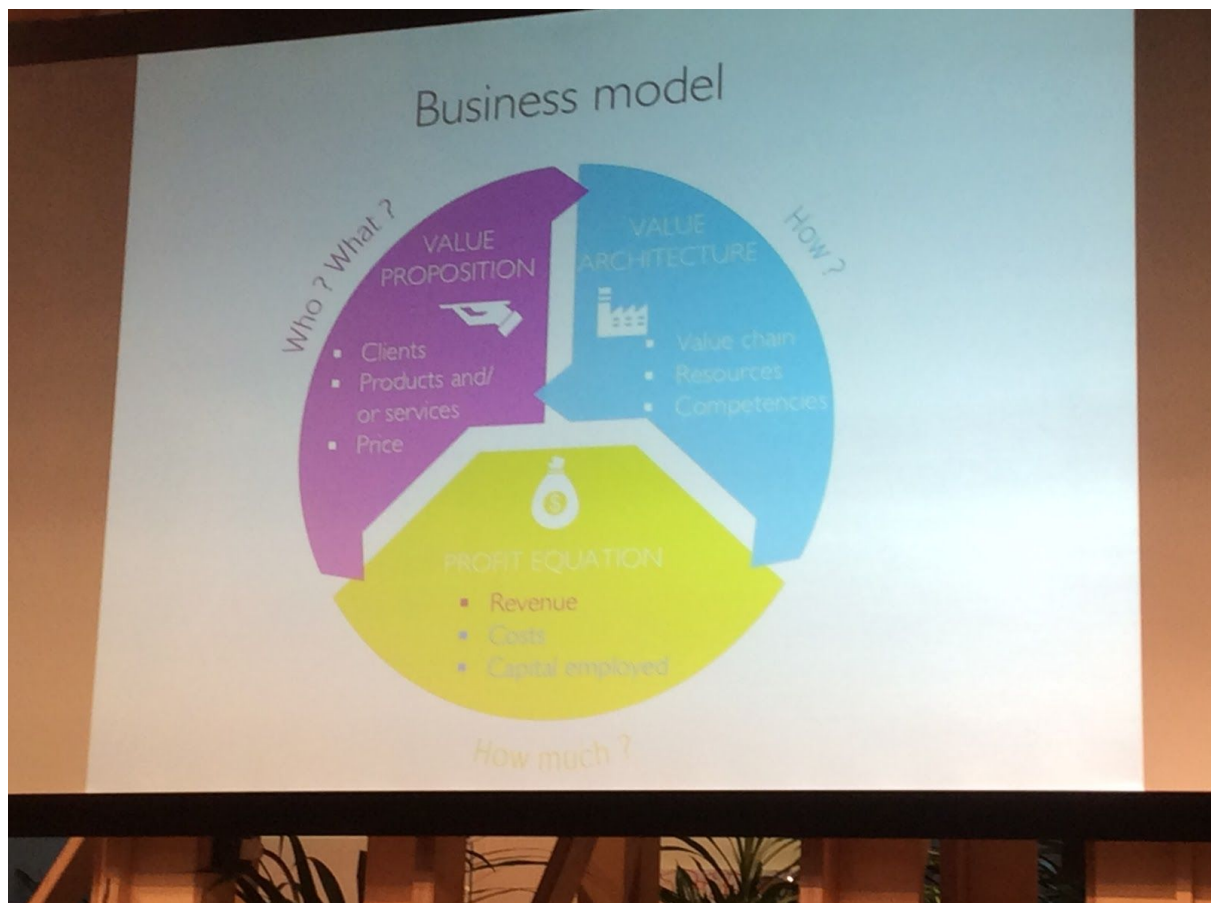
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## Methode: Odyssey 3.14

ex: Michelin

- fleet
- distribution
- Business model change: price per kilometer, Michelin owns the tyres, maintenance network, revenue more even, more capital employed, but took 10 years to make it work



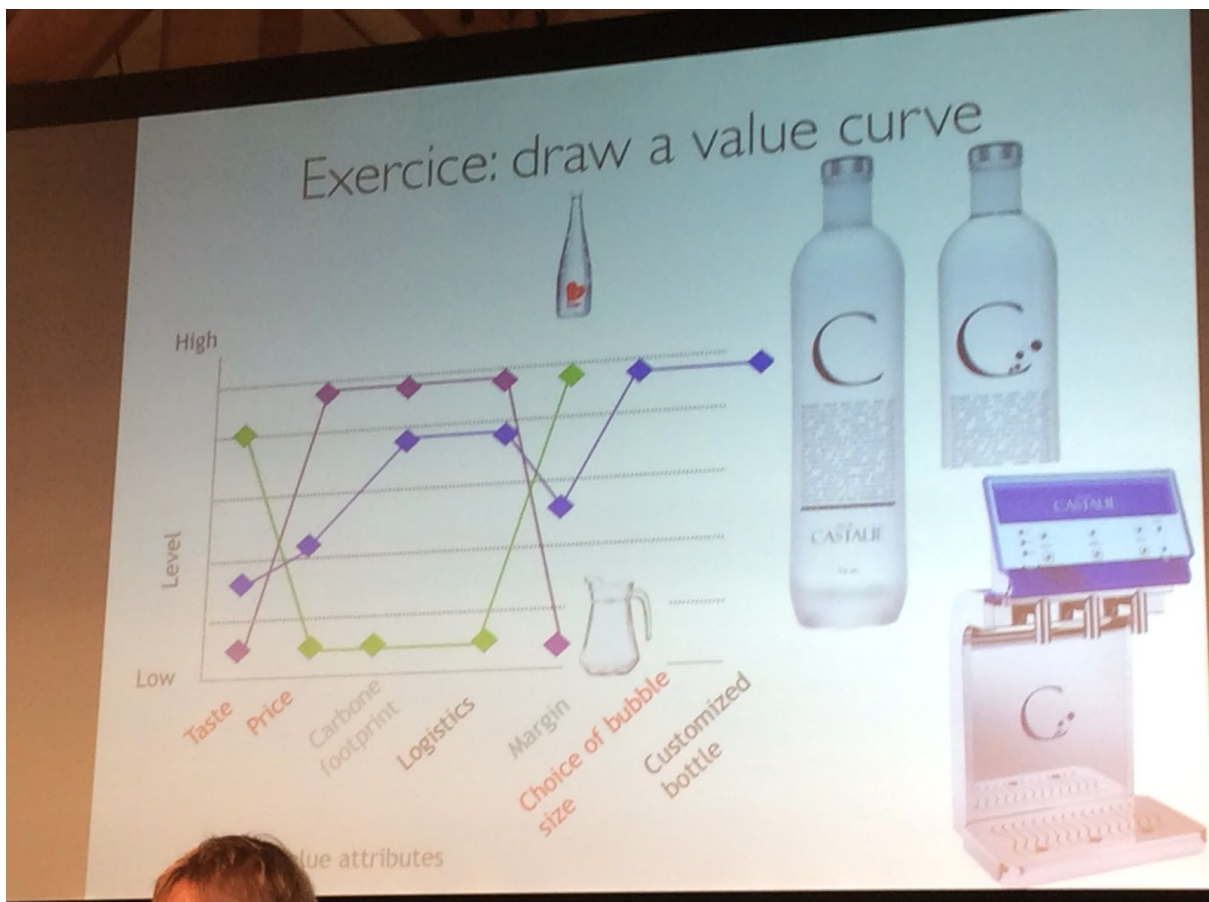
- Innovation is extremely difficult- tone from the top
- Win-win: price per kilometer pushes the quality of the tyers in order to make more profit!
- Big data - mobility, kilometers, maintenance

### Value proposition chart

ex: JCDecaux

ex: Formule 1 Hotels

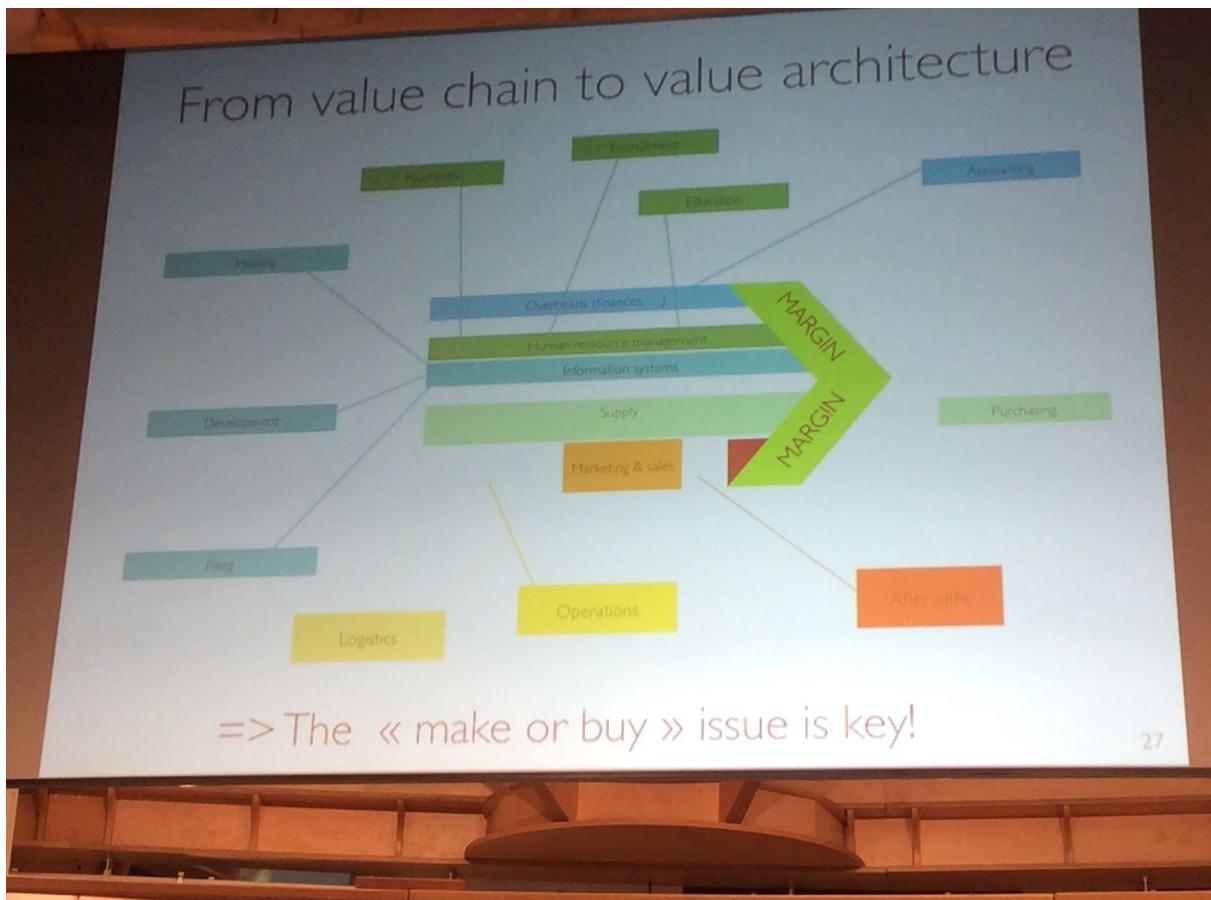
ex: Evian



### Create, raise, reduce, eliminate

- Create - what should be offered by the industry what never has been offered before
- ....

The question „make ore buy“ is key for the business model



## Technology is key

ex: blabla car, zipcar

## Summary of key message

**environment is is not a givem: it can be changed**

-ex: low-cost airlines

**the objective is not to best competitors....but to make competition irrelevant**

-ex: zipcar

**The idea is ro radically change the rules of the game by challenging conventional wisdom**

- ex: Michelin Fleed solution

## Value proposition

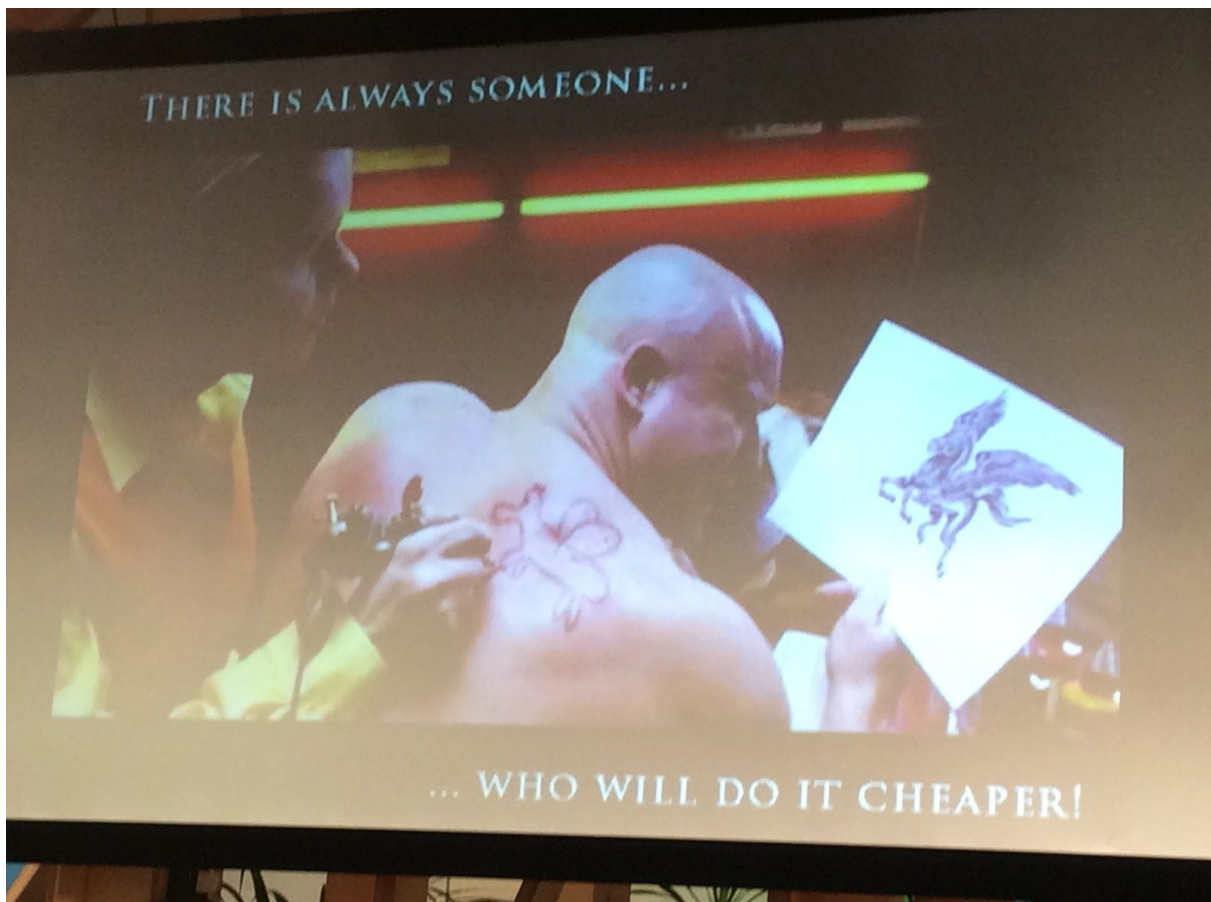
## 7 directions for the value proposition



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### 1. reduce clients costs: make it free





- reduce the pce
- reduce the cost for consumer

ex: Lafarge

**Trend: frugal innovation: start with the customer's need**

**2. Reduce the customers' hassle**

- ex: Michelin Fleet solution
- ex: airtprted (hassle free AirBnB)

Focus on customers' hassle/pains

- honest flexibility (ex: overstay)
- guilt-free consumption (ex: creamery)

Reduce client's hassles and boredom

- ex: graze (nature delivered)

Collaborative consumption

Famous product systems in B2B

- ex: Rolls Royce
- ex: Hilti

- ex: desso

### **3. Categories ,non-clients‘**

- satisfied clients
- *soon to be non-clients - look for frustration*
- *conscious non-clients - look for frustration*
- non conscious non-clients

most innovative mobile bank in Kenia

- ex: pesa

### **4. introduce more functionality or more emotion**

- ex: cemex
- ex: intermarché- vegerables moche

### **5. search other segments or industries**

- ex: southwest airlines
- ex: formule 1
- ex: FNB - savings account + lotery

### **6. introduce a third party (two sided customers - double sides market)**

- ex: JCDecaux
- ex: AirBnB
- ex: zopa
- ex: Uber

Pricing Strategies

- ex: facebook

the power of network effects

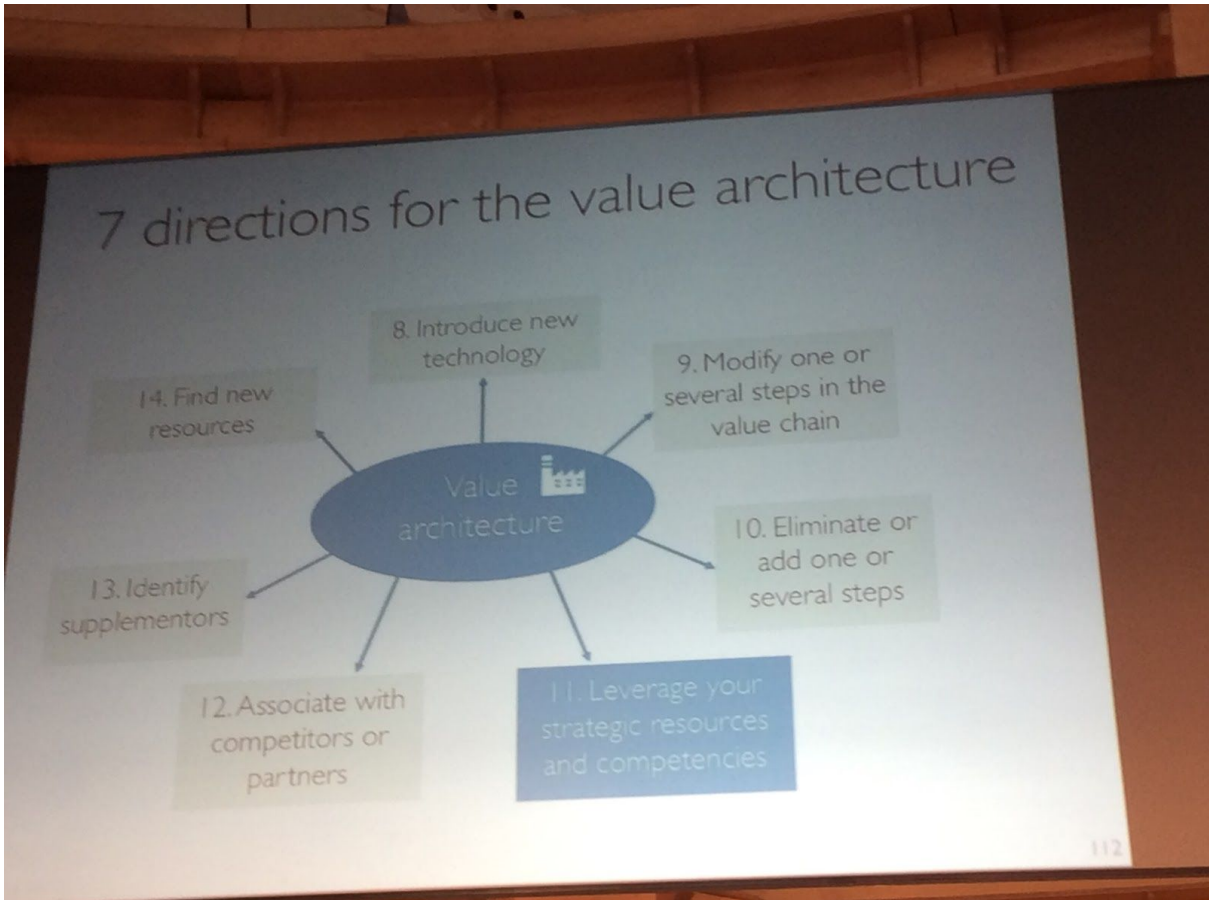
- ex: apple 90% (2007 5 dominant phone manufacturers)
- ex: Klöckner

### **7. Modify the revenue stream**

- ex: Anticafé
- ex: Schneider electric (energy performance contracting)
- ex: pay per laugh
- ex: big belly

### **Artificial Intelligence**

- ex: Ross, super intelligent attorney



Modify the internal value chain

Eliminate a step in the value chain

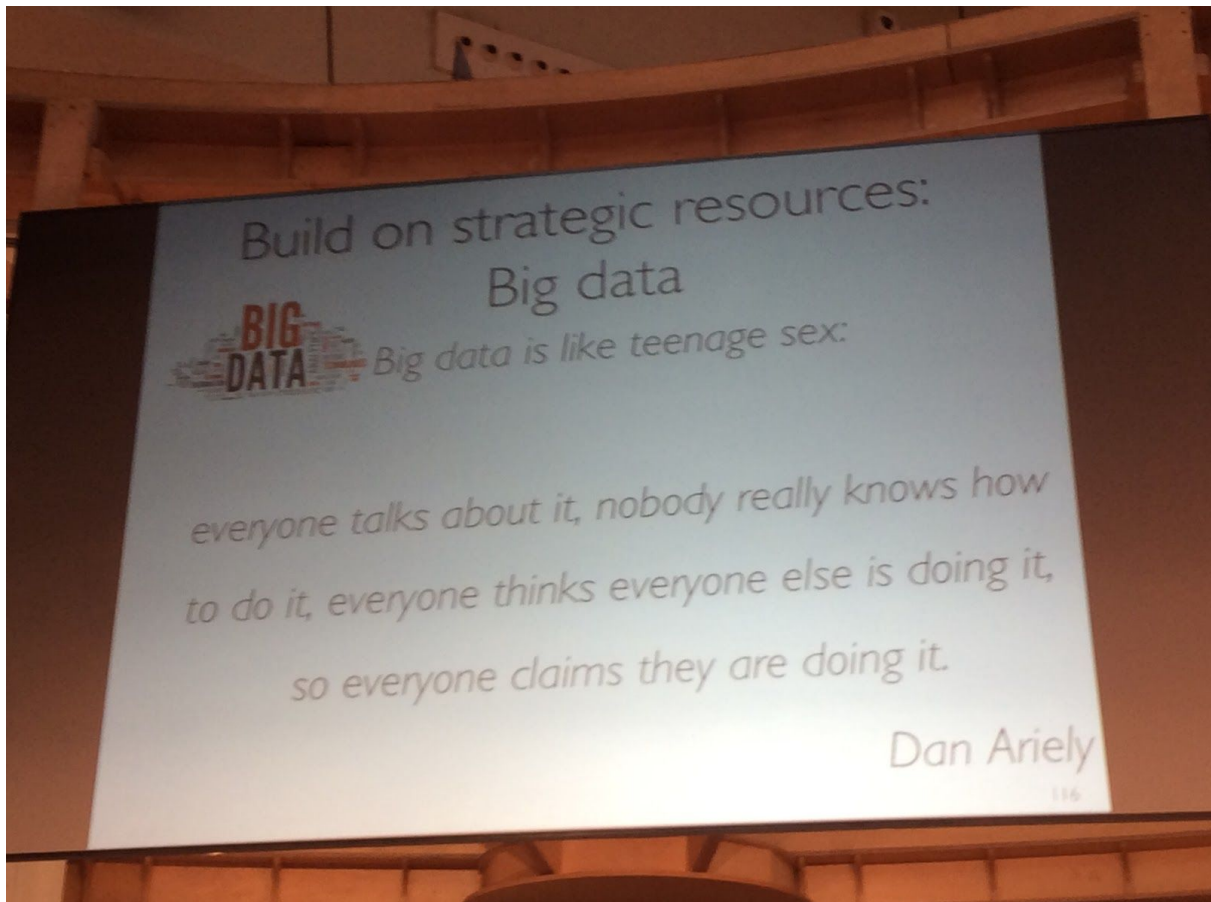
Collaboration consumption

- ex: Drive now: value chain is changed instead of sale/ rent; instead of after sale / maintenance/ preparing for self-driving market / circular economy
- ex: desso

built on strategy resources

- ex: amazon Web Services:
- ex: porsche
- ex: pro sieben Sat.1 - media for equity
- ex: rungis

**big data**



- ex: alibaba - credit rating

associate with competitors or partners

identity supplementors

- ex: Barnes & Noble & a café
- ex: audi + DHL

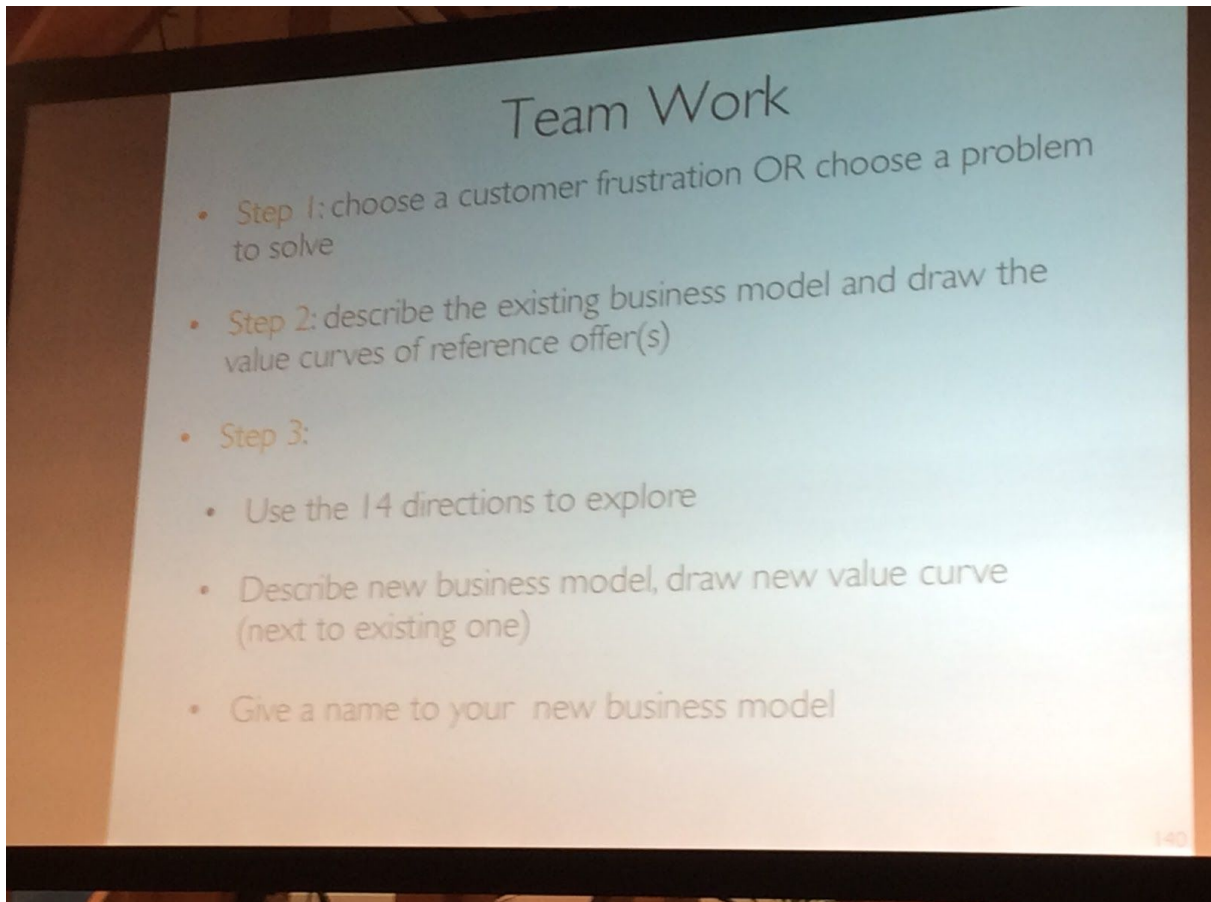
find new resources

- ex: swisscom -crowd sourcing
- ex: quirk
- ex: topcoder
- ex: eyekla
- ex: innoventive

Value proposition

- ex: DHL Bring Buddy - failed





Team 2

# GreenDrink

**World without plastic.**

