

New Business Model Game, Henning Breuers

New Generation Business Models, 4th of November

In more than 100 workshops with innovation managers and start-ups, Henning created a toolkit to address the myriad of questions around modelling new business. During the session, he offered a quick demonstration of how the toolkit works and what it can mean for your organization. He explained that the game can be played in a short session (4 hours) or in a long session (6 hours) within organizations. During the workshops, the participants get acquainted with the 'Business Model Game'.

Each group was set around the business model canvas with a specific 'value' to integrate in the business model. The case was about a low budget carrier.

The first step was to create a common ground (goals & assumptions) in the assumptions of the organization. With this purpose in mind, participants needed to place 'case card' in the canvas model.

In the second step, 8 cards with 'drivers' were presented. Each group had to select one card (in the normal game, all cards have to be used) and see how the business model was effected by the 'driver' (e.g. how is the ecosystem related to the business model).

In the third step, participants needed to select a 'refinement' card and write on post-it's [the value] / [the change] in the organization for each box of the canvas.

In the end, each group presented their ideas. Some of the ideas for the low budget carrier were:

- integrate a fitness area in the plain, weigh lose during flying, makes flying cheaper
- business experience results in sustainable growth
- present healthy food as value
- local employment + solar panels on the airplane roof and landing strips

After this a challenge card was presented to check or the idea/business model was ready for unexpected events. Examples of the challenge cards are: what happens when there is exponential growth (scaling up), supplier goes bankrupt, what does the company look like within 5 years.