

ESB NEW BUSINESS MODEL GENERATION

Workshop: Business Modelling in the hotel industry

The subtitle of the workshop was: *“you don’t stop playing because you grow old, you grow old because you stop playing”*. This referred to the creativeness and playfulness of the workshop where participants had the opportunity to play with Duplo. We created and stimulated a creative environment for our participants in order to develop some renewing business models.

Judging by the number of participants playing with duplo is still popular among adults. We had eight different groups consisting of four group members. Each group was a “family” with a family hotel in the city center of Breda. Confronted with the sharing economy they had to build a business model – by using the Duplo blocks – for their hotels that anticipated on the developments in the market.

One out of four scenarios was assigned to each group, where each scenario differed in the popularity of the sharing economy (high/low) versus the regulation by governments and municipalities (high/low). This led to four completely different scenarios; for each scenario two groups built a business model.

27 building (Duplo) blocks were available for each group, which they could use to build a new business model for their hotel. They were asked to use a maximum of ten building blocks and describe/motivate the use of the building blocks and describe their business model. The groups developed eight different business models that were placed in the matrix (see picture). The final results consisting of all different business models were finally collectively discussed.



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