



# Activity: Business model innovation

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**Joe Tidd and John Bessant**  
<http://www.innovation-portal.info/>  
John Wiley and Sons Ltd

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# Activity: Business model innovation

This exercise uses the framework around the Business Model Canvas – see elsewhere in the Toolkit for more details.

Choose a product or service which you have consumed recently – and try and set out the underlying business model. What value is created, for whom, by whom and how?

Using the BM Canvas framework, map out how this value is created and captured – ‘revenue stream’, cost structure, key networks, channels, etc.

- How have business models for your chosen product/service changed? How might they change?
- How could you provide different ways of creating the core value proposition?
- Could you change/expand the target market segments?
- Which new /alternative channels might you use to reach them?
- Which new technologies might you take advantage of?
- Which new partners might you link with to improve the way value is delivered?
- How can you cut costs?
- How can you add or improve revenue streams?

Using these and other questions try and develop a new business model which represents a better way of delivering value. Prepare a short presentation to ‘pitch’ your idea to potential investors.