



# The path to exploitation and sustainability

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# Objectives

To discuss a path to

***exploitation***

and

***sustainability***

of your invention

# Agenda

- Part 1
  - Discussion software industry routes to market
- Part 2
  - Discussion with projects owners
- Part 3
  - Construct of business model – exercise + discussion
    - Exploitation and Sustainability existing projects
    - Support of next grant application

# Agenda

## Part 1

Discussion software industry routes to market

# Software routes to market

Go direct to customer, go with partners, hybrid

Sell TO – buy to consume in the business

Sell THROUGH – Distribution/Marketplace

Sell WITH – you sell together to offer whole product

Co-Creation – NEW! – mutually valued outcome

# Software routes to market

Go direct to customer, go with partners, hybrid

4 DISRUPTIVE drivers of change....

1. Cloud computing
2. Online – shift from licensed software to subscription (PAYG)
3. Brutally competitive – low entry point
4. Open Source

# The art of storytelling

The talk is 'business transformation' .....

Going digital – 'new tech' to solve 'old problems'

Doing different – old is 'out'

Tomorrow's business – sustainability bet

ClouT - Cloud of Things for empowering the citizen clout in smart cities



Project Start: 01/04/2013

Project End: 30/04/2016

**What user need or pain point is your project addressing?**

**How will your solution/service benefit the end-user?**

## Scenario one

I am a city municipality who needs to manage weather risks and emergencies and inform my citizens about specific emergency alarms, about environmental risks and on what to do in critical emergency situations. I need to meet their needs by giving them relevant and timely information. The problem is that I need to avoid capital expenses and I need to be able to store historical sensor data and build statistical information in an optimal way.

My needs are met through ClouT because I do not have to buy expensive machines, for one. Moreover, I have access to cloud storage where I can store and receive data, benefitting from reliability, scalability, and elasticity aspects. It represents fast and secure access to my event data.



# S&P 500 Churn Over the Past Decade

Sample companies that have entered and exited the index since 2002

## Entered the index:



## Exited the index:



# The business model

Part of your story...exploitation and sustainability

CEO to developer...need to know

Requirement of investors and partners

The baseline for your 'pivot'

# Agenda

## Part 2

Discussion with projects owners

“Talking Exploitation and Sustainability”

# Agenda

## Part 3

Construct of business model

– fun exercise + discussion

# Google 'business model canvas'










## The Business Model Canvas

Designed for:

Designed by:

Date:

Revision:

<p><b>Key Partners</b></p>  <p>Who are our key partners?          Who are our key suppliers?          Which Key Resources are we acquiring from partners?          Which Key Activities do partners perform?          _____          _____          _____</p>	<p><b>Key Activities</b></p>  <p>What Key Activities do our Value Propositions require?          Do Distribution Channels?          Customer Relationships?          Revenue Streams?          _____          _____          _____</p>	<p><b>Value Propositions</b></p>  <p>What value do we deliver to the customer?          Which set of our customer problems are we solving to what?          What bundles of products and services are we offering to each Customer Segment?          Which customer needs are we satisfying?          _____          _____          _____</p>	<p><b>Customer Relationships</b></p>  <p>What type of relationship does each of our Customer Segments expect us to establish and maintain with them?          Which ones have we established?          How are they integrated with the rest of our business model?          How easily are they?          _____          _____          _____</p>	<p><b>Customer Segments</b></p>  <p>To whom are we creating value?          Who are our most important customers?          _____          _____          _____</p>
<p><b>Key Resources</b></p>  <p>What Key Resources do our Value Propositions require?          Do Distribution Channels? Customer Relationships?          Revenue Streams?          _____          _____          _____</p>		<p><b>Channels</b></p>  <p>Through what Channels do our Customer Segments want to be reached?          How are we reaching them now?          How are our Channels integrated?          Which ones work best?          Which ones are most cost-effective?          How are we integrating them with customer segments?          _____          _____          _____</p>		
<p><b>Cost Structure</b></p>  <p>What are the most important costs inherent in our business model?          Which Key Resources are most expensive?          Which Key Activities are most important?          _____          _____          _____</p>			<p><b>Revenue Streams</b></p>  <p>For what value are our customers really willing to pay?          For what do they currently pay?          How are they currently paying?          How would they prefer to pay?          How much does each Customer Segment contribute to overall revenue?          _____          _____          _____</p>	

# The business model

Part of your story

CEO to developer – need to know

Requirement of investors and partners

The baseline for your ‘pivot’

# In 2 minutes

Dr. Ken Hudson 'Speed Thinking'

2 minutes 9 possibilities

Think BIG write small

Write 2 or 3 words in each of the boxes of the business model canvas that would be prominent in your story ....



Thanks for participating