

# BUSINESS MODEL LABS

break out, explore, experiment and redesign your business

Business Model Innovation is a new discipline to **learn**

Business environment today is characterized by **disruptive innovation and transformation**. Changing customer expectations and behaviour, new communication patterns, digitization of processes, new collaboration models - all this is driving massive change in literally every industry.

Companies and organizations today don't have to only innovate their products, services, or processes but put their whole business models to a test. A new management discipline is becoming critical for success and even for survival - Business Model Innovation (BMI).

## Business Model Innovation in a nutshell...

- New radical way to look at business innovation
- Customer experience focused
- New value generation through digitization
- Breaking with traditional strategy and innovation thinking and approaches
- New methods for insights generation, ideation and solution development
- New ways of working - open, collaborative and experimental

## Your BM Labs Professionals!



Clemens Frowein



Dr. Philipp Wagner

## Space • create new business models without constraints

We want to enable managers and their teams to break out from their usual context (office walls, daily operations and tasks, method and process routines, industry walls) and to gain space to think up, develop, test and experience new approaches to their business.

- Enablement of business modelling processes from insights generation to ideation and from designing, prototyping to building and testing new business models"
- Upfront insights and research front loading for setting the starting point
- Moderation & facilitation
- Integration of external experts (representatives of start-ups or other industry best-practices)



We cooperate with LAUNCHLABS - an open, collaborative and creative environment - designed-for-purpose lab space in a loft in the heart of Berlin

## Work • tools, methods & spirit for disruption

- Innovation and inspiration by Design Thinking, Customer Experience Design, Agile Development
- Focus on collaboration and "out-of-the-box" exploration and creation
- Business model canvas, empathy maps, strategy games, story telling, personas, customer jobs and experience journeys, rapid prototyping
- Break out from existing conditions and assumptions - reframe your thinking and disrupt
- Create clean slate and free space - no constraints
- Think and act like a start-up - dive in the new Berlin spirit

## Benefit • build innovation capabilities

- Provides capacity, facilitation and space to innovate your business
- Enables to learn Business Model Innovation as a new capability of your enterprise
- Opens the door to a strong professional network of business innovators

## What we offer

BM-Bootcamps  
BM-Journeys  
Consulting  
Workshops  
Facilitation  
Moderation  
BM-Training