

IOB22

Digital Product Development

Module

Digital business models



Jan-Maarten in 't Veld

Business designer

- Students gain an initial understanding of business models with a specific focus on digital business models.
- Students are able to use the business model canvas to analyze and understand digital drivers business models

Technology



Digital products



Everything is
designed and
therefore can be
redesigned.

A man in a dark blue suit and striped tie is adjusting his jacket. He is standing on a modern staircase with a glass railing. The background is blurred, showing the architectural details of the building.

**This also applies
business**

Design business models



Vodafone 4G 100%

DriveNow

MINI Cooper
M-DX8191
14:35

Minimieren Verlängern

Auto öffnen Schloß prüfen Stornieren Navigation Bremsen

Jugendkarte-verbraucht

Cafe Grünstich Tischlerei Route

14. Dorn

Geigenbauer



Car

App



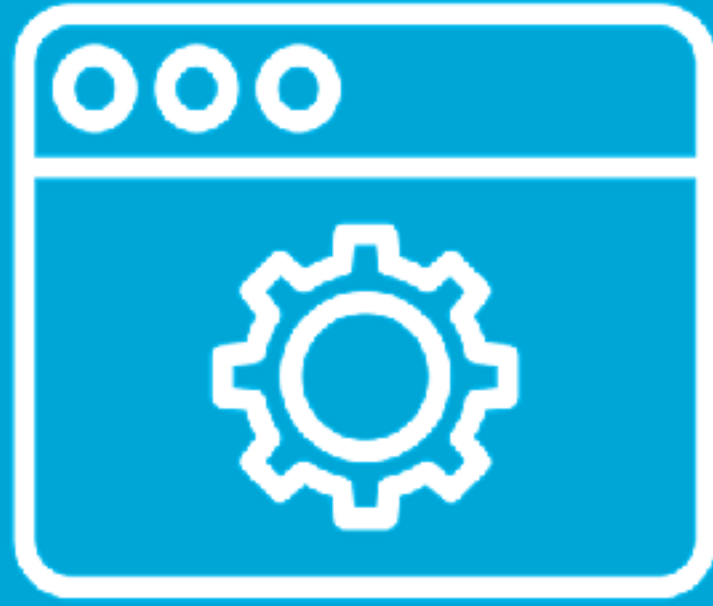
Car

App

Organization

Content of the module

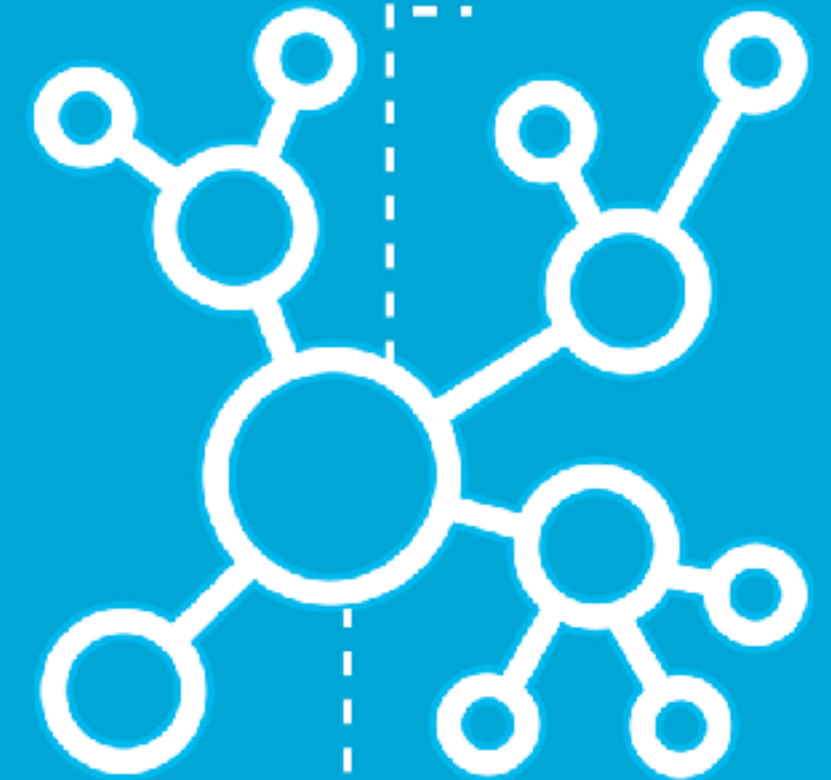
- Lecture 1: Introduction to business models
- Lecture 2: Digital driven business models
- Team assignment: Analyze/(re)design a business model
- Readings: Book & articles



IOB22

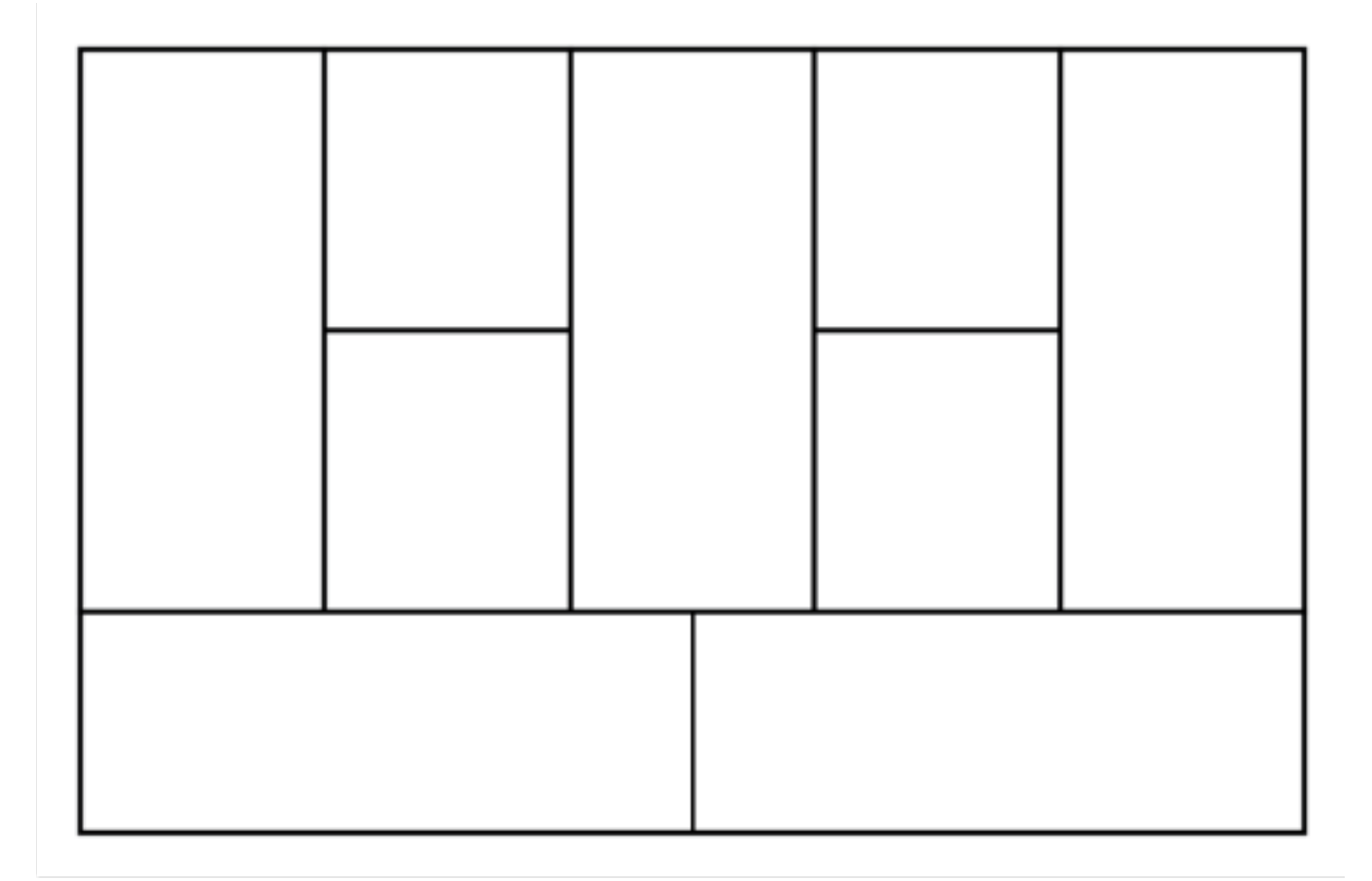
Digital Product Development

10100
00101
10100



Lecture 1

- Introduction to business models
- Goal:
A general introduction to business model thinking & the business model canvas



Business models

**What is your
definition of
“business model”?**

Google

Business model

Google Search

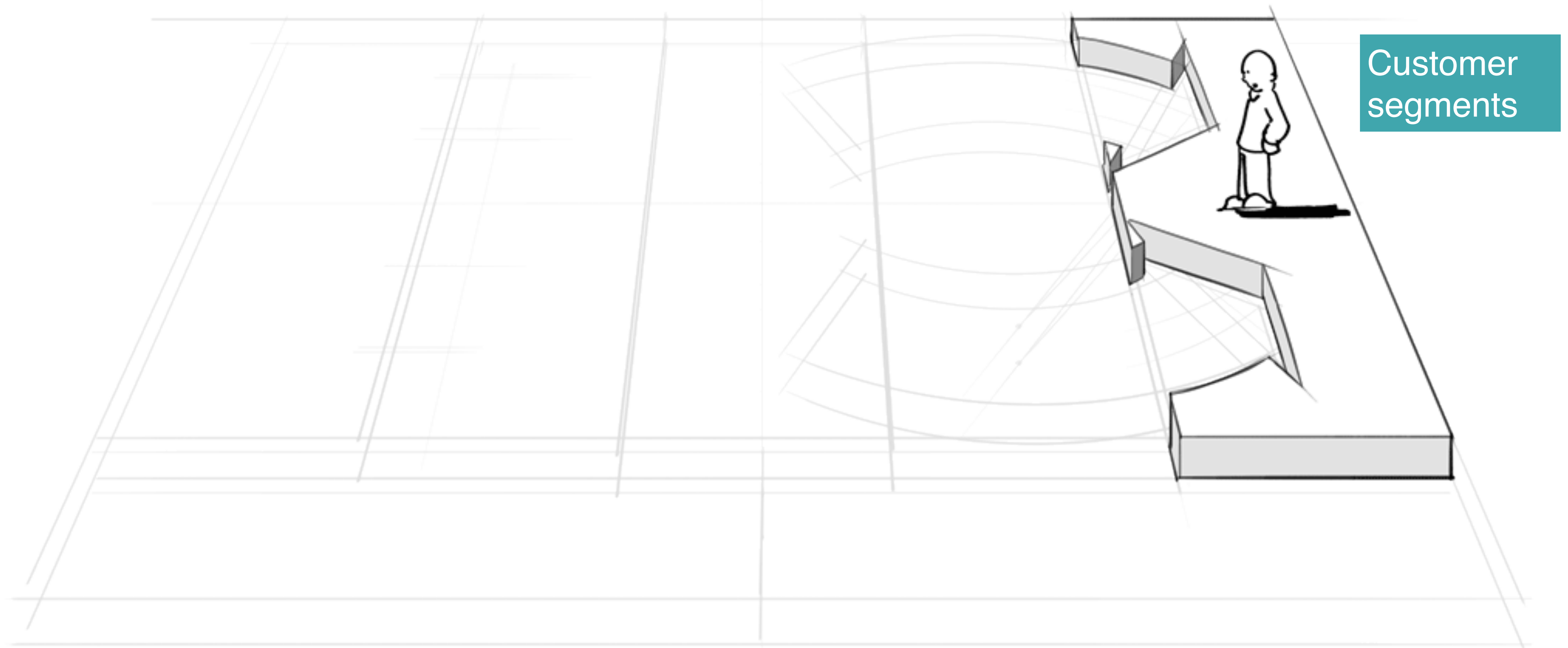
I'm Feeling Lucky





A business model describes the rationale of how an organization creates, delivers, and captures value now and in the future

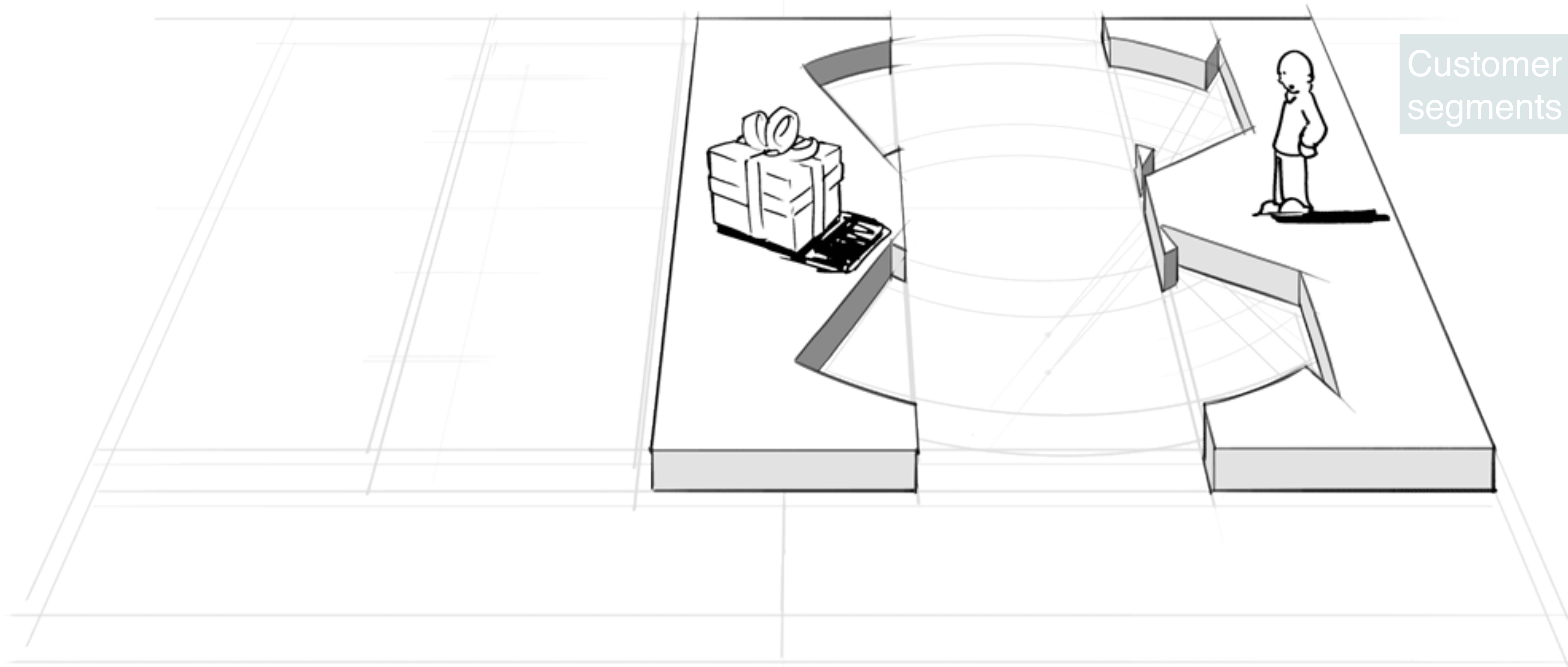
The business model canvas



The business model canvas

Value propositions

Customer segments

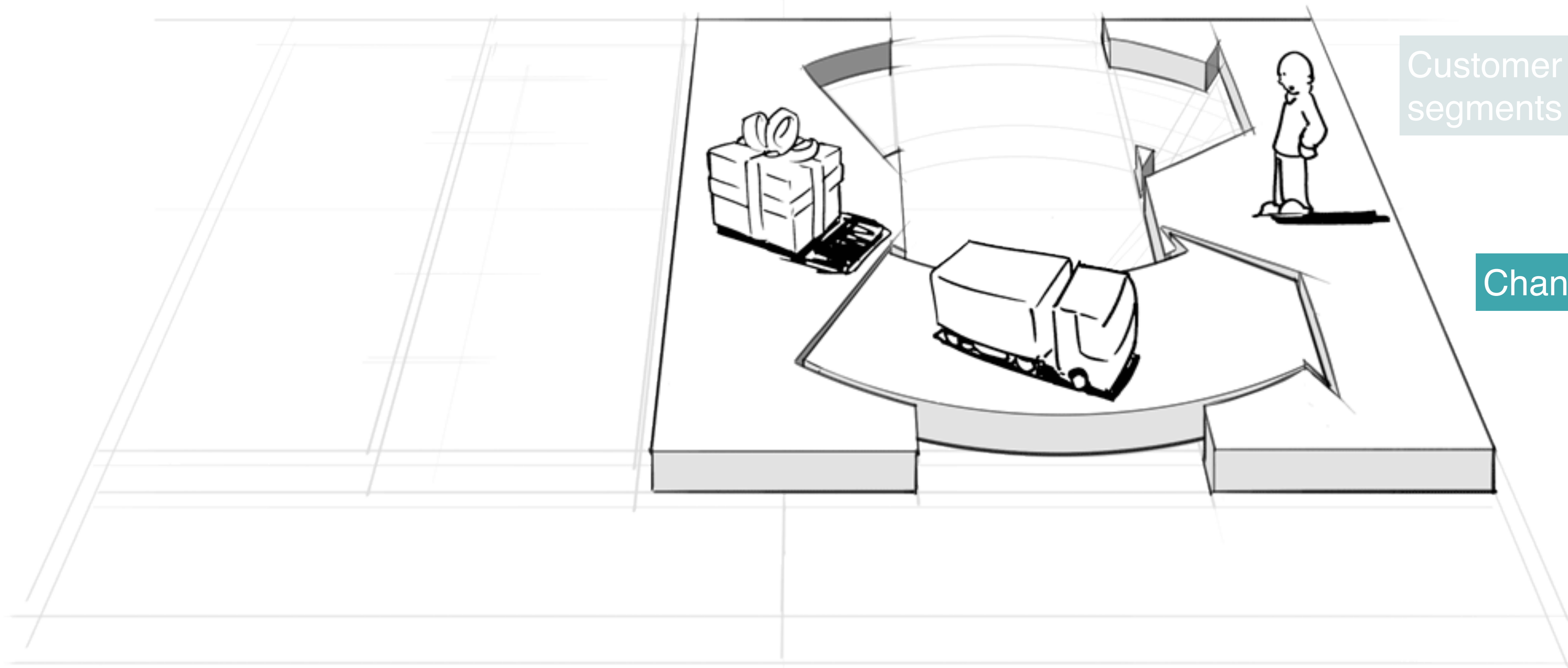


The business model canvas

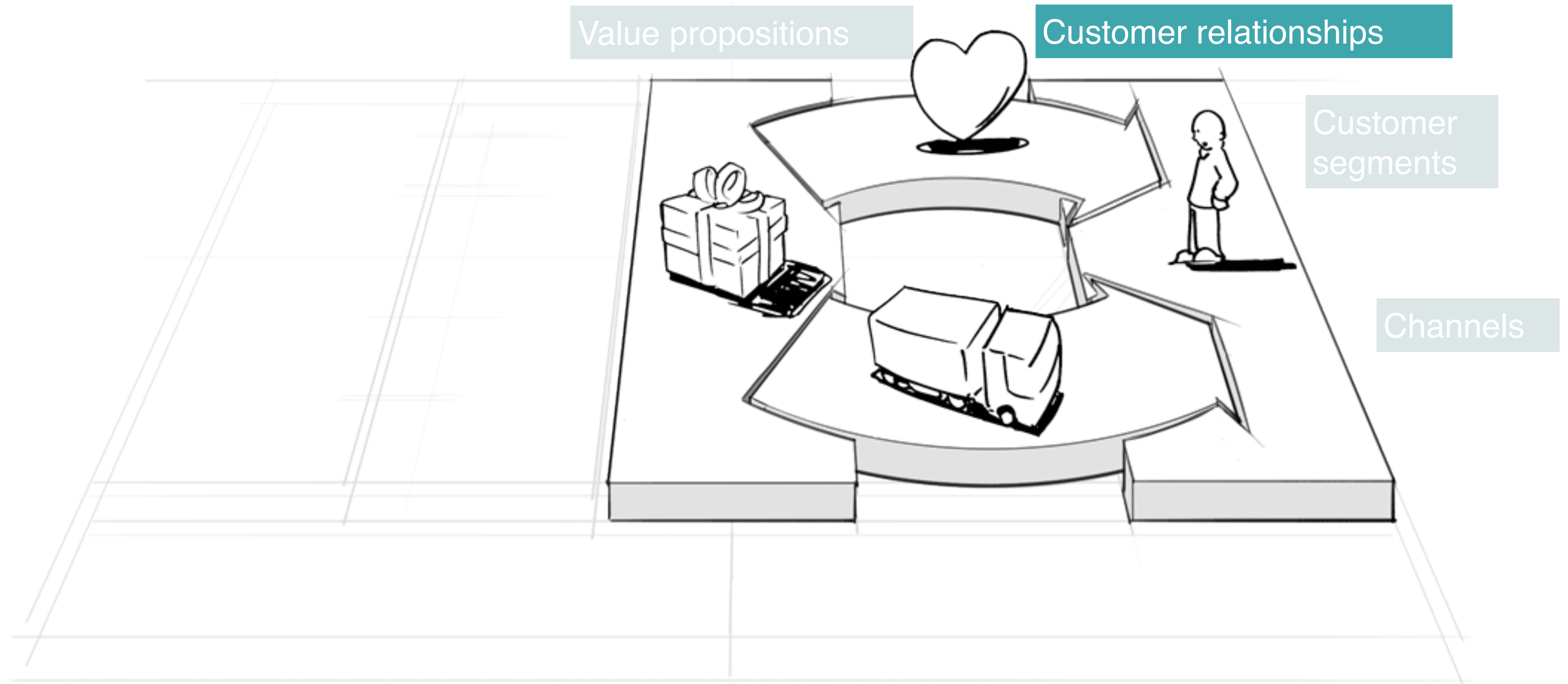
Value propositions

Customer segments

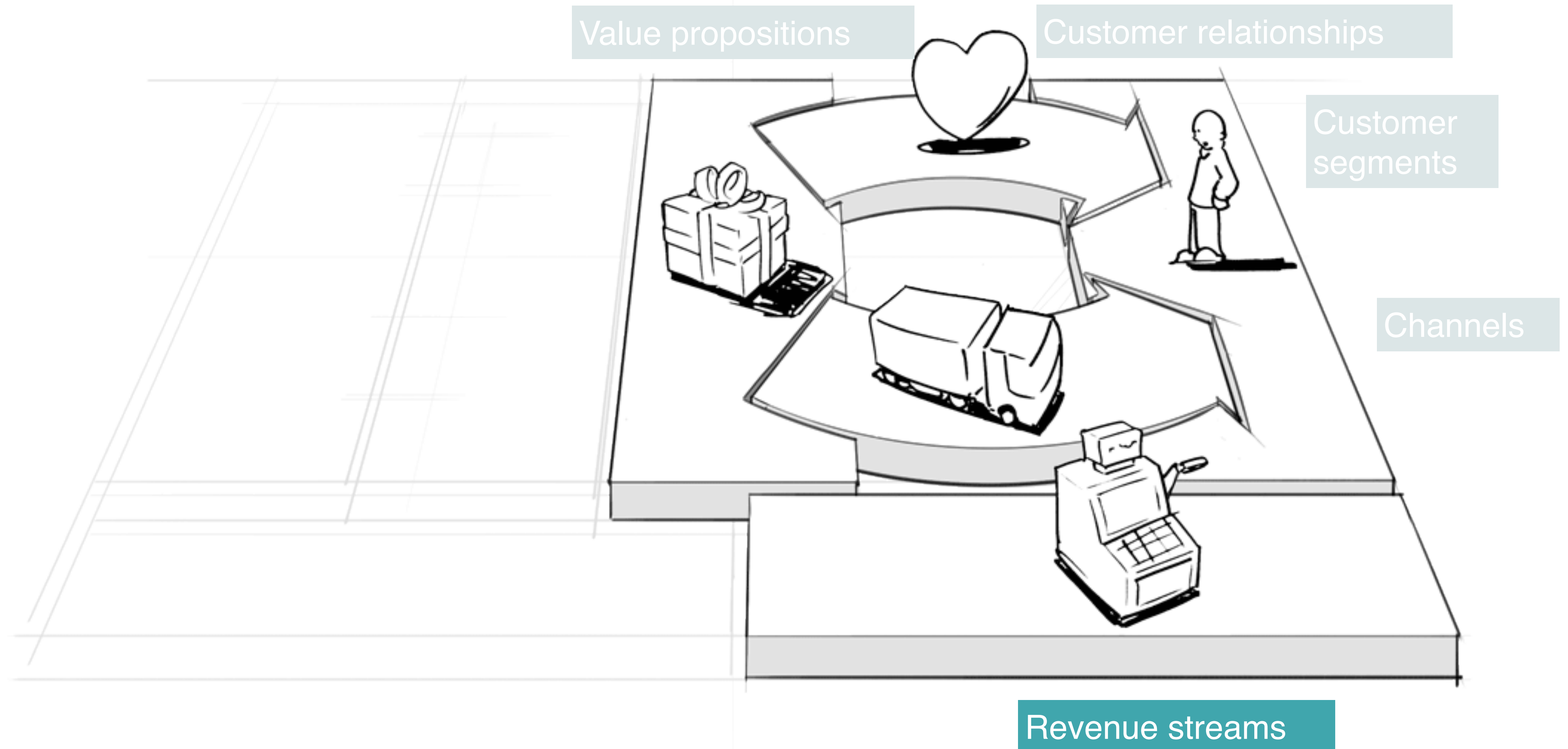
Channels



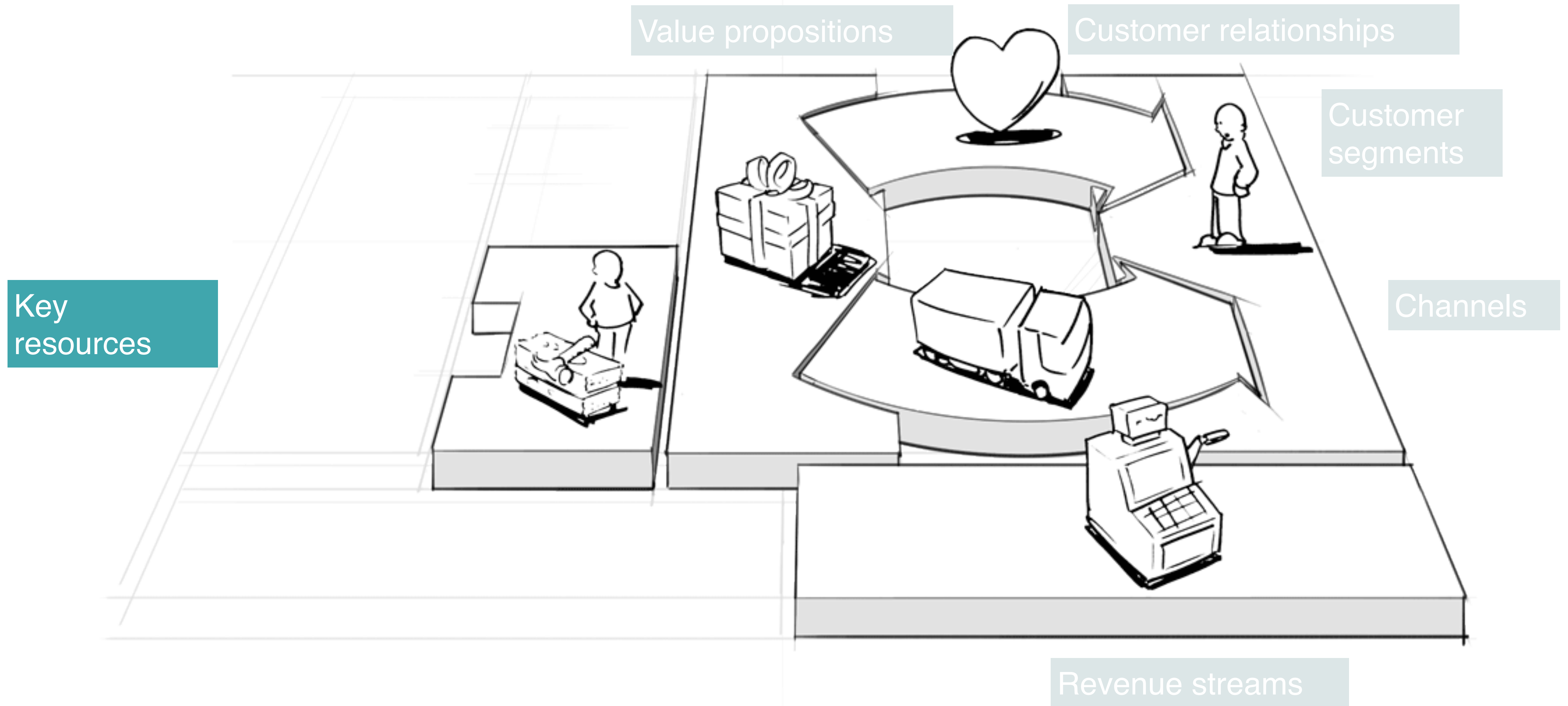
The business model canvas



The business model canvas



The business model canvas



The business model canvas

Key activities

Value propositions

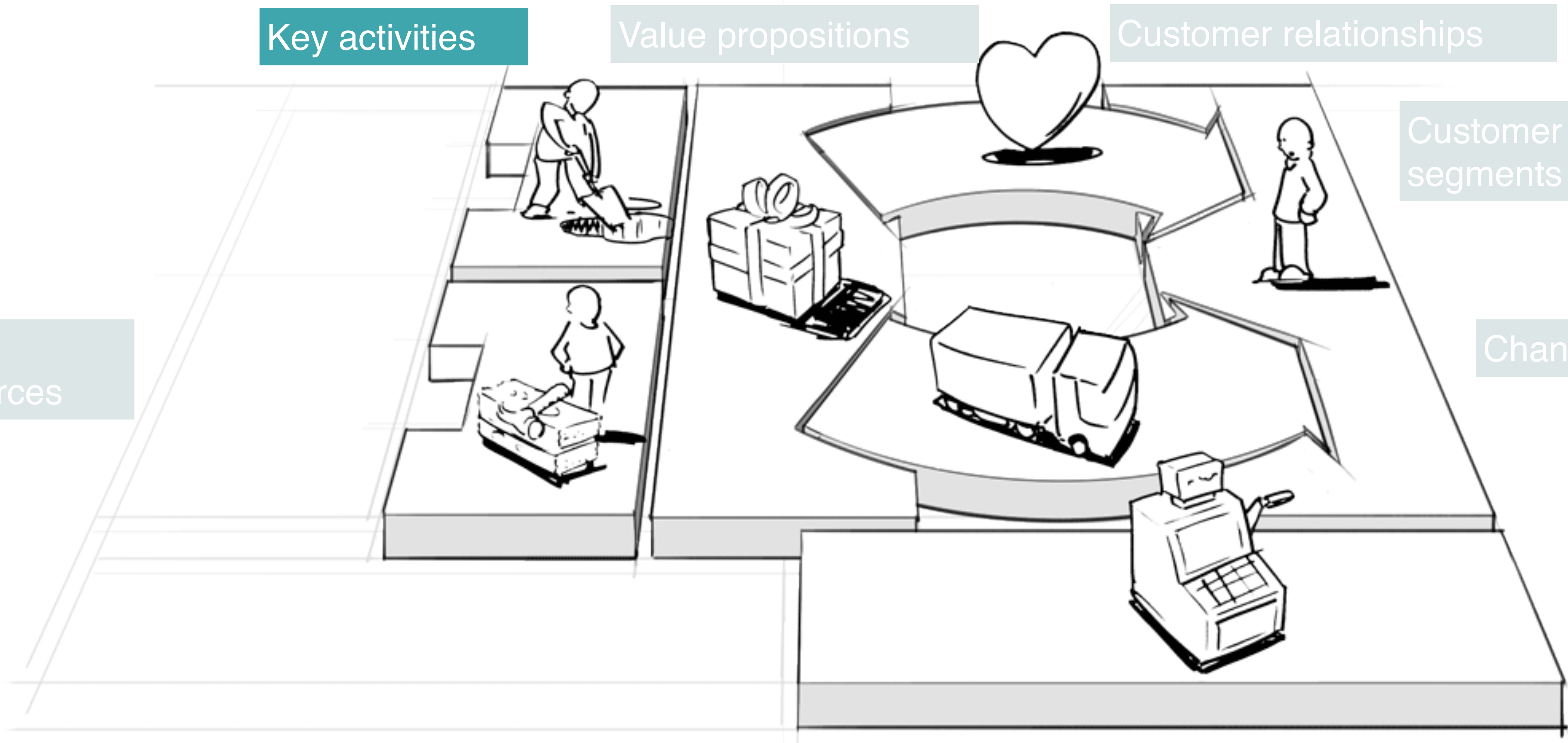
Customer relationships

Customer segments

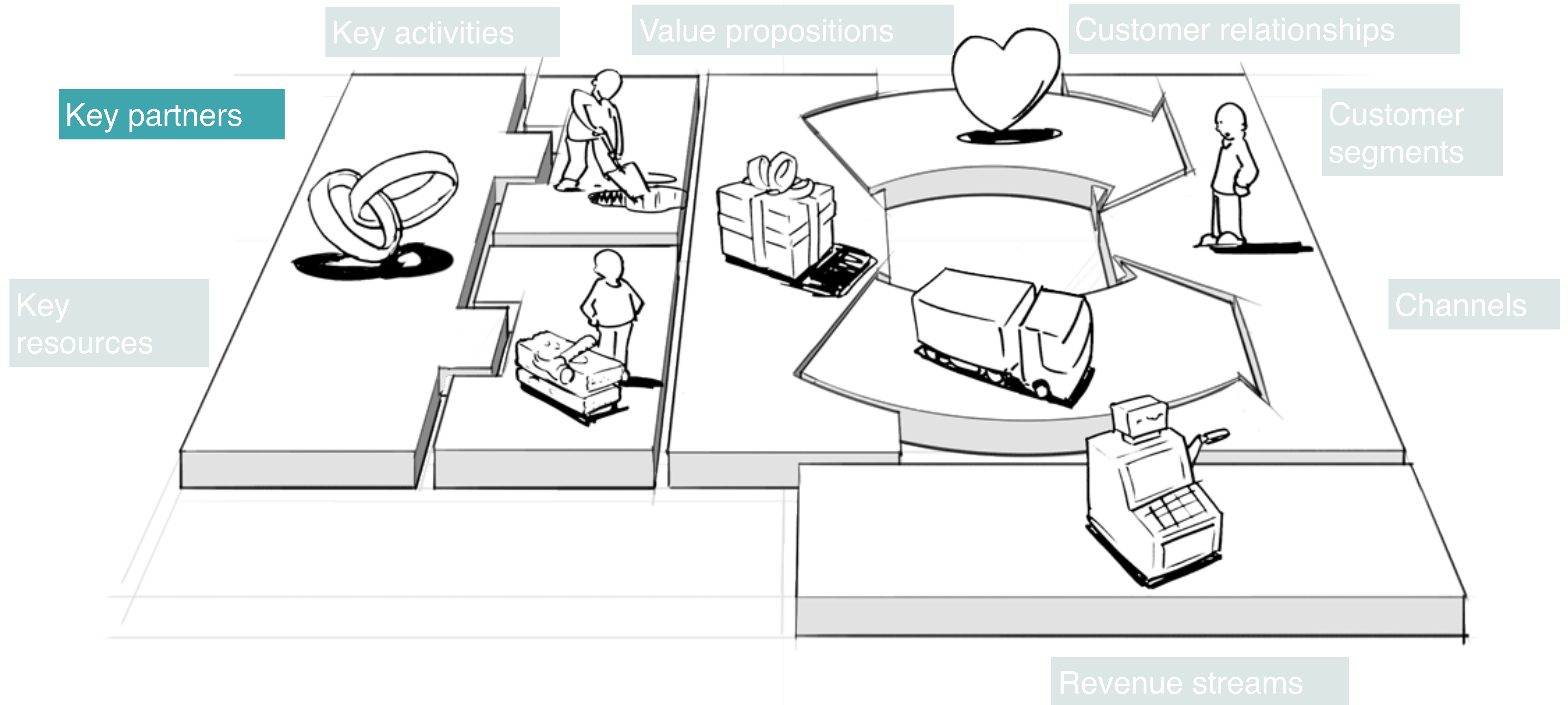
Channels

Key resources

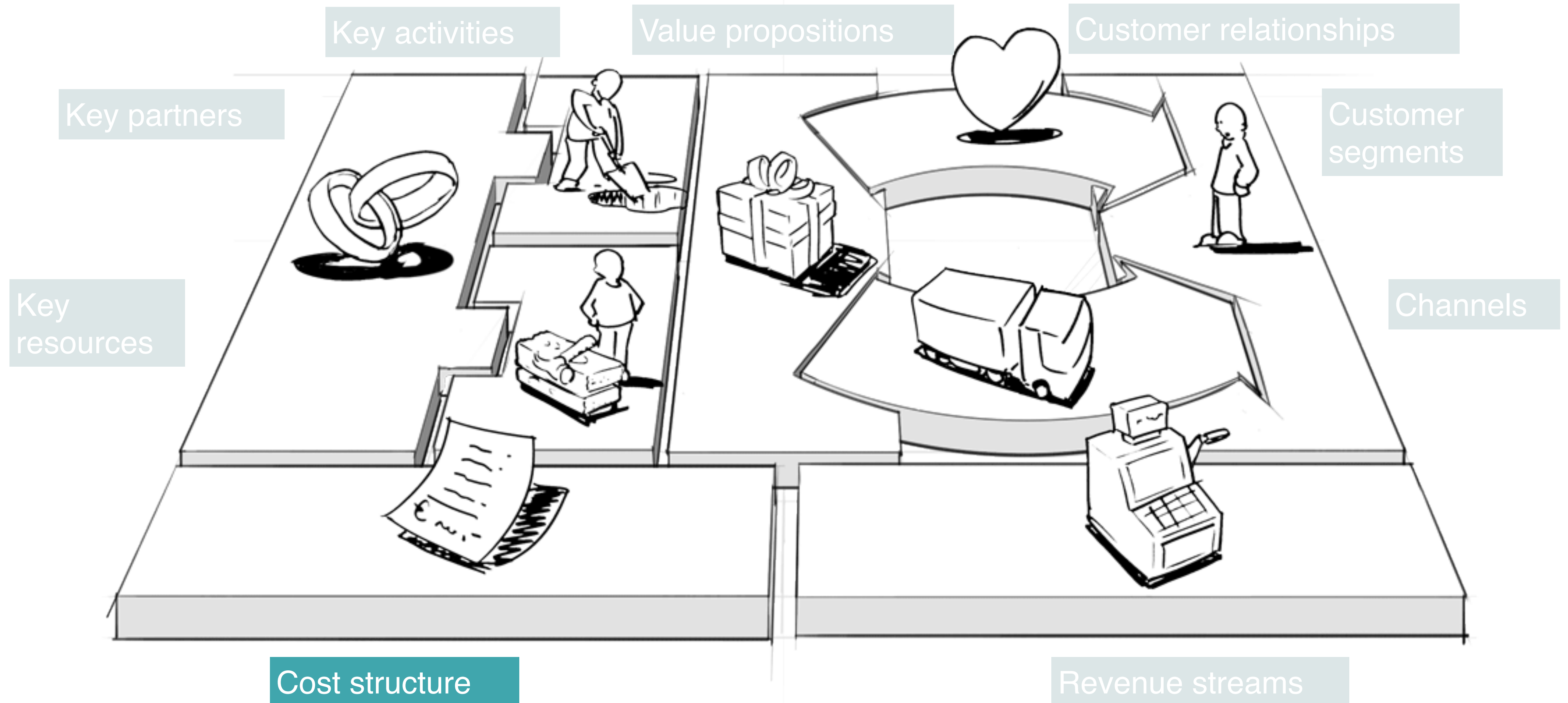
Revenue streams



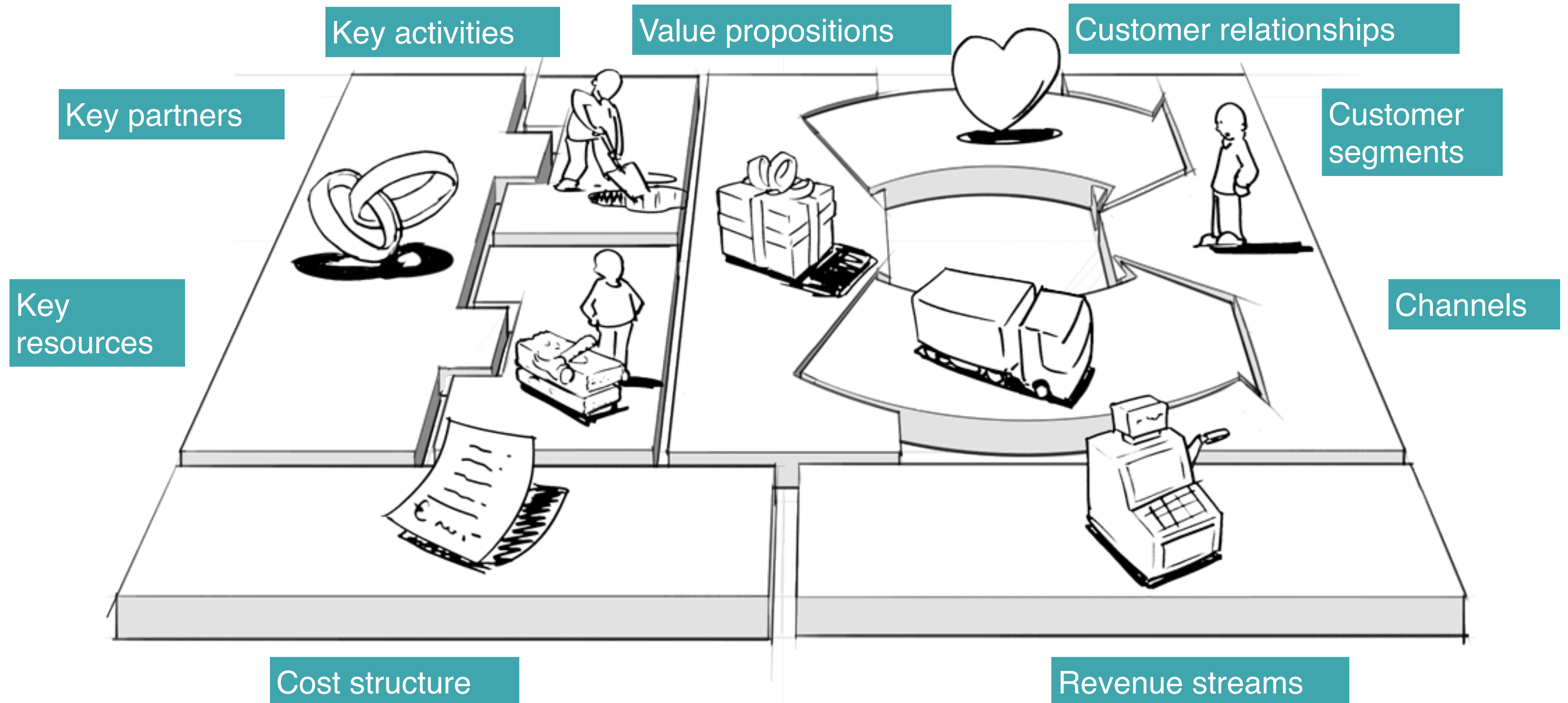
The business model canvas



The business model canvas



The business model canvas



Nespresso

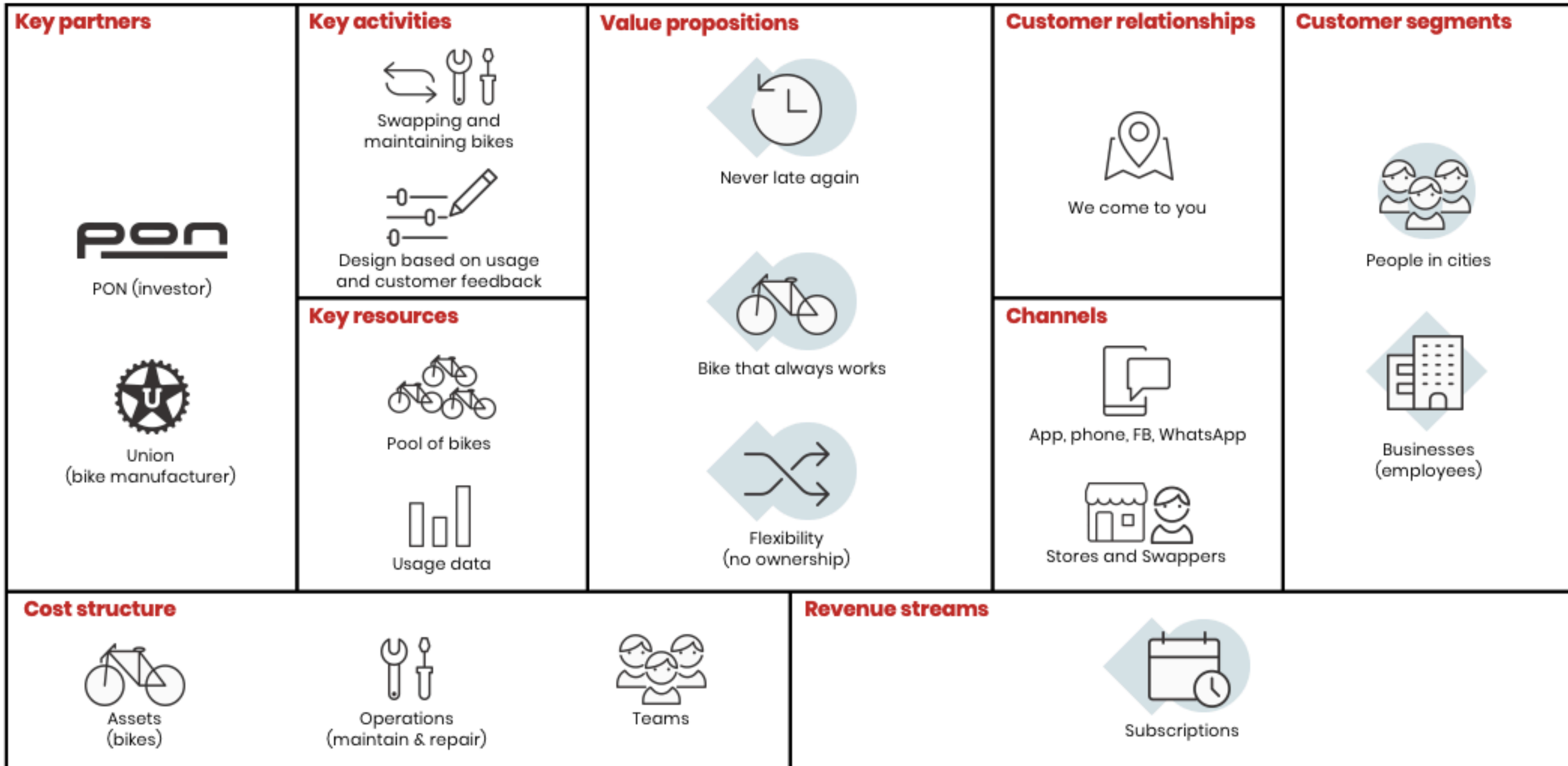


Nespresso



Swapfiets

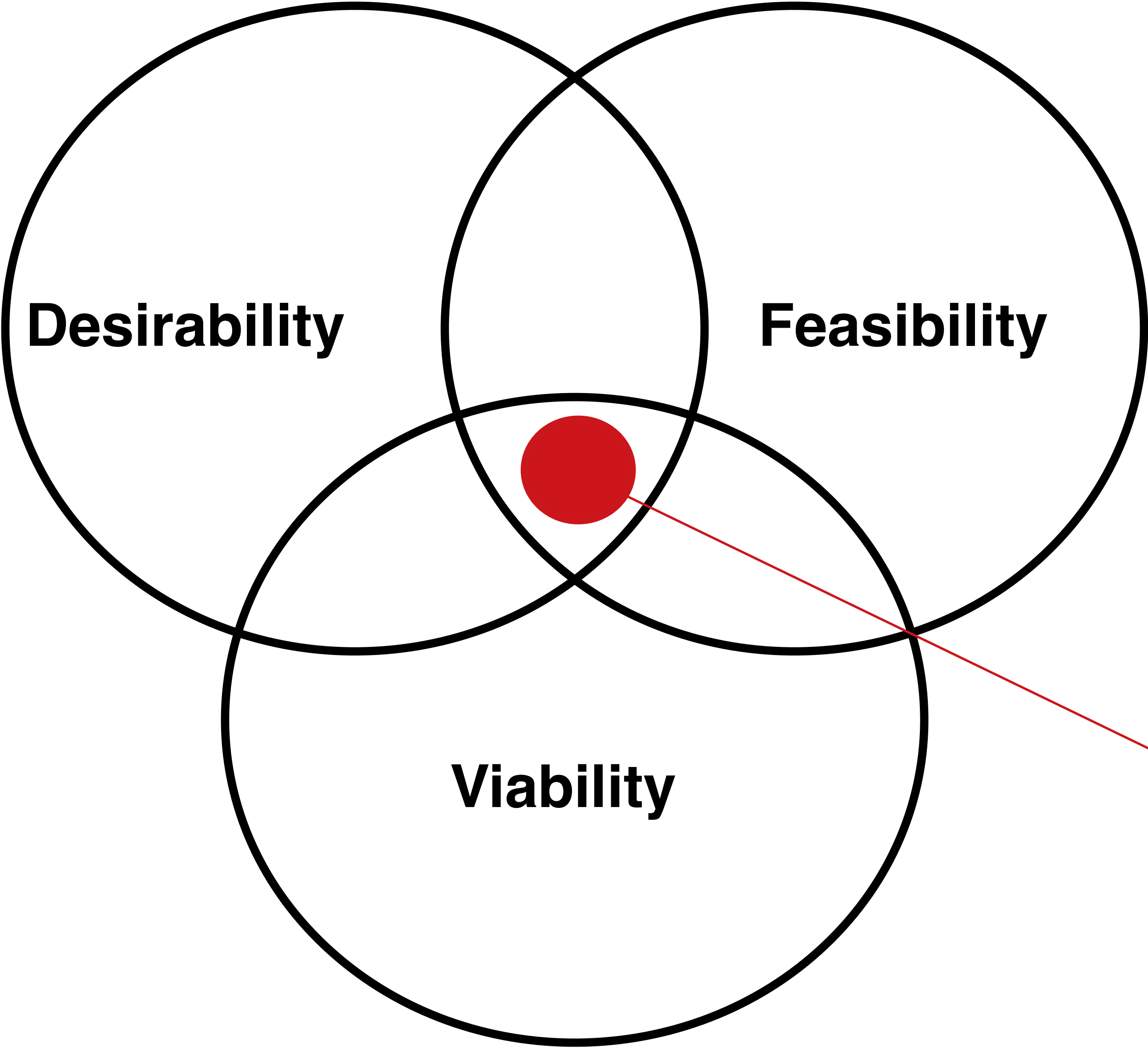




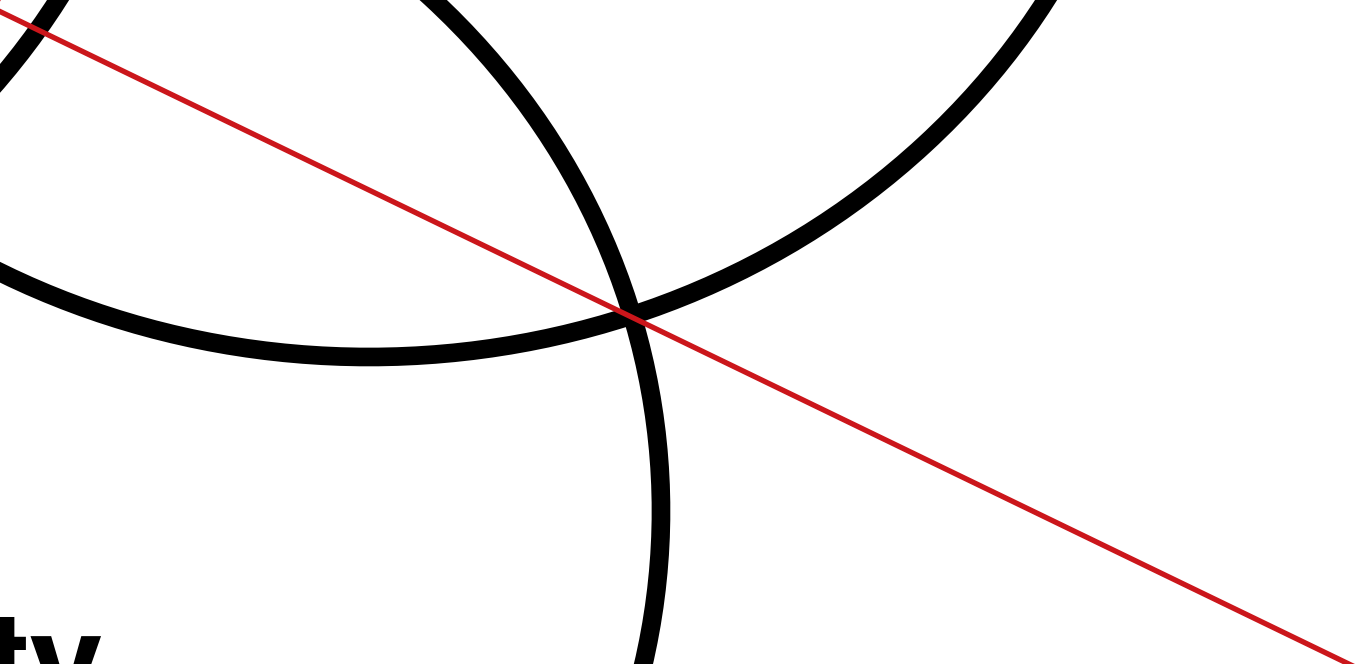
Designing Business models

Think like a designer



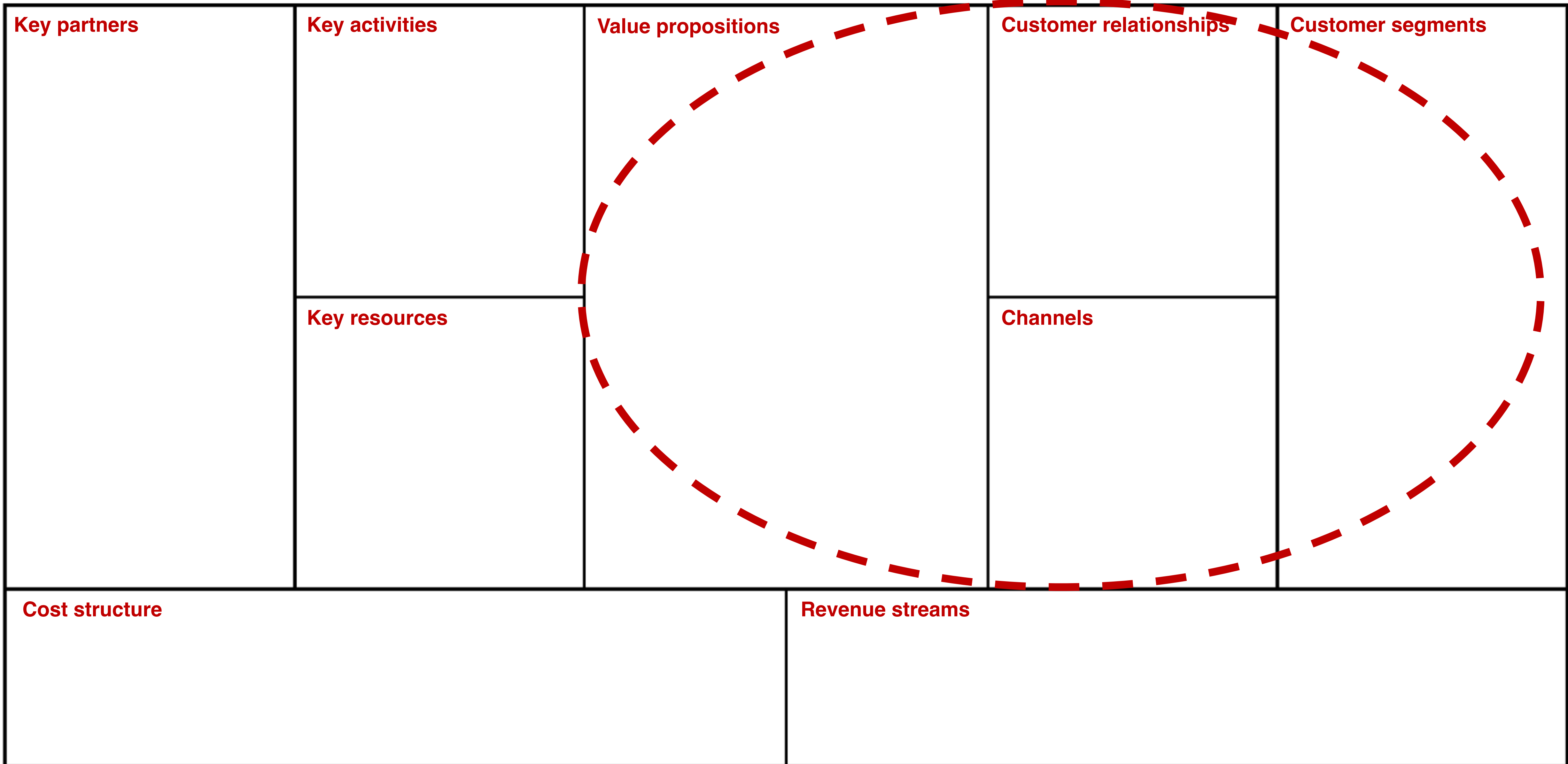


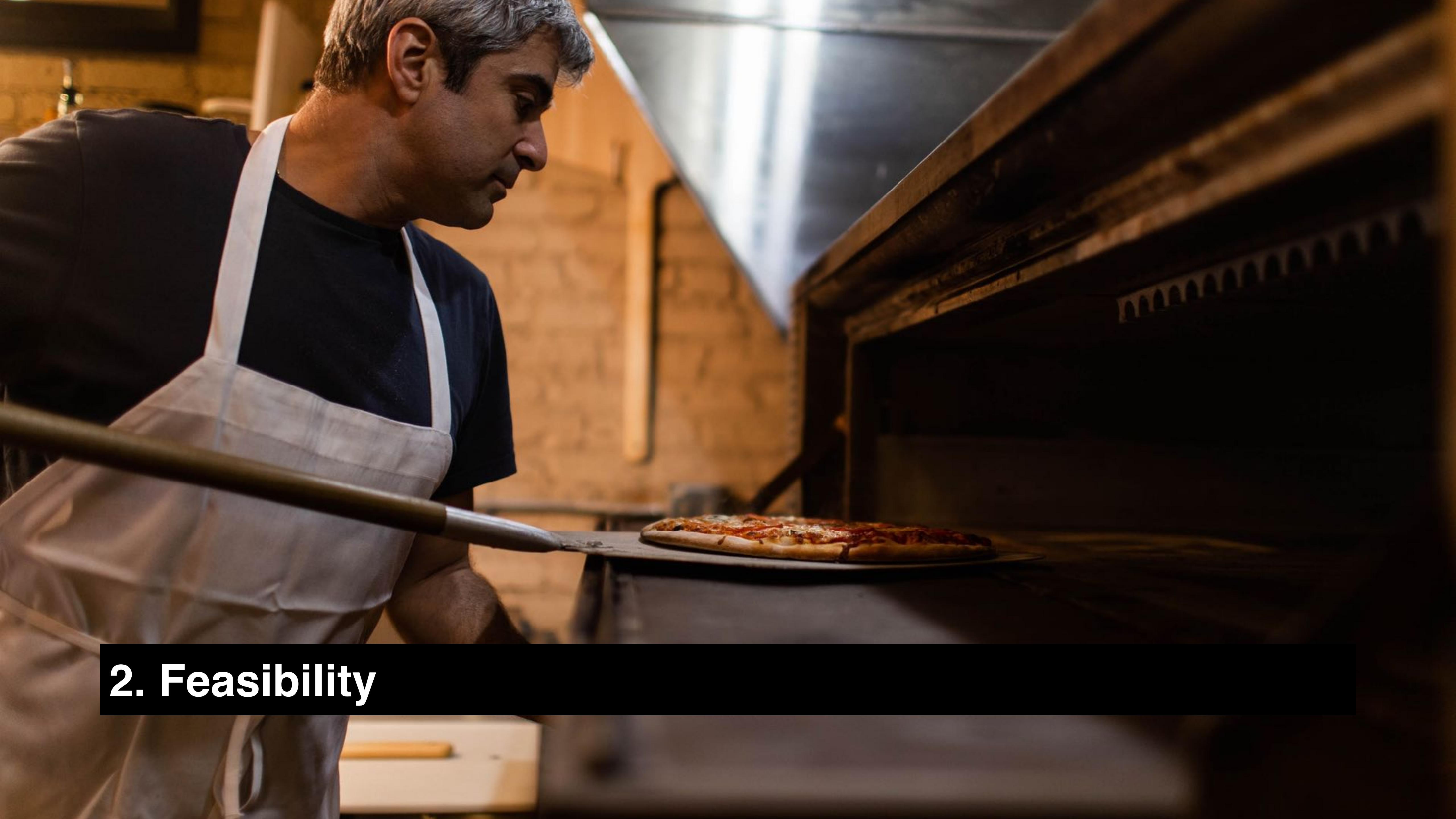
Innovation



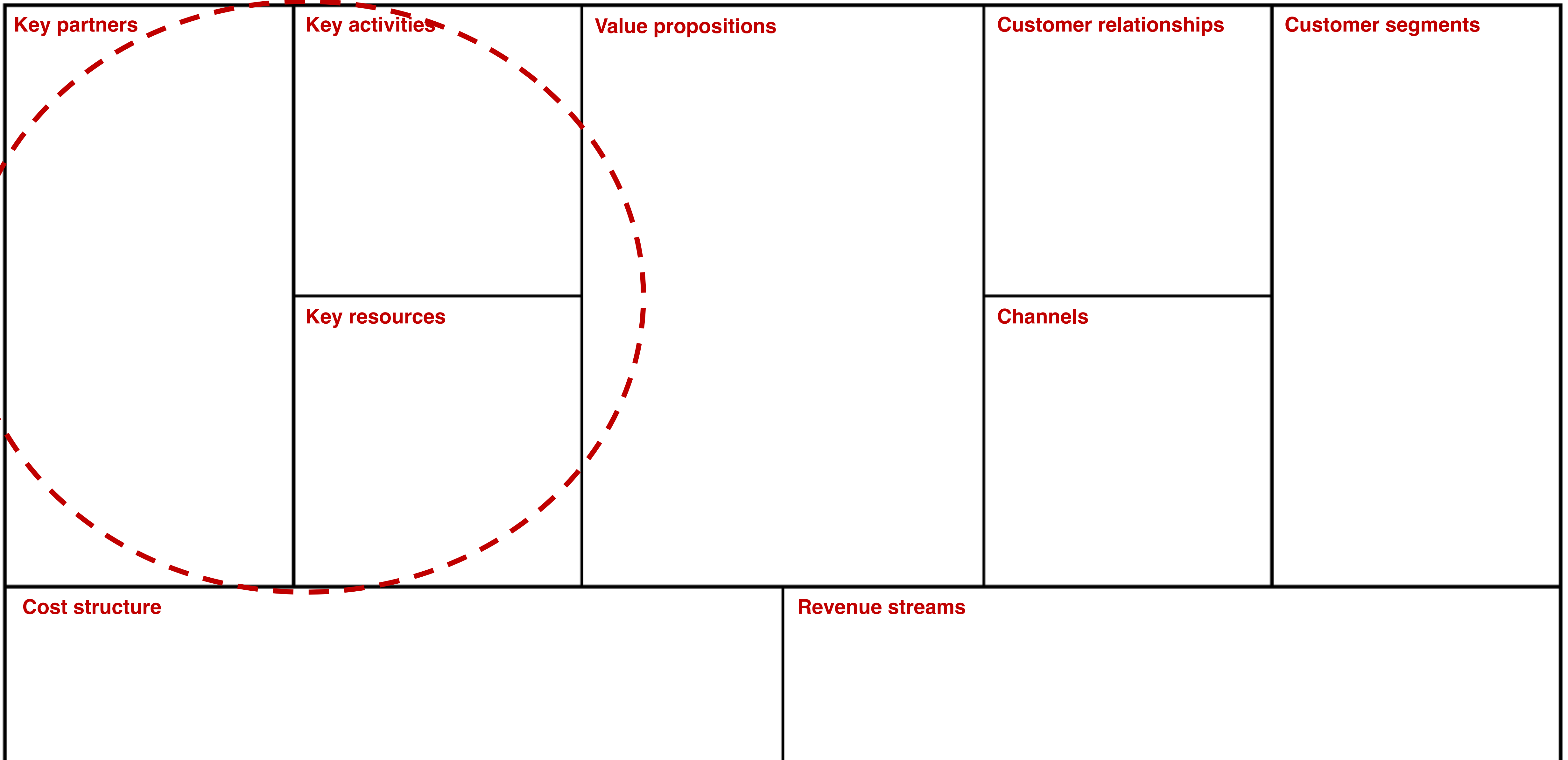


1. Desirability





2. Feasibility



Key partners

Key activities

Value propositions

Customer relationships

Customer segments

Key resources

Channels

Cost structure

Revenue streams

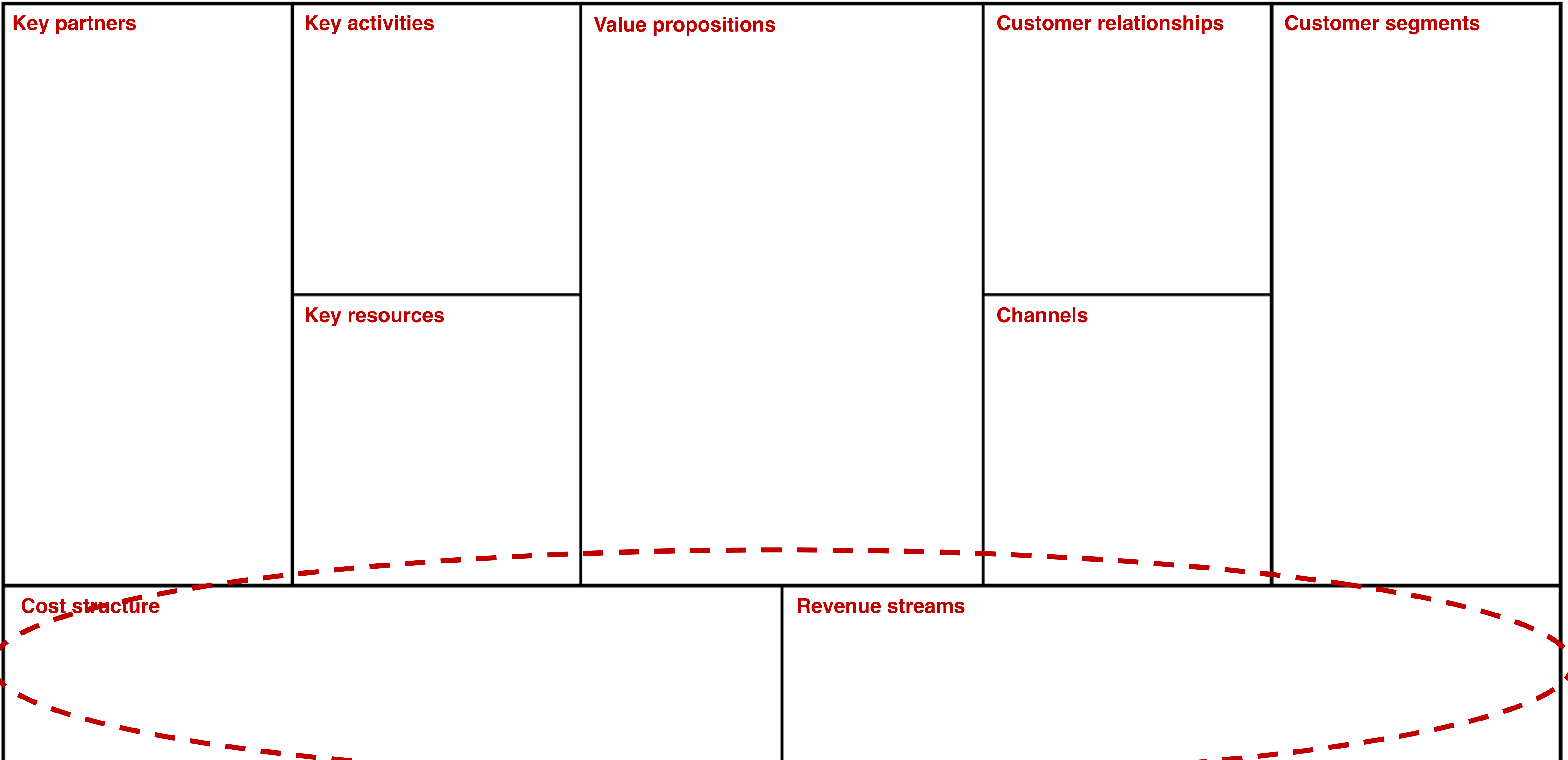
PIZZA WAGON

ROBY NIE, PIRE, COOKING ...
MARGHERITA -
Sopra marziano formata, dop & tosta,
pomodoro, basil, olive oil
CACCIATORE -
Cacciatore italiano, sopra marziano formata,
car & tosta, pomodoro, basil, olive oil
SANGRETTI -
Sopra, Ch... Cherry form...
Sopra marziano formata, pom...
Olive oil
FUNGHI -
Sopra marziano formata, pomodoro,
pomodoro, basil, olive oil
FINOCCHIO -
Sopra marziano formata, pomodoro,
car & tosta, pomodoro
HELP YOURSELF



3. Viability





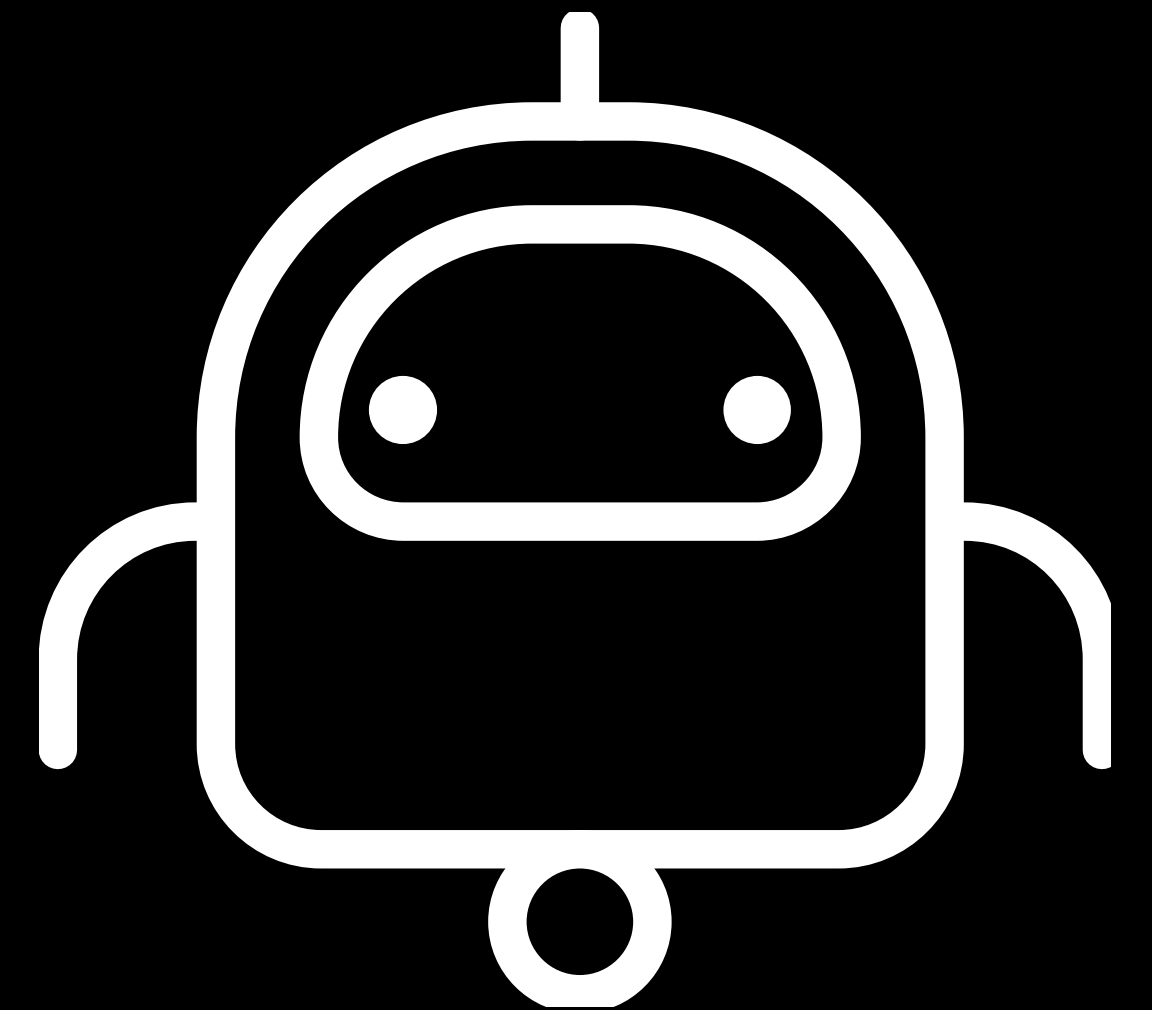
Readings

- Reading: Chapter 1 of the book **Business models generation**

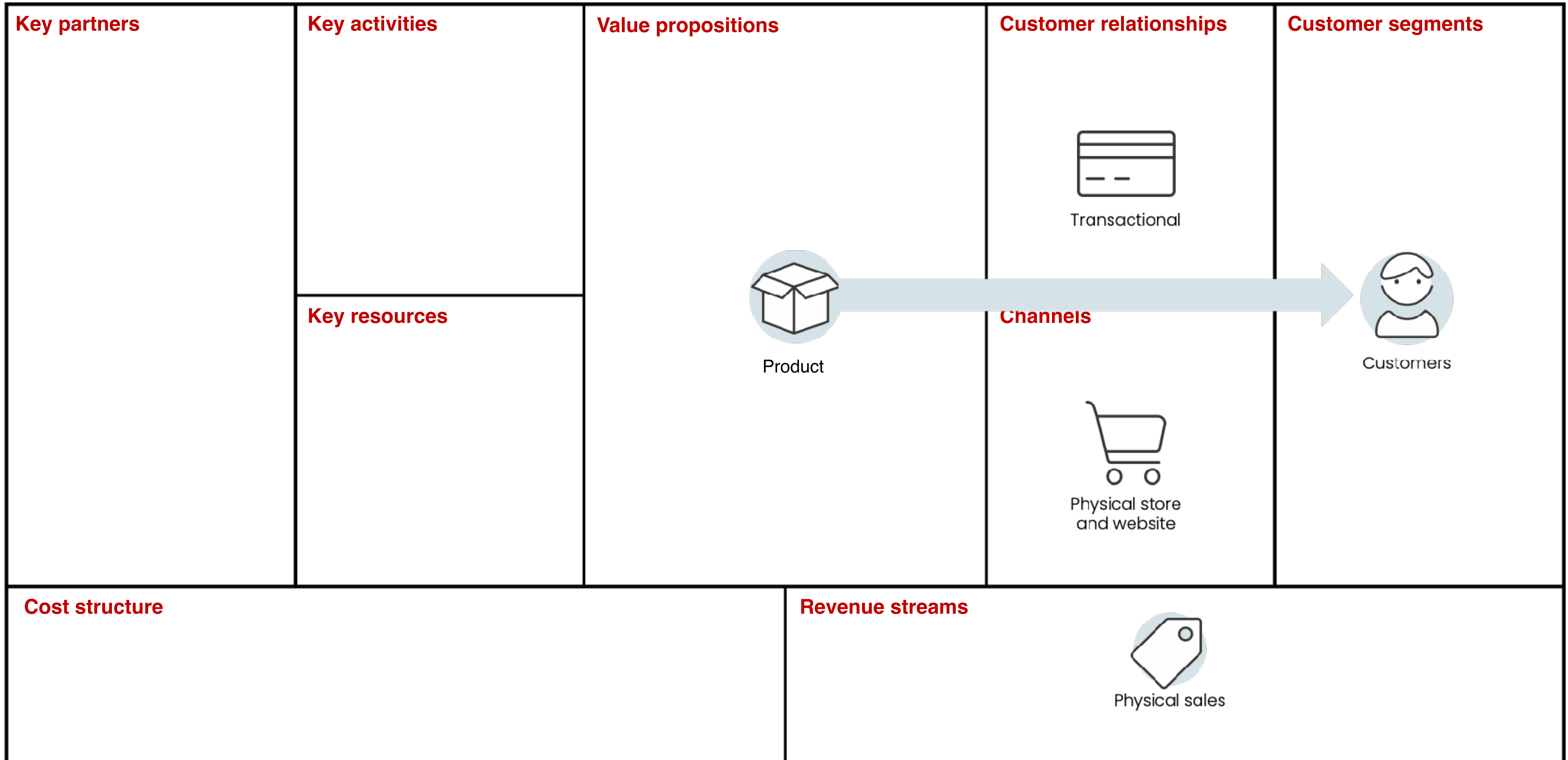
Lecture 2

- Introduction to business models
- Goal:
Understanding digital-driven
business models

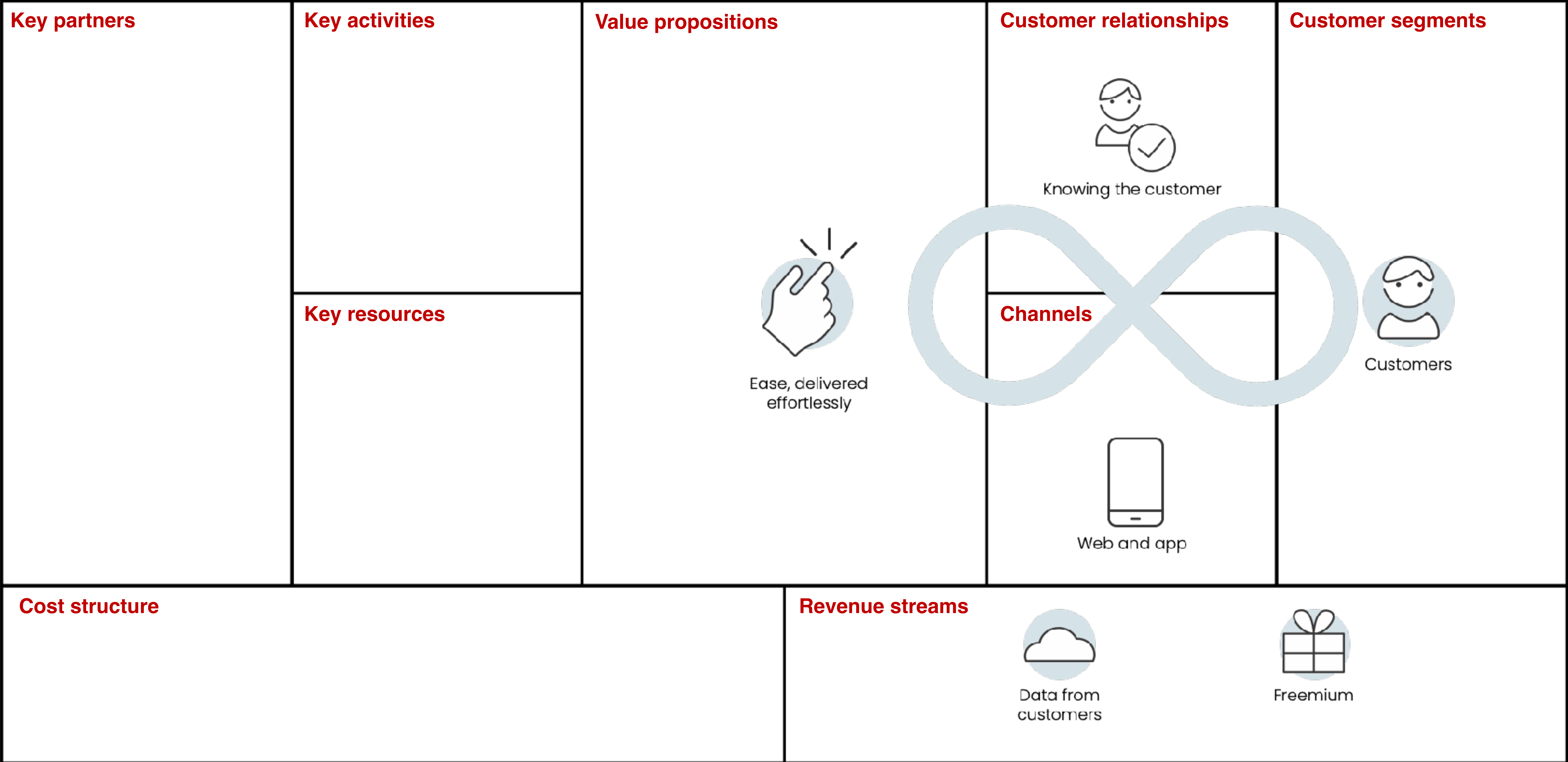
New technologies emerge



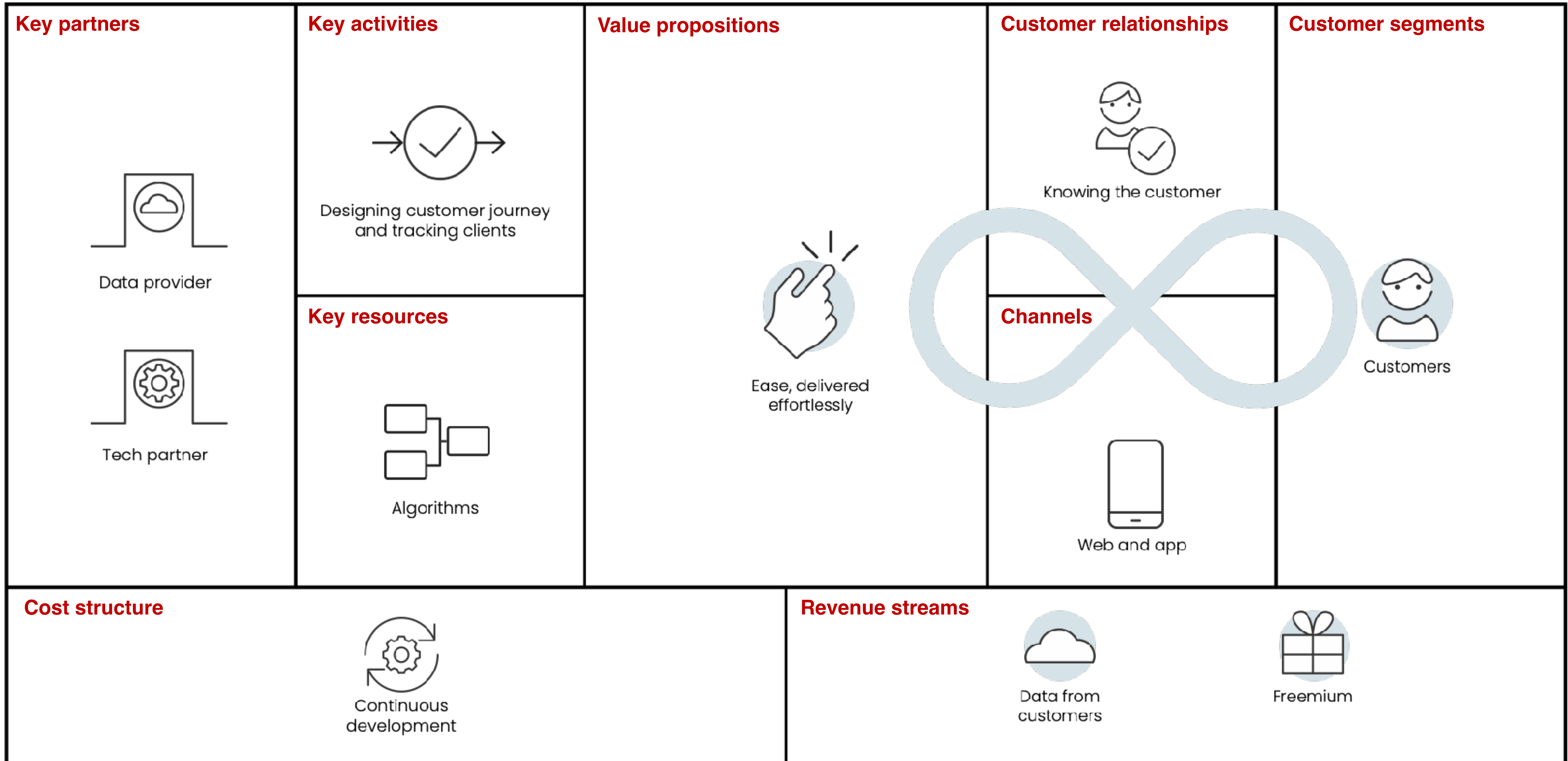
Physical business model



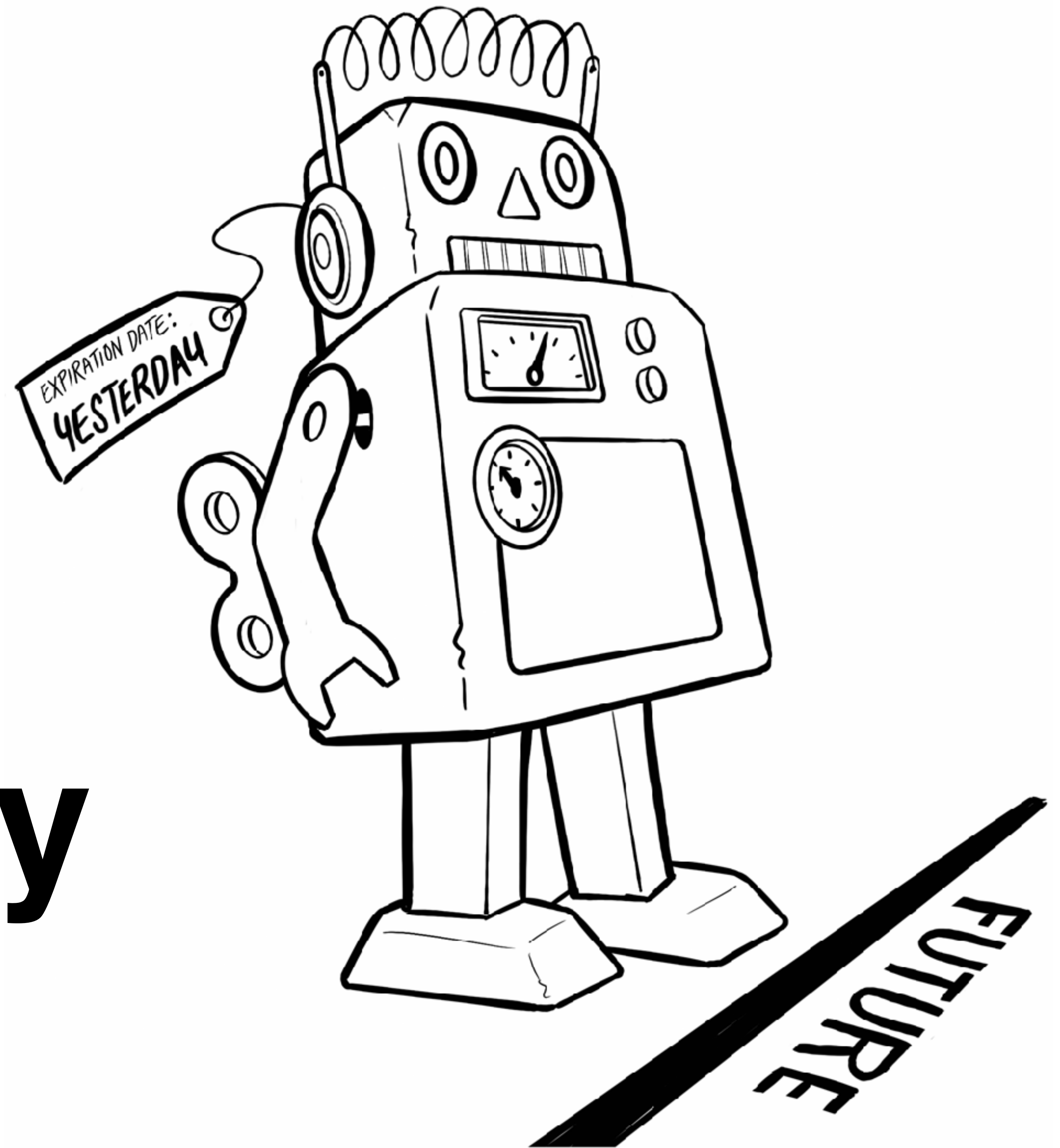
Digital business model



Digital business model



**It's not
about
shiny
technology**



Example



duolingo

Boy — Niño
Girl — Niña
Apple — Manzana
House — Casa
Desk — L

1/8th people are learning a new language



Basics 1

Level 1 Completed 1/4

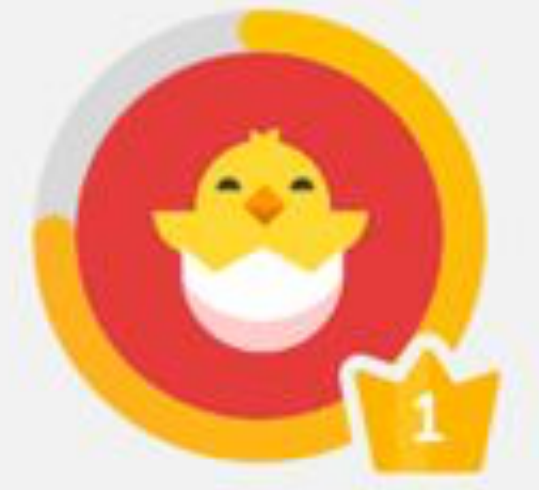
START



Basics 1



Phrases



Basics 2



Basics 1



Phrases



Basics 2

Level 3 Completed 6/12

START

Free, fun & effective

Achievements

[VIEW](#)



Badges

**Bus stopped?
Learn Italian**



Anywhere, everywhere, for as little as a minute





Are you a beginner?
Start here with the Basics



Not a beginner?
Try this Placement Test



Basics 2



Phrases



Learn



Practice



Shop

Take a test to jump ahead!

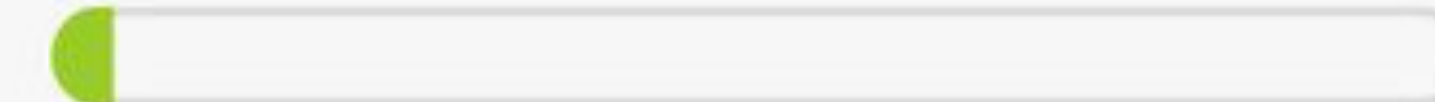


It takes about 5 minutes, and adapts to your level by getting harder (or easier) based on your answers.

Cancel

Start

Quit



Translate this sentence

A girl

Une fille

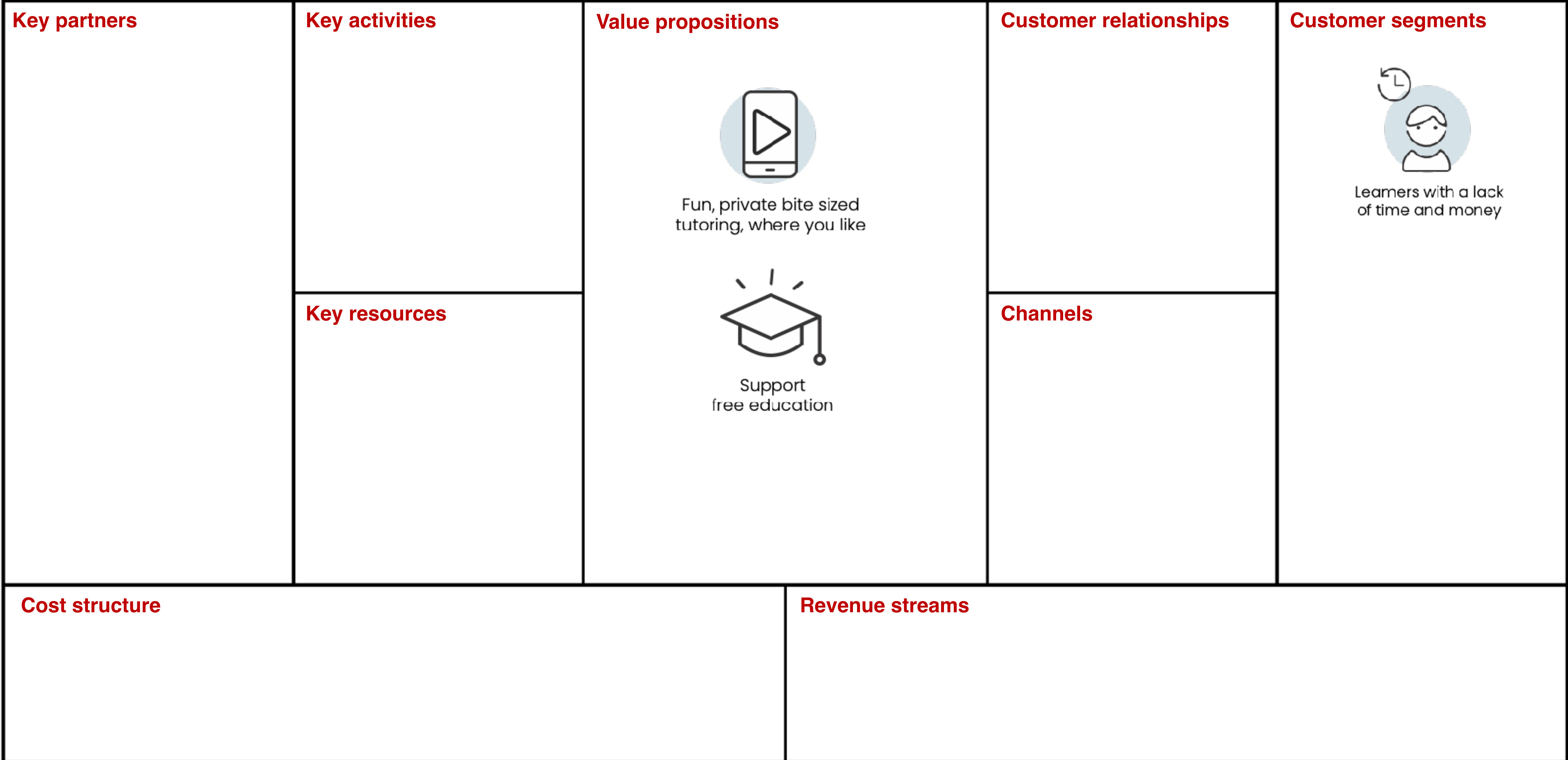


You are correct

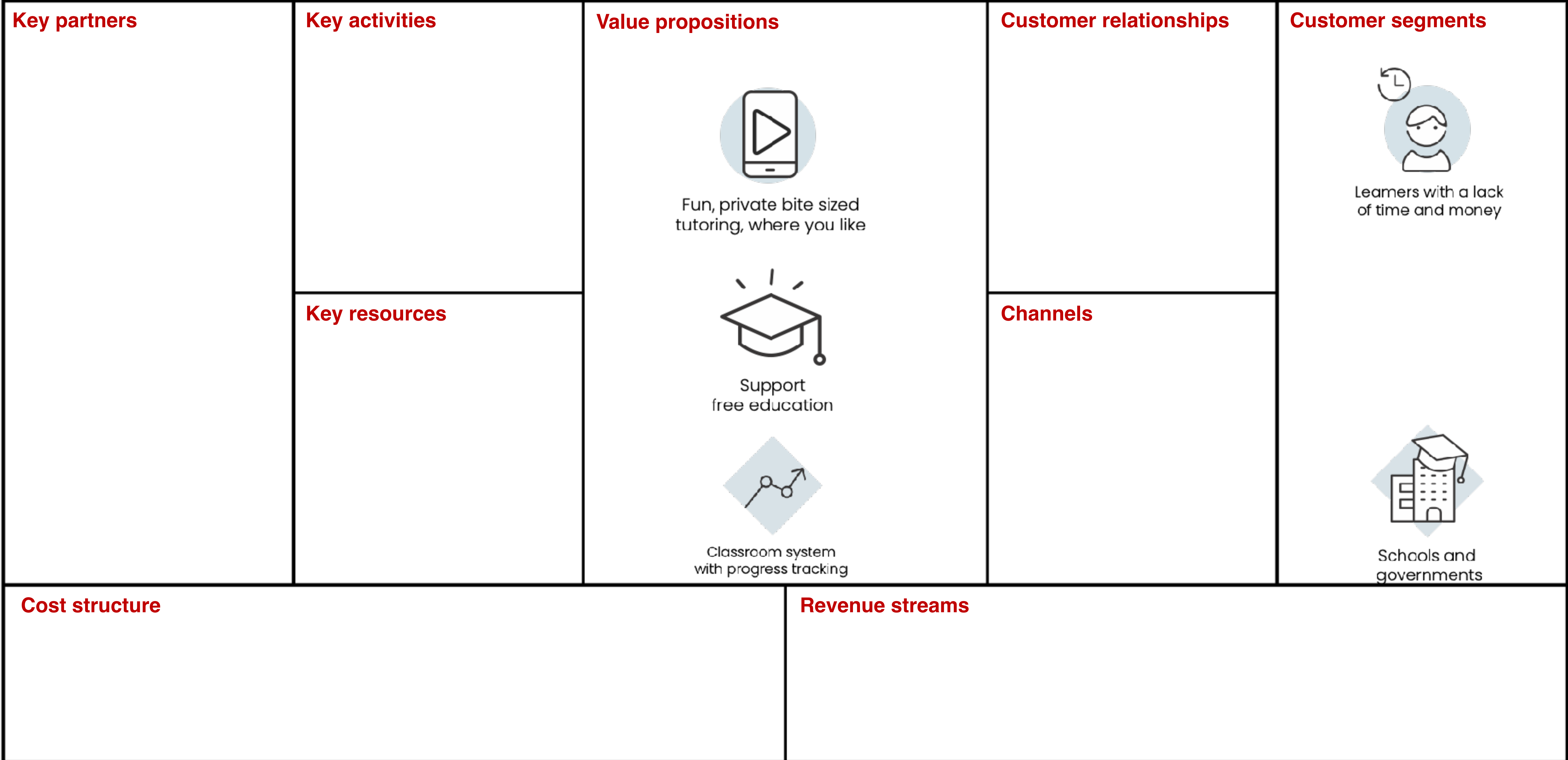
Continue

Personalized tutoring experience

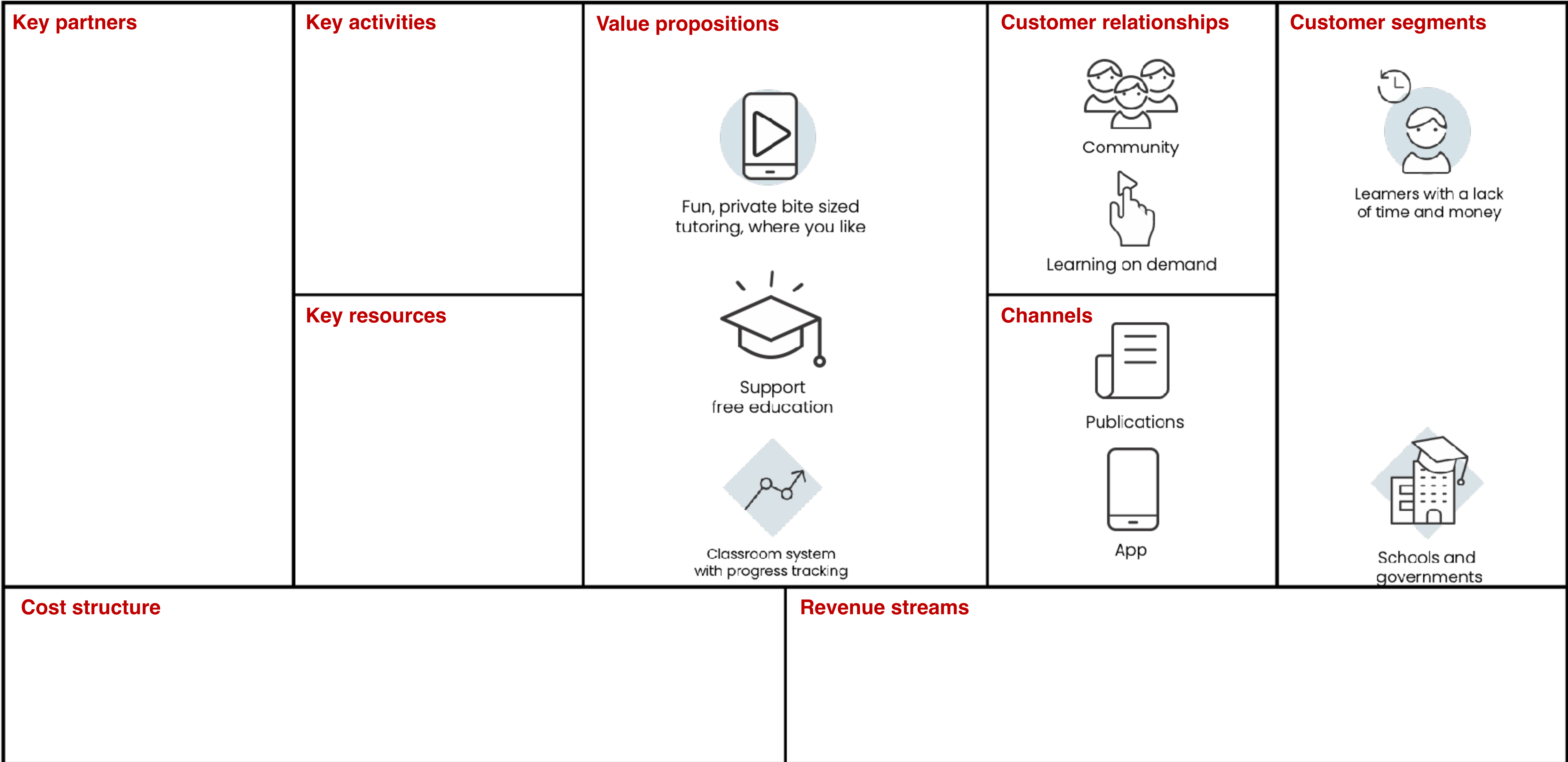
Duolingo



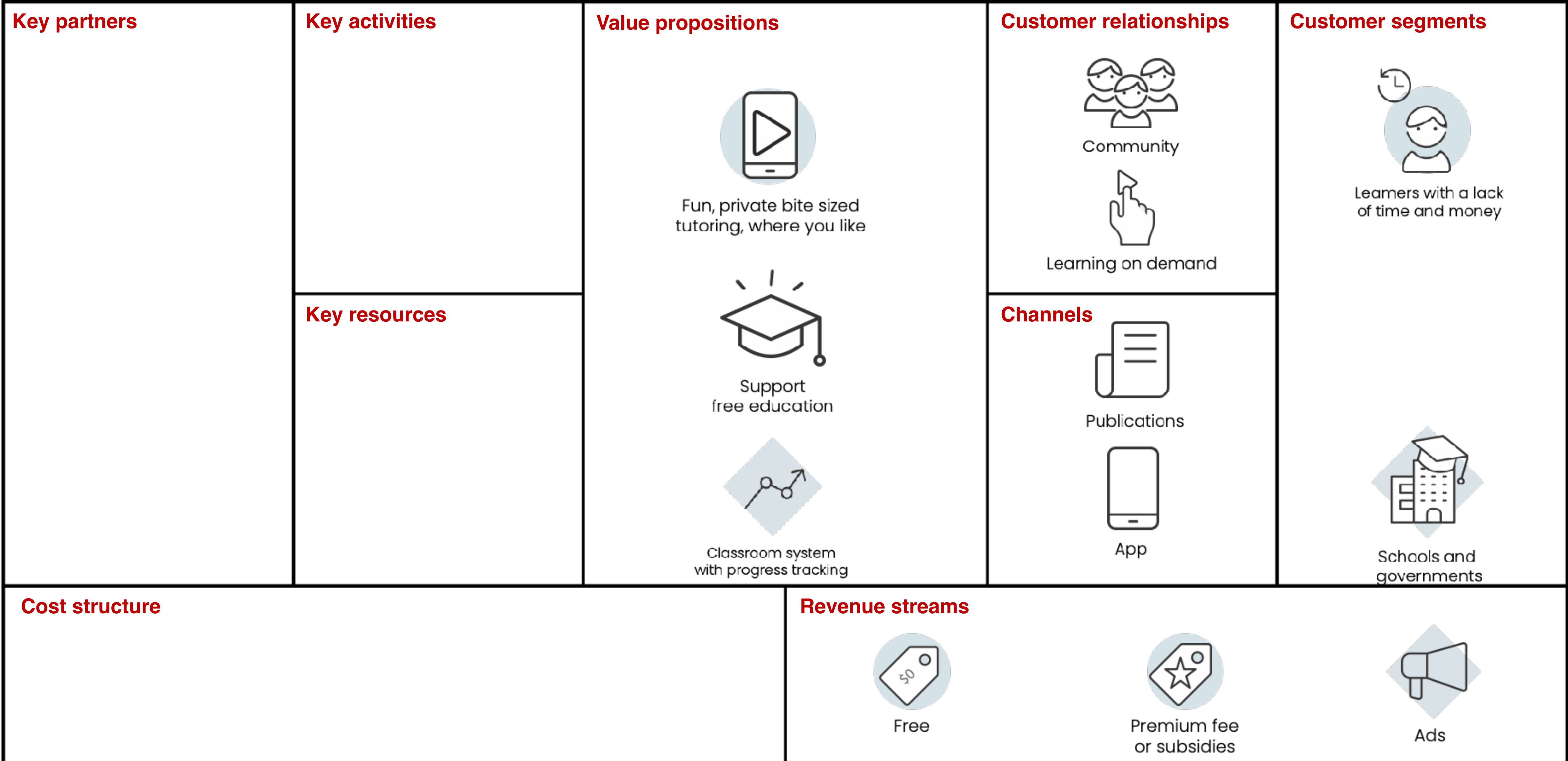
Duolingo

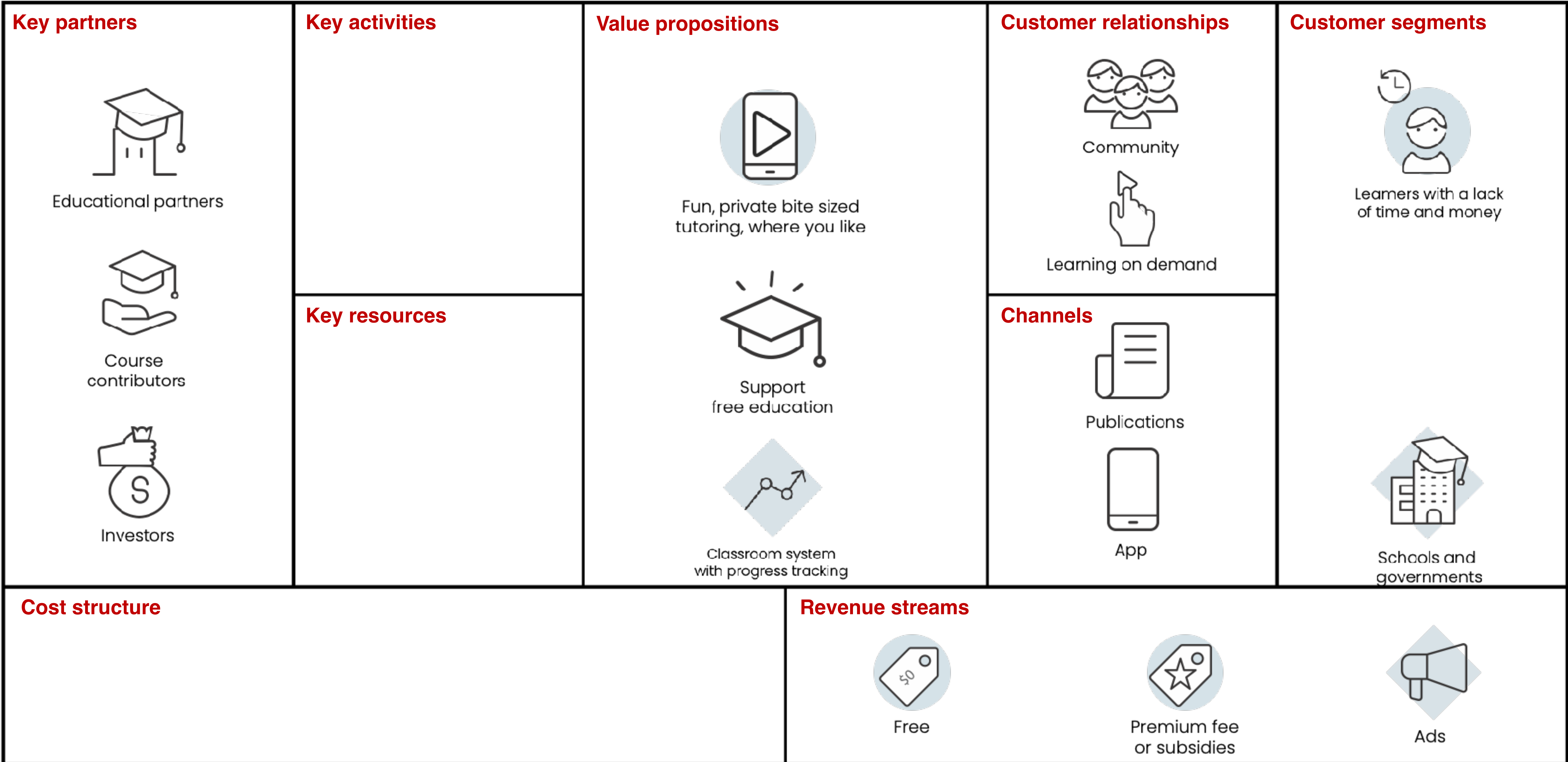


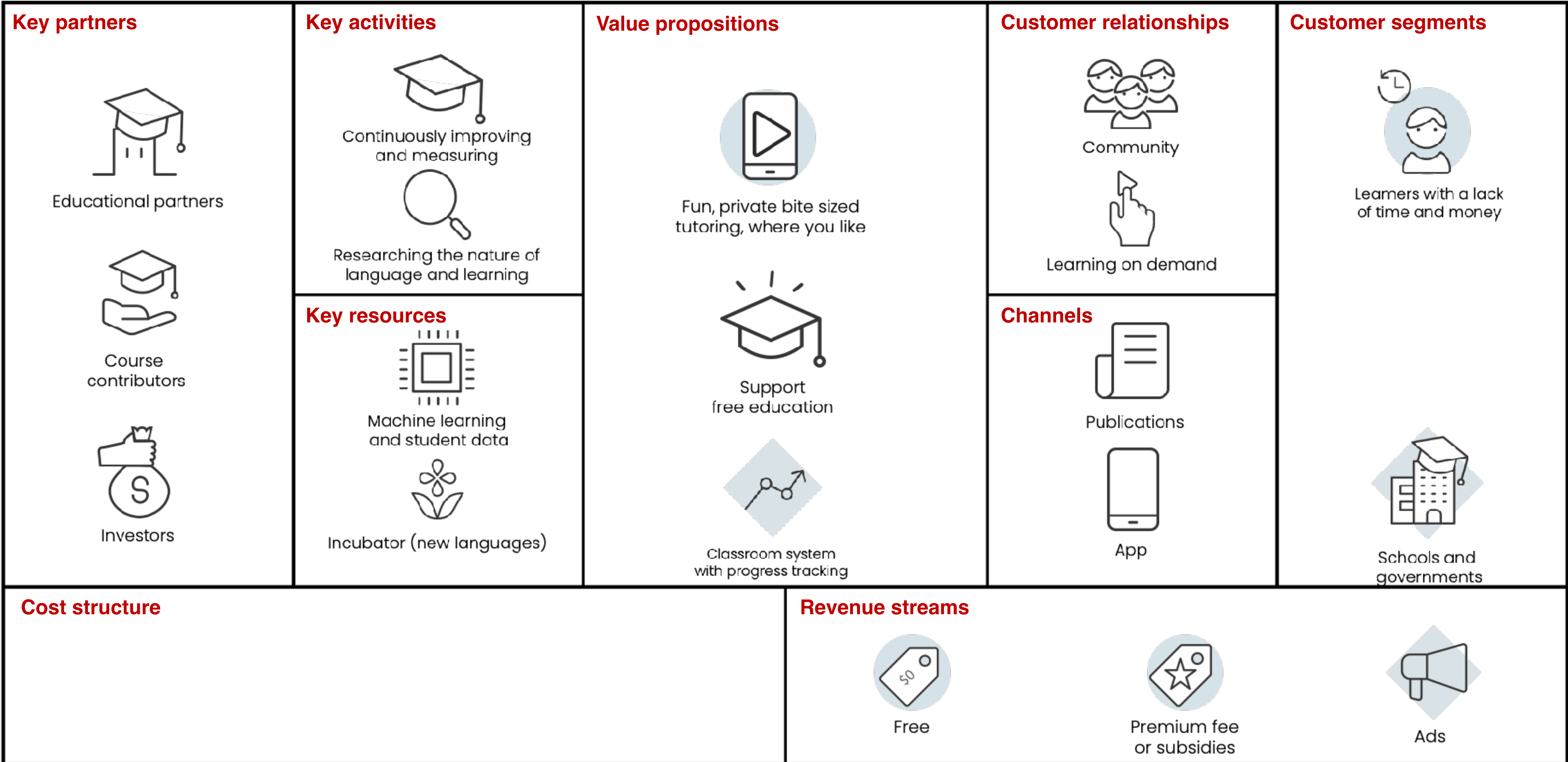
Duolingo

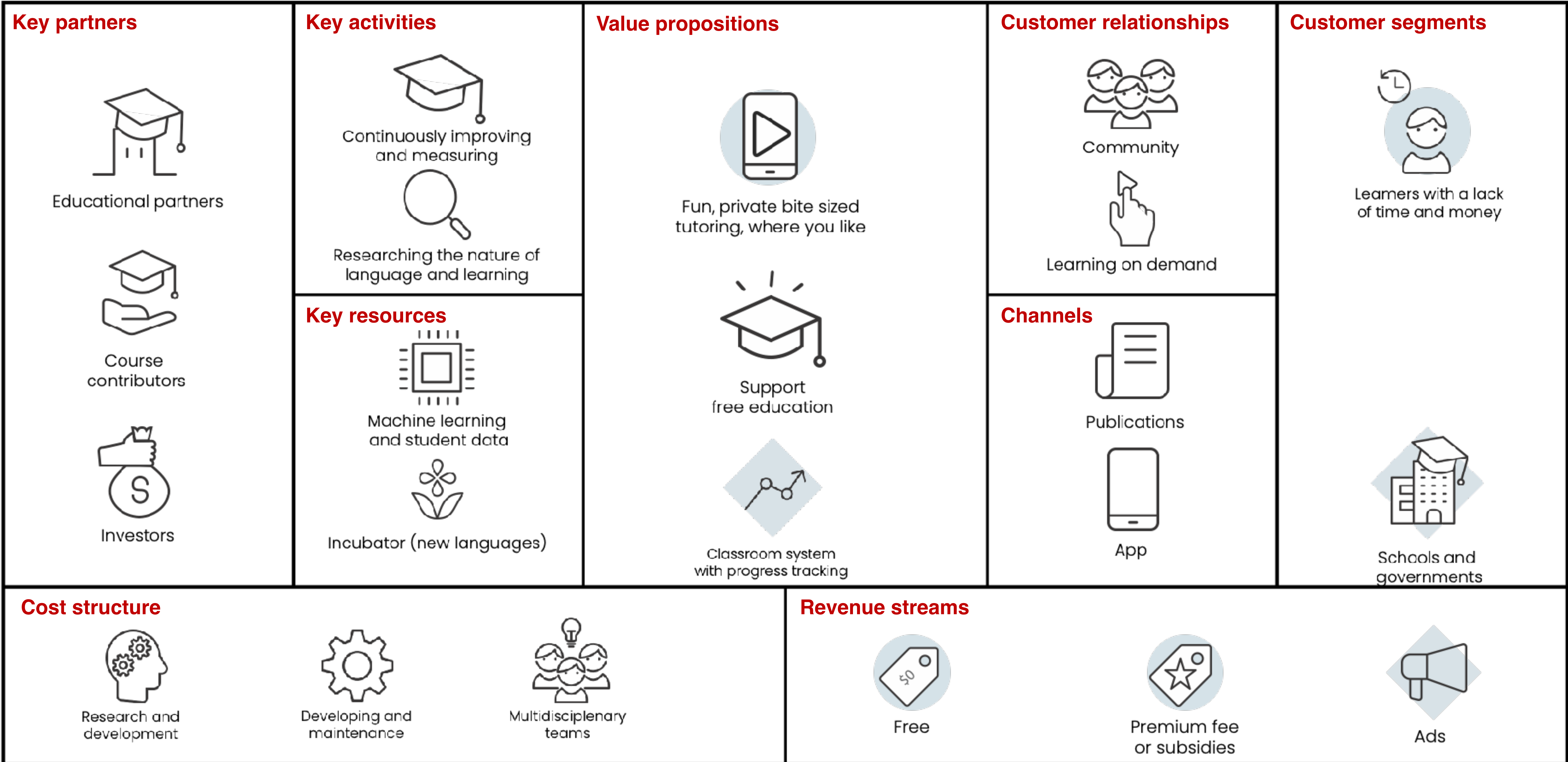


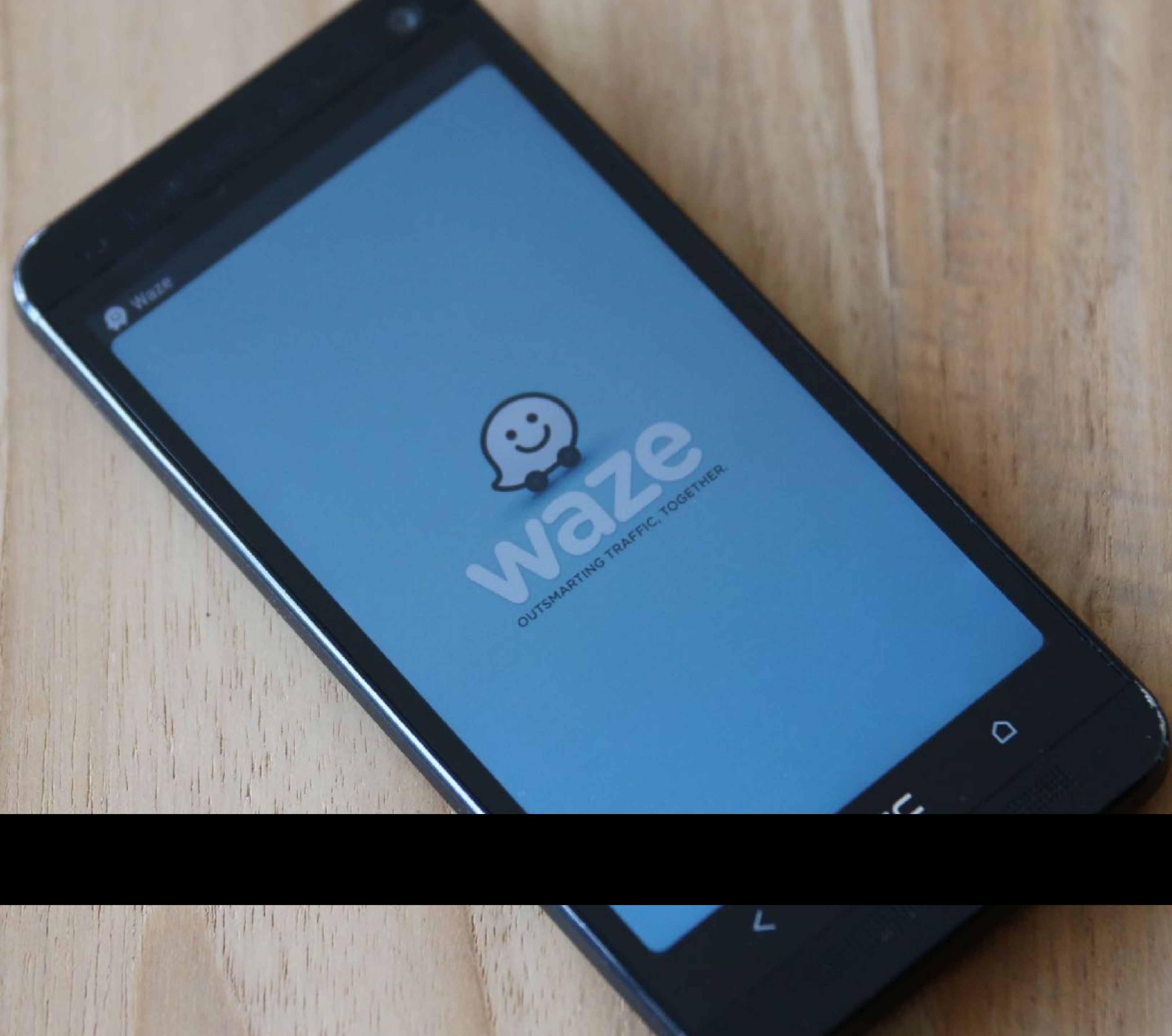
Duolingo



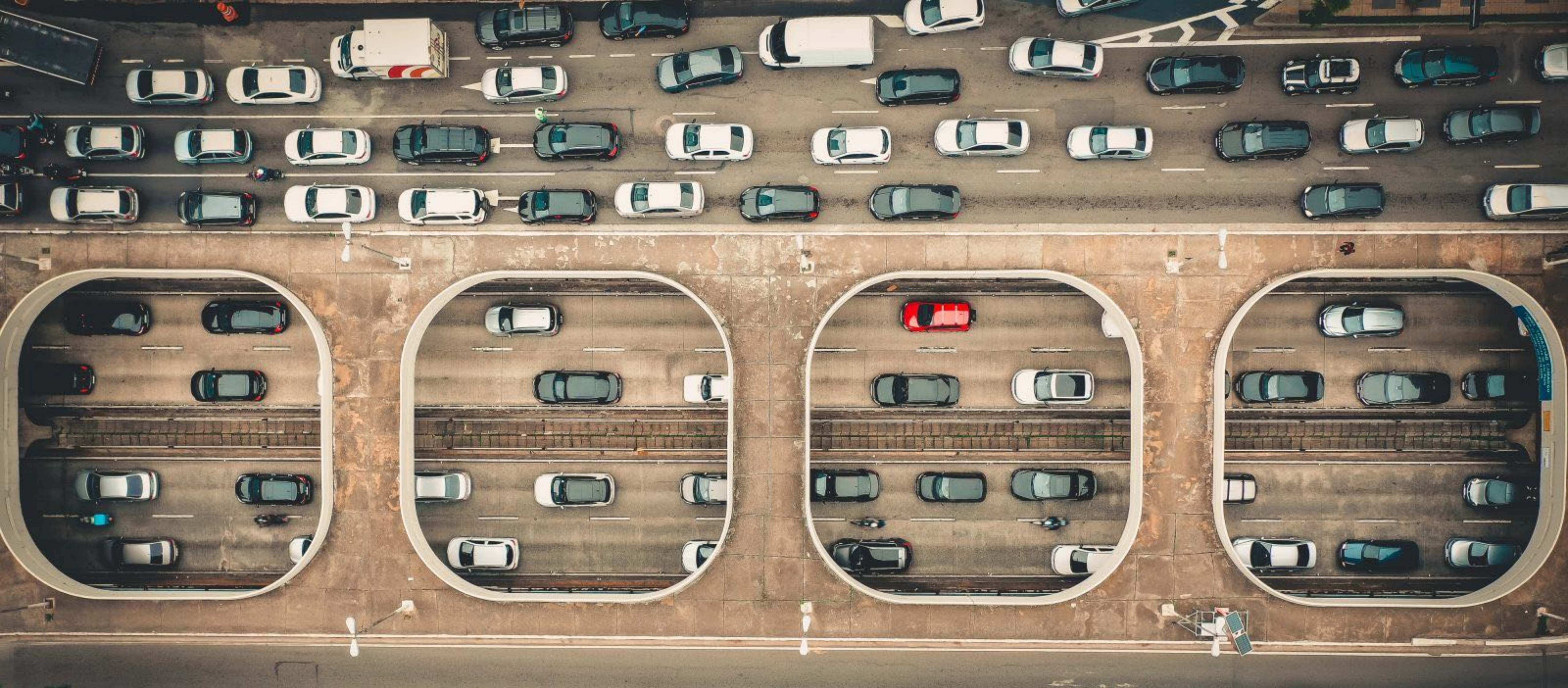




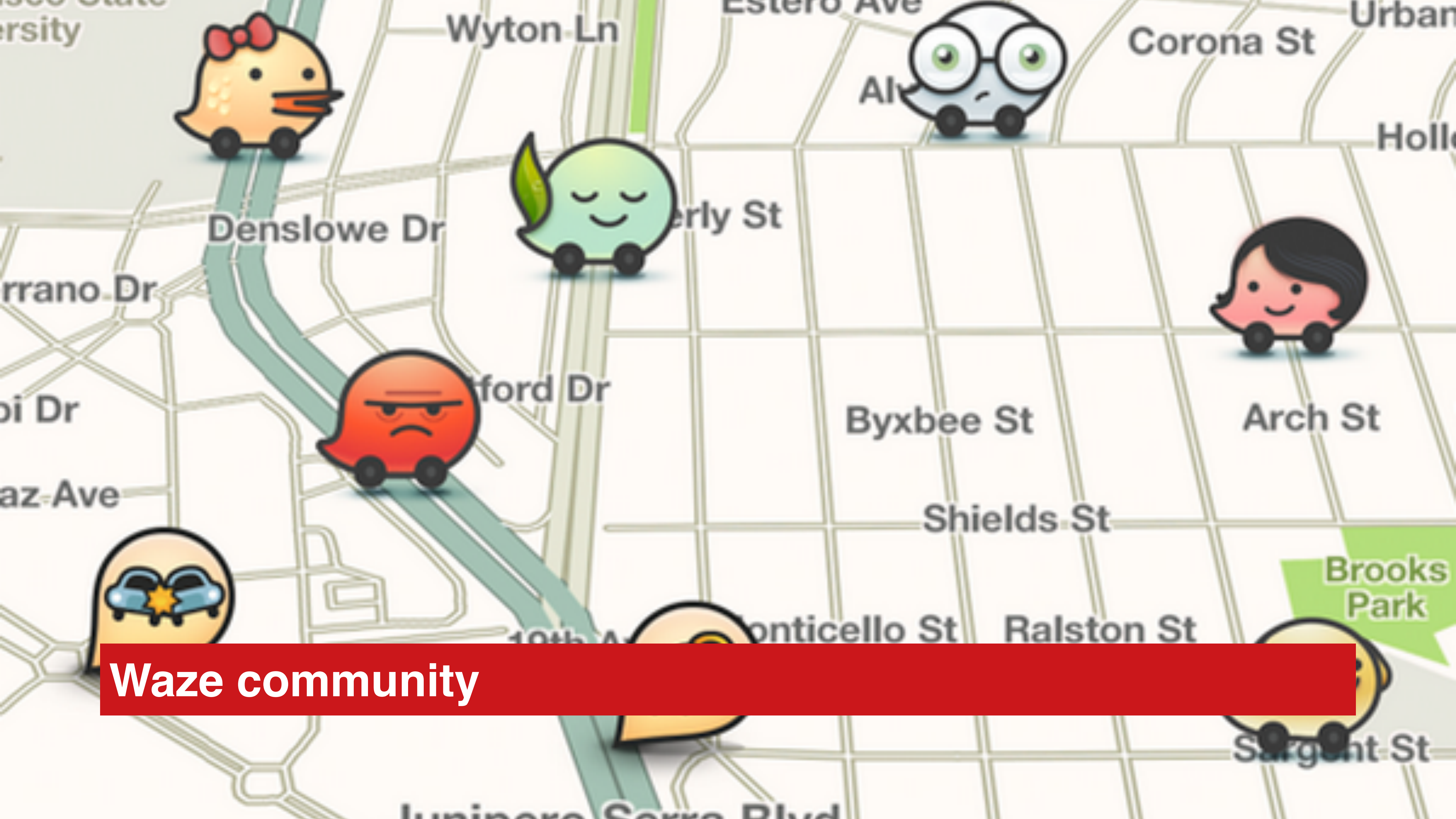




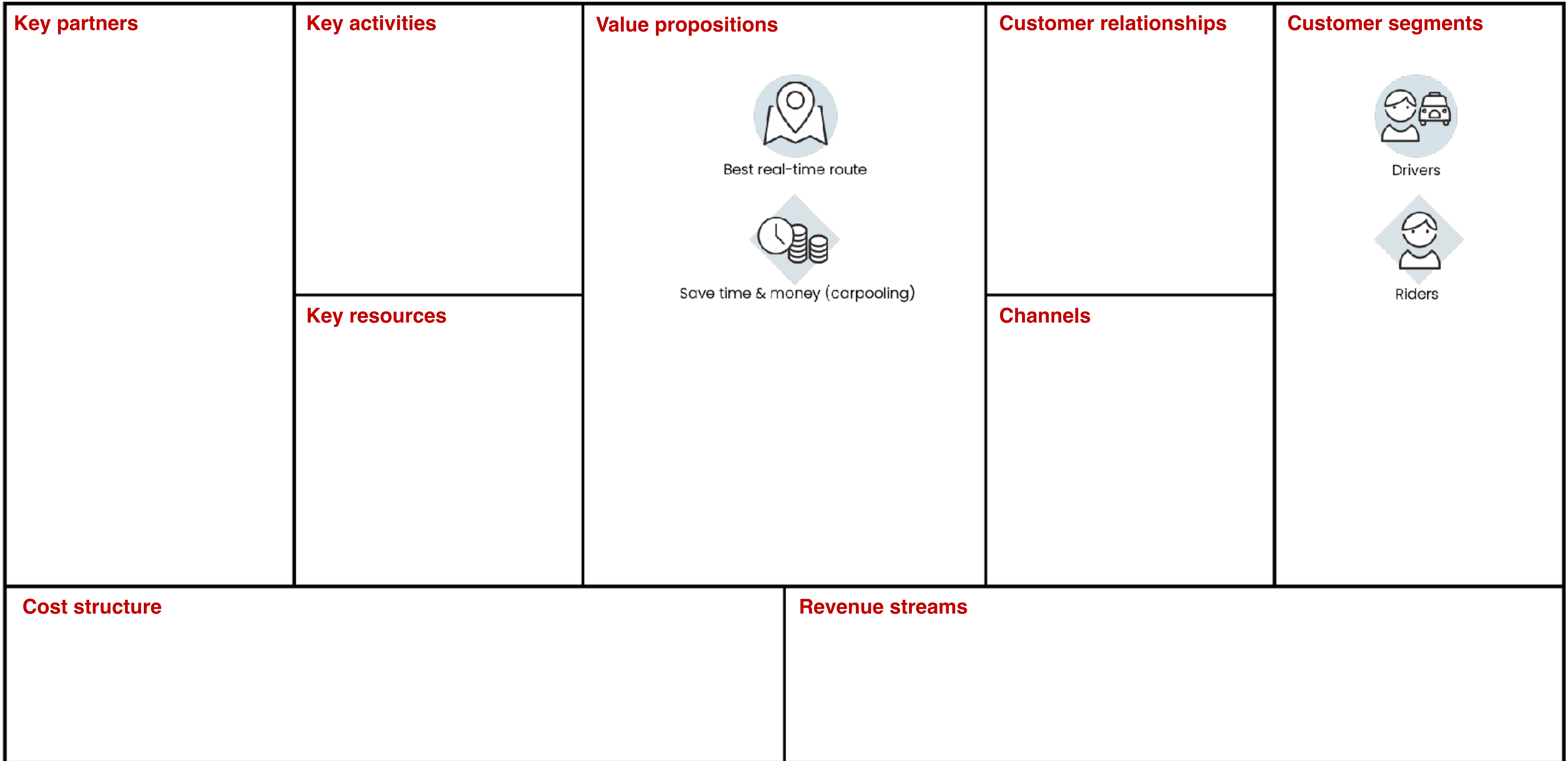
Waze app

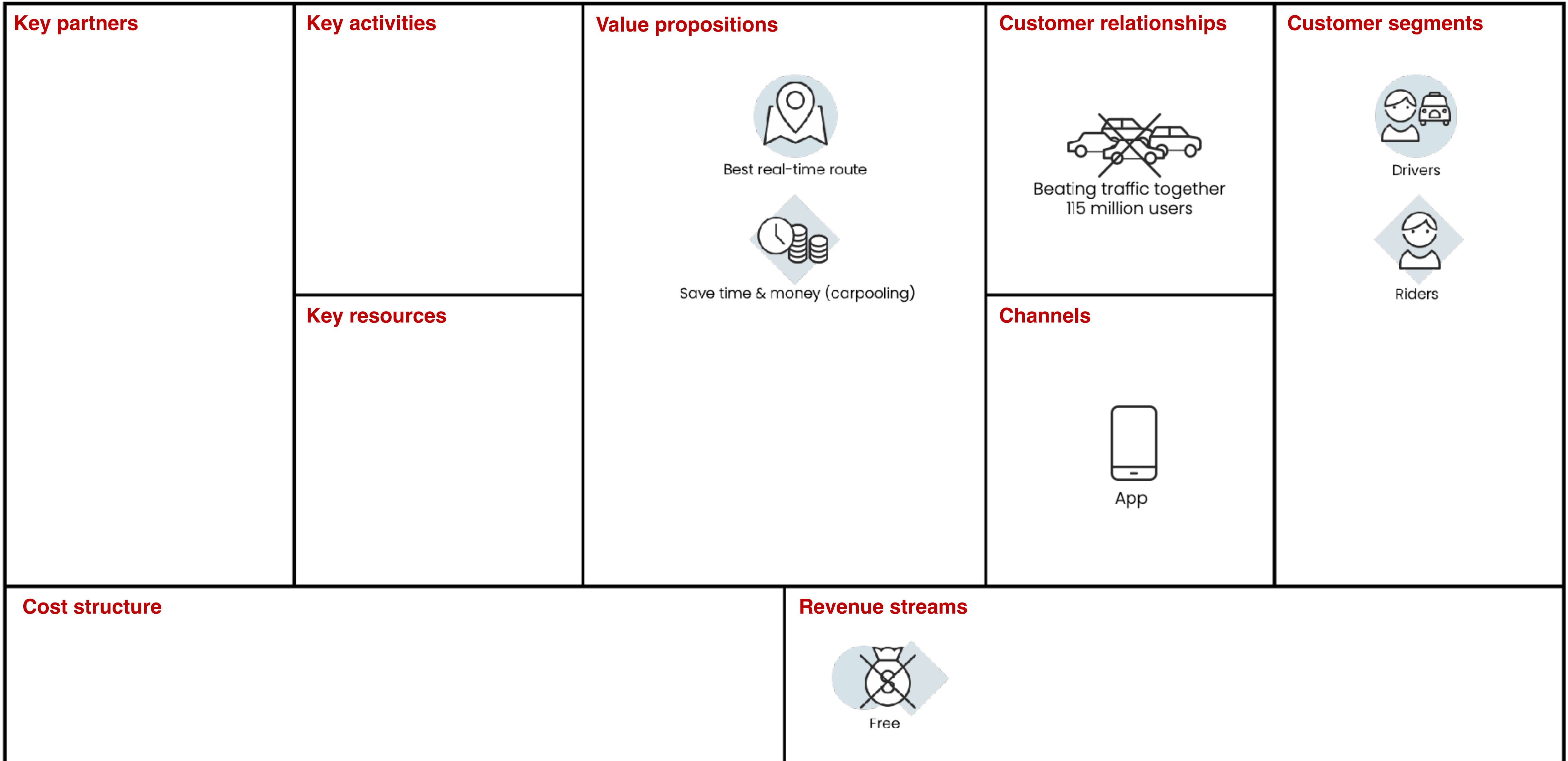


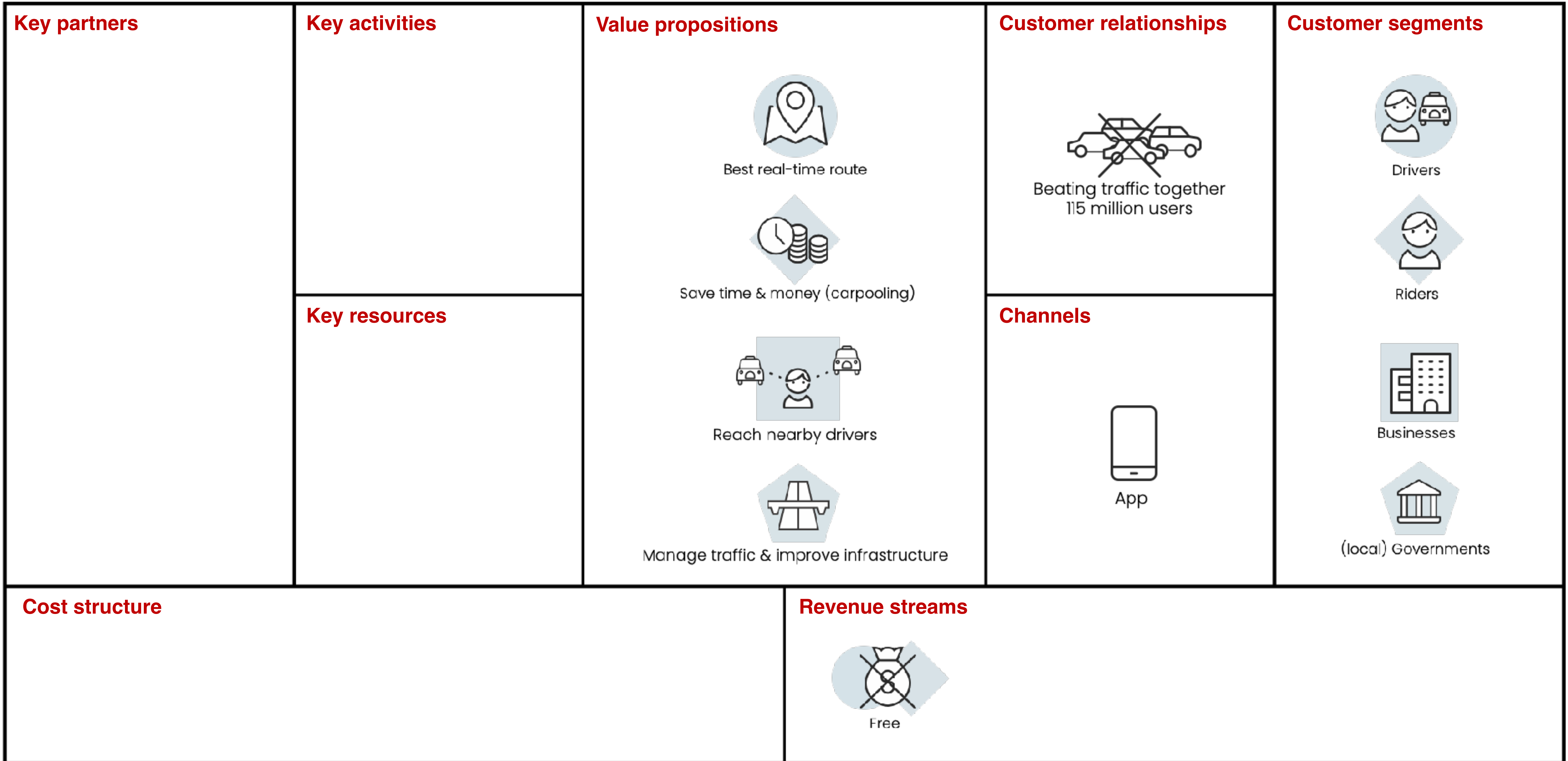
Beat the traffic

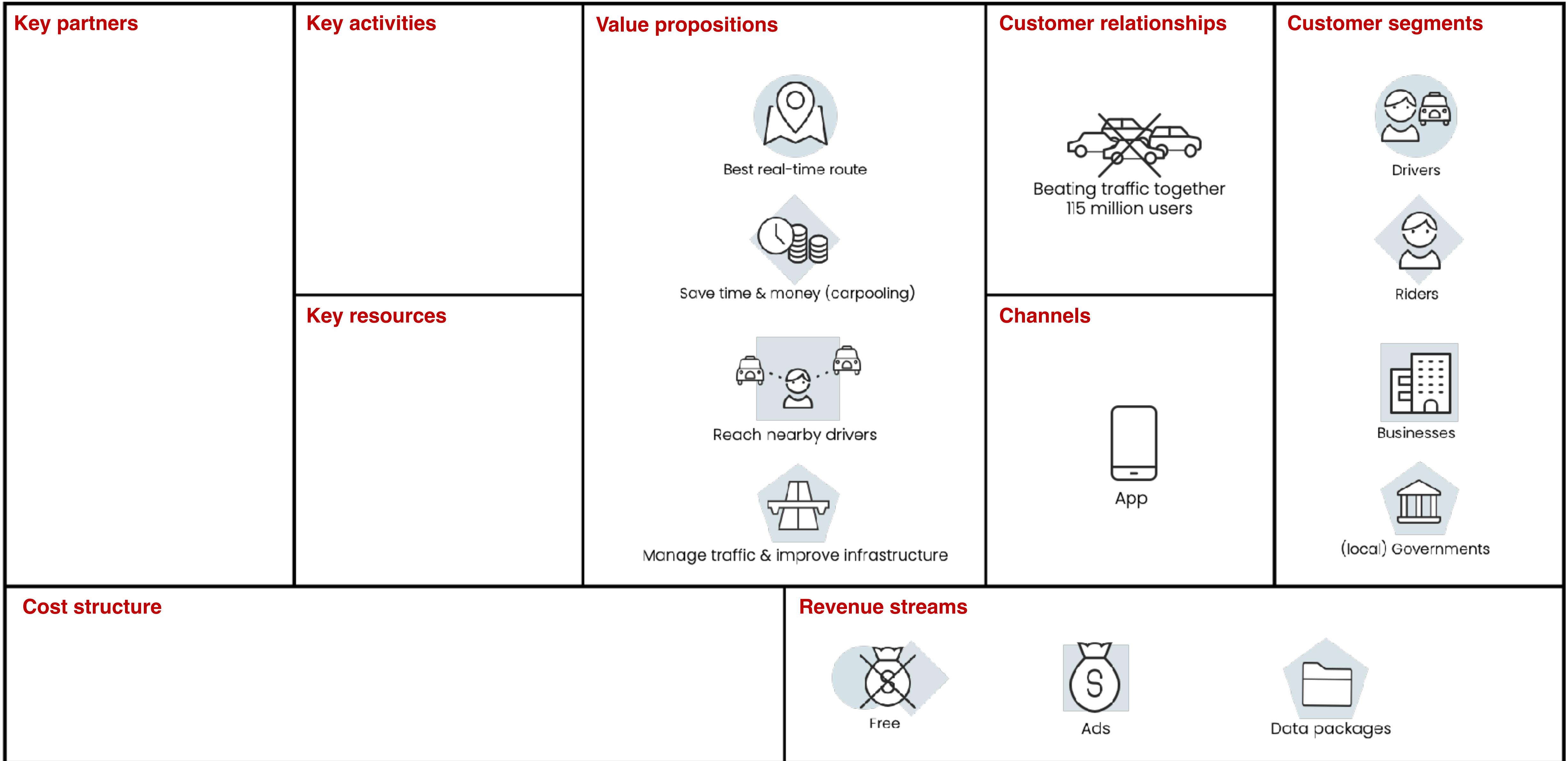


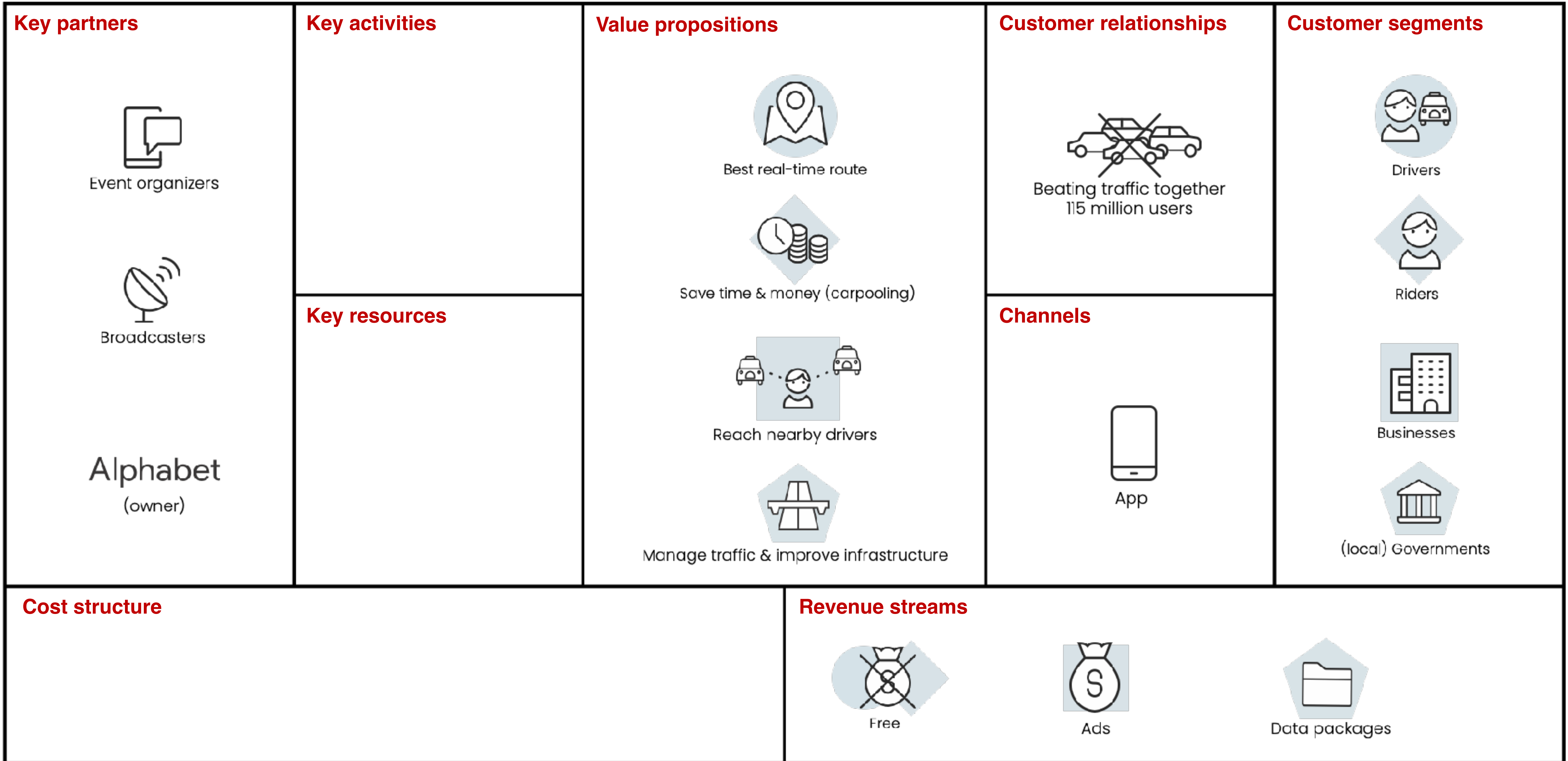
Waze community

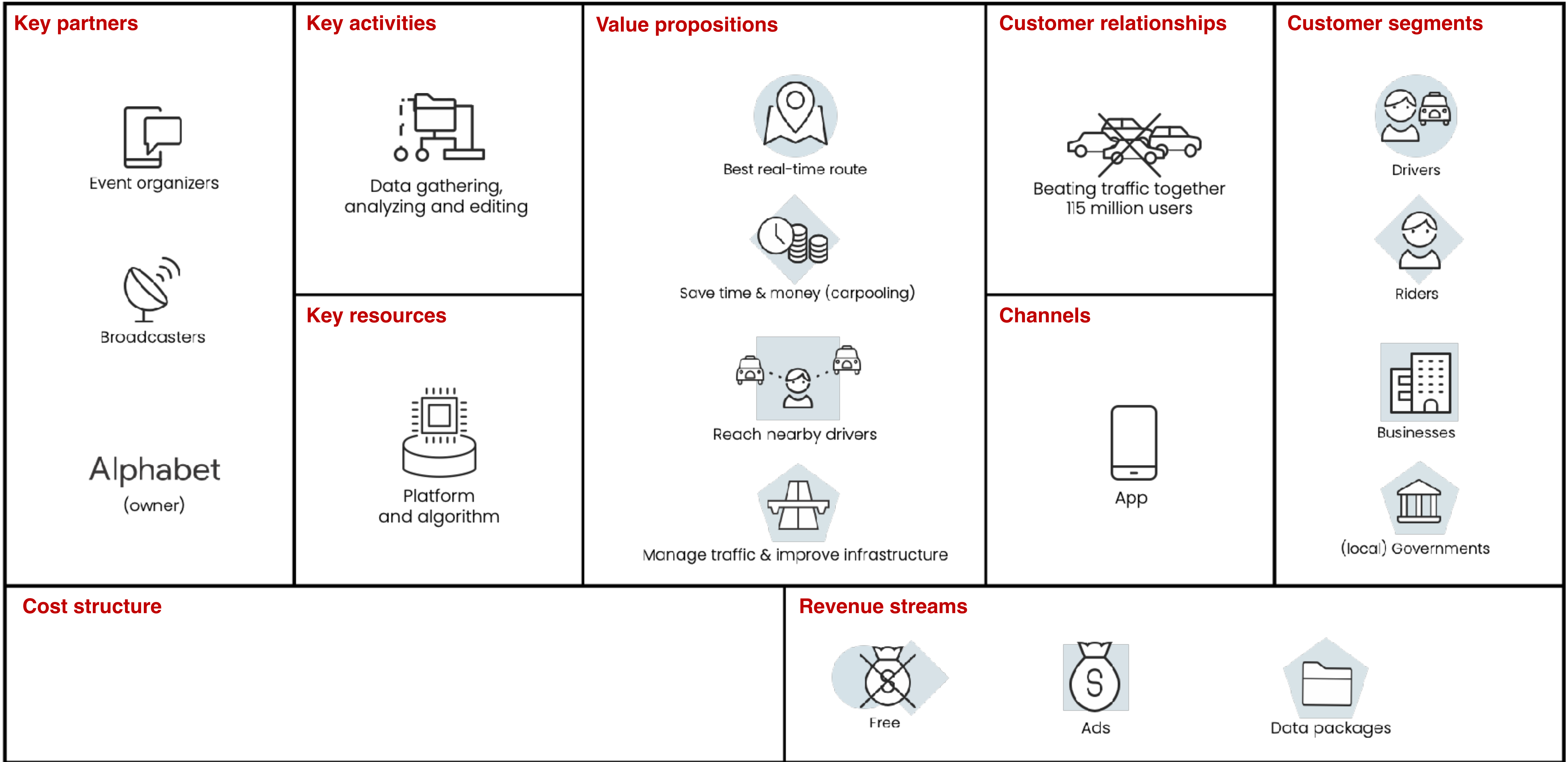
















bumble

Some things are just
meant to bee.

Coming Soon!

Dating app (un)like Tinder



Founded Whitney Wolfe

A black smartphone is shown at an angle, displaying the Tinder logo on its screen. The screen is red and features the white flame icon followed by the word "tinder" in a white, lowercase, sans-serif font.

tinder

She was on the founding team of Tinder

**Bumble envisions a world free
of misogyny, where all
relationships are equal**



Jess, 24

Songs that describe my

- Hakuna Matata

- Colors of the Wind

(Disney movies inspire me, ok??)



Charlotte, 27

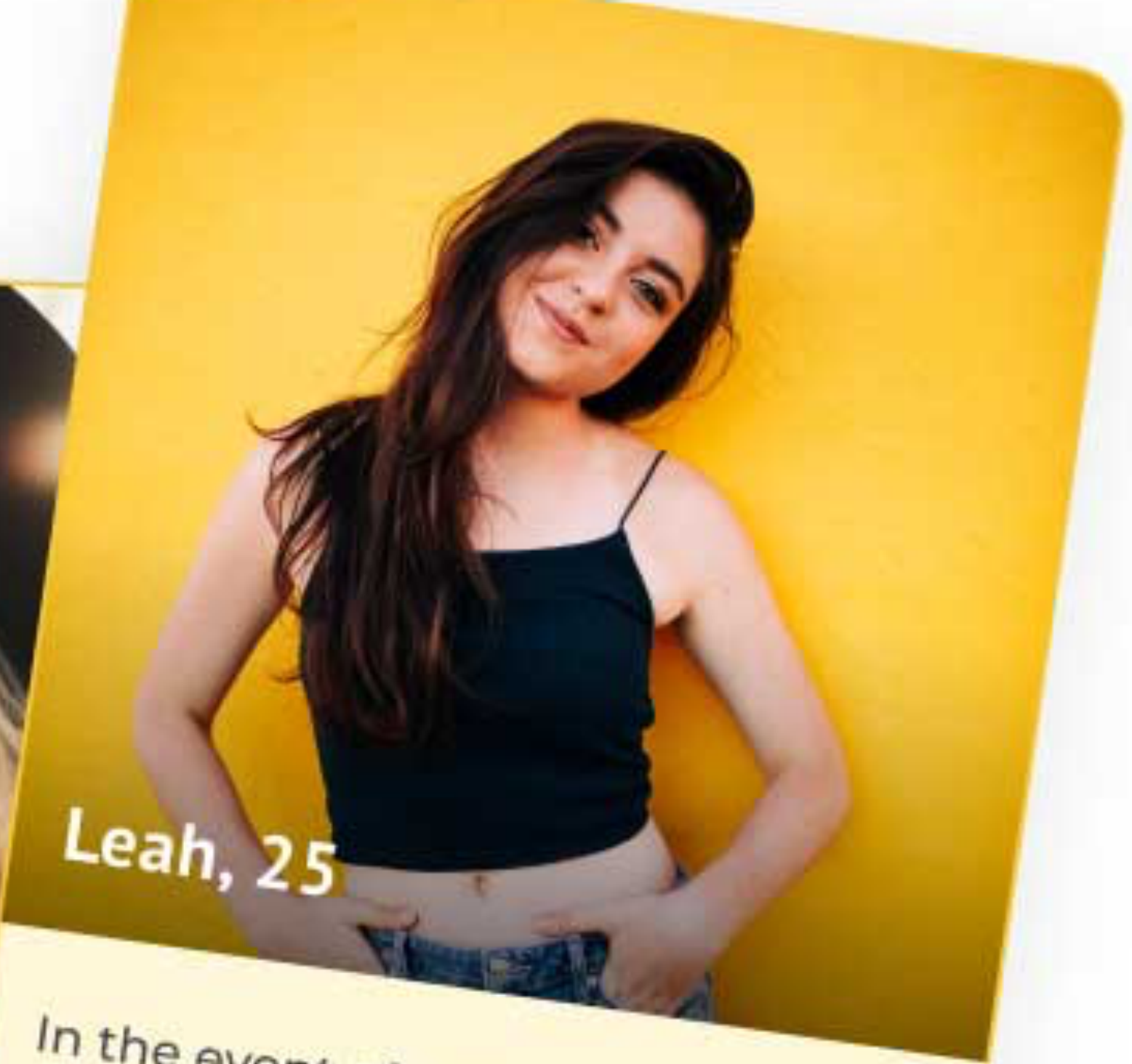
The smell of the air outside a
rains, Nerds rope, bouldering
roadtrips with no set destin
stand up comedy, yoga



Jules, 29

unpopular opinions...

memory foam is extremely
uncomfortable. snakes make



Leah, 25

In the event of a zombie
apocalypse, I'd immediately seek
them out and get myself turned,
and quickly work my way up to be
the leader of the zombie race.

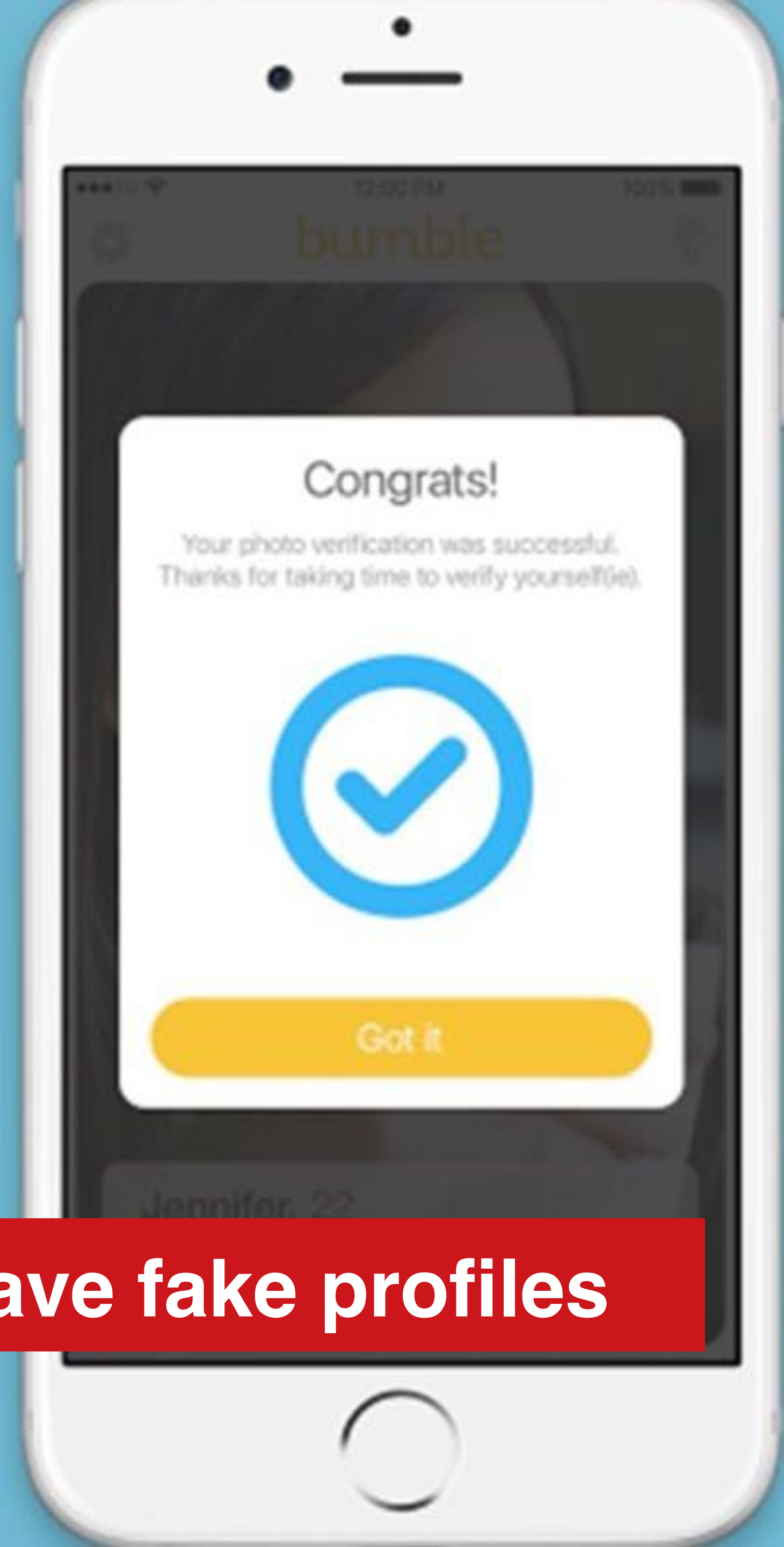
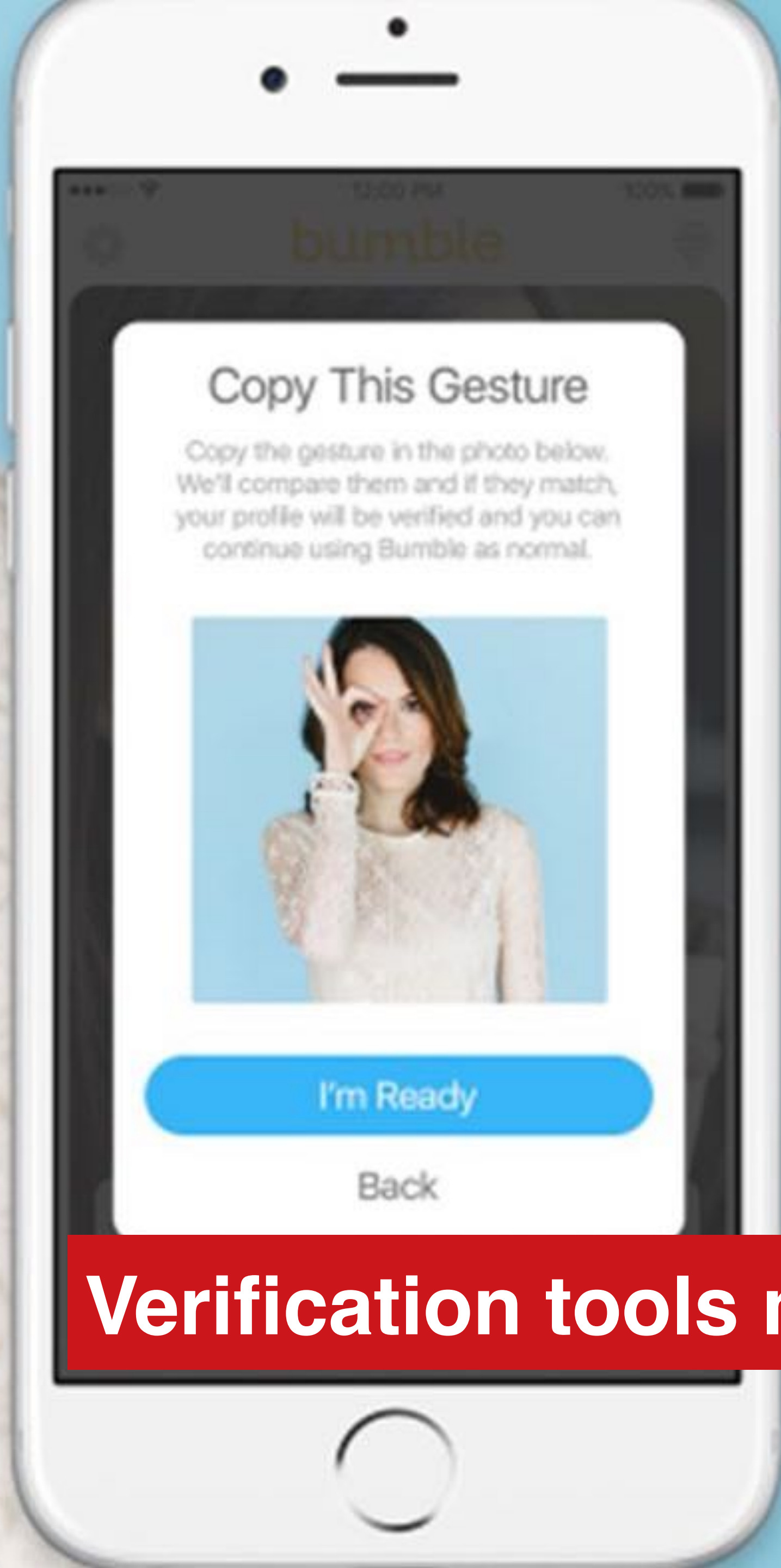
I've been low key preparing for this
my whole life.

A place where women feel safe

THE FIRST MOVE

On Bumble, women always make the first move





Verification tools making it impossible to have fake profiles

BOOM!



You're in control of this conversation.
You have 24 hours to make the first move.

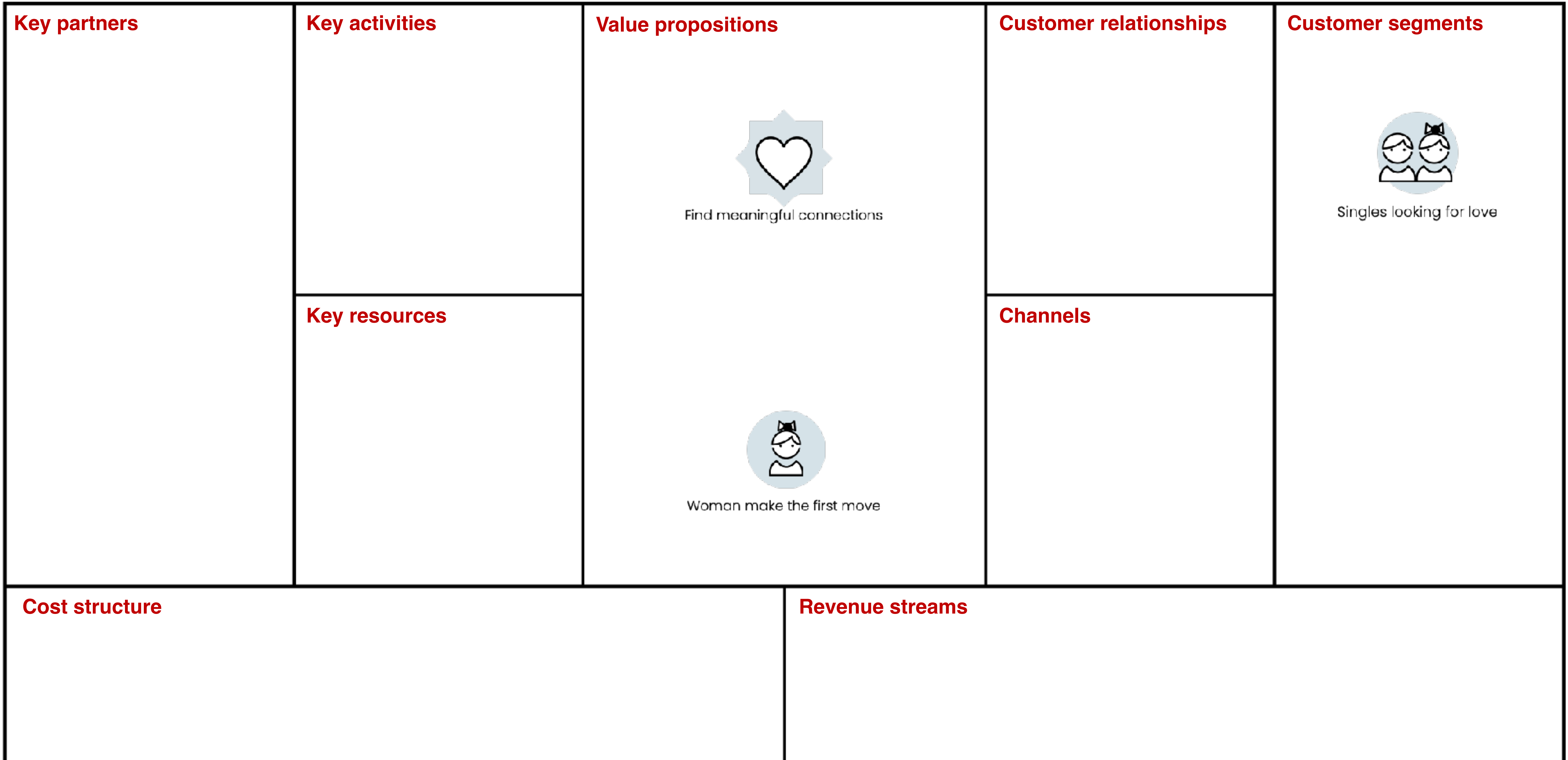
24 hour to start a chat and respond

You've been blocked

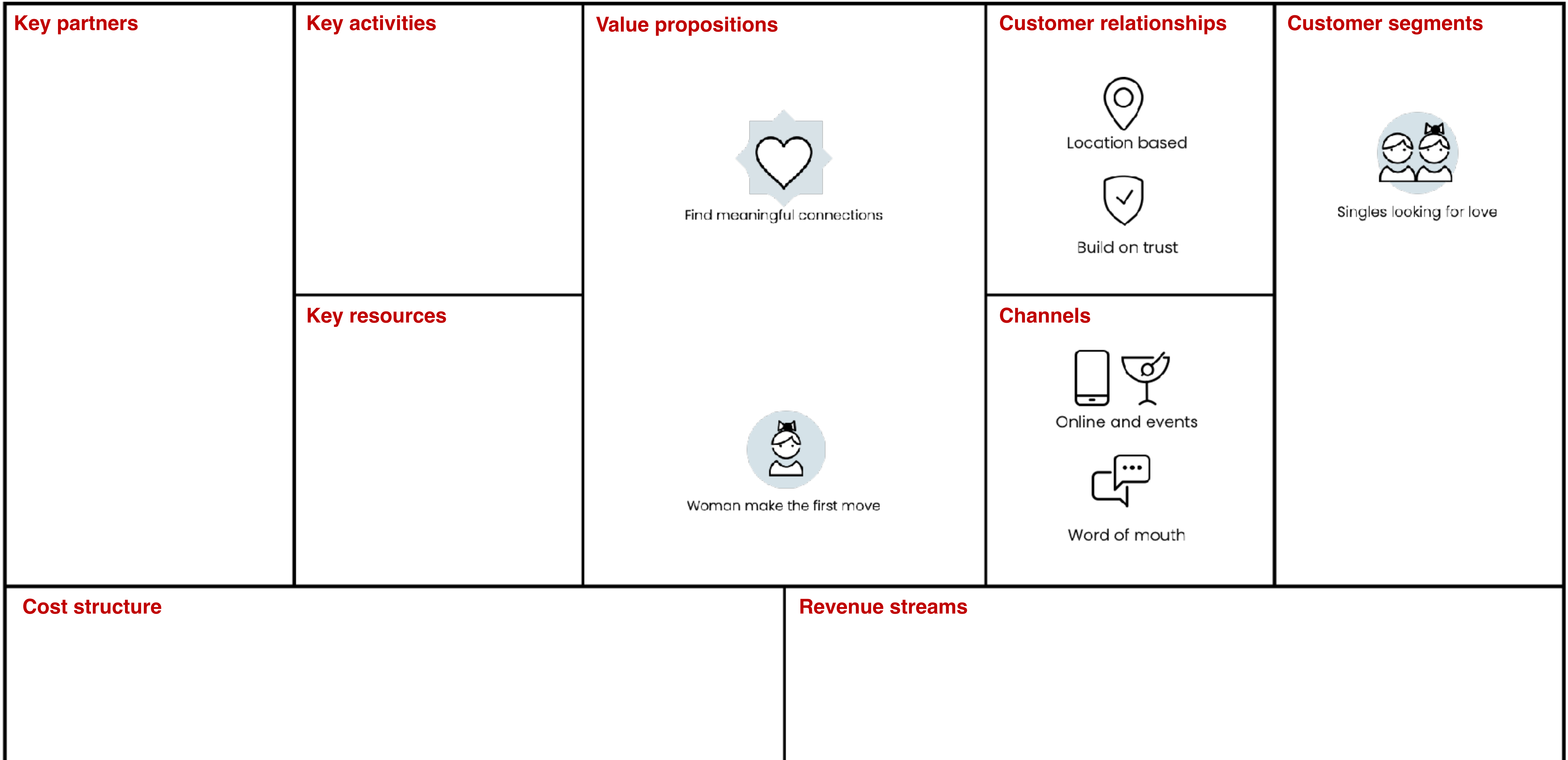
We're committed to keeping Bumble safe, which means we have to enforce certain rules when our values are violated. Your account has been blocked because we have received several reports that you have been using Bumble inappropriately to either buy or sell.

Zero tolerance on sexism and bad behaviour

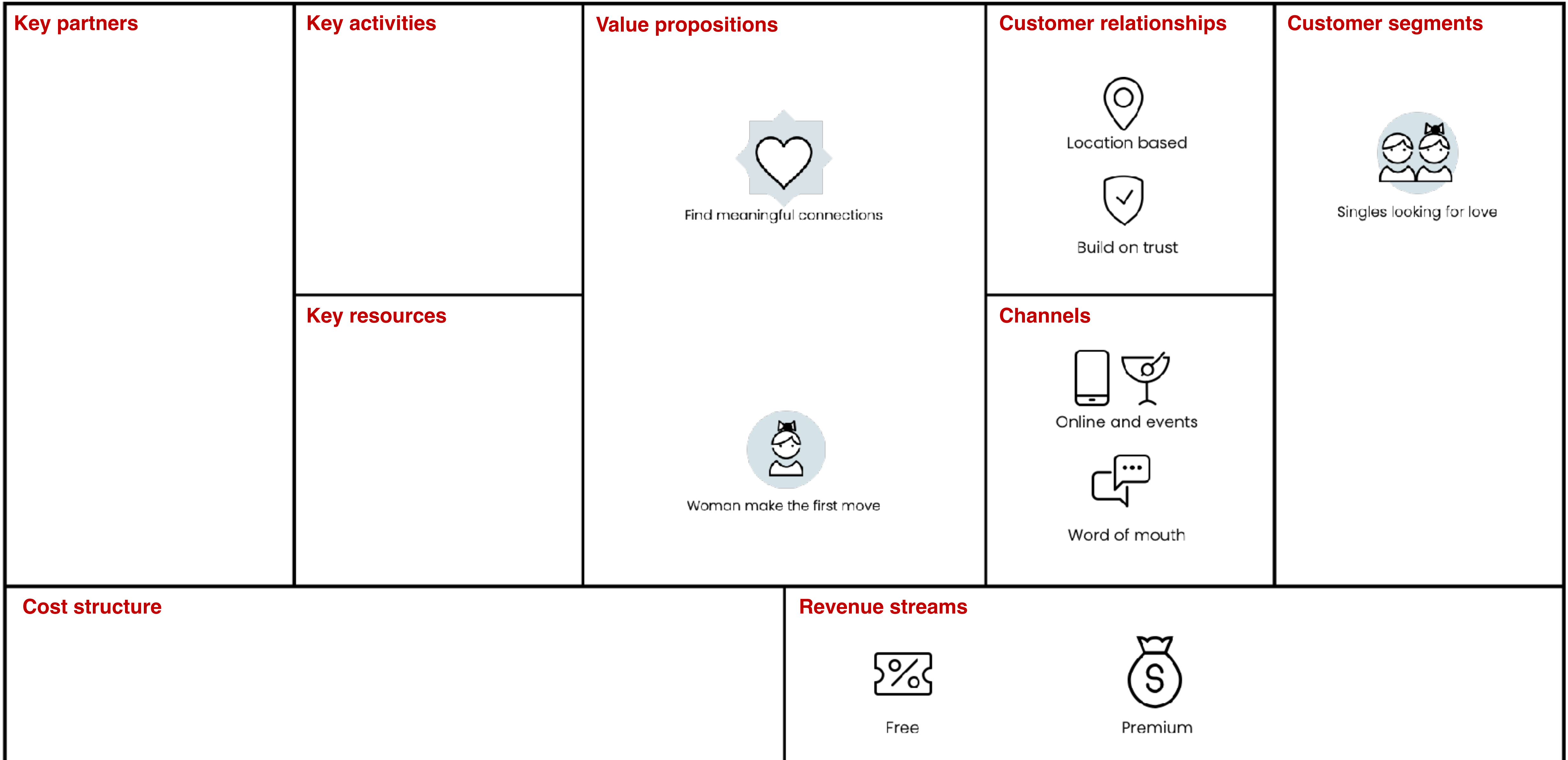
Bumble



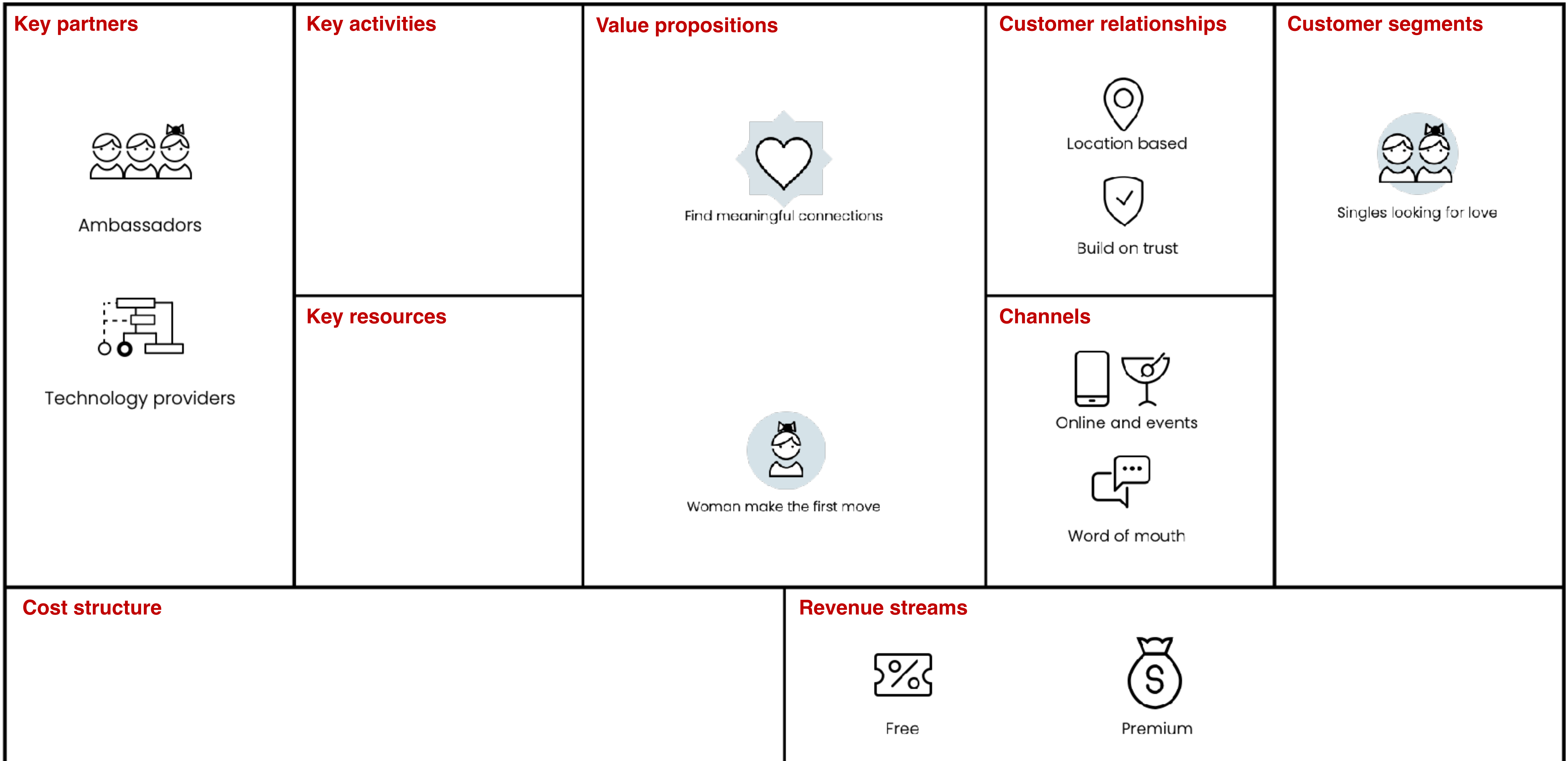
Bumble

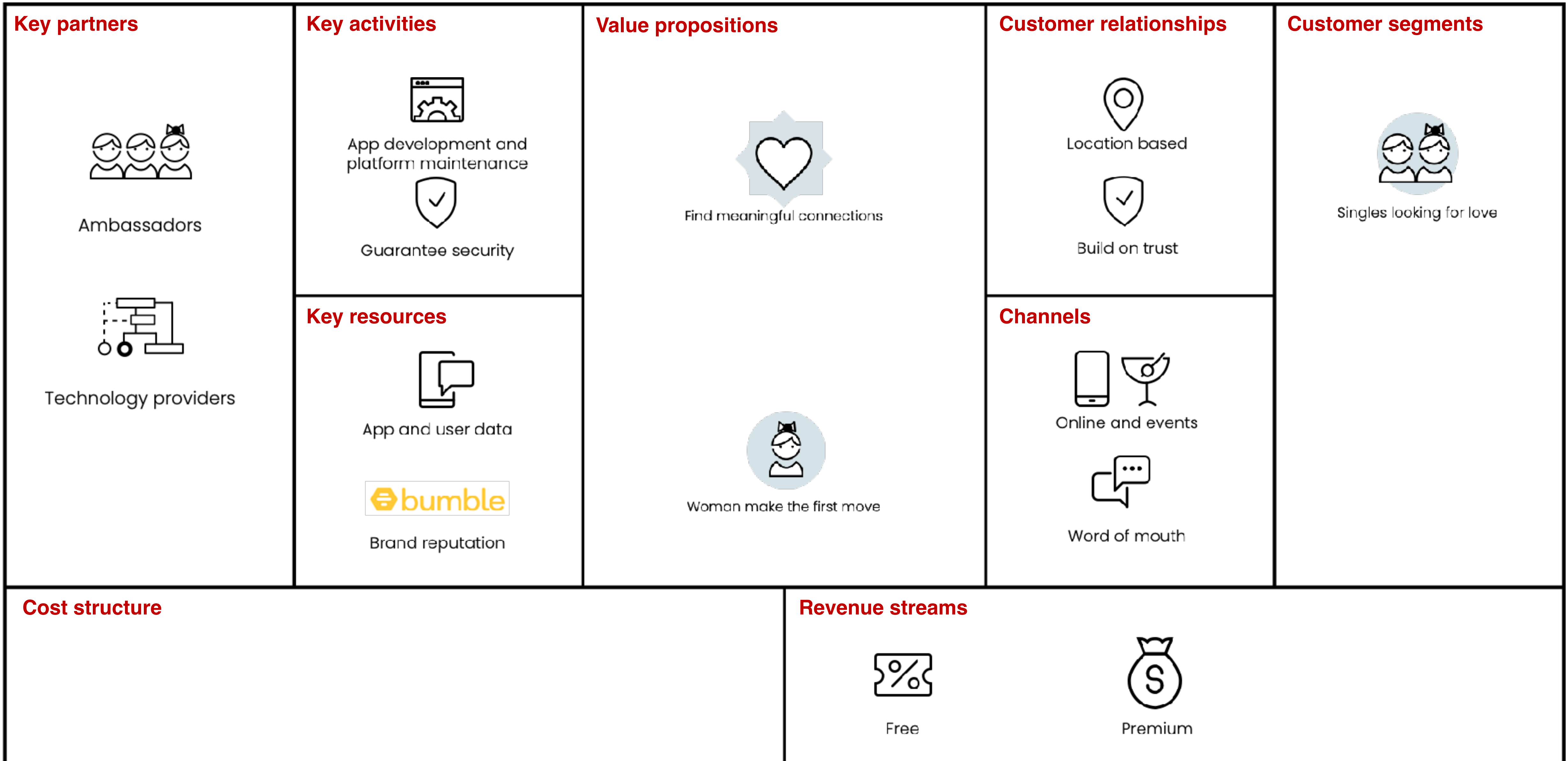


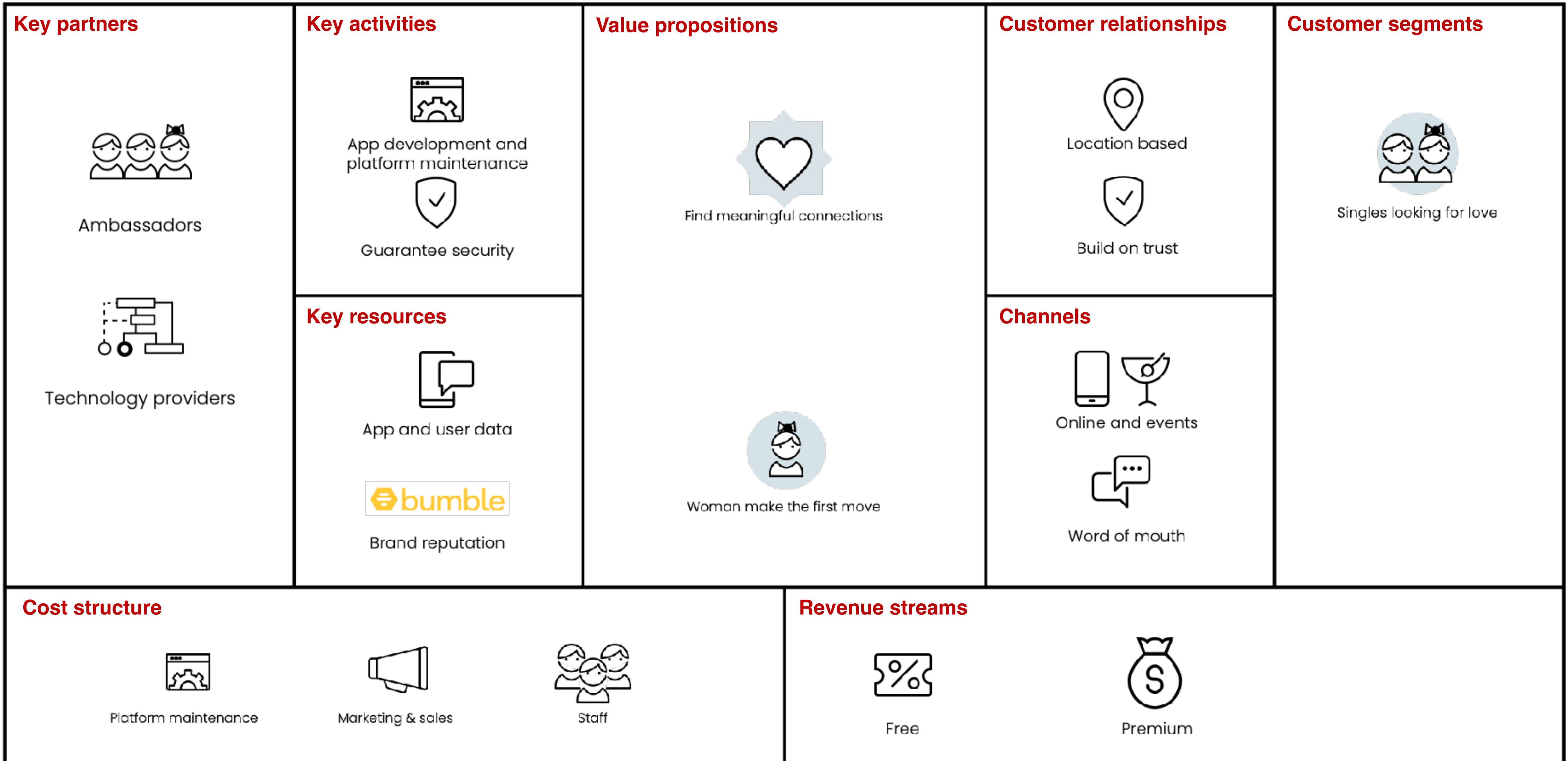
Bumble



Bumble







Readings

- Articles including extra examples