Business Modeling

Break Out Session

W3C Workshop, 25-26 June 2014

Topics

- The type of platform
- The Stakeholders
- The Value Proposition / Needs / Services
- The Revenue Streams

The platform

- one unique platform for all (e.g. google) -
- one platform for each market (vertical solutions healtcare, smart grids, automotive, etc.)
- one platform for (hw) vendor (e.g. apple)

- Or a combination of the previous models?

The Stakeholders

- Platform owner
- Partners (and motivations for partnership)
- Suppliers
- Customers
  - what classes we are creating value for?
  - What is the most important customer?
- List:
  - Citizens (application users), SW developers, System Integrators (vertical solution providers), HW providers, Network Operators, PAs (from city to governments), Data aggregators, Service Brokers
  - Others?

The Value Proposition / Needs / Services

- What core value do you deliver to the customer?
- Which customer needs are you satisfying?
- What key activities does your value proposition require?
- What activities are important the most in distribution channels, customer relationships, revenue stream…?

- Examples (input from Dave)
  - Hosting capabilities (for apps)
  - Easy paths for sw developers to monetize
  - Tomorrow's market places for apps and services will offer a much richer user experience with integrated support for communities and domain specific services (one size fits all model limits innovation)

Revenue Streams

- For what value are the customers willing to pay?
- What and how do they recently pay? How would they prefer to pay?

- Examples (input from Dave)
  - Retaining a slice of developer revenue will help market operators to cover the costs
  - Other ways to make money: search based upon knowledge of the users targeted by service developers