



Workshop

"Collaborative Business Models – A Hands-on Design workshop"

Date: Tuesday, 19 June 2018
Time: 15.00-19.30hrs
Location: Building 62, Paviljoen, room K.10, De Lismortel, 5612 AR Eindhoven
Host: Eindhoven University of Technology
Dress code: Business casual

Description of the workshop

Many modern supply chain situations require the collaboration between more than two organizations in a business network. In this network, each of the organizations has its own interests in the collaboration, but obviously these need to be synchronized. To design such a collaboration and assess its feasibility in practice, we need to construct business models that show why parties collaborate (i.e., which value they aim to create for whom), how they collaborate, and how the costs and benefits are distributed in the collaboration network. Most current business model design approaches (like the Business Modeling Canvas) do not take this network-centric perspective into account – they depart from the single firm perspective. In this workshop, we provide a hands-on experience with the BASE/X business engineering approach, which has been used successfully in many networked business environments. We start the workshop with a short introduction of the essentials of the approach and then dive into the details of inspiring business models from existing practice – these show how to innovate collaborations, explore different supply network constellations, or even disrupt a market. The second part of the workshop is devoted to how to design and evaluate business models using the BASE/X tooling. This workshop is aimed at business innovators and business designers of ESCF members who want to experience an innovative way to engineer their business. All participants will receive a copy of the BASE/X Business Modeling Handbook, such that they can apply the concepts from the workshop in their own organization.

Program of the workshop

15:00	Registration and coffee	ESCF
15:15	Welcome and aim of the workshop	Paul Grefen
15:25	Introduction to business modeling technique (BASE/X Business Model Radar)	Paul Grefen
16:10	Inspiring business models from practice	Oktay Turetken
16:40	Business model design	All participants
17:30	Light dinner with conversation	
18:15	Business model design (continued)	All participants
18:45	Business model evaluation	All participants
19:20	Wrap-up	Paul Grefen
19:30	End	