*X* This Business Model Format is designated as example for Society of Open Innovation: Technology, Market, and Complexity(SOI) 2025 10th Anniversary Conference, but just refer to this guideline and please fill the contents below when writing your Business Model Presentation.

- The Business Model Presentation for SOI 2025 10th Anniversary Conference should be about PPT 15 pages.

# **Business Model Title**

First Author Name

Position (Ex. Prof. Researcher, Ph.D., Master, CEO, and etc.), Affiliation (Ex. University, Institute, Company), Nationality Email: <a href="mailto:abc@defg.hig">abc@defg.hig</a>

Second Author Name

Position (Ex. Prof. Researcher, Ph.D., Master, CEO, and etc.), Affiliation (Ex. University, Institute, Company), Nationality

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#### Book Reference - Business Model Design Compass

#### Management for Professionals

JinHyo Joseph Yun **Business Model Design Compass** Open Innovation Funnel to Schumpeterian New Combination Business Model Developing Circle

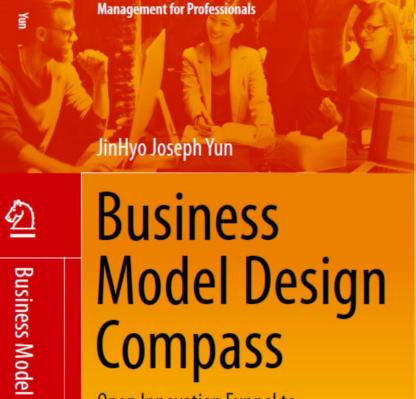
This book reveals how open innovation utilizes the developing circle of business models to establish new ones that define a unique link between technology and markets, focusing on how to develop and maintain successful business models. It draws readers into the philosophy and economic effects of open innovation from the outset. It presents four different developing circle business models for customers in the role of consumers, entrepreneurs, social entrepreneurs and engineers respectively, enabling each group to develop, utilize and enlarge creative business models, and even switch business models. In addition to these four circles, it takes a systemic approach to describe the relationship between open innovation, and business model. From this relationship an open innovation strategy towards entrepreneurship can be adopted. From Open Innovation to a Creative Developing-Circle Business Model is an essential resource for start-up entrepreneurs, as well as for students of technology management, strategy and open innovation.

Management / Business for Professionals ISBN 978-981-10-4126-

springer.com

Business Model Design Compass

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**Open Innovation Funnel to** Schumpeterian New Combination **Business Model Developing Circle** 



\*Please refer to the "Business Model Design Compass" book.

\*Please refer to Page 158, 167, 183, 203, 221 in this book.

# Introduction of firm(firm name)- I

Firm(Name) was established on....

# Introduction of firm(firm name)-II

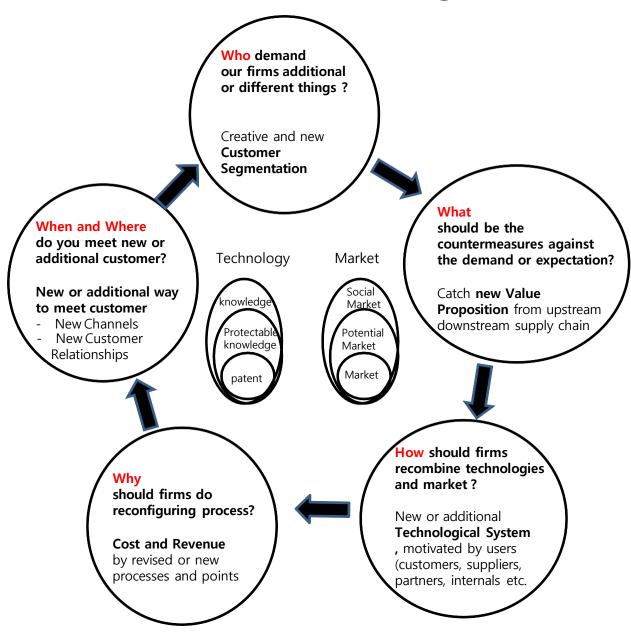
Now the firm(Name) is...

## Innovative case of the firm(firm name)- I

Innovative case one of the firm is...

## Innovative case of the firm(firm name)- ||

Innovative case two of the firm is...



1. Who(Customer Segmentation) (2 pages) \*Concretely define a customer

- Main Considerations:
  - Persona
  - Noncustomer
  - Adjacent market
  - Overshooting

#### 2. What(Value propositions) (2 pages) \*Resolve a problem, provide a concrete value, meet a desire

- Main Considerations:
- Minimum viable product
  - Feedback
    - Pivot

#### 3. How(Technical System) (2 pages)

\*Concrete system that creates value by combining technology and the market

- Main Considerations:
  - Key resources
  - Key activities
  - Key partnerships

#### 4. Why(Revenue and cost) (2 pages) \*Cost structure and contents, profit structure and contents

- Main Considerations:
  - Revenue Streams
    - Cost Structure

5. When and Where(Customer meeting) (2 pages) \*How to meet a customer, how to form customer relationships

- Main Considerations:
  - Channels
- Customer relationships