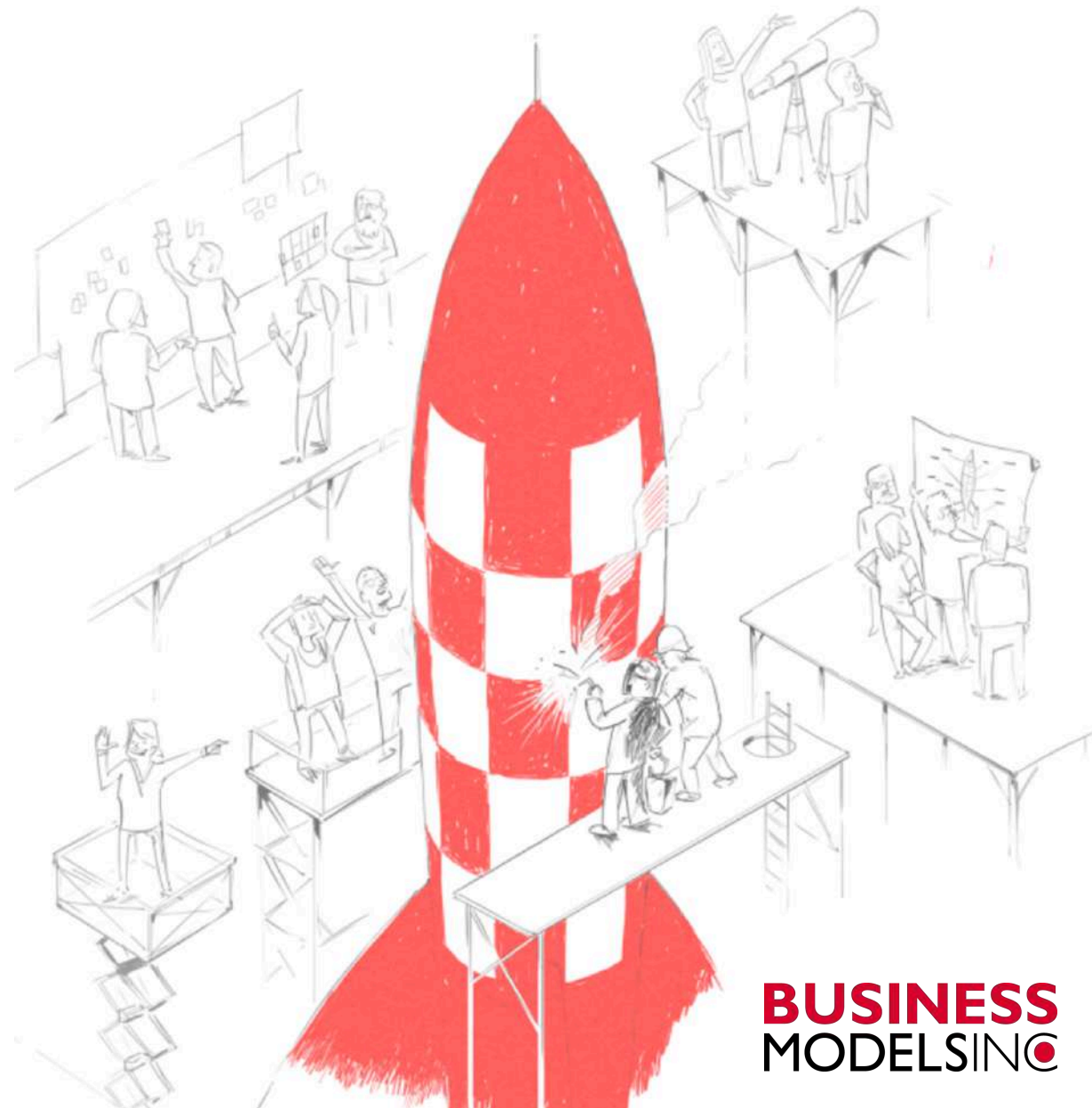


# TOUCH THE FUTURE

ACG HOLLAND, AMSTERDAM

EEFJE JONKER, NOVEMBER 21<sup>st</sup> 2017



**BUSINESS**  
MODELSINC

**DESIGN  
FOR  
FUTURE  
SUCCESS!**



**THE FUTURE OF YOUR BUSINESS...**

**...AND YOUR ROLE IN  
CREATING FUTURE  
GROWTH**



**VALUE CREATION  
x SCALABILITY =  
GROWTH**

**NEW TOOLS**

**NEW SKILLS**

**NEW MINDSETS**

**WHY?**



**BUSINESS AS USUAL IS DEAD**



**BUSINESS PLANS ARE SO 1980**

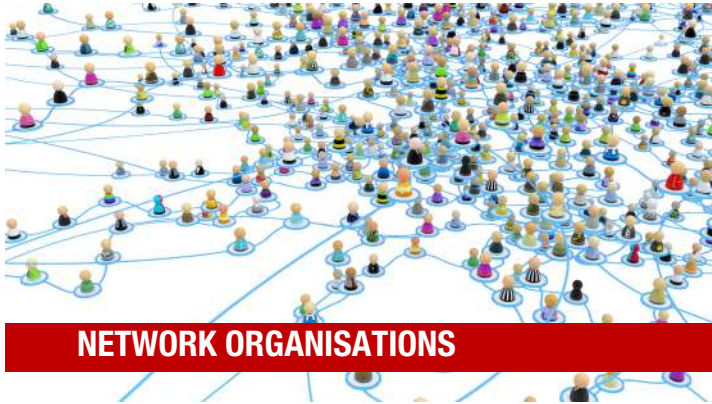


**WHERE IS VALUE ADDED?**



**OUR SHARED GOAL, A BETTER BUSINESS**

**THE RULES OF  
BUSINESS HAVE CHANGED**





**THE WORLD CHANGES**



**THE SPEED OF DEVELOPMENT HAS CHANGED**



**TECHNOLOGY DRIVES DISRUPTION**

Business Models Inc.  
**SHELF LIFE OF  
BUSINESS MODELS  
DECREASES**



FRESH FOR:  
18 MINUTES

FRESH FOR:  
3 MONTHS

FRESH FOR:  
5 HOURS

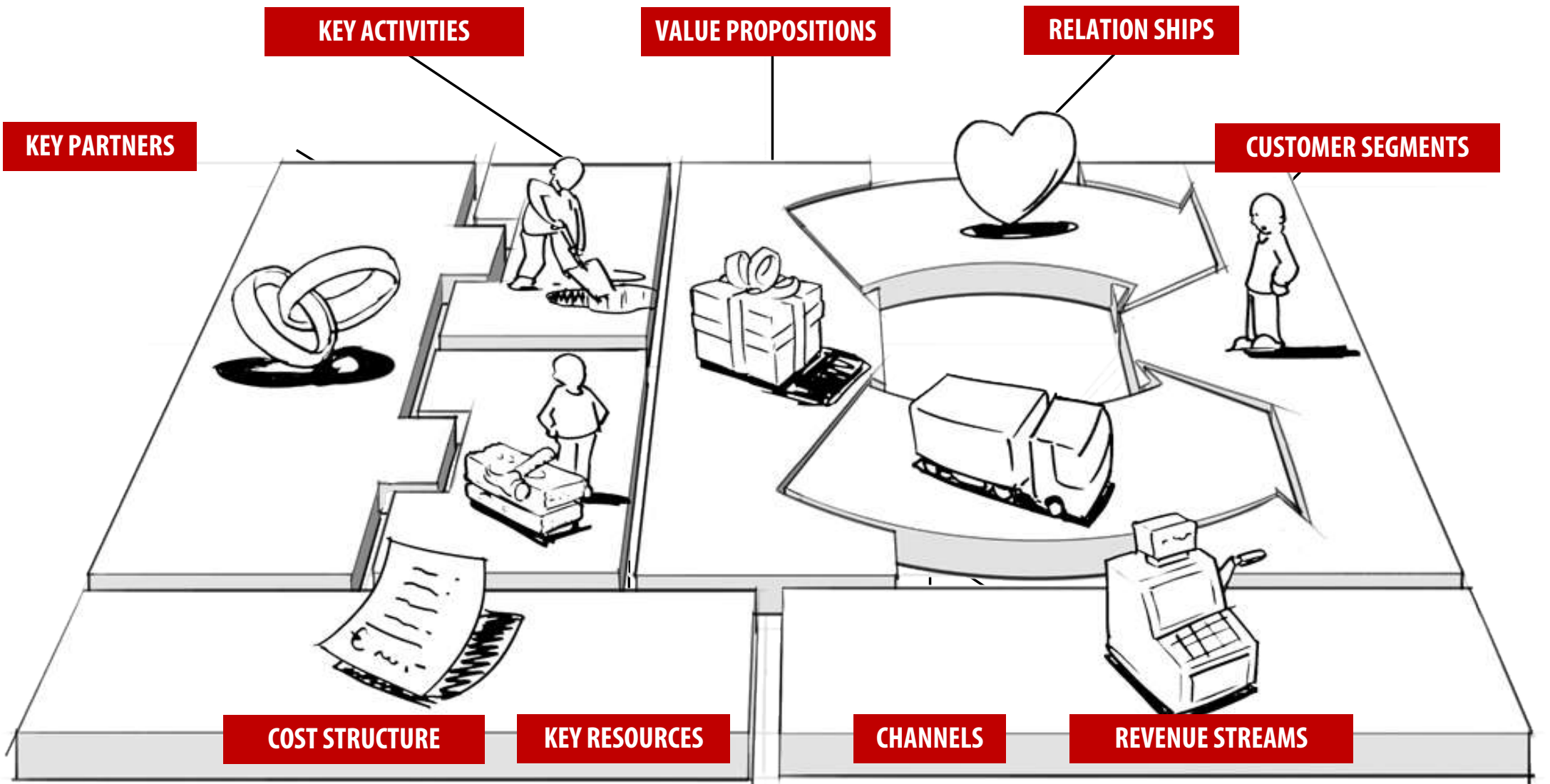


**DISRUPT BEFORE WE  
ARE DISRUPTED**

**1 QUESTION**

**WHERE IS VALUE  
CREATED?**

**A BUSINESS MODEL  
DESCRIBES THE RATIONALE  
OF HOW AN ORGANIZATION  
CREATES, DELIVERS, AND  
CAPTURES VALUE**





**YOU NEED TO LOOK AT THE MARKET**



**UNDERSTAND THE CUSTOMER**



**BE FAST FLEXIBLE & ADAPT**

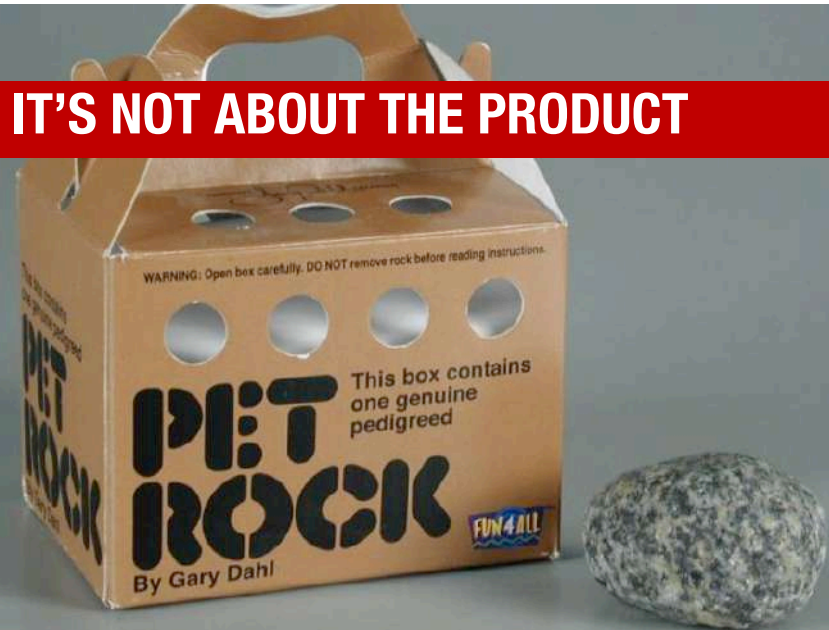
**PIPE SCALE VS.  
PLATFORM SCALE.**





**IT'S NOT ABOUT TECHNOLOGY**

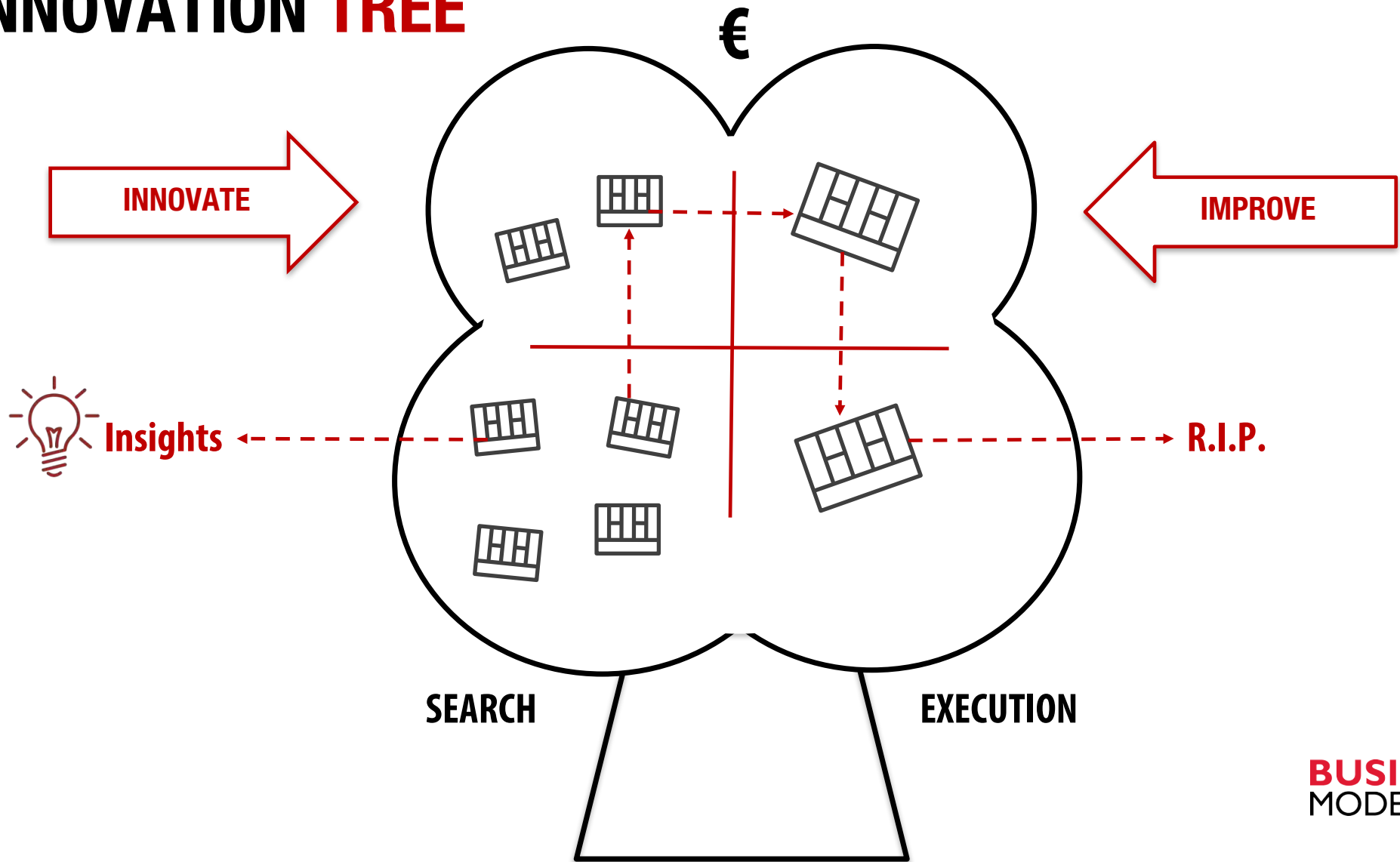
**IT'S NOT ABOUT THE PRODUCT**



**IT'S ABOUT  
NEW AREAS FOR GROWTH**

**DESIGNING CUSTOMER  
VALUE**

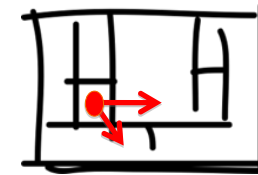
# INNOVATION TREE



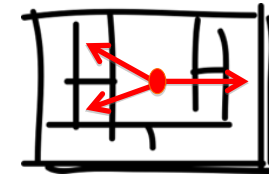


**WHAT IS THE FUTURE VALUE  
WITHIN YOUR CURRENT  
BUSINESS MODEL?**

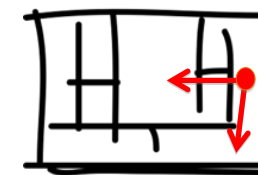
**4 EPICENTERS OF INNOVATION**



Resource driven



Proposition driven



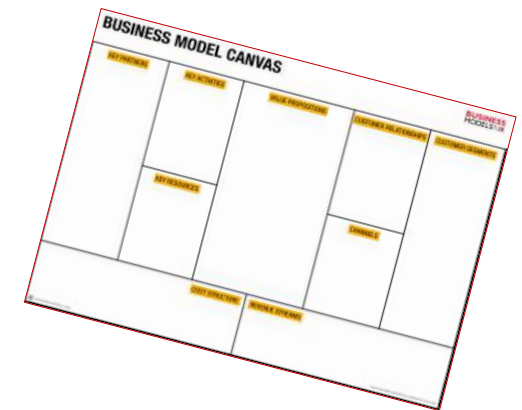
Customer driven



Partner driven



**WHAT'S THE  
FUTURE VALUE  
WITHIN YOUR  
CURRENT  
BUSINESS?**





**NEW POP UP STORE**



**MAKE GROCERY SHOPPING SIMPLE, FUN, AND AFFORDABLE FOR EVERYONE**



**RIJ ELKE DAG DE BESTE ROUTE, DANKZIJ REAL-TIME HULP VAN ANDERE BESTUURDERS**



**NEW**

**BUSINESS MODELS**

**ARE EXPONENTIAL**



UBER



KHANACADEMY



amazon



NETFLIX

Zappos.com

**EXPONENTIAL BUSINESS MODELS**

**IT IS ALL ABOUT LEARNING**

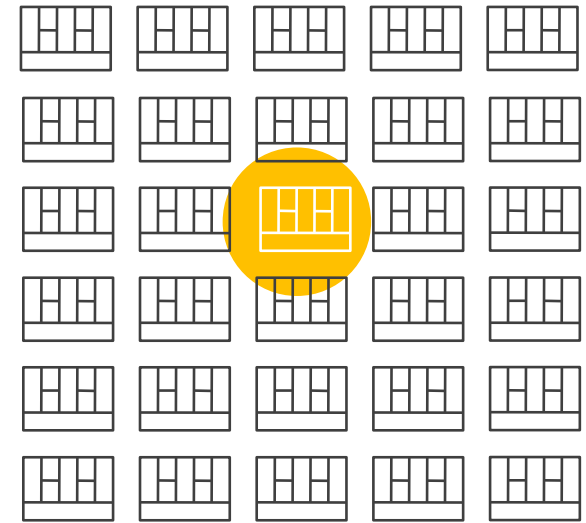
**INSIGHTS  
ARE THE NEW CURRENCY**

**YOU NEED TO TEST YOUR  
ASSUMPTIONS**

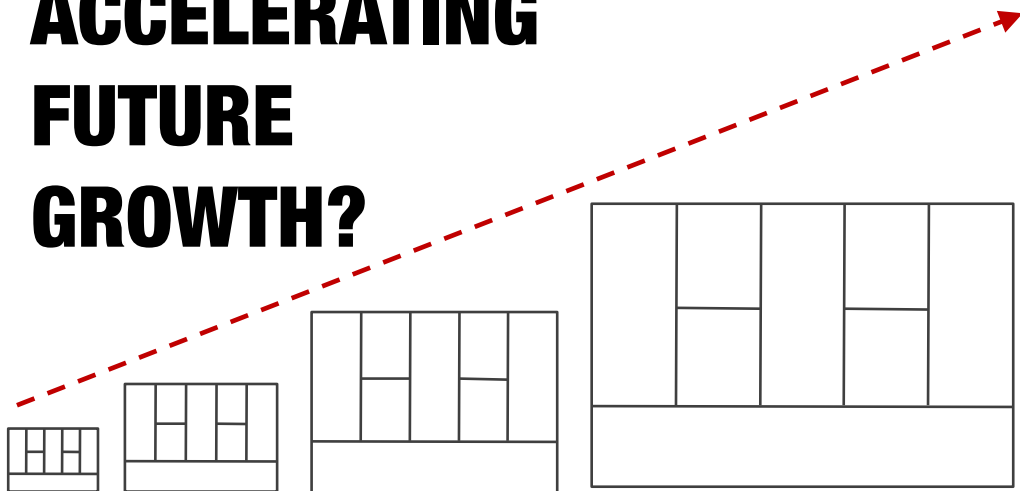
**NEW MINDSET**

**WHERE DO YOU WANT TO  
PLAY THE GAME...?**

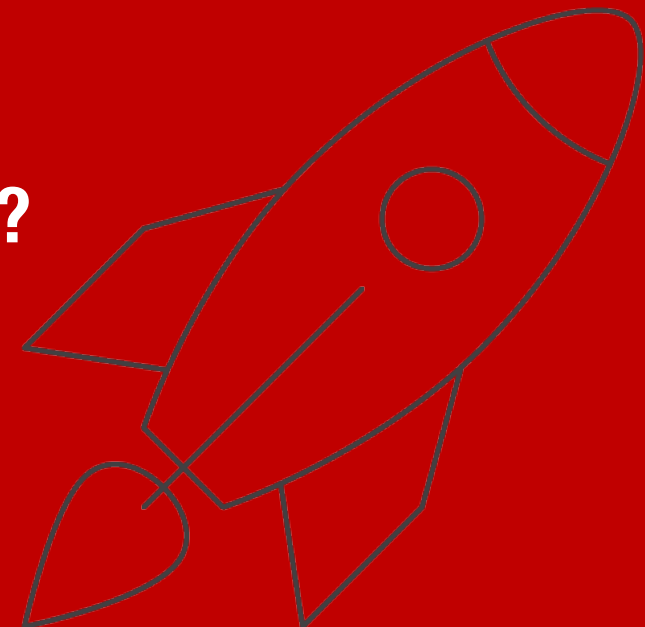
**UNLOCKING  
FUTURE  
POTENTIAL?**



**ACCELERATING  
FUTURE  
GROWTH?**



**WILL YOU BE  
THE CHANGE?**





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**STRATEGY DESIGNER**  
**MANAGING DIRECTOR**  
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**THANK YOU!**

# BUSINESS MODELSINC

[www.businessmodelsinc.com](http://www.businessmodelsinc.com)

DESIGNING BETTER BUSINESSES

