Workshop 3a: Business Models for Smart Applications and Systems in the Future Internet
Programme

• **Introduction**
  Sergio Gusmeroli, TXT, Italy
  Man-Sze Li, IC Focus, United Kingdom

• **Towards New Business Models in the Energy Sector based on Software-as-a-Service-Utilities and Value-added Services**
  Hannes Suttner, Siemens AG Austria, Austria

• **SaaS-U within a Service and Application Intermediary Business Model in Regional Healthcare**
  Andrew Faughy, Innovation Europe, United Kingdom

• **The Economics of Utility Services in ICT**
  Man-Sze Li, IC Focus, United Kingdom
Models (business-related)

- Value Models (value proposition)
- Innovation Models (innovation scenarios)
- Business Models
- Financial Models (incl. pricing & licensing)
- Ownership & Governance Models
- Operation & Management Models
- Marketing Strategies
- [Exploitation Models]
Building a Business Model

• Vision Statement
  – what do you intend to accomplish with X?
• Description of X
  – what is exactly being offered?
• Value Proposition of X
  – what is the opportunity?
  – why is X important?
  – for whom is it important?
  – revenue model (other value model?)
• Marketing Strategy
  – market segment
  – how do you draw customer to X?
• Financial Plan
  – income, expenditures, P&L
Business Model, Business Plan, and Business Strategy

- Vision
- Mission
- Strategic Plan
- Corporate Goals
- Planning Goals
- Tactics
- Budget

Business Strategy

- Strategic direction

Business Model

Business Plan

Operation & Performance
Business modelling process

1. Define the fundamental question
2. Identify outputs required to answer the question
3. Identify input variables that influence outputs
4. Describe how variables will behave over time
5. Explain how outputs are derived from inputs
6. Build model
7. Enter data assumptions
8. Test alternative scenarios & sensitivity of outputs
9. Document findings
10. Implementation

Data collection

Revise outputs/inputs in light of data availability
Try alternative data
Scenario planning

- Identify key input variables that may have a high impact on business
- Describe alternative behaviour patterns for the key inputs
- Select a few most “useful” scenarios
- Develop the scenarios
  - identify relationships between the key inputs, critical factors, and outputs
- Develop business strategies accordingly

Note: not all variables is associated with a measurable or even observable model input, e.g. political agenda, “market sentiments”
Part of the Future Internet conference week
13-17 December 2010
www.fi-week.eu
To debate the potential and merits (and possible dis-merits) of a wide spectrum of scenarios for the future of businesses on the Internet, in order to help pin-point:

- The more promising FI technologies for specific businesses
- How those technologies meet and possibly transform business needs (existing, emerging, blue sky thinking)
- Paradigms of improvements to existing business as well as radical business transformation
- Gaps if any between FI priorities and business priorities and expectations and how those gaps may be bridged

To bring together stakeholders from different backgrounds to engage in a constructive dialogue on establishing complementary approaches between different R&D&I initiatives, thus making them more attractive for business including SMEs participation

A key focus of the session is on connecting the innovation potential of European SMEs with the thrust and likely impact of FI research
Open Call for Contribution  
Speaking & Publishing Opportunity

• All interested stakeholders are invited to submit scenario descriptions of innovative businesses that leverage the Future Internet opportunity, taking into account the orientation and objective areas of this session. The scenario description should include a perspective of the future of businesses on the Internet, which may be generic, sector or application domain dependent. Specific enabling FI technologies for the scenarios need to be clearly identified, with their (potential) application described and where relevant assessed.

• **Deadline: 15 November 2010**

• Notification of acceptance: 22 November 2010
Further Information

FIA Enterprise Wiki
http://services.future-internet.eu/index.php/Enterprises

Session caretakers:
Man-Sze Li, FInES Cluster Co-Chair, IC Focus (Session Responsible); Stefano De Panfilis, Engineering and EFII; Sergio Gusmeroli, TXT; John Kennedy, Intel; Jean-Dominique Meunier, Technicolor; Julián Seseña, ROSE Vision