

Innovation
Caucus

The Business Model Innovation cards have been created to help you think about innovation more broadly in your business.. The cards are colour coded to different dimensions of the business model: **Purple (Offering)**, **Yellow (Configuration)** and **Green (Experience)**. To use the cards...

- 1** Take the darker coloured cards and discuss them to develop a shared understanding of how your business model works and creates value.
- 2** Select and discuss the 5 lighter coloured cards where your business is best placed to create additional value through business model innovation and identify pathways to grow.
- 3** Select and discuss the 5 lighter coloured cards where your business is least well placed to create value through business model innovation and identify pathways to strengthen the business model.
- 4** Repeat! The more cards you can work through the more effective and focused your approach towards identifying and implementing business model innovation will be.

Innovation Caucus



How does your
business create value
and enhance the
performance of your
customers?

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How is your product/
process/service
superior to your
competitors?

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How can the ease of
use of your product/
process/service be
improved?

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In what way can your
product/process/
service be personalised
at the point of use?

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How can your
customers acquire
your product/process/
service at other times
and places?

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How can your product/
process/service be
personalised at the
point of purchase?

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Who are the customers
(i.e purchasers) and who
are the consumers
(i.e. users) of your
product/process/service?

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How do your customers
experience your
product/process/
service?

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How do your customers/
consumers interact with
your business physically
and digitally
(and vice versa)?

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How do you
understand your
customer journey to
purchase and to use?

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How can interactions
with your customers
or consumers be made
easier?

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Who is your next
new customer?

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How does your
business build trust
with customers and
consumers?

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How does your
branding reflect what
your business does?

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How does your brand
convey a promise
that is consistently
delivered?

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How can your business
use its brand to reduce
customer perception
of risk?

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How can your business leverage products/ processes/services positively associated with your brand?

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How can your business
benefit from brand
extension?

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What customer touchpoints are the most important/effective for your business now (and in the future)?

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How can your
products/processes/
services be consumed
at different times and
in different locations?

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How can your business
connect with end users
(consumers) more
directly?

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How can your business
enable your customers
to interact with one
another?

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How and where do you
carry out transactions
with your customers?

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What transactions does
your business have
with customers?

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How do your
customers pay for
transactions?

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How can your business
modularise your
product/process/service
(i.e. reduced to
different parts)?

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Where, when and how
can there be other
transactions with
customers?

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How are your skills,
capabilities and
resources aligned to
your revenue model(s)?

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How can your business
better align your skills
and resources
for growth?

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How can your business
handle multiple
business models?

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What, if any, other
businesses is your
business dependent
upon?

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What are the main products/processes/services that your customers use in conjunction with your offering?

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How can the
dependence of your
business on other
products/processes/
services be reduced?

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How can you increase
the dependence of
other businesses on
your product/process/
service?

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What is the main competitive advantage of your business model (offering, experience, configuration)?

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What can your business offer that no one else can? (i.e. is your products/processes/services unique)?

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How can your product/
process/service be
reconfigured to create
a new offering?

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How can your business
get customers to
paying more?

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How can your business
grow the customer
base?

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How can your business
reduce the costs of
growth?

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Is there scope to
consider a more
substantive change to
the business model?

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Is it time to pause
and rethink the
business model?

STOP