



## BAMB STAKEHOLDER NETWORK: Special Interest Group 4 Business models





## SPECIAL INTEREST GROUP 4: BUSINESS MODELS

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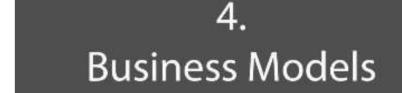
Contributing Partners:















#### **BUSINESS MODELS – AIMS AND OBJECTIVES**

The business models will focus on the complementarity and synergies that can be obtained by combining the two main research themes covered in the BAMB project:

### The business model for "Building As Material Banks" =

Research theme 1

**Material Passport** 

Research theme 2

Reversible Building Design

WP5.2 focus

**Corresponding Business and Operating Model** 

What functionality will the Material Passport cover, and how will it service the different stakeholder groups?

How will Reversible Building Design help reuse of buildings/components/structures?

What will be viable Business and Operating Model designs that can leverage the potential of both the Material Passport and Reversible Building Design that will enable a technical feasible and economical viable Building As Material Banks?



#### **BUSINESS MODELS – KEY RESULTS**

When innovating the business model in the digital era, 3 dimensions need to be managed

What business am I in? 'making fundamental choices'

**Business Model Innovation** 

**Industry Model Innovation** 

Innovating the 'industry value chain' by moving into new industries, redefining existing industries or creating entirely new ones, also by identifying/leveraging unique assets

**Revenue Model Innovation** 

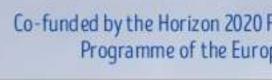
Innovating how we generate revenue through offering reconfiguration (product/service/ value mix) and pricing models

**Enterprise Model Innovation** 

Innovating the role we play in the value chain by changing our extended enterprise and networks with employees, suppliers, customers, and others, including capability/ asset configuration

#### **Target Operating Model (TOM)**

Turning a business model strategy into operations





## BUSINESS MODELS - OPPORTUNITIES FOR STAKEHOLDERS

BAMB



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