



# The C2C Barcamp

September 7 & 8, 2013 at Fachhochschule Brandenburg

## Documentation

**Topic: Experience-based business models**

Project institution:	University of Applied Sciences Brandenburg Magdeburger Str. 50 14770 Brandenburg/Havel
Academic director	Prof. Dr. Friedrich Holl
Academic co-director	Prof. Dr. Klaus-Dieter Müller
Chaiman of advisory board	Dirk Kiefer
Project manager and researcher	Noémie Causse
Researcher	Josephine Hage

[www.creative2c.info](http://www.creative2c.info) | [www.facebook.com/creativecapitalconference](https://www.facebook.com/creativecapitalconference) | [www.twitter.com/c2conference](https://www.twitter.com/c2conference)



EUROPÄISCHE UNION  
Europäischer Sozialfonds



LAND  
BRANDENBURG

### **The European Social Fund – Investing in your future!**

The creative capital conference (C2C) is funded by the Ministry of Labour, social affairs, women and family with funds from the European social fund and the state of Brandenburg)

# Session: Experience-based business models

Host: Søren Smed, InVio, Aalborg (Denmark)

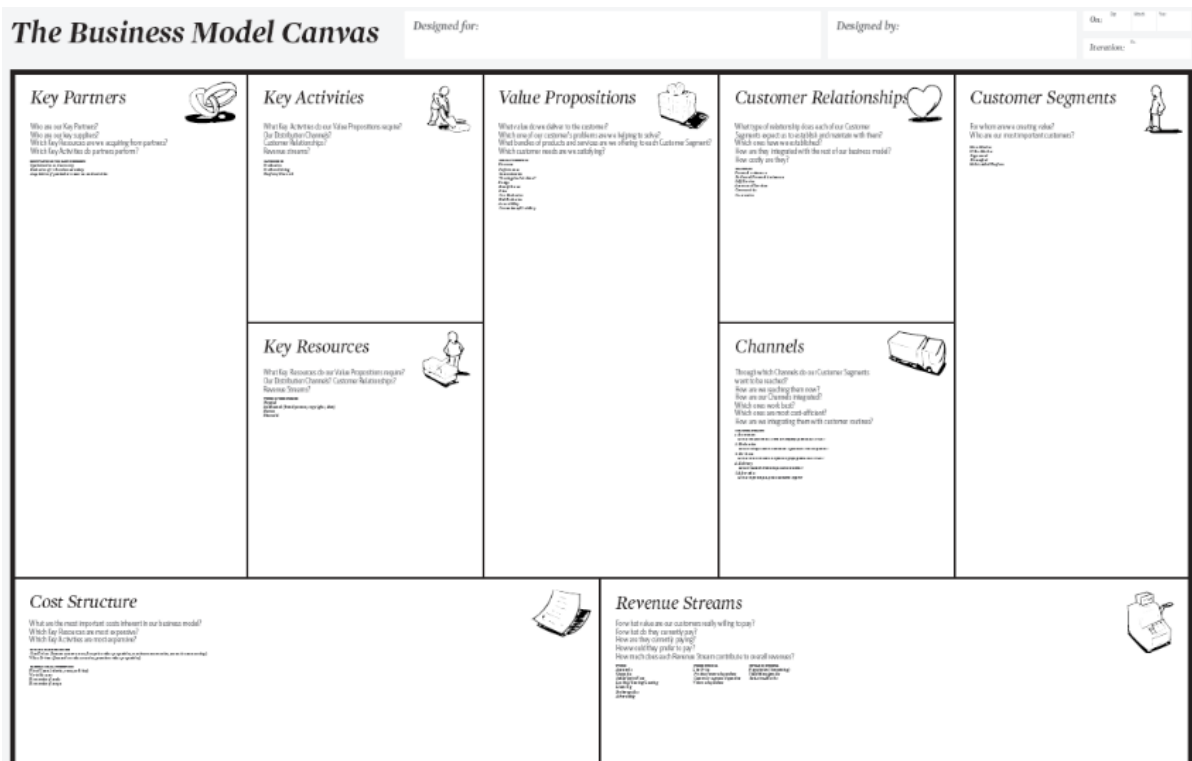
## 1. Introduction and description of topic:

Søren Smed is the network coordinator of InVio, a cluster organisation within the Danish innovation network. Søren works on knowledge sharing, matching-making and fostering of collaboration between knowledge institutions and companies. His special interests are mobile media, user centered innovation, business models and experience economy and technology.

In this session, the main questions to be addressed were: "What are business models?", "Do experience-based business models exist?", "How can we develop these with new ideas?"

One possible goal for the session would be to create new tools for a business model approach. The business model canvas as well as the method of the "customer journey" are applied in group exercises.

The two groups work on the experience models around Mc Donald's and Lego.

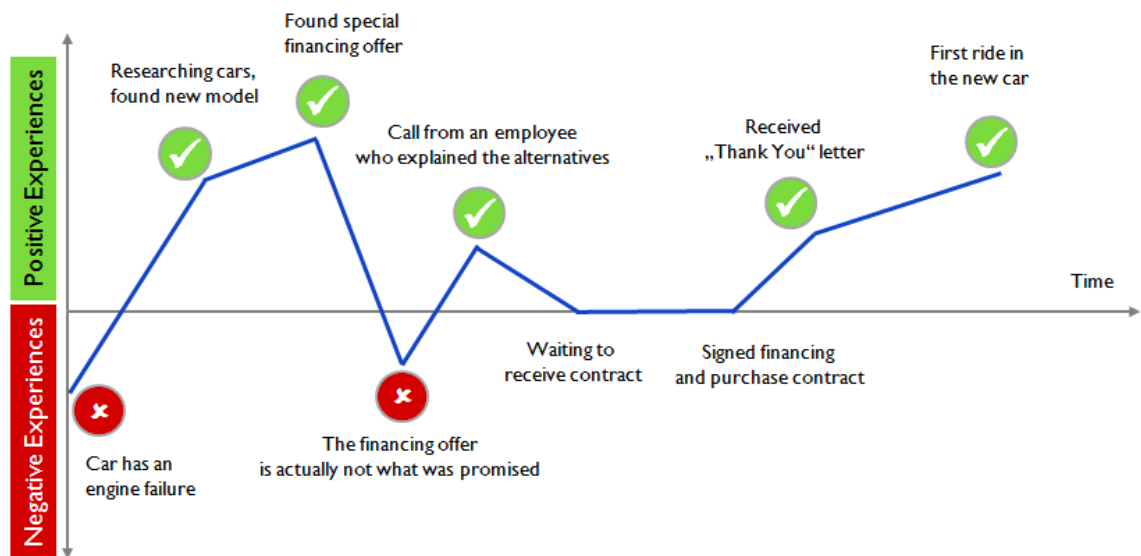


(The business model canvas - in theory ...)



(... and put to use by the participants)

### Customer Journey Example: Car Purchase



(Source: <http://www.cxacademy.org/customer-journeys-an-introduction.html>)

## **2. Theses and major points for discussion:**

- A business model itself can be seen as a source of innovation.
- A good business model might even beat an innovative idea.
- The value proposition is most important.
- The customers always needs to be in the center of the business model.
- What is the value for the customer?
- What problems of a customer does one want to answer?

## **3. Links:**

Joseph Pine and James Gilmore: The Experience Economy: Work is Theatre and Every Business a Stage:

[http://books.google.de/books?id=5hs-tyRrSXMC&printsec=frontcover&hl=de&source=gb\\_s\\_ge\\_summary\\_r&cad=0#v=onepage&q&f=false](http://books.google.de/books?id=5hs-tyRrSXMC&printsec=frontcover&hl=de&source=gb_s_ge_summary_r&cad=0#v=onepage&q&f=false)

The Business model canvas: <http://www.businessmodelgeneration.com/canvas> and [http://www.businessmodelgeneration.com/downloads/business\\_model\\_canvas\\_poster.pdf](http://www.businessmodelgeneration.com/downloads/business_model_canvas_poster.pdf)

The customer journey method:

<http://www.cxacademy.org/customer-journeys-an-introduction.html>

<http://www.servicedesigntools.org/tools/8>

InVio: [www.invio-net.dk](http://www.invio-net.dk)