A horizontal bar with a teal segment on the left and an orange segment on the right.

Proces flow from DEMO plan towards Business Model

Solutions+ Webinar Summer School WP 3

Harm Weken, Edwin Bestebreurtje (FIER Automotive & Mobility)



WP3 roles in Solutions Plus

Market of solutions and business models

Catalogue

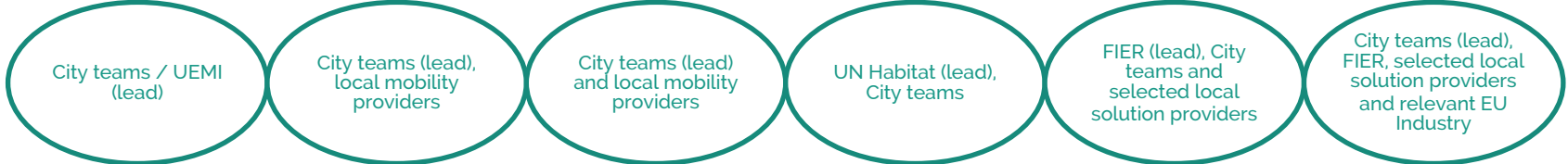
EU industry and local business partnerships



Business models and plans

Start-up incubator

Proces flow



Content	Description local situation, challenges, opportunities etc. (See Demo city plans and list of KPI's)	An active or potential local market demand, with the potential to grow to a volume sufficient to become economic sustainable and to become competitive against less environmental friendly alternatives on the market (scale up potential)	Make draft solutions more concrete List the functional requirements needed per draft solution	Expression of Interest documents and video's from tendering process by UN Habitat. Best fit to the functional requirements	EU Industry list combined with missing knowledge and / or parts of the solution to meet the functional requirements: Technical solutions and knowledge transfer	All relevant elements of BMC: customer segments, relationships, channels, value proposition, key activities & resources, key partners, cost structure, revenue streams
Levels to describe	Country, city, specific idea for demo	City eco-system, mobility networks and actors, infrastructure situation	City eco system, networks, infrastructure and possible products	City eco system, networks, infrastructure and possible products	Products, services and infrastructure	City eco system, networks, infrastructure, products and services
Document	Demo city plans (already available), List of KPI's (WP1)	Demo city plans (already available), List of KPI's (WP1)	List of functional requirements	EOI docs, Video, jury selection reports	EU Industry list, information and discussion selected local solution providers, information and discussion EU Industry to match	Business Model Canvas tool

Steps within the process



Step 1: specify local situation and goals

Who?

City teams

What?

Description local situation, challenges, opportunities and goals of the demo's planned within Sol+

Level?

- City level within the context of National policies regarding zero emission mobility

Relevant documents (already available:

- City demo plans (WP4)
- List of KPI's (WP1)

Goals setting according to KPI list (WP1)

Financial
costs/
revenues



Institutional /
political



Climate



Environmenta
l



Social



Economic





Step 2: Develop draft solutions

Who?

- City teams including local stakeholders

What?

- An active or potential local market demand, with the potential to grow to a volume sufficient to become economic sustainable and to become competitive against non-environmentally friendly alternatives on the market (scale up potential)

Level?

- City eco-system, mobility networks and actors, infrastructure situation

Relevant documents:

- Demo city plans (WP4)
- List of KPI's (WP 1)



Step 3: describe functional and technical requirements

Who?

- City teams and local stakeholders

What?

- Make draft solutions more concrete
- List the functional and technical requirements needed per draft solution

Level?

- City eco system, networks, infrastructure and possible products

Relevant documents

- List of functional and technical requirements (to be set up)



Step 4: Selection of local solution providers (Start up Incubator)

Who?

- City teams, UN Habitat and jury expertise (ERTICO, FIER, UEMI / WI)

What?

- Expression of Interest documents and videos from tendering process by UN Habitat.
- Best fit to City demo plans

Level?

- City eco system, networks, infrastructure and possible products

Relevant documents:

- EOI docs, videos, jury evaluation report



Step 5: Identification possible EU industry to match selected local start ups

Who?

- City teams and Sol + WP 3 partners

What?

- EU Industry list combined with missing knowledge and / or parts of the solution provided by the chosen local start ups to meet the functional and technical requirements and knowledge transfer

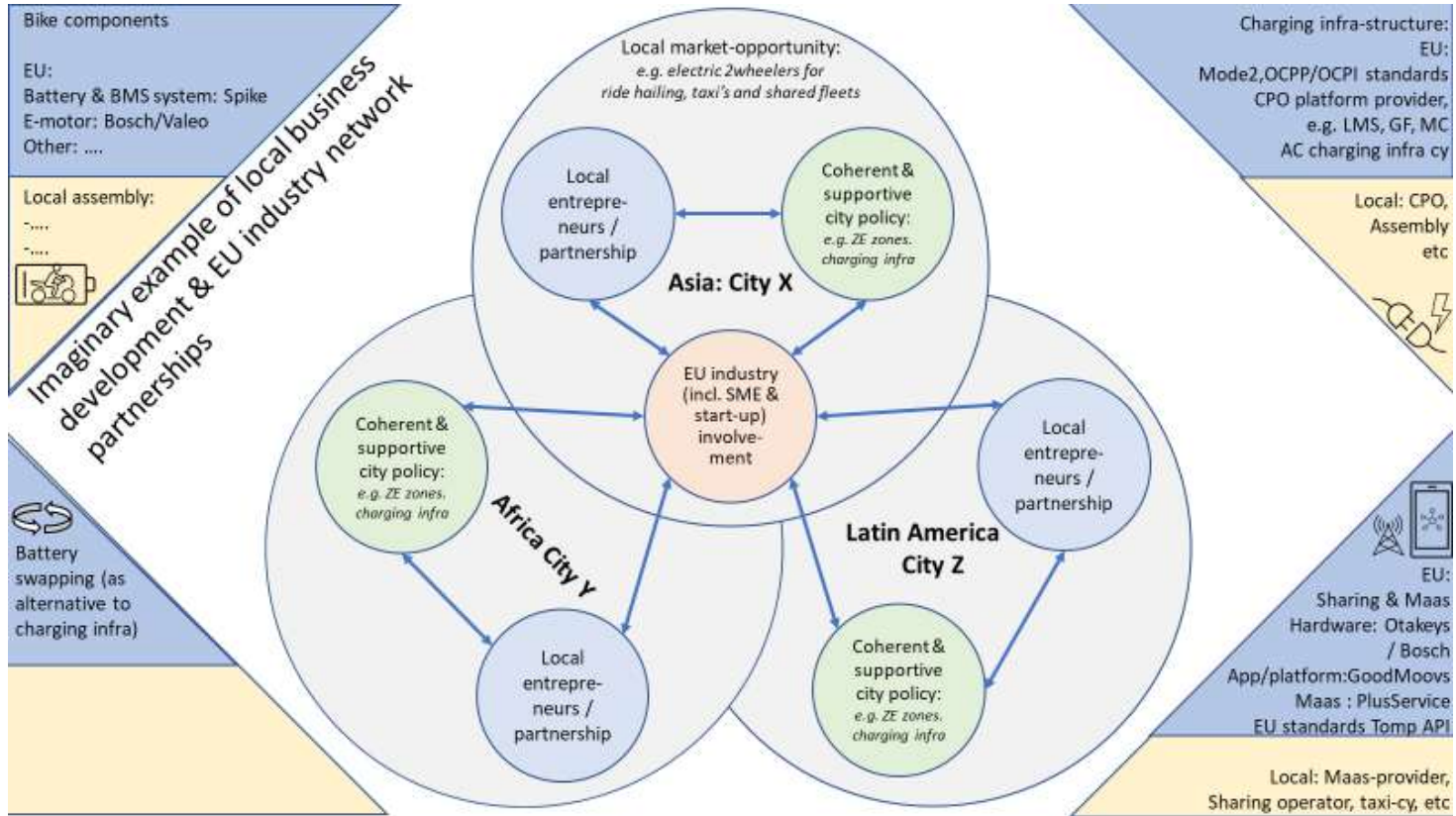
Level?

- Products, services and infrastructure

Relevant documents:

- EU Industry list (WP3)
- Guidelines process (WP3) (see next sheet)

Coherent policy development for local e-mobility ecosystem





Step 6: Business Models (eg BMC, Service dominant Business Model)

Who?

- City teams, local start ups, EU Industry with support of Sol + WP3 partners

What?

- All relevant elements of Business Models

Level?

- City eco system, networks, infrastructure, products and services

Relevant documents / information:

- Business Models tools and training

Final: Evaluation according to KPI list (WP1)

Financial
costs/
revenues



Institutional /
political



Climate



Environmenta
l



Social

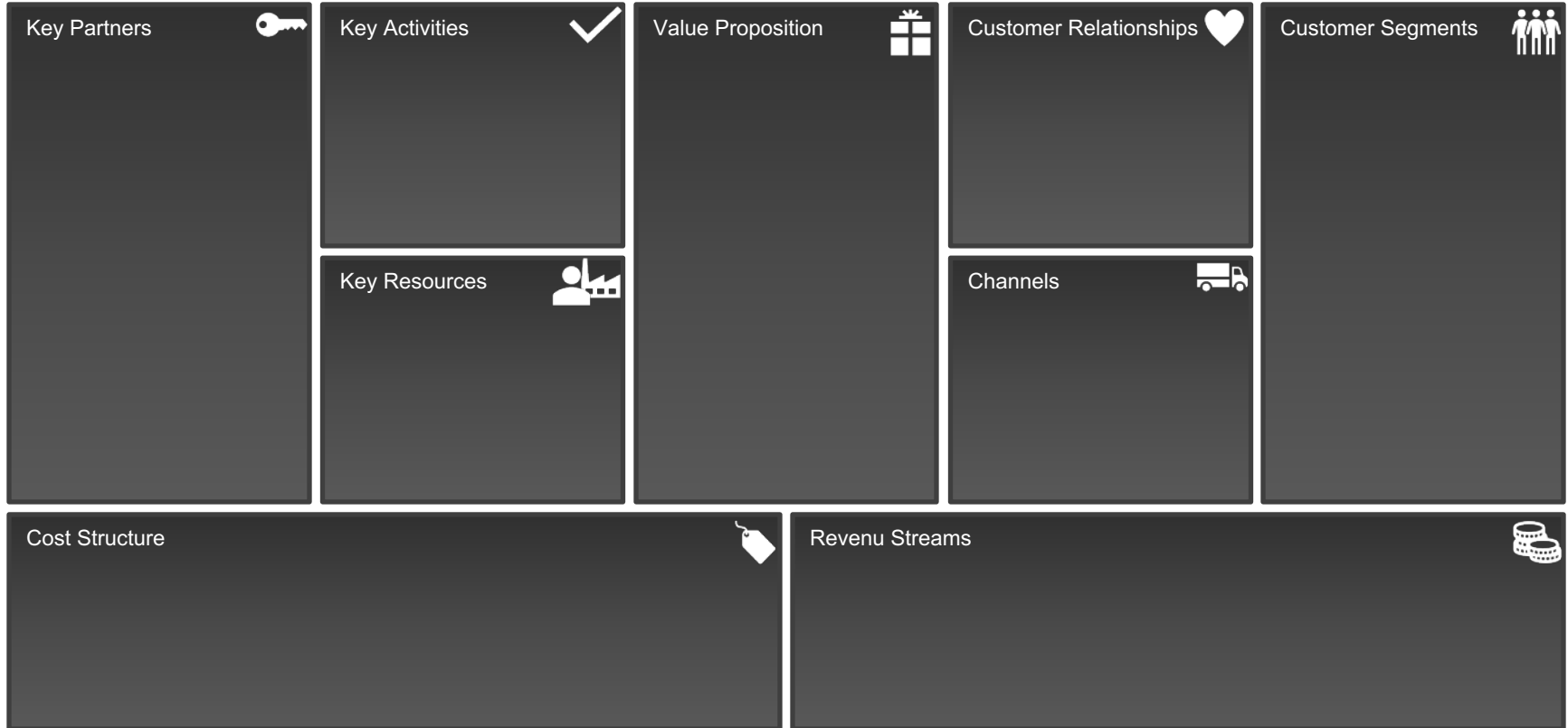


Economic

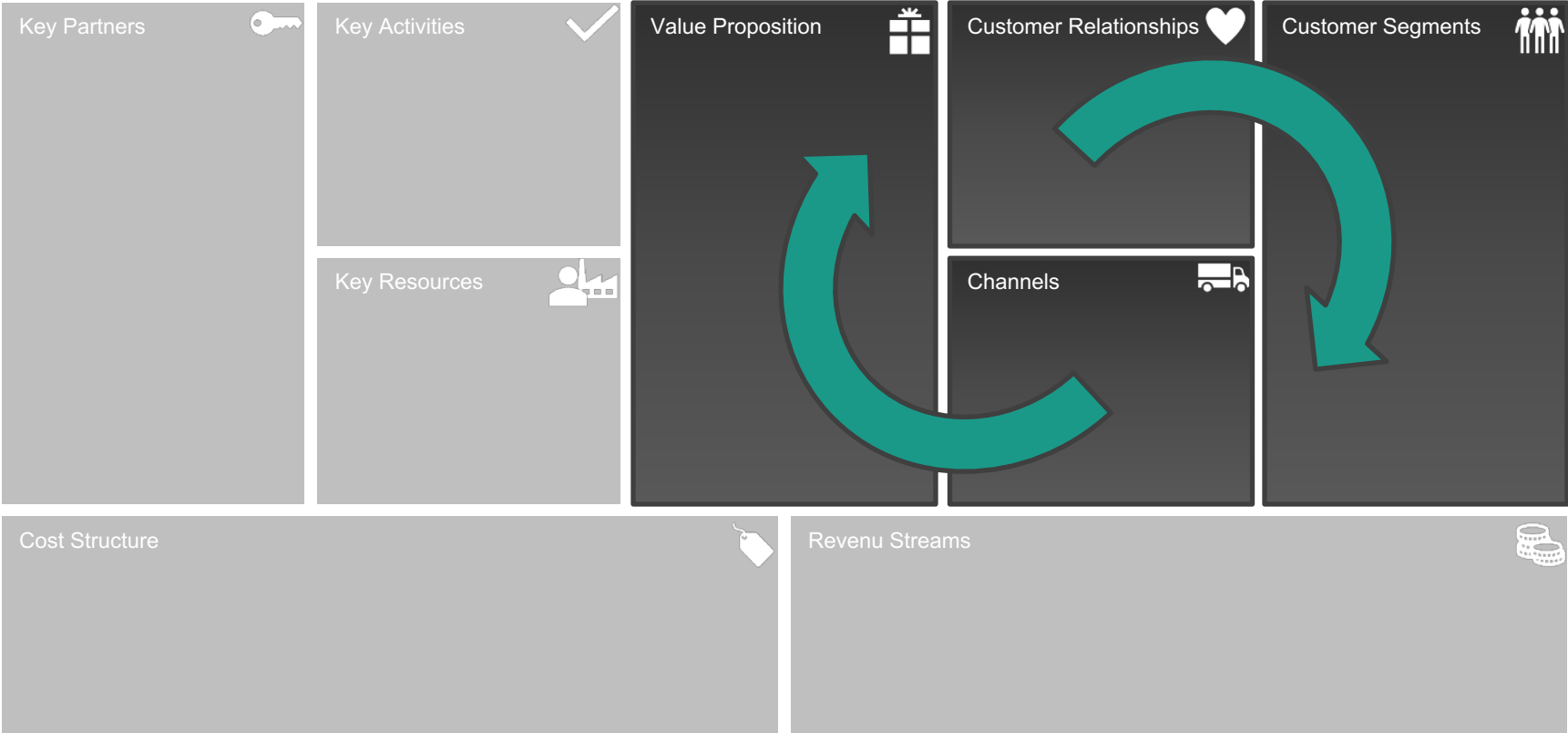


Business Model Canvas

Business Model Canvas

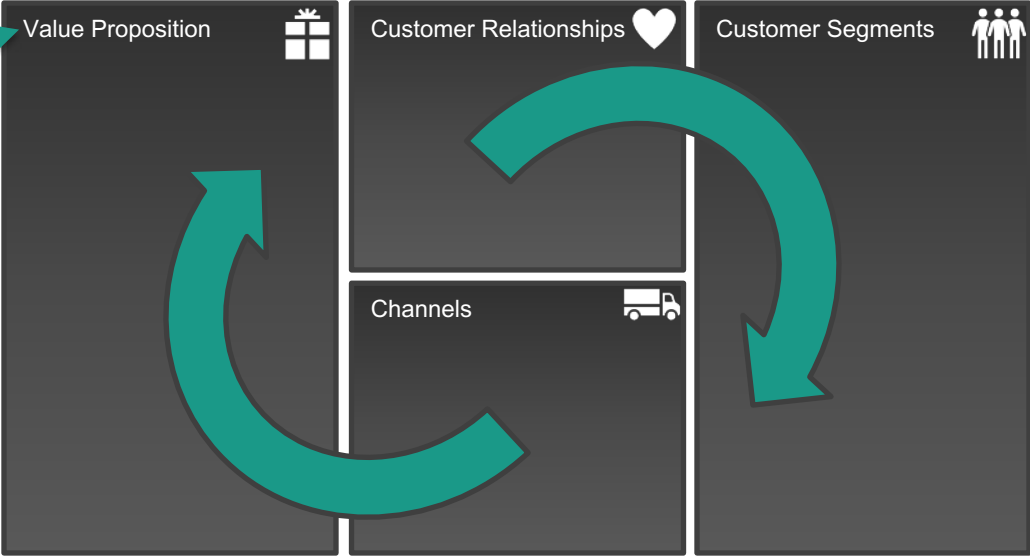


Business Model Canvas



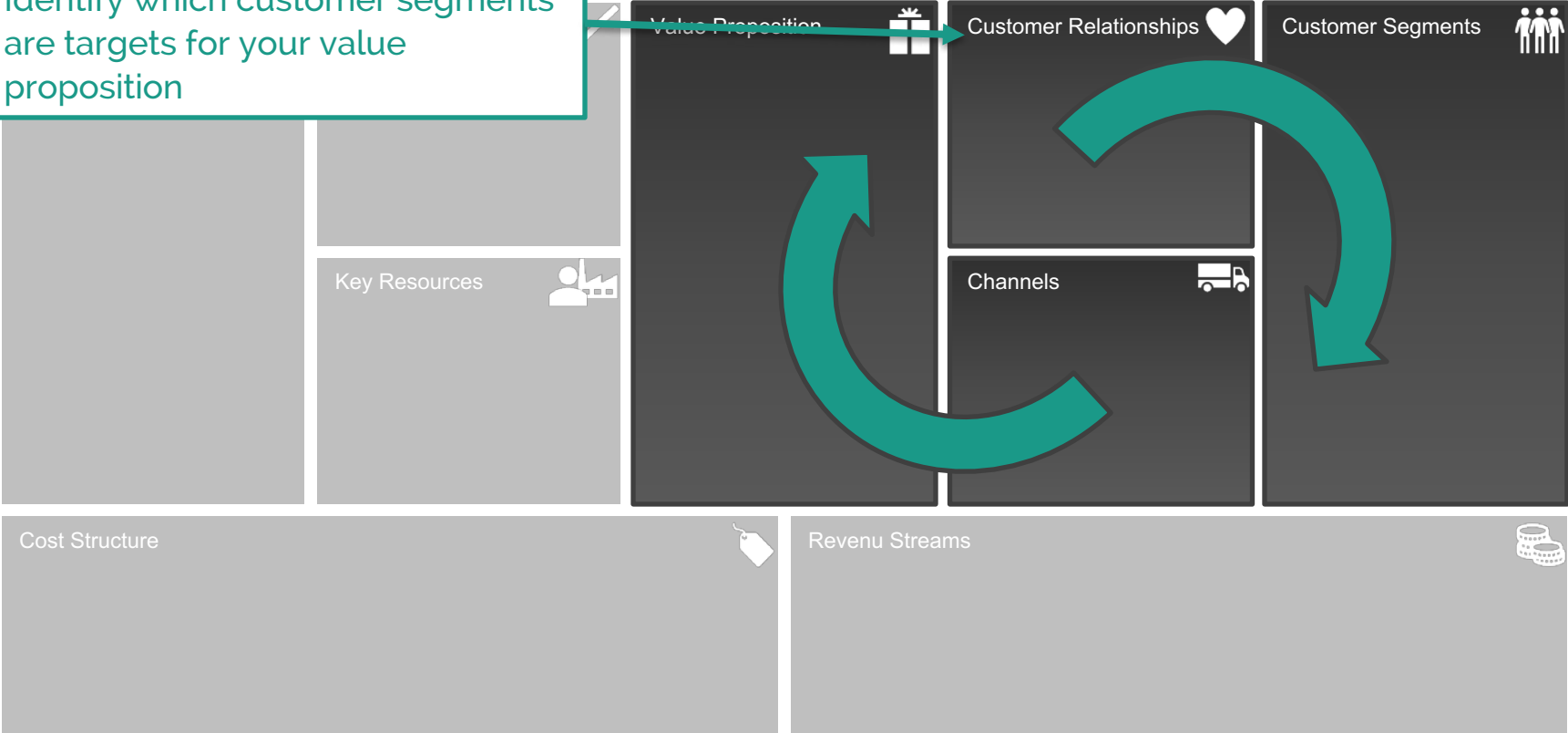
Business Model Canvas

Value Proposition
Identify the core value the company provides to customers.
What makes my company unique?



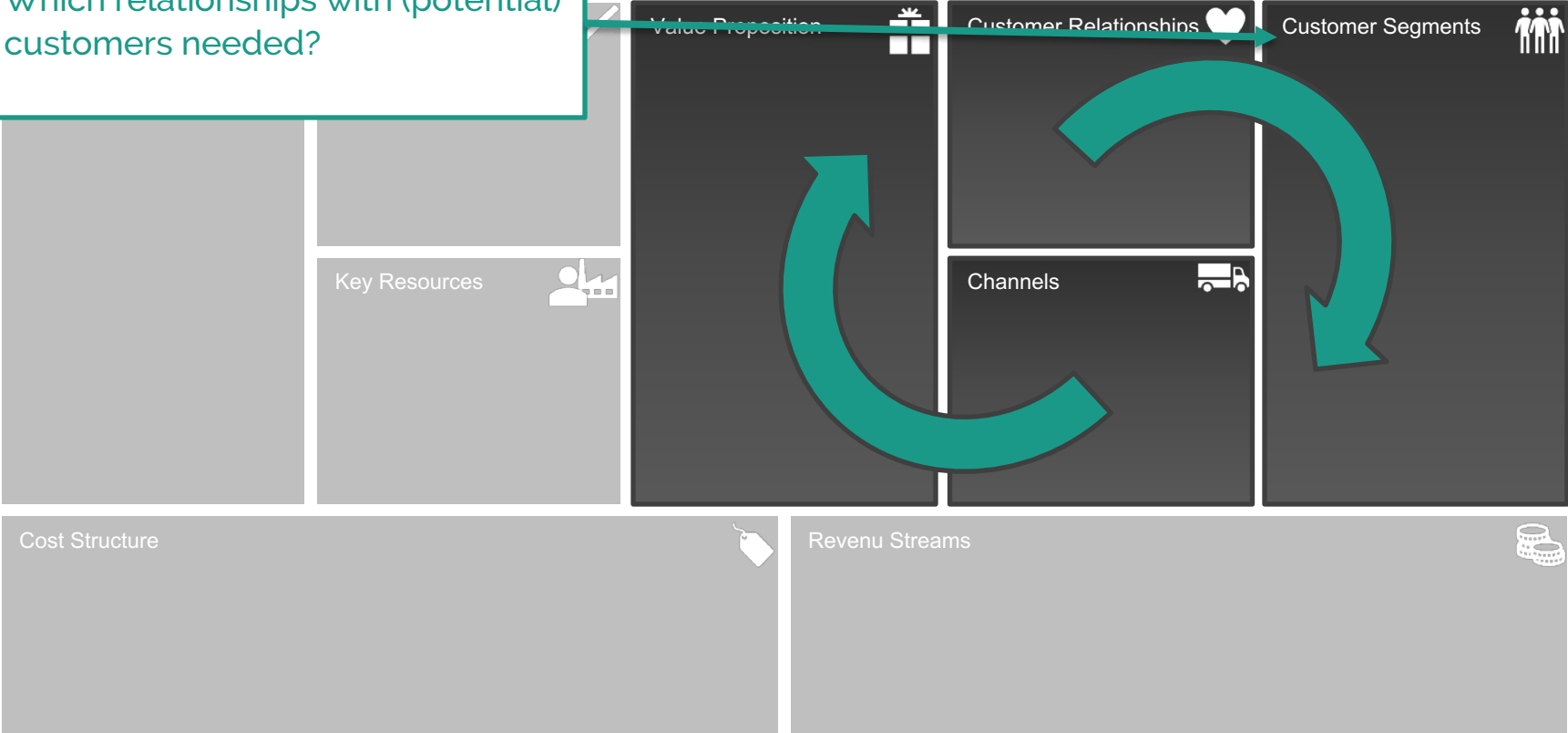
Business Model Canvas

Customer Segments
Identify which customer segments are targets for your value proposition



Business Model Canvas

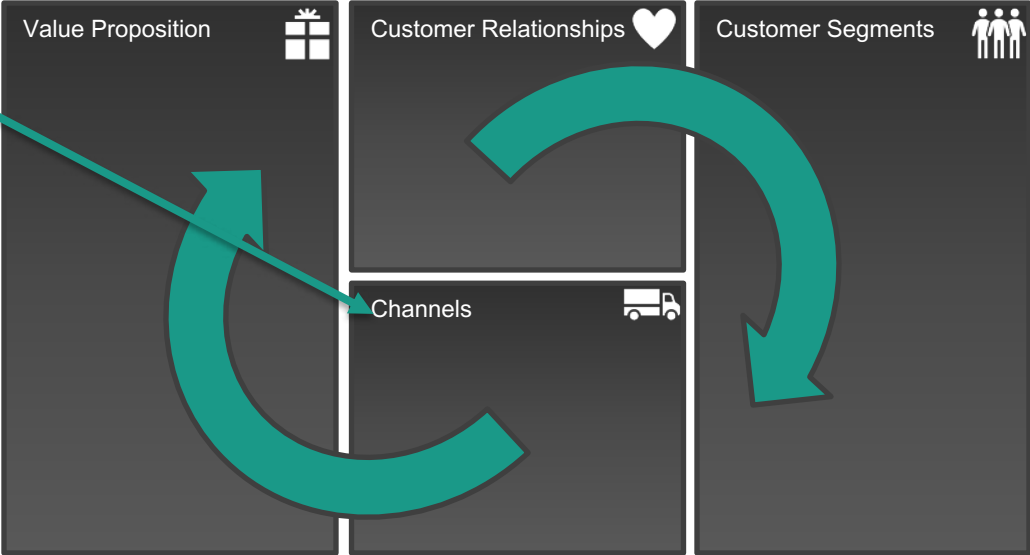
Customer Relationships
Which relationships with (potential) customers needed?



Business Model Canvas

Channels

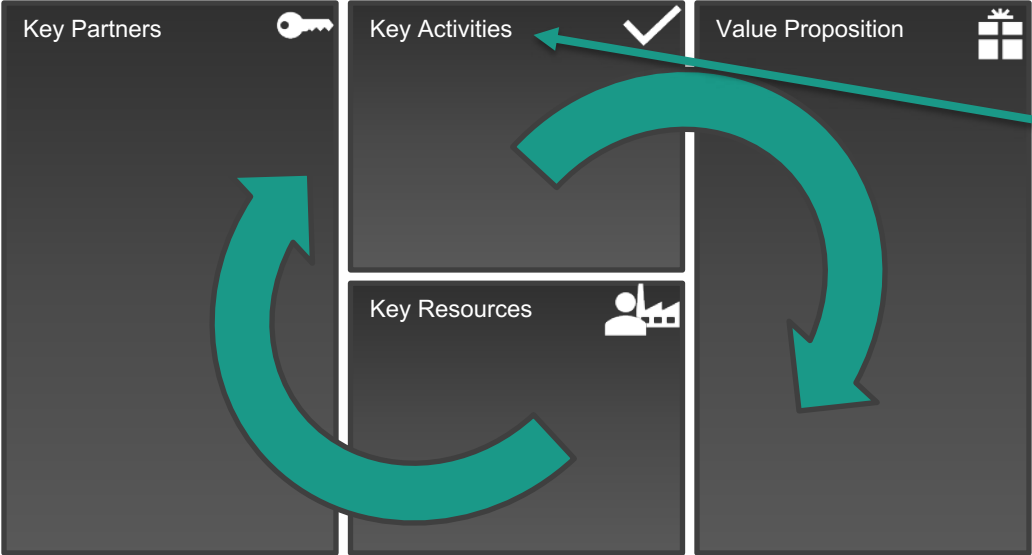
Channels are defined as the avenues through which your customer meets your business and becomes part of your sales cycle.



Business Model Canvas

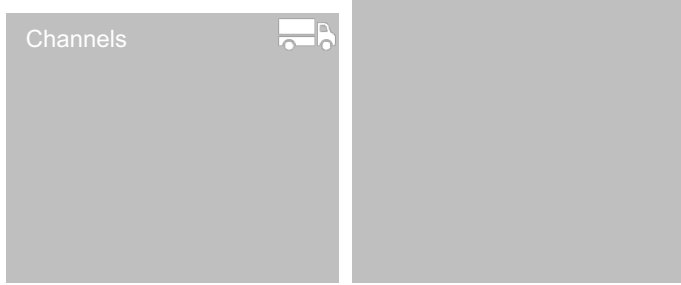


Business Model Canvas



Key Activities

The Key Activities of your business are the actions that your business undertakes to achieve the value proposition for your customers.



Business Model Canvas



Key Resources

Next you should think about what practical resources are needed to achieve the key activities (actions) of the business



Business Model Canvas

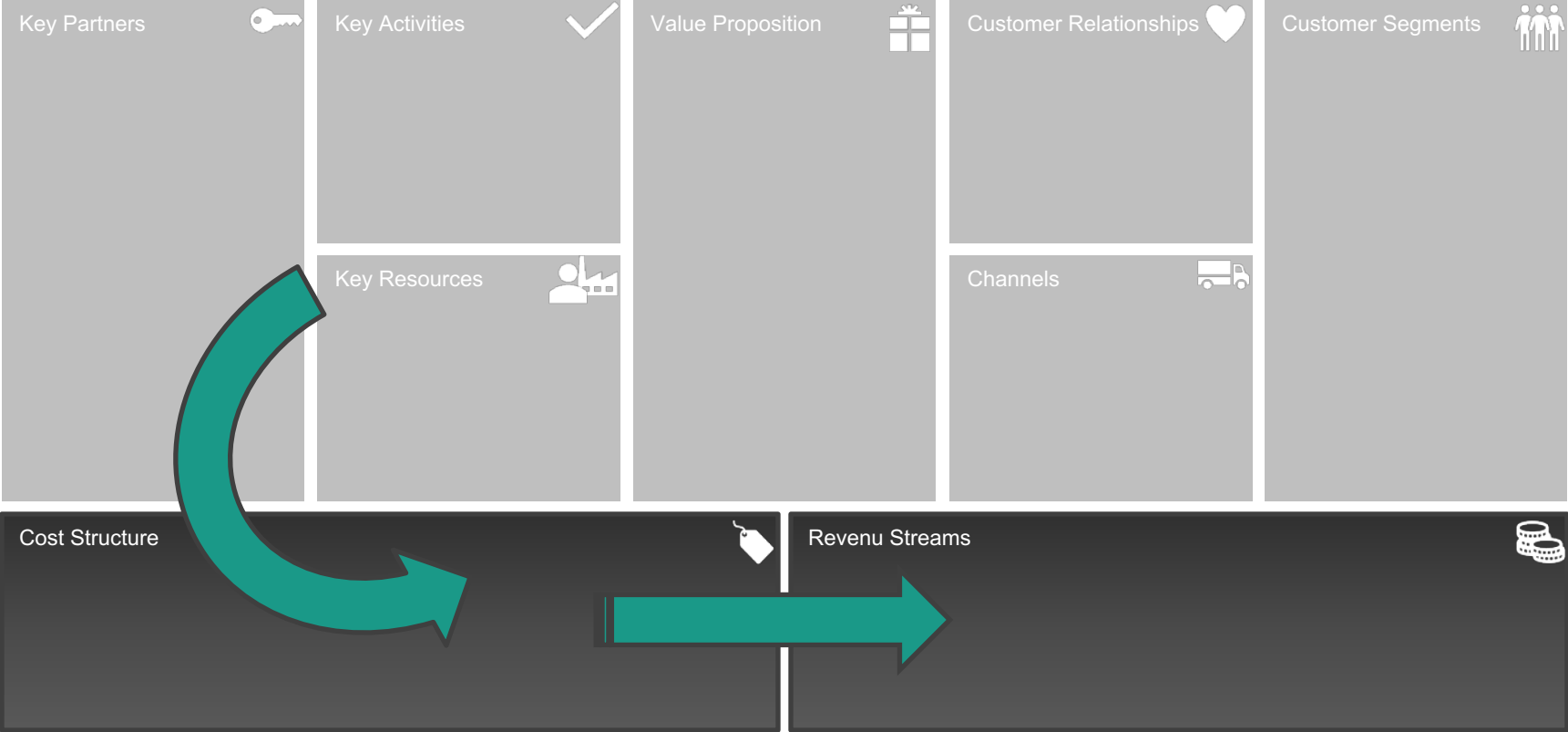


Key Partners

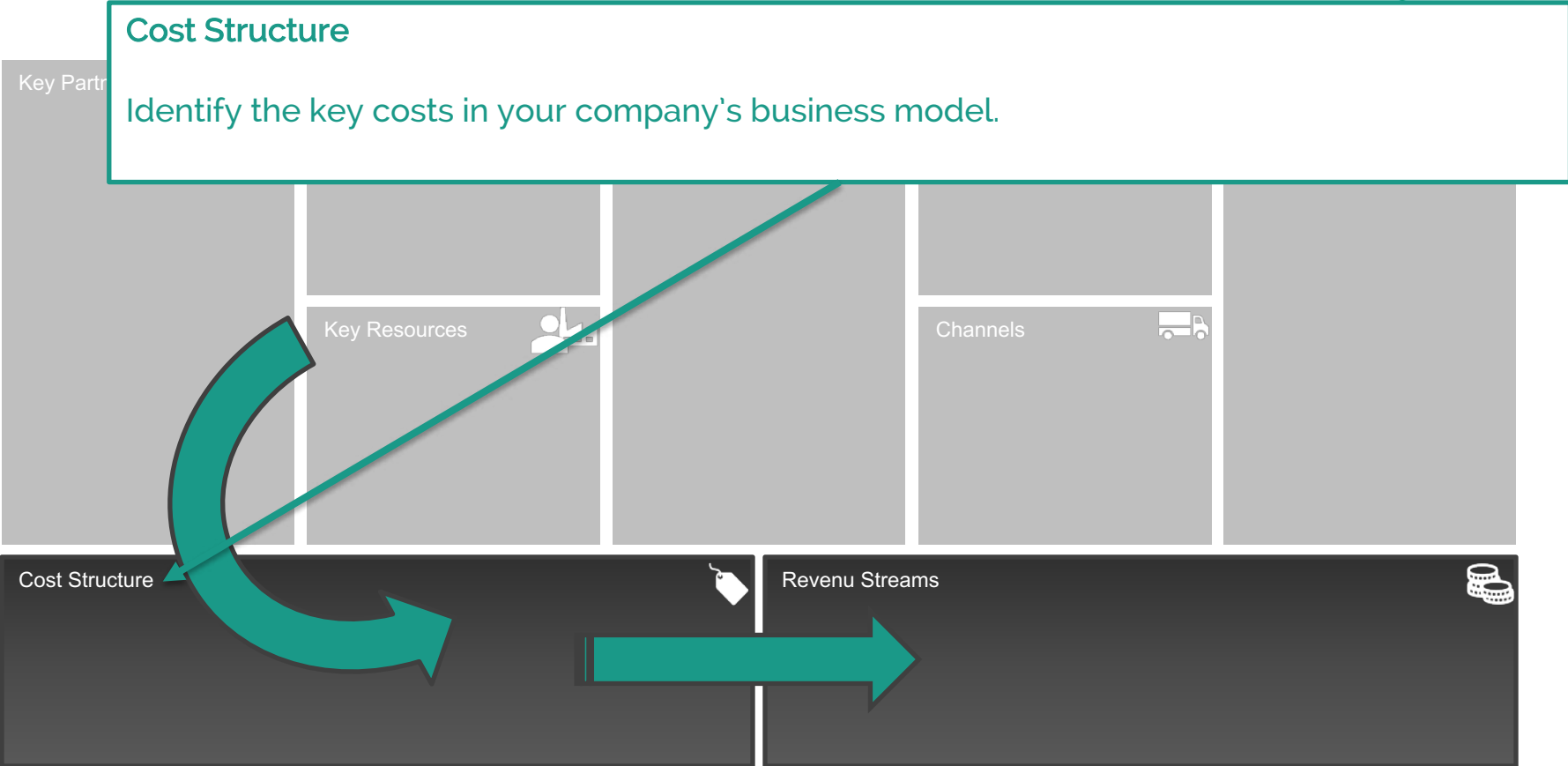
Key Partners are a list of other external companies/suppliers/parties you may need to achieve your key activities and deliver value to the customer.



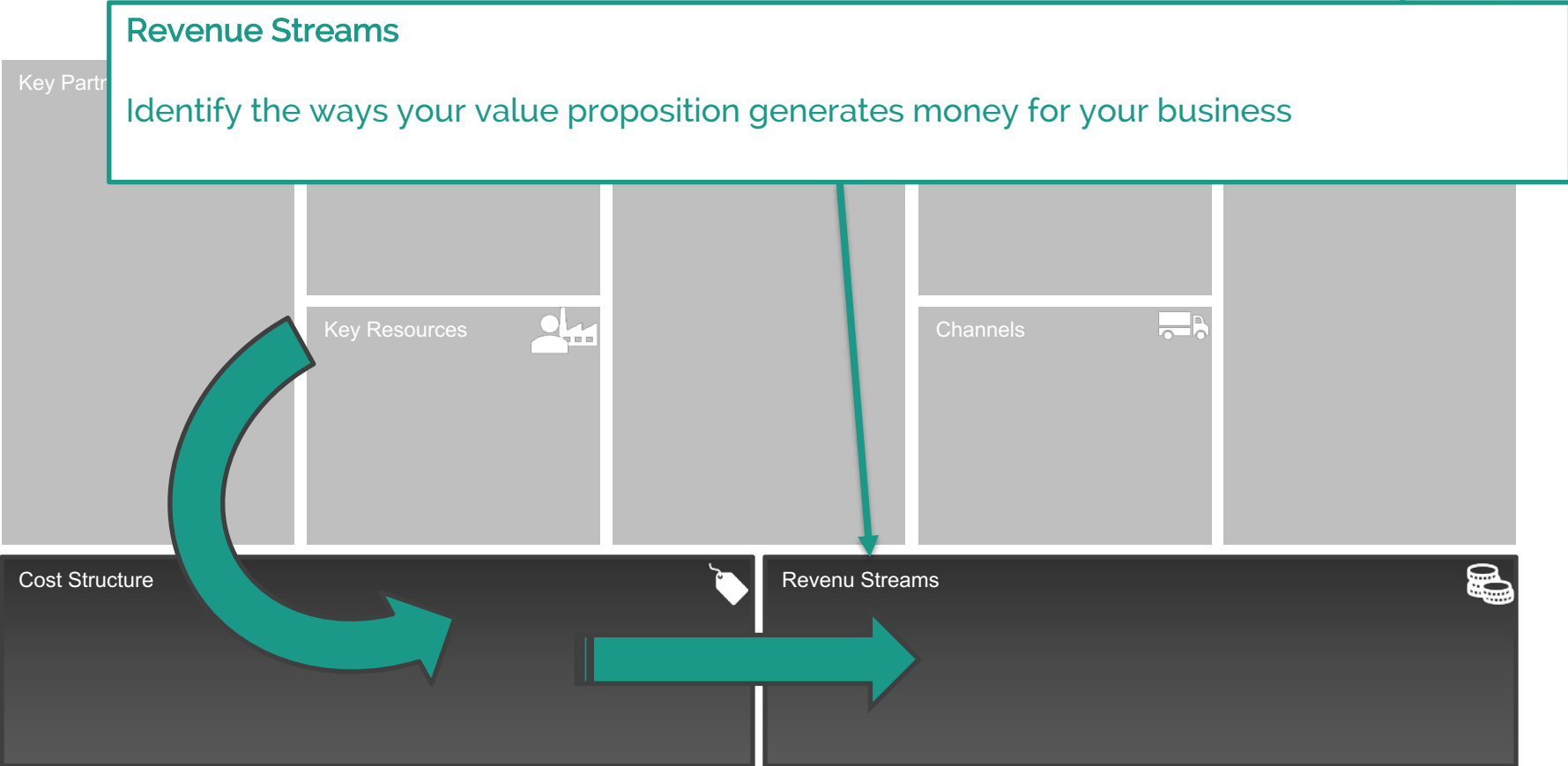
Business Model Canvas



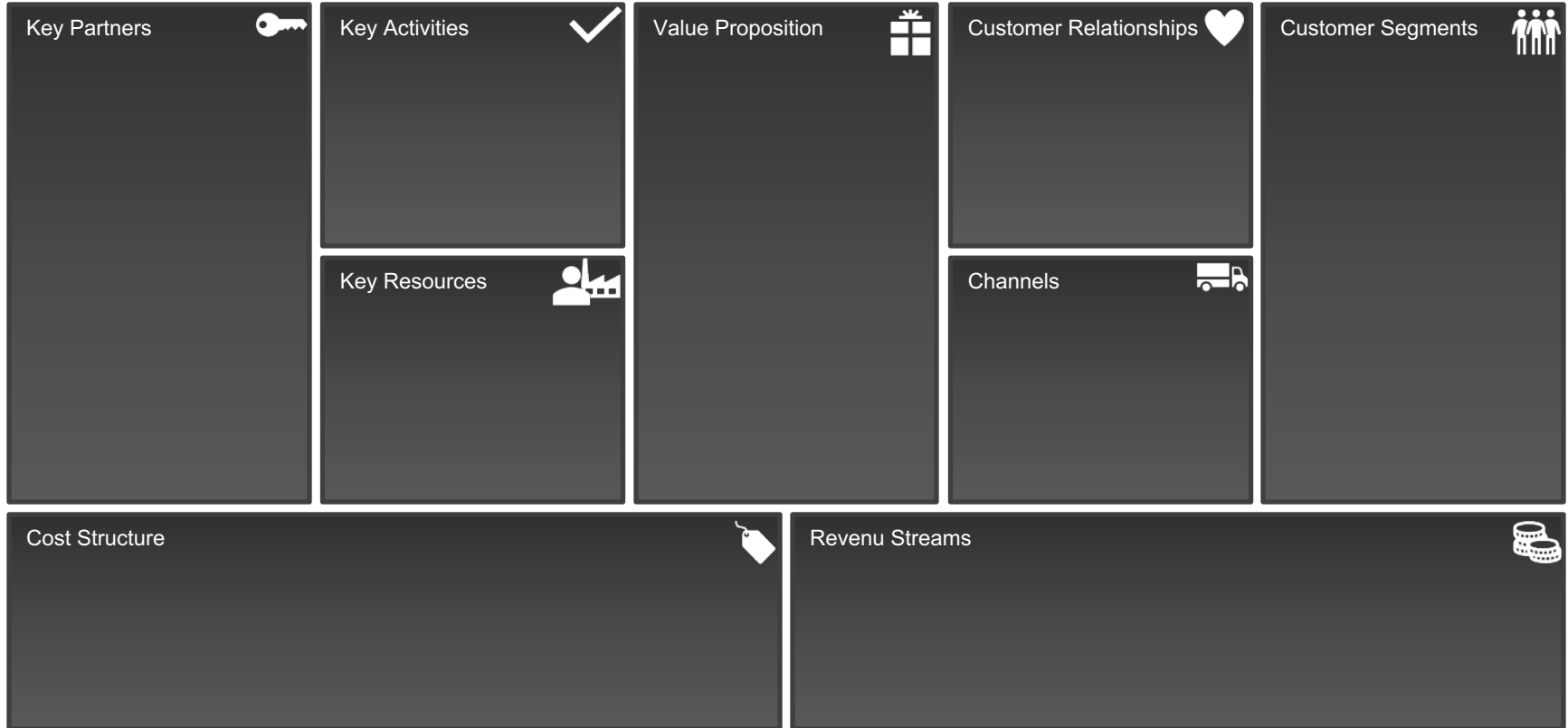
Business Model Canvas



Business Model Canvas



Business Model Canvas





**Thank you
for your attention**

