The Business Model of a University Research Lab
The Business Model of a University Research Lab
Caseism.com
Danger! Do not Miss the Innovation Moment
"The future of competitiveness will not be between products or processes, but between BUSINESS MODELS"

Oliver Gassmann
BCG's 25 Most Innovative Companies (2013)

Caseism.com

14 = Business Model Innovators

Apple | Netflix | Google
WHO-WHAT-HOW-WHY

Caseism.com

New Product

New Company

New Process

What's being offered to the customer?

Who's the target audience?

Why does the business model generate profit?

How's the value proposition created?
Caseism.com

These questions can help to overcome the dominant logic of an industry...

-HOW- WHY