



Creating the Ultimate Differentiator: How to Innovate Your Business Model

Presented by: Lee Frederiksen and Patrick van der Pijl



Hinge

**BUSINESS
MODELS INC**

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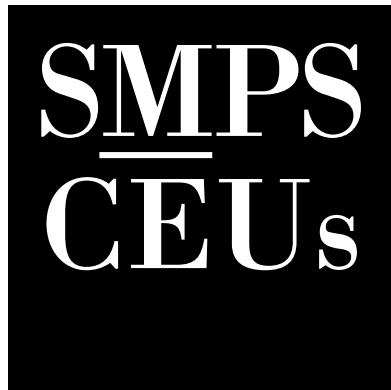
Today's Hashtag:



#InnovativeModels

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Today's Presenters



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Agenda

- Hinge research background
- An introduction to business model innovation
- Real world examples
- The business model canvas
- What does the new business model look like?
- Wrap-up and Q&A



#1 Business Challenge

72.1%

Attracting and developing new
business

Top Business Challenges

28.3%

Dealing with a difficulty economy and
competitive marketplace

Top Business Challenges

26.8%

Strategy and planning issues

Top Business Challenges

22.2%

Innovation and new ideas

High-growth firms are

3X

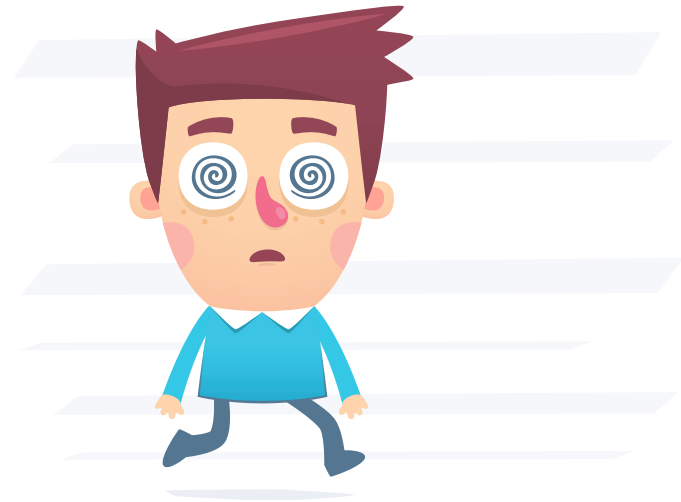
more likely to have a *strong
differentiator*.

A Strong Differentiator Must Meet 3 Criteria

1. It must be true.
2. It must be important to the client.
3. It must be supportable.

Differentiators that Rarely Work

- “Our people are better”
- “Our process is better”
- “We care about our clients”
- “We’re committed to excellence”
- “We offer better service”



#InnovativeModels

A black and white photograph of a man in a suit and glasses, looking through the frame of a large abacus. The abacus has several horizontal rods with dark beads. The man's hands are visible, holding the vertical frame of the abacus. Overlaid on the image is the text 'INTRODUCTION BUSINESS MODEL INNOVATION' in a bold, sans-serif font. The word 'INTRODUCTION' is in red, while 'BUSINESS MODEL' and 'INNOVATION' are in white. The text is centered horizontally and vertically across the middle of the image.

INTRODUCTION BUSINESS MODEL INNOVATION



NEW TOOLS
NEW SKILLS
NEW MINDSET

NEW TOOLS

**TO HELP YOU
TO DO BETTER
BUSINESS**

WHY NEW TOOLS?




**THE WORLD HAS
CHANGED...**



**CUSTOMERS ARE
CHANGING TOO...**



**BUSINESS AS USUAL
IS DEAD**

A black and white photograph of a person's hands writing on a document with a pen. The document appears to be a financial or business form, with various fields and text visible. A prominent red banner with white text is overlaid on the bottom half of the image.

**BUSINESS PLANS ARE
SO 1980**

WHY IS BUSINESS MODELING SO POPULAR?



“I see
dead
companies”

**TODAY WE SEE
FORCES WE
HAVEN'T SEEN
BEFORE**

NEW RULES OF THE BUSINESS GAME



CREDIT

CRISIS



**UPCOMING
MARKETS**



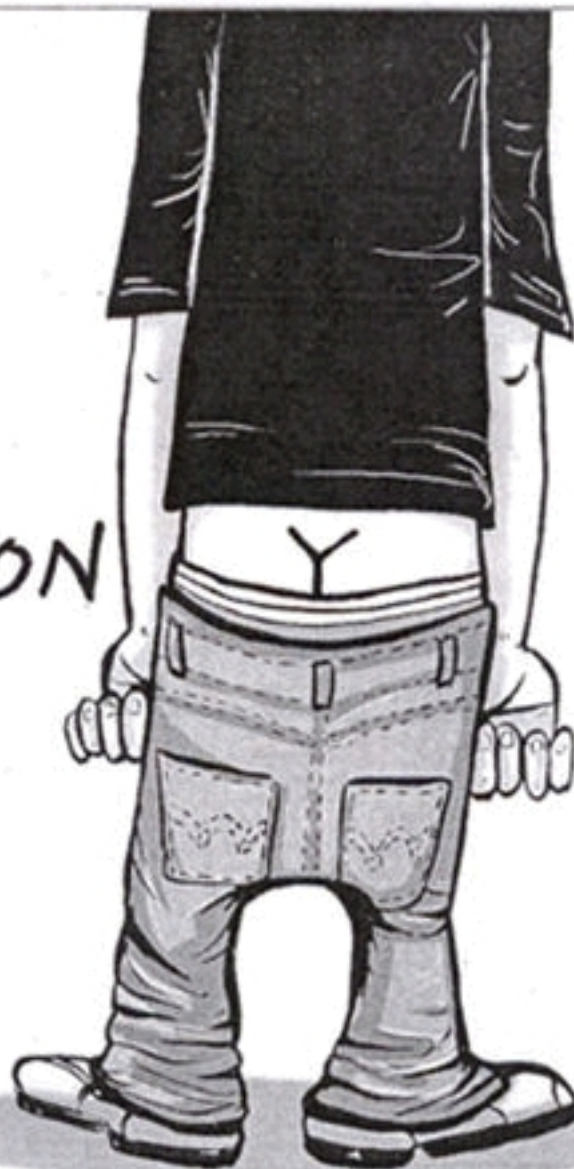
**MARKETS ALREADY
CAME UP...**



Hinge®

generation y

GÉNÉRATION





GENERATION Z



ONLINE
24/7



TECHNOLOGY

**VUCA – WORLD:
NON-STOP VOLATILITY,
UNCERTAINTY,
COMPLEXITY AND
AMBIQUITY**



**LIKE AN AMUSEMENT
PARK: FULL OF
THRILLING RIDES. NOT
ALL OF THEM ARE FUN.**



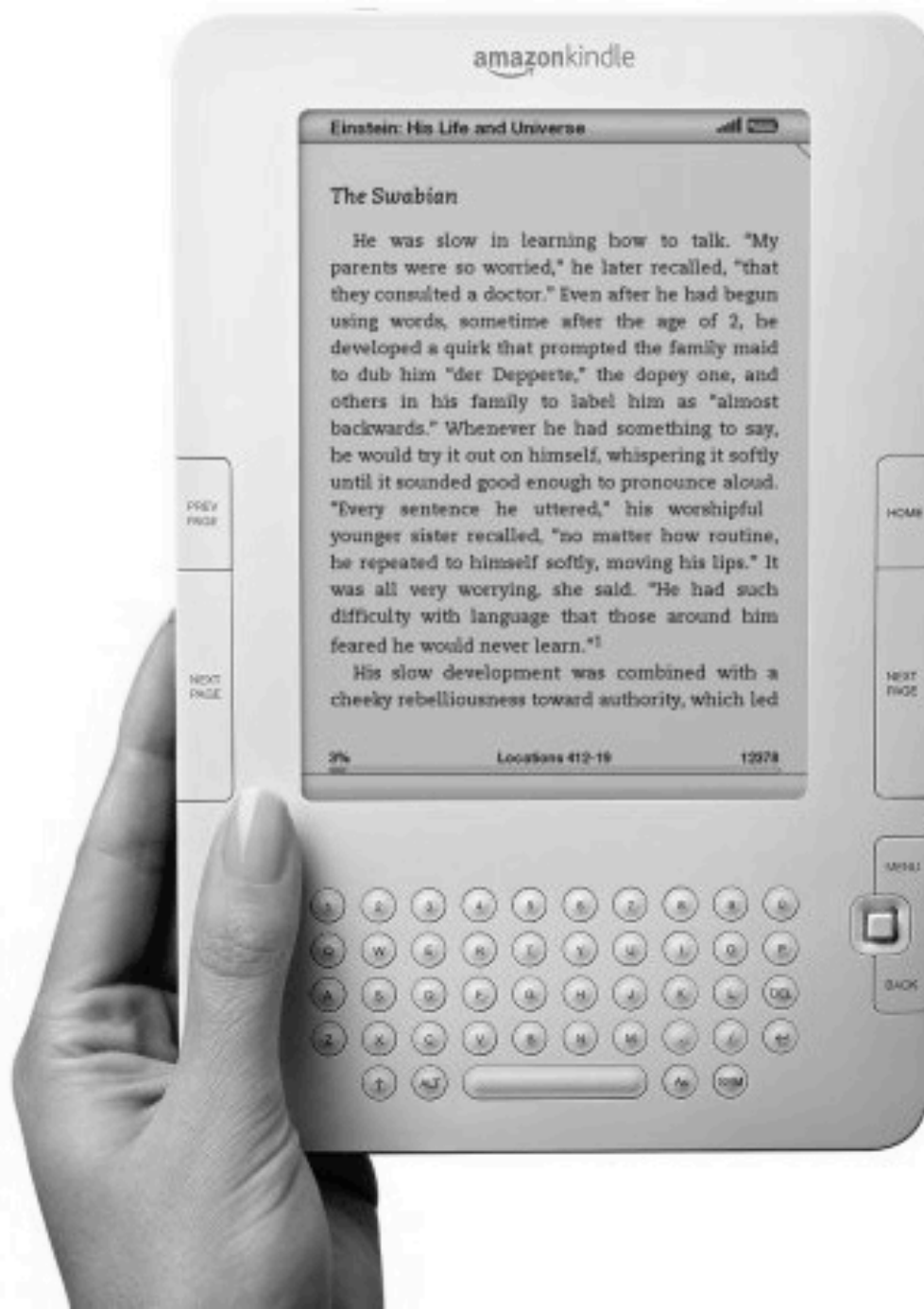
Source: Moments of Impact

**THE WORLD
HAS CHANGED**

SOME EXAMPLES

PUBLISHING





TAXI





ACCOUNTANTS

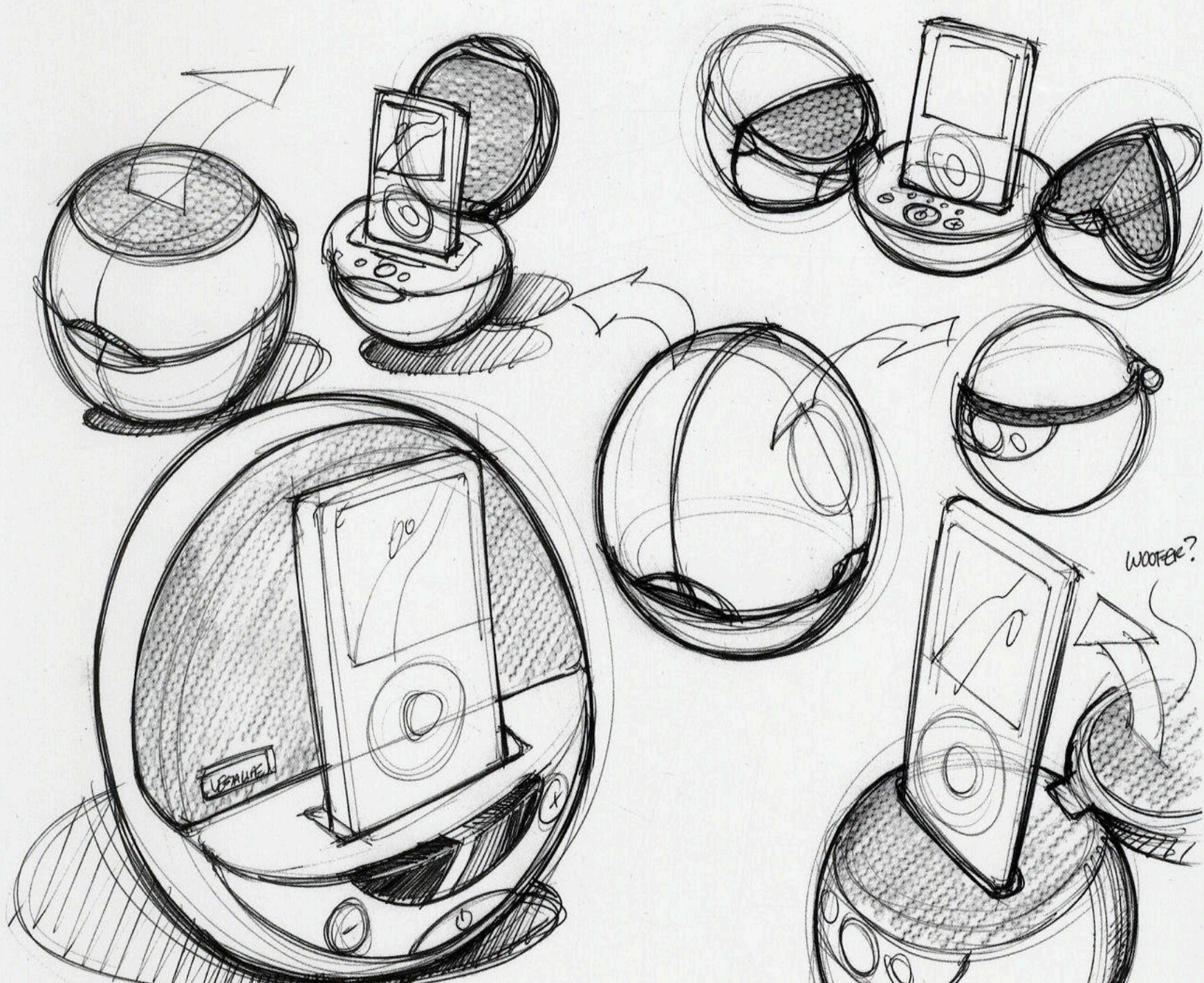




SO...

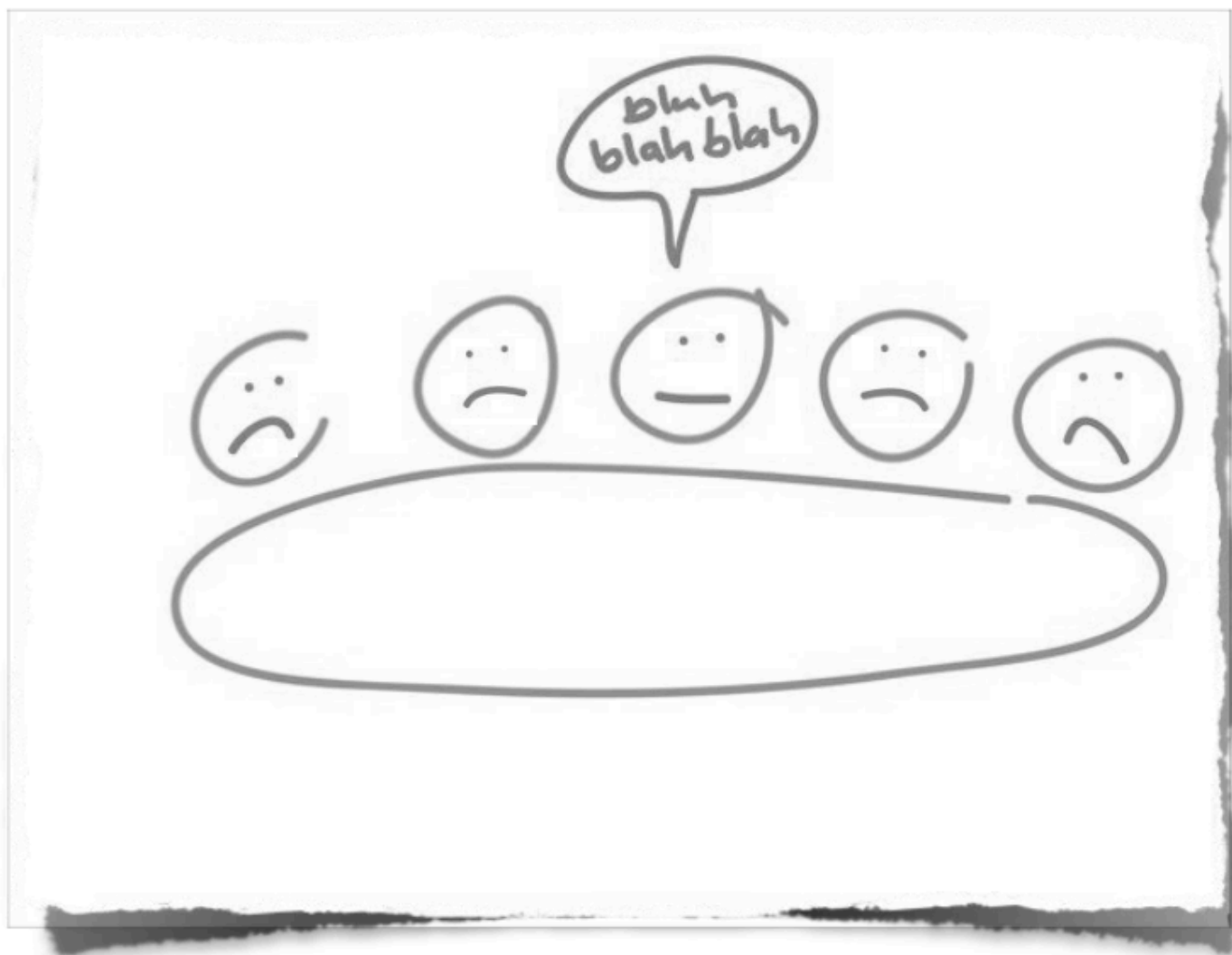


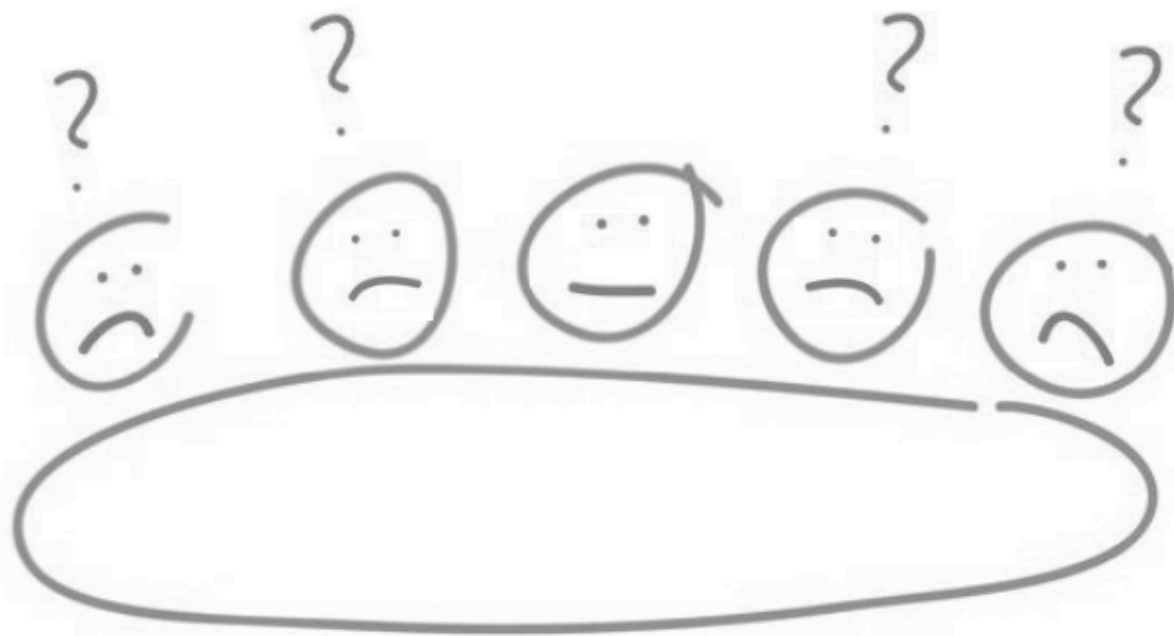


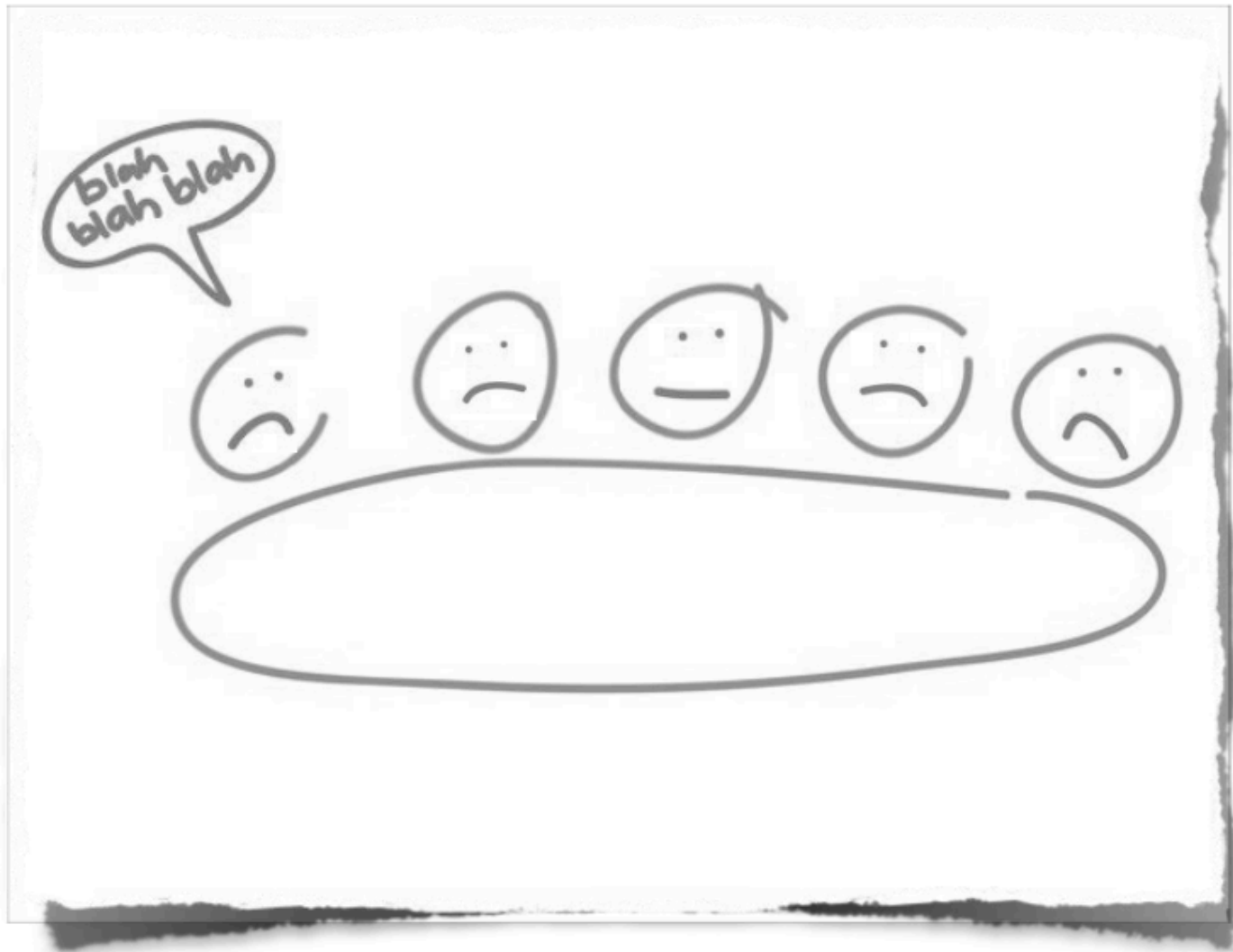


**WE NEED
NEW TOOLS**

**IMAGINE
A MEETING
WITH YOUR
TEAM**





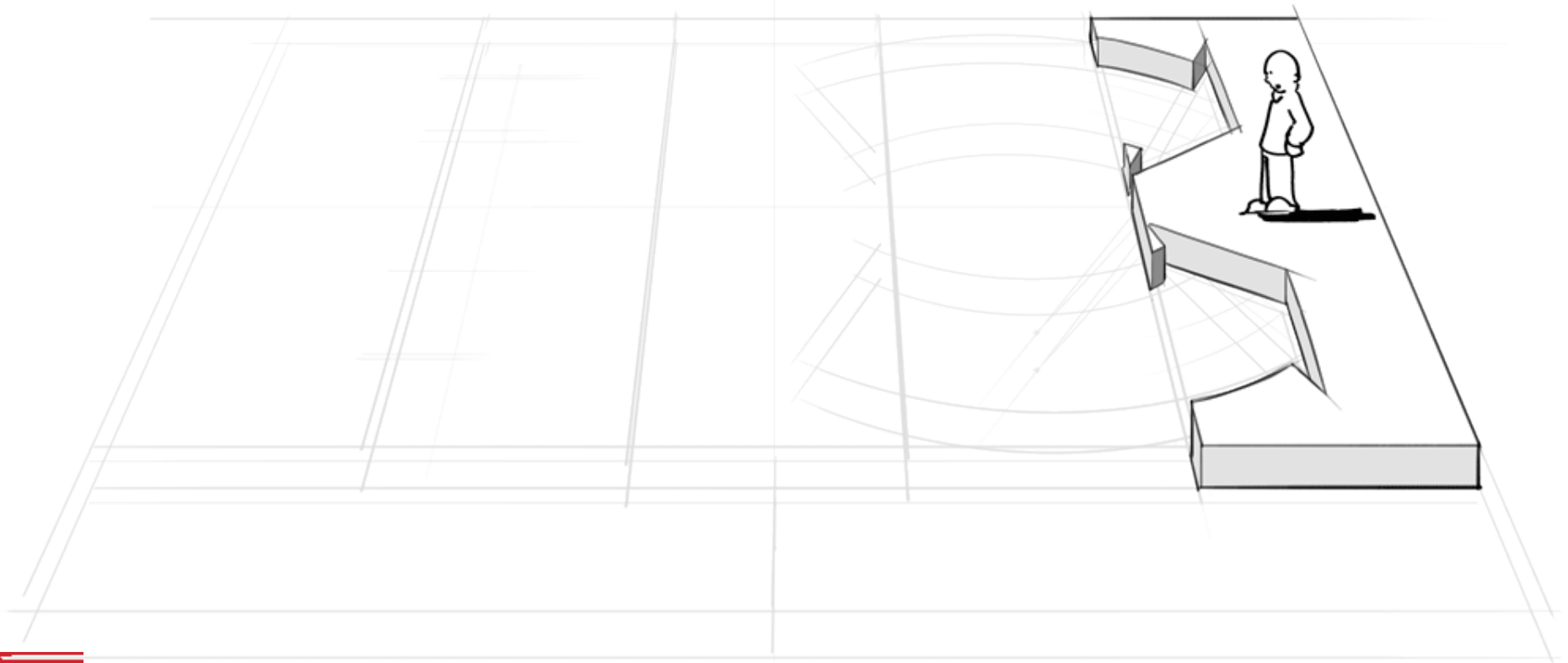




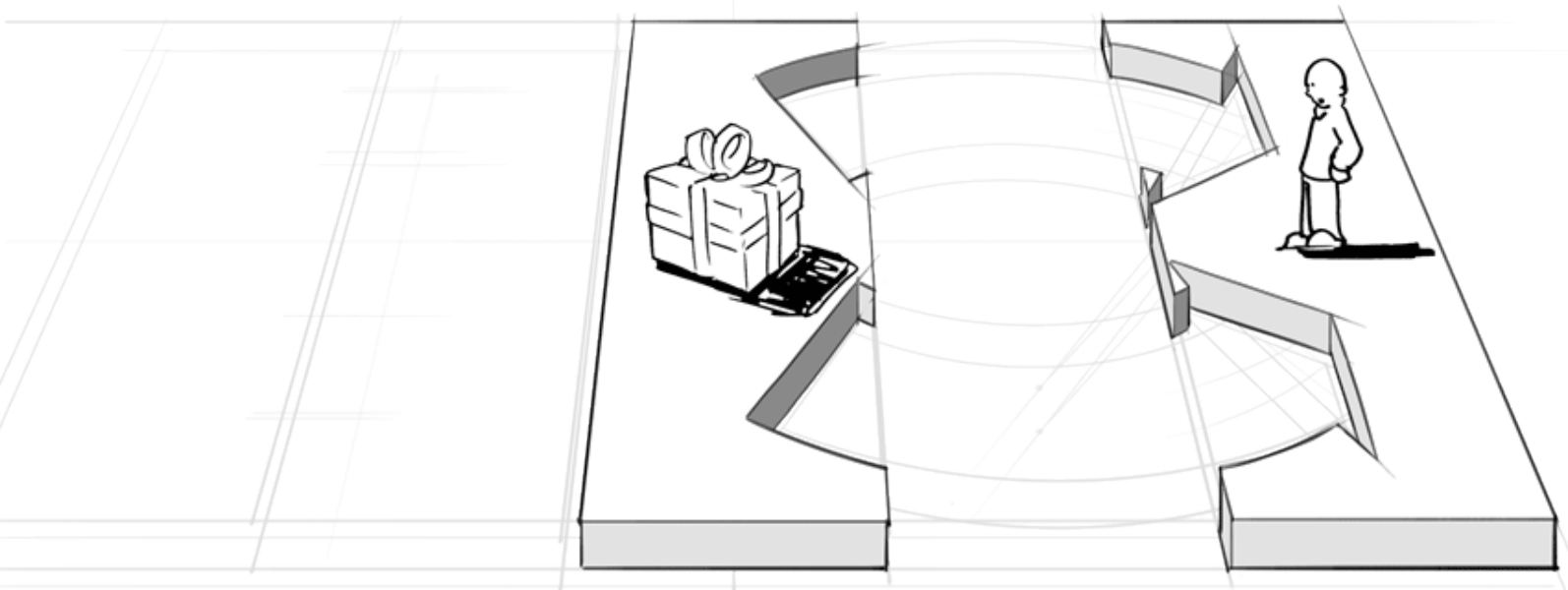
THE BUSINESS MODEL CANVAS

**A BUSINESS MODEL
DESCRIBES THE
RATIONALE
OF HOW AN
ORGANIZATION
CREATES, DELIVERS,
AND CAPTURES
VALUE**

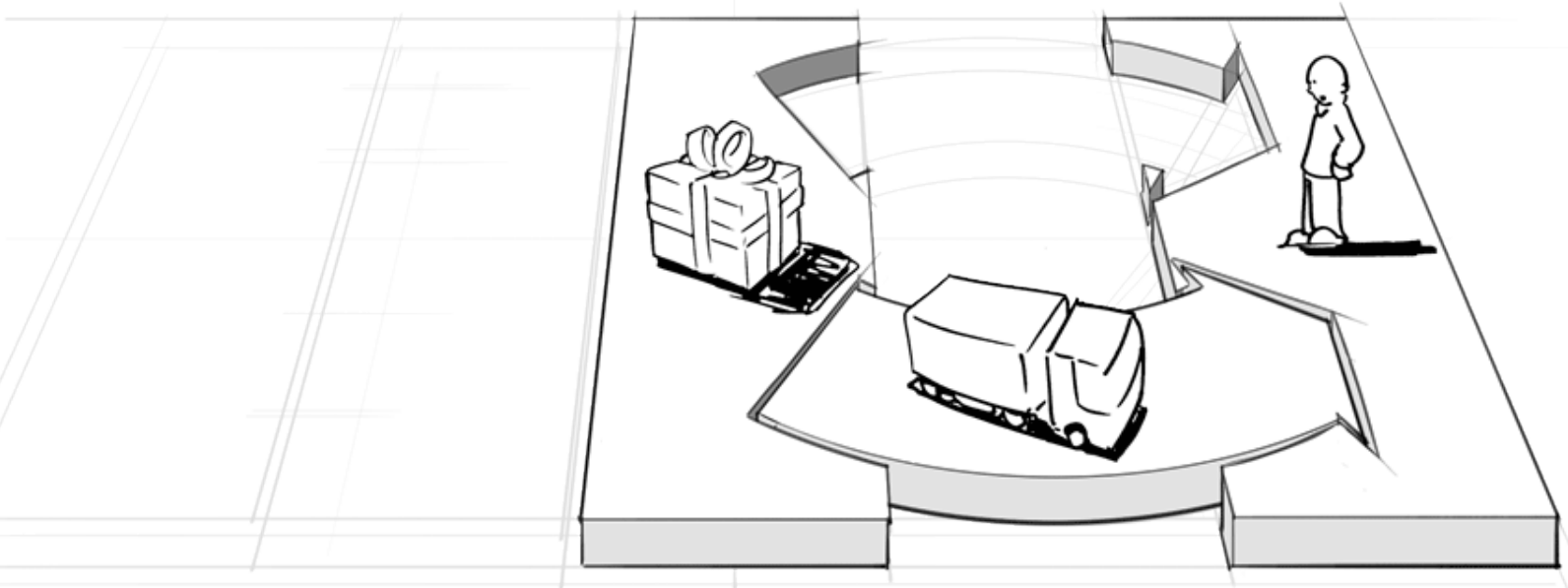
1 CUSTOMER SEGMENTS



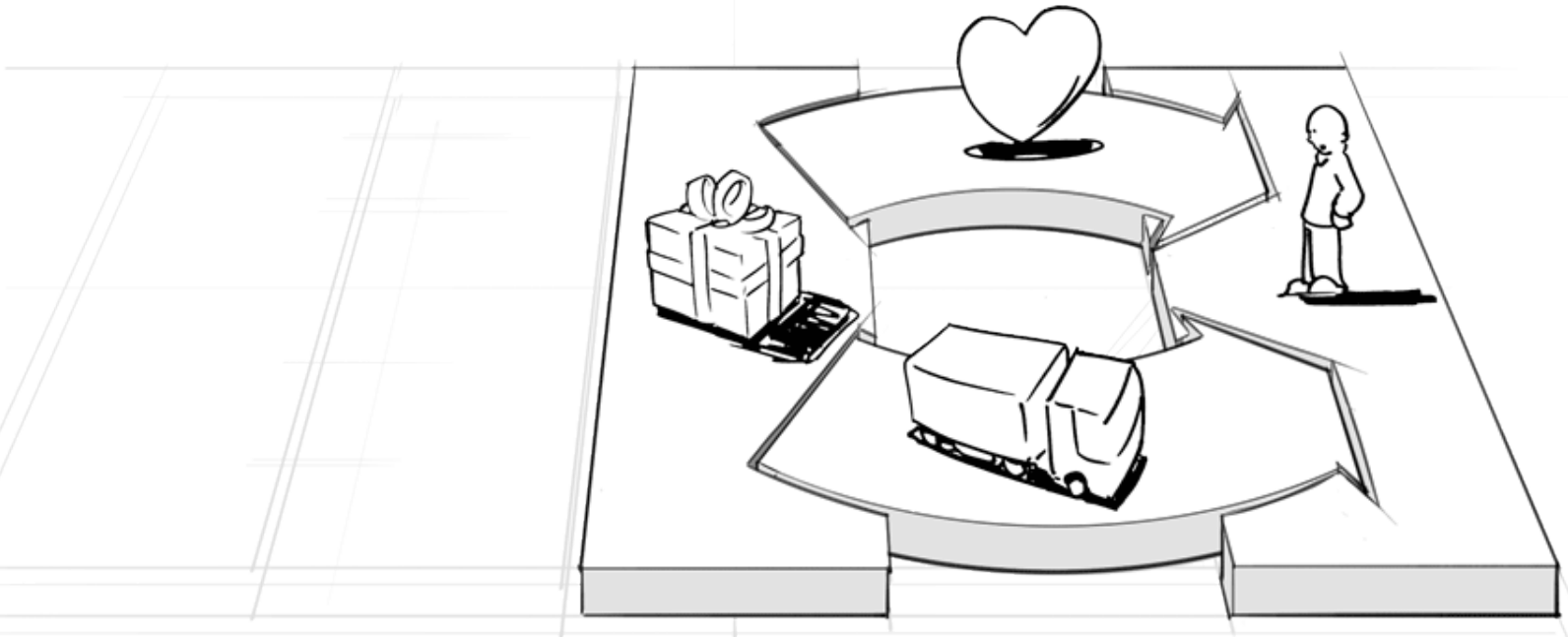
2 VALUE PROPOSITIONS



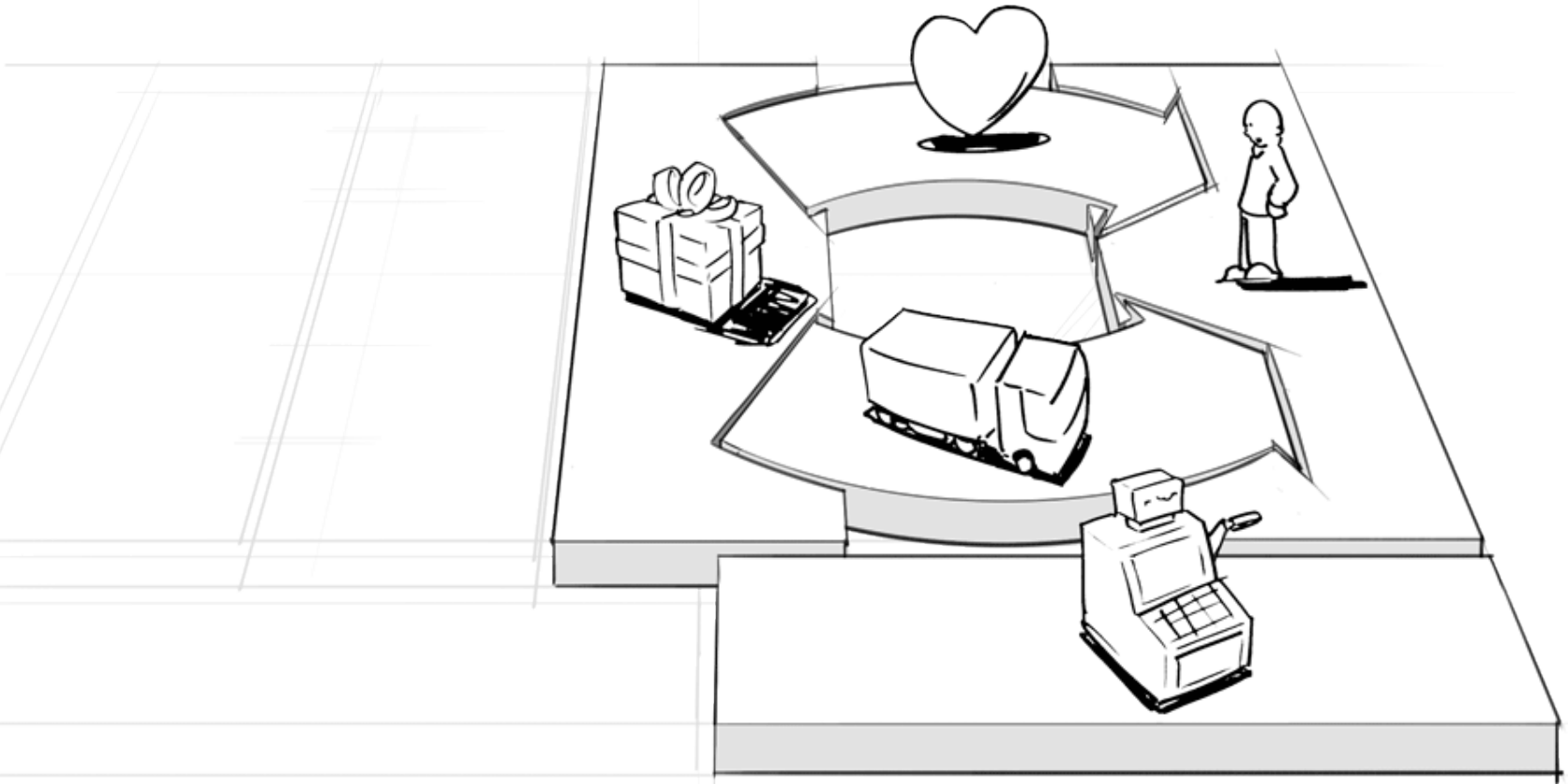
3 CHANNELS



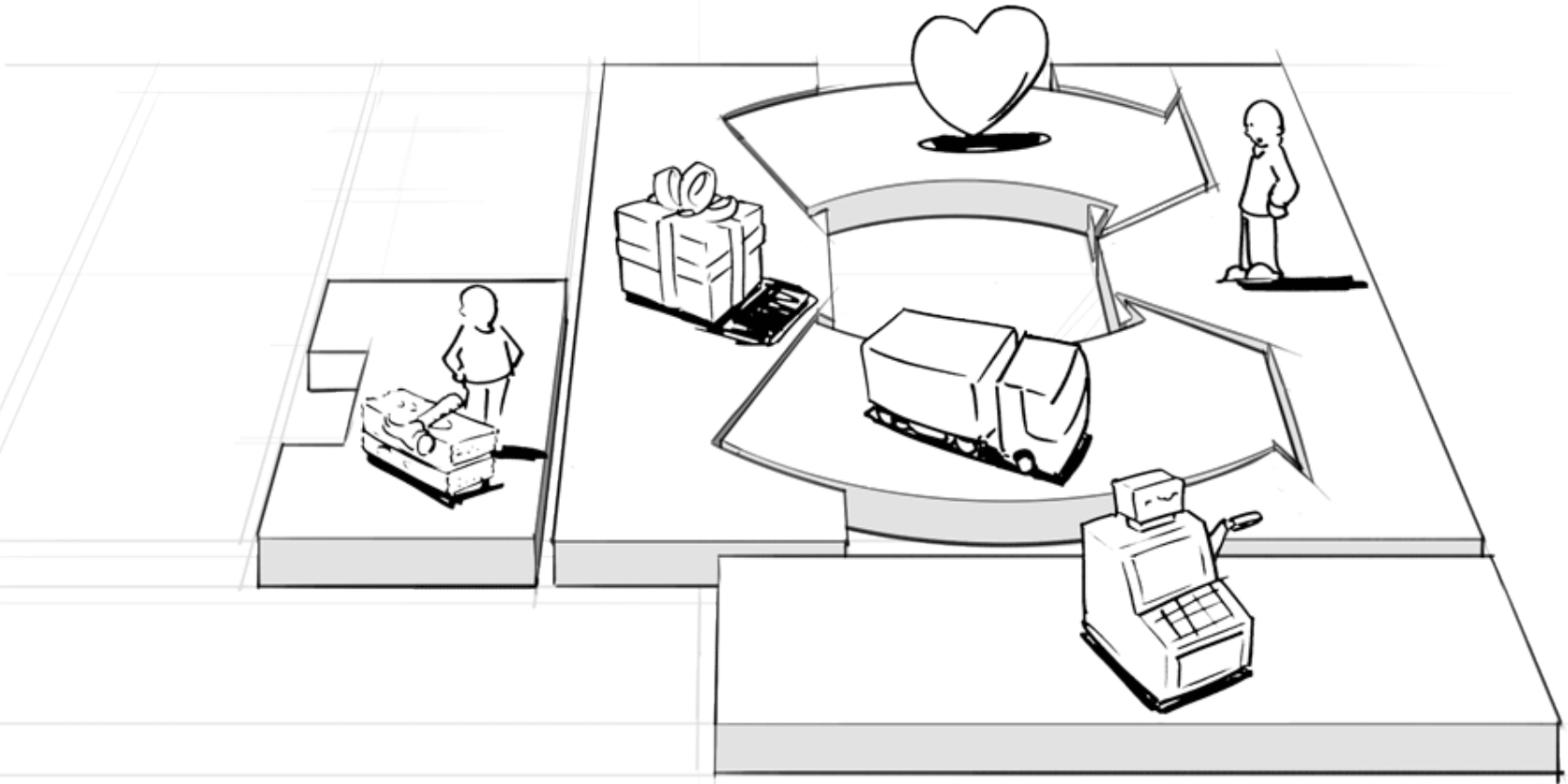
4 CUSTOMER RELATIONSHIPS



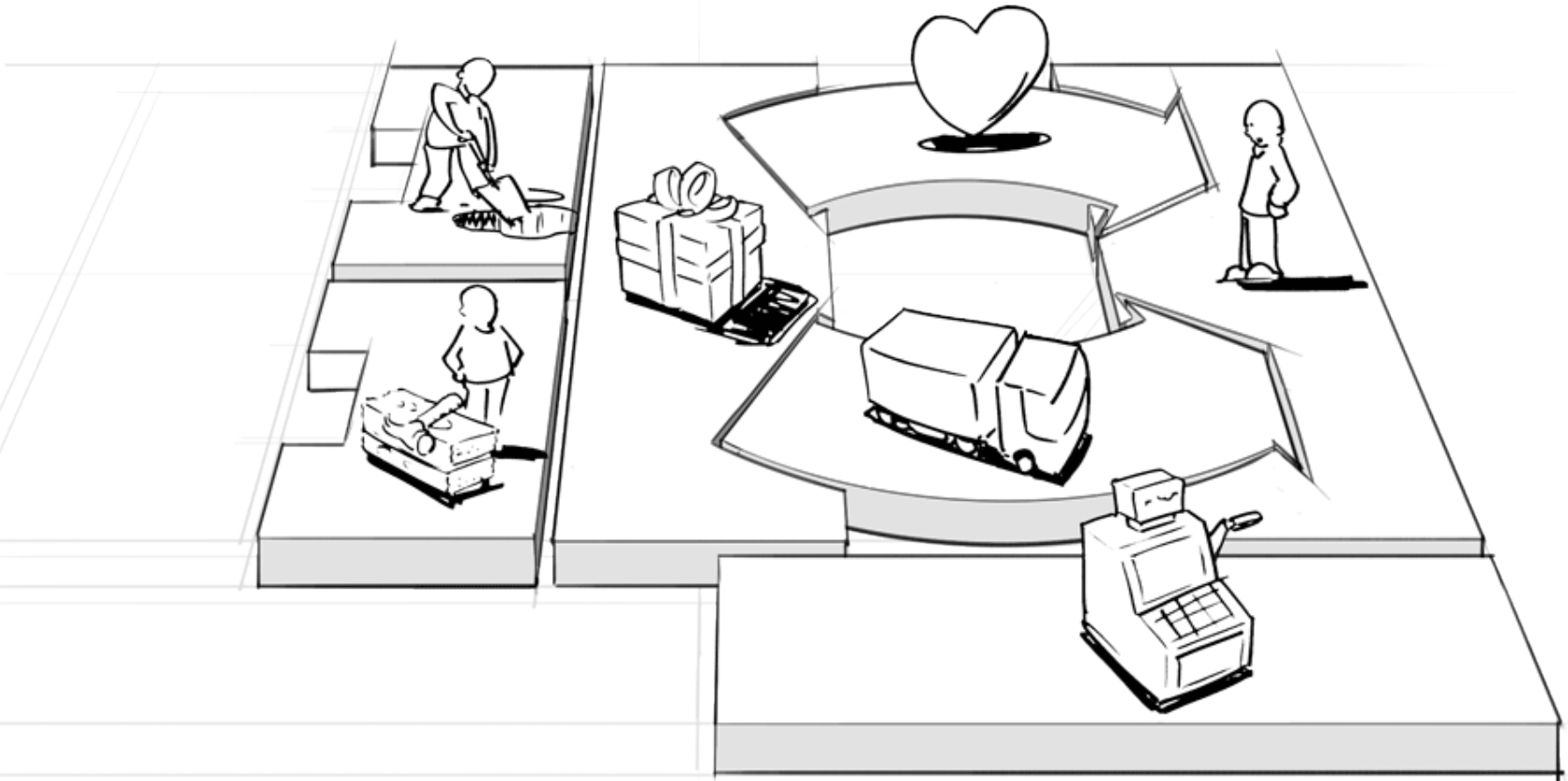
5 REVENUE STREAMS



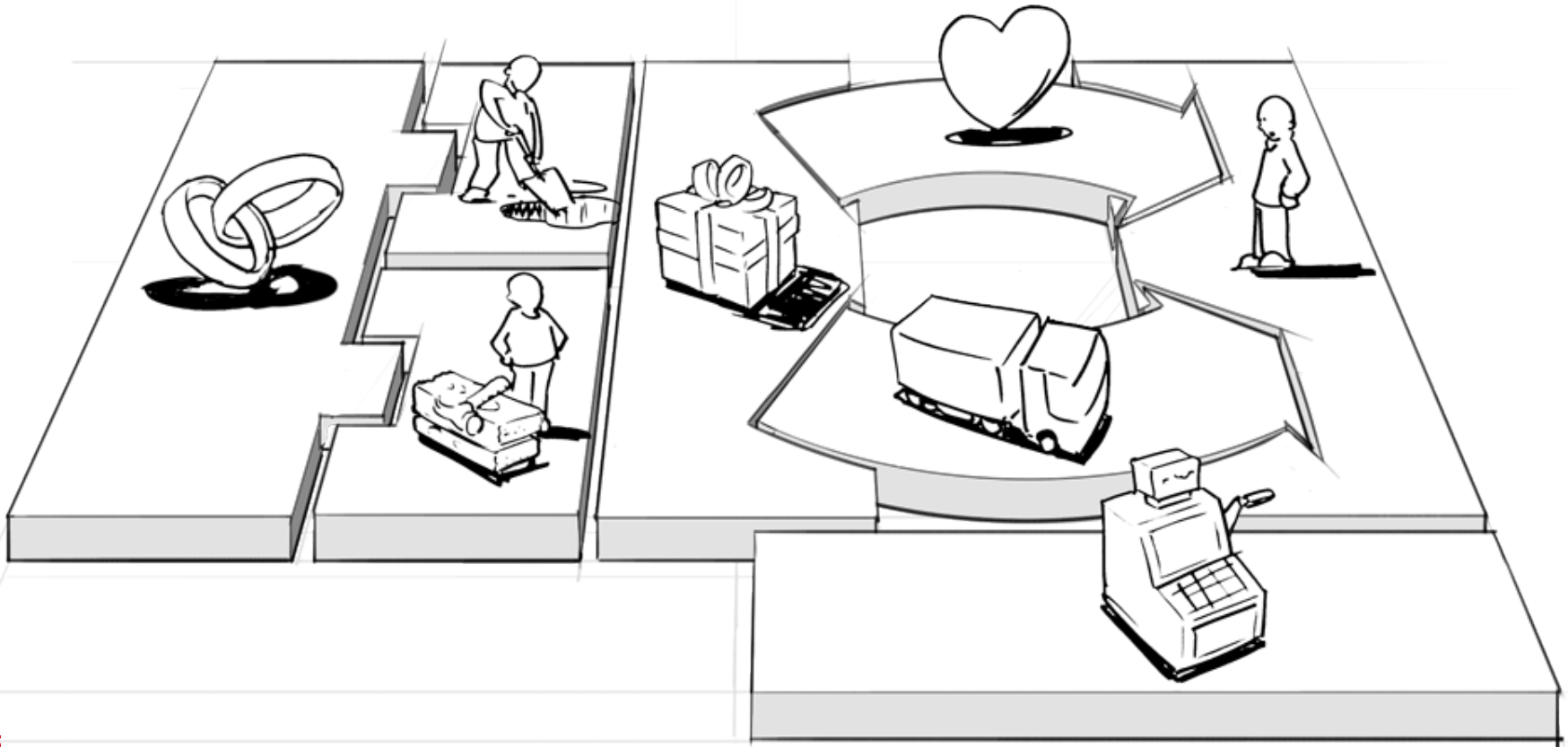
6 KEY RESOURCES



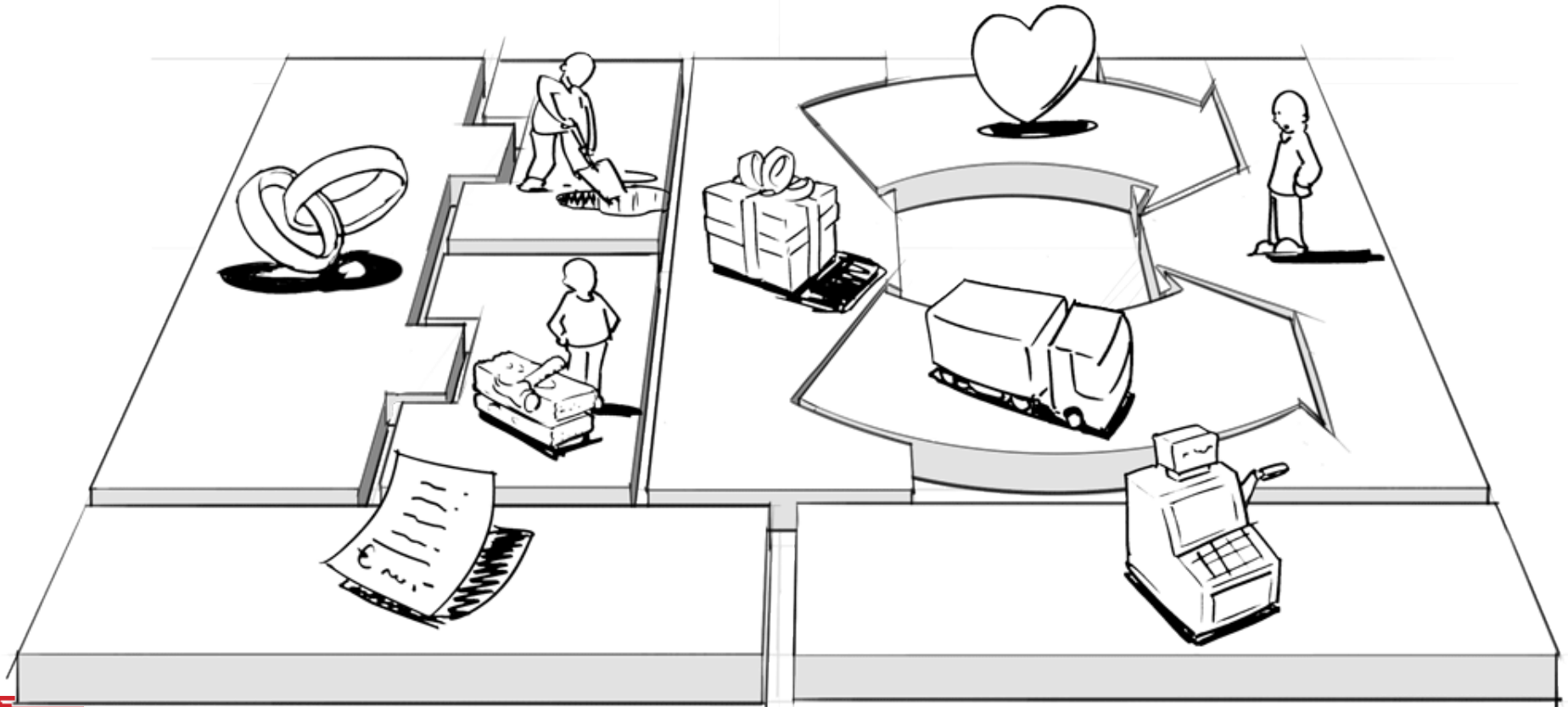
7 KEY ACTIVITIES



8 KEY PARTNERS



9 COST STRUCTURE



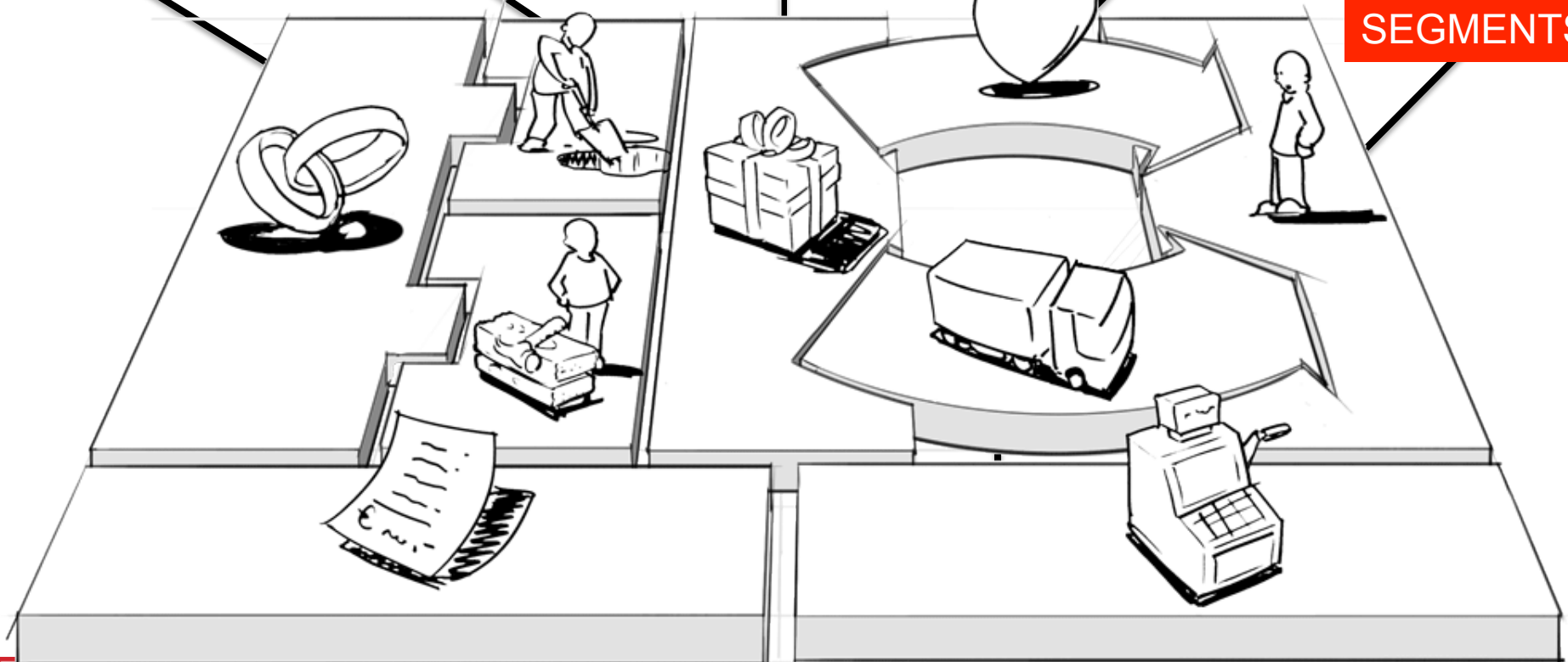
KEY ACTIVITIES

VALUE
PROPOSITIONS

CUSTOMER
RELATIONSHIPS

KEY PARTNERS

CUSTOMER
SEGMENTS



Hinge®

COST
STRUCTURE

KEY
RESOURCES

CHANNELS

REVENUE
STREAMS



EXAMPLE






BUSINESS MODEL CANVAS

NESPRESSO

KEY PARTNERS	KEY ACTIVITIES	VALUE PROPOSITIONS	CUSTOMER RELATIONSHIPS	CUSTOMER SEGMENTS
	KEY RESOURCES		CHANNELS	
COST STRUCTURE		REVENUE STREAMS		

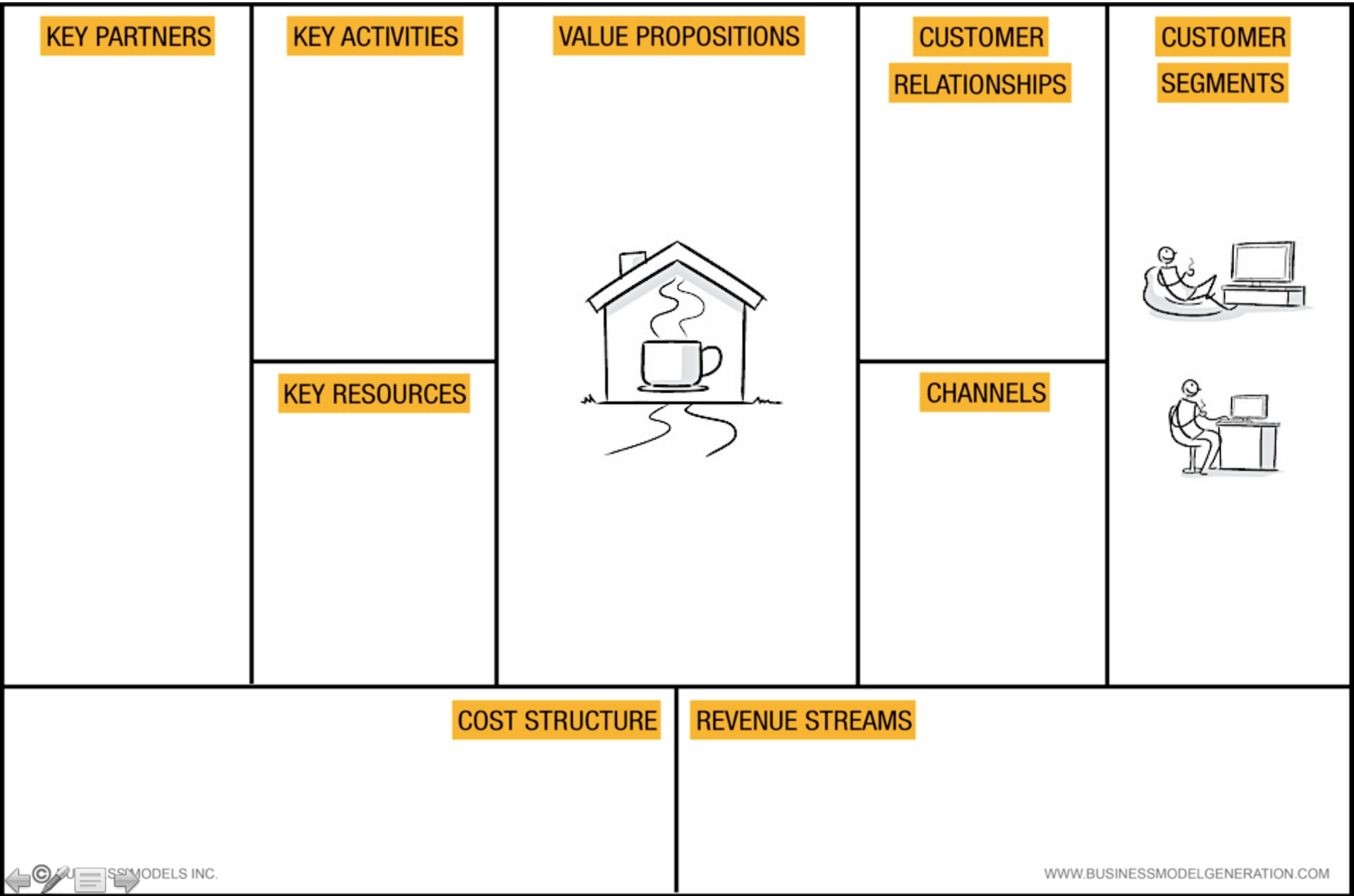
BUSINESS MODEL CANVAS

NESPRESSO

KEY PARTNERS	KEY ACTIVITIES	VALUE PROPOSITIONS	CUSTOMER RELATIONSHIPS	CUSTOMER SEGMENTS
	KEY RESOURCES		CHANNELS	
		COST STRUCTURE	REVENUE STREAMS	

BUSINESS MODEL CANVAS

NESPRESSO



BUSINESS MODEL CANVAS

NESPRESSO

KEY PARTNERS

KEY ACTIVITIES

VALUE PROPOSITIONS

CUSTOMER
RELATIONSHIPS

CUSTOMER
SEGMENTS

KEY RESOURCES



CHANNELS



COST STRUCTURE

REVENUE STREAMS

BUSINESS MODEL CANVAS

NESPRESSO

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REVENUE STREAMS



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NESPRESSO

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BUSINESS MODEL CANVAS

NESPRESSO

KEY PARTNERS

KEY ACTIVITIES

VALUE PROPOSITIONS

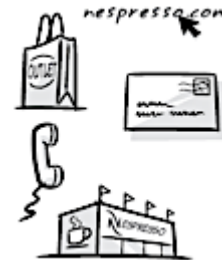
CUSTOMER RELATIONSHIPS

CUSTOMER SEGMENTS



KEY RESOURCES

CHANNELS



COST STRUCTURE

REVENUE STREAMS



BUSINESS MODEL CANVAS

NESPRESSO

KEY PARTNERS



KEY ACTIVITIES



KEY RESOURCES



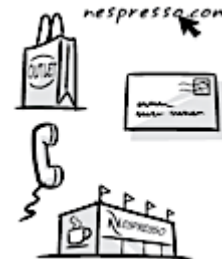
VALUE PROPOSITIONS



CUSTOMER RELATIONSHIPS



CHANNELS



CUSTOMER SEGMENTS



COST STRUCTURE

REVENUE STREAMS



BUSINESS MODEL CANVAS

NESPRESSO

KEY PARTNERS



KEY ACTIVITIES



KEY RESOURCES



VALUE PROPOSITIONS



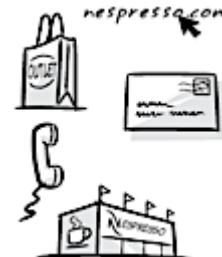
CUSTOMER RELATIONSHIPS



CUSTOMER SEGMENTS



CHANNELS



COST STRUCTURE



REVENUE STREAMS



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Dolce
Gusto.

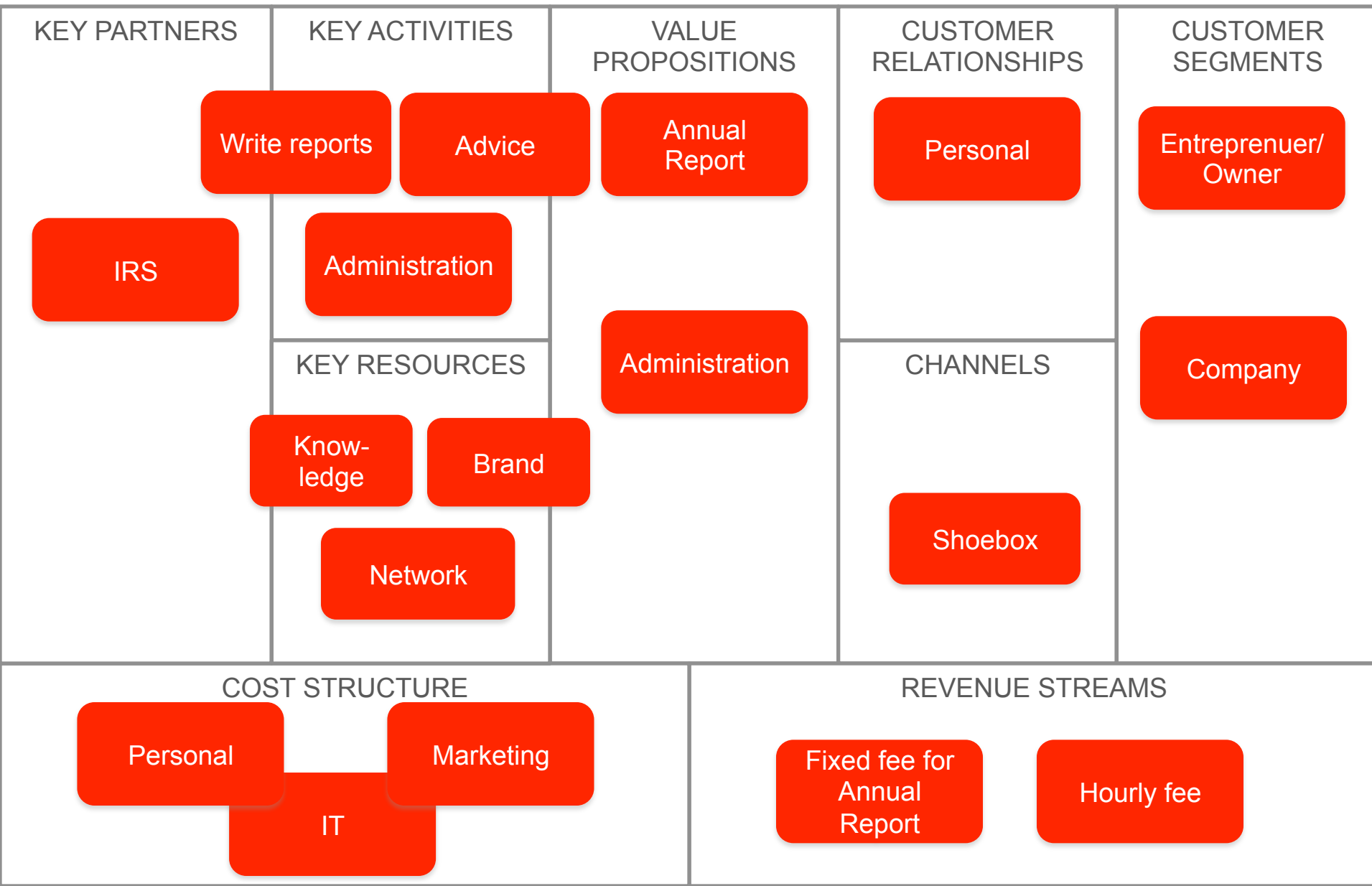




LET'S INNOVATE!

WHAT DOES THE TRADITIONAL BUSINESS MODEL LOOK LIKE?

THE BUSINESS MODEL OF ACCOUNTANCY



WHAT DOES THE NEW BUSINESS MODEL LOOK LIKE?

FUTURE BUSINESS MODELS

TRADITIONAL MODEL



WILL STICK AROUND...

ADVISORY MODEL



ADVISOR...

ONLINE



Hinge®

CLOUD BASES & EASY INTERFACE

SPECIALIST



THE MINI NATIONAL

FULL SERVICE



**SO, IN ORDER
TO GENERATE
VALUE**

**WE NEED
NEW TOOLS**

**WE NEED
NEW SKILLS**

OBSERVATION



OBSERVATION

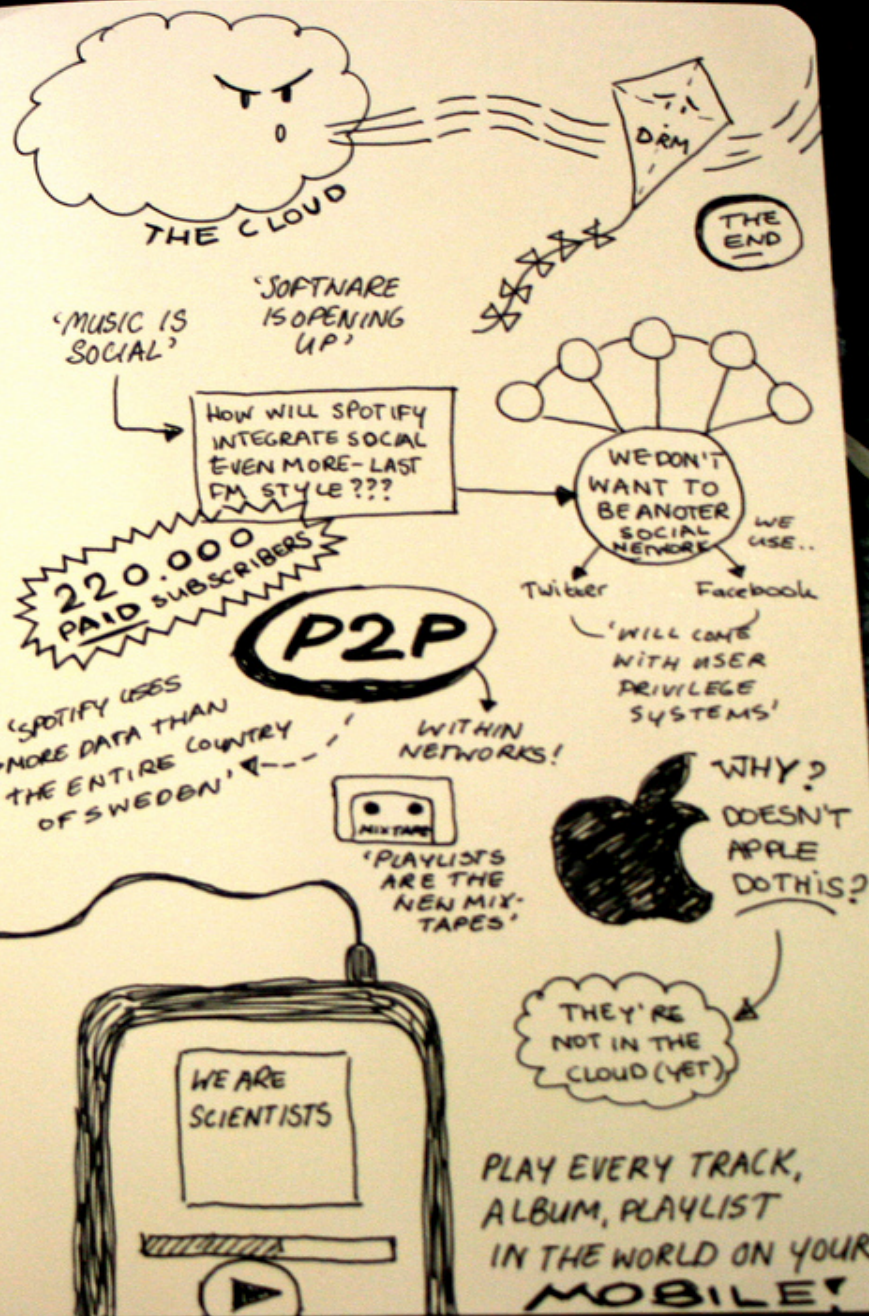
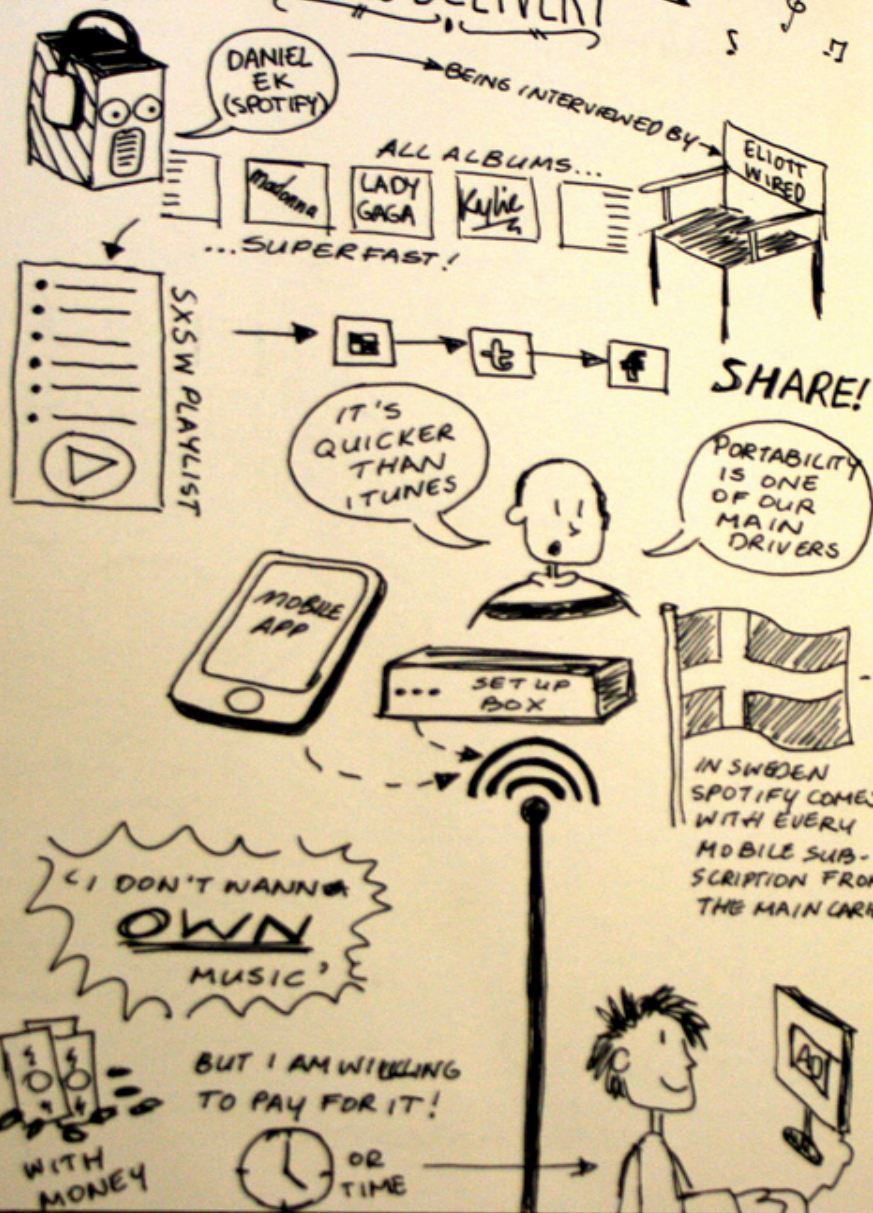


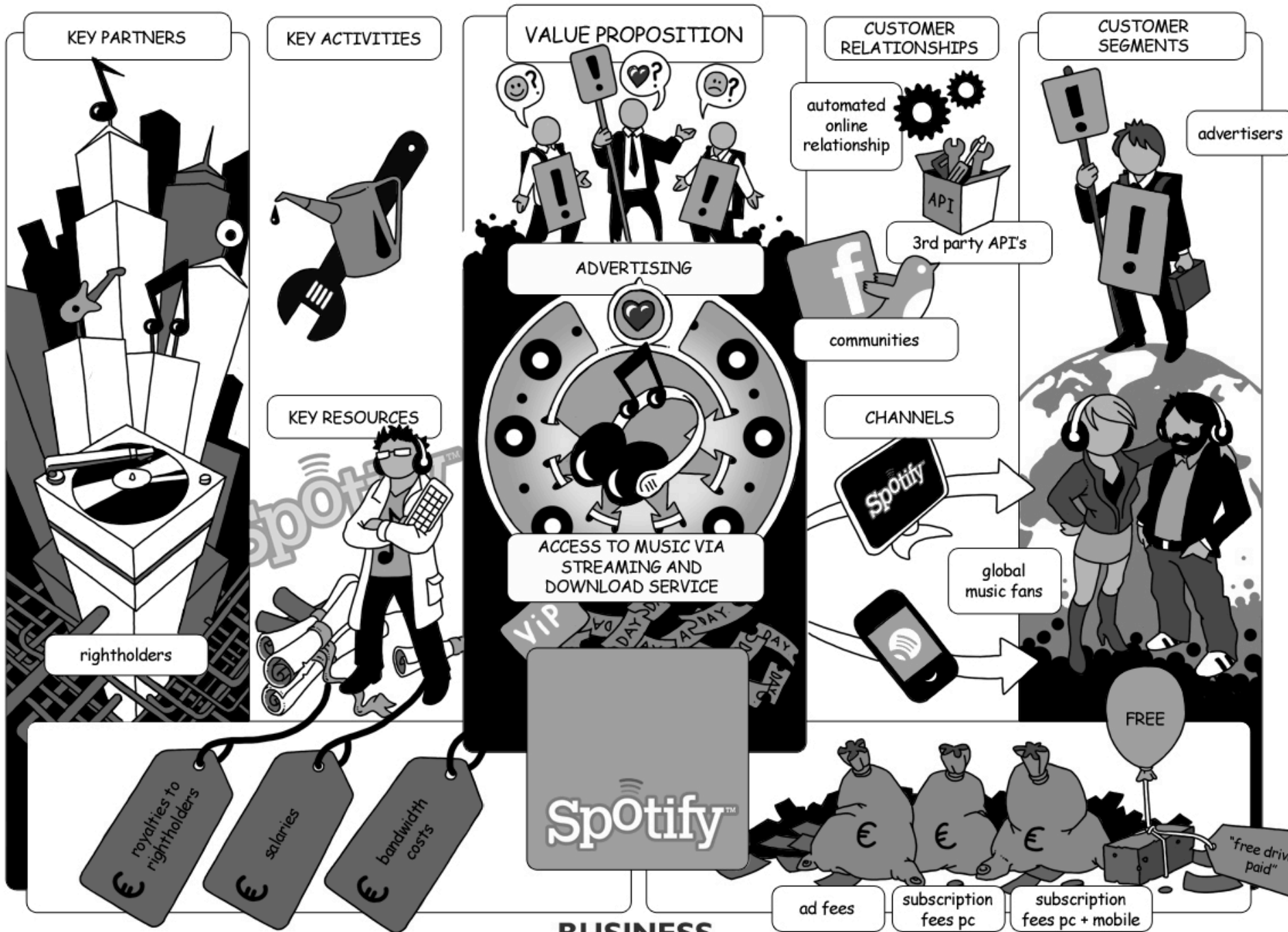
**WE LEARN
FROM OUR
ASSUMPTIONS**

**THINK
VISUALLY**



THE FUTURE OF MUSIC DELIVERY

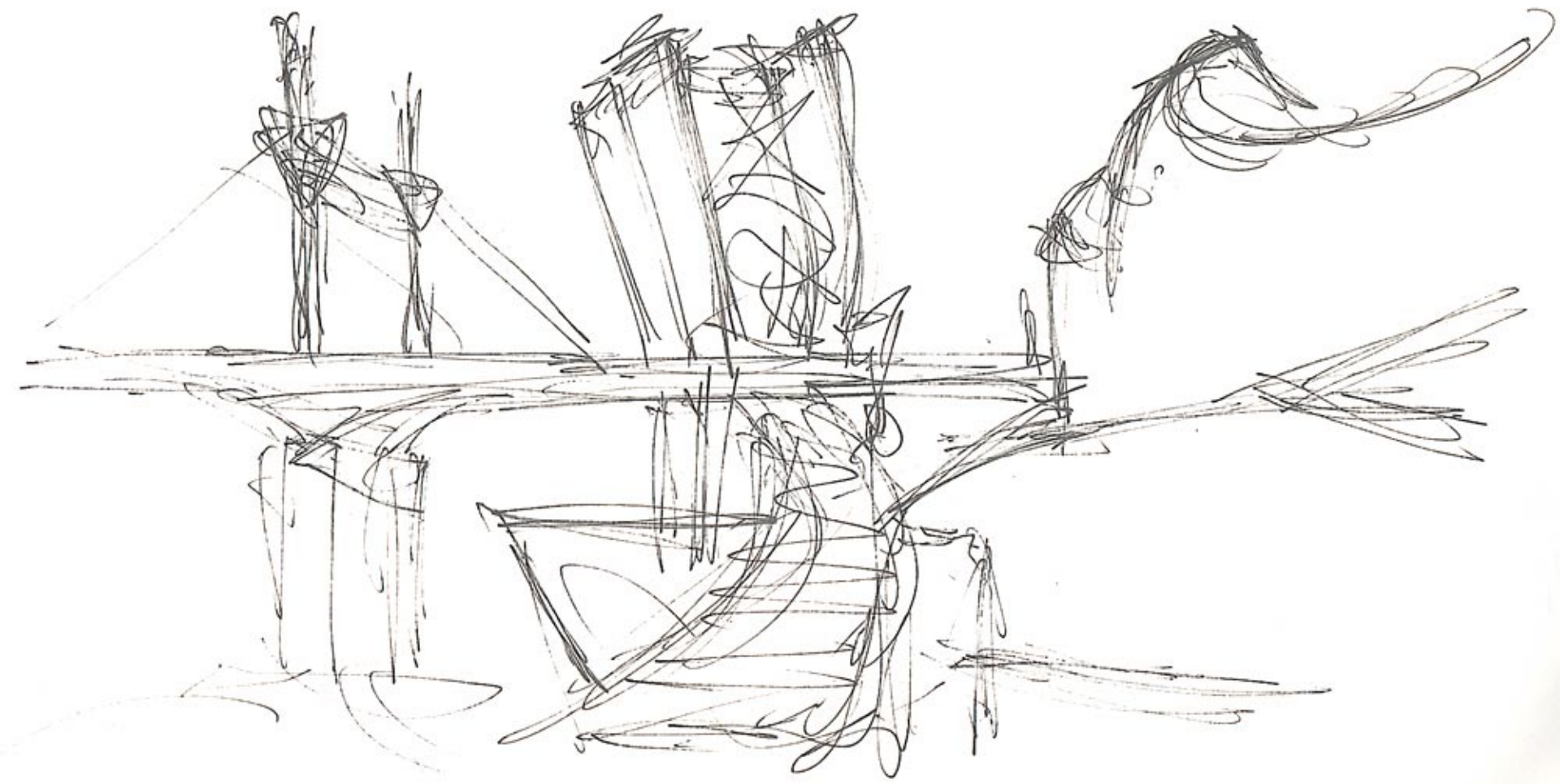




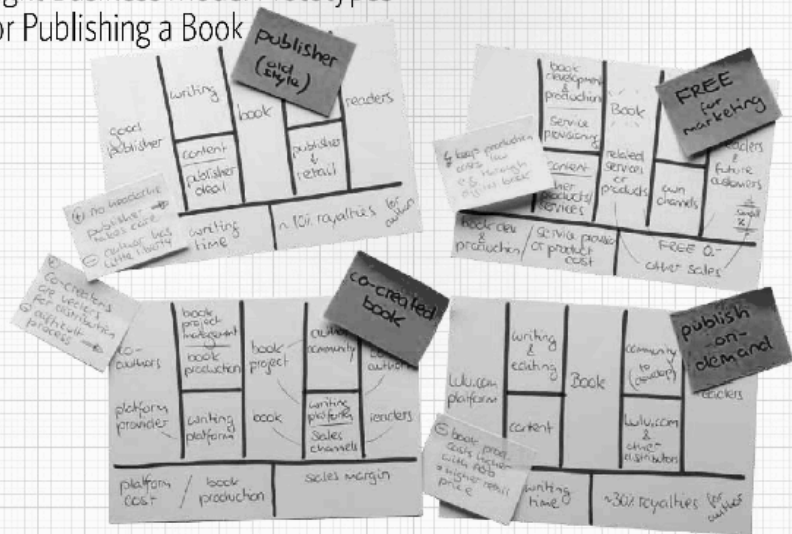
PROTO TYPING





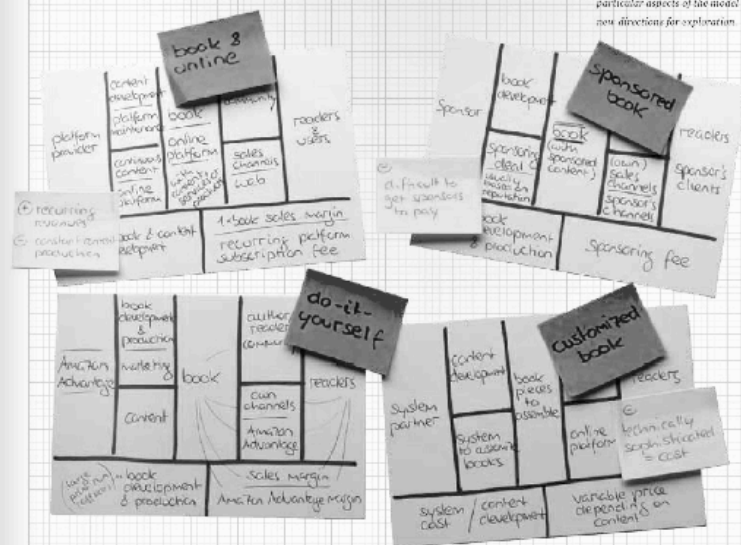


Eight Business Model Prototypes for Publishing a Book



There are eight different business model prototypes outlining possible ways to publish a book. Each prototype highlights different elements of the model.

A prototype rarely describes all the elements of a "real" business model. It focuses instead on illuminating particular aspects of the model and thus indicating new directions for exploration.



**VISIT THE
FUTURE**



A black and white portrait of William Gibson, an older man with glasses, looking directly at the camera. The background is dark and out of focus.

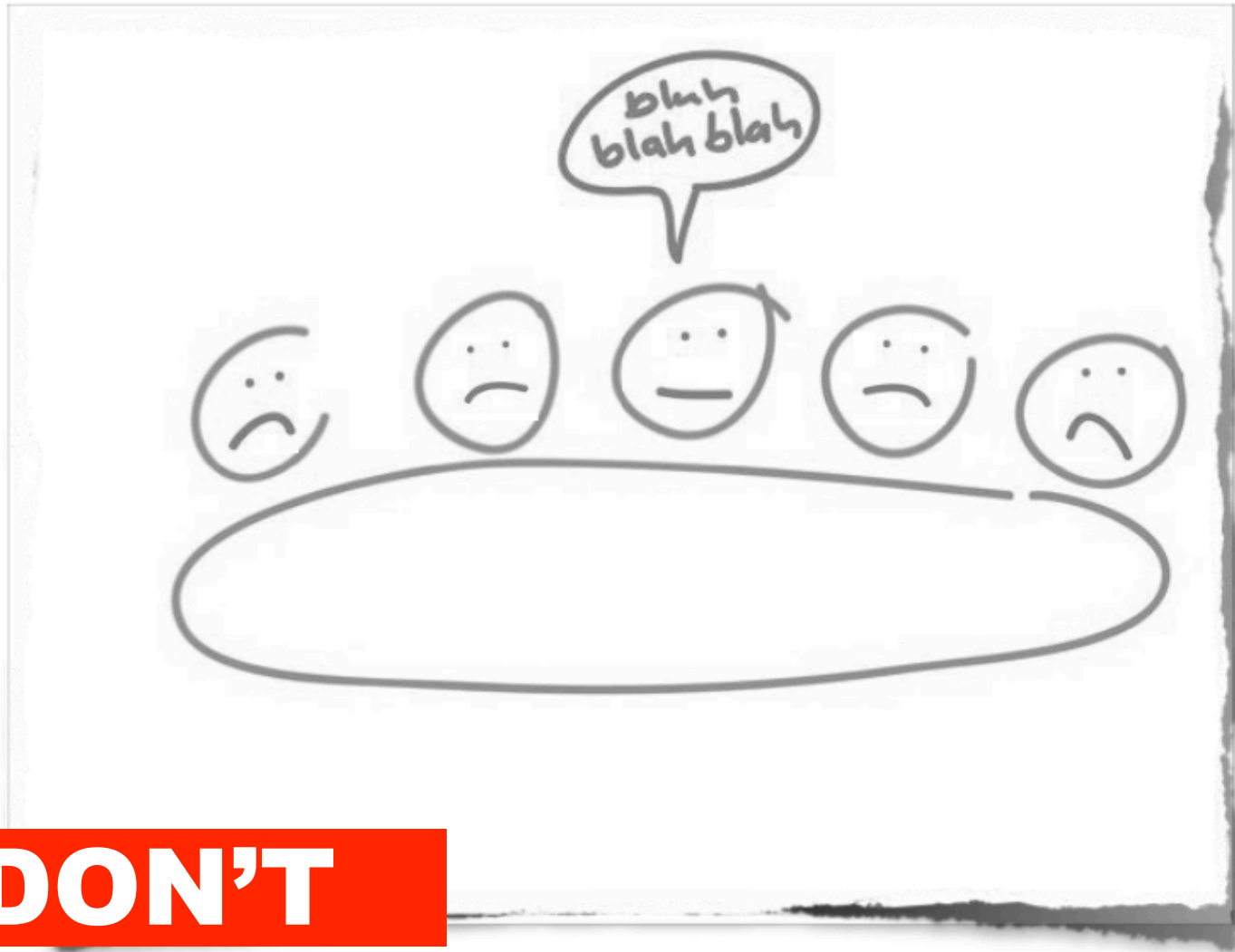
WILLIAM GIBSON

THE FUTURE IS
ALREADY HERE.
IT IS JUST

HINGE®

NOT WIDELY
DISTRIBUTED.

SO WHAT TO DO?



**DON'T
TALK**

A black and white photograph of a person's hands writing on a document with a pen. The document appears to be a form or a contract, with various fields and text visible. A prominent red banner with white text is overlaid at the bottom of the image.

**DON'T WASTE TIME
WRITING PLANS.**

**WHAT CAN
YOU
DO?**

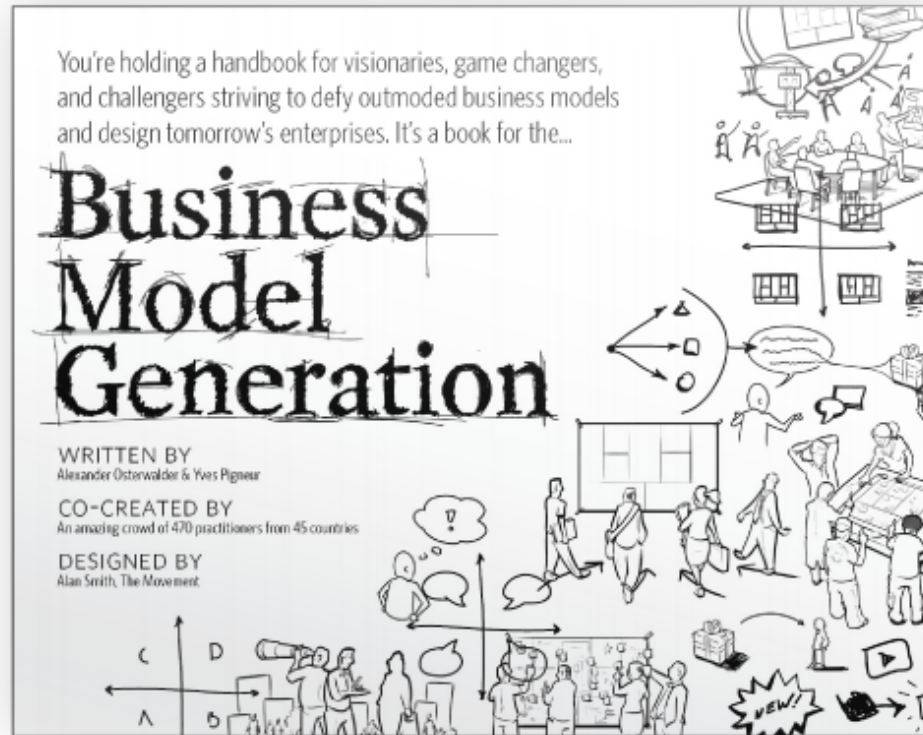
JUST DO IT!

**GET FAMILIAR
WITH LATEST
TOOLS AND
SKILLS**



**HAVE DIFFERENT
CONVERSATIONS WITH
YOUR CUSTOMERS**

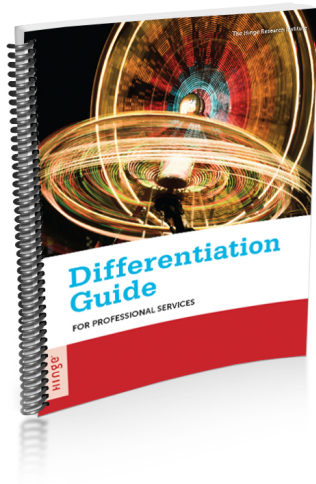
Business Models Inc. Resource



Learn more at: <http://www.businessmodelsinc.com/method/our-book/>

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Free Hinge Resources



**Differentiation Guide for
Professional Services**



**Online Marketing for
Professional Services**



**2015 Professional Services
Marketing Priorities**

Available at: www.hingemarketing.com/library

Free Differentiation Strategy Review

- ✓ For webinar registrants only!
- › We'll discuss:
 - Your firm's business goals
 - Your current differentiators
 - Future opportunities



Respond to follow-up email or call: **703.391.8870**

Thank you! Questions?

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