

The Future of Business Model Innovation



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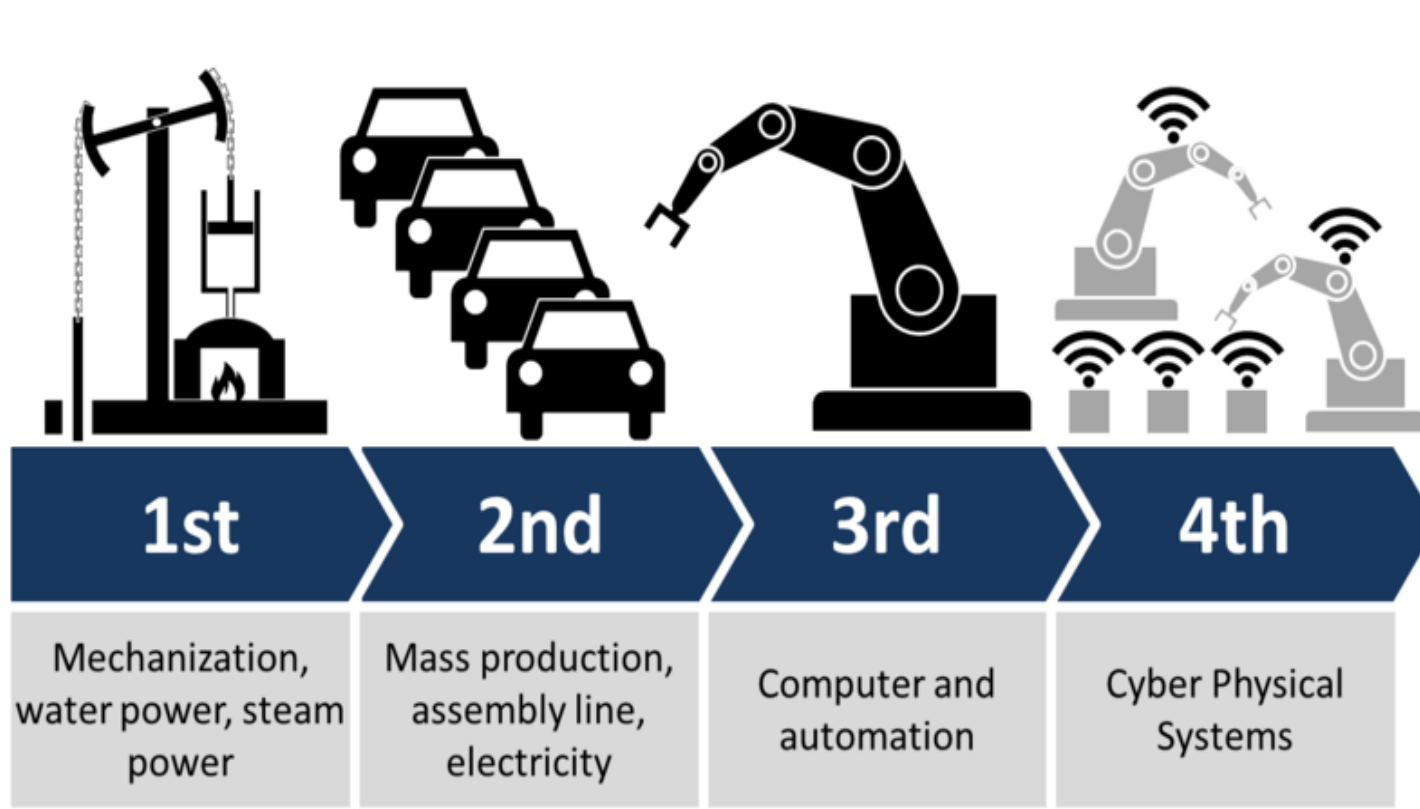
Agenda

- 1) Impact of the Fourth Industrial Revolution
- 2) Need for new business models
- 3) State of business model innovation in Norway
- 4) Become a BMI leader

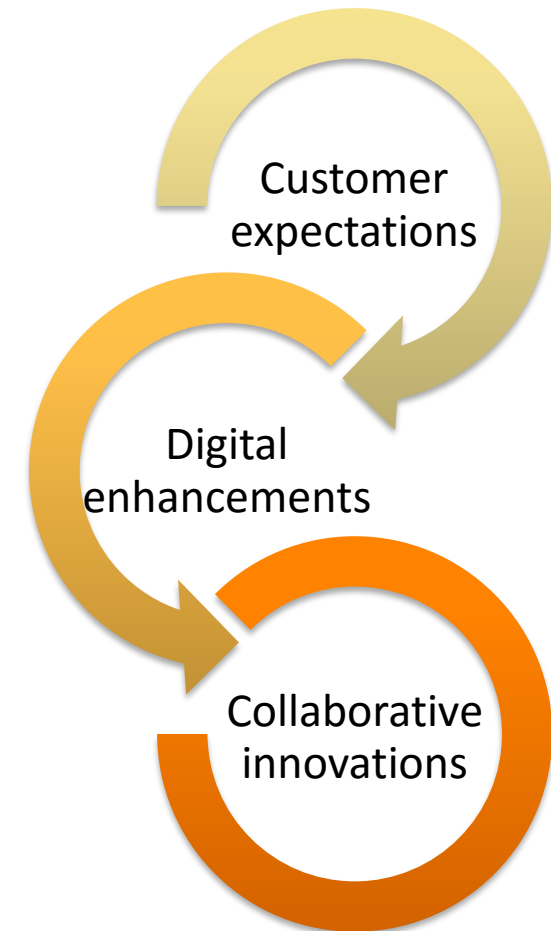
The Impact of the 4th Industrial Revolution

The 4th Industrial Revolution

Key changes



The 4 Industrial Revolutions (by Christoph Roser at AllAboutLean.com)



Need for New Business Models

Emerging trends



Sharing economy



Servitization



Open innovation



Sustainability

Rethinking the established business model

Target
segment



Value
Proposition



Value
capture

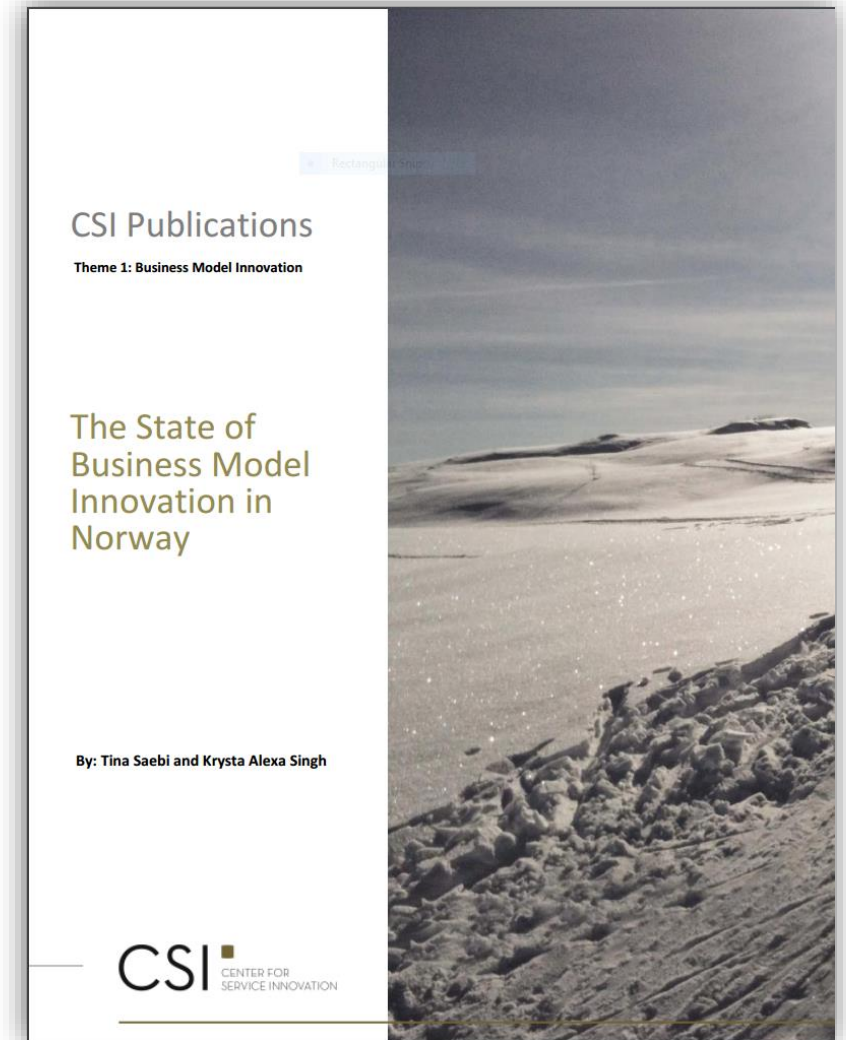
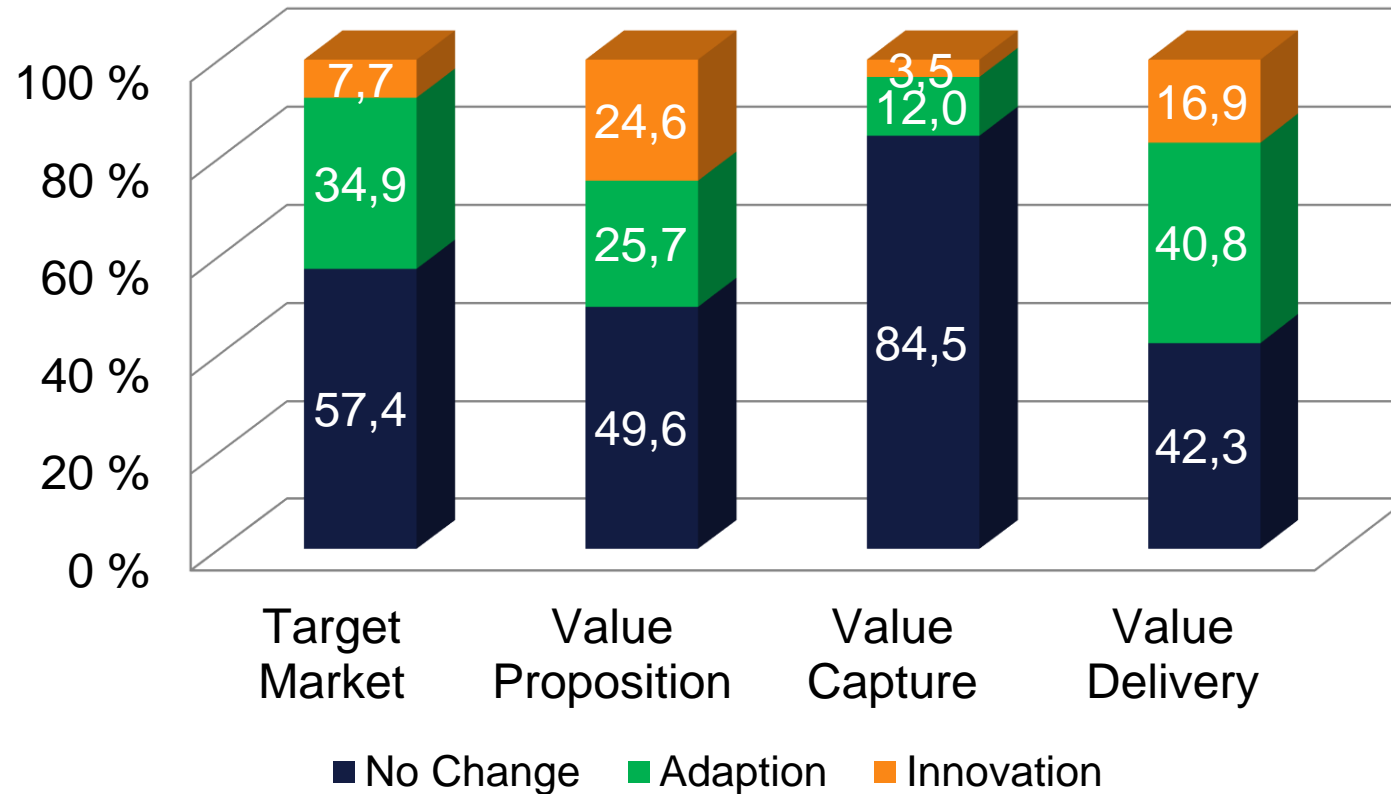


Value
delivery

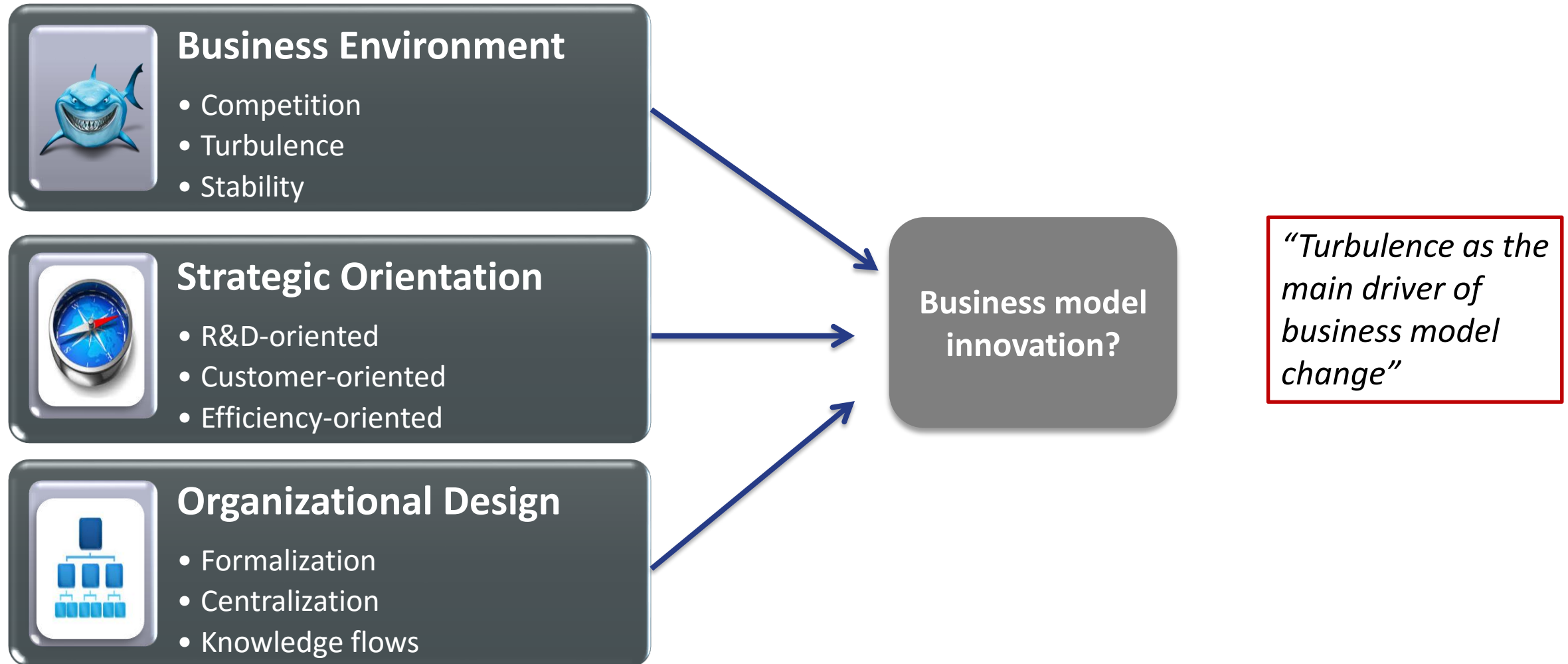


State of Business Model Innovation in Norway

BMI By Component



What drives Business Model Innovation in Norway?



Why wait for turbulence to hit your industry?

“It’s harder to stay on top than to get there”



Become a BMI leader

Main Challenges of BMI

Bias of the current business model

Leadership gap

Organizational resistance

Developing key capabilities

Ambidexterity: exploit and explore

Assign dedicated team to experiment with BMI

Institutionalize innovation culture

Further reading

