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New business model and it's Implementation for innovation uptake

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1. Sources for construction of new business model

RESULTS:

- 2. New business model
- 3. Implementation of new business model for innovation uptake



Sources for construction of new business model



- Private forest owners questionnaire analysis (Finland, Slovenia, Spain, Sweden).
- Interviews with contractors (Finland, Slovenia, Spain, Sweden).
- Best practice models descriptions (Finland, Slovenia, Sweden).
- Expert knowledge on business models relevant for innovating.





Private forest owners questionnaire analysis (Finland, Slovenia, Spain, Sweden)

- Managing forest in the future
- Knowledge of forest management and harvesting operations
- Young dense forest stands (YDFS) perception
- Influential factors of willingness for increasing management of YDFS
- Communication channels for YDFS informations
- Demographic data



Interviews with contractors (Finland, Slovenia, Spain, Sweden).

- General data about contractors servicess offered
- Young dense forest stands management and harvesting knowledge
- YDFS management and harvesting oppinion
- Communication channels for YDFS informations
- Demographic data



Best practice models descriptions (Finland, Slovenia, Sweden).

Criteria for selecting the best practice example of interviewed contractors in each country were identified by FEB researchers.

Researchers from other countries added country specific criteria.

In last phase all criteria were ranked by all researchers to form the framework for selecting and describing the best practice model.



Best practice models ANALYSIS (Finland, Slovenia, Sweden, Spain):

- Customer segments
- Value proposition
- Communication and distribution channels
- Customer relationships

- Revenue streams
- Key resources
- Key activities
- Key partners
- Cost structure



RESULTS:

New business model

WP3 Socio economic aspects of the SDS managements

New business model - Sources for construction of new business model WOOd



Key Partners

Who are our key partners? Who are our key suppliers? Which key resources are we acquiring from them?

Types of partnerships

- Strategic alliance
- Coopetition
- Joint ventures
- Buyer-supplier relationships

Key Activities

What key activities do our value propositions require? Our distribution channels? Customer relationships? Revenue streams?

Categories

- Production
- Problem-solving
- Platform/ Network

Key Resources

What key resources do our value propositions require?

Types of resources

- Human
- Physical
- Intellectual
- Financial

Value Propositions

What values do we deliver to the customer? Which one of our customer's problems are we trying to solve? What products and services are we offering to our customer segments? Which customer needs are we

satisfying?

Customer Relationships

What type of relationships do our customers expect us to establish and maintain with them? Which ones have we established? How costly are they?

- Personal assistance
- Dedicated personal assistance
- Self-service
- Automated services
- Communities
- Co-creation

Customer Segments

For whom are we creating value? Who are our most important customers?

Customer segment types

- Mass market
- Niche market
- Segmented
- Diversified
- Multi-sided platform

Distribution Channels

Through which channels do our customers want to be reached? How are we reaching them now? Which ones work best and are cost-efficient?

Types of channels

- Owned channels
- Partner channels

Osterwalder, Alexander; Pigneur, Yves;

Clark, Tim (2010). Business Model

Generation: A Handbook For Visionaries,

Game Changers, and Challengers.

Strategyzer series. Hoboken, NJ: John Wiley

&

Sons. ISBN 9780470876411. OCLC 6480 31756

Cost Structure

What are the most important costs inherent in our business model? Which key resources and activities are most expensive? Is our business more cost-driven or value-driven?

Revenue Streams

For what value our customers are willing to pay? For what do they currently pay? How are they currently paying? How much does each revenue stream contribute to our overall revenues? Types of revenue stream

- Asset sales
- Usage fee
- Subscription fee
- Lending/leasing/renting
- Licensing
- Brokerage fees
- Advertising



Based on the sources for construction of new business model as stated in the first part of this presentation the New business model was developed.

We identified two target groups of customer segments: services buyers and products buyers.

For each of the identified customer segments first 6 elements of Osterwald and Pigneur (2010) business model were developed. The remainings 3 were developed only for contractors.



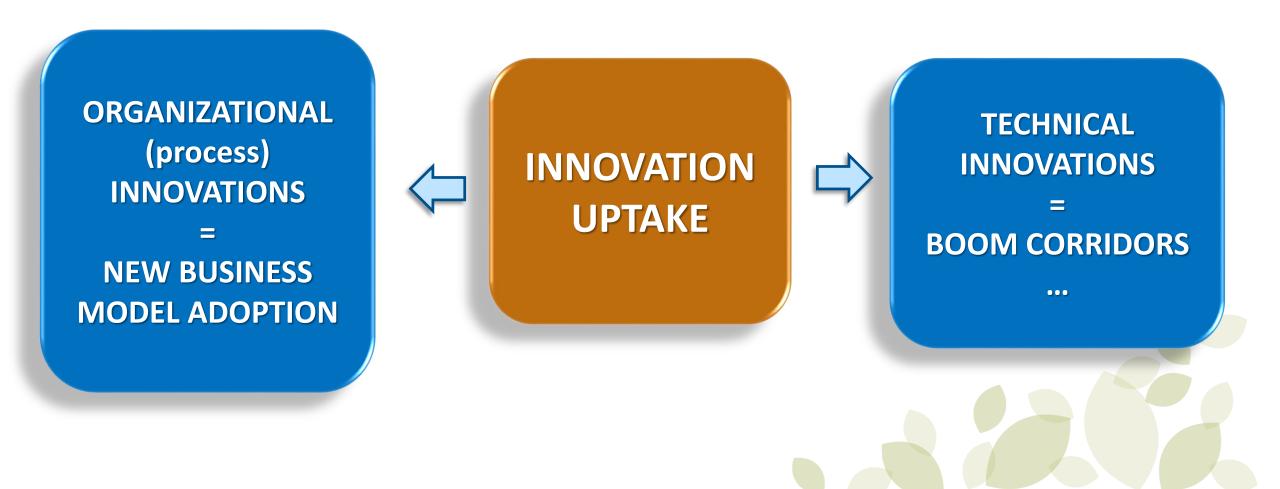
RESULTS:

Implementation of new business model for innovation uptake

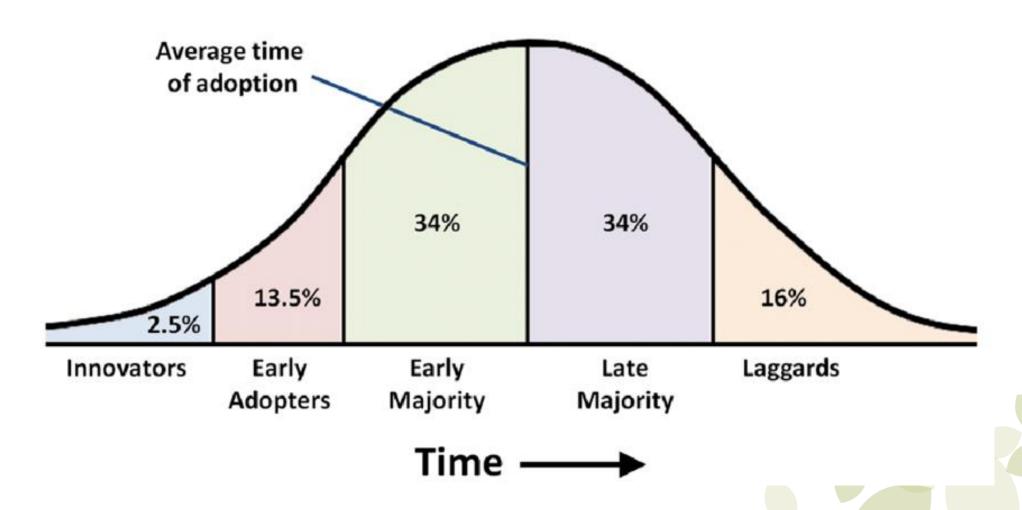


We developed the model of implementation based on Rogers (2003) theory on Diffusion of Innovations and Kumar and Reinartz (2018) Customer Relations management.

Rogers Everett: Diffusion of Innovations, Free Press, NY USA, 2003 Kumar., V., Reinartz W. 2018. Customer Relations management. Springer Berlin, Heidelberg.



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We suggest 5 steps model of behaviour changing activities circle.

 During the first cycle we should focus on innovators and early adopters, while in the second circle we should focus on the early majority.





The results of this part of the SMALLWOOD research project are in the process of preparing for publications, where more detailed informations on

- New business model and
- New business model implementation and adoption process

will be available.





Q&A





HANKYOU THANKYOU