

HOW TO MODEL VALUES-BASED BUSINESS

with the Business Innovation Kit / Business Modeling Starter Kit

The Business Innovation Kit supports you and your team in modelling values-based business, either for a new or for an already existing company. It contains all the required background information and facilitates a set of group activities. The toolkit was created based on experiences in coaching start-up companies and innovation projects, and a review of scientific literature, and iteratively refined in more than a hundred workshops.

- What you need: A business idea or an existing business, 4 to 12 participants, 3 to 4 hours
- What you get: A shared view of alternative business models, their strengths & weaknesses
- What it contains: 1 Playground Template, 1 Refinement Sheet Template, 16 Instruction Cards, 16 Example Cards, 16 Challenger Cards

This free download package contains the basic elements (now called Business Modelling Starter Kit). The full version with printed cards is available from http://www.uxberlin.com/starter_kit/. It contains additional materials: additional case cards and challenger cards, additional instructions and cards sets for revenue modelling and exploring alternative designs of the customer journey. It also contains a Sustainability Innovation Pack with different maturity levels and model sustainability-oriented business.



How to proceed:

- **Download** the free basic package here: http://www.uxberlin.com/starter_kit/
- **Print** the Playground on Din A3 and tape the two parts together as indicated on the paper. Print the refinement sheet 3 times on A4.
- **Print** the other cards on double sided thick paper (ideally 250 – 300 grams). If you print it in a copy shop ask them to use Coated Fogra39 as target profile for the colours. Please note: Due to technical reasons, some printers do not match the pages properly. For best print results set marks on "print pages centred" and "resize document to fit paper size" in the print dialogue.
- **Cut the cards** according to the trim lines. Get some pens and post-its and gather the participants.
- Arrange all materials on a table, and start modelling following the **instructions** on the Facilitation Cards.

Further materials are available on www.uxberlin.com, instructions are also available in the eBook: <http://www.amazon.com/How-Model-New-Business-Innovation-ebook/dp/B00Q8Z5UHO>
