

# Social Innovation

## New Business Models

Bikash Dahal  
Nov 2, 2022

# Social Innovation

## The schedule

- ~~Week 1: Definition and Concept of Social Innovation~~
- ~~Week 2: Theories and Frameworks of Social Innovation~~
- ~~Week 3: Types and field of Social Innovation~~
- ~~Week 4: Who is a Social Innovator?~~
- ~~Week 5: Design Thinking~~
- ~~Week 6: Designer's mindset~~

# Social Innovation

## The schedule

- Week 7/8: New Business Models
- Week 9: Integrating social into business models
- Week 10: Turning ideas into minimum viable product
- Week 11/ 12: Sustainability and Social Innovation
- Week 13: Network and capacity building
- Week 14: Supporting social Innovation
- Week 15/ 16: Good practices in Social Innovation

# Social Innovation

## New Business Models

Bikash Dahal  
Nov 2, 2022

# Contents

- Tools for Business Model
- Components of Business model tools

# Learning Objectives

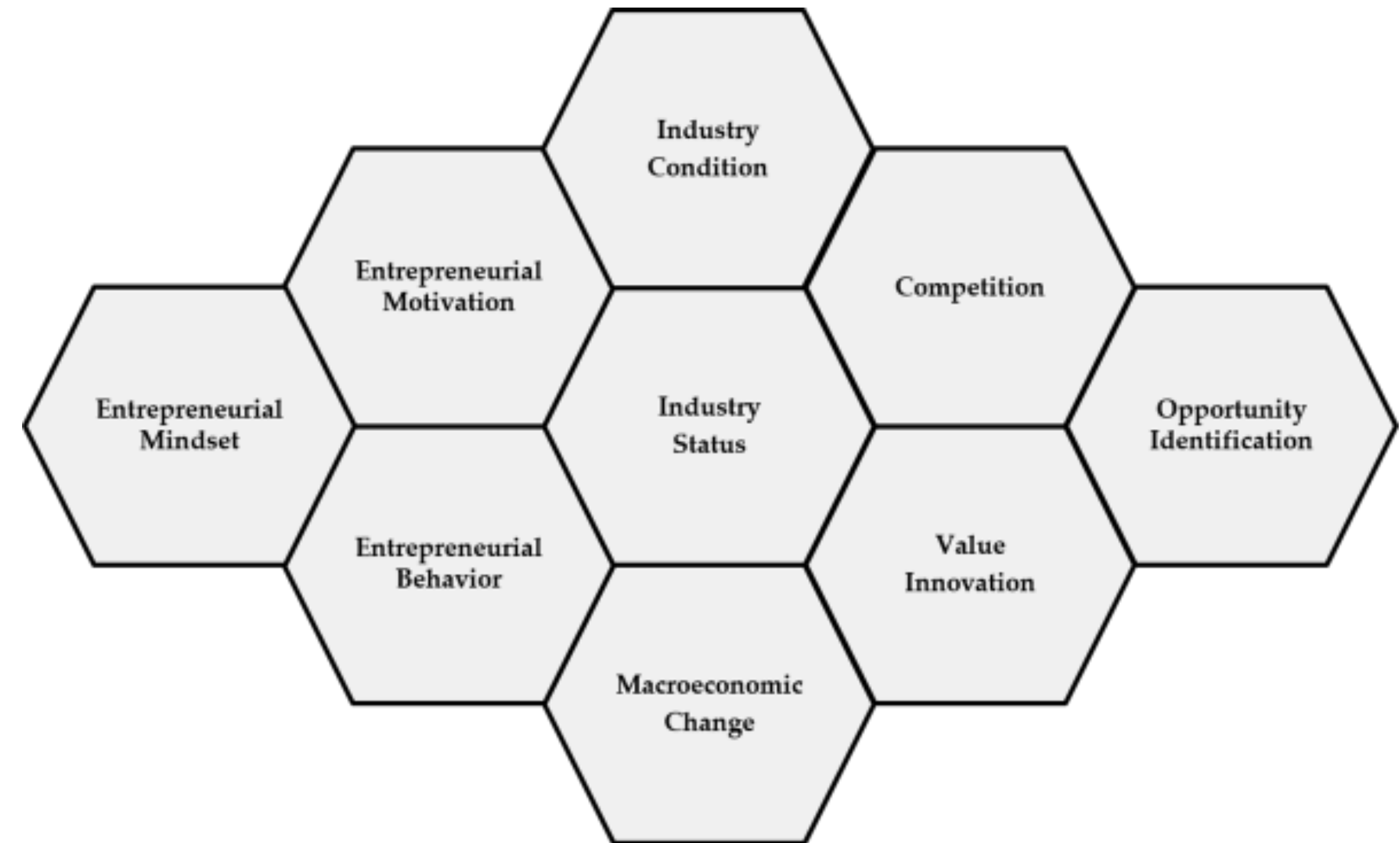
- The learn about the various various business model tools
- To look at the components of business model tools
- To be able to integrate these concepts into practice

# The Business Models tools

- Opportunity Analysis Canvas (OAC)
- Business Model Canvas (BMC)
- Lean Canvas Model

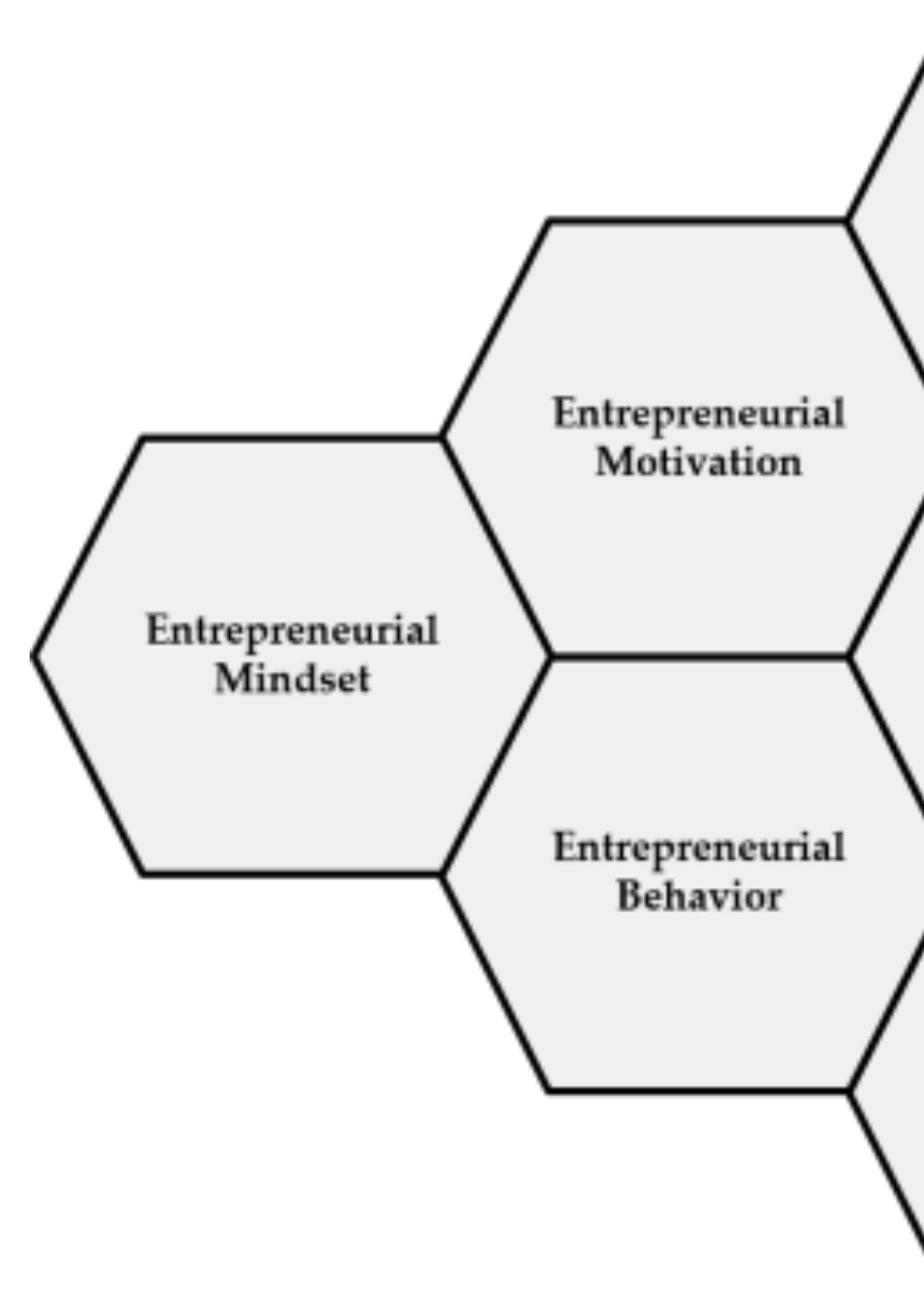
# Opportunity Analysis Canvas

- Argues that anyone can be a successful startup entrepreneur
- Corporate innovator
- Created by Dr. James V. Green
- Nine step experience



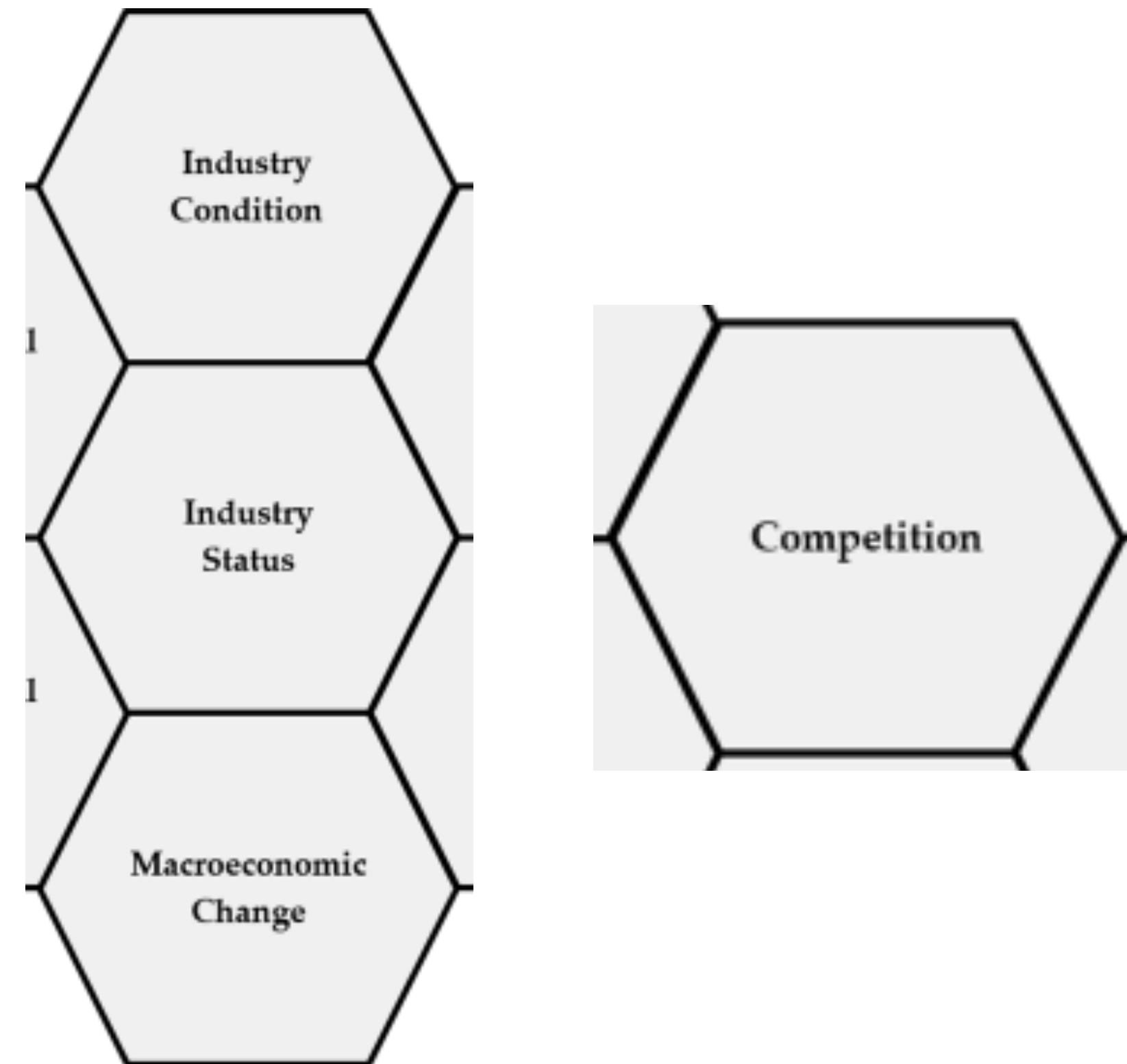
# Components of OAC

- Thinking Entrepreneurially
  - Entrepreneurial Mindset
  - Entrepreneurial Motivation
  - Entrepreneurial Behavior



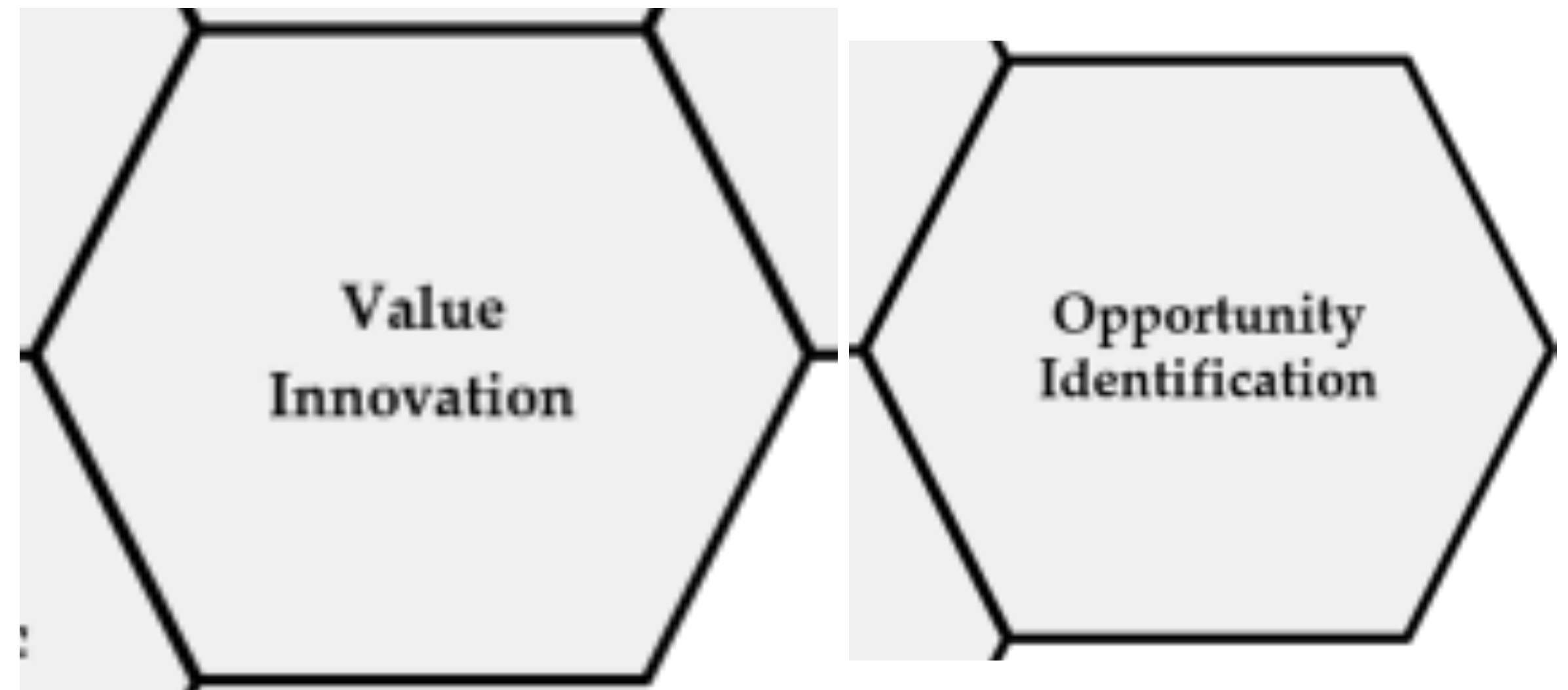
# Components of OAC

- Seeing Entrepreneurially
  - Industry condition
  - Industry status
  - Macroeconomic change
  - Competition



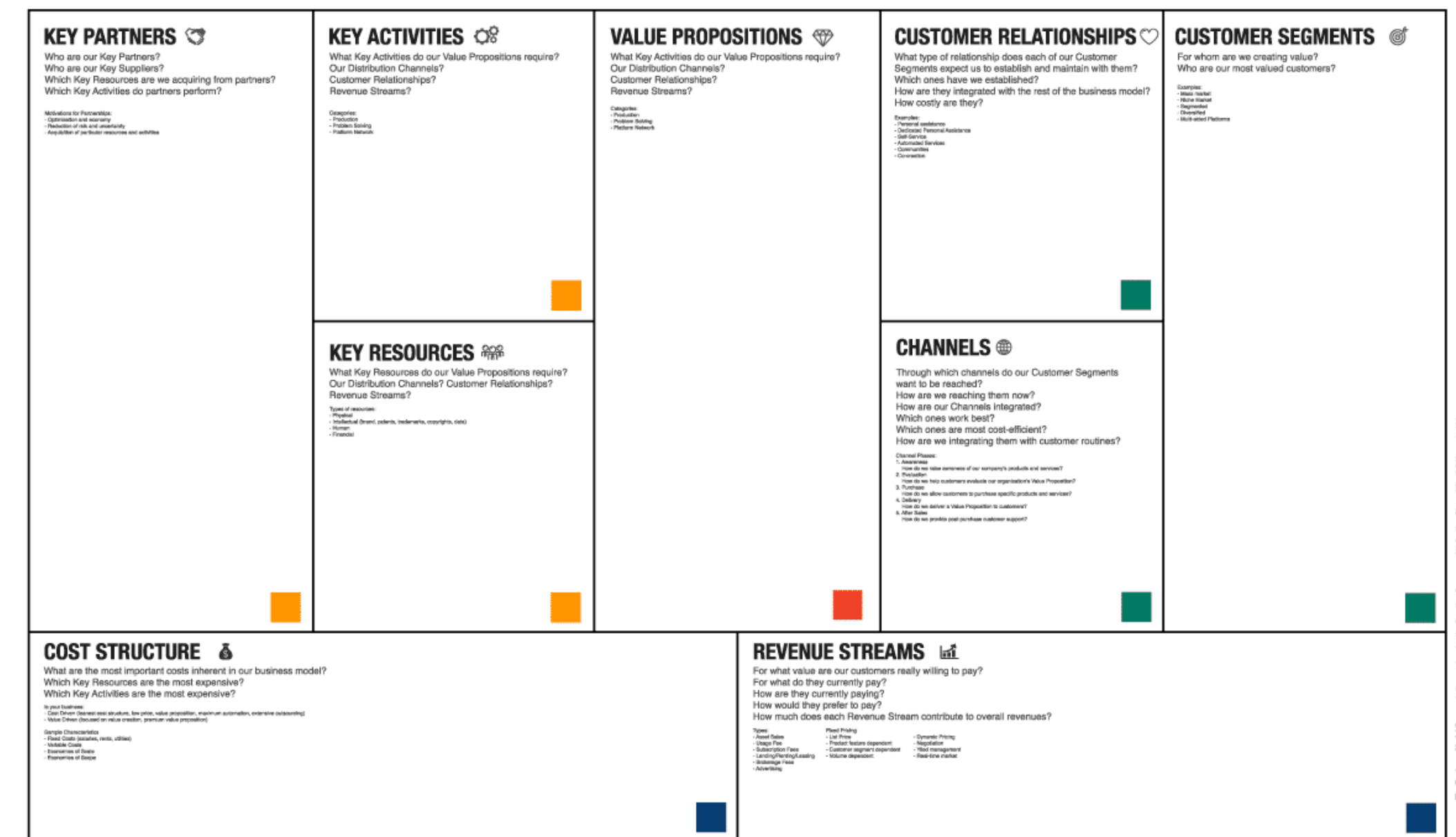
# Components of OAC

- Acting entrepreneurially
  - Value innovation
  - Opportunity identification



# Business Model Canvas

- Nine 'building blocks'
- Proposed by Alexander Osterwalder in 2005
- Part of a thesis research initially



Osterwalder, A., Pigneur, Y., Oliveira, M. A. Y., & Ferreira, J. J. P. (2011). Business Model Generation: A handbook for visionaries, game changers and challengers. *African journal of business management*, 5(7), 22-30

**SECTION KEY**

- CUSTOMER FOCUS
- FINANCIAL VIABILITY
- INFRASTRUCTURE
- OFFER

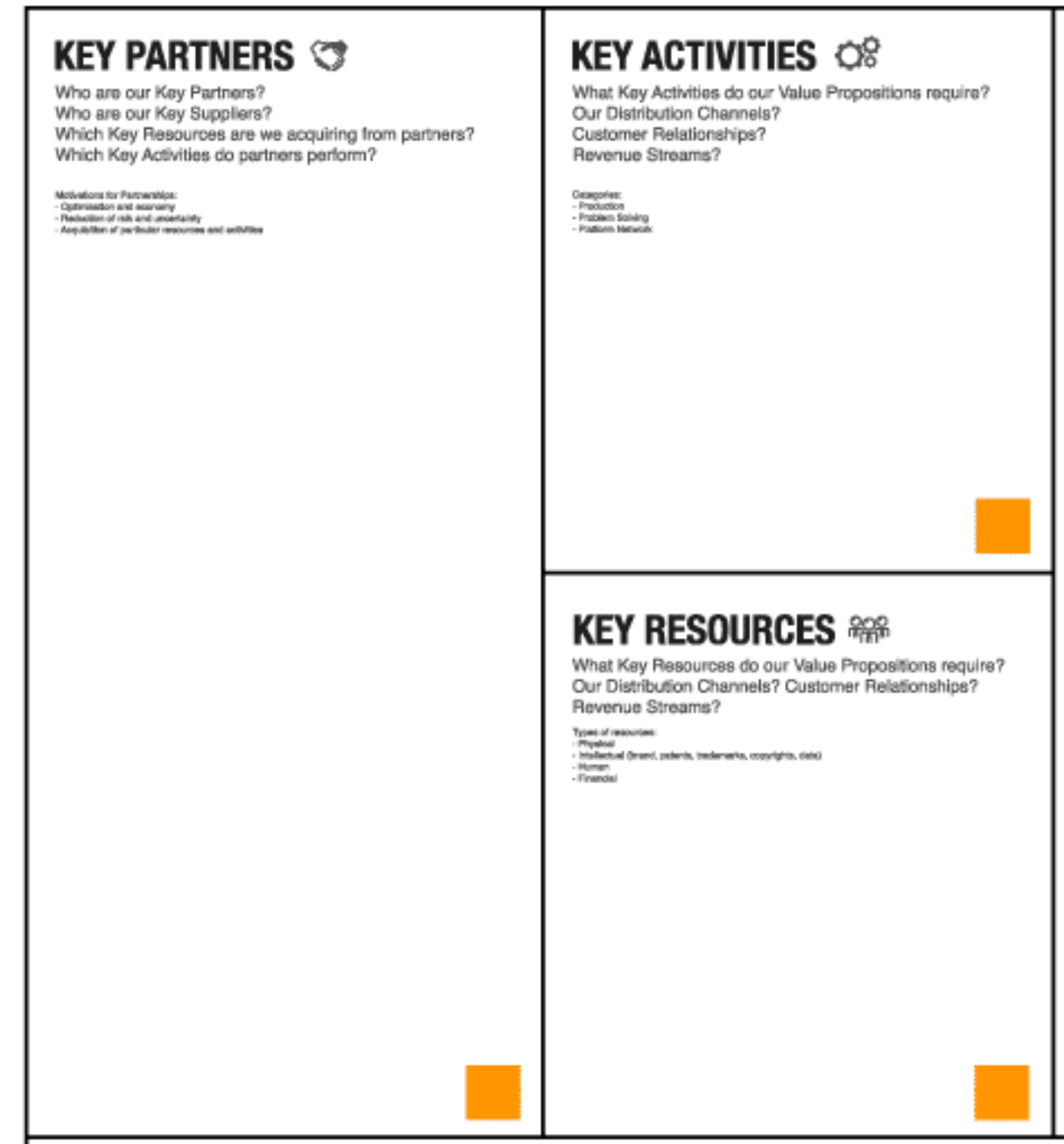
**INNOVATION WORKSHOPS AND TRAINING**

GARY FOX & CO  
www.garyfox.co

The Business Model Canvas is licensed under the Creative Commons Attribution-ShareAlike 3.0 license.

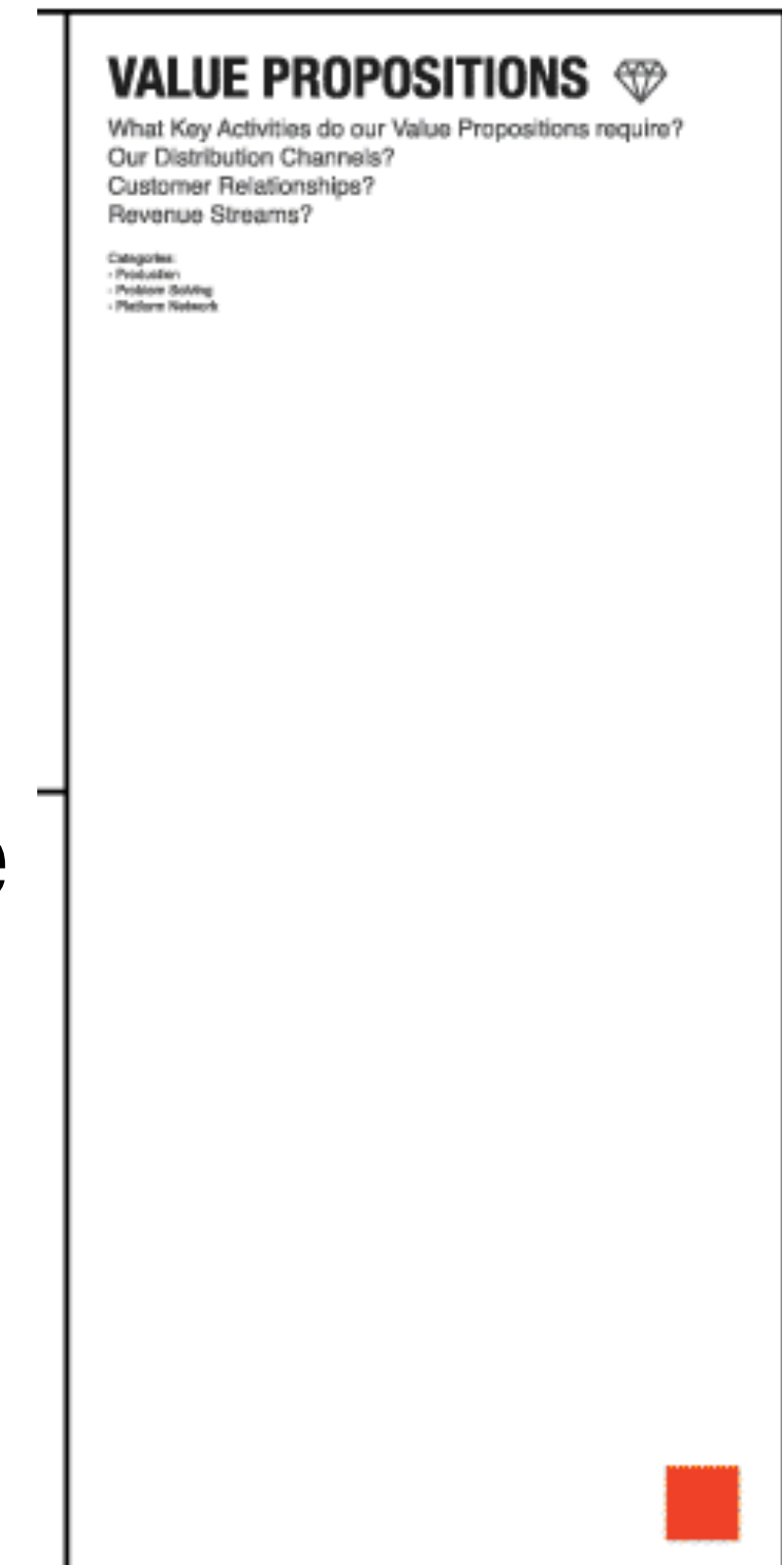
# Components of Business Model Canvas

- Infrastructure
  - Key activities
  - Key resources
  - Partner network



# Components of Business Model Canvas

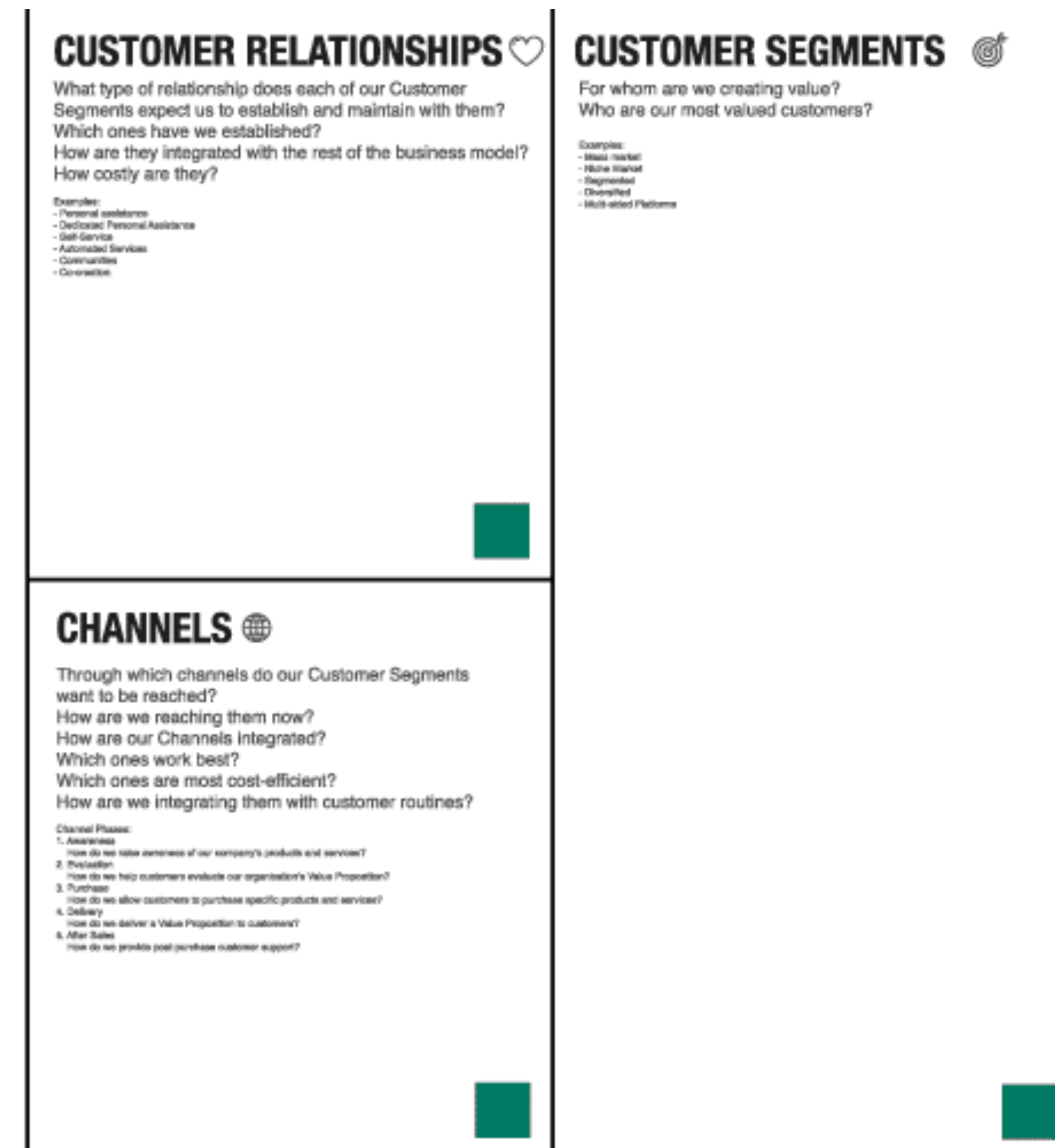
- Offering
  - Value proposition
    - Quantitative - price and efficiency
    - Qualitative - overall customer experience and outcome



# Components of Business Model Canvas

- Customers
  - Customer segments
  - Channels
  - Customer relationships

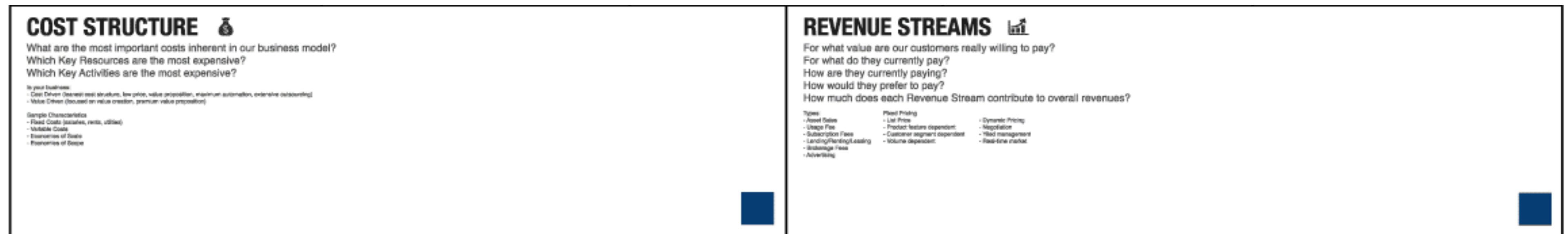
Osterwalder, A., Pigneur, Y., Oliveira, M. A. Y., & Ferreira, J. J. P. (2011). Business Model Generation: A handbook for visionaries, game changers and challengers. *African journal of business management*, 5(7), 22-30



# Components of Business Model Canvas

- Finances
  - Cost structure
  - Revenue streams

Osterwalder, A., Pigneur, Y., Oliveira, M. A. Y., & Ferreira, J. J. P. (2011). Business Model Generation: A handbook for visionaries, game changers and challengers. *African journal of business management*, 5(7), 22-30



## SECTION KEY

 CUSTOMER FOCUS

 FINANCIAL VIABILITY

 INFRASTRUCTURE

 OFFER

## INNOVATION WORKSHOPS AND TRAINING

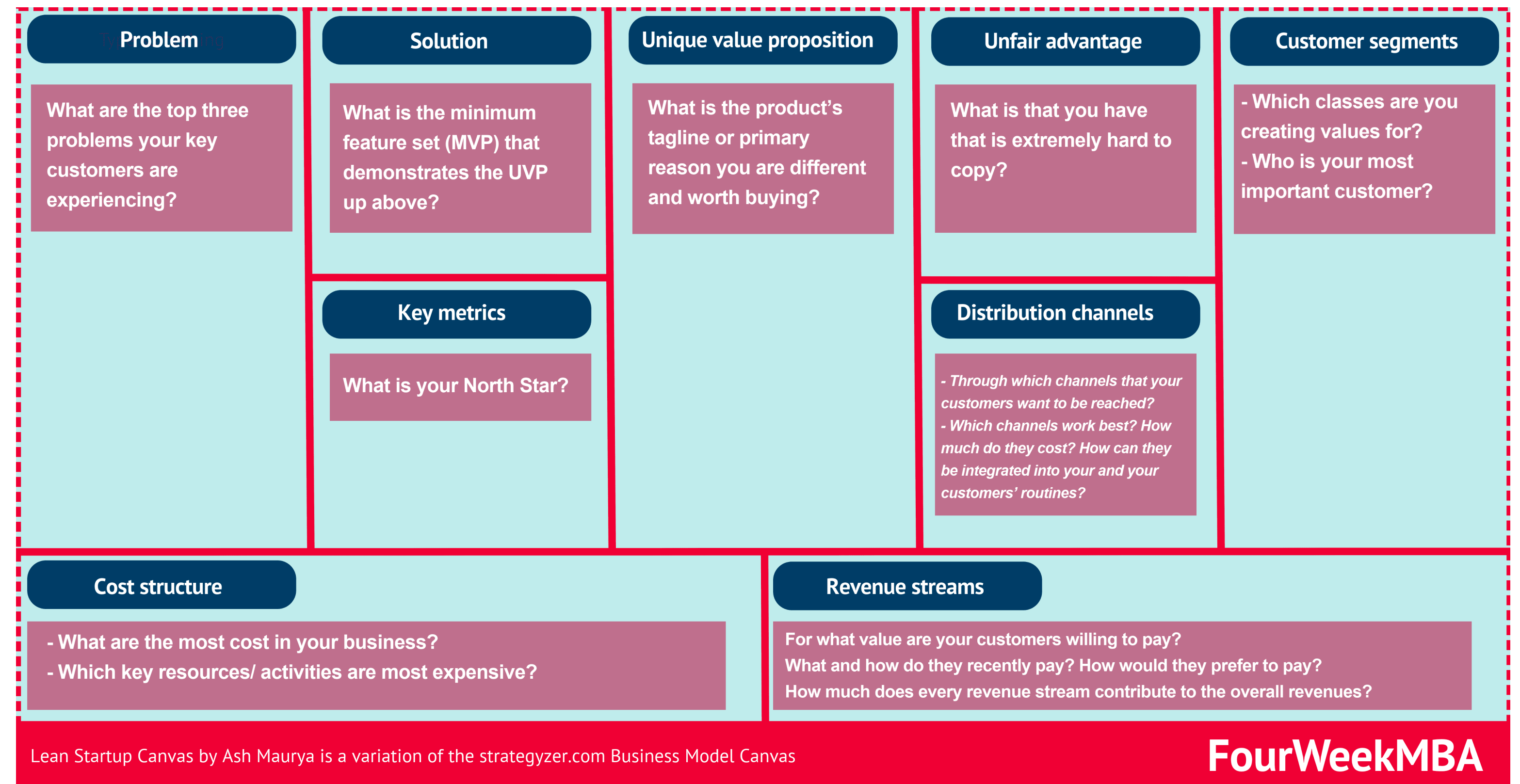
GARY FOX & CO  
www.garyfox.co

# Lean Canvas Model

- Based on Business model canvas
- Adapted by Ash Maurya
- Popular among lean start ups

# Components of Lean Canvas Model

1. Problems
2. Customer segments
3. Unique value proposition
4. Solution
5. Channels
6. Revenue streams
7. Cost structure
8. Key metrics
9. Unfair advantage



# Takeaways from this session

- There is no such thing as a perfect tool
- Recommended to use more than one tool
- Helps make quick decision

# Our learning for next session

- Integrating “SOCIAL” into Business models
  - What does it mean
  - How can we do it

**Thank You!**