



Migrating the Business Business Model Model into the Innovation Value Creation, Capture, Outcomes in Value Logic & **Linkage & Validation Innovation Need** Clarifies Definitions and Needs Describes the 'emerging' value logic Value Proposition addresses what? Explicitly Definition of Explicit & Distinctive in Change formulated Process & Value Value Creation Strategy Creation Activities Communicate & Share Inventory Clarifies How They Relate Interactions Capture, Design, Methods & **Process Motivation** What? Plan & Align Technologies Value Changes Why? Architecture How? **Definition of Time Definitions of** Where? When? Plan to Deliver Interactions Network Who? **Timing Competition View** Track & Observe Matching Needs & Considerations Clarify the Organization Required Support Consequences **Reality Check** Value **Economics** Recognition & Definition of Relationships to each other Positioning/ **Definition of Entity & Delivery Capability** Key Resources & Knowledge Capital Measure & Observe **New Market Creating Business Opportunity Evaluation Approach**







