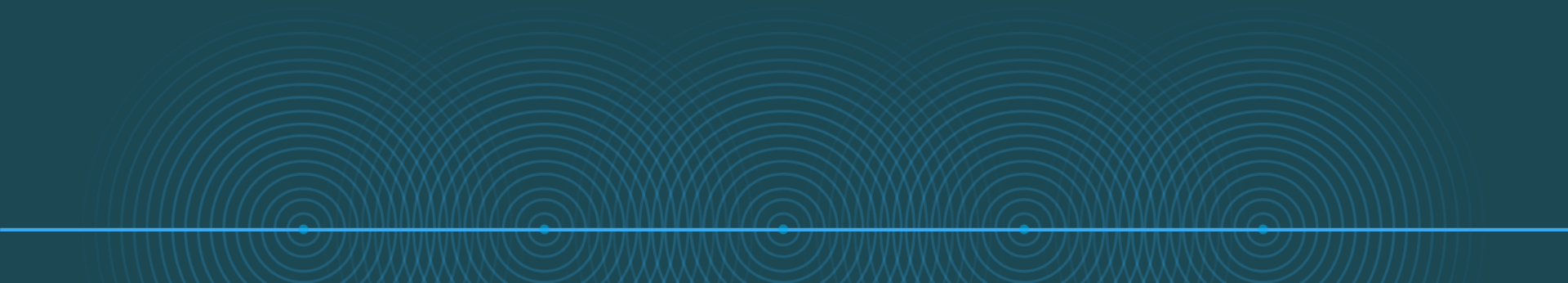


# Business Development for Researchers

Innovation for researchers

Sebastian Adolphy, Humboldt-Universität zu Berlin

29 April 2020



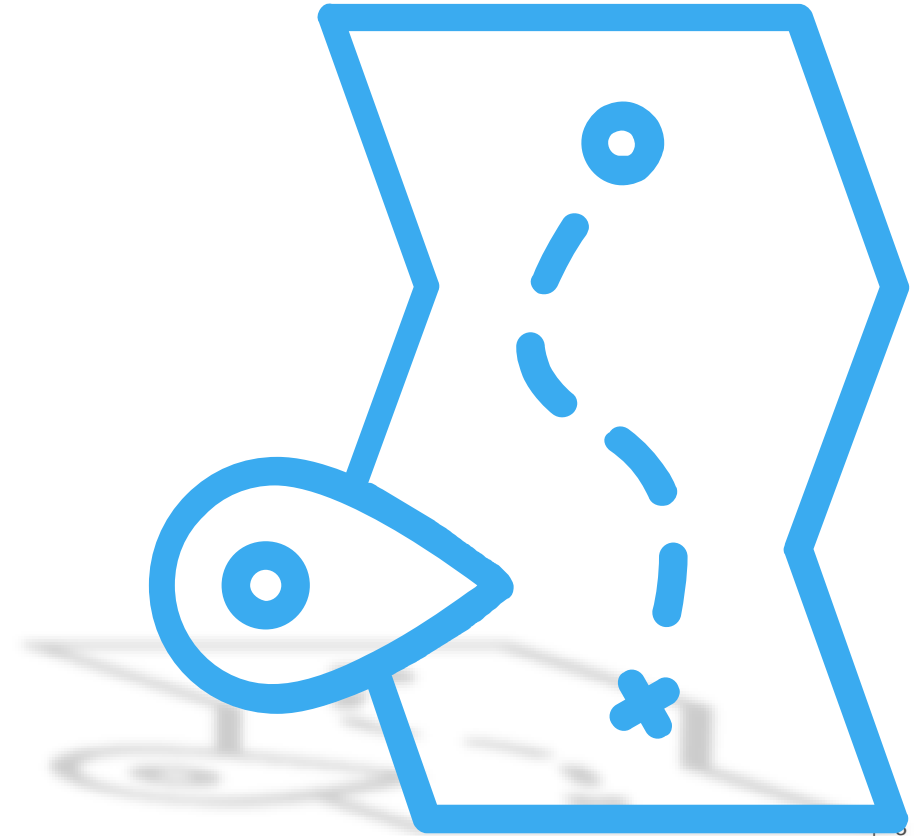
## About the speaker



- Sebastian Adolphy teaches Entrepreneurship and Innovation Management at Humboldt-Universität zu Berlin.
- As educational program manager at the startup incubator he enables students and researchers to develop their business ideas and guides their journey in starting companies.

# Outline

- Why is business development important for researchers?
- What is a business model?
- How do I develop a business model?
- Outlook
- Q&A



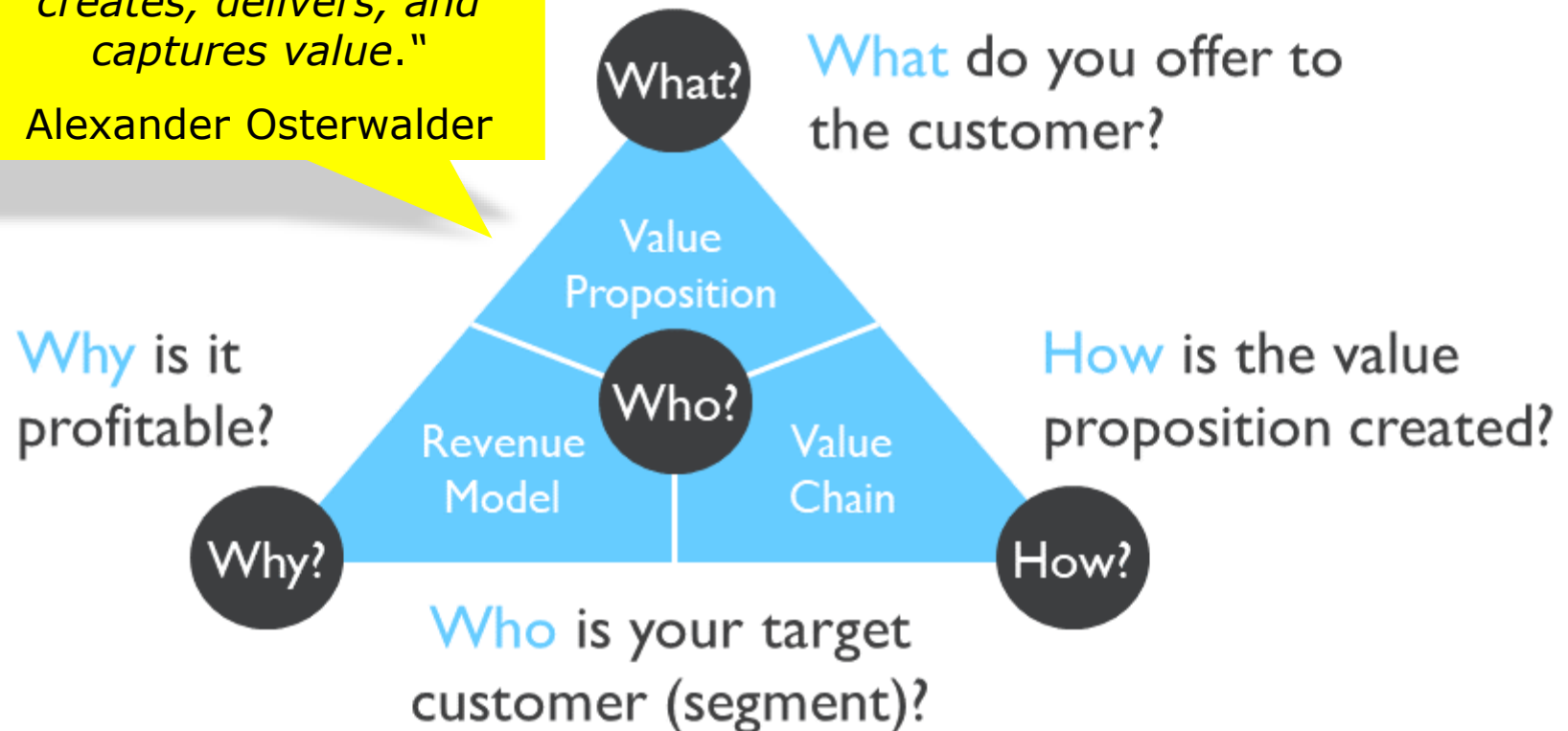
Why is  
business  
development  
important for  
researchers?

# What is a business model?

# Business model - definition & principles

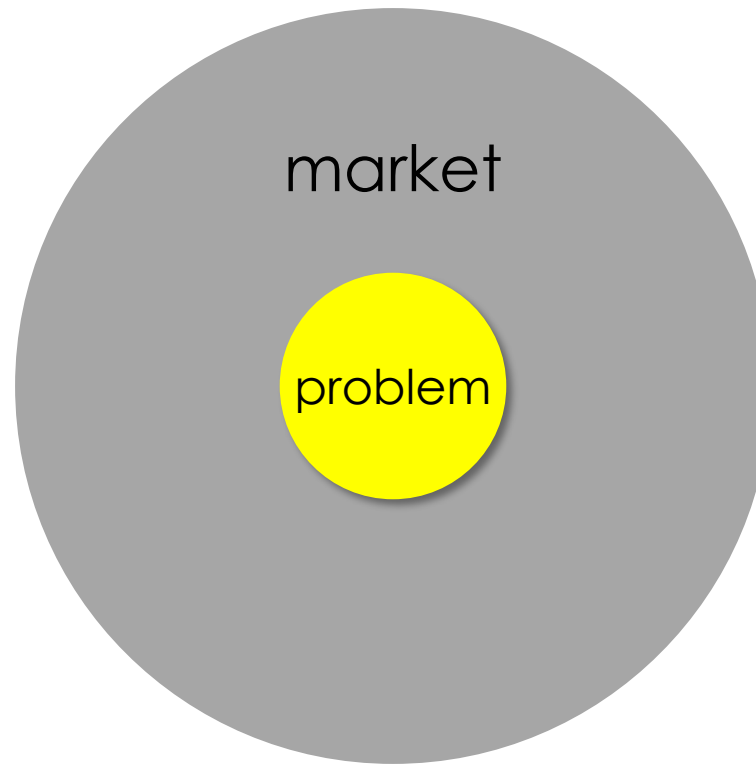
*„A **business model** describes the rationale of how an organization creates, delivers, and captures value.“*

Alexander Osterwalder



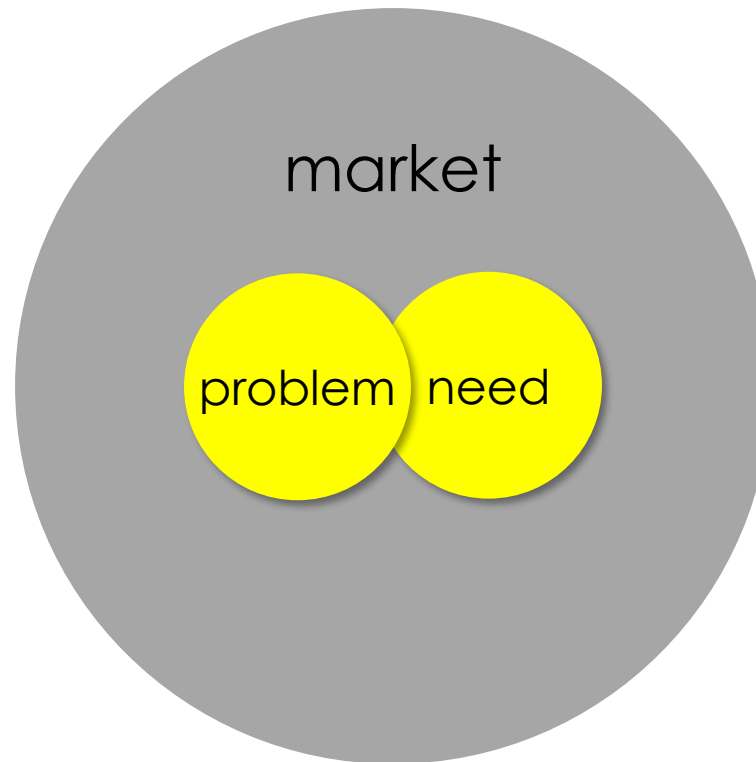
# How do I develop a business model?

# Business development - basic elements & relations

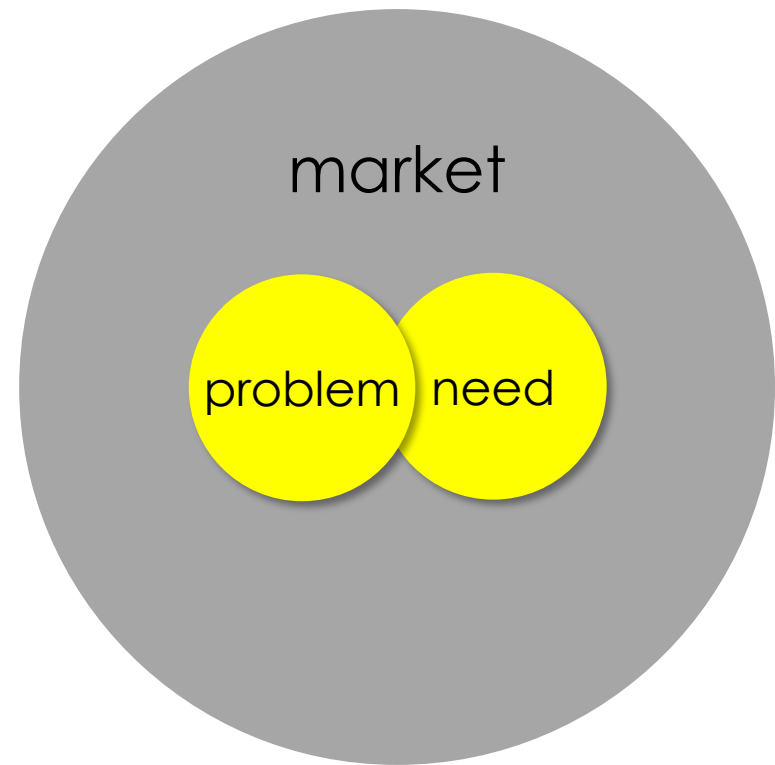
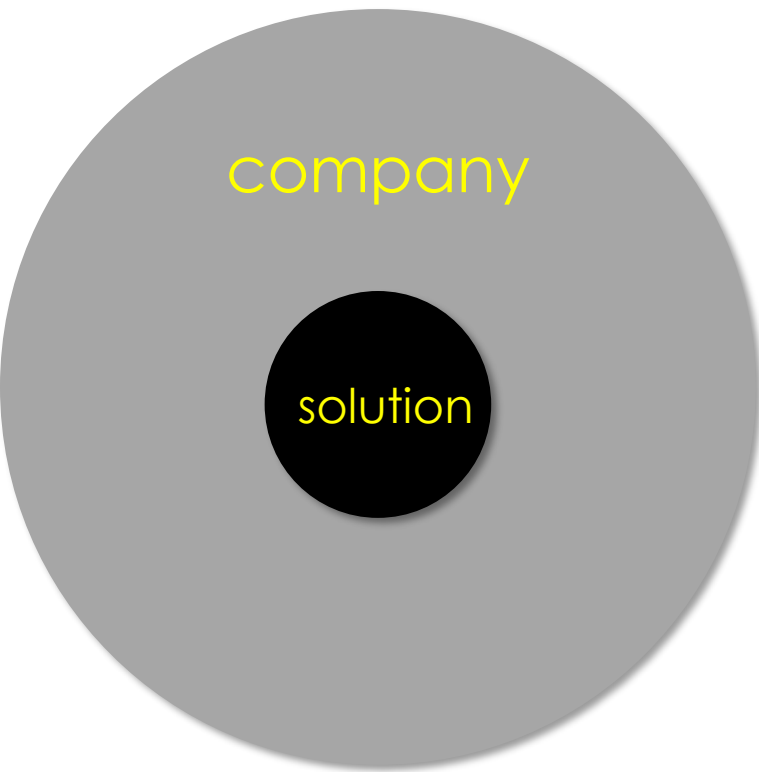




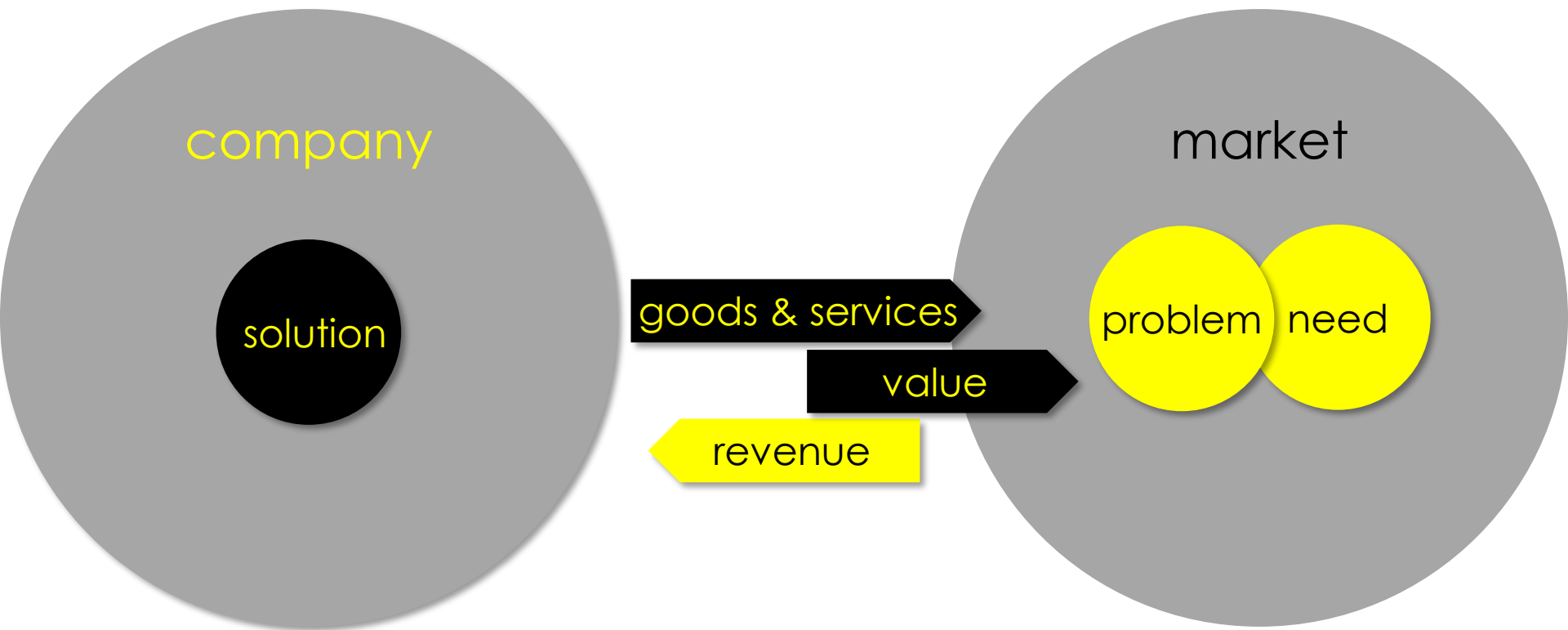
# Business development - basic elements & relations



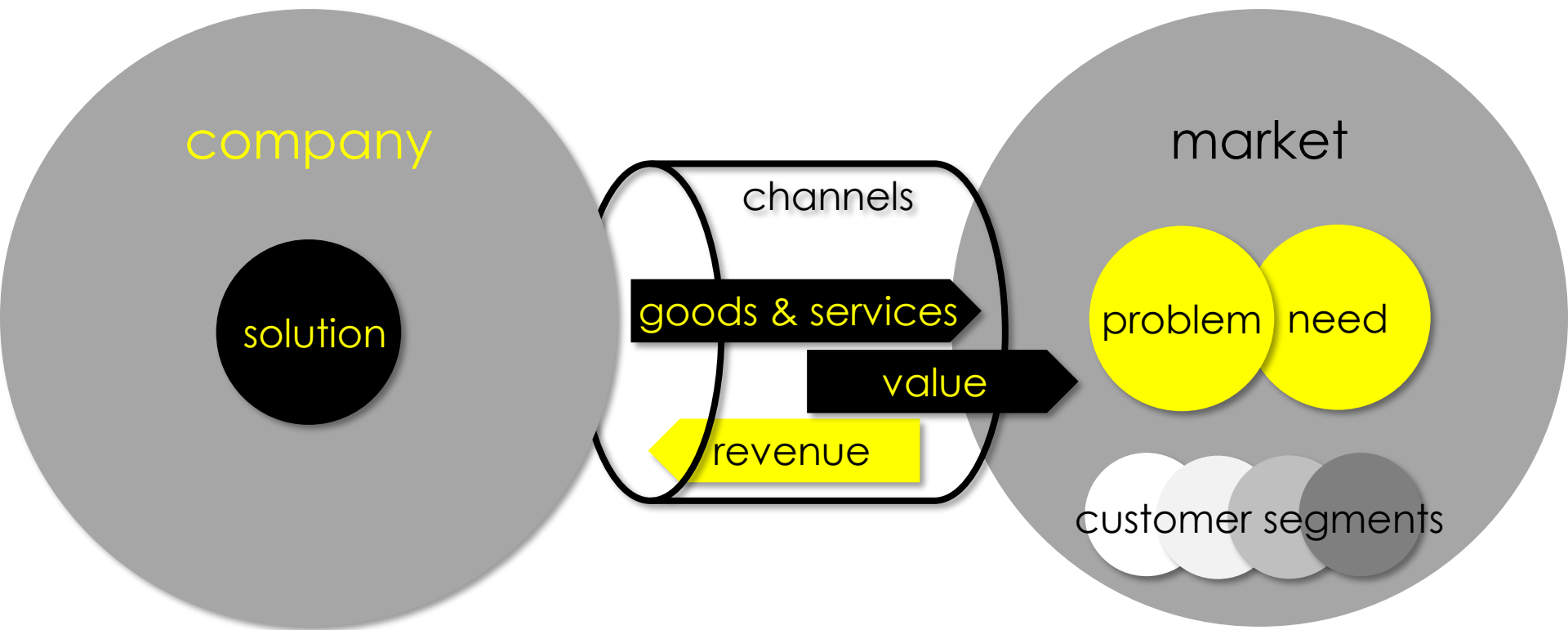
# Business development - basic elements & relations



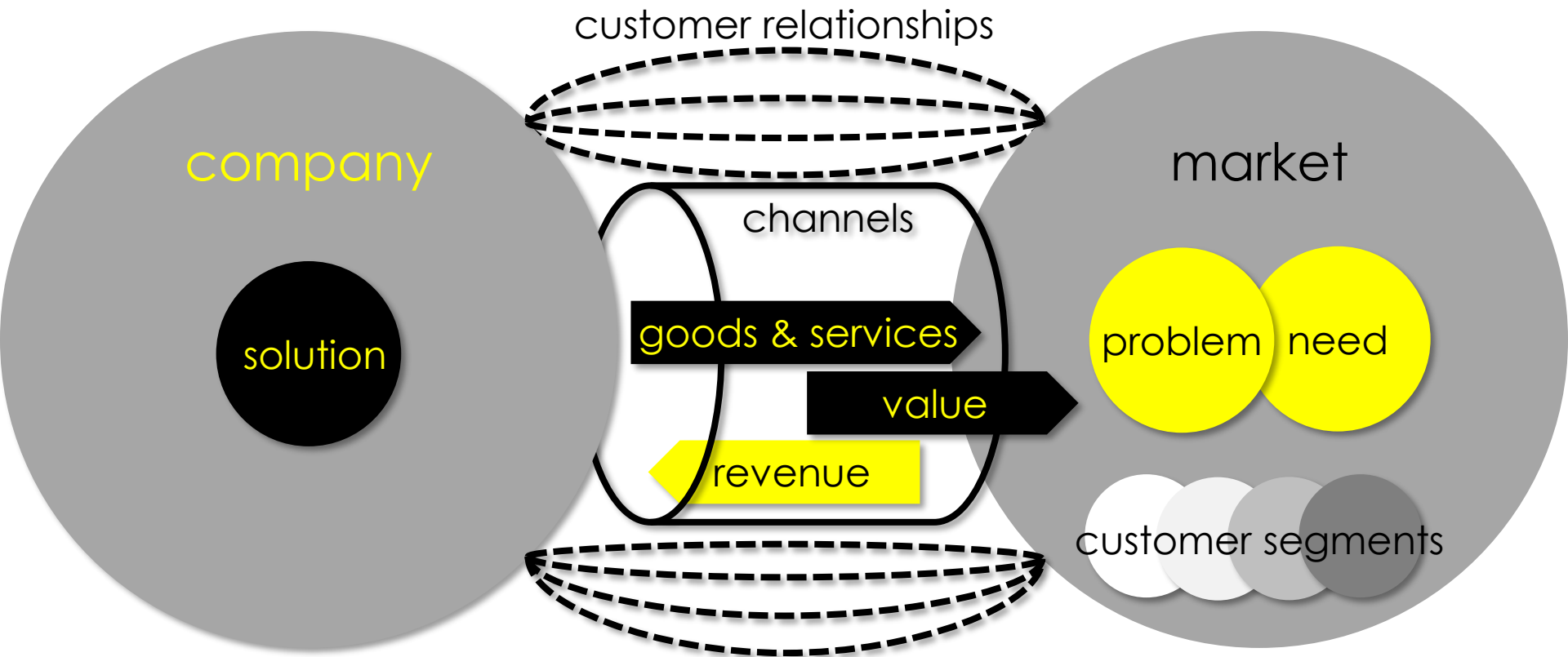
# Business development - basic elements & relations



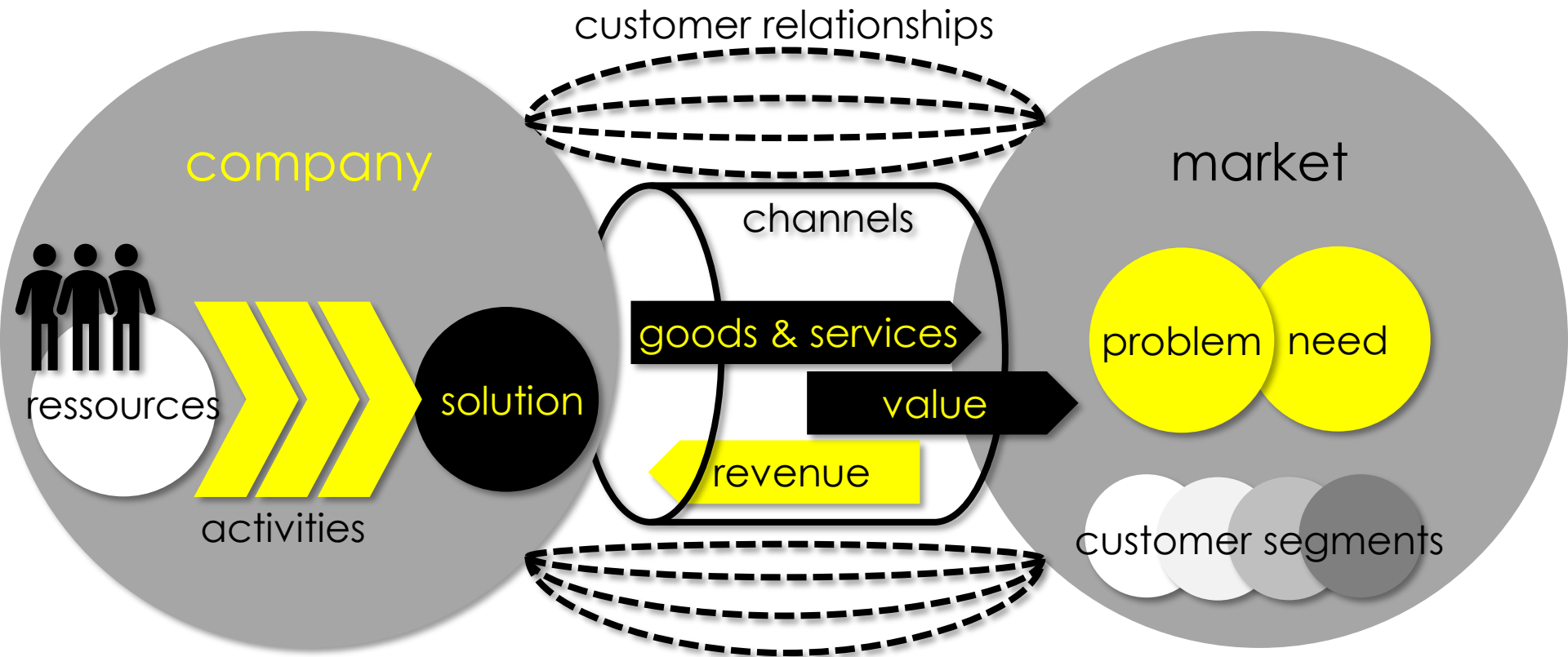
# Business development - basic elements & relations



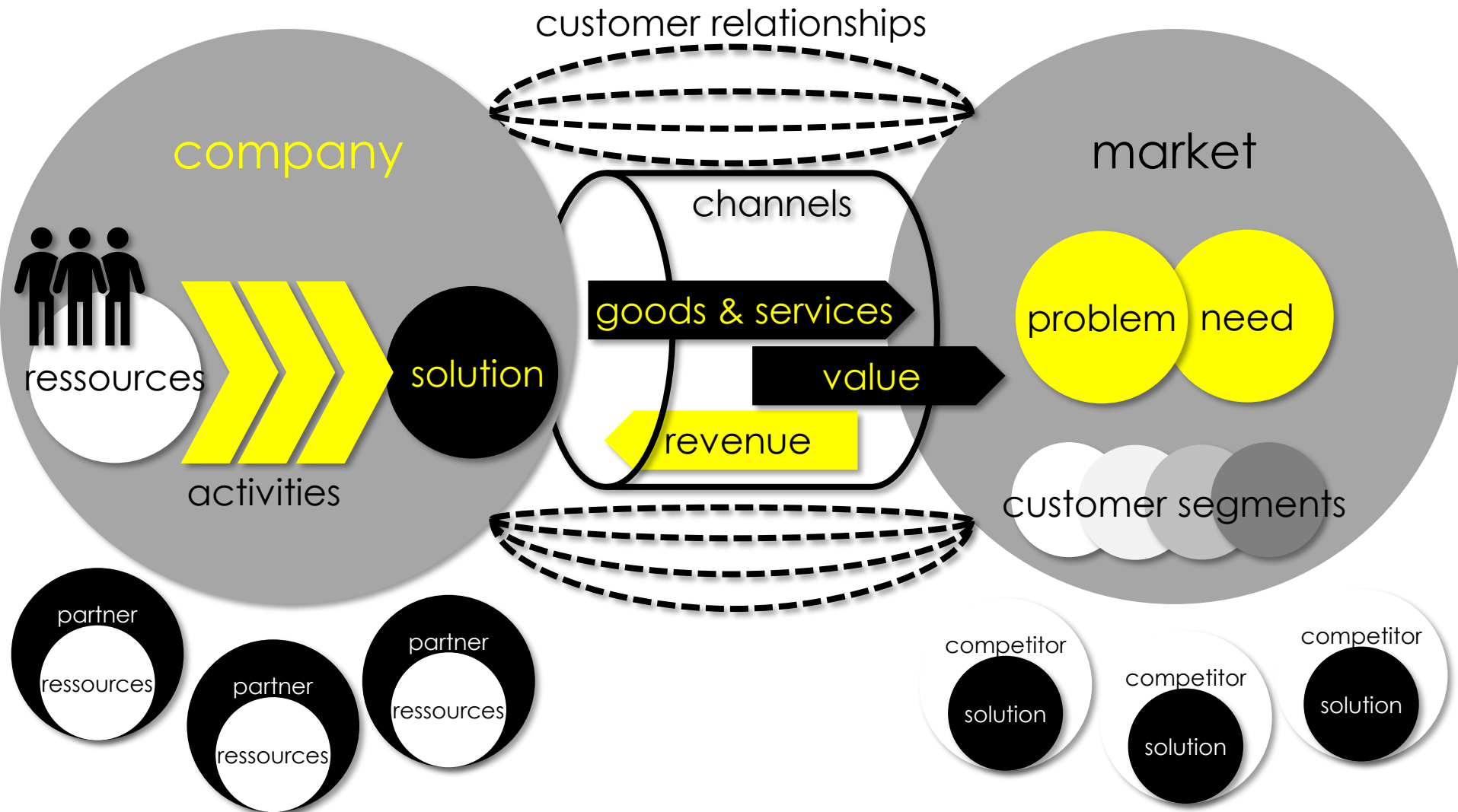
# Business development - basic elements & relations



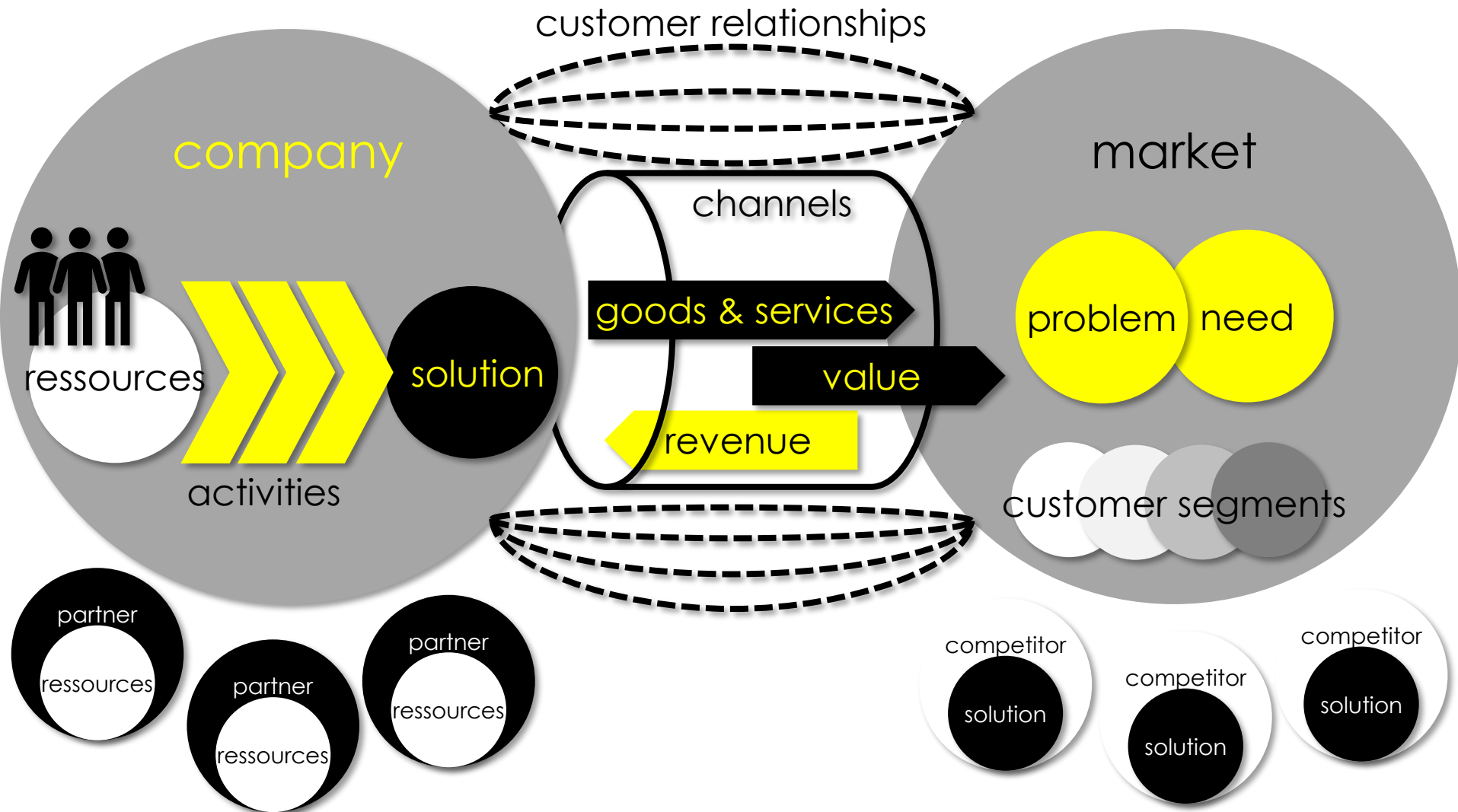
# Business development - basic elements & relations



# Business development - basic elements & relations



# Business development - basic elements & relations





# Business Model Canvas by Alexander Osterwalder

## The Business Model Canvas

Designed for:










Designed by:

One:

Two:

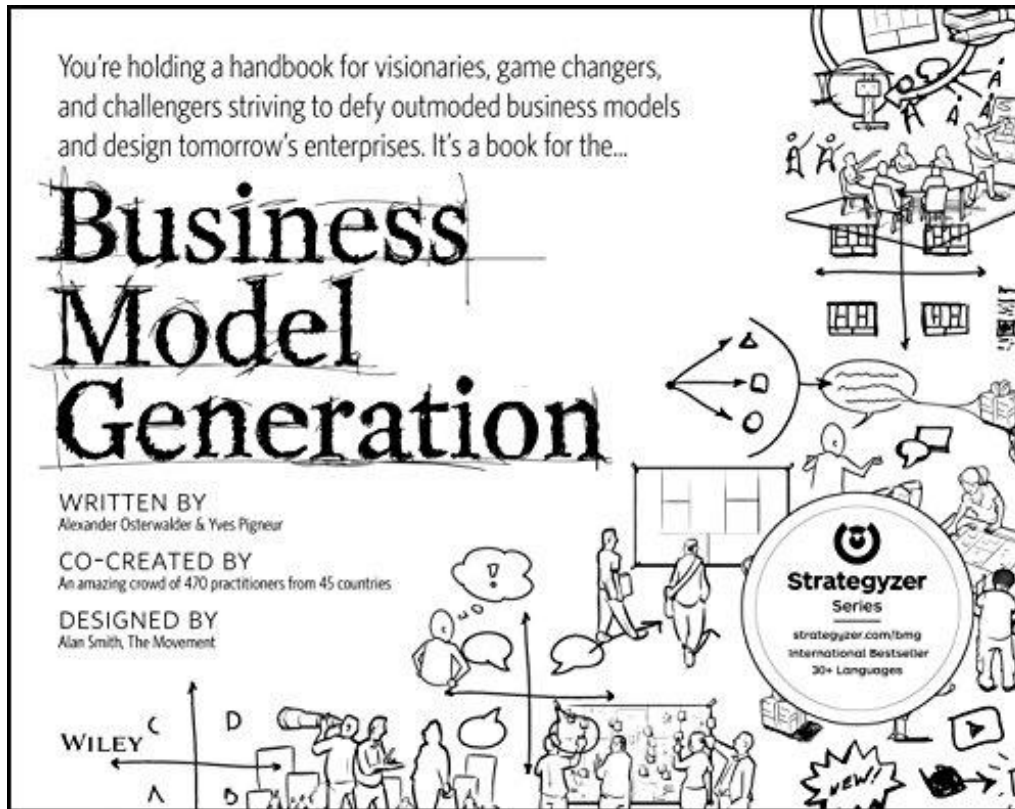
Three:

Iteration:

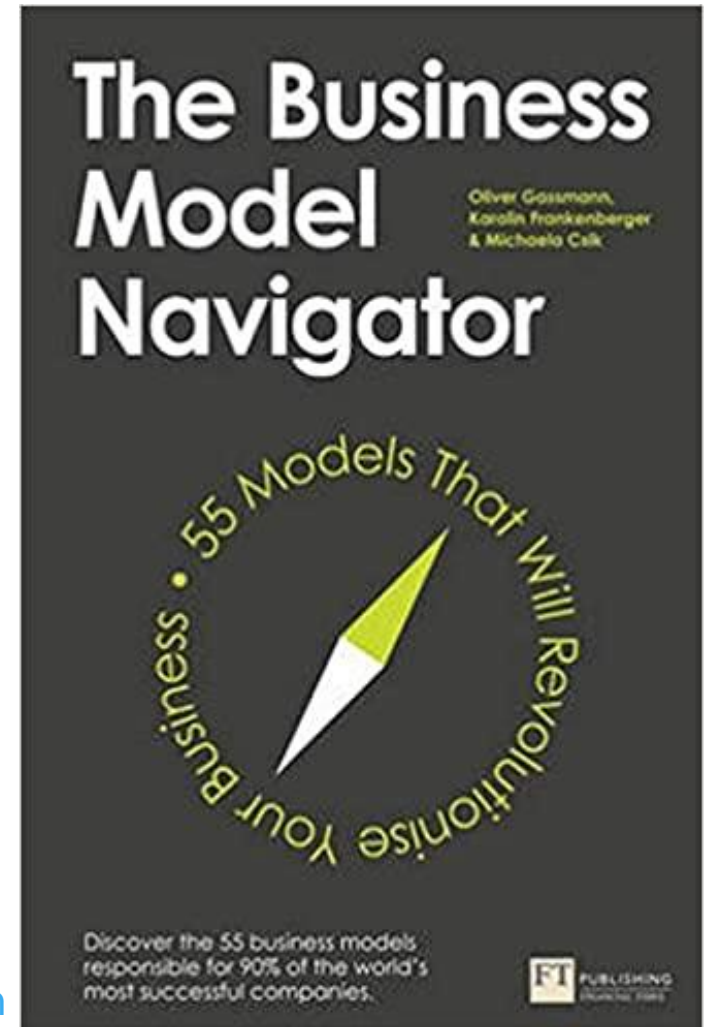
<h3>Key Partners</h3>  <p>Who are our Key Partners? Who are our key suppliers? Which Key Resources are we acquiring from partners? Which Key Activities do partners perform? What value do we deliver to the customer? Which one of our customer's problems are we helping to solve? Which bundles of products and services are we offering to each Customer Segment? Which customer needs are we satisfying?</p>	<h3>Key Activities</h3>  <p>What Key Activities do our Value Propositions require? Our Distribution Channels? Customer Relationships? Revenue Streams?</p>	<h3>Value Propositions</h3>  <p>What value do we deliver to the customer? Which one of our customer's problems are we helping to solve? Which bundles of products and services are we offering to each Customer Segment? Which customer needs are we satisfying?</p>	<h3>Customer Relationships</h3>  <p>What type of relationship does each of our Customer Segments expect us to establish and maintain with them? Which ones have we established? How are they integrated with the rest of our business model? How costly are they?</p>	<h3>Customer Segments</h3>  <p>For whom are we creating value? Who are our most important customers? How many? How often? How much? How often?</p>
<h3>Key Resources</h3>  <p>What Key Resources do our Value Propositions require? Our Distribution Channels? Customer Relationships? Revenue Streams?</p>		<h3>Channels</h3>  <p>Through which Channels do our Customer Segments want to be reached? How are we reaching them now? How are our Channels integrated? Which ones work best? Which ones are most cost-efficient? How are we integrating them with customer routines?</p>		
<h3>Cost Structure</h3>  <p>What are the most important costs inherent in our business model? Which Key Resources are most expensive? Which Key Activities are most expensive?</p>		<h3>Revenue Streams</h3>  <p>For what value are our customers really willing to pay? For what do they currently pay? How are they currently paying? How would they prefer to pay? How much does each Revenue Stream contribute to overall revenues?</p>		

www.businessmodelgeneration.com

## References & further reading



**Business Model Generation** by A. Osterwalder



**The Business Model Navigator** by O. Gassmann

## Outlook

*You want to learn more about business development?*

Register for our webinar on the Lean Startup strategy!

### Lean Startup Principles



# Thank you.

**Ask your questions on:**

Researcher Academy Mendeley group  
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