

# Business Models and the Expansion of the NREN's Service Portfolio

**Dr Leonie Schäfer (DFN)**

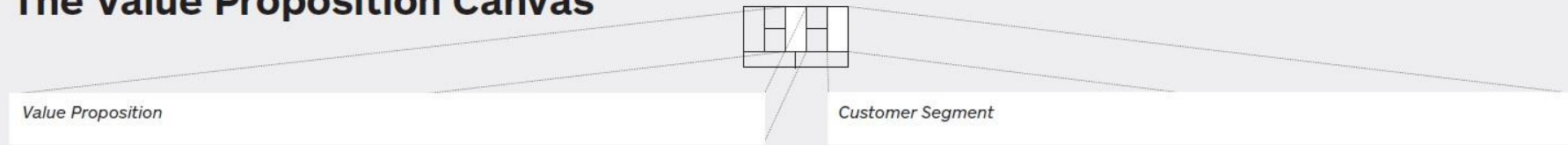
WACREN NREN Academy – 16-17 January 2024 - Accra, Ghana

# Agenda – Day 2

<b>Timing</b>	<b>Topic</b>	<b>Who?</b>
<b>Day 2</b>		
09:00 - 10:00	Introduction Value Proposition Canvas with 2 examples	Léonie Schäfer (DFN)
10:00 – 11:00	Working Groups – Value Proposition Canvas	All
11:00 – 11:30	Coffee Break	
11:30 – 12:30	Working Groups – NREN Presentations & Discussion	WACREN NRENs
12:30 – 13:00	Round-Up Day 2 & Conclusions	All
13:00	Lunch	

- Objective: Extend your NREN's Service Portfolio
- Use case: Subaru
- Use case: Samsung
- Use case: Open Science Service
- Working Groups – Define the value proposition for a new NREN service
- Working Groups – NREN Presentation and Discussion

## The Value Proposition Canvas

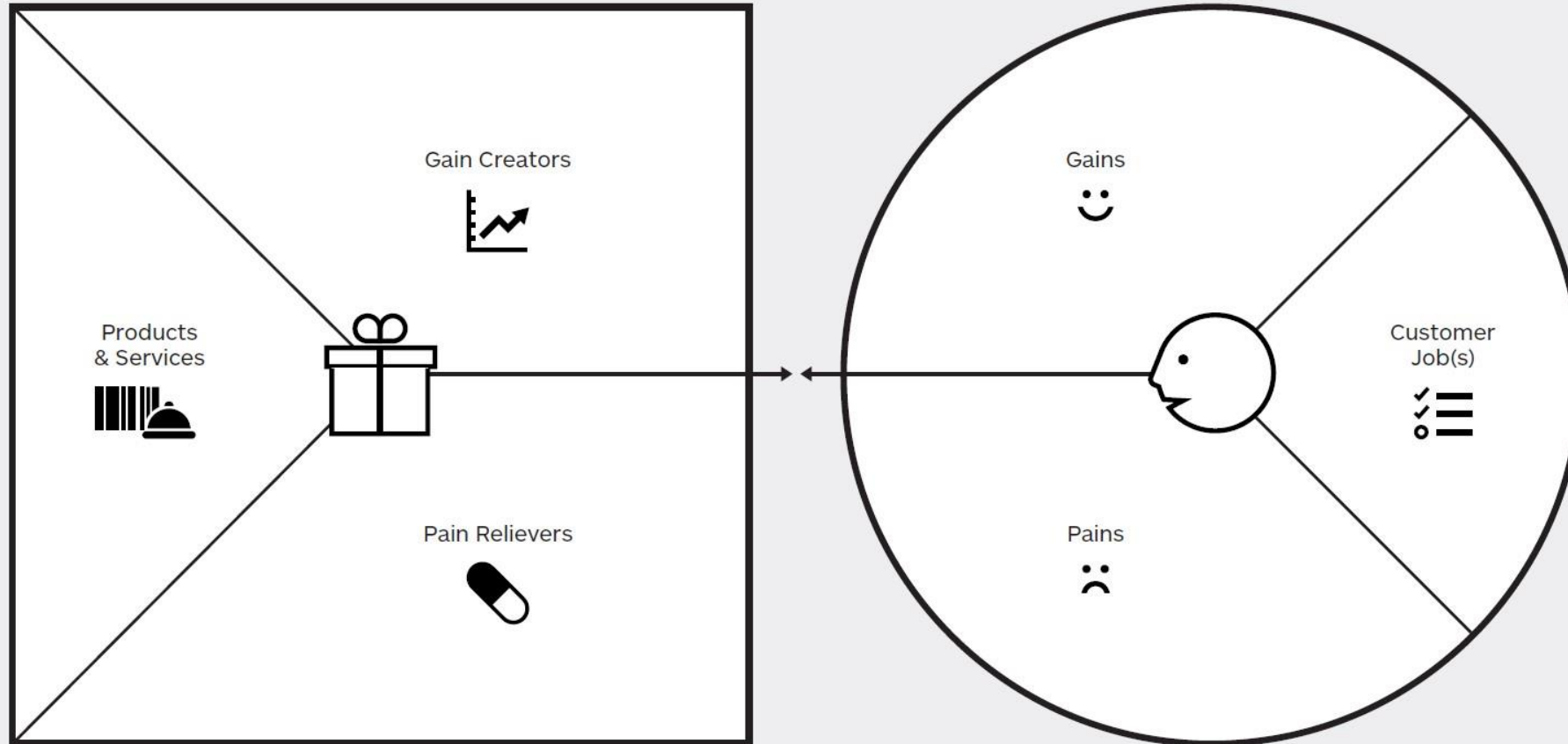


### The Value Pro

Value Proposition



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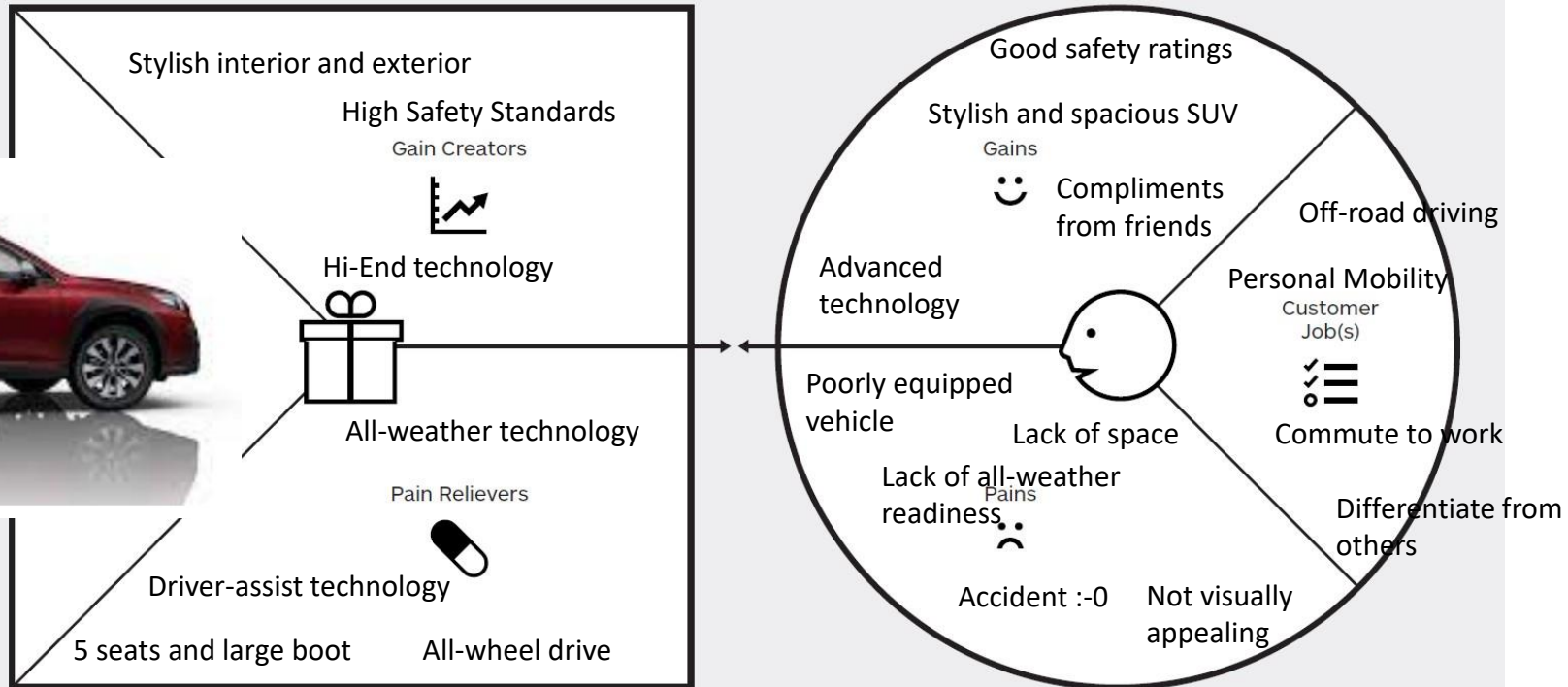
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# Value Proposition Canvas – Subaru

## The Value Proposition Canvas

Value Proposition **Subaru Outback**

Customer Segment **Well-off car buyer**

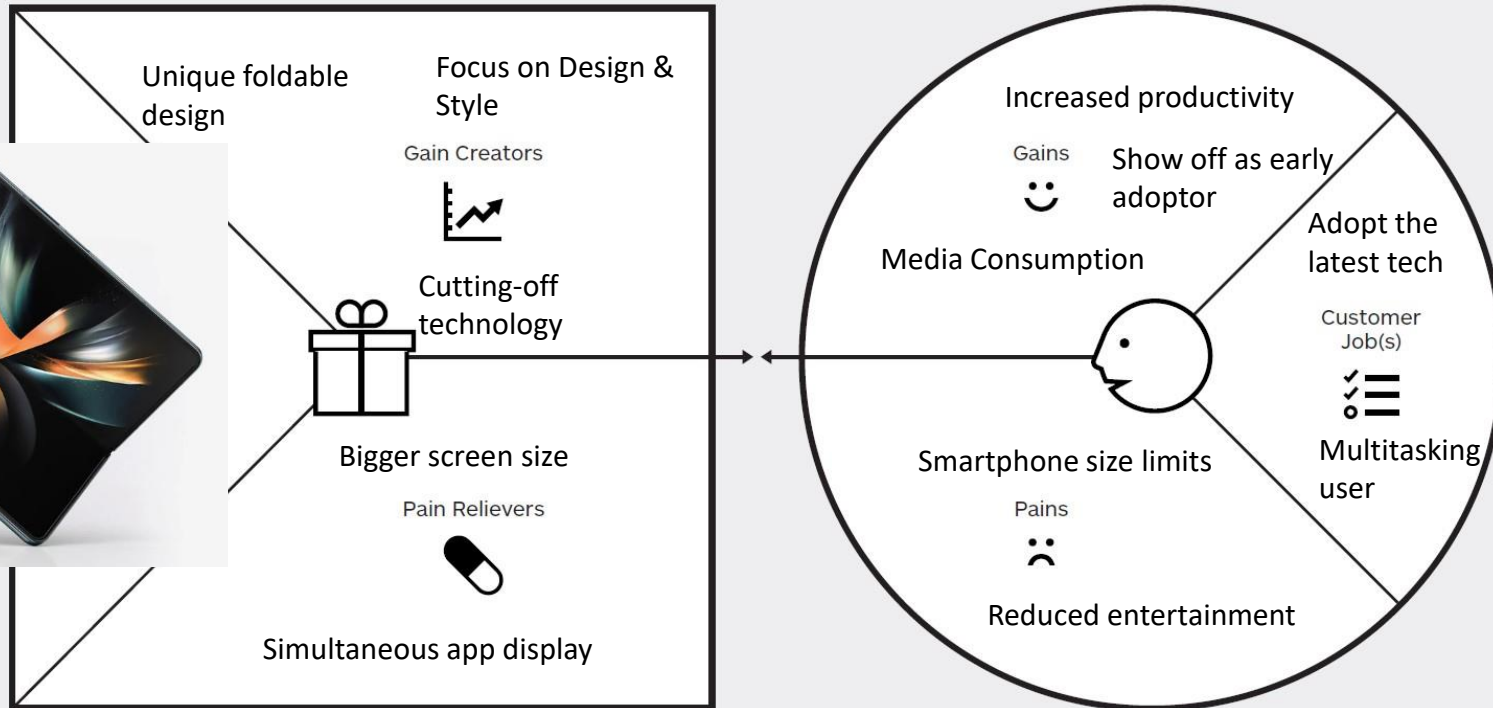
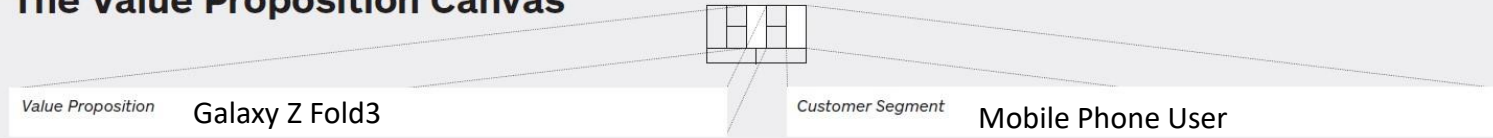


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# Value Proposition Canvas – Samsung

## The Value Proposition Canvas

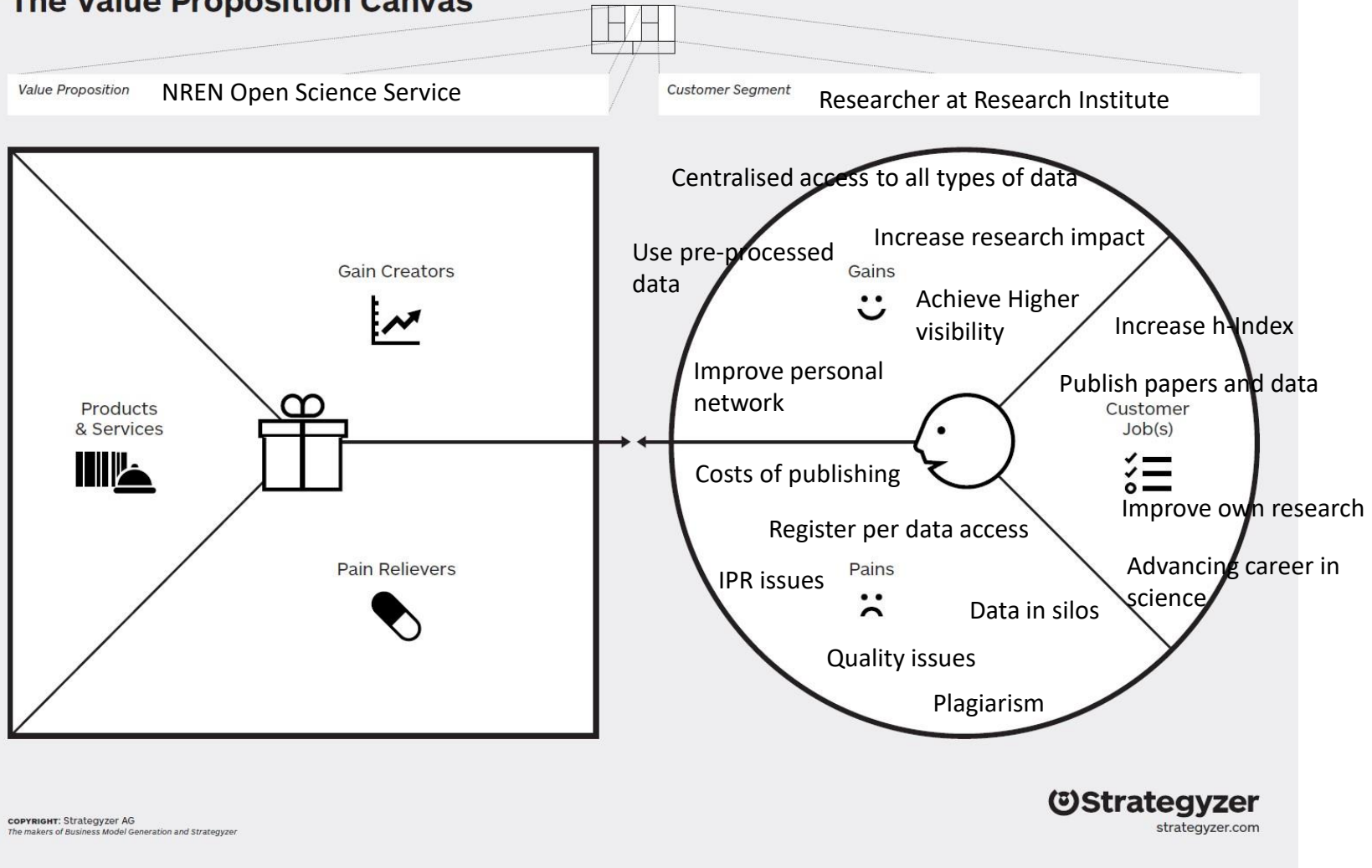


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# Value Proposition Canvas – Open Science Services

## The Value Proposition Canvas



**Thank you!**  
**Any questions?**