

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

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- Intro Business Model Canvas
  - Intro Video
  - User Exercise
  - Use Case: Google
  - Use case: DFN
- Your task 😊
- Six Rules

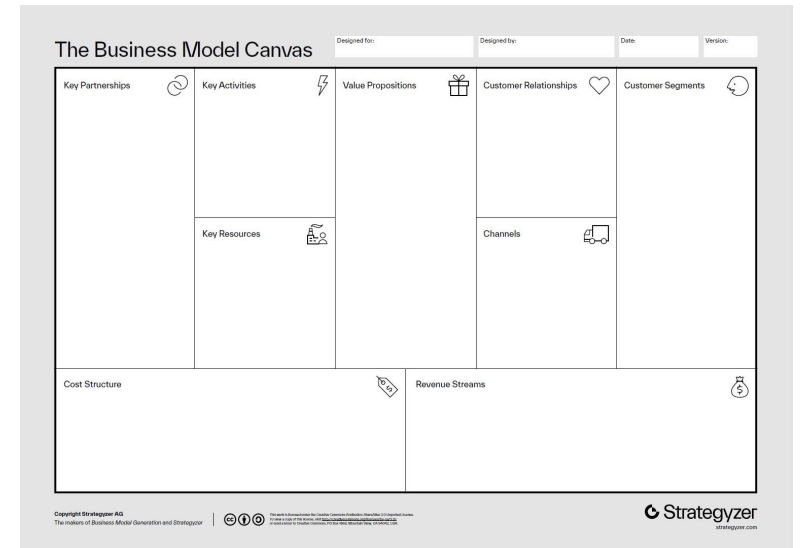
# Motivation – Business Model Canvas



<https://www.khm.at/objektdb/detail/323/>

# Business Model Canvas

- Strategic Management Template
- Proposed by Alexander Osterwalder in 2005
- Freely available for download via Strategyzer
  
- Use primarily for the corporate sector
- but with adaptations also useful for Non-Profits and R&D












How can you  
describe your  
Business Model?

Source: <https://vimeo.com/78350794>


# Exercise: Sketch out Google's Business Model


The Business Model Canvas

Designed for: \_\_\_\_\_ Designed by: \_\_\_\_\_ Date: \_\_\_\_\_ Version: \_\_\_\_\_

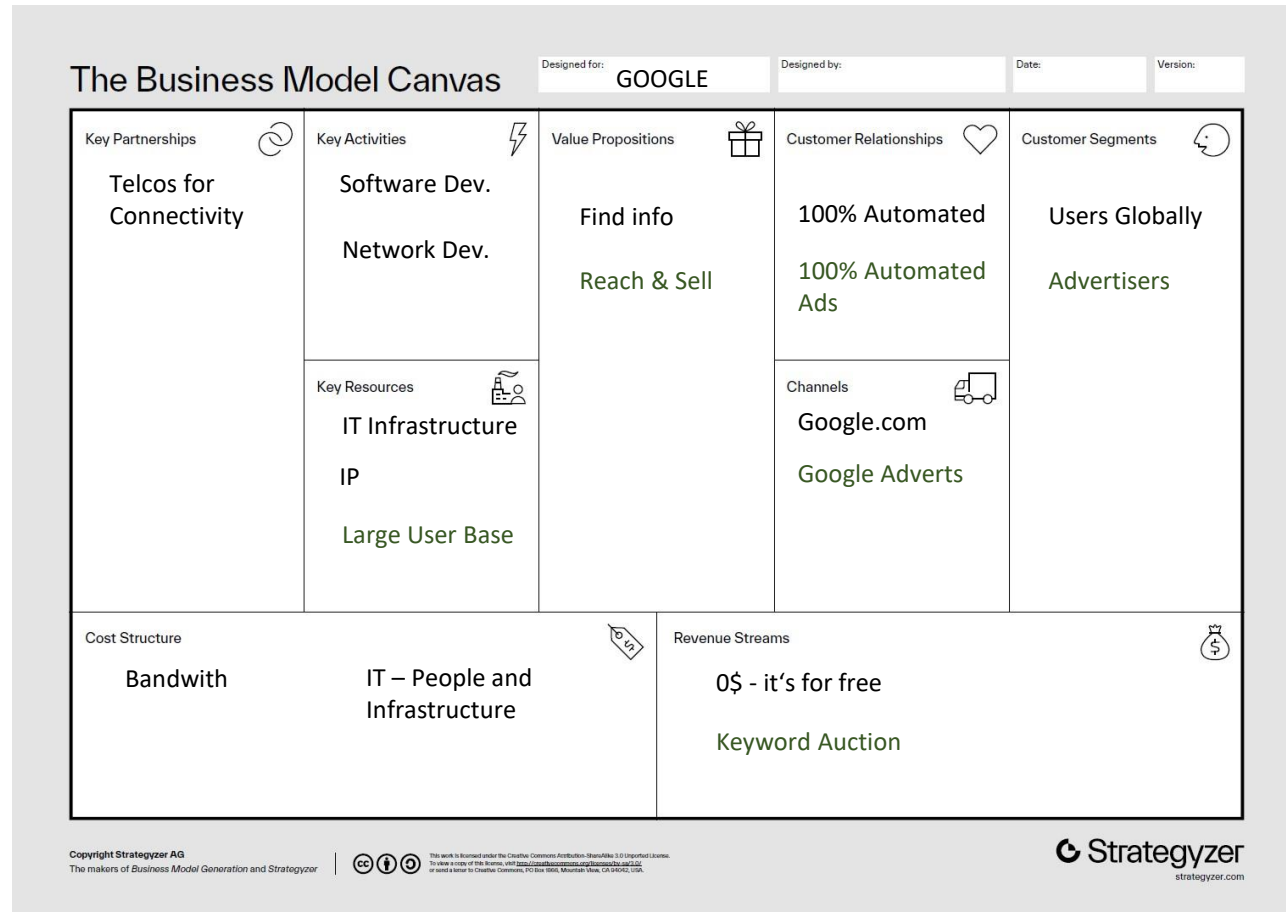
Key Partnerships 	Key Activities 	Value Propositions 	Customer Relationships 	Customer Segments 
	Key Resources 		Channels 	
Cost Structure 			Revenue Streams 	

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 Strategyzer  
strategyzer.com

# Use Case: Google



<https://vimeo.com/84064949>



# Business Model Canvas

Designed for:

DFN

Designed by:

Leonie Schäfer

Date:

19/9/2023

Version:

0.3

<p><b>Key Partners</b></p> <p>GÉANT – International Connectivity</p> <p>DFN-CERT- Security Services</p> <p>European NREs – Mutual support</p> <p><b>Supplier</b></p> <p>Deutsche Telekom (Leased Circuits, Telephony)</p> <p>Cisco (IP Layer)</p> <p>Ribbon (Optical Layer)</p> <p>GasLINE (Glasfaser)</p> <p>Vodafone (Mobile Telephony)</p>	<p><b>Key Activities</b></p> <p>Service Provision</p> <p>Community Building</p> <p>International Connectivity &amp; Peering</p> <p>Procurement</p> <p>Framework Contracts</p> <p><b>Key Resources</b></p> <p>Fibre platform</p> <p>Optical platform</p> <p>IP platform</p> <p>IT infrastructure</p> <p>Dedicated team in Berlin &amp; Stuttgart</p> <p>Smoothly running administration</p>	<p><b>Value Propositions</b></p> <p>High Performance Network</p> <p>Tailor-made services</p> <p>High security standards</p> <p>Strong community of users</p>	<p><b>Customer Relationships</b></p> <p>Strong community building</p> <p>Strong commitment to support the individual customer</p> <p><b>Channels</b></p> <p>DFN General Assembly</p> <p>Conferences</p> <p>Newsletters, DFN Magazine</p> <p>The fibre network itself</p>	<p><b>Customer Segments</b></p> <p>R&amp;E insitutions in Germany:</p> <p>Universities &amp; Polytechnics</p> <p>Research Institutes</p> <p>Government Agencies with R&amp;E entities</p> <p>Commercial companies with R&amp;D department</p>
<p><b>Cost Structure</b></p> <p>Value-driven business with Fixed Costs mainly in the following areas:</p> <p>Network Operations</p> <p>Hardware procurement</p> <p>Rental and maintenance contracts</p> <p>Personnel</p>		<p><b>Revenue Streams</b></p> <p>FIXED PRICING:</p> <ul style="list-style-type: none"> <li>• Service Fees for connectivity</li> <li>• Service fees for specific services</li> <li>• Membership Fees</li> </ul> <p>EC Project Funding</p>		

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## Session Task

- Create a Business Model Canvas for your NREN showing the present situation
- Discuss your Business Model Canvas with your peers
- Present your Business Model Canvas to the group

# Six Rules



**Rule #1**  
Use sticky notes on the canvas



**Rule #2**  
Just start. No *blah blah blah*



**Rule #3**  
Start *anywhere*, and with any building block.



- Never
- Use
- Bullets

**Rule #4**  
Never use bullet points



Too much detail is more *blah blah blah blah blah blah*

**Rule #5**  
Avoid too much detail



Be precise.

**Rule #6**  
Be precise for *each* building block

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