

Plan

- 1) Identify a use case (question/opinion)

Prof. Dr. Jan Kirenz

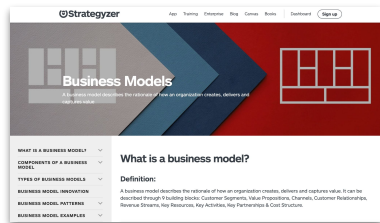
Identify a promising data
science use case

How to figure out where to apply AI?

- Consider the jobs of the company's employees and contractors, and break down the jobs into **tasks**.
- Examine each **commonly** done **task** to see if it's amenable to either **assistance** (augmentation) or **automation** using AI tools
- Assess the **value** of doing so.

Business Model Canvas

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

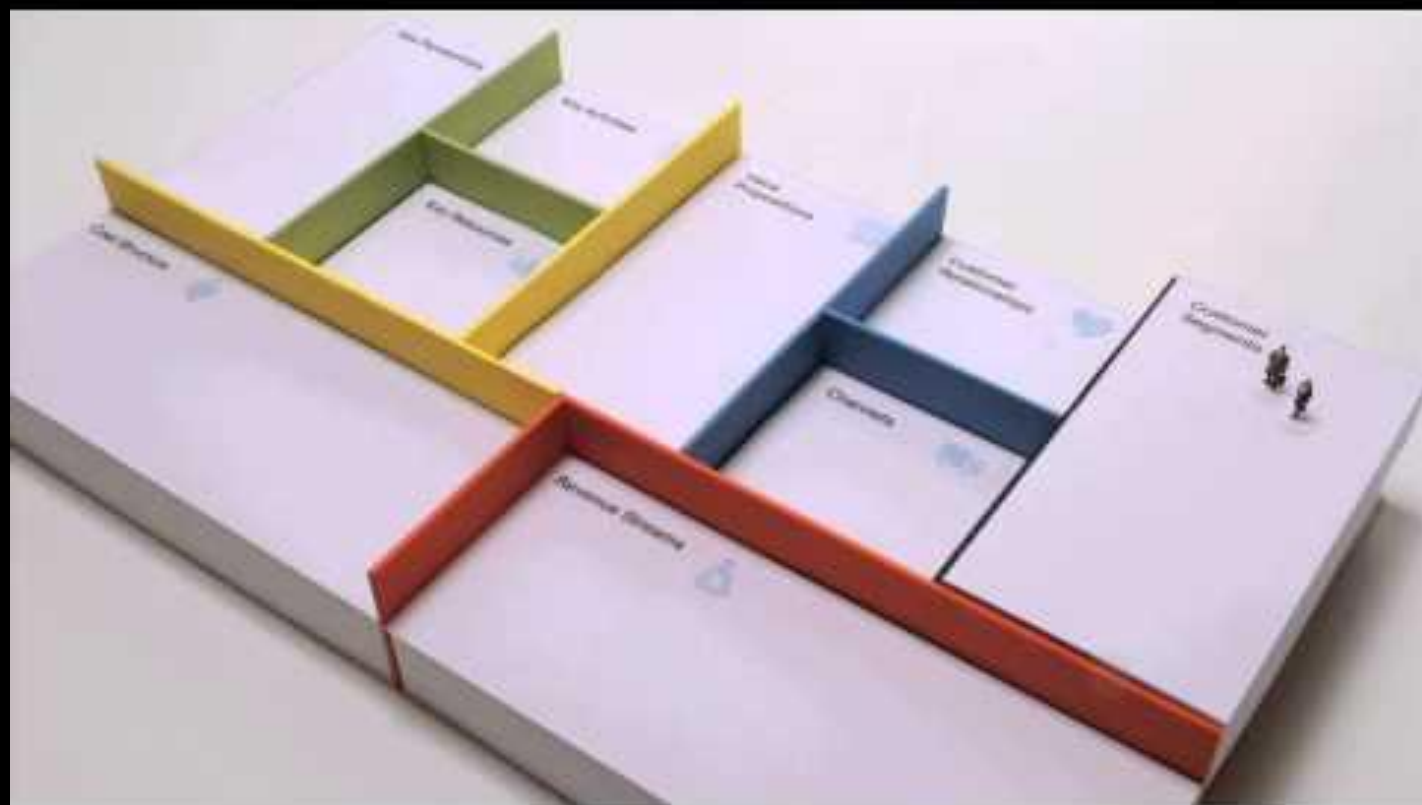


Excellent resources:

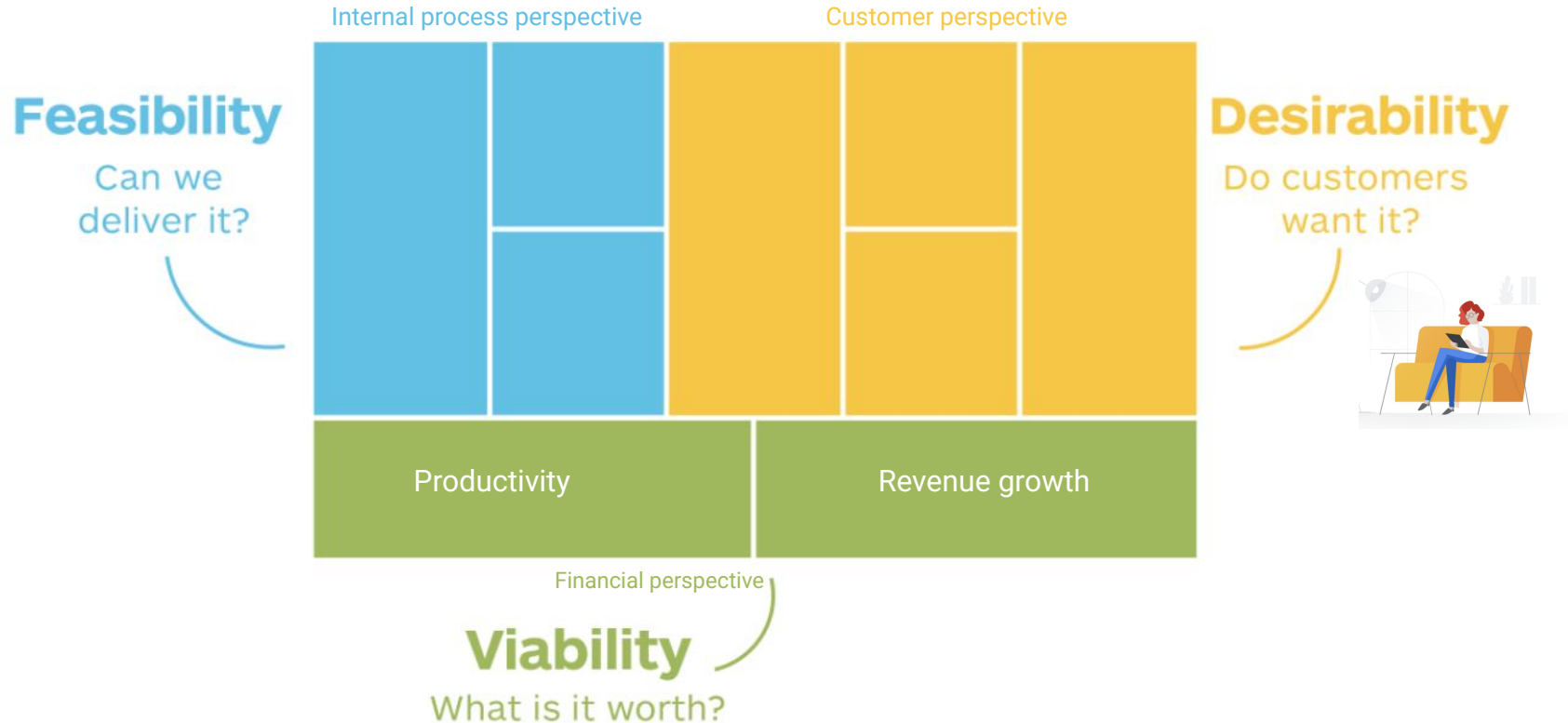
<https://www.strategyzer.com/expertise/business-models>

Examples of [Business Models](#)

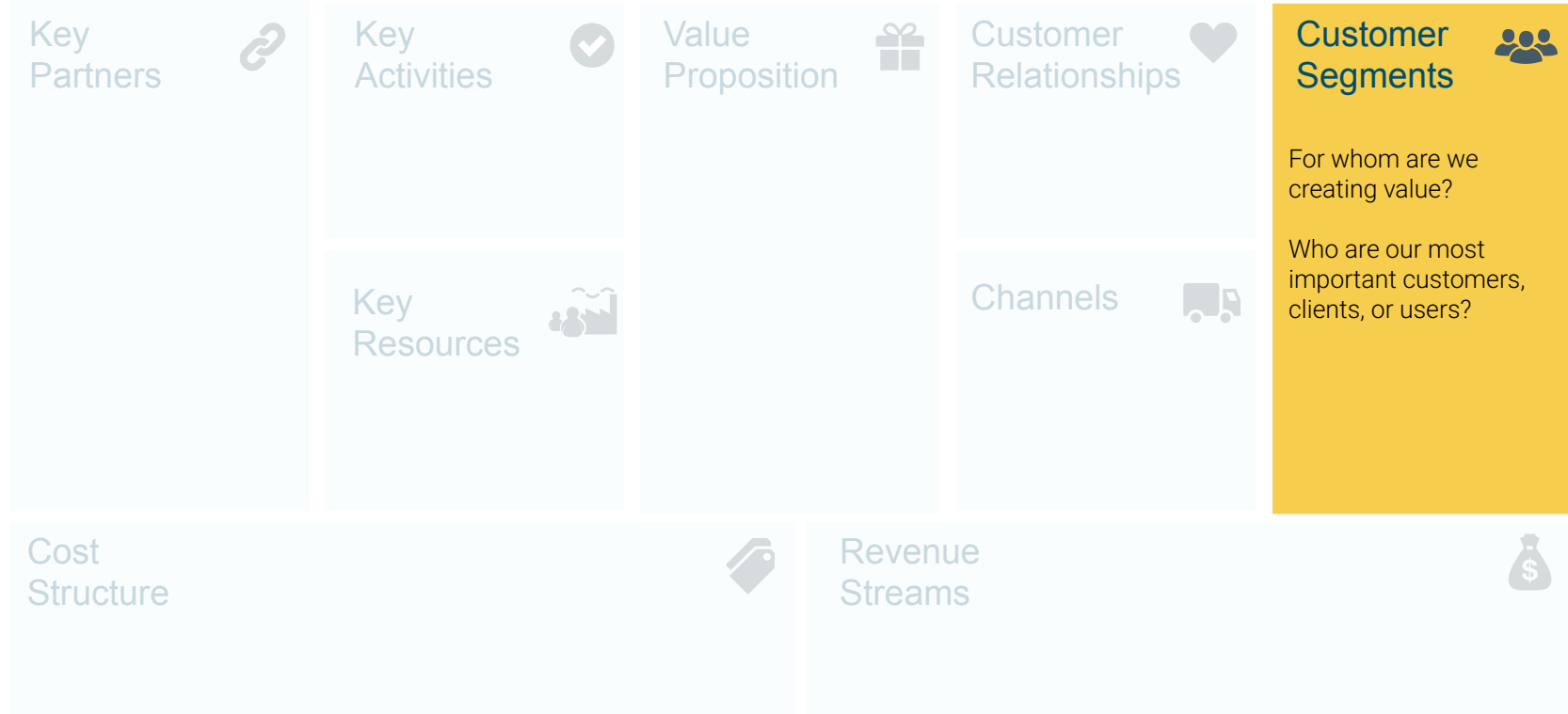
Gain insights about the essential building blocks of your business model to discover new growth opportunities



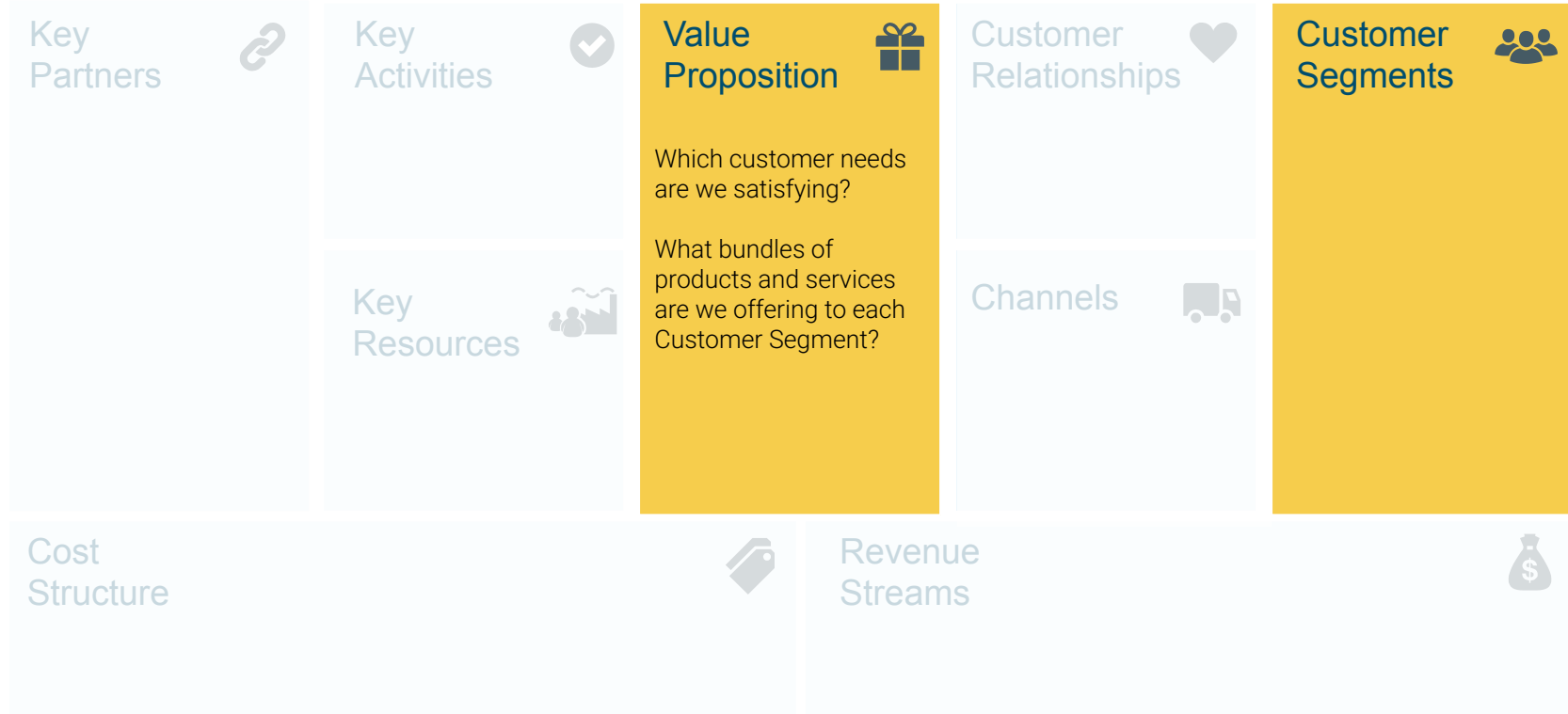
How do we create, deliver and capture value?



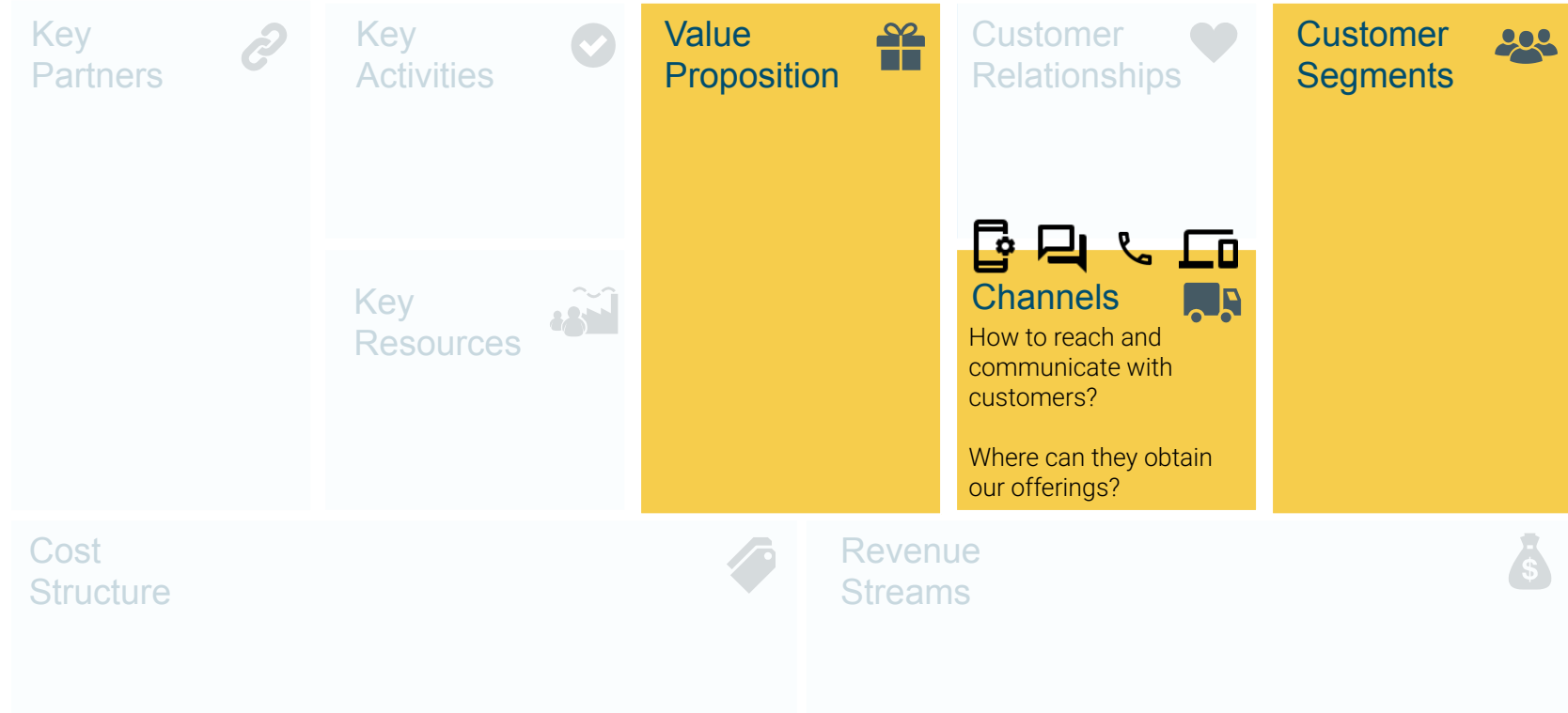
Customer Segments



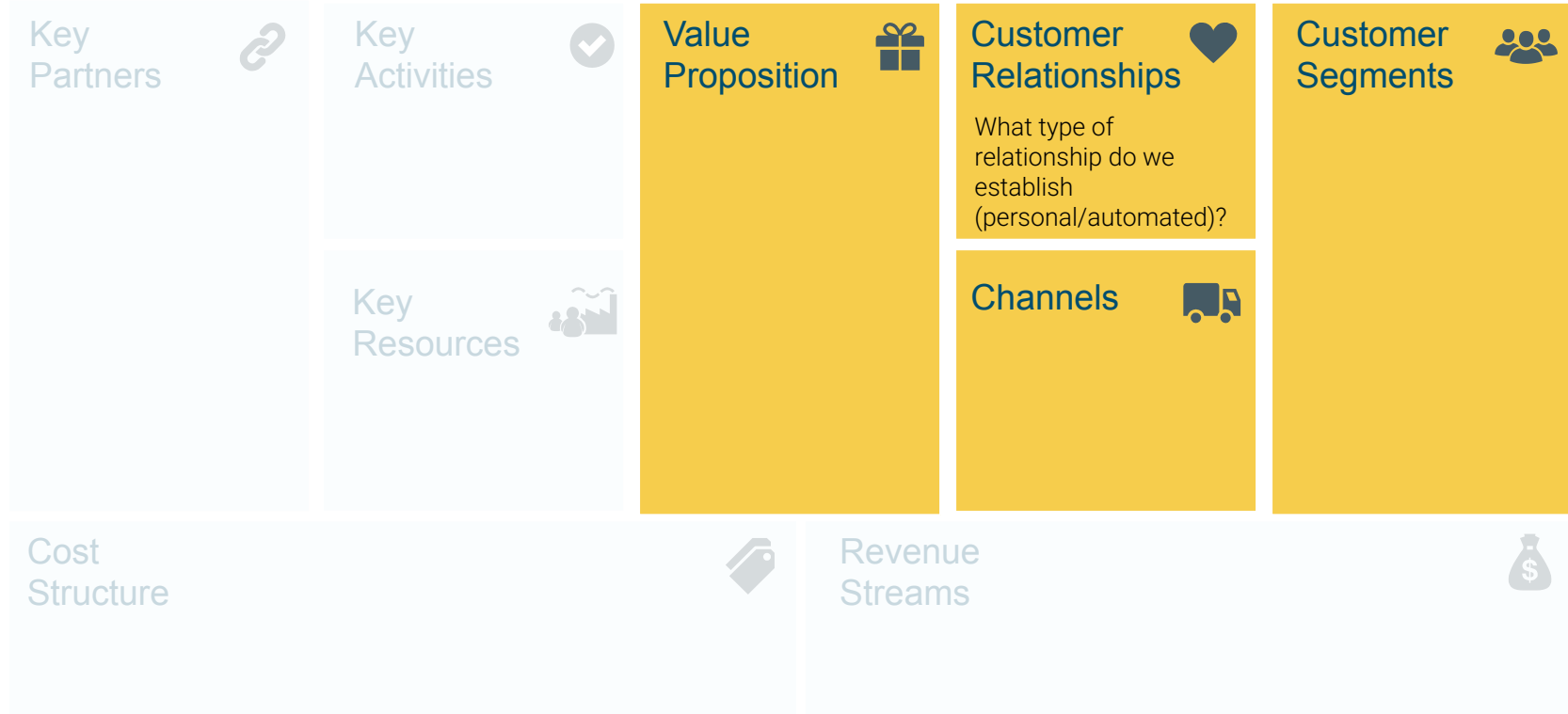
Value Proposition



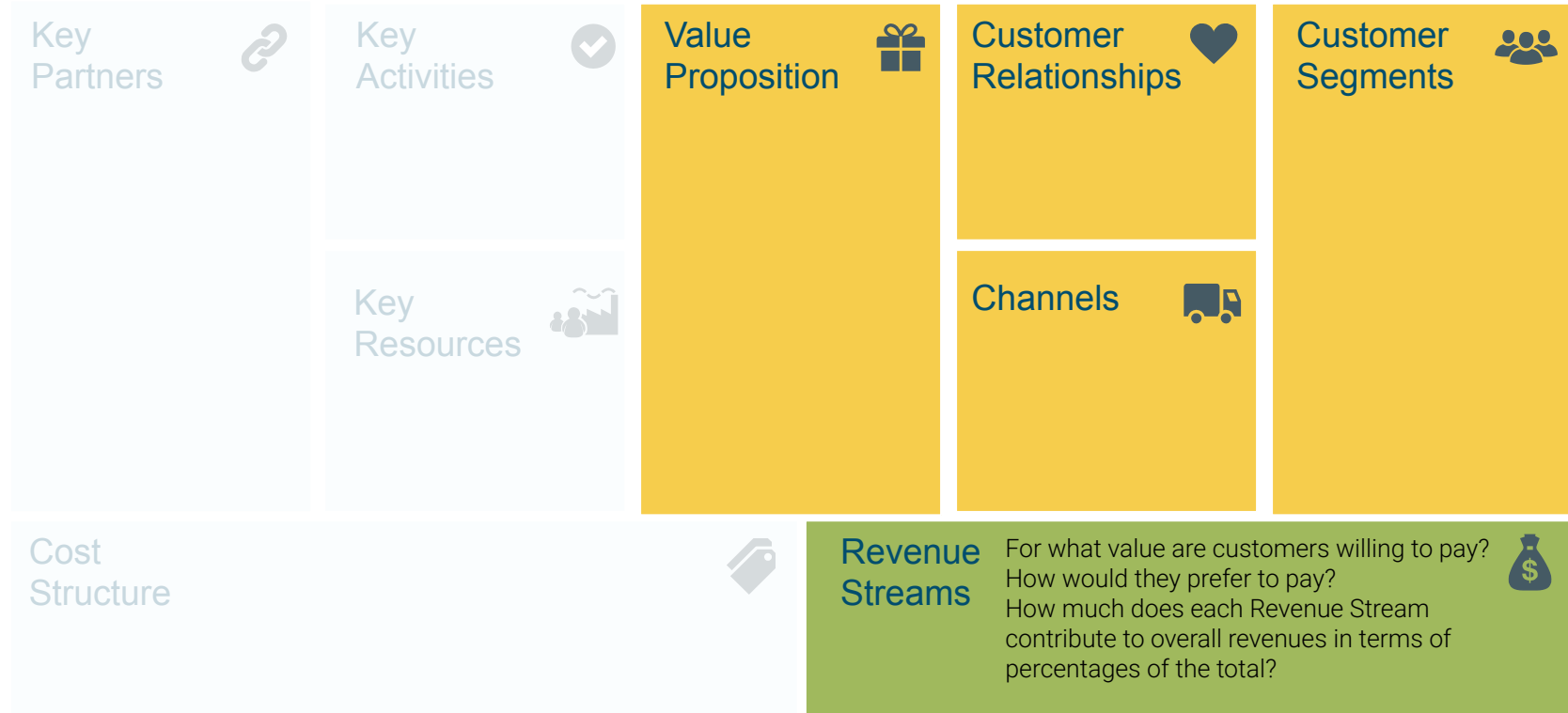
Channels



Customer Relationships



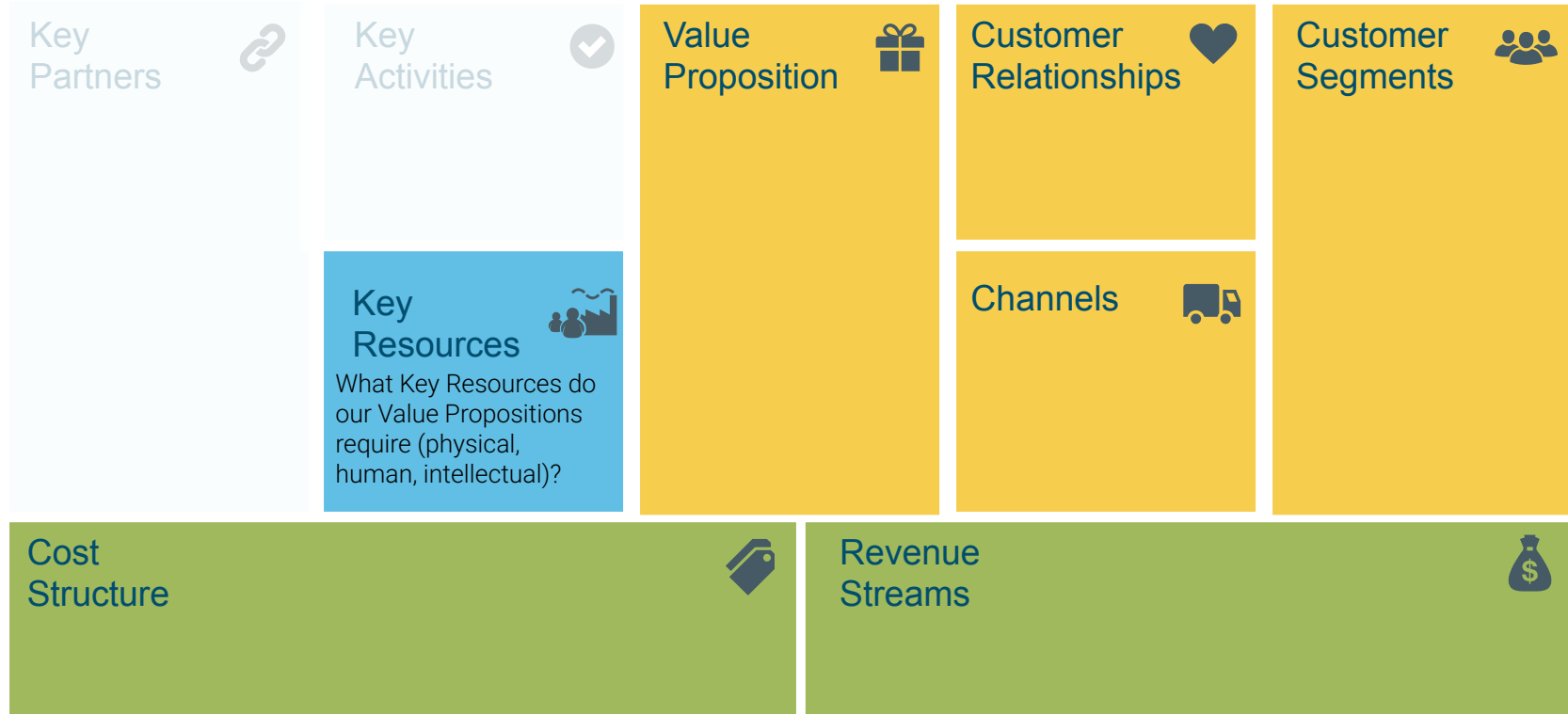
Revenue Streams



Cost Structure



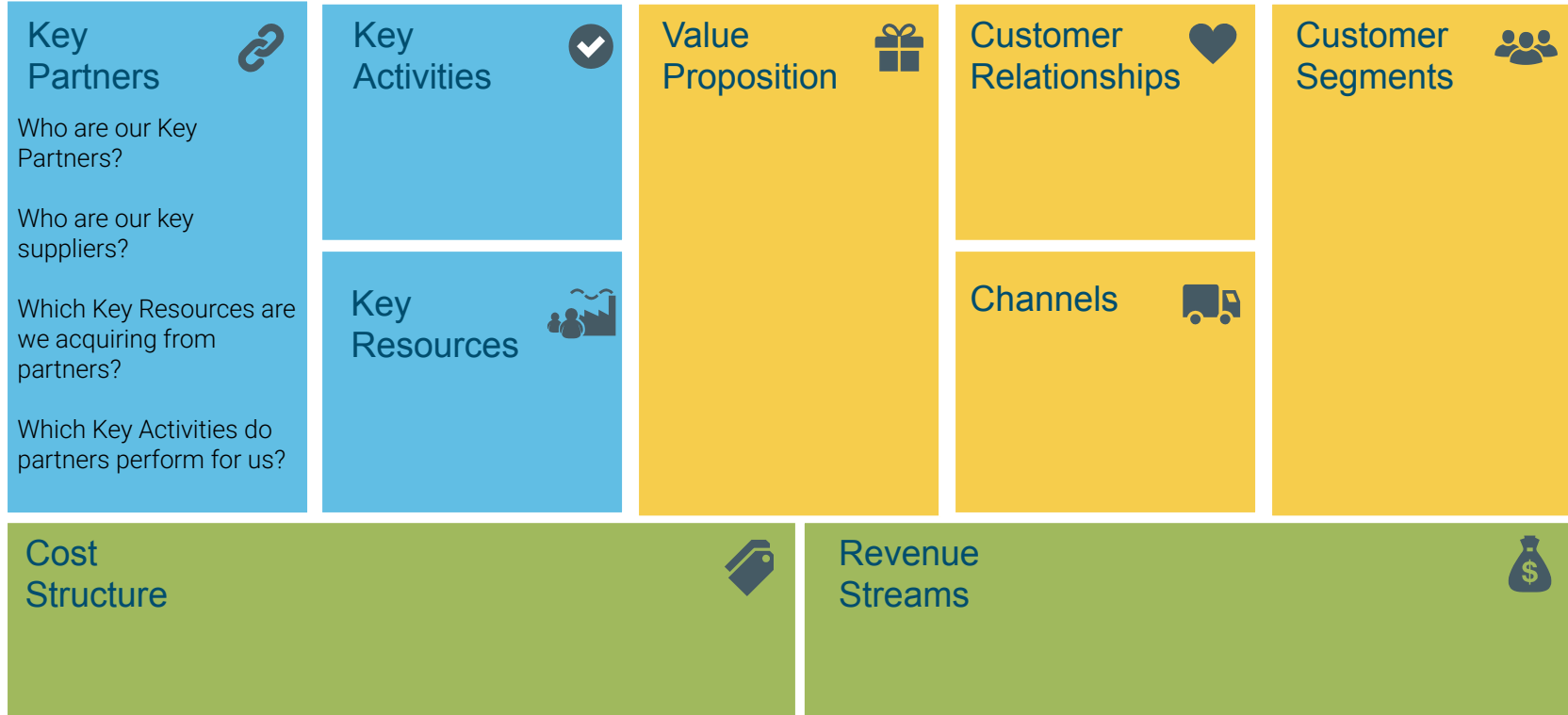
Key Resources



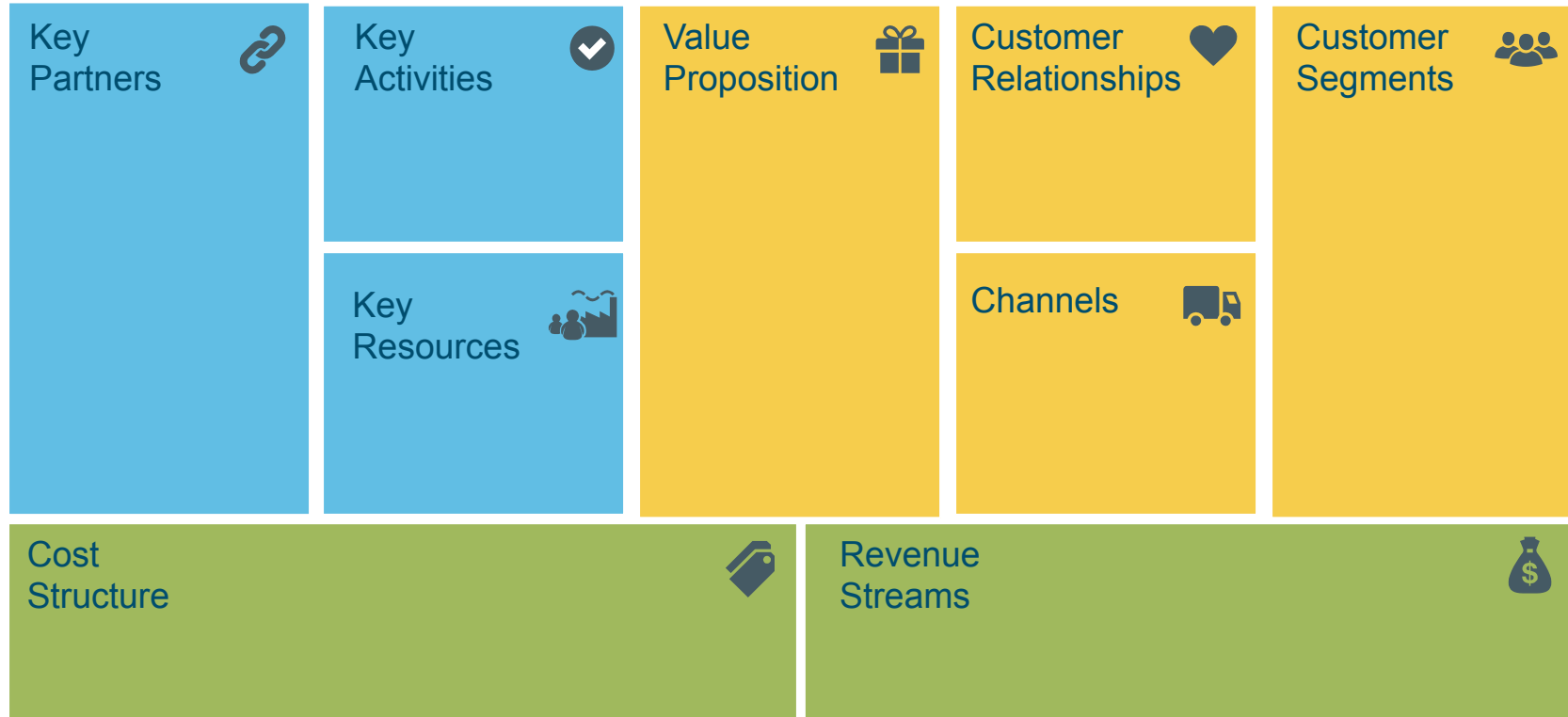
Key Activities



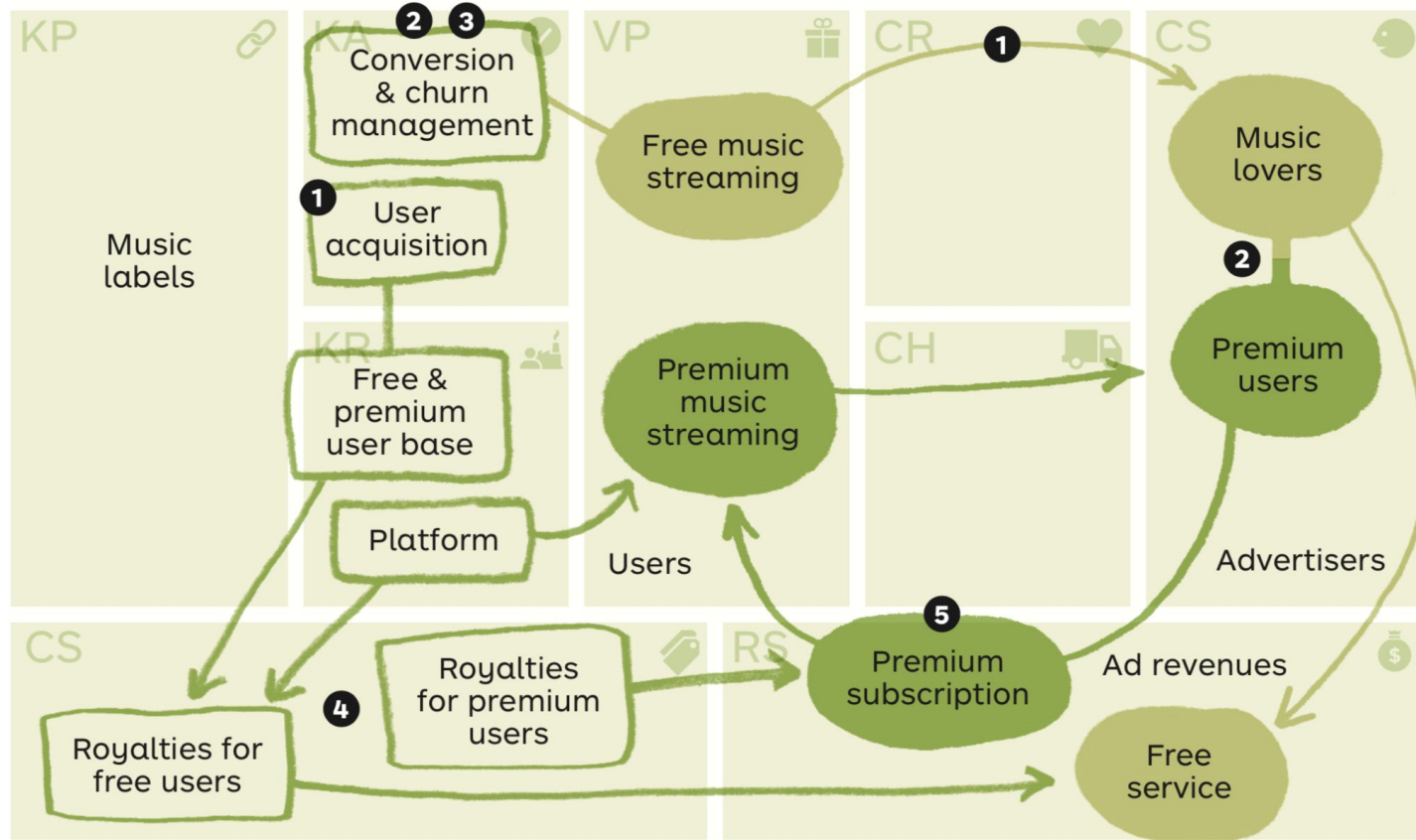
Key Partners



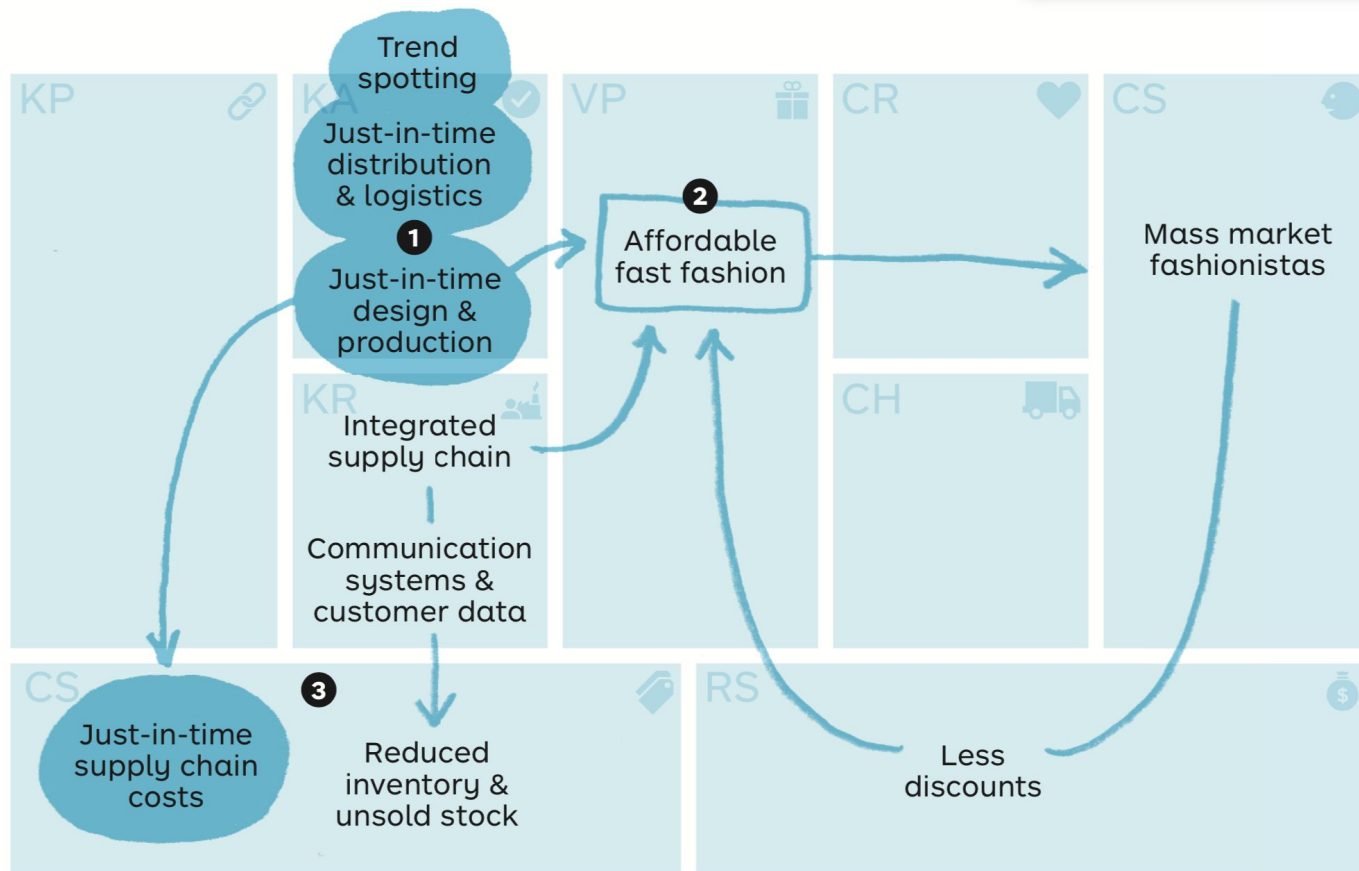
Business Model Canvas



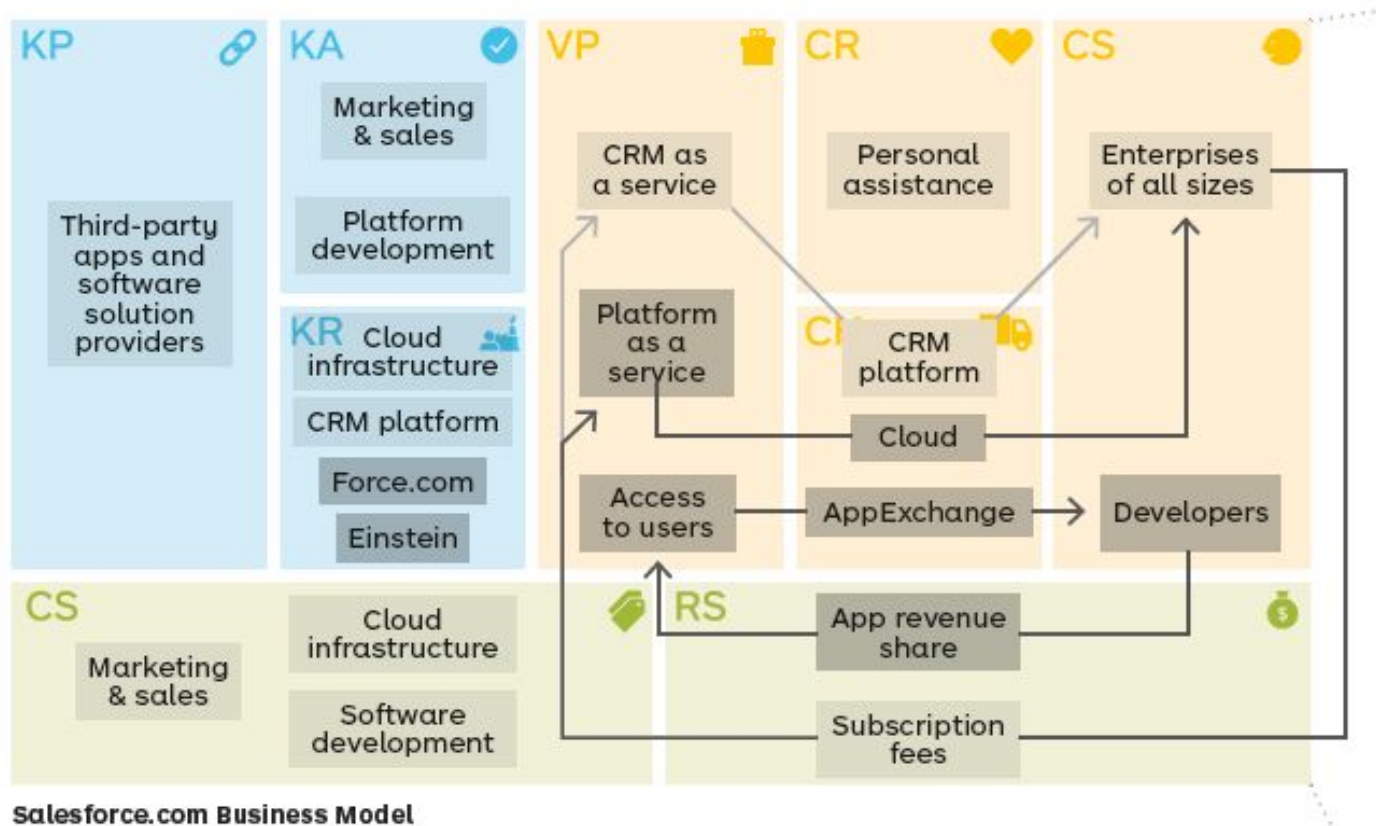




Spotify ([detailed explanation](#)); More Examples: [Business Model Canvas](#)



Zara: Optimize activities for speed ([detailed explanation](#))



Salesforce

The IoT Business Model Builder

(Bosch IoT Lab & Bosch Software Innovations GmbH)



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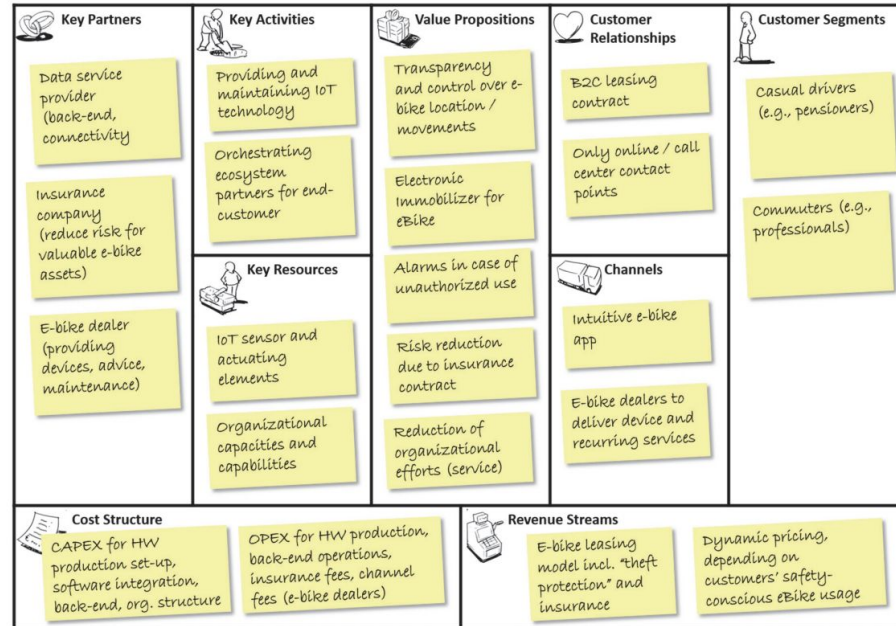
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Business Model Canvas -



<http://www.businessmodelgeneration.com>

Figure 12: Osterwalder canvas for the node "full service provider" from the e-bike example (adapted from Osterwalder & Pigneur, 2010)

Example

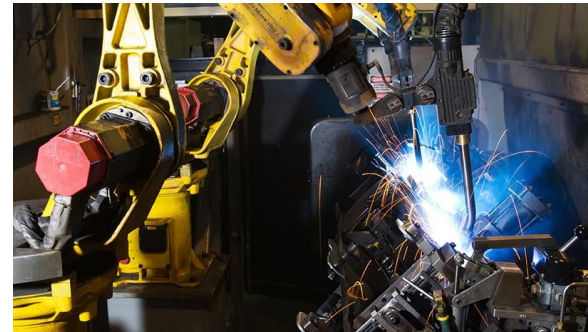


At 52 factories around the world, John Deere uses the Gas Metal Arc Welding (GMAW) process to weld mild- to high-strength steel to create machines and products.

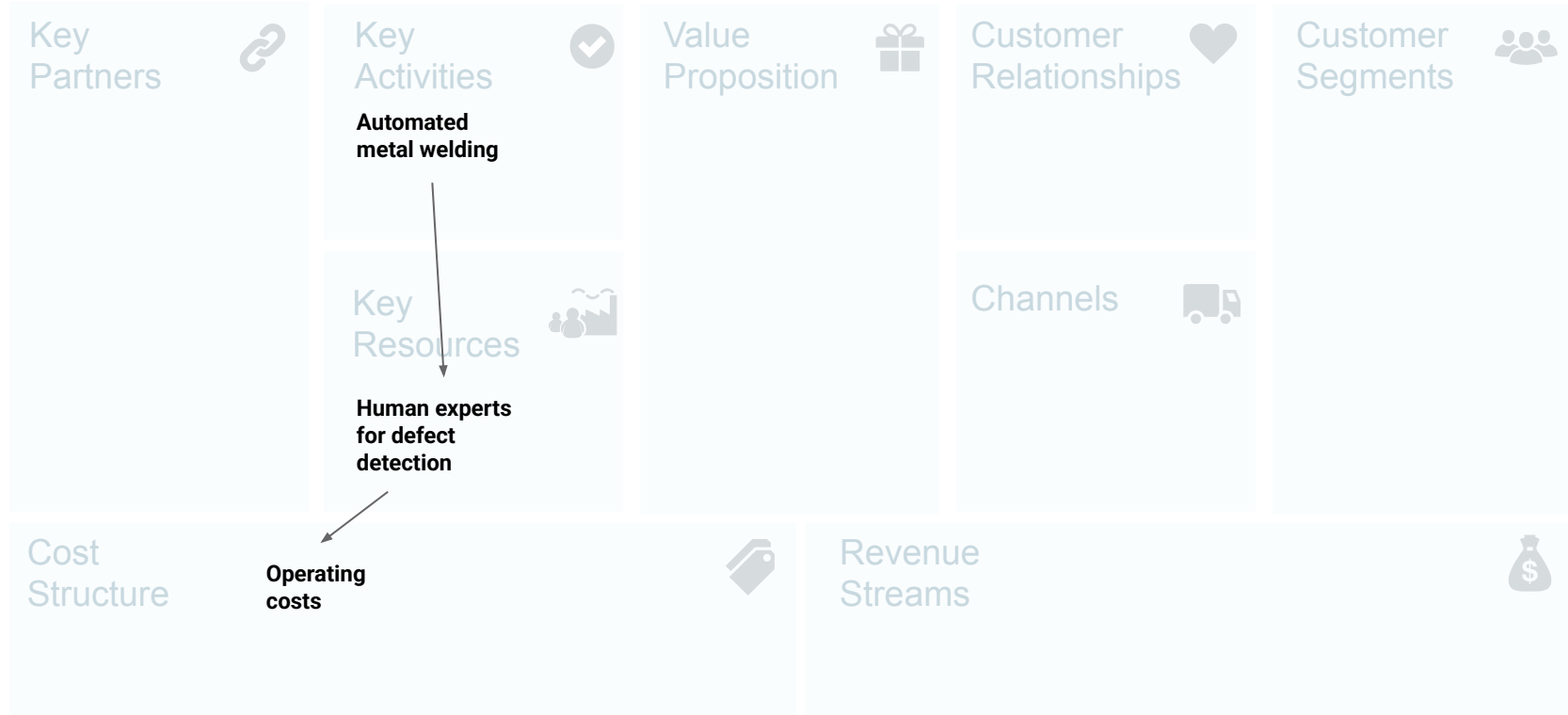
In these factories, hundreds of robotic arms consume millions of weld wire pounds annually.

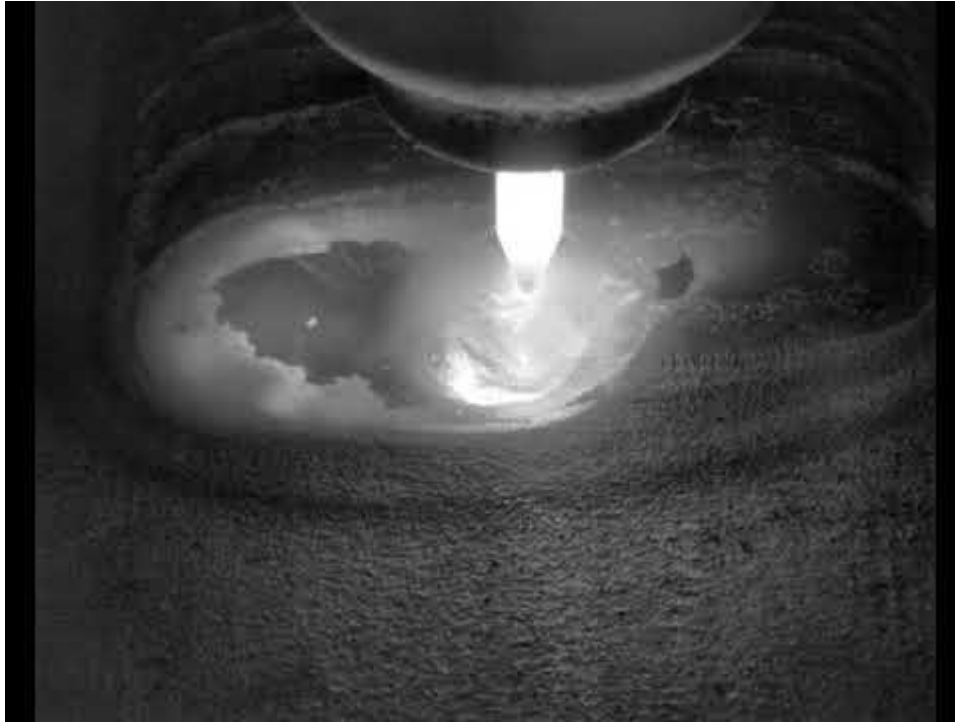
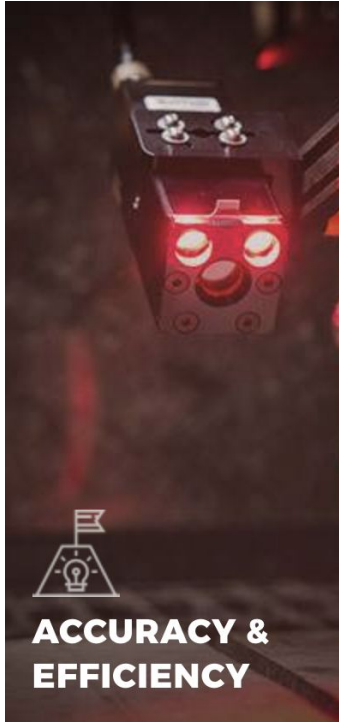
One common welding challenge felt across the industry is porosity, in which cavities in the weld metal are caused by trapped gas bubbles as the weld cools. The cavities weaken the weld strength.

Traditionally, GMAW defect detection has been a manual process requiring highly skilled technicians.



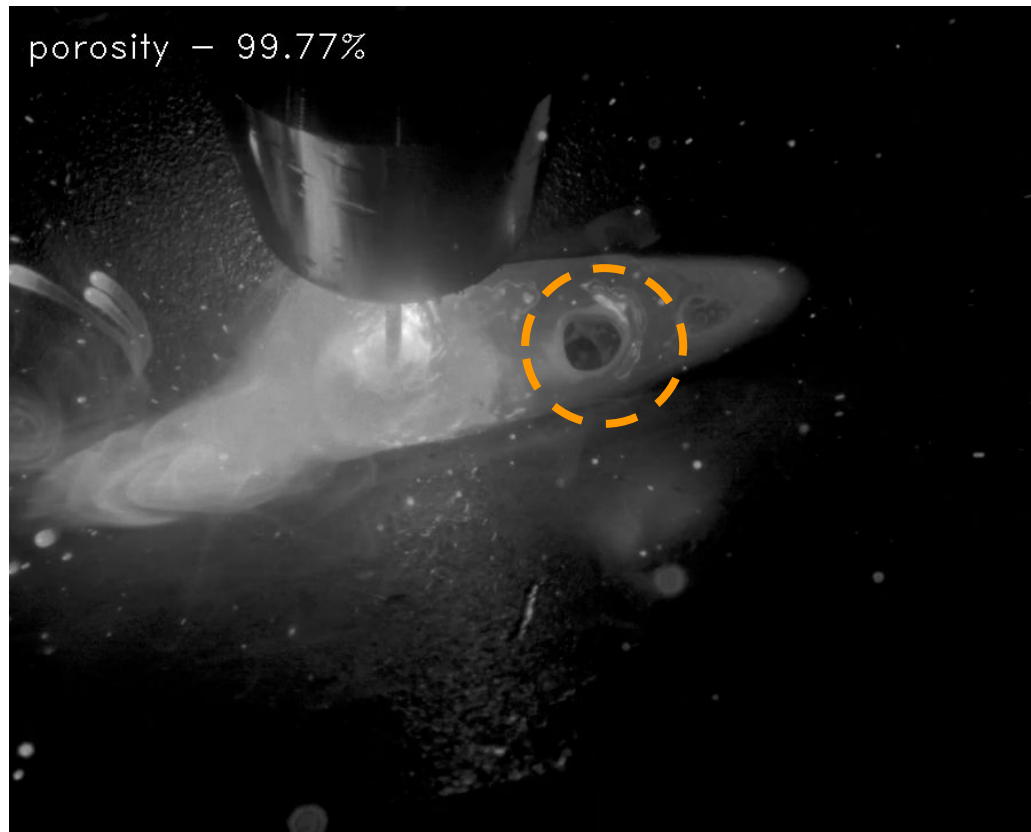
Business Model Canvas





MeltTools
Focused Welding Solutions

Visualizing welding in-process



Porosity weld recognition model

Strategy Mapping



Measuring the Strategic Readiness of Intangible Assets

by Robert S. Kaplan and David P. Norton

February 01, 2004



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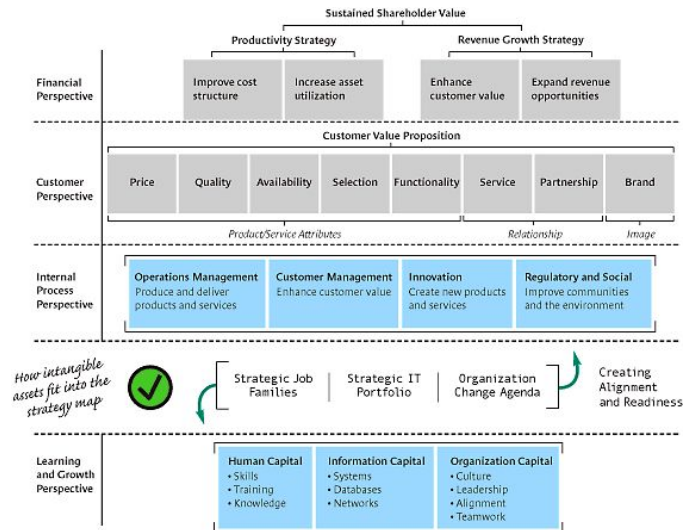


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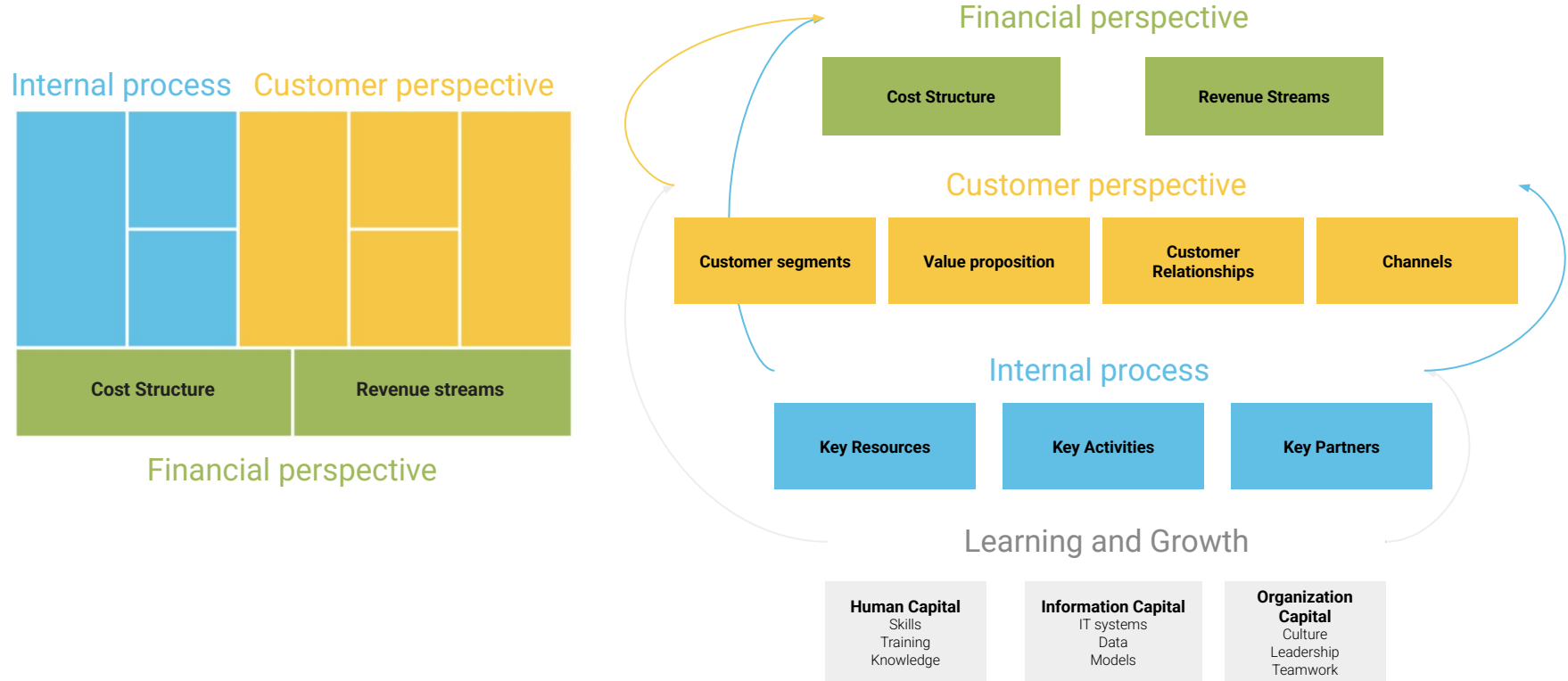
Print

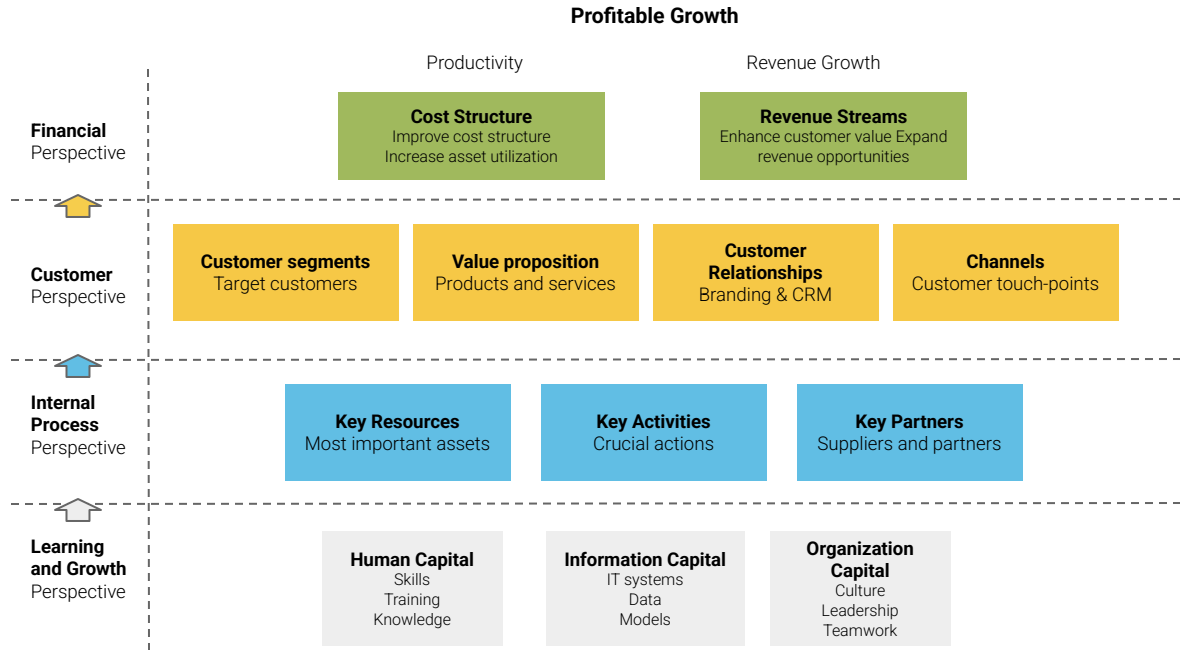
How valuable is a company culture that enables employees to understand and believe in their organization's mission, vision, and core values? What's the payoff from investing in a knowledge management system or in a new customer database? Is it more important to improve the skills of all employees or focus on those in just a few key positions?



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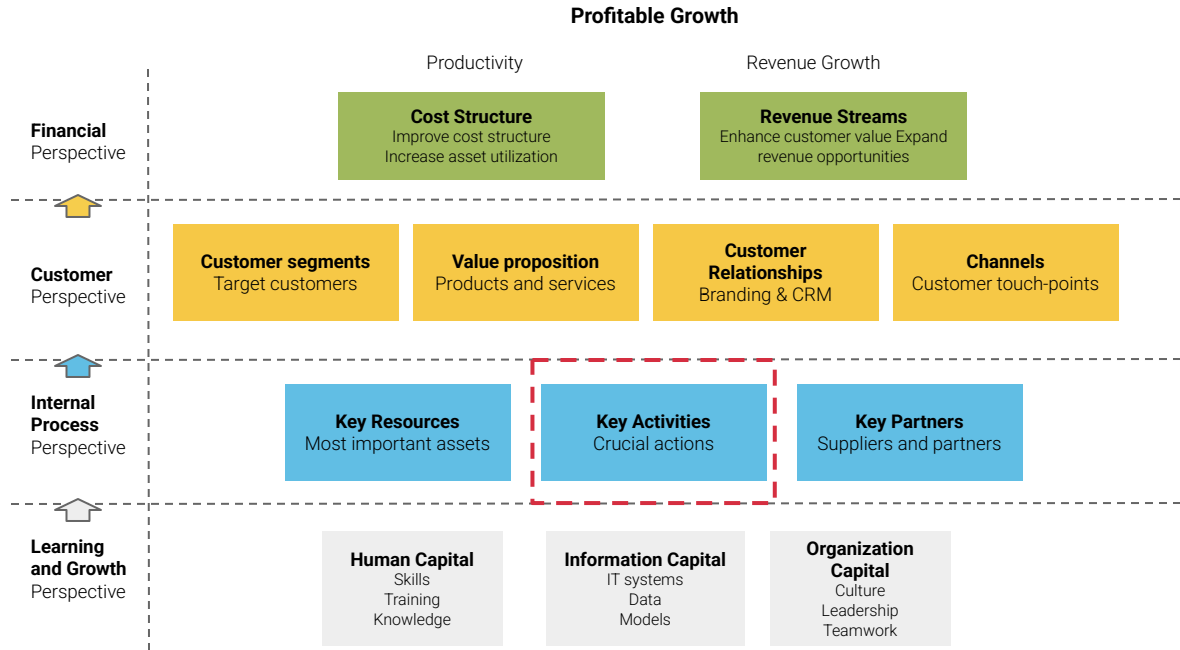
From BMC to Strategy Map





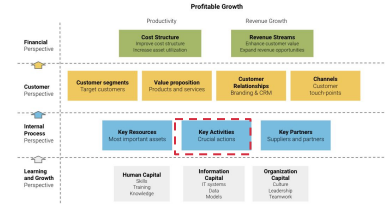
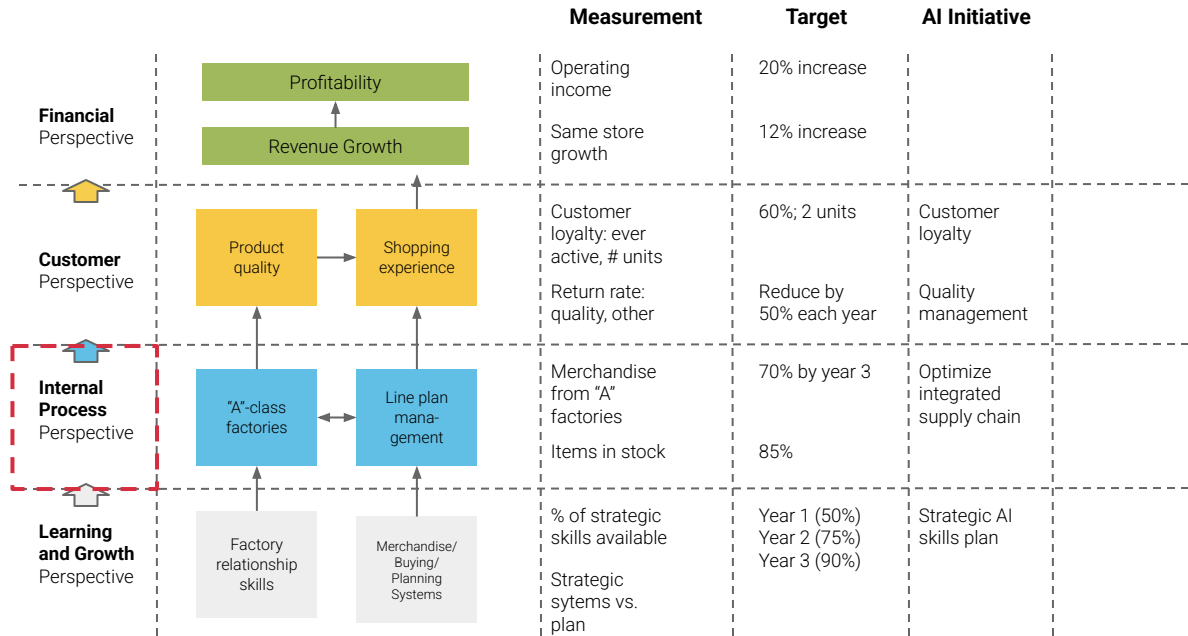
Strategy Map

Example



Internal Process: Operational excellence in key activities

Example



Internal Process: Operational excellence in key activities

How to select
between
multiple
initiatives?

Prioritization of initiatives

Customer perspective

1. Customer segments initiative
2. Value proposition initiative
3. Channels initiative
4. Customer relationship initiative

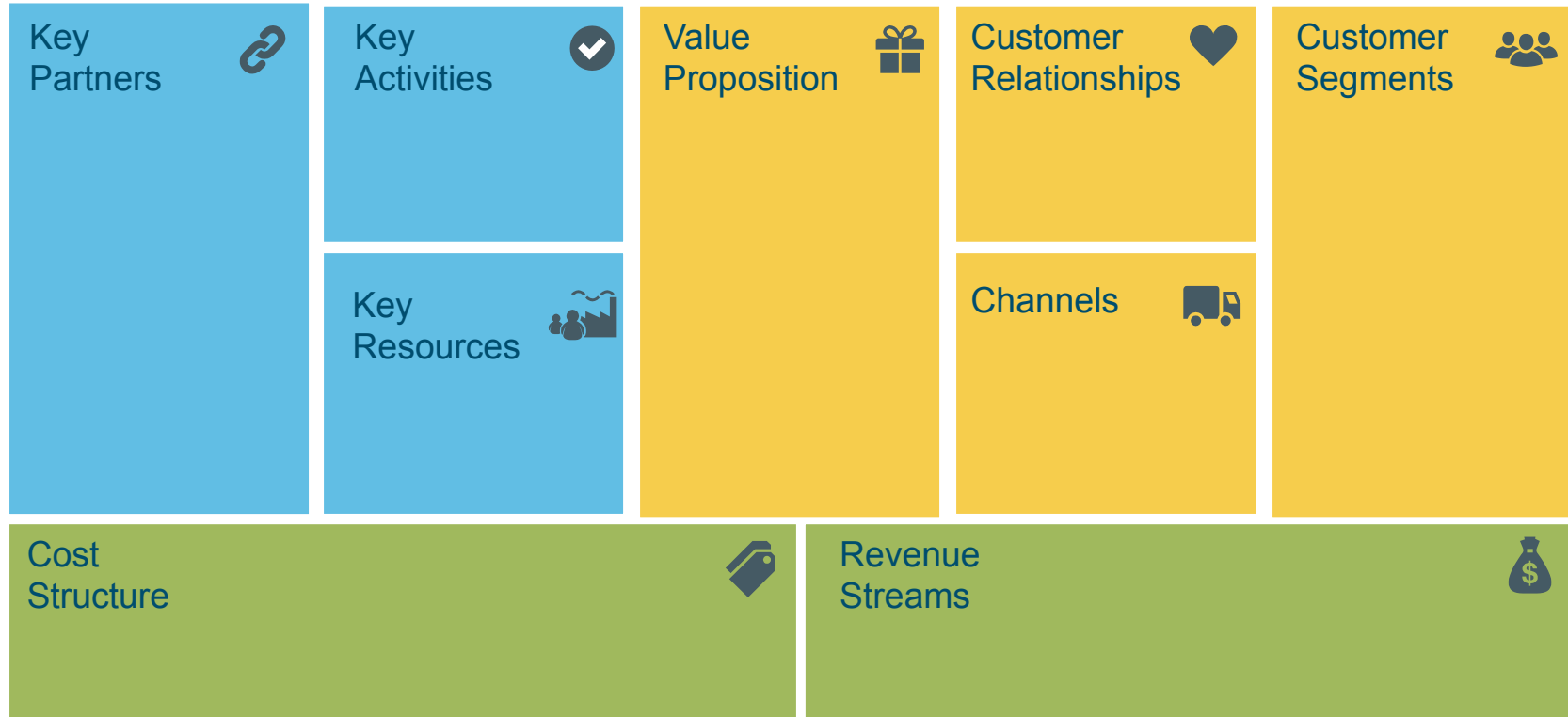
Internal process

5. Key activities initiative
6. Key resources initiative
7. Key partners initiative

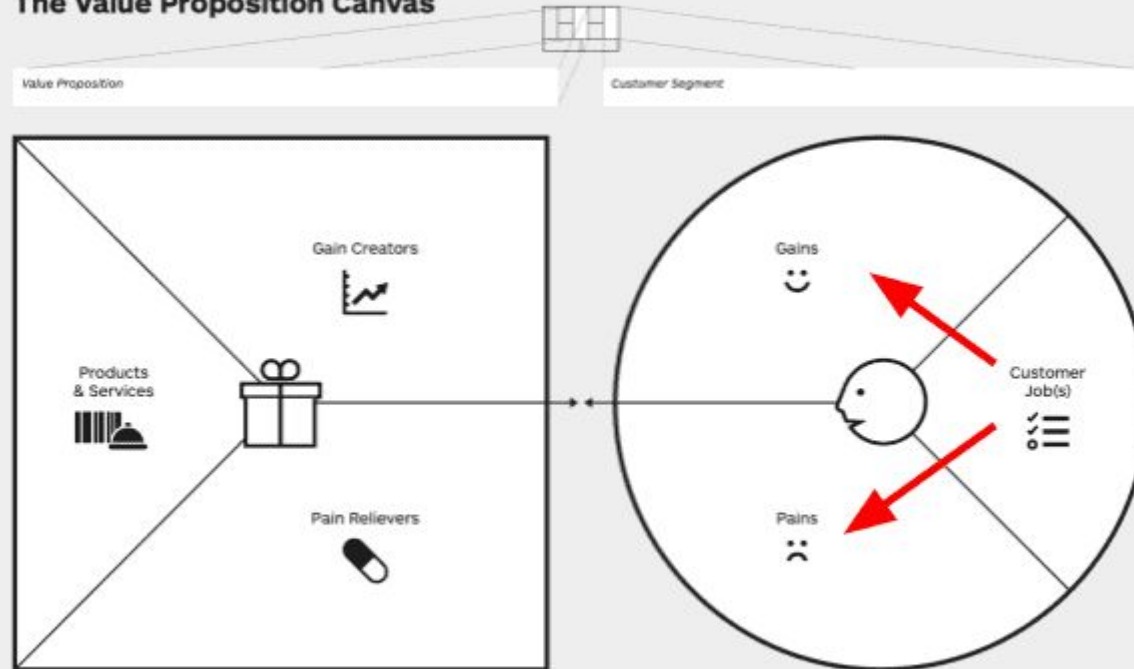


Customer Segments &
Value Proposition:
**Value Proposition
Canvas**

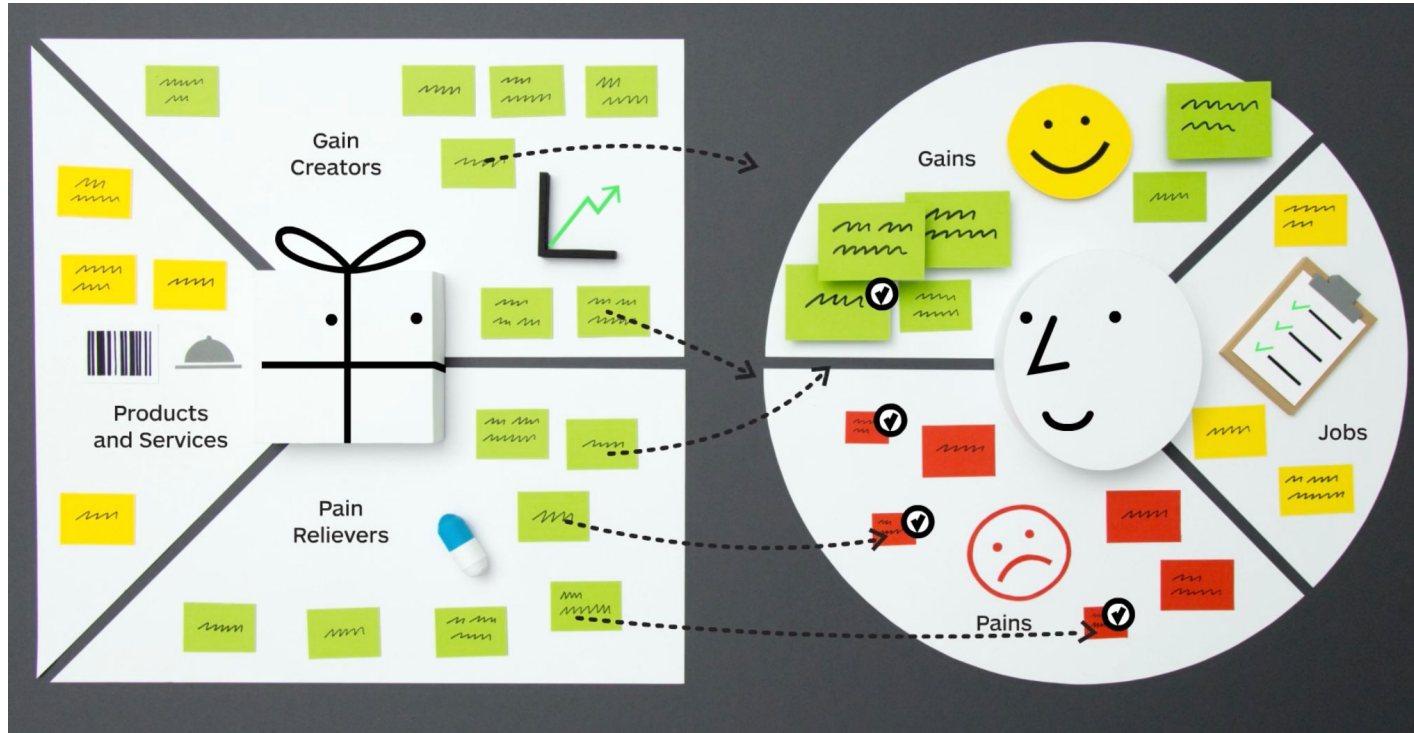
Business Model Canvas



The Value Proposition Canvas



Value Proposition Canvas



Value Proposition Design Book



issuu

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Read

Features

Use Cases

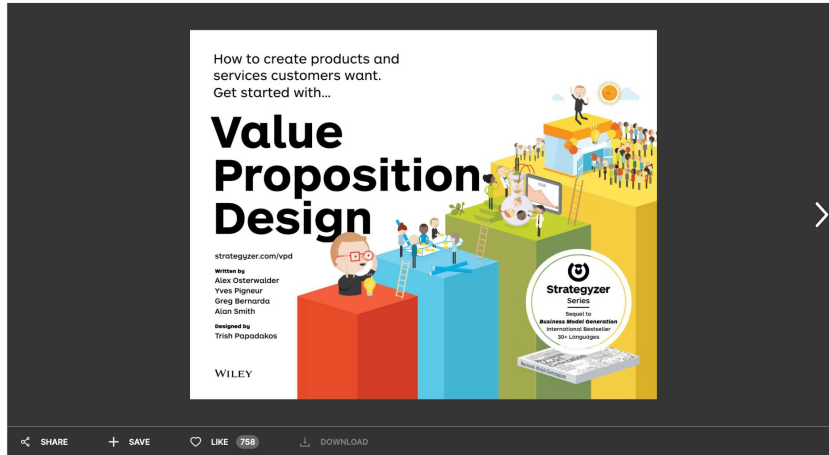
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Value Proposition Design

Published on Sep 9, 2014

User Persona

A user persona is a detailed description of someone who represents your target audience (person who will use your product)

The screenshot shows a web form titled "Make My Persona Overview" with a "Save" button and a "Download Report" button. The form is divided into several sections for creating a user persona:

- Profile:** Includes a profile picture placeholder, Name (John), Job Title (Sales Rep), Age (25 to 34 years), Highest Level of Education (Some college, no degree), Social Network (Facebook, LinkedIn, Twitter, Instagram), Industry (Finance), and Organization Size (10-50 employees).
- Preferred Method of Communication:** A text input field.
- Job Responsibilities:** A text input field.
- Tools They Need to Do Their Job:** A list of tools including Email, CRM Software, and Employee Scheduling Software.
- Reports to:** A text input field.
- Their Job Is Measured By:** A text input field.
- Goals or Objectives:** A text input field.
- Biggest Challenges:** A list of challenges including Resources and Employee Morale.

User Persona







A user persona is a detailed description of someone who represents your target audience.

This persona is fictional but based on deep research of your existing or desired audience.

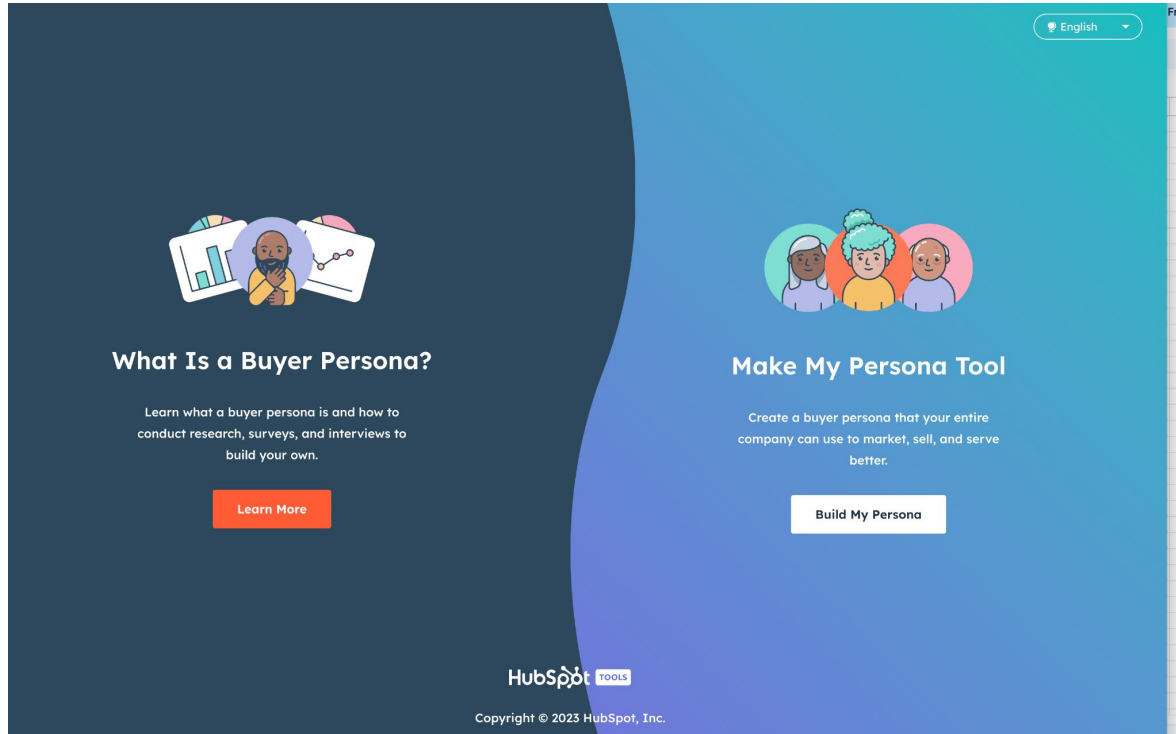
You might also hear it called a buyer persona, audience persona, or marketing persona.

Make My Persona Overview

Color Scheme Save Download/Export

	Preferred Method of Communication Enter text here	Tools They Need to Do Their Job <ul style="list-style-type: none">EmailCRM SoftwareEmployee Scheduling Software
Name John	Job Responsibilities Enter text here	Their Job Is Measured By Leads
Job Title Sales Rep	Reports to CEO	Goals or Objectives Revenue
Age 25 to 34 years	They Gain Information By Online search	Biggest Challenges <ul style="list-style-type: none">ResourcesEmployee Morale
Highest Level of Education Some college, no degree		
Social Networks     		
Industry Finance		
Organization Size 11-50 employees		

User Persona Tool



English

What Is a Buyer Persona?

Learn what a buyer persona is and how to conduct research, surveys, and interviews to build your own.

[Learn More](#)

Make My Persona Tool

Create a buyer persona that your entire company can use to market, sell, and serve better.

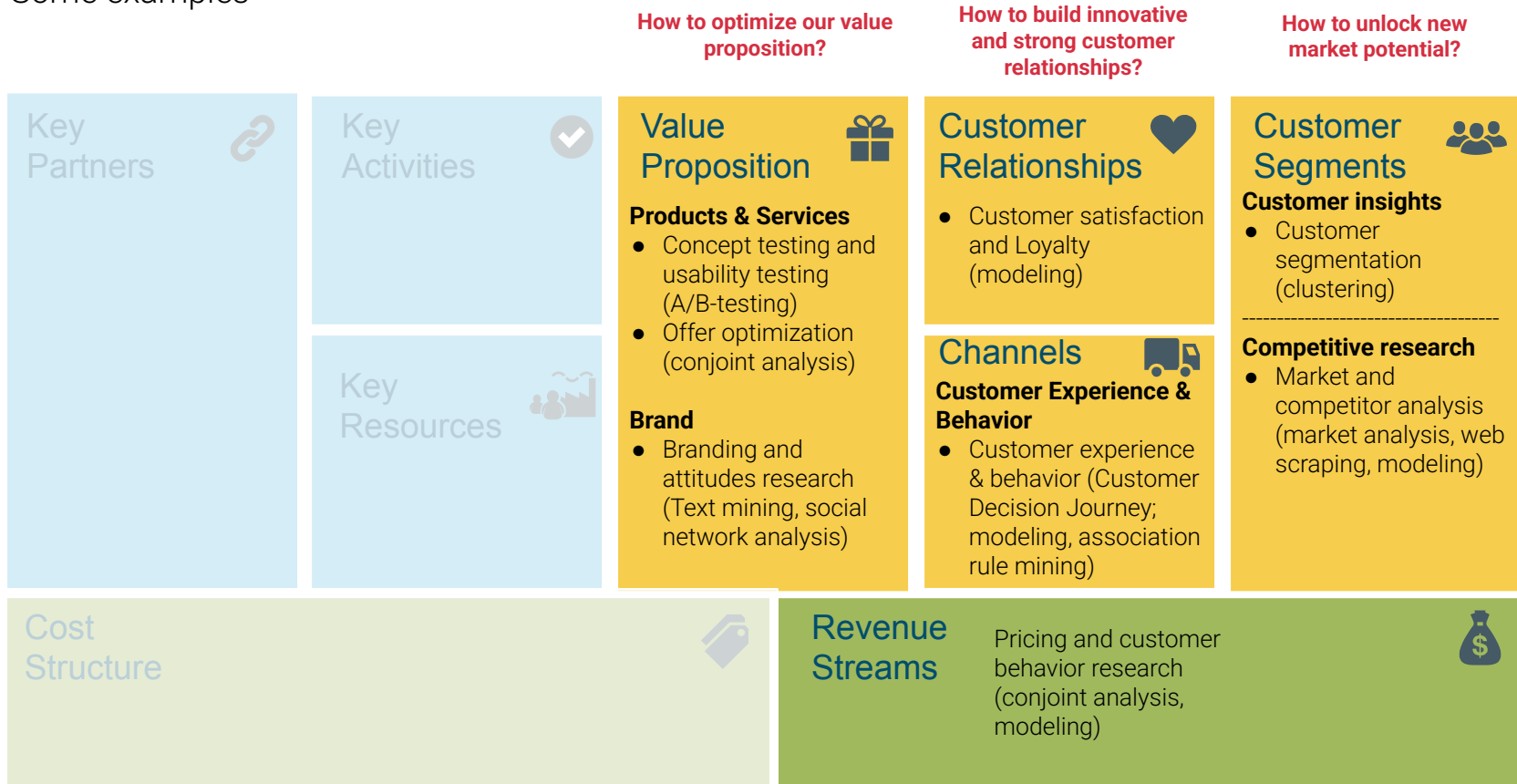
[Build My Persona](#)

HubSpot TOOLS

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Backup

Some examples



How to better capture value and boost margins?