Introduction & Release of the New Business Models Blueprint

5th International Reporting 3.0 Conference
KPMG | Amsterdam
12 June 2018

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New Business Models Blueprint Release
Business Model Development

Clustering of Sustainable Business Model Literature

1. Product-Service Systems
2. Sustainable Business Model Archetypes
3. Sustainable Value Assessments
4. Strongly Sustainable Business Model Canvas
5. Systems Theory-Based Business Model Generation

Clustering of Sustainable Business Model Literature
Integral Business Models

Differentiators

- Interlink Four Scopes (Nano / Micro / Meso / Macro Levels) Clearly
- Develop Integral Leadership (Nano Level)
- Apply Context-Based Multicapital Performance Metrics (Micro Level)
- Catalyze New Level Playing Fields in Industrial Sectors / Investor Portfolios / Bioregional Habitats (Meso Level)
- Advocate for Economic, Societal, and Ecological Systems Change (Macro Level)
General Characteristics of Integral Business Models

Integral Business Models
General Characteristics

- Synergistic
- Contextualized
- Thriveable
- Purposeful
- Leadership-driven
- Scalable
- Multicapitalist

Four Scale (Nano/Micro/Meso/Macro)
• Governance & Strategy
• Risk & Innovation
• Scenario Analysis & Transition Planning
• Roles & Strategic Leadership
Business Model Transformation Scalability

New Business Models

New Industry Ecosystems

New Integral Economies

Inspired in part by Mark Van Cleaf, Organizational Capital Partners
Integral Business Model Proces

CONTEXT

INTEGRAL BM FRAMING

MACRO: How can we advocate for necessary economic system Design change?

Meso: With whom do we improve which impacts?

Micro: What do we contribute positively in a systems context?

PURPOSE

SYSTEMS CONDITIONS:
- Obstructions through wrong incentives
- Desired accelerations through changed incentives

SALES / MARKETS (CLIENTS):
- Industries
- Portfolios
- Habitats / 
- Commons

PRODUCTS / SERVICES:
- Positive contribution
- Design of value cycle
- Infrastructure support

STRATEGY CONTINUUM:
1) COMPETITIVE ASSESSMENT

PROCESS DESIGN:
1) IMP (PLAN / DO)
2) DATA DESIGN PROCESS
3) ACCOUNTING FOR SUCCESS / DASHBOARDING
4) IMP (CHECK)

MACRO:
- Can we effectively influence economic system obstructions?
- Are there economic system benefactors we can positively influence?

Meso:
- Are we leveraging positive impact through collaboration to
  - reduce negative impact?
  - increase positive impact for industries, habitats, portfolios

Micro:
- Are we creating positive impact as expected?
- How is stand-alone performance and collective performance of products / service in value cycles?
- Are infrastructure elements working in support of delivery?
- IMP (ACT)

SUCCESS

EVALUATION:
1) IS VS. PLAN
2) ALIGNMENT WITH INTEGRAL BUSINESS MODEL WHEEL

- Micro impacts on meso and macro level
  + synergy focus
- Context-based multi-capital-based thresholds & allocations for total contribution
- Purpose-driven towards ThriveAbility, enabled by leadership
- Scalability-focus impacts meso an macro level

SCALEABILITY

@2018 Reporting 3.0
Integral Business Model Assessment Template

Preamble:

1. This template refers to Integral Business Model Design. The term integral is explained in the template through eight general characteristics. This is the starting point and the end point of this work template.

2. The process workflow of designing a business model based on a ‘integral’ approach is furthermore following known categorizations of phases like ideation, prototyping, go-to-market, evaluation (improving & adapting).

3. Other tools like the ones in the template can be used in parallel if the organization feels more comfortable with it. Reporting 3.0 however refers to tools that it has developed in its set of blueprints, and by that also showcasing how they are of specific value for the creation of an integral business model.

4. The different phases are first explained in more depth in the left columns of the template, and then a set of hands-on statements is trying to find out the level of existing readiness to design an ideal ‘integral’ business model.

5. So far we haven’t seen integral business models’ yet. That is not a surprise as this Blueprint and its template offers an innovation, not yet explored in the literature, but necessary if we design our future economic system and related business models in an integral way.

6. The outcome of the use of this template can be understood as a gap analysis. The scoring is an attempt to show how far you are away or close to be ‘able’ to transition towards our understanding of an ‘integral business model’. A low score should not be seen as a disappointment, but as a point for improvement towards future-readiness of a business model.

7. All steps in the journey towards that ‘ideal’ situation can be supported by the whole set of Reporting 3.0 Blueprints, depending on how you design your process to come closer.

8. Most of all, feel inspired, not frustrated. You are on to something ‘grand’, and it should spark ideas on next steps to take.
ReBlend

circular fabrics & fashion
Integral Business Models Case Examples

CO-OP

POWER
# New Business Models Blueprint Workshops

<table>
<thead>
<tr>
<th>Time</th>
<th>Session Title</th>
<th>Description</th>
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</thead>
<tbody>
<tr>
<td>17.00 – 18.15</td>
<td>WORKSHOPS 2</td>
<td>The New Business Model Blueprint – focus sessions on recommendations</td>
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**A: EDUCATION [PR ROOM]**

A deeper dive into the New Business Model Blueprint with a focus on translating awareness into action

**Moderation:**
- Josephine Matthews – Sustainable Value Creation (SVC)

**Speakers:**
- Katie Hill – B Lab UK
- Niels Faber – Radboud University Nijmegen
- Antony Upward – Edward James Consulting

**B: IMPLEMENTATION [C.00.08]**

A focus session on case studies of how the Reporting 3.0 tooling can help entrepreneurs design and implement ‘integral business models’

**Moderation:**
- Ralph Thurm – Reporting 3.0

**Speakers:**
- Anita de Wit – ReBlend
- Lisette van der Maarel – ReBlend
- Lynn Benander – Co-op Power
- Henk de Man – VDMbee

**C: ACCELERATION [C.00.06]**

An assessment of how intrapreneurs and external analysts can use scenarios and transition planning to instigate and scale the design of new integral business models

**Moderation:**
- Bill Baue – Reporting 3.0

**Speakers:**
- Raj Thamotheram – Preventable Surprises
- Salomon Bileter – Swiss Re
- Mark van Baal – Follow This