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Business Models and Value Propositions for NRENs and Open Science

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GÉANT and EaPConnect NRENs Meeting, 3rd October 2023, Recorded

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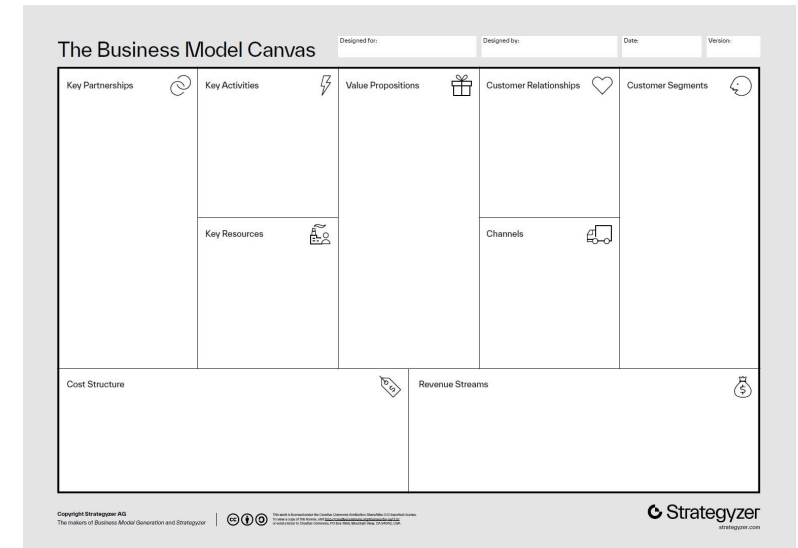


- Intro Business Model Canvas
 - Use case: DFN
 - Use case: Open Science Data Provider
- Intro Value Propositions Canvas
 - Use case: TESLA
 - Use case: Open Science Service
- Workshop Task



- 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



Business Model Canvas

Designed for:

DFN

Designed by:

Leonie Schäfer

Date:

19/9/2023

Version:

0.3

Key Partners	Key Activities	Value Propositions	Customer Relationships	Customer Segments
<p>GÉANT – International Connectivity</p> <p>DFN-CERT- Security Services</p> <p>European NREs – Mutual support</p>	<p>Service Provision</p> <p>Community Building</p> <p>International Connectivity & Peering</p> <p>Procurement</p> <p>Framework Contracts</p>	<p>High Performance Network</p> <p>Tailor-made services</p> <p>High security standards</p> <p>Strong community of users</p>	<p>Strong community building</p> <p>Strong commitment to support the individual customer</p>	<p>R&E insitutions in Germany:</p> <p>Universities & Polytechnics</p> <p>Research Institutes</p> <p>Government Agencies with R&E entities</p> <p>Commercial companies with R&D department</p>
Supplier	Key Resources		Channels	
<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>Fibre platform</p> <p>Optical platform</p> <p>IP platform</p> <p>IT infrastructure</p> <p>Dedicated team in Berlin & Stuttgart</p> <p>Smoothly running administration</p>		<p>DFN General Assembly</p> <p>Conferences</p> <p>Newsletters, DFN Magazine</p> <p>The fibre network itself</p>	
Cost Structure	<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>		Revenue Streams	
			<p>FIXED PRICING:</p> <ul style="list-style-type: none"> Service Fees for connectivity Service fees for specific services Membership Fees <p>EC Project Funding</p>	

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Business Model Canvas - Open Science Data Provider



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The Business Model Canvas

Designed for:
EaPConnect

Designed by:
Leonie Schäfer (DFN)

Date:
20/9/2023

Version:
V1.0

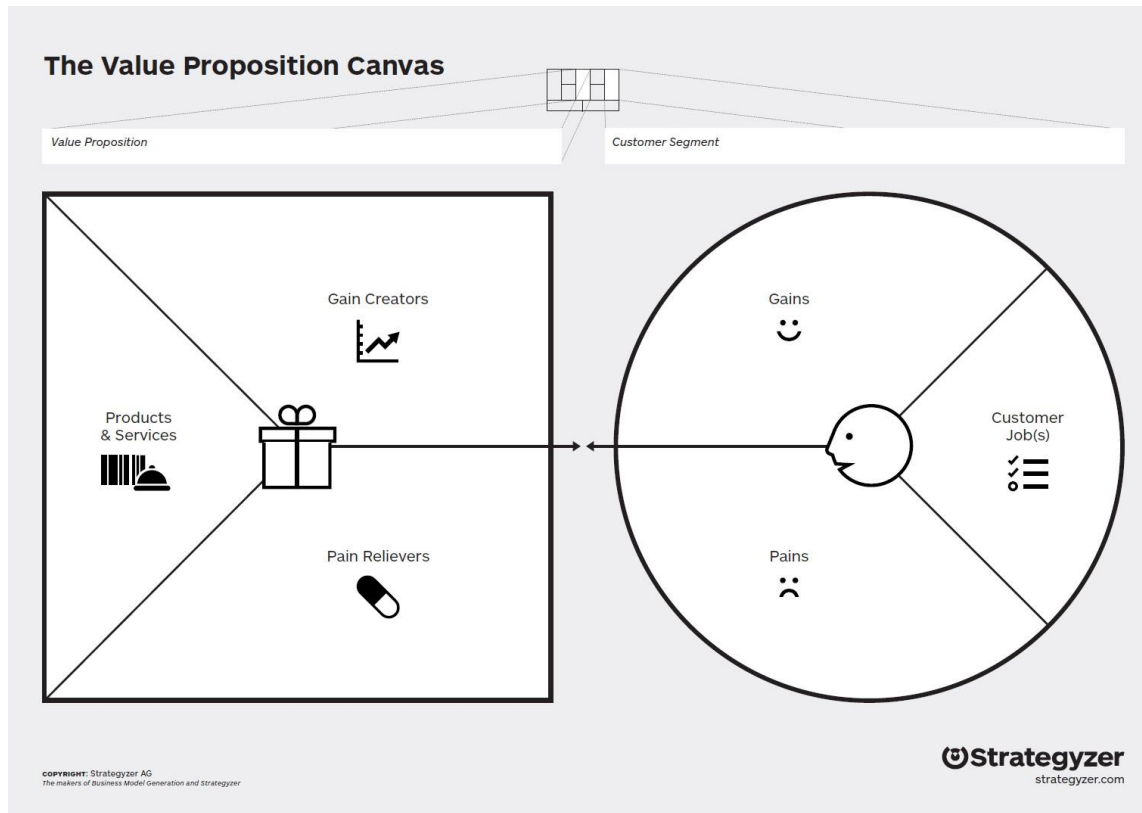
<p>Key Partnerships </p> <p>Data Providers:</p> <ul style="list-style-type: none"> - Government - Private companies - Organisations - Research Institutes <p>Infomediary:</p> <ul style="list-style-type: none"> - Individuals or organisations which extract, aggregate and transform data 	<p>Key Activities </p> <p>Data Life Cycle</p> <ul style="list-style-type: none"> - collect - maintain - clean - analyse - store - archive <p>Key Resources </p> <p>IT Infrastructure Data Archive Data Scientist</p>	<p>Value Propositions </p> <ul style="list-style-type: none"> - Provide free access to publications, data and code - Increase scientific collaboration - Offers transparency and Inclusivity of research processes 	<p>Customer Relationships </p> <p>Via Service Marketing and Community Engagement and Outreach activities</p> <p>Channels </p> <ul style="list-style-type: none"> - Online Websites - Data lakes - Dedicated apps - Direct contact via the Community Officer 	<p>Customer Segments </p> <p>Data Users</p> <ul style="list-style-type: none"> - Individuals - Research Organisations - Government
<p>Cost Structure </p> <p>Costs of supporting the Data Life Cycle</p>		<p>Revenue Streams </p> <p>EC Project Grants</p>		

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- A value proposition is a statement which **identifies clear, measurable and demonstrable benefits** consumers get when buying a particular product or service
- The value proposition provides **value through various elements** such as newness, performance, customization, "getting the job done", design, brand/status, price, cost reduction, risk reduction, accessibility, and convenience/usability.

Value Proposition Canvas – TESLA'S Model S



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The Value Proposition Canvas

Value Proposition

Customer Segments

Customer Jobs

Gain Creators

PERFORMANCE 0-100 km/h 4.4-6.2s

FOCUS ON DESIGN + STYLE

HIGH-TECH FEEL w/17" TOUCH SCREEN

HIGHEST SAFETY BY NHTSA

RANGE 350-450 km

5+2 SEATS 1785 LITER STORAGE

ENABLING LONG DISTANCE TRAVEL

FREE 1/2 in 20m

PERFORMANCE DESIGN BRAND

RANGE 250-350 km

ACCEPTABLE TIME

COMPLIMENTS FROM FRIENDS

SAFETY RATINGS

FREQUENT CHARGING

FEAR OF DEAD BATTERY

ACCIDENT

LAUGHED AT

LACK OF SPACE

BUYING BEFORE PRICE

UPPER MIDDLE CLASS MALE 100k+ \$ INCOME

CONVEY IMAGE OF SUCCESS

PERSONAL MOBILITY

COMMUTE TO WORK

DIFFERENTIATE FROM OTHERS

IN SYNC w/ PERSONAL VALUES

OCCASIONAL LONG DISTANCE TRIP

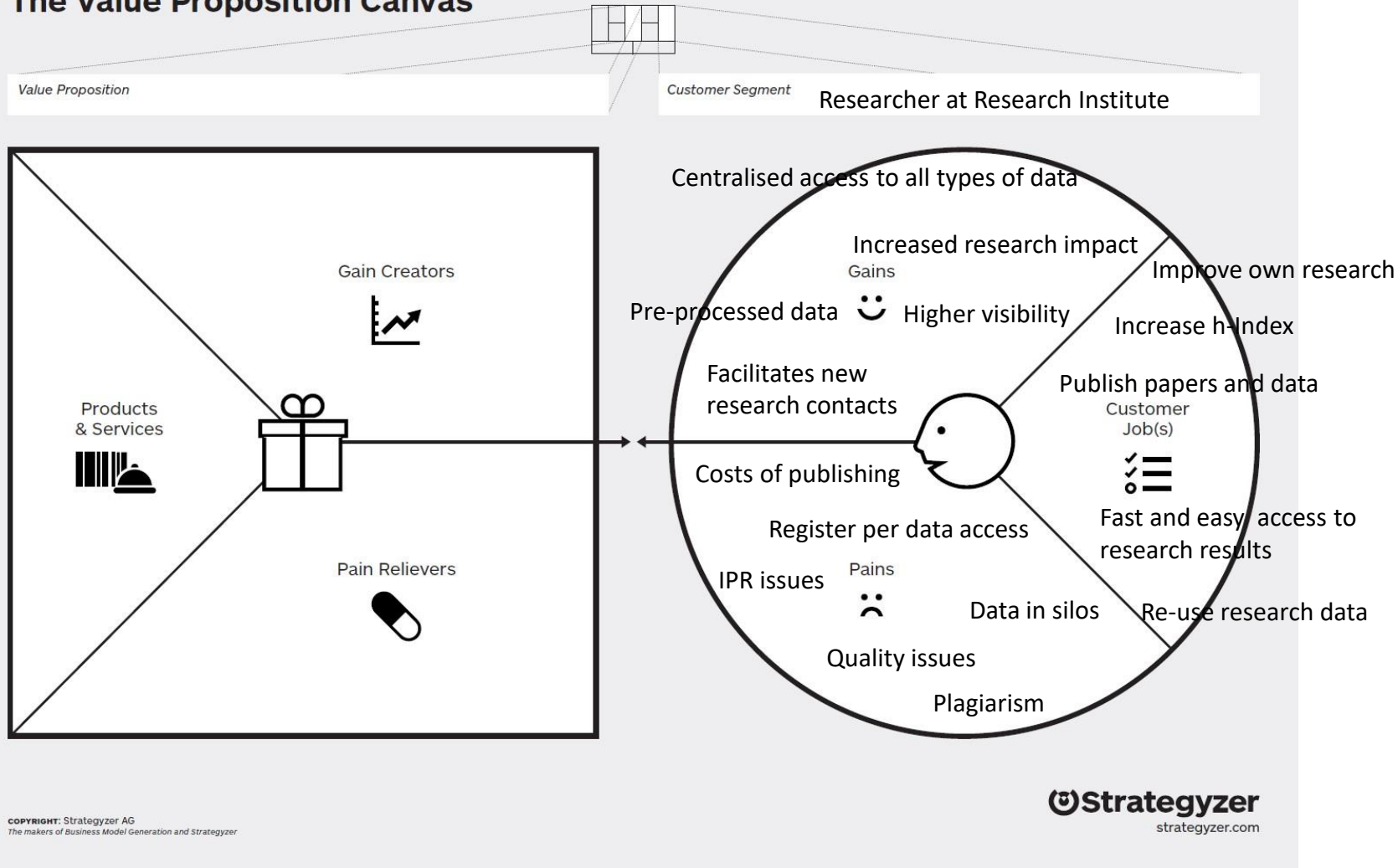
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Value Proposition Canvas – Open Science Services



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The Value Proposition Canvas





- Objective – develop material which can be used as the basis for your Sustainability Report
 - develop a Business Model Canvas for your NREN
 - complete the Value Proposition Canvas for a service of your choice (NREN Service Portfolio or an Open Science Service)
- Business Model Canvas – captures the current position
- Value Proposition Canvas – to capture the development in the long term



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Thank you!
Any questions?

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