



UNIVERSITA' DEGLI STUDI
DI ROMA TOR VERGATA



BA

MASTER OF SCIENCE IN
BUSINESS ADMINISTRATION

UNIVERSITY ROME TOR VERGATA
SCHOOL OF ECONOMICS PRESENTS

BUSINESS MODEL INNOVATION

A COURSE BY:

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Steps 9 & 10

Implement & Launch

Today

NAUTILUS: The Innovation Management Methodology

- STEP 9 - Implement
- STEP 10 - Launch

break

Case study session

- Design your solution

STEP 9

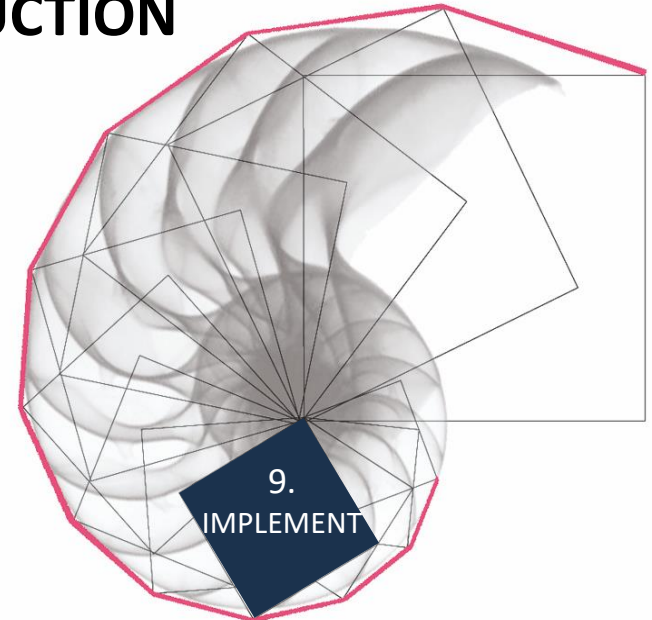
SOLUTION ENGINEERING & SETUP PRODUCTION

ACTIVITIES

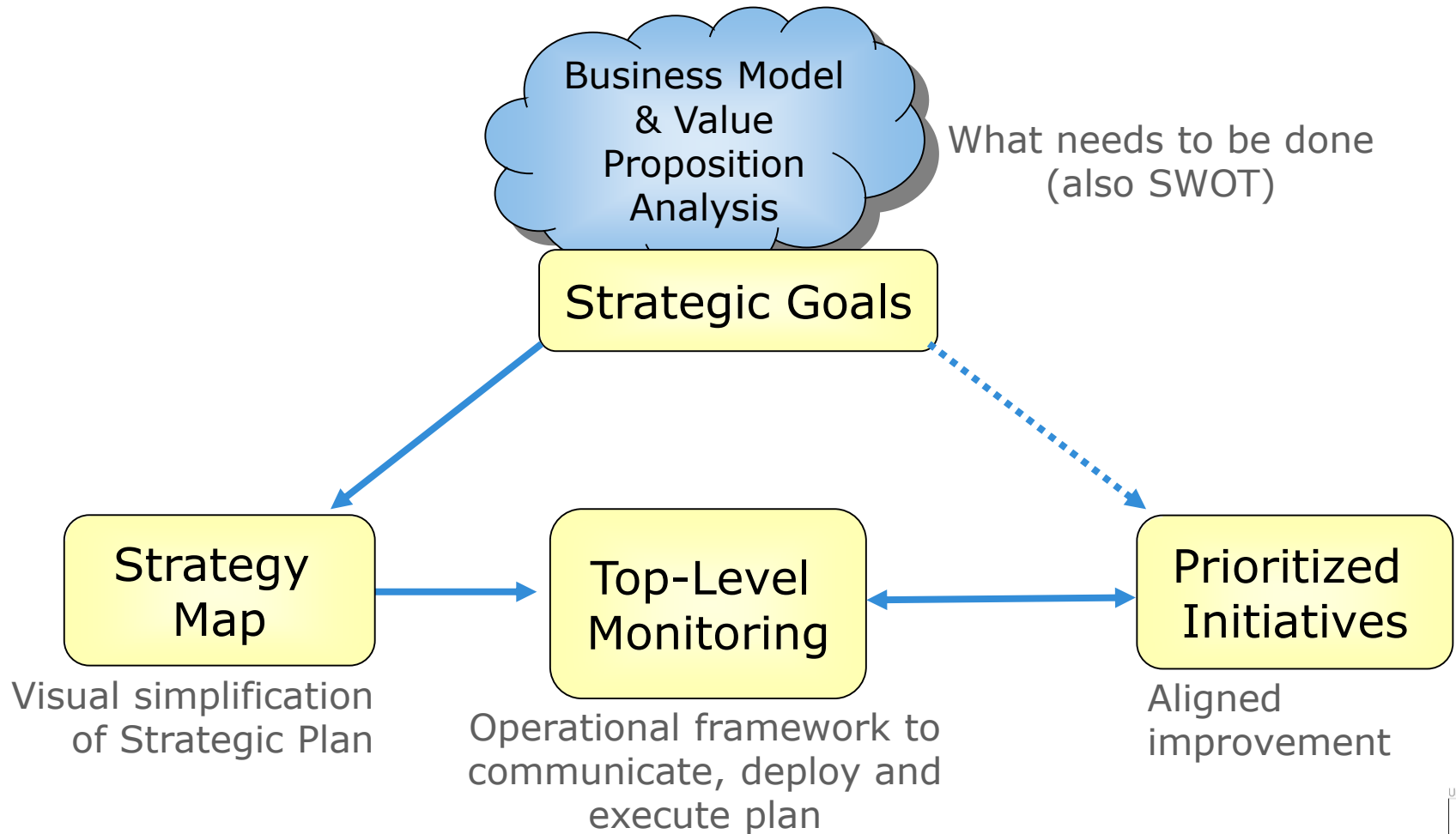
- **Engineering of the solution and production process**
- Ensure feasibility of full scale production
- Setup Production facilities and/or outsourcing partners

DELIVERABLES

- Full scale Production/Implementation
- Updated Business Plan



Making Strategic Goals Actionable



Product Planning

What is a Strategy Map?

- Visual simplification of strategic objectives
- Shows cause and effect relationships
- Helps ensure you're not missing any key drivers

Product Planning Actions

1. Prioritize actions & convert to “verb noun” strategic objectives
2. Group objectives by “perspective” or high-level focus area
3. Identify cause-and-effect relationships with arrows

STEP 9

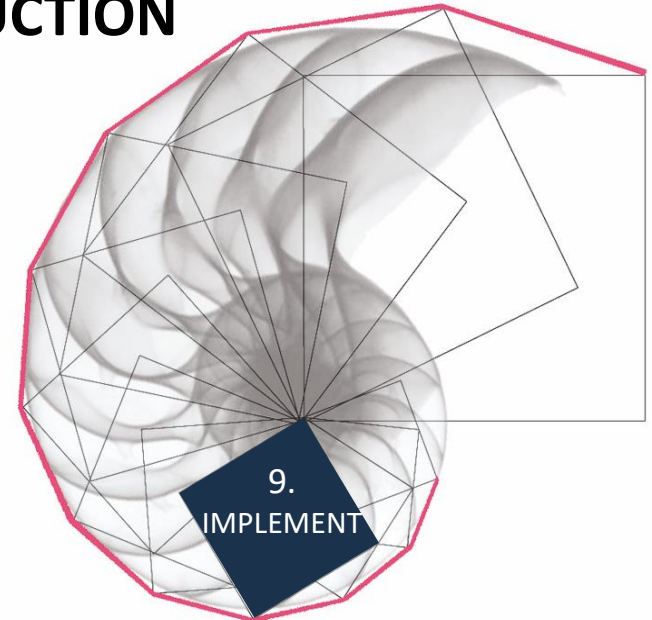
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Strategy Map



A strategy map is a diagram that is used to document the primary strategic goals being pursued by an organization or management team.

Strategy Map - Basic

FINANCIAL

Reduce
Costs

Increase
Profits

CUSTOMER

Improve
Customer
Experience

INTERNAL BUSINESS PROCESSES

Improve
Internal
Efficiency

Increase
Acquisitions

LEARNING & GROWTH

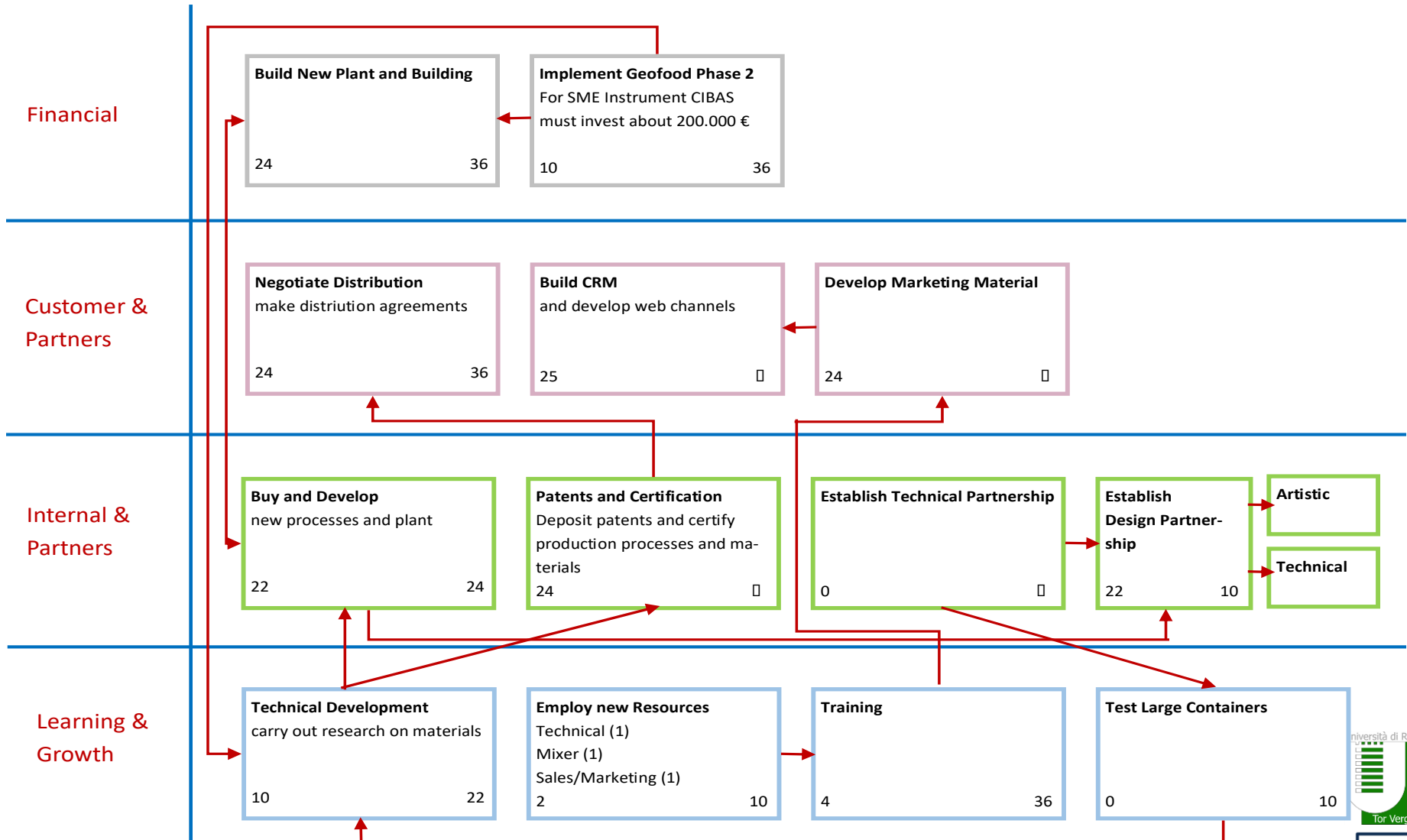
Increase
Expertise

Optimize
Technology

Strategy Map – the Arrows



Strategy Map Example (nano ceramics)



Strategy Map Example (Neuromarketing)

R&D and
EU grants

5.1 Research and innovation projects
(BXR, BrainEspresso,
Application areas— Research Value
propositione
1 3

5.2 Identify funding opportunities
Select key calls (SME Inst, Fastrack)
1 3

**5.3 Select participation in other
projects**
as subcontractor or 3rd party
2 ∞

HR deve-
lopment and
Internal com-
munication

4.1 Internal development
Group and company workshops for
building identity, culture, product plans
0 6

**4.2 Movement of staff from
Univ to Brainsigns**
As business activity will allow
1 12

4.3 Increase staff
8 ∞

BXR / Hu-
man Interfa-
ce

3.1 Define use case(s)
Establish application use details
1 3

3.2 Identify partnerships
For production and distribution
2 6

**3.3 Develop hardware and soft-
ware**
1 18

**3.4 Product commercialisation
plan**
8 12

Consolidate
Neuromar-
keting activi-
ties

**2.1 Implement strurtured busi-
ness procedures**
contacts/service/contract/CS
1 3

2.2 Build and use CRM
1 3

2.3 Marketing Material
1 6

**2.3 Define and implement sales
approach**
1 6

Company
Structure
Development

**1.1 Identify location-
offices**
1 3

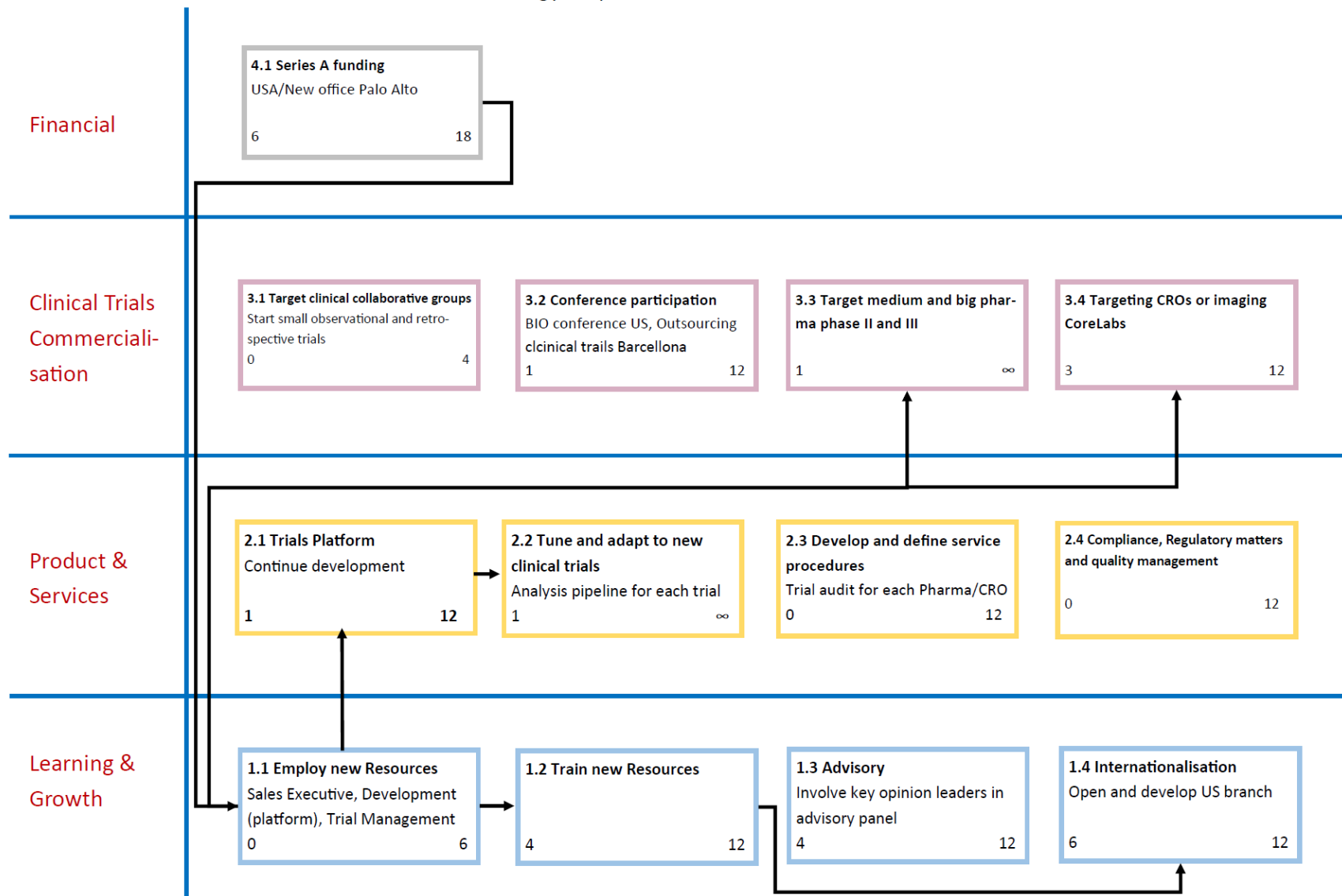
**1.2 PMO development and IPR
strategy**
Identify projects and procedures
of management and budget control
1 8

1.2 Review roles
Build role structure between
R&D and business
1 2

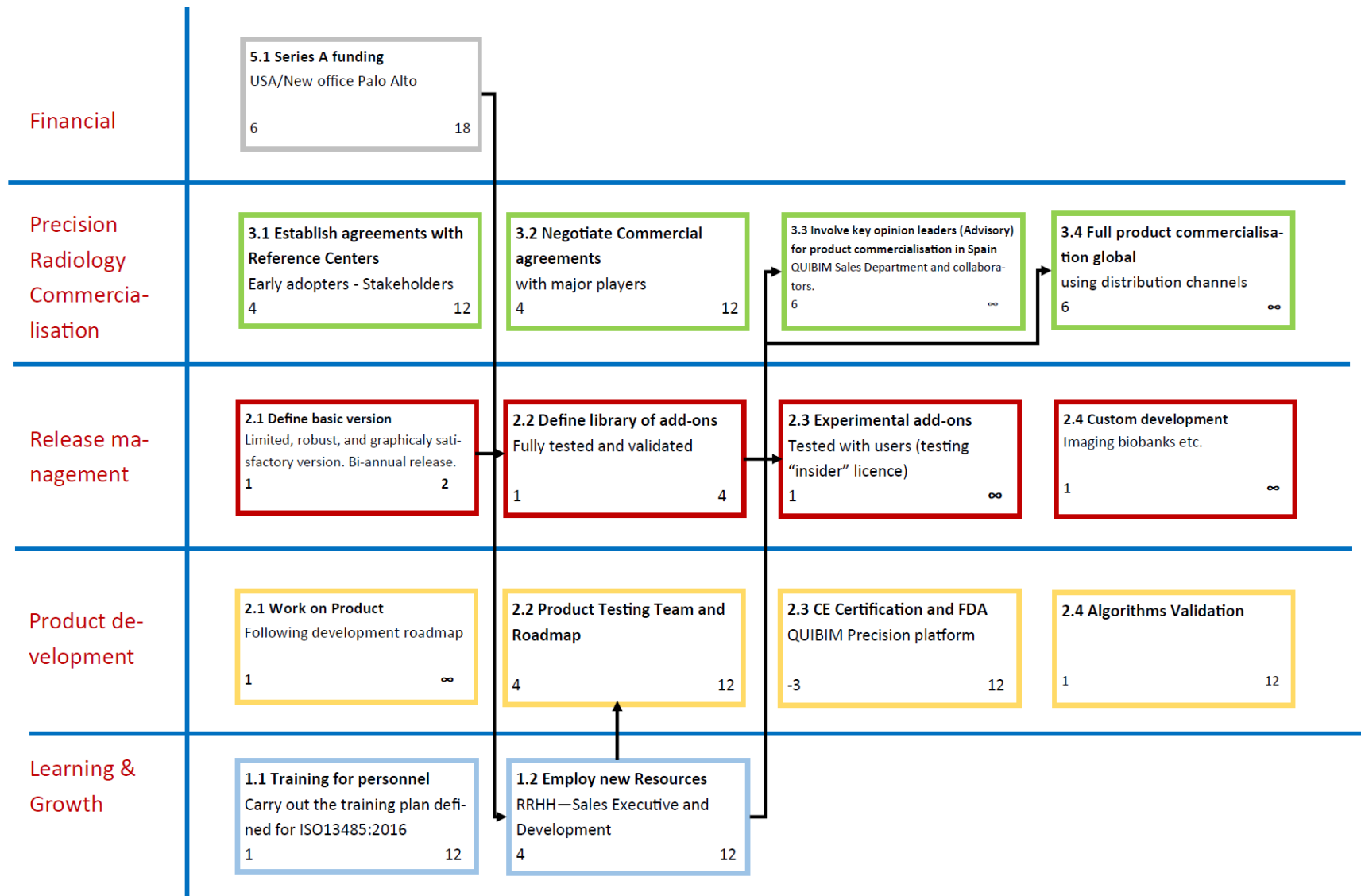
1.3 Goals
Set company and individual
goals and incentives
2 3

**1.4 Investment/
Partnerships/Crowdfunding**
To accelerate growth
3 12

Strategy Map Example (Imaging Clinical Trials)



Strategy Map Example (Image Biomarkers)



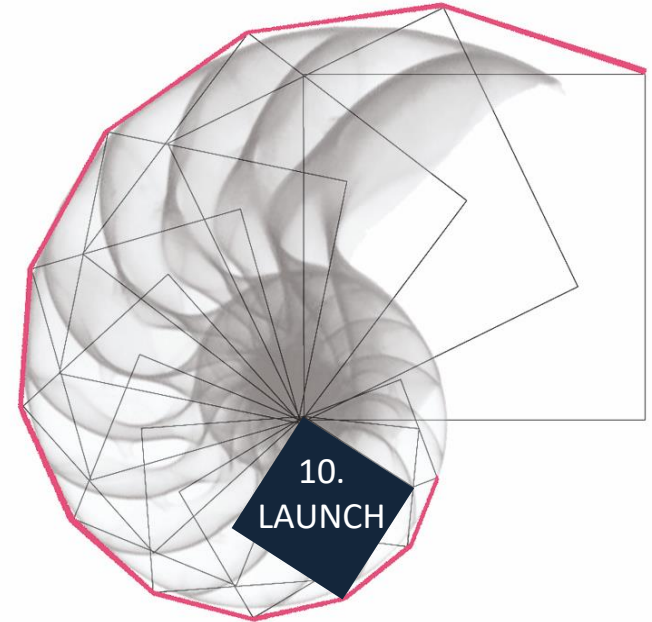
STEP 10 LAUNCH THE SOLUTION

ACTIVITIES

- **Define Marketing and Launch Plan**
- Position and Launch the Solution on the Market
- Analyse customer feedback and adjust

DELIVERABLES

- Market Launch
- Customer Feedbacks



Launch

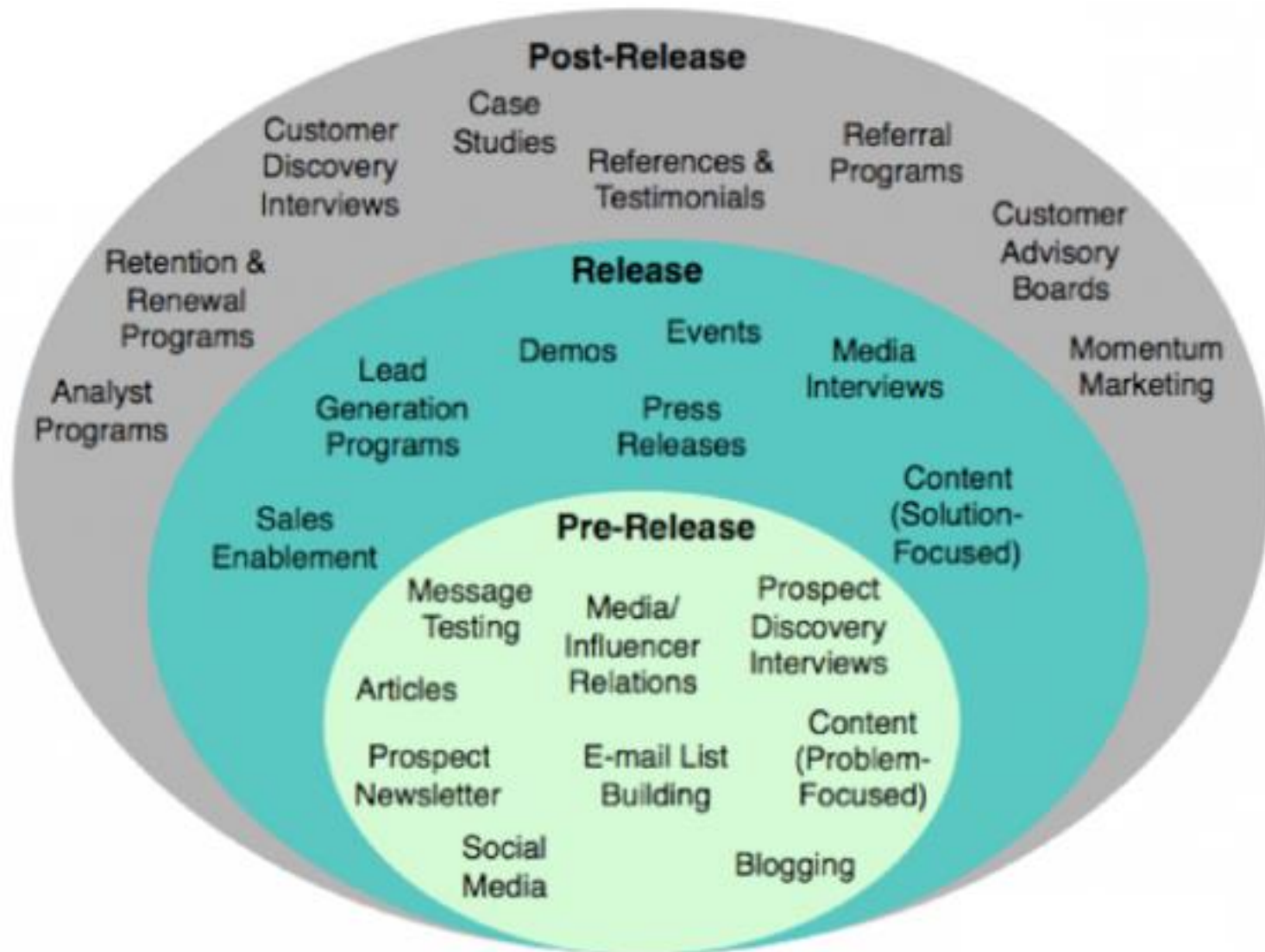


- Traditional media plan
- Social media plan
- Outreach plan for press/bloggers
- Advance outreach
- Create brand assets for launch (video, images, written content)
- Sales/partner training

- Traditional media
- Social media
- PR and blogger outreach
- Launch event
- In-store displays

- Measure impact
- Sustain buzz and conversation
- Testimonials & reviews
- Case studies or success stories

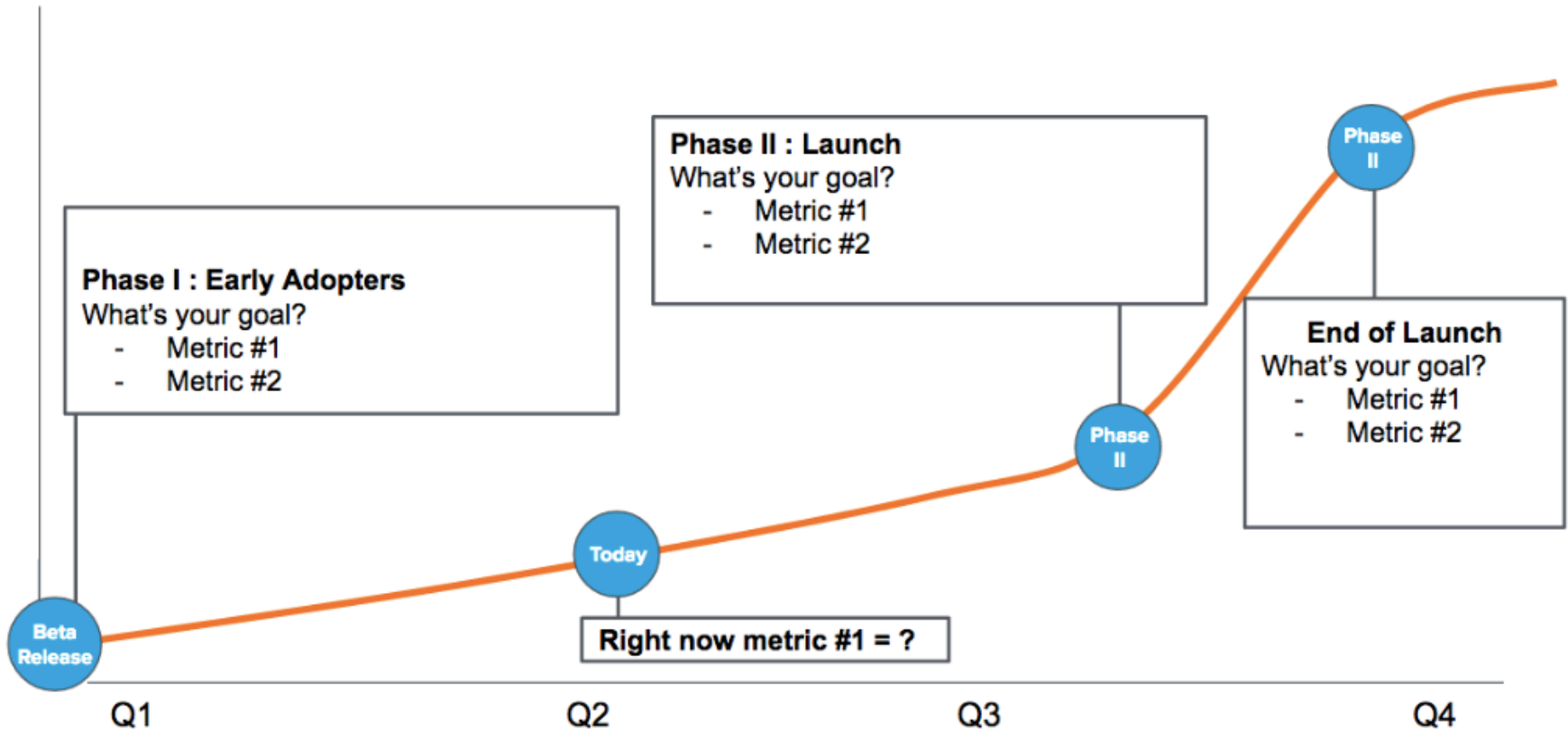
Launch



Just some simple rules

- 1) Research the space in-depth.
- 2) Focus on a single buyer persona.
- 3) Write a mock press release.
- 4) Build your messaging -- but don't marry it.
- 5) Share your messaging with everyone.
- 6) Get involved in the beta.
- 7) Change your messaging and find the best hook.
- 8) Set ambitious goals.
- 9) Take the time to get the market ready.
- 10) Build compelling creative assets.
- 11) Assemble your go-to-market strategy.
- 12) Choose the right channels.
- 13) Activate your sales team.
- 14) Make it an event.
- 15) Don't lose your momentum.
- 16) Revisit your "go-to-market" doc for reporting.
- 17) Shift your focus on retention.

New product adoption curve



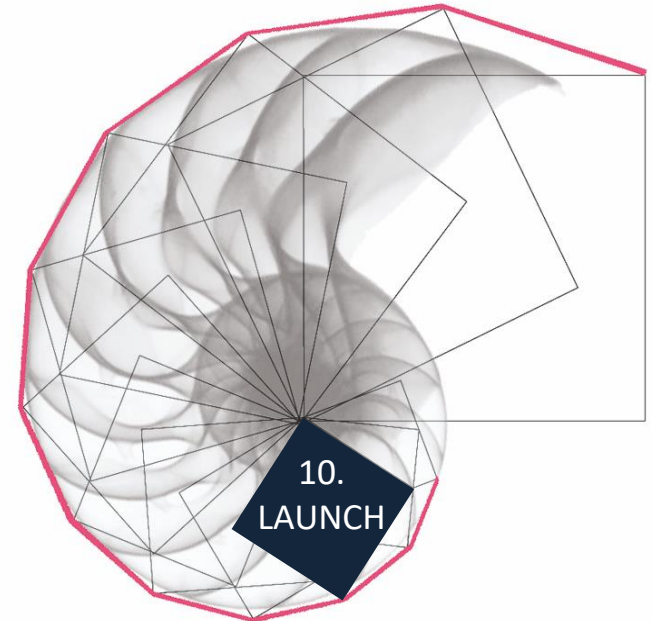
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Communication Plan: key component (for the Church?)

SPREAD THE WORD

Audience Perspective

Hasn't heard of you or has heard of you but isn't very interested as of yet

Objective

Spread the Word far and wide - reach as many people as possible

Communication Channels

Website, radio, TV, Events, flyers, print ads, word-of-mouth etc.

INSPIRE

Audience Perspective

Has heard of you and are considering what you offer in comparison to others

Objective

Inspire with interesting content, build a connection

Communication Channels

Website, video, social media, testimonials, community outreach etc.

ENGAGE

Audience Perspective

Intends to join the church but hasn't made the move yet

Objective

Engage people directly, get them to take a minor action e.g. like your Facebook page provide an email address

Communication Channels

Website, social media advertising, podcasts, online events (all activity should have a direct call to action to like a social media page or provide a means of contact e.g. email address)

CONNECT

Audience Perspective

Gets saved, Joins the church

Objective

Make it easy for them to join

Communication Channels

Email newsletters, promote ministry events (e.g. women, men, youth groups), retreats

NURTURE

Audience Perspective

Advocates for Christ – becomes a fisher of men!

Communication Channels

Promote training, workshops, conferences and fellowship events

Communication Plan



1. Background

What is the context for the project, including the current state of the organization, recent events, strategic direction and issues that need to be addressed?

2. Alignment

How does the project tie in with the organization's overall strategic goals?

3. Internal

What is happening internally that could impact the project?

4. External

What is happening externally that could impact the project?

5. Objectives

What are the communication objectives?

6. Messages

What ideas need to be communicated?

7. Audiences

What audience will be most involved in helping you reach your goal? Who do we need to reach? What do they need to know? What will motivate them? What unmet needs do they have?

8. Evaluation

How will success be measured?

9. Resources

What financial or staffing resources are needed to accomplish the communication objective?

Today's Case Study Objectives

- Case study session
 - Build Strategy Map
 - Prepare for Final presentation