

*※ This Business Model Format is designated as example for Society of Open Innovation: Technology, Market, and Complexity(SOI) 2025 10th Anniversary Conference, but just refer to this guideline and please fill the contents below when writing your Business Model Presentation.*

*- The Business Model Presentation for SOI 2025 10th Anniversary Conference should be about PPT 15 pages.*

# Business Model Title

First Author Name

Position (Ex. Prof. Researcher, Ph.D., Master, CEO, and etc.), Affiliation (Ex. University, Institute, Company), Nationality

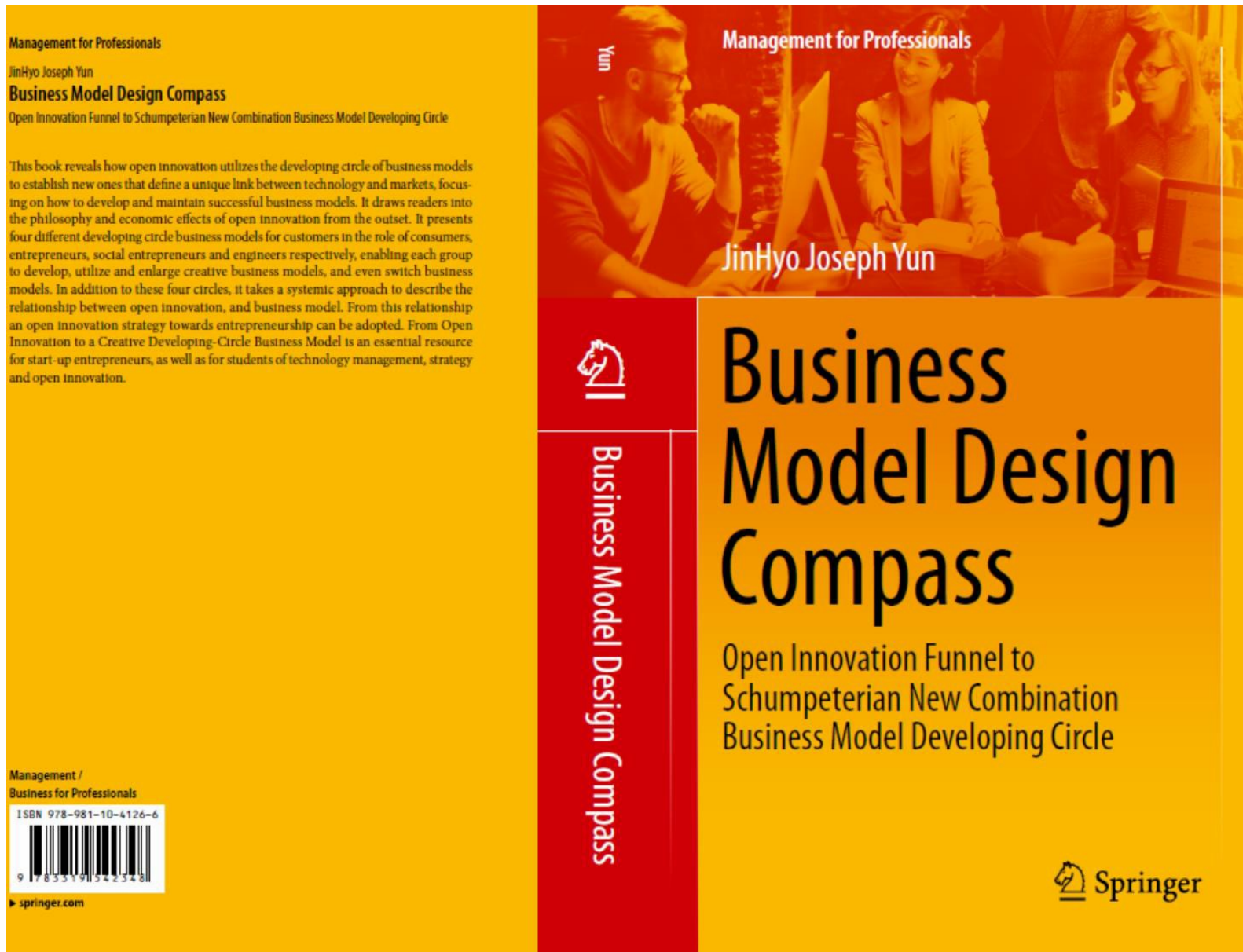
Email: [abc@defg.hig](mailto:abc@defg.hig)

Second Author Name

Position (Ex. Prof. Researcher, Ph.D., Master, CEO, and etc.), Affiliation (Ex. University, Institute, Company), Nationality

Email: [abc@defg.hig](mailto:abc@defg.hig)

# Book Reference - Business Model Design Compass



\*Please refer to the "Business Model Design Compass" book.

\*Please refer to Page 158, 167, 183, 203, 221 in this book.

# Introduction of firm(firm name)- I

Firm(Name) was established on...

# Introduction of firm(firm name)- II

Now the firm(Name) is...

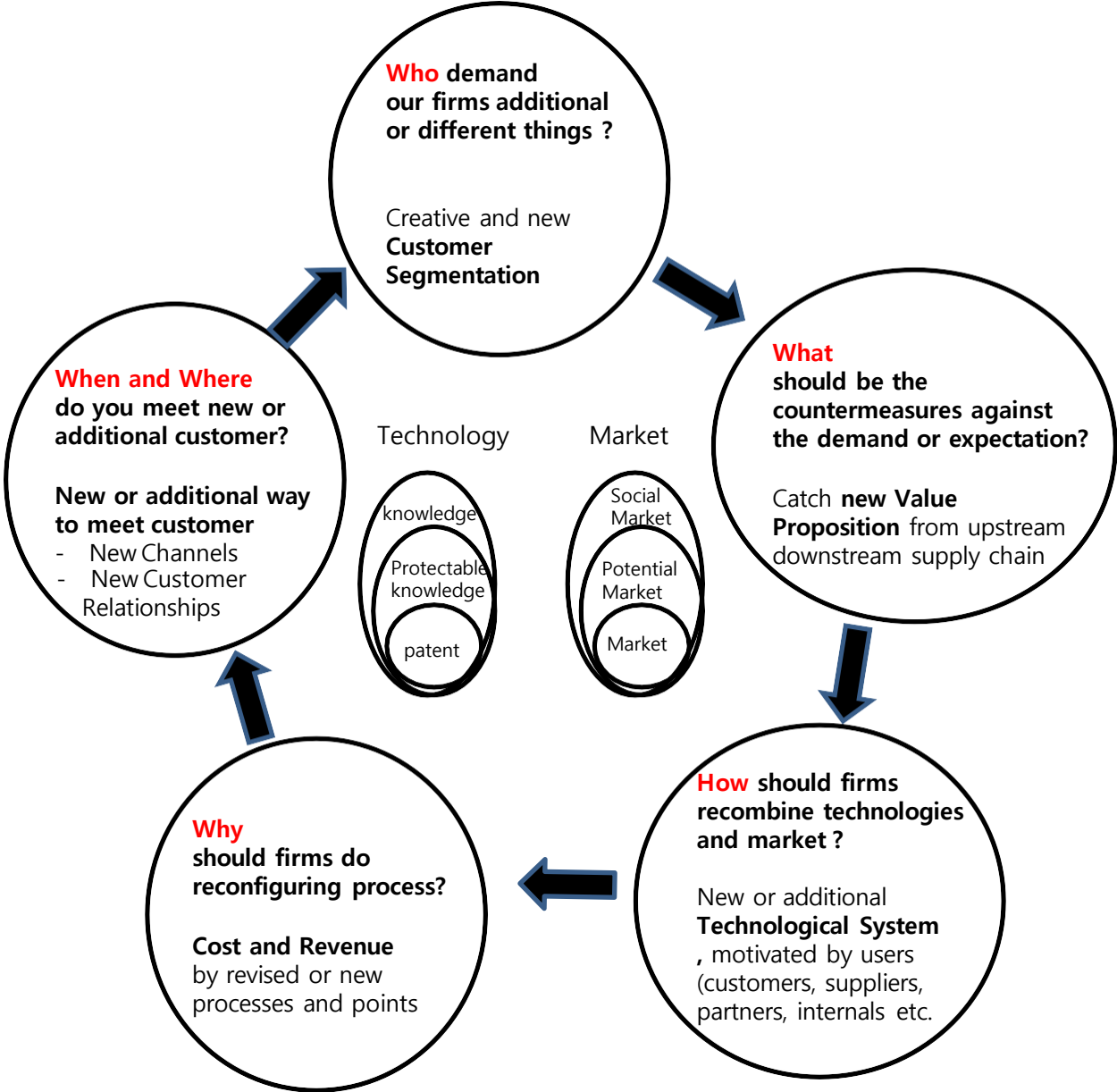
# Innovative case of the firm(firm name)- I

Innovative case one of the firm is...

# Innovative case of the firm(firm name)- II

Innovative case two of the firm is...

# Business Model Design



# Business Model Design

## 1. Who(Customer Segmentation) (2 pages)

\*Concretely define a customer

- Main Considerations:
  - Persona
  - Noncustomer
  - Adjacent market
  - Overshooting



# Business Model Design

## 2. What(Value propositions) (2 pages)

\*Resolve a problem, provide a concrete value, meet a desire

- Main Considerations:
  - Minimum viable product
    - Feedback
    - Pivot

# Business Model Design

## 3. How(Technical System) (2 pages)

\*Concrete system that creates value by combining technology and the market

- Main Considerations:
  - Key resources
  - Key activities
  - Key partnerships

# Business Model Design

## 4. Why(Revenue and cost) (2 pages)

\*Cost structure and contents, profit structure and contents

- Main Considerations:
  - Revenue Streams
  - Cost Structure

# Business Model Design

## 5. When and Where(Customer meeting) (2 pages)

\*How to meet a customer, how to form customer relationships

- Main Considerations:
  - Channels
  - Customer relationships