

Service/Technology: Advice and consultancy work on business models based on Information Technology and, in particular, on technologies related to Industry 4.0.

Logo B-N

Design of IT-based business models. Delimitation of the key components of the business model: (1) value proposition; (2) value creation and (3) value capture. Design of the business model Canvas. Consultancy in the application of the Lean Startup method.

Production sectors

- Information and Communication Technologies
- Biotechnology and Health
- Agri-food
- Energy, Environment and Water
- Management and Business Services
- Infrastructure and Transport
- Materials and Construction
- Industrial Production

Key words

- Business Models
- Information Technology
- Canvas
- Lean Startup