



AGILE2013

CONFERENCE

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GENERATING PRODUCT PURPOSE WITH THE BUSINESS MODEL CANVAS

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WHY ARE
YOU
HERE?



CHALLENGE:

TEAMS ARE
MISSING THE
“WHY”

LOST OPPORTUNITY:

TEAMS MERELY
EXECUTE THE
VISION

1. PRODUCT PURPOSE

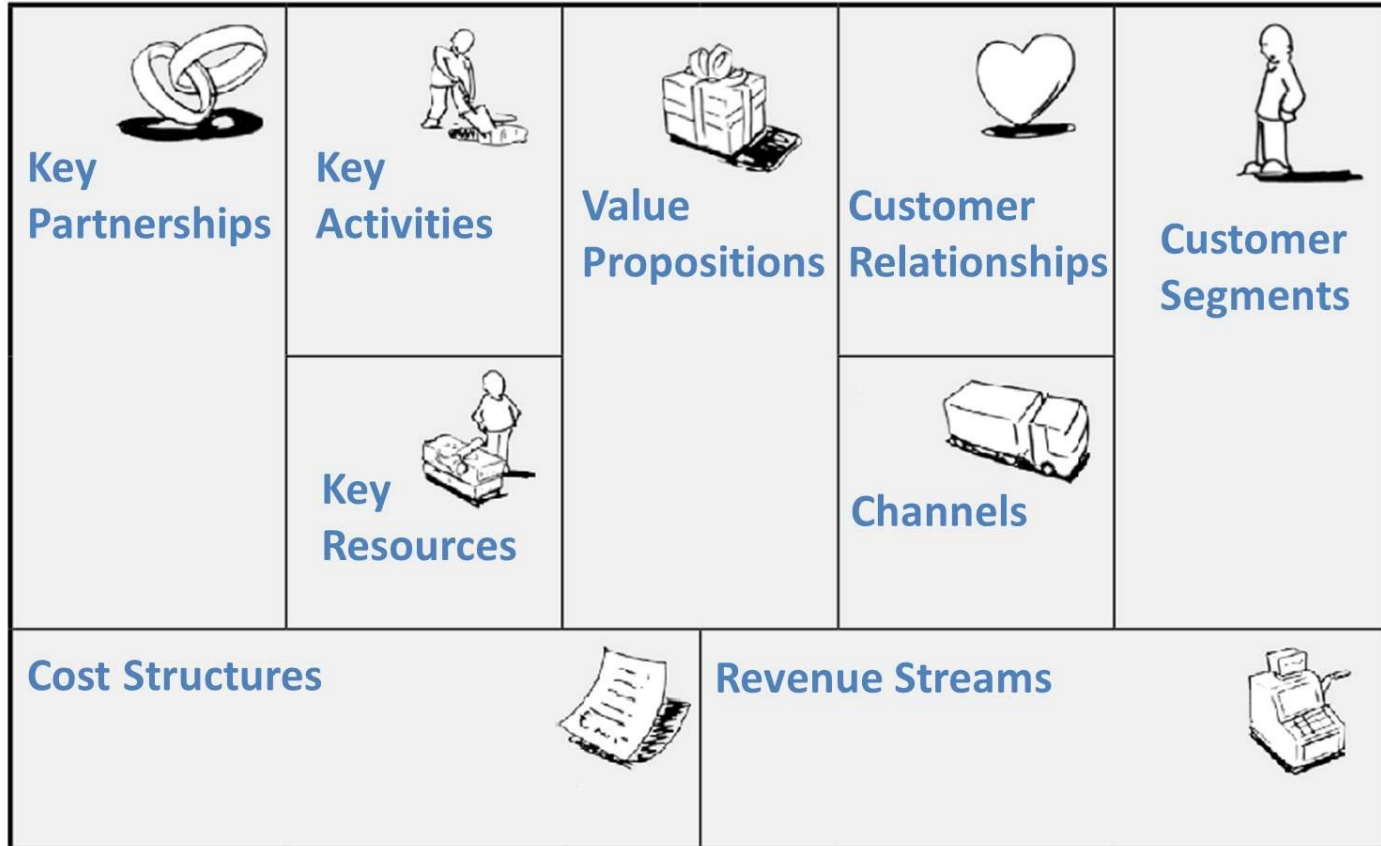
2. BUSINESS MODEL
INNOVATION

GET FAMILIAR WITH THE BUSINESS MODEL CANVAS

1. HELP TEAMS NOT LOSE
SIGHT OF THE BIGGER PICTURE

2. HARNESS TEAM
EMPOWERMENT FOR BUSINESS
MODEL INNOVATION

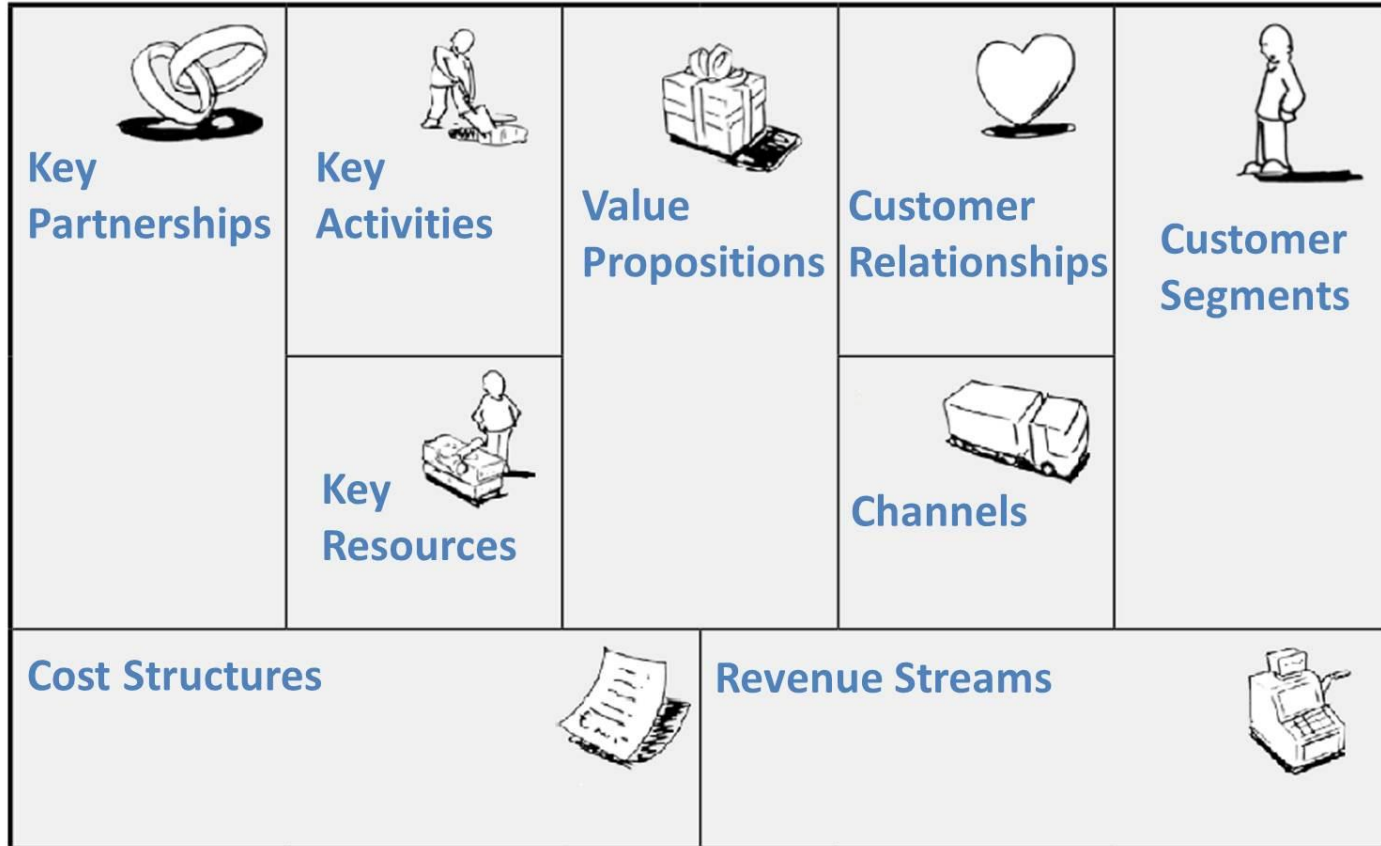
THE BUSINESS MODEL CANVAS

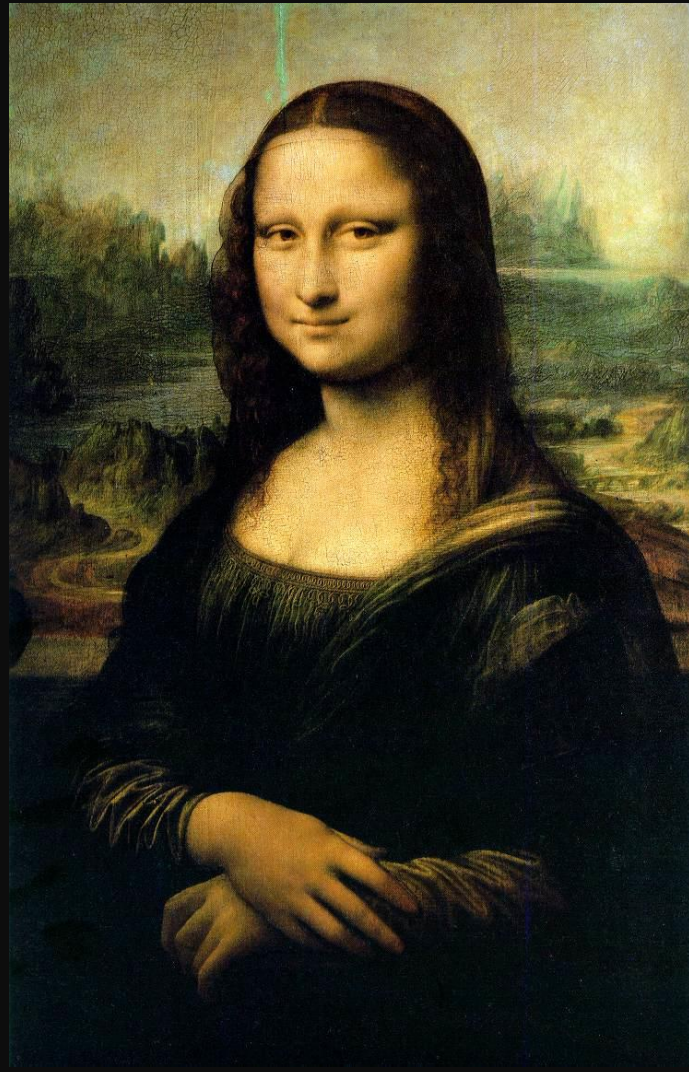




PURPOSE

THE BUSINESS MODEL CANVAS







BUSINESS MODEL INNOVATION

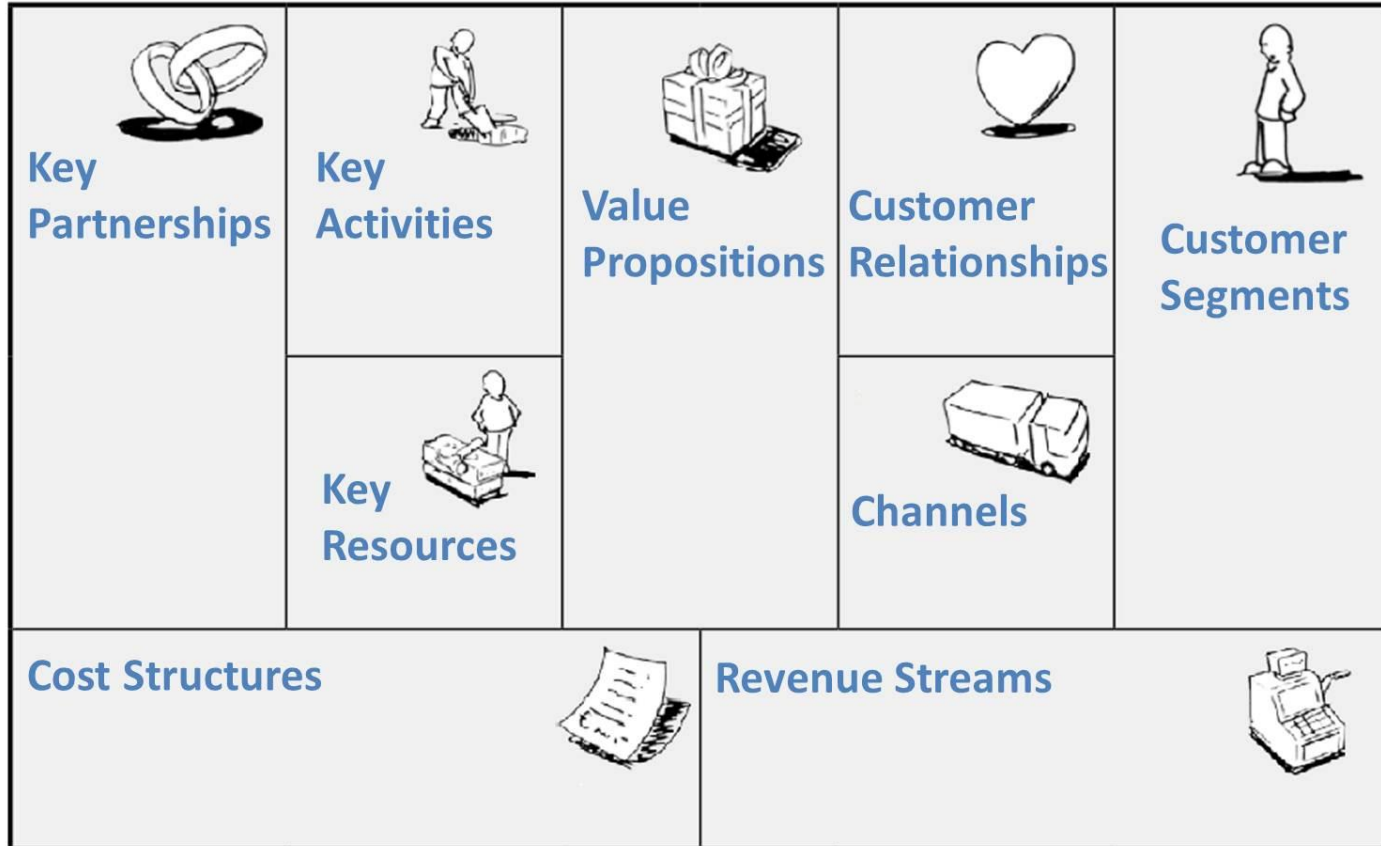
BUSINESS MODEL CANVAS EXERCISE

Self-hire into three groups (*Facebook, Google and LinkedIn*)

- Analyze the companies using the BMC
 1. Identify your Business Purpose
 2. Innovate your Business Model
- A spokesperson from each company will do a readout in the end

Coaches will help guide you through the exercise – have fun with it!

THE BUSINESS MODEL CANVAS



TEAM READOUT

THANK YOU!!!

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David Koontz

Dan Neumann

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FREE SUBSCRIPTION TO STRATEGYZER

Your toolbox to build better Business Models.

The official Alpha web-app from the makers of Business Model Generation, a global bestseller adopted by leading companies around the world.



FROM IDEA, TO BUSINESS

Rapidly sketch out business ideas with the business model canvas.



COLLABORATE WITH YOUR TEAM

Work on business models together with your team, clients, board, or anyone else.



TEST THE NUMBERS

Quickly test if the rough numbers indicate an idea worth pursuing.

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