

A photograph of a long, empty tunnel with a road and overhead lights. The tunnel is dimly lit, with a series of bright lights along the ceiling and walls. The road is dark and has white dashed lines. The perspective is from the entrance of the tunnel, looking down its length.

Board_{of}
Innovation

*International innovation office.
We create remarkable business models.*

*How to find
new ways to
make money?*

@nickdemey

Who's in front of you



@nickdemey

co-founders

Board of
Innovation



@philderidder

Why do people shop online?

Our other venture...



CARDROPS

WHAT? WHY? SIGN UP HOW? FAQ TEAM

e-commerce
delivery in
your car.

Convenient.

✓ Like 190 Tweet 166

EFFORTLESS. SECURE. **AWESOME**

SHOP



ORDER YOUR PHONE ONLINE.

Simply select Cardrops as your

SHIP



WHILE YOU WORK WE LOCATE YOUR CAR.

Cardrops opens your trunk remotely the

SHINE



WE MAKE YOU COOL!

Driving around to pickup points

Why Business Innovation?



Rudy, Angry Belgian



**Steak
Friet**

€3

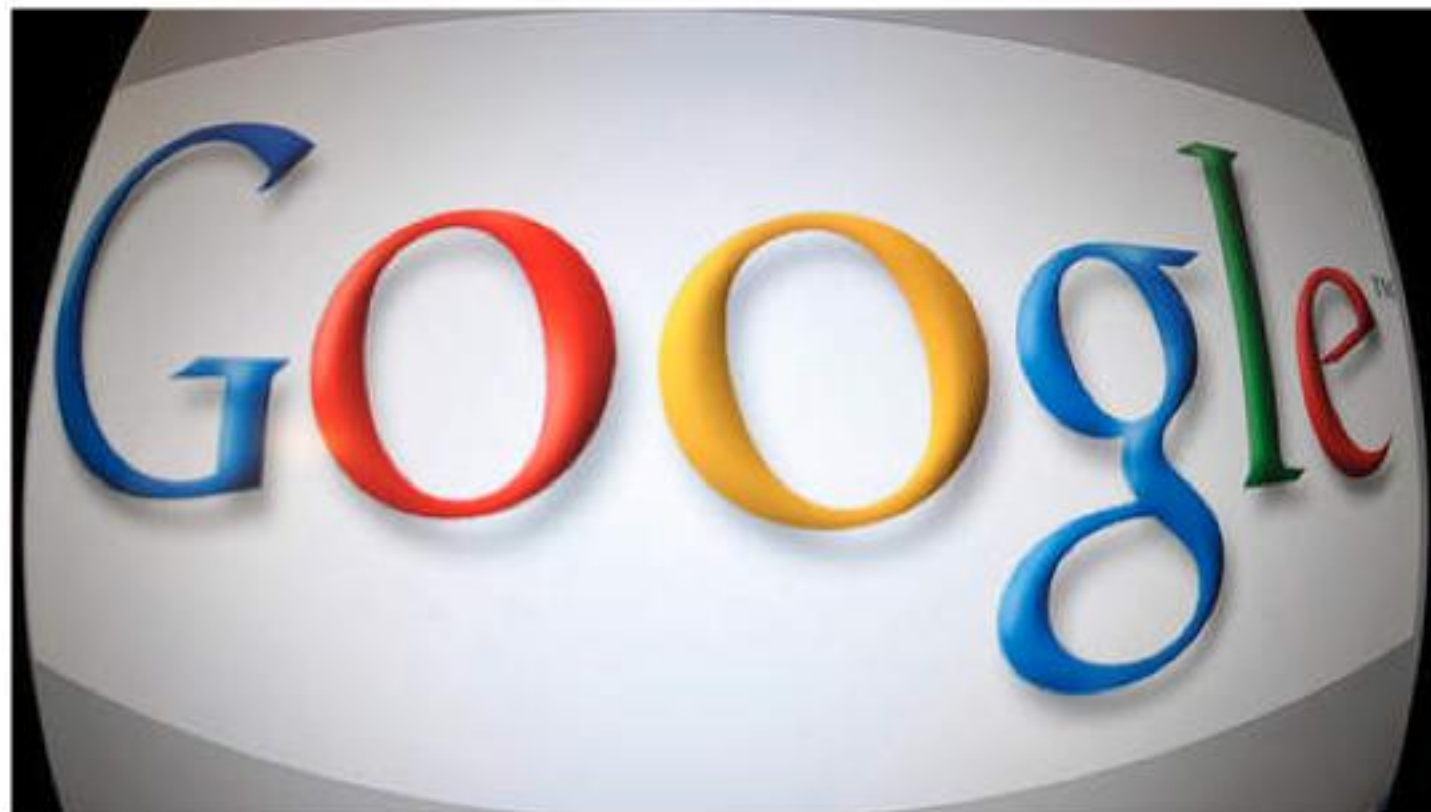
INK

Raf, Angry Belgian



Google mag geen Belgische kranten overnemen

ANP/BELGA - 06/05/11, 16:26



© AFP

Internetzoekmachine Google mag geen berichten uit Franstalige of Duitstalige Belgische kranten op zijn websites publiceren. Het hof van beroep in Brussel heeft dat bepaald, zo heeft Google vandaag bekendgemaakt.

In 2007 legde een Brusselse rechter al een publicatieverbod op aan Google,

MEER OVER

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[België](#)



Comité: Guttenberg schreef opzettelijk over



NOS herhaalt bevrijdingsconcert wegens technische storing

Doden en gewonden door grote brand in Rusland



Farmville terug naar de boer



Games: kunst aan een virtuele muur



In Bulgarije is het de Dag van de Dapperheid van het Leger

FOTOSPECIAL

ULAKH
MANOHAR
TAXI and LIMOUSINE COMMISSION

Rico, Angry American



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LEARN MORE



Request from Anywhere

Request a car by telling Uber where you are. Text us your address, or use our iPhone or Android apps to set your pickup location on a map.

Ride with Style and Convenience

Uber will send the nearest driver to pick you up, and text message you an estimated arrival time. Cars usually arrive within 5-10 minutes.

Your licensed professional driver will park curbside in a sleek black car. Uber will text you again when the car arrives.

Hop in the car, tell the driver your destination and you'll be on your way.



Industries are shaking!

@nickdemey

Type of challenges we tackle

**Have you touched
this catalogue this
year?**



Type of challenges we tackle

**Have you touched
this catalogue this
year?**



Same trend: 2 challenges

“Industries are moving from paper to digital...”



Client A: Big Corporates

E.g. top 3 producer of paper world wide

“Where to find to opportunities for growth?”

Client B: New Venture

e.g. start-up iPad app + Augmented Reality

“How to monetize new technology in an emerging market?”

Take a look at this ancient device.

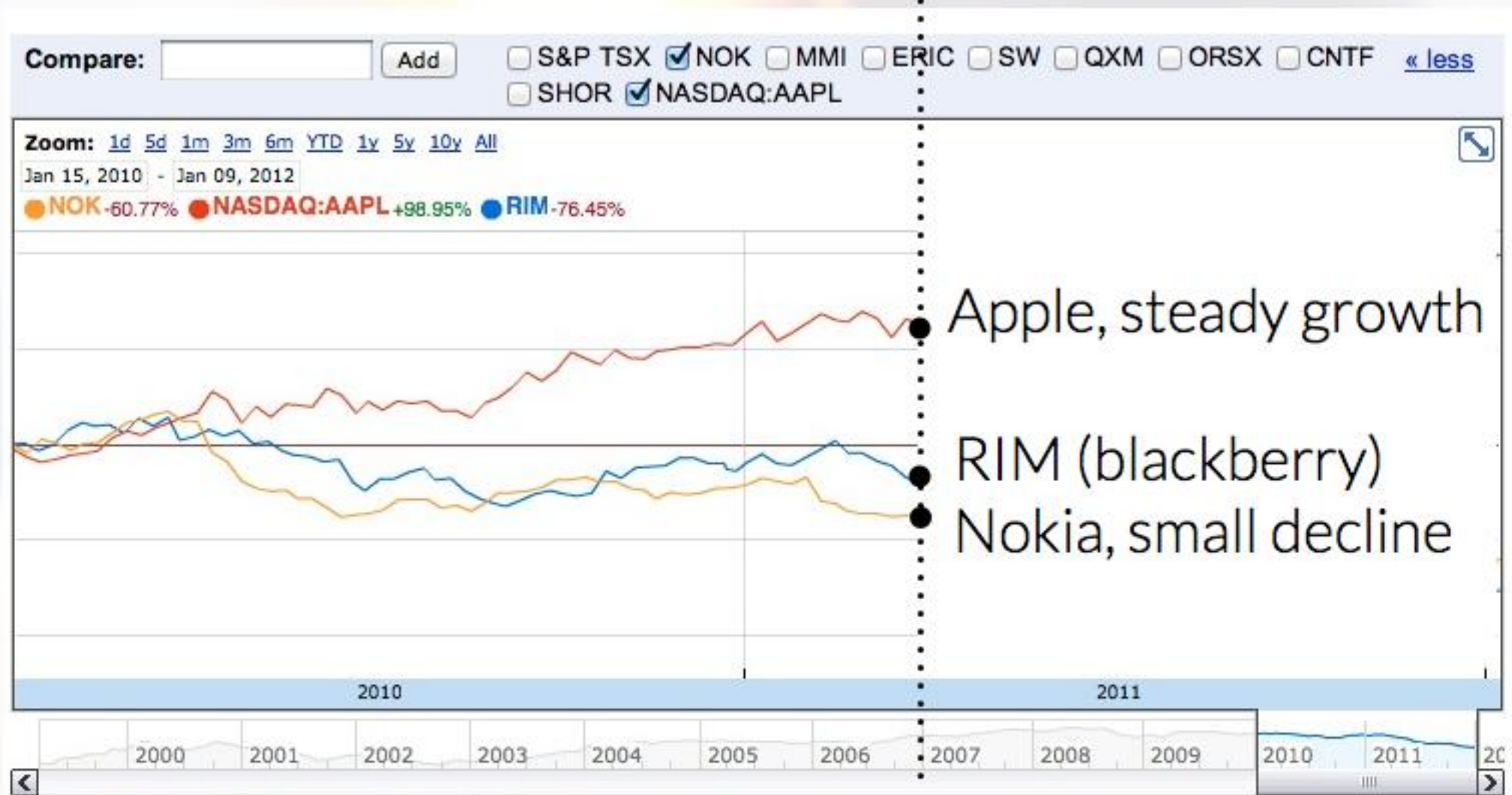


Looking at recent stock prices.....



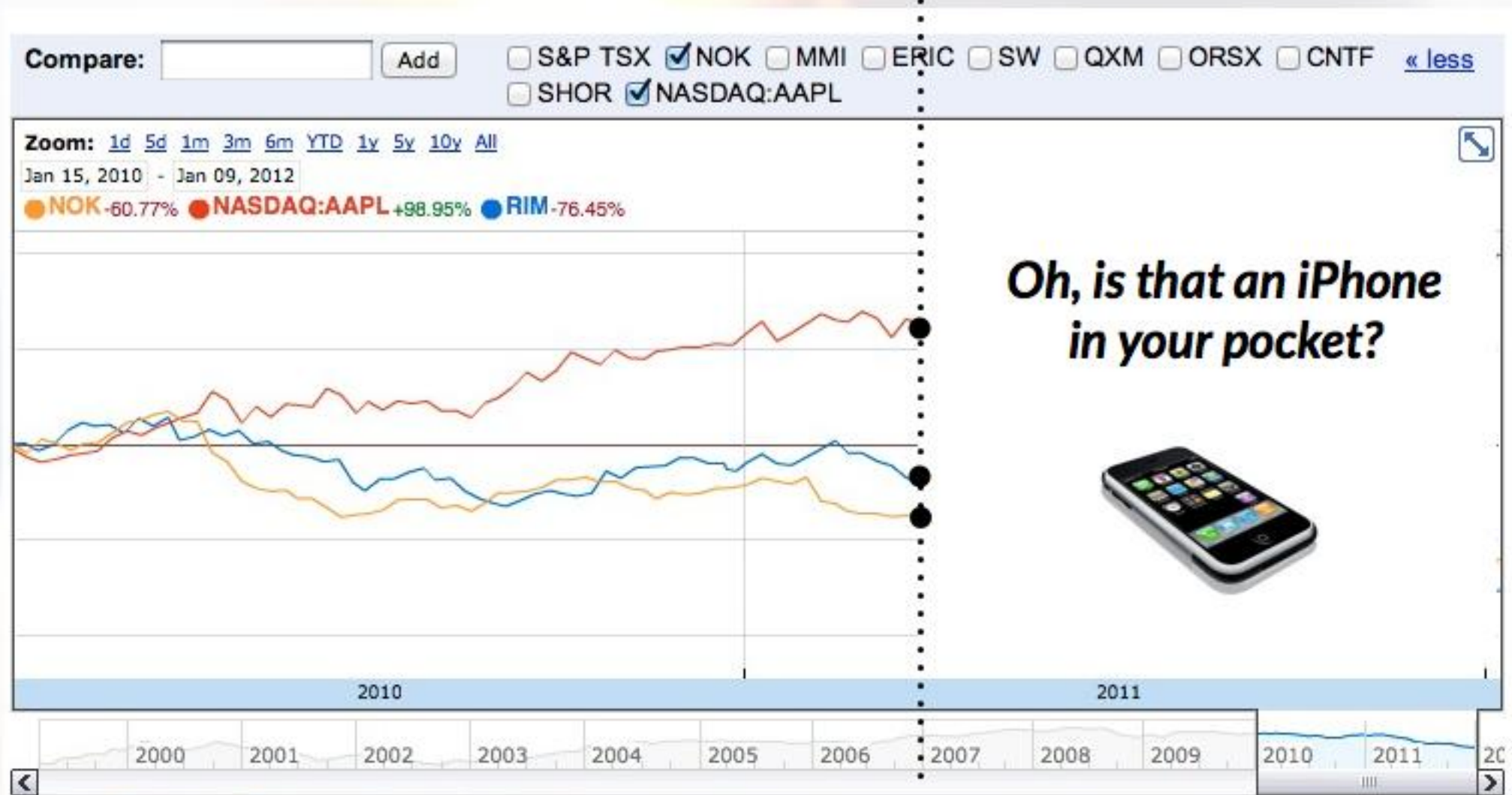
Nokia & Rim & Nintendo

2007



Nokia & Rim & Nintendo

2007



Nokia & Rim & Nintendo



Nokia & Rim & Nintendo



DSi



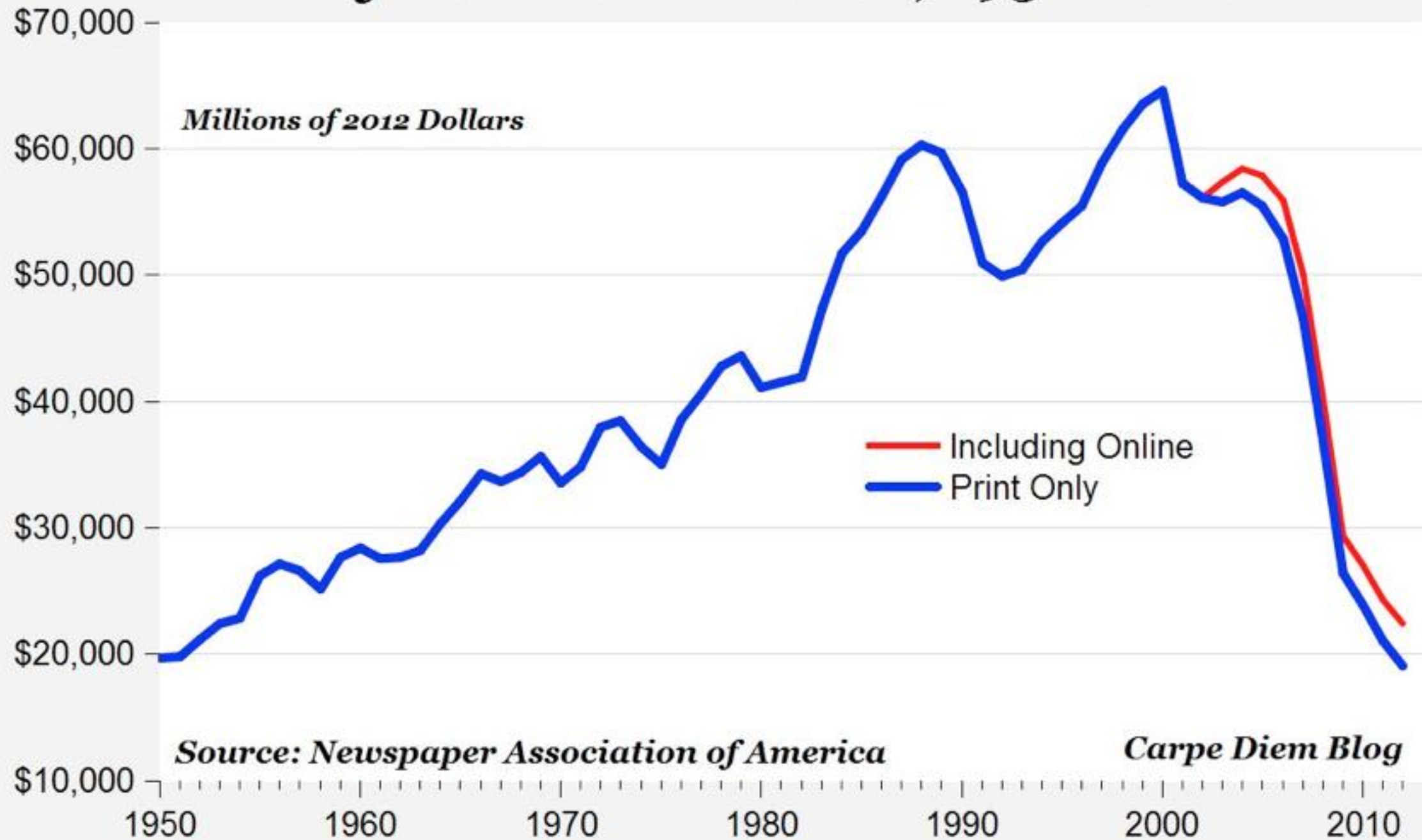
3DS



ouch

Newspaper Ad revenue

Newspaper Advertising Revenue Adjusted for Inflation, 1950 to 2012



A man with short dark hair and glasses, wearing a white shirt, is speaking and gesturing with both hands raised. He is in front of a blue background with two large, oval-shaped mirrors. The text is overlaid on a white rectangular box at the bottom of the image.

***“Advertising is the cost of
being outside the conversation”.***

Allister Frost, @AllisterF, Director at Wild Orange Media

***Business Model Problems
are everywhere!***

@nickdemey

First step:
Re-evaluate your problem.

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What is your proposition to your customer?

More
abstract

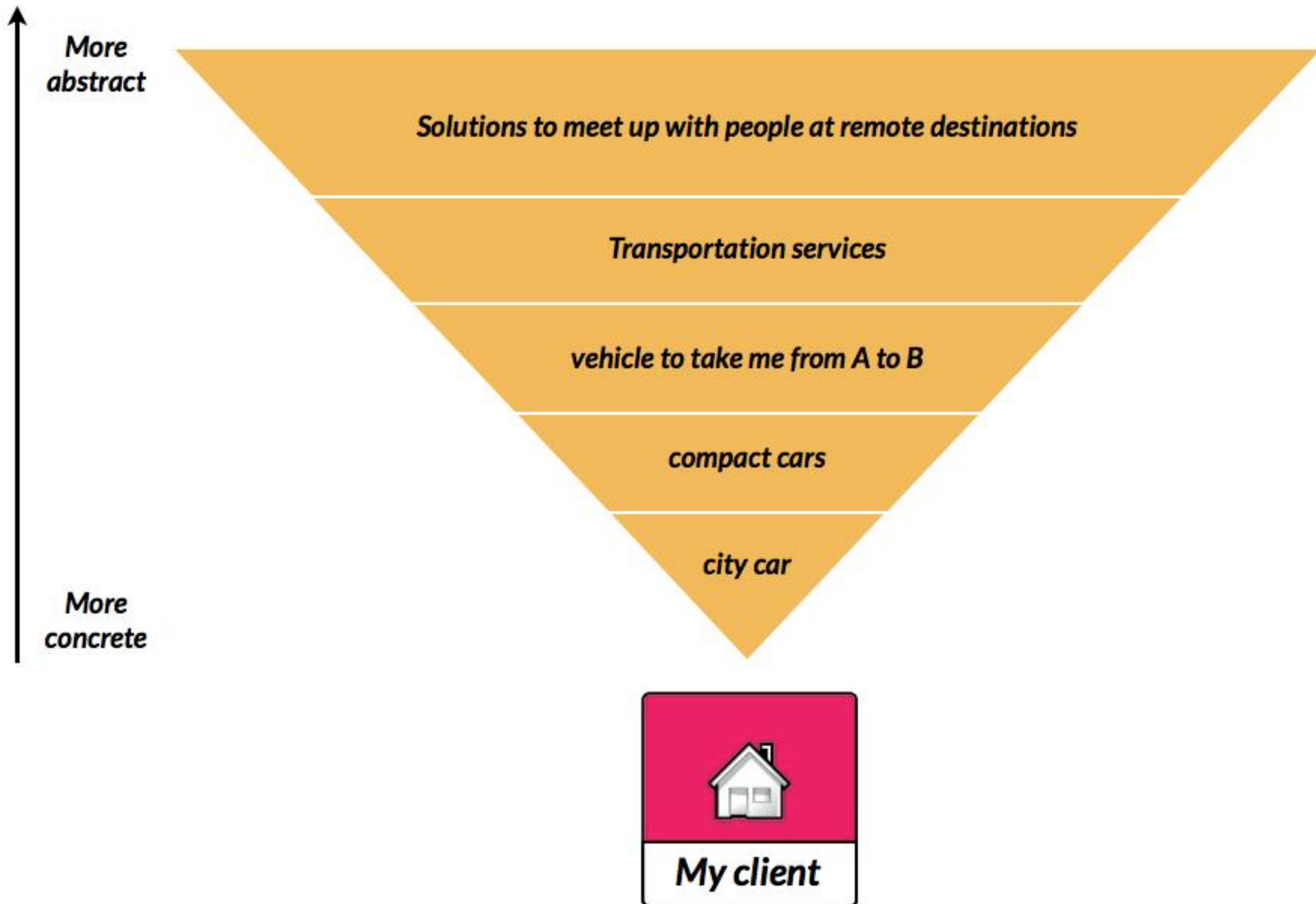
More
concrete

city car

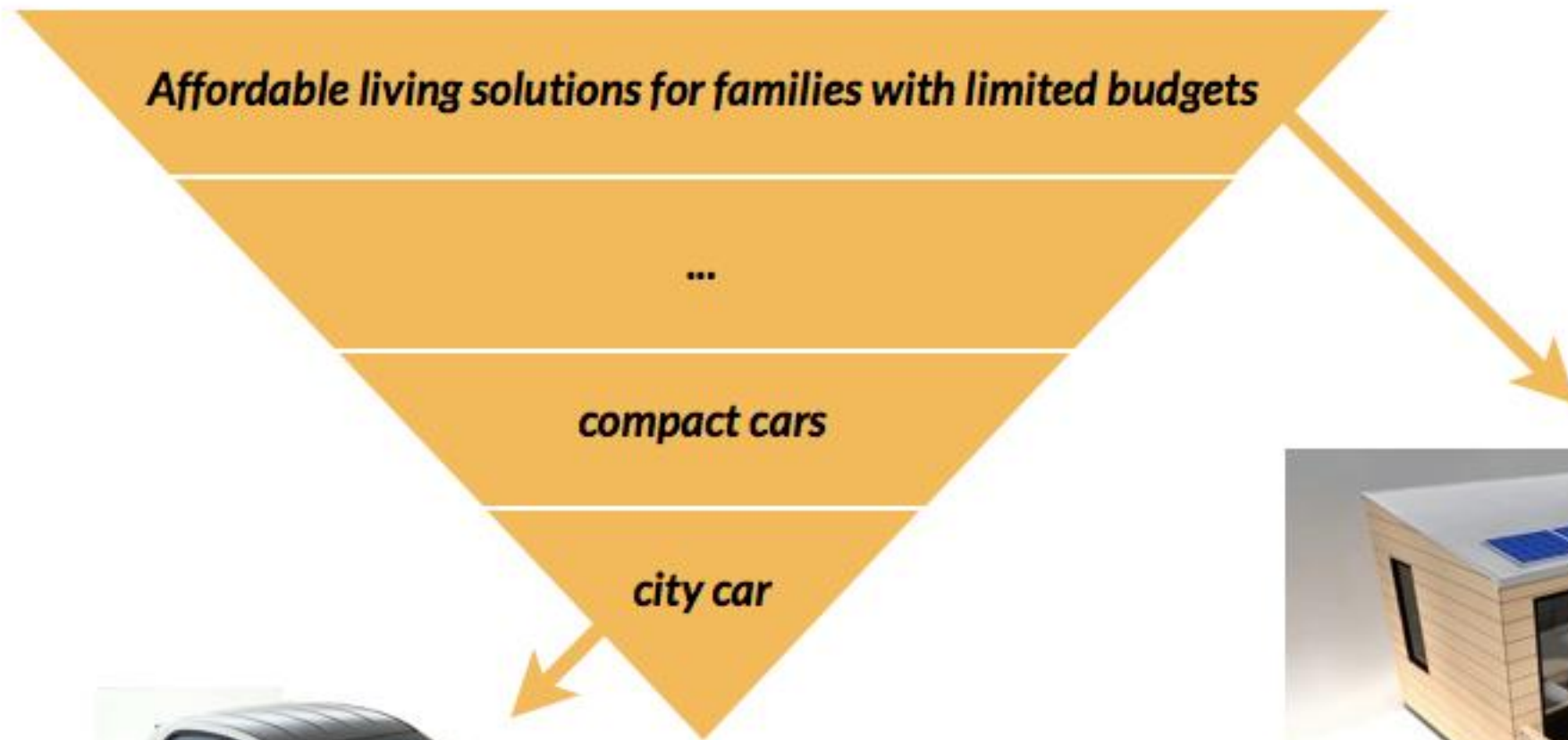


My client

What is your proposition to your customer?



If needed, redefine the market you're playing in.

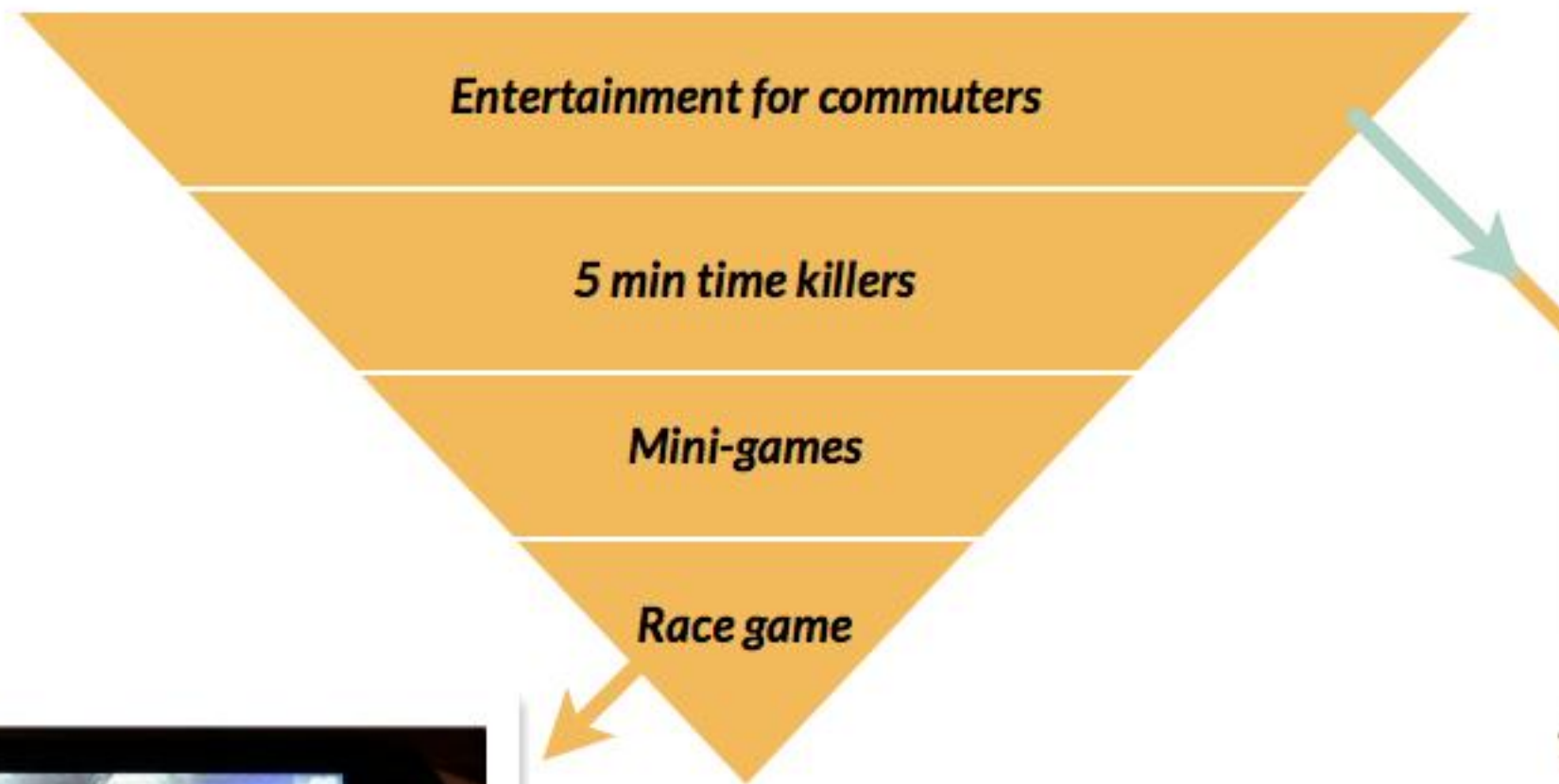


\$2500 car



\$700 flatpack home

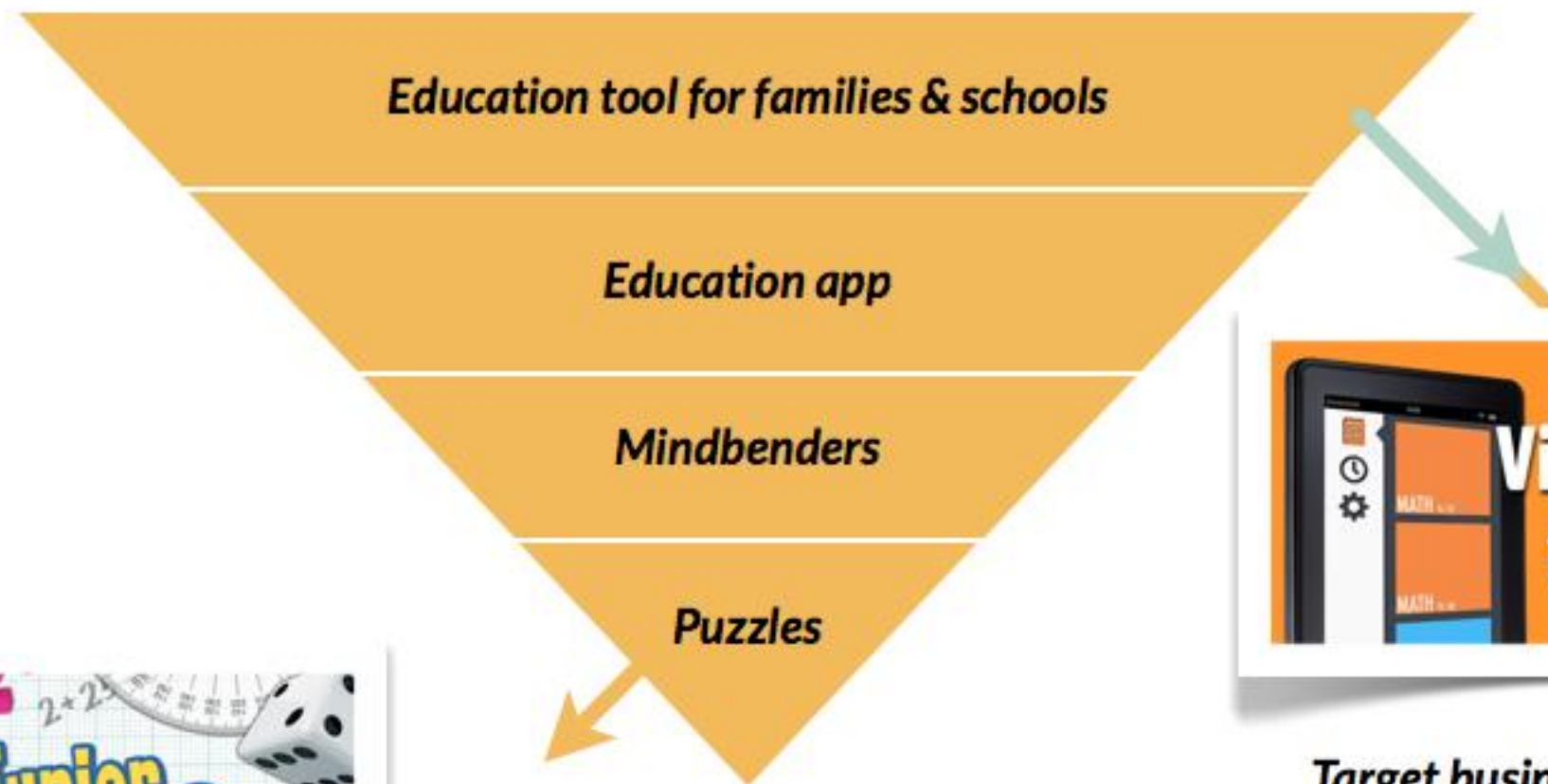
Redefine the market you're playing in.



Target people with money!



Redefine the market you're playing in.

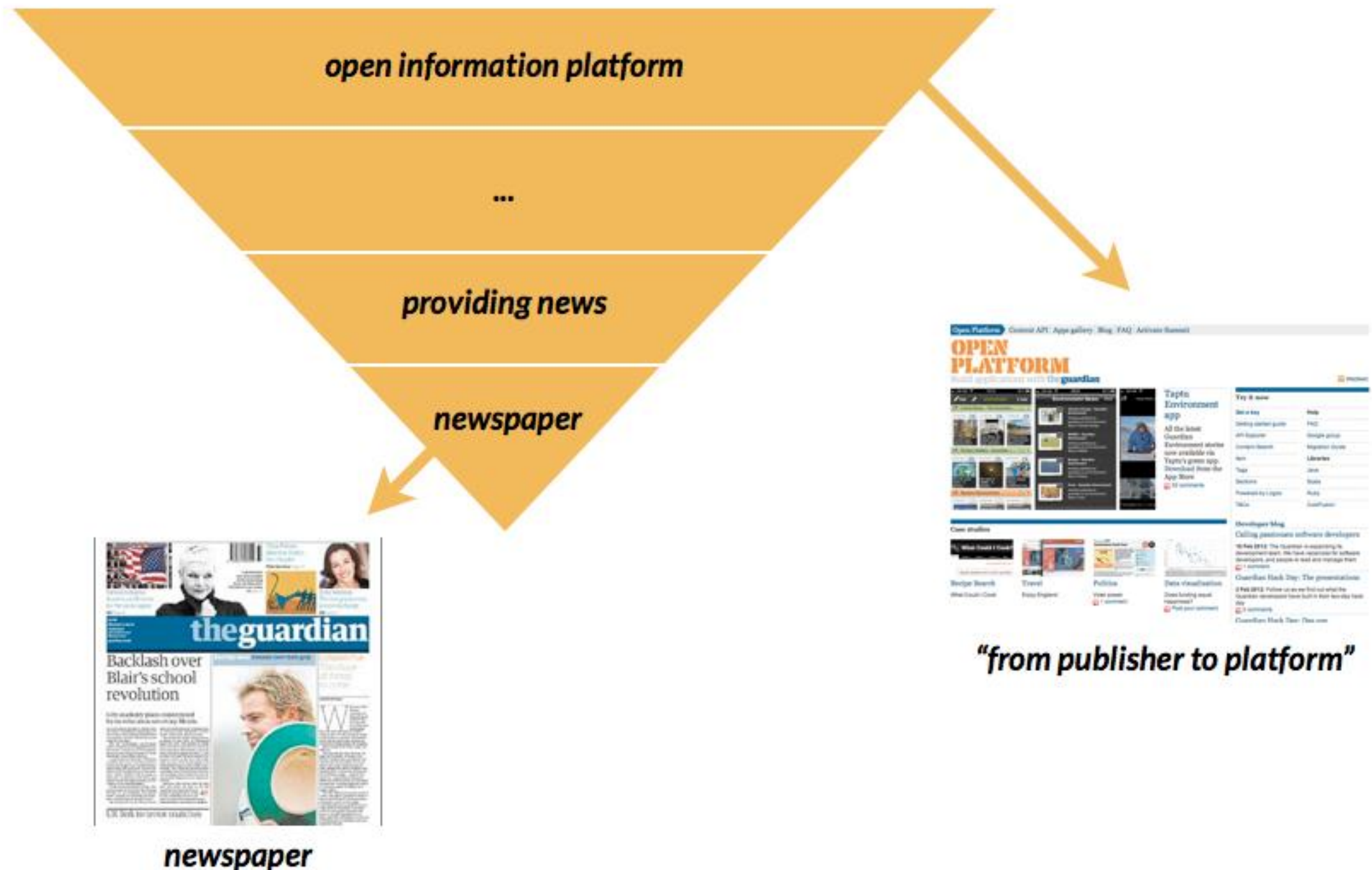


Target businesses & organizations



Redefine the market you're playing in: The Guardian

the guardian



*How to find
new ways to
make money?*

***You can't invent the future
with tools of the past.***

@nickdemey

99% tools





Business



Service



product

99% tools

**x25 competitive
advantage**

source: IBM

Copy business
model *patterns*
between industries!

Example: What is this?

**Products
can be
personalized**

**Small
product
portfolio**

**Order by
phone**

**Visit client
at home**

**Work at
night**

Retail shops

Food

Shifts

**Big
discounts**

**Work with
students**

What else could this be?

*Products
can be
personalized*

*Small
product
portfolio*

*Order by
phone*

*Visit client
at home*

*Work at
night*

Retail shops

Food

Shifts

*Big
discounts*

*Work with
students*

Free Cars! How is that possible?



***Innovate in
Automotive?***

Free Cars?



Look at other industries!

**Learn from
Telecom!**

**Innovate in
Automotive?**

Free Cars!

LG
Optimus Pro C660 Black



€1
~~€179~~

- TFT touchscreen
- WIFI
- 3.0 MP camera
- MicroSD slot up to 32GB

Telephone in stock

Subscription
Walk&Talk 20



€20
per month



How?

@nickdemey

80%

of ideas come from
analogy thinking

Visual!

@nickdemey

Why work with a visual language?

Bird

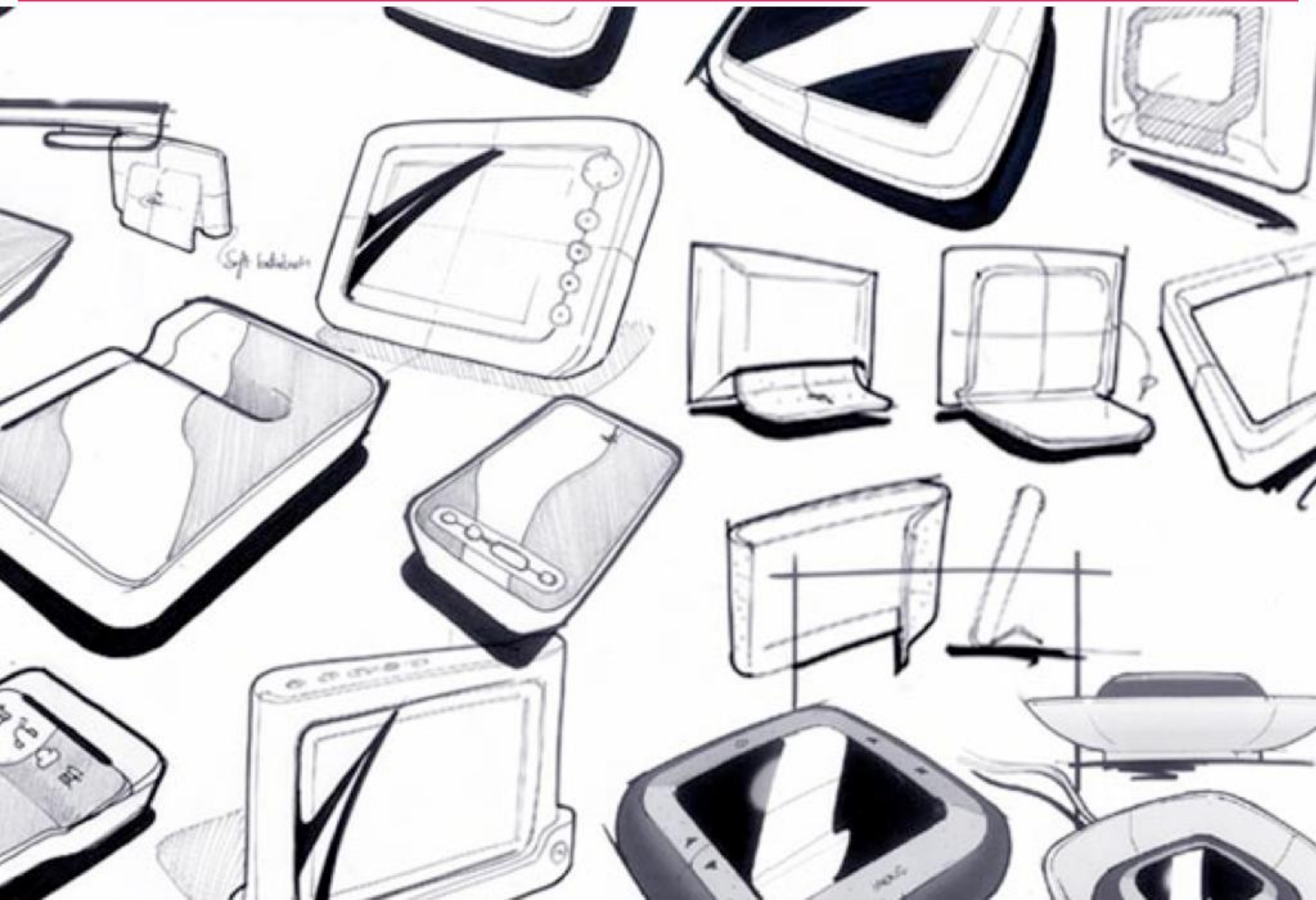


10%
remembers

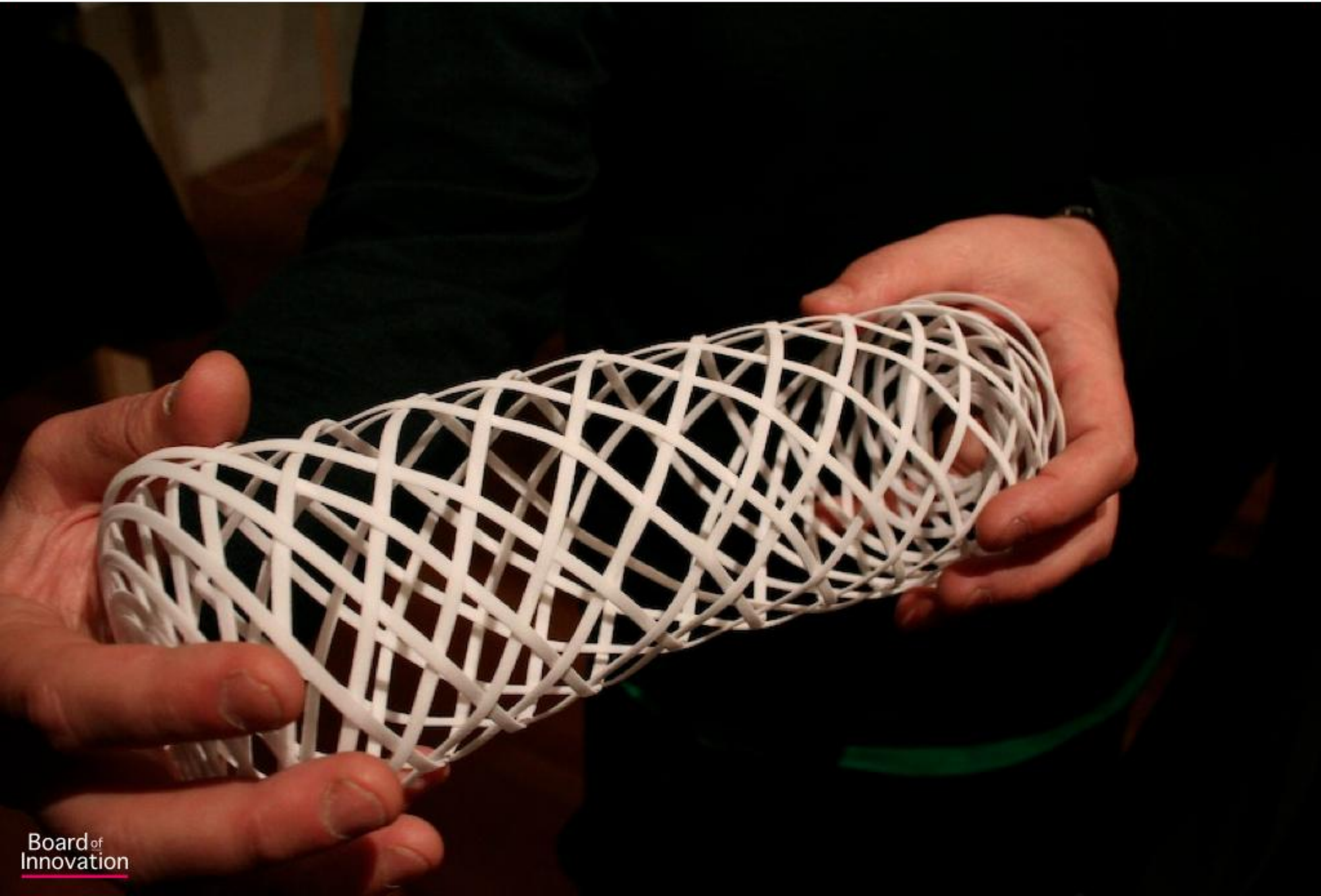


65%
remembers

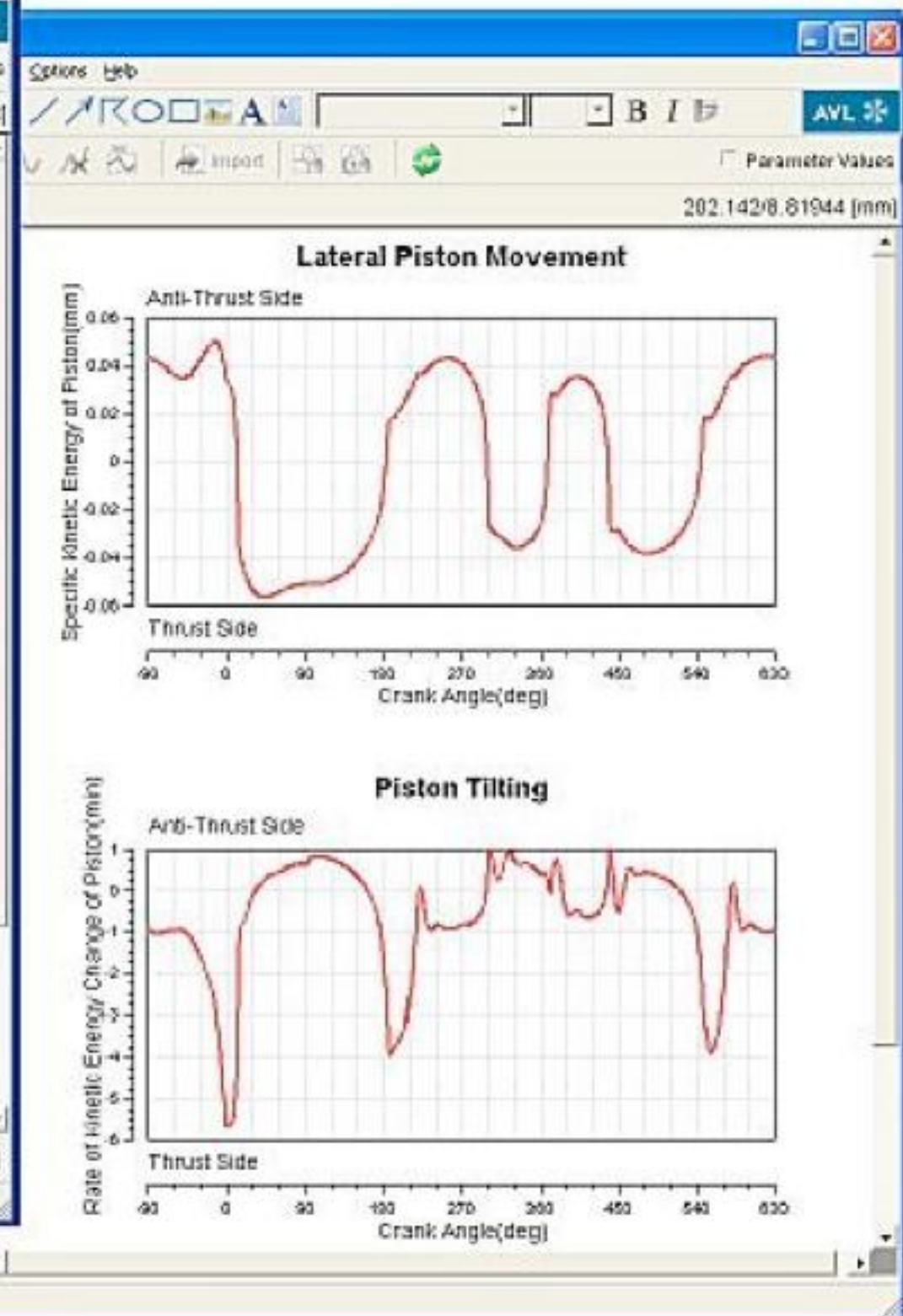
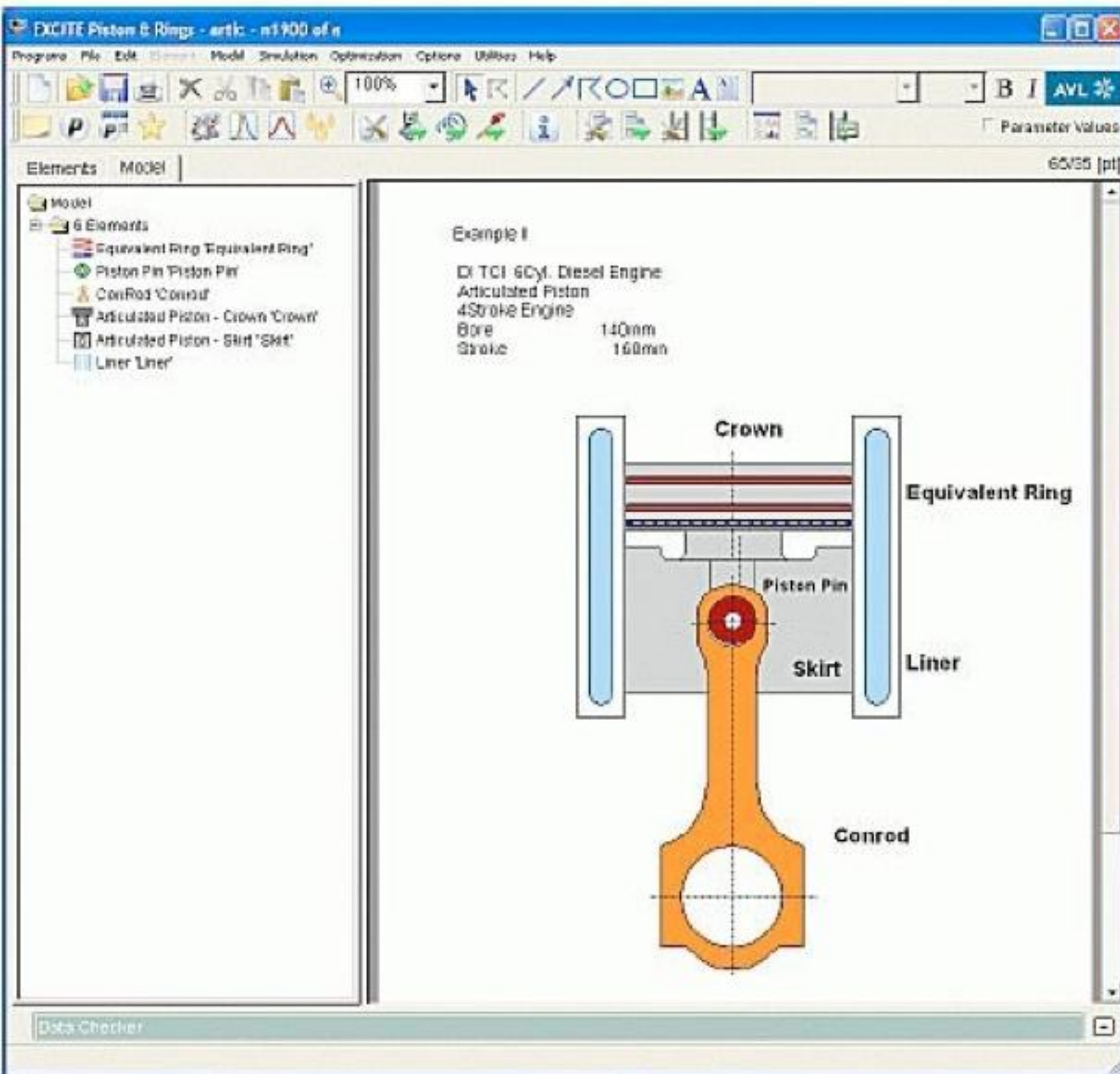
Generate ideas!



Make ideas tangible?

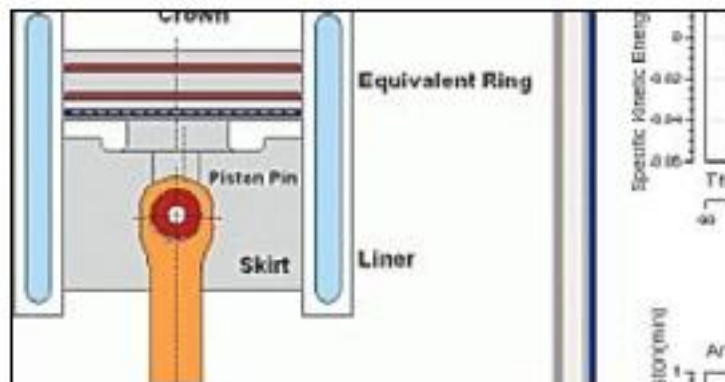


Rationalize & verify?



Product vs Business innovation

Product Innovation



Business Innovation

?

