

# CONCEPT FOR MINDSET WORKSHOP

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Deliverable D.T2.3.2

Version 1  
04/2020

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## Introduction

This concept for a workshop focusing on the dimension mindset aims to help the participating CCIs to understand the way AVMs operate and their value system. It is one out of 3 dimensions: mindset, technology development and future trends.

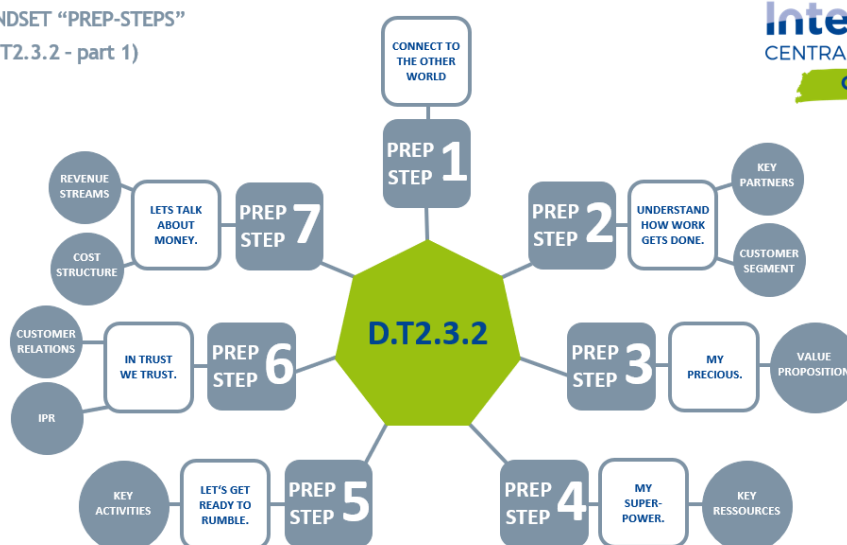
One of the difficulties of collaboration between AVM and CCIs is language. CCIs feel they lack business knowledge, and an understanding of business language and behaviour.

The aim of the training programme/materials in the dimension MINDSET is to fill this gap and provide business knowhow to CCI in order to enable collaboration with AVM on eye level and challenge each other. This part of the training programme is the key element that shall enable the CCIs to play a key role in business and innovation processes in AVM companies and prepare the CCIs for the following collaboration tools.

## PREP STEPS

A set of seven steps was developed, helping the CCI to understand AVMs and learn their “language”. The main workshop will be PREP STEP 1: MINDSET PREP. PREP STEP 2-7 can be used as formats for the specialized workshops, depending on the needs of the CCIs, who go through the entire process.

MINDSET “PREP-STEPS”  
(D.T2.3.2 - part 1)

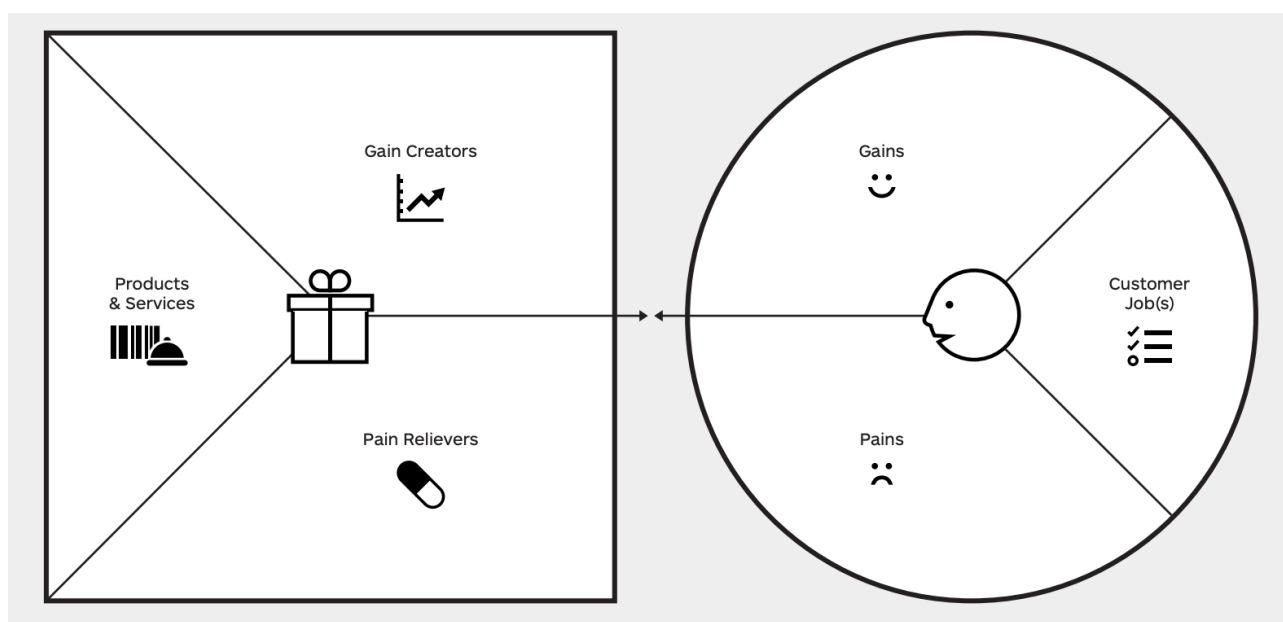




## MINDSET PREP

The most important and strongest lessons can be learned through actual events. Therefore, in the first step of this dimension workshop several AVMs will be invited, who have already collaborated successfully with CCIs, and let them talk about their experiences of working together with creatives.

In order to put structure into these best practice cases and to make them more comparable, the best practice presentations will be broken down into the three segments of the value proposition canvas. Additionally, the AVM pitches can be structured similarly and therefore create a well curated storyline for all participants:



### Value proposition canvas: left - structure for BP cases; right - structure for AVM pitches

The second part of the workshop will be more interactive, as the participants will be asked to split into small groups. Each group will be assigned to one of the previously presented best practice cases, and equipped with the following task:

**Task:** Adapt the presented business model to an unrelated business case.

This task needs to be prepared beforehand. The unrelated business case may refer to a partner region's focus (e.g. sustainable plastic packaging in SLO).



**Example:**

*Best Practice business model:* Platform and application, which uses augmented reality to create customized furniture by making it easy for the customer to adapt the piece of furniture in size and number of modules and additionally giving the customer the chance to place the furniture into the room through the help of AR. The application calculates all necessary details and measurements in the background and automatically sends all relevant data to the local carpenter.

*Unrelated business model:* Adapt the business model for a packaging provider: What applications and extras can be used in their business in order to promote the use of sustainable plastic packaging (topic: Slovenia); how can they win more customers (e.g. take-out restaurants) and what are the USPs.

**Goal:** By making the participants reflect on the business model and adapt it to a completely different business case, it will make it very apparent, that innovation is a matter of your mindset and has very little to do with the framework and technological circumstances you may be facing.

**Agenda:**

10.30-10.45: Get together & Welcome

10.45-11.15: COCO project presentation

11.15-12.00: PREP STEPS

12.00-13.00: *Lunch Break*

13.00-16.15: PERFORM

13.00-13.30: Presentation AVM 1

13.30-13.35: Q&A

13.35-14.05: Presentation AVM 2

14.05-14.10: Q&A

14.10-14.40: Presentation AVM 3

15.40-15.45: Q&A

15.45-16.15: *Coffee Break*

16.15-17.00: TRANSFORM

16.15-16.40: Group Session

16.40-17.00: Group pitch / presentation (5" per group)

17.00-17.30: Discussion, Wrap-Up and Summary



## PREP STEP 2-7

All PREP STEPS will be described in the sections below, furthermore, each PREP STEP has an already prepared workshop planning canvas, which will help to organize the workshops if needed.

### **PREP STEP 2: Understand how work gets done** *BMCS Key Partners & Customer Segments*

Duration: 3 hours

Short description:

- Classical Customer segments and AVM analysis: demographic; Socio Economic; Behavior; Experience needs; Loyalty index; Maturity;
- Design thinking exercise: AVM needs, values, language
- Check AVM needs, values, language: fieldwork
- Not only customers: stakeholder analysis
- Materiality & stakeholder engagement to create more value

### **PREP STEP 3: My Precious** *BMCS Value Proposition*

Duration: 2.5 hours

Short description:

- Empathize with your customer=AVM, find out about his pains and gains
- List your products and services that may be the answer to the needs of your customer
- Describe how your products & services create value either by killing customer pains or creating customer gain
- Get feedback from AVM and repeat
- Usage of The Value Proposition Canvas by Strategyzer.com - Value Map



## **PREP STEP 4: My Super-Power**

### *BMCS Key Resources*

Duration: 3 hours

Short description:

- Discover the most important assets (by categorizing)
- Think strategically (now vs. in the future)
- Work on a real case scenario (AVM pitch)
- understand the nature of the AVM (analyse the information, observe, doubt, expand)
- segment the resources, define the distribution channels and customer relationship (use photos, video cases)
- Potential field work

## **PREP STEP 5: Let's get ready to rumble**

### *BMCS Key Activities*

Duration: 3 hours

Short description:

- Defining your key activities (operations, marketing, production, problem-solving, and administration)
- Think about problem - solving aspect of your activities
- Discover/define what makes you different from other service providers (provide example)
- Adress the five issues: awareness, evaluate, purchase, deliver, customer support;
- Work on a real case scenario (AVM pitch) or provide cases



**PREP STEP 6: In trust we trust**  
*BMCS Customer relations & IPR*

Duration: 3 hours

Short description:

- Types of Customer Relationships: Transactionel / Long-term, Personal Assistance / Dedicated Personal Assistance / Self-service / Automated services, Communities, Co-Creation
- Usage of Business Model Canvas from Strategyzer.com
- Intellectual Property Rights - Patents, Trademarks, Copyrights and Trade Secrets
- Source: World Intellectual Property Rights Organization WIPO

**PREP STEP 7: Let's talk about money**  
*Revenue streams and cost structure*

Duration: 3 hours

Short description:

- CCI cost structure: value-driven & economy of scope
- Exercise: Build the cost for cultural and creative value
- Value is more than price: types of revenues
- Exercise: Build the revenue stream from AVM customers