Storyboards

Proposed Solutions to the CE Mega Case

InnoPeer AVM
Emilia-Romagna

CE Mega Case: Storyboard
Strategy Camp 01

InnoPeer AVM
Briefing by Meccanica Avanzata’s management to define a new value proposition and a new business model.
Executive Director of Meccanica Avanzata explains the new model to the staff and collects their feedback.
Meccanica Avanzata meets Bavarian Powertrain to introduce its new value proposition and to organize their collaboration.
Meccanica Avanzata implements solutions of Flexible Manufacturing System advising also Bavarian Powertrain and tests Industry 4.0 solutions within its factory.
Meccanica Avanzata strengthens its additive manufacturing capacities by installing new 3D printers and design software.
Meccanica Avanzata chooses digital marketing to expand its business worldwide and to find new companies interested in the new value proposition.
Meccanica Avanzata and Bavarian Powertrain share in production data using digital interconnection tools.
Meccanica Avanzata improves organization and shares positive results with the staff in the company.
Customers signal growing interest in powertrain solutions for electric and hybrid vehicles.
Incremental development into the e-mobility market following the lead of OEMs.
Deployment of a task force consisting of the companies “best” and external professionals.
Development of processes and investment into new production facilities.
SOURCING

Development of suppliers to partners.
Developing of know-how for additive manufacturing.
Using additive manufacturing technologies for rapid prototyping and parts production.
Exploration of alternative market segments related to e-mobility.
The RapidPro’s Team meeting. Discussion over the proposition of BPT firm. Start of a service of technology transfer about Additive Manufacturing.
Detailed verification of RapidPro situation and Additive Manufacturing market trends.
Preparation and optimization of Business Model Roadmap for RapidPro: total change of business model from production of 3D printed parts into technology transfer and maintenance service.
Changes in RapidPro people: current technical and production employees will be transformed into future trainers.
Changes in RapidPro production: from product to service.
Changes in RapidPro technology: Machine Park and 3D Printing Academy.
Changes in RapidPro financials: the financial model more suitable for new business model.
RapidPro implements the whole Business Model Roadmap with success and promotes its new services using BPT case as model project.
Western Transdanubia

CE Mega Case: Storyboard

Strategy Camp 04

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Fireball Solution examines the concerns of their client Bavarian Powertrain about adopting an IoT-supported ERP system running in the Fireball Solution's cloud.
Fireball Solution proposes Bavarian Powertrain to hold a joint workshop to co-develop a viable ICT and data management solution.
The workshop is opened also to other companies with necessities and concerns similar to those of Bavarian Powertrain to strengthen the creativity potential and the knowledge of the final users' needs.
The workshop runs through co-creation sections during which different teams explore the problem and possible solutions.
The inter-corporate teams present their findings to Fireball Solution.
Fireball Solution proposes a first idea of a new ERP based on the results of the joint workshop.
Fireball Solution and Bavarian Powertrain agree on a possible solution for a new IoT-supported ERP.
Fireball Solution prepares a marketing plan to engage all the internal stakeholders of Bavarian Powertrain in developing and implementing a new ERP system equipped with an IoT-based real-time monitoring of their 3D printers.
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CE Mega Case: Storyboard
Strategy Camp 05

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Bavarian Powertrain, Meccanica Avanzata, RapidPro and Fireball Solution agree on building a transnational value chain to enter the electric car business.
The four companies decide to integrate their work processes and corporate data by developing a digital platform and training their employees to work differently.
The companies define shared standards for collaborative work processes and for exchanging information and data.
The R&D Divisions of the four companies start to coordinate their innovation activities exploiting also digital platforms.
A joint R&D&I Roadmap is defined to reach the goal to produce powertrain systems and engines for electric cars.
A joint Scientific Committee is established to define and coordinate the training of the employees in terms of processes, products and innovation approaches.
Transnational training activities are implemented by the Scientific Committee to circulate know-how and competences within the companies of the value chain.
The companies established a Joint Marketing and Commercial Committee to coordinate the commercial policies and activities of the value chain.
The Sales Offices of the four companies start to implement internally the joint commercial activities of the value chain.