

## Strategic Technology and Innovation Management Programme 2019

# The development of business models to anticipate disruptions

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## Aims:

To support managers in the development and implementation of business model changes in the light of a technological radical advance.

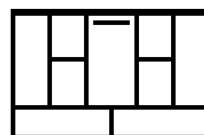
## Methodology

“Future prototyping” approach<sup>1</sup>:

1. Placing managers in similar conditions, in front of a plausible future scenario
2. Asking them to develop a strategy for these scenarios through the use of Business Model Innovation management tools
3. Cross analysing the results.

## Progress

- Workshop approach developed



- Workshop tested with company managers (6 times + 2 in the pipeline)
- STIM companies engagement initiated
- Next step – generalising approach to cover for any emerging technology

## Deliverables

- 1) A workshop-based approach for developing a business model for adopting additive manufacturing
- 2) A guidebook on the process
- 3) A conference paper on the effectiveness of the approach

## Next steps

Generalising workshop to cover for any emerging technology

<sup>1</sup> Bell, Fletcher et al. 2013

### The chosen scenario

**Additive Manufacturing** technologies convert information from digital data, build three-dimensional objects stacking thin layers of materials.



PERSONALISATION

Among the various possible benefits, these technologies might allow the production of individualised products at near mass production volumes (**mass customisation**). This means that the catering for the individual needs of a large number of customers becomes economically viable for firms in a range of sectors.