

# The development of business models to anticipate disruption

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Sometimes new technologies represent serious threats for a business.

The danger is that early warnings of possible disruptions are ignored if the changes required in the company business models are too radical to implement.

## Aims (STIM)

This research aims to understand whether there are particular patterns in how managers, placed in front of the anticipation of disruption, will reconfigure their business model.

The results of this investigation will inform the development of business models innovation tools, taking in consideration the cognitive issues affecting people who are facing a technology-driven disruption.

The work is carried out in different STIM seasons and overlaps with that carried out in parallel in the Bit by Bit project.

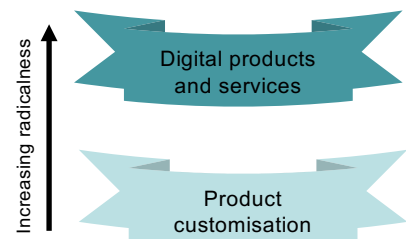
## Plan & Methods

## Progress

**Tool:** Business Model Canvas + Cognitive mapping, applied to:

**Eight Additive Manufacturing-induced vignettes** of possible disruption

**Two AM-BM archetypes** derived from theory (radical and incremental for manufacturing industry)



**Industry perspectives of the AM-BM archetypes**

## Deliverables

- Interim report

## Bit by Bit Project

Phenomena  
Observation

Studying BM development in industries based on Additive Manufacturing

- AM- M archetypes
- Potential disruption BM
- BM evolution dynamics (and barriers)



- (Emergent) AM equipment manufacturers
  - (Emergent) Bio-printing industry
  - (Established) Food industry

- (Established) Manufacturing (Industrial equipment)
  - (Established) Manufacturing (Appliances)

STIM

Developing Additive  
Manufacturing-based BM  
archetypes from theory and  
workshops  
Discussing these with potential  
adopters in established  
industries

Experiments