

IN-HABIT | WP8

Market Analysis and Business Model Exploitation

General Assembly
Lucca, Feb 21st 2023

IN-HABIT

Bridge
for
Billions
connecting growth


Wellness
TechGroup



22/02/2023

¿Who are we?





**What do you expect
from the Market
Analysis and Business
Exploitation Model?**



WP8 | Market analysis and Business Model Exploitation

Task D8.4. - Market analysis, socio-economic impact & business models exploitation to boost IHW

IN-HABIT partners will collaborate together to find **which business models and solutions can have a greater impact in boosting IHW in each city**. Offering valuable information to optimize health and wellbeing in cities.

WP8 | Market analysis and Business Model Exploitation

Task D8.4. - Market analysis, socio-economic impact & business models exploitation to boost IHW

What will be done?

Bridge for Billions:

- **3 annual exploitation meetings** — The most innovative entrepreneurs in each city will be invited to an international exploitation meeting where they can meet in order to boost replicability and cross-fertilization between the models developed in each city.
- A **final report** after the 3 editions of the incubation programs showcasing the innovations and replicability of the business models incubated and their potential to boost IHW (due date: AUG 2025)



WP8 | Market analysis and Business Model Exploitation

Task D8.4. - Market analysis, socio-economic impact & business models exploitation to boost IHW

What will be done?

Wellness Tech Group:

- Create a set of Business Model Canvas — **“Canvas-Kits”** in order to detect the key factors to determine and define business models;
- Gather information from partners in WP1-4 to assess the generation of added value for beneficiaries and understand the innovation potential and if they can be replicated or the value maximized for the beneficiaries: understand the value of the activities and return of investment.



Exploitation International Meetings

Collaborating & sharing practices to understand how to boost IHW by promoting social entrepreneurship.

Business Exploitation Meetings

Every year, after the incubation program—First one due in August 2023

What is?

An international meeting where the top entrepreneurs from each city, working on the most innovative projects to boost IHW, will showcase what they're doing to share practices and create synergies.

Goals:

- Boost replicability and cross-fertilization between the models developed in each city.
- Networking with relevant key local stakeholders.
- Enhance cooperation and mutual learning with other initiatives.



D8.14 Market Analysis and Preliminary Exploitation Strategies

- **Main objective:** Deep analysis of the value chains and potential market scenario
- **Methodology:** Completion of Business Model Canvas for the different scenarios and collaboration with IN-HABIT partners to define commercialization strategies
- **Current phase:** Initial exploration and analysis of markets and business modelling through Business Model Canvas



Business Model Canvas

The Business Model Canvas is a strategic management template that is widely used for developing new business models.

It consists of a visual chart that reflects the nine core building blocks of an organization's business model:



Business Model Canvas

Key Partners

-Who can help leverage the business model? Who are our key suppliers? Which resources are being acquired from partners?

Key Activities

-What activities are needed to perform well? What activities do our distribution channels require? What activities are required by our customer relationships? What activities are required by our revenue streams?

Key Resources

-Details about the infrastructure to create, deliver and capture value. Which assets are indispensable? What key resources do our value propositions require?

Value Propositions

-What bundles of products and services create value for customers and which bundles are being offered to teach customer segment? What value do we deliver to the customer? What is the customer's problem that we are helping to solve?



Business Model Canvas

Customer Relationships

-Outline of the kind of relationships established with customers. What kind of relationship does each customer segment expect us to maintain with them? Which ones have already been established?

Channels

-Which touchpoints are being utilized to deliver value to customers? How are customers being reached? How do customers want to be reached? Which channels work best? Which channels are most cost-efficient?

Customer Segments

-All people for which we are creating value, including users and paying customers. Who are our most important customers?

Cost Structure

-Which are the most significant costs inherent to our business model? Which key activities and resources are most expensive?

Revenue Streams

-How and through which pricing mechanisms is the business model capturing value? How are customers currently paying? How would they prefer to pay? How much does each revenue stream contribute to overall revenues?



Exploitation International Meetings

Collaborating & sharing practices to understand how to boost IHW by promoting social entrepreneurship.

Next Steps - To unblock:

Framing of the event

- To optimize the event for participants and partners, we'd like to discuss among partners what would be the best location to host the event. Combining this meeting with one of the local visits and host a meeting where different stakeholders would be invited (e.g.: investors, business associations, business mentors, etc).

Date:

- The incubation programs will end around July. We'd advice against hosting such meetings in July-August, where summer holidays and trips bring several constraints to such event.
- We'd like to understand the current calendar of the international meetings planned in each city in order to fit the exploitation



Next steps - Our ask!

Moving forward, we aim to collaborate with each city to brainstorm and gain insight on each unique business model, to ensure all relevant aspects are taken into consideration for successful outcomes.

Business Model Canvases will be used to guide and inform the incubation platform and replicable business models, laying the groundwork for successful outcomes for each city.



Next steps and our ask:

Collaborating & sharing practices to understand how to boost IHW by promoting social entrepreneurship.

Bridge For Billions:

- **Location:** Combining this meeting with one of the local visits where different stakeholders would be invited (e.g., : investors, business associations, business mentors, etc.
- **Date:** The incubation programs will end around July. We'd advise against hosting such meetings in July-August, where summer holidays and trips bring several constraints to such event.
- We'd like to understand the current calendar of the international meetings planned in each city in order to fit the exploitation.

Wellness Tech Group:

- Collaborate with each city to brainstorm and gain insight on each unique business model, to ensure all relevant aspects are taken into consideration for successful outcomes - Cities please start brainstorming!
- Business Model Canvases will be used to guide and inform the incubation platform and replicable business models, laying the groundwork for successful outcomes for each city.



Questions?

Thoughts
Concerns
Insights...



Thank you!

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