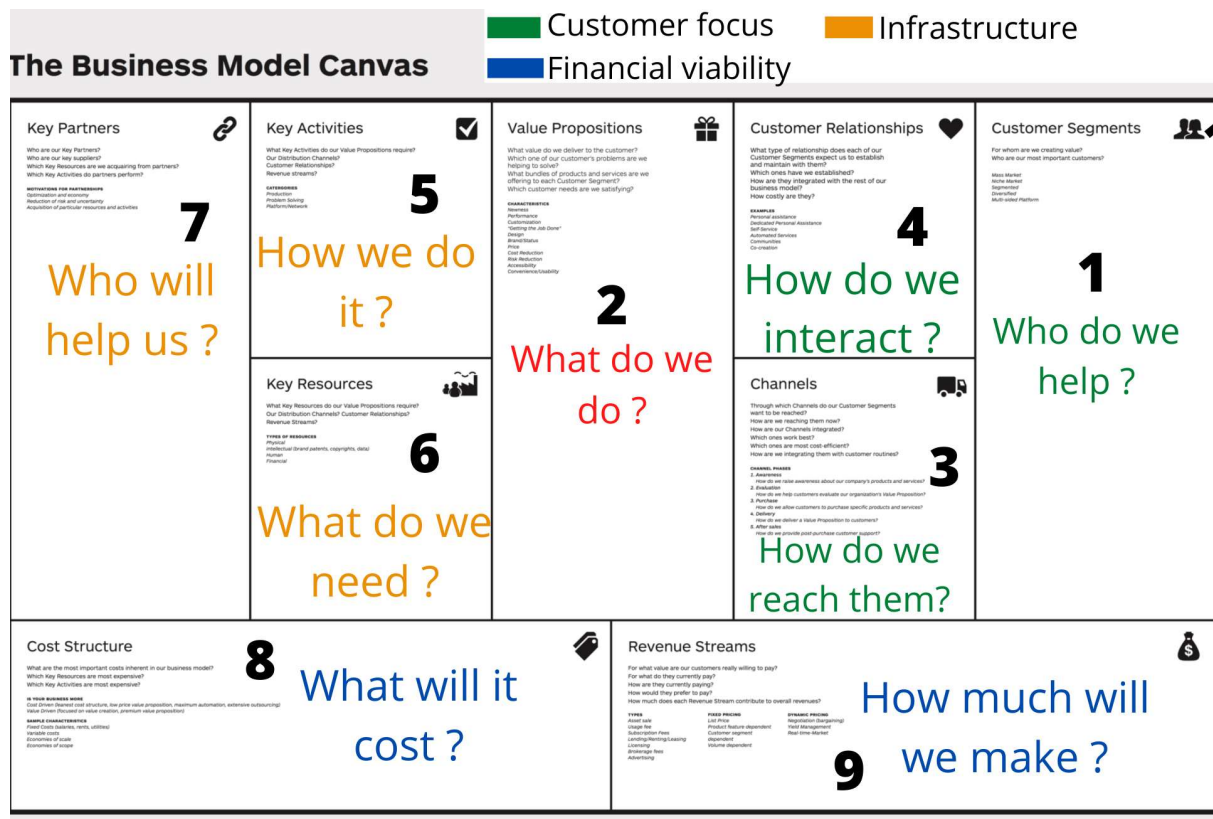


# New business model for organization/project in the field of media

## Business model introduction



## What is a classic business model?

Business model is a theory for describing the strategies on how an organization creates and delivers their ideas in the economic and social field. Through their business strategy they represent core purpose, targeted customers and offerings.

*Management writer Joan Magretta defined a business model as "the story that explains how an enterprise works"*

*Who is your customer, what does the customer value, and how do you deliver value at an appropriate cost? - Peter Drucker*

## Types of traditional business models (BIGCOMMERCE)

### 1. B2C - Business to consumer

Basics:

- The most common business model
- Businesses try to sell to their end-user.
- Doesn't include only products but also services
- Usually use technology like mobile apps, native advertising

### 2. B2B - Business to business

Basics:

- Business sells its product/service to another business
- Longer sales cycle = higher value
- Used technology:
  - Catalogues
  - Storefronts

### 3. C2B - Consumer to business

Basics:

Individuals sell goods and services to companies

This model gives consumers the power to name their price

Technology - companies connected to social media influencers to market their products

### 4. C2C - Consumer to consumer (online marketplace)

Basics:

- Consumers exchange goods and services
- Technology - apps like Craigslist and Ebay

### What needs to be included? (H. Shelton, 2022)

- **Executive summary**
  - Summarize everything you have to accomplish with your business
- **Company legal description**
  - Company's legal status
- **Products and services**
  - What are you offering to the customer
- **Marketing plan**
  - Explanation of the plan for reaching, acquiring and retaining customers for your business
- **Operations plan**
  - Logistics of the company (how you will hire people, shipping, storage, etc.)
- **Organization and management**
  - Management of the company, dividing the teamwork
- **Personnel plan**
- **Financial plan**
  - Cost of everything mentioned before + plan for funding to cover those costs
- **Appendix**
  - Hard figures (tables, charts, budgets, etc.)



### Why are business models important?

It provides investors with insight about the company and better understanding of how the company works.

### Sustainable business model? The new type of thinking.

How can we encourage corporations to implement industrial sustainability, which significantly changes the way companies operate and work? The Sustainability agenda works with the idea of corporate social responsibility, eco-innovations and eco-efficiency. One way to do it, is to switch to sustainable business models (SBM) (N.M.P BOCKEN,2014) .

SBM works with the idea of incorporating environmental processes, which serves as a key driver of competitive advantage. *System is designed to provide environmental benefit, rather than prioritizing economic growth. Sustainable business models can serve as a vehicle to coordinate technological and social innovations with system-level sustainability.* Lüdeke-Freund (2010) describes a sustainable business model as ‘a business model that creates competitive advantage through superior customer value and contributes to a sustainable development of the company and society.

One of the key challenges to create and design a sustainable business model is to capture economic value through social and environmental benefits.

### What makes a sustainable business model work?

- ❖ Commercially profitable
- ❖ Resources availability
- ❖ Responsible consumption

### How can you start and maintain a sustainable business model?

1. Plan your resource usage
2. Consider alternative forms of ownership
3. Ask your customers

### Why start with sustainability in business?

**Globalization:** compared to the past, business models must be changed, because the globalization of the world and the old business model caused serious damages to the environment. The garbage left in a part of the civil world (India, Brazil and all the countries known as the “developing countries”), the

plastic in the seas and all the waste's companies can't longer be accepted. So, the sustainability business models could represent the future of the business in the globalized civilization, like a way to make business that contains ethic values like the protection of the environment and the respect of the worker's rights.

**Technological Change:** in the era of postmodernity the technology is critical and the sustainable business model is tightly connected with the new digital media. For example, the *sharing economy*, a new sustainable business model with the purpose to reduce the environmental impact and to utilize at most the goods that are already in the market, is possible because of the new digital technologies' development, that now are part of people's daily life.

**Stakeholder Engagement:** the old business models are based on the idea that the companies must be competitive and aggressive to make earnings. Instead, the sustainable business models are based on the idea that the business must be ethical and founded on collaboration with others realities. So, to engage the stakeholder is basic in the sustainable business models to improve the quality of the products, reduce the environmental impact and improve the life of workers.

**Circular Economy:** is a business and consumer model that includes sharing, lending, reuse, repair, reconditioning and recycling the products. The use of circular economy tools can reduce the activities' impact on the environment and it can slow down the uncontrolled production of new goods.

**The Sustainable Business Model Canvas** Designed for: \_\_\_\_\_ Designed by: \_\_\_\_\_

<p><b>Key Partners</b> </p> <p>Who are our Key Partners? Who are our key suppliers? Which Key Resources are we acquiring from partners? Which Key Activities do partners perform?</p> <p><b>MOTIVATION FOR PARTNERSHIPS:</b> Optimization and economy Reduction of risk and uncertainty Acquisition of particular resources and activities</p>	<p><b>Key Activities</b> </p> <p>What Key Activities do our Value Propositions require? Our Distribution Channels? Customer Relationships? Revenue Streams?</p> <p><b>CATEGORIES:</b> Production Problem Solving Platform Network</p>	<p><b>Value Propositions</b> </p> <p>What value do we deliver to the customer? Which one of our customers' problems are we helping to solve? What bundles of products and services are we offering to each Customer Segment? Which customer needs are we satisfying?</p> <p><b>CHARACTERISTICS:</b> Novelty Performance Customization "Getting the Job Done" Design Brand Status Price Cost Reduction Risk Reduction Accessibility Convenience/Usability</p>	<p><b>Customer Relationships</b> </p> <p>What type of relationship does each of our Customer Segments expect us to establish and maintain with them? Which ones have we established? How are they integrated with the rest of our business model? How costly are they?</p> <p><b>EXAMPLES:</b> Personal Assistant Dedicated Personal Assistance Self-Service Automated Services Communities Co-Creation</p>	<p><b>Customer Segments</b> </p> <p>For whom are we creating value? Who are our most important customers?</p> <p><b>POSSIBILITIES:</b> Mass Market Niche Market Segmented Diversified Multi-sided Platform</p>
<p><b>Key Resources</b> </p> <p>What Key Resources do our Value Propositions require? Our Distribution Channels? Customer Relationships? Revenue Streams?</p> <p><b>TYPES OF RESOURCES:</b> Physical Intellectual (brand patents, copyrights, data) Human Financial</p>		<p><b>Channels</b> </p> <p>Through which Channels do our Customer Segments want to be reached? How are we reaching them now? How are our Channels integrated? Which ones work best? Which ones are most cost-efficient? How are we integrating them with customer routines?</p> <p><b>CHANNEL PHASES:</b> 1. Awareness 2. Evaluation 3. Purchase 4. Delivery 5. After Sales (post-purchase customer support) ... of products &amp; services and Value Proposition</p>		
<p><b>Cost Structure</b> </p> <p>What are the most important costs inherent in our business model? Which Key Resources are the most expensive? Which Key Activities are most expensive?</p> <p><b>IS YOUR BUSINESS MODEL:</b> Cost Driven (lowest cost structure, low price value proposition, maximum automation, extensive outsourcing) Value Driven (focused on value creation, premium value proposition)</p> <p><b>SAMPLE CHARACTERISTICS:</b> Fixed Costs (salaries, rents, utilities) Variable Costs Economies of Scale Economies of Scope</p>		<p><b>Revenue Streams</b> </p> <p>For what value are our customers really willing to pay? For what do they currently pay? How would they prefer to pay? How much does each Revenue Stream contribute to overall revenues?</p> <p><b>TYPES:</b> Asset Sale Usage Fee Subscription Fee Licensing Royalty/Resale/Leasing Brokerage Fees</p> <p><b>FIXED PRICING:</b> List Price Product feature dependent Customer segment dependent Volume dependent</p> <p><b>DYNAMIC PRICING:</b> Negotiation (bargaining) Yield management Real-time Market</p>		
<p><b>Eco-Social Costs</b> </p> <p>What ecological or social costs is our business model causing? Which Key Resources are non-renewable? Which Key Activities use a lot of resources?</p> <p><b>EVALUATION INSTRUMENTS:</b> Life-Cycle Assessment (of products and services) Common Good Balance Sheet</p>		<p><b>Eco-Social Benefits</b> </p> <p>What ecological or social benefits is our business model generating? Who are the beneficiaries? Are they potential customers? Can we transform the benefits into a Value Proposition? If yes, for whom?</p> <p><b>INSTRUMENTS:</b> Social Reporting Standard Common Good Balance Sheet</p>		

Call for sustainability and environmental protection

## Our organization

Dance education school

### Description

The goal of our organization is to promote the access of dance to desable people and improve their inclusion in the society.












We organize:

- weekly dance classes accessible for desable people with special teachers
- workshop for other teachers/dancers to sensibilize them on the topic and normalize the participation of desable people in all dance classes/social practices.
- workshop to teach specific techniques and ensure physical safety of desabe people during classes/social practices

### Business model

Our business is B2C “business to customer” and we choose to use a sustainable business model.

*The Sustainable Business Model Canvas*

<b>Key Partners</b>  <ul style="list-style-type: none"> <li>- European commission</li> <li>- municipality</li> <li>- existing dance schools</li> <li>- school, university</li> <li>- medical equipment companies</li> </ul>	<b>Key Activities</b>  <ul style="list-style-type: none"> <li>- weekly dance classes</li> <li>- regular workshops</li> <li>- community on social media</li> <li>- newsletter</li> </ul>	<b>Value Propositions</b>  <ul style="list-style-type: none"> <li>- dance school for people with handicap</li> </ul>	<b>Customer Relationships</b>  <ul style="list-style-type: none"> <li>- weekly classes</li> <li>- membership</li> <li>- create community through the events</li> </ul>	<b>Customer Segments</b>  <ul style="list-style-type: none"> <li>- people with handicap</li> <li>- all dancers</li> <li>- dance teachers</li> <li>- family</li> </ul>
<b>Key Resources</b>  <ul style="list-style-type: none"> <li>- local</li> <li>- staff</li> <li>- media content</li> <li>- equipment</li> </ul>		<b>Channels</b>  <ul style="list-style-type: none"> <li>- social media</li> <li>- visual -medical centers</li> <li>- School, university</li> <li>- Danse festivals</li> </ul>		
<b>Cost Structure</b>  <ul style="list-style-type: none"> <li>- local</li> <li>- staff</li> <li>- advertisement</li> </ul>		<b>Revenue Streams</b>  <ul style="list-style-type: none"> <li>- membership fees</li> <li>- fundraising</li> <li>- events</li> </ul>		
<b>Eco-Social Costs</b>  <ul style="list-style-type: none"> <li>- green energy</li> <li>- recyclable equipment</li> <li>- adaptation of the local for handicap</li> </ul>		<b>Eco-Social Benefits</b>  <ul style="list-style-type: none"> <li>- better understanding of disabilities</li> <li>- social inclusion</li> </ul>		

### Customer segment:

- People with handicap
- dance teachers from other school
- all dancers
- Family

### Value proposition:

- dance school for people with handicap

### Customer relationship:

- weekly classes for different groups according to their disability with a specific teacher
- creation of a membership to the school to have regular customers in the classes and workshops
- Create a community on social media and through the events

**Channel:**

- communication through social media and flyers
- information disponible in medical center or general doctor
- school, university
- dance festival events (stand to present our organization)

**Key activities:**

- dance classes with specific teachers having knowledge about dance and disability
- workshop to sensibilize other dancers/teachers
- Community on social media
- Newsletter

**Key resources:**

- local for the classes and workshop
- dance teachers and educators having knowledge on disability
- team members to organize the program, reception in the school
- video of promotion to the school
- logo, visuel, social media advertisement

**Key partners:**

- European commission, municipality having a social or medical budget
- existing danse schools who want to modify their way to teach
- School, university
- sponsors from medical equipment companies
- Phylantropic

**Cost structure:**

- local for school and workshop
- staff
- advertisement

**Eco-social costs:**

- use green energy for the school
- use recycling equipment (paper, clothes, shoes etc)
- adaption of the local for handicap

**Revenue stream:**

- membership fees for classes
- fundraising from European Commissions, philanthropist people and handicap people's rights organizations
- event organizations to show the results of the participants and sensibilize on the conditions of the dancers with handicaps

**Eco-social benefits:**

- better understanding of disability
- better inclusion in the society

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