Changeship													
Phase / Dimension		Business Model Elements	Customer Dedication	Exponential Growth through Technology	Mega Trends	Business Ethics	Business Purpose	Customer Centricity	Ecosystem Plays	The Underselling Pitch	Employee Orientation	Prio	KPI 1: Progress
1	Corporate Strategy	Vision, Mission and Goas	Minimal Viable Poduct, Status quo, Mental Franchise, Transformative Innovation	Relevance of Problem	Knowledge Culture, Urbanization, Connectivity, Customization, Neo-ecology, Globalization, Gender shift, Health, New Work, Mobility, Silver Society, Security	Role in the Society	Values-driven Organization, Excellence-driven Organization, Impact-driven Organization	Best Practice: From Presentations to Documents	Customer Demand	Best Practice: Own Position in Relation to others, Celebrate Failures, Business Model Transparence	Best Practice: Focus on employee well-being, Continuously improve culture, Make meaning tangible, Create goals, Encourage positivity, Foster social connections, Listen	20,00%	63,50%
2	Customer Segments	Customer Groups		Relevance for the Masses					General Model and Partners			15,00%	100,00%
3	Value Proposition	The Offer		Information-based Services		Products and Services						10,00%	87,20%
4	Customer Segments	Relationsship per Segment		Follower and Fans								7,00%	100,00%
5	Sales Channels	Sales Channels		Network Effects		Sales			Scaling			6,00%	58,30%
6	Key Resources	Key Resources		De-centralization		Employees			Governance			10,00%	72,00%
7	Key Activities	Key Activities		Automated and Scalable Processes					Market Launch			10,00%	79,00%
8	Key Partners	Partner and Supplier		Un-conventional Partnerships								10,00%	69,50%
9	Cost Structure	Important Costs		Algorithms at the Core					Value Creation			5,00%	58.3%
10	Revenue Streams	Price for Value		Information-based Services		Price						7,00%	58.3%
KPI 2	Criteria for next Iteration	(a)	25 Customer Feedbacks										
		(b)	5 Pilot Customers (manual)										
		(c)	All phases successfully passed										
KPI 3	Results	(a)	Customer Succcess based on positive VOC and Net-Promotor-Score (NPS)										
		(b)	Return on Investment (ROI)										