

How to rethink, redefine and revamp your **business model**

Estelle Métayer

How to reinvent one's industry

https://www.youtube.com/watch?v=k0NON8mOs_w&feature=player_detailpage

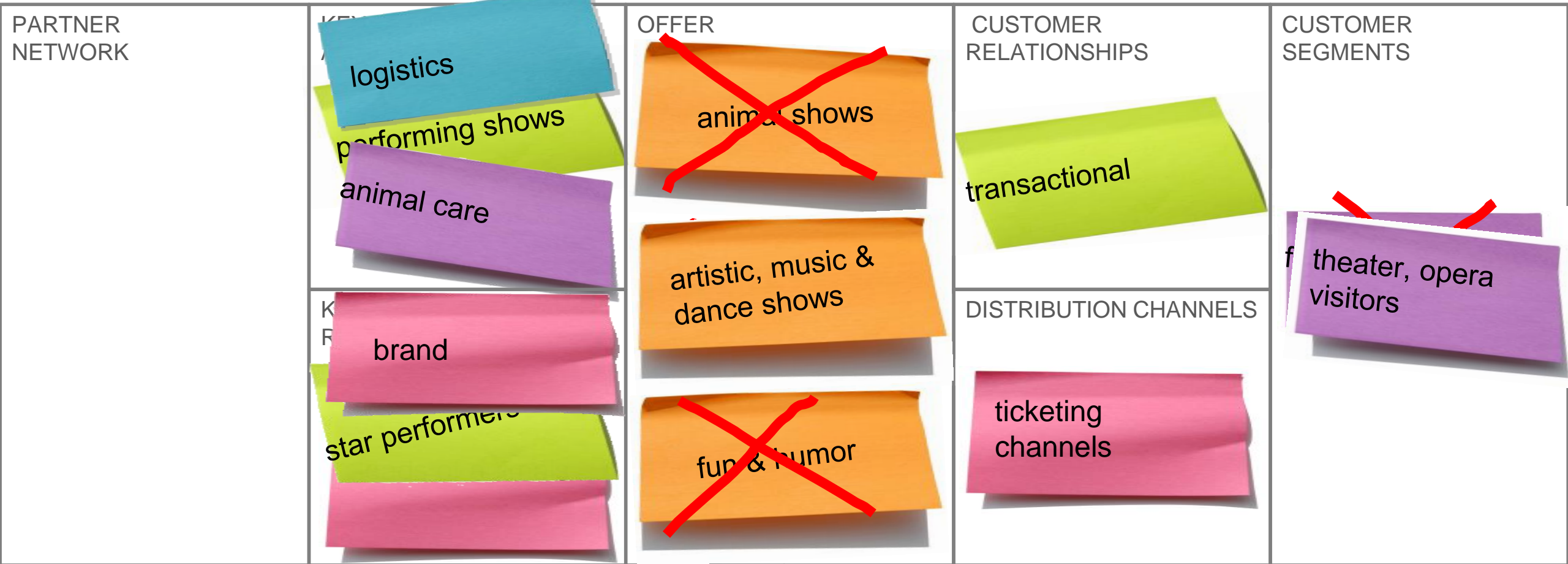




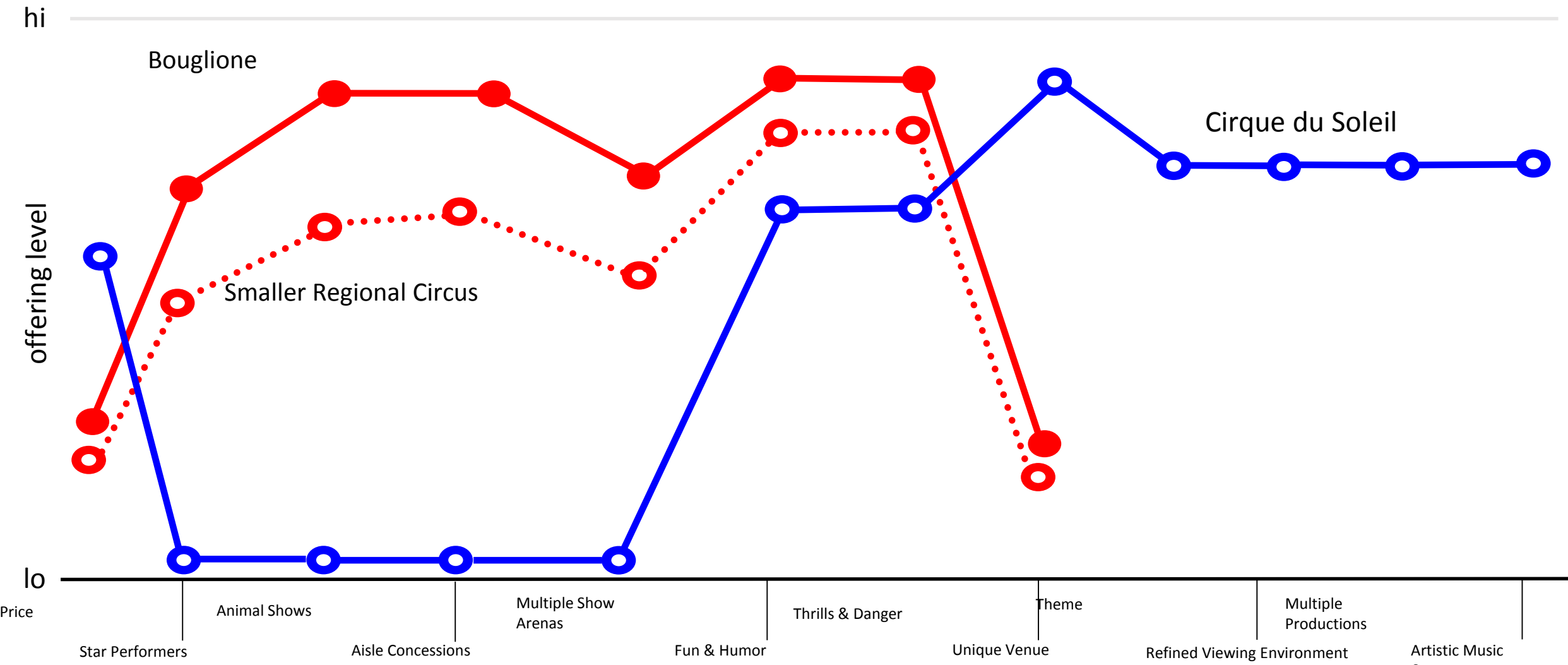
The Circus **traditional** business model



The Cirque du Soleil model



The Strategy Canvas





**Warm-up
exercise:
re-engineer
the sports
club
concept**



The **four actions** framework

Push companies to go beyond value maximization exercises with existing factors of competition.

Reduce

Which factors should be reduced will below the industry's standard?

Create

Which factors should be created that the industry has never offered?

A new value curve

Eliminate

Which of the factors that the industry takes for granted should be eliminated?
= To uncover and eliminate the compromises

Raise

Which factors should be raised above the industry's standard?
= To help you to discover entirely new sources of value and to create new demand

Provide you with insight into how to lift buy Value and create new demand. New experience while simultaneously Keeping your cost structure low

**Illustration: What is
the business model
in esports ?**



**Some other
innovative
business models
in sports**

Tough Mudder





[@competia a](#)



One-World Play Project



World Bicycle Relief

A person wearing a white shirt and green pants is riding a bicycle away from the camera on a dirt road. The road winds through a dry, hilly landscape with sparse, brownish vegetation and a few green trees. The sky is clear and bright.

MOBILIZE ME AND I'LL CHANGE MY WORLD



**LoveFutbol:
Building one stadium at a time**

3rd half: sports tourism



Encourager les sportifs

THE MORE YOU COME BACK, THE MORE YOU GET BACK!

I EXPECT TO WORK OUT:

1 2 3 4 5 6 7

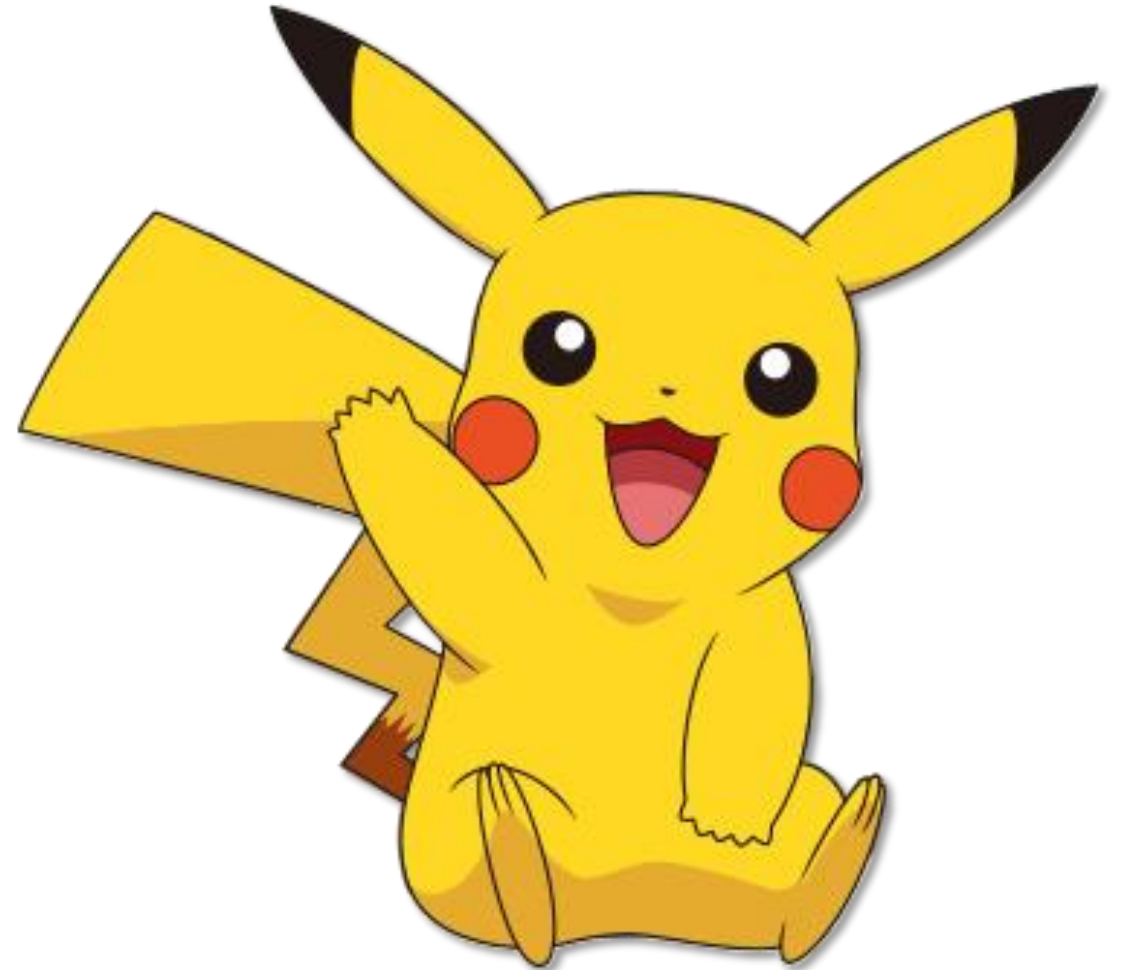
PER WEEK

ESTIMATED CREDIT:

\$234.00*

*Taxes not included. Certain conditions apply.

Free to play



**Workshop:
Reinventing the model
of the **sports
federation****



<< list your partners here>>



<< describe your key activities here>>



<< insert your value proposition here>>



<< describe how you plan to establish and manage the relationship between the customer and your brand here>>



<< describe your target customer segment here>>



<< list the key resources available to you here>>



CHANNELS

<< describe 1) how you plan to acquire customers, 2) how you plan to deliver your value proposition to them and 3) how you plan to communicate with your customers >>



COST STRUCTURE

<< Describe your cost structure here>>



REVENUE STREAMS

<< describe your revenue streams here>>

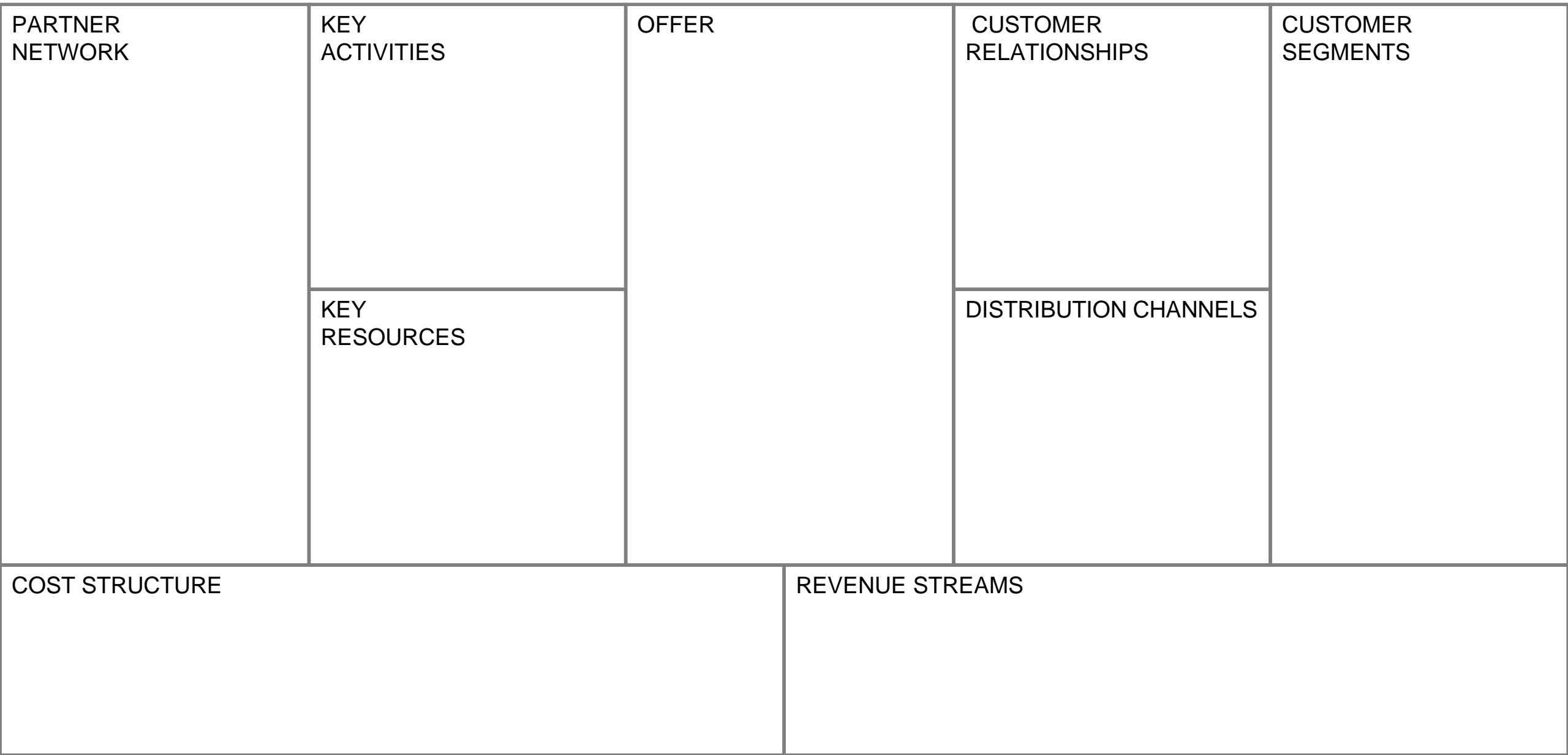


Reinvent Your Business Model

At your tables, pick one of your sports federations

Use the business model canvas to draft the current business model

Shift the curve by eliminating, reducing, and creating new sources of value



In conclusion..

3 Characteristics of a Good Strategy

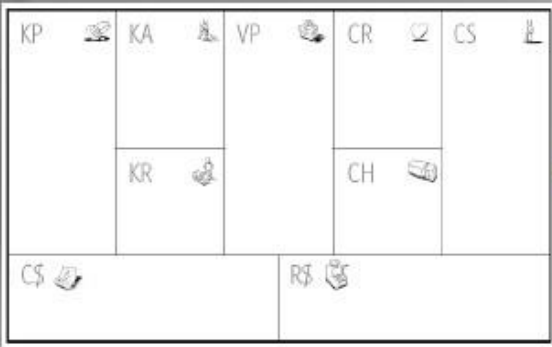
- It is ***focused***; it is not diffused across all potential aspects of the market
- The shape of the value curve ***diverges*** from any potential competitors
- It has a compelling ***tagline***

Who will be the next **champions**?

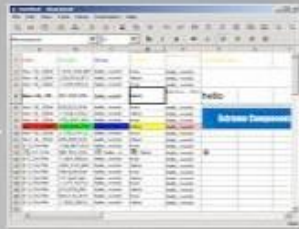
Those who challenge their own industry assumptions

Those who bring in « **external voices** »

Those know have the courage of **hard choices**



financial
spreadsheets



environment
analysis



implementation
roadmap



SWOT and
uncertainty
analysis



Executive Summary

The Team

Profiles of leadership team
Why we are a winning team

The Business Model

Our vision, mission, values
How our business model works
Value proposition
Target markets
Marketing plan
Key resources and activities

Financial Analysis

Breakeven Analysis
Sales scenarios and projections
Capital spending
Operating costs
Funding requirements

External Environment

The economy
Market analysis and key trends
Competitor analysis
Competitive advantages of model

Implementation Roadmap

Projects
Milestones
Roadmap

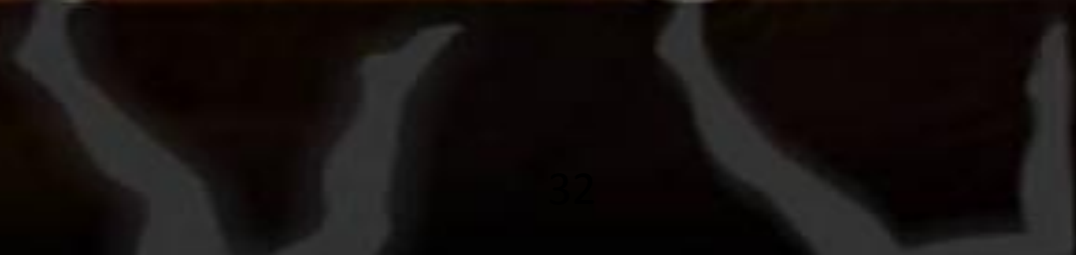
Risk Analysis

Limiting factors and obstacles
Critical success factors
Specific risks and their solutions

Conclusion
Annexes

**Next
steps**

Cavalria





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