BSH Home Appliances Group

B/S/H/

Using the Business Model Canvas to support our way to Hardware + products

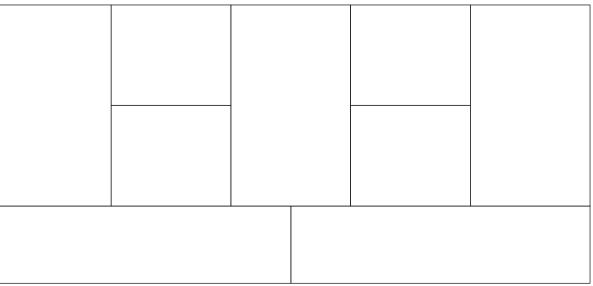
2020-11-12 Thomas Jobst – Technical Expert Cookit

Business Model Canvas

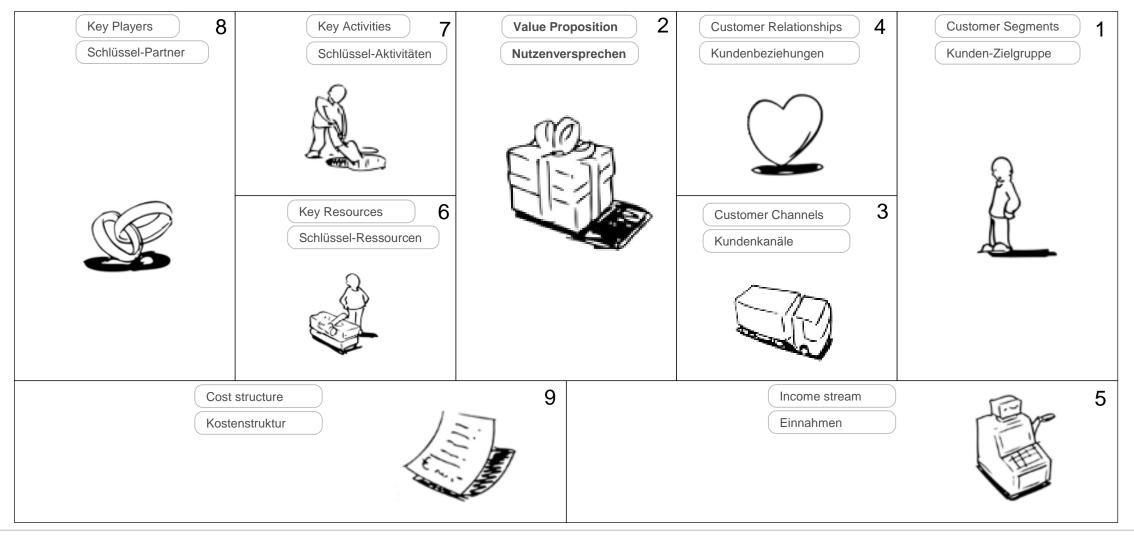
"Business Model Canvas" (BMC) is a scheme that helps to make a business model transparent and to find blind spot or new ideas summarized on one canvas. Invented by Alexander Osterwalder.

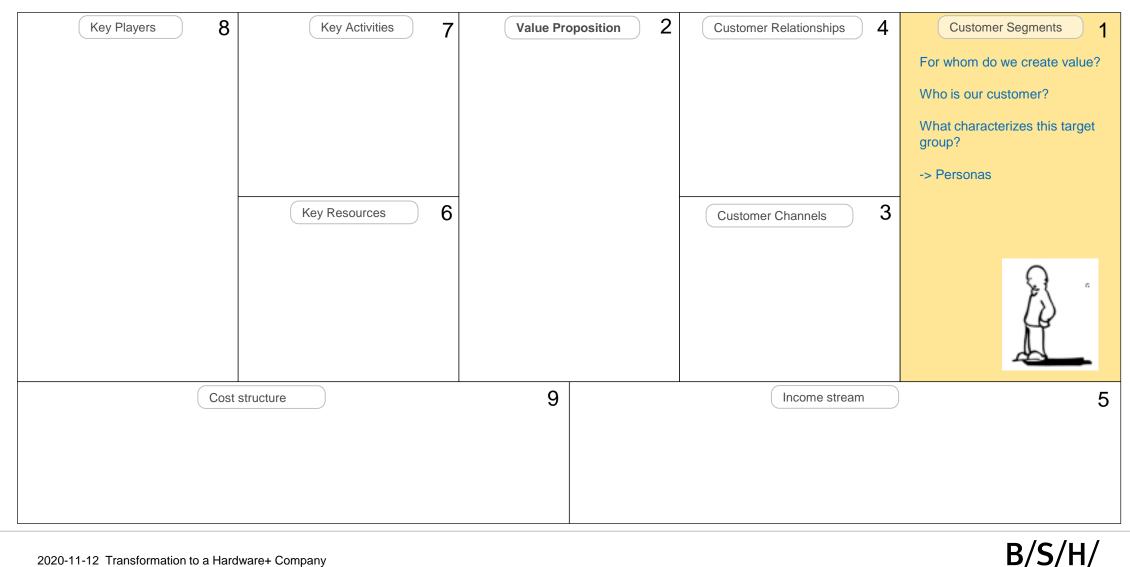
It can be used...

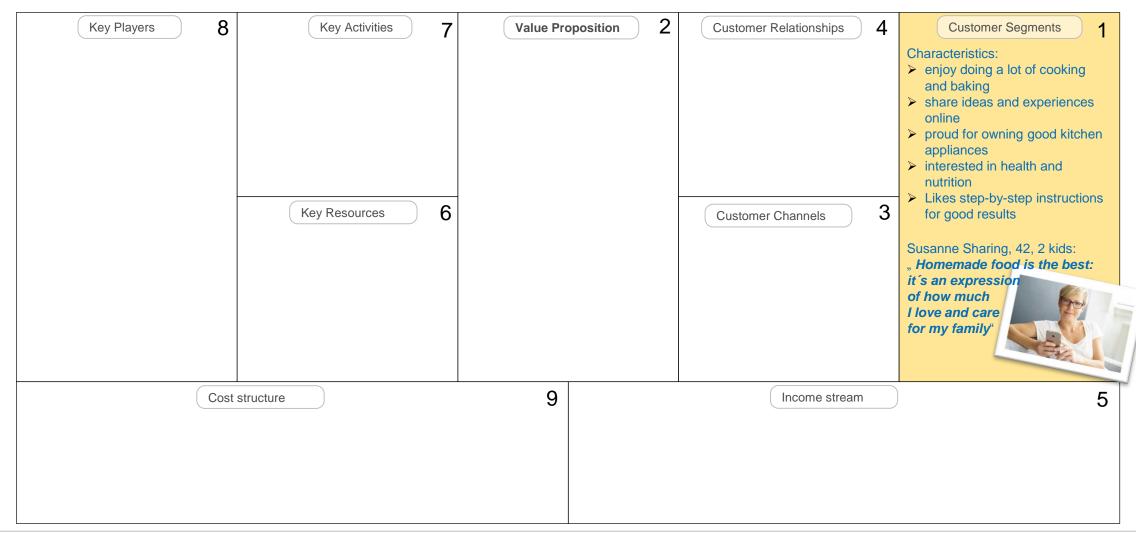
- ... as **checklist** to verify whether one did **consider all aspects** with an innovation
- ... to develop a **consistent story** that is able to convince others about an innovation
- ... to **analyze** successful foreign **business models**, thus identifying the success factors
- ... as tool to accompany the implementation of an innovation from the idea up to a market product
 -> doing so, it will be successively developed and refined.





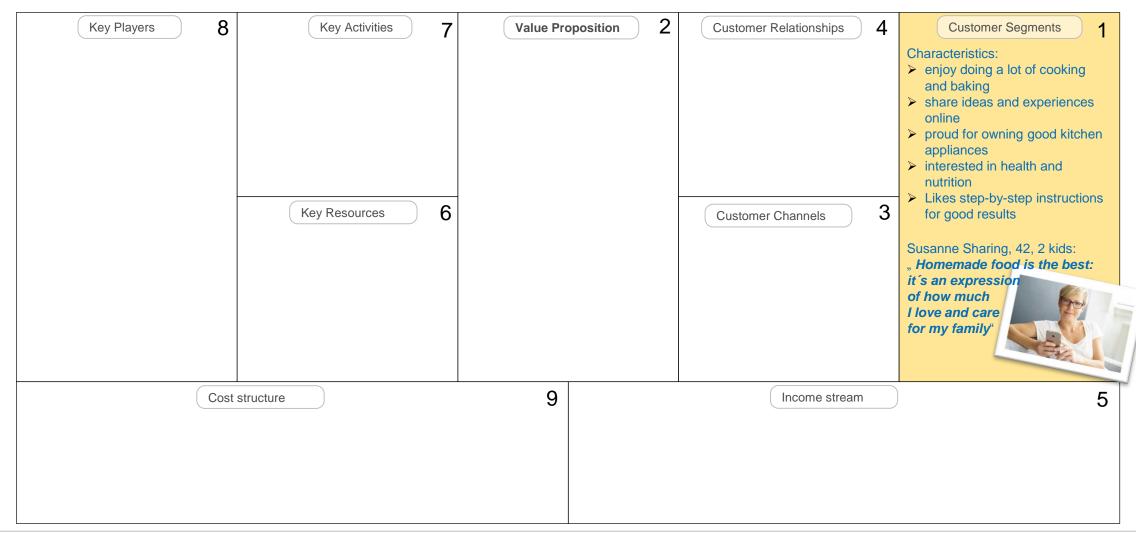






GoTo Mentimeter:

For which customers could this idea also be attractive and how would you describe them in key words?



Key Players 8	Key Activities 7	Value Proposition 2	Customer Relationships 4	Customer Segments 1
	Key Resources 6	What value do we deliver to the customer? Which one of our customers problems are we helping to solve? Which customer needs are we satisfying?	Customer Channels 3	 Characteristics: enjoy doing a lot of cooking and baking share ideas and experiences online proud for owning good kitchen appliances interested in health and nutrition Likes step-by-step instructions for good results Susanne Sharing, 42, 2 kids: "Homemade food is the best: it's an expression of how much I love and care for my family"
Cost	structure	9	Income stream	5

GoTo Mentimeter:

What value do we deliver to the customer?

Which one of our customers problems are we helping to solve?

Which customer needs are we satisfying?

Key Players 8	Key Activities 7 Key Ressources 6	Value Proposition2We provide the Best Device that supports cooking with guided recipes and automatic programs.The result is really tasty food to satisfy hunger at family size.The connected appliances is future proof via update and offers constantly new recipesWith an app the recipe world can be explored conveniently from the mobile device, nutrition facts are listed and selected recipes can directly be sent to the appliance.	Customer Relationships 4	Customer Segments 1 Characteristics: > enjoy doing a lot of cooking and baking > share ideas and experiences online > proud for owning good kitchen appliances > interested in health and nutrition > Likes step-by-step instructions for good results Susanne Sharing, 42, 2 kids: <i>"Homemade food is the best:</i> <i>it 's an expression</i> <i>of how much</i> <i>I love and care</i> <i>for my family"</i>
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Key Players 8	Key Activities 7	Value Propos	sition 2	Customer Relationships	4 Customer Segments 1
		We provide the Best Device that supports cooking with guided recipes and automatic programs.		What type of relationship does each of our Customer Segments expect us to establish	 Characteristics: enjoy doing a lot of cooking and baking share ideas and experiences
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	Key Ressources 6	future proof via upo offers constantly new With an app the recip	date and v recipes	Customer Channels	 nutrition Likes step-by-step instructions for good results
		be explored conven the mobile device, nu are listed and selected directly be sent to the	iently from utrition facts ed recipes can	Physical Touchpoints enable "Real Cooking Experience". The appliances is sold only	the Susanne Sharing, 42, 2 kids: " Homemade food is the best: it's an expression of how much
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GoTo Mentimeter:

What type of relationship does each of our Customer Segments expect us to establish and maintain with them?

Key Players 8	Key Activities 7	Value Prop	position 2	Customer Relationships 4	Customer Segments 1
		We provide the Be supports cooking recipes and autom	with guided	We permanently stay in contact and communicate with users and markets.	 Characteristics: enjoy doing a lot of cooking and baking share ideas and experiences
		The result is really satisfy hunger at fa	amily size.	We are the proactive companion that listens, understands and develops solutions. Our answers are	online proud for owning good kitchen appliances interested in health and
-	Key Ressources 6	The connected app future proof via u offers constantly n	ipdate and ew recipes	personalized.	nutrition Likes step-by-step instructions for good results
		With an app the real be explored conv the mobile device, are listed and selec	eniently from nutrition facts	Physical Touchpoints enable the "Real Cooking Experience".	Susanne Sharing, 42, 2 kids: " <i>Homemade food is the best:</i> <i>it s an expression</i>
		directly be sent to a	the appliance.	The appliances is sold only directly.	of how much I love and care for my family"
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Cost	structure	For what How are How wor	Income stream value are our customers really willing to p do they currently pay? they currently paying? Id they prefer to pay? ale, Usage Fee, Subscripton Fee, Leasing	

Key Players 8	Key Activities 7 Key Ressources 6	Value Proposition 2 We provide the Best Device that supports cooking with guided recipes and automatic programs. The result is really tasty food to satisfy hunger at family size. The connected appliances is future proof via update and offers constantly new recipes With an app the recipe world can be explored conveniently from the mobile device, nutrition facts are listed and selected recipes can directly be sent to the appliance. 9		Customer Relationships4We permanently stay in contact and communicate with users and markets.We are the proactive companion that listens, understands and develops solutions. Our answers are personalized.Image: Context of the second	Customer Segments 1 Characteristics: > enjoy doing a lot of cooking and baking > share ideas and experiences online > proud for owning good kitchen appliances > interested in health and nutrition > Likes step-by-step instructions for good results Susanne Sharing, 42, 2 kids: <i>"Homemade food is the best:</i> <i>it's an expression</i> <i>of how much</i> <i>I love and care</i> <i>for my family</i> "
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	What Key Resources are required for?Our Value PropositionsOur Distribution Channels	With an app the ro be explored con the mobile device are listed and sele	veniently from , nutrition facts	Physical Touchpoints enable the "Real Cooking Experience".	" Homemade food is the best: it's an expression
	 Customer Relationships Revenue Streams 	directly be sent to	the appliance.	The appliances is sold only directly.	of how much I love and care for my family"
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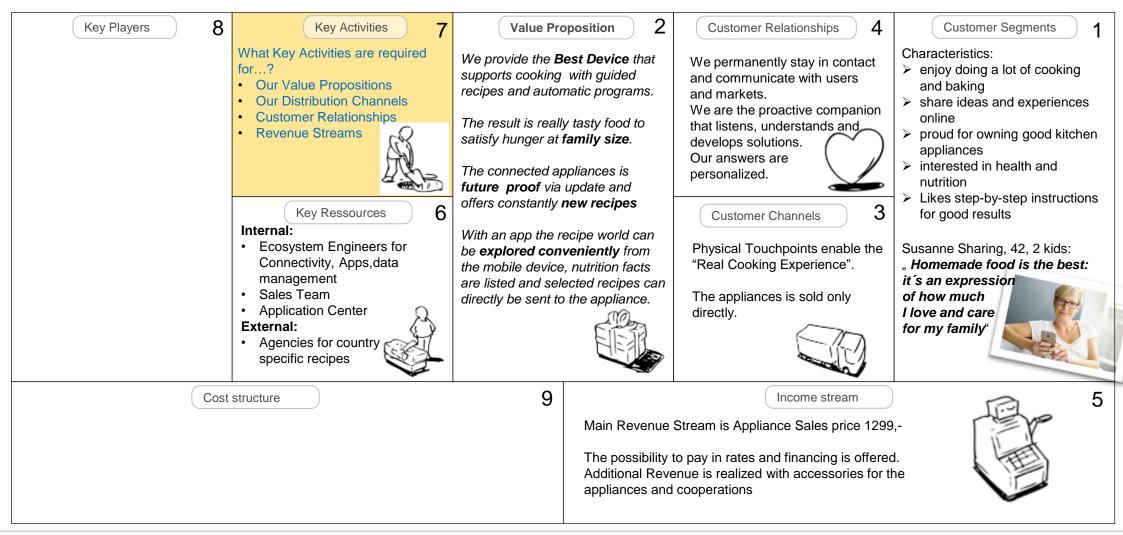
GoTo Mentimeter:

What Key Resources are required for...

- Our Value Propositions?
- Our Distribution Channels?
- Customer Relationships?
- Revenue Streams?

Key Players 8	Key Activities 7 Key Ressources 6 Internal: 6 • Ecosystem Engineers for Connectivity, Apps,data management 6 • Sales Team 6 • Application Center 6 External: 6 • Agencies for country specific recipes 6	We provide the Best Device that supports cooking with guided recipes and automatic programs. The result is really tasty food to satisfy hunger at family size . The connected appliances is future proof via update and offers constantly new recipes		Customer Relationships4We permanently stay in contact and communicate with users and markets. We are the proactive companion that listens, understands and develops solutions. Our answers are personalized.Image: Customer Channels of the solution of the so	Customer Segments 1 Characteristics: > enjoy doing a lot of cooking and baking > share ideas and experiences online > proud for owning good kitchen appliances > interested in health and nutrition > Likes step-by-step instructions for good results Susanne Sharing, 42, 2 kids: <i>"Homemade food is the best:</i> it's an expression of how much I love and care for my family"
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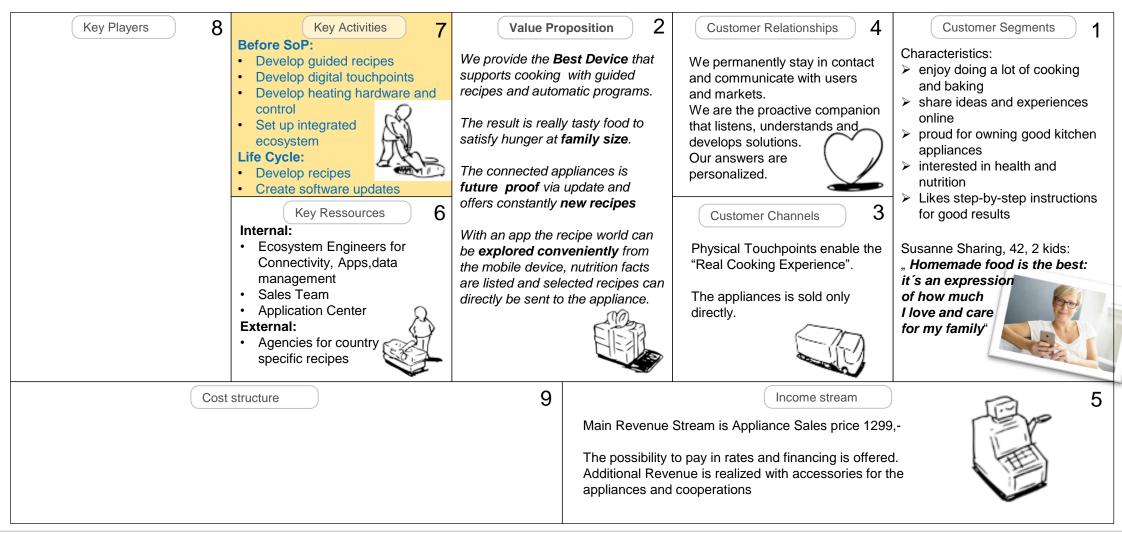
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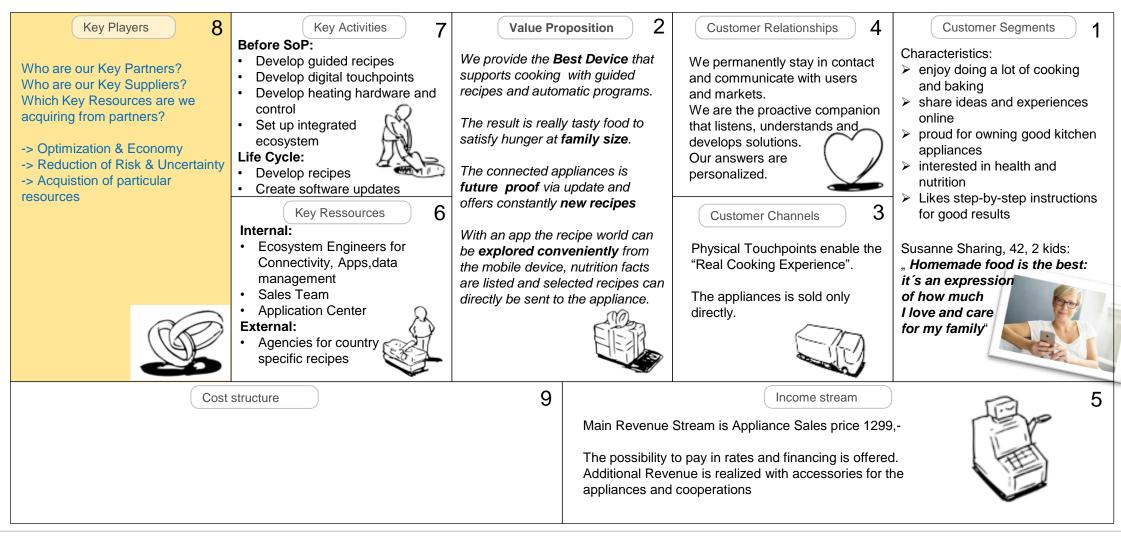


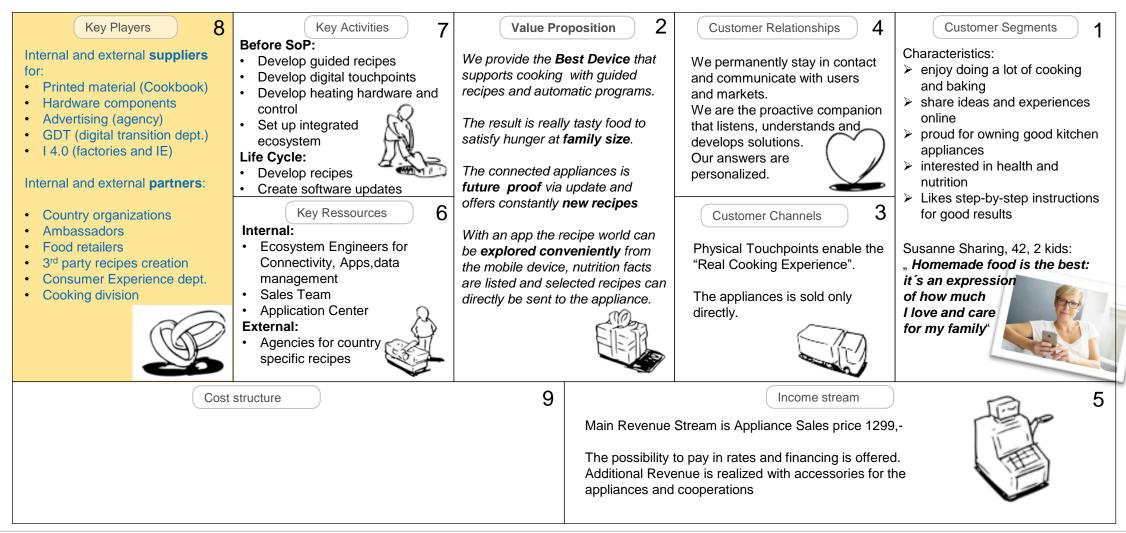
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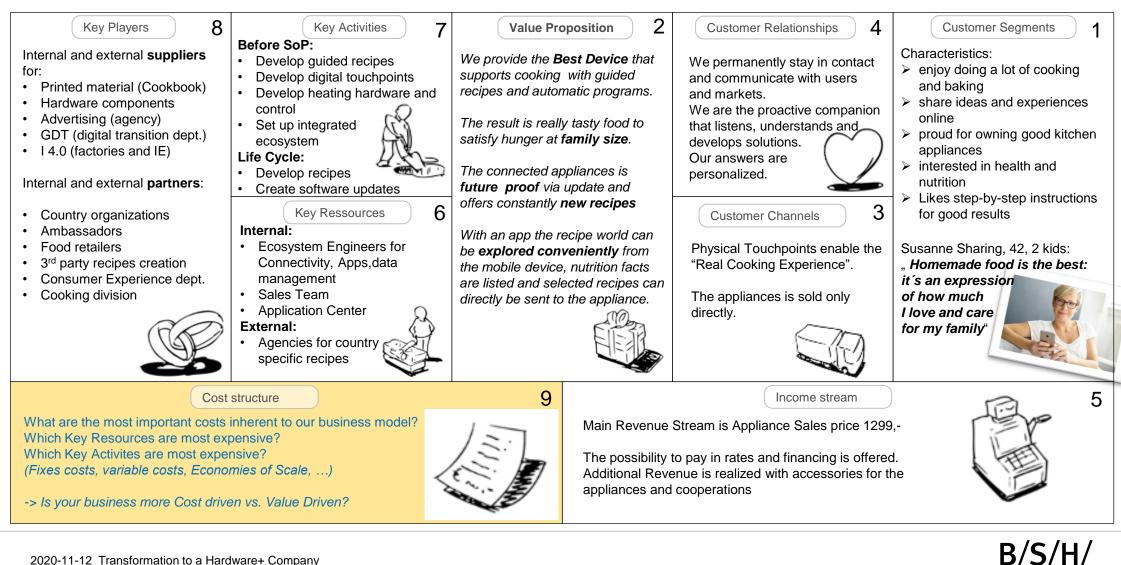
What Key Activities do we require for...

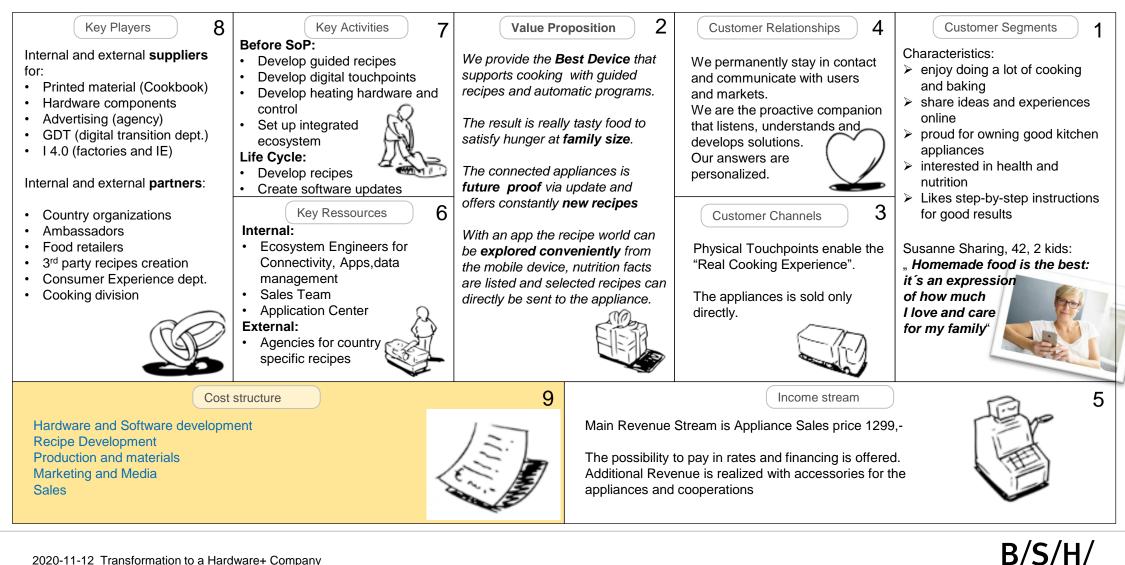
- Our Value Propositions?
- Our Distribution Channels?
- Customer Relationships?
- Revenue Streams?

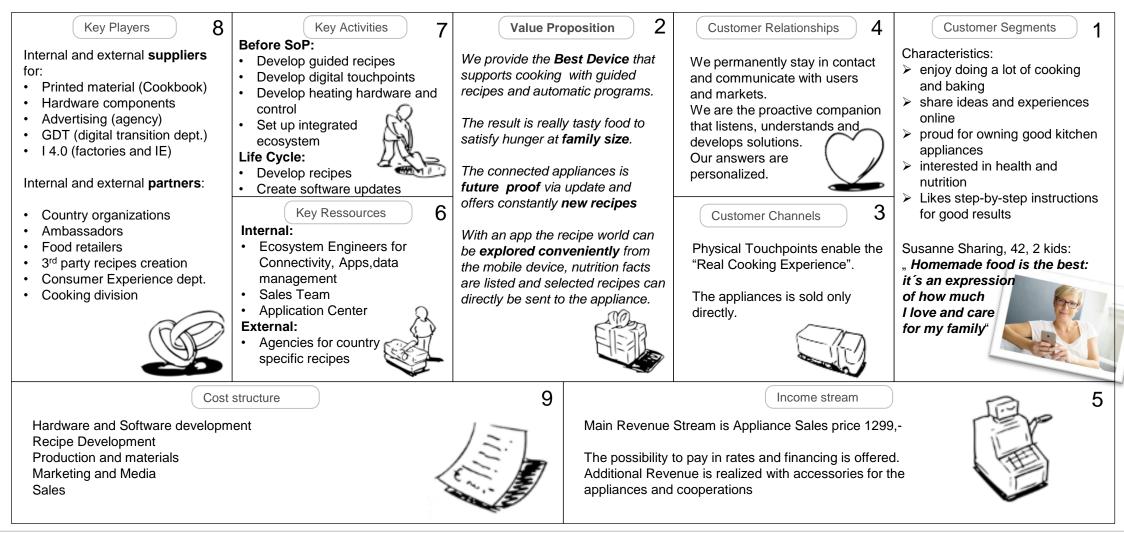












The Bosch COOKIT is the first real Hardware+ product from BSH

With this highly innovative and smart product the consumer would like to see, touch & feel and experience it in **new ways.**

Hence a new ecosystem and go-tomarket concept were created to best fulfill our consumer's expectations.



Bosch Cookit has a unique go-to-market concept

Video



2020-11-12 Transformation to a Hardware+ Company



Thank you!