

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

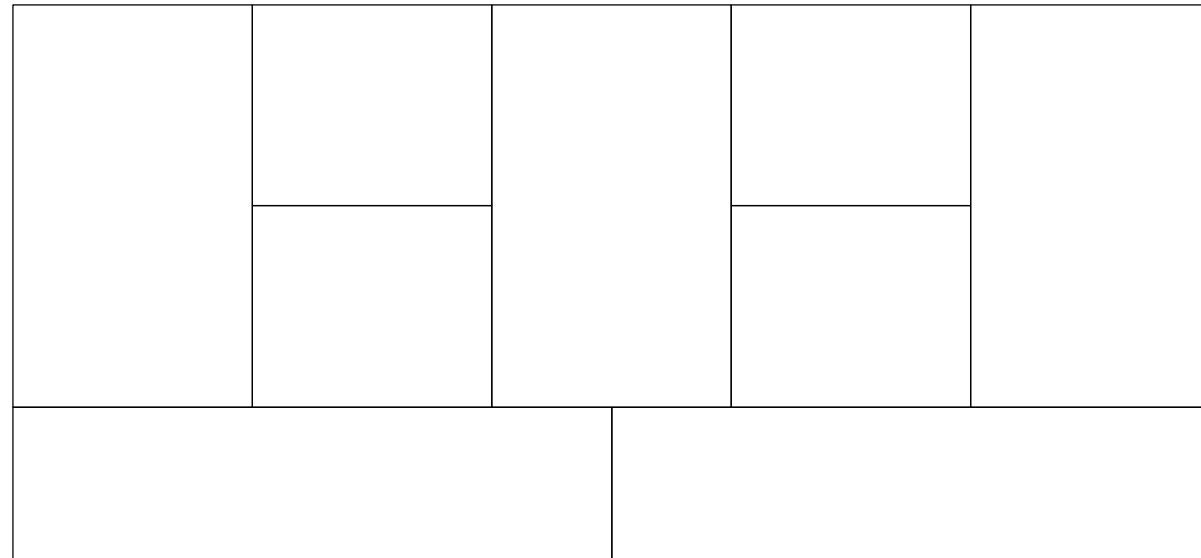


Business Model Canvas

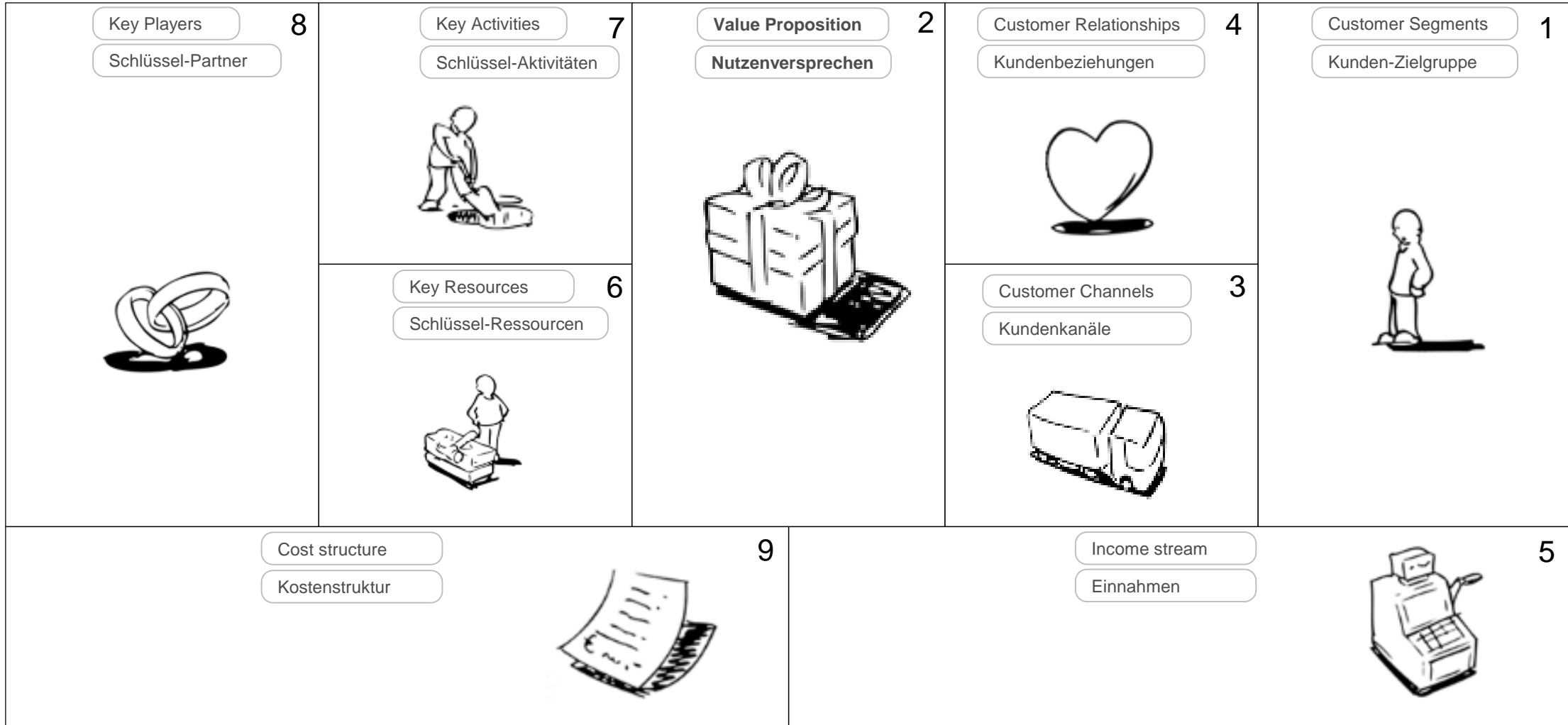
„Business Model Canvas“ (BMC) is a scheme that helps to make a business model transparent and to find blind spot or new ideas summarized on one canvas. Invented by Alexander Osterwalder.

It can be used...

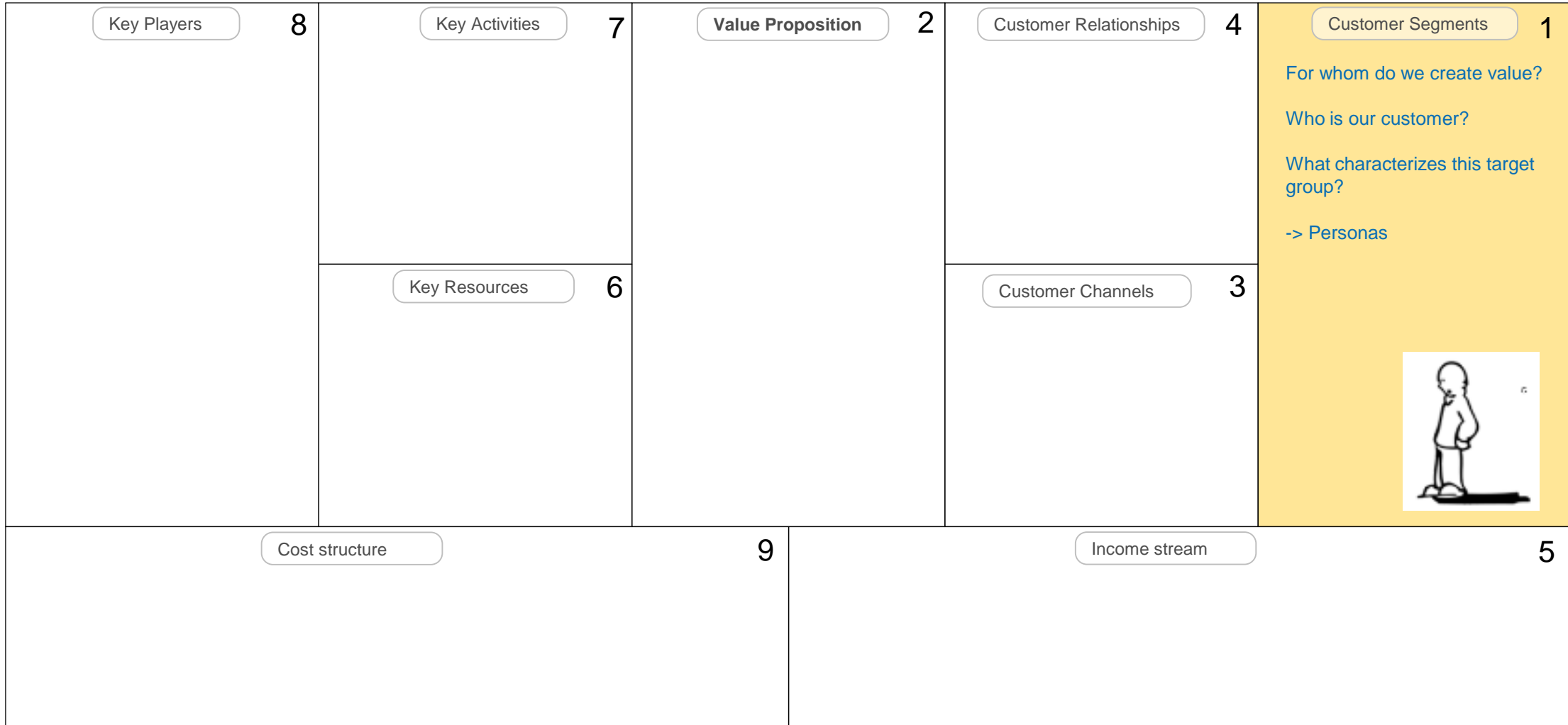
- ... as **checklist** to verify whether one did **consider all aspects** with an innovation
 - ... to develop a **consistent story** that is able to convince others about an innovation
 - ... to **analyze** successful foreign **business models**, thus identifying the success factors
 - ... as tool to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



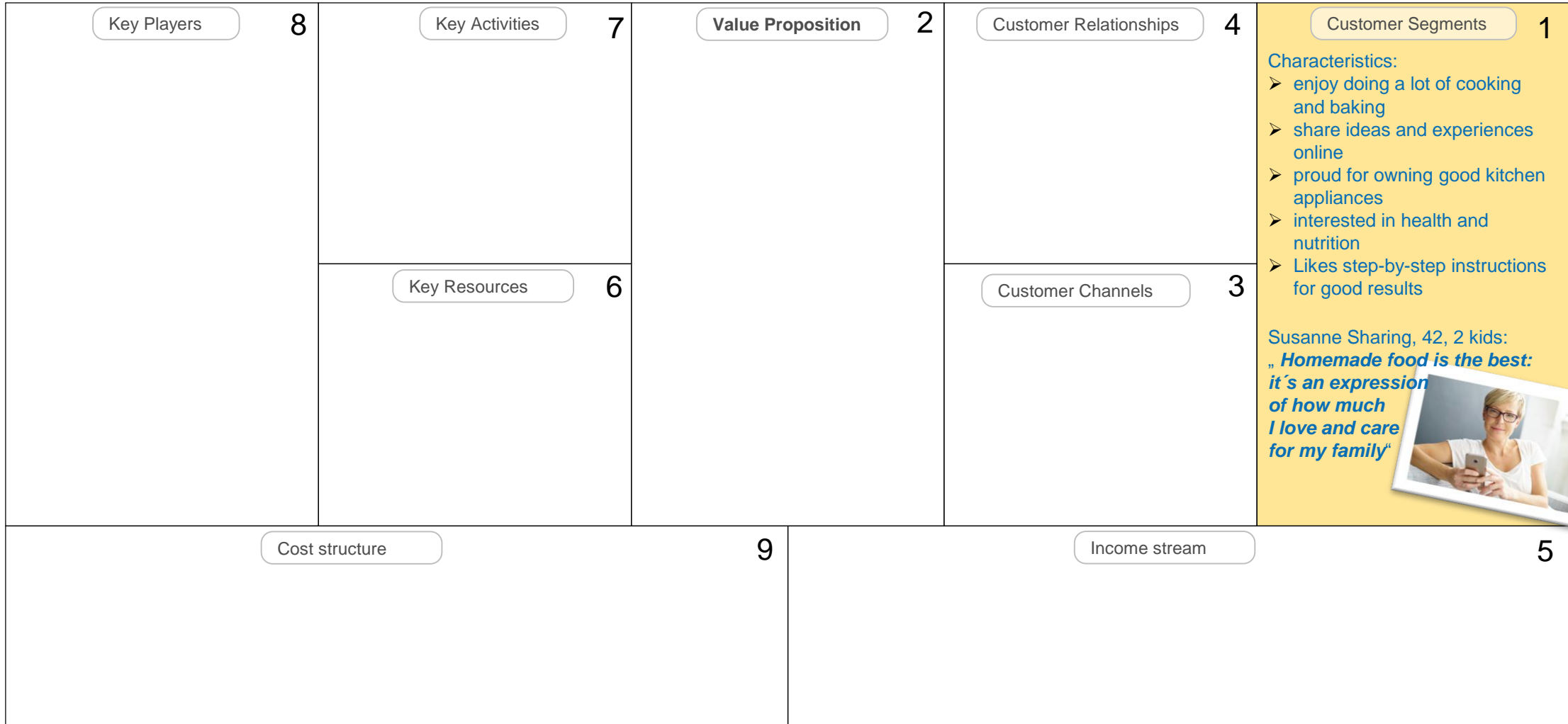
Business Model Canvas - Idea: Kitchen Machine with Cooking Function



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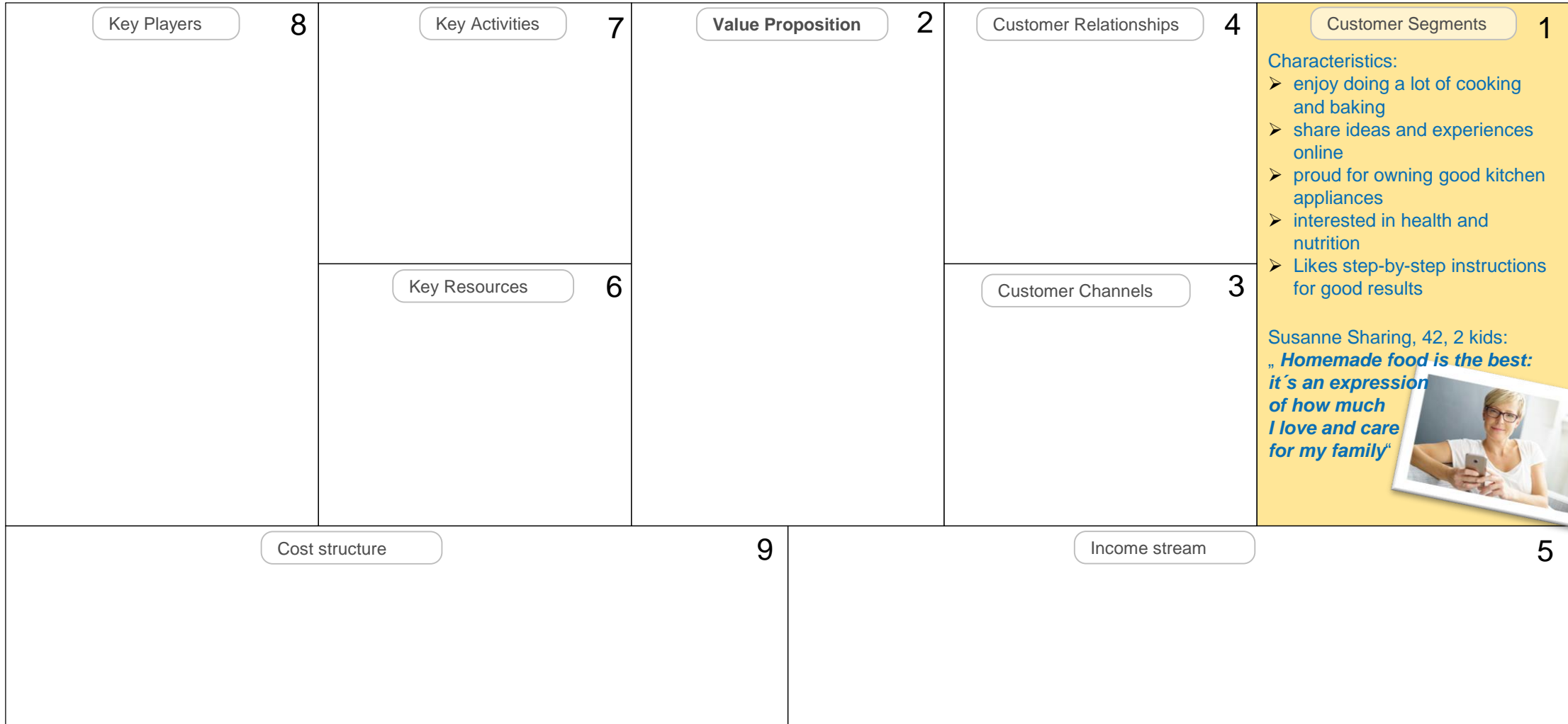


Business Model Canvas - **Idea: Kitchen Machine with Cooking Function**

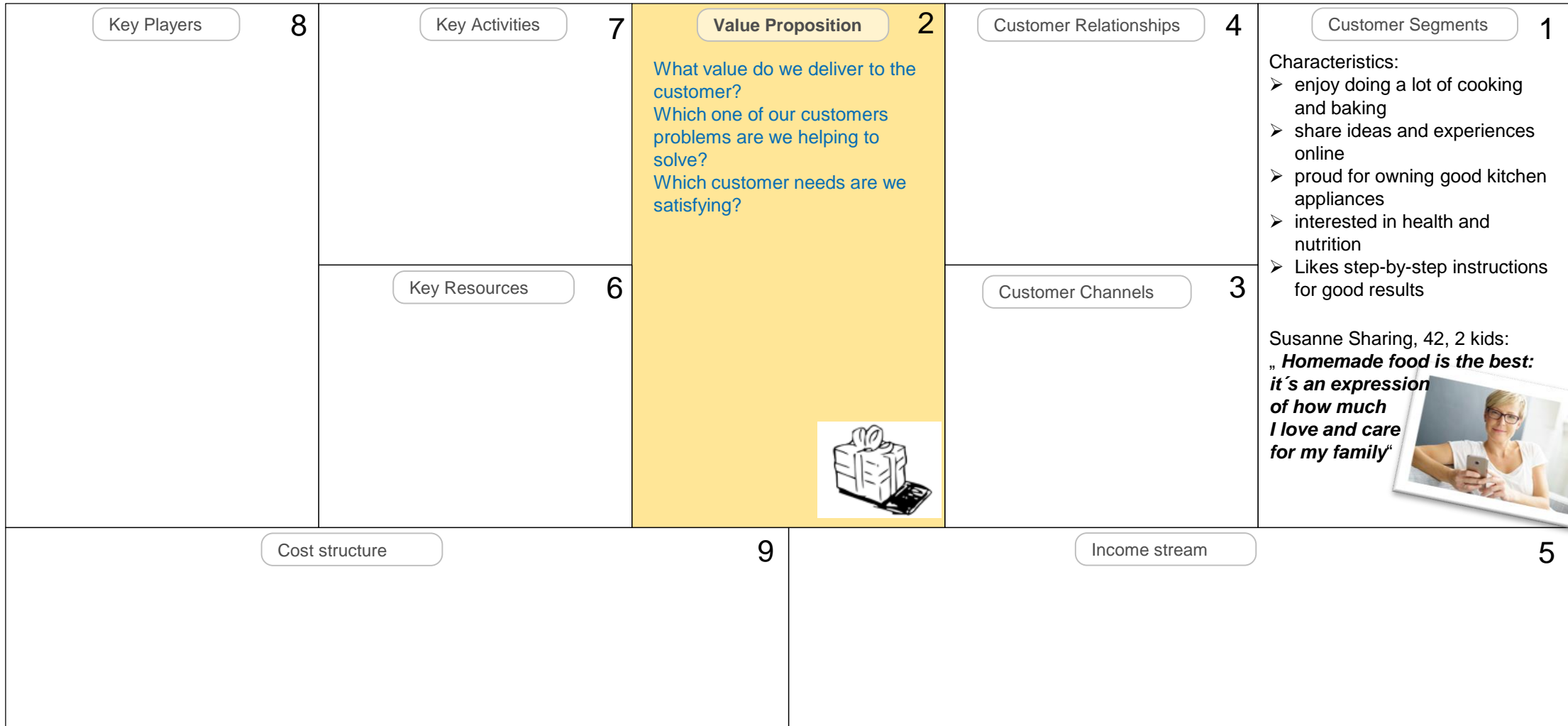
GoTo Mentimeter:

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

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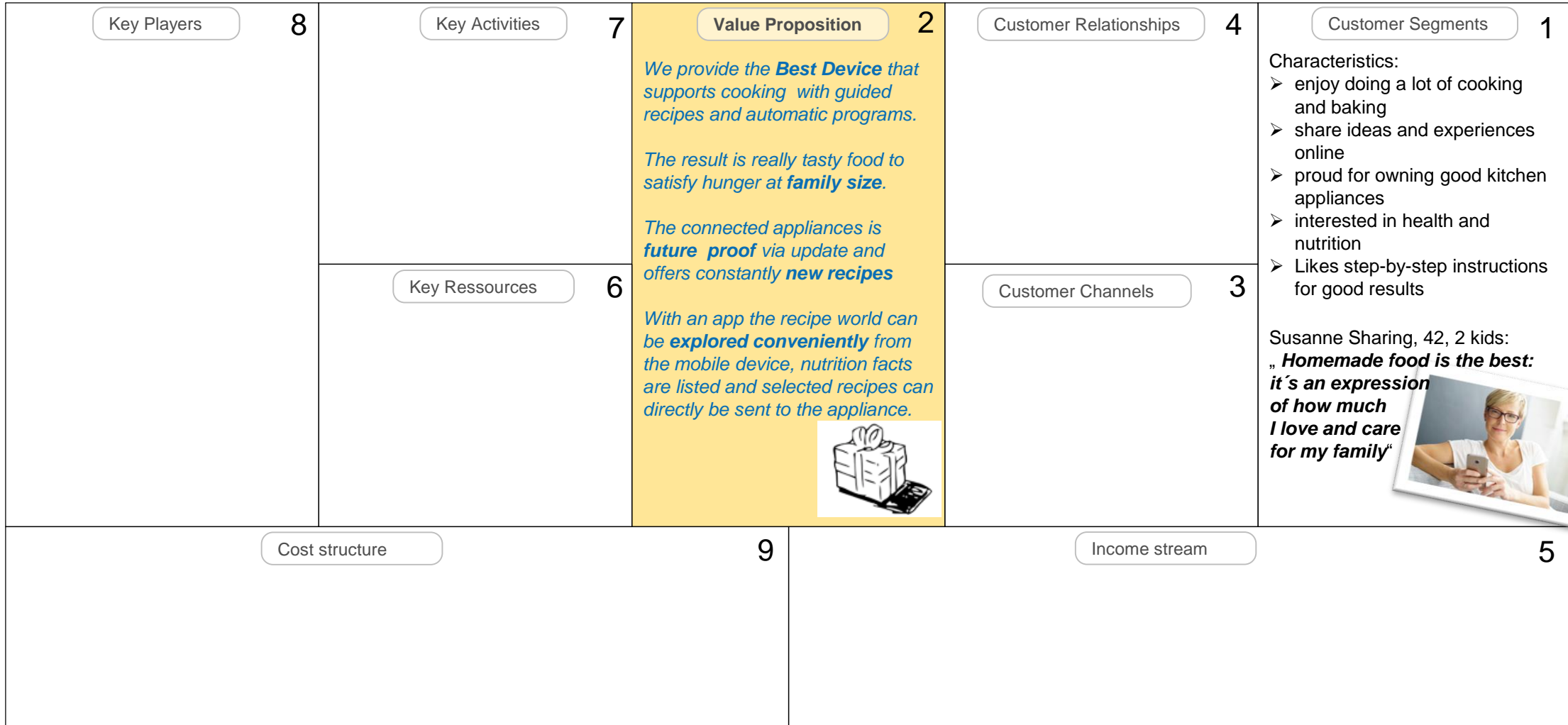
GoTo Mentimeter:

What value do we deliver to the customer?

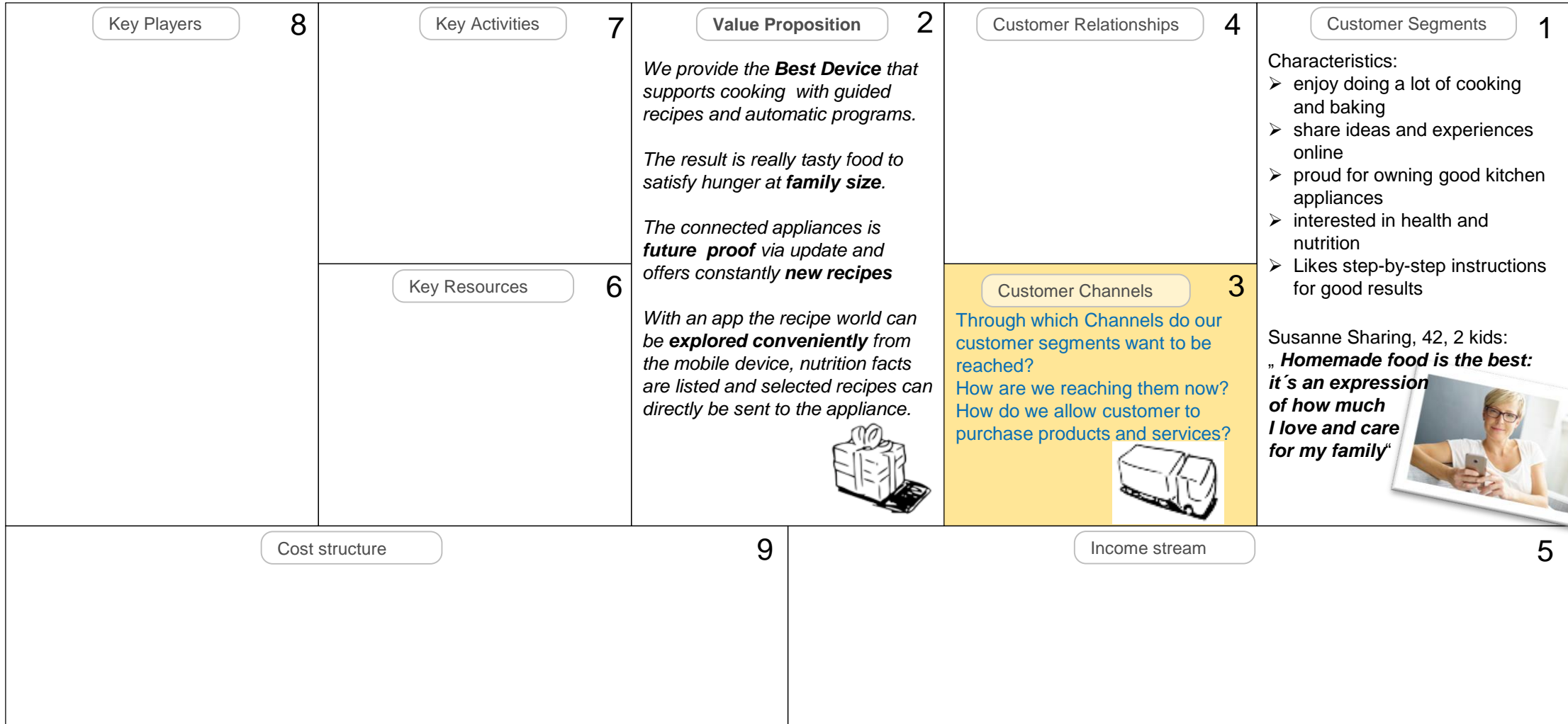
Which one of our customers problems are we helping to solve?

Which customer needs are we satisfying?

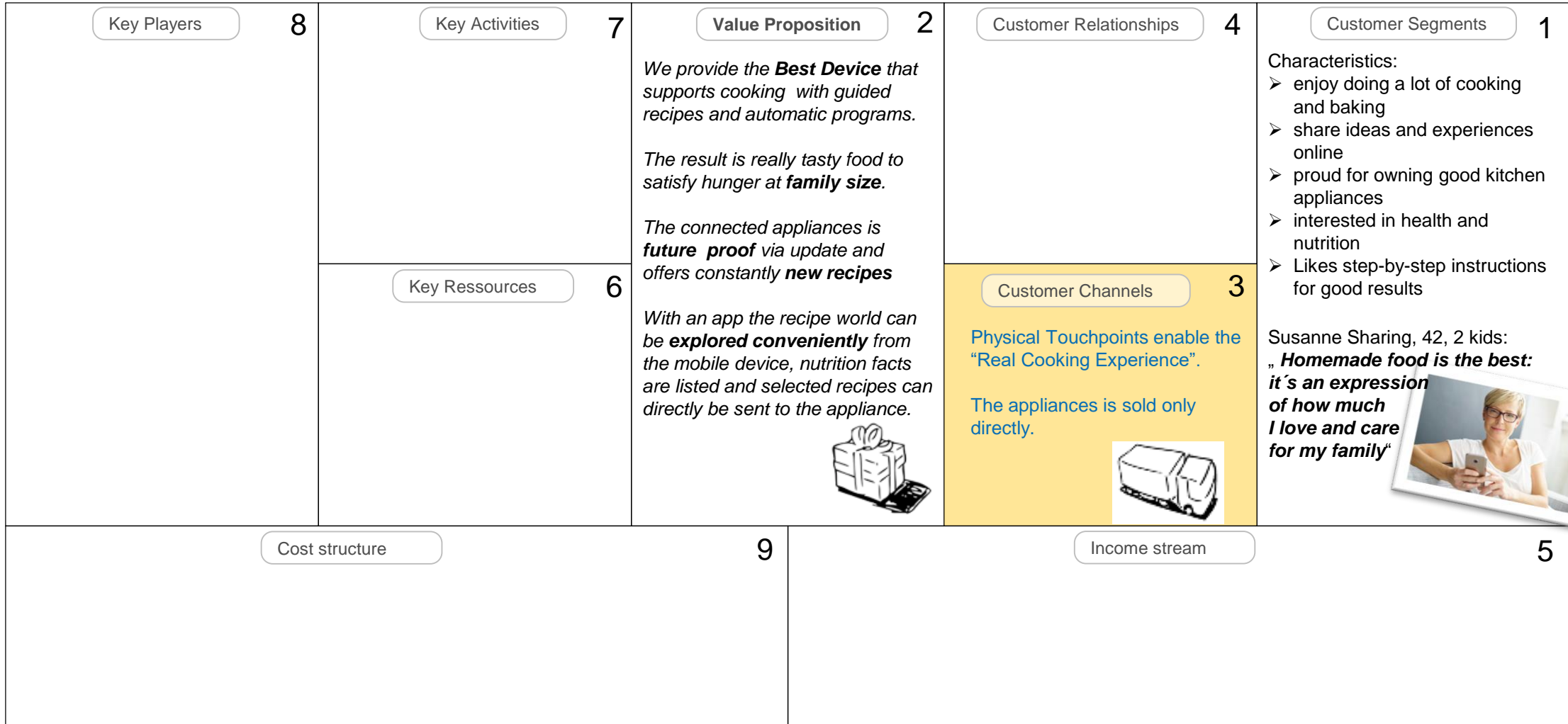
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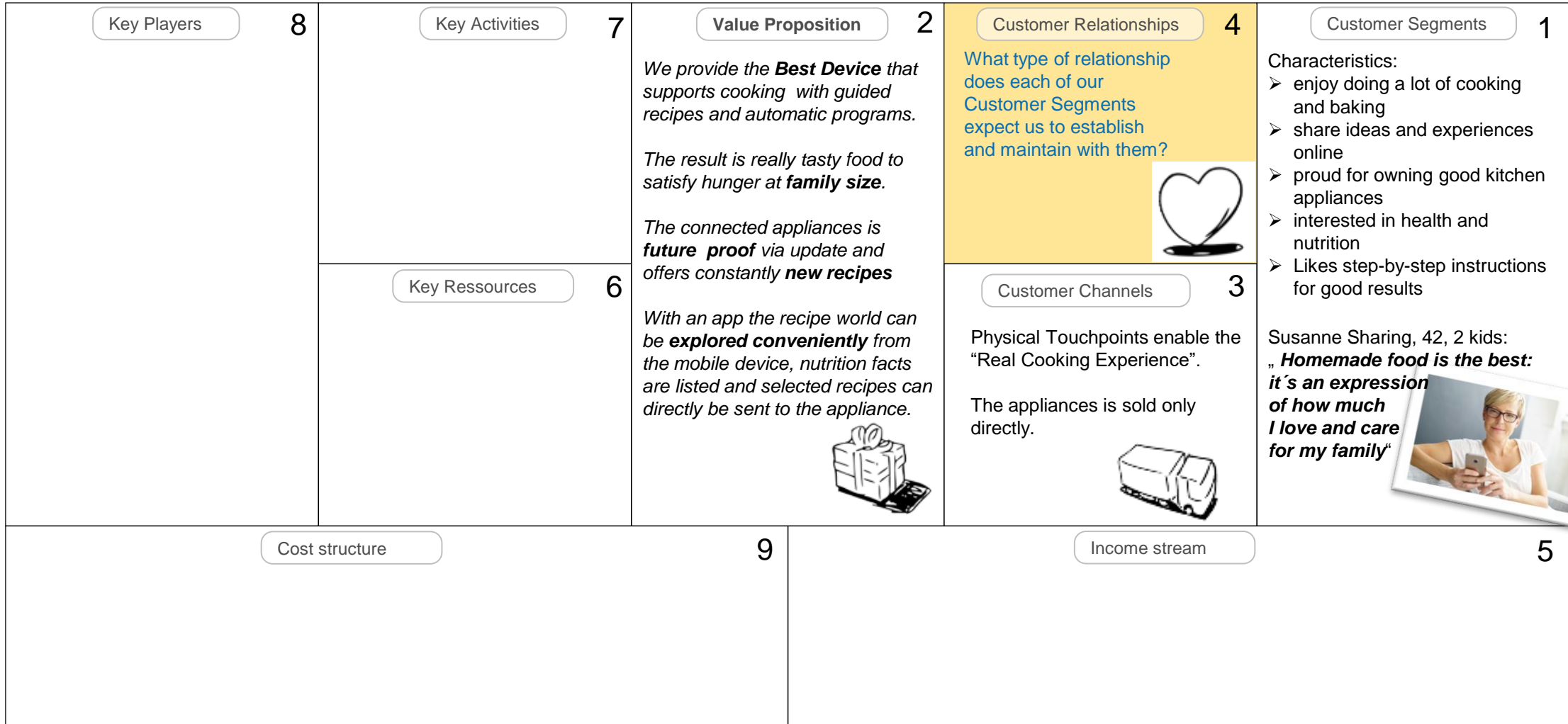
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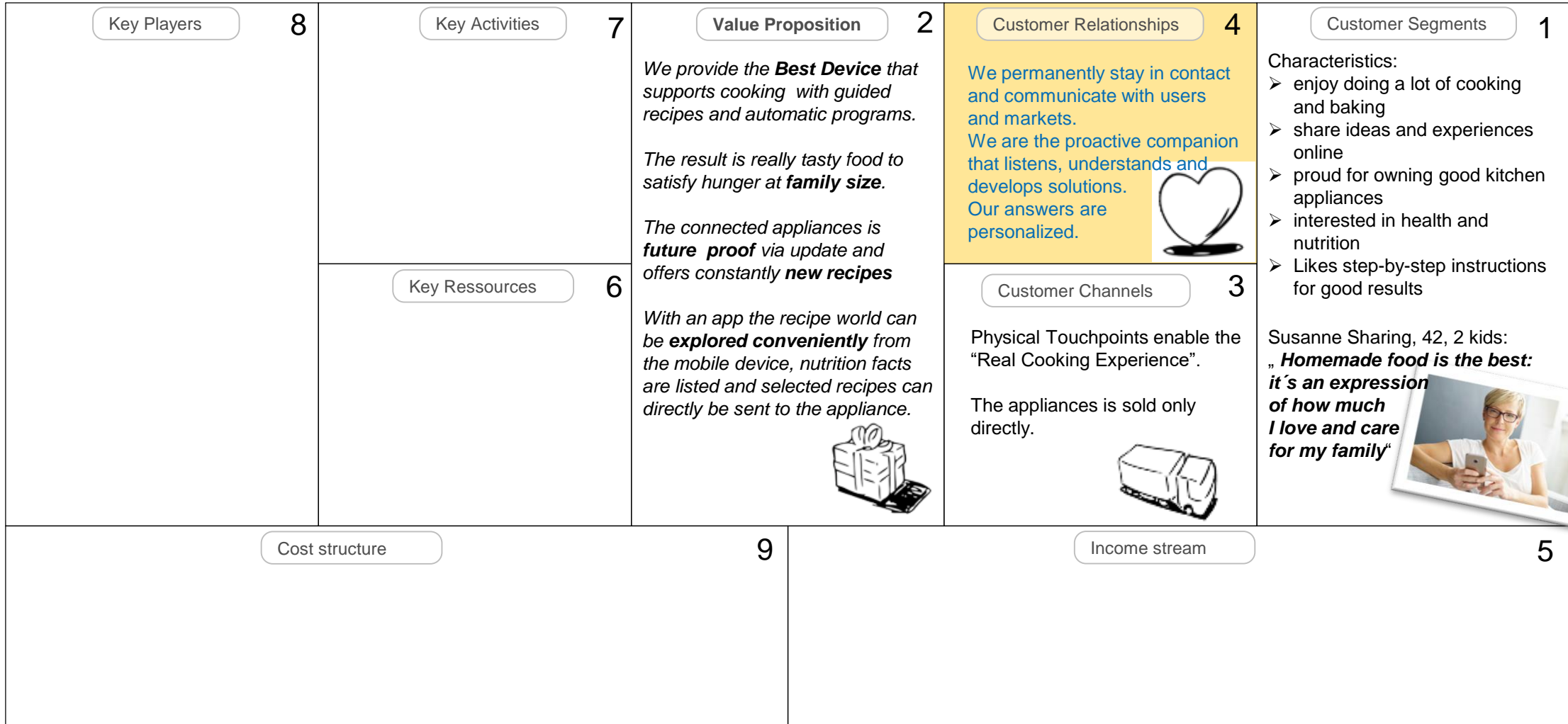


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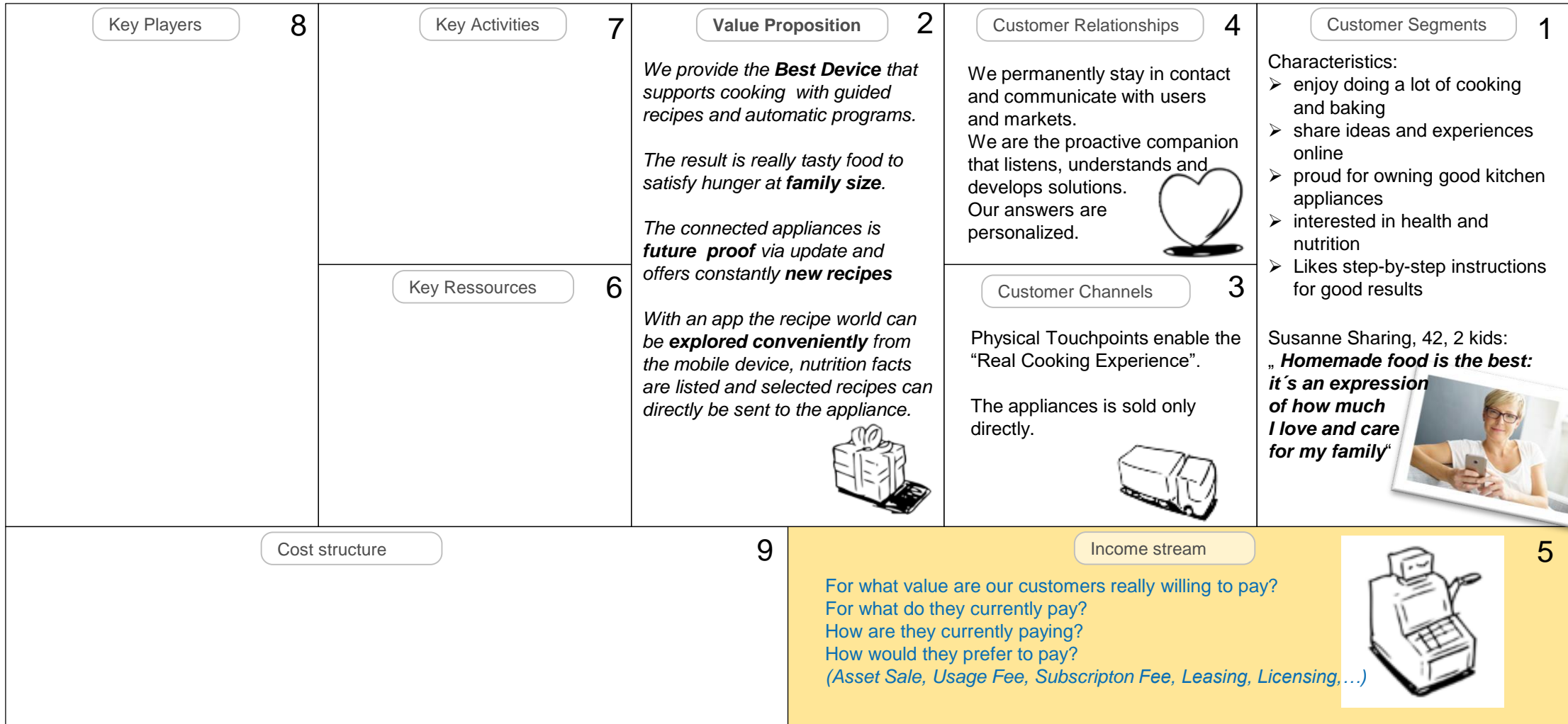
GoTo Mentimeter:

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

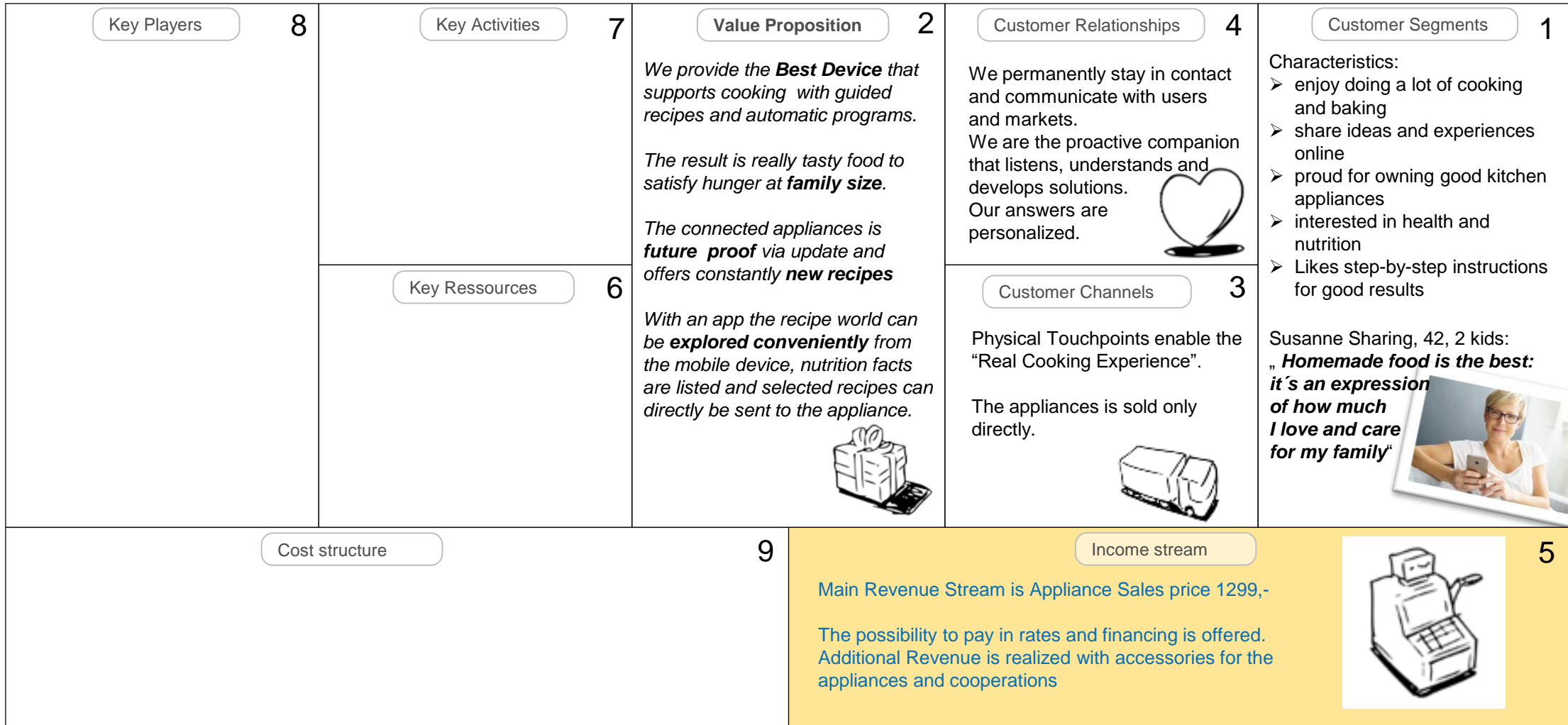
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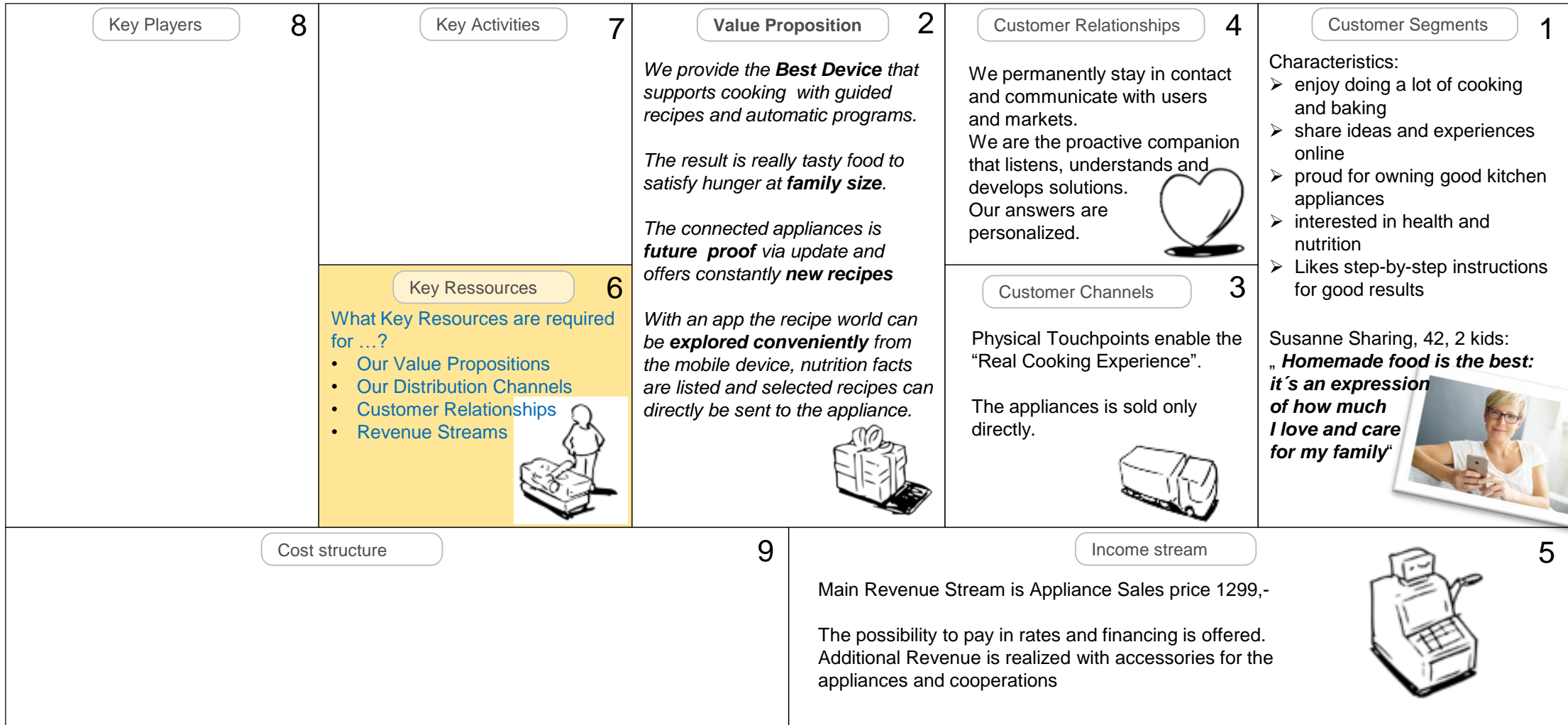
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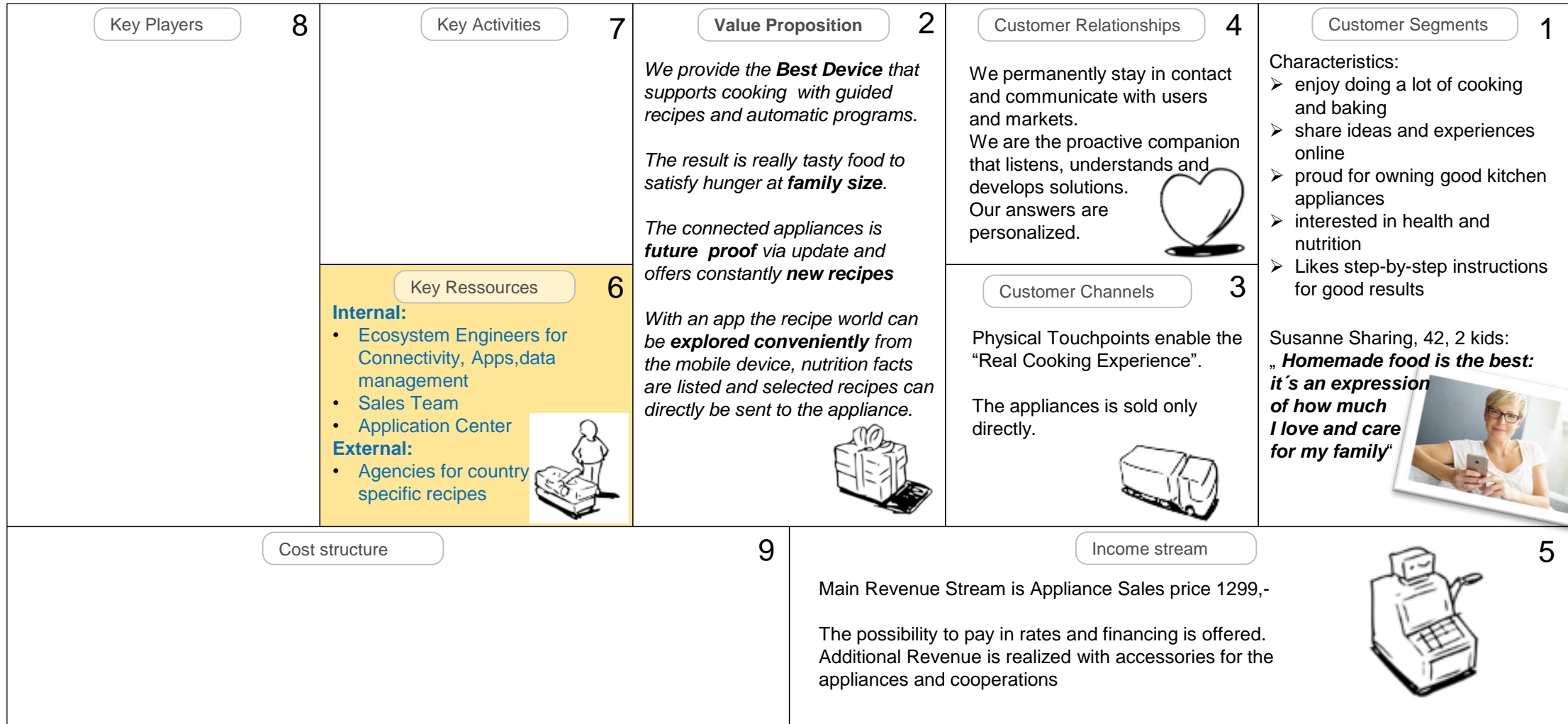
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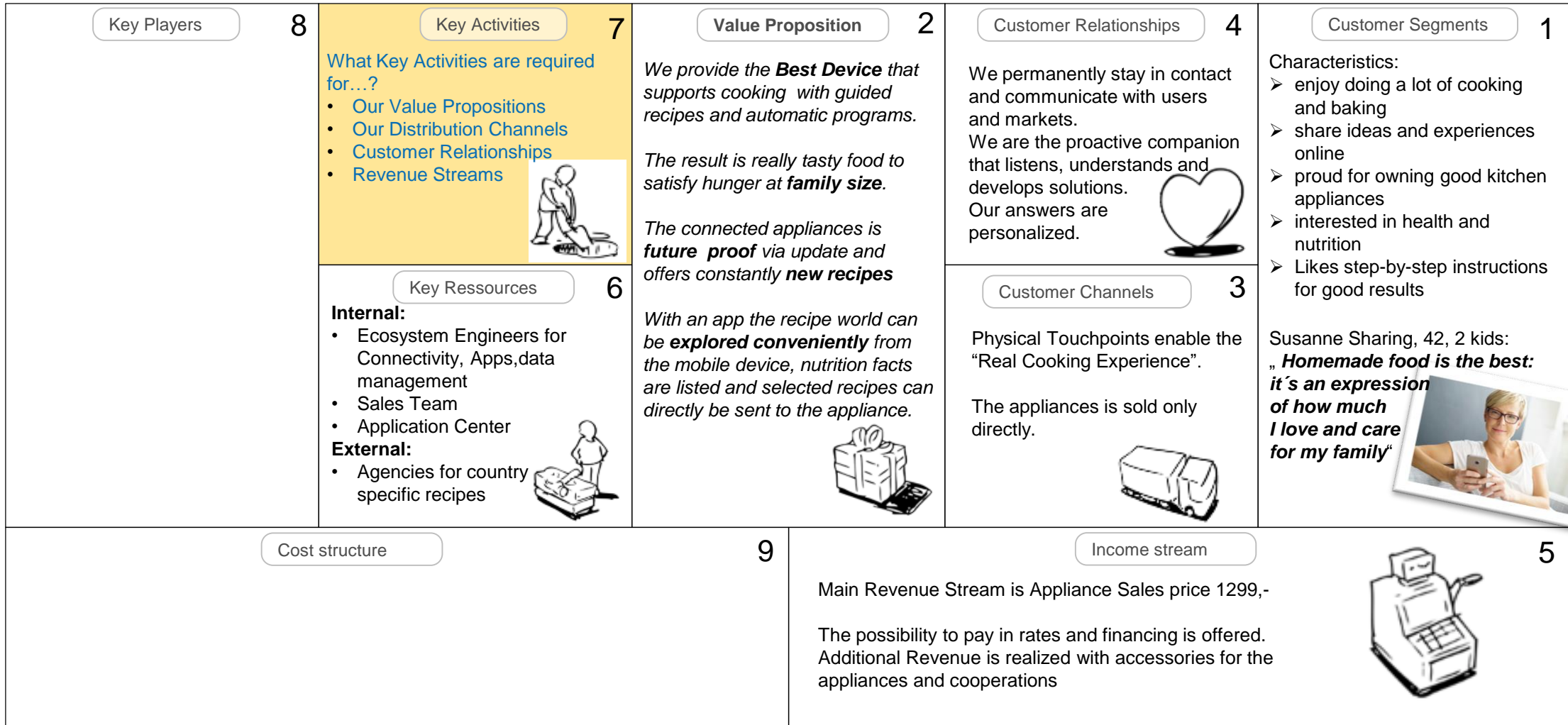
What Key Resources are required for...

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

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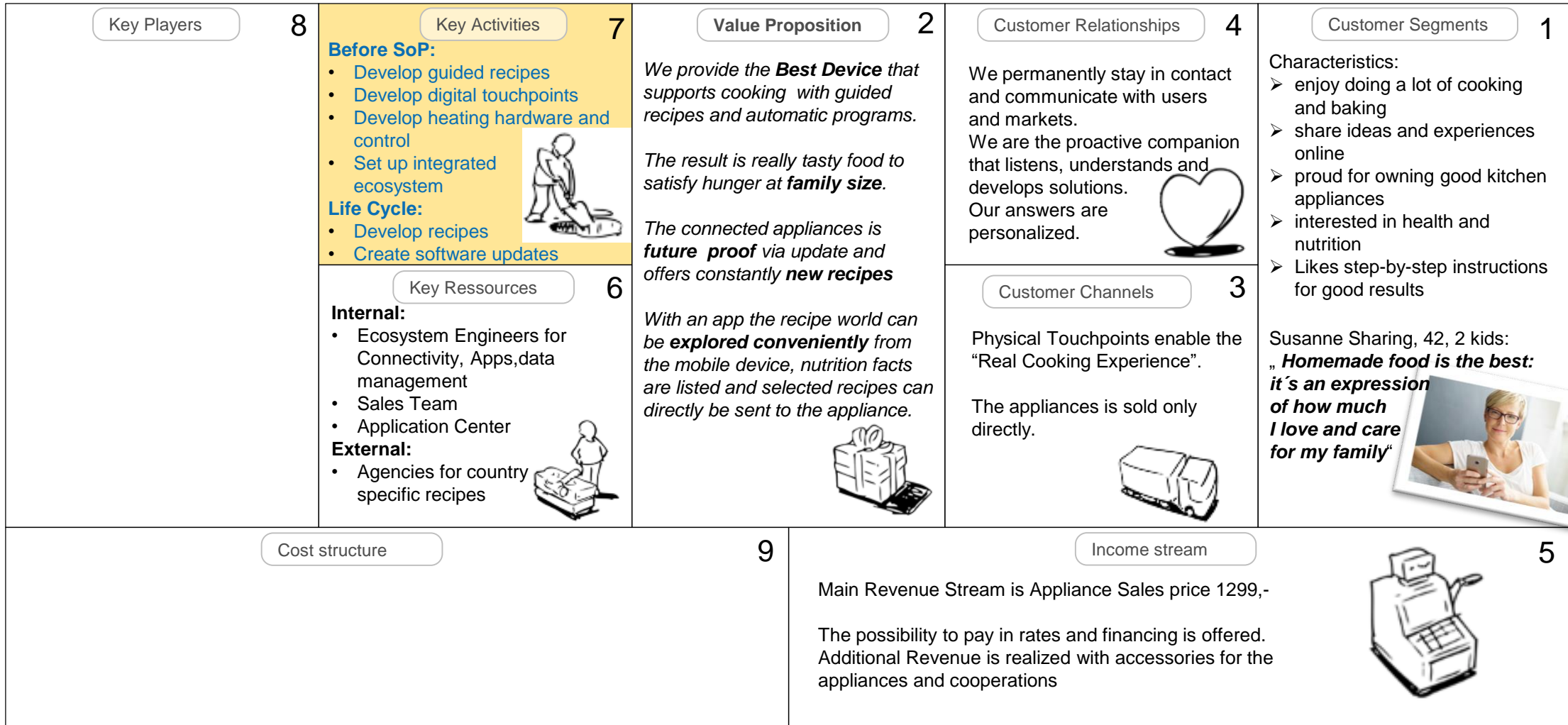
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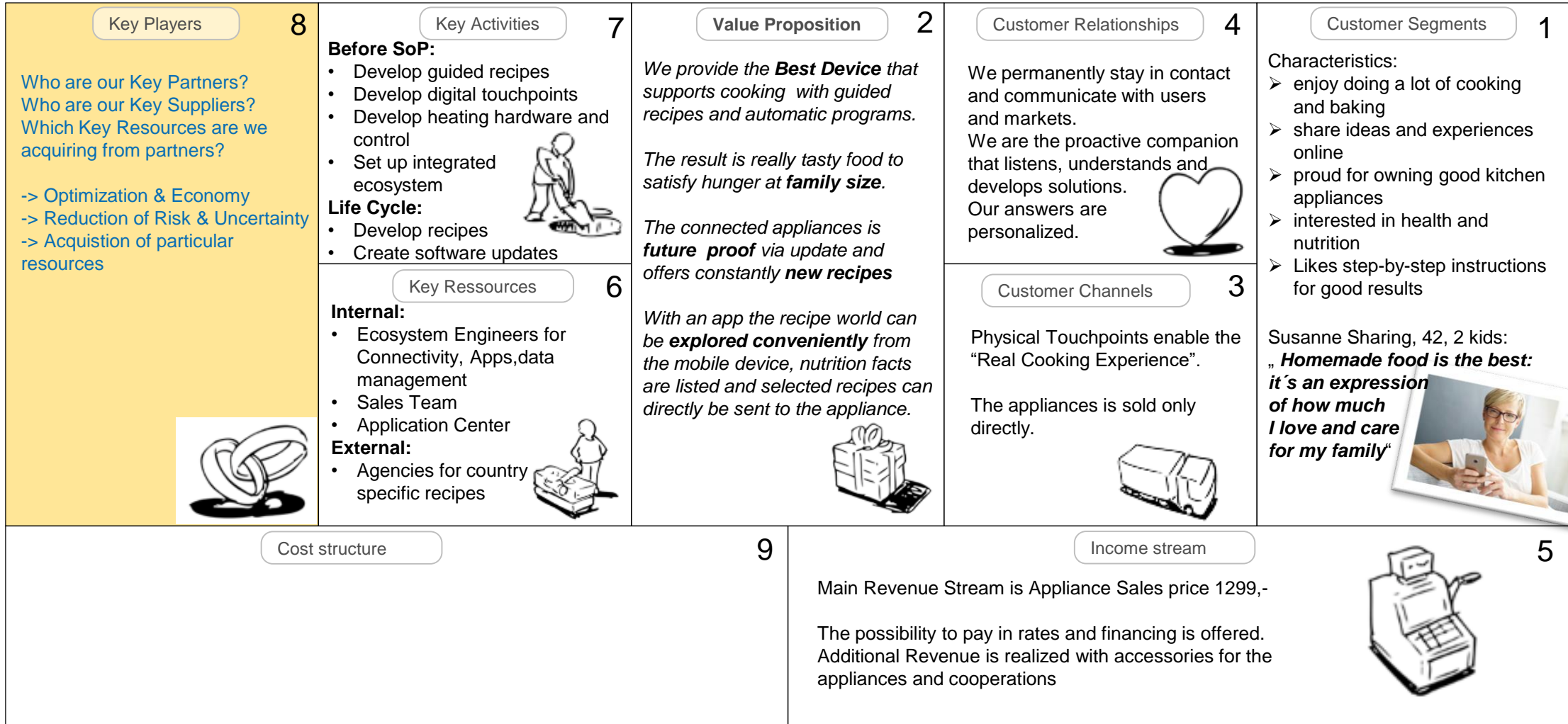
What Key Activities do we require for...

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

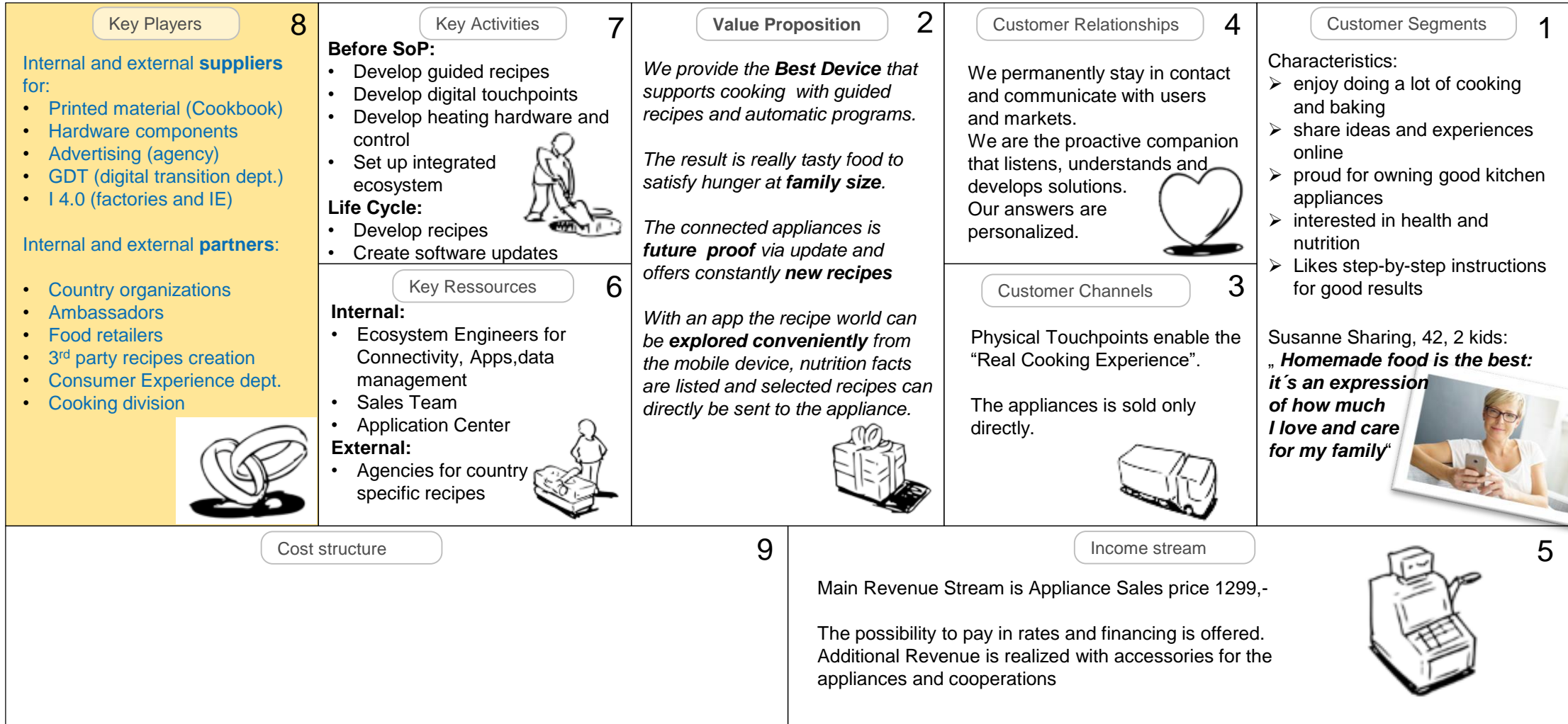
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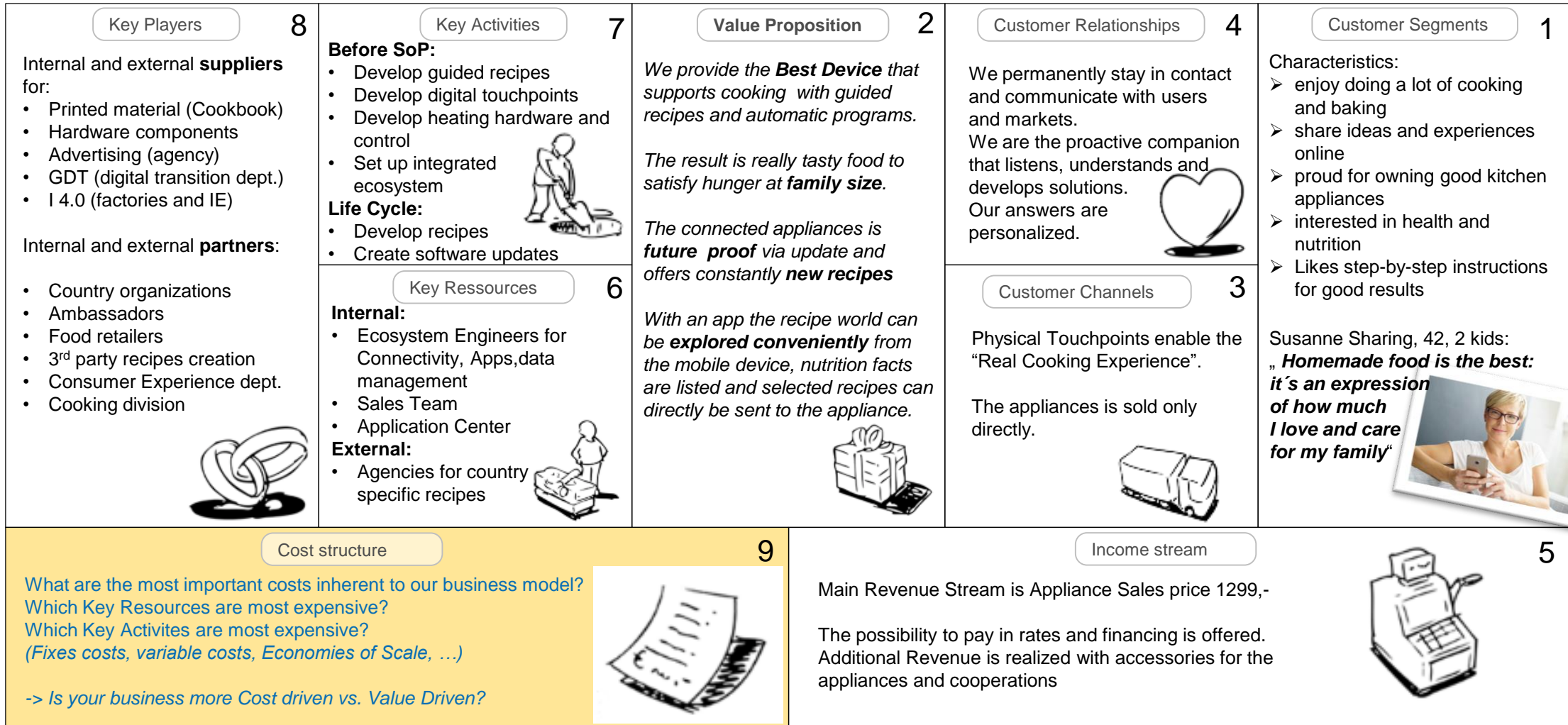
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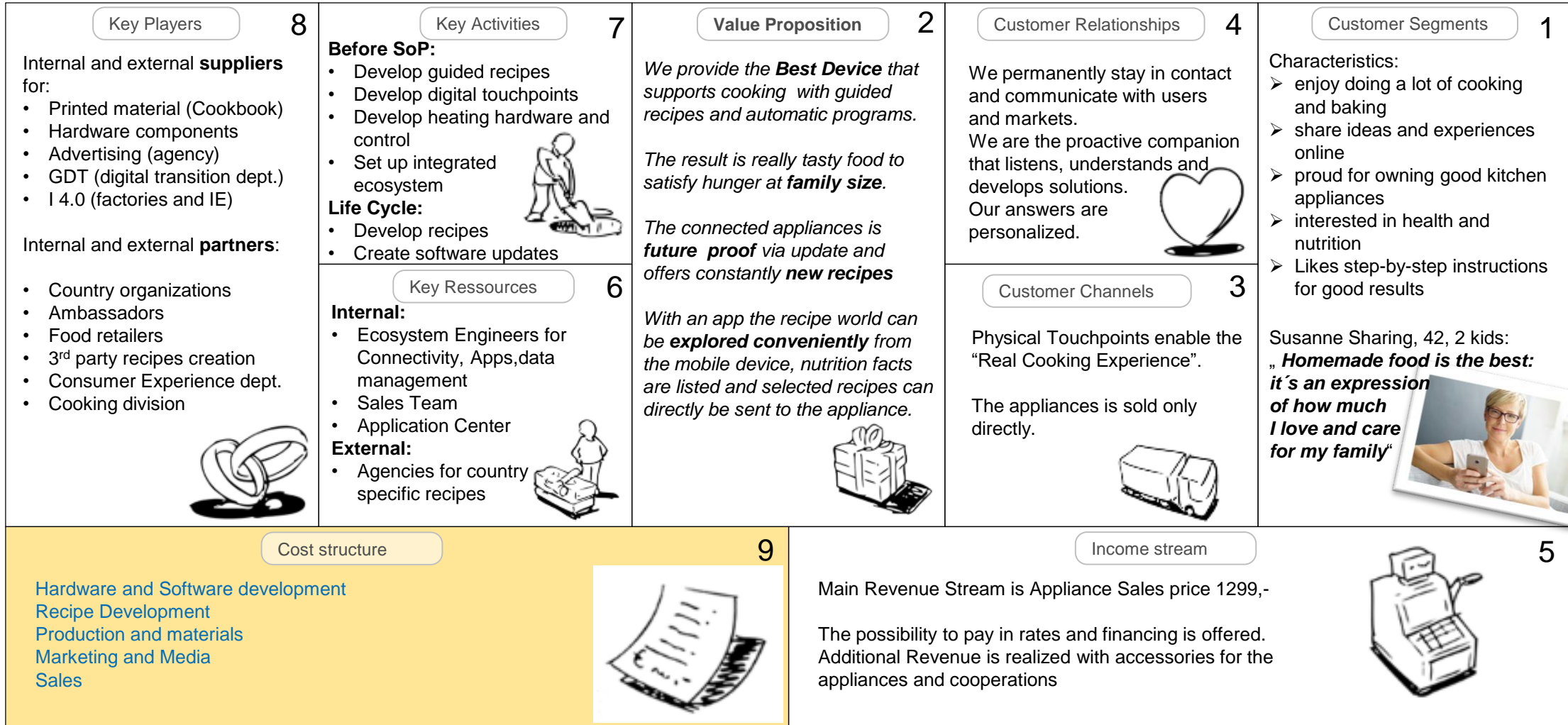
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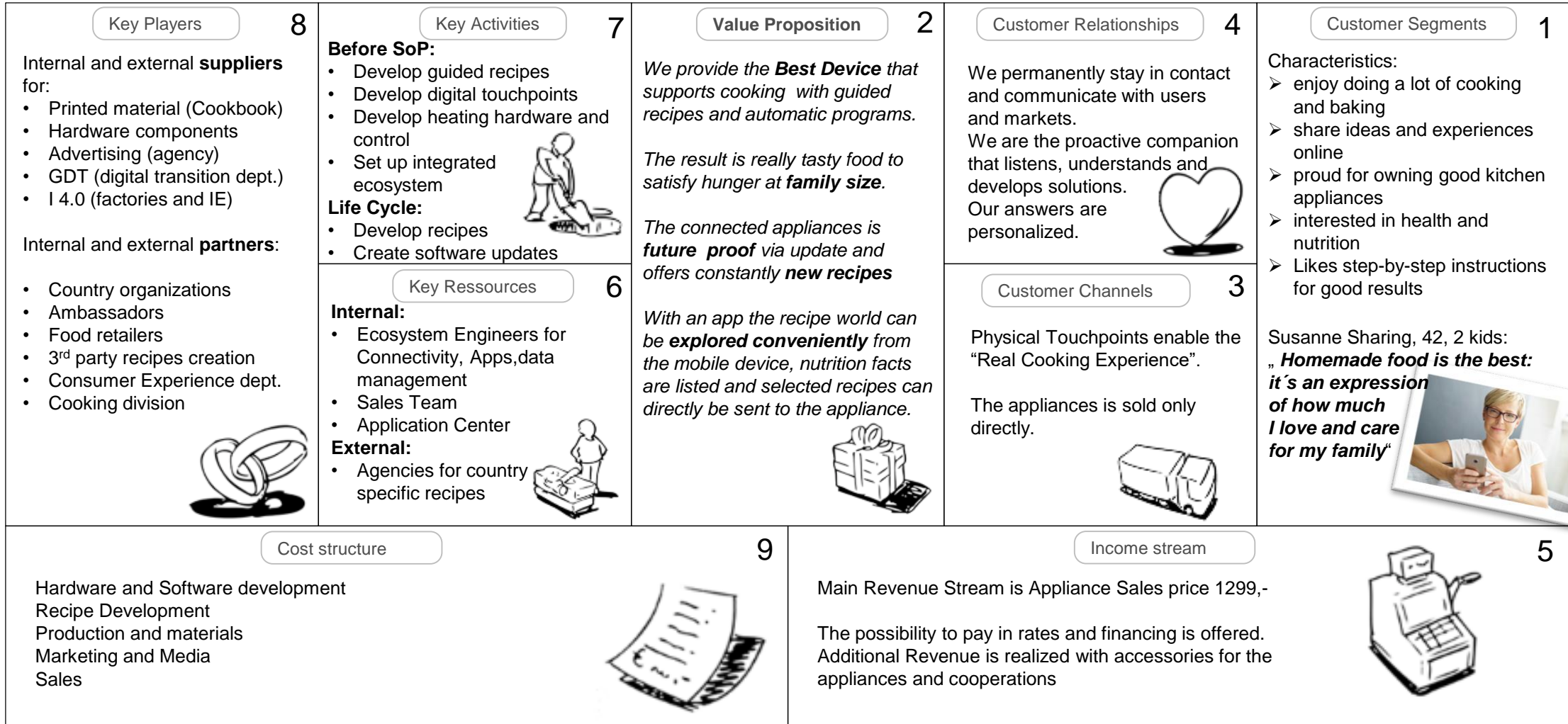
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The Bosch COOKIT is the first real Hardware+ product from BSH

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-to-market concept were created to best fulfill our consumer's expectations.



Bosch Cookit has a unique go-to-market concept

Video



A photograph of a modern glass skyscraper. Large, dark, three-dimensional letters spelling 'B/S/H/V' are mounted on the glass facade. The letters are slightly out of focus, and the background shows reflections of other buildings and the sky. In the lower part of the image, two people can be seen standing on a balcony or walkway.

B/S/H/V

Thank you!