

## Workshop 3a: Business Models for Smart Applications and Systems in the Future Internet

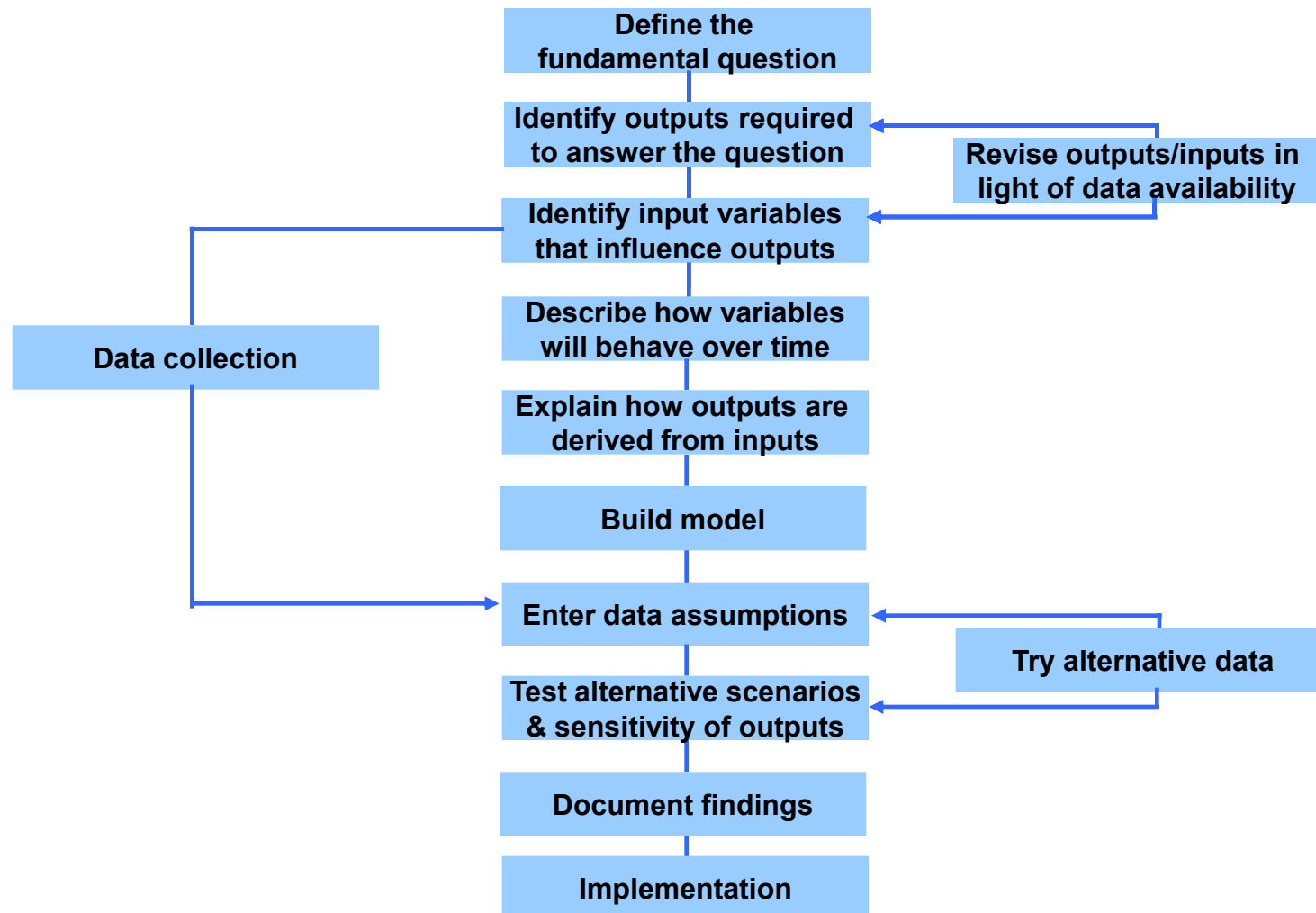
- **Introduction**  
Sergio Gusmeroli, TXT, Italy  
Man-Sze Li, IC Focus, United Kingdom
- **Towards New Business Models in the Energy Sector based on Software-as-a-Service-Utilities and Value-added Services**  
Hannes Suttner, Siemens AG Austria, Austria
- **SaaS-U within a Service and Application Intermediary Business Model in Regional Healthcare**  
Andrew Faughy, Innovation Europe, United Kingdom
- **The Economics of Utility Services in ICT**  
Man-Sze Li, IC Focus, United Kingdom



- Value Models (value proposition)
- Innovation Models (innovation scenarios)
- Business Models
- Financial Models (incl. pricing & licensing)
- Ownership & Governance Models
- Operation & Management Models
- Marketing Strategies
- [Exploitation Models]

- Vision Statement
  - what do you intend to accomplish with X?
- Description of X
  - what is exactly being offered?
- Value Proposition of X
  - what is the opportunity?
  - why is X important?
  - for whom is it important?
  - revenue model (other value model?)
- Marketing Strategy
  - market segment
  - how do you draw customer to X?
- Financial Plan
  - income, expenditures, P&L





Identify key input variables that may have a high impact on business

Describe alternative behaviour patterns for the key inputs

Select a few most “useful” scenarios

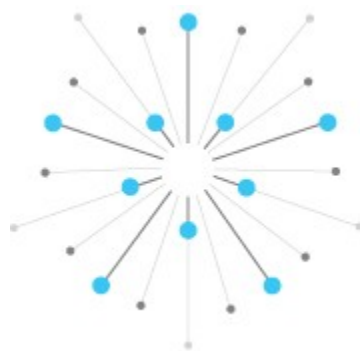
Develop the scenarios  
**identify relationships between the key inputs, critical factors, and outputs**

Develop business strategies accordingly

Note: not all variables is associated with a measurable or even observable model input, e.g. political agenda, “market sentiments”







FUTURE  
INTERNET  
ASSEMBLY  
GHENT

**Part of the Future Internet conference week**

13-17 December 2010

[www.fi-week.eu](http://www.fi-week.eu)

ServiceWave  
**2010**  
CONFERENCE  
13<sup>TH</sup>-15<sup>TH</sup> DECEMBER  
GHENT



**iMinds**  
**2010**  
IBBT-Bell Labs

## Scenarios for FI Business Session Objectives

- To debate the potential and merits (and possible dis-merits) of a wide spectrum of scenarios for the future of businesses on the Internet, in order to help pin-point:
  - The more promising FI technologies for specific businesses
  - How those technologies meet and possibly transform business needs (existing, emerging, blue sky thinking)
  - Paradigms of improvements to existing business as well as radical business transformation
  - Gaps if any between FI priorities and business priorities and expectations and how those gaps may be bridged
- To bring together stakeholders from different backgrounds to engage in a constructive dialogue on establishing complementary approaches between different R&D&I initiatives, thus making them more attractive for business including SMEs participation

***A key focus of the session is on connecting the innovation potential of European SMEs with the thrust and likely impact of FI research***

## Open Call for Contribution Speaking & Publishing Opportunity

- All interested stakeholders are invited to submit scenario descriptions of innovative businesses that leverage the Future Internet opportunity, taking into account the orientation and objective areas of this session. The scenario description should include a perspective of the **future of businesses on the Internet**, which may be generic, sector or application domain dependent. Specific enabling FI technologies for the scenarios need to be clearly identified, with their (potential) application described and where relevant assessed.
- **Deadline: 15 November 2010**
- Notification of acceptance: 22 November 2010

## Further Information

FIA Enterprise Wiki

<http://services.future-internet.eu/index.php/Enterprises>

Session caretakers:

Man-Sze Li, FInES Cluster Co-Chair, IC Focus (Session Responsible); Stefano De Panfilis, Engineering and EFII; Sergio Gusmeroli, TXT; John Kennedy, Intel; Jean-Dominique Meunier, Technicolor; Julián Seseña, ROSE Vision