

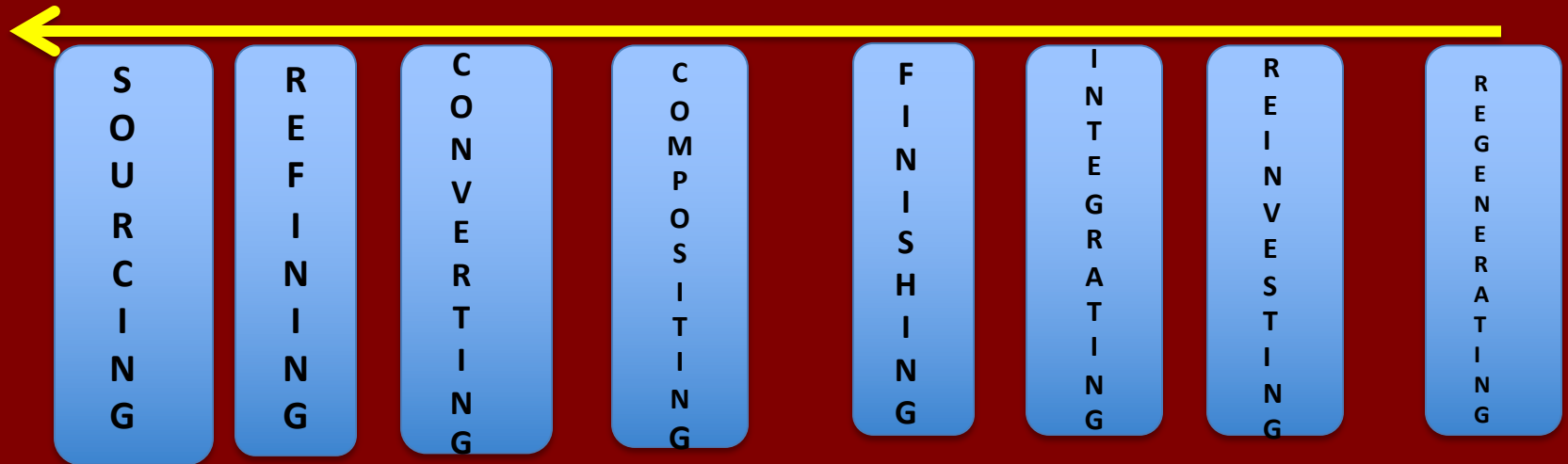
Building Business Models and Offerings

based on

Phases of Value-Adding

In conversation....

Where are you Working with Your Offering? What does that suggest about where MEET them?



Phases of Value-Adding

We want differing amounts of work done for us:

- Some want others to figure it out for us
- Some of us want to figure it out for ourselves
- And everything in between

And we have to pay accordingly!

Phases of Value-Adding: Sourcing

- We want to do our own discovery:
 - **“Show me every-thing” option**
 - Amazon
 - Google
 - Warehouses

Key value: Access, sophisticated self-sorting

Offering: ingredients, originating items

Phases of Value-Adding: Refining

- We want them to do some sorting:
 - **“Show me the best fit” option**
 - MLM
 - Licensing- Future of Clothing
 - Subscription- Pandora

Key value: Choosing, eliminating non-essential, innovation
Offering: recommendation, remove contamination or distraction, curated content, stuff or experiences,

Phases of Value- Adding: Converting

- We want some Pre-Preparation/ready to construct
 "Show me the coordinated set" option
 - Retail- mix and match sets
 - Kits with options
 - Contract manufacturer (unbranded)
 - Intel- keystone, foundational root, cornerstone
 - Spotify

Key value: closed, unique situation match, credibility
Offering: perfected component, packaged options

Phases of Value-Adding: Composting

- We want some ready to use:
 - **“Give it to me assembled” option**
 - Boutique
 - Franchise
 - Membership in club
 - Gillette- Razor with blades

Key value: working ready, vetted, encompassing
Offering: decisions made, services for use

How it Works

Each one includes Phase before, but adds additional value TO LIFE OF CONSUMER

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Phases of Value-Adding

- We want some Finishing:
 - **“Put a bow on it” option**
 - Delivery/ special delivery- UPS, FEDEX
 - Protection/insurance
 - Options as add-ons
 - Full Service
 - Systems (Apple with iTunes, iPod, etc.)

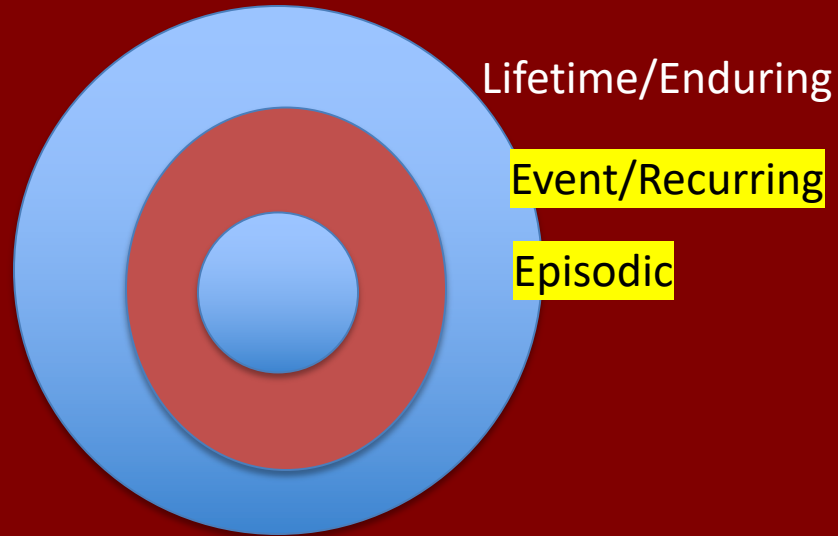
Key value: uninterrupted life. Presentation & protection
Offering: customization, training added on, distribution

Phases of Value-Adding: Integrated

- We want everything seamless:
 - **“Don’t explain! Just do it.” option**
 - Apps that build on platform/plugin (SalesForce.com)
 - Virtual or other Assistant/ live-in services (Elancé)
 - eLife home

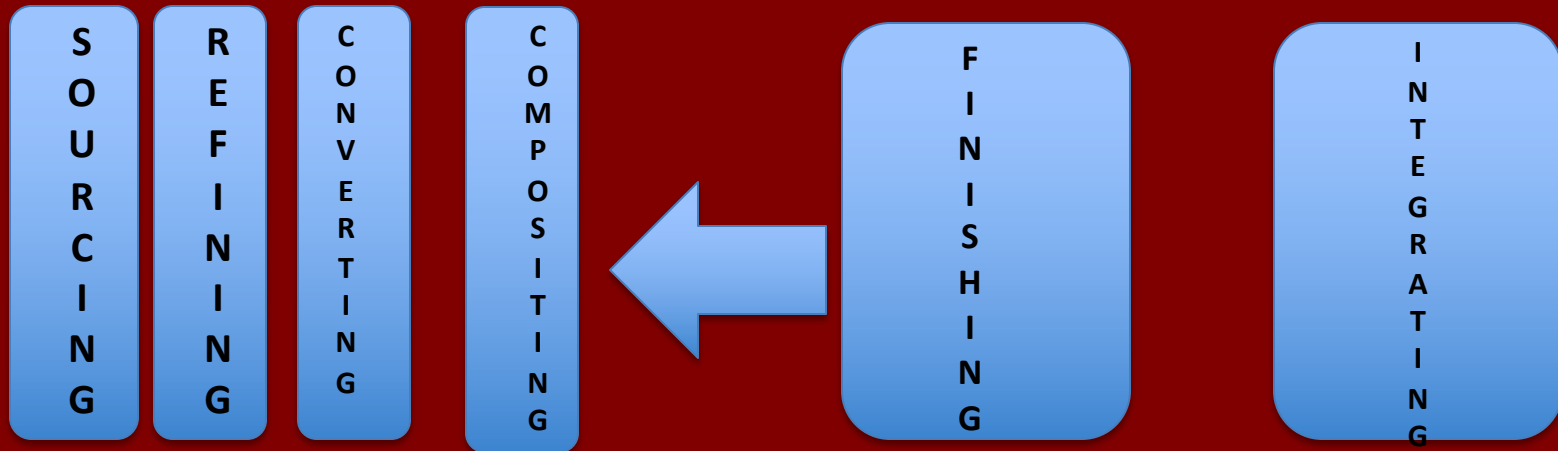
Key value: invisible functioning, adapts to you,
Offering: bespoke innovation & problem solving, user
ignorance

Timing



How it Works

Each one includes Phase before, but adds additional value TO LIFE OF CONSUMER



Phases of Value-Adding: Reinvesting

- We want some Reinvestment:
 - **“How can it up-value overtime.” option**
 - Frequent Traveler: Loyalty programs (most backfire)
 - 7th Gen. Take responsible for full lifecycle, transparency
 - Yerdle, Loan/share/recycle
 - Tom’s shoes

Key value: wealth building for all Life, commitment
Offering: prevent waste, compounding value

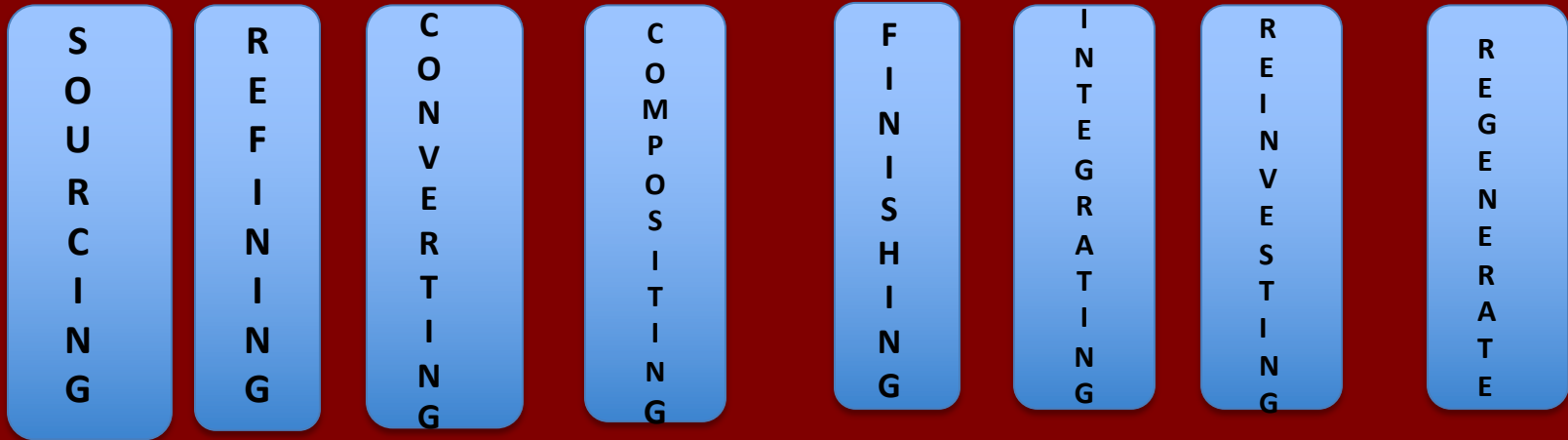
Phases of Value-Adding

- We want some Regeneration:
 - **“Let me be embedded” option**
 - All new versions included from R&D
 - Regeneration
 - CSI

Key value: caring, increase health of all systems
Offering: essence understanding, evolution

How it Works

Each one includes Phase before, but adds additional value TO LIFE OF Stakeholders



In conversation....

Where are you entering? How cover the phases before?
What happen if push downstream one more phase?
Think through earnings, margins, cashflow!

