The Value Management Platform

VDMbee

For Reporting 3.0 lustrum conference, June 2018
• **Approach** to discover **business ideas**, rationalize **strategy** and analyze **scenarios** for successful **business models**

❖ Delivers Business blueprints & dashboard for future direction

❖ To support managerial decisions

❖ Following a data-driven, continuous, closed-loop approach

❖ Empowered by standard business / value meta-model

❖ **Digitized**  » **Value Management Platform (VMP)**
Continuous Business Model Planning

Control
Define
Improve
Prototype
Discover
Measure
Analyze

Improve business & customer value
Using an integrated set of tools

**Discover**
- Business Eco Map
- Business Canvas
- Value Stream Map
- Strategy Map

**Prototype**
- Ecosystem of BMs

**Adopt**
- Dashboard

What-if Scenarios

**Model Data repository**
(Standard meta-model)

- Discover
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- Capability Map

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What-if Scenarios

**Model Data repository**
(Standard meta-model)
Motivation for participation in R3 (New Business Models)

• R3 provides **unique “platform”** for sustainability movement

• R3 catalyzes **synergy** between knowledge, tools, advocacy and early adoption that matters for sustainability

• **Natural fit** between R3 blueprints and VDMbee’s approach and VMP.
  - Integral BM process
  - Integral BM characteristics
  - Measurement focus (data !)

• Participation in R3 provides **unique opportunity** to further leverage synergies
  - Integration with *Multicapital Scorecard* (... in progress ...)
  - Integration with *Flourishing Business Canvas*
Opportunity to integrate with MCS and Flourishing BC

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**What-if Scenarios**

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