New Business Models Blueprint - Workshop on Implementation

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Integral Business Models

Differentiators

- Interlink Four Scopes (Nano / Micro / Meso / Macro Levels) Clearly
- Develop Integral Leadership (Nano Level)
- Apply Context-Based Mcapital Performance Metrics (Micro Level)
- Catalyze New Level Playing Fields in Industrial Sectors / Investor Portfolios / Bioregional Habitats (Meso Level)
- Advocate for Economic, Societal, and Ecological Systems Change (Macro Level)
General Characteristics of Integral Business Models

Integral Business Models

- General Characteristics
  - Synergistic
  - Contextualized
  - Thriveable
  - Purposeful
  - Leadership-driven
  - Scalable
  - Multicapitalist

Four Scale (Nano/Micro/Meso/Macro)

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Preamble:

1. This template refers to Integral Business Model Design. The term integral is explained in the template through eight general characteristics. This is the starting point and the end point of this work template.

2. The process workflow of designing a business model based on an ‘integral’ approach is furthermore following known categorizations of phases like ideation, prototyping, go-to-market, evaluation (improving & adapting).

3. Other tools like the ones in the template can be used in parallel if the organization feels more comfortable with it. Reporting 3.0 however refers to tools that it has developed in its set of blueprints, and by that also showcasing how they are of specific value for the creation of an integral business model.

4. The different phases are first explained in more depth in the left columns of the template, and then a set of hands-on statements is trying to find out the level of existing readiness to design an ideal ‘integral’ business model.

5. So far we haven’t seen ‘integral business models’ yet. That is not a surprise as this Blueprint and its template offers an innovation, not yet explored in the literature, but necessary if we design our future economic system and related business models in an integral way.

6. The outcome of the use of this template can be understood as a gap analysis. The scoring is an attempt to show how far you are away or close to be, ‘able’ to transition towards our understanding of an ‘integral business model’. A low score should not be seen as a disappointment, but as a point for improvement towards future-readiness of a business model.

7. All steps in the journey towards that ‘ideal’ situation can be supported by the whole set of Reporting 3.0 Blueprints, depending on how you design your process to come closer.

8. Most of all, feel inspired, not frustrated. You are on to something ‘grand’, and it should sparkle ideas on next steps to take.

### Integral Business Model Assessment Template

<table>
<thead>
<tr>
<th>Phase</th>
<th>IBM Focus</th>
<th>Flowchart Assessment Area</th>
<th>Explanation</th>
<th>Self-Assessment</th>
</tr>
</thead>
<tbody>
<tr>
<td>IBM FRAMING</td>
<td>Integral Business Model (IBM) differentiates itself through a design that integrates all mutually reinforcing general characteristics:</td>
<td>As Integral Business Model (IBM) differs...</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>✔️ Poor Scale (Firm/Micro/Meso/Macro)</td>
<td>✔️ Contextualized</td>
<td>✔️ Purposeful</td>
<td>✔️ Scalable</td>
<td>✔️ Multicapitalist</td>
</tr>
<tr>
<td>✔️ These elements partially overlap and describe a mind-set in which missing one of these elements means not being fully integral please refer to the BP for further exploration of the 9 key characteristics. Thinking sets a frame for all tools, discussions and decisions that the organization will have to make.</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

- The organization defines its business model impacts on the supply and demand side of its value cycle in a circular flow and that impacts can happen on micro level (organizational level), meso level (industry, industry supply portfolio), and also dependent on macro-economic system framing. This frames an attitude of ambition of connectedness and clear communication to “do good” with impact on all three levels.

- The organization has clear control over how and related ambition to show how sustainable, reproducing and thriving it is.

- Gives the first two general characteristics the organization has a clear ground that is understood throughout the organization.

- The organization understands that while it is creating a business model that needs to survive in current economic system conditions it would thrive better under ideal economic system conditions. The level of awareness of the adaptability of its business model (from now to then) is therefore always in focus and aims at scaling up positive impact.

- It is conscious in its use of different forms of capital, including natural capital, human capital, social capital, manufactured capital, intellectual capital, etc., in an attempt to learn what its total contribution is.

- It is clear with clear purpose and direction by leaders that aim high and are aware of the totality of the eight general characteristics.

- Thrivability-focused means that there is an understanding of the shortcomings of sustainability as operationalized in most companies and that there is more to do than doing less harm. It addresses the need to investigate a climate that allows transformation and support of the leadership to close the sustainability content gap.

- It makes the most use possible of synergy with other organizations, meaning that thinking often takes place in newness, transmutations, and co- - more conventional - circular/share/collaborative business settings with a clear sphere of impact that should be achieved.

TIP: Design a mission and vision statement that sets the tone of wanting to be an “integral business”. It is a reference point for everything that you will design, like a boat friend reminding you of what is at stake.
Integral Business Models Case Examples

VDMbee
ReBlend

circular fabrics & fashion
Integral Business Models Case Examples