



*presents*

# Crowd-sourced Business Modeling

*"Innovation is a social process. And [it] can only happen when people do that simple, profound thing – connect to share problems, opportunities and learning. To put it another way, anyone can innovate, but practically no one can innovate alone".*

*Alan Lafley*

**P&G**



# Collaboration accelerates innovation

bluenove  
opening innovation.



81%  
Employees

70%  
Clients



70%  
Universities

62%  
Partners & Suppliers



54%  
Local Authorities

32%  
Startups & SMEs



30%  
Research Labs

17%  
Multinationals



Analysis

Ideation

Planning

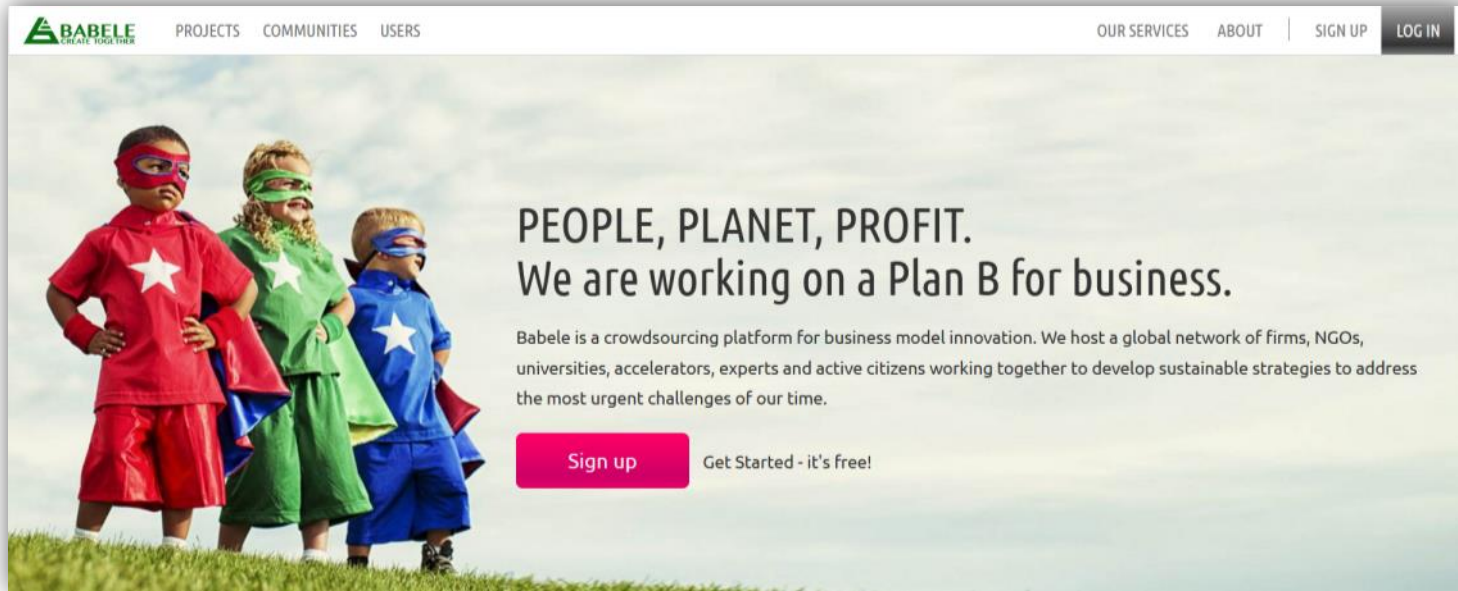
Implementation



# What is Babele?

Online accelerator  
for social change

- Engage stakeholders in sustainable development
- Foster peer-learning & sharing of best practices
- Co-create solution to the challenges of our time



The screenshot shows the Babele website homepage. At the top left is the Babele logo with the tagline 'CREATE TOGETHER'. To its right are navigation links for 'PROJECTS', 'COMMUNITIES', and 'USERS'. On the far right of the top bar are links for 'OUR SERVICES', 'ABOUT', 'SIGN UP', and 'LOG IN'. The main content area features a background image of three children in red, green, and blue superhero costumes standing on a grassy hill. To the right of the image, the text reads: 'PEOPLE, PLANET, PROFIT. We are working on a Plan B for business.' Below this is a paragraph: 'Babele is a crowdsourcing platform for business model innovation. We host a global network of firms, NGOs, universities, accelerators, experts and active citizens working together to develop sustainable strategies to address the most urgent challenges of our time.' At the bottom, there is a pink 'Sign up' button and the text 'Get Started - it's free!'.

**PEOPLE, PLANET, PROFIT.**  
We are working on a Plan B for business.

Babele is a crowdsourcing platform for business model innovation. We host a global network of firms, NGOs, universities, accelerators, experts and active citizens working together to develop sustainable strategies to address the most urgent challenges of our time.

[Sign up](#) Get Started - it's free!



# LEAN VALIDATION

# CROWD-SOURCING

<p><b>Key Resources</b></p>  <p><i>What resources will you need to run your activities? People, finance, access?</i></p>	<p><b>Key Activities</b></p>   <p><i>What programme and non-programme activities will your organisation be carrying out?</i></p>	<p><b>Type of Intervention</b></p>  <p><i>What is the format of your intervention? Is it a workshop? A service? A product?</i></p>	<p><b>Segments</b></p>  <p><b>Beneficiary</b></p> <p><b>Customer</b></p>  <p><i>Who are the people or organisations who will pay to address this issue?</i></p>	<p><b>Value Proposition</b></p>  <p><b>Social Value Proposition</b></p> <p><b>Impact Measures</b></p>  <p><i>How will you show that you are creating social impact?</i></p> <p><b>Customer Value Proposition</b></p> <p><i>What do your customers want to get out of this initiative?</i></p>
<p><b>Partners + Key Stakeholders</b></p>  <p><i>Who are the essential groups you will need to involve to deliver your programme? Do you need special access or permissions?</i></p>	<p><b>Channels</b></p>  <p><i>How are you reaching your beneficiaries and customers?</i></p>	<p><b>Surplus</b></p>  <p><i>Where do you plan to invest your profits?</i></p>	<p><b>Revenue</b></p>  <p><i>Break down your revenue sources by %</i></p>	<p><b>Cost Structure</b></p>  <p><i>What are your biggest expenditure areas? How do they change as you scale up?</i></p>

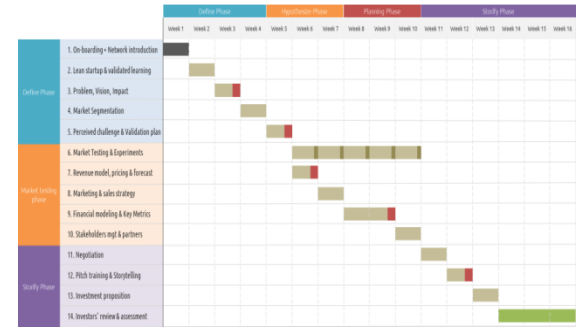
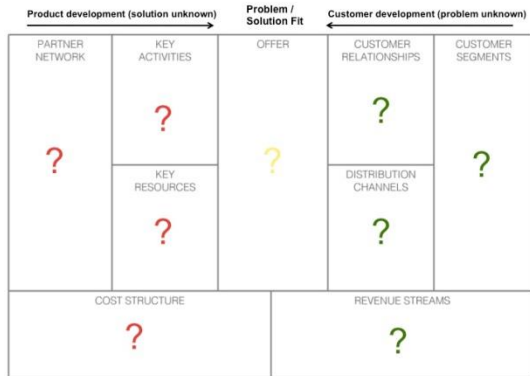


# How to crowd-source a strategy?

## 1. IDENTIFY MODULES

## 2. MAP STAKEHOLDERS

## 3. MAKE A PLAN



What needs to be validated?

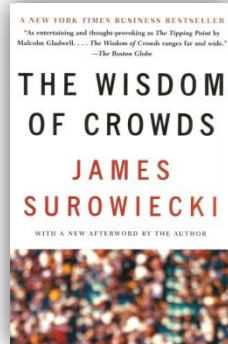
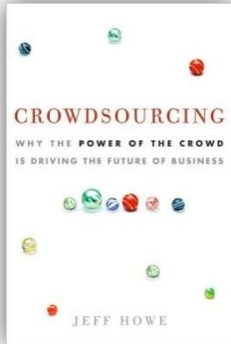
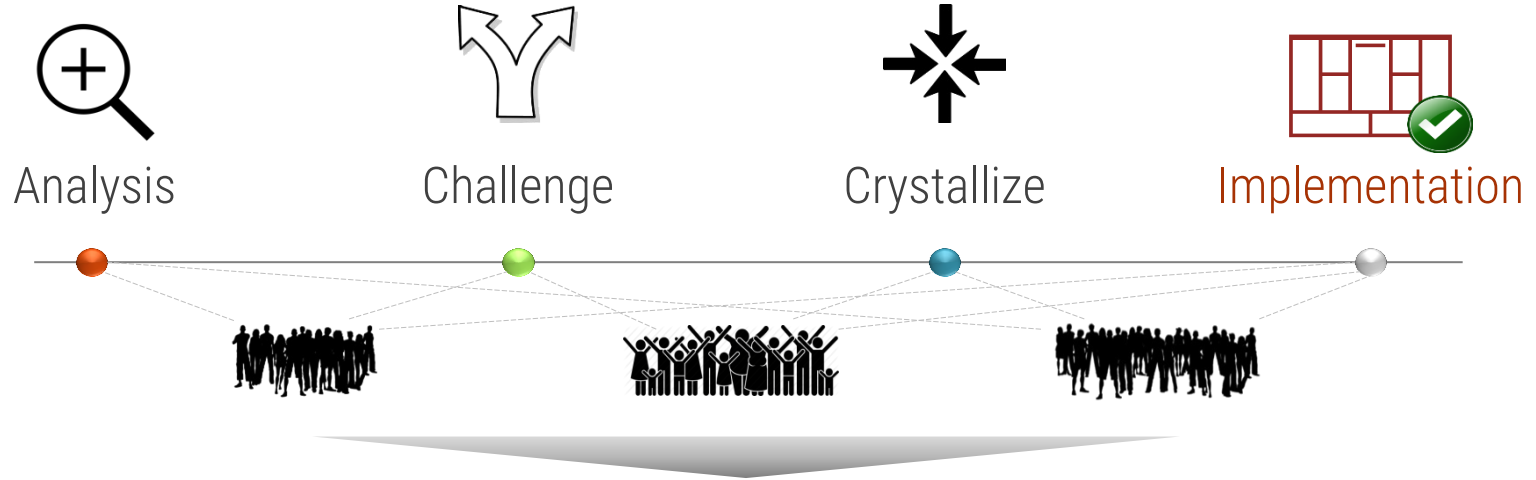
Who should be involved?

How do we get organized?

► Communication must be cristal clear, to make sure everyone is on the same page!

**EXAMPLE**

# Diverge & converge



Users are more and more interconnected



Exchanging knowledge has never been easier



We can help solve each-other problems



# After the Hackaton

---



**OPPORTUNITY  
FOR 2 TEAMS  
FOR A 8 WEEKS  
Crowd-Sourcing  
PROGRAM.**

# THANK YOU



“Innovation is not about solo genius,  
it’s about collective genius.”

Linda Hill – Harvard Professor

[www.babele.co](http://www.babele.co)

[facebook.com/babele.co](https://facebook.com/babele.co) | [twitter.com/babele\\_co](https://twitter.com/babele_co)

Babele create together Srl – Dorneasca, 11 - Bucharest