

# INNOVATIVE VALUE MODELS FOR CLUSTER ORGANIZATIONS

Workshop

Firenze – June 5<sup>th</sup> & 6<sup>th</sup>

**SMART  
CITY  
TECH**



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## Value Models for Clusters

### Why value models for cluster organizations?

- Cluster organizations are orchestrating the development of regional clusters by helping stakeholders to collaborate
- Cluster organizations have a multi sided value model as they deliver simultaneously value to companies, academia and governments.
- As for companies, cluster organizations need a strong value model to become sustainable and to deliver services to its customers.
- As companies, cluster organizations struggle to find the right value model.

### Objectives of the workshop

- Collaboratively develop novel value models with fellow EU cluster organizations
- Share expertise on the regional role of cluster organizations
- Share thoughts on intra and extra Europe cluster collaboration



## Program of the workshop

The workshop aims at co-creating concrete and innovative value models for cluster organizations. Through interaction with your fellow cluster organizations and guided by experienced 'value model' coaches you will design value models which you can start implementing once you are back home.

- Day 1 – June 4<sup>th</sup> – Welcome Dinner – Get acquainted with great Italian food (optional)
- Day 2 – June 5<sup>th</sup> – A value proposition for cluster organizations
  - Workshop 10.00 – 13.00
    - Get acquainted with your stakeholders
    - Draft an empathy map and customer journey
  - Lunch Break 13.00 – 14.00
  - Workshop 14.00 – 18.00
    - Learn about their needs and develop services which can relief their pains and create gains for them
    - Evaluate FIT
  - Evening Dinner – Search for inspiration with Italian food
- Day 3 – June 6<sup>th</sup> – From value proposition to value model
  - Workshop 9.00 – 12.30
    - Key note speeches
    - Zoom in into the components of a good value model
    - Build a first draft of your value model based on the value proposition
  - Lunch Break 12.30 – 13.30
  - Workshop 13.30 – 17.00
    - Let your fellow cluster experts challenge your model and improve
    - Plan for implementation
  - Farewell and plan for next edition in NY (2019): 17.00 – 17.30
  - Evening Dinner Business Model Conference (optional)

This workshop will be organized back to back to the Business Model conference which mobilizes key academic experts. Those experts will participate to the workshop and will inspire you with their expertise. More information on the Business Model Conference can be found online:

[www.businessmodelconference.com](http://www.businessmodelconference.com)



## Workshop details

### Venue

School of Economics and Management at University of Florence  
Social Science Campus (Building D6)  
via delle Pandette 32  
50127, FLORENCE



### Participation Fee:

400 € (ex. VAT if applicable)

This price includes:

- Workshop material
- Coaching by business model experts
- Inspiration from academic experts
- Insight from fellow cluster organizations
- 1 networking dinner
- Lunches during the workshop

The price excludes:

- Travel & accommodation
- Dinner on Tuesday 4<sup>th</sup> and Wednesday 6<sup>th</sup> are optional (60 Euro/Dinner)

### Registration:

Please use the next link for the registration: [bms.easysignup.com/5/](https://bms.easysignup.com/5/)



## SmartCityTech

Urban areas are melting pots of new opportunities. It are places where people meet, live, work and enjoy their spare time . It's an area where a known past will meet up with an unknown future.

People are eager to adopt services and products which make their life, work, spare time more enjoyable, more efficient. They are eager to adopt products and services which make them more resilient to future.

Digital solutions can enable those products and services but cooperation between policy makers, citizens, technology experts and other stakeholders is required to realize new solutions for citizens in urban areas.

Facilitation is needed to bring experts from different disciplines and different regions together and to make them cooperate on digitally enabled products and services for urban areas.

### **Mission**

The Smart City Tech partnership has as mission to increase competitiveness of EU companies by supporting the development of digitally enabled solutions for resilient urban areas through the implementation of a joint cooperation agenda.

### **Cooperation Agenda**

- Building a vibrant and global ecosystem of companies, policy makers, academia, investors and citizens ready to engage for joint projects.
- Developing a joint vision on digital solutions for urban areas which will lead to concentrating available resources on those activities which can create the most impact for urban areas.
- Developing global innovation capacities which allows for efficient development of new digital solutions for urban areas.
- Stimulating active collaboration between stakeholders on concrete projects leading to added value for all ecosystem stakeholders involved.
- Mobilizing funding, either public or private money, as key resource to drive SmartCityTech projects forward.
- Going beyond Europe and collaborate on opportunities on other continents.



## SmartCityTech partners and contact



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