



**HOW ONLINE TOOL VENTURELY.IO STIMULATED OUTREACH, TEACHING, AND RESEARCH ON SUSTAINABLE BUSINESS MODELS**

# Smart City Innovation Lab

## Vision

- Drive the transition to **sustainable cities through smart business models**

## Founded

- In **2016** by **René Bohnsack** (Professor of Strategy and Innovation)

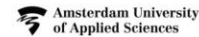
## Team

- **6 FTE** (1 PhDs, 1 Project manager, 1 Programmer, 2 RAs)

## Partner

- **40 +** European corporate partners

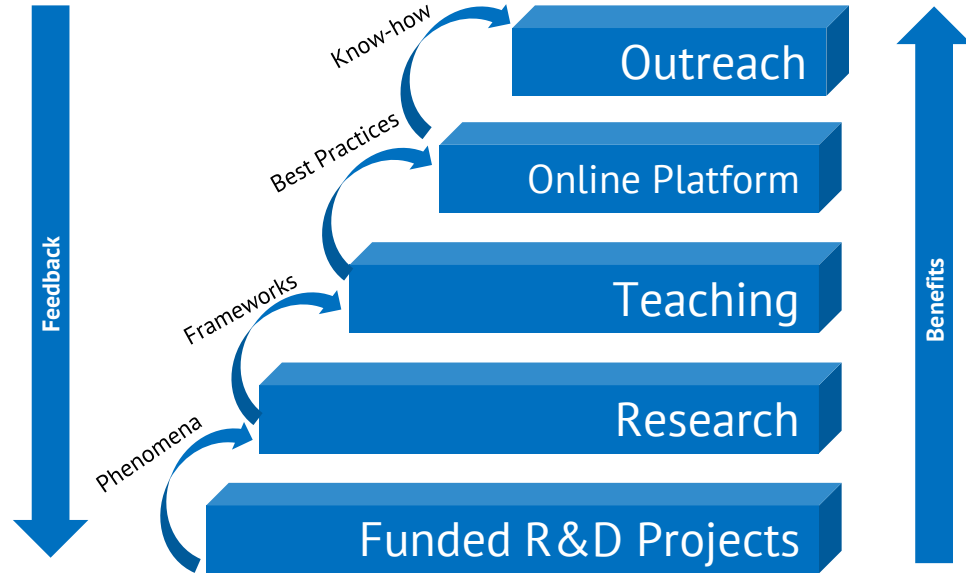
## Selected Partners





# SCOPE OF SCIL

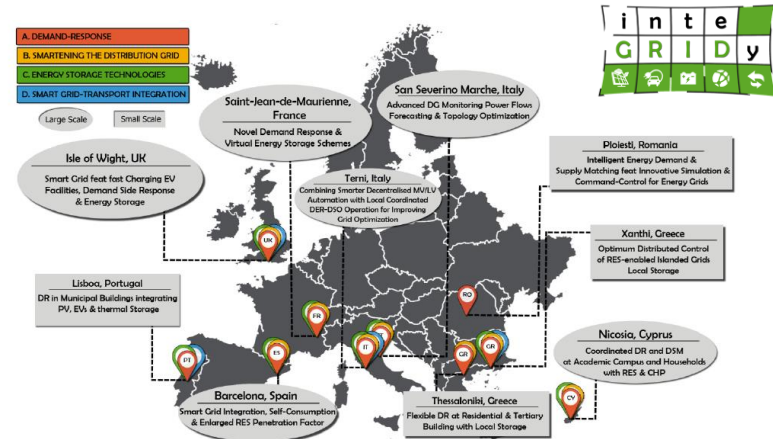
- **Outreach:** TEDx, Innovation Award, GRONEN conference
- **Online Platform:** venturely, previously called smart business modeler
- **Teaching** – e.g. BMI, Workshops, innowave
- **Research** – e.g. Business models, Digital Transformation, Internationalization
- **Applied Projects** – e.g. me<sup>2</sup>, H2020 inteGRIDy, DTx



**Aspiration: Leave a small positive dent in the world**

# Selected Projects: inteGRIDy

- **Problem:** Smart Energy Business Models for 8 countries and several technologies
- **Solution:** Energy Pattern Database and eLearning
- **Ongoing Project:** 2017-2020 (16m EUR)



## Pattern Database

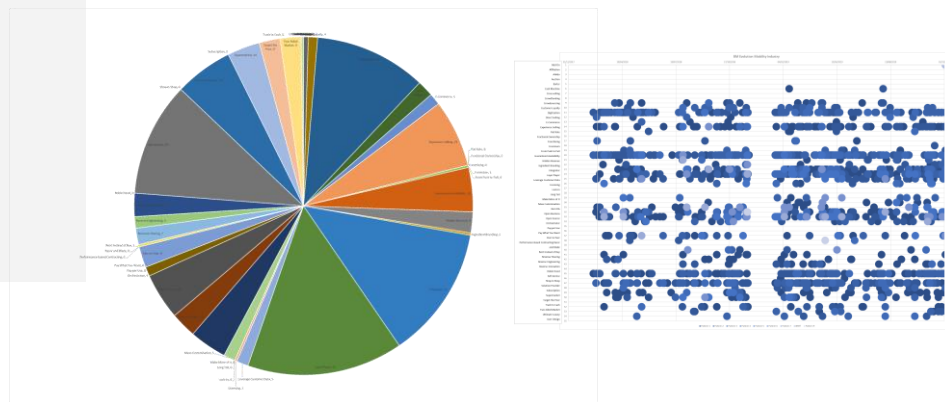
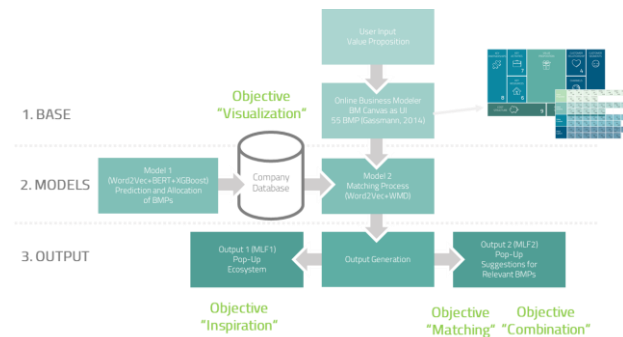
-  **Surprise me.**  
View a list of ten randomly selected patterns.
-  **Search patterns.**  
Identify patterns by affected business model dimension.
-  **Show all patterns.**  
Browse all patterns from the database in alphabetical order.
-  **My favorites.**  
Add the most relevant patterns to your personal favorites.



inteGRIDy project is being financed by the European Commission under Grant agreement 731268

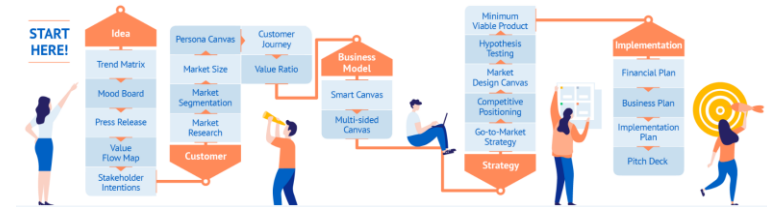
# Selected Projects: Smart City Sentiment Analysis

- **Sentiment analysis** of digital transformation and sustainability
- **Trained to recognize business model sentiments**
  - 55 generic business models, including digitization
  - 7 sustainable business models (e.g. social missions or sustainable supply chains)
- **It is trained on various sources and connected to NewsAPI.**
  - Through that we have access to **30000 international news sources for the past two years**



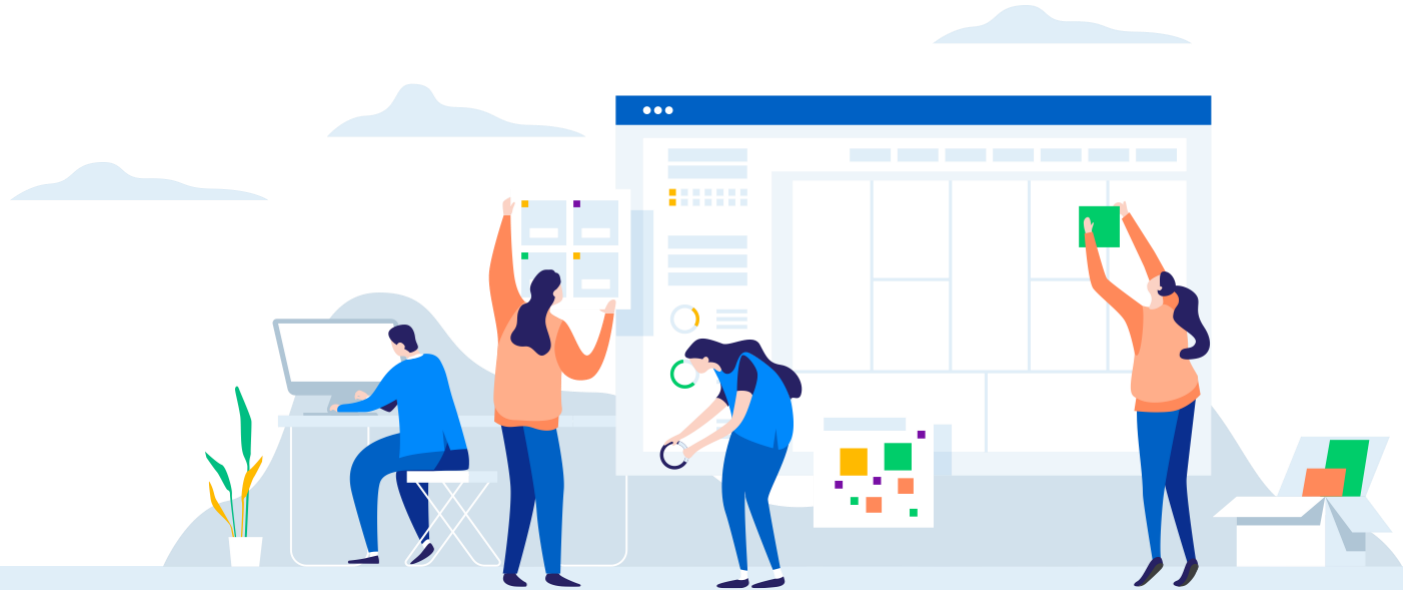
# Selected Projects: venturely.io

- **Problem:** Creating Sustainable Business Models beyond Post-its
- **Solution:** Blended learning platform: venturely.io
- **Impact:** Extensive and adaptable pattern database



# venturely.io

## The Smart Way to Innovation and Venture Creation



# Our Story

A unique venture creation and coaching online platform



## Birth of the Idea

Switzerland 2014, University of St. Gallen

- ✓ René Bohnsack starts the idea as a business modelling tool

## World's Largest Business Model Database

Lisbon 2016, at CATÓLICA-LISBON / Smart City Innovation Lab

- ✓ We launch the beta version with the world's largest business model pattern data base, a tool focused on business modelling

## Launch of the Venturing Platform

Lisbon 2018, Web Summit

- ✓ We launch the intelligent venture creating and coaching platform, offering mentors and entrepreneurs intuitive online guidance for each innovation stage, based on latest research and tools.

## Best ICT Tool Award

San Francisco 2018, at Reimagine Education

- ✓ Awarded the Gold Award for the most innovative, impactful, and scalable ICT tool empowering outstanding teaching and learning of entrepreneurship

“To empower anyone, from anywhere, to translate their ideas into viable and scalable ventures”

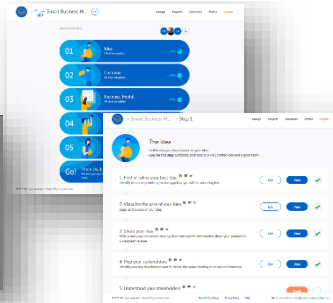
# For Entrepreneurs

From Idea to Implementation!

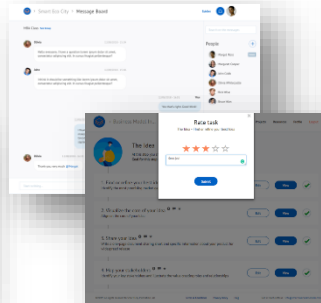
## Bite-sized Units for Systematic Guidance



## Swim-lanes for Collaborative Venture Creation



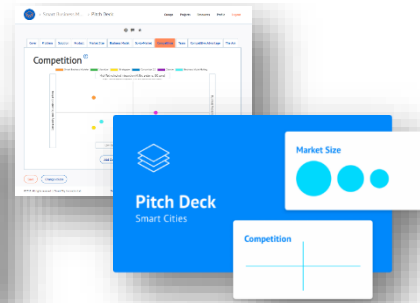
## Feedback Loop & Collaboration



## Intelligent & Flexible Tools



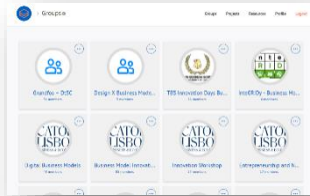
## Pitch Deck Creator for Practical Implementation



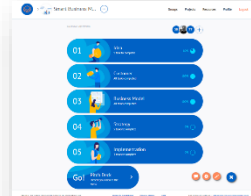
# For Mentors

Managing Innovation the Smart Way!

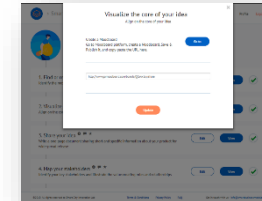
Centralized Overview of Programs



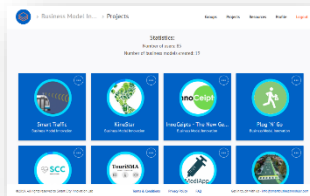
Tracking of Entrepreneurs' Progress



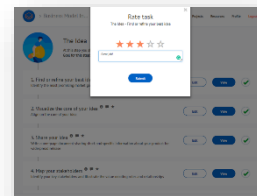
Template & Resource Repository



Overview of Startups' Progress



Rating & Feedback Loop



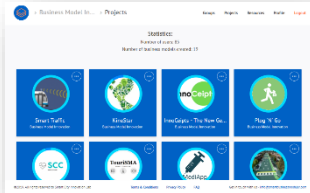
Customizable Online Courses



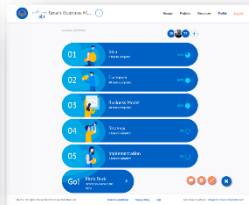
# For Teaching

A blending learning approach to teach business models

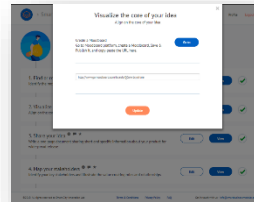
Overview of Students' Projects



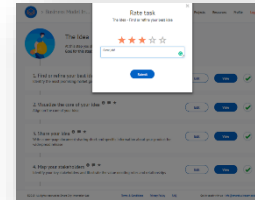
Tracking of Students' Progress



Template & Resource Repository



Rating & Feedback Loop about tasks performed by students



Blending learning: customizable Online Courses



# How can the platform be used?

A blending learning approach to teach business models

Create a project

Project title...

Select type of project



**Business Model**  
Build a viable and scalable business model



**Pitch Deck Generation**  
Create a 10-slide pitch deck



**Venture Creation**  
From idea discovery to implementation

Create

## Business Model

Build viable and scalable business models with a smart canvas by easily adding and changing post-its to identify each aspect of the model. Besides that, you can also calculate **cash flows**, search for **competitors**, receive **feedback** from an algorithm, test your **hypothesis**, explore BM **patterns**, enable a wizard function to help you, do **customer profile**, considering other **stakeholders**, and defining your **unfair advantage**.

## Pitch Deck

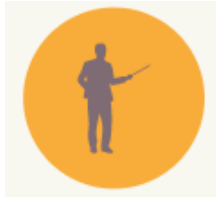
Give you an easily done 10-slides pitch deck only by filling the following aspects: **logotype**, **problem**, **solution**, **product**, **market size**, **pricing**, **go-to-market**, **competition**, **team**, **competitive advantage** and the **ask** (where you write how you have used previous funds to get you where you are, what your near future looks like, and how you plan to use the money you are trying to raise).

## Venture Creation

In the venture creation, you can edit the **product logo** and **name**, adjust **project setting** (such as team, message board), switch between projects, access a **knowledge hub**, and **invite** a coach. You can formulate a project by completing tasks in terms of: **idea**, **customer**, **business model**, **strategy**, and **implementation**, besides completing the **pitch deck**.

# How can universities benefit from it?

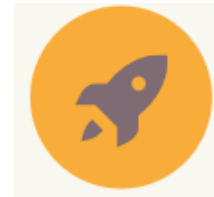
A blending learning approach to teach business models



Used by **professors** to teach how to build business models, pitches, or create projects from zero.



Used by the **university** itself to design new ideas and business models for their own. Can be useful when trying to innovate a specific area.



Forward **students' ideas** by providing them access and coaching them through the platform. The blending learning approach is being recognized as one of the most successful ways to teach and engage **students**.

# Pilots and Results

Millennials and Professors



**A-level Average**

Outstanding learning and 1 finalist project for **'Big Smart Cities University Challenge'** (powered by Vodafone-Ericsson)



**89,4%**

Completed the **online course and project**



**80,8%**

Rated **venturely** as either 'Easy' or 'Very Easy' to use



**83,7%**

Found **venturely** so useful they want to continue using



**94,2%**

Wish other project-based courses would adopt **venturely**

# Feedback

Business Model Innovation Course - MSc and MBA Students

“This platform is awesome and I will continue to work with it in the future to work on business ideas”.

“Very interesting methodology of teaching. Great platform”.

“The blended fashion model was a great way to potentiate my learning experience”.

“This tool is quite innovative and intuitive”.

“Very nice structure and teaching method”!

“Great course to gather knowledge as an entre/intrapreneur”.

“Excellent course, methodology very appropriate (blended classes) and

“Great course, well organized, innovative platform”.

“The business model innovation course was a perfect example on how to desing an online course”.

# venturely.io

The Smart Way to Innovation and Venture Creation

## How it works?

<https://app.venturely.io/login>

Let's have a look ;-)



Already have an account?

Sign in

### Sign up for free

Please fill in the fields

I would like to receive updates.

I agree to [Terms of Service](#) and [Privacy policy](#)

I'm not a robot



Continue



# CONTACT



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Driving the Sustainable City

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