

Multi Business Modelling in a world of advance human bond sensing technologies – How can CGC develop technology in the future and realize this vision.

A Tutorial by

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***Abstract**— The ability to develop many innovative Business Models (BM) with human and technology fast, efficient and effective has become a cornerstone for many successful businesses. The development and innovation of Business Models to a Future world with multi-sensory Devices - is a complex venture related to adaptability in especially for the business research and business modelling praxis community. Thanks to new advanced sensors and persuasive technologies today's businesses face a digitalized inter connected business model innovation world and are forced to operate in these integrated physical, digital and virtual Business Model Ecosystems. Therefor the cooperation and collaboration between businesses and academia and the use of competences across different domains is highly important in future Multi Business Model Innovation (MBMI).*

One main challenge of sensing BMI is how to model human and cognitive processes into logical expressions that can be digitized and automated. The objective of this tutorial is to show research of multi business model innovation learning environment which can be easily adapted by other CGC – divisions and businesses utilizing sensors and machine learning techniques to observe, analyze and predict human behavior and facilitate MBMI development and process. The proposed MBMI technology conceptual backbone is a cloud-based sensing business model and sensing business model innovation room named B-lab, that can be accessed anywhere, anytime by anybody and any thing. The B-lab should be embedded with advanced mobile and wireless sensors, both environmental and wearable by the participants and should be equipped with all necessary tools for MBMI.

As numerous types of sensor and wireless technologies are these days being embedded both external and internal human beings, things and business models the business community are still lacking new innovative technologies embedded with sensors and persuasive technologies to do advanced business model innovation approach and mindset.

A conceptual outlook to future advanced Business model innovation embedded with sensors and persuasive technologies is the aim of the tutorial. The Tutorial will discuss how CGC together can develop these technologies

further. The tutorial discuss on behalf of inputs from Strategic Workshop 2018, CGC workshop in 2018 at CGC Vishnikitan, CGC Sindri, CGC – ITU, CGC – Huddersfield, CGC SEE and CGC Aarhus University, lab experiments in the CGC network and CGC MBIT Lab - findings and understanding of advanced business model innovation of tomorrow.

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