HOW TO ENGAGE CUSTOMERS WITH UNMET NEEDS

Breakthrough 3DP Business Models

PERSONALISATION

Personalisation in a nutshell
- Meeting individual needs, at mass scale

Status quo: Change-as-Usual

A personalised product or service...

- Where products and services are better tailored to customers' individual and immediate needs
- Additive Manufacturing technology is often leveraged to achieve this at a competitive price, speed or flexibility

Future quo: Breakthrough

...that meets an unmet need flagged by the competition

- Not just serving existing customers, but also potential customer segments experiencing real world problems and unmet needs
- Also recognising and addressing customers not just as individuals, but also as part of families, communities, cultures, cities and, ultimately, the biosphere

Get started

How can you best engage?

- Explore co-creation with both current and future customers, in general problem solving terms, defining new products and also in defining new markets and unmet needs to grow into.
- Explore these new customer realities through learning journeys and other avenues to discover how others might already be addressing some of these relevant needs and realities.

Danish
AM Hub

HOW TO DO RADICALLY MORE WITH DRAMATICALLY LESS

Breakthrough 3DP Business Models

CLOSED LOOPS

Closed-Loop in a nutshell
- From linear to circular

Status quo: Change-as-Usual

A closed-loop process...

- Where a linear consumption process is replaced with a closed loop in which used products are recovered, 3D printed and recycled
- Reduces overall resource costs for companies

Future quo: Breakthrough

... that seeks to do more with less

- Where the creation and consumption of new products is reduced (shifting from products to services is one approach)
- And where the creation of new products is inevitable, then closing the loop across a product's lifecycle across companies, industries and geographies is key

Get started

How can you best engage?

- What is the potential untapped value to the balance sheet of shifting current waste into a potential resource?
- When considering unlikely partnerships across the value chain, and in different industries, sectors or geographies, are there any pre-competitive partnerships that could collectively allow businesses to close the loop?

Danish
AM Hub

HOW TO UNLOCK THE ACCESS ECONOMY

Breakthrough 3DP Business Models
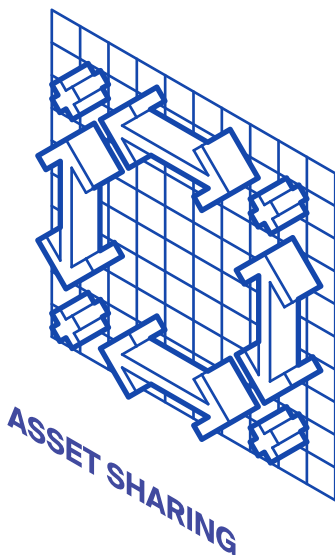
ASSET SHARING

Asset sharing in a nutshell

- Creating more value, using existing resources

Status quo: Change-as-Usual

Sharing of assets across individuals and groups ...

- Where the cost of costly assets is shared across users
- In the context of platform businesses, asset sharing unlocks value for multiple sides of the platform
- Increasing the chance of success by reducing the entry barriers to an industry

Future quo: Breakthrough

...while unlocking value across multiple dimensions

- Where value is created by maximising existing capacity and encouraging effectiveness over efficiency
- And where value is created across diverse domains from financial, to societal to environmental, both for the business and its value chain, as well as for non-traditional stakeholders

Get started

How can you best engage?

- Explore your current asset base – are there any assets you currently own that could be shared?
- Can you better satisfy your customers by providing access to a product, without the need for them to own it?
- Is there potential for your business to facilitate new Additive Manufacturing connections in the marketplace? Are there partners you can work with to enable this?

Danish
AM Hub

HOW TO INCENTIVISE POSITIVE BEHAVIOURS

Breakthrough 3DP Business Models

USAGE-BASED PRICING
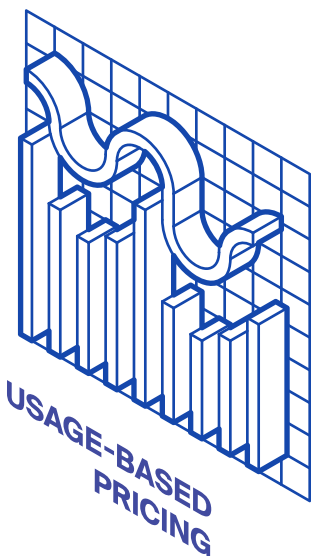
Usage-based pricing in a nutshell
- Paying only when using

Status quo: Change-as-Usual

Usage-based pricing...

- Where customers benefit by being charged only when they use a product or service, rather than having to buy something outright
- Companies can also benefit from growing their customer base

Future quo: Breakthrough

...that incentivises positive, lean access

- Where people are ensured affordability and accessibility to essential products and services
- And at the same time, are incentivised to behave positively and waste less

Get started

How can you best engage?

- What need are you helping your customers to address – could you sell a service (rather than a product) to address this need?
- Are your current products expensive, resulting in low product utilisation?
- Can your product or service be provided in smaller increments in a more responsive manner to customer needs as they occur?

Danish
AM Hub

HOW FAILING FAST CAN BUILD RESILIENCE

Breakthrough 3DP Business Models
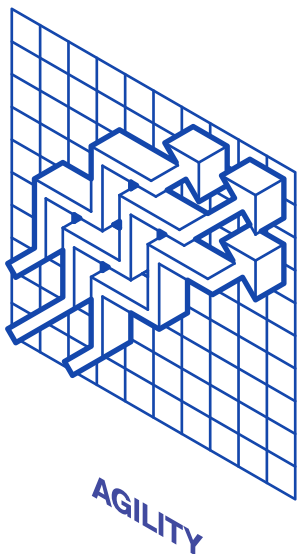
AGILITY

Agility in a nutshell
- The ability to create new markets, fast

Status quo: Change-as-Usual

An agile and adaptive organisation

- Where the use of Additive Manufacturing technology helps organisations make decisions that better reflect market needs, allowing adaptation to changes in those needs
- Often results in greater value for customers and lower cost or new markets for companies

Future quo: Breakthrough

... is more resilient to failures in trialling novel business models

- Where achieving the 3DP will require intense cycles of trial and error of new business models.
- Given the scale of the global competition, and the increasing complexity of businesses' operating environments, internally, organisations need to nurture the mindsets and cultures to stimulate innovation, while building-in levels of redundancy to accommodate necessary failures

Get started

How can you best engage?

- Are there mechanisms in your organisation to quickly assemble agile, self-organising teams with the relevant Additive Manufacturing talent drawn from different functions? Are there barriers to do these mechanisms?
- Are you evolving new methods to ensure that the right outcomes and impacts—on the business, as well as on wider society—are targeted and achieved? How are Additive Manufacturing R&D, marketing and other functions in your organisation incentivised to do this?
- Have you introduced a broader, 'outside-in' focus in terms of information made available to staff? Providing staff with information on 3D print-related issues, for instance, can help trigger new product and market opportunities.

Danish
AM Hub

HOW TO ACHIEVE SYSTEM IMPACT AND CHANGE

Breakthrough 3DP Business Models

COLLABORATIVE ECOSYSTEM

Collaborative ecosystem in a nutshell

- From value chains to value webs

Status quo: Change-as-Usual

A more collaborative ecosystem...

- By improving collaboration with supply chain partners (usually through new technology), it helps allocate risks more appropriately and reduce costs for companies

Future quo: Breakthrough

...that focuses on systemic impact and change

- Beyond the traditional supply chain, companies can create and scale system-level impact by working with non-traditional partners – e.g. competitors, other industries and sectors

Get started

How can you best engage?

Some questions to consider:

- What are the most challenging issues your organisation is dealing with – who else in your ecosystem (or outside it) can you potentially partner with?

- What systemic issues is your organisation able to influence. Who can you work with maximise collective impact – and what models are there in other sectors or markets?