

**REFLECTIONS**

ON THE WORKSHOP

EXPLORING AND CO-DESIGNING  
NEW BUSINESS MODELS FOR

**OPEN  
SOURCE  
FASHION**



**DRAFT  
REPORT,  
12.06.2013**

## WORKSHOP SCHEDULE

- 10.00 – 10.30** Introduction to Open Source – AFL, NM, ALH
- 10.30 – 10.50** Opening Word-Circle
- 10.50 – 11.20** Introduction Business Model Canvases (BMCs) - AFL, NM, ALH
- Group work
- 11.20 – 11.40** Developing Value Propositions for the BMCs:
- Opportunities & Possibilities
- 12.00 – 12.20** LUNCH & NETWORKING
- 12.20 – 12.40** Stakeholder mapping and Context framing for the BMCs
- 12.40 – 13.00** Exploring Problems and Challenges
- 13.00 – 13.20** Developing the Design Brief
- 13.20 – 13.40** Brainstorming and ideating Solutions
- 13.40 – 13.50** Group Presentations
- 13.50 – 14.00** Closing Word-Circle

Exploring and co-designing new business models for Open Source Fashion was the exciting title of the first workshop session, held on the 31st of May, in Lahti. The event was facilitated at the co-working space of Luovatyö - a community of designers and other creative's based in Lahti.

The workshop concept was formed around the idea of developing new enterprise models for Open Source Fashion. Osterwalder & Pigneur's "Business Model Canvas" built a platform for exploration for the participants. On this basis, they were able to develop two great and do-able strategies for business models with several value propositions and types and income e.g. new livelihoods for Open Source Fashion.

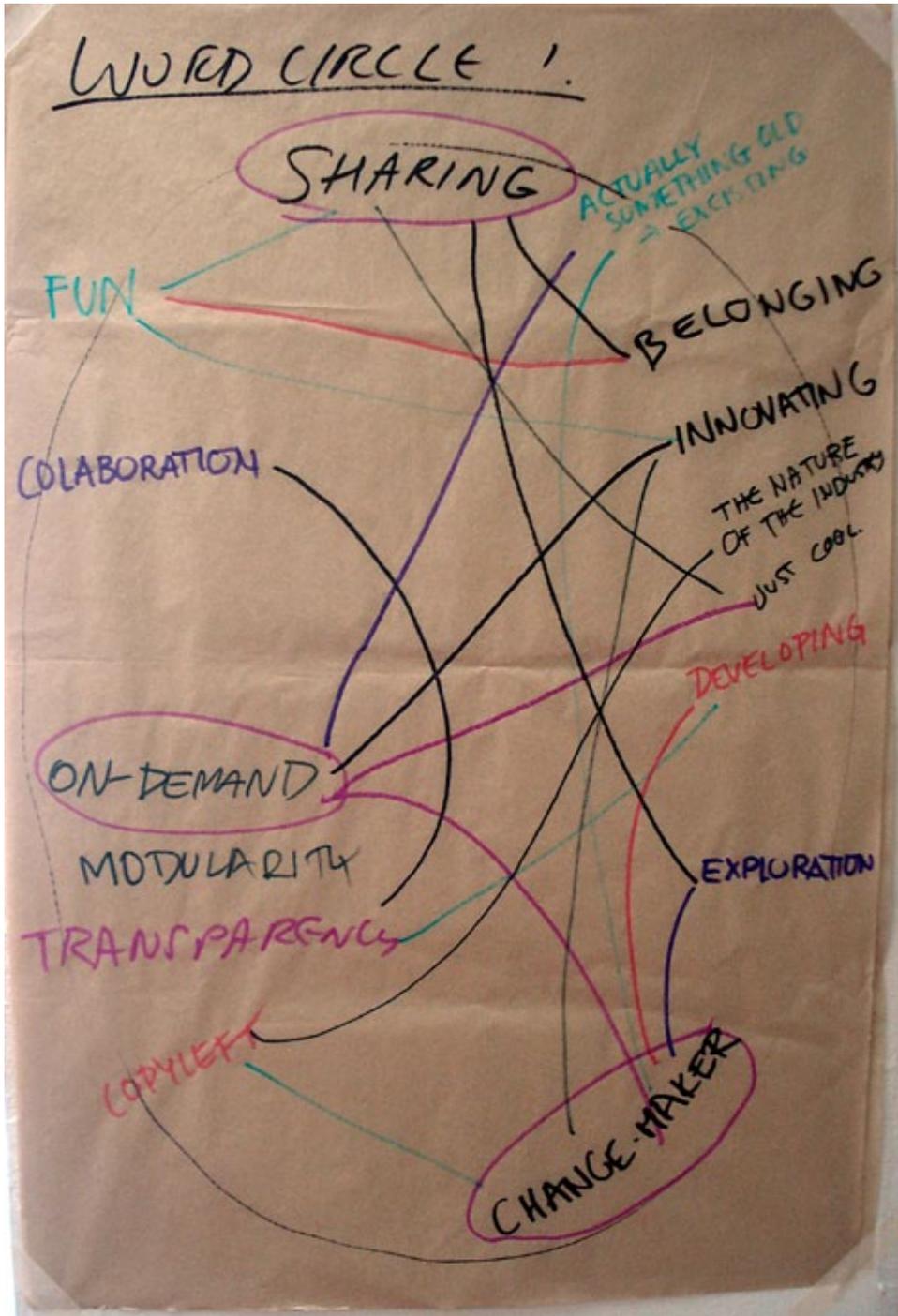
**The Business Model Canvas** Designed for: \_\_\_\_\_ Designed by: \_\_\_\_\_ On: \_\_\_\_\_ Iteration: \_\_\_\_\_

<p><b>Key Partners</b></p> <p>Who are our Key Partners?          Which Key Partners are we depending on?          Which Key Partners do we depend on?          Which Key Partners do we want to attract?</p>	<p><b>Key Activities</b></p> <p>What Key Activities do our Value Propositions require?          Which Key Activities are most important?          Which Key Activities are most expensive?</p>	<p><b>Value Propositions</b></p> <p>What value do we deliver to the customer?          What pain does our customer experience are we helping to solve?          What bundle of products and services are we offering to each Customer Segment?          What customer segments are we targeting?</p>	<p><b>Customer Relationships</b></p> <p>What type of relationship does each of our Customer Segments expect to have with us?          Which type of relationship are we offering?          How do we integrate with the rest of our business model?          How do we deliver value?</p>	<p><b>Customer Segments</b></p> <p>To whom are we creating value?          Which Customer Segments are we targeting?          Which Customer Segments are most attractive?          Which Customer Segments are most expensive to serve?</p>
	<p><b>Key Resources</b></p> <p>What Key Resources do our Value Propositions require?          Which Key Resources are most important?          Which Key Resources are most expensive?</p>		<p><b>Channels</b></p> <p>Through which Channels do our Customer Segments expect to be reached?          Which Channels are most effective?          Which Channels are most expensive?          How do we integrate with the rest of our business model?          How do we deliver value?</p>	
<p><b>Cost Structure</b></p> <p>What are the most important costs incurred in our business model?          Which Key Resources are most expensive?          Which Key Activities are most expensive?          Which Key Channels are most expensive?          Which Key Partners are most expensive?</p>		<p><b>Revenue Streams</b></p> <p>For what value are our customers really willing to pay?          For what do they currently pay?          How are they currently paying?          How would they prefer to pay?          How much are our customers willing to pay for our Value Proposition?</p>		

www.businessmodelgeneration.com

[http://www.businessmodelgeneration.com/downloads/business\\_model\\_canvas\\_poster.pdf](http://www.businessmodelgeneration.com/downloads/business_model_canvas_poster.pdf)

The workshop started on Friday morning, 10 am with a welcoming introduction-round and a short presentation about the idea of Open Design, Open Source Fashion and some concrete examples from research and practice. This was followed by the first exercise: an opening word-circle to define our all impression and ideas of open source fashion. The first key-words answered the question of: "What does Open Source Fashion mean to you?" Key-words: "change-makers", "on-demand" and "sharing".



After this first familiarizing exercise, the participants had the opportunity to choose, after a short presentation of the business model canvas, one of the proposed topics to elaborate upon. Suggested topics were: “Open Couture”, “Half-way” and “Digital/Analog Hybrid”.



“Open Couture” and “Half-way” were chosen for further discussion. The two groups started right away with developing different value propositions within the BMCs. Both teams came up with great concepts and different value propositions to work with during the workshop: a) Half-way store and b) Open Co-ture - an online-store/shop concept.





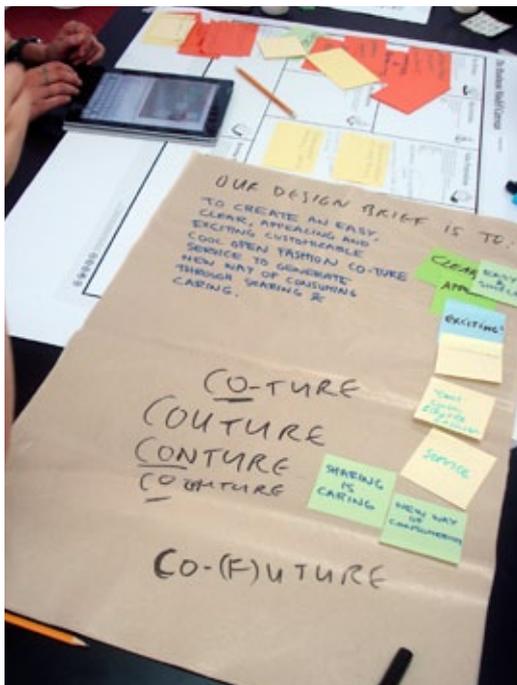
Creating a design brief, with key-words and the input of all group members was the next step towards finalizing the BMCs and finding possible design solutions. These are the two design briefs created on basis of key-words defined by all group members:

### DESIGN BRIEF HALF-WAY

Our design brief is to create a fun and cool sharing community in an accessible and inviting space which provides different service models for affordable and desirable half-way products.

### DESIGN BRIEF OPEN CO-TURE

Our design brief is to create an easy, clear, appealing and exciting customizable cool open fashion co-ture service to generate new ways of consuming through sharing and caring.



The design brief exercise showed that during the process both groups were able to develop a clear structure and business model idea around the given subject of open source fashion. As a final exercise, each team brainstormed solutions and possible revenue models as well as the cost structure applying to aforementioned design briefs.



The session was concluded with a short presentation of each group's Business Model Canvas, including the value propositions, key-stakeholders as well as possible revenue models. A closing word circle revealed the learning's and discoveries made during the workshop. Combined with the key-words of the opening word-circle a representative description of the contemporary and future meaning of open source fashion was revealed: "business opportunity", "community", "design attitude".



In conclusion we can see that this workshop setting benefited a very concrete outcome, and thanks to the very dedicated participants, we got a great and inspiring insight to what open source fashion can become. The resulting two business model canvases' showed that there is a great potential in further exploring possible business models for open source fashion. Each model illustrated different value propositions, which results in a variety of possible revenue streams. There is still a lot to be explored but we can point out that the business model canvas in the setting of a co-design workshop offers great potential to create very tangible and doable outcomes. A follow-up workshop is planned for Wednesday 26th of June at Luovat, Lahti.

#### **LIST OF PARTICIPANTS:**

Mili-Mona Salokannel

Minna Cheung

Annina Nurmi

Annina Lattu

Tia Taivalmäki

Alastair Fuad-Luke, participant & co-facilitator

Anja-Lisa Hirscher, participant & co-facilitator

Natalia Mustonen, participant & co-facilitator

Pia Sandvik, Luovat

LUOVAT  
*my*



#### **CONTACTS:**

**Alastair Fuad-Luke**, [alastair.fuad-luke@aalto.fi](mailto:alastair.fuad-luke@aalto.fi)

**Anja-Lisa Hirscher**, [al.hirscher@gmail.com](mailto:al.hirscher@gmail.com)

**Natalia Mustonen**, [natalia.mustonen@gmail.com](mailto:natalia.mustonen@gmail.com)

**Pia Sandvik**, Luovat, [pia.sandvik@luovat.fi](mailto:pia.sandvik@luovat.fi)

