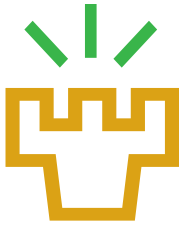


BUSINESS MODEL APPROACH FOR CITIES



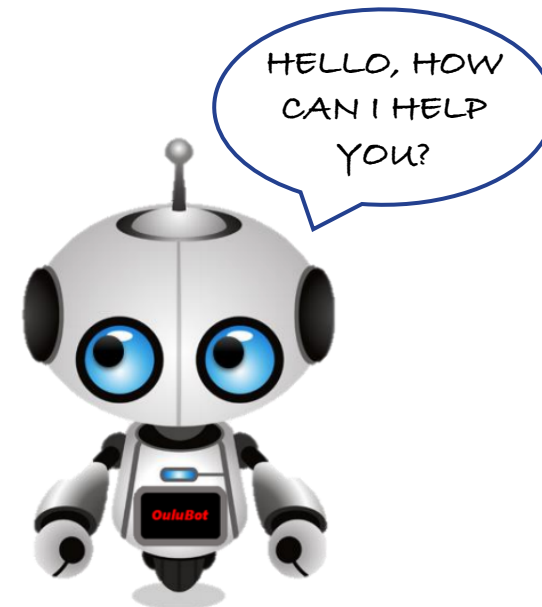
At the forefront in 5G network development – and fast going towards 6G

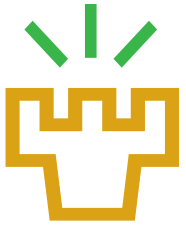
→ <https://www.oulu.fi/6gflagship/>

80 digitalized city services

- Town Hall (Oulu 10) service point
 - OuluBot
- Towards world best customer experience!

→ <https://smartcityoulu.com/>

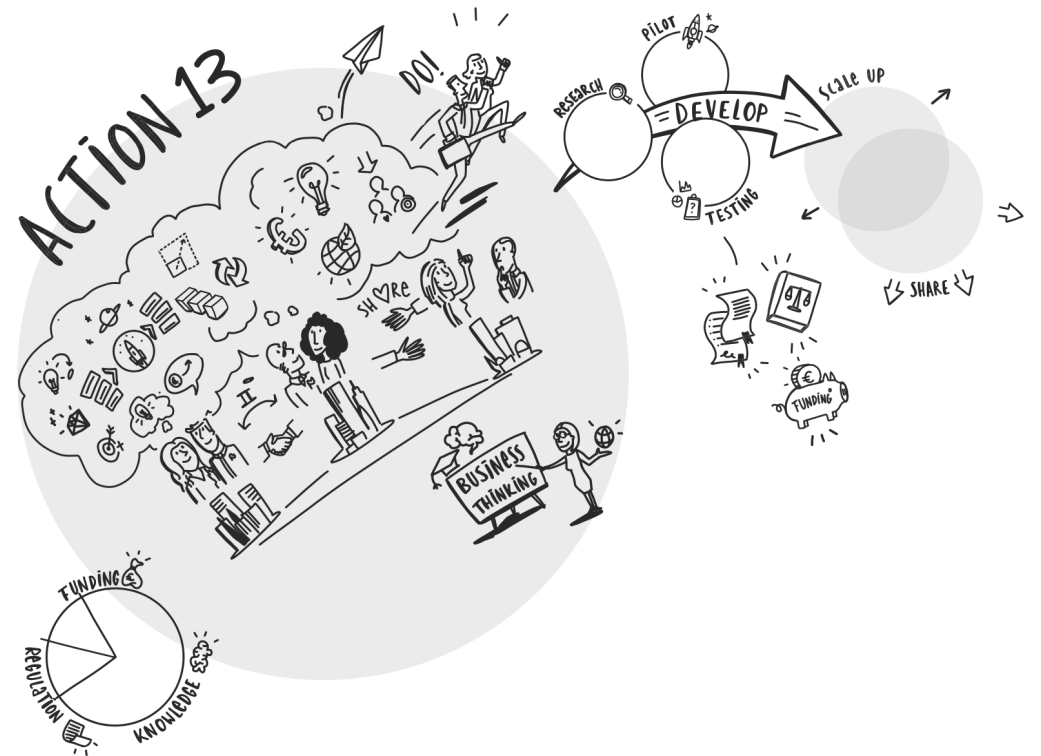




ACTION 13 "CO-CREATING BM FOR CITIES"

Developing the business approach and city tools for digital transition that acknowledges the scalability, sustainability, replicability and adaptability of citizen-centric and inclusive digital services

In practice, business models help to answer the questions **what** cities are offering to their customers in terms of digital products/services and related value proposition, **how** and with whom cities are planning to provide these digital products and services in practice, and **why** do cities think they can provide these digital products and services in a feasible, efficient and sustainable way.





ACTION GOAL AND TOPICS

Help cities to bring business model thinking to their digitalization work:

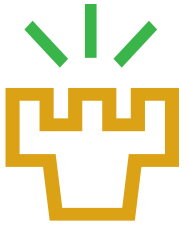
1. How to identify opportunities for digitalization?
2. How to create value by digital services and how to capture value from digital services?
3. How to build competitive advantages for sustainable digital innovation, decision-making and governance?





ACTION ACTIVITIES

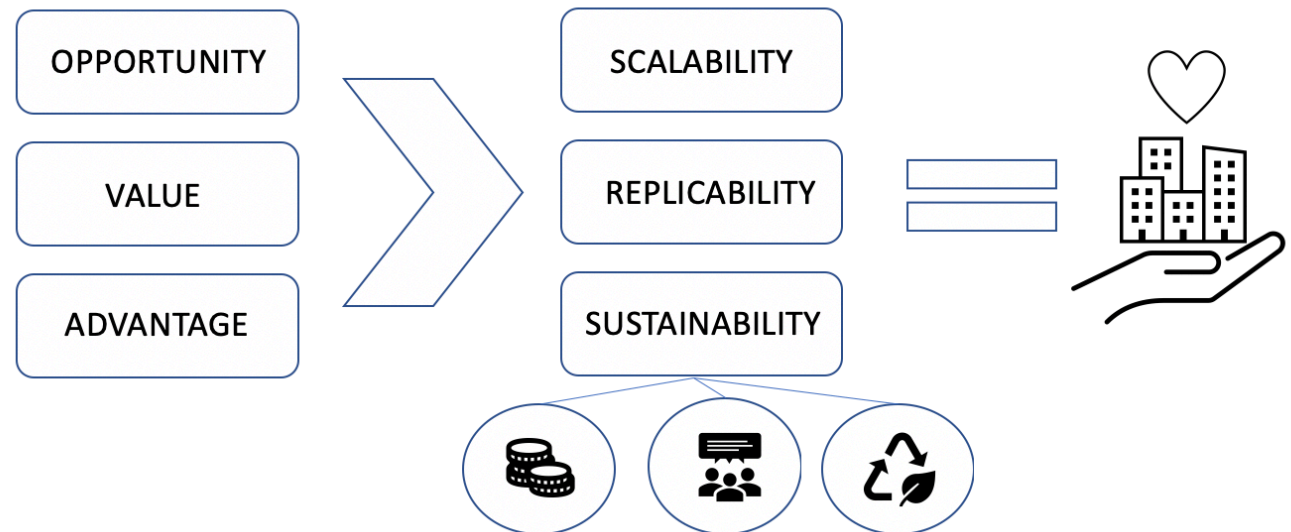
- **Several academic papers published**
- **White paper on business model approach for cities on digitalization under preparation**
- **A project with the city of Oulu and the city of Jyväskylä started with the business model focus**

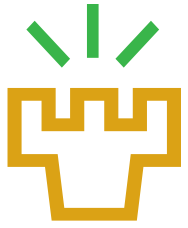


ACTION ACTIVITIES

- First version of Electronic tool for a city business model to exploit opportunities from digitalization has been elaborated
- Three questionnaire rounds plus some interviews have been made

→ <http://bit.ly/SmartCityBM>





OPPORTUNITY

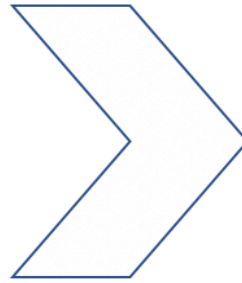
ICT
Customer services
Ecosystem
Know-how

VALUE

24/7
Efficiency

ADVANTAGE

Wellbeing
Brand image



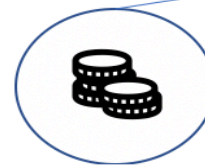
SCALABILITY

Flexible service offering
Easiness

REPLICABILITY

Reduce workload
Customer orientation

SUSTAINABILITY



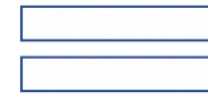
Cost savings

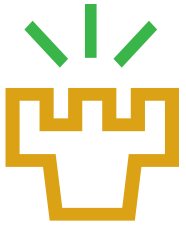


Customer orientation,
"One-stop"
principle



Reduce the use of natural resources

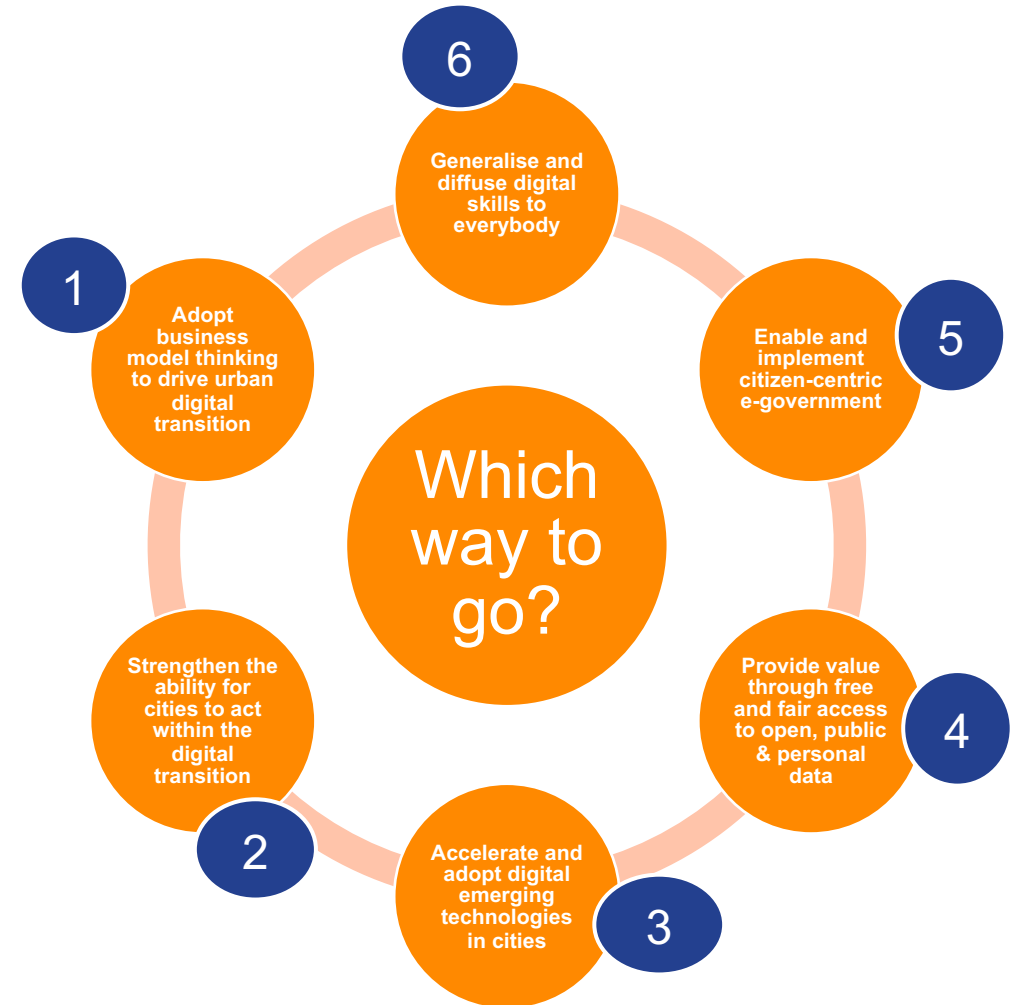


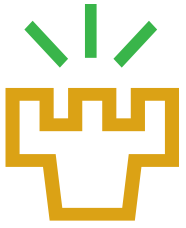


ACTION OUTCOMES

Political discussions emphasize the clock-wise!

Practical implementation requires the anti-clock-wise thinking and capabilities!





ACTION OUTPUTS

Help cities to bring business model thinking to their digitalization work by providing:

1) knowledge what business model thinking is and how cities could benefit from it in practice,

2) a practical online tool for cities to *identify, map, and rank* their

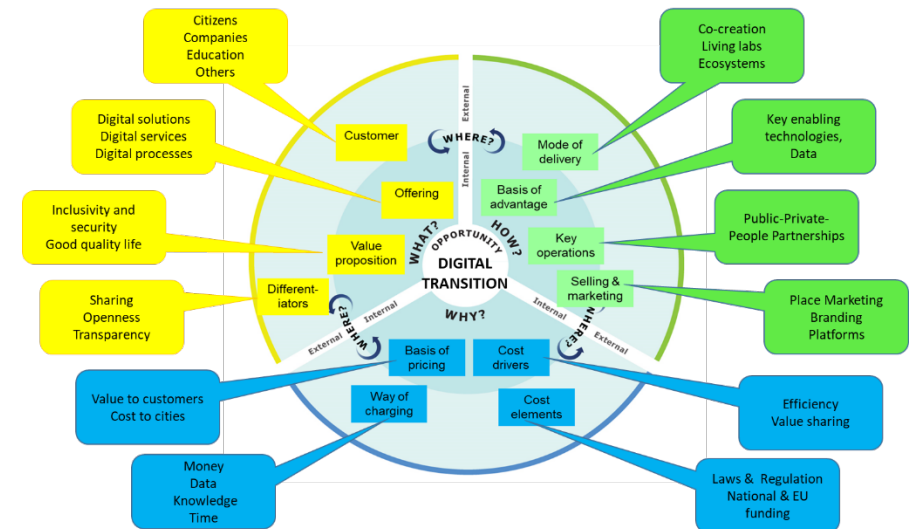
a) needs and opportunities for developing digital services,

b) existing or new digital services' value creation, value capture and value sharing potential and mechanisms so that to increase the efficiency and quality of these services,

c) current and to-be-developed competitive advantages for building scalable, replicable and sustainable "smarter city" digital services,

3) support for cities by helping them to co-create with other cities and take into use an own business model approach when designing, building and governing digital services,

4) a business model framework for evaluating, comparing, selecting and improving digital services.





WANT TO COLLABORATE?

The leaders of Action 13 “Co-creating a business model approach for cities” are looking for partners that are interested to participate and contribute to the practical implementation of the above four activities through projects or other collaboration!





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Oulu Business School

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Electronic tool: <http://bit.ly/SmartCityBM>

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