

# Not just a tool – but a mindset

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We show you how to work with your business in an easy and systematic way in order for you to think ahead, be competent, and be able to quickly follow through on present-day opportunities and challenges.

## What we do

We are not a traditional business;  
we believe in co-operation with our customers.  
Everything we do is focused on a simple mantra:  
create, capture, deliver, receive and consume values  
from and with your business models.  
Our approach is innovative, visual, refreshing  
and includes thinking techniques and co-creation  
with our clients.

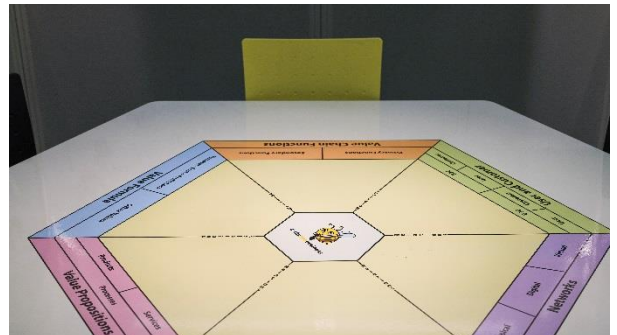


## Business Model Cube

The Business Model Cube is the framework\* we use  
to structure and design every dimension of a  
business and its business models.  
We distinguish between the terms in  
the Business Model Ecosystem:  
AS IS (present - already operating in market) and  
TO BE (future - being innovated or prepared to be  
introduced into a market).

We help you on mapping and optimizing both.

\*) Based on research, and empirical tested on over 400 businesses.



## Business Model Toolbox

Any Multi Business Model Innovation Process requires tools that can help define and understand how a business operates, what works, and what doesn't. Understand customers, competitors, network partners etc.

Create an overview of your current business models, get insights into the future through new business models. Create an overview of the environment surrounding your business, get insights into new trends, technologies, politics and economics influencing your business models.

Strategic tool that provides Your business with an strategic overview

## Business Model Innovation

If you are looking for new revenue streams, new markets, new business or new products and services, then you might consider to start innovating on your AS IS and TO BE Business Models.

Need help with understanding the Business Model Ecosystem you operate in? New trends? New technologies? Or just to understand your customers and network partners?

We help you and your team through the Multi Business Model Innovation Process, transforming the current business models and/or creating new business models.

## Business Model Training

We organize training and workshops to share our knowledge on Business Model Innovation. We also design customized sessions for your business.

The training courses are based on our innovative methods, research based theories and tools on business model innovation.

## Multi Business Model Challenge

Are you looking to be part of a Co-Operative Multi Business Model Innovation Project? Need help with your joint-venture to solve a common goal or challenge? Or just to be part of an interdisciplinary challenge within your Business Model Ecosystem?

We offer to facilitate these types of challenges.

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## Vision

We want to deliver tools that creates a new way of thinking and innovating with business models.

## Mission

Mission is to create new ways of thinking Multi Business Model Innovation with a strategic focus on creating sustainable and strong business models.

Strong business model innovation creates more, new and business model quality.

## Great experience

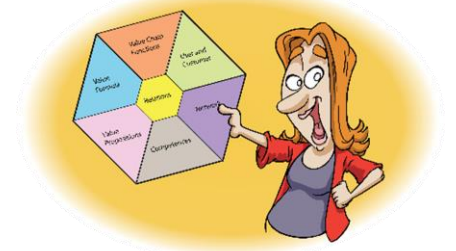
TheBeeBusiness has great experience with corporations, manufacturing all kind of businesses, entrepreneurs or start-ups.

TheBeeBusiness co-operate with Aarhus University securing the newest research on Multi Business Model Innovation.

High-level knowledge and research  
- in an easy-to-understand manner

We create a common business model language which ensures that we can talk about business models and understand each other.

All our tools are research-based.



All business models have seven dimensions:  
Six sides plus the connecting middle - i.e. relations. The relations connect everything.



Research shows that a business has one or more business models - most often more.



Business Model Innovation always begins with the gathering of knowledge about existing and new business models with which the business works.



The minute you enter the hexagonal BeeLab, you will feel the unique atmosphere and ambience of the room. The BeeLab was created to immediately make you and your team feel like working with Multi Business Model Innovation.

In the BeeLab existing businesses, start-ups, students from universities and colleges and anyone who wishes to work with multi business model innovation gather together. The BeeLab is organized on the basis of evidence-based research, and our aim is to put the Multi Business Model Innovation environment to optimum use.

In the BeeLab you will find a tool box (BeeBox) containing all the writing utensils and magnetic business models that you need for your business model project.



The BeeBoard provides you with a visual image of your business models. The BeeBoard gives you a comprehensive view of the life cycles, your 'as is' and your 'to be' business models, your profit and your loss, your ideas etc.

The BeeTable shows you the seven dimensions of the business model. The model organizes your work and simultaneously ensures that you do not forget the many details of the business model.



You can write and draw on all walls of the BeeLab - inside and outside - and all walls are magnetic.

The BeeLab relates to "The Business Model Cube" developed by Professor Peter Lindgren and his research team CGC/MBIT at Aarhus University in cooperation with TheBeeBusiness.





Businesses choose TheBeeBusiness to get qualified expert knowledge and individual customized solutions to solve current and/or future challenges. That could be clarification on how to proceed in Multi Business Model Innovation, what are the strategic steps, training and development of employees in business model innovation, strategy and technological trends, or a business transformation process.

It is not just a tool  
but a mindset

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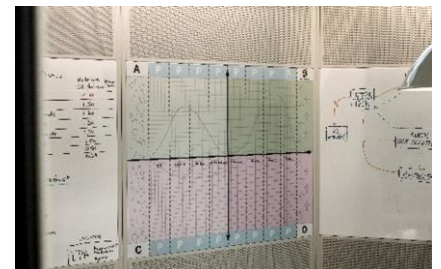
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BeeBoard



BeeTable



BeeBox

