

SUMMER SCHOOL - *Draft*

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*We are sensitive to your
customers needs*

service science factory

 research | business | education

Course

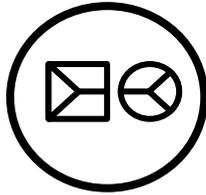
- Goal: enhancing the innovation capacities and entrepreneurial skills
- Participants: 30 early researchers
- Location: Lisbon
- Each session 3-6 hours; typically one per day
- Interactive, engaging format
- Rooted in design thinking
- Lecturers with in-depth practical and academic background; plus guest lecturers
- Executed by Service Science Factory (part of Maastricht University)

Week 1 (October 23-27)



1. CHALLENGE

- Introduction Alhtour
- Introduction SSF
- Structure of the program
- Business Model Canvas Introduction
- Service design introduction
- Stakeholders map
- Presentation by region representative
- Team division/team building



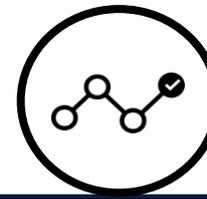
2. INDUSTRY INSIGHTS

- Persona
- Customer profile (pains/gains)
- Research tools/techniques to get customer's insights
- Presentation of expert from the industry (Alhtour)



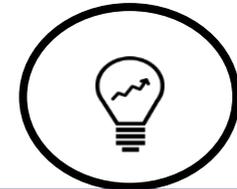
3. FIELDTRIP

- Fieldtrip
- Best practices of Assisting living and health



4. CUSTOMER JOURNEY

- Trends
- Customer journey
- Customer insights prioritization of pains/gains
- Identify opportunities
- Active research (Interviews, observation)



5. BUSINESS IDEATION

- Ideation, Idea enrichment, Idea selection
- Define the business case
- Value Proposition
- Plan of actions for the break between 1st and 2nd week
 - Check if idea already exists (other countries/industries).

During November



6. BUSINESS MODEL ELABORATION

- Online coaching
- Assistance of Business Idea development



7. FEEDBACK

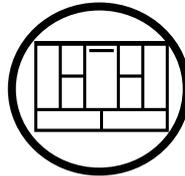
- Feedback on homework
- Online coaching session

Week 2 (December 4-8)



8. PROTOTYPING

- Reflect and iteration on insights of 1 week
- Prototype
- Redesigning the customer journey
- Vision and Mission
- Validate



9. BMC

- Business Model Canvas
- Channels
- Customer relationships
- Key partners
- Key resources
- Key activities
- Revenue streams
- Costs



10. IMPLEMENTATION

- Business model implementation
- Exponential Organizations
- Launching the business idea



11. REFINEMENT

- Revision
- Finalization
- Pitch preparation

Combine 11 and 12 due to official day off on 8/12/2017



12. PITCH

- Recap
- Presentations of teams
- Feedback
- Key takeaways

Outcome: Content of business plan

- Trends
 - Stakeholder's map
 - Customer's profile
 - Active research: interviews, observation
 - Customer journey
 - Ideation
 - Value proposition
 - Prototype
 - Vision/mission
 - Business model canvas
 - Launching the business idea
- +
- Final presentation

Service Science Factory

Our focus

BUSINESS INNOVATION



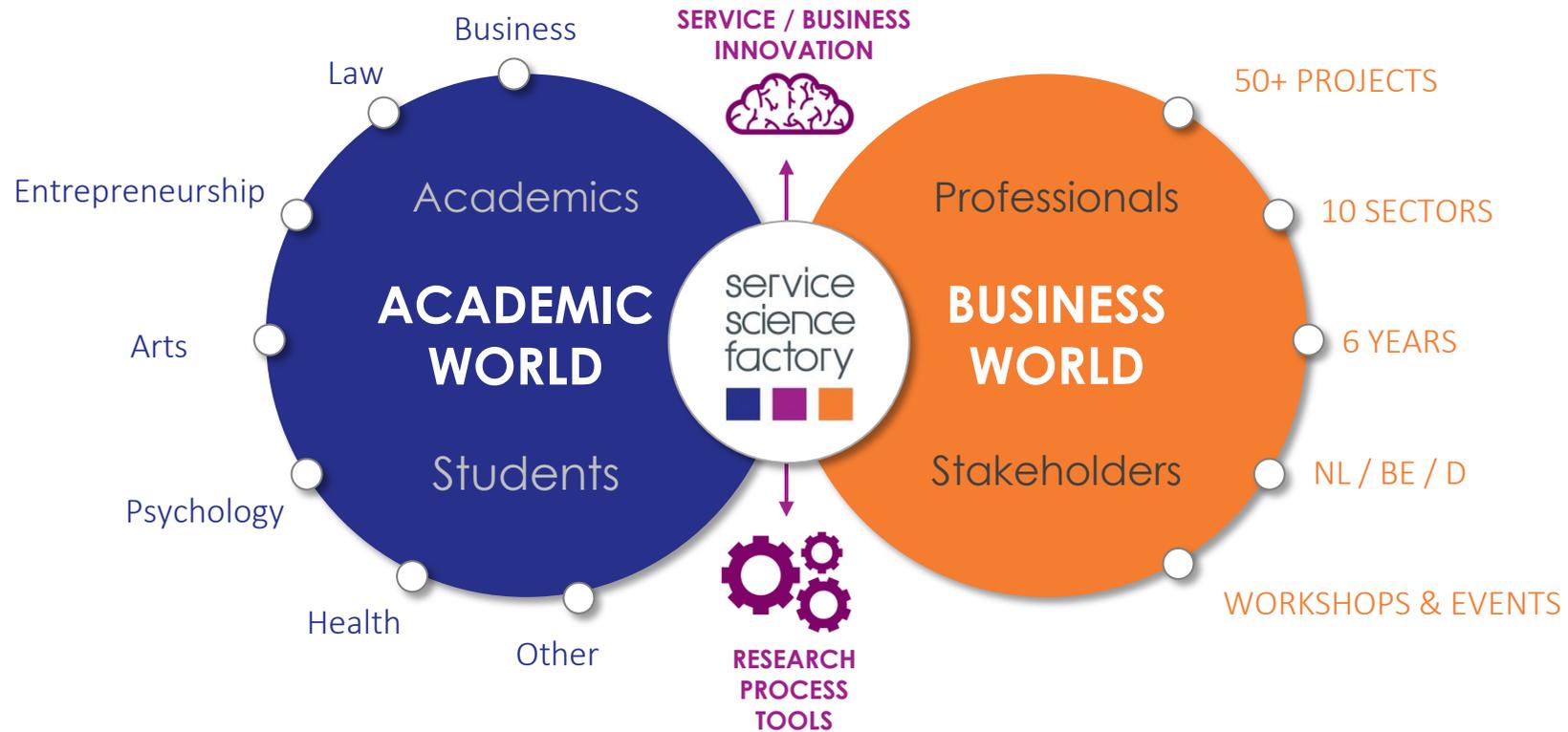
PEOPLE DEVELOPMENT



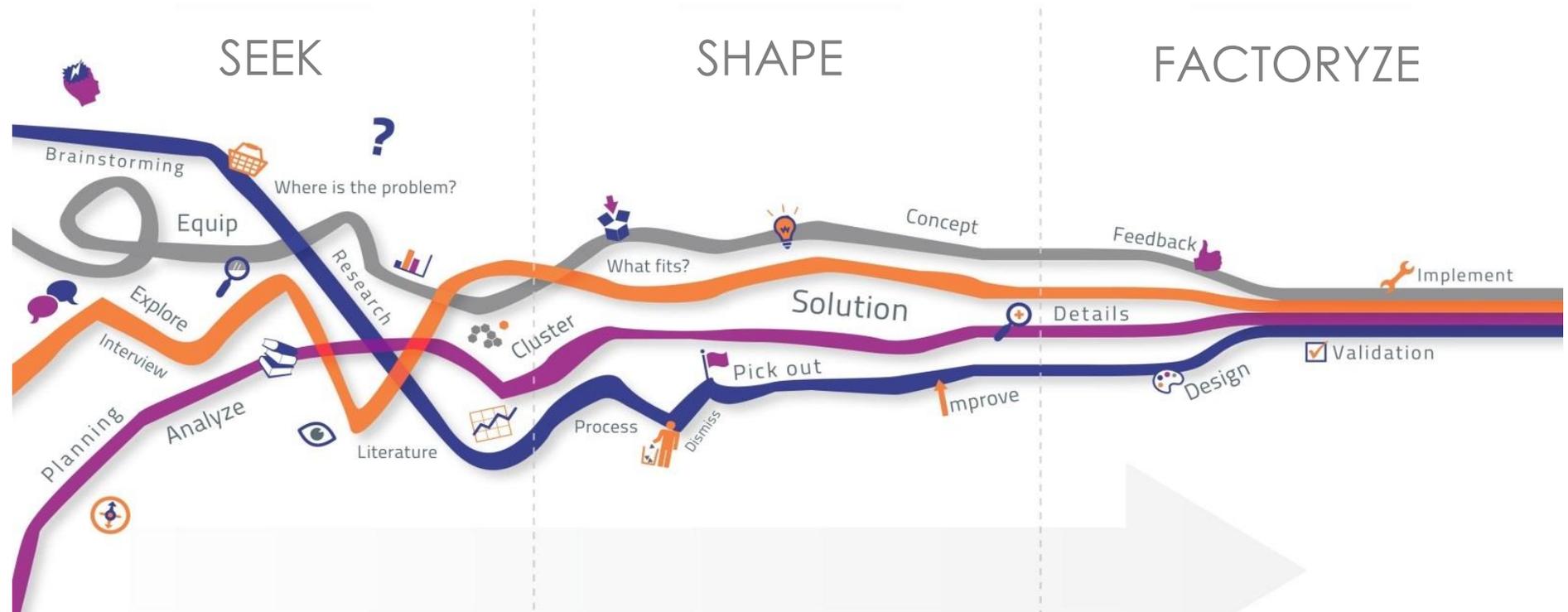
SERVICE INNOVATION



Principle of SSF



What do we do at SSF



- Literature research
- Benchmarking
- Situation analysis
- Stakeholder analysis
- Interviews with stakeholders and users

- Interview analysis
- Analysis of best practices
- Development of user-centred concept
- Set up operations plan

- Validation
- Feedback stakeholders and potential users
- Improvement of prototype and developing roadmap proof of concept
- Finalization of concepts and material
- Final presentation

Our 3 pillars

SSF combines

research

business

education

On Service Innovation

10 sectors



ENERGY
(e.g. Siemens)



FINANCIAL SERVICES
(e.g. APG)



FOOD
(e.g. Scelta)



HEALTHCARE
(e.g. MUMC+)



HOSPITALITY
(e.g. La Bergere Group)



LEISURE
(e.g. Natuurhistorisch Museum)



MANUFACTURING
(e.g. Canon)



MEDIA
(e.g. L1)



PUBLIC SECTOR
(e.g. UM, Province)



TELECOM
(e.g. Ziggo)



We've also worked for:



service science factory

■ ■ ■ research | business | education



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Corporate Connections

Service Science Factory (SSF) conducts international project for Puratos

Sabine Janssen on May 4, 2016 / 0 comments

Service Science Factory (SSF) conducts international consultancy projects to foster business development through services innovation. This article describes a successful project SSF conducted for Puratos, an innovative, Belgian multinational company in bakery, patisserie and chocolate ingredients.

Main ingredients of the SSF mix: talented students, academics and professionals working together to consult Puratos on business development by building on service innovation and design thinking.

The [Service Science Factory \(SSF\)](#) conducted an international project for Puratos, a global, B2B company in the food industry. The company serves more than 100,000 artisans worldwide, and had €1,3 billion revenue in 2014. The business challenge presented to SSF was to innovate the company's services portfolio with the goal to create a sustainable competitive advantage and to grow the business of the artisans.

Tackling the challenge

"SSF has the power to inspire companies and deliver strategic, yet concrete advice on how companies can serve their customers better and achieve company growth," says SSF project leader Sabine Janssen. "Key to our business development approach is that the solutions are inspired by and for the customers. The multi-disciplinary SSF project teams consisting of academics, business professionals and bright master-students make the magic happen."



In order to tackle this business challenge, SSF structured the project in three phases. The framework provides

“WE LOVE
SERVICE INNOVATION.
AND YOUR CUSTOMERS
WILL TOO.”

THANK YOU FOR YOUR ATTENTION

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