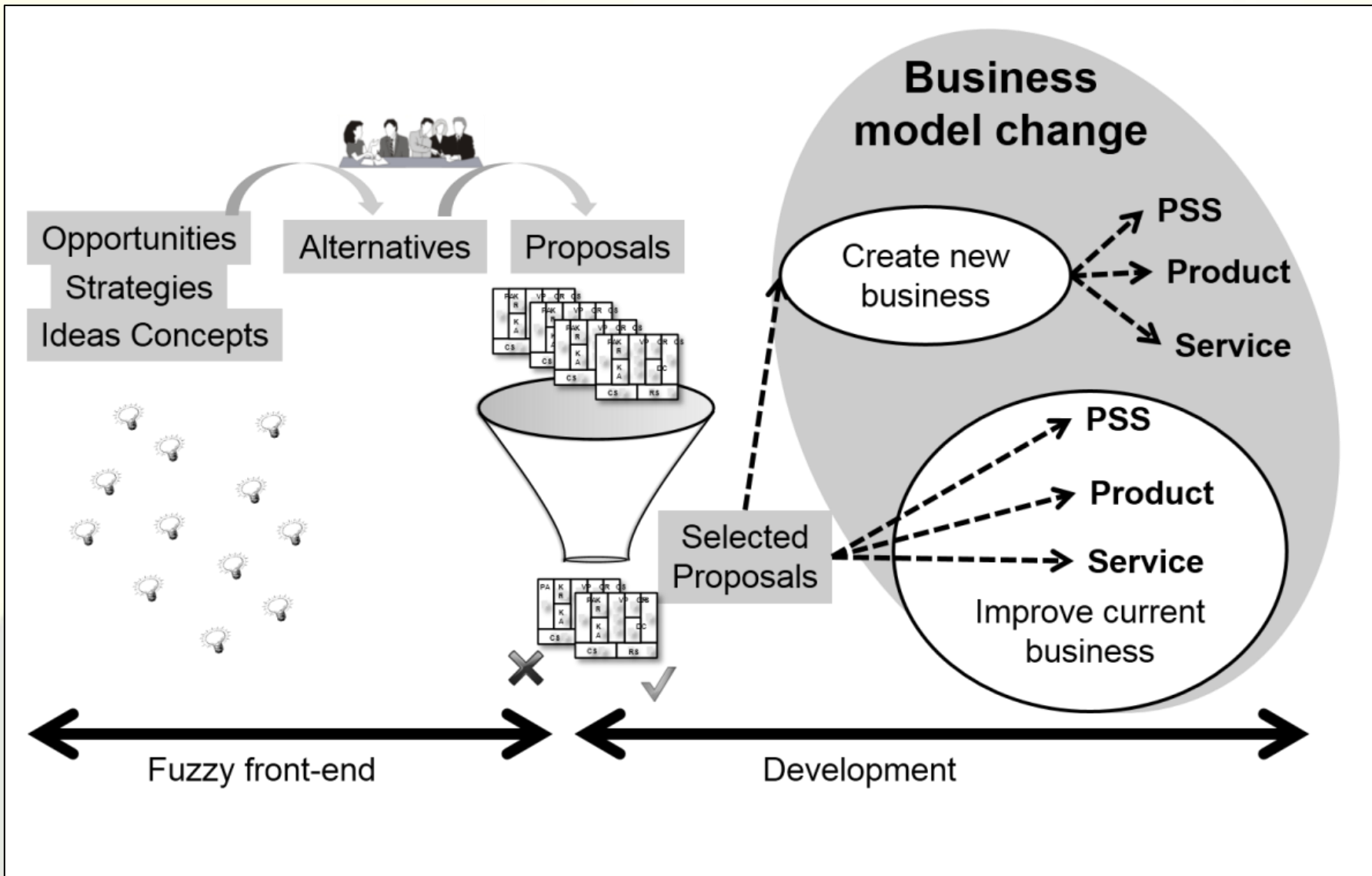




Method to create proposals for PSS business models

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Günter Seliger, **Prof. Henrique Rozenfeld**

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Motivation and goal

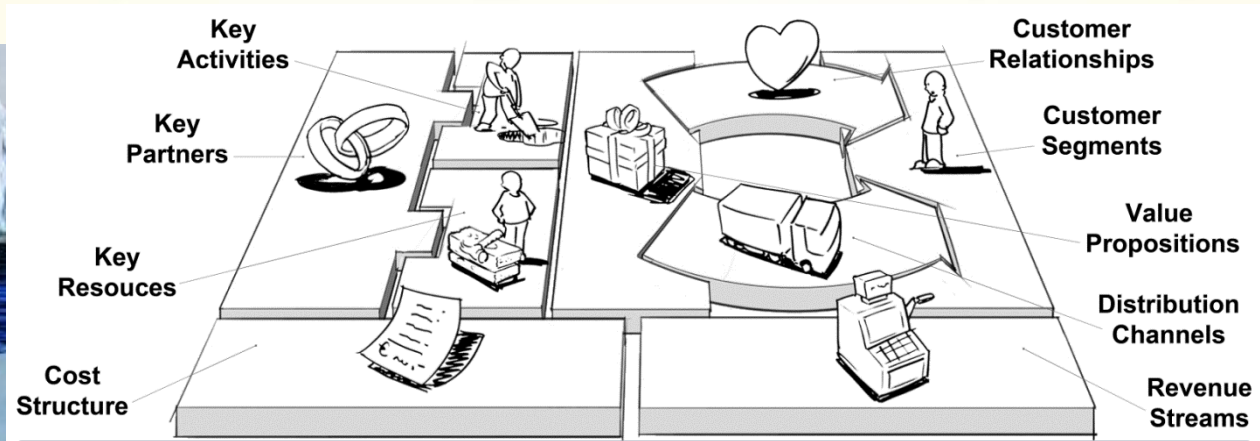
Lack of agreement about the definition of PSS business model

The goal of this research is to develop a method, named Configurator of PSS Proposals, that guides the creation of PSS proposals for a current or new business model

The lack of guidance on how to create PSS business model



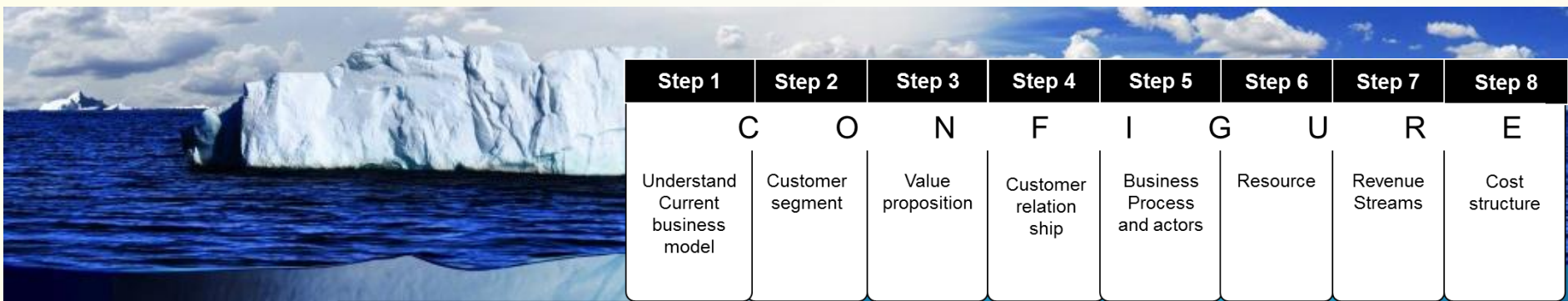
Creation of the Configurator of PSS proposals



Dimensions of canvas business models



Creation of the Configurator of PSS proposals



Task type 1

Attributes	Options		
Types of product-service orientation	product oriented	use oriented	result oriented

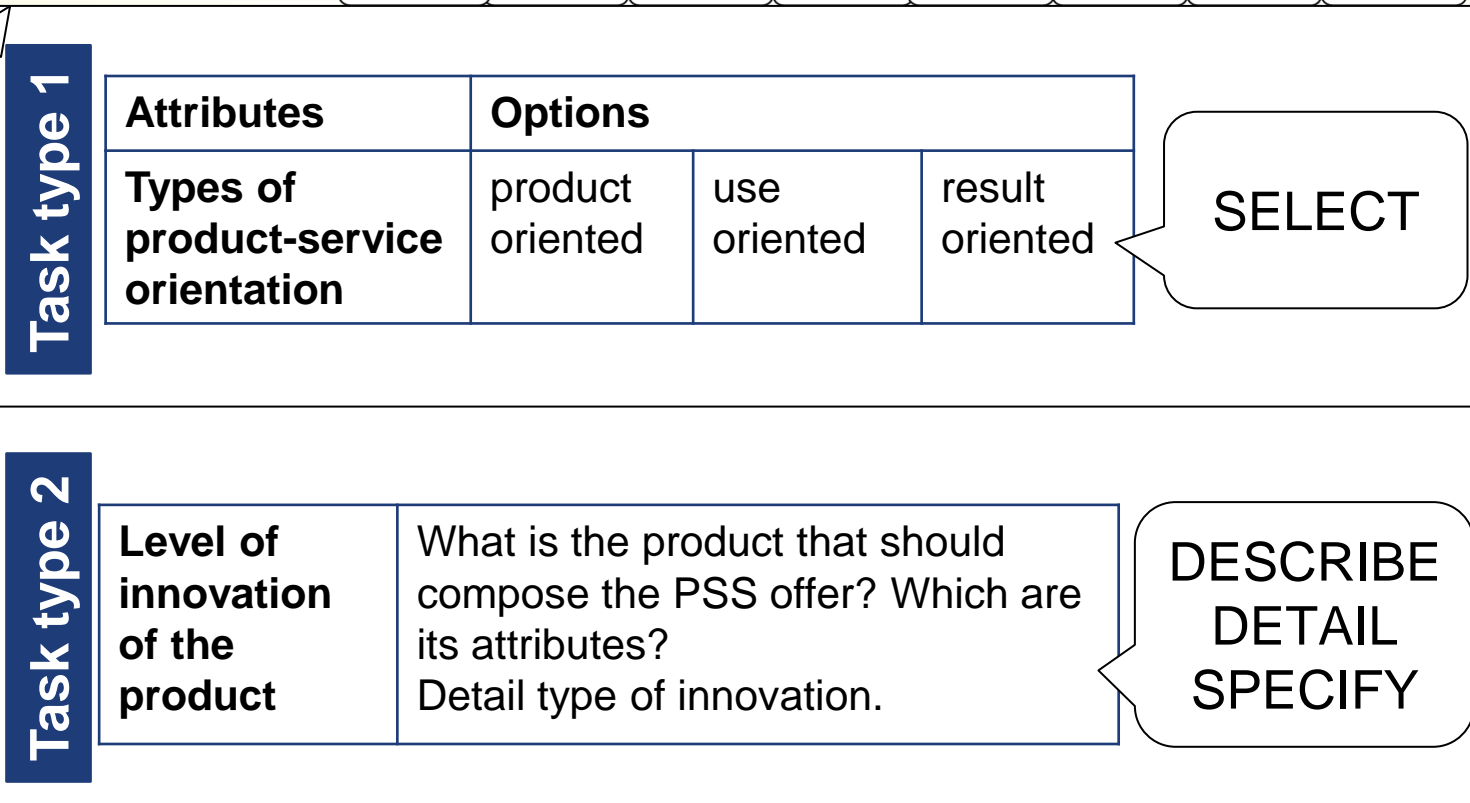
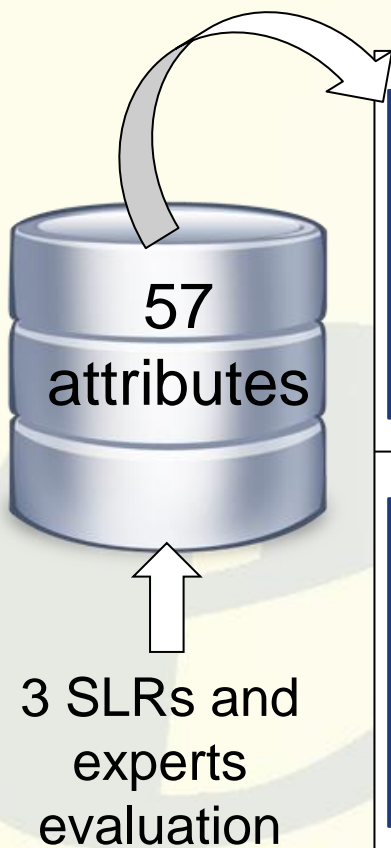
SELECT

Task type 2

Level of innovation of the product	What is the product that should compose the PSS offer? Which are its attributes? Detail type of innovation.
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DESCRIBE
DETAIL
SPECIFY

Step 1	Step 2	Step 3	Step 4	Step 5	Step 6	Step 7	Step 8		
	C	O	N	F	I	G	U	R	E
Understand Current business model	Customer segment	Value proposition	Customer relationship	Business Process and actors	Resource	Revenue Streams	Cost structure		





Creation of the Configurator of PSS proposals

	Example of real cases
	Relations
	Hints
	Methods and tools

Step 1	Step 2	Step 3	Step 4	Step 5	Step 6	Step 7	Step 8		
	C	O	N	F	I	G	U	R	E
Understand Current business model	Customer segment	Value proposition	Customer relationship	Business Process and actors	Resource	Revenue Streams	Cost structure		

Help element

Task type 1

Attributes	Options		
Types of product-service orientation	product oriented	use oriented	result oriented

SELECT

Task type 2

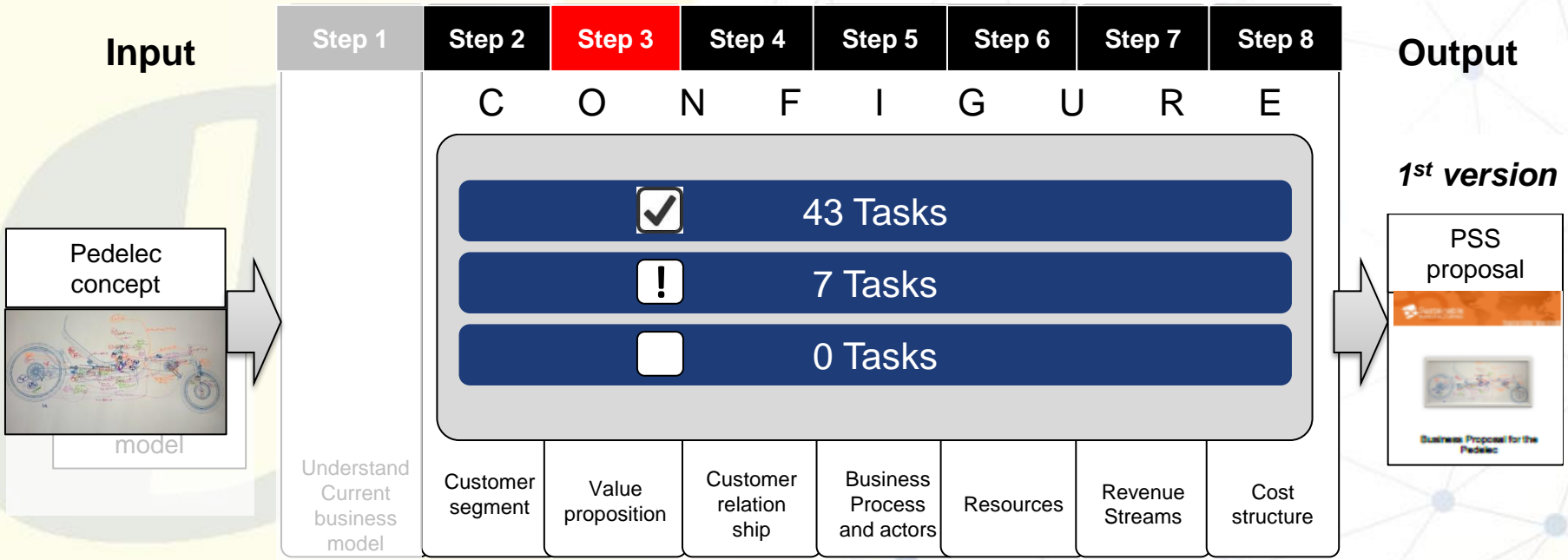
Level of innovation of the product	What is the product that should compose the PSS offer? Which are its attributes? Detail type of innovation.
---	--

**DESCRIBE
DETAIL
SPECIFY**

Which partners would we need? How would the customer be charged for using the Pedelec?



Participation of PhD candidates from product development, process modeling, knowledge management, manufacturing and assembly; four 3-hour meetings





Application of the method: case study for theory testing

Step 1	Step 2	Step 3	Step 4	Step 5	Step 6	Step 7	Step 8	
C	O	N	F	I	G	U	R	E
Understand Current business model	Customer segment	Value proposition	Customer relationship	Business Process and actors	Resource	Revenue Streams	Cost structure	

- 3.1.....
- 3.2.....
- 3.3.....
- 3.4.....
- 3.5.....
- 3.6 Product of the PSS offer.....**
- 3.7.....
- 3.8.....
- 3.9.....
- 3.10.....

Task 3.6 Product of the PSS offer



What is the product that should compose the PSS offer? Which are its characteristics?



Different product characteristics are preferable when selecting or designing the product element of the PSS offer, such as **durability, longevity and modularization**. A high durability and longevity allow products to be used for longer period and by more customers. Modularity and standardization reduce time and cost of product assembly and disassembly.



Select one option for [level of innovation on the product](#) element of the PSS offer:

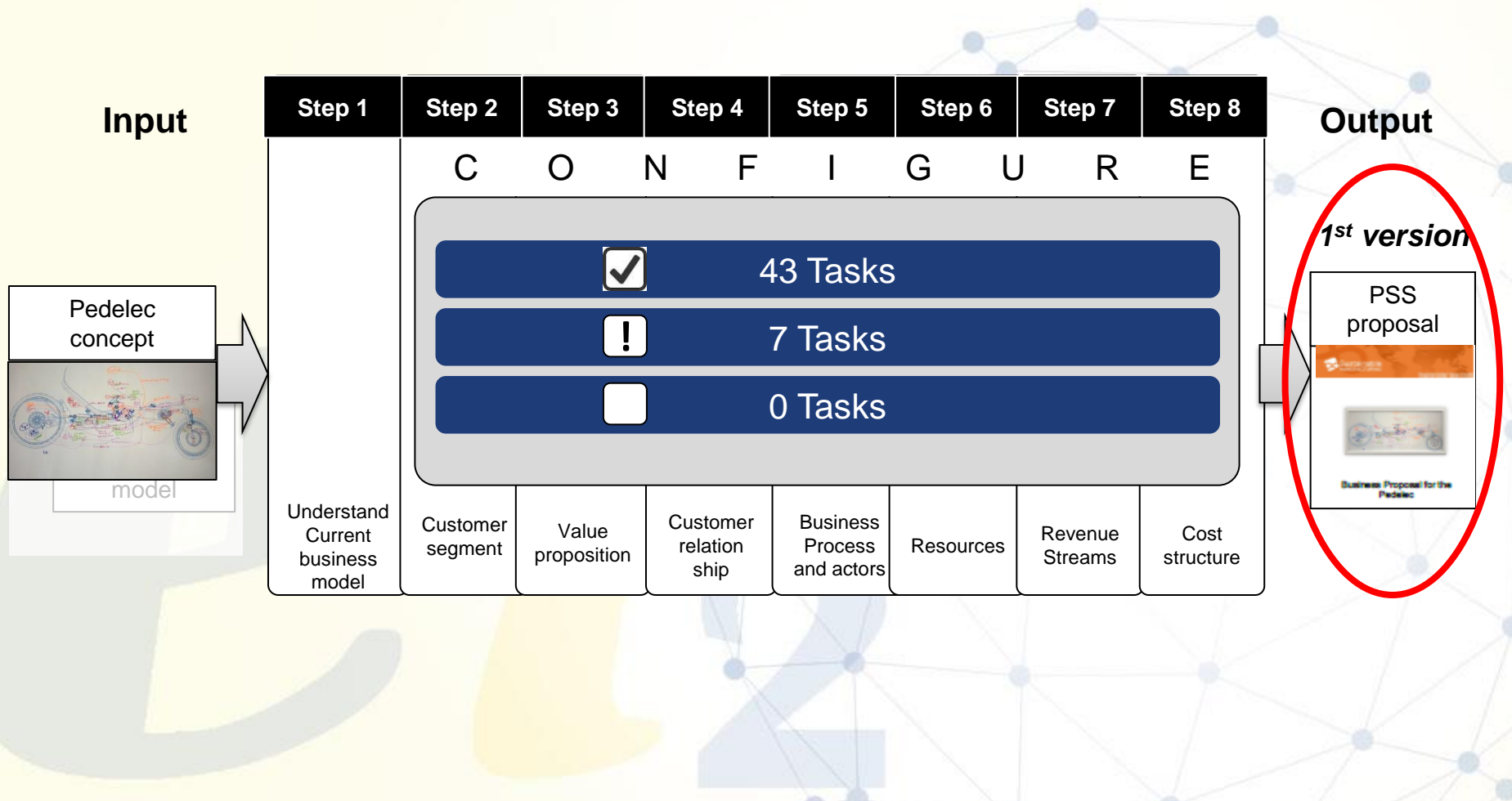
[incremental](#)

[really new](#)

[radical](#)

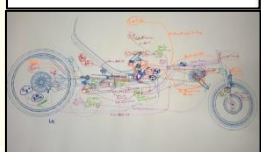


Detail level of innovation. For instance, if you selected “incremental”, detail the improvements that should be performed on the current technology.



Input

Pedelec concept



model

Step 1	Step 2	Step 3	Step 4	Step 5	Step 6	Step 7	Step 8		
	C	O	N	F	I	G	U	R	E
Understand Current business model	Customer segment	Value proposition	Customer relationship	Business Process and actors	Resources	Revenue Streams	Cost structure		
		<input checked="" type="checkbox"/> 43 Tasks		<input type="checkbox"/> 7 Tasks		<input type="checkbox"/> 0 Tasks			

Output

1st version

PSS proposal



Business Proposal for the Pedelec

Task 3.6 Product of the PSS offer



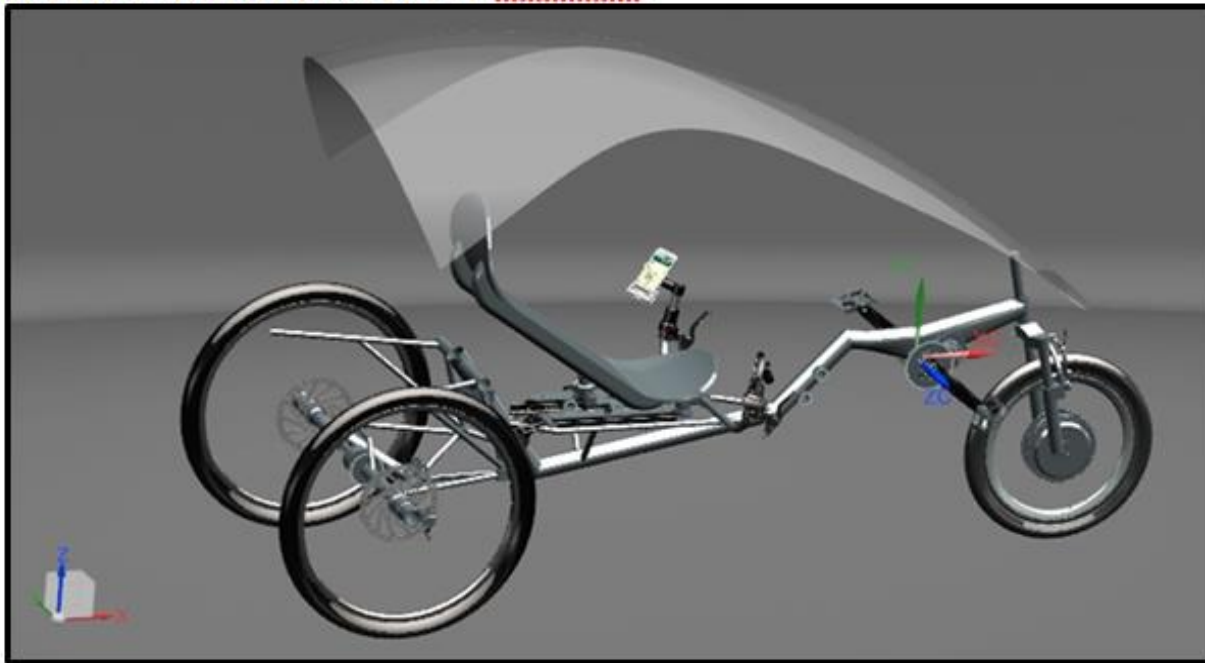
What is the product that should compose the PSS offer?

Pedelec

Which are its characteristics?

The product presents four main characteristics that should guide the PSS development phase: reduced energy consumption, increased user interface and ergonomic and modularization aspects.

Next figure presents a CAD model of the Pedelec.





Select one option for level of innovation on the product element of the PSS offer:

incremental

really new

radical



Detail level of innovation. For instance, if you selected “incremental”, detail the improvements that should be performed on the current technology.

Improvements compared to the Pedelects available on the market encompass: ergonomic aspects, high strength frame, high performance battery, additional charging options (e.g. solar panels)

1st version



- Contributions:
 - Configurator of PSS proposals:
 - Characterize, compare and describe PSS proposals
 - Stimulate PSS oriented business
 - Provide a shared knowledge about PSS
 - Present the PSS proposal to stakeholders
 - Possibilities for improving current and creating new business models
 - Update the proposal according to the increase of knowledge and information
 - Creation of two PSS proposals
 - for a machine tool manufacturer (in a previous study)
 - in the context of a research project (Pedelec concept)



Final Considerations

- Limitation
 - One application of the last version of the method
 - No application in „real word“
- Future research
 - Final version of the PSS proposal for the Pedelec
 - New version of the method
 - New tasks and new relations between them
 - Template or a condensed report for the PSS proposal
 - Implementation via website

Thank you!

Henrique Rozenfeld

Ei2

