Business Model Matrix™ | Regeneration

ROUNDMAP®
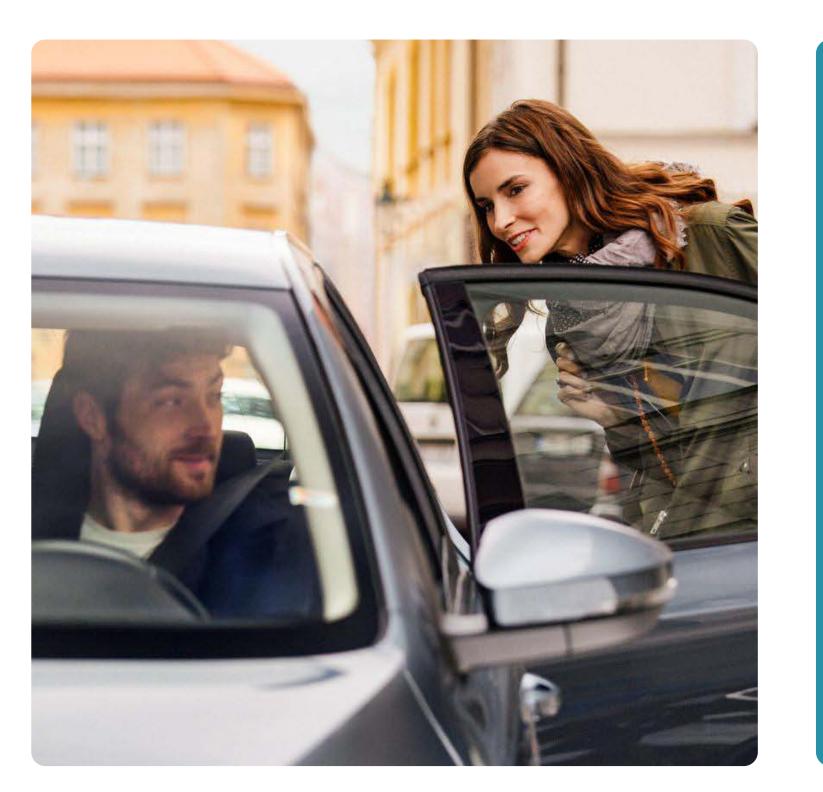
AS-A-PRODUCT DELIVERY

P PRODUCTION → **D** DISTRIBUTION --- **C** CONSUME ← **S** SERVICE

AS-A-SERVICE DELIVERY

P PRODUCTION → **D** DISTRIBUTION → **S** SERVICE --- **U** USE

SCALE / SCOPE

1 PRODUCT-CENTRICITY — ECONOMY OF SCALE
PRODUCTS SOLD / SHARE OF MARKET / # CUSTOMERS REACHED
INCREASE SCALE AND REACH
→ RETURN ON PRODUCTS

2 CUSTOMER-CENTRICITY — ECONOMY OF SALE™
PRODUCTS SOLD / SHARE OF WALLET / # CUSTOMERS REACHED
INCREASE SCOPE AND FOCUS
→ RETURN ON CUSTOMERS

3 RESOURCE-CENTRICITY — ECONOMY OF USE™
% RESOURCES USED / SHARE OF UTILIZATION / % USERS ENGAGED
INCREASE SCOPE AND FOCUS
→ RETURN ON RESOURCES

4 PLATFORM-CENTRICITY — ECONOMY OF REACH™
% RESOURCES USED / SHARE OF TRANSACTION / % USERS ENGAGED
INCREASE SCALE AND REACH
→ RETURN ON RELATIONSHIPS

---

rG^0 — OFFLINE (ANALOG)

Product-Centricity:
+ INTERNET OF INFORMATION
+ E-COMMERCE
+ PAYMENT GATEWAYS
+ ONLINE SEARCH
+ DATA PROCESSING
+ NO PHYSICAL BOUNDARIES

Customer-Centricity:
+ CRM SYSTEMS
+ SEGMENTATION
+ CUSTOMER INTERACTION
+ MASS CUSTOMIZATION
+ E-COMMERCE
+ CUSTOMER LIFETIME VALUE

Resource-Centricity:
+ SMARTPHONES
+ SMART APPS
+ SOCIAL MEDIA
+ PEER REVIEWS
+ SHARING ECONOMY
+ 3G/4G MOBILE INTERNET

Platform-Centricity:
+ ONLINE SEARCH
+ E-COMMERCE
+ INVENTORY SYSTEMS
+ ELECTRONIC CATALOGS
+ PAYMENT GATEWAYS
+ CUSTOMER FOCUSED

---

rG^1 — ONLINE (ELECTRONIC)

Product-Centricity:
+ SMARTPHONES
+ QR CODE SCANNING
+ MOBILE INTERNET
+ CX MANAGEMENT
+ INTERNET BANKING
+ MOBILE PAYMENTS

Customer-Centricity:
+ CEM SYSTEMS (EXPERIENCE)
+ CUSTOMER LOYALTY
+ SATISFACTION RATING
+ CUSTOMER ENGAGEMENT
+ SERVICE EXCELLENCE
+ CUSTOMER FEEDBACK

Resource-Centricity:
+ GPS TRACKING
+ SMART AUTHENTICATION
+ MOBILE PAYMENTS
+ RESOURCE OPTIMIZATION
+ LIVEABLE CITIES
+ CAR BRANDS ENTERING

Platform-Centricity:
+ SMART DISTRIBUTION
+ CLOUD PLATFORMS
+ SOCIAL NETWORKS
+ PEER REVIEWS
+ CUSTOMER INSIGHTS
+ LIFETIME VALUE

---

rG^2 — MOBILE (APPS)

Product-Centricity:
+ SMART APPS
+ SMART SENSORS 1.0
+ SMART SHOPPING CARTS
+ 4G/5G MOBILE INTERNET
+ ARTIFICIAL INTELLIGENCE
+ SMART RESTOCKING

Customer-Centricity:
+ CSM SYSTEMS (SUCCESS)
+ CUSTOMER DATA PLATFORM
+ CUSTOMER ANALYTICS
+ CUSTOMER STACK
+ 360° CUSTOMER PROFILE
+ HYPERTARGETING
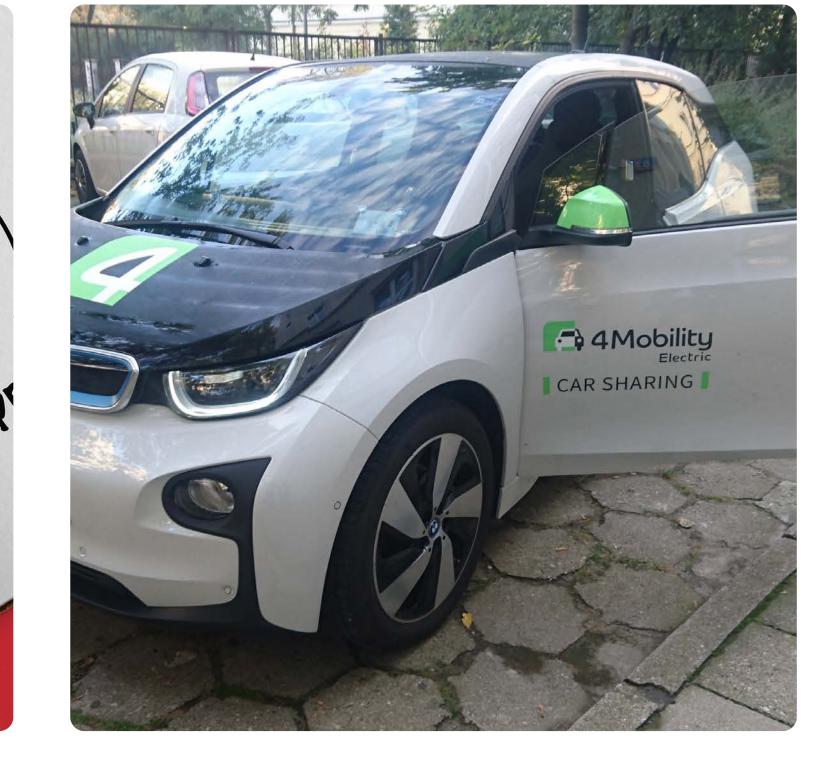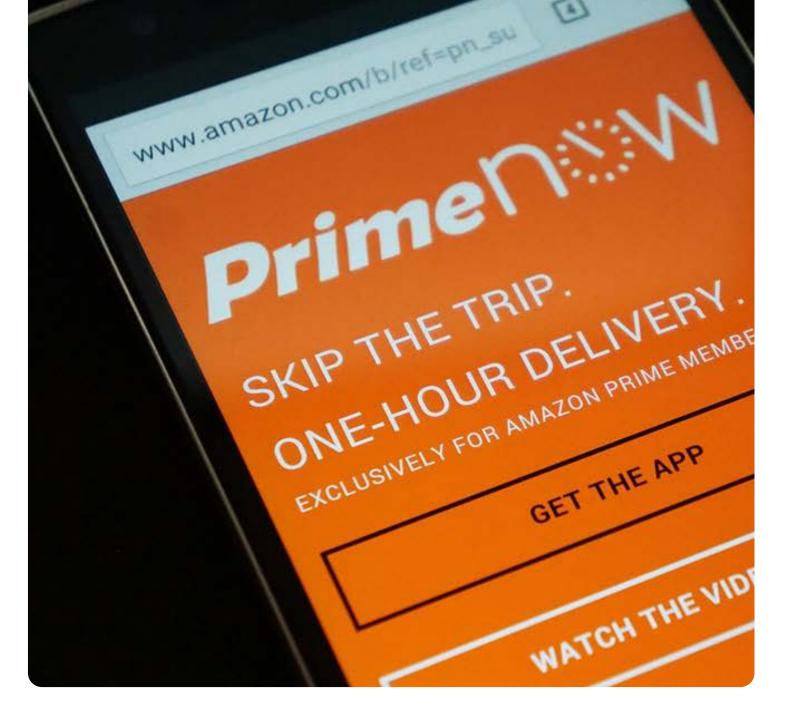
Resource-Centricity:
+ ADAS (AUTONOMOUS)
+ SMART SENSORS 1.0
+ INTELLIGENT ROADMAPS
+ 4G/5G MOBILITY
+ CUSTOMER FOCUSED
+ ELECTRIC ENGINES

Platform-Centricity:
+ SMART SPEAKERS
+ VOICE RECOGNITION
+ ARTIFICIAL INTELLIGENCE
+ INLINE SEARCH
+ CUSTOMER INTENT
+ POS2 (SEARCH & SALE)

---

rG^3 — INLINE (DIGITAL)

Product-Centricity:
+ SMART HOMES
+ SMART APPLIANCES
+ PREORDERING
+ AUTONOMOUS DELIVERY
+ INTERNET OF THINGS
+ HUMANLESS

Customer-Centricity:
+ PSD2 INTEGRATION
+ SMART CUSTOMER
+ ARTIFICIAL INTELLIGENCE
+ 5G SENSORS/ACTORS
+ MIXED REALITY
+ HUMAN 2.0

Resource-Centricity:
+ AUTONOMOUS PODS
+ SMART SENSORS 2.0
+ INTELLIGENT ROADS
+ 5G CONNECTED DEVICES
+ INTERNET OF THINGS
+ HYDROGEN ENGINES

Platform-Centricity:
+ GPS TRACKING
+ SMART LOGISTICS
+ BATTERY INNOVATION
+ DRONE TECHNOLOGY
+ COMPOSITES
+ RULES & REGULATIONS

---

rG^4 — OMNLINE (BOTS)