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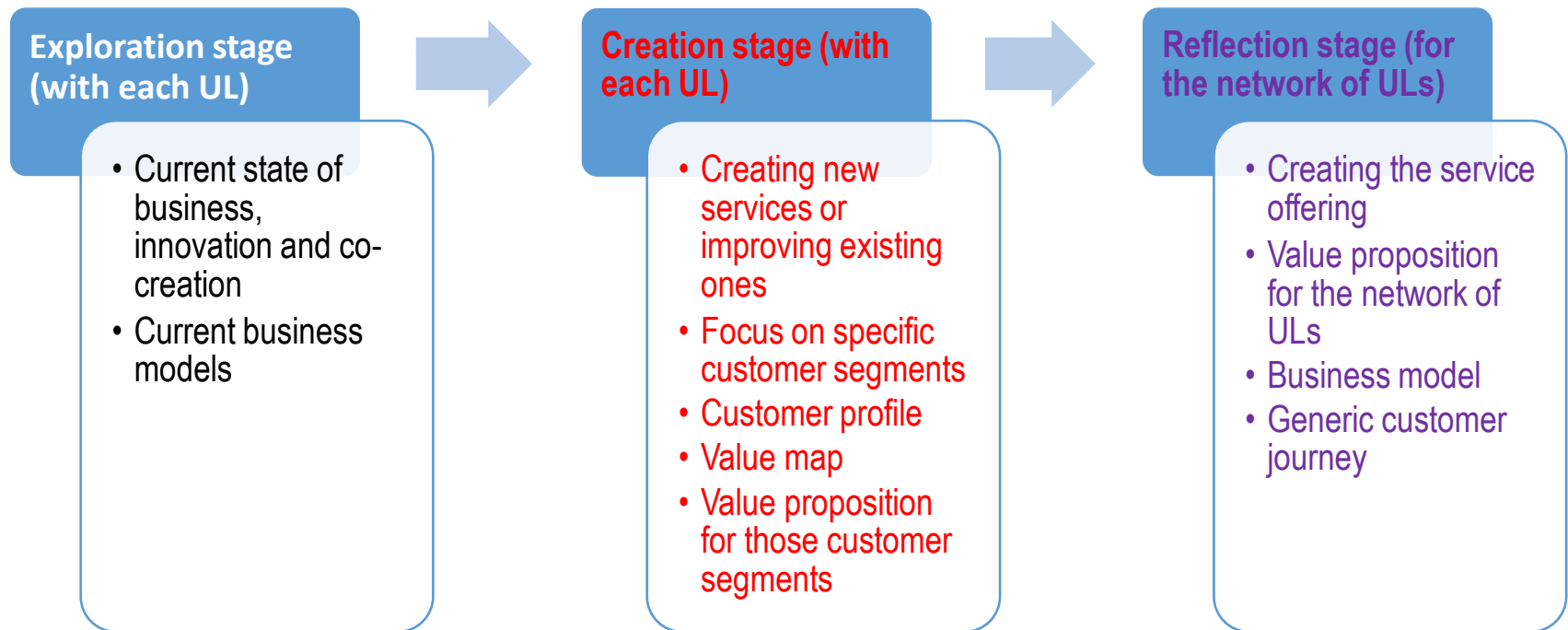
BSUIN

Service Development in the BSUIN project










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Service development via service design



The Business Model Canvas

The Business Model Canvas					Designed for:	Designed by:	Date:	Version:	
Key Partners 	Key Activities 	Value Propositions 	Customer Relationships 	Customer Segments 					
	Key Resources 		Channels 						
Cost Structure 			Revenue Streams 						

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DESIGNED BY: Strategyzer AG
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Conclusions on the Current Business Models of the ULs

- Paying customer segments are few in number
- The most important customer segments are universities and research institutes
- Personal relationships, conferences, publications are important
- Financial resources are generally scarce
- Human & intellectual resources are strong
- Business functions are not very often mentioned as activities, e.g. marketing, communication
- Partners are known well
- Revenue streams from paying customers are not substantial
- Fixed costs are significant

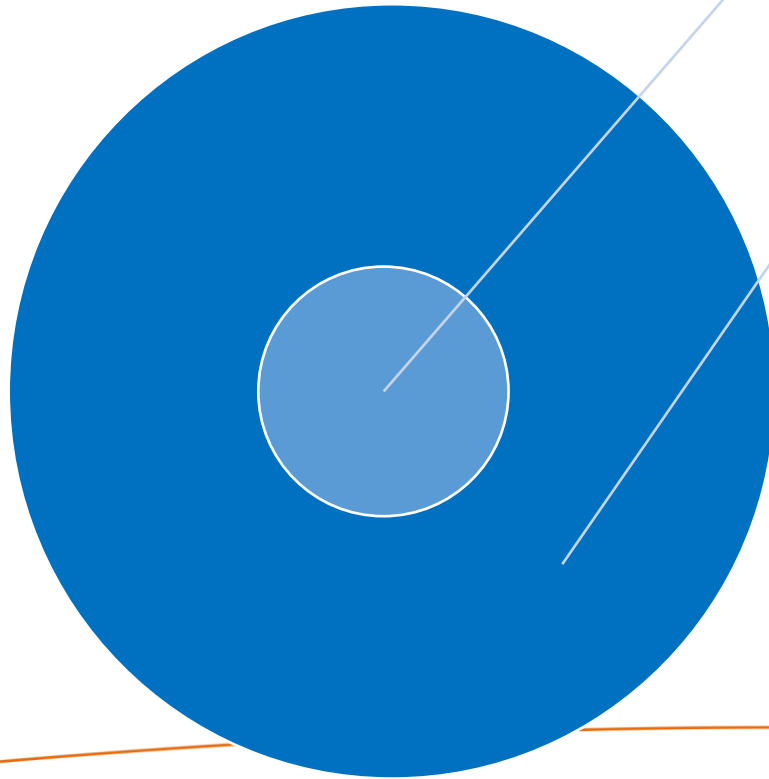
The focuses of the creation workshops

- What are the key requirements of data storage and managing services when considering the needs of companies and organisations interested in such hypersensitive data center services?
- What are the critical points in the service process of the long-term customers: research institutions?
- How can a research laboratory support geo-measurement companies in their R&D and innovation activities?
- What are the requirements for the companies using underground space as a touristic destination to provide safety for visitors?

Value Proposition: a research institute as a customer

UL's **service**: provision of research infrastructure **helps** the research institute as a key customer who wants to conduct seismic research in order to bring value to their industrial customer / project **by using** real condition testing flexibly, which is easily accessible and offers mine safety, user-specific mine work and university's support (unlike other mines without such a relationship with university)

The service offering for the network of ULs



Essential services

- Research infra
- Underground infra
- Site characterization and knowledge
- Wide expertise for underground projects

Additional services

- Underground logistics
- Co-ordination of research projects
- Industry-specific machinery & equipment
- Support for R&D projects
- International co-operation
- Extensive networks
- References of projects
- Demonstrations
- Underground and industrial tours

The value proposition for the network of ULs

- Multiple underground & research infrastructure of qualified ULs network with extensive database and unique profiles **helps** e.g. geo-measurement or underground construction companies who want to conduct underground development or technical development in real environment cost effectively in a service-oriented way
- **by** finding the characterized, safe UL and scientific experts,
- **and** supporting the customer in planning and implementing customized R&D&I
- (unlike a single UL or other European non-service-oriented ULs).



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