



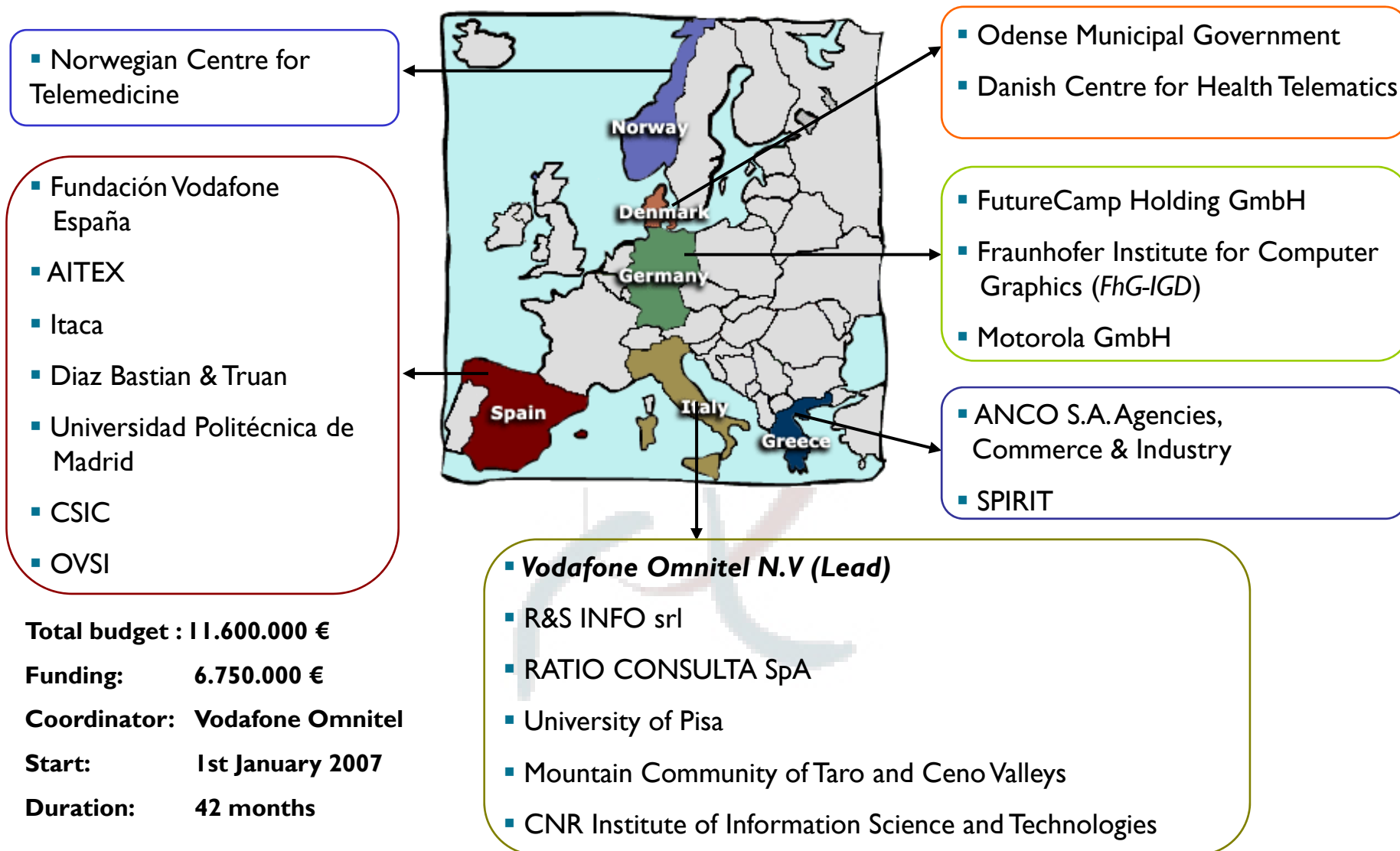
Business Development in PERSONA

Ambient Assisted Living (AAL) - FORUM '09 Vienna

- About PERSONA
- Approach
 - Business Model
 - Business Strategy
- PERSONA Ltd.
- Customers
- Conclusions



Consortium: 21 partners



Total budget : 11.600.000 €

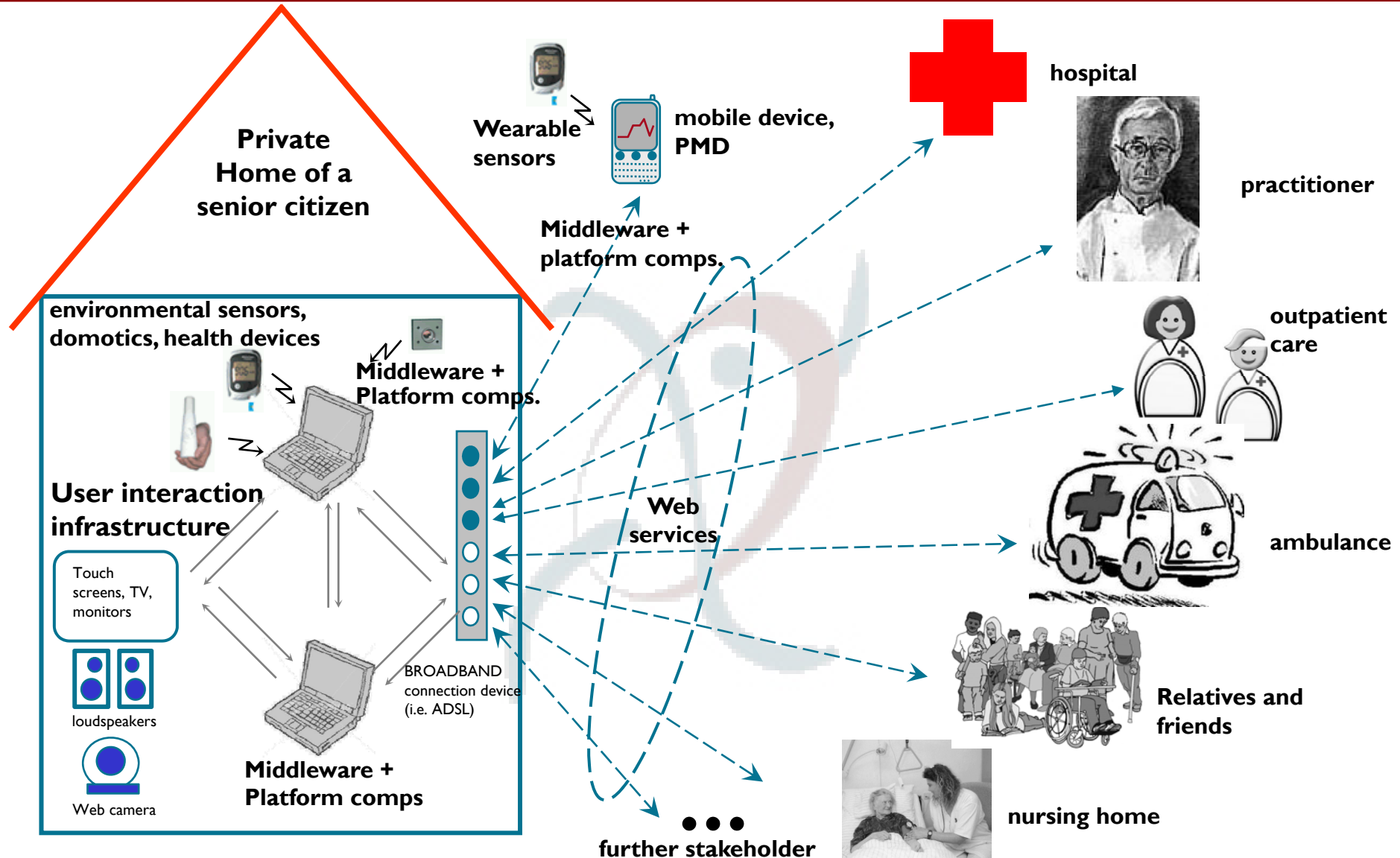
Funding: 6.750.000 €

Coordinator: Vodafone Omnitel

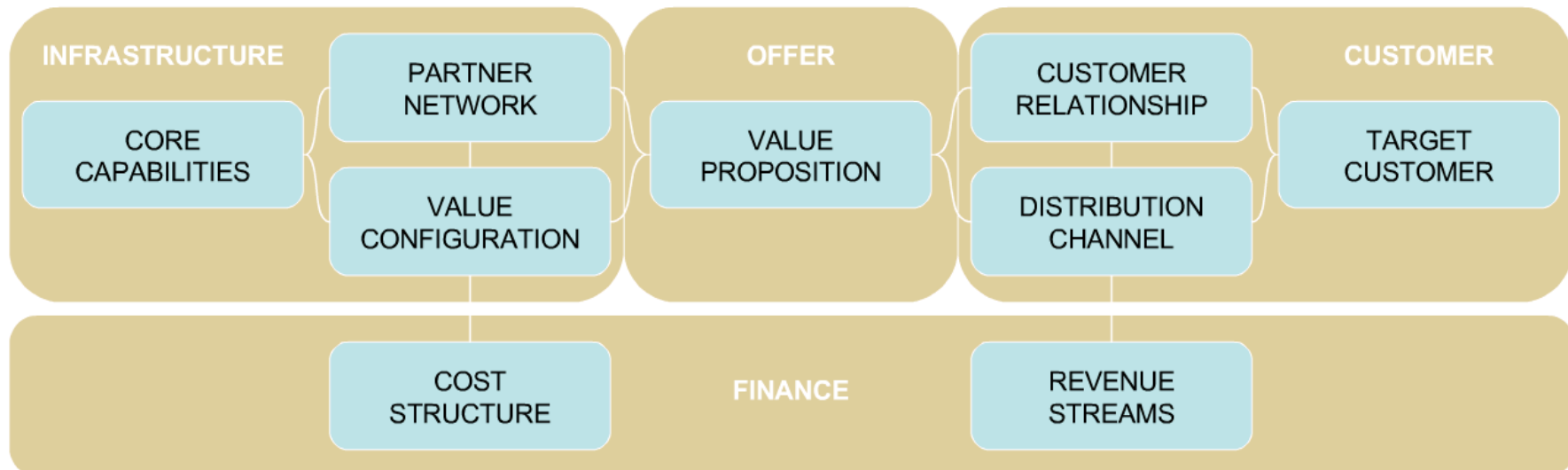
Start: 1st January 2007

Duration: 42 months

PERSONA High Level Architecture



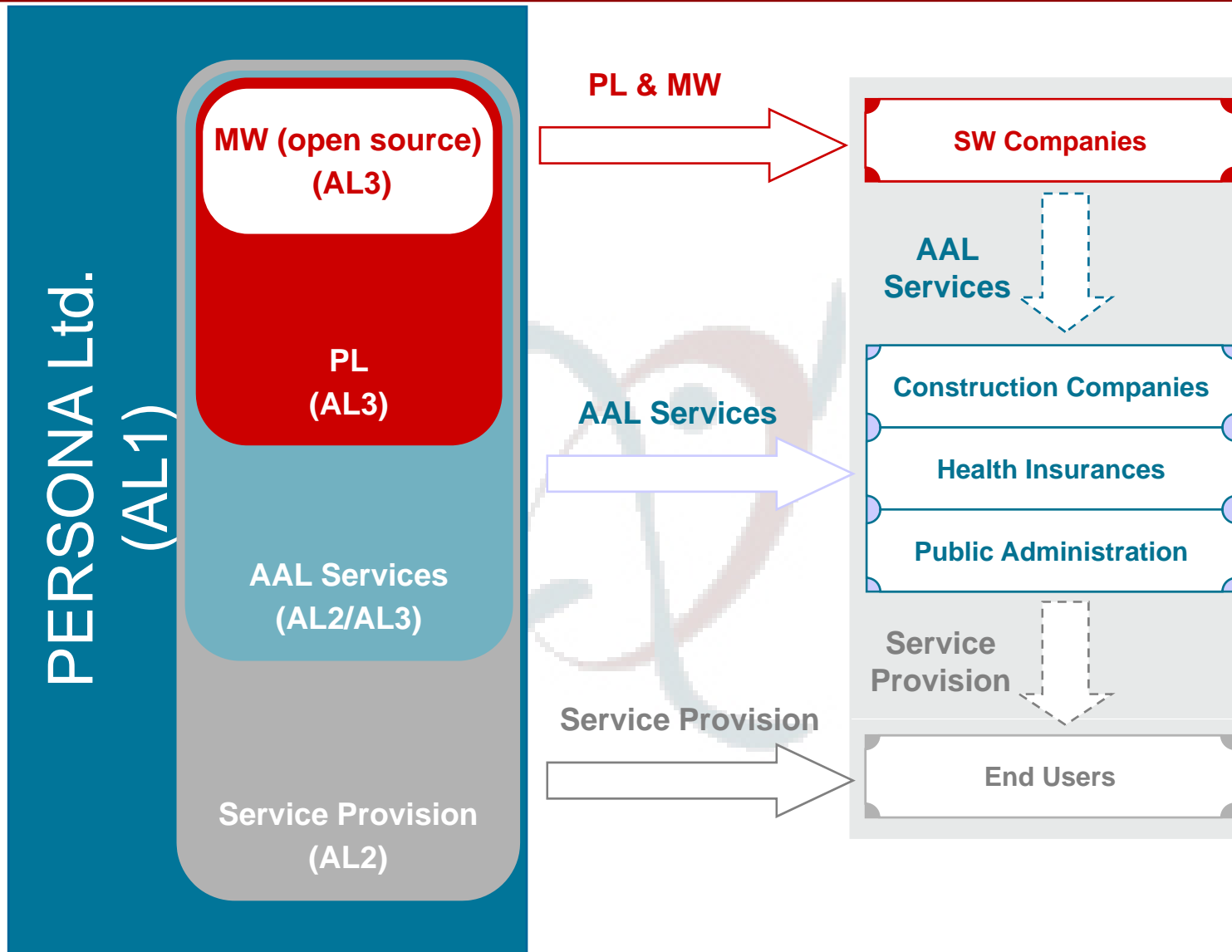
The nine building block model *



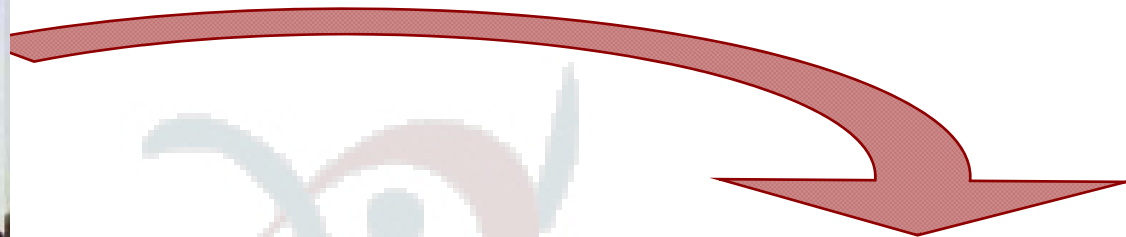
- Defines a pathway for the definition of individual specific Business Strategies (for any set of AAL services)

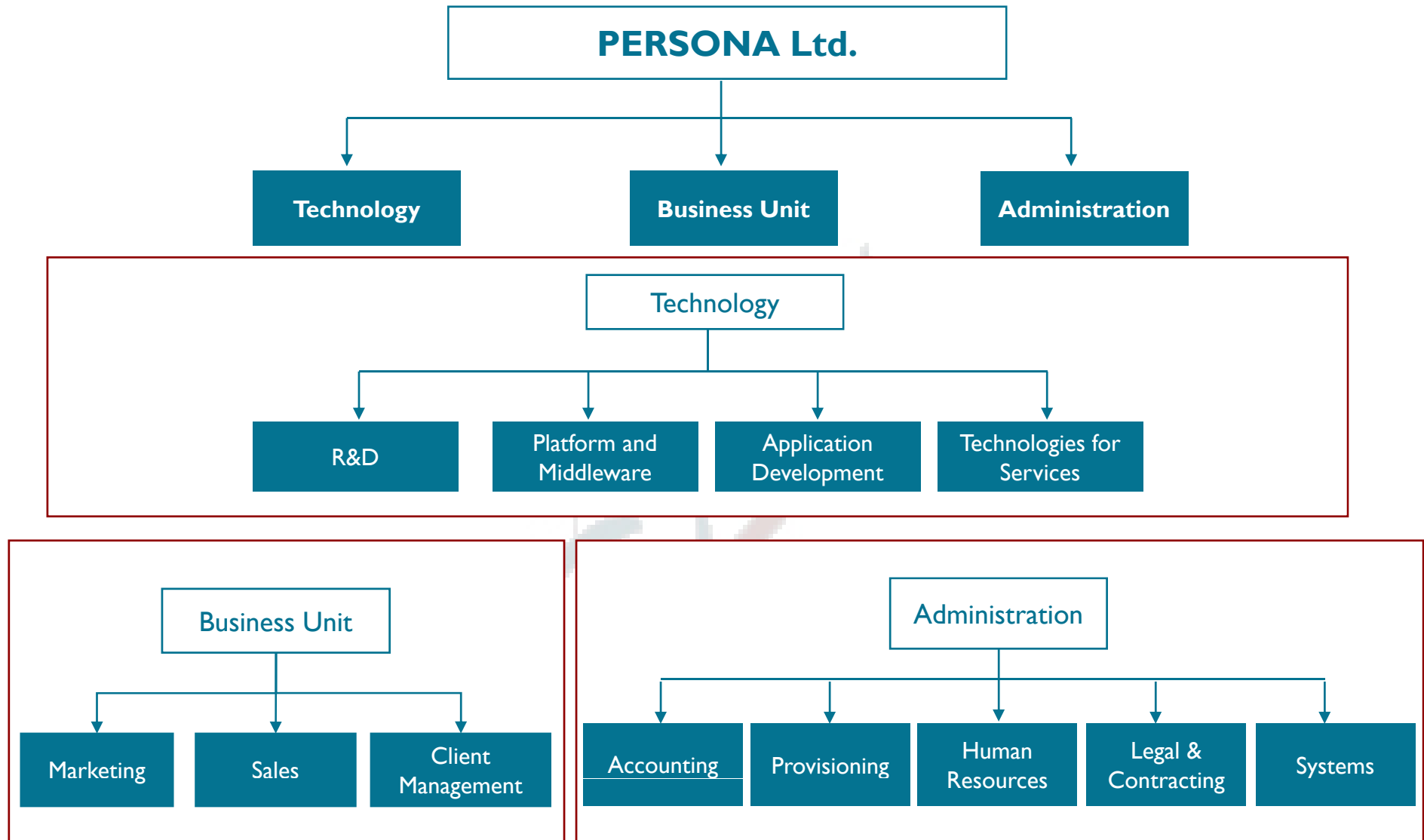
* Source: Osterwalder, Pigneur and Tucci (2005)

Business Strategy - Approach



...going from theory to practice....





Customer analysis – Methodology

Prioritisation

Classification
of target
customers

- Which target customers are the most important for PERSONA Ltd.?
- Which market power do the target customers have?

Diagnosis

Analysis of weak
points





- How can PERSONA Ltd. achieve customer satisfaction?
- How can PERSONA Ltd. meet the
 - customer needs
 - customer requirements
 - customer criteria involved in its decision making-process (e.g. business strategy)

Control

Allocation of
resources

- Is the structure of PERSONA Ltd. sufficient to meet all requirements?
- Which PERSONA offers are most attractive?
- **Focus** on PERSONA offers, which bring the best benefit to our target customers
- Are external partners needed?

Results of customer analysis

	1 P 1	1 P 2	1 P 3	1 P 4	1 P 5	1 P 6	1 P 7	1 P 8	1 P 9	2 P 1	2 P 2	2 P 3	2 P 4	2 P 5
		Light Green	Dark Green			Light Green		Light Green		Dark Green				Light Green
	Dark Green	Light Green	Dark Green		Light Green	Dark Green		Light Green	Light Green	Light Green	Light Green	Dark Green	Dark Green	
	Dark Green	Light Green	Dark Green	Light Green				Dark Green		Dark Green			Light Green	
	Dark Green	Light Green	Dark Green	Dark Green				Dark Green						

IP3: Emergency and risk management

2P1: Home access control

IP4: Help when outside

2P4: Long term behaviour analyzer for early risks detection

IP1: Personal Health Management

IP6: Nutritional advisor

IP2: Agenda and reminders

2P3: Outdoor activity monitor

IP8: Automatic management of the environment for Comfort & Security

Results of customer analysis



Service	Number of potential users		
	Germany	Denmark	Norway
1P1 – Personal Health Management	215,000	-	4,240
1P2 – Agenda and Reminders	-	1,400	1,320
1P3 – Emergency and personal risk management	36,000	2,800	4,240
1P4 – Help when outside	-	-	1,320
1P6 – Nutritional Advisor	56,000	2,800	-
1P8 – Automatic Management of the Environment for Comfort and Security	-	2,800	-
2P1 – Home Access Control	-	43,000	-
2P4 – Long time behaviour and early risks detection	36,000	-	-
Sum	343,000	52,800	11,120

Don't forget the user



Demand Pull vs. Technology Push

- Nine building block model is a useful tool for the definition of a Business Model
- Added value of PERSONA consists of the development and deployment of PERSONA services
- Market entry is a mix of technology push and demand pull approach
- PERSONA Ltd. is considered as an appropriate instrument to bring PERSONA services to the market
- Think in terms of products and offers
- Ask yourself: What do the users really need?

Thanks to my Colleagues of ALI



- **Siri Bjørvig & Anne Elin Breivik** – Norwegian Center for Telemedicine, Norway
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- **Juan Carlos Naranjo** – ITACA, Spain
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