Business Model War Game

A battle of business models

SUNIDEE
Do you want to
... create possible **scenarios** how to defend and expand your business?

... create a **sense of urgency** amongst key stakeholders?

Get together 20-25 key stakeholders and join us in a one-day high energy, result-driven **Business War Game**
War Game

Business war gaming provides vital insights into market dynamics and possible future scenarios, and is a great way to engage the organisation in strategy formulation when the competitive environment is undergoing massive change.

A battle of business models

Winning the game requires a multidimensional view: everything should come together in a smart business model.
Business Model Canvas as a starting point.

- How can we have the best connection to our customers?
- With which partners should we cooperate?
- Which key activities are required to keep our business going?
- What is our offering for the different stakeholders?
- What are different customer groups? What are their problems? Who are we targeting?
- What are the different ways to deliver the service?
- What are the different ways to make money?
- What expertise do we need?
- How can we capitalize on these resources in a later stage?
- What are the most important costs?
War Game – How it works

A battle of business models
Each team receives their ‘Battle Identity’

CHANGE IDENTITY

1  2  3  4
Briefing
Each team receives ‘Battle Briefing’ in a short movie clip.
Battle – round 1
Each team fights their first battle, using the Business Model Canvas to facilitate strategic discussions and define their plan of attack.
Battle results – round 1
Each team records their battle strategy in a 3 minute movie clip, using the life-size Business Model Canvas on the wall as a placeholder, and hands in their iPad at the Command Centre.
Business effect
During lunch, the Command Centre reviews all battle strategies and estimate their effect on the market.
The Command Centre creates short movie of the evaluation
Battle – round 2

defend & counter attack
business model
Battle – round 2
After a brief period of peace (lunch), each team receives an other team’s battle plan together with the Command Centre's evaluation. Each team now represents your company’s senior management and must come up with a battle strategy to outsmart the competitor.
Battle results – round 2
Each team records their battle strategy in a 3 minute movie clip.
Final Battle
The final battle
One by one, each team shows their results using the 3 movie clips (Battle 1, Command Centre evaluation, Battle 2).
The final battle
Next, the team that defined the initial battle strategy in the morning (Battle 1) reacts to your company’s response (Battle 2).
The final battle
The two groups that were not involved in these battles judge which company wins the game.
WAR GAME

12 BATTLES IN 3 ROUNDS
BATTLE (LIKE) THE COMPETITION

BATTLE OF BUSINESS MODELS

1. IMPROVE BUSINESS MODEL
2. DEFEND & COUNTER ATTACK
3. THE FINAL BATTLE FOR GLORY

4 TEAMS
1 COMMAND CENTER
1 IPAD PER TEAM

BASED ON BUSINESS MODEL CANVAS
We are looking forward to an inspiring yet fierce battle!

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