

A strong competitor with extensive financial backing enters the market with your very same business model.

- > How would you deal with such competition?
- > How does this influence your business model?



# CHALLENGE

Your existing revenue model is not working anymore due to new federal tax regulations.

- Think of alternative ways to monetize your idea!



# CHALLENGE

An important business partner or supplier goes bankrupt over night.

- > How does this affect your business model?



# CHALLENGE

An investor likes your business model and grants you 3.000.000 Euro.

- > How can you upscale your business?
- > How would you evolve your business model?



# CHALLENGE



The yellow press wants to report about your business.

- > How would you brief them and sell your story?
- > Which picture should accompany the report?



# CHALLENGE

Your marketing and communication expenses double.

- > Through which other channels and methods can you engage your customers?
- > How could you reorganize your customer support?



# CHALLENGE

Your competitor lowers prices by 50 percent. How does this affect your business model?

- > How can you adapt your pricing strategy?
- > Which other components could you modify in order to compete on a different level?



# CHALLENGE

You wish to expand your business and enter foreign markets.

- > Will you have to adjust your business model in response to local needs?



# CHALLENGE



Scratch your business model consequently to a low-price strategy (base it on discount market- or no-frills strategies).

- What aspects of your product and services are essentially necessary?



# CHALLENGE

Who are your main competitors? And who might take your position in the future?

- > How do you differentiate against established players?
- > How do you differentiate against new players?
- > How would established players react to your offering?



# CHALLENGE

What's will your company look like in 5 years?

- > Which bets do you place on future trends?
- > Which are the most relevant trends to be dealt with?
- > How do you plan to sustain and develop your business?



# CHALLENGE

Your business experiences rapid growth after its initial launch.

- > How does this affect your company?
- > What would sustainable growth look like?



# CHALLENGE



After great initial success, public interest in your business decreases and everyday problems start to eat up large amounts of time.

- > How do you keep your staff motivated?
- > How do you deal with an increasing amount of business hiccups?



# CHALLENGE

Try walking in your competitor's shoes!

- > Consider how your main competitors perceive your company and what you offer the customer.



# CHALLENGE

The value of your local currency is increasing. Your products are becoming more expensive for foreign customers.

- How can you remain attractive to such customers?



# CHALLENGE

One of your key resources is becoming increasingly more expensive (e.g. labor, raw materials, transport).

- How can you remain profitable?



# CHALLENGE



Your best friend becomes managing director of your main competitor.

- > How could both companies collaborate?
- > Do you see any potential for co-innovation?



# CHALLENGE

You are forced to reconsider your pricing strategy.

- > Is skimming a suitable strategy in order to capture customer surplus?
- > Or should you choose penetration pricing to reach a substantial market share quickly?



# CHALLENGE

Your most important communication channel is no longer available.

- > How will you reach your customers?



# CHALLENGE

Your trusted IT developer defects to your main competitor, taking a substantial amount of ideas with him.

- > How do you react?  
Which steps do you take?



# CHALLENGE



A company makes you an offer for an acquisition.

- > How do you react?
- > If you were willing to sell, which parts of your company are most valuable and how could you emphasize their significance?



# CHALLENGE

Your main investor makes an unannounced visit to your offices – requiring to be informed on daily business practice.

- > Explain your key activities and the main tasks of each employee.
- > What is the main reason to host each activity inhouse?



# CHALLENGE

A large IT or telecommunication company gives you a call. They've become aware of your promising team and would like to take a closer look at your business.

- **How can you present your business in interesting ways to such a technology company?**



# CHALLENGE

One of the world's largest companies gives you a call: they intend to purchase a large amount of your product and a customized version of your services.

- > How can this key customer affect your business model?
- > Which modifications of your original offer would you be able and willing to provide?



# CHALLENGE



Bottlenecks in the supply chain are causing significant delays in the delivery of your product. Customers are complaining and orders are in decline.

- > How can you reestablish and strengthen trust among your customers?
- > How do you proceed from the initial transaction stage to enduring sustainable customer relations?



# CHALLENGE