

Workshop Science 2.0: Konkurrenz durch Science 2.0-Tools?

Wie könnte eine Science 2.0-Strategie für Bibliotheken aussehen?

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104. Bibliothekartag

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Geschäftsmodell










Was ist ein Geschäftsmodell?

Haben Bibliotheken ein Geschäftsmodell?

Business Model Canvas

The Business Model Canvas Designed for: _____ Designed by: _____

On: ___/___/___ Iteration: ___

<p>Key Partners</p>  <p>Who are our Key Partners? Who are our key suppliers? Which Key Resources are we acquiring from partners? Which Key Activities do partners perform?</p> <p><small>Key Partners are individuals or organizations that help the business model to function. They can be suppliers, distributors, complementors, or even competitors.</small></p>	<p>Key Activities</p>  <p>What Key Activities do our Value Propositions require? Our Distribution Channels? Customer Relationships? Revenue Streams?</p> <p><small>Key Activities are the most important actions that must be performed to make the business model work.</small></p>	<p>Value Propositions</p>  <p>What value do we deliver to the customer? Which one of our customer's problems are we helping to solve? What bundles of products and services are we offering to each Customer Segment? Which customer needs are we satisfying?</p> <p><small>Value Propositions describe the benefits and solutions that your company offers to target customer segments.</small></p>	<p>Customer Relationships</p>  <p>What type of relationship does each of our Customer Segments expect us to establish and maintain with them? Which ones have we established? How are they integrated with the rest of our business model? How costly are they?</p> <p><small>Customer Relationships describe the types of interactions that your company has with different customer segments.</small></p>	<p>Customer Segments</p>  <p>For whom are we creating value? Who are our most important customers?</p> <p><small>Customer Segments are the groups of people or organizations that your company aims to reach and serve.</small></p>
<p>Key Resources</p>  <p>What Key Resources do our Value Propositions require? Our Distribution Channels? Customer Relationships? Revenue Streams?</p> <p><small>Key Resources are the most important assets that your company needs to make its business model work.</small></p>		<p>Channels</p>  <p>Through which Channels do our Customer Segments want to be reached? How are we reaching them now? How are our Channels integrated? Which ones work best? Which ones are most cost-effective? How are we integrating them with customer routines?</p> <p><small>Channels are the ways that your company communicates with its Customer Segments.</small></p>		
<p>Cost Structure</p>  <p>What are the most important costs inherent in our business model? Which Key Resources are most expensive?</p> <p><small>Cost Structure describes all costs incurred to operate the business model.</small></p>		<p>Revenue Streams</p>  <p>For what value are our customers really willing to pay? For what do they currently pay? How are they currently paying? How would they prefer to pay? How much does each Revenue Stream contribute to overall revenues?</p> <p><small>Revenue Streams describe the sources of revenue your company generates.</small></p>		

www.businessmodelgeneration.com

Geschäftsmodell

<p>Schlüssel-partner</p> <p><i>Wer sind zentrale Partner & Lieferanten? Welche Schlüssel-ressourcen liefern sie, welche Schlüssel-aktivitäten führen sie aus?</i></p>	<p>Schlüssel-aktivitäten</p> <p><i>Welche Aktivitäten sind von zentraler Bedeutung?</i></p> <p>Schlüssel-ressourcen</p> <p><i>Welche Ressourcen sind von zentraler Bedeutung?</i></p>	<p>Angebotener Wert</p> <p><i>Wie lautet Ihr Nutzenversprechen? Welches Kundenproblem lösen Sie? Was bieten Sie den verschiedenen Kundengruppen an?</i></p>	<p>Kunden-beziehungen</p> <p><i>Wie gestalten Sie sie? Was wünschen Kunden?</i></p> <p>Kanäle</p> <p><i>Wie lernt man Sie kennen, wie liefern Sie? Was wünschen Kunden?</i></p>	<p>Kunden</p> <p><i>Wem helfen Sie? Wer sind Ihre wichtigsten Kunden?</i></p>
<p>Kosten</p> <p><i>Welche Kosten sind bei Ihrem Geschäftsmodell zentral? Welche Schlüsselressourcen und –aktivitäten sind am teuersten?</i></p>		<p>Einnahmen</p> <p><i>Woher und wofür bekommen Sie welche Einnahmen?</i></p>		

Wissenschaftliche Bibliothek - ZBW

Schlüssel-partner Verlage GBV Wissenschaft Andere Bibliotheken	Schlüssel-aktivitäten Content-Akquise Infrastrukturentwicklung Kundenservice Beratung	Angebotener Wert Forschungs- und Lernprozess unterstützen, Konzentration auf wiss. Arbeit ermöglichen Informationen möglichst jederzeit und überall frei verfügbar, Publikationen sichtbar machen	Kundenbeziehungen Online z.T. lokal z.T. persönlich	Kunden Wirtschaftswissenschaftler/-innen und Studierende weltweit (B2C) Wirtschaftswiss. Forschungseinrichtungen (B2B)
	Schlüssel-ressourcen Content Personal IT-Ausstattung		Kanäle Social Media Eigene Zeitschriften	
Kosten Personal Erwerbung von Publikationen, Lizenzen IT-Infrastruktur		Einnahmen Bund-Länder-Finanzierung Drittmittelprojekte		



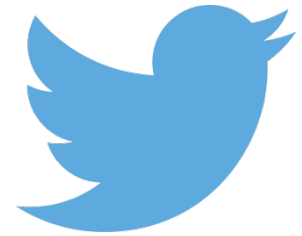
Twitter als Science 2.0-Tool

The screenshot shows a Twitter thread with three tweets. The first tweet is from Amanda L. Goodman (@godaisies) and the second is from Michael Rodriguez (@topshelver). Both tweets mention the hashtag #icanhazpdf and discuss library access issues. A large orange text box is overlaid on the bottom of the screenshot, containing a title and a URL.

Amanda L. Goodman @godaisies · 16 Std.
Check out #icanhazpdf where people ask for access to the documents they need but can't get through their library. @eGathering2015

Michael Rodriguez @topshelver · 16 Std. Übersetzung anzeigen
#icanhazpdf -guerilla interlibrary loan. delighted @griffey mentioned this! #eGathering

Gardner, Carolyn Caffrey; Gardner, Gabriel J.;
Bypassing Interlibrary Loan Via Twitter: An Exploration of #icanhazpdf Requests; 2015:
<http://www.ala.org/acrl/sites/ala.org.acrl/files/content/conferences/confsandpreconfs/2015/Gardner.pdf>



Twitter als Science 2.0-Tool

<p>Schlüssel-partner</p> <p>Twitter-User Investoren/ Aktionäre</p>	<p>Schlüssel-aktivitäten</p> <p>Plattform entwickeln, Kunden & Werbekunden gewinnen</p>	<p>Angebotener Wert</p> <p>Ideen und Informationen sofort und ohne Barrieren teilen Kontakte knüpfen & pflegen Austausch über Themen</p>	<p>Kunden-beziehungen</p> <p>Twitter selbst Beratung von Werbekunden</p>	<p>Kunden</p> <p>Twitter-Endkunden (B2C) = potentiell alle Twitter-Werbekunden (B2B) = Unternehmen</p>
<p>Schlüssel-ressourcen</p> <p>Stabile & innovative Plattform/App Personal Netzwerkeffekt</p>			<p>Kanäle</p> <p>Durch Twitter direkt Andere Social Media-Plattformen Berichterstattung</p>	
<p>Kosten</p> <p>Personal IT-Infrastruktur</p>		<p>Einnahmen</p> <p>Sammlung personenbezogener Daten Werbung Aktien/Investoren</p>		

ResearchGate

The screenshot displays the ResearchGate website interface. At the top is a dark navigation bar with icons for home, Q&A, Publications (highlighted), and Jobs. A search bar and user profile icon are also present. Below the navigation bar, a user profile section features a profile picture and a green button labeled "Add your publications".

The main content area shows a list of publications. The first entry is by Maicon Gouvêa de Oliveira et al., titled "Article: Decision making at the front end of innovation: the hidden influence of knowledge and decision criteria". It includes a "Request full-text" button, a "Follow" button, and a "Share" dropdown. The second entry is a conference paper by Boris Daniel Plüschke and Markus Grottko, titled "Conference Paper: Market defined Innovation Success".

On the right side, there is a sidebar for "Browse publications from" with categories: "RECENTLY PUBLISHED", "YOUR NETWORK", "YOUR FIELD OF RESEARCH" (selected), and "PUBLICATIONS YOU FOLLOW · 1".

A modal window titled "Resend your requests to get full-texts faster" is open, showing that one full-text request is still pending for the article "Project Management Theory and the Management of Research Projects". It includes a "View request" button and a green "Resend request" button. At the bottom of the modal is a "Go to your publications" button.

ResearchGate

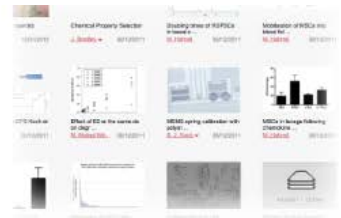
Schlüssel-partner Wissenschaftler/-innen Investoren	Schlüssel-aktivitäten Plattform entwickeln, Content einwerben, Kunden gewinnen	Angebotener Wert Wissenschaftler vernetzen, Wissen, Publikationen, Daten, ... austauschen, wiss. Fortschritt fördern, Bibliometrie,	Kunden-beziehungen Automatisch angelegte Profile, Automatisch, Zuordnung von Publikationen	Kunden Wissenschaftler/-innen weltweit (B2C)
	Schlüssel-ressourcen Stabile & innovative Plattform, Content Personal Netzwerkeffekt		Kanäle Direkt auf RG E-Mail Automatische „Einladungen“ an Co-Autoren, ... Medienberichte	
Kosten Personal IT-Infrastruktur			Einnahmen Investoren	

figshare



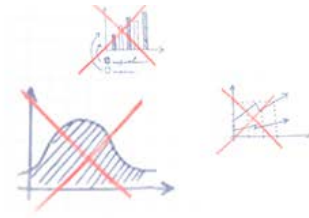
1GB of private space

taggable and easily filtered, your research data is better managed and easy to locate



Unlimited public space

upload to your heart's content the more - the better



Publish negative data

all published research is citable

Desktop uploader



API



Upload all formats



Quick & simple upload



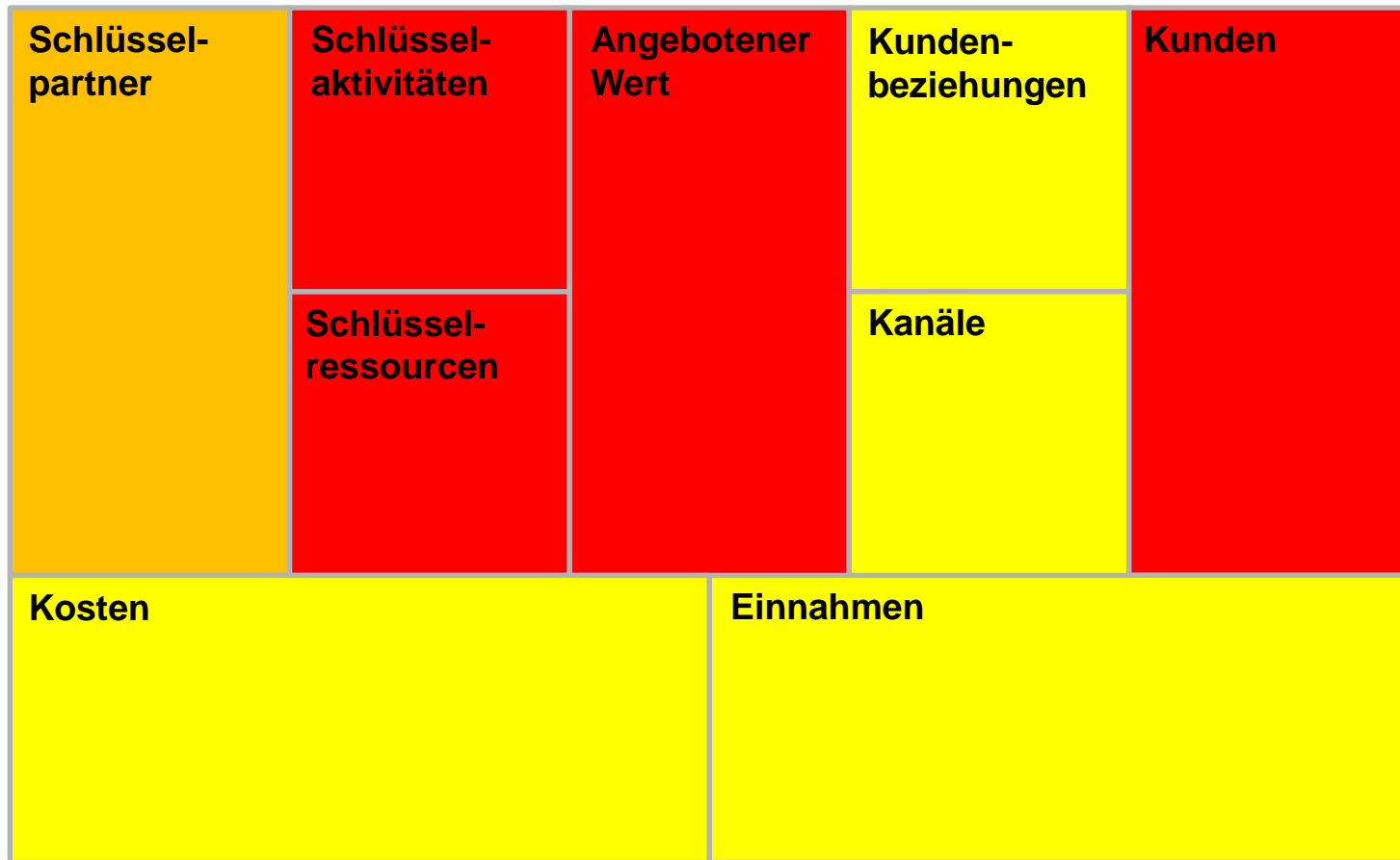
Cloud based

Collaborative spaces

figshare

<p>Schlüssel-partner</p> <p>Wissenschaftler/-innen Verlag (Macmillan Publishers)</p>	<p>Schlüssel-aktivitäten</p> <p>Plattform entwickeln, Content einwerben, Kunden gewinnen</p>	<p>Angebotener Wert</p> <p>Forschung managen & teilen Ansehen für alle Forschungsarbeit und alle Arten von Output, nicht nur Papers. Institutional repository Schneller und effektiver Wissen teilen</p>	<p>Kunden-beziehungen</p> <p>Figshare selbst Beratung von B2B-Kunden</p>	<p>Kunden</p> <p>Wissenschaftler/innen weltweit (B2C)</p> <p>Verlage Wiss. Institutionen (B2B)</p>
<p>Schlüssel-ressourcen</p> <p>Stabile & innovative Plattform, Content Personal Netzwerkeffekt</p>			<p>Kanäle</p> <p>Direkt auf figshare Andere Social Media-Plattformen Berichterstattung</p>	
<p>Kosten</p> <p>Personal IT-Infrastruktur</p>			<p>Einnahmen</p> <p>Investor (Macmillan Publishers)</p> <ol style="list-style-type: none"> 1.) Gebühr für Premium-Version 2.) Forschungsdaten-Hosting für Verlage 3.) Figshare for Institutions last year to securely host research data in the cloud, privately or publicly. 	

Geschäftsmodell-Vergleich wiss. Bibliotheken vs. Science 2.0-Tools



Unterscheidung von öffentlichen/Open Source vs. kommerziellen Science 2.0-Tools

