



## COMMERCIAL MODEL

**TO PROFIT AT SCALE,  
EMBRACE NEW COMMERCIAL  
MODELS & REVENUE STREAMS**

New potential revenue streams:  
*Diagnostics, devices, data etc.*

New potential commercial models:  
*Subscription, platform, freemium etc.*

Options to control or share costs:

Supply chain:  
*Materials, ingredients, inputs etc.*

Manufacturing & integration:  
*Agile manufacturing, 3D printing, automation, app/software etc.*

Rest of value chain:  
*Last mile logistics, customer service etc.*



## PRODUCT & SERVICE

**DEVELOP NEW TECH CAPABILITIES  
& PARTNERSHIPS TO BUILD  
PERSONALIZED SOLUTIONS**

**SHIFT CHANNEL STRATEGY  
TO MATCH THE CONSUMER'S  
PERSONALIZATION JOURNEY**

## CHANNEL



Personalization channel(s):  
*Online, app, retail etc.*

Sales channel(s):  
*Online, app, retail etc.*

New acquisition funnel considerations:



## CONSUMER EXPERIENCE

**SHOW CONSUMERS WHAT  
THEY DIDN'T EVEN KNOW  
THEY NEEDED**

Priority consumer:

New benefits from customization:

New benefits from personalization:

## INPUTS

Type:  
*(Demographic, lifestyle,  
geographic, biological etc.)*

Source:  
*(Customer, 3<sup>rd</sup> party, diagnostic etc.)*

## OUTPUTS

Insight:

How:  
*(AI, algorithm etc.)*

**TAP INTO NEW SOURCES OF  
INFORMATION TO DISCOVER &  
COMMUNICATE NEW BENEFITS**

## DATA & DIAGNOSTICS



WHO INSPIRES US?

WHO SCARES US?

WHO SHOULD WORK WITH US?