



# D6.1

## L4MS marketplace business plan version 1.0

Confidential

### Arto Wallin

VTT Technical Research Centre of Finland Ltd  
Kaitoväylä 1  
90571 Oulu, Finland

arto.wallin@vtt.fi  
+358 40 576 5033



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<b>Main author</b> Arto Wallin	<b>Reviewed by</b> Edgaras Leichteris	<b>Accepted by</b> Ali Muhammad	
<b>Contributing author(s)</b> Arto Wallin, Andreas Prodromou, Edgaras Leichteris, Ola Skalska, Petri Purmonen, Kristo Timberg, Peter Falk, Andreea Parachiv, Panos Bouklis			<b>Pages</b> 30
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### Abstract

This report aims to define the ‘business perspective’ of the L4MS marketplace. This is done with help of three tools: Business Model Canvas [BMC], Value Proposition Canvas [VPC], and Environment Map. Business Model Canvases describe the logic of business of operating the marketplace and also the business logics of business partners of marketplace provider. Value Proposition Canvas helps to identify how value is created to different stakeholders in the business network. Additionally an ‘Environment Map’ helps to understand the context of the business in more detail.

The work has been done in close collaboration with WP2, which concerns actual implementation of the marketplace. Different stakeholders are actively involved in this work to help on the definition of the VPCs and Environment Map and, based on it, develop the final BMC aligned to the Marketplace’s customer segments.

### Coordinator contact

Ali Muhammad  
VTT Technical Research Centre of Finland Ltd  
Tekniikankatu 1, PL 1300, 33101 Tampere, Finland  
E-mail: [ali.muhammad@vtt.fi](mailto:ali.muhammad@vtt.fi)  
Tel: +358400560851

### Notification

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## History of changes

Version	Date	Author	Change
0.1-0.3	16/08/2018	VTT (awa)	Initial Layout and Structure
0.4	27/08/2018	VTT (awa)	Fine-tuning
1.0	07/09/2018	VTT (awa)	Updating document based on the comments of internal reviewer

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## *Executive summary*

This deliverable presents the process how project partners search for viable business models through which L4MS can continue to operate after the project. L4MS Marketplace will be a platform that is operated by to-be established business entity (start-up) that is run by small number of persons who are currently participating to L4MS project. The main role of the startup will be to facilitate interaction of two main customer segments i.e. both sides of the platform, namely production SMEs and system integrators. In addition to the new startup and the customers, sustainability of the platform requires developing enduring business relationships between platform provider and other relevant business entities such as competence centres and software provider.

This document first depicts the overall picture of the L4MS ecosystem, then it describes the current business model and value proposition design choices that drive the product development. The document also aims to identify opportunities and threats arising from the business environment with help of Environment map. Finally, the document describes how business model and value proposition hypothesis are tested in the field through process of business model testing.



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