



2014-2020 Operational Programme for the European Union Funds Investments in Lithuania

7<sup>th</sup> biannual international evaluation conference

## EVALUATION OF INNOVATIONS AND INNOVATIONS IN EVALUATION



MINISTRY OF FINANCE



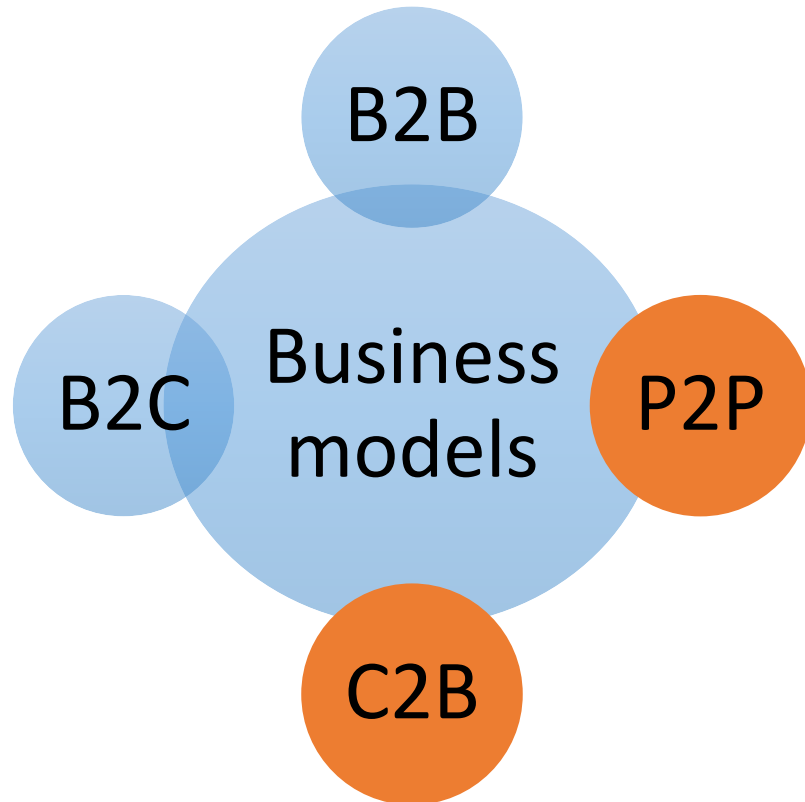
18-19<sup>th</sup> of May 2017

Sapiegos Vilnius Tech Park | Antakalnio str. 17 | Vilnius, Lithuania

**Katre Eljas-Taal**

**How new business models change business environment**

# New business models – what and why?



## Economic

Economic crisis  
Unemployment  
Loan burden



## Technological

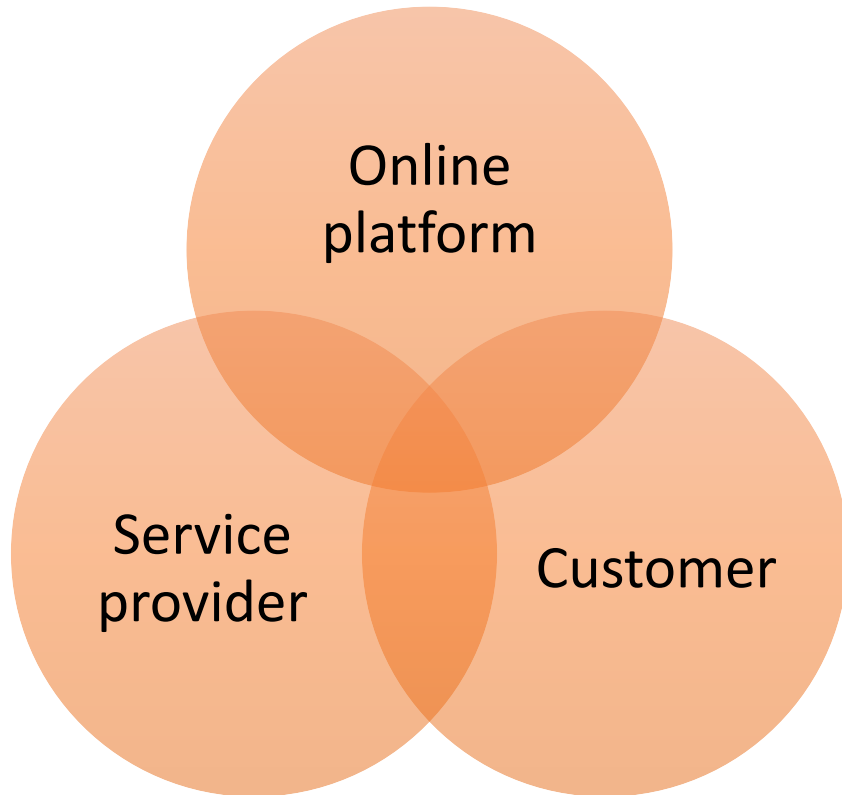
Internet  
globalisation  
Mobile apps and  
platforms  
Simplified payment  
systems  
Expansion of social  
network



## Societal

Increase in  
population  
density  
Trend towards  
sustainability  
Increase in  
importance of  
community

# New business models – how?



# Why new business models are not always welcome?

- Everything new is unknown and scary
- Individuals act as service providers
- Can I trust the platform?
- I don't know the service provider – who is responsible for the quality?
- Do new business models hamper competition?
- Who protects customers' rights?
- Why do they offer their services without license and with lower price???
- Are all state taxes collected?



# Change in paradigm reshapes the business landscape

## Change in paradigm

I don't need a private car, I want to get from point A to the point B

Shift from the business-centred approach to the customer-centred approach

The mind-shift from consumption towards resource efficiency

More responsibility taken by customer

## Direct improvements

Wider selection and better quality of goods and services

Immediate feedback from customers (self-regulating system)

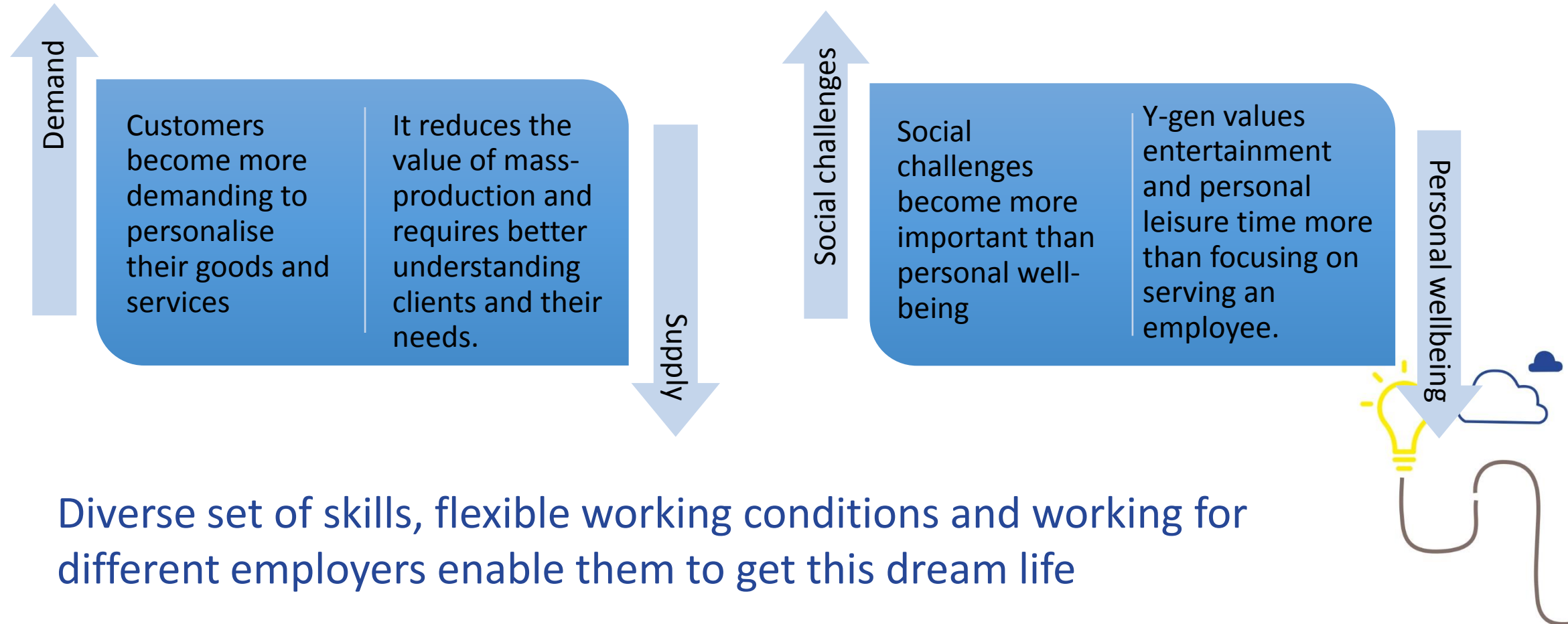
Improved customer service

Improved market reach and scalability (no geographical restriction, larger number of trading partners and consumers)

Improved speed of delivery

# Future business environment 1

## MARKET AND CUSTOMERS



# Future business environment 2

# TECHNOLOGY

## Drivers of our habits and decisions

Improved digital skills

Improved access to internet

Wider availability of smartphones

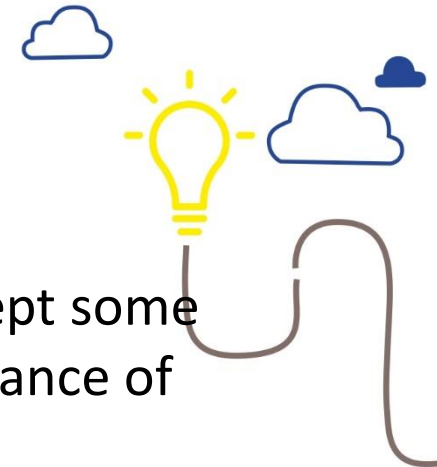
4<sup>th</sup> industrial revolution

Digital learning methods

Cybersecurity

Digital economy

There is not much difference in the use of technology in traditional or collaborative economy, **the resources sold or shared makes the difference.**



Digital solutions will enable companies to reach more clients cross-border (except some services still requiring local presence like home chefs or mechanics), the importance of **scalability** enabled by technology is the main key for internationalisation

## New economy

- More diverse and driven by customers – there are more business models used in the market and more customised services required
- How can I serve more people with higher satisfaction in the most efficient way?
- Offer tailor-made services to its customers (customer driven approach)
- Rather small and medium size companies

## Traditional economy

- Driven by business - traditional business models from business to customer/business
- How can I serve the most people with the highest efficiency?
- Offer mass production (business driven approach)
- Rather larger traditional companies



**Economy needs both of them**, however, the customer oriented approach tends to gain more popularity in the future



# Thank you!



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