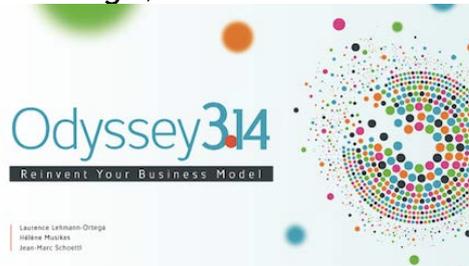


Odyssey 3.14 – Reinvent your business model

App-book available on itunes store

by Laurence Lehmann-Ortega, H el ene Musikas et Jean-Marc Schoettl



Innovation is the new business imperative. Every company, big or small, and regardless of its industry, is trying to find the magic formula for innovation.

Odyssey 3.14 offers an original approach by inviting to a real journey that combines innovation and strategy. Starting with the 3 pillars that make up the business model, this approach recommends 14 directions to consider in order to invent or reinvent the business model.

Odyssey 3.14 is the result of over ten years of research, consulting and teaching by the three authors. They have thoroughly analyzed over 80 companies that have successfully invented or reinvented their business models.

The Odyssey 3.14 app-book offers an interactive mobile reading experience, user-friendly navigation and enhanced content with videos, slideshows, images and hundreds of graphics. In addition to the structured approach, the app-book also provides access to the Odyssey 3.14 case collection, offering the opportunity to select the cases according to the interest of the reader (i.e. B to B, B to C or B to B to C; innovation trends, 14 directions, ...).

SUMMARY OF THE APPLICATION



3 pillars of a business model

Strategic innovation is based on an original combination of 3 pillars that characterise a business model.



14 directions to explore

Innovation is first about discovering new ideas. We propose 14 directions, each one illustrated by an example.



Make it happen!

Reinventing a business model is a challenging endeavour with several stages from ideation to deployment.



85 cases to stimulate 3.14 innovations

85 cases of business model inventions or reinventions in different business sectors will urge you to embark on an Odyssey 3.14!

Laurence Lehmann-Ortega, Affiliate Professor at HEC Paris is an HEC graduate who holds a PhD in Management Sciences. She is a specialist of business model innovation.

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Jean-Marc Schoettl, ESCP Europe graduate, holds a PhD in Organizational Sciences from Paris Dauphine. He has extensive experience in consulting and research in business model innovation.