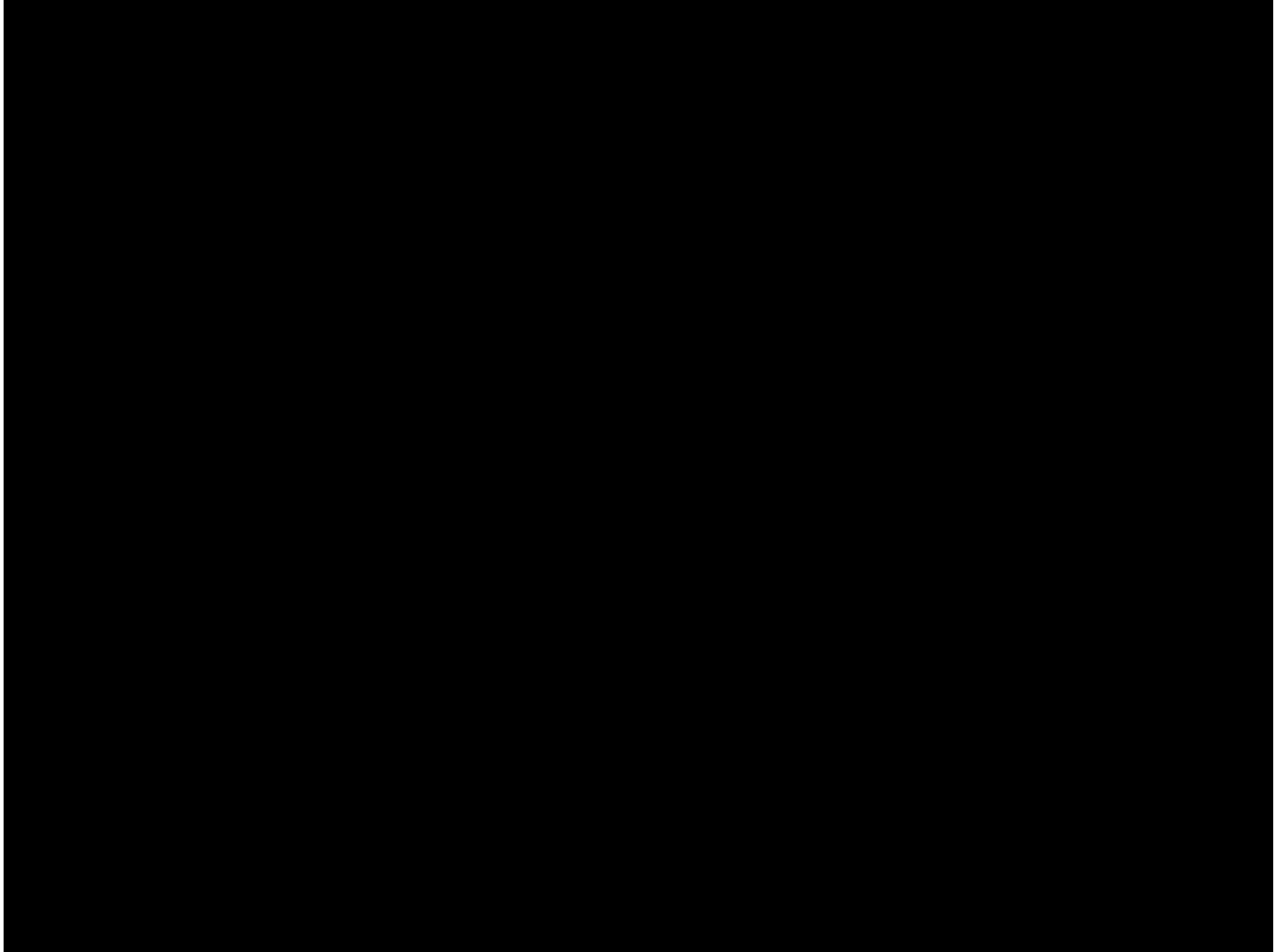


Strategic innovation through new business models



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Hi, I'm Jan

#CircularEconomy

#PublicSpeaking

#StrategicDesign

#EntrepreneurialActivist





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Sustainability

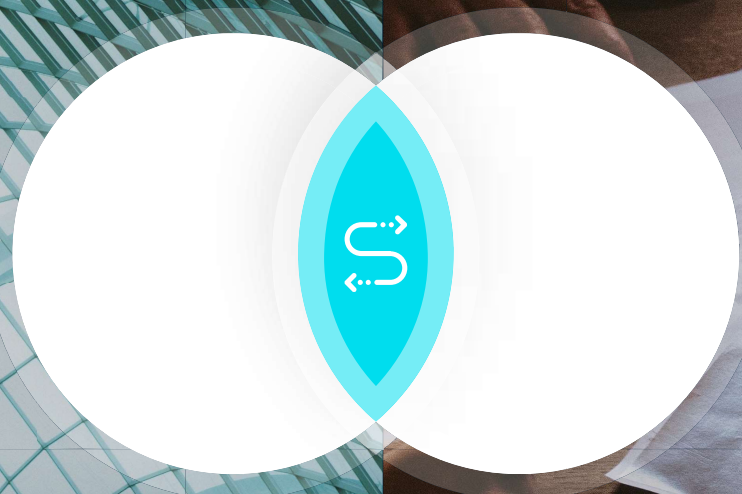
Circular Economy
Social Innovation
SDG's

Business Design

Business Model Development
Design Thinking
Strategic Design



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Sustainability

Circular Economy
Social Innovation
SDG's

Business Design

Business Model Development
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Business Models

**What are they, and why
are they relevant?**

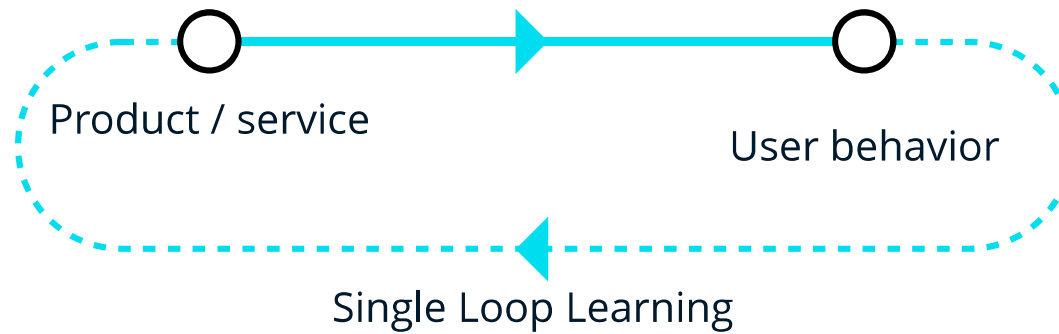
In a nutshell



Business model is an umbrella term for the whole **rationale** in which an organization **creates, delivers** and **captures value**.



Systems Thinking





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The future of cars might be electric...



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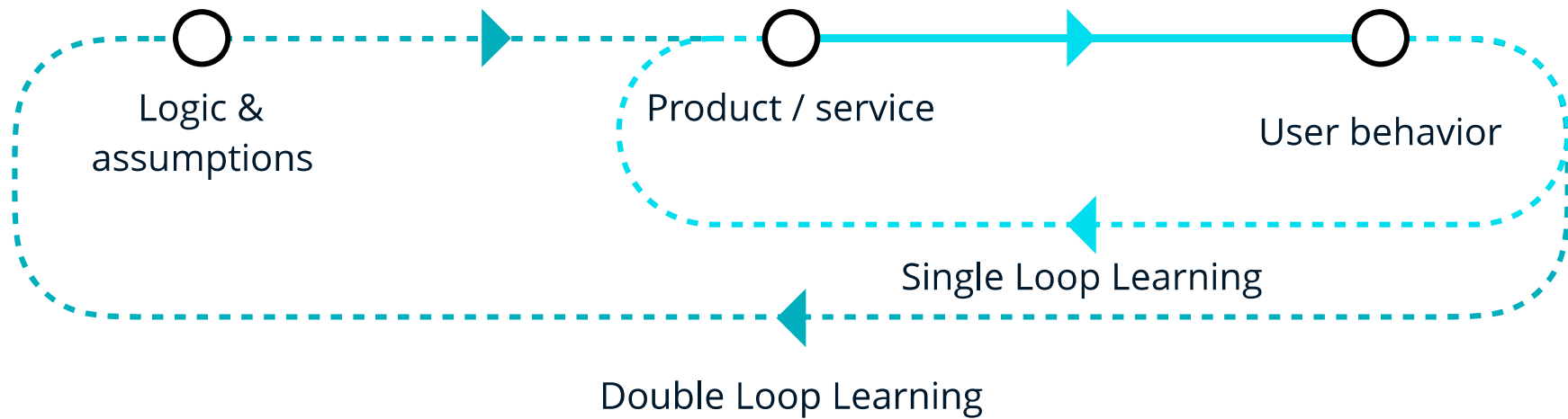
The future of cars might be electric...

But the future of mobility might not be cars.



Systems Thinking

LOOKING BEYOND THE PRODUCT





We don't see things as they are,





We don't see things as they are,



We see things as we are.



Context defines content

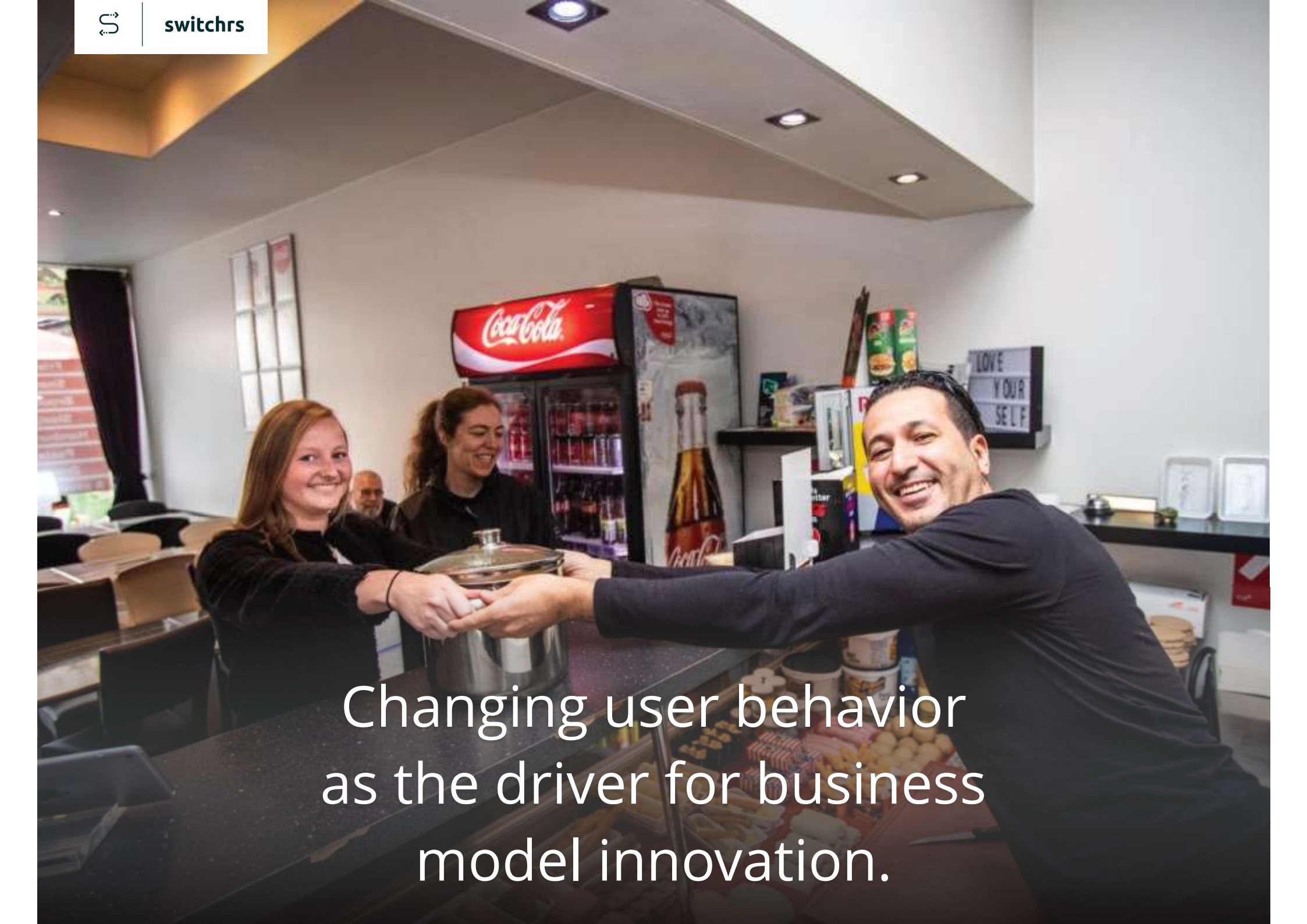
**Designing the box is harder
than thinking outside of it.**



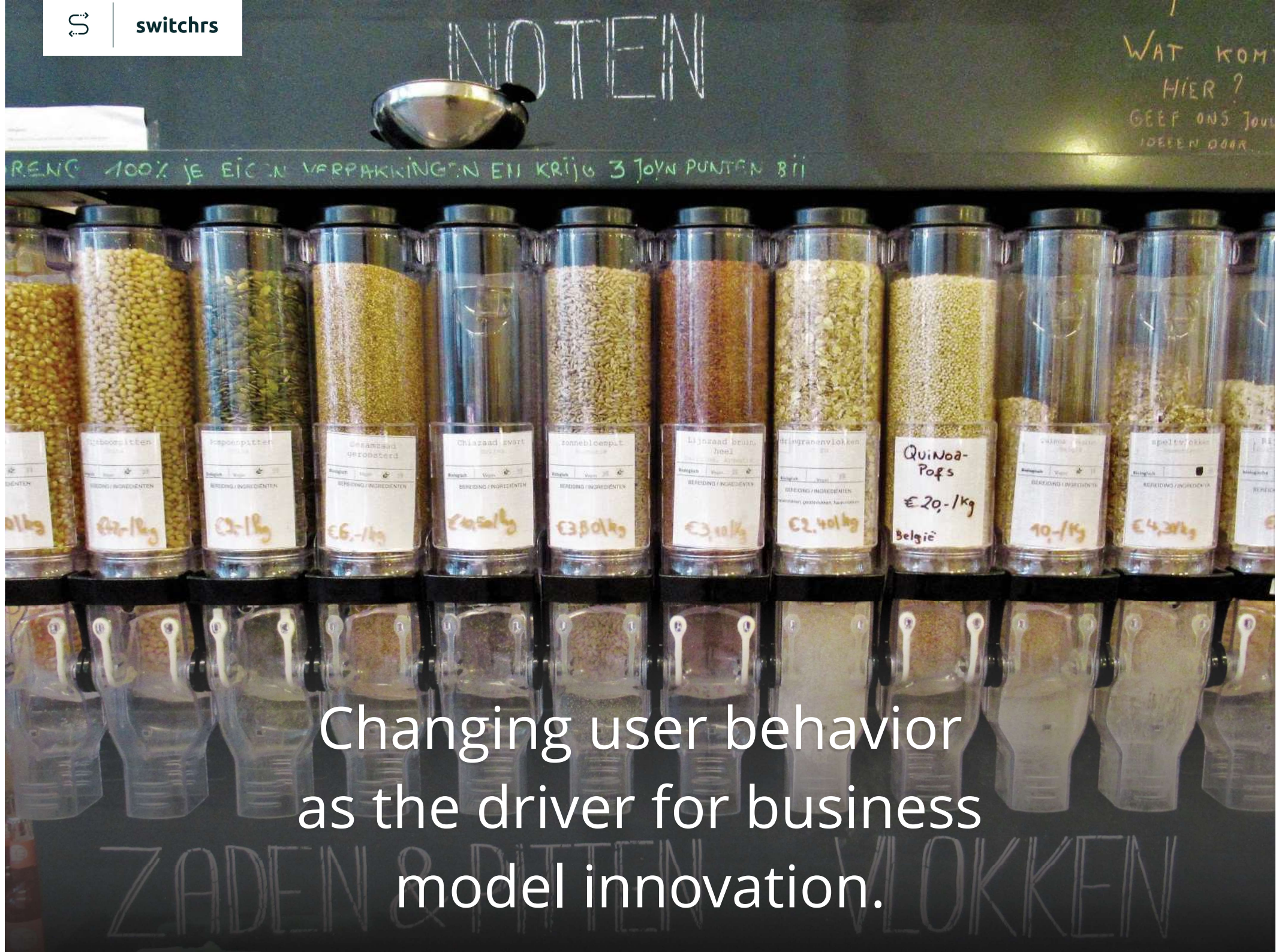
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A photograph of a grocery store checkout counter. A person's hand in a green sleeve is scanning a large, clear plastic bag. On the counter, there are several items including a yellow lemon, a bottle of water, a bag of chips, and some fresh produce like lettuce, green bell peppers, and a red bell pepper. A cash register is visible on the left side of the counter.

Changing user behavior
as the driver for business
model innovation.

A photograph of a man in a black long-sleeved shirt smiling and handing a large metal pot to two women in a cafe. The women are also smiling. In the background, there is a Coca-Cola vending machine, a sign that says 'LOVE YOUR SELF', and various cafe items on the counter.

Changing user behavior
as the driver for business
model innovation.



Changing user behavior
as the driver for business
model innovation.



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Changing user behavior
as the driver for business
model innovation.



Making the packaging
part of the product.



Making the packaging
part of the product.



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A close-up photograph showing a pair of hands planting small green succulent plants into a light-colored, textured concrete pot. The hands are positioned to carefully place the plants into the soil. In the background, other similar pots with plants are visible, and a window with a blue sky is partially seen. The overall scene is bright and focused on the act of gardening.

Improving the product
through packaging.



Improving the experience
through packaging.

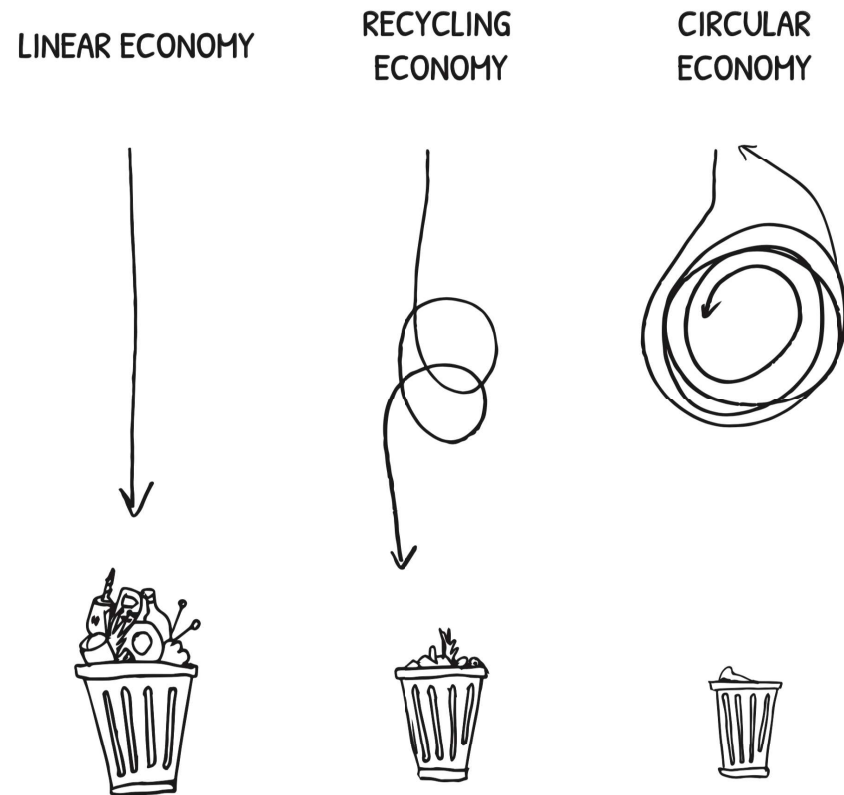


Improving the experience
through packaging.



Circular packaging

How will the circular economy impact packaging?



A **circular economy** is an economic system that aims at minimizing waste while keeping materials in the loop as long as possible and the quality of those materials as high as possible.



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People don't want a power drill, they
want a hole in the wall.

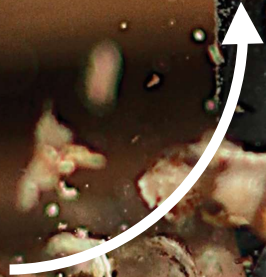


People don't want a power drill, they
want a ~~hole~~ in the wall.



People don't want a power drill, they
want a ~~hole~~ in the wall.

To put
something on





Rethinking Packaging

THE FOUR REUSE MODELS





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Refill
at home



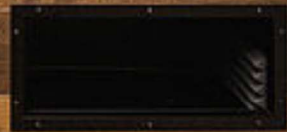
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Return
from home

Return
on the go

FRESH BOWL
SUPERFOODS —



FRESH.BOWL



DAILY
PREPARED
AND LOCALLY
SOURCED

FRESH.BOWL



GRAB FAST.
EAT SLOW



Bowl Return
& Utensils

Tag us. You might win lunch!

f t i @myfreshbowl





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Refill
on the go





Circular packaging

How will the circular economy impact packaging?



Circular packaging

How will **packaging**
impact **the circular economy?**



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Thanks!

Jan Leyssens

+32 493 11 61 07
jan@switchrs.com

