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# Customers as service innovators within business networks

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**Customers as service innovators within business networks**
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Today there is still a gap between the theory of customer-driven business models and their implementation in practice. Furthermore the question emerges how companies could profit from a more sophisticated interaction with their customers. We want to introduce a concept of a technological platform which empowers the customer to co-create value with one or more companies by combining services. The main issue in this scenario is the changing of the business model from company-centric to customer-centric, i.e. the customer is the main driver for composing services and also the main driver for value creation. The company still has to deliver the value proposition to the customer who matches it with his own needs and then chooses a specific service from a portfolio of services. For this we analyze similar concepts and platforms found in literature and compare them to our approach. We finally conclude with an outlook on how can this concept be realized in practice.