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Innovate at Your Library with Business Model Generation

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Innovate at Your Library with Business Model Generation

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IDEA

Libraries are innovative places. There are countless examples of innovative services and programs (German & Namachchivaya, 2013), and there is even some discussion from a strategic perspective (Rowley, 2011). However, there are few practical tools for librarians exploring innovation.

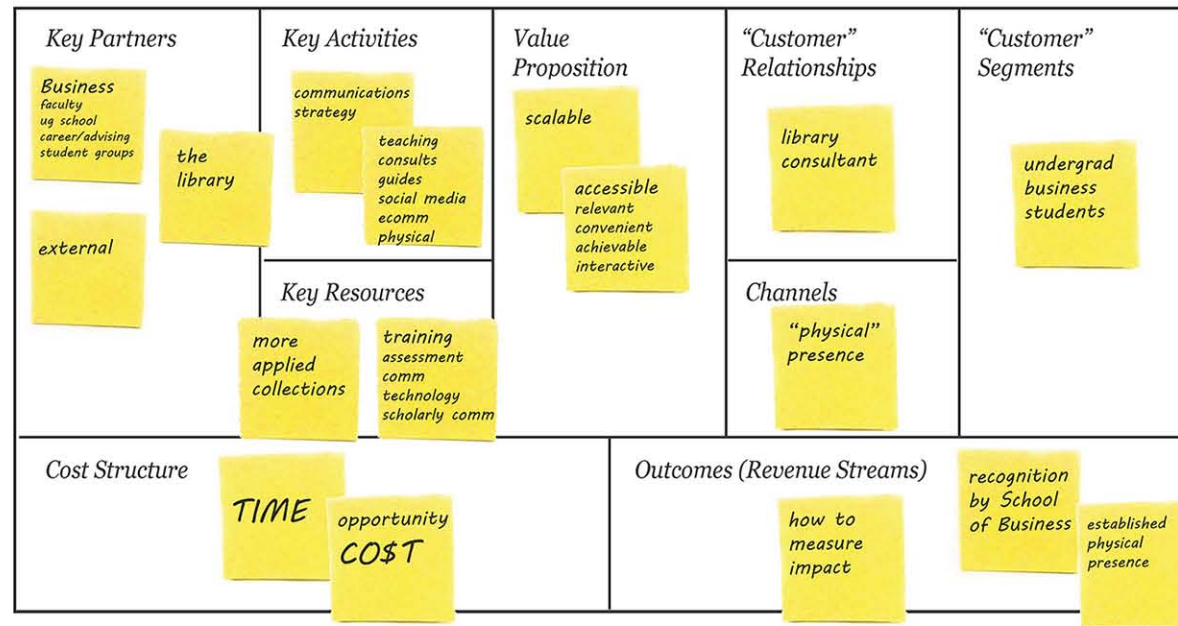
On the other hand, there is a long tradition of applied innovation research for entrepreneurs with an endless supply of books, blogs, and workshops. One recent title of note, *Business Model Generation*, has gained recognition as a way to consider innovation in business, mapping “how an organization creates, delivers, and captures value” through nine building blocks that are visually represented on the Business Model Canvas (Osterwalder & Pigneur, 2010, p. 14).

The Business Model Canvas has been widely adopted and adapted including use in nonprofit settings and user experience (Alexandros, 2014; Kromer, 2012). This poster will consider its use in the library to transform current practices and create new value for our audiences.

HOW IT WORKS

1. Print canvas (Business Model Foundry, 2014) and post.
2. Gather sticky notes, pens and people.
3. “Sketch” your model.

BUSINESS MODEL CANVAS



BusinessModelGeneration.com

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INNOVATE

outreach to the School of Business.

The Canvas is used by many entrepreneurial programs at VCU, so it seemed an ideal example.

PROCESS

4 team members
Bettina, Business Librarian
Pattie, Business Librarian
John, Humanities Librarian
Celeste, recent graduate

5 versions

7 hours of work

250 sticky notes

WHAT NEXT?

Our Canvas is ongoing, but working through our outreach model helped us develop a plan focused on a **new communications strategy** for **undergraduate students** with an emphasis on creating a **physical presence** and messages that emphasize the **accessibility** and **relevance** of library resources and services.