



SMART SPECIALISATION COOPERATION IN CENTRAL EUROPE

European Commission

Campden BRI  
food and drink innovation

Gospodarska zbornica Slovenije  
Chamber of Governance and Industry of Slovenia  
Chamber of Agricultural and Food Enterprises

NATIONAL RESEARCH, DEVELOPMENT AND INNOVATION OFFICE HUNGARY

smarttools

Wafity

IKT horizontalna mreža  
IKT partner za digitalna preobrazba

Central European Cooperation in Smart Specialisation on the Application of ICT and Advanced Manufacturing Solutions in the Food Supply Chain workshop on 4-5 April 2018 in Budapest, Hungary

**iIBA Slovenia Chapter**

## Importance of business models for digitalization in food production

**Aleš Štampihar, IIBA Slovenia Chapter President**



### What does digital business really mean?



digital CULTURE

EVOLUTION

digital PROCEESS

VALUE

Cx

value

digital BUSINESS MODELS

REVOLUTION

digital TECHNOLOGY

DIGITAL42  
THE BUSINESS MODEL BY DESIGN COMPANY

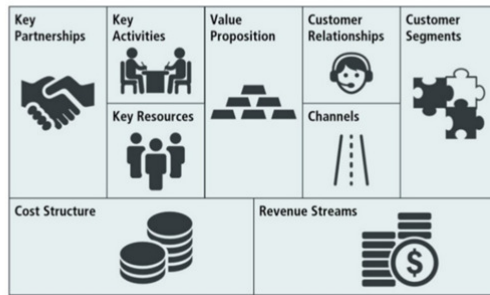
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# What does a digital business model mean?

A business model canvas describes how an enterprise creates, delivers, and captures value for and from its customers

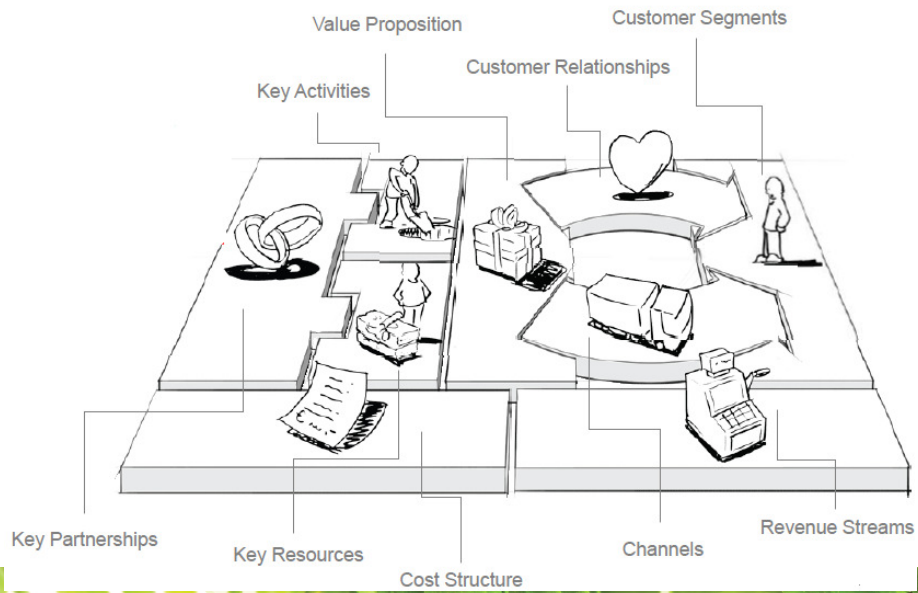
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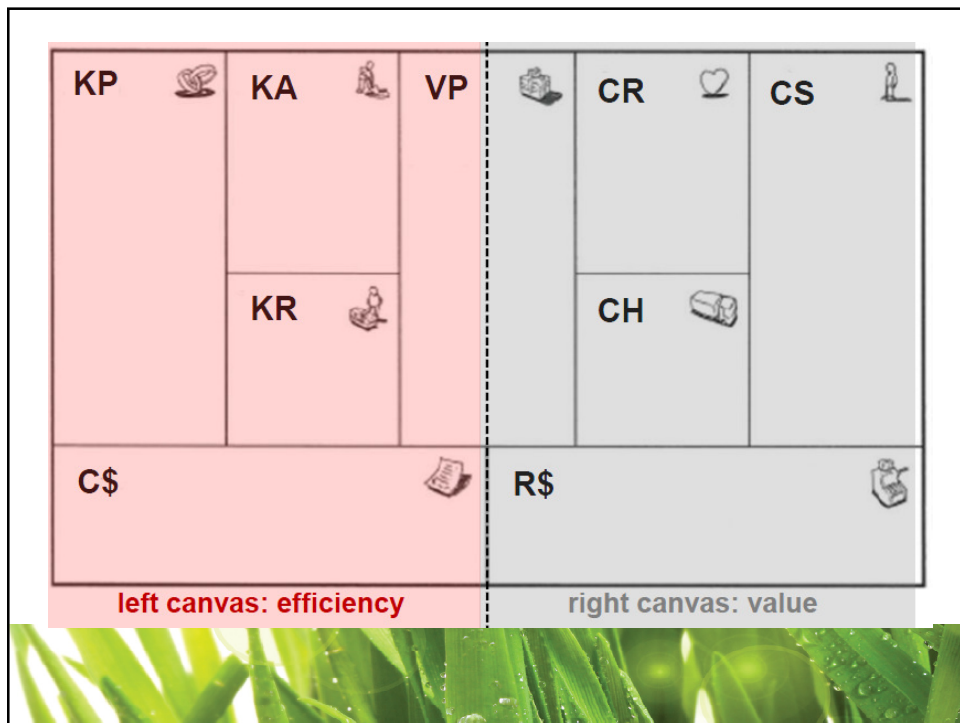
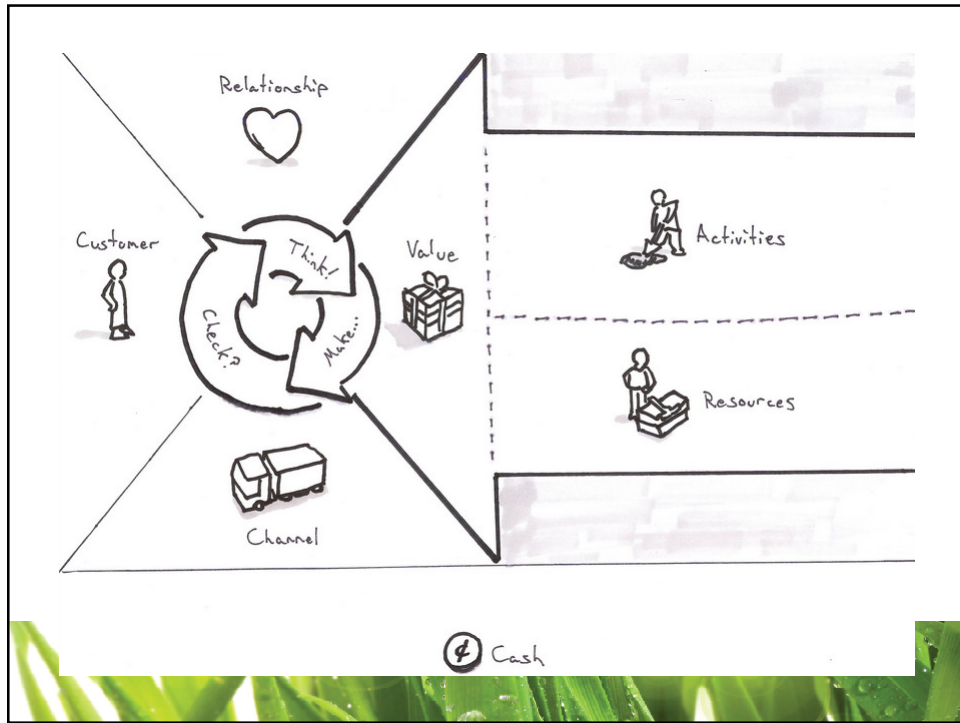


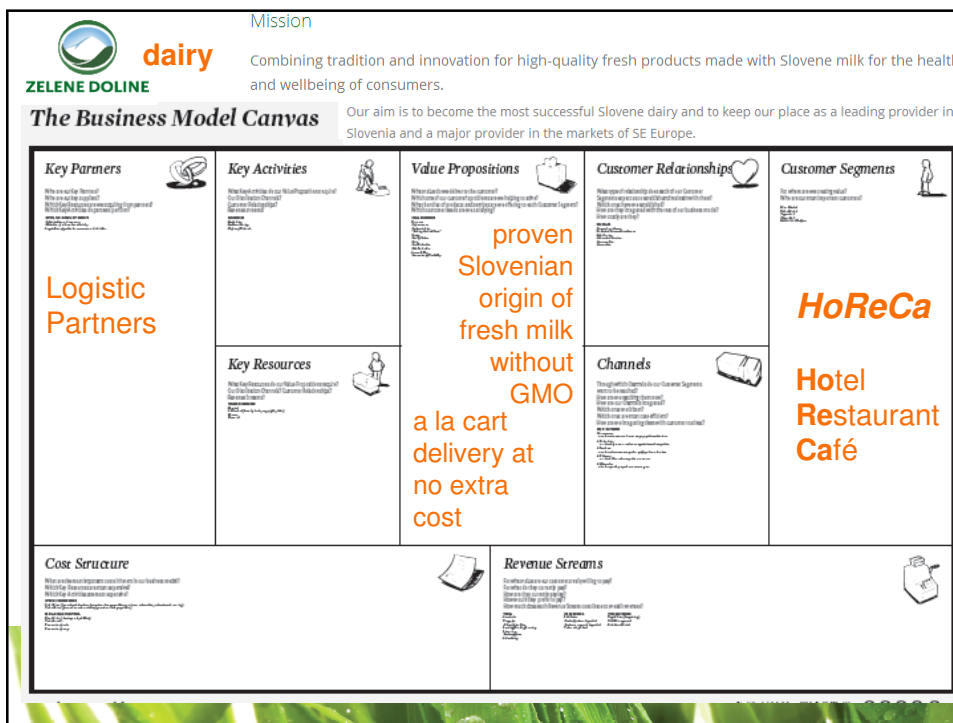
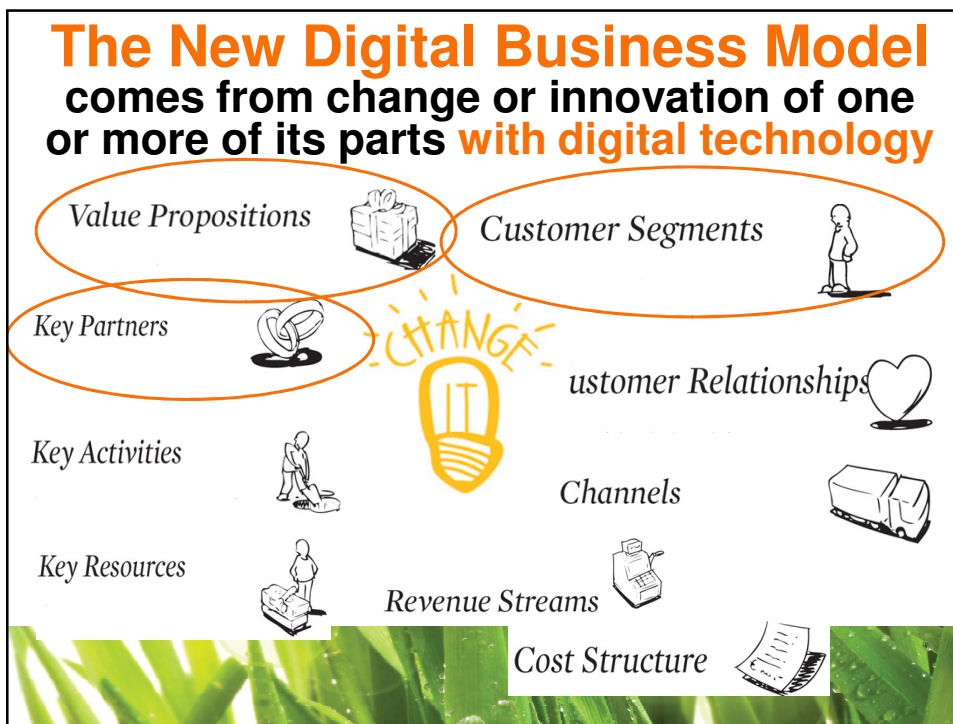
Source: BABOK® Guide V3



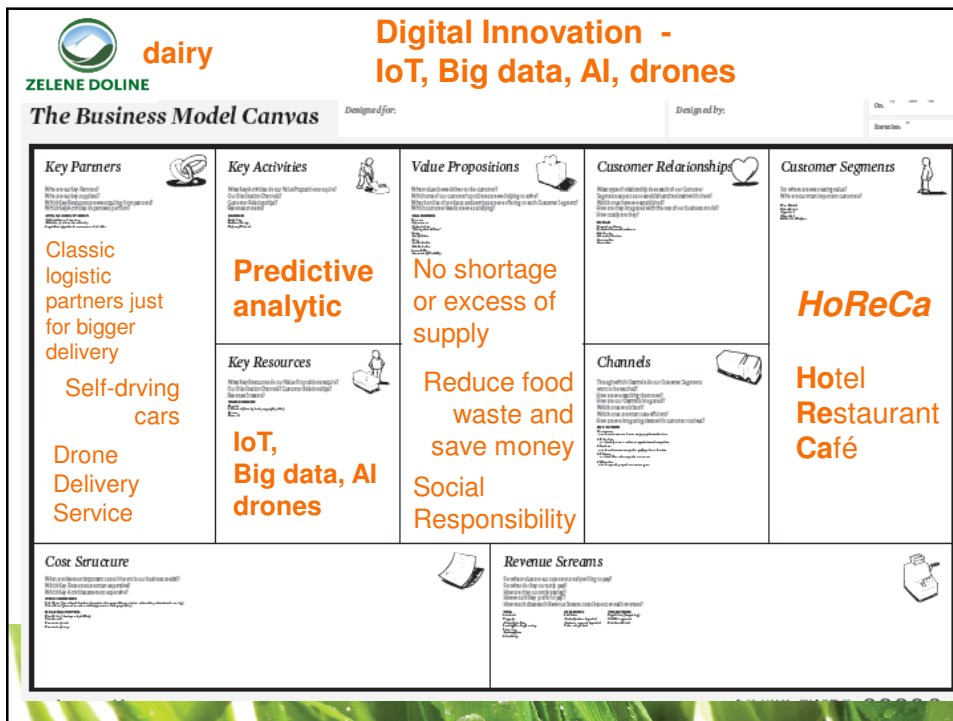
## Osterwalder's BMG Canvas







## Origin and traceability application





**12 Food Trends To Watch In 2018**  
CBINSIGHTS

**11** Automated replenishment will gain traction  
Automated replenishment – automatically sending new products to shoppers once they've used up the old ones – is something of a holy grail for companies. Especially in CPG, as people often consume things on predictable schedules, brands and retailers are hoping to automate the ordering and shipping process.


**9** Synthetic meat and fish startups will move toward markets

**7** New types of plant protein will take off

**6** The line between food and beauty products will thin

**5** Food companies will shift toward environmentally-friendly packaging

**12** Food companies will pilot blockchain for supply chains



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Vaš poslovni vodnik po digitalni galaksiji



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