



Additive Manufacturing Business Model Wargame II Outbrief

Team: _____

DRAFT

As of March 17, 2017



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Business Case / Model (*Select Your Team Below*)

#1 Team Buy-out: Traditional government acquisition

#1A - Gov't purchases unlimited data rights from Acme

#2A - Gov't purchases government purpose data rights

#2 Team Loaner: Lease 1000 LWR drones from Acme

Government completes all integration of reconnaissance capabilities

Acme provides government purpose data rights to commercial IP

Government organically sustains LWR drone thru life

#3 Team CLS: Government purchases 1000 LWR drones

Government / Acme work together to integrate reconnaissance capabilities

Acme provides commercial logistics support for drone thru life

#4 Team Netflix: Government purchases 1000 LWR drones from Acme

Government and Acme setup Netflix type of arrangement on “pay as you go” IP arrangement



Team Composition

| Name | Organization | Discipline |
|------|--------------|------------|
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Team Assumptions



Deliverables – Move 1: Compliance Matrix

Government and Industry

Industry

Government

Government and Industry

| No. | Requirement | How compliance achieved | How well | Comments |
|-----|-------------|-------------------------|----------|----------|
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Stop light (red, yellow, green)



Move 2 - Technical Data Package

| Requirement No. | Technical Data Description | Type of media | Source | Restrictions |
|-----------------|----------------------------|---------------|--------|--------------|
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Deliverables – Move 3: Business Model Canvas

| | | | | |
|--|--|---|---|---|
| KEY PARTNERS Who are our key partners? Who are our key suppliers? Which key resources are we acquiring from our partners? Which key activities do partners perform? | KEY ACTIVITIES What key activities do our value propositions require? Our distribution channels? Customer relationships? Revenue streams? | VALUE PROPOSITIONS What value do we deliver to the customer? Which one of our customers' problems are we helping to solve? What bundles of products and services are we offering to each segment? Which customer needs are we satisfying? What is the minimum viable product? | CUSTOMER RELATIONSHIPS How do we get, keep, and grow customers? Which customer relationships have we established? How are they integrated with the rest of our business model? How costly are they? | CUSTOMER SEGMENTS For whom are we creating value? Who are our most important customers? What are the customer archetypes? |
| | KEY RESOURCES What key resources do our value propositions require? Our distribution channels? Customer relationships? Revenue streams? | | CHANNELS Through which channels do our customer segments want to be reached? How do other companies reach them now? Which ones work best? Which ones are most cost-efficient? How are we integrating them with customer routines? | |
| COST STRUCTURE What are the most important costs inherent to our business model? Which key resources are most expensive? Which key activities are most expensive? | | REVENUE STREAMS For what value are our customers really willing to pay? For what do they currently pay? What is the revenue model? What are the pricing tactics? | | |



Deliverables – Move 4: Contract Administration

| Technical Approach | Statement of Work | Schedule | Terms and Conditions | Assertions | Warranty | Liability |
|--------------------|-------------------|----------|----------------------|------------|----------|-----------|
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Challenges (List Specific Challenges by Discipline)

- Program Management:
- Legal:
- Engineering:
- Logistics (Maintenance and Supply):
- Enterprise IT:
- Contracts Administration:
- Other:



Final Thoughts