

INSTRUCTION VIDEO'S

CLOVERLEAF BUSINESS MODEL CANVAS

This overview contains a series of sub-tiled videos (Dutch and English) explaining the background and various building-blocks of the Cloverleaf Business Model Canvas (CBMC). They can be found on the Youtube Channel 'Nieuwe Business Modellen' (New Business Models). In order to switch on the sub-titles go to the guidance bar (bottom of the video) and click on the little cogwheel and make your choice.

Overview made: April 2015

(1) Overview of all teaching materials for NBMs

<https://www.youtube.com/watch?v=UBIVec6jwEI>

(2) New Business Models and the WEconomy

(a) <https://www.youtube.com/watch?v=EPTyl4lnD18> and

(b) <https://www.youtube.com/watch?v=5-7izx08xbM>

(3) Conventional versus New Business Models:

<https://www.youtube.com/watch?v=5-7izx08xbM>

(4) Introduction: <https://www.youtube.com/watch?v=uP383E11UwU>

(5) Principles: <https://www.youtube.com/watch?v=MiyYdlSLMe8>

(6) Design: https://www.youtube.com/watch?v=OUzQa-Z_rwg

(7) Value-proposition: <https://www.youtube.com/watch?v=9FC6vTuesT4>

(8) Community: <https://www.youtube.com/watch?v=StlOKFmWuEk>

(9) Value-comparison: <https://www.youtube.com/watch?v=V4tw06iU788>

Additional material:

(8) Teachers-instruction: <https://www.youtube.com/watch?v=IXL6AC-N3Y0&list=PLNJPLmdF4W9mfrh-SUvO-zL-cu6Grgxa&index=20>

(10) TEDx WEconomy by Jan Jonker (2015):

<https://www.youtube.com/watch?v=3kNAITXbbK0>

The platform IVERSITY will launch a MOOC on New Business Models in June 2016. This MOOC can be followed at any given moment during the year.