

WRITING INSTRUCTION CASE NBM

You have conducted an interview about an NBM under the project National Database New Business Models. The interview is structured on the basis of the seven interview components that are in the form of questions (see the NBM Interview Protocol on the website <http://www.nieuwebusinessmodellen.nl/instructie-invullen-database>). The use of that structure is important in order to be able to compare between the various cases.

The next step is to process the answers to the questions in a meticulous and fluent reading case study of a particular NBM initiative. The overall size of the case study is approximately 1500 words which is three, to a maximum of four, A4 pages. Creating a good case description is not just literally typing out what was stated by the respondent. It involves the careful use of the answers to derive a complete and clear story that is also readable.

In the case study, the following seven topics are covered consecutively:

- (1) Introduction: provide a very brief description of the NBM, preferably with some "facts and figures" so that the reader immediately knows what it is about.
- (2) Principles: what principles are reflected in the NBM you are describing in regard to multiple, collective, and shared value creation?
- (3) Design: in what stage is the NBM (the idea, the pilot, a working model)? What can you state about the parties involved, transaction types, and resources?
- (4) Value proposition: can you formulate the (unique) supply of the NBM and indicate what motivations brought it to fruition?
- (5) Community: is there a community around the NBM, how it is developed, and has it grown?
- (6) Value Realization: which positive and negative values are being realized with the NBM?
- (7) Conclusions: is this a viable NBM, what can we learn from it, and it is possible to upscale and copy the NBM?

Put a link to a YouTube video (if any), and record contact information (if publicly available); also see the examples.

Be brief and concise. Really try to precisely identify the primary essence of each item. Use written, and not spoken, language. Do not be normative in your descriptions (so do not use verbs such as 'should', 'will', etc.). Do not write using words like 'I' and 'we' but use 'neutral' indicators. Check for language and grammar errors. If so desired, have the result read over by one or more fellow students. Do the same for the other students; do each other a favor. Redirect the result with your teacher. If all of that is completed, only then submit your case for potential publication.

Good luck!