

Business Creation

With biomimetics

“the application of biomimetics to create business services for internal and external customers”

COPY

THINK

Changing the perspective

- Instead of looking at nature and asking what can I copy
- Ask how can this help me think differently

Experiences with the Army

Literal



Analogy



↑ I'M APPLYING BIOMIMETICS BY
EMULATING A SLOTH ... ↓



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Designing new tools

- Two examples

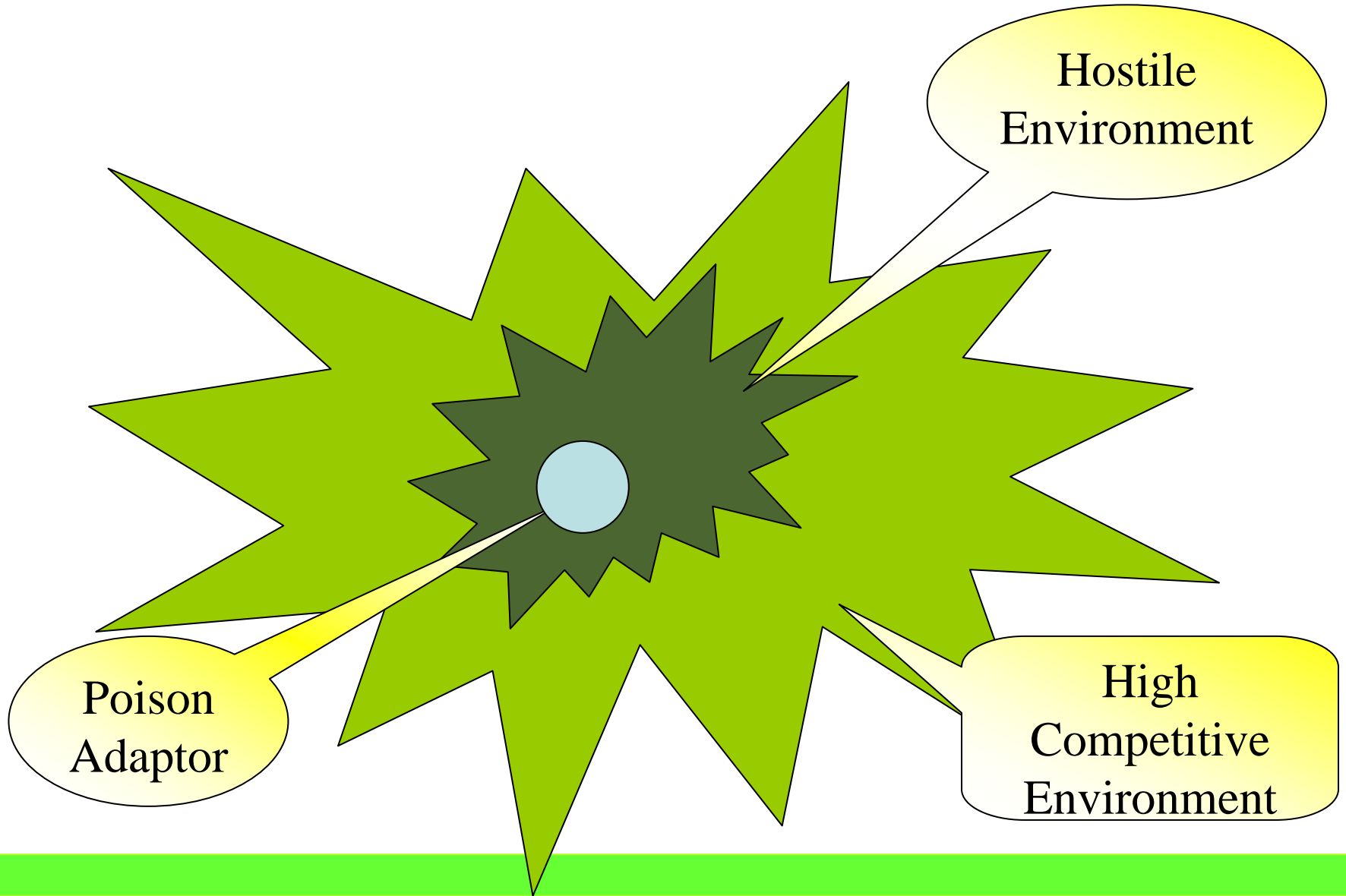
Poison Adaptors
Past Casting

How can you adapt the problem that you face to be a strength and a source of differentiation?



Epitrix atropae Foudras, (Belladonna Flea Beetle)

Poison Adapters: the business model



Applications

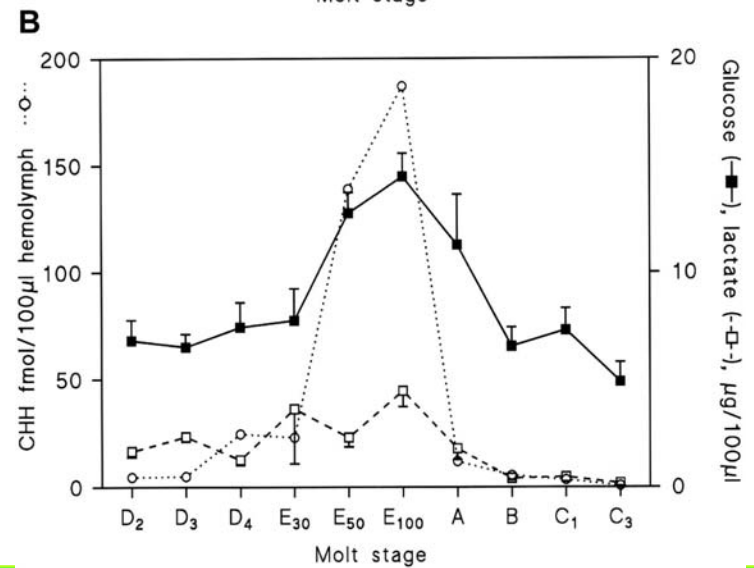
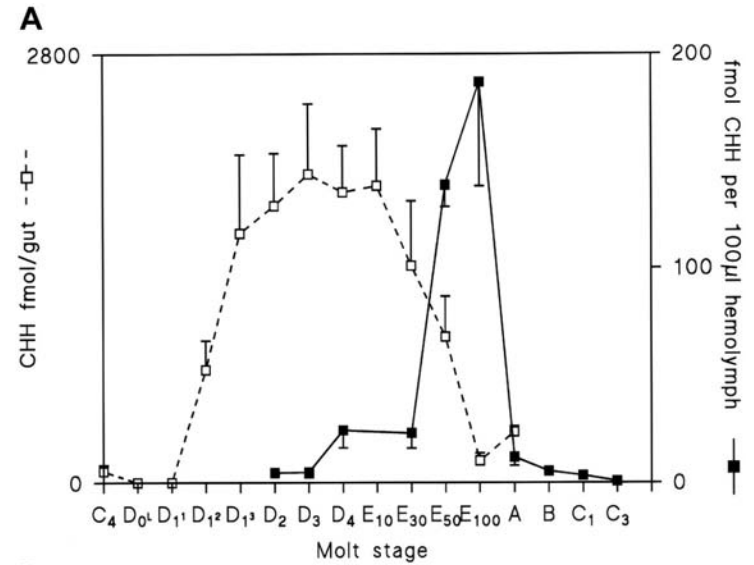
- Insurance
- Creating business standards
- Department design
- Process engineering
- Working with third parties
- Supply chain
- Adapting corporate governance

Is something that has been the source of success in the past now a constraint for future growth?

Think outside the shell

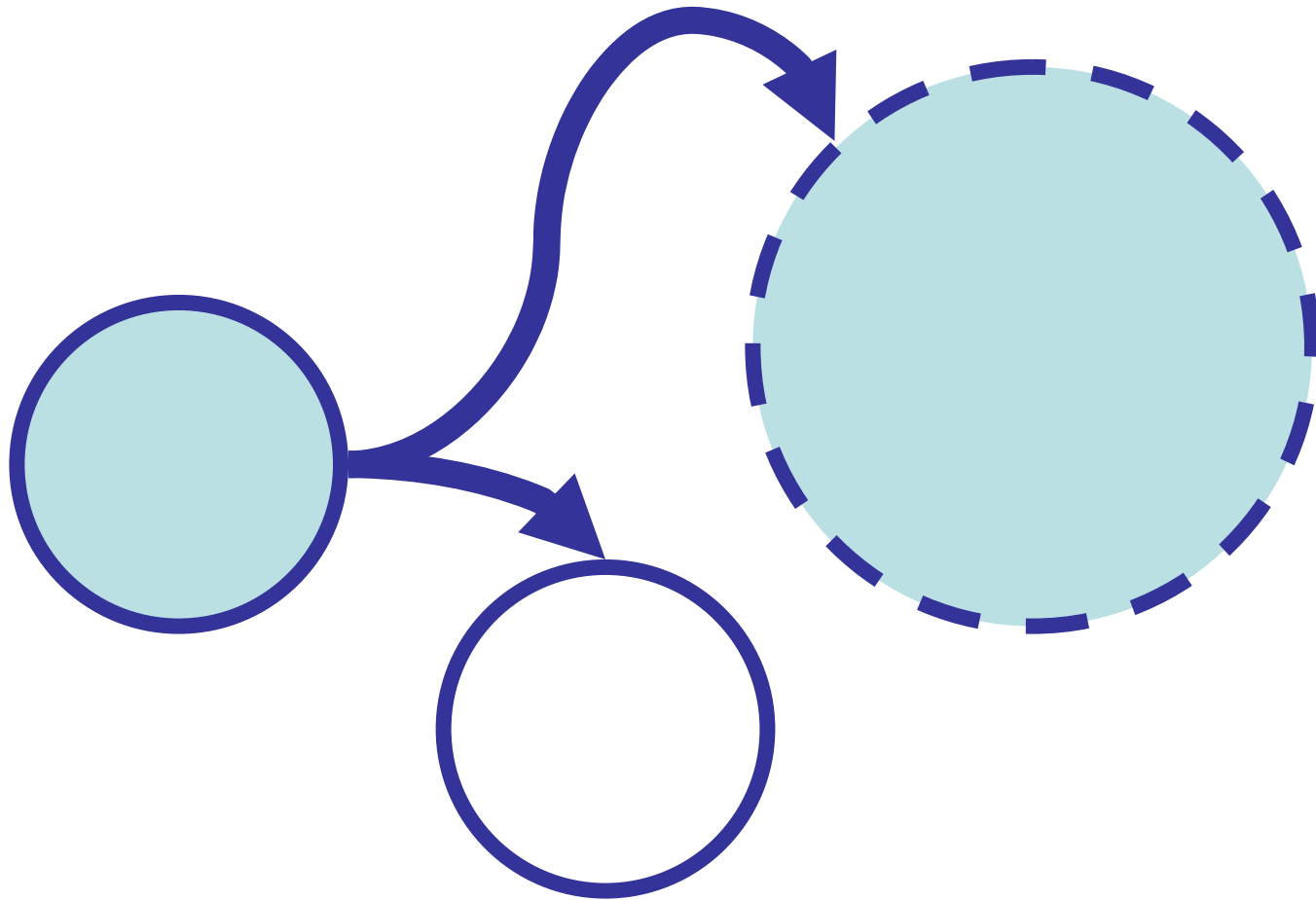


Shore Crab *Carcinus maenas*



Past Casting: the business model

grow by actively abandoning of the constraints of the past



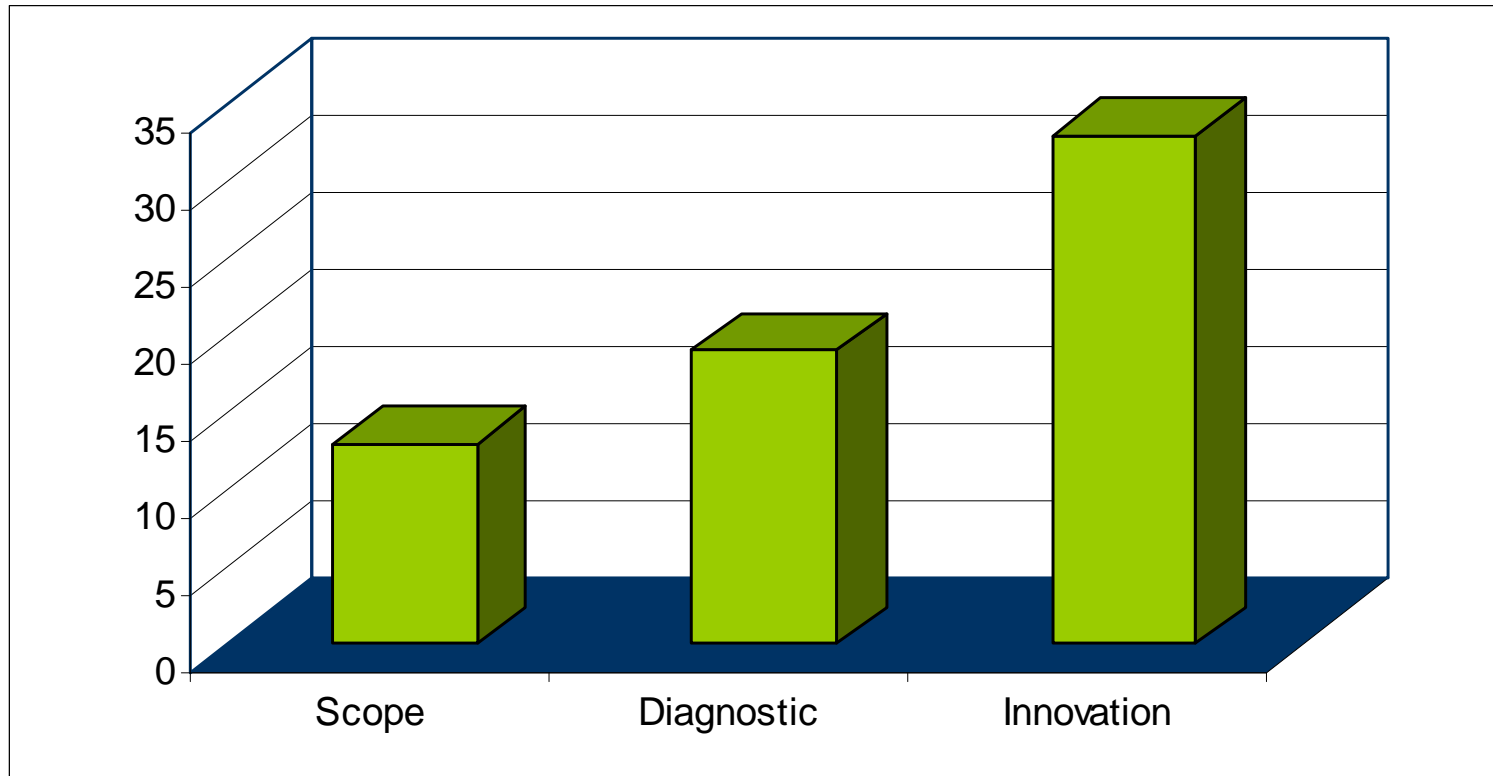
Applications

- Growing market share
- Accelerating market leading behaviour
- Organisation structure
- Creating competitive advantage
- Developing new markets
- Prioritising product development
- Building new customer relationships

Let's take a real business problem



A comparison of the number of ideas at the start of the project, following intervention with management tools and then applying the biomimetic approach



And generated the following results

- 12 suggested changes to current business rules
- 18 suggested changes to process
- 3 suggested changes to conversations

- 8 changes in brand installation
- 6 changes in credit control
- 6 changes in H&S checks
- 4 changes for the customer
- 9 changes in planning & visibility

A final thought



Bionic product

Bionic business

Business Creation
“The application of biomimetics to create business services for
internal and external customers”
presentation to the Bionis 2007 conference,
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Mill House
Carlingcott
Bath
BA2 8AP
0208 133 4728
www.thoughtcrew.net

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Contact
Phil.richardson@thoughtcrew.net
0773 669 9969