



## KAUFMANN / LANGHANS – Future-as-a-Service.

As a strategy consultancy for the digital age, we support participant organizations in evaluating and tapping the potential of the Mobility Data Space and data-based business models.

### 1. We offer the following services from the Trusted Partner portfolio:

Selection	Category
x	a) Ideation and business development <b><u>Offering 1: Ideation Workshop</u></b> <b><u>Offering 2: Business Model Sparring</u></b>
	b) Hosting and operation
	c) Integration and data management
	d) Software development

### 2. Why are we the ideal Trusted Partner for you? How do we stand out from the competition?

- We know the MDS since its foundation and have both initiated the building of the community in the MDS and developed the community concept. Therefore, we have a differentiated view of the potential of the MDS and know the needs of participant organizations.
- For years, we have been supporting start-ups, SMEs and corporations in the (further) development of their business model. We rely on experimentation and experience, creativity and analytics, co-creation and consulting. These combinations lead our clients' projects to success.

### 3. What experience and references do we present in the offered service?

#### *Selected Project Experience:*

- Support in setting up the MDS community and development of the community concept.
- Establishment and further development of the digital unit of an (intra-)logistics group
- Business model development for a medium-sized hidden champion



- Market analysis and business field exploration for a medium-sized company in the field of sensor technology
- Strategy development for the data unit of an automotive supplier
- Market entry support for a leading European mobility-as-a-service company
- Strategy and business model development for an automotive supplier

## 4. Service Description

### Offering 1: Ideation Workshop

Target group: Companies that want to tap the potential of the Mobility Data Space and data-based business models for their business.

Approach: Ideation workshop to examine the company's options together with the client. In the process, we identify the first potentials, assess central business partners, and estimate investment requirements.

Result: Decision-making basis for further activities in the MDS: from pursuing a promising business idea to installing a connector.

### Offering 2: Business Model Sparring

Target group: Companies that have already developed their first data-based business models or are already working on an offering.

Approach: As a sparring partner, we accompany the process and advise on mission critical topics (e.g. service design, pricing, market research, ...).

Result: Flexible capacities and expertise for a faster and better project result.

## 5. Scope of Services

### Offering 1: Ideation Workshop

- Preliminary conversation and briefing
- Workshop preparation
- 1-day ideation workshop
- Workshop follow-up and documentation
- Virtual closing meeting and handover of results
- Duration of the entire process: 2-3 weeks



## Offering 2: Business Model Sparring

- Weekly update calls to select and prioritize consulting needs
- Possible areas of support
  - Moderation of management meetings
  - Creation of content-related concepts (e.g. on pricing, service design, ...)
  - Market research
  - Preparation and execution of workshops
  - Project planning and management
- Duration: depending on client needs, usually 2-6 months

## 6. Pricing

**Offering 1: Ideation Workshop:** 8.000 EUR plus VAT and travel expenses

**Offering 2: Business Model Sparring:** starting from ab 9.500 EUR/month plus VAT and travel expenses

## 7. Contact person

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