



D4.5 Sustainable Business Model

WP4 – Dissemination & Exploitation

Brunel University

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Abbreviations and Acronyms

Brunel	Brunel University, London
CRETHIDEV	Creative Thinking Development
EC	European Commission
EU	European Union
HEI	Higher Education Institution
IIIT	Intraprastha Institute of Information Technology- Delhi
POLIMI	Politecnico Di Milano
RIMT	RIMT University
UAEGEAN	University of the Aegean
WP	Work Package
WUD	World University of Design



1 Introduction

1.1 Sustainable Business Model

The sustainable business model for the operation of the Design & Innovation Centres has been developed by Brunel with support from the other EU partners. It is designed to provide the ways to reach the target groups after the project ends. The centres with their trained expert staff will offer new services to both students and companies as well as the relevant stakeholders in India. These new services will include internship positions, industry sponsor projects, short courses, workshops, training seminars, informative events, funding opportunities, opportunities to participate in various R&D national or international projects, etc. Additionally, the established state-of-the-art equipment and design software will be utilized for educational purposes, such as design projects within courses, and for the benefit of graduates, design professionals, companies, and the stakeholders involved in the Design market.

This model sets out the basis for the sustainability of the centres after the lifetime of the project and the creation of new ones in India. The sustainable outcomes for the DESINNO project are:

- New Design & Innovation Centres, equipped and operations
- Innovative and permanent methods for Research and Design
- Extreme affordability principles
- Infrastructure (labs) and methodology for the development of community-based programmes
- Infrastructure (labs) and methodology for the development of cross-sectoral projects
- The modernisation and internationalisation of Indian HEIs

The fact that these centres will be established in the universities, offering new opportunities for research, will permit their funding through projects or University's financial resources. Further to that, the centres will be funded through the services that they will offer to the design sector (concept development, prototyping, seminars, consultancy, joint projects, etc.).

This document should be read alongside Deliverable 2.5 Design Centre Services.

2 Business Model Overview for IIIT-D

Overview

The Design and Innovation Centre in Human Computer Interaction will be established at IIIT-D. This document is designed to be read alongside the draft of the business model canvas, a copy of which can be found in the appendix of this document.

1.Key Partners

The DESINNO Innovation Centres will benefit from an international network of partners. The final activities in the DESINNO project – background paper, roundtable event, conference – will establish the three centres on the national and international stage. The three centres will partner to promote their activities via the networks established by the DESINNO project including social media channels and mailing list. The HEI operating the centre should also be considered a key partner, as their existing networks will be extremely important in the early marketing of the centres.

The international outlook of the centres will be guaranteed by unilateral institutional MOUs signed between the three centres and the EU partners, outlining a commitment to continued student, faculty, and technology exchange. The centres could also consider registering as part of the Design Factory Global Network, which would further support the international outlook of the centres.

Industrial partners represent vital stakeholders in the centres and these partnerships should be nurtured from the inception of the pilot projects, through the centre launch and beyond. Partnerships with government organisations such as NITI Aayog should also be sought.

2.Key Activities

Centre activities fall under three main areas: training, consultancy, and learning and teaching. Training activities include summer schools and training programmes for students, academics and industry professionals. The centres will also offer shorter workshops on relevant subjects and will host lectures and talks from subject experts. Consultancy activities will focus on prototyping consultancy, product incubation, and project-based design and manufacturing services for industry. Teaching and learning activities describe the ways in which the centres will be utilised by the improved courses offered by the host HEIs.

3.Key Resources

The key resources are the space, utilities and staffing of each centre. Each centre will occupy a designated space within the university's campus. It will host specialist equipment, including that provided via the DESINNO project, namely:

- 1x3D printer
- 1xLaser cutter/engraver
- 1xDesktop milling machine

- 1x3D scanner
- 10xWorkstation PCs
- 1xReverse engineering software (academic license)
- 1xDesign software for concept development (academic license)
- 1xDesign software for detail design (academic license)

A particularly important resource for the DESINNO centres will be the HEI staff and students, who will act as expert consultants for industry professionals.

4. Value Proposition

As outlined in the key resources section, the centres will provide customers with access to valuable resources of space, utilities and staffing. Their USP is the bridge they offer between industry and HEIs, particularly the access to experts in their field. Another important USP is the international outlook of the centres. The Design and Innovation Centres at RIMT and WUD will be Centres of Excellence in Rapid Prototyping, while the centre at IIIT-D will be a Centre of Excellence in Human Computer Interaction.

5. Customer Relationships

As a bridge between industry and HEIs the centres should work to foster a sense of community, where collaborations between different stakeholders are promoted and supported. Customers will have a relationship not only with the centre and its staff, but also, vitally, with other users. Effort should be put into activities that foster this community ethos and the collaborative opportunities provided by the centres should be a core aspect of the centres' identity and marketing.

6. Channels

Given a particular focus of the centres will be on building community, channels should focus on networking and generating a sense of belonging. In our benchmarking exercise it was observed that CRL makes good use of its Slack channel to connect users and generate a sense of community, and it lists membership of its Slack group as a key benefit of membership. This approach could be a valuable way of fostering collaborations amongst stakeholders.

DESINNO's existing channels – Twitter, Facebook, LinkedIn, and Slack – as well as those of the host institution will all be utilised in communicating with customers and stakeholders. The network of each host institution – social media, mailing lists, industry and media contacts, student and alumni channels – will play a vital role in the early promotion of the centres.

A key channel is located in the local area of the centre – both on campus and in the wider community – and fostering a sense of community from student users, leaflets and posters on campus, event attendees (such as “bring a friend” events) will play an important role in reaching potential customers and stakeholders.



7. Customer Segments

The centres will target five key customer segments:

1. Professional designers and freelancers

- Motivations & Drivers - access to digital fabrication facilities (e.g. 3D printers), network of creative professionals (e.g. other designers and freelancers), and cutting-edge knowledge from academic staff and researchers
- Requirements – access to affordable digital fabrication services; gain updated information through seminars, lectures, demonstration/training programs, etc.; build network through online directory

2. New-born and small companies

- Motivations & Drivers - access to design and digital fabrication facilities (e.g. 3D printers), designers who could help them realize their product/business ideas (e.g. design students and staff) in a short and/or medium term, network of other businesses (e.g. other entrepreneurs), and cutting-edge knowledge from academic staff and researchers
- Requirements – access to design support and affordable digital fabrication services; gain updated information through seminars, public lectures, business networking events, etc.; build network through online directory

3. Industrial partners

- Motivations & Drivers - access to design and digital fabrication facilities (e.g. 3D printers), designers who could help them realize their product/business ideas (e.g. design students) in a long term through formal agreements and/or partnerships, network of other businesses (e.g. other entrepreneurs), and cutting-edge knowledge from academic staff and researchers
- Requirements – access to design support and affordable digital fabrication services; gain updated information through seminars, public lectures, business networking events, etc.; build network through online directory

4. Other HEIs or educational organisations

- Motivations & Drivers - access to design and digital fabrication facilities (e.g. 3D printers), designers who could help them realize their research ideas (e.g. design students and staff), network of potential research partners (e.g. academic staff), and cutting-edge knowledge from academic staff and researchers
- Requirements – access to design support and affordable digital fabrication services; gain updated information through seminars, demonstration/training programs, lectures, research networking events, etc.; build network through online directory

5. Students and alumni

- Motivations & Drivers - access to digital fabrication facilities (e.g. 3D printers), network of creative professionals and businesses (who could be their potential employers and/or business partners), and cutting-edge knowledge from academic staff and researchers
- Requirements – access to affordable digital fabrication services for their design projects; gain updated information through seminars, public lectures, demonstration/training programs, business and research networking events, etc.; build network through online directory



8. Cost Structure

The cost structure will be determined once the finalised list of services is available, so that running costs can be determined. However, it is proposed that the following activities will incur user fees:

1. Prototyping services
2. Project-based manufacturing and design services for industry
3. Summer school or training courses
4. Lectures or talks
5. Membership subscription

9. Revenue Streams

The first revenue stream would come from industry projects. Presenting industry partners with the opportunity to test an idea that they would like to explore, but have never had time to do themselves. This idea then forms the basis for a student project, funded by the industry partner. The fee paid by the partner would cover the materials, equipment and staff time required to support the student's learning and research activities on the project.

The second revenue stream would be developed from prototyping and design and manufacturing services. In order to maximise the value to the centres to all stakeholders, we propose that staff and students from each institution lead the collaboration with partners. At Brunel University, London, they operate a testing lab, where PhD students are on hand to test out designs made by external users. This approach means that responsibility for the equipment is located with the institution, but facilitates external collaboration and income generation, as collaborators pay a fee (or apply for funding to have the fee paid) to have their ideas tested by experts.

The third revenue stream would come from running summer schools, training events, and lectures and talks at the centre. These activities should be targeted at specific users – for example school groups, recent start-ups – and could be offered in the evenings, at weekends, or over several weeks, depending on the nature of the training. Given a key USP of the new centres is the bridge they offer between industry and the academy, it would be advisable for each of the host institutions to provide a certificate of attendance upon successful completion of the training.

Lastly, opportunities for national and international funding should also be sought. For example, partnering with Atal Innovation Mission (AIM) as an incubation centre might provide the opportunity for financial support from the Indian government for centre activities.

3 Business Model Overview for RIMT

Overview

The Design and Innovation Centre for Rapid Prototyping will be established at RIMT University. This document is designed to be read alongside the draft of the business model canvas, a copy of which can be found in the appendix of this document.

1.Key Partners

The DESINNO Innovation Centres will benefit from an international network of partners. The final activities in the DESINNO project – background paper, roundtable event, conference – will establish the three centres on the national and international stage. The three centres will partner to promote their activities via the networks established by the DESINNO project including social media channels and mailing list. The HEI operating the centre should also be considered a key partner, as their existing networks will be extremely important in the early marketing of the centres.

The international outlook of the centres will be guaranteed by unilateral institutional MOUs signed between the three centres and the EU partners, outlining a commitment to continued student, faculty, and technology exchange. The centres could also consider registering as part of the Design Factory Global Network, which would further support the international outlook of the centres.

Industrial partners represent vital stakeholders in the centres and these partnerships should be nurtured from the inception of the pilot projects, through the centre launch and beyond. Partnerships with government organisations such as NITI Aayog should also be sought.

2.Key Activities

Centre activities fall under three main areas: training, consultancy, and learning and teaching. Training activities include summer schools and training programmes for students, academics and industry professionals. The centres will also offer shorter workshops on relevant subjects and will host lectures and talks from subject experts. Consultancy activities will focus on prototyping consultancy, product incubation, and project-based design and manufacturing services for industry. Teaching and learning activities describe the ways in which the centres will be utilised by the improved courses offered by the host HEIs.

3.Key Resources

The key resources are the space, utilities and staffing of each centre. Each centre will occupy a designated space within the university's campus. It will host specialist equipment, including that provided via the DESINNO project, namely:

- 1x3D printer
- 1xLaser cutter/engraver
- 1xDesktop milling machine

- 1x3D scanner
- 10xWorkstation PCs
- 1xReverse engineering software (academic license)
- 1xDesign software for concept development (academic license)
- 1xDesign software for detail design (academic license)

A particularly important resource for the DESINNO centres will be the HEI staff and students, who will act as expert consultants for industry professionals.

4. Value Proposition

As outlined in the key resources section, the centres will provide customers with access to valuable resources of space, utilities and staffing. Their USP is the bridge they offer between industry and HEIs, particularly the access to experts in their field. Another important USP is the international outlook of the centres. The Design and Innovation Centres at RIMT and WUD will be Centres of Excellence in Rapid Prototyping, while the centre at IIIT-D will be a Centre of Excellence in Human Computer Interaction.

5. Customer Relationships

As a bridge between industry and HEIs the centres should work to foster a sense of community, where collaborations between different stakeholders are promoted and supported. Customers will have a relationship not only with the centre and its staff, but also, vitally, with other users. Effort should be put into activities that foster this community ethos and the collaborative opportunities provided by the centres should be a core aspect of the centres' identity and marketing.

6. Channels

Given a particular focus of the centres will be on building community, channels should focus on networking and generating a sense of belonging. In our benchmarking exercise it was observed that CRL makes good use of its Slack channel to connect users and generate a sense of community, and it lists membership of its Slack group as a key benefit of membership. This approach could be a valuable way of fostering collaborations amongst stakeholders.

DESINNO's existing channels – Twitter, Facebook, LinkedIn, and Slack – as well as those of the host institution will all be utilised in communicating with customers and stakeholders. The network of each host institution – social media, mailing lists, industry and media contacts, student and alumni channels – will play a vital role in the early promotion of the centres.

A key channel is located in the local area of the centre – both on campus and in the wider community – and fostering a sense of community from student users, leaflets and posters on campus, event attendees (such as “bring a friend” events) will play an important role in reaching potential customers and stakeholders.



7. Customer Segments

The centres will target five key customer segments:

1. Professional designers and freelancers

- Motivations & Drivers - access to digital fabrication facilities (e.g. 3D printers), network of creative professionals (e.g. other designers and freelancers), and cutting-edge knowledge from academic staff and researchers
- Requirements – access to affordable digital fabrication services; gain updated information through seminars, lectures, demonstration/training programs, etc.; build network through online directory

2. New-born and small companies

- Motivations & Drivers - access to design and digital fabrication facilities (e.g. 3D printers), designers who could help them realize their product/business ideas (e.g. design students and staff) in a short and/or medium term, network of other businesses (e.g. other entrepreneurs), and cutting-edge knowledge from academic staff and researchers
- Requirements – access to design support and affordable digital fabrication services; gain updated information through seminars, public lectures, business networking events, etc.; build network through online directory

3. Industrial partners

- Motivations & Drivers - access to design and digital fabrication facilities (e.g. 3D printers), designers who could help them realize their product/business ideas (e.g. design students) in a long term through formal agreements and/or partnerships, network of other businesses (e.g. other entrepreneurs), and cutting-edge knowledge from academic staff and researchers
- Requirements – access to design support and affordable digital fabrication services; gain updated information through seminars, public lectures, business networking events, etc.; build network through online directory

4. Other HEIs or educational organisations

- Motivations & Drivers - access to design and digital fabrication facilities (e.g. 3D printers), designers who could help them realize their research ideas (e.g. design students and staff), network of potential research partners (e.g. academic staff), and cutting-edge knowledge from academic staff and researchers
- Requirements – access to design support and affordable digital fabrication services; gain updated information through seminars, demonstration/training programs, lectures, research networking events, etc.; build network through online directory

5. Students and alumni

- Motivations & Drivers - access to digital fabrication facilities (e.g. 3D printers), network of creative professionals and businesses (who could be their potential employers and/or business partners), and cutting-edge knowledge from academic staff and researchers
- Requirements – access to affordable digital fabrication services for their design projects; gain updated information through seminars, public lectures, demonstration/training programs, business and research networking events, etc.; build network through online directory



8. Cost Structure

The cost structure will be determined once the finalised list of services is available, so that running costs can be determined. However, it is proposed that the following activities will incur user fees:

6. Prototyping services
7. Project-based manufacturing and design services for industry
8. Summer school or training courses
9. Lectures or talks
10. Membership subscription

9. Revenue Streams

The first revenue stream would come from industry projects. Presenting industry partners with the opportunity to test an idea that they would like to explore, but have never had time to do themselves. This idea then forms the basis for a student project, funded by the industry partner. The fee paid by the partner would cover the materials, equipment and staff time required to support the student's learning and research activities on the project.

The second revenue stream would be developed from prototyping and design and manufacturing services. In order to maximise the value to the centres to all stakeholders, we propose that staff and students from each institution lead the collaboration with partners. At Brunel University, London, they operate a testing lab, where PhD students are on hand to test out designs made by external users. This approach means that responsibility for the equipment is located with the institution, but facilitates external collaboration and income generation, as collaborators pay a fee (or apply for funding to have the fee paid) to have their ideas tested by experts.

The third revenue stream would come from running summer schools, training events, and lectures and talks at the centre. These activities should be targeted at specific users – for example school groups, recent start-ups – and could be offered in the evenings, at weekends, or over several weeks, depending on the nature of the training. Given a key USP of the new centres is the bridge they offer between industry and the academy, it would be advisable for each of the host institutions to provide a certificate of attendance upon successful completion of the training.

Lastly, opportunities for national and international funding should also be sought. For example, partnering with Atal Innovation Mission (AIM) as an incubation centre might provide the opportunity for financial support from the Indian government for centre activities.



4 Business Model Overview for WUD

Overview

The Design and Innovation Centre for Rapid Prototyping will be established at World University of Design. This document is designed to be read alongside the draft of the business model canvas, a copy of which can be found in the appendix of this document.

1.Key Partners

The DESINNO Innovation Centres will benefit from an international network of partners. The final activities in the DESINNO project – background paper, roundtable event, conference – will establish the three centres on the national and international stage. The three centres will partner to promote their activities via the networks established by the DESINNO project including social media channels and mailing list. The HEI operating the centre should also be considered a key partner, as their existing networks will be extremely important in the early marketing of the centres.

The international outlook of the centres will be guaranteed by unilateral institutional MOUs signed between the three centres and the EU partners, outlining a commitment to continued student, faculty, and technology exchange. The centres could also consider registering as part of the Design Factory Global Network, which would further support the international outlook of the centres.

Industrial partners represent vital stakeholders in the centres and these partnerships should be nurtured from the inception of the pilot projects, through the centre launch and beyond. Partnerships with government organisations such as NITI Aayog should also be sought.

2.Key Activities

Centre activities fall under three main areas: training, consultancy, and learning and teaching. Training activities include summer schools and training programmes for students, academics and industry professionals. The centres will also offer shorter workshops on relevant subjects and will host lectures and talks from subject experts. Consultancy activities will focus on prototyping consultancy, product incubation, and project-based design and manufacturing services for industry. Teaching and learning activities describe the ways in which the centres will be utilised by the improved courses offered by the host HEIs.

3.Key Resources

The key resources are the space, utilities and staffing of each centre. Each centre will occupy a designated space within the university's campus. It will host specialist equipment, including that provided via the DESINNO project, namely:

- 1x3D printer
- 1xLaser cutter/engraver
- 1xDesktop milling machine

- 1x3D scanner
- 10xWorkstation PCs
- 1xReverse engineering software (academic license)
- 1xDesign software for concept development (academic license)
- 1xDesign software for detail design (academic license)

A particularly important resource for the DESINNO centres will be the HEI staff and students, who will act as expert consultants for industry professionals.

4. Value Proposition

As outlined in the key resources section, the centres will provide customers with access to valuable resources of space, utilities and staffing. Their USP is the bridge they offer between industry and HEIs, particularly the access to experts in their field. Another important USP is the international outlook of the centres. The Design and Innovation Centres at RIMT and WUD will be Centres of Excellence in Rapid Prototyping, while the centre at IIIT-D will be a Centre of Excellence in Human Computer Interaction.

5. Customer Relationships

As a bridge between industry and HEIs the centres should work to foster a sense of community, where collaborations between different stakeholders are promoted and supported. Customers will have a relationship not only with the centre and its staff, but also, vitally, with other users. Effort should be put into activities that foster this community ethos and the collaborative opportunities provided by the centres should be a core aspect of the centres' identity and marketing.

6. Channels

Given a particular focus of the centres will be on building community, channels should focus on networking and generating a sense of belonging. In our benchmarking exercise it was observed that CRL makes good use of its Slack channel to connect users and generate a sense of community, and it lists membership of its Slack group as a key benefit of membership. This approach could be a valuable way of fostering collaborations amongst stakeholders.

DESINNO's existing channels – Twitter, Facebook, LinkedIn, and Slack – as well as those of the host institution will all be utilised in communicating with customers and stakeholders. The network of each host institution – social media, mailing lists, industry and media contacts, student and alumni channels – will play a vital role in the early promotion of the centres.

A key channel is located in the local area of the centre – both on campus and in the wider community – and fostering a sense of community from student users, leaflets and posters on campus, event attendees (such as “bring a friend” events) will play an important role in reaching potential customers and stakeholders.



7. Customer Segments

The centres will target five key customer segments:

1. Professional designers and freelancers

- Motivations & Drivers - access to digital fabrication facilities (e.g. 3D printers), network of creative professionals (e.g. other designers and freelancers), and cutting-edge knowledge from academic staff and researchers
- Requirements – access to affordable digital fabrication services; gain updated information through seminars, lectures, demonstration/training programs, etc.; build network through online directory

2. New-born and small companies

- Motivations & Drivers - access to design and digital fabrication facilities (e.g. 3D printers), designers who could help them realize their product/business ideas (e.g. design students and staff) in a short and/or medium term, network of other businesses (e.g. other entrepreneurs), and cutting-edge knowledge from academic staff and researchers
- Requirements – access to design support and affordable digital fabrication services; gain updated information through seminars, public lectures, business networking events, etc.; build network through online directory

3. Industrial partners

- Motivations & Drivers - access to design and digital fabrication facilities (e.g. 3D printers), designers who could help them realize their product/business ideas (e.g. design students) in a long term through formal agreements and/or partnerships, network of other businesses (e.g. other entrepreneurs), and cutting-edge knowledge from academic staff and researchers
- Requirements – access to design support and affordable digital fabrication services; gain updated information through seminars, public lectures, business networking events, etc.; build network through online directory

4. Other HEIs or educational organisations

- Motivations & Drivers - access to design and digital fabrication facilities (e.g. 3D printers), designers who could help them realize their research ideas (e.g. design students and staff), network of potential research partners (e.g. academic staff), and cutting-edge knowledge from academic staff and researchers
- Requirements – access to design support and affordable digital fabrication services; gain updated information through seminars, demonstration/training programs, lectures, research networking events, etc.; build network through online directory

5. Students and alumni

- Motivations & Drivers - access to digital fabrication facilities (e.g. 3D printers), network of creative professionals and businesses (who could be their potential employers and/or business partners), and cutting-edge knowledge from academic staff and researchers



- Requirements – access to affordable digital fabrication services for their design projects; gain updated information through seminars, public lectures, demonstration/training programs, business and research networking events, etc.; build network through online directory

8. Cost Structure

The cost structure will be determined once the finalised list of services is available, so that running costs can be determined. However, it is proposed that the following activities will incur user fees:

11. Prototyping services
12. Project-based manufacturing and design services for industry
13. Summer school or training courses
14. Lectures or talks

9. Revenue Streams

The centre will not seek to generate revenue for a profit, but will aim to cover operating costs through charging for some services.

The first revenue stream would come from industry projects. Presenting industry partners with the opportunity to test an idea that they would like to explore, but have never had time or facilities to do themselves. This idea then can form the basis for a student project, funded by the industry partner. The fee paid by the partner would usually cover the materials, equipment and staff time required to support the student's learning and research activities on the project.

The second revenue stream would be developed from prototyping and design and manufacturing services. In order to maximise the value to the centres to all stakeholders, we propose that staff and students from each institution lead the collaboration with partners. At Brunel University, London, they operate a testing lab, where PhD students are on hand to test out designs made by external users. This approach means that responsibility for the equipment is located with the institution, but facilitates external collaboration and income generation, as collaborators pay a fee (or apply for funding to have the fee paid) to have their ideas tested by experts.

The third revenue stream would come from running summer schools, training events, and lectures and talks at the centre. These activities should be targeted at specific users – for example school groups, recent start-ups – and could be offered in the evenings, at weekends, or over several weeks, depending on the nature of the training. Given a key USP of the new centres is the bridge they offer between industry and the academy, it would be advisable for each of the host institutions to provide a certificate of attendance upon successful completion of the training.

Lastly, opportunities for national and international funding should also be sought. For example, partnering with Atal Innovation Mission (AIM) as an incubation centre might provide the opportunity for financial support from the Indian government for centre activities.

5 Appendix

1.2 IIIT-D Business Model Canvas

Business Model Canvas		Designed for:	Designed by:	Date:	Version:	
		IIIT-D	DESINNO	31/01/2022	0.2	
Key Partners  <p>RIMT WUD</p> <p>U.Aegean Brunel Cre.Thi.Dev POLIMI</p> <p>Industry</p> <p>Government Organisations</p> <p>Design Factory Global Network? FabLab?</p>	Key Activities  <p>Prototyping Consultancy Design and Manufacturing Services Incubation Summer Schools & Training Workshops Lectures & Talks Teaching & Learning (Improved Courses)</p>	Value Propositions  <p>Links HEI & Industry Access to Expertise Access to Equipment International Perspectives</p>	Customer Relationships  <p>Building Community</p>	Customer Segments  <ul style="list-style-type: none"> Professional Designers & Freelancers New-born & Small Companies Industrial Partners Other HEIs/Education Organisations Students Alumni 	Key Resources  <p>Innovation Centres (Space) Innovation Equipment (Utilities) HEI Staff & Students (Staffing)</p>	Channels  <p>Social Media (Twitter, Facebook, LinkedIn, Slack) IIIT-D's social media channels Designated Webpage on WUD website DESINNO/WUD Mailing List Student Experience and Word of Mouth Events Leaflets & posters on campus</p>
Cost Structure  <p>Prototyping services Design & Manufacturing services Summer school or training activities Lectures of events Membership subscription</p>		Revenue Streams  <p>Prototyping services Design & Manufacturing services Summer school or training activities Lectures or events National or international funding initiatives Membership subscription</p>				

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1.3 RIMT Business Model Canvas

Business Model Canvas		Designed for:	Designed by:	Date:	Version:	
		RIMT	DESINNO	31/01/2022	0.2	
Key Partners  IIIT-D WUD U.Aegean Brunel Cre.Thi.Dev POLIMI Industry Government Organisations Design Factory Global Network? FabLab?	Key Activities  Prototyping Consultancy Design and Manufacturing Services Incubation Summer Schools & Training Workshops Lectures & Talks Teaching & Learning (Improved Courses) Key Resources  Innovation Centres (Space) Innovation Equipment (Utilities) HEI Staff & Students (Staffing)	Value Propositions  Links HEI & Industry Access to Expertise Access to Equipment International Perspectives	Customer Relationships  Building Community Channels  Social Media (Twitter, Facebook, LinkedIn, Slack) RIMT's social media channels Designated Webpage on WUD website DESINNO/WUD Mailing List Student Experience and Word of Mouth Events Leaflets & posters on campus	Customer Segments  <ul style="list-style-type: none"> Professional Designers & Freelancers New-born & Small Companies Industrial Partners Other HEIs/Education Organisations Students Alumni 	Cost Structure  Prototyping services Design & Manufacturing services Summer school or training activities Lectures of events Membership subscription	Revenue Streams  Prototyping services Design & Manufacturing services Summer school or training activities Lectures or events National or international funding initiatives Membership subscription

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1.4 WUD Business Model Canvas

Business Model Canvas		Designed for:	Designed by:	Date:	Version:	
		WUD	DESINNO	31/01/2022	0.2	
Key Partners  <p>RIMT IIIT-D</p> <p>U.Aegean Brunel Cre.Thi.Dev POLIMI</p> <p>Industry</p> <p>Government Organisations</p> <p>Design Factory Global Network? FabLab?</p>	Key Activities  <p>Prototyping Consultancy Design and Manufacturing Services Incubation Summer Schools & Training Workshops Lectures & Talks Teaching & Learning (Improved Courses)</p>	Value Propositions  <p>Links HEI & Industry Access to Expertise Access to Equipment International Perspectives</p>	Customer Relationships  <p>Building Community</p>	Customer Segments  <ul style="list-style-type: none"> Professional Designers & Freelancers New-born & Small Companies Industrial Partners Other HEIs/Education Organisations Students Alumni 	Key Resources  <p>Innovation Centres (Space) Innovation Equipment (Utilities) HEI Staff & Students (Staffing)</p>	Channels  <p>Social Media (Twitter, Facebook, LinkedIn, Slack) WUD's social media channels Designated Webpage on WUD website DESINNO/WUD Mailing List Student Experience and Word of Mouth Events Leaflets & posters on campus</p>
Cost Structure  <p>Prototyping services Design & Manufacturing services Summer school or training activities Lectures of events Membership subscription</p>			Revenue Streams  <p>Prototyping services Design & Manufacturing services Summer school or training activities Lectures or events National or international Membership subscription</p>			

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