Applying new business models to existing services: the Business & IP Centre

How a librarian learned to love Lean Startup

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Our challenges

Hub/catalyst

Roadmap /plan

This?

Or this?
My epiphany

‘Learning is the essential unit of progress for startups’
The key question

How will my target customers behave when I launch my product/service?
If my business is to succeed what things need to be true?

What would the 9 elements of your business model look like?

What assumptions are you making?

To turn these assumptions into evidence what questions do you need to answer?

Prioritise these and you have a development plan/roadmap
Where do you get the answers

- Talking to customers: Customer Development
- Experimenting and piloting: Minimum Viable Product
- Prototyping
- Web research
- Library research
- Using professional services
1-1 mentoring

Workshop programme

ERDF- Innovating for Growth programme

Training other business libraries

How have we used this approach in BIPC?
British Library St Pancras Transformed Project
Digital Laboratory/Audio Visual Studio?
Idea Spotlight: St Pancras Transformed
Thanks!
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