

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

How a librarian learned to love Lean Startup

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British Library Business & IP Centre



Our challenges

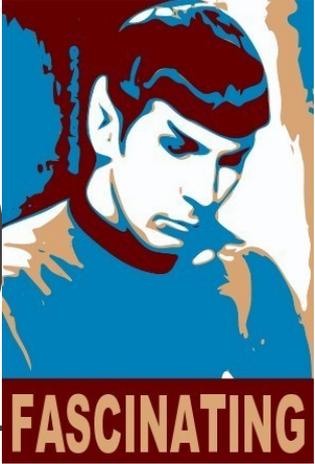
Hub/catalyst

Roadmap /plan

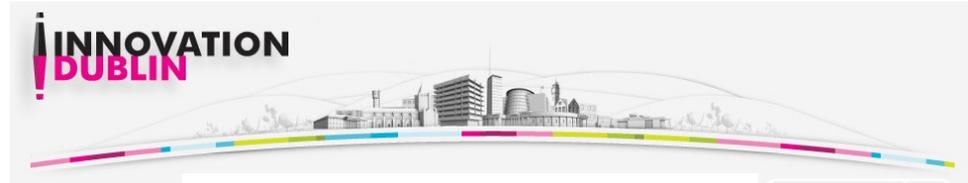
This?



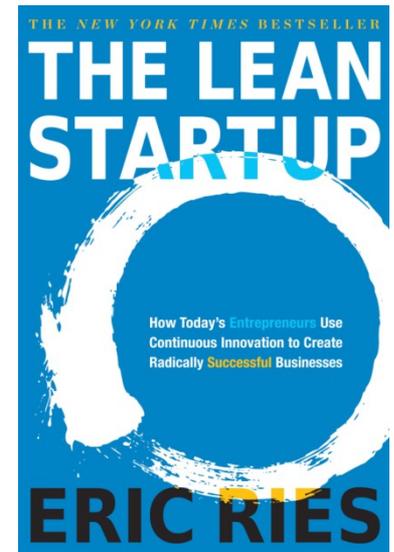
Or this?



My epiphany

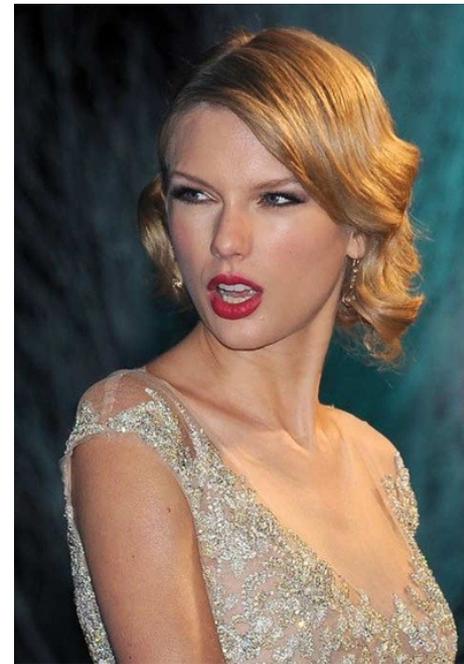


‘Learning is the essential unit of progress for startups’

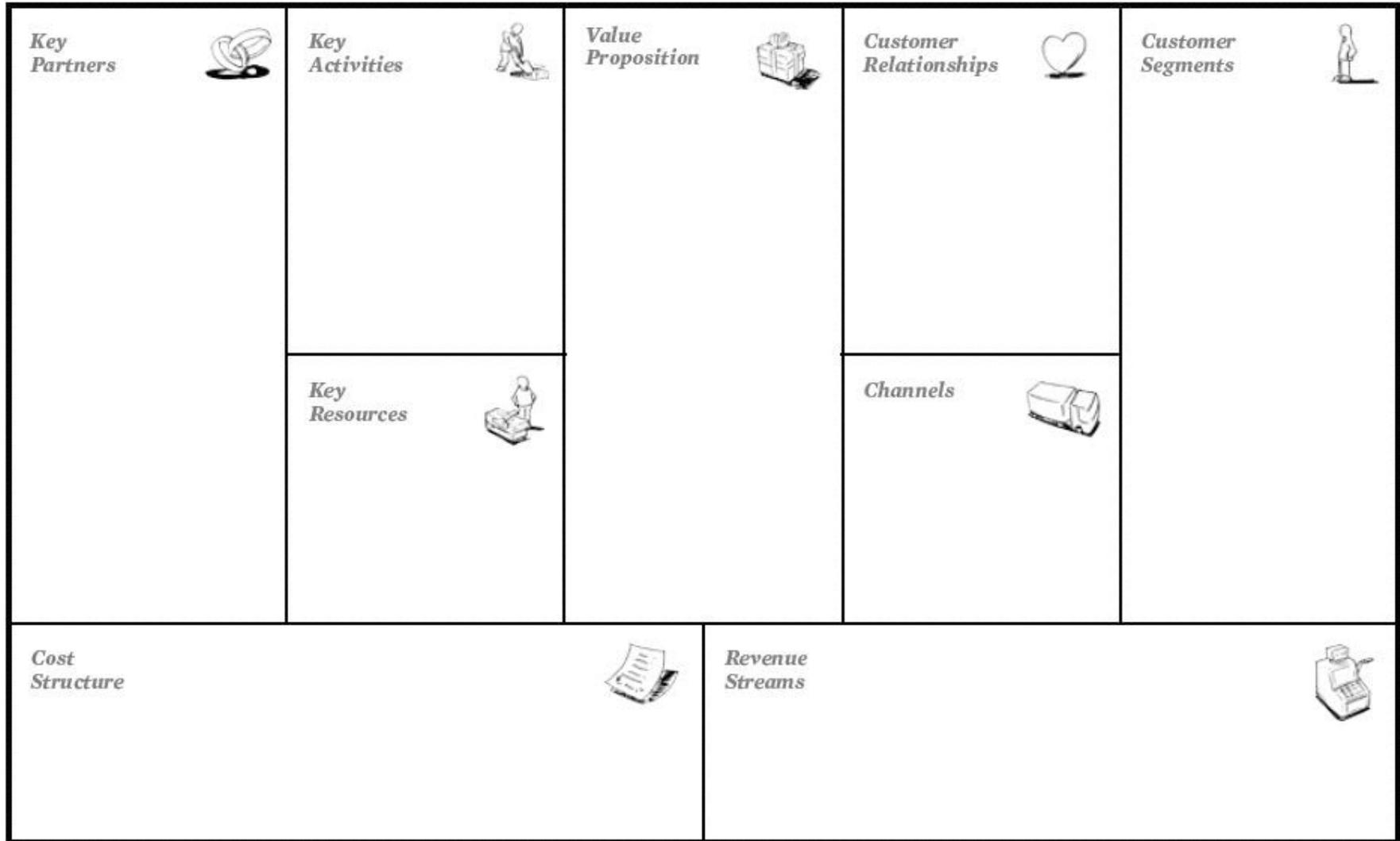


The key question

How will my target customers behave when I launch my product/service?



Business Model Canvas



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?

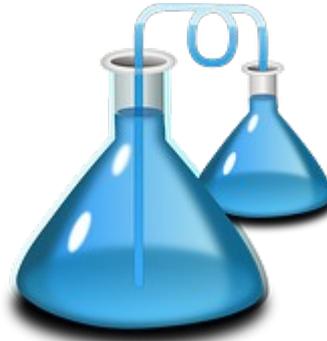
To turn these assumptions into evidence what questions do you need to answer?

Prioritise these and you have a development plan/roadmap

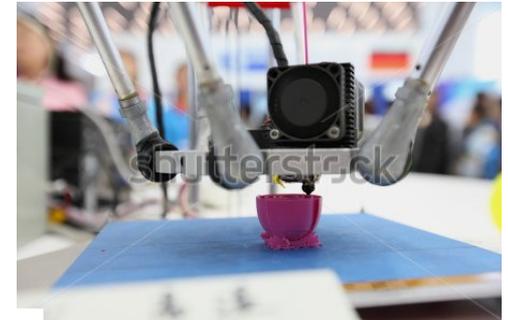
Where do you get the answers



Talking to customers:
Customer Development



Experimenting and
piloting: Minimum Viable
Product



Prototyping



Web research



Library research



Using professional services

How have
we used
this
approach
in BIPC?

1-1 mentoring

Workshop programme

ERDF- Innovating for Growth programme

Training other business libraries

British Library St Pancras Transformed Project



Digital Laboratory/Audio Visual Studio?



Idea Spotlight: St Pancras Transformed

The screenshot shows a web browser window displaying the British Library Idea Hub. The browser's address bar shows the URL <https://britishlibrarydemo.wazoku.com/#/discover>. The website header includes navigation links for 'Dashboard' and 'Discover', a search bar, and a user profile icon. The main content area features a grid of idea cards, each with a title, a brief description, and statistics for idea creators, contributors, views, and ideas. The cards include:

- Enhancing Your First Visit to the Brit...**: The British Library St Pancras site offers a broad range of services and activities in a busy and bustling public space. These include the opportunity to consult our unparalleled collections in our reading rooms and a rich and varied exhibition and events programme. We want people's experience of visiting the Library to be as rewarding and enjoyable as it can be and we would like to give our existing...
 - 0 idea creators
 - 0 contributors
 - 0 views
 - 0 ideas
- Using our sound collections**: The British Library has a collection of high quality recorded sound material what services or facilities would you like us to offer to help you to get the most value from using this material?
 - 0 idea creators
 - 0 contributors
 - 0 views
 - 0 ideas
- Using video material at the British Li...**: The British Library has a collection of high quality video material which can be accessed in our reading rooms. What new services and facilities would enable you to make the most of viewing and working with this material?
 - 0 idea creators
 - 0 contributors
 - 0 views
 - 0 ideas
- Meeting people at the British Library**: On any day the British Library at St Pancras is...
 - 0 idea creators
 - 0 contributors
 - 0 views
 - 0 ideas
- Helping you to share your story**: Do you have a story to tell which you think...
 - 0 idea creators
 - 0 contributors
 - 0 views
 - 0 ideas
- Test Challenge**: background to the topic...

On the right side of the page, there is a search and filter sidebar:

- Search**: A search input field.
- Show:**
 - Challenges (selected)
 - Ideas
 - People
- Sort:**
 - Newest (selected)
 - Oldest
 - Most Views
 - Least Views
- Filter by:**
 - Date
 - Category
- Keyword:**
 - audio-visual, multimedia, sound, video, recordings, moving image
 - efficiency, community, internal, operations
 - office, challenge, british library
 - collaborative, dating, customer facing
- [view all keywords](#)

The Windows taskbar at the bottom shows the system tray with the date and time: 17:27, 31/03/2016, and the language set to ENG US.

Thanks!

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