

Strategy & Workshop Canvas Web 3.0

Sense-Making and Opportunity Identification in the Emergence of Digital & Virtual Worlds

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www.web3-metaverse-strategy.net

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Web 3.0 Strategy

Pain Point

1

Business to Marketplace Interaction

- Which technological developments might impact your business (e.g., AR/VR, Blockchain, Crypto, Metaverse, NFTs, AI)?
- Which changes in society, demographics and consumer values drive the adoption of Web 3.0 platforms, offerings and technologies?
- Which regulatory changes might impact any of your decision-making; and what are the risks in relation to (new) laws and regulations?
- As a result of above, how will the interactions between your organisation and the Web 3.0 marketplace evolve?
- Which new incumbents can you expect to emerge and how will you remain competitive?
- Which interactions and transactions will take place in Web 3.0?
- How will this impact your current business and pricing models?

5

Customer Segments

- Which customer segments/personas will most likely adopt Web 3.0 platforms and technologies?
- What are the primary value propositions and use cases for each segment?
- What barriers will they have to overcome?
- What are the trigger points that will make the Web 3.0 attractive for these segments?
- How fast will it happen (the adoption of Web 3.0 by these segments)?
- How big is the market opportunity?

6

Value Extension and Substitution

- Considering the new interactions (Step 1) and your customer segments (Step 5), how are you going to capture value?
- Are you going to extend the value of your products, services or processes, and how (e.g., by providing a AR/VR trial, but provide the experience onsite/offline)?
- Are you going to substitute the value of your products, services or processes, and how (e.g., by providing certain product groups only as digital versions)?
- Which risks will you have to accept as a result of above?
- What growth opportunities emerge from Web 3.0, and when?
- How will this impact your value chain and financial metrics?

7

Technology

- Based on your digital maturity (Step 3), the customer segments (Step 5) and value capturing strategy (Step 6), what technologies will you need?
- What is your architectural strategy and choice of technology stack?
- How will it connect with your existing IT infrastructure?
- How will it be integrated into your current business operations?
- What cybersecurity risks emerge and actions need to be taken?
- What technical debt will be created as a result from this strategy?
- What is the technology implementation roadmap (with milestones)?

Building Blocks

2

Innovation Culture

- Would you classify your business as a pioneer, early follower or late adopter?
- How open is your organisation to technology driven change?
- Is your organisation willing to take risks to invest today in unknown territories (i.e., Web 3.0 and/or Metaverse)?
- Is management in support of innovation projects and willing to invest in new technology?
- Which cultural elements might have to be built in advance of any Web 3.0 investments?
- How are you going to build a culture that will support technology driven change?

3

Digital Maturity

- To which degree is your organisation digitally transformed and thus has the foundations of a digital business to further advance towards Web 3.0?
- Are you a customer-centric organisation that connects digitally with the community on various platforms?
- Do you adopt new technologies and understand the strategic importance of cybersecurity?
- Do you leverage data and data insights both operationally and strategically?

4

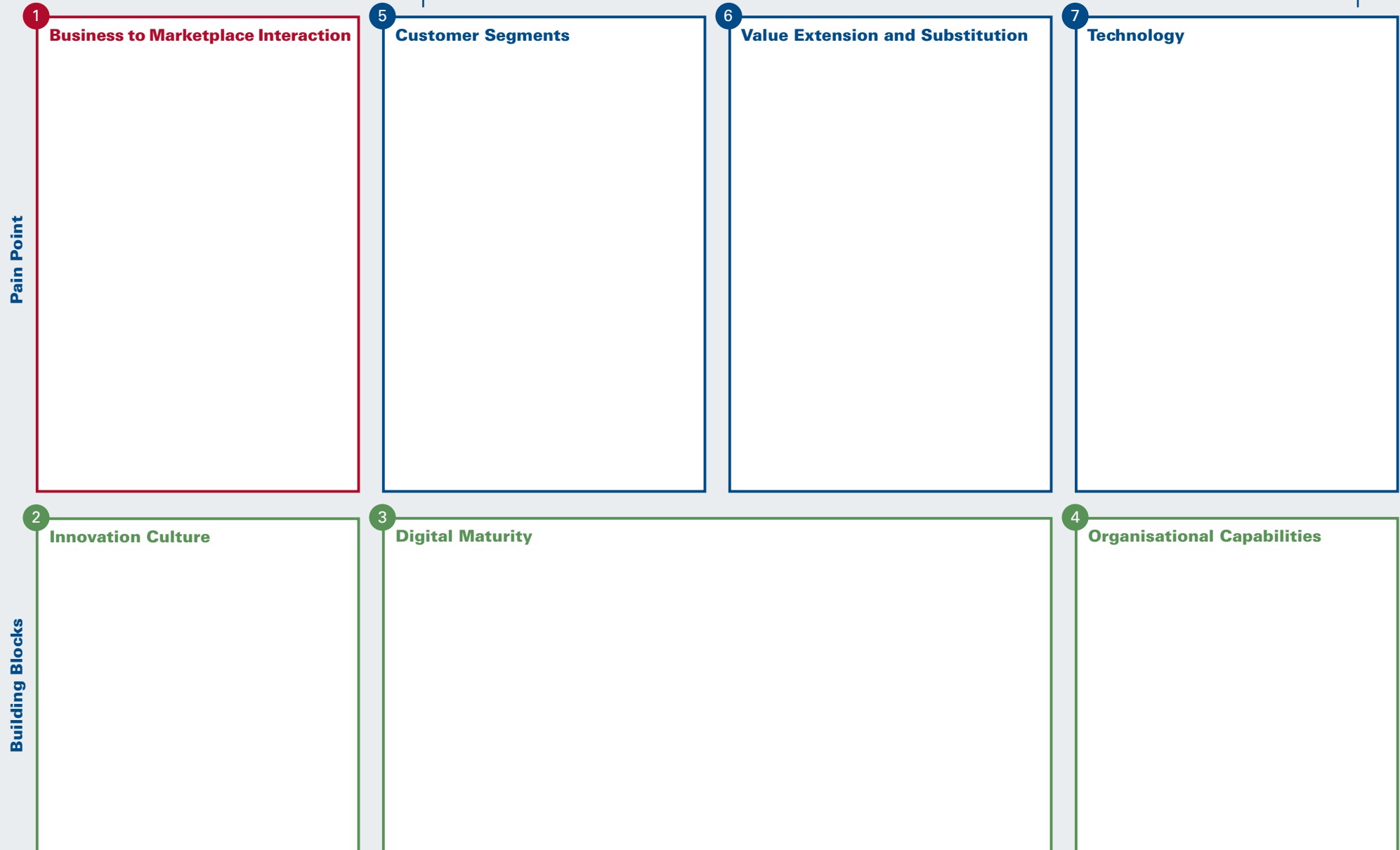
Organisational Capabilities

- What resources and capabilities will be required to close the gap between 1) the new Business to Marketplace Interaction frameworks on Web 3.0 and 2) your current innovation culture and digital maturity?
- What teams, roles and tasks emerge from above?
- How are you going to build/develop the required organisational capabilities?
- Are you going to partner with other businesses?

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Introduction

Organisations are slowly starting to understand the challenges and embrace the opportunities that emerge with a new generation of technologies, the blockchain, marketing-driven frameworks such as the Metaverse, and others.

Central to these discussions is the decentralized Web 3.0 and the emergence of digital and virtual worlds, as well as the partial fusion with the physical world. While Web 1.0 made it possible for users to search for information, Web 2.0 brought networking and interaction via social media platforms. As a result, peer-to-peer concepts emerged. The new Web 3.0 is additionally characterized by the ability to automatically connect actors and content based on artificial intelligence, to enable parties to interact in virtual worlds, and thus offer users additional value.

In order to foster these conversations and support sense-making and opportunity identification in organisations, Dr Markus Rach and Prof Dr Marc K Peter from the FHNW School of Business in Switzerland created a workshop canvas.

The canvas guides organisations via an understanding of their pain point of potential new business to marketplace interactions, the required building blocks of innovation culture, digital maturity and organisational capabilities, to finally elaborate a Web 3.0 strategy by defining the opportunity and adoption in their customer segments based on the idea of value extension or value substitution, and to build a technology roadmap that enables its implementation (or first prototypes).

Seven steps towards your Web 3.0 Strategy

1 Business to Marketplace Interaction

Which developments in technology, society and regulations will redefine, and how, your organisation's interactions and transactions on Web 3.0?

2 Innovation Culture

Is your organisation and management willing to take risks and invest; and how will your business values support your journey?

3 Digital Maturity

To which degree is your organisation digitally transformed and thus has the foundations of a digital business to further advance towards Web 3.0?

4 Organisational Capabilities

What resources and capabilities will be required to take advantage of opportunities and to manage challenges of your Web 3.0 strategy and projects?

5 Customer Segments

Which customer segments/personas will most likely adopt Web 3.0 platforms and tools, what barriers do they have to overcome, and what drives adoption?

6 Value Extension and Substitution

How are you going to capture value by extending and/or substituting value of your products, services or processes?

7 Technology

What technologies are needed, what is the IT/technology strategy, and how will it be implemented based on a roadmap with milestones?



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