



Co-Development Concept

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Danish Tourism Innovation

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Let's explore what we are
capable of together



Co-Development Concept
is a structured process designed
for joint development of new
tourism products and services
or improvement of existing ones



5 modules



Module 1: Collaborative Innovation

Explore the potential of available resources and assets.



Module 2: Know your customer

Find your business potential for the market demands.



Module 3: Value Proposition

Develop a new product or service or improve an existing one.



Module 4: Pitch your idea

Sharpen and assess the value proposition (product or service).



Module 5: Make it happen

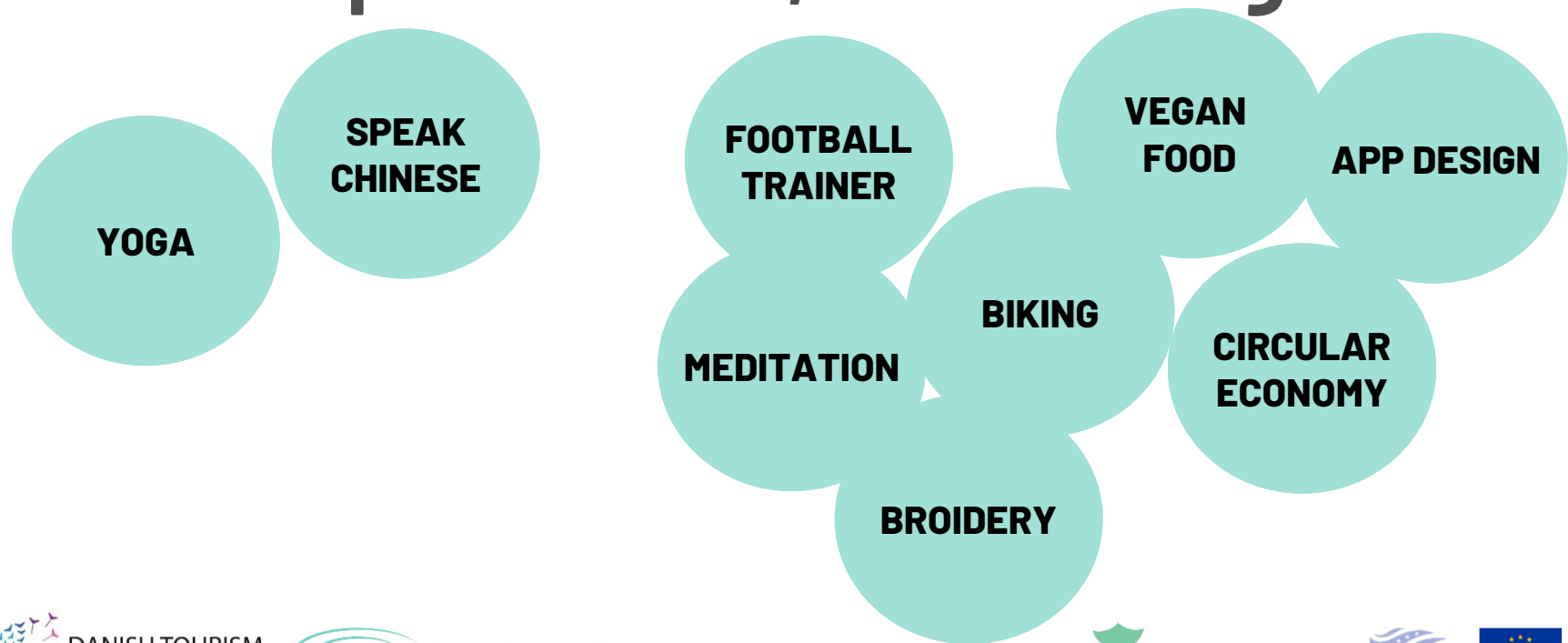
Proof of concept by taking the customer's perspective.



DANISH TOURISM
INNOVATION



Write 2 personal assets, competences, knowledges



Co-development Toolkit

Each module consists of hands-on tools and exercises which are all provided in the **Co-Development Toolkit**. All exercises feed into each other as a coherent step-by-step process making progress easy.

For the participants:

- Hands on tools
- Templates
- Exercises

For the facilitator:

- Presentations (Power points)
- Notes on how to present
- Playbook with timetable



THE PROCESS STEP-BY-STEP

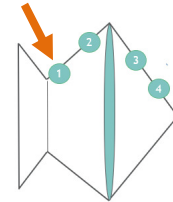
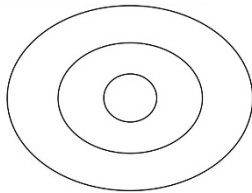
MODULE 1 COLLABORATIVE INNOVATION

Get to know each other and
identify the group's resources;
what can you offer your
clients together?

Business Model Canvas as a
frame for the whole process



Explore your capabilities for
products and services when
combining the resources and
competences of the group.

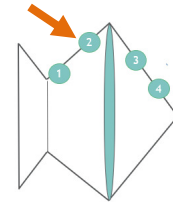
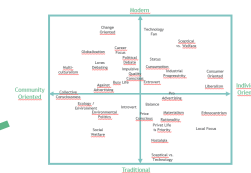


THE PROCESS STEP-BY-STEP

MODULE 2 KNOW YOUR CUSTOMER

Find your business potential for the market demands.

Understand the different needs and wishes of various customer segments and prioritize which segments to target.

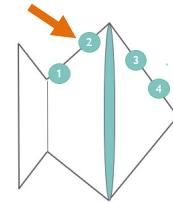
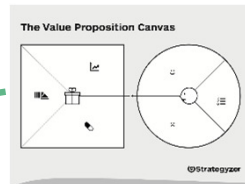


THE PROCESS STEP-BY-STEP

MODULE 3 VALUE PROPOSITION

Develop a new (or improve and existing) product or service that meets the requirements of a specific customer segment.

Make the first business model for this offer



THE PROCESS STEP-BY-STEP

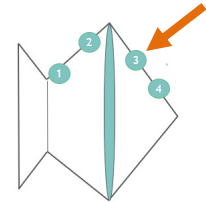
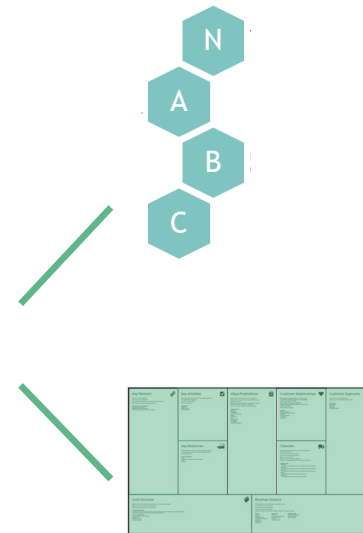


MODULE 4 PITCH AND SHARPEN

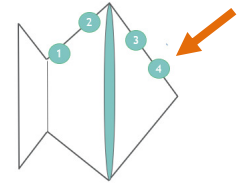
Sharpen and assess your new offer.

Develop a sales pitch addressing the Needs of the customer, your Approach, the Benefits for the customer, and how your offer is better than those of your Competitors.

Complete your business model with the new insights made on basis of the pitch and feedback on this.



THE PROCESS STEP-BY-STEP



MODULE 5

MAKE IT HAPPEN

Making it all happen by testing the offer to ensure that you have the right facilities and services ready.

Ensure that you are ready to communicate with and receive the guests.

Prepare a plan for who does what and when.

Select a method of measuring sales and how the product is perceived by the customers.

[illegible]

<p>Key Features</p> <ul style="list-style-type: none"> • High Performance: The system is designed for high performance, with a focus on speed and efficiency. • Scalability: The system is highly scalable, allowing for easy expansion as your needs grow. • Integration: The system integrates seamlessly with other systems, ensuring a smooth workflow. 	<p>Key Benefits</p> <ul style="list-style-type: none"> • Cost Savings: The system helps reduce costs by optimizing resource usage. • Improved Efficiency: The system streamlines processes, leading to faster completion times. • Enhanced Security: The system includes robust security features to protect your data. 	<p>Key Features</p> <ul style="list-style-type: none"> • High Performance: The system is designed for high performance, with a focus on speed and efficiency. • Scalability: The system is highly scalable, allowing for easy expansion as your needs grow. • Integration: The system integrates seamlessly with other systems, ensuring a smooth workflow. 	<p>Key Benefits</p> <ul style="list-style-type: none"> • Cost Savings: The system helps reduce costs by optimizing resource usage. • Improved Efficiency: The system streamlines processes, leading to faster completion times. • Enhanced Security: The system includes robust security features to protect your data. 	<p>Key Features</p> <ul style="list-style-type: none"> • High Performance: The system is designed for high performance, with a focus on speed and efficiency. • Scalability: The system is highly scalable, allowing for easy expansion as your needs grow. • Integration: The system integrates seamlessly with other systems, ensuring a smooth workflow.
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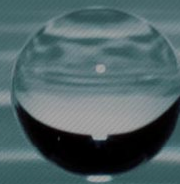
Tested by BSTC with groups of SME's in 4 countries



New products developed



Join our process
and use the
concept



How can it be used?





Destination development

Make actors feel like a team, supporting the brand and addressing relevant segments



Internal cooperation

Exploring the value of bringing departments and competences together in a process.



Kick off events

Single tools and exercises can be used to kick start new collaboration



And so much more

The toolkit is filled with acknowledged and proven tools. Facilitators can use them as building blocks, adding new ones, selecting, shaping all kinds of workshops.



Connect and co-develop with new peers



Identify new ideas for products and services



Improve existing products and services



Develop new products and services



Enjoy the flow of a structured and facilitated process



Refine your understanding of customers



Get access to the concept and toolkit

Certified facilitators



Germany

Mareike Demann

Mecklenburg Vorpommern Tourismus



Lithuania

Eglė Stonkė

Klaipeda Region



Denmark

Karin Melbye Holm

Danish Tourism Innovation



DANISH TOURISM
INNOVATION



Co-Development Concept



BALTIC SEA
TOURISM CENTER



Would you like to be a Co-Development Concept facilitator?

Attend our course in Copenhagen
2 x 2 days spring 2020



And get access to the concept and toolkit



Co-Development Concept

co-development-concept.com
bstc.eu



Thank you for listening
please get in touch if you have
questions or want to know
more

