



Research School for Operations
Management and Logistics

Business Model Innovation for Smart Cities

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The introduction of LED technology, integration in smart sensor networks and the availability of open data have changed the meaning of lighting, leading to the creation of new opportunities for cities. These new developments lead to smart city concepts, which are currently being explored at Philips Research for Lighting. The smart city ecosystem has become larger, as the market is changing towards a concept that goes beyond the pure functionality and lighting of a city. The focus lies on safety, mobility, health and social care, leisure, natural environment and education. The market, including Philips Research, is searching for new business model(s) and value network(s) that match and facilitate desired developments. Therefore, this PhD will focus on exploring the smart city environment. The first study will focus on learning from external cases, essentially looking at what we can learn from other industries that have already undergone a similar transition. The second study takes a more internal perspective by analyzing Philips cases in order to figure out what went well and what not, so that this can be translated into ideal business model scenarios. These will then be applied in the third study in an experimental setting, testing various scenarios.