



Research School for Operations
Management and Logistics

Simultaneous development of new business models and products in new ventures; The case of the energy sector

Meike Brehmer – TU/e

Thus far business model development and new product development (NPD) are discussed in separate literature streams and little research investigates the simultaneous development of business model innovation and new products. Given the growing importance of combined new business and product development this study fills part of this gap in the literature by addressing the following research question: 'How to simultaneously develop successful new business models and products?'. This question will be answered by conducting four studies that focus on (i) the simultaneous development processes of new business models and products within new ventures (study 1 & 2) and on (ii) transferring superficial features and structural relations of successful business models to new business model ideas (study 3 & 4). This project will contribute to the entrepreneurship, business model and product development literatures by conducting process research on how new business models and products are best simultaneously developed and by empirically testing how to transfer superficial features and structural relations of successful business models to new business model ideas.