

To succeed, every innovation needs to be paired with the right business model. Now, discover how to create the best possible business model for every new opportunity – and integrate business modeling into a complete innovation framework that works! *Developing Sustainable Business Models* is part of Philadelphia University's breakthrough approach to innovation: one that links business, design and engineering, and delivers extraordinary results in both new and existing ventures. First, Dr. Stephen Spinelli and Heather McGowan introduce this Disrupt Together approach, explain its deep roots in design thinking, and show how it generates far more high-value ideas for innovation. Next, Nabil Harfoush drills down to focus specifically on business modeling for new innovations. *Developing Sustainable Business Models* shows how to develop and evaluate several alternative business models, identify and pursue the most promising combinations, and then develop detailed business plans that widen your strategy options and offer higher ROI potential. Along the way, he introduces techniques that promote collaboration across various business lines, helping you overcome obstacles and inefficiencies that often slow down the process of taking innovations to market. *Developing Sustainable Business Models* is one of 15 e-chapters addressing all facets of innovation, from design processes and team development to business models and value delivery. Each is crafted by a pioneering business innovator – and they all integrate into today's most coherent, realistic blueprint for innovation. For all entrepreneurs, executives, managers, strategists, and students who want to drive more value from innovation. Nabil Harfoush is Director of Strategic Innovation Lab at OCAD University in Toronto, and Assistant Professor in its Strategic Foresight and Innovation Masters Program. He leads a research group on Strongly Sustainable Business Models. He is a Fellow at Philadelphia University, where he teaches Business Model Innovation. He has over 40 years of experience as engineer, executive, entrepreneur, and educator. He has consulted for enterprises, governments, the World Bank, WHO, UNESCO, and IDRC, and has served as CIO of several technology companies. He holds a masters degree in computer engineering and a Ph.D. summa cum laude in digital data communications.

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Section. 1: Foreword. Innovation comes from those who see things that others don't. organization designed to search for a repeatable and scalable business model. In *Disrupt Together*, Steve Spinelli, Heather McGowan, and their team of.

Chapter 8: Design Process and Opportunity Development – Coming Up Chapter *Developing Sustainable Business Models*.

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