

# **BUSINESS MODELS INC**

**CITY IGNITE : IDEA HACK**



@questignite  
@busmodinc

**YOU'RE INVITED**

**TO EXPLORE THE**

**FUTURE OF CITIES**

**AND SOCIETY**



# IDEA HACK



**BUSINESS**  
MODELS INC

Quest Ignite

# EIGHT THEMES

**COLLABORATIVE  
CITY**



**SUSTAINABILITY**



**SAFETY**



**OPEN  
DATA**



**HOUSING  
AFFORDABILITY**



**MOBILITY**



**CULTURE &  
TOURISM**



**INCLUSION &  
DIVERSITY**

# HOW IT WORKS

## IDEA DEVELOPMENT TEAM

The idea team are responsible for collaborating with industry peers to define and prototype a groundbreaking new idea in each theme.



## PITCH!

The CityIgnite team will bring together sponsors and decision-makers who are aligned to the innovation ambition of each theme. The Idea development teams will pitch their ideas and leverage the support of event partners to make them happen.



## EXPERT FACILITATORS

Each idea team will be guided and supported through a series of activities by an expert facilitator and led by Business Models Inc.



## STRUCTURE & SPEED

Each idea hack team will be provided with a strategy designers toolkit to rapidly define, develop and communicate their ideas







Business Plans

**DON'T WORK**

Any more.



**"IQ does not predict success. AQ  
(Adaptability Quotient) is the  
best way to predict success."**

**Amin Toufani**  
*Faculty, Singularity University*



EXPONENTIAL  
**Finance**  
By Singularity University



**Singularity**  
UNIVERSITY



**CNBC**

**Deloitte.**

IT ALL STARTS  
WITH THE  
CUSTOMER

DON'T  
FLY SOLO

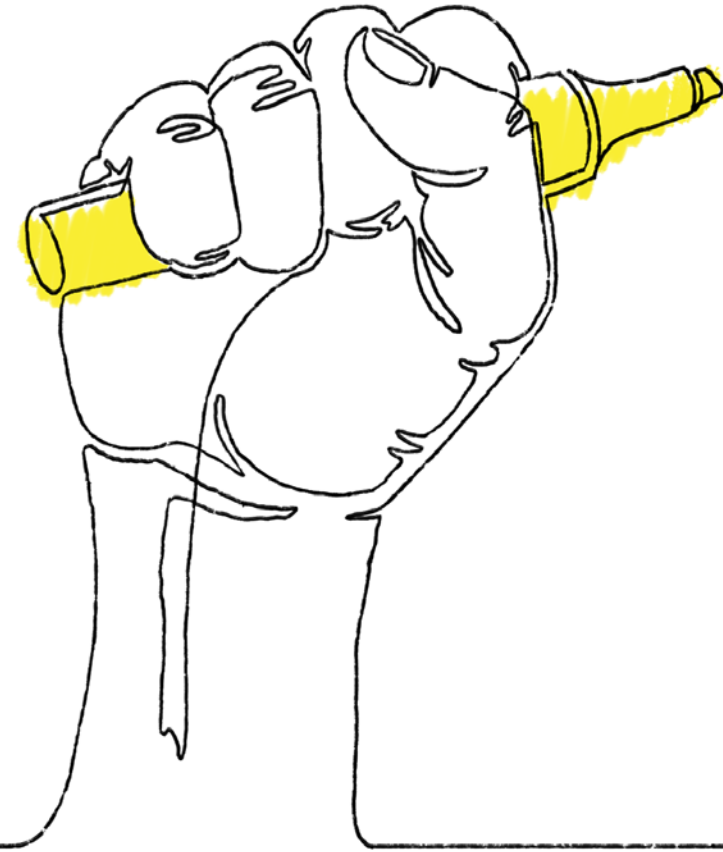
THINK  
AND WORK  
VISUALLY

KEEP IT  
SIMPLE

SET UP SMALL  
EXPERIMENTS

EMBRACE  
UNCERTAINTY

TELL  
STORIES



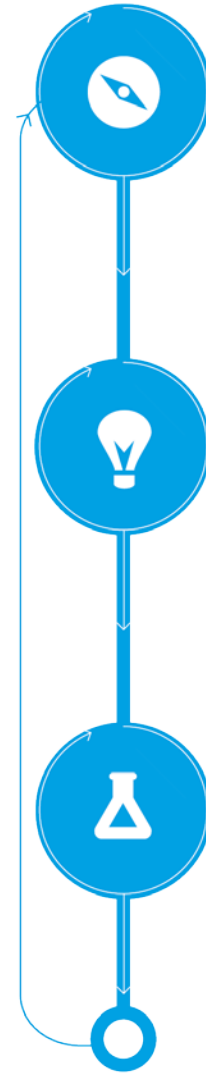
# THE 7 ESSENTIAL SKILLS



“We need new tools, new skills and a new mindset to create, deliver and capture value in the future.

“The Business Models Inc Approach will provide a **framework** for your existing work to help you **understand, innovate and validate your ideas.**”

And repeat the process if you face disruption in the future





# Design. Strategy. Innovation.

**BUSINESS**  
MODELS INC.

[www.businessmodelsinc.com](http://www.businessmodelsinc.com)

