

APPROACH TO USE THE TEMPLATES

- ✓ You know your experiment and the approach how to scale (0 + 1)

Now you want to:

1. Envision the future vision & business model, how this experiment can work once it's scaled (1:30)
2. Understand what has to happen to make it happen (40)
3. Define a plan of action (60)

3:15 h all together (half day workshop, maybe right after future press release)

APPROACH TO FUTURE VALUE MAP

Short explanation of use and added value

*"The <<future value map>> helps you to **understand the business & operating model** for the innovation in the future. With this you make sure that you have the picture of the future, how it can scale.*

- **Tips for use**

Elaborate on it with the **pilot area team**, especially the ones involved in the experiment who have an interest to further establish or use it. Approx. 5-8 people and 1:30 Min (duration)

- **How to use**

A step-by-step explanation of how to use the tool, from start to finish.

APPROACH TO FUTURE VALUE MAP

- **How to use**

A step-by-step explanation of how to use the tool, from start to finish.

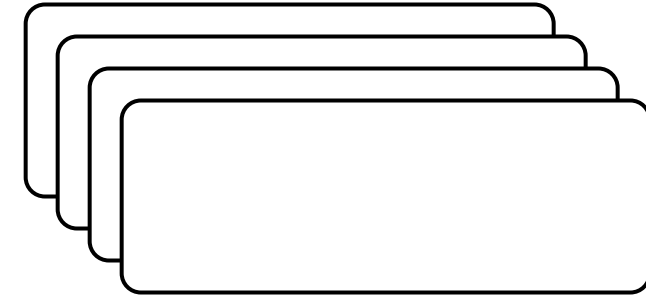
Imagine you are in 20XX. Check your future press story. For this future:

1. Who needs to be involved, to make this vision happen (companies, customers, associations...)? Fill in a white box per player!
2. Are there any technological tools required (platform, app, data base...)? Add them in yellow.
3. Now you check on how the operating model works: where are flows of information, services, products or money? Check all possible relations and add arrows. This is how you find out if the business model works or if you need other players. You can add them iteratively.

Tip: is there any box that has no arrow? This player is not relevant. Feel free to take them down.

Vision & story
+ future press release
is done

THE FUTURE VALUE MAP TEMPLATE



Player, organization, company



Plattform or sth. similar

FLOWS:



MONEY



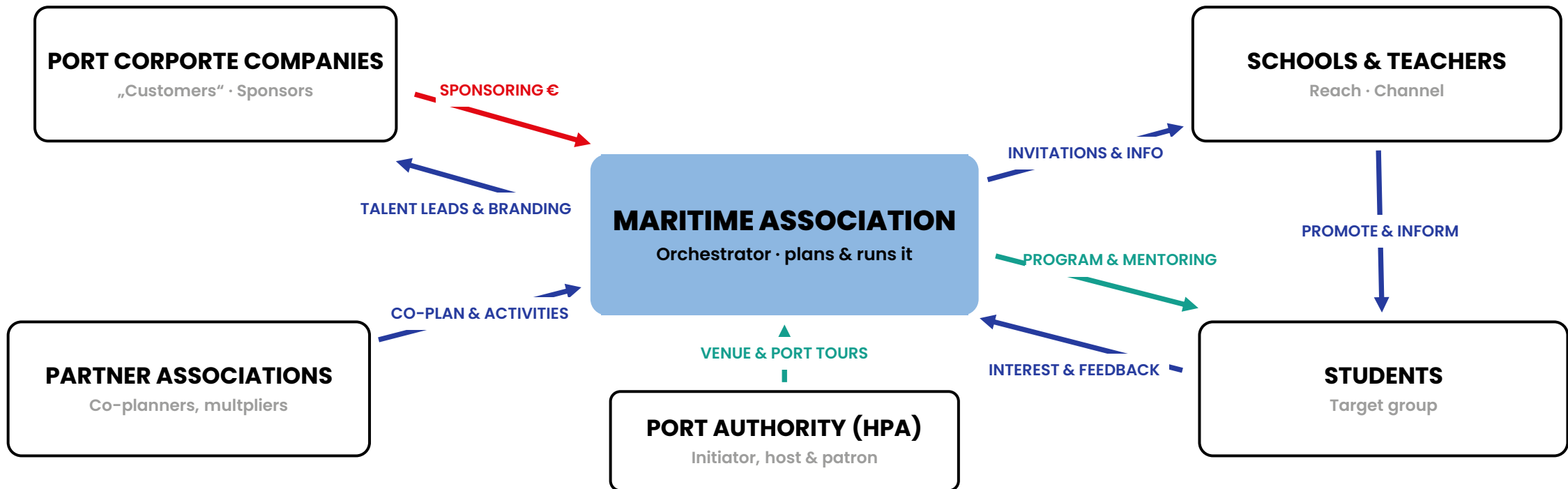
INFORMATION



SERVICES / PRODUCTS

Example not aligned
with HH pilot area!

THE FUTURE VALUE MAP EXAMPLE



FLows:
→ MONEY
 → INFORMATION
 → SERVICES / PRODUCTS

APPROACH TO FUTURE BACKCASTING

Short explanation of use and added value

*"The <<future backcasting canvas>> helps you to **understand crucial milestones, risks that have to be overcome or innovations** required, in order to make your picture of the future for the scaled experiment work.*

Tips for use

Elaborate on it with the same **team as the value map. Best case: at the same day.**se it. Approx. 5-8 people and 40 Min (duration)

APPROACH TO FUTURE BACKCASTING

- **How to use**

A step-by-step explanation of how to use the tool, from start to finish.

Start at the right!

1. Check your future press release and summarize the vision in a short sentence! (7 Min)
2. Picture of the future: Check your value map and summarize the key elements of the business model in short (7 Min)
3. Now you go step by step from right to left (7 Min/ Question): Answer it and add your thoughts reg.
 1. What has happened to succeed?
 2. Hurdles to overcome?
 3. Innovations?
 4. What gets the ball rolling!

In order to scale, you now know what do keep in mind!

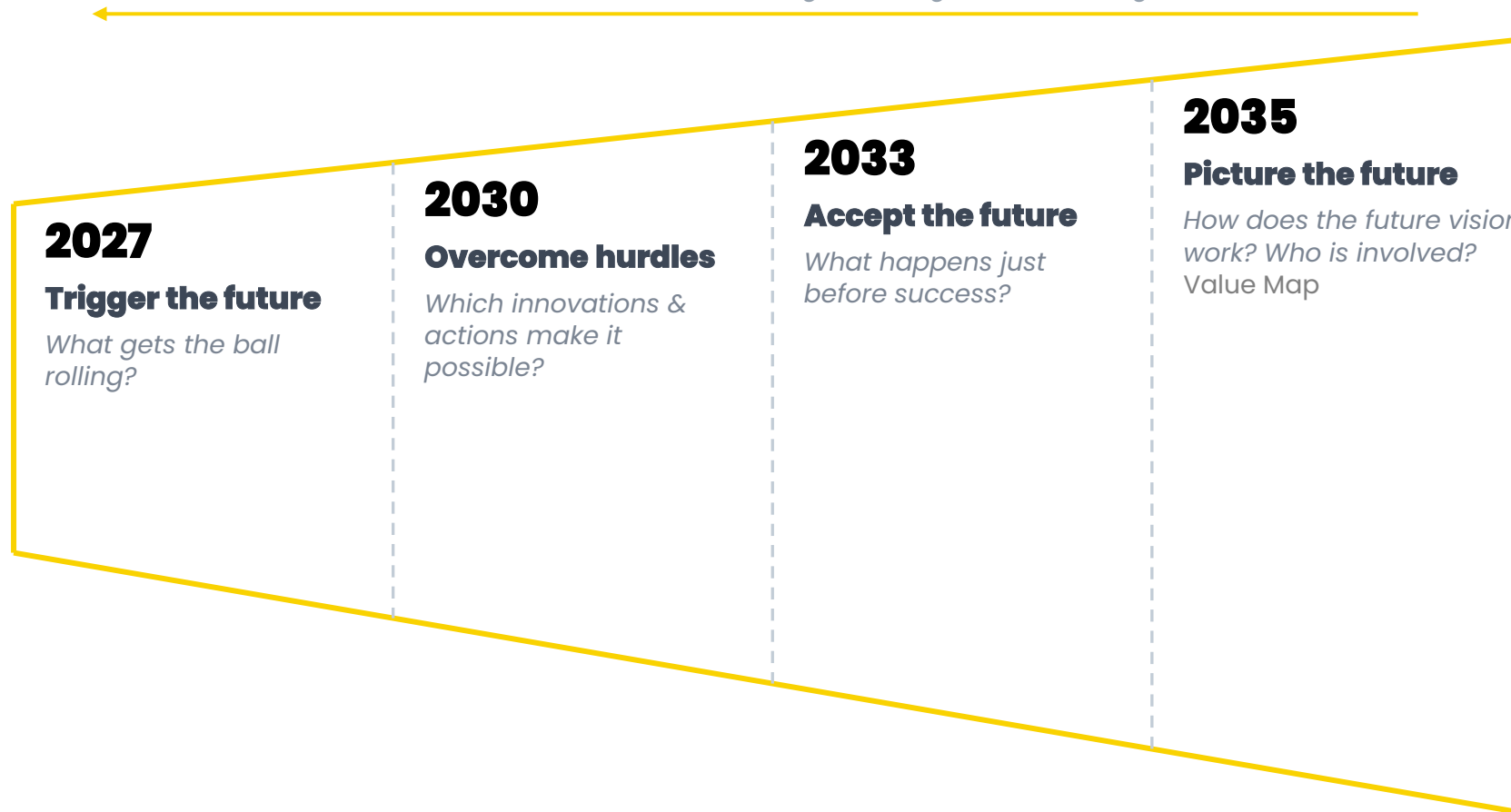
Part 2

Future Backcasting

Thinking backwards from a clear target vision – a workshop canvas

Vision & story
+ future press release
+ value map is done

Backcasting – thinking back from the goal



Future scenario

Vision Statement based on future press release

Part 2

Future Backcasting

Thinking backwards from a clear target vision – a workshop canvas

Example not aligned
with HH pilot area!

Backcasting – thinking back from the goal

2027

Trigger the future

What gets the ball rolling?

An organizers who is the coordinator for all parties, to drive the event with all the parties

2030

Overcome hurdles

Which innovations & actions make it possible?

Embedding in schools (1 day fixe)

Tracking: Job & source for job (HR connect)

Diverse companies who have demand for new employees

2033

Accept the future

What happens just before success?

Several companies found new employees via event

2035

Picture the future

How does the future vision work? Who is involved?
Value Map

Organizer with cool festival vibe who understands young generations

Schools who embed the experience I their program.

Diverse Port Companies who show what the real job looks & feels like (HR + Inno + Marketing) + finance

Hamburg Marketing to finance the initiative

Future scenario

Vision Statement based on fuure press release

Maritime Talent Day/ Festival is one of the highlight events for students 1 year before they finish school.
They experience the Harbor in its diversity!
The industry easily finds all sorts of talents and Hamburg shows again how sexy and relevant logistics & ports are!

APPROACH TO PLAN OF ACTION

Short explanation of use and added value

*"The <<plan of action>> helps you to **translate** the crucial milestones, risks that have to be overcome or innovations required, into **actions**."*

Tips for use

Elaborate on it with the same **team as the value map**.

Best case: after the Future Backcasting same or next day. Approx. 5-8 people and 60 Min (duration)

APPROACH TO PLAN OF ACTION

- **How to use**

A step-by-step explanation of how to use the tool, from start to finish.

1. **Start at the right!** Based on your picture of the Future: Answer the business model questions for your future vision. (10 M)
2. Now you **jump to the left!** Explain for **status quo**, based on the experiment and your setup. Add a rough assessment, how far you are, to achieve your vision and fill the circle accordingly (**gap analysis**)! (10 M)
3. **Add as many splits** as required, to plan from today to your vision (every 2nd year, each year, each quatre...)!
4. Now you go **step by step from right to left** (7 Min/ split): Add your thoughts reg. What are milestones, you should achieve, in order to make the big picture happen? Work per line and go from left to right.

Now you have the big plan of action and afterwards you can detail your work for year one!

2026

Status-Quo: pilot

Solution Scope / Value Proposition & services:



Scope: Region/ application cases / amount / how often?



Lead / orchestrator:

Involved parties:



Costs:

Revenue:



2028

2030

2032

Picture the future

Solution Scope / Value Proposition & services

Scope: Region/ application cases / amount / how often?

Lead / orchestrator:

Involved parties:

Costs:

Revenue:

User Experience

Business Model

