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| **Interview guide theory-based (Wirtz and Daiser, 2017)** | | |
| **Internal organization** | **Characteristics** | **Related questions** |
| BMI micro-organizational elements | Changing customer needs  Product service innovation  Competition  Firm dynamics | How do you take up the challenge to:  Deliver changing customer needs?  Innovate products and services?  Deal with competitors in the market?  Deal with firm dynamics? |
| BMI factors | Who? (Target group/customer)  What? (Value proposition)  How? (Value constellation) | Who are your target patients?  What value do you offer to these patients?  What value do you capture in relation to these patients?  How do you create this value? |
|  |  |  |
| Interface:  BMI techniques and tools | Knowledge creation (and renewal) pool  - Evaluative tools for business model components and processes (efficient and effective BMI) | How do you evaluate the success of your company?  In relation to business model components?  Over time? |
| Interface: Knowledge/information processing and sense making | Information processing  Sense making  Goal: understanding the customer and interpreting signals of the market | How do you  Understand the customer?  Interpret signals of the market?  Collect and share information? |
| BMI areas |  | Innovate business model components?  Innovate the actual BMI process? |