

# After the Virus

Thinking Inside the *NEW* Box



WayPoint  
analytics™

# Corona Virus

- highest unemployment since the Great Depression
- more deaths than Vietnam
- all in two months
- it's not over



# Tracking This Since Jan 25

- < 1,500 cases
- < 50 deaths
- Walgreens sold out on masks and sanitizer

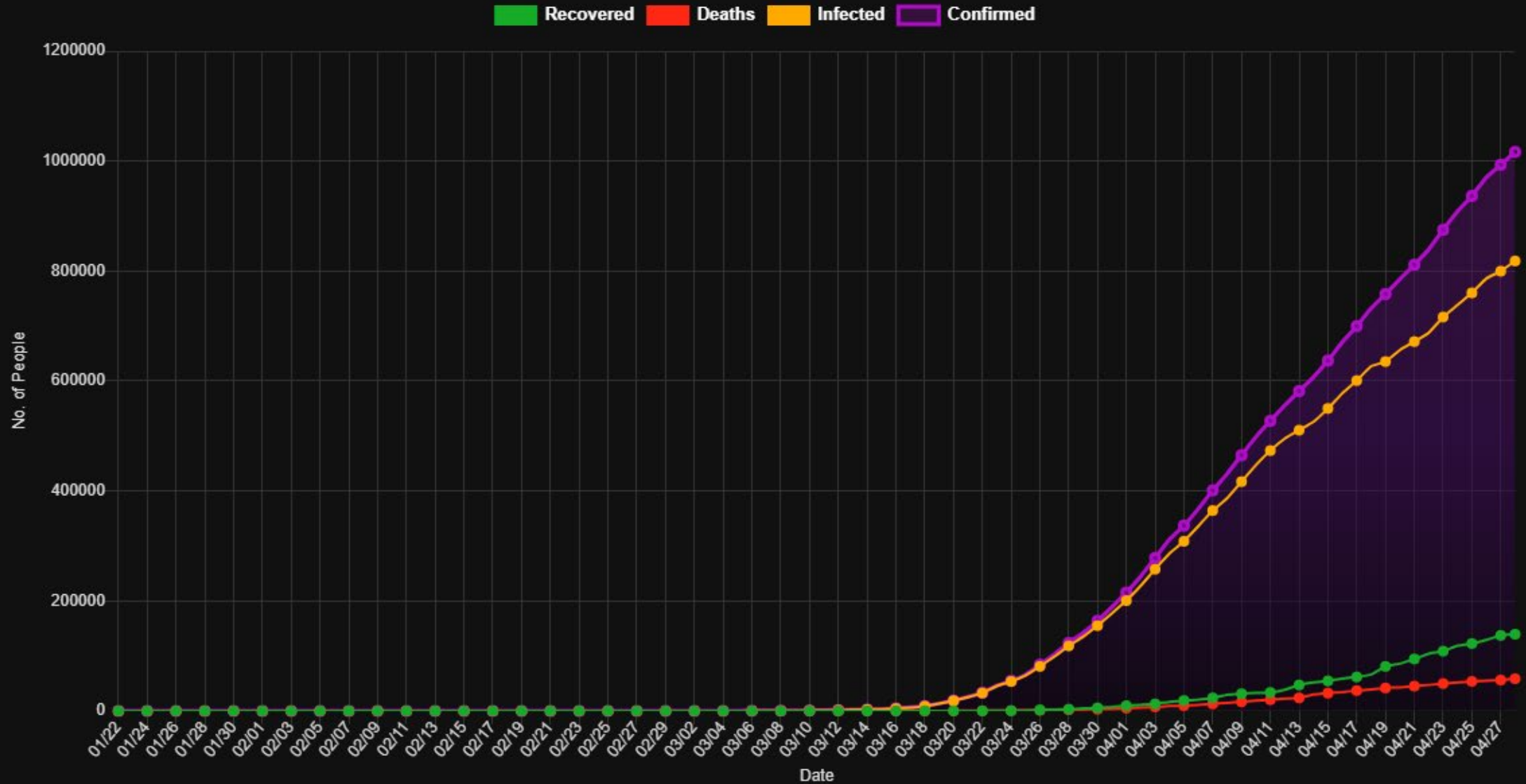


Q US

Confirmed 1,016,575 Infected 818,361 / 80.5% Deaths 58,645 / 5.8% Recovered 139,569 / 13.7%

## CDRI: Cumulative

(Confirmed, Deaths, Recovered & Infected)



# Rapid Impact

April 28

- > 3.1M cases
- > 217,000 deaths

USA

- > 1M cases
- > 58,000 deaths



# Closest Comparable is WWII

- global disruption to:
  - business
  - attitudes
  - workforce
  - housing crisis?



# What's About to Happen

- reshuffling of markets
- emergence into a new normal
- radical change in interaction & communication
- rapid recovery





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# What's About to Happen

- reshuffling of markets
- emergence into a new normal
- radical change in interaction & communication
- rapid recovery
- greatest opportunity in a half-century



# Post WWII Boom

Two decades of radical growth & prosperity

- consumers were forced into new paradigms
- businesses were forced into new products, mechanisms, logistics
- the labor market was reshuffled
- all three of these elements are happening right now



# The Recovery

- a lot more rapid than expected
- timing in the supply chain
- critical issue will be credit







# Leading Into the New Normal

- there is NO "back to normal"
- customers have changed -- probably forever
- business processes have changed
- important to re-evaluate everything
- position for the world as it will be



# Look Outside

- many of the changes do/can increase efficiency
- tele-presence is changing time needed for tasks
- forcing us off decades-old models / traditions
- radical adoption of technological solutions



# Intelligence

- go into full-on intelligence gathering
  - staff
  - customers
  - other industries
- be observant



# Plan Now

- use the down time wisely
- anticipate the emergence and be ready
- new business models





You're holding a handbook for visionaries, game changers,  
and challengers striving to defy outmoded business models  
and design tomorrow's enterprises. It's a book for the...

# Business Model Generation

WRITTEN BY

Alexander Osterwalder & Yves Pigneur

CO-CREATED BY

An amazing crowd of 470 practitioners from 45 countries

DESIGNED BY

Alan Smith, The Movement

WILEY

  
**Strategyzer**  
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NEW!

# Analyze

- identify efficient customer relationships
- analyze - don't guess (use WayPoint)
- identify critical opportunities
- be ready with the right business models
- protect / preserve / grow CASH
- be ready for tight credit



# Observations: Consumer Attitudes

- much more conscious of sanitation
- social acceptability of masks
- more home cooking again, less restaurants
- family-oriented activities and entertainment
- consumer entertainment is happening in the home & online



# Observations: Consumer Attitudes

- on-line ordering and pick-up / home-delivery
- curb-side pickup
- tele-education
- reduction in commuting / increase in tele-commuting
- pleasure-vehicle insurance
- Made in China => Made in India





# Observations: Business Activities

- telesales / video conferencing
  - reduced office space / utility costs
  - education and consulting
- innovations in contract delivery
- operating hours:
  - offset start times / 24 hour operations
  - smoothing road traffic / tax breaks / utility cost reduction



# Observations: Business Activities

- new models to support changes in consumer behavior
- business models to support periodic lock-downs
- supply-chain resiliency
- disease prevention



# Observations: Government

- PPE reserves for surge
- mobile emergency facilities
- surge capacity for medical
- new emphasis on emergency planning
- data collection
- will be mostly late / wrong



# Observations: Society

- social distancing
- disease prevention measures (masks)
- potential bias against offshore goods (“Made in China”)
- disease identification testing (may extend to new diseases)
- data collection & dissemination





# Get Going - Today!

- use the down time wisely
- anticipate the emergence and be ready
- new business models
- Business Model Generation

<https://amzn.to/35r7tzH>

