

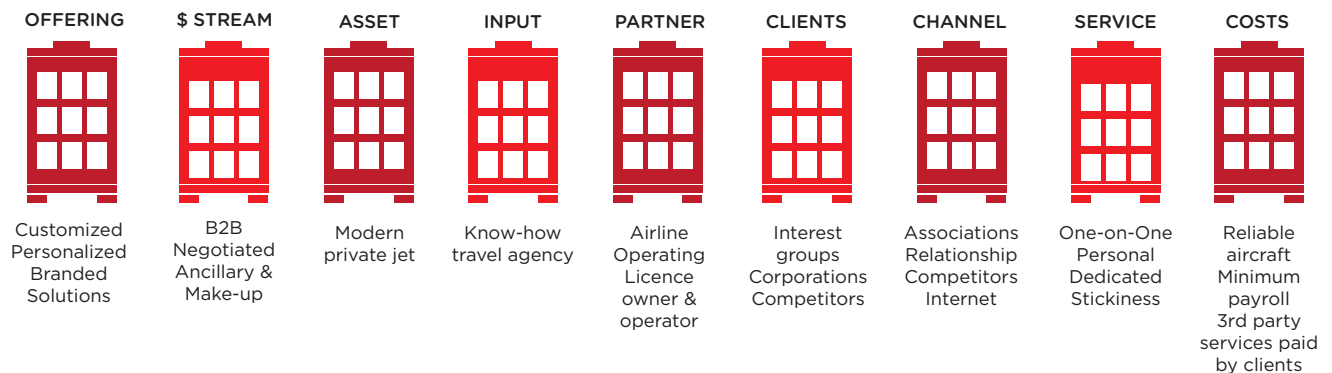
A METHOD FOR BUILDING A PROFIT MODEL

Client Case Study of Personalized Private Jet Service, Vinci Aviation



Vinci Aviation used a structured process involving 7 phases and easy-to-use tools (techniques & exercises), called Cruising to Profits®, allowing Vinci Aviation to construct a profit model around 9 building blocks.

FIGURE 1 : Vinci Aviation's business model, 9 building blocks



HOW DID IT GET THERE?

Marco Prud'homme, a seasoned chartered aircraft and aviation manager, wanted to innovate in Canada by building a modern niche airline based on a specific perspective and vision he had. His experience and research also showed that:

- Services to remote communities were provided by companies using old, slow and unreliable aircraft
- The derived nature of demand was not well understood or studied, it was taken for granted
- The market was not well serviced and the needs of companies and individuals were not well-known or satisfied
- There were many customer groups that had not been tapped into
- All companies in the market had the same business model, and high fixed and variable costs
- Existing airlines intuitively seemed to have strategic blind spots that were overlooked, presenting an opportunity
- Key channels and resources were not used to engage with clients.

SUCCESS

FIGURE 2 : Cruising to Profits® methodology results for Vinci Aviation's business model. For detailed information: info@millavia.com



LEADING BY PURPOSE

Vinci's purpose is to solve specific travel well-being challenges for individuals and corporations that need a tailored solution.



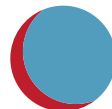
THINK POST & ACTIVITY STORIES

It used the "Think Post" and "Activity Stories", two techniques to construct the delivery model.



COMMERCIAL HEALTH CHECK

A comprehensive commercial health check and Business Model Expiry Check was performed on the market.



BLUE MOON

Using "Blue Moon" (exercise), the overall business model was tested for strategy against competitors and their potential moves.



9 BUSINESS MODEL BUILDING BLOCKS

It focused on aligning 9 specific building blocks in terms of how they work in daily practice.



DELIVERY (EXECUTION/COMMUNICATION PLAN)

The execution plan was completed from the customer perspective up, and back from company leadership down.



OPEN ARTISANSHIP

It used the "Open Artisanhip" pattern to visualize a unique value-proposition driven profit model by offering a concierge package.



DIAGNOSIS + REDESIGN

Vinci's management is actively involved in the execution and is in constant contact with its customers to identify potential solutions and service offerings that add value.