

# Digital Capital

## B04. Strategy



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- 01. How to Weave a B-web
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## 01. How to Weave a B-web

- Summary of Strategy for B-web
  - Focus on customer!
  - Consider Cannibalization!

## 01. How to Weave a B-web

- Six Phases for Strategy
  - (Customer-perspective)
    - Describe value proposition of current systems!
  - (Customer-perspective)
    - Disaggregate the whole value-creating system into each object!
  - (Customer-perspective)
    - Envision B-web-enabled value!

## 01. How to Weave a B-web

- Six Phases for Strategy
  - (Enterprise-perspective)
    - Reaggregate (define/analyze) human, relationship, and structural capitals!
  - (Enterprise-perspective)
    - Prepare a value map (model), considering tangible or intangible benefits, knowledge!
  - (Enterprise-perspective)
    - Do the B-web mix and plan a core strategy for its B-web!

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## 02. Harvesting the Digital Capital

- What business do we belong to?
- What physical resources should we add or delete?
- What human resources should we employ or dismiss?
- What ability should we learn, purchase, or outsource?
- How can we secure the structural capital or innovative ability for BM patent?
- Is the BM patent is meaningful?
- Should we incubate or invest in Dot-Com?
- Does Wall Street overestimate internet companies?

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