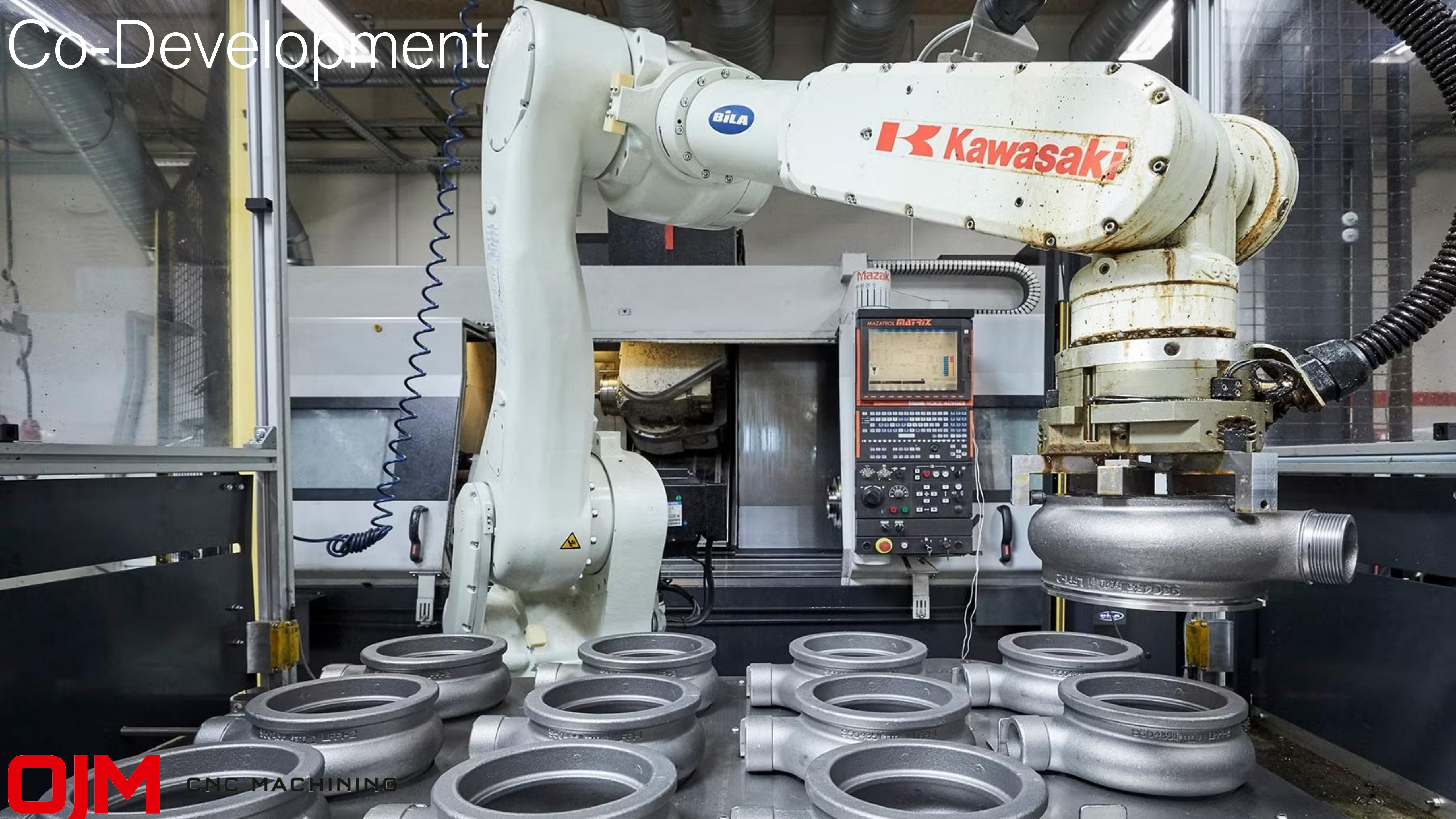


Co-Development



OJM

Key Partners 

Key Activities 

Value Proposition 

Customer Relationships 

Customer Segments 

Processing of cast parts

Production optimization

Processing of cast parts

Projekt based

Industrial customers

Key Resources 

Machinery

Know How

Channels 

Personal sales

Responding to inquiries

Cost Structure 

Machinery depreciation

Production wages

Revenue Streams 

Fixed price per unit

Business Model Shift

1. From selling projects to selling a dedicated production line
2. From billing per unit to open-book calculation with a target on EBIT
3. From a machine workshop to an automated industrial business

OJM

Key Partners 

Key Activities 

Value Proposition 

Customer Relationships 

Customer Segments 

Processing of cast parts

Production optimization

Processing of cast parts

Projekt based

lock-in

Business Partners

CC Jensen

Key Resources 

Dedicated production line

Channels 

Machinery

Personal sales

Know How

Responding to inquiries

Cost Structure 

Revenue Streams 

Machinery depreciation

Production wages

Fixed price per unit

Financing of production line

OJM

Key Partners

Key Activities

Processing of cast parts

Production optimization

Legal agreements

Key Resources

Machinery

Know How

10 year contracts

Value Proposition

Processing of cast parts

Dedicated production line

Customer Relationships

Projekt based

lock-in

Business Partners

Channels

Personal sales

Responding to inquiries

Customer Segments

CC Jensen

Cost Structure

Machinery depreciation

Production wages

Revenue Streams

Fixed price per unit

Financing of production line

Open book with target EBIT

Joint-venture

OJM

Key Partners

Automation experts

Robot manufactures

Machinery manufactures

Key Activities

Processing of cast parts

Production optimization

Legal agreements

Production optimization

Auto-mated

Key Resources

Machinery

Know Robot production lines

10 year contracts

Value Proposition

Processing of cast parts

Dedicated production line

Customer Relationships

Projekt based

Business Partners

lock-in

Customer Segments

CC Jensen

Channels

Personal sales

Responding to inquiries

Cost Structure

Machinery depreciation

Production wages

Design & development

Revenue Streams

Fixed price per unit

Financing of production line

Open book with target EBIT

Joint-venture