Disrupting the Business Model of War

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Disrupting the *Business Model* of War

**Listening to your elders on War**

**Why?** Who does the business model serve?

**A recent short video** on the facts.

**The vast flow of US arms exports** over 6 decades
“WAR is a racket. It always has been. It is possibly the oldest, easily the most profitable, surely the most vicious.

It is the only one international in scope. It is the only one in which the profits are reckoned in dollars and the losses in lives.”

Maj. Gen. Smedley Butler, 1933
Opening Questions ...

• How IS war part of a big business model?
• How can we create awareness of its pervasive influence & destructive societal effects?
• Who are the stakeholders? Who benefits?
• Who are the victims? Who loses in this model?
• What do we mean by disruption? Is it a metaphor or we can we really envision ways to intervene?
• Where else have people intervened in immoral business models?
• Can we outlaw the social license to operate?
WHAT IS IT GOOD FOR?

Who does it serve? Considering the global scope of the Military-Industrial (++) Complex

Who are the *Actors*?
What are the *Issues* (regarding these actors) as you see them?
WHAT IS A BUSINESS MODEL?

A business model is a description of how an organization defines & achieves success over time.

We might say “the system by which a company makes money from its products and services.” In our case, an industry.
Based on the Nespresso case study, a business model based on “sell the razor blades.”
Activity

1. Break out into 4-5 groups by sector to build BMs w/ sheets & stickies by theme/sector.
2. Post Ideas on the canvas sheets (stickies)
3. Share together and see how these connect.
Workshop Process in Action
Media Business Model

**Key Partners**
- PR & Social Media
- Advertising
- Education News Media
- Government Ministries of Culture
- Wall Street + Finance
- Entertainment

**Key Activities**
- Reporting
- Events

**Value Proposition**
- Media
  - Propaganda, War is Necessary
  - Denunciation of Other Nations
  - Humanitarian Aid as Protest
  - War as Nationalism and Humanism
  - Suppression of Information & Diversion

**Customer Relationships**
- PR
  - Informed
  - Entertained
  - Advertisements

**Customer Segments**
- Consumers
  - Trust Sense of Security
  - Governments

**Key Resources**
- Energy People Educated
  - Consumers
  - Government

**Channels**
- Print
  - Air, Satellite, Digital
  - Network TV
  - Social + Search

**Cost Structure**
- Employees
- Technology
- Overhead Buildings + Equipment
- Marketing

**Revenue Streams**
- Political Campaigns
- Brands
- Product Placement Advertisements
  - Corporate Sponsors
  - Grants

**Key Processes**
- Reporting
  - Events
An Alternative Vision for Future of Business*

We imagine a world where business

• No longer *merely* attempts to do less harm
• Strives toward the possibility of flourishing
• Creates “tri-impact” by being *triple-profitable*
  - Financially rewarding
  - Socially beneficial
  - Environmentally regenerative


OPEN meetings of the Strongly Sustainable Business Model Group (SSBMG) at OCAD 2nd Tuesdays 4:30
Business Models for Flourishing

1. Clean air & water
2. Vibrant soil for food
3. Healthy eco-systems creating materials for us & rendering our wastes harmless

**Organizations** co-operate, collaborate & compete to best meet our needs today & in future, while creating the wealth to meet shared needs (education, infrastructure, etc.)

**Environment**

**Society**

**Economy**

**Individuals** choosing to flourish emotionally, spiritually, physically, practically, artistically & economically

Macro: Natural Sciences

Macro: Cities, Places, Social Systems

Trusting relationships focused on well-being with all our fellow citizens (neighbours, communities, cities, regions & countries)

Meso: Businesses, Organizations, etc.

Micro: Physiology, Psychology, etc.
Conclusions

• What have we learned?
• Where is the business model dynamic showing up? How are things connected?
• Success stories? (Land mines, Snipers, Drones, Chems, Media messaging)
• What are the possible places to intervene? Open up channel for future impact?