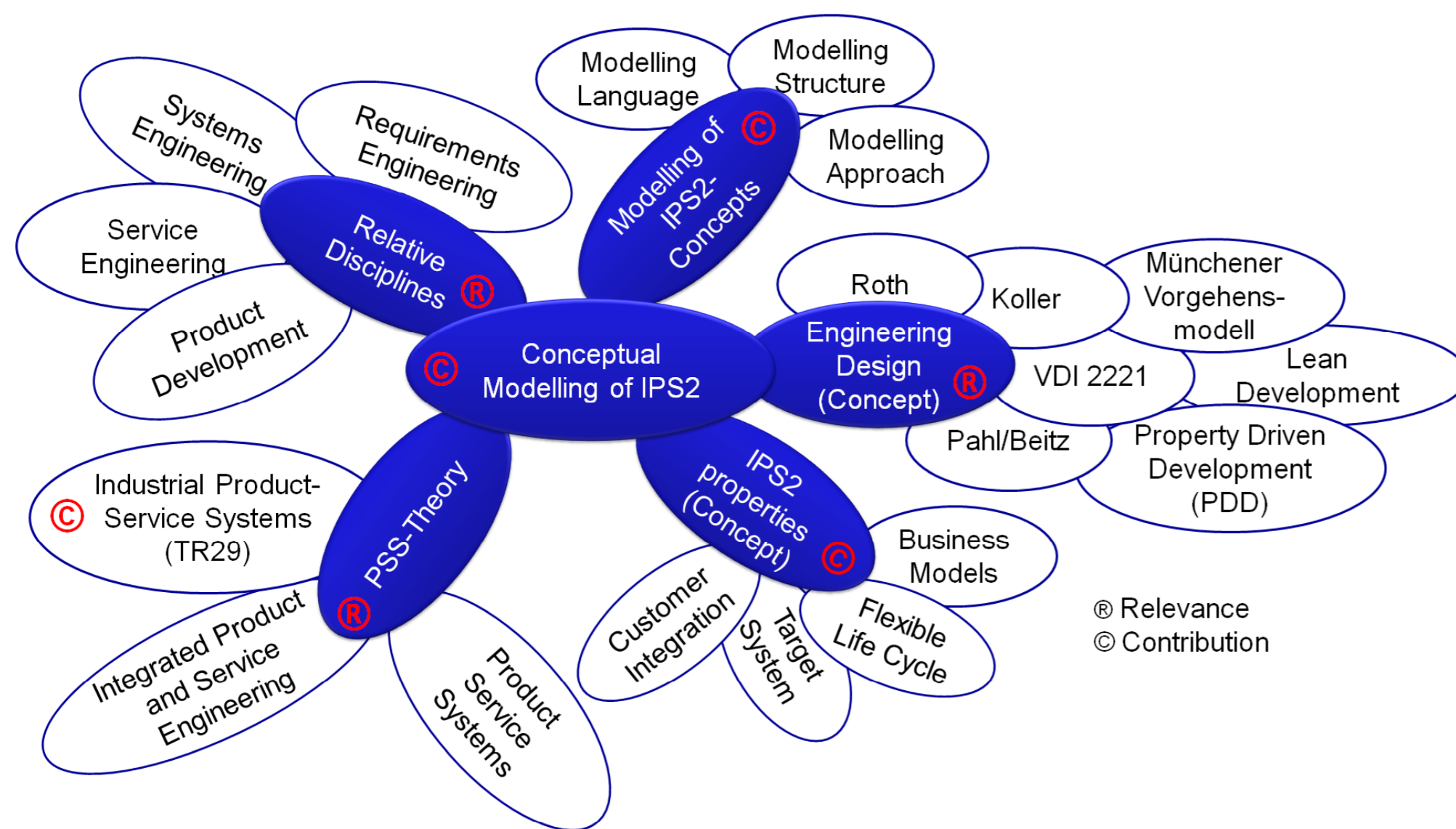


## Problem Description

The problem with the conceptual modelling of Industrial Product Service Systems (ISP<sup>2</sup>) is that physical products as well as services must be modelled at the same time.

## Areas of Relevance and Contribution-Diagram



## Research Questions

- Why is it useful to use methods in the conceptual design phase?
- How to model physical products and services in on conceptual model?
- How can the business model influenced by the conceptual design phase?

## Research Questions

- Industrial Product-Service Systems became more efficient when they are planed, developed and delivered integrated.

## Reference Model

