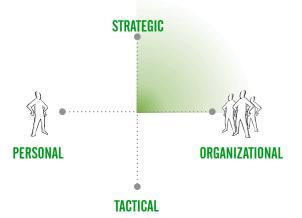
# BUSINESS MODEL

How can you extend your business model? What new services and solutions can you provide to your customers - existing and new ones?

A business model can be represented as a flow of transactions, resources and information through through a system of nodes. New business model can be visualized by changing the nature of these nodes - different customers, new ways of relating with customers, different value propositions, among others. Seeing the full system of nodes and their relationships provides a robust and holistic business model.



# **CUSTOMERS**

Who are your customers? What needs do they have? How are they changing?





# CUSTOMER RELATIONSHIPS

How do you relate to your customers? How do you manage your relationships? Personal? Self-Service? Automated? Community? Co-Creation?



### CHANNELS

How do you deliver value through communication, marketing and sales channels? From awareness and evaluation through purchase, delivery and



# **REVENUE STREAM**

How do you make money? What transactions deliver revenue? What's fixed and what's dynamic?



# **VALUE PROPOSITION**

What products, services and solutions do you provide? Can you address a new set of problems with your solutions?

## RESOURCES

What are the most important assets needed to make your business model work? Physical? Intellectual? Human? Financial? Technical?

### **ACTIVITIES**

What are the most important things your company needs to do? Production? Problem-Solving? Construction? Maintenance?

#### **PARTNERS**

Who are the key suppliers and partners needed to make your model work? Do you need different partners? What is the nature of the relationships?

Create a chart showing the existing business model of an organization, as well as one that shows new business opportunities, including new services,

new fee structures, new partnerships, additional resources and skills needed. Create a presentation pitching this new model to a client.