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.

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.