Business Model



A business model represents how a company intends to create value.

The Proof of Business Models —

A business model represents how a company intends to create value. **Business models that »work« create** company value. They can be broken down into components.

Value generation: is achieved through market value, customer base, earning capacity, asset value and defendability. This requires a revenue model that yields (expected) profits and thus enables the building of assets which become resources again.

Value Aspects

Value origination (company internal): is generating valuable customer benefit from products as results of organising the utilization of resources.

Value proposition (customer relationship): is a step to generating value by introducing and offering products to the customers and by extracting appropriate prices.

Value contribution (company external): is everything that adds from the outside.

Environment, Society,

Governance

Value Assets

Profit & Liquidity

Revenue

Markets

Branding & Marketing

Customers

Pricing & Channels

Owners & Capital

Company Management, Organisation & Culture

Products & Cust. Benefit

Operations & Functions

Resources incl. Assets

Cost Mgt

Competition

Partners

Services

Supplies