

Business Model

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FOR TEAMS, MANAGERS OR LEADERS

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.

