

# Business Model

concept cards<sup>©</sup>

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 connect, earning capacity, asset value and defendability. This requires a revenue model and approach to cost management that in the end yields (expected) profits or asset building.

## Value aspects

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

Value origination (company internal): is the result of organizing the transforming of assets and resources into products with customer benefit in a given context.

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

Value

Markets

Environment, Society, Governance

Competition

Profit &  
Liquidity

Branding &  
Marketing

Company Management & Organization

Partners

Revenue

Customers

Products &  
Customer  
Benefit

Operations  
& Functions

Assets &  
Resources

Services

Cost Mgt

Pricing &  
Channels

Supplies