

Business Model

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FOR TEAMS, MANAGERS OR LEADERS



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

Business Models

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

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

Value Categories

Value origination: is the production of products with valuable customer benefit. The products are produced by organising the utilization of resources in operations & functions.

Value proposition: is a step to generating value by introducing, offering and selling products to the customers and by extracting appropriate prices.

Value contribution: is everything that adds value to the value chain from the outside.

Value generation

Value

Assets

Revenue

Profit & Liquidity

Value proposition

Markets & Customers

Branding & Marketing

Sales & Channels

Customer Service

Owners & Capital

Company Management, Organisation & Culture

Products with Cust. Benefit & Pricing

Value origination

Environment, Society, Governance

Cost Mgt

Operations & Functions

Resources & Assets Use

Value contribution

Competition

Partners

Services

Supplies