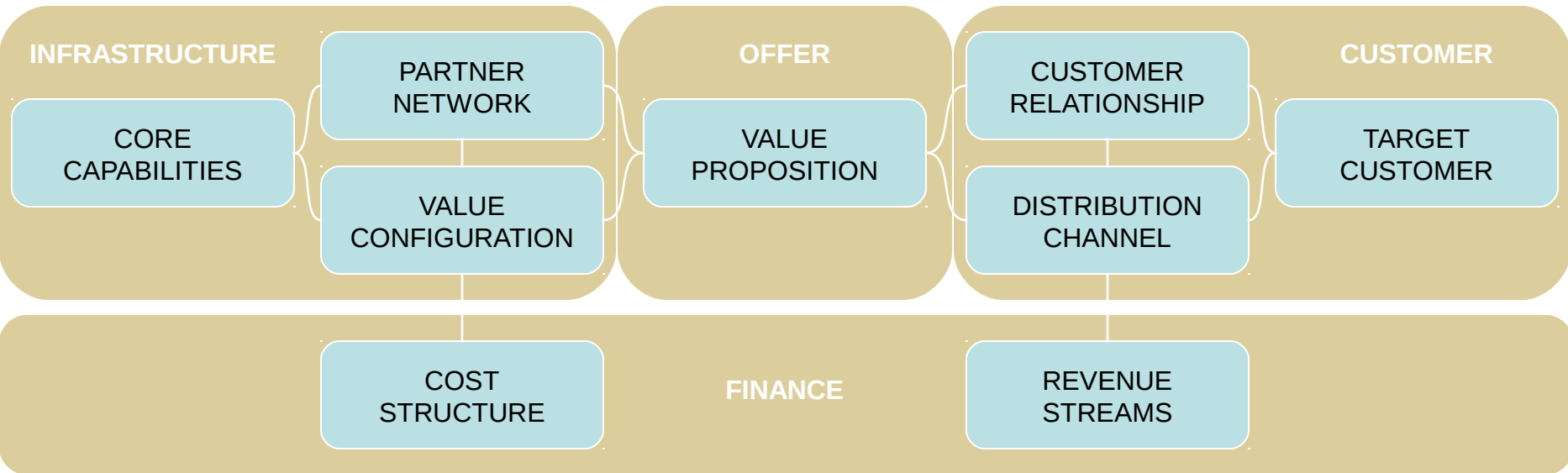


Business Model Template

Brief Outline of Business Models / Nov 06

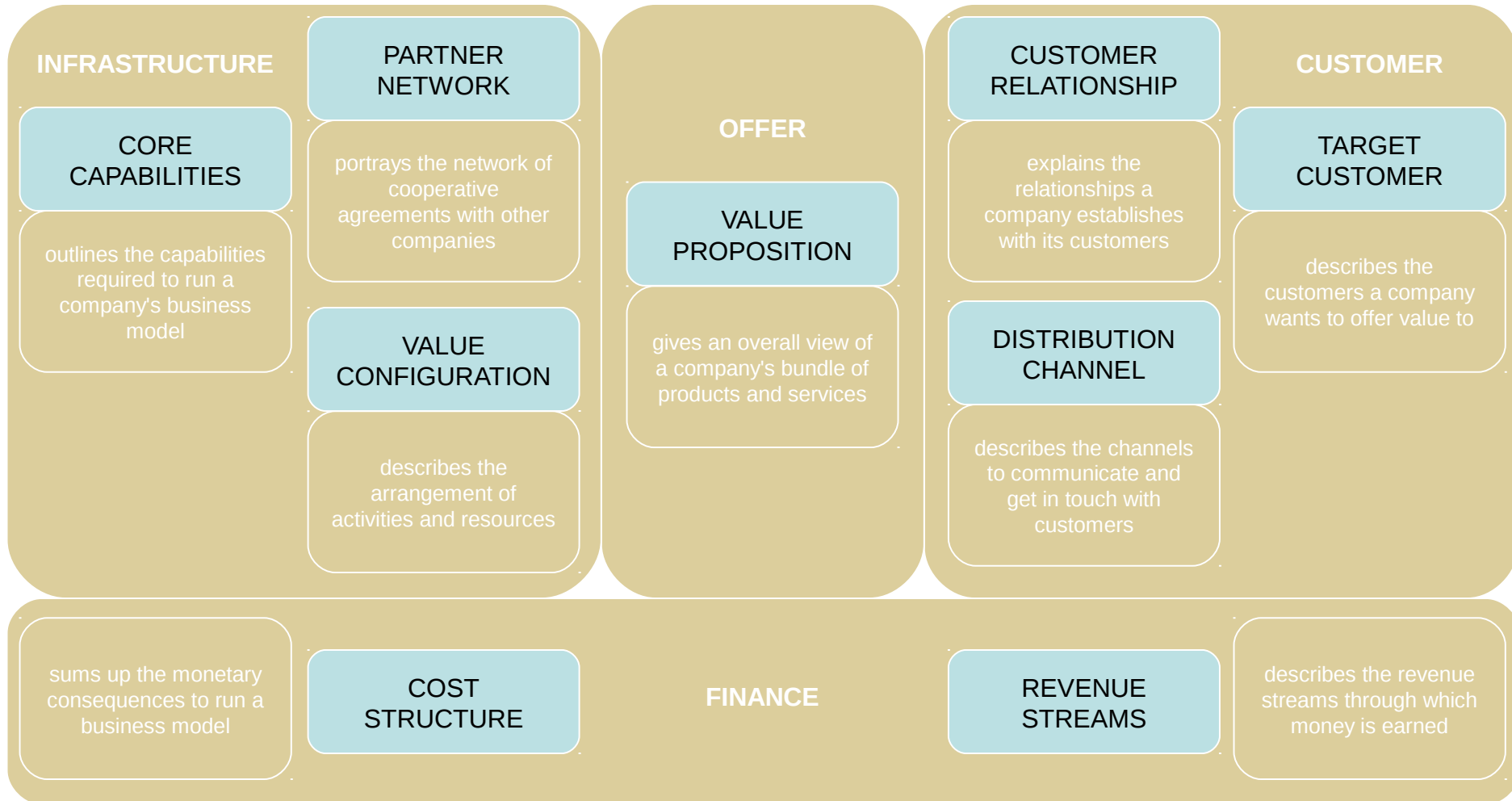
Alex Osterwalder / alex@arvetica.com

Template

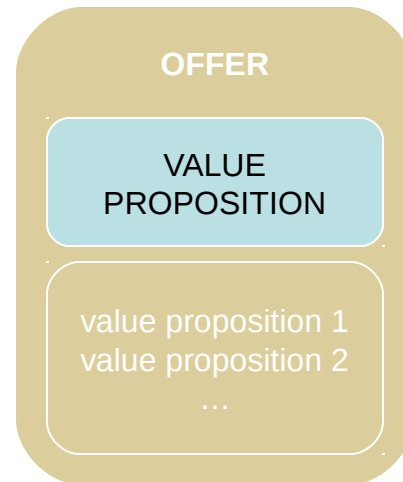


a business model describes the value an organization offers to various customers and portrays the capabilities and partners required for creating, marketing, and delivering this value and relationship capital with the goal of generating profitable and sustainable revenue streams

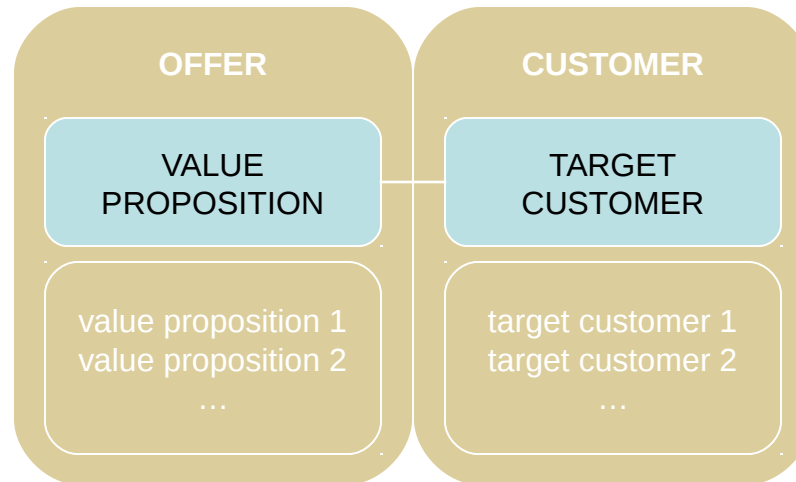
describing a company's business model



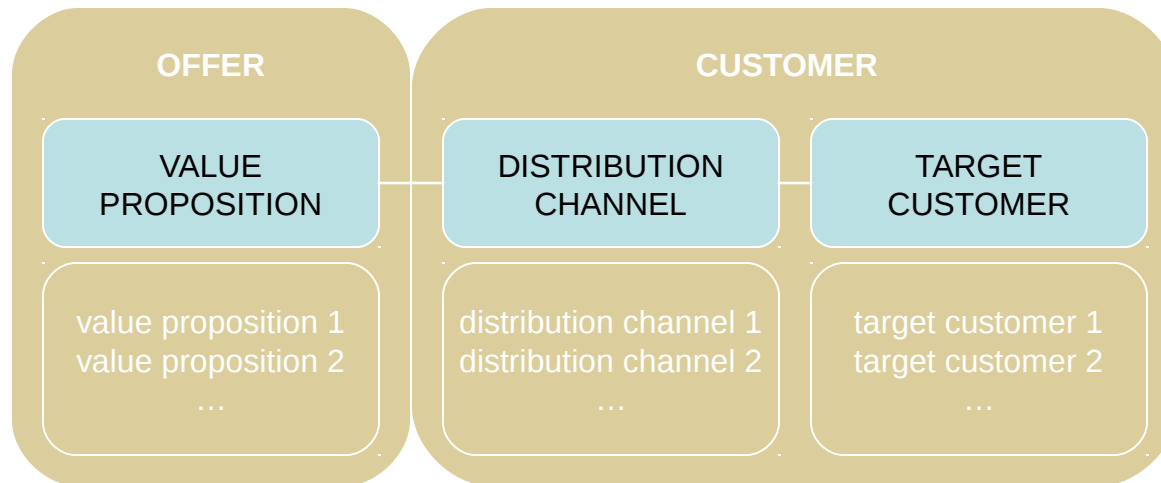
describing a company's offer



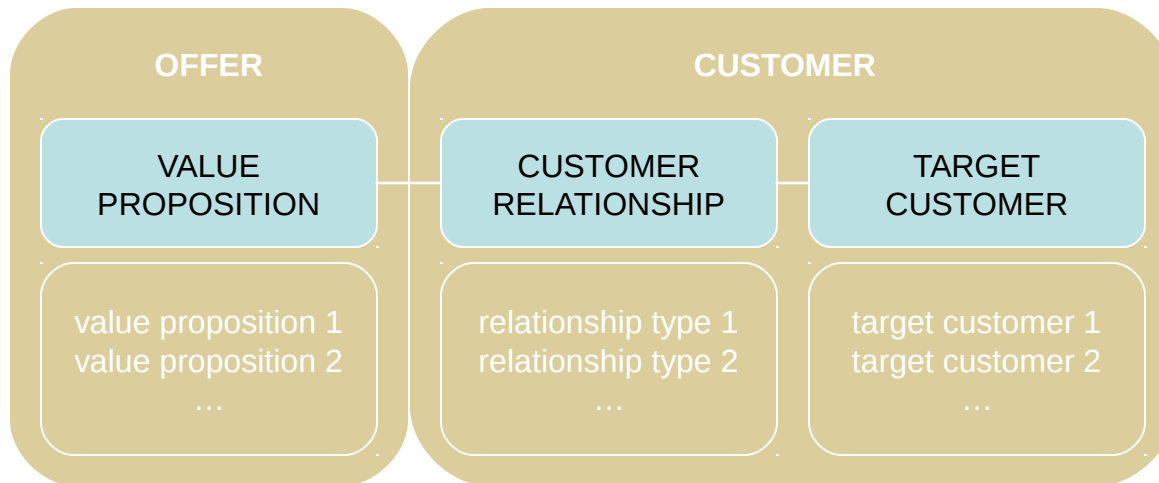
describing who a company offers value to



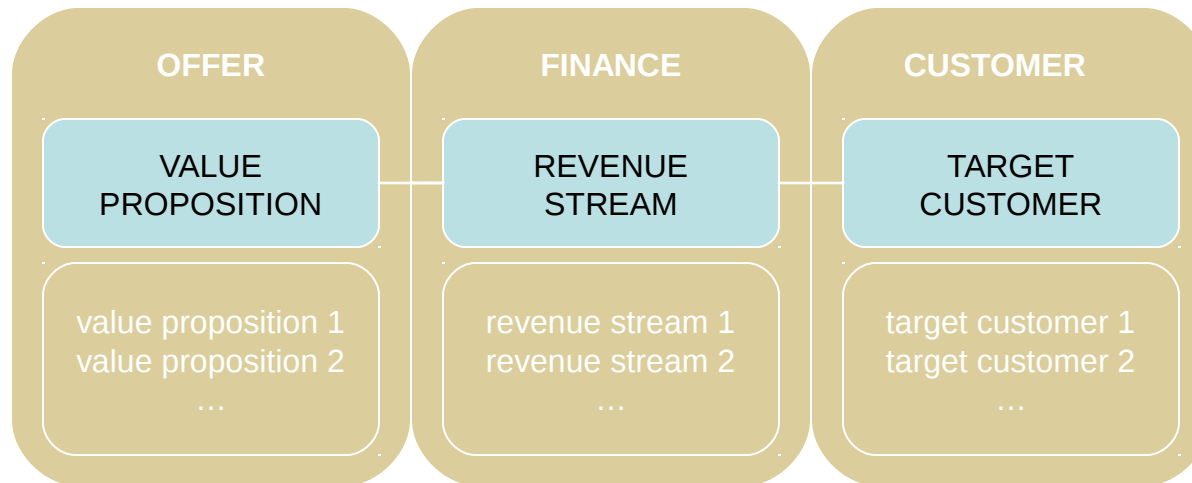
describing how a company reaches its customers



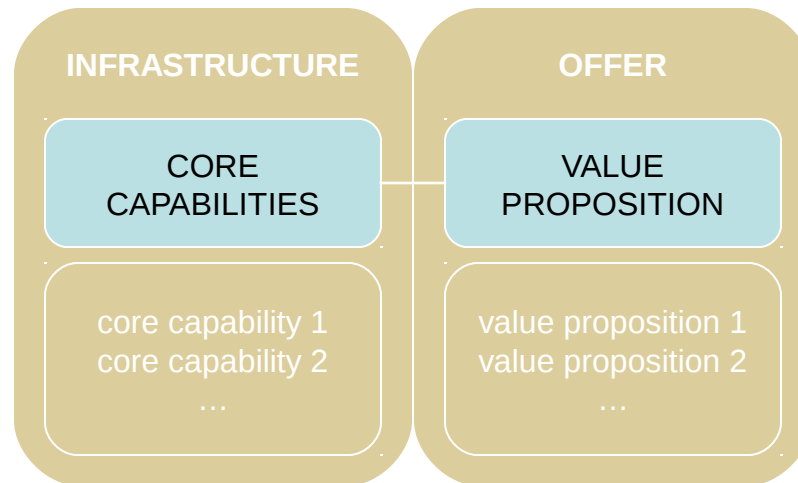
describing the relationships a company builds



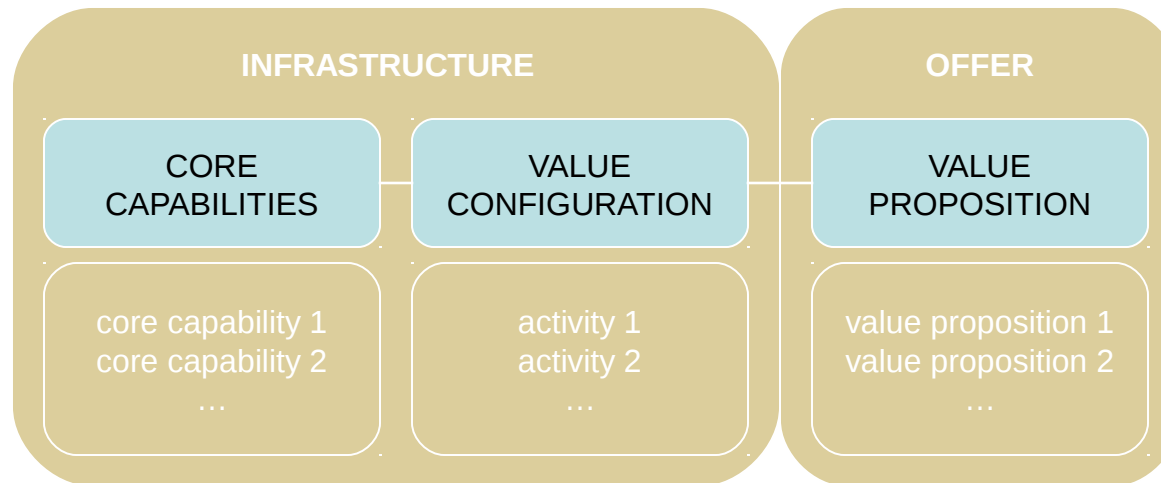
describing how a company makes money



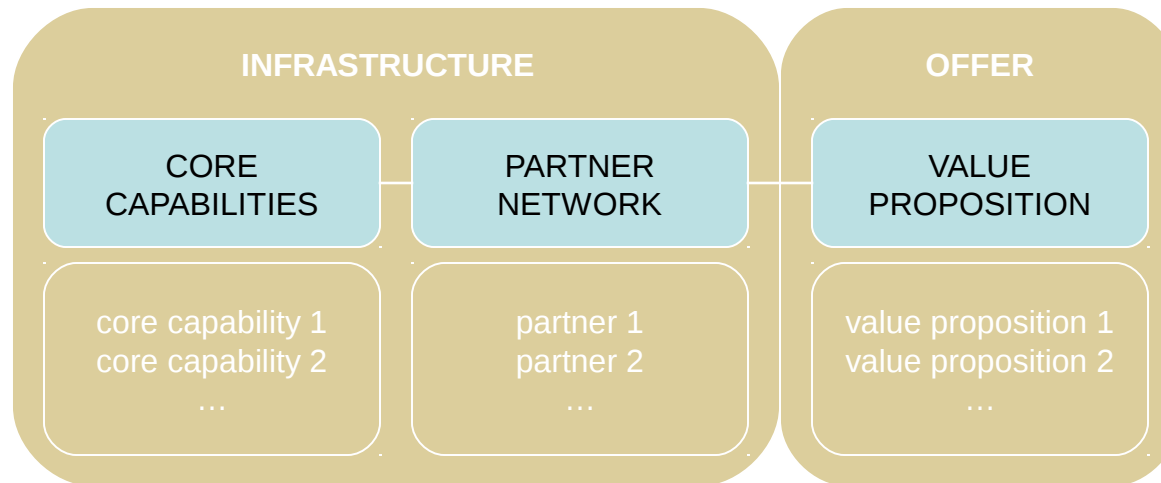
describing what capabilities are required



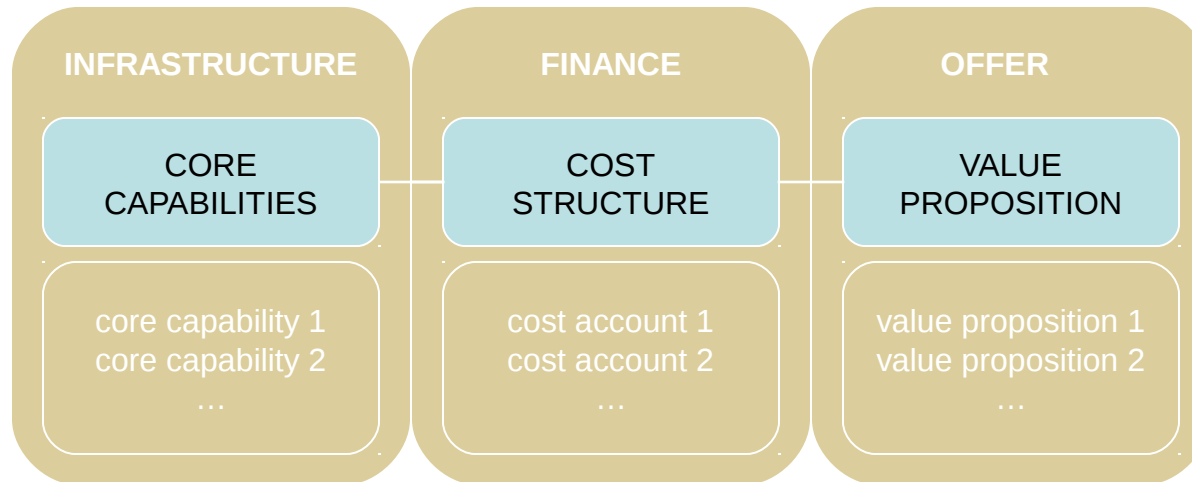
describing what activities are required



describing the partners that leverage the business model



describing the costs of a business model





subscribe to blog by email:

Consulting, Workshops, Research

At my organization, [Business Model Design](#), we offer consulting, workshops and research around strategic thinking and business design. We link state of the art conceptual thinking with business strategy to give organizations the strategic edge they need to compete in today's uncertain and changing business environment. By [Alex Osterwalder](#)

Basic concepts:

- What is a Business Model
- Design Spaces for Innovation
- Types of Disruptive Innovations

Google search this site

http://business-model-design.blogspot.com/2005/11/what-is-business-model.html

BlogThis!

GET YOUR OWN BLOG FLAG? NEXT BLOG»

Business Model Design and Innovation

Creating the strategy and business model of your organization is nothing else than design. In this blog I link strategy with design thinking through examples and concepts of strategic design, business models, environmental scanning and business innovation. This way of thinking is a must in today's top performing organizations. Managers have to become masters in complex conceptual thinking, anthropologists of their business environments and architects of innovative business design.

Saturday, November 05, 2005

What is a business model?

The topic of business models has become important in today's competitive landscape. The capacity to manage continuous change and constantly adapt to rapidly changing business environments by introducing new business ideas and concepts is nowadays indispensable for companies to thrive and survive. The business model concept is a particularly helpful unit of strategic analysis tailored to today's business environment.



But what actually is a business model?

Let us take a step back and really ask ourselves what we mean when we talk about business models. How do we define what a business model actually is and how could we describe the business model of our own company?

Under a model I understand a simplified description and representation of a complex real world object. A model describes the original in a way that we understand its essence without having to deal with all its characteristics and complexities. In the same line of thought we could define a business model as a simplified description of how a company does business without having to go into the complex details of all its strategy, processes, units, rules, hierarchies, workflows, and systems. However, now that we know that the business model is a simplified representation of how we do business, we still have to decide which elements to describe. A synthesis of literature shows that there are mainly 9 building blocks to help us describe a business model:

1. The **value proposition** of what is offered to the market;
2. The **target customer segments** addressed by the value proposition;
3. The communication and **distribution channels** to reach customers and offer the value proposition;
4. The **relationships** established with customers;
5. The **core capacities** needed to make the business model possible;

http://business-model-design.blogspot.com