



Module III Business

Business model
creation
Course

Topic
Introduction to Business model
creation .

Lesson 1: Classification of
business models



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IN THIS LESSON, WE WILL LEARN...



The meaning and the different classifications of business models and the basic categories



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1. What is a business model

The business model shows how a company uses its resources to offer customers higher value than its competitors and how it makes money from it.



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1. What is a business model



Key questions you have to ask yourself
before creating a business



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1. What is a business model



- ❖ what is the value proposition?
- ❖ to whom is it addressed?
 - ❖ who pays?
 - ❖ how often?



2. Classification of business models

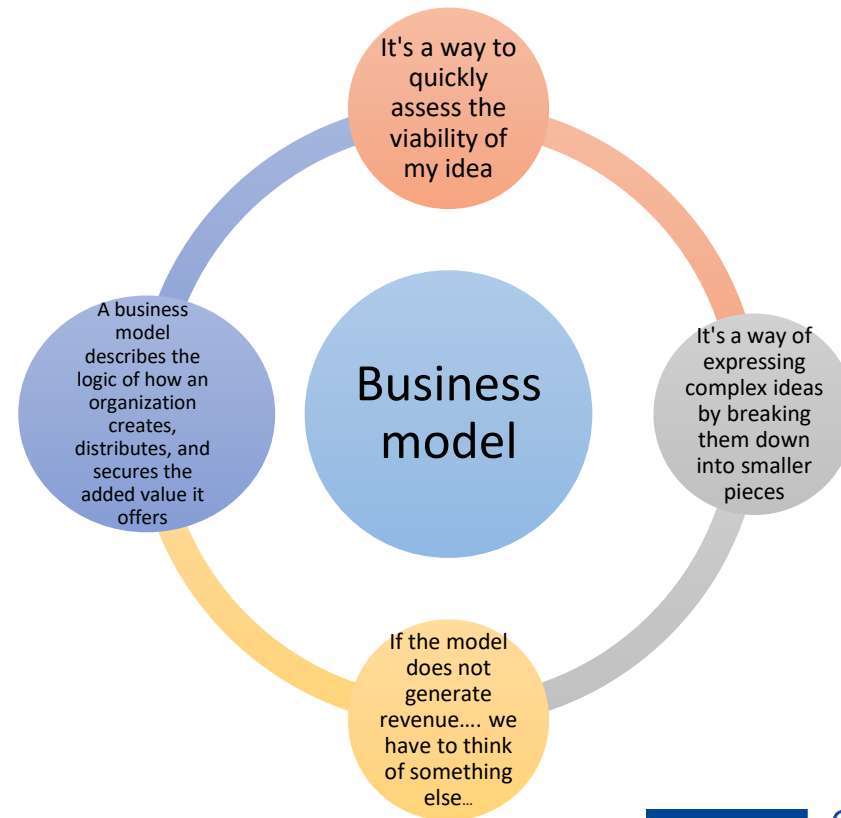


- Brokerage model
- Advertising model
- Information model
- Commercial model
- Manufacturer model

- Affiliate model
- Community model
- Registration model
- Utility model



3. Benefits of a business model





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