Questions for successful Business Model Innovation

Value Architecture
- Offer
  - What is our offer?
- Value Chain
  - What are our value creating steps?
  - What is our value chain?
- Core Capabilities
  - What are the core capabilities we need?
- Distribution & Communication Channels
  - How do we reach our customers?
  - How do we communicate with our customers?
- Partner
  - Which partners do we need?

Value Proposition
- Customers
  - Who are our customers?
  - What job do we solve for our customers?
- Customer Benefit
  - What benefit do we create for our customers?
  - What benefit do we create for our partners?

Revenue Model
- Cost Structure
  - Cost structure is defined by the value architecture.
- Revenue Sources
  - With what do we earn money?

Team & Values
- Team
  - Who is on our team?
  - What competencies do we have on the team?
- Values
  - What values do we pursue?
  - How do we interact with each other and the customers?