

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?

