



# What business are we in? Our business model

## Value architecture

### offer


- What is our offering? 

### distribution architecture


- How do we reach our customers? 

### value chain


- What are our value creating steps?
- What is our value chain?



### core capabilities


- What are the core capabilities we need? 

### partner


- Which partners do we need? 

## Value Proposition/ customer

### customers

- Who are our customers? 
- What job do we solve for our customers?

### value proposition

- What value do we create for our customers? 
- What value do we create for our partners?

## Revenue model

### cost structure


- Cost structure is defined by the value architecture 

### sources of revenue


- With what do we earn money? 

## culture/ values

### leadership style

- What leadership style do we have? 

### relationship style

- How do we interact with each other and the customer? 

### values

- What values do we pursue?