



Identifying business models activity

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<http://www.innovation-portal.info/>

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Choose a product or service which you have consumed recently. Try to set out the underlying business model. What value is created, for whom, by whom, and how?

Use the Business Model Canvas tool to explore in more detail how the business model is built up

Take a look at the Business Model Navigator site where there are descriptions of 55 different 'archetypal' business models. Which one is your example closest to? And how does it differ? Are there elements which you could borrow from the templates to strengthen the example you are considering?