

Evaluate Your Business Model

1) What is your business model type?

First, read the description of your given business model. Does the description of your business model category make sense for your business? If not, you might have a hybrid business model that combines elements of multiple categories.

2) What are the requirements for success for your business model type?

Is your business already doing this? If not, write down ideas for how your business can satisfy these requirements.

3) What are the opportunities and rewards for your business model type?

Is your business taking advantage of these? If not, write down ideas for how you can.

4) What are the risks and threats for your business model type?

Is your business mitigating these? If not, write down some ideas for how to address these potential roadblocks.

Get Inspired

1) Explore the Exemplars for your business model category.

Write down any that are similar to your business or that you would like to model your business after.

2) Choose an Exemplar that stands out to you.

Write down if there are any key differences or elements of the example that stick out to you.

3) Explore Exemplars in your industry?

Write down the most common category represented in your industry.

4) Dive deeper into stand-out Exemplars in your industry?

Write down the less common categories. What makes them work?