Partners

Partners support your company by carrying out activities or delivering resources.
Which partners support you?

Tie the partners to the services (activities or resources) they perform for you!

Activities

Activities are actions either you or your partners carry out to enable offers.

Do you carry out this activity yourself?
Then tie it to the Me-Actor!

Resources

Resources are things you need to keep your business going!
Which are your critical resources?

Do you provide this resource yourself?
Then tie it to the Me-Actor!

Offer

Offers are products and services.
What do you offer specifically?

Through which channel do you present you offers? Tie them to corresponding distribution channel (and avoid the competition)!

Distribution Channel

A distribution channel attracts your customer's attention and presents him your offers.

Which customer needs addresses this channel? Tie it to the corresponding needs or customers!

Competition

Competitors threat your offer with substitution or equal offers.

Which competitor threats which offers?
Tie him to corresponding offers!

Customer Needs

A customer need is a problem your client wants to be fixed.
Which are your customer's problems?

Which customer has exactly which need?
Tie him to corresponding need!

Customer

Customers use and/ or pay for your products. Who are your customers?

How do you keep you customers?
Tie him to a measure of customer bonding!

Customer Retention

Keeping customers is cheaper than gaining new ones.
How do you bond your customers to your company?

SUPPLY

Me

ACTION

DEMAND

runpat
smarter business models

POSTER

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Model | Date | Version