WHO IS THE KEY CUSTOMER GROUP?

- How many?
  - One
  - Two +

HOW IS VALUE CREATED?

- Via discrete transactions
  - 01. PRODUCT MODEL
- Building trustful relationships
  - 02. SOLUTIONS MODEL
- Matching multiple customer groups
  - 03. MATCHMAKING MODEL
- Mediating multiple customer groups
  - 04. MULTI-SIDED MODEL

‘BASELINE’ BUSINESS MODEL

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