

Analyze Current Business Model

Step 1: Network View



- ☐ Describe how the company or business unit is embedded into its business network
- ☐ Focus on important actors
- ☐ Distinguish customers, partners and competitors, one entity can have more than one role!
- ☐ What you call a partner, might be a customer, so ask yourself:
 - ☐ Do I need a value proposition? Is my business model obsolete, if this entity can not be convinced?
 - ☐ Or: Is this entity just enhancing my capabilities / resources? Could it be substituted?
- ☐ Describe all relations in detail. If helpful, categorize relations, e.g. goods & services, money, contracts, data, rights, experience, market access, joint activities etc.

