



ChoiceWyze
Choose to succeed

Business Model Framework





Why use a Business Model Framework

- ✓ The business model framework helps you structure how you think and communicate about the business
- ✓ By thinking in terms of a business model you reduce the complexity associated with the business
- ✓ By thinking in terms of a business model you enhance coherence throughout the business; that is focus and coordination
- ✓ The business model provides the structure for your business strategy; that is the structure in which to plan, manage, execute and adapt your business strategy on an ongoing basis

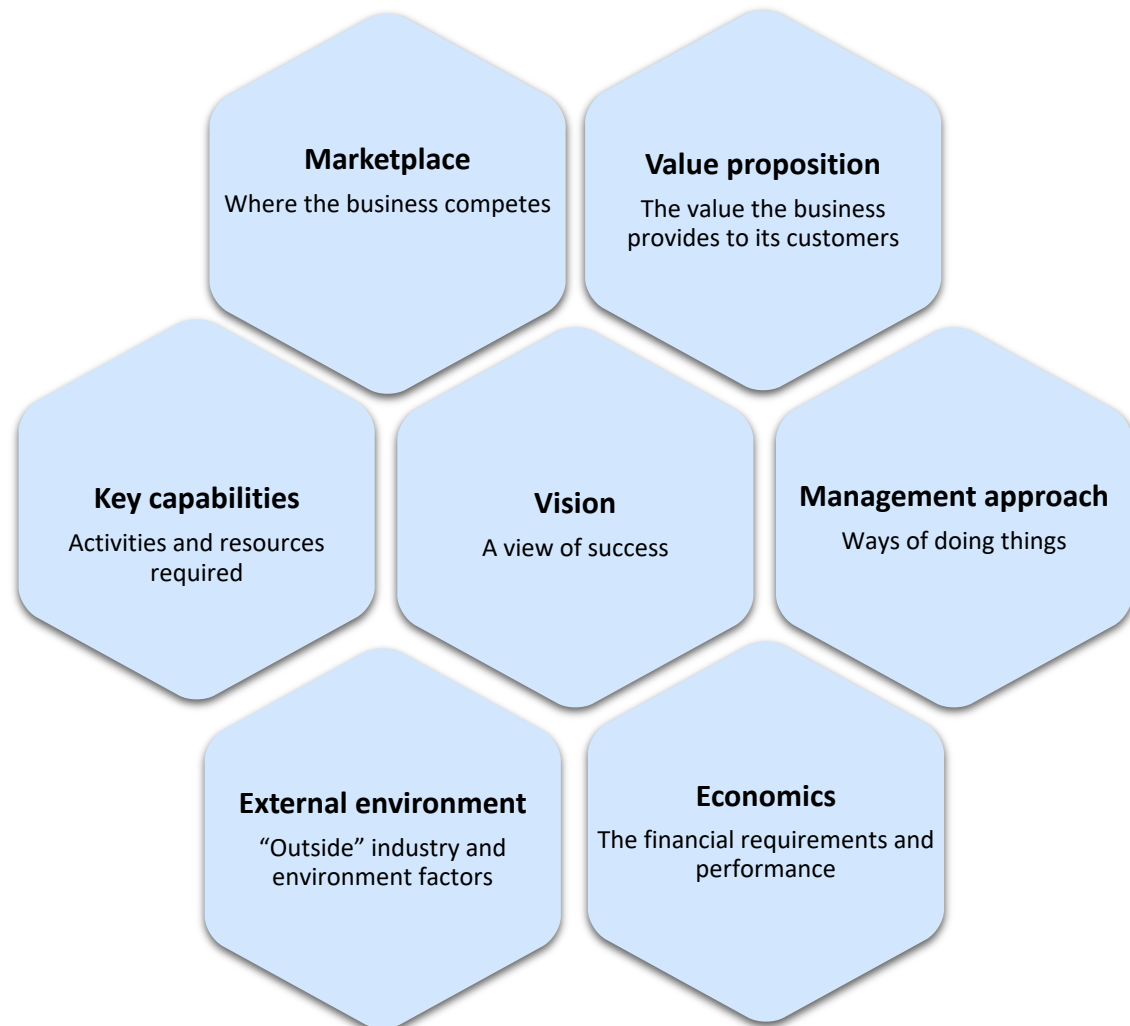




The Business Model Framework

The business model framework represents the building blocks of your business

The creation, delivery and capture of value can be represented in the framework of the business model





The Business Model Framework

Each of the building blocks may be broken down into its various components

