

Circular Business Model:
Caterpillar

VALUE PROPOSITION

- 1. Offer
- 2. Value proposition
- 3. Customer segment
- 4. Relationships customers/partners

VALUE CREATION AND DELIVERY

- 5. Key activities
- 6. Key resources/capabilities
- 7. Key partners
- 8. Channels

VALUE CAPTURE

- 9. Costs
- 10. Revenue flows

