

31 Start-up Business Model : Best Course for Entrepreneurs



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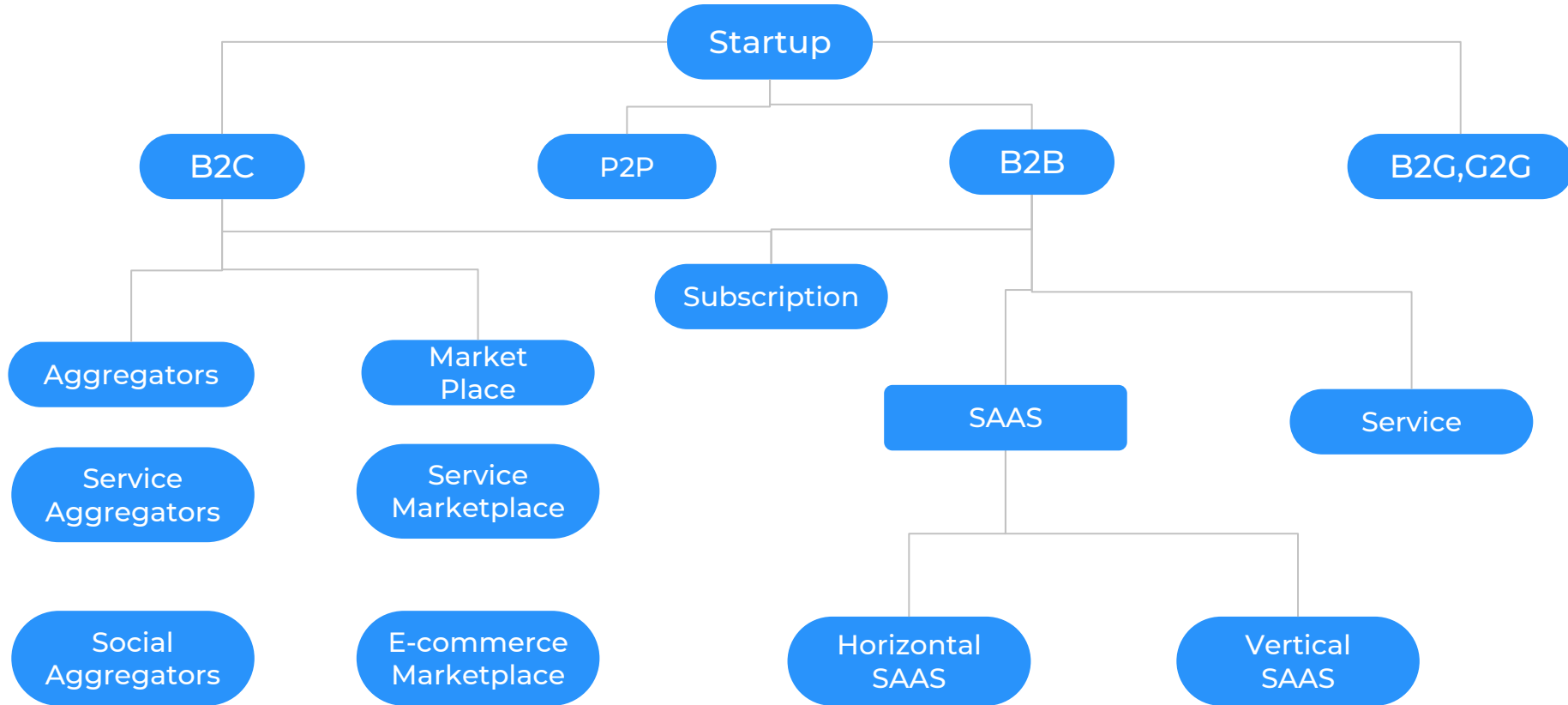
Let's build the next big thing.

Start-up basics

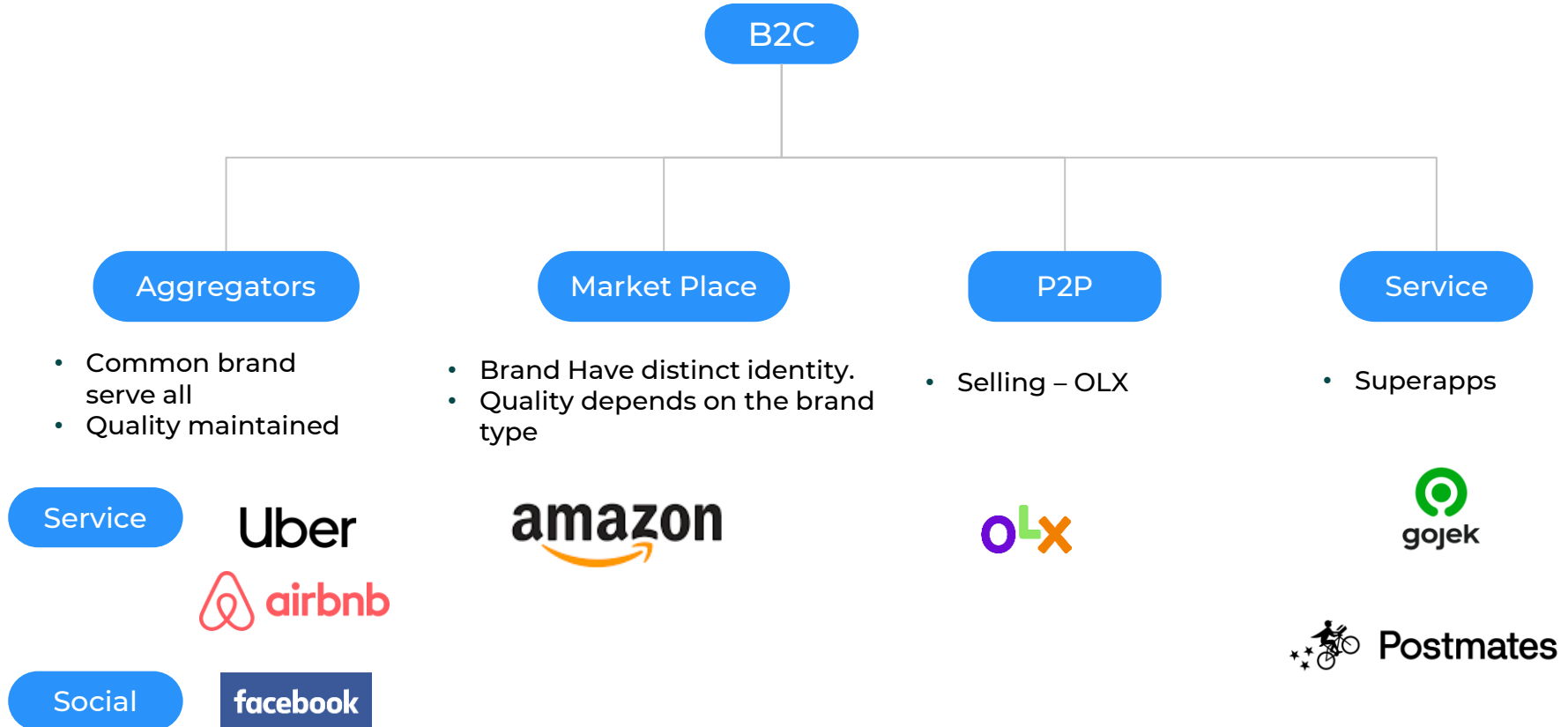
31 Types of Business Model

1. Business Model Canvas
2. Freemium Business Model - Canva ?
3. Subscription Business Model
4. Platform business model - Airbnb
5. Network Effect and 3 sided business model
6. Aggregators Business Model
7. Marketplace Business Model - Amazon
8. Ecosystem Business Model - Apple
9. Amazon & Apple Ecosystem Business Model
9. Wework Business Model
10. D2c Business Model
11. Introduction to Private Labels & White Label
12. Start your own e-commerce brand
13. Pay as you go business model
14. API Licensing Business Model
15. Blockchain business model
16. Umbrella Business Model
17. Edtech business model
18. Franchise business model
19. Octopus business model
20. Open source business model
21. Peer to Peer business model
22. Razor blade business model
23. Brokerage business model
24. Facebook revenue business model
25. Google hidden revenue business model
26. Fintech business model
27. Last mile delivery business model
28. Dark kitchen business model
29. Crowd sourcing business model
30. Horizontal expansion strategy
31. Vertical business model

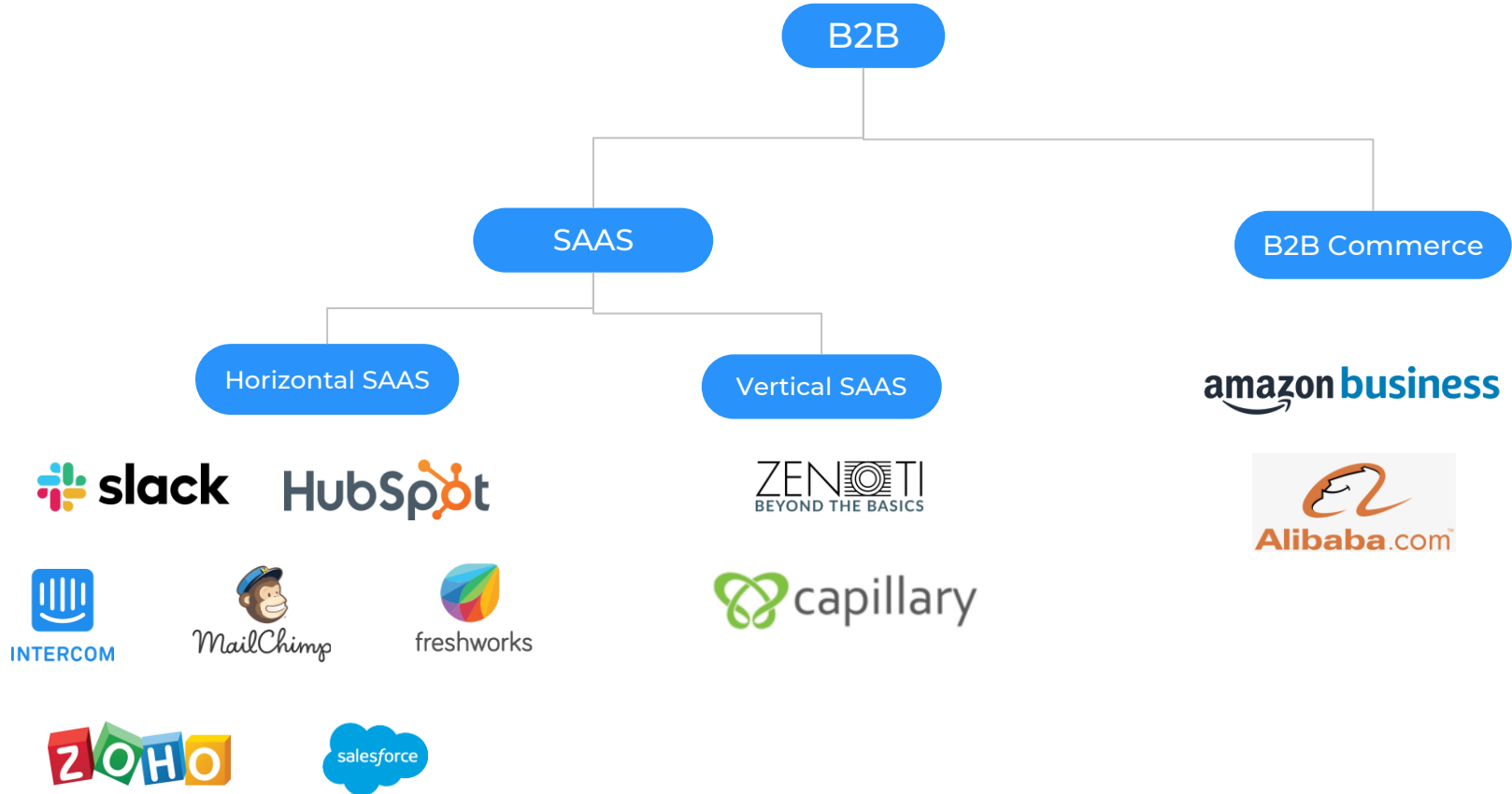
Types of Start-up



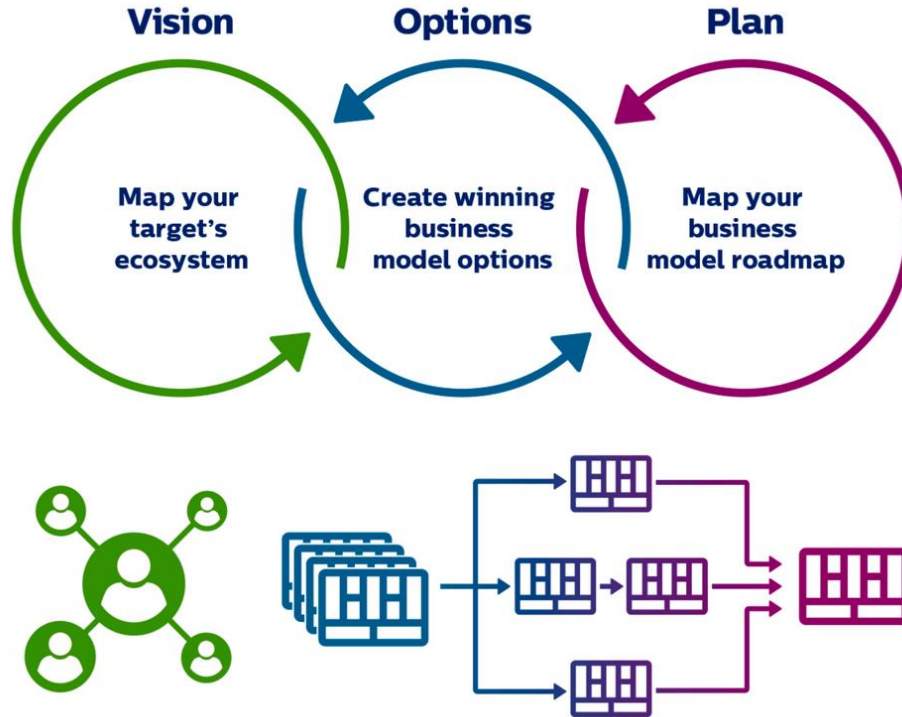
Types of Start-up



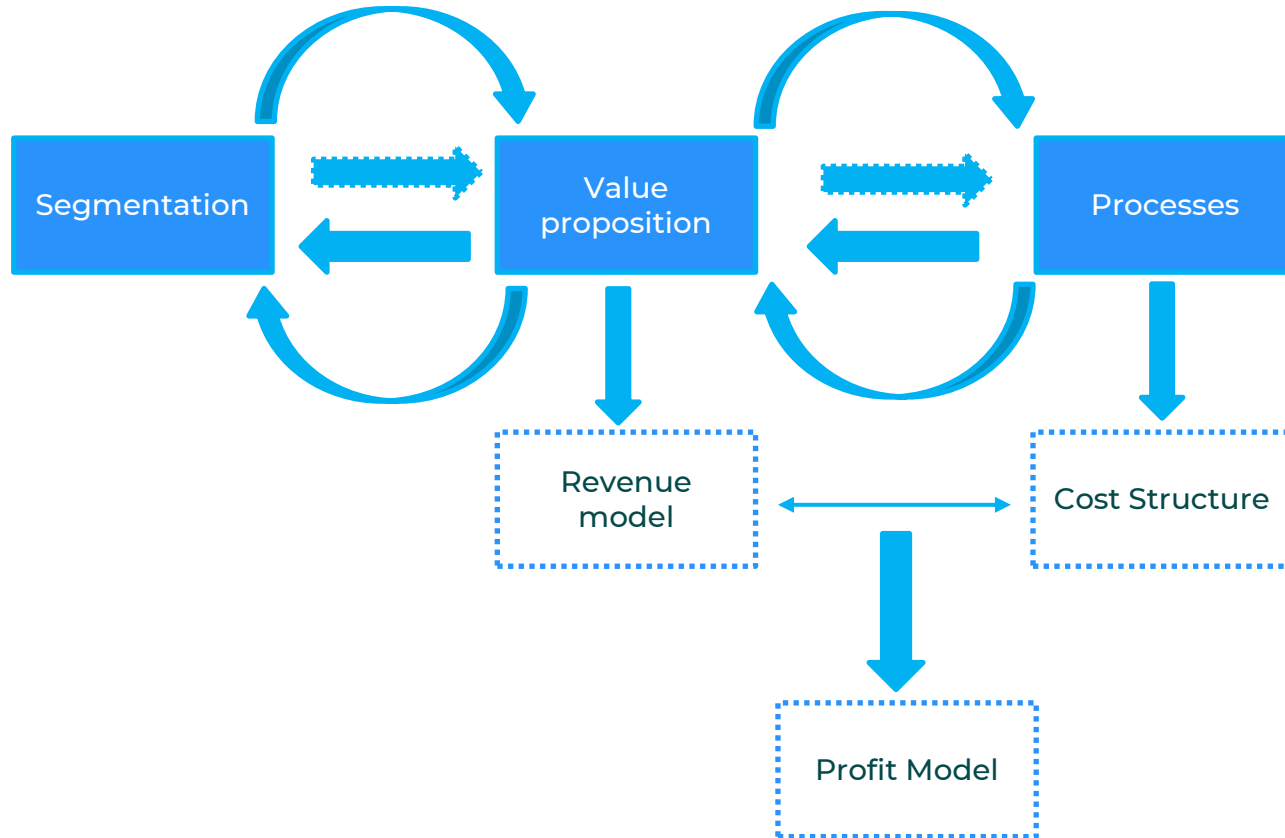
Types of Start-up



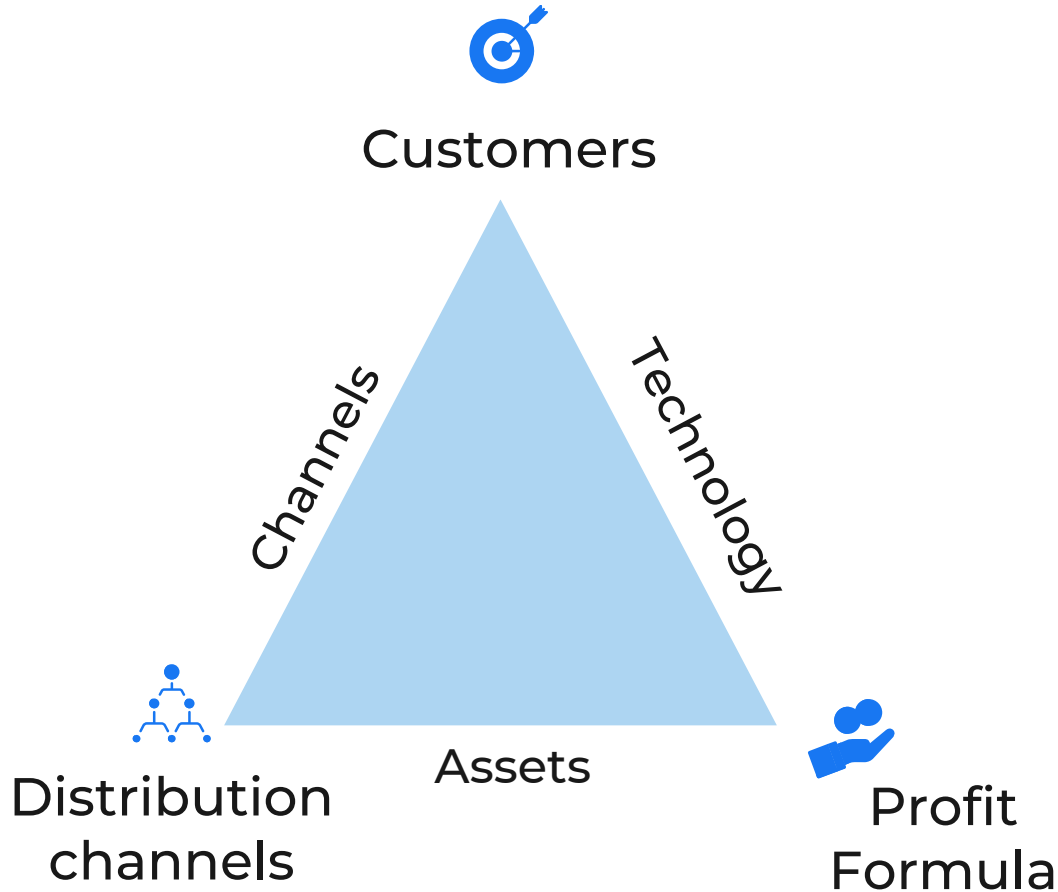
Magical Ingredient of good business model



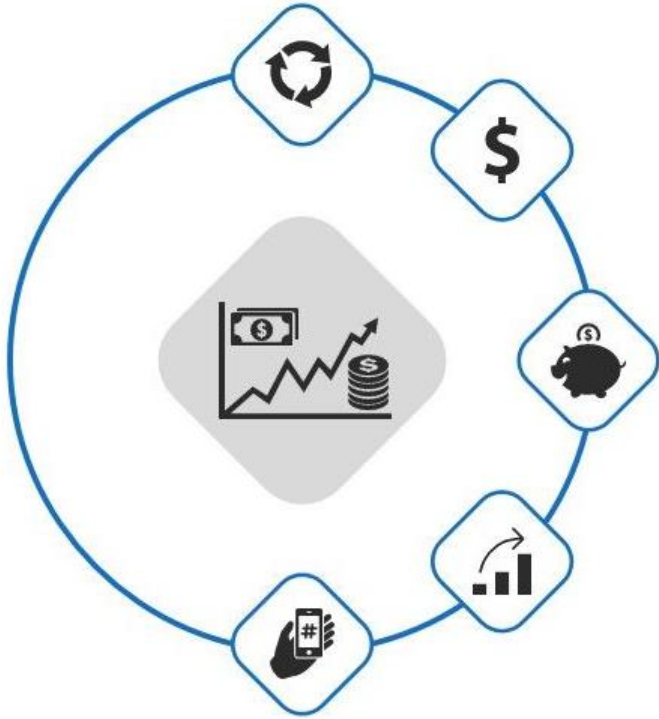
Business model Innovation



Business model Innovation



Magical Ingredient of good business model



Pricing

- Whether you charge flat fee or %

Reoccurring revenue frequency

- Once every six month/ once a year

Expected conversion rate to get paid

- -10% of total customers

Expected ARPU

- -\$100

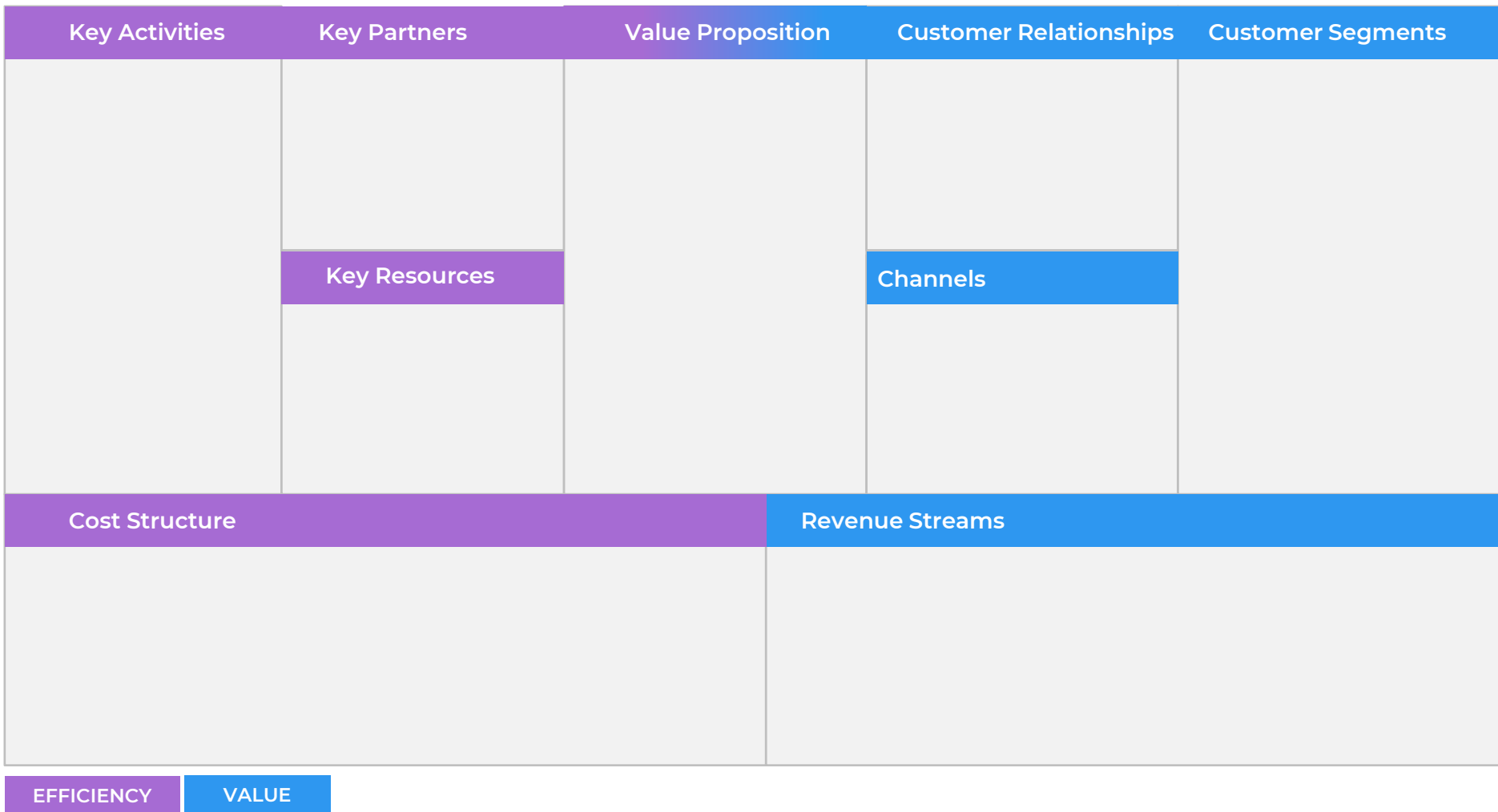
Life Time Value(LTV) of customer

- -\$1000

Cost to Acquire (CAC) of customer

- -\$100

Topic 6 Business model canvas



Business model canvas

- Focus: Stripping away the 40+ pages of 'stuff' in a traditional business plan
- Flexibility: It's a lot easier to tweak the model and try things (from a planning perspective) on a single page.
- Transparency: Your team will have a much easier time understanding your business model laid out on a single page.

Topic 6 Business model canvas

Key Activities

Key Partners

Value Proposition

Customer Relationships

Customer Segments

8

7

2

4

1

Key Resources

Channels

6

3

Cost Structure

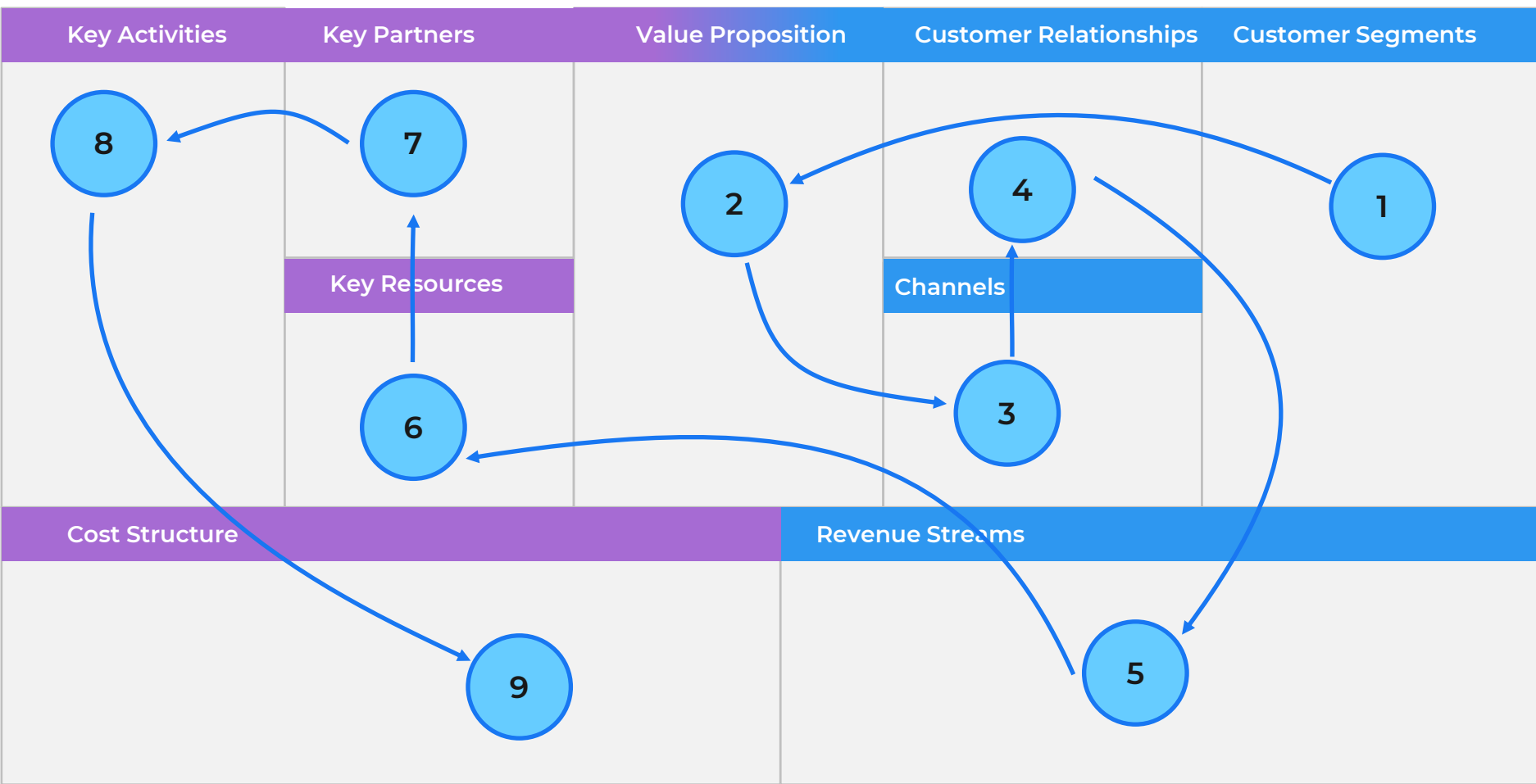
Revenue Streams

9

5

EFFICIENCY

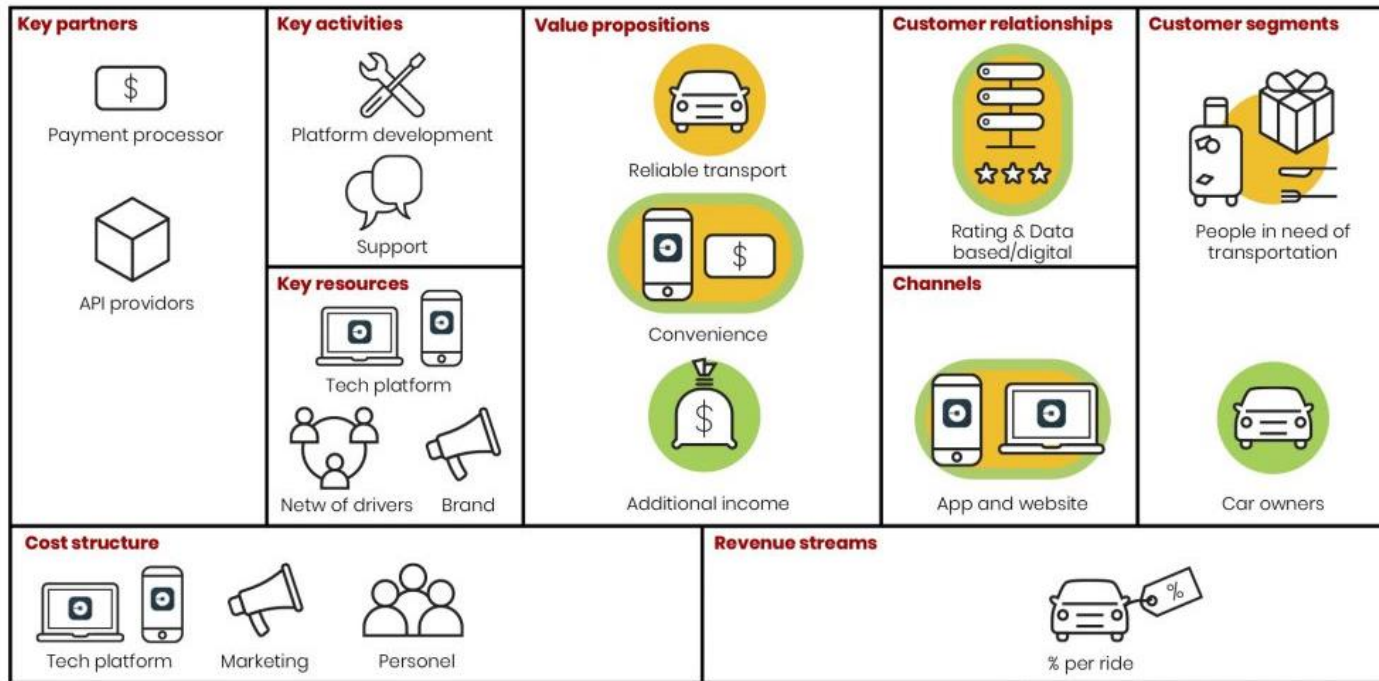
VALUE



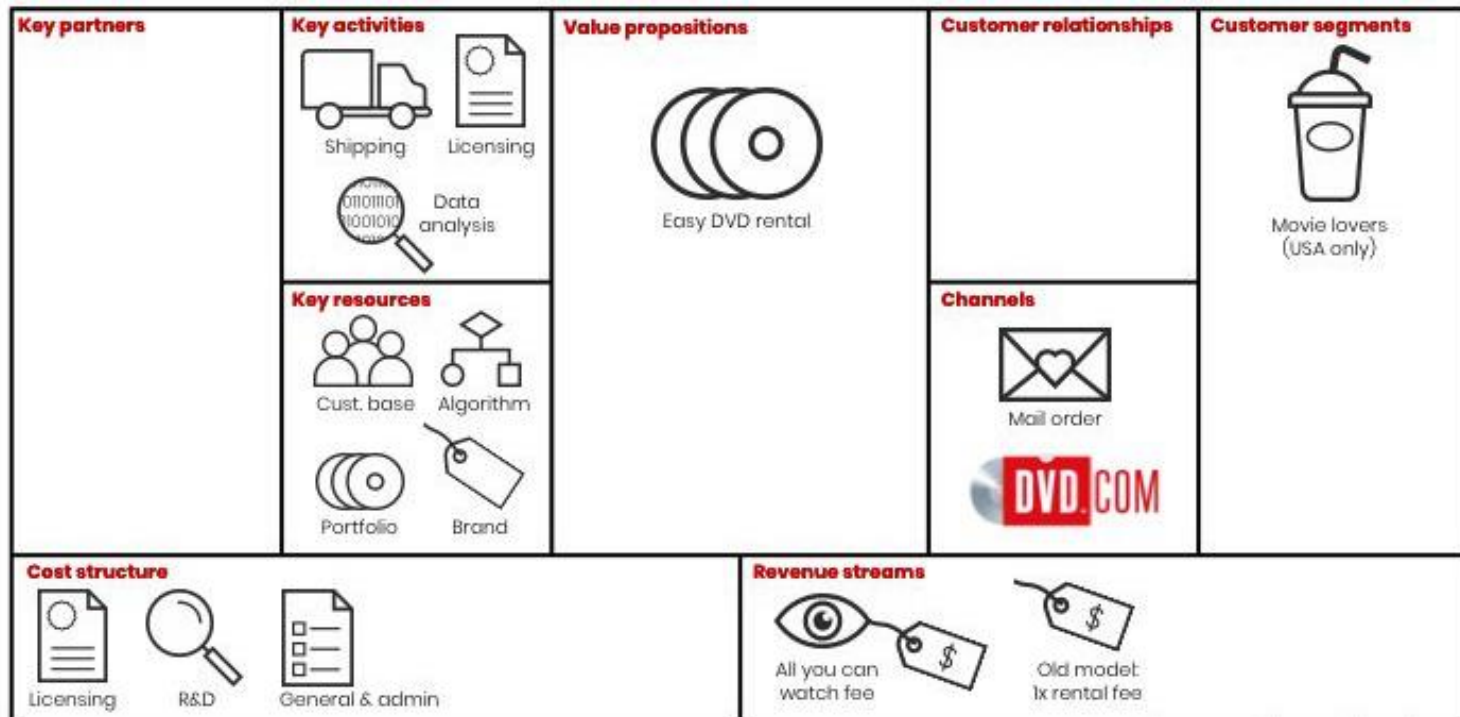
Topic 6 Business model canvas

Key Activities	Key Partners	Value Proposition	Customer Relationships	Customer Segments
The most important things your company must do to make its business model work: Production: b) Problem solving: c) Platform / Network	Who you partner with to make your business work. Suppliers, strategic alliances, joint-ventures, buyers, acquisitions.	The product / services that create value for your customer segments + the reasons why these customers would turn to your company over another. a)Newness: b)Performance) c)Customization: d) Design / Brand status: e) Convenience Accessibility:	How to acquire and build relationship with customers. a)Customers acquisition b) Customer retention c) Boost sales	The different groups of people your company aims to reach and serve: a)Mass market: Coca-Cola) b) Niche: Hims and hers c) Segmented: d) Diversified: Amazon
	Key Resources		Channels	
	The assets required to make your business work. b) Intellectual: c) Human: d) Financial:		How to communicate and reach your customers a) Direct: b) Indirect:	
Cost Structure			Revenue Streams	
All the costs incurred to operate your business Cost-driven b) Value-Driven: c) Fixed cost: d) Variable cots:			The cash generated from each customer segment. For instance: a) Asset sale: b) Usage fee: c) Subscription fee: d) Renting e) Brokerage fee (commission)	
EFFICIENCY	VALUE			

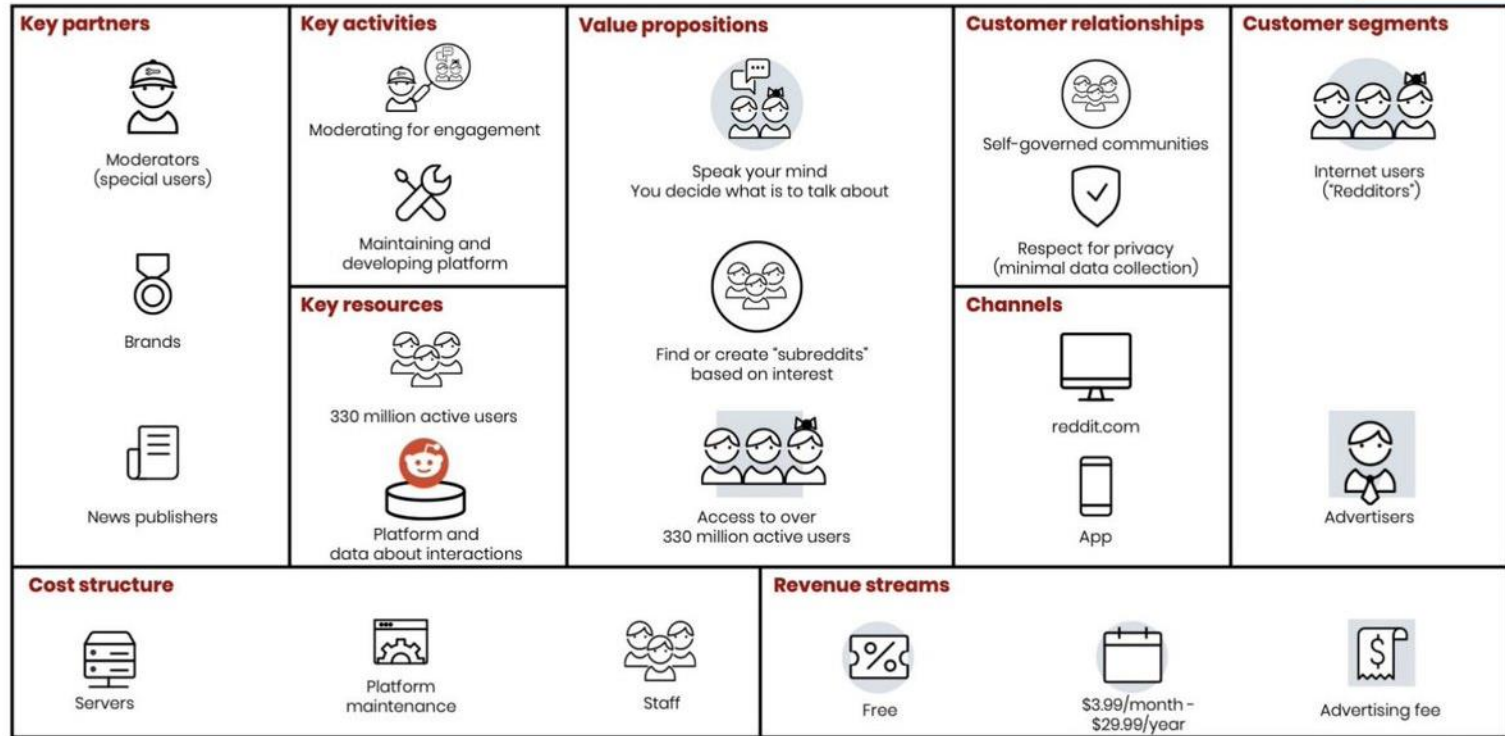
UBER Business model canvas



Netflix Business model canvas



Reddit Business model canvas




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