

Context

For which context is the business model developed?
Whats makes the context special?
Specific User Type
Specific Industry
Specific Data Type
Specific Regulations

Target Group

Who are our potential users?
For which group are we creating value?
Private User
Professional User
Specific Hobbies
Specific Job Roles

Group Needs

Which needs are essential to address?
What needs exist specific in the group?
Convenience
Quality
Reliability
Personalization

Revenue Models

How income can be generated?
Can the income connected to data?
SaaS Model
Subscription Model
Per-per-Use Model
Freemium Model

Services

What services can be offered based on the knowledge?
What different services relate to each other?
Visualization Service
Recommendation Service
Anomaly Detection Service
Forecasting Service

Knowledge

What knowledge can be derived from the information?
What changes if information can be combined?
Presentation Knowledge
Recommendation Knowledge
Anomaly Knowledge
Forecast Knowledge

Information

What information comes out of the data?
What type has the data?
Product Information
Process Information
Resource Information
Trend Information

Outcomes

What is the outcome of the offering?
What can we propose to the group?
Time-efficiency
Cost-reduction
Quality Increase
Quantity Increase

Activities

What are the key activities to conduct?
Which activities are time-consuming?
Develop Software
Build Algorithms
Analyse Data
Provide Infrastructure

Offerings

What are we offering for the group?
How we cover the group needs?
Single Service
Multiple Services
Service Platform
Product-Service Bundle

Data Tools

What tools are needed for the process?
What tools are needed for visualisation?
Extraction Tools
Loading Tools
Analysis Tools
Visualization Tools

Data Sources

What internal sources are needed?
What external sources are needed?
Internal Systems
Internal Databases
External Repositories
External Websites

External Data

What data can be accessed by external sources?
What additional data is needed?
Encyclopedia Data
Resource Data
Location Data
Trend Data

Internal Data

What data can be accessed by internal sources?
What additional data is needed?
Product Data
Process Data
Personal Data
Business Data