

THE STARTUP WALLAH
Fueling Ideas, Connecting Futures!

BUSINESS MODELS

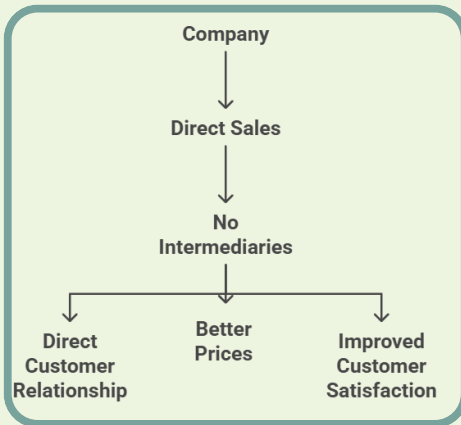
(Created by a Marketing Leader)

B2B, B2C, B2G, and More



Business-to-Consumer (B2C)

Definition: Companies sell directly to consumers.



Key Traits:

- High transaction volume
- Emotion-driven purchases
- Digital marketing reliance

Example:

- Retail (Amazon, Walmart)
- Subscriptions (Netflix, Spotify)
- E-commerce (Shopify, eBay)

Channels:

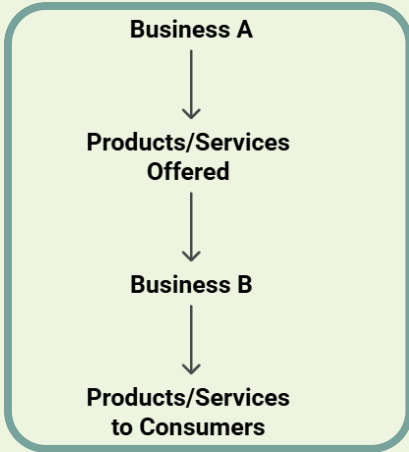
- E-commerce websites
- Social media ads
- Physical stores



Business-to-Consumer (B2B)

Definition

Businesses provide products/services to other businesses.



Key Traits:

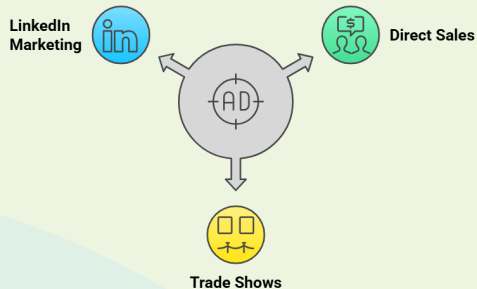
- High-value transactions
- Long sales cycles
- ROI-driven decisions

Example:

- Software (Salesforce, Microsoft)
- Consulting (McKinsey, Deloitte)
- Manufacturing (GE, Siemens)

Channels:

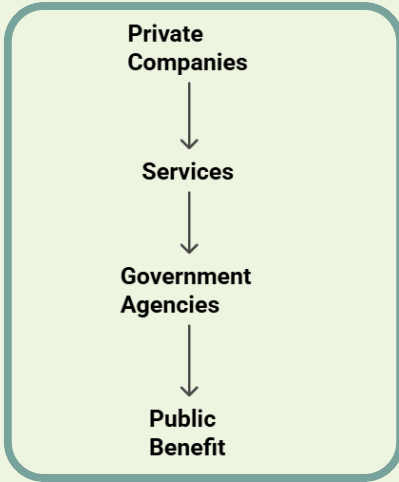
- Direct sales
- Trade shows
- LinkedIn marketing



Business-to-Consumer (B2G)

Definition:

Companies sell directly to consumers.



Key Traits:

- Strict regulations
- Long procurement cycles
- High accountability

Example:

- Defense (Lockheed Martin, Boeing)
- IT (IBM, Oracle)
- Infrastructure (Bechtel, Fluor)

Channels:

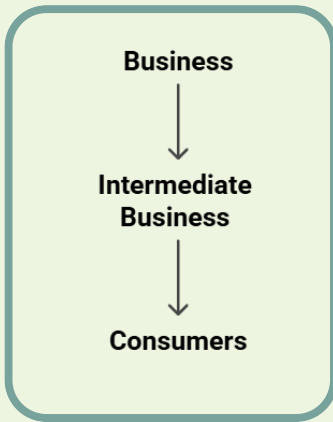
- Government contracts
- Public sector bidding
- Compliance-driven sales



Business-to-Business-to-Consumer (B2B2C)

Definition:

Businesses sell to other businesses, which serve consumers.



Key Traits:

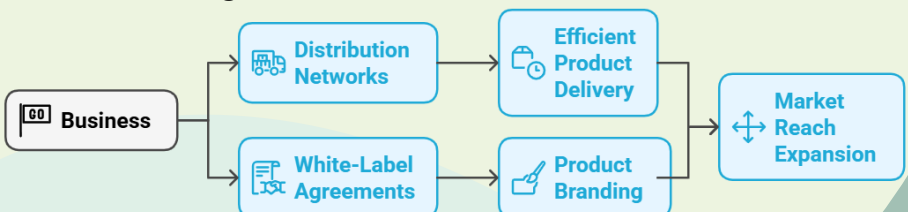
- Partnership-driven
- Balances B2B & B2C

Example:

- Wholesalers (Unilever, P&G)
- SaaS platforms (Shopify, Stripe)

Channels:

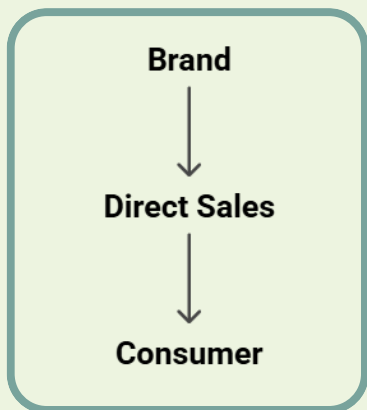
- Distribution networks
- White-label agreements



Direct-to-Consumer (D2C)

Definition:

Brands sell directly to consumers, bypassing retailers.



Key Traits:

- Strong online presence
- Higher profit margins

Example:

- Digitally native brands (Warby Parker, Allbirds)
- Subscription boxes (Dollar Shave Club, Birchbox)

Channels:

- Brand websites
- Social media sales

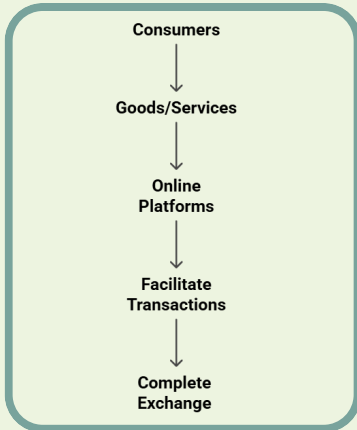




Consumer-to-Consumer (C2C)

Definition:

Consumers trade goods/services with each other.



Key Traits:

- Trust-based transactions
- Peer-driven sales

Example:

- Marketplaces (eBay, Etsy)
- Rentals (Airbnb, Turo)

Channels:

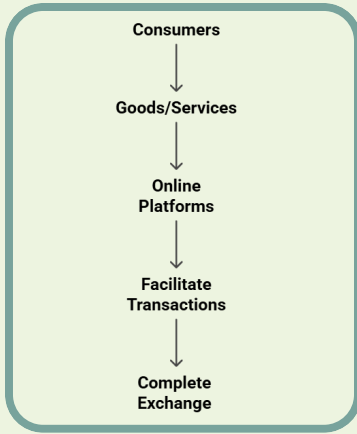
- Online marketplaces
- Social media groups



Consumer-to-Business (C2B)

Definition:

Consumers offer services/products to businesses.



Key Traits:

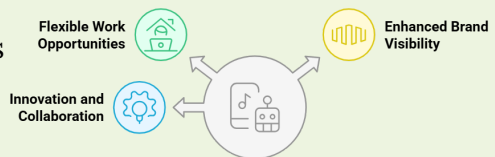
- Consumer-led pricing
- Business dependence on user-generated content

Example:

- Freelancing (Upwork, Fiverr)
- Influencer marketing (Instagram, YouTube)

Channels:

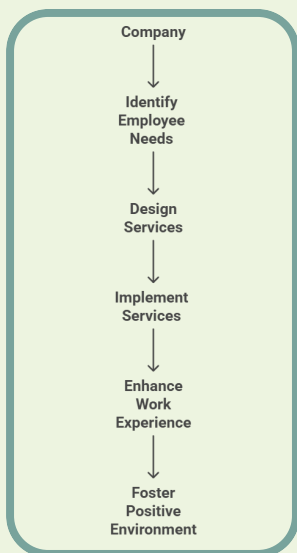
- Gig platforms
- Social media partnerships



Business-to-Employee (B2E)

Definition:

Companies provide services to their employees.



Key Traits:

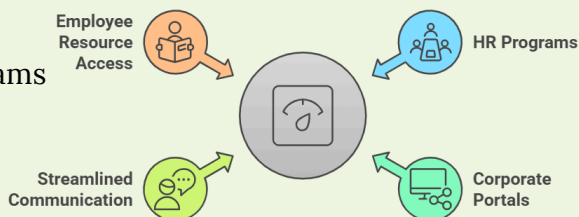
- Enhances employee satisfaction

Example:

- Corporate wellness (GymPass)
- Employee discounts

Channels:

- Internal HR programs
- Corporate portals



Don't find customers for your products, find products for your customers.

