

IT Business Models

+

Lifestyle

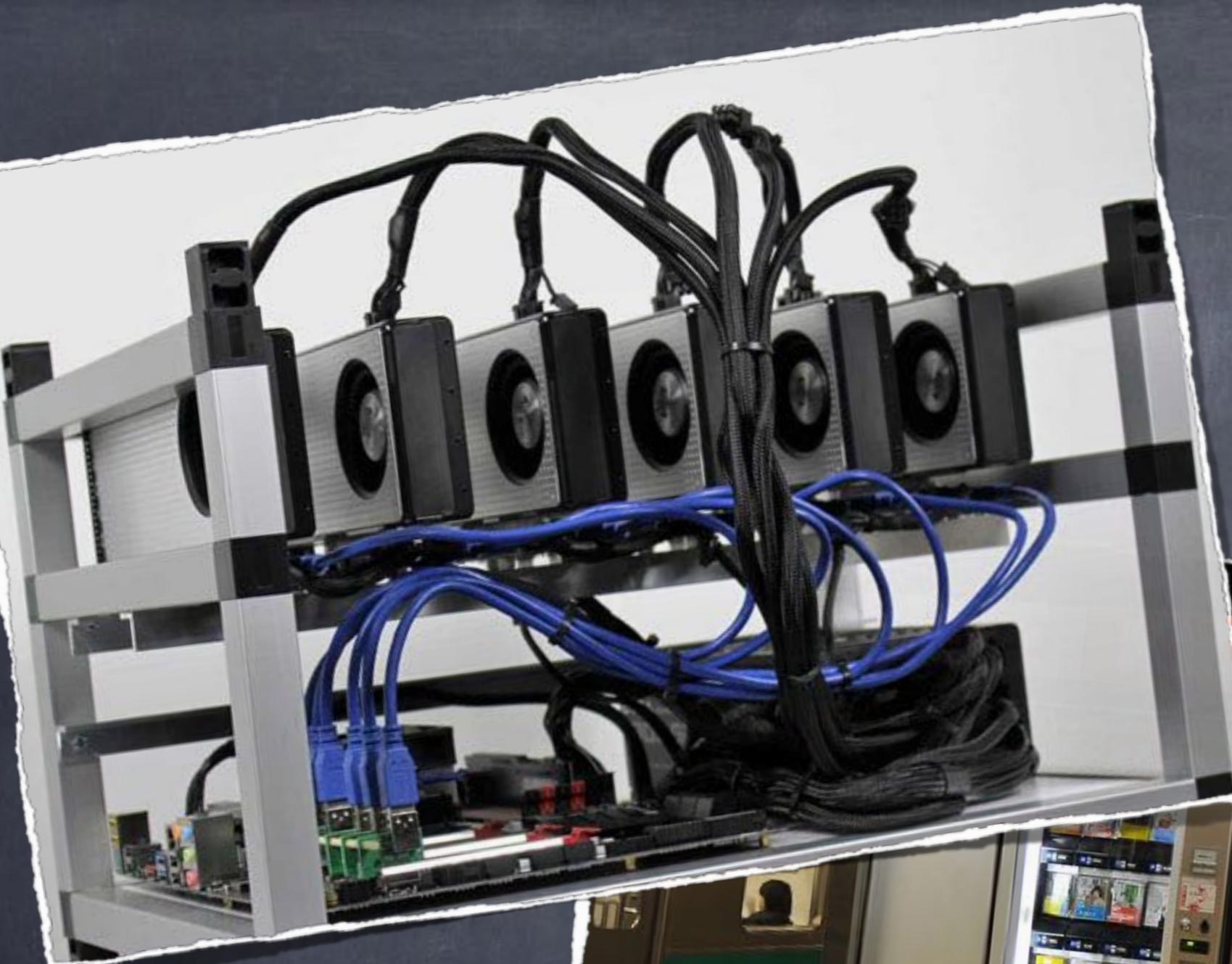
- /about
- BM & LS classification
- IT - traditional, new, and tech centered BMs and lifestyles
- A → B. Transition function













Daisy Outdoor Products

Daisy Air Rifles:
Keeping Kids Off Your
Lawn Since 1886!

BRAZMONKEY

North 1000.com

A large billboard for Daisy Outdoor Products. The sign features a vintage-style air rifle. The text reads "Daisy Outdoor Products", "Daisy Air Rifles: Keeping Kids Off Your Lawn Since 1886!", and "BRAZMONKEY". The billboard is mounted on a metal frame in a grassy field under a clear sky.

Life without Laundry

Life Without Laundry ★ 5 Google reviews

17 Boston, MA
17) 762-7779
Open today · 7:00AM–10PM · edit

Write a review

Add a review

A screenshot of a Google My Business listing for "Life Without Laundry". It shows a map of Boston, MA, with the service area highlighted. The listing includes the phone number 17) 762-7779, operating hours from 7:00AM to 10PM, and a note that they are open today. There are 5 Google reviews. Buttons for "Write a review" and "Add a review" are visible.

idea: Robert Kiyosaki

CASHFLOW QUADRANT

YOU HAVE
A JOB

NO LEVERAGE



PEOPLE WORKS
FOR YOU

LEVERAGE



E
EMPLOYEE

B
BUSINESS OWNER

YOU CREATE
A JOB

NO LEVERAGE



S
SELF-EMPLOYED

I
INVESTOR

\$ WORKS
FOR YOU

PASSIVE INCOME

\$\$\$ = \$\$\$



FINANCIAL GOAL

— Make Your Money Work for You —

*I would rather earn 1% off a 100 people's efforts
than 100% of my own efforts.*

— John D. Rockefeller











**АНТОН
МАЛЫШЕВ**

Основатель агентства
performance-маркетинга NTHC

7 лет в digital-маркетинге; два года веб-аналитики; опыт работы с Азбукой Вкуса, PepsiCo, Мираторг. Преподавал на программах Like, executive MBA Синергии.

Тема: «Маркетинговая стратегия step-by-step»

Основные вопросы: Продажи и маркетинг; сарафанное радио и реферральный маркетинг; стратегия на уровне инструментов.





what are you watching?

nothing.



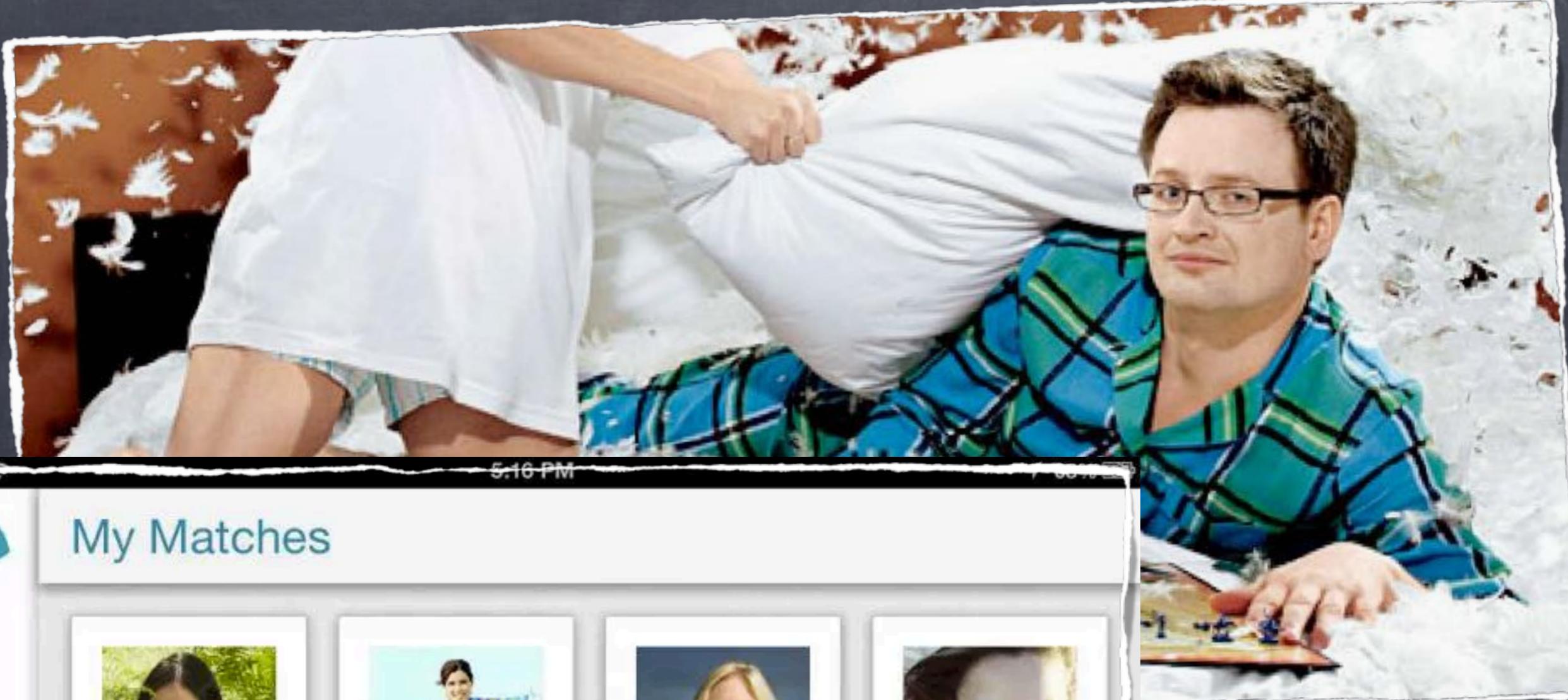




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App Store



5:16 PM

My Matches



● **turquoisefish**
25, Vancouver



● **Angella_Bella**
26, East Van



● **LucyInTheSky**
26, Vancouver



● **Leela56**
26, New York



● **MissIndependent**
32, Vancouver



● **night-owl-4ever**
34, Vancouver



● **Tam0195**
24, Burnaby



● **ScarlettMarx**
24, Vancouver

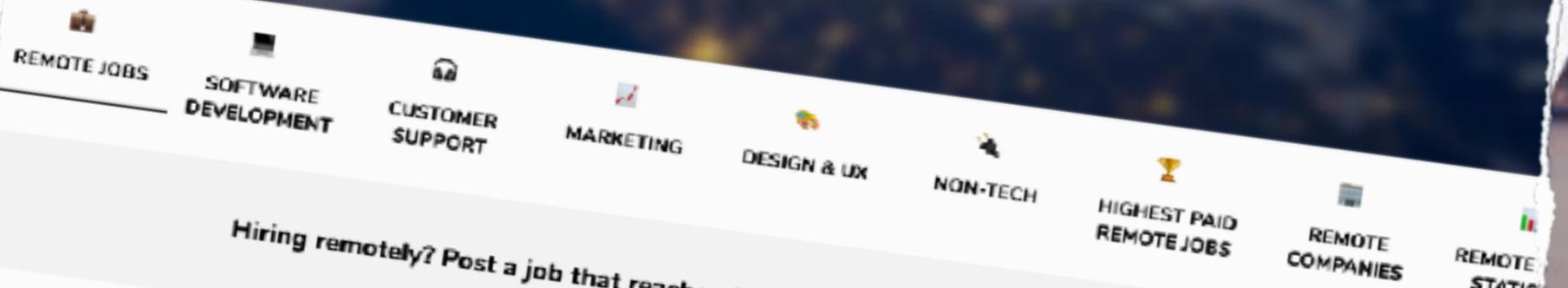
iPad





remote | OK

Q your next job?



Latest jobs DECEMBER 15

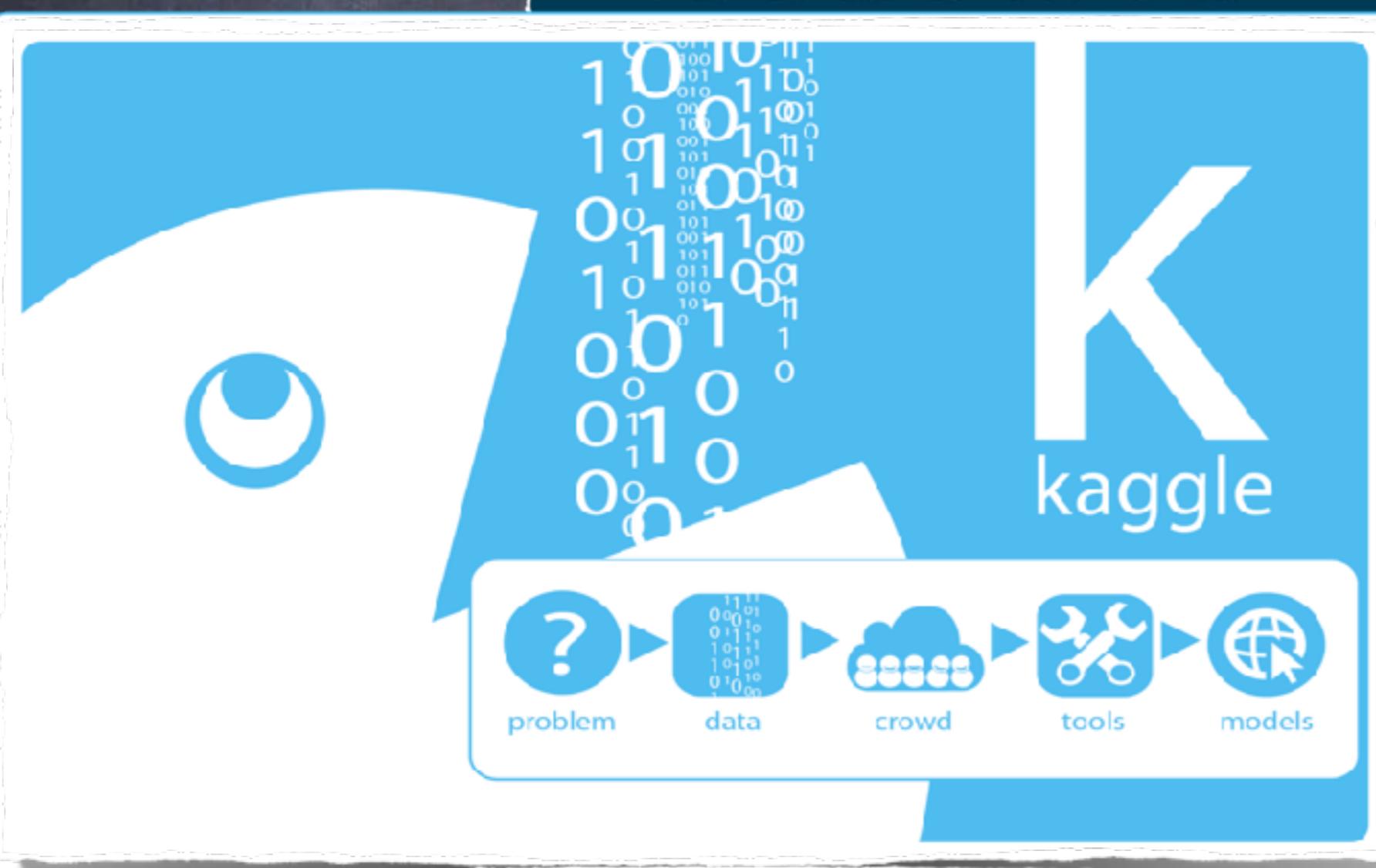
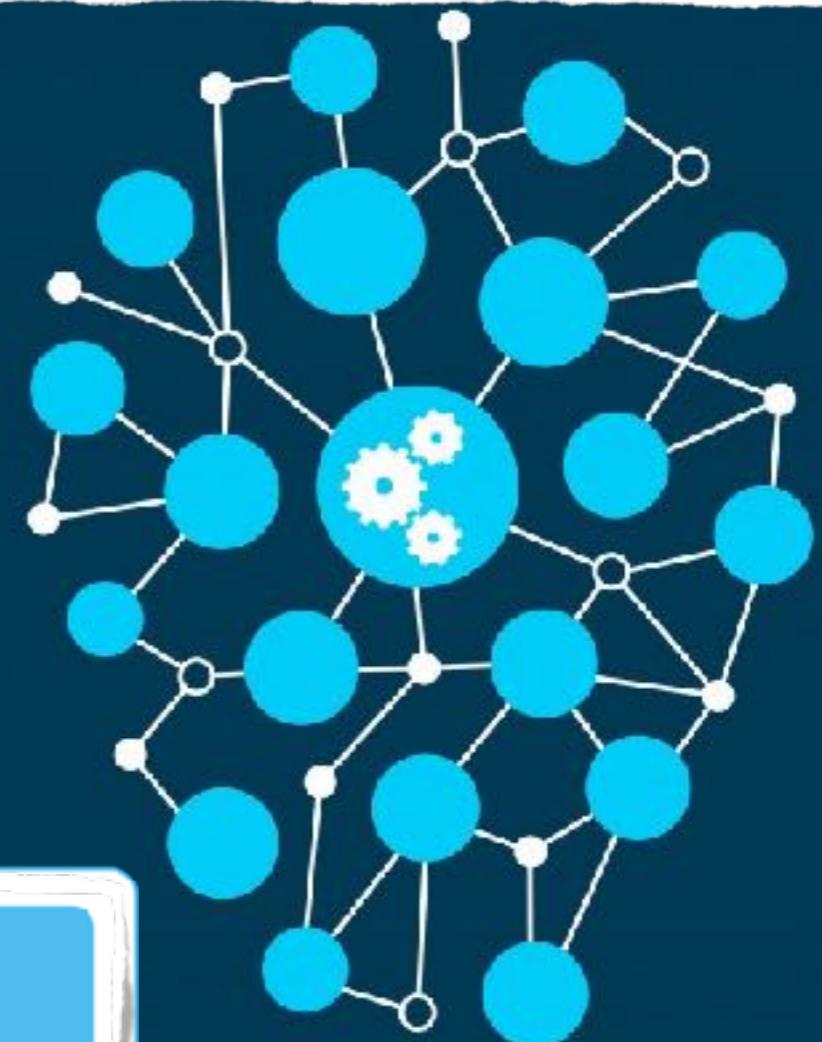




- Mining
- Trading
- Fiat exchange
- Smart contracts
- ICO



MACHINE LEARNING

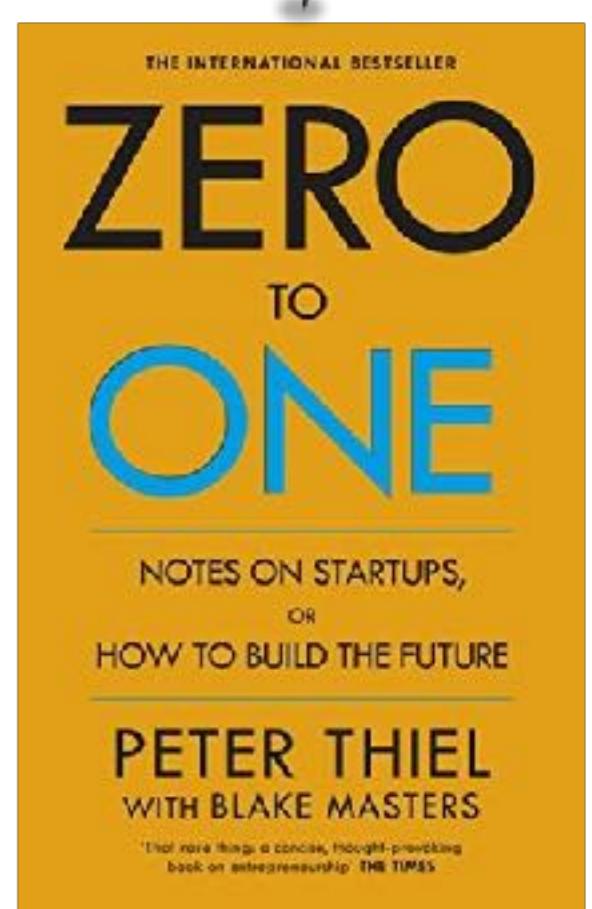
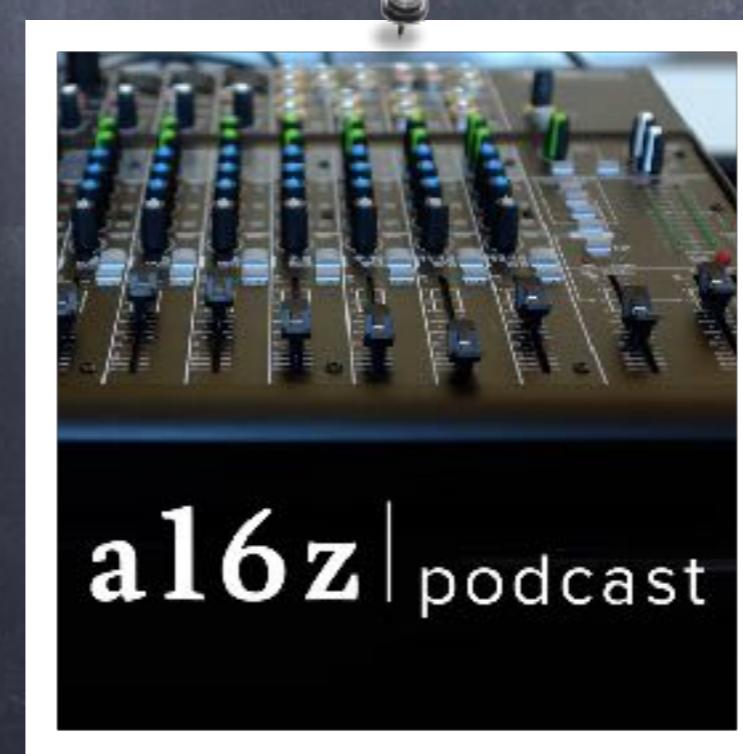
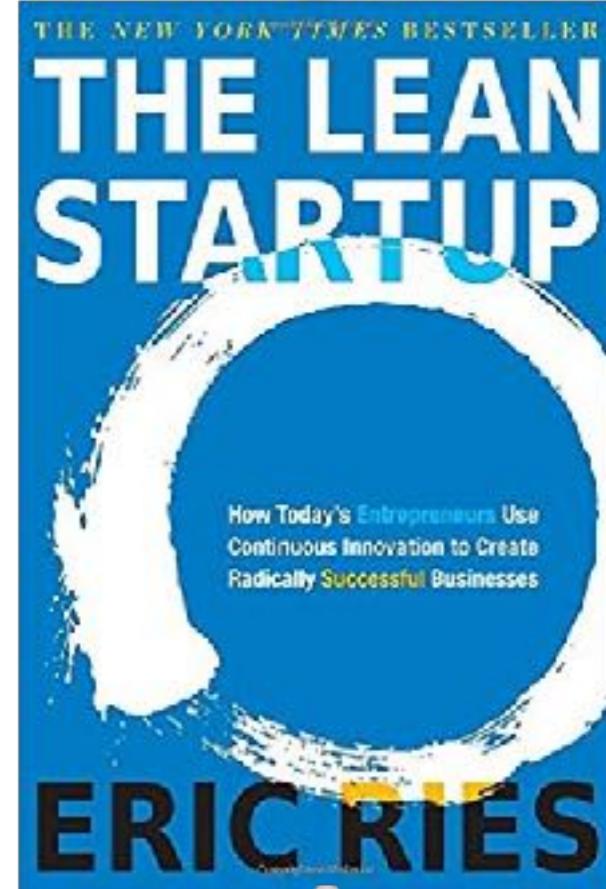


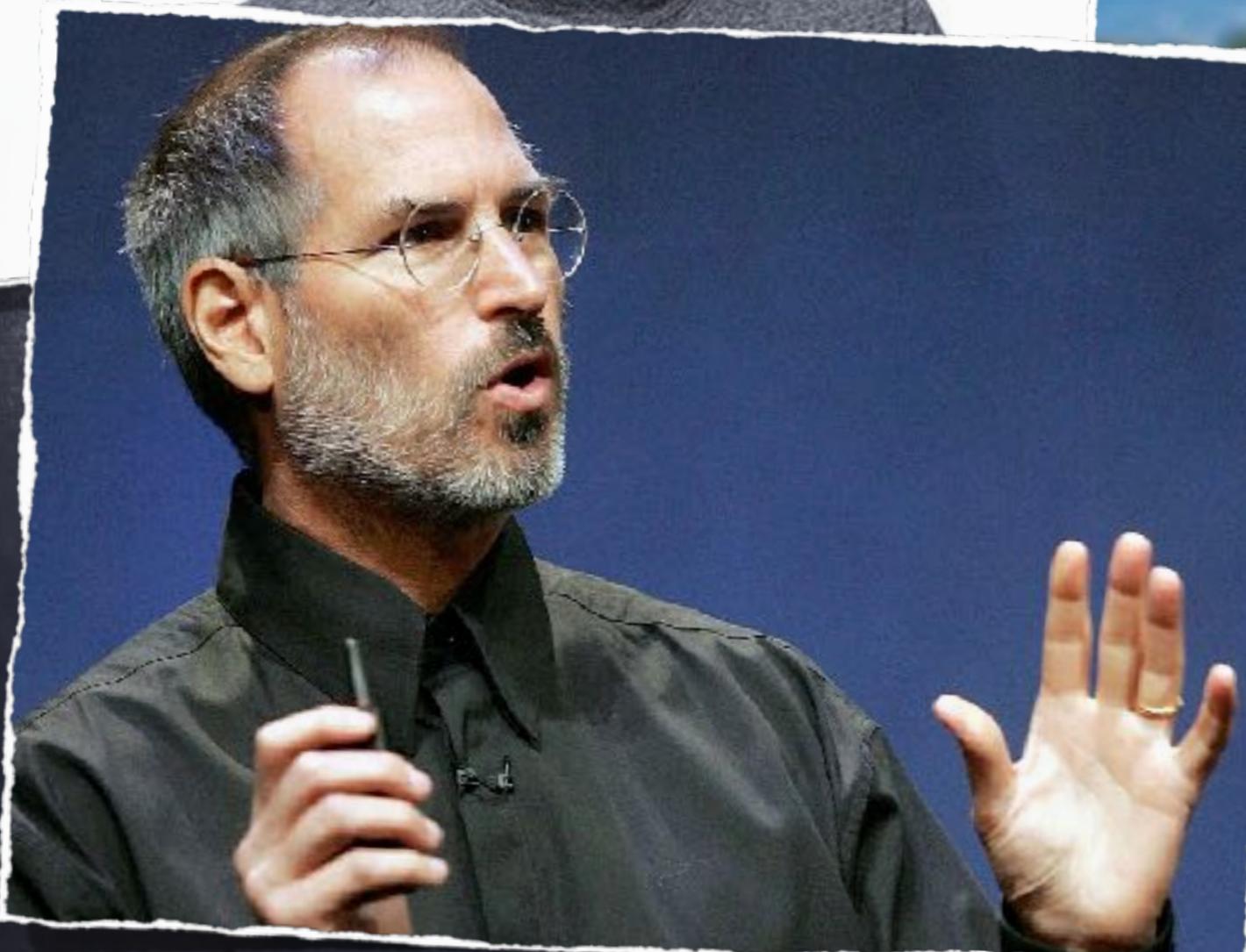
The end?

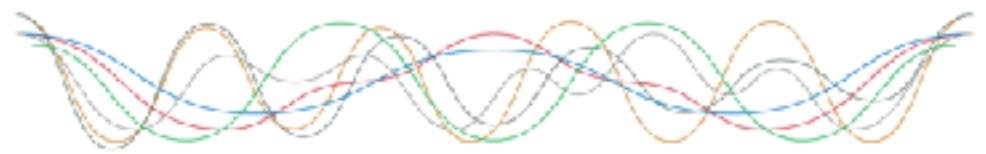
Not at all

HOW TO START A START-UP

by Anna Vital







The lifestyle business bullshit



[David](#) wrote this on Apr 22 2009 / [69 comments](#)

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I love when people call what we do at 37signals a “lifestyle business” — but probably not for the reasons they think. When from its tired deck, it’s usually meant as a pat on the back: “That’s such a pretty drawing, dear little boy.” Ha!

It’s the archetypical false dilemma. Either you devour your life and you’ll be incredibly success-

DHH



I don't want to be a winner



[David](#) wrote this on Nov 12 2015 / [22 comments](#)

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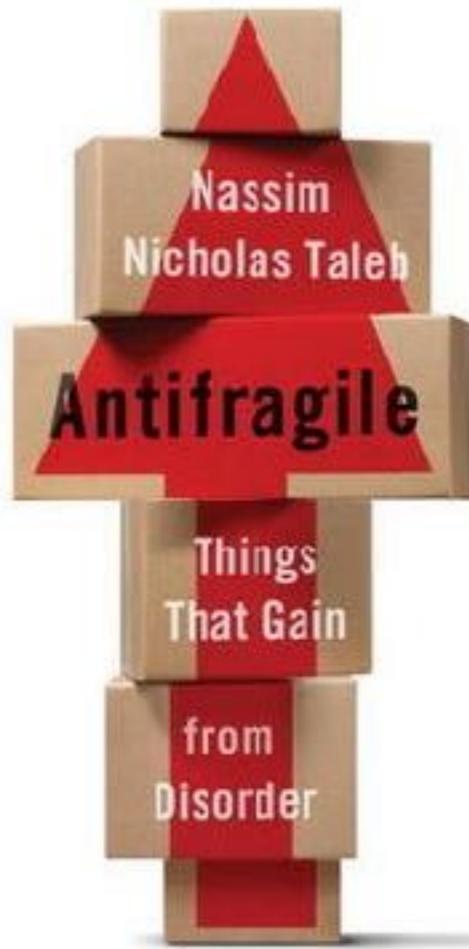
Is there anything our society exalts more than The Winner? That fiery someone who crushes all competition to stand alone and victorious at the end. A genetic predisposition, I’m sure.

The paradigm of competition is so ingrained as the basic business narrative that we usually don’t even recognize it, much less question it. Well, of course there are winners and losers! What are you, a fucking communist?



Nassim Taleb

NEW YORK TIMES BESTSELLING AUTHOR OF
THE BLACK SWAN



Thanks for watching!

Evgeny Lukianchikov (@eluckme)