**Business Models**

A business model outlines how a company will operate, its target market, products, required investments, and revenue generation.

(Or)

A plan for the successful operation of a business, identifying sources of revenue, the intended customer base, products, and details of financing.

(Or)

The term business model refers to a company's plan for making a profit. It identifies the products or services the business plans to sell, its identified target market, and any anticipated expenses.

**Common Types of Business Models**

* **Business -To- Business Models (B2B):**

When dealings or transactions take place between two companies or businesses then this type of business model is known as business to the business model.

* **Business -To-Consumer Models (B2C):**

The business-2-consumer business model is a model that refers to businesses that sell their services or products directly to the consumer who are the end users of the products or services.

* **Subscription-Based Models:**

Any application-based businesses or software companies have subscription-based business models. They offer their product as a one-time purchase, in return company earns monthly or annual revenues.

* **On-Demand Business Model:**

It is the most recent form of model which is made out on the need by answering immediately. This type of business model is prepared in such a way that all the questions will be answered by just a click of a button in seconds.

**The Lean Canvas:**

* Lean Canvas is an efficient approach to developing a one-page business plan for deconstructing your business idea into key assumptions for better analysis.
* Lean Canvas is a strategic document that helps managers to assemble hypotheses of a particular business model for launching any start up.
* The Lean Canvas is the perfect one-page format for brainstorming possible business models, the blocks guide you through logical steps