## Business Model

1. Business Model
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      1. Definition
         1. Creating, delivering, and captures value
      2. 4 ideas of business
         1. Customers
         2. Offer
         3. Infrastructure
         4. Financial viability
      3. 9 building blocks
         1. Customer Segments / Target Market
            1. How do you segment customers?

Demographic

Name, email, gender, age, etc

Psychographic

How do we think?

Republican or Democrat

Artsy movies or action films

Sweets or health food junky

Technographic

If you took two alike people in a room and put next to each other and asked if you buy products online. One may say they wouldn’t buy products online and the other may say they would.

* + - * 1. Mass Market

Everybody is your customer

Example

Google, Shell, and Walmart

* + - * 1. Niche Market

Focusing on specific type of consumer desire

Example

Comic book store

LinkedIn

* + - * 1. Segmented Market

Example

Birchbox

Running shoes

* + - * 1. Diversified Market

1. GoMusicNow.com