1. 03/02/2012
   1. Wii Biz Model
      1. If you change one building block, you have to make it fluid across the board
      2. Consistency across the board
      3. Blue Ocean
         1. Eliminate
            1. VP
            2. CS
            3. C$
         2. Raise
            1. CR
            2. VP
            3. R$
         3. Reduce
            1. C$
         4. Create
            1. VP
            2. CS
            3. CH
            4. KP
            5. KA
            6. KR
   2. Multiple Business Models
      1. Conflict that arises between two business models
      2. The similarity of the business models
      3. What’s the risk to do this?