1. Study Guide
   1. Business Model
      1. Definition
         1. Create, deliver, and capture value
      2. Four Ideas of Business
         1. Customers
         2. Offer
         3. Infrastructure
         4. Financial viability
      3. 9 Building Blocks
         1. Customer Segment
            1. Mass Market

Don’t distinguish between different CS. They focus on one large group of customers with similar needs and problems.

* + - * 1. Niche Market

Cater towards specific, specialized customer segments. Supplier-buyer relationship.

* + - * 1. Segmented

Focus on two or more customers, ie one who have a net worth of $100k or above and $500k and above

* + - * 1. Diversified

Serve two unrelated CS. Ie Amazon selling books as well as cloud computing.

* + - * 1. Multi-sided platform (or multi-sided markets)

Two or more interdependent CS. Example being a credit card company, need a credit card holder as well as a merchant that accepts their CC.

* + - 1. Value Proposition
         1. The reason why customers turn to one company over another.
         2. Newness

Entirely new set of needs that customers previously didn’t perceive because there was no similar offering

* + - * 1. Performance

Improving product or service performance

* + - * 1. Customization

Tailoring products and services to the specific needs of individual customers or customer segments.

* + - 1. Channels
      2. Customer Relationship
      3. Revenue Streams
      4. Key Resources
      5. Key Activities
      6. Key Partnerships
      7. Cost Structure