



IIT ROORKEE



NPTEL ONLINE  
CERTIFICATION COURSE

# Innovation, Business Models and Entrepreneurship

## BUSINESS MODELS AND VALUE PROPOSITION

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- How does an organization creates, delivers and captures value?
- KEY ASPECTS/OFFERING
- KNOWING your Business. What Business we are in?
- Knowing your Organization? Who we are?
- What are our capabilities and Capacities?
- Knowing your Customer? And Resource?

- Lets See
- An Industrial Organization. For example Heavy Electricals
- MDH/ A Salt producer
- A Construction Company
- A Hospital
- Forest Bio-Residue
- There's lot to say if one is an automotive manufacturer

# Thank You

