THE BUSINESS MODEL MATRIX









A MODERN APPROACH TO STRATEGIC VALUE ORCHESTRATION

We've identified that the 4 sections of the Integrated Customer Lifecycle™ of the ROUNDMAP™ correlate to 4 Elemental Business Models™ (EBM) and 4 value disciplines (= key competitive areas). Business model transformation could occur within an EBM, i.e., Regenerative™, or by moving to the next EBM, i.e., through Shifting™.

Q1: What is at the center of the value creation process of your business?

 DEVELOPMENT		BUSINESS MODEL	MARKETING METHOD	ORCHESTRATION
PRODUCTS	>	PRODUCT CENTRICITY	CAMPAIGN-BASED	DEMAND GENERATION
CUSTOMERS	>	CUSTOMER CENTRICITY	ACCOUNT-BASED	DEMAND FULFILLMENT
RESOURCES	→	RESOURCE CENTRICITY ¹	EXPERIENCE-BASED 1	SUPPLY SYNDICATION 1
PLATFORMS	→	NETWORK CENTRICITY ¹	WORD-OF-MOUTH-BASED ¹	SUPPLY AGGREGATION 1

Q2: Which value discipline drives and differentiates the value creation process?



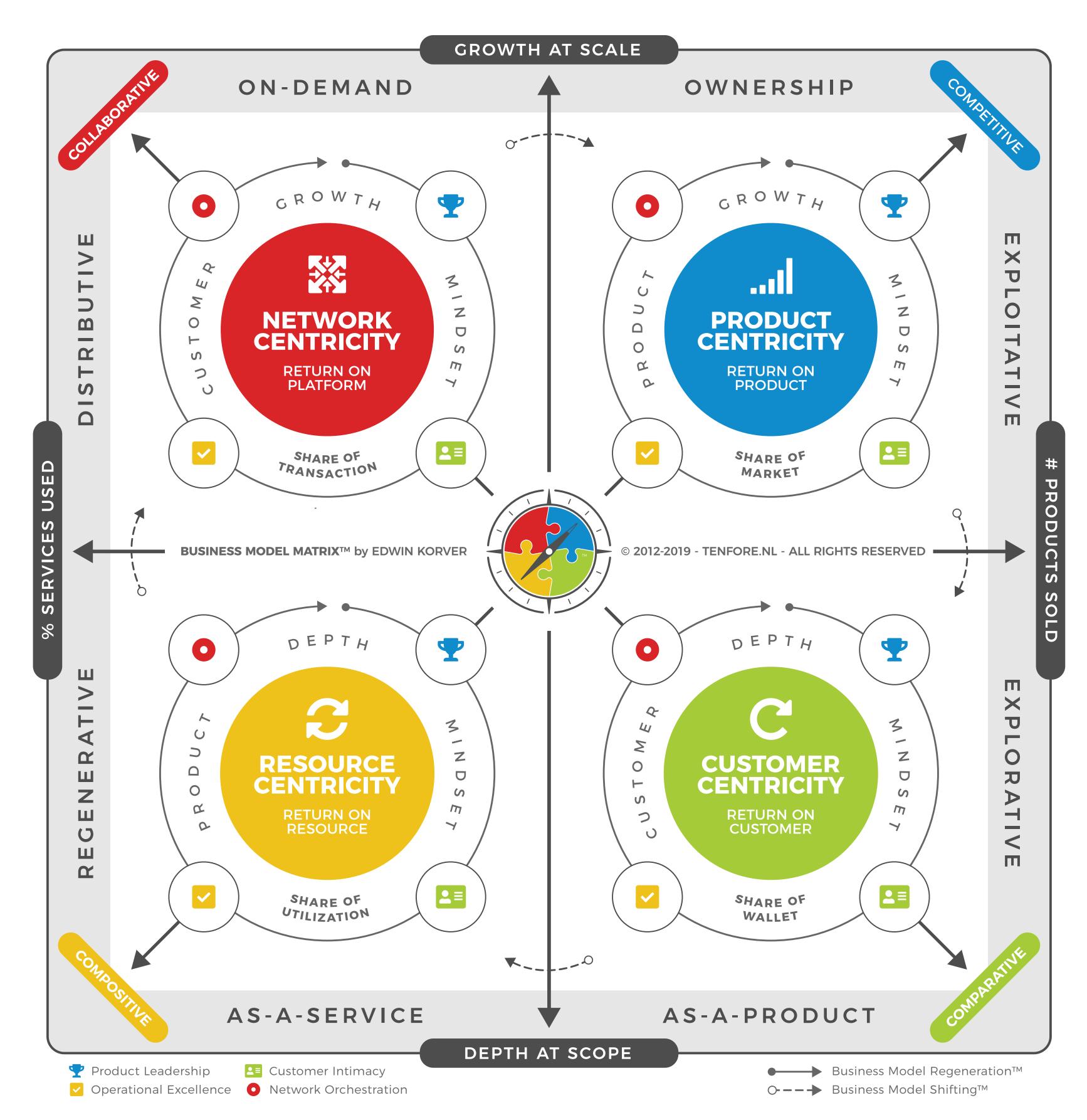






One of the remarkable characteristics of a business model is its **mindset**. For instance: a product growth mindset is exploitative (main objective is to grow market share) and linear by design, while a product depth mindset is regenerative and circular by design (main objective is to grow share of utilization).

- 1) ROUNDMAP™ Fundamentals, by Edwin Korver, Tenfore BV, 2014-2018
- 2) "Discipline of Market Leaders", Treacy and Wiersema, 1996
- 3) "The Future of the Networked Company", Remo and Julian, 2001



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