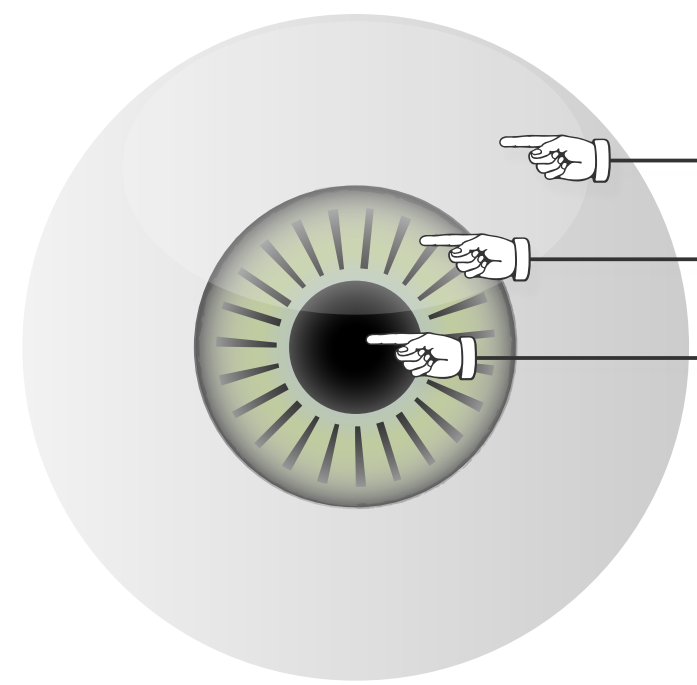


# 4 ELEMENTAL BUSINESS MODELS

The diagrams for product centricity and customer centricity were first introduced by Don Peppers and Martha Rogers, authors of 'One-to-One Future' (1993)

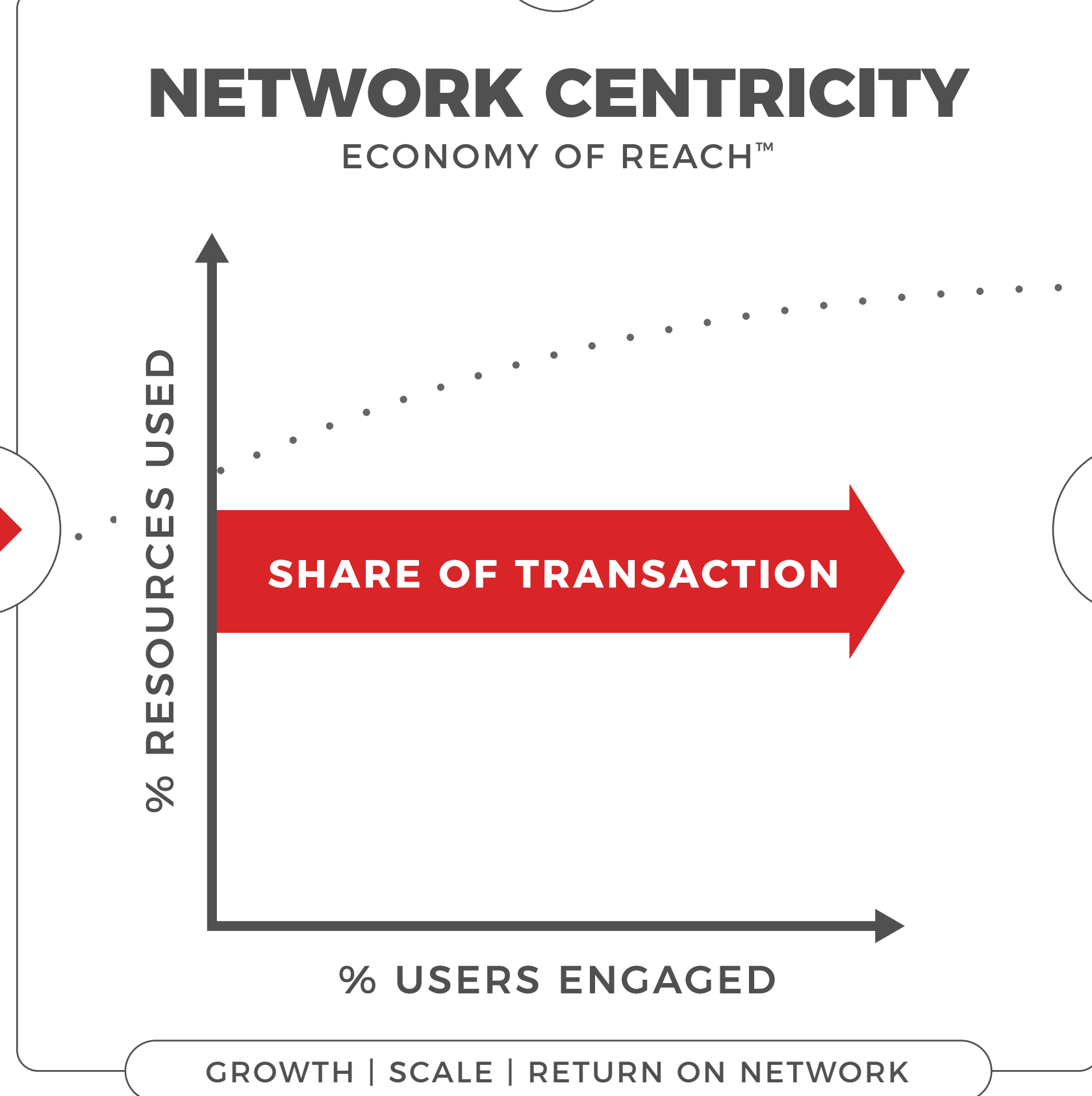
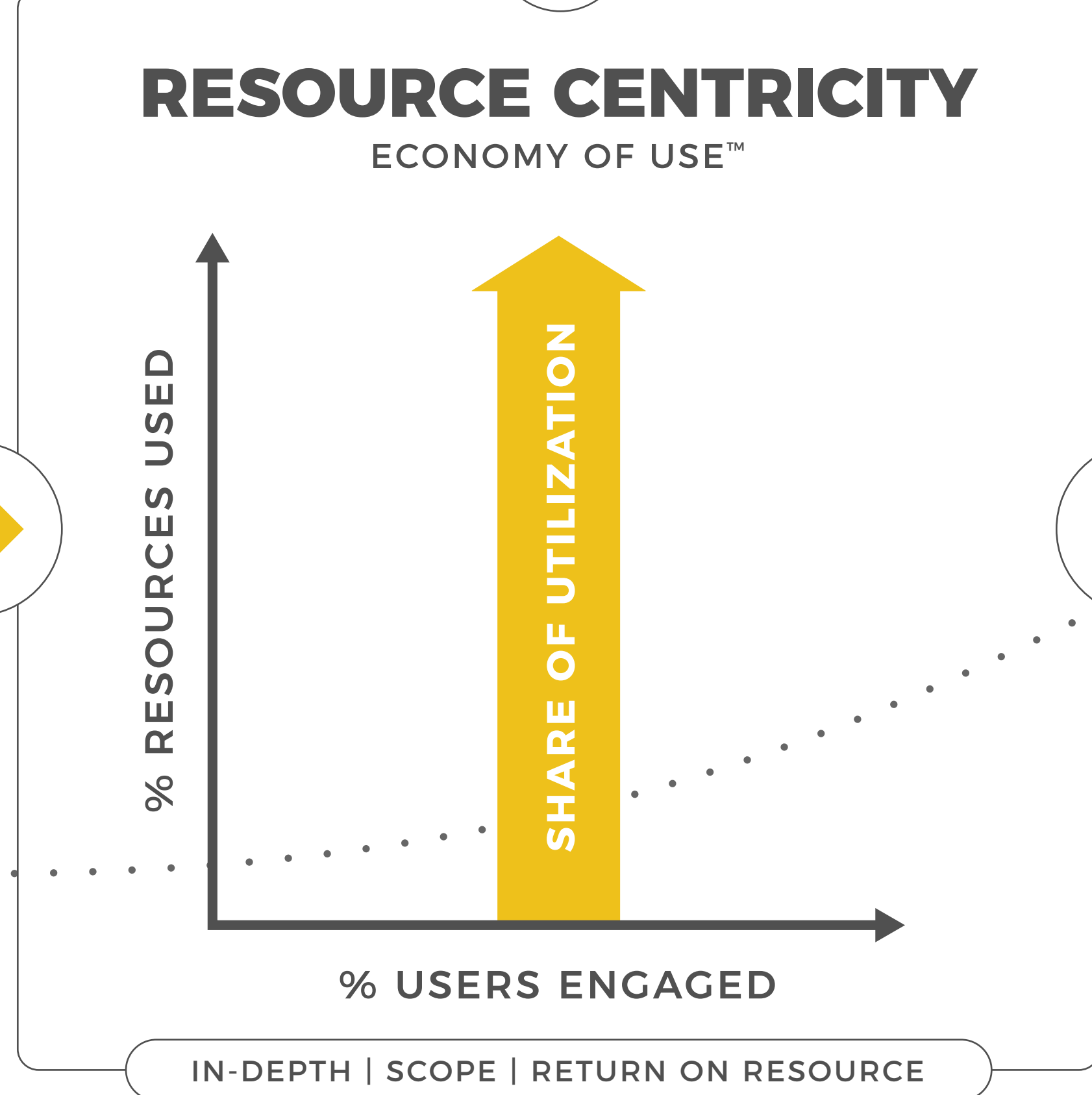
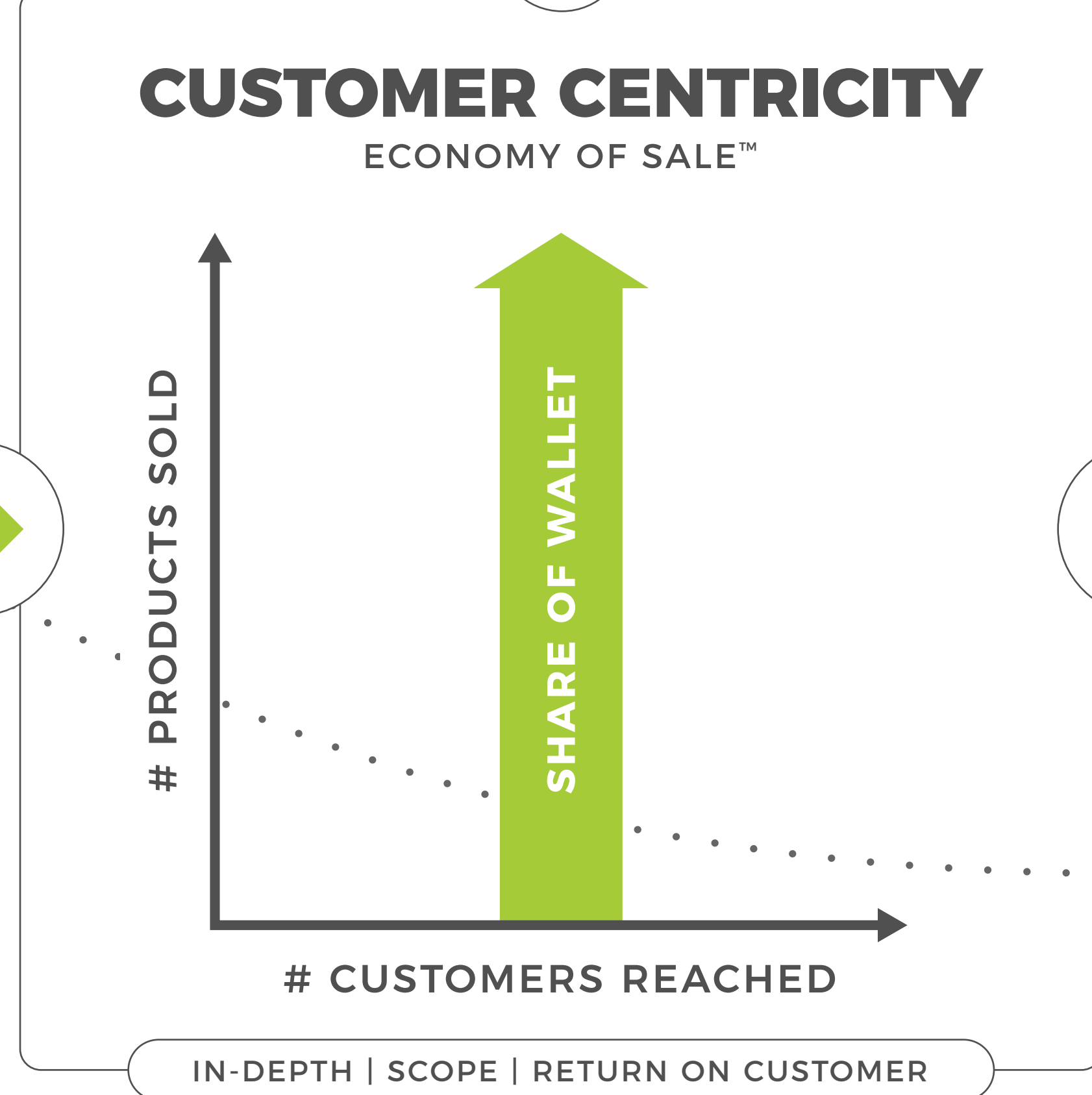
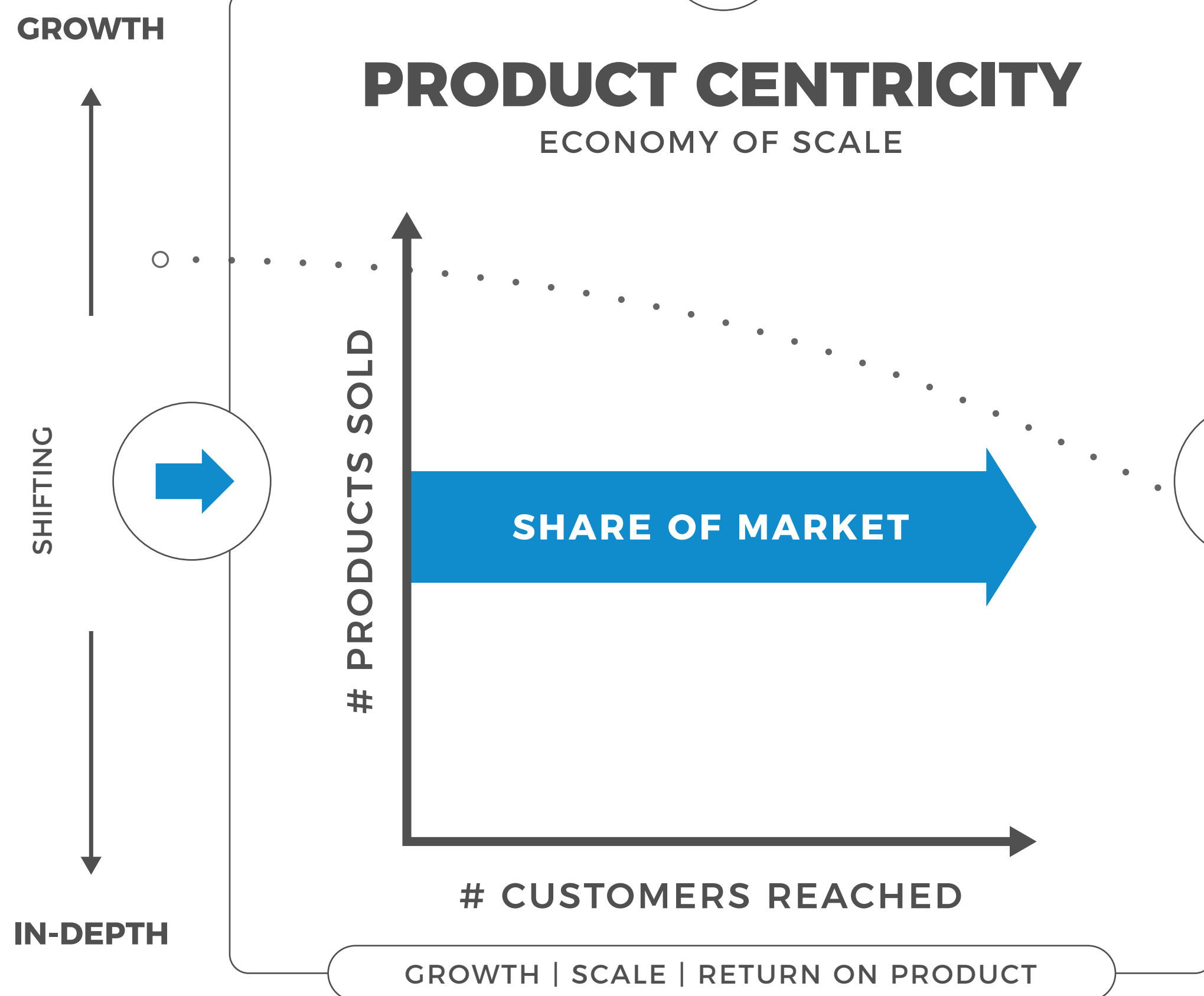
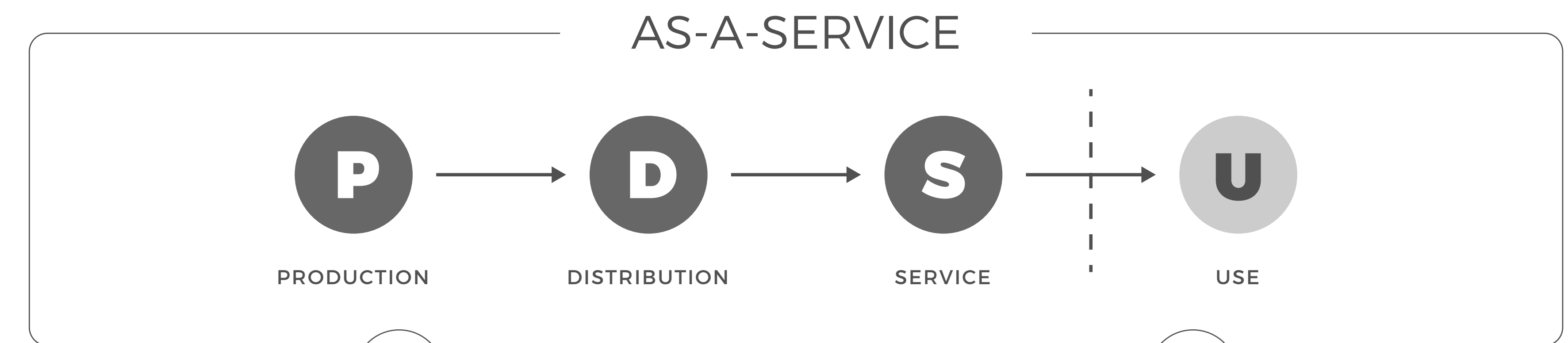
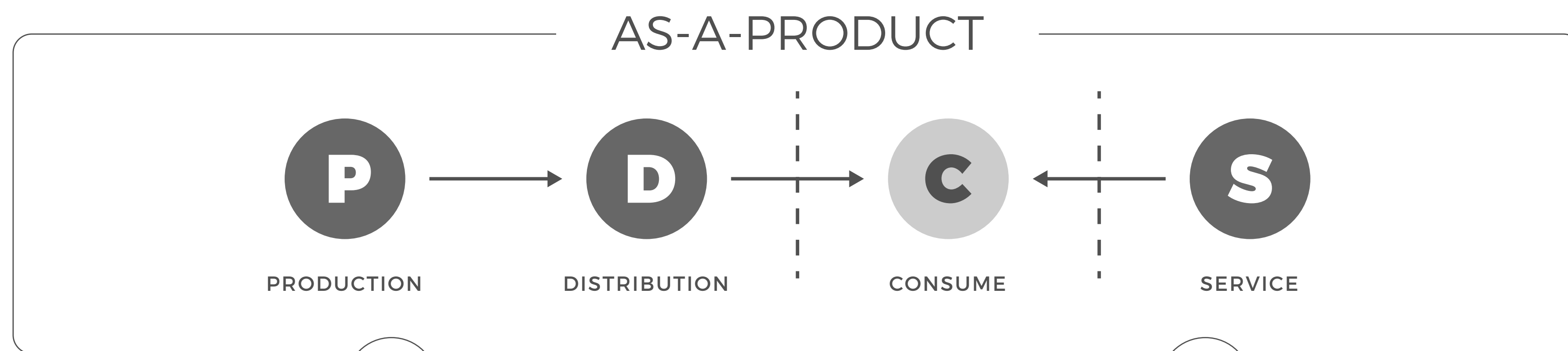


- BUSINESS DYNAMICS (PRODUCING GOODS)
- CUSTOMER DYNAMICS (PROVIDING SERVICES)
- MARKET DYNAMICS (UNDERSTANDING NEEDS)

"An average human looks without seeing, listens without hearing, and talks without thinking." ~Leonardo da Vinci

The Business Model Matrix™ (BMX) consists of four Elemental Business Models™ that are today as fundamental to commerce as they have been throughout the ages. **Q1:** Do you plan to offer a solution AS-A-PRODUCT or AS-A-SERVICE?

**Q2:** Do you plan to grow at scale or in-depth? **Q3:** What makes you uniquely different? Our research indicates that long-term businesses tend to cycle (shift) clockwise through these business models during the course of their lifetime.



© COPYRIGHT 2018 - TENFORE BV | EDWIN KORVER - ALL RIGHTS RESERVED