

<div>WRKSHP</div>		<a href="#">WRKSHP.tools</a>		Online Version: <a href="http://bit.ly/BMPATTERNS">http://bit.ly/BMPATTERNS</a>				Archetype		Pattern		Block		<- Color Codes													
#	Name	Type	Description	Examples	Why it works	Business Model Focus	Type	Value Proposition What	Compelling Reason to Buy	Cust Segment Who you Sell to	Channels How you deliver to your customers	Customer Relationship How you Acquire Customers How you Engage Customers How you Sell to Customers How you Retain Customers				Revenue Streams How you make Money	Key Activities How you Innovate	How you create value	Key Resources How you protect yourself from the competition	Unfair Advantage (Why you can do this)	How you reduce risk	Key Partners	Cost Structure How you reduce cost	Notes			
1	Access	Pattern	Instead of owning a product, customer buys a right to access the product, through rent, etc.	Spotify, AirBnB, Car2Go	Cheaper, access to products and services that would be too expensive otherwise	RS	From Owner to Access	Access to something	Don't need to own the thing, just have access							Subscription, pay per use, ...								(=subscr, rent, access?)			
2	Add On	Block	Additional Charge for Extras	RyanAir (baggage), Cars (accessories), SAP (additional features), In-app purchases		VP	Variety	Core offering + Add Ons	Only buy what you need							Cheap core, expensive add ons											
3	Advertising	Archetype	Value proposition is financed through selling of advertising space	Google Ads, Youtube, Newspapers		VP	Platform / Channel as Offering	Allow third parties to advertise to your customers												Large customer base				Flavor of Multi-Sided?			
4	Affiliation	Pattern	Support other parties to market their products in order to benefit from successful transactions	Amazon Affiliates, Pinterest	Lower CAC by outsourcing sales risk	RS	Platform / Channel as Offering	Support others to sell products	Access to customers without additional sales, marketing	Affiliate Partners that sell products						Percentage of sales				Large customer base for the affiliate partners				Type of Revenue Sharing			
5	Aikido	Block	Convert competitors' strengths to weaknesses	Body Shop, L'Oreal, Swatch, Cirque du Soleil, Nintendo		VP	Unique	Sell something that is different from what everyone else is doing	Unique offering						Unique offering, core values, cult					Nobody else is doing this							
6	Anticipated Upsell	Block	Advertise a price that appears low, counting on the fact that many buyers will spend more					High percentage of buyers ultimately purchase more than they expected. For instance, most new home buyers end up spending 1.2 times the base price of the home after extras. Builders bet on this upsell.																Same as Add On			
7	Anything As A Product	Pattern				VP		Anything sold as a product	Simple, productized		Productized offering					Subscription								(~subscr, rent, access?)			
8	Anything As A Service	Pattern				RS		Anything sold as a service							Customer Service	Subscription								(~subscr, rent, access?)			
9	Auction	Pattern	Create a community of buyers and sellers by using an auction-type selling process versus a set sales price.	Priceline, eBay, Catawiki			Platform / Marketplace	Sell to highest bidder	Get highest price, be able to influence price of product	Sellers and buyers						Commission											
10	B2B	Archetype																									
11	B2C	Archetype																									
12	Barter	Block	Products or services are exchanged between people or organizations for products or services in kind	P&G (TV sponsoring in return for advertising), PepsiCo (USSR deal), Lufthansa (Real estate vs airline), Peerby		RS	Cheaper	Exchange goods or services for other goods or services								Not money							Can save cost because you already have the thing you barter for				
13	Bricks & Clicks	Pattern	Extension of in-store shopping to include online ordering with in-store pickup or items found exclusively online.			CH																					
14	Broker	Archetype	Connect two or more different Customer Segments, e.g. suppliers and buyers, to broker deals	E-Bay, Funda, Poloniex			Platform / Marketplace	Bring Buyers / Sellers together																			
15	Build To Order	Block																						Related to Mass Customization?			
16	Bundling	Pattern	Combine multiple products or services together for one single offering			VP	Similar to Flat Rate	Put multiple offerings together													Partner offerings			(= cross sell?)			
17	Business Alliance	Pattern	Form a partnership of multiple businesses to mutual benefit, sharing customers, revenues, or data			KR	Risk Modifier, Cost Reduction															Multiple Partners	Economy of scale, better use of resources				
18	Business To Business	Block	Businesses Sell to other Businesses			CS				Businesses																	
19	Business To Consumer	Block	Businesses Sell to Consumers			CS				Consumers																	
20	Cash Machine	Block	Coining money with negative working capital - generate revenue faster than you need to pay your suppliers	Dell, Amazon		RS	Risk Modifier									Pay upfront					Liquidity, get money first, pay later						
21	Cheap Chique	Block	Marketing of stylish but inexpensive merchandise. Typically allows for high margins because merchandise sells at low price points but has an expensive feel.			VP		Marketing of stylish but inexpensive merchandise. Typically allows for high margins because merchandise sells at low price points but has an expensive feel.	High luxury for cheap price						Experience												
22	Circular Business Model	Pattern																						Similar to Trash to Cash? Same Category?			
23	Collaborative Consumption	Pattern	Create buying power by combining large groups of customers, value to each user becomes higher as more people use it.	Daily Deals ?		VP	Crowd Power	Bring buyers together and help buy together	Cheaper price													Buying power of combined customers					
24	Collaborative Production	Pattern	Use Customer labour to create the product	Wikipedia, Youtube, Github		VP	Crowd Power	Create products together										Together with partners					Reduce need for full production means				

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93	Shop-In-Shop	Pattern	Establishing an independent store in another company's retail space	Bosch, Nespresso, Deutsche Post	Lower CAC	VP	Variety / Unique	Use a partner to integrate the company's offering into	Host: more attracted customers, more variety, constant revenue (rent)			Access to host's customers														
94	Social Business Model	Archetype																								
95	Solution Provider	Archetype	Total coverageof products and services in a particular domain, consolidated in a single source	Wurth, Tetra Pak, 3M, Geek Squad		VP	Simple	Total coverage of products in a domain in one single point of contact									Customer insight	Customers can get everything in one spot	(Ecosystem)	Prevent revenue losses by extending service				Similar to 'One Stop Shop', but in one category		
96	Specialist	Pattern																								
97	Subscription	Block	Receive products or services regularly, for a recurring price	Salesforce, Netflix, Dollar Shave Club, Spotify	Recurring revenue.	RS	Revenue Model	Access to product or service	Less hassle							Regular recurring fee					Steady income stream			Similar to Guaranteed Availability? Flat Rate?		
98	Supermarket	Archetype	A company sells a variety of readily available products under one roof	Toys R Us, Albert Heijn, Staples, Praxis		VP	Variety / Simple		Everything in one place, Great variety of products, convenience			Great variety of products, convenience					(Customer insight)					Economy of scale, buying power	Similar to One Stop Shop?			
99	Systems Integrator	Archetype	Combine partial products into one complete offering		Reduce risk, cost, increase flexibility	CO																				
100	Target the Poor	Block	Tailor products and services towards the bottom of the pyramid customers	Grameen Bank, Walmart Banking (US)	There are billions of customers	CS	Specific	Offer service normally offered to premium cust to base of the pyramid		Not the premium customer						Smaller fees						Economy of scale				
101	Trash-to-Cash	Block	Recycling and reusing old waste products and materials to create new products	Freitag, Emeco	Zero purchase cost	CO	Cost Modifier	Used products, refurbish, or relocate				Image		Image								Resource cost is practically eliminated				
102	Two Sided Market	Pattern	Facilitate interaction between two (or more) complementary groups for mutual benefit	Google Search Engine, Funda, Facebook, Groupon	One group of customers gets access to another group of customers	CS		Multiple interdependent groups of customers		Businesses and private customers							Let more groups of customers interact						Same as Multisided Market, similar to shop in shop (virtual), affiliate			
103	Ultimate Luxury	Block	Focus on customers in the top financial bracket to sell exclusive products and services at a premium price	Lamborghini, Ultimate Luxury Hotels, Rolls Royce, Abbot Downing Bank	High margin, low competition	CS	Specific		Exclusivity, status	Premium customer						Very high margins							Opposite of Target the Poor, form of Premium			
104	Upsell	Block																								
105	User As Expert	Pattern	Gives users access to technology and tools typically reserved for company employees. Users then create their own designs or versions of the product.																				Same as User Designed			
106	User Designed	Pattern	Customers act as both consumers and designers of products and services	Lego, Ponoko	More variety in design, lower cost	VP	Unique	Customer is both manufacturer and consumer	Able to realize entrepreneurial ideas without needing infrastructure														Same as Crowdsourcing? Similar to Mass Customization			
107	Virtual Economy	Pattern	Sell virtual goods online	Riot Games	Very cheap to produce, very high margin, lock in	RS																				
108	White Label	Pattern	Products are not specifically branded, but are sold by other companies under different brand names		Different price brackets for the same product, low CAC (third party), low branding cost	CO	Cost Modifier	Other companies distribute under their brands												Reduce dependence on 1 brand / marketing strategy		Reduce cost of branding, marketing				