Business Model Selection Framework

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A comparison framework for evaluating business model options against a company’s goals, resources, and market.

What this guide covers

- Compare models using a structured set of criteria.
- Consider trade-offs in customer access, operations, and differentiation.
- Use a decision matrix to plan validation and next steps.

Who this is for

For entrepreneurs and business teams weighing different ways to deliver and earn from an offer.

Putting the ideas to use

Score plausible options with current evidence, then identify the assumptions that need testing.

Book details

Format: Guide. Pages: 38. Words: 3530.

Download availability: After payment, download the complete ZIP package or the included PDF separately.