



Sample Tool: Business Model Profiler

This abridged version of the Carriage House Business Model Profiler offers a glimpse into the way we use tools to simplify complicated questions. We use the Business Model Profiler as part of a pricing process to test the fit of different business models with the value proposition.

Tools like the Value Profiler make the implicit into the explicit, and force an executive team to knuckle down and choose among alternatives. They make projects more efficient and enhance the quality of the outcome.

Business Model Profiler

What is the nature of the product?		
Proprietary		
Open source		
Combination		

Where does the content come from?		
Proprietary		
Customer		
External/Third Party		

What is the rhythm of delivery?		
Greater than a year		
Yearly		
Monthly/Quarterly		

What is the 'purchasing culture' of the market?		
Pay once forever		
Pay periodically		
Pay as you go		

How does product or service integrate into the core business?		
Highly integrated		
Loosely linked		
Not integrated		