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E-BUSINESS-**MODEL**-GENERATOR

BASIC LEVEL

DIGITAL/REAL CUSTOMER PROBLEM

Which problem can be solved better with the help of electronic business processes compared to established real and/or electronic solutions and are customers willing to pay for such a solution right from the start (monetization)?

DIGITAL BUSINESS IDEA

Describing the business idea in terms of:

- Degree of digitalization
- Degree of innovation
- Mass suitability
- Scalability
- Sustainability
- Expansion potential

DIGITAL VALUE CREATION PROCESS

- Information gathering
- Information processing
- Information transfer

SUPPLY LEVEL

DIGITAL VALUE ADDED

- Structuring value
- Selection value
- Matching value
- Transaction value
- Coordination value
- Communication value

DIGITAL PLATFORM

- E-Shop
- E-Marketplace
- E-Community
- E-Procurement
- E-Company

DEMAND LEVEL

DIGITAL TARGET GROUP

- Customer identification
- Customer needs
- Customer problems
- Customer benefits
- Customer segments
- Customer profiles

DIGITAL MARKETING

- SEM (SEO/SEA)
- Display marketing
- Viral marketing
- Social media marketing
- Online-/Offline-PR
- Cooperations

IMPLEMENTATION LEVEL

DIGITAL BUSINESS PROCESSES

- E-Sales
- E-Trading
- E-Networking
- E-Request
- E-Customization

- eOffer
- eSearch
- eMatching
- eTransaction
- eAftersales

DIGITAL TECHNOLOGY

- Internet
- Mobile
- ITV

- Hardware/Software
- Data base/structure
- Workflow/fulfillment
- Design/ergonomics

DIGITAL BUSINESS NAME

- Brand/business name
- Domain name/address
- Brand associations
- Brand value/concept
- Brand positioning

FINANCIAL LEVEL

DIGITAL INCOME STREAMS

Revenue model

- Singular model
- Plural model
- Symbiosis model

Revenue system

- Margin system
- Commission system
- Basic fee system

DIGITAL COST DRIVERS

- Cost structures/centers/units/drivers
- Investment/staff/operating costs
- Customer acquisition costs (e.g., cost per click/per customer/per order)
- Make-or-buy decision, outsourcing

DIGITAL BUSINESS MODEL

KPI structure
(e.g., page views, conversion rate, revenue per customer)