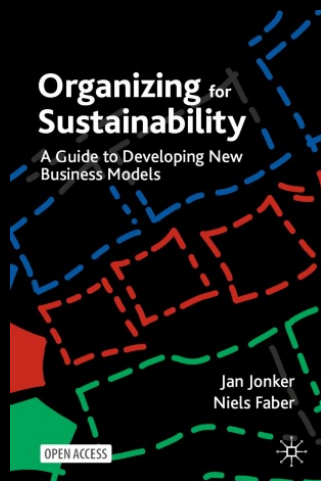


ORGANIZING for SUSTAINABILITY



Template for the development of
new business models

A concise introduction

JAN JONKER and NIELS FABER (eds.)
Radboud University Nijmegen & University of Groningen
The Netherlands

... WELCOME ...

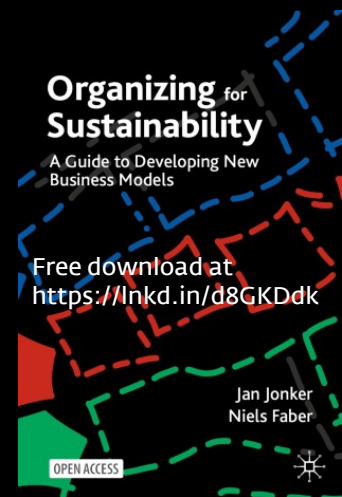
and **THANK YOU** ...

Invites for LinkedIn most welcome

What the book is all about.

1. Provide a link between change/transition and business for good
2. Explains the various logics of a value creation
3. Shows the building blocks of a business model;
4. Introduces the Business Model Template;
5. Helps analyzing and revising existing business models or create a new one;

*The **Business Model Template** is a practice oriented tool to help you make sustainable, community-based or circular business model.*



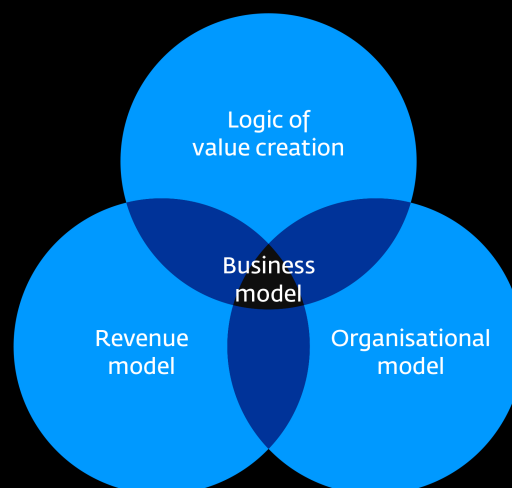
BASICS OF
BUSINESS MODELS



BM's ?

Actionable patterns based on various
logic's, with the aim to create (organise)
a balanced set of (multiple) value(s).

Building blocks of a business model



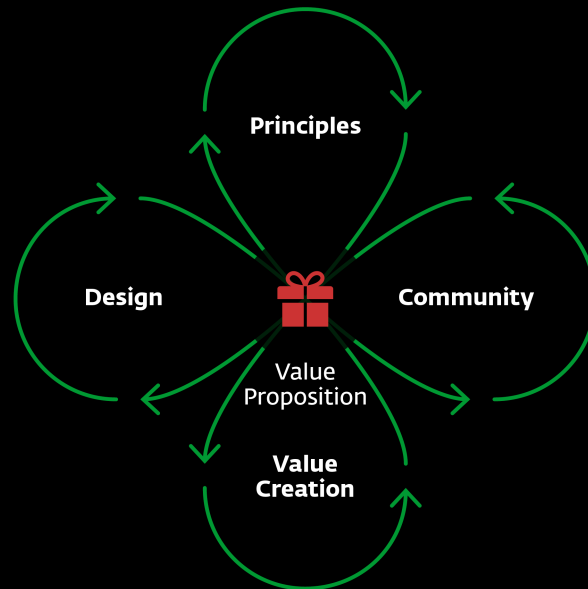
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THREE **BASIC**
BUSINESS MODEL
TYPES

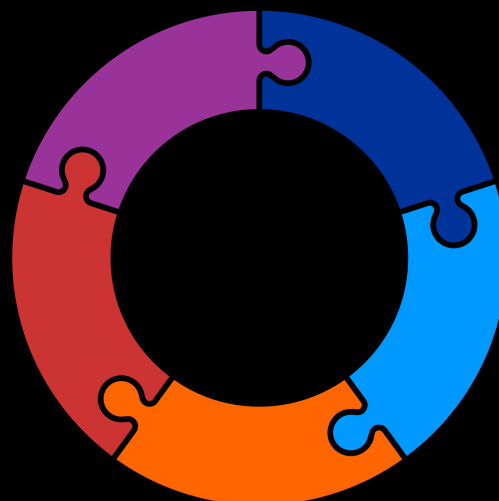
Platform Business Models



Community based Business Models



Circular business models



Long-term obligations

THE BUSINESS MODEL
TEMPLATE (BMT):
THREE PHASES and
TEN BUILDING BLOCKS

Business Model Template

Definition
phase

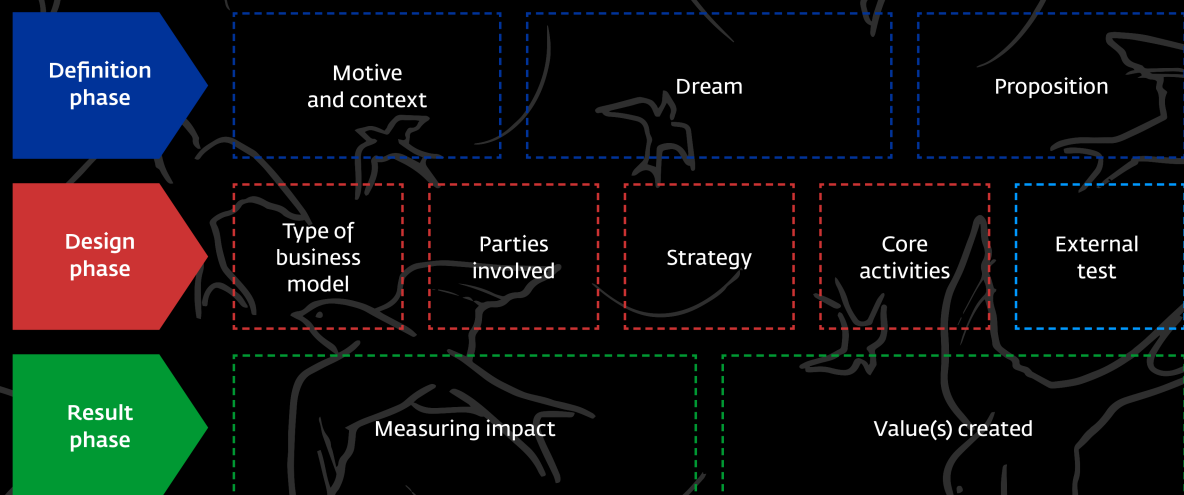
Design
phase

Result
phase

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TEN BUILDING BLOCKS

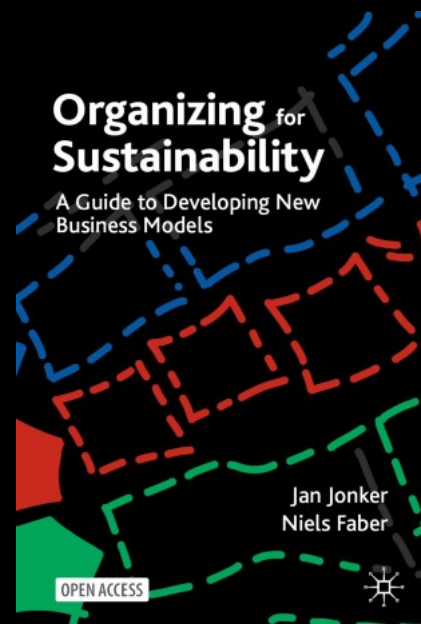
Business Model Template



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A interactive BMT design tool
[https://businessmodellab.nl/en/tools/business-
model-template](https://businessmodellab.nl/en/tools/business-model-template)

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