

AWEC LEARNING EXPERIENCE: BUSINESS MODEL DECISION TREE



Do your customers pay for your products/services?

How does your business create value
(and generate revenue)?

You operate a
NON-PROFIT
business

I provide a **service** in
exchange for a fee

I sell a **product** in
exchange for a fee

The service I provide is
delivered by individuals
I pay (employees or
contractors)

The service I provide is
delivered by proprietary
software that my company
created/owns

My product is a proprietary
software that connects
people to other people,
services, or products

I purchase the product(s)
I sell from another
company and resell at a
higher price

I purchase
products/materials from
another company and use
them as raw materials to
make new, proprietary
products to sell under my
brand

You operate a
SERVICE
business

You operate a
PLATFORM
business

You operate a
MERCHANDISING
business

You operate a
MANUFACTURING
business