

BUSINESS MODEL ANALYSIS

1. Problems of business model	2. Result of this problem	3. Priority problems	4. Reason for this problem	5. Concerned area of business model
My business model has the following problems...:	If I didn't fix this problem...:	This problem harms my business...:	It has these problems because...:	The problem concerns...:
Example				
<i>... emptying the toilet containers at my clients' houses takes too much time</i>	<i>...the containers will overflow and my clients will be unsatisfied ...my clients will stop paying ...the transportation costs will be too high</i>	<i>...a lot. Having clients default on payments and having high transportation costs at the same time is going to harm my business substantially. Fixing the problem is not easy but feasible. Fixing this problem will be a high priority.</i>	<i>...my customers' houses are spread out ...the containers fill up very fast ...only one staff member is emptying the containers ...the emptying vehicle is very small and only fits a limited number of containers</i>	<i>...the location of my customer segments ...the design of my product, so the value proposition ...the key activity of emptying containers ...the human and physical resources of my business (staff and vehicle)</i>

Source: Insights Selector Tool, Board of Innovation

<https://www.boardofinnovation.com/tools/insights-selector/> [Accessed: 20/12/2020]





Source: Insights Selector Tool, Board of Innovation

<https://www.boardofinnovation.com/tools/insights-selector/> [Accessed: 20/12/2020]