

# BUSINESS MODEL CARDS

---



How to use  
Example

# Business Model Cards

Business Model Cards provide you with ideas for your current or new business. The tool shows you many different existing business models that others have already successfully tried and implemented. Using the Business Model Cards, you can rethink and get inspiration for your business. It allows you to apply proven ways to organise your business instead of having to start from scratch.

## Tips for use

The Business Model Cards can be used individually but are most effective if used by a group of people. The cards will stimulate and provoke discussion about business model options, that you never thought of before.

The Business Model Cards are a set of 52 cards. Together they provide a deck full of business model options that have already been used by others. On each card a business model is explained and illustrated with a real-life example on the back of the card.

## How to use

To stimulate the use of these cards in a creative and playful manner we show two ways of how to use the cards.

### Business model card game (3 to 5 players)

An existing business or a new idea should be used as starting point. Ask one of the attendees to explain or visualize the selected business or idea. Divide the cards randomly between all players. Each player gets 5 minutes to choose 3 cards that they feel would be the best fit for the business. The players then put the cards on the table and briefly explain why they have chosen the specific cards. The cards with the most convincing arguments can then be elaborated upon.

### Business analogy game (1 or more players)

The cards are used in an open discussion. Use a whiteboard or a large piece of paper. Write down your product, service or proposition idea in the middle of the paper. You can also start from a current proposition. Choose a random card and take 5 minutes to think about how to apply this business model to your case. Describe your solution in max three points on a sticky note and place them around the proposition. Repeat this exercise 3 to 5 times. Use the ingredients to build up your business model.

# Example Uber

<b>industry</b>	Transport
<b>products &amp; services</b>	Personen- en versvervoer
<b>size of business</b>	900
<b>revenue</b>	\$6,5 miljard (2016)
<b>location</b>	San Francisco



In 2010 taxi drivers and taxi companies were startled. Previously, a passenger was dependent on a taxi company with regular drivers. A lot of overhead and little flexibility drove up the prices in this market. Uber developed an application that enables people to offer rides they already make as taxi rides. A so-called peer-to-peer ride service. In addition, Uber also has a version of the app for professional drivers. Having drivers use an app by themselves reduces overhead significantly. Uber takes a percentage of the ride fare for maintenance of the platform.

## Business Model Cards for Uber

Below, examples are provided about how we explored new business options for Uber by showing the effect of some of the Business Model Cards.

### Cross-selling

Other products or services will be sold by the Uber driver. For example souvenirs when giving tourists a ride.

### Licensing

Applying the technology of Uber to other service. For example starting UberBnB. Over can make the technology available to other under a license

### Bartering

Users do not pay a price, but other goods or services are directly exchanged for the ride.