

31 Start-up Business Model: Best Course for Entrepreneurs

Let's build the next big thing.



Navdeep Yadav
Product Manager
(MBA IBS Hyderabad)

31 Types of Business Model

1. Business Model Canvas
2. Freemium Business Model (Canva)
3. Subscription Business Model (Zoho)
4. Aggregators Business Model (Airbnb)
5. Marketplace Business Model (Amazon)
6. Network Effect in business model (Uber)
7. Ecosystem Business Model (Apple)
8. Space as a service Business Model (WeWork)
9. D2c Business Model – (Gym Shark)
10. White Label business model
11. 3rd party logistic business model (Ship Bob)
12. Affiliate business model (Amazon)
13. Lock-in business model (SAP)
14. Pay-as-you-go business model (AWS)
15. API Licensing Business Model (Google Maps)
16. Blockchain business model (Solana)
17. Data as a business model (Open AI)
18. Freeterprise business model (Slack)
19. Virtual goods business model (Candy Crush)
20. Edtech business model (Udemy)
21. Franchise business model (Dominos)
22. Octopus business model (Oyo)
23. Open-source business model (Mongo DB)
24. Peer-to-Peer business model (OLX)
25. Drop shipping Business model
26. Razor blade business model (Nestle)
27. Brokerage business model (Coinbase)
28. Hidden revenue business model (Google)
29. Fintech buu=siness model (Cred)
30. Last mile delivery business model (Gojek)
31. Dark kitchen business model
32. Crowdsourcing business model (IndieGoGo)

What is a Business Model?

A business model is a framework for how a company will create value.

To create value the business will take its product, offer it to the market, and drive sales.

amazon

Marketplace

NETFLIX

Subscription

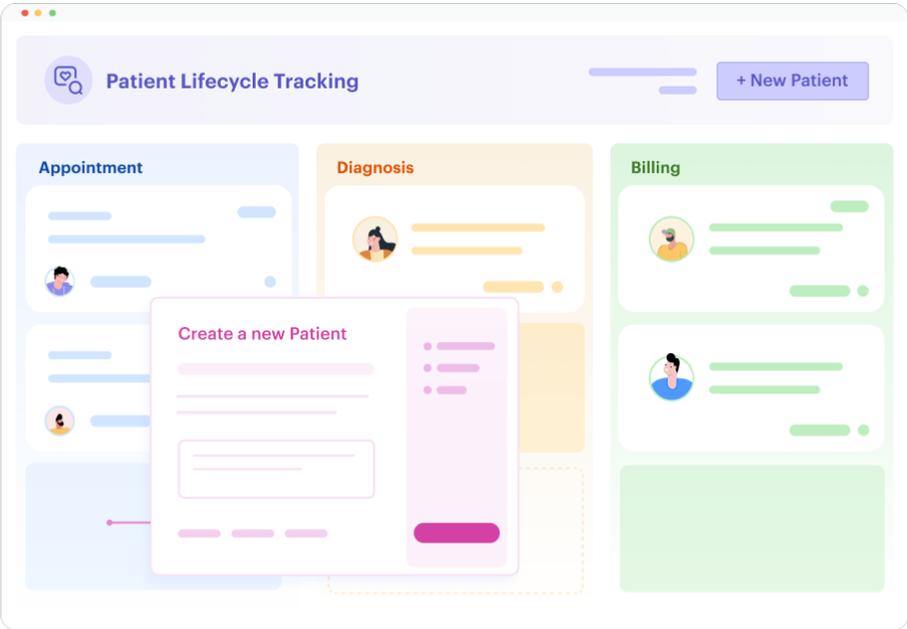
aws

Pay-a-you go

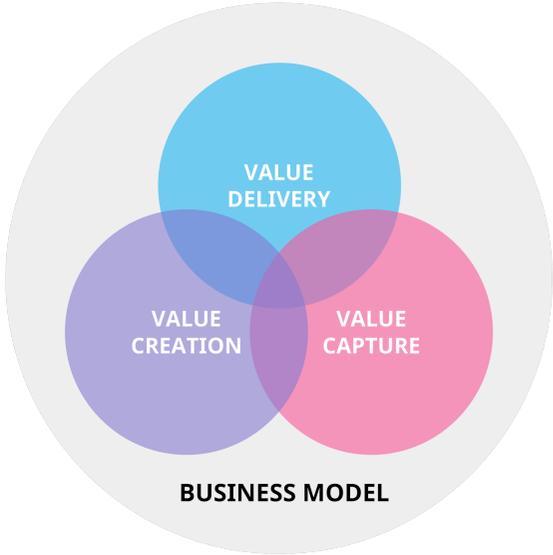
...and many more business model

Business Model of a Hospital

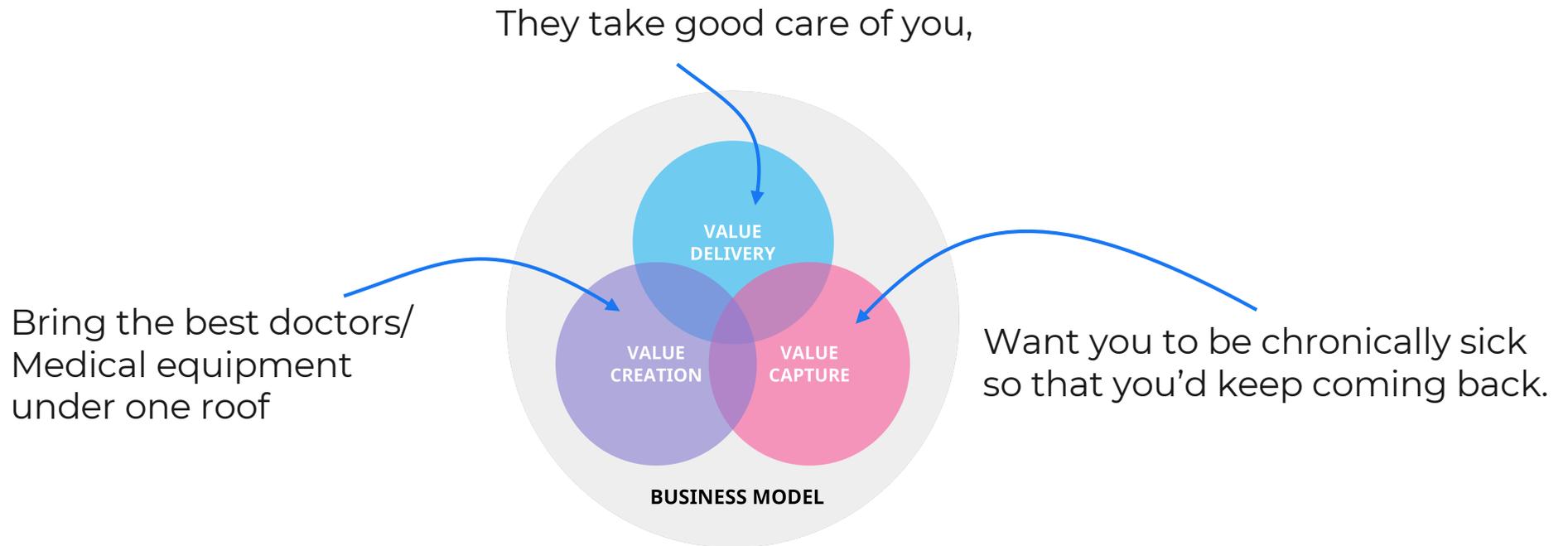
Patient Lifecycle



Value



Business Model of a Hospital



P.S. - Don't blame the player(Doctor), blame the game(Hospital).

Is business Model the revenue model ?

A **“revenue model”** is “how a business will earn income, produce profits and generate a higher return on investment”.

money coming into < money going out = positive cash flow

money coming into > money going out = Will go insolvent

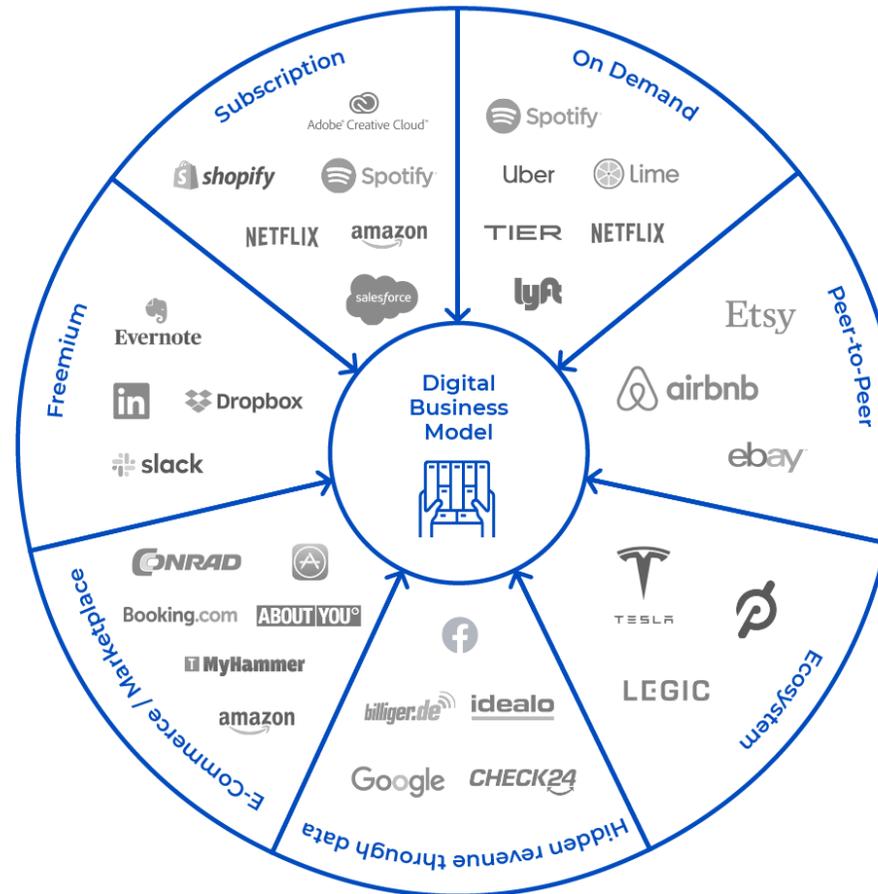
Customer acquisition cost > Customer lifetime value = Can't continue operations

Who is my customer? What kind of value should I offer and at what price?

What source(s) of revenue will be pursued?

And a revenue model is one component of a (larger and more comprehensive) business model.

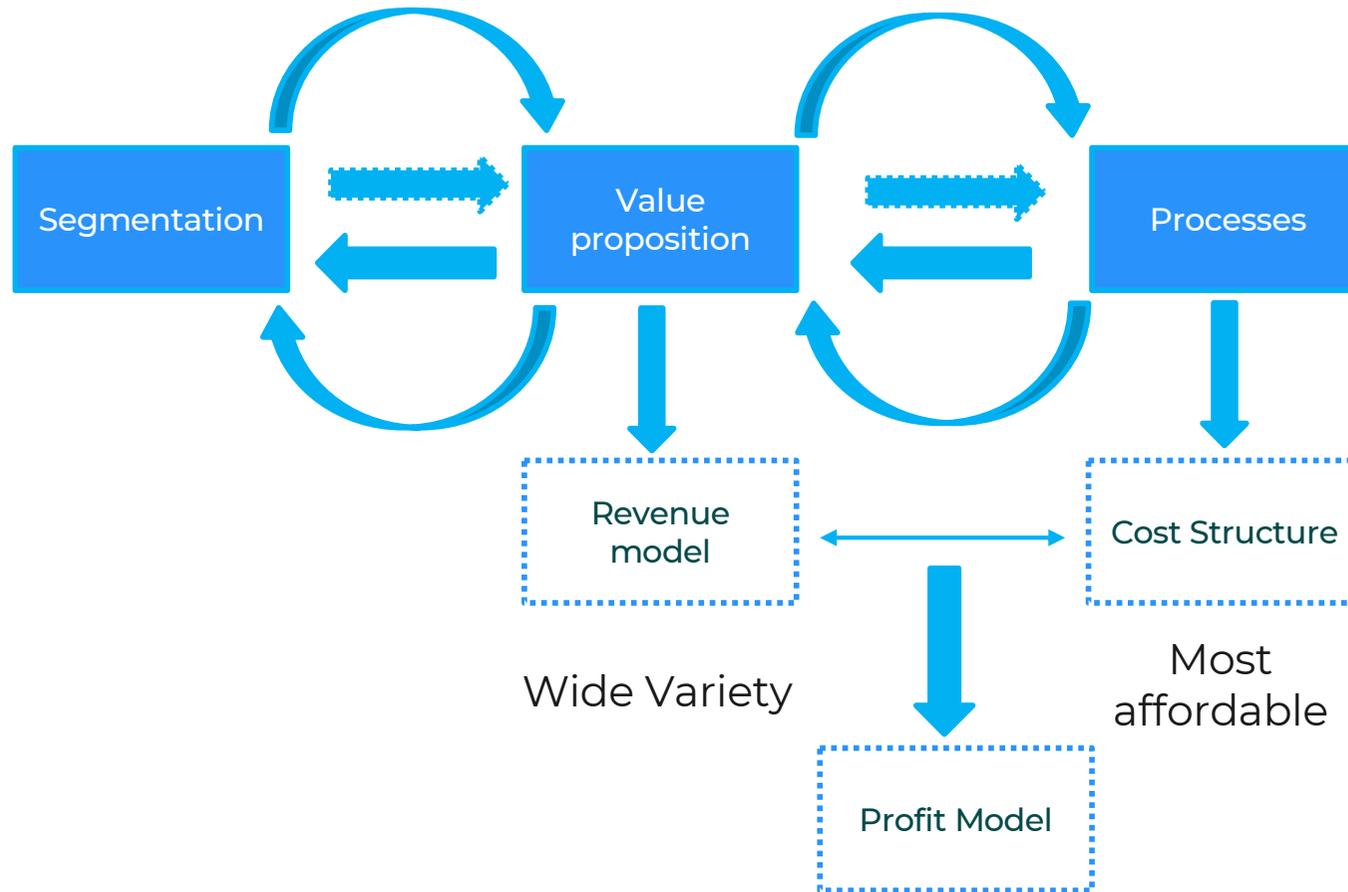
Business model Overview



Business model Innovation



Business model Innovation



Fast
Delivery

Wide Variety

Most
affordable

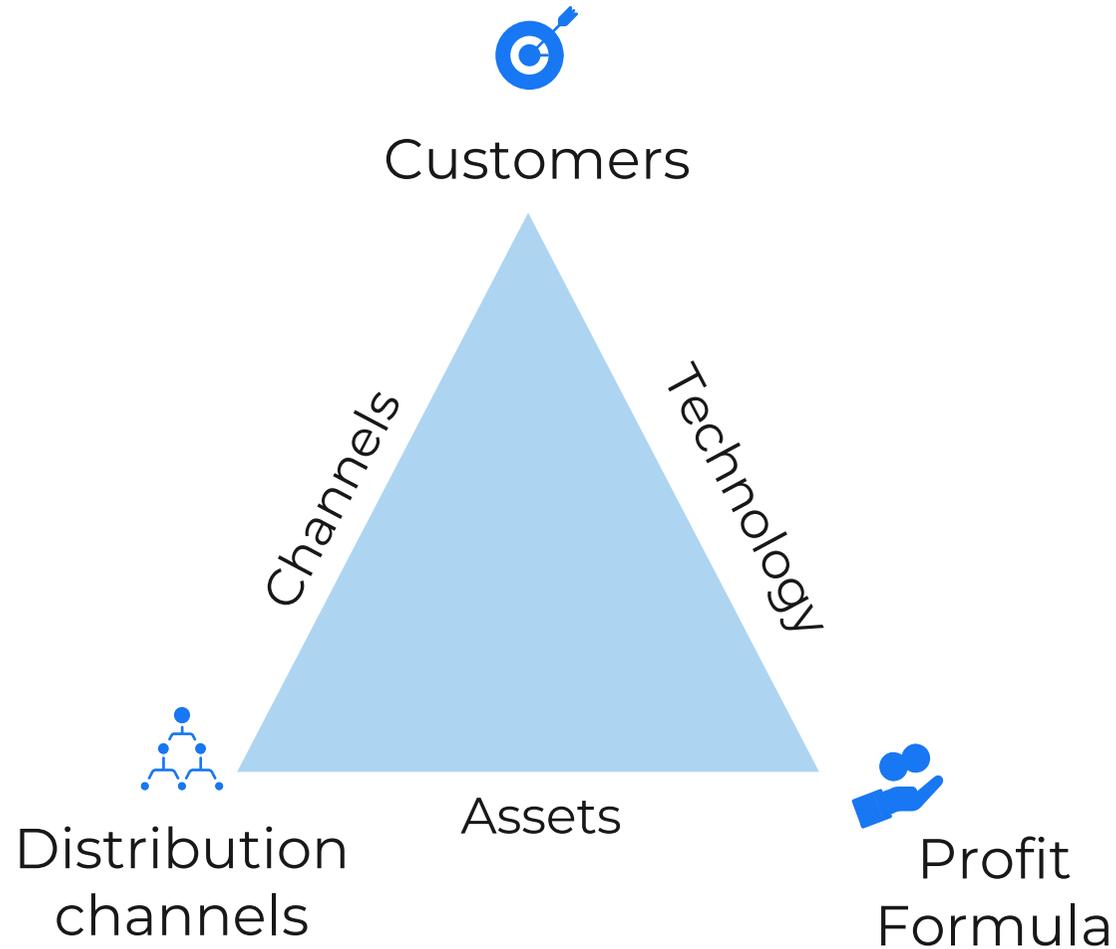
Business model Innovation

As famously said by Garry Tan from YC



Winning products make it Faster,
Cheap, and Better.

Business model Innovation



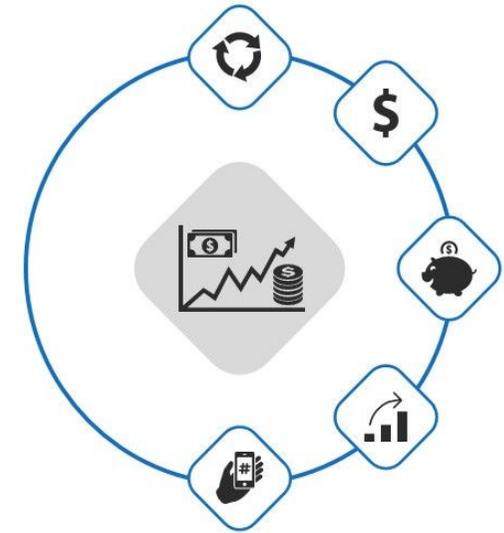
Few Ingredient of good business model

Pricing - Finding a sweet spot where you can maximize your revenue by adjusting product price and selling it to more people.

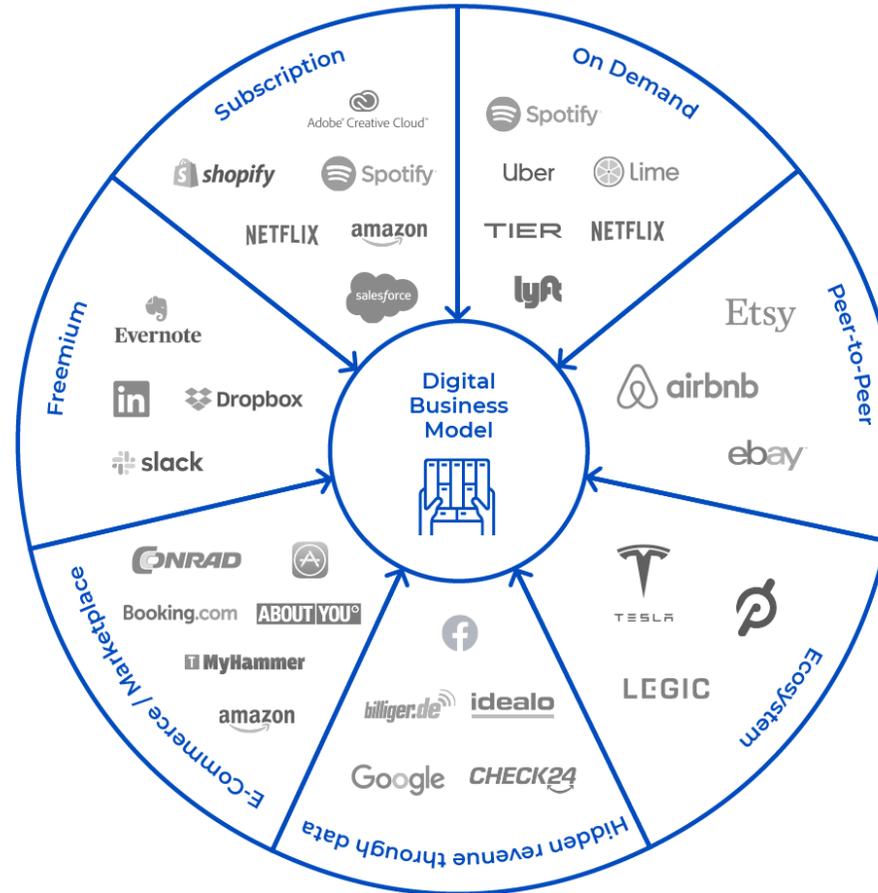
Revenue = Price x No. of customer

Frequency - How frequently are customers buying your product? For e-commerce, this can happen multiple times in a month but only once in software.

The average revenue per user (ARPU) shows the average ticket size per order. Helps you understand upsell and cross-opportunity.



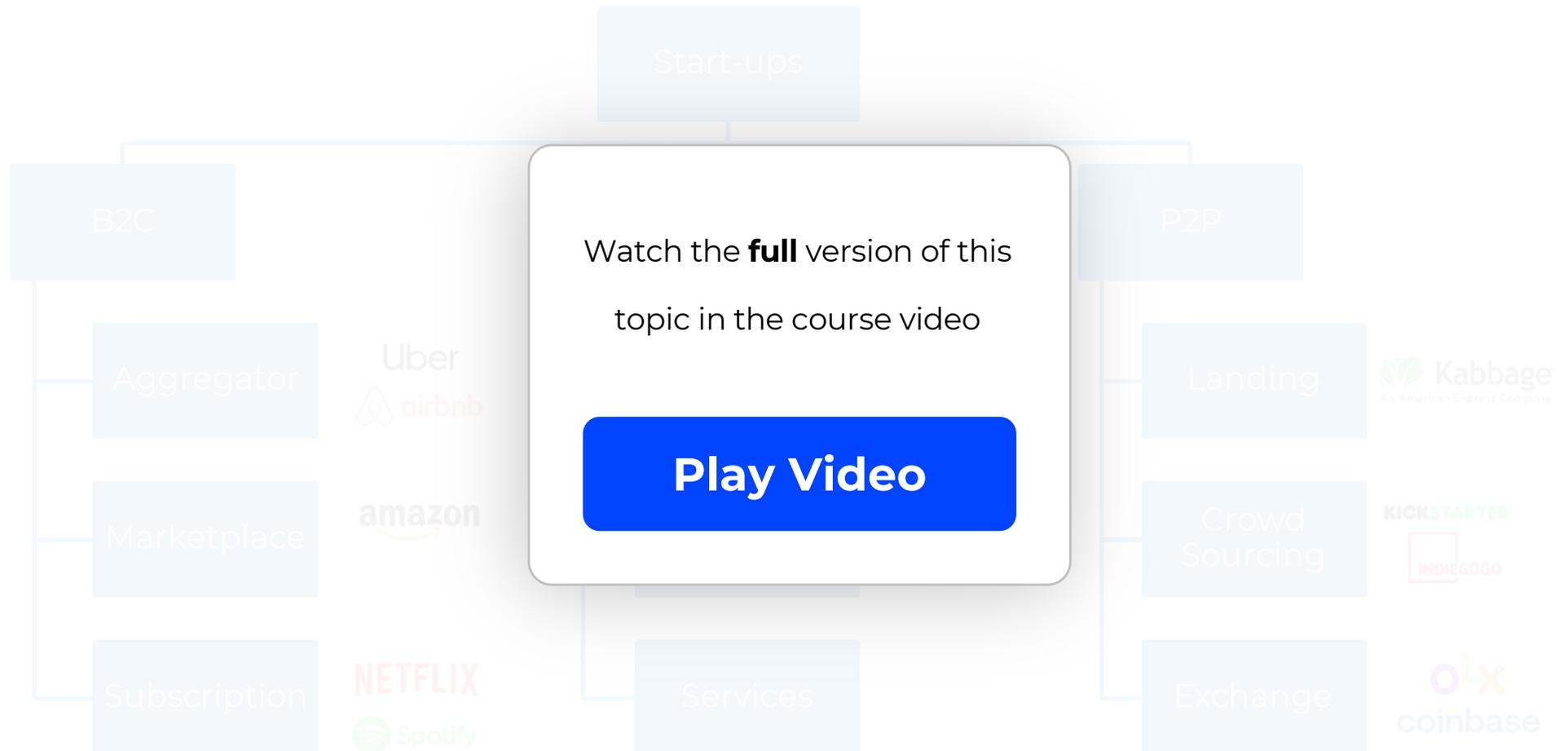
Business model Overview



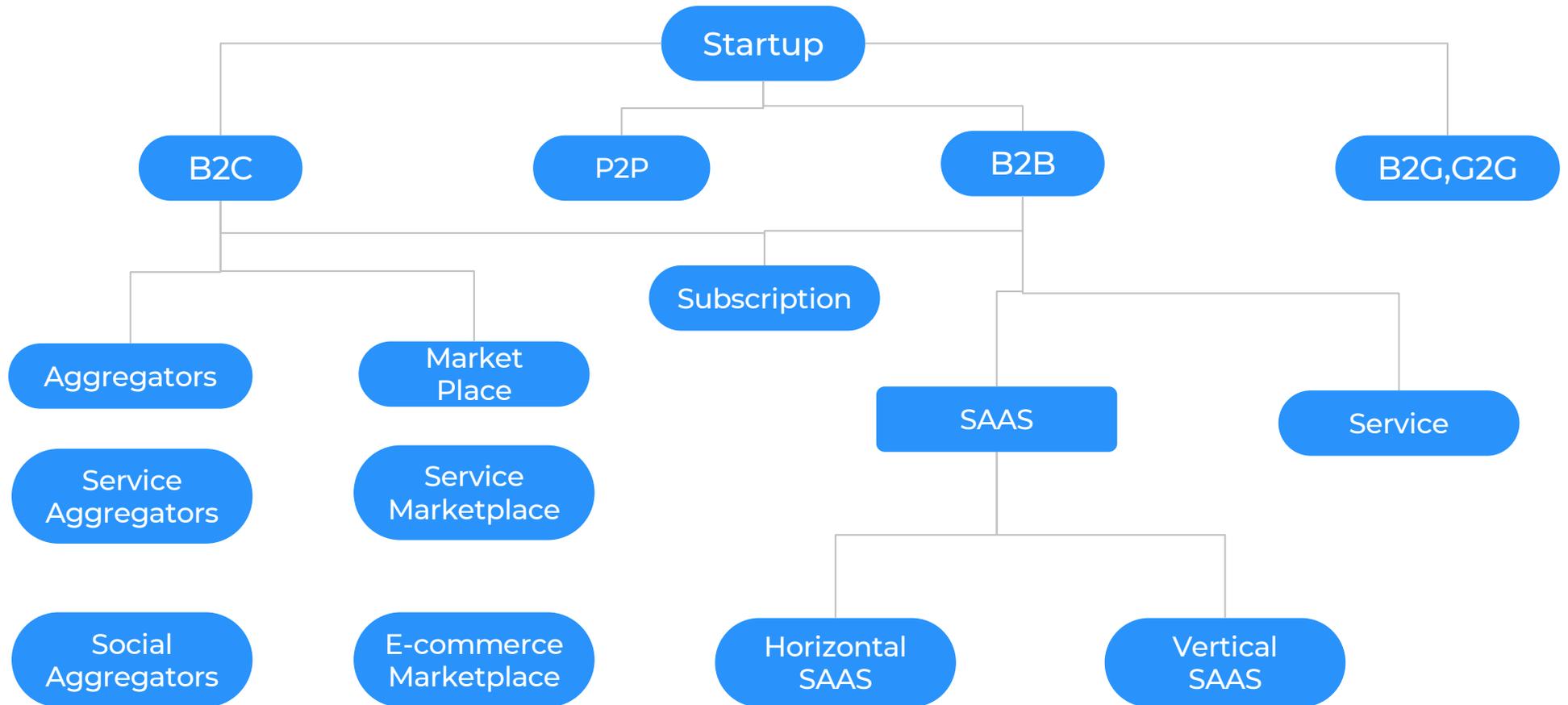
Types of Start-up



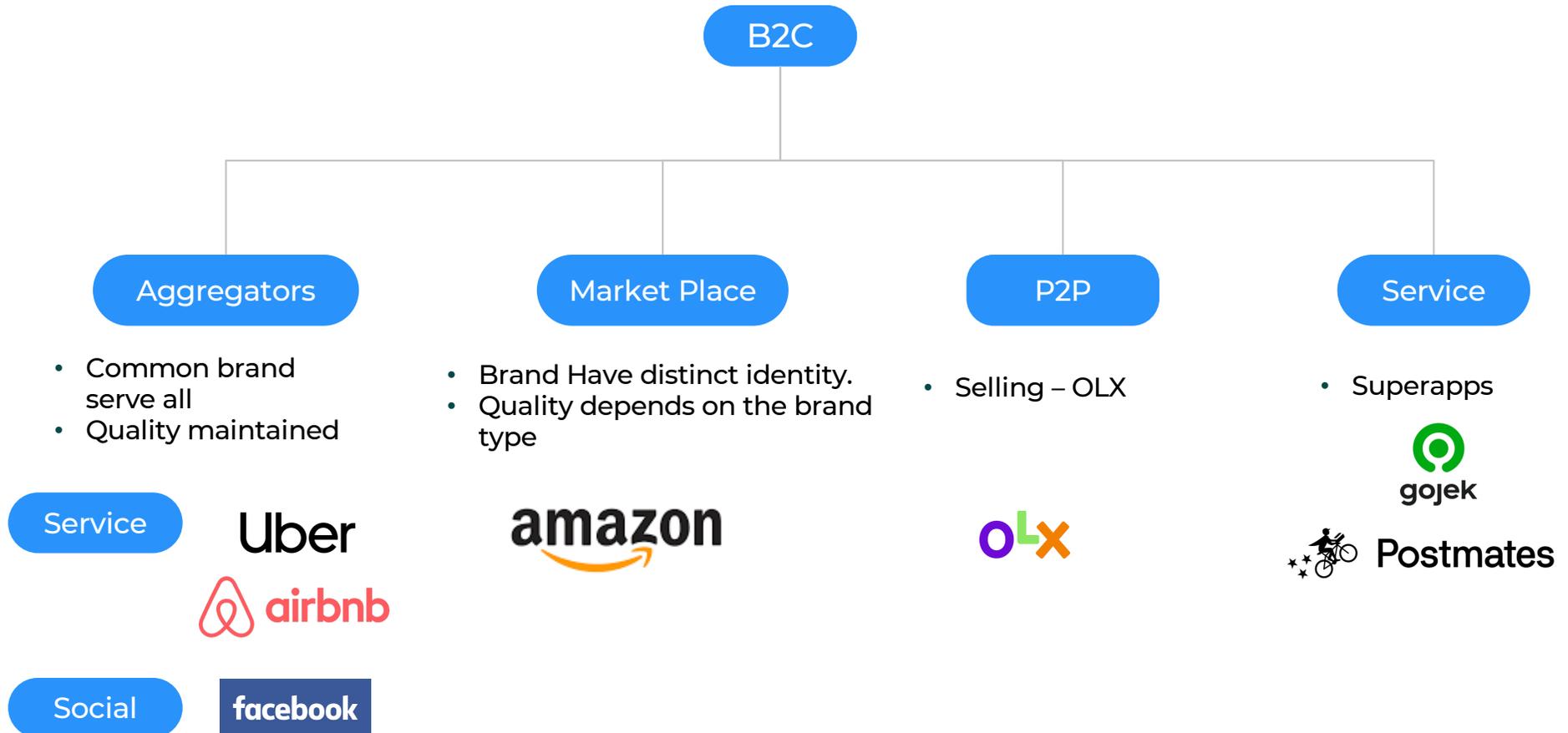
Types of Start-up



Types of Start-up



Types of Start-up



Types of Start-up

B2B

Watch the **full** version of this
topic in the course video

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B2B Commerce

amazon business

Alibaba.com

SAAS

Horizontal SAAS

Vertical SAAS

slack HubSpot

INTERCOM

MailChimp

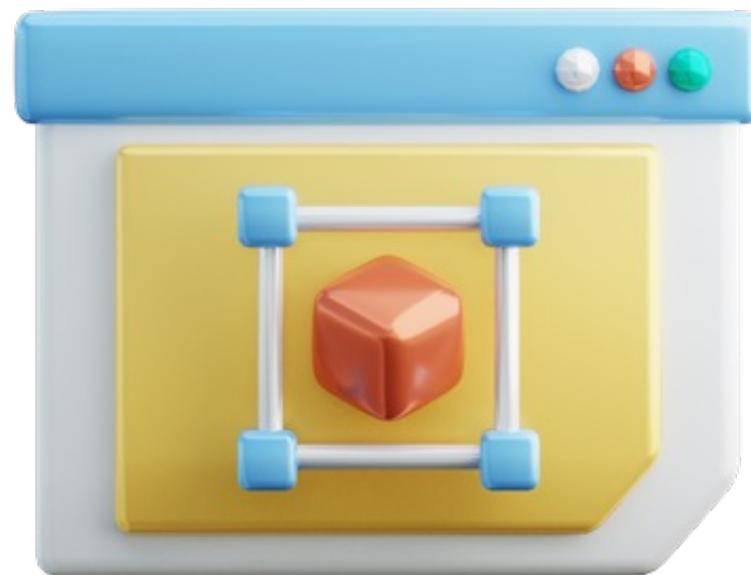
freshworks

capillary

ZOHO

salesforce

Business Model Vs Business Plan



Business Model Vs Business Plan

Business model versus Business Plan



A single Diagram of your business



A document investors make you
write that they don't read

A business model is one of the parts of this business
plan document

Business Model Vs Business Plan

Business model is a framework used to design and depicts how a business might create and capture value.

The business plan is a document explaining how a business might become profitable.

**If you are selling eyewear online, e-commerce is your business model.
Your business plan is to sell eyewear.**



Business Models is just an outline that is easy and less time-consuming.

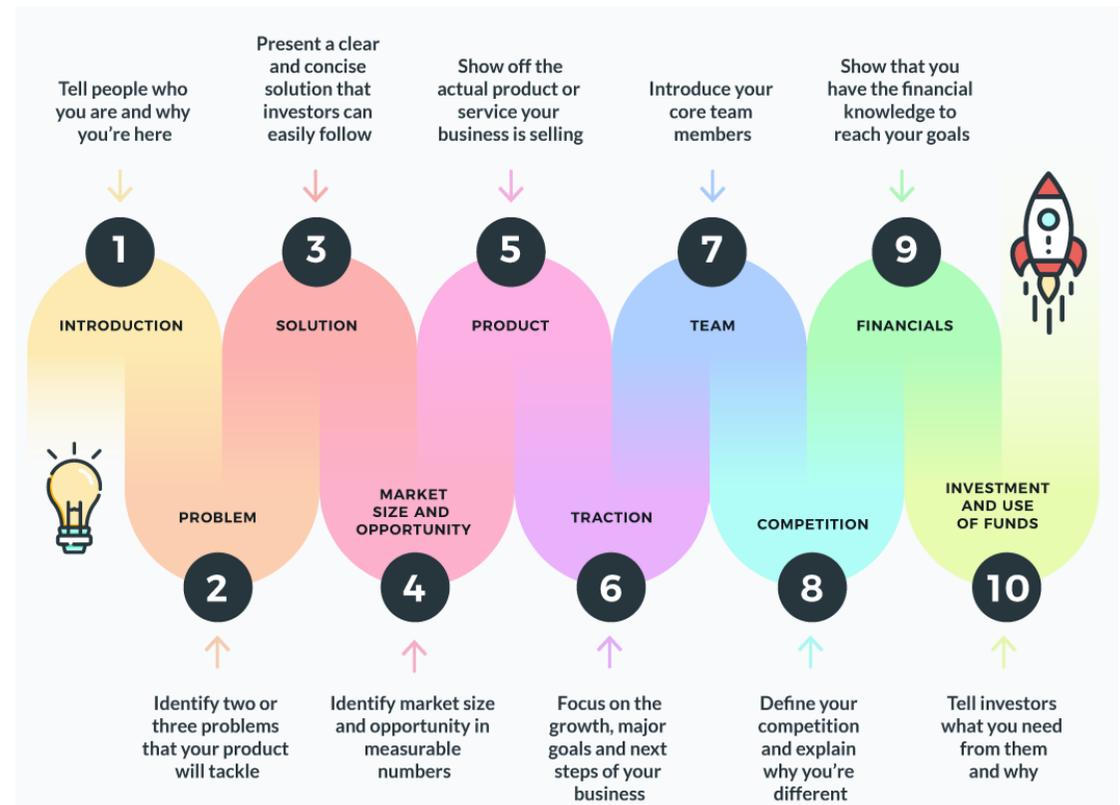
A one-page business model canvas can explain everything.

So selling a product can be a long and time-consuming process.

Hence a business plan containing detailed future projections (GTM, TAM, goals etc)

Business Plan

1. Cover Page/Introduction
2. Problem
3. Solution
4. Product demo
5. Market size
6. **Business model**
7. Competition slide
8. Underlying magic
9. Go-to-Market
10. Team
11. Traction/Milestones
12. Fundraising information

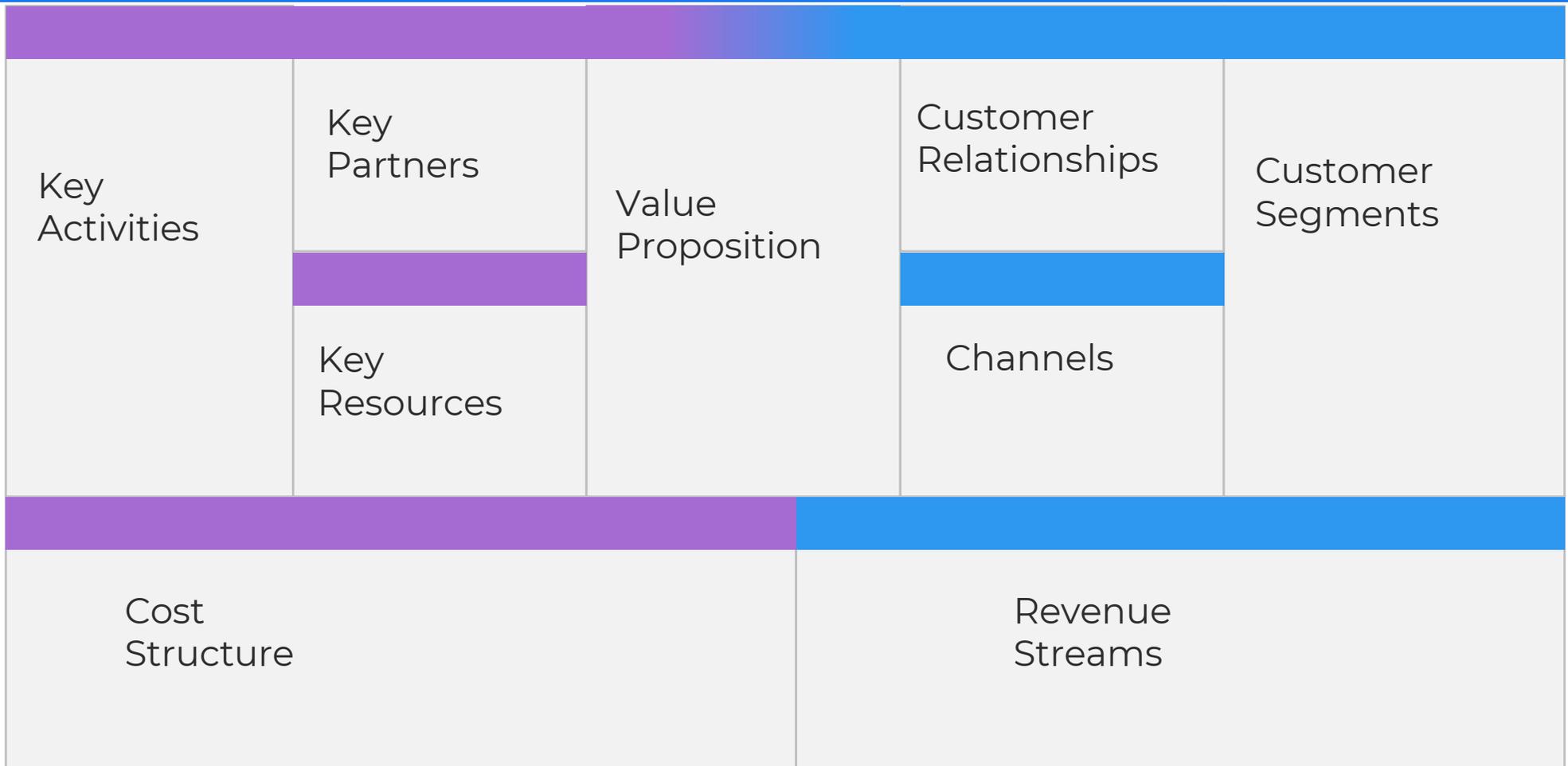


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Business model Canvas



EFFICIENCY

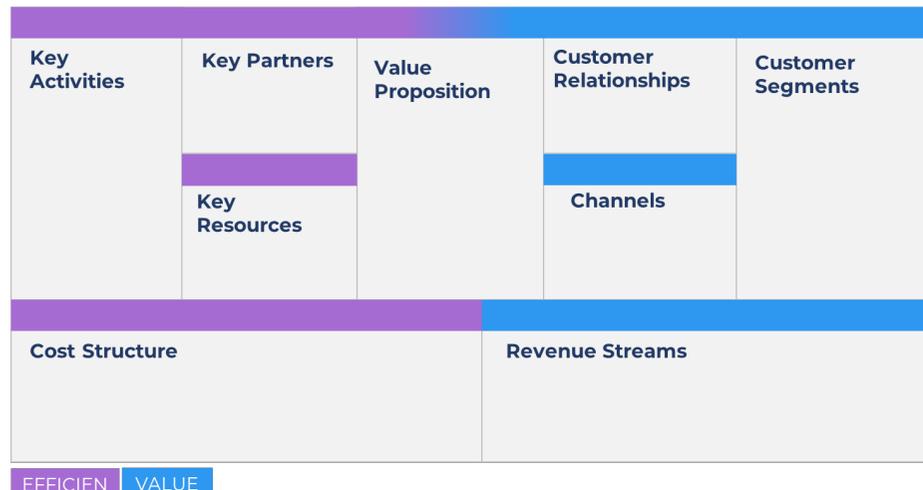
VALUE

Business Model Vs Business Plan

Most entrepreneurs start with a strong initial vision and a Plan A for that vision.

Unfortunately, most Plan A's don't work.

Instead of chasing a perfect plan, what you need is a well-documented starting point and a systematic process for going from your Plan A to a plan that works before running out of resources.

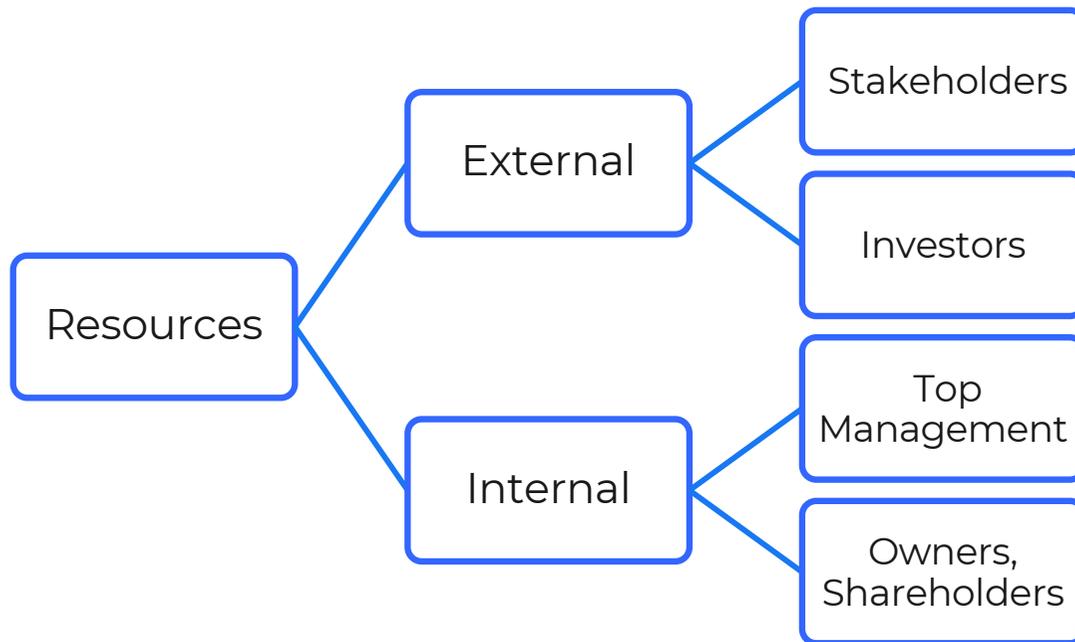


EFFICIENT VALUE

BY

Business Model Vs Business Plan

You need both Business Model and Business Plan so let's understand the critical difference from a resource perspective

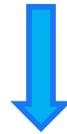


External Resources: Business Plan?

If you need External Resources i.e. Investor



They want a business plan (Pitch deck) to understand your 5 year plan.



One of the main component of business plan is business model



**Scalable
Business model**

Hard to Scale

Internal Resources: Business Model?

If you need internal Resources i.e hiring top management



Business model canvas and Lean Startup are most effective



Single page document to understand, iterate and experiment

Top Rated business course on Udemy

Complete MBA course: Marketing and Business Strategy

ENROLL NOW

★★★★★  112,806

31 Start-up Business Model: Best Course for Entrepreneurs

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★★★★★  67,658 Students

MBA: Supply Chain and Operation management

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SaaS Marketing, Metrics for Managers and Founders

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