

Business Model

(example companies)

What is the income generating activity ?

		activity			
ASSET TYPE		distribution	connection	creation	contracting
What is the income generating asset ?	PHYSICAL	JB Hi-Fi, Coles	RAY WHITE	CSL, Blackmores, Dominos, BEGA CHEESE	Scentre group (Westfield)
	FINANCIAL	INSURANCE AGGREGATOR	Aussie Home Loans	Melbourne Angels, Pacific Equity Partners	CBA, ANZ
	DIGITAL	FOXTEL	Poker King.com	Paramount Pictures, Universal Studios	WME Group
	KNOWLEDGE	WILEY	eHarmony	THOUGHTLEADERS BUSINESS SCHOOL	Deloitte, Programmed Maintenance Services, Plumber
	MARKETPLACE	Webjet	SEEK, Carsales	FIVERR, UPWORK	AIRTASKER
	SYNDICATE	Scentre group (Westfield)	LINKEDIN, FACEBOOK	Kickstarter, Meetup	Jim's Mowing Franchise (territories)



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(example types)

What is the income generating activity ?

What is the income generating asset ?

		activity			
ASSET TYPE		distribution	connection	creation	contracting
PHYSICAL		RETAILER, WHOLESALER	REAL ESTATE	MANUFACTURER	COMMERCIAL LANDLORD
FINANCIAL		FINANCIAL PLANNERS, INSURANCE AGGEGATOR	MORTGAGE BROKERS	VENTURE CAPITALISTS, PRIVATE EQUITY	BANKS, WEALTH ADVISORS
DIGITAL		PAY TV	ONLINE GAMING HUBS	MOVIE STUDIO	SEARCH ENGINE OPTIMISATION
KNOWLEDGE		SCHOOL, UNIVERSITY, PUBLISHER	INTELLECTUAL PROPERTY TRADER	INVENTOR, THOUGHT LEADER	PROFESSIONAL SERVICES, TRADES
MARKETPLACE		TRAVEL SITE	ONLINE STORE, ONLINE JOBSITE	CROWDSOURCE CREATION SITES	TRADIE BOOKING SERVICES
SYNDICATE		INDUSTRY ASSOCIATION	SOCIAL & PROFESSIONAL (NETWORKING) MEMBERSHIP SITES	COMMUNITY MOVEMENTS	FRANCHISE (WITH TERRITORIES)