

Business Models

“A *business model* describes the rationale of how an organisation creates, delivers, and captures value, in economic, social, cultural or other contexts. The process of *business model* construction and modification is also called *business model* innovation and forms a part of *business strategy*.”

Wikipedia

Business Models

- Ian Rodd
- MD Ward Goodman Group
- BSc ACA FCCA
- Registered Auditor
- Business Adviser
- Success..... How do we measure that?



Measuring success - “creates, delivers, and captures value, in economic, social, cultural or other contexts.”

Look at potential for future business models and whether these models give companies what it takes to succeed

A combination of the “back end” that creates a foundation and the “front end” that brings together socio-economic view of the future – both have 5 layers

Why should all this matter to you?

- 6 models for the NOW and the future

Platform based

Matching buyers and sellers
Digitally enabled
Value created by data
Uses feedback

Mass customisation

Tailored product to need
Personalisation at home
On demand replaces stock
Digital design in the cloud

Frugal

Low cost fix
Lack of resource
Cost down approach
Can be scaled up

Modern barter

Exchange of goods & skills
Alternative currency
Access without finance
Building on community

Pay what you want

Customers choice
Attractive to customers
Premium or tier based
Pay in a bundle

Mega - hyperlocal

Digitally enabled
Local delivery & identity
Genuine ecosystem
Enhance quality of life

- Airbnb <https://www.airbnb.co.uk/>
- Opendesk furniture <https://www.opendesk.cc/>
- Renault Kwidcar
<https://www.renault.co.in/vehicles/personal-cars/kwid.html>
- Time republic <https://timerepublik.com/>
- Humble Bundle <https://www.humblebundle.com/>
- Goldhill organics <https://www.goldhillorganicfarm.com/>

“Back end”

<https://www.youtube.com/watch?v=IlrqyHIE4wc>

- Waves
- Disruption
- Networks
- Limits
- Socio-productivity

“Front end”

<https://www.youtube.com/watch?v=AmsIDULmq78>

- Growth
- Work
- Deindustrialisation
- Reserves
- Experience

How do business models affect you?

- Regulation and governance
- Technology
- Expectations of stakeholders
- Globalisation
- How is value to be created and reported
- Social impact assessment
- Non-financial capital valuation
- Capturing / evaluating /translating data

The “business model canvas” downloaded more than 5M times
Ward Goodman strategic goals planning – not so many!

- but then it’s more personal.
- As we regularly identify the financial issues that clients have and provide bespoke solutions to help them be successful, we have created a business that many local people consider as the trusted Independent firm of Chartered Accountants and Financial Advisers based in Dorset. With cloud accounting, tax specialists and financial planners we have the ability to deal with any financial issue,

Thank You