



Modelos de Negocio

Resumen



Brokerage

Bring together buyers and sellers, charging a fee per transaction to one or another party.



Bundling

Package related goods and services together.



Cell phone

Charge different rates for discrete levels of a service



WIKIPEDIA

Crowdsourcing

Get a large group of people to contribute content for free in exchange for access to other people's content.



Disintermediation

Sell direct, side stepping traditional middle men

NETJETS

Fractionalization

Sell partial use of something

Linked inTM

Freemium

Offer basic services for free, and charge for premium service

RENT A CAR

Leasing

Rent. rather than sell. high-margin, high-priced products.



amazon

Negative Operating Cycle

Lower prices by receiving payment before delivering the offering.



endesa

Pay as you go

Charge for actual, metered usage.



Gillette®

Razor blades

Offer the high-margin razor below cost to increase volume sales of the low-margin razor blades.



amazonkindle

Reverses razor blades

Offer the low-margin razor below cost to encourage sales of the high-margin companion product.



Product to service

Rather than sell a product sell the service the product performs



Standardization

Standardize a previously personalized service to lower costs.

The logo for Netflix, featuring the word 'NETFLIX' in red capital letters.

Subscription

Charge a subscription fee to gain access to a service.



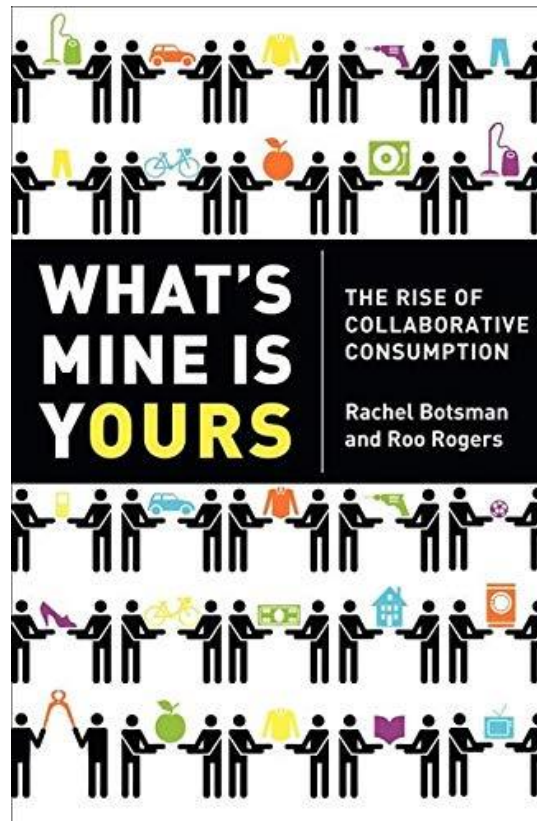
User communities

Grant members access to a network, charging both membership fees and advertising

36 archetypes of business model design

Maker models	Channel models	Crowd models	Payment models	Exchange models	Asset models
Make and distribute business model eg CocaCola Microsoft	Spectrum retail business model eg Amazon Marks & Spencer	Membership club business model eg Costco, Quintessentially	Subscription payment business model eg FT.com, Graze	Buyer and seller marketplace business model eg Etsy, NYSE	Advertising or Sponsorship business model eg Google, Metro Newspapers
Make and sell direct business model eg BMW, HSBC	Niche retail business model eg ToysRUs, Wiggle	Crowdfunded ventures business model eg Kickstarter, Zidisha	Regular Replacement business model eg Gillette, Nespresso	Collaborative consumption business model eg Buzzcar, Regus	Listed or Promoted business model eg Monster LinkedIn
License to make business model eg ARM, Ed Hardy	Curated retail business model eg Fab, Positive Luxury	Opensourced community business model eg RedHat, MySQL	Shared rental business model eg Zilok, Hilton	Branded Consortia business model eg Cisco, Spar	Network builders business model eg Hotmail, Twitter
Demand then Made business model eg ZaoZao, Threadless	Auction retail business model eg eBay, Sotheby	Multilevel marketing business model eg Tupperware, Natura	Freemium pay within business model eg Angry Bird, Coursera	Tradeable currency business model eg Bitcoin Air Miles	Reputation builders business model eg Tripadvisor, PaywithaTweet
Knowledge and time business model eg McKinsey, Harvard	Franchised retail business model eg McDonalds, Subway	Group buying business model eg Groupon, Huddlebuy	Pay as you go business model eg AzuriTech Techshop	Transaction facilitator business model eg Paypal, Visa	Customer data business model eg Facebook, 23andMe
Certification and endorsement business model eg ISO, Verisign	Remainder retail business model Eg Saks, Vente Privee	Reverse auction business model eg Priceline Freemarkets	Micro payments business model eg Flattr Grameen Danone	Dynamic pricing business model eg Expedia, Uber	Non-profit business business model eg Oxfam Wikipedia

Todas las actividades que suponen **un intercambio** de bienes y servicios **entre particulares,** a cambio de una **compensación pactada** entre ambos.





UBER

*La empresa más grande de taxis,
No tiene vehículos propios*



FACEBOOK

Las red de contenidos más popular y no los crea...



ALIBABA

*La tienda retail más exitosa
No tiene inventarios*



AIRBNB

La empresa de alojamientos más usada, no tiene habitaciones

