The Four-Box Business Model

Value Proposition

A specific promise to customers that a product or service will enable them to solve a problem in their lives.



Resources

People, technology, products, facilities, equipment, brands, and cash that are required to deliver a particular value proposition to the targeted customers.







Profit Formula/ Priorities

Revenue and cost structure that enable either profitability or, for nonprofits, long-term fiscal sustainability.



Processes

Ways of working together to address recurrent tasks in a consistent way: training, development, manufacturing, budget, planning, etc.

