# Elements of a 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.

#### **Processes**



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

# **Profit Formula**



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



