

# Téma – proč business modely?

ICE break

K čemu slouží business model

Kreativní cvičení



**SLEZSKÁ  
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Katedra podnikové ekonomiky a managementu

Vytvořte Business Model pro krávu 😊

(jak se dá monetizovat kráva – produkt mléko....?)

Let s play

**(skupinky – 10 min.)**

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## DIRECT SALES MODEL

*You have one cow.  
You sell the milk door to door.*



## SUBSCRIPTION MODEL

*You have one cow.  
You offer customers one carton of milk for \$3.  
You offer customers 20 cartons of milk  
a month for \$40.*



## LOSS LEADER MODEL

*You have one cow.  
People can buy the milk for 50 cents.  
People can also buy high protein, lactose free,  
low fat yoghurt for \$50.*



## “ZIFERBLAT” MODEL

*You have one cow.  
People can come to your house and have  
as much milk as they like for free.  
You charge them for the time they're there.*



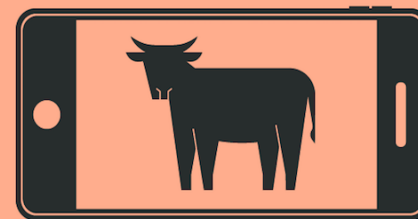
## FREEMIUM MODEL

*You have one cow.  
People can have as much milk as they like for free.  
You charge them for the cartons to hold their milk.*



## FRANCHISE MODEL

*You have one cow.  
A farm sells you a license to use their equipment  
to package the milk.  
You brand the milk using the farm's name.*



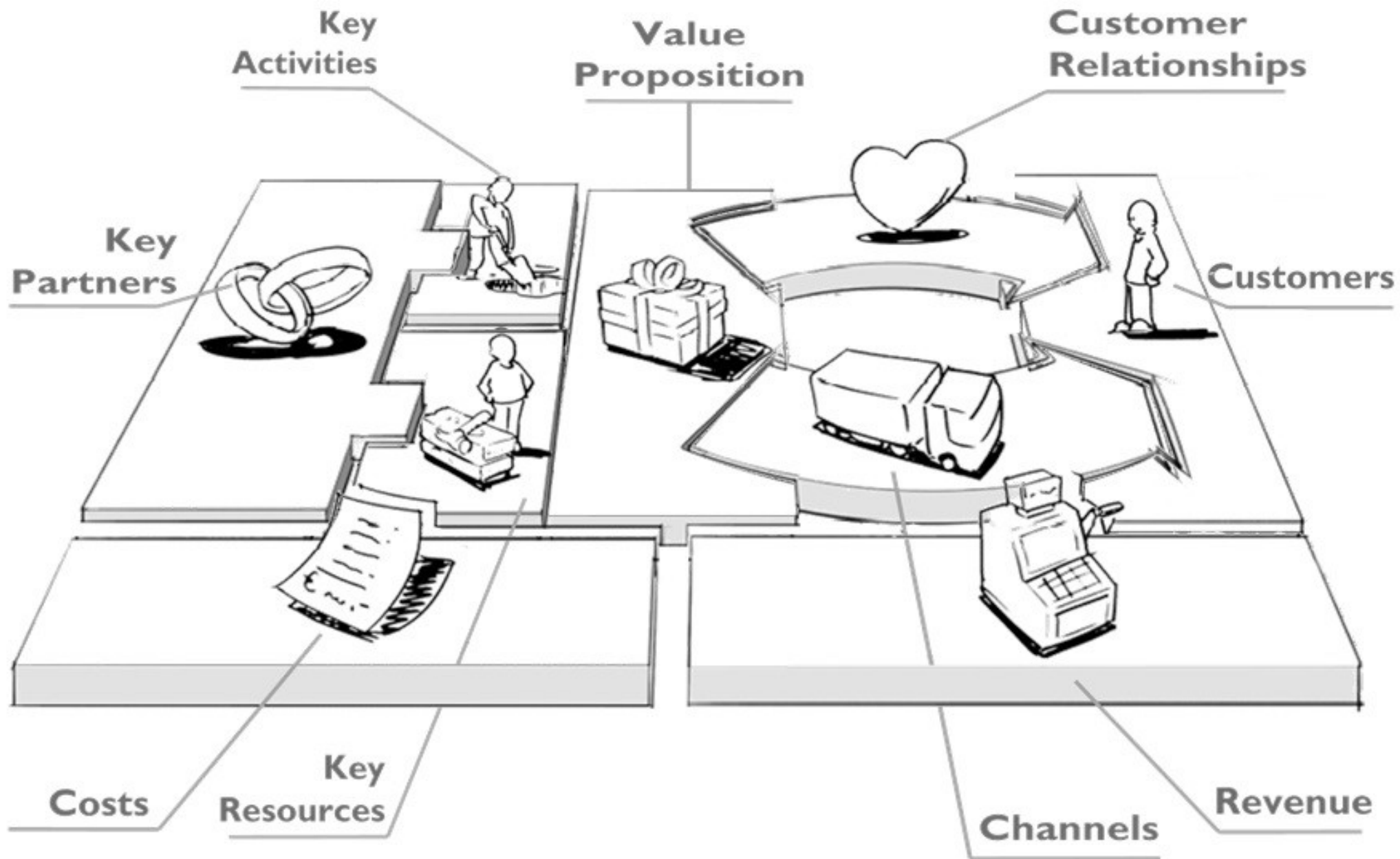
## ON DEMAND MODEL

*You have one cow.  
You build an app for customers to order  
milk when they need it.  
You charge for instant delivery.*



## CROWDSOURCING MODEL

*You don't have one cow.  
You ask people to donate money to buy one.  
In exchange you promise the first 10 cartons of  
your organic, lactose free milk for free.*





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Dotazy a diskuse 😊

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# Děkuji za pozornost

a přeji Vám úspěšný den 😊



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