

The challenging road towards new business models

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Challenge1: What is a business model!?



Revenue model

Value creation logic



USING LOGIC AND REASON, ERNEST AND WENDELL SETTLE A RULES INTERPRETATION DISPUTE AT WEDNESDAY NIGHTS GAME.



Role in transaction environment





The Last Supper, Leonardo Da Vinci

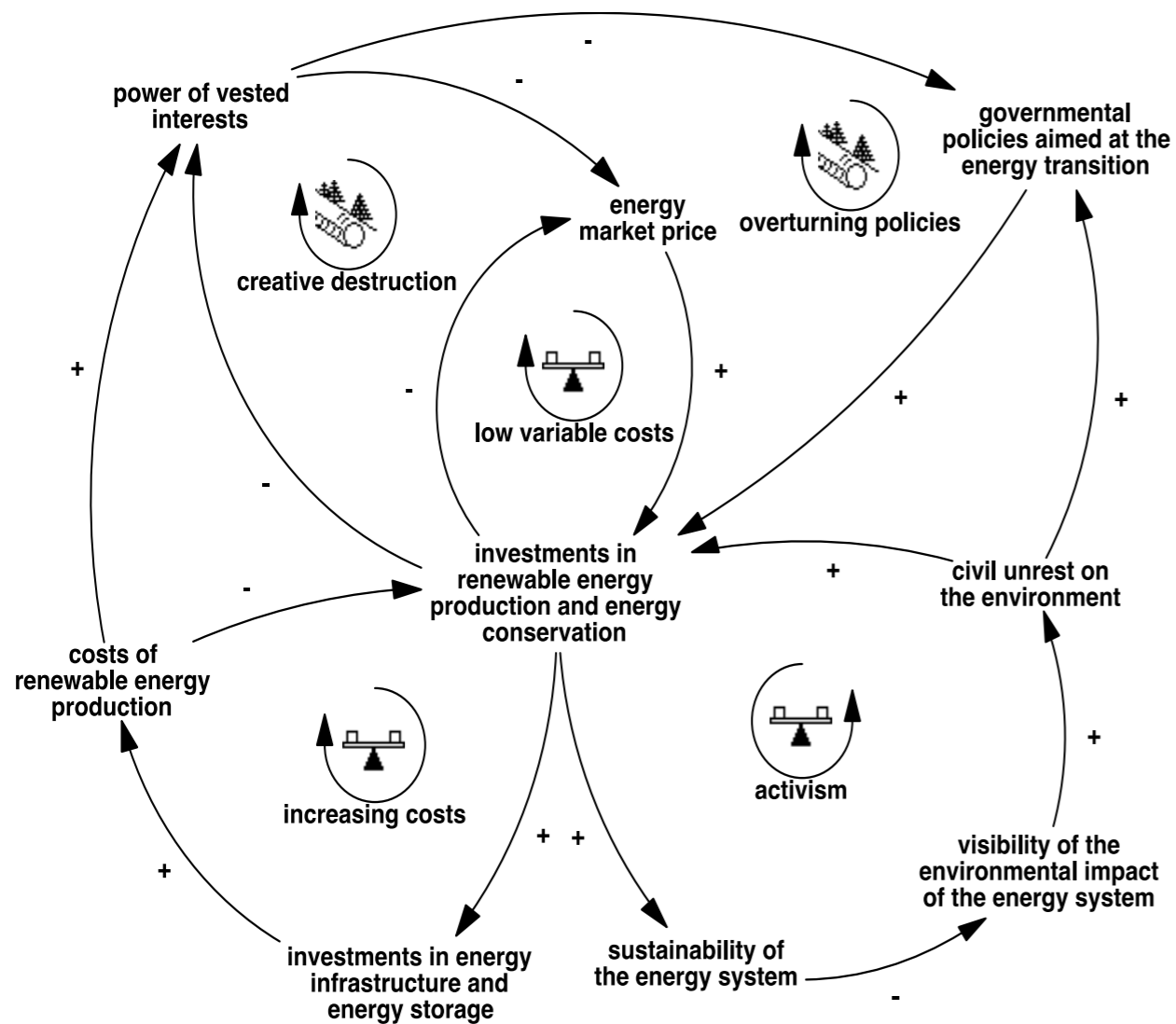


It is not the strongest species that survive, nor the most intelligent, but the ones most responsive to change.

Charles Darwin (1859) Origin of the Species

Technological, Economic, Ecological, social and Political factors

Energy sector



Edible insect sector



we cannot solve
our problems with
the same thinking
we used when
we created them

- Albert Einstein

