

## CHECKLIST NEW BUSINESS MODELS

How do you know when you have found a genuine New Business Model (NBM)? Using the questions below to check to what extent one or more of the features are present will help you to come to a balanced verdict.

- Is it clear what the business proposition is? Can you write it down in the form of a one-liner if need be?
- Is the business proposition based on a mixture of different forms of values (e.g., a mix of people, planet, and profit)?
- What values are created and for whom? Can you name them concretely?
- How are the parties involved in this (it may be a combination of administration/government, companies, citizens) and how are they collaborating to create values.
- Is the business model based on a focus on access and re-use and not only on property?
- Are the results shared between the cooperating parties, and can you trace how they are achieved?
- Is the business model also making use of other forms of transactions (such as using, borrowing, swapping, etc.)?
- Is the business model enabling the use of different means of payment (e.g., time, waste, energy, points, or ...) besides money?
- Are any of the values that are created reusable/recyclable?
- Is the business model scalable? Can you explain why?

Are none of the above points recognizable? Then there is no indication of it being an NBM. Are at least five of them really recognizable? It could be an NBM, but it is also doubtful. So look again. Are more than five points recognizable? Congratulations! This must be an NBM.