

7 Questions to Assess Your Business Model Design.



As the team at [Strategyzer](#) clearly explains that, “Great Value Propositions should be embedded in great Business Models.” [Startupdotpk](#) is bringing all the incredible tools and titbits that will help YOU and YOUR STARTUP to become SAVVIER. SMARTER. SUPER.

Always assess your business model design and pivot or tweak it as per the need and demand of based on market research and Customer/buyer personas. Score yourself from 0 to 10.

Question	0 Means	Scale	10 Means	Your Score
Switching Costs	Nothing hold smy customers from leaving me		My customers are locked in for sevealr years	
Recurring Revenues	100% of my sales are transaccional		100% of my sales lead to automatically recurring revenues	
Earning vs. Spending	I incur 100% of my costs of COGs before earning revenues		I earn 100% of my revenues before incurring costs of goods & services sold (COGs)	
Game-changing Cost Structure	My cost structure is at least 30% higher than my competitors		My cost structure is at least 30% lower than my competitors	
Others Who Do the Work	I incur costs for all the value created in my business model		All the value created in my business model is created for free by external parties.	
Scalability	Growing my business model requires substantial resources and effort		My business model has virtually no limits to growth	
Protection From Competition	My busines model has no moats, and I'm vulnerbale to competition		My business model provides substantial moats that are hard to overcome	

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