



Our Flagship Course:

# The Best Digital Business Models Today

By your digital business model experts  
[DigitalBizModels.com](https://DigitalBizModels.com)

# What is a Business Model &

# Who needs to know about Digital Business Models?

Business models are a holistic view and a combination of all the factors relevant to make a customer offering successful.

A sound business model is essential for your success if you're building a **digital product, service, platform, app or software solution**. Without one your idea won't stand a chance in today's fierce marketplace.

And rest assured that your competitors make use of any knowledge-gaining opportunity that they can get! Learn from the highest-quality course on the topic out there to be ahead of everyone else!





## Who is the Course for?

- World Changers: Startup teams & Founders-CEOs
- Corporate Transformers: Leaders & Executives
- Thought Leaders: PhDs & Lecturers



# How is the Course structured?

Most importantly: yes, the course is structured with a clear purpose and design! Unlike many other courses, that appear to be a near-random collection of interesting tidbits.

Here's what you get:

- >60 videos = 12 hours (fully-scripted for 3-5x density)
- 45 In-depth exclusive resources (reading)
- 40 Learning resources (exercises, solutions)
- 40-80 hours of study time - study at your own pace

**Most importantly, check the course design on the next pages: the rich, unique and considerate combination of theory & examples**



# Course: Knowledge Areas

Knowledge of business models is best gained through theory (concepts and the elements of a business model) and deep real-world examples

## 3 Digital Technology Vertical Examples

We are dividing digital technology into 11 fascinating verticals in the first-ever attempt to provide insights systematic across all types of digital tech businesses

eCommerce

Content & Media

Asset & Service Sharing

Social & Communication

Search & Vertical Search

Online Travel, Dining

Education Technology

Financial Technology

Digital Health Tech

HW / SW tech platforms

Software-as-a-Service

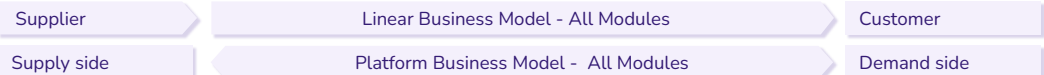
## 1 Business Model Elements

We are covering the elements that constitute a business model. Each one is covered within the theory videos and through many examples within vertical-specific biz model canvasses



Underpinning concepts - Platform biz model

Value Creation; Industry Value Chains) & Types of Integration



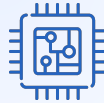
## 2 Underlying Concepts

We are explaining the strategic concepts that underpin digital technology business models in theory (including our own research findings) and with an unrivalled set of eye-opening examples

# 6 Modules | 20 Submodules | 20 Theory Topics



**Key Partners**, types of inputs, sourcing methods, and more



**Key Activities** and the types of value creation typically



**Key Assets** and how they differ from traditional assets



**Value Proposition** intro followed by many examples in the course



**Types of revenue models** with over 70+ adaptations in the course



**Revenue models vs business models:** a crucial difference!



**Decomposing / designing a real-life revenue model**



**Markets:** Where do revenues come from?



**Typical cost structures & financial life cycle of tech assets**



**Unit economics cost metrics, profitability & investment cycle**



**Search/Transaction costs:** the key value proposition of platform biz models



**Network Effects:** Connecting people for ultra-fast growth



**Strategic Positioning:** a fundamental decision



Positive & negative socio-economic **Platform Impacts**



**Deep-dive Key Activities & Assets:** data, algos, app layer, etc



**Cust. Relationships** in customer acquisition & retention



**Channels:** value delivery, customer acquisition & retention



How to **segment customers** and connect to the biz model



**Software-as-a-Service** biz models, Sales & Marketing, R&D



**Hardware/Software Tech Platforms** value chains & monetisation models

The first 50% of each submodule is fully dedicated to the submodule topic the remainder is complemented with holistic biz model examples

Biz model elements

Underlying Concepts

Verticals



Our real-world examples are structured in a way to support the learning objectives of the course

**Tier 1 (coverage of 1.5-2.5 course hours):** Demonstrate how detailed a real-world business model should look like ⇒ **unrivalled 10x real-world depth**

**Tier 2 (10-40 course minutes):** companies that are doing things differently than Tier 1 examples to show different approaches and outcomes ⇒ **Breadth of competing approaches**

**Tier 3 (2-10 course minutes):** a wide range of approaches, equipping you with many ideas ⇒ **arsenal of ideas**

	Digital Tech Vertical	Tier 1	Tier 2	Tier 3
	Asset & Service Sharing	Uber, Airbnb	Fiverr	Zipcar, IWG, Lime, WeWork
	Social & Communication	Facebook/Meta	Snapchat	Glassdoor, Reddit, Waze
	Search & Vertical Search	Google	Pinterest	Zillow, AirDNA, Rome2rio, TripView, SeatGuru, DuckDuckGo, Waze, Wikipedia, Quora
	eCommerce	Amazon	Etsy, Wayfair	eBay, Nespresso, Dollar Shave Club, Rent the Runway, Blue Apron, Groupon, Goodreads
	Content & Media	Netflix	Spotify, Kindle, Prime TV	YouTube, Medium, Flipboard, Reddit, Wikipedia, TEDx, Quora, TuneIn, Soundcloud, Audible
	Online Travel &, Dining	Booking.com	TripAdvisor, Expedia, Yelp	OpenTable, Airbnb Events, Ticketmaster
	Software-as-a-Service		Slack, ClickUp	MS Teams, BambooHR, Concur, Triplt
	HW / SW tech platforms		Apple, Microsoft, Google	Android, Alexa, Epic Games, App Store(s), Steam, Garmin, Smart glasses, Xbox, Playstation, Adidas App, Nike App
	Fintech		Xero	Paypal, Afterpay, Kiva, LendingClub, Robinhood
	Digital Health Tech			Doximity, Conversa, Ro
	Education Technology			Udemy, Coursera, Moodle, StudentVIP, Skillshare, Blackboard, Canvas, Zen educate, Chegg

# How does the course compare?

What makes this course different?

- Truly a unique combination of **relevant theory** and **unparalleled real-world examples**
- **Highest knowledge density** of any course on the topic by far
- The only **top-university-grade course** on digital biz models online

**Check out our comparison to other courses ...**





# Course Comparison

We are truly convinced our course is the best course on digital technology business models. So, we have compared it to the most popular courses across 5 prominent learning sites

Comparison of Online Business Model Courses	Top 1-2 Biz Model Courses on 5 prominent learning sites	BEST VALUE Best Digital Tech Business Models Today
Theory	Biz model elements & concepts described in 2-3 min videos ⇒ <b>very shallow</b>	1-2 hours x 20 submodules biz models elements & concepts ⇒ <b>significant depth</b>
Examples	Mostly 2-4 min videos per example (=1-2 page equivalent) ⇒ <b>oversimplified &amp; low-value</b>	Large amount of examples with 10-20+ page equivalent ⇒ <b>true real-world value</b>
Industries	Includes many traditional industries ⇒ <b>Lots of bloat content if you want to focus on digital biz models only</b>	Covering digital tech biz models only ⇒ <b>Laser-focus digital biz models</b>
Recency of examples	Majority <b>~5 years</b>	80% within 2 years
Course duration	<b>4 - 24 hours</b>	<b>40-80 hours</b>
Course grade	<b>Beginner / intro level</b>	<b>Elite-university grade</b>
Price point	<b>\$28 per hour</b>	<b>\$9 per hour</b>

# Your Certificates & Badges

The knowledge you will gain & boosting your success chances are the main benefits of the course.

But in addition, get your digitally verified credential "Certified Digital Business Model Expert" upon completion.

You will get a certificate and a badge that you can display on LinkedIn (electronically integrated) and use various sharing features for your employer on your profiles or your digital credentials wallet.

**6 Micro credentials (1 per module)**  
**+ 1 Final Certificate & Badge (all digitally verified)**





# Our Mission

Our course is the only one that takes the topic of Digital Technology Business Models seriously.

Digital Technology companies are the likes of Google, Meta, Netflix, Uber, Airbnb and even Apple's ecosystem-propelled iPhone. And, of course, there are thousands of smaller super-exciting businesses.

Their **business models are the heart-and-soul of these companies** and can impossibly be described in a 4-minute video or through a bunch of grossly oversimplified patterns. Multi-billion dollar companies can't be reduced to this without devoiding them of practical learning value.

**Our mission is to change this sad state of affairs.**

We explain 20 crucial theory concepts devoting between 1-4 hours of study time to each of them.

In a unique approach we explain all concepts and business model elements through deep real-world examples. Here we combine three different levels of depth of examples: Tier 1, 2 & 3. Tier 1 examples, like Uber, Airbnb, Google and others accompany you through the entire course explaining various theories through the real-world. In addition you learn about these companies at a level of depth that you won't find elsewhere. Compare this to theory being explained through 2-4 minute tidbit examples.

We despise shallowness and accept missing out on many sales by providing great depth rather than pre-chewed tidbit examples. We don't want to sell to mass markets. We want to sell to like-minded, sophisticated people who will appreciate knowledge that will help to succeed in the real-world rather than in their fantasy.

The beautiful complexity of the real-world is something not taught elsewhere.

We believe that business models are the most important asset of any company. And that's why we have been covering them for the last 10 years with a laser-focus on digital companies only.

Please enjoy the only top-university-grade course on digital biz models online.

*Dr Murat Uenlue*



# The best Digital Technology

**x10**  
Other biz model courses cover all industries. There are 159 (predominantly traditional) sub-industries -  
**We focus on 11 → leading to a 10x focus compared to others**

We cover these 11 digital tech verticals systematically: **Learn about your cervical & combine with ideas from other verticals**



**Tier 1 → unrivalled depth (100x)**  
**Tier 2 → depth & breadth**  
**Tier 3 → breadth & different approaches**

Even 5 years are an eternity in technology. Dont go for the old examples others have.  
**All our examples are up-to-date 2021/22**

⇒ Everything we cover is 10x compared to others → the result is an (at least) 10x more valuable course  
⇒ The most focussed, most valuable & premium on digital technology business models you can find  
⇒ learn top-notch, laser-focused & relevant content in the shortest time and apply immediately

The real world ...

Your Benefits

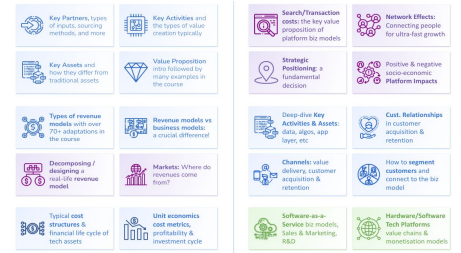
... and the Theory

# Business Models

Today

**Laser-focus on biz models only x10**  
There are dozens of angles from which biz management looks at technology. Our sole focus is on their biz models - we are not diffusing this with any other stuff...

We cover the most important biz model concepts & elements in 20 submodules



Among all biz management concepts, a biz model is the first and foremost thing for your success all else will come once you have an innovative & winning biz models (yes, they will knock on your door)

**x10**

In a unique educational method, we teach all important concepts & biz model elements through very detailed real-world examples. (our Tier 1 & 2 examples do the heavy lifting). Our Tier 3 examples complement different approaches

The depth of our examples (esp T1) is totally unmatched and about 100x more comprehensive of what others give you

**x10+**  
10x-100x deeper & realistic examples explaining theory

- Deeper understanding
- Immediate usability
- Hugely motivating

⇒ Get started on your own innovation journey