

## How digital business models come into existence?

Our list of questions provides an initial framework for evaluation and development of digital business models.

It is important that each point is carefully examined and the strategic questions get adapted and expanded to the specific circumstances of the company and the market

## 1. Understanding of the existing business model

- What are the core components of the current business model?
- Who are the main customers and what needs are currently being served?
- How and where is value currently created and captured?
- What are the strengths, weaknesses, opportunities and risks associated with the current model?

## 2. Evaluation of the digital maturity and opportunities

- To what extent does the company currently use digital technologies?
- Which digital trends and technologies could complement or expand the existing business model?
- How scalable are the organization and systems to establish digital business models?

## 3. Customer perspective and market research

- How are digital technologies changing customer expectations and behavior?
- Are there unfulfilled customer needs or problems that could be solved digitally?
- Which new customer segments can be tapped into with digital business models?
- What does the competitive landscape look like in terms of digital business models?
- Which trends and players from outside the industry are attacking the current business model?

## 4. Innovation potential and idea generation

- What new business ideas or models could arise through the use of digital technologies?
- Are there opportunities to develop new products or services?
- Can existing processes or offerings be improved digitally?
- How can sales be generated from this?

## 5. Resources and competencies

- What resources (e.g. finance, marketing, business development, human resources, IT) are available or necessary to develop a digital business model?
- What skills and knowledge are required and are these available in the company or do they need to be developed?
- What external resources through partnerships and cooperations can already be accessed?

## 6. Risk and feasibility assessment

- Which recent developments could make the current business model completely redundant.
- What risks are associated with the transition to a digital business model?
- How realistic and feasible are the digital initiatives identified?
- How are success and progress measured?

## 7. Strategy evaluation and roadmap

- What strategic goals are to be achieved with the digital business model?
- To what extent do digital business models change the company's portfolio strategy and positioning? Should they be spun off, for example?
- Who is responsible for the implementation and go-to-market of digital business models in the organization?



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**Do you have any questions?**

We accompany you as advisors in the digital transformation.