

Market Offering Map

Ritter, Thomas; Pedersen, Carsten Lund; Andersen, Poul Houman

Document Version

Final published version

Publication date:

2022

License

Unspecified

Citation for published version (APA):

Ritter, T., Pedersen, C. L., & Andersen, P. H. (2022, Apr). Market Offering Map. Copenhagen Business School, CBS.

[Link to publication in CBS Research Portal](#)

General rights

Copyright and moral rights for the publications made accessible in the public portal are retained by the authors and/or other copyright owners and it is a condition of accessing publications that users recognise and abide by the legal requirements associated with these rights.

Take down policy

If you believe that this document breaches copyright please contact us (research.lib@cbs.dk) providing details, and we will remove access to the work immediately and investigate your claim.

Download date: 19. May. 2024



MARKET OFFERING MAP



1 PARTS

PRODUCTS
(resources)

PROCESSES
(services)

PLATFORMS
(connections)

2 PACKAGES

3 PARTNERS

CUSTOMER

COMPETITOR

4 PAYMENT

For example:
 per unit (input) per use (output)
 per solution (input) per result (output)
 per time (subscription)