

# Business model generator to communication services design

H-P. LU, H-C. WANG, Y-T. CHANG, H-W. HSU. **A business model generator to communication services design for senior citizens.** *Gerontechnology* 2014;13(2):258; doi:10.4017/gt.2014.13.02.283.00 **Purpose** While many communication services had been developed for senior citizens, little is known about how to design, generate, evaluate, and create a profitable business model for seniors. This paper proposes a business model generator related to senior citizen communication services, which include four components: value proposition, market development, process design, and a revenue model. **Method** We identify several patterns for each component based on a review of the literature<sup>1,2</sup> and related cases that apply to various models. For instance, there are four patterns in value proposition (function, service, feeling, and transformation), three market development patterns (over-satisfied market, under-satisfied market, and blue ocean market), three process design patterns (chain, shop, and network platform), and three revenue model (service or products paid for by users, third parties, and by merchants). We verify our business model by using examples of existing senior citizens communication services. **Results & Discussion** The model can generate some possible business models by intentionally or randomly combining different patterns in the four components. Finally, case studies are used to demonstrate how the generator works, in creating business model designs, for communication services for seniors.

**References**

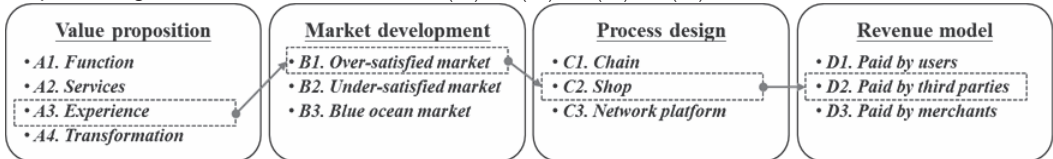
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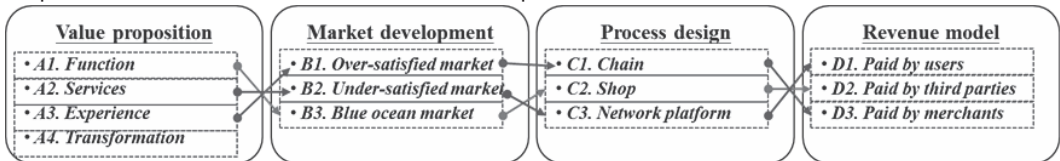
**Address:** National Taiwan University of Science and Technology, Taipei, Taiwan

**E:** lu@mail.ntust.edu.tw

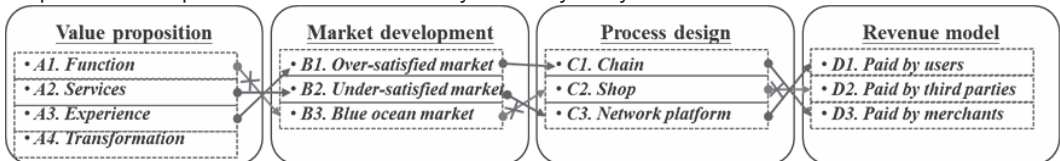
Step1 – Design current business models :  $A_{(1-4)} \times B_{(1-3)} \times C_{(1-3)} \times D_{(1-3)}$



Step2 – Generate all business models  $4 \times 3 \times 3 \times 3$  108 possible models



Step3 – Evaluate possible business models by feasibility analysis



Step4 – Create innovative business models after feasibility analysis

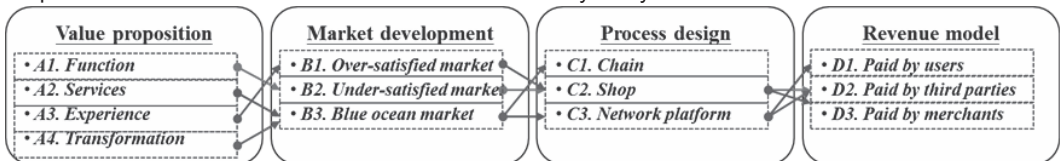


Figure 1. A business model generator