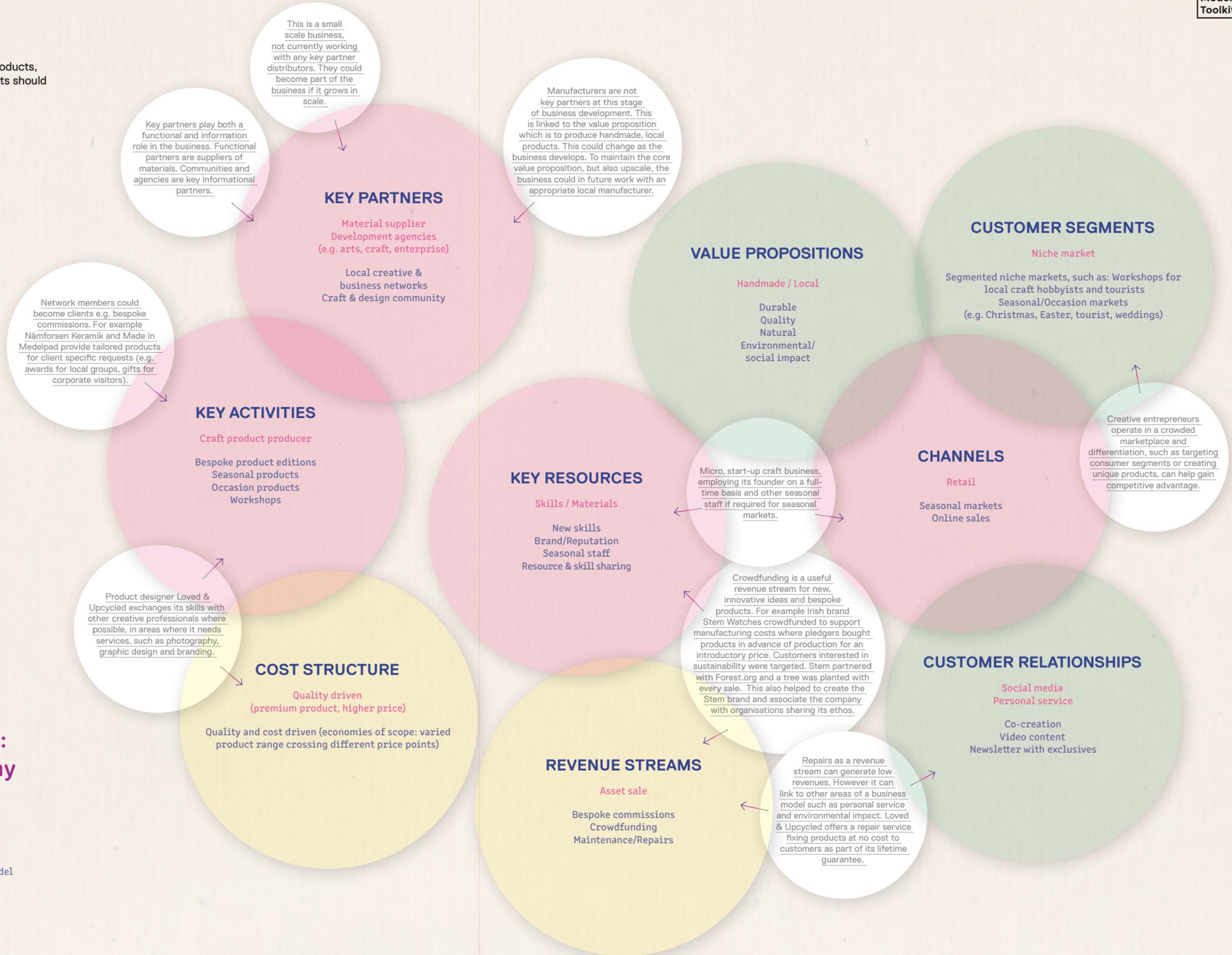


4.3.1 Goods-based generic business model

Creative industry sub-sectors producing physical products, such as fashion design, product design and visual arts should identify most with this business model⁵⁰.



Sample Business Model 1: Craft and Design Company

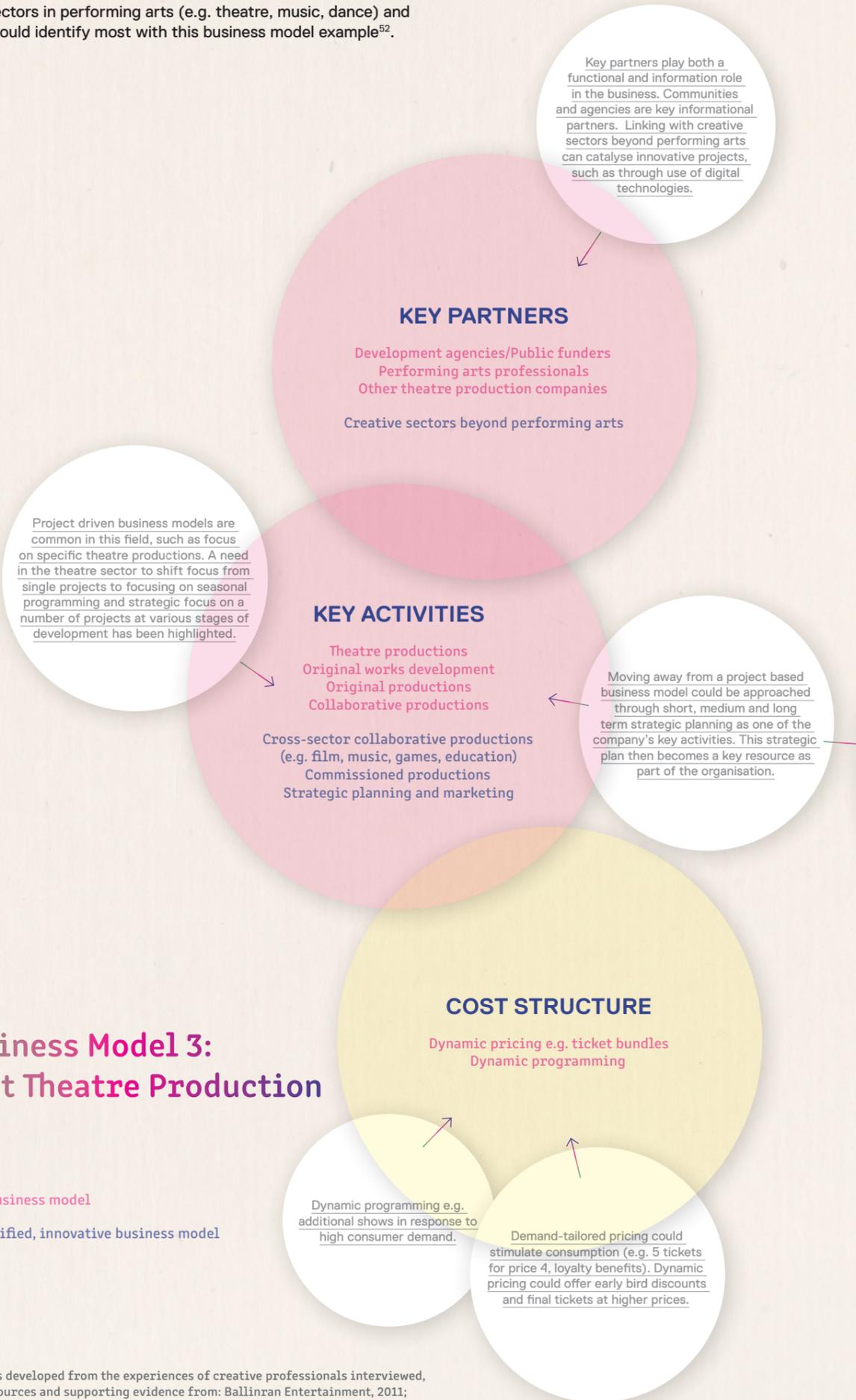
KEY:
Elements of traditional business model
Elements of a more diversified, innovative business model

THEMES:
costs
connections
customers

⁵⁰ Sample business model 1 is developed from the experiences of creative professionals interviewed, as well as wider available resources and supporting evidence from Van Andel et al., 2012 and Buttle, 2013.

4.3.3 Arts generic business model

Creative industry sub-sectors in performing arts (e.g. theatre, music, dance) and cultural organisations should identify most with this business model example⁵².

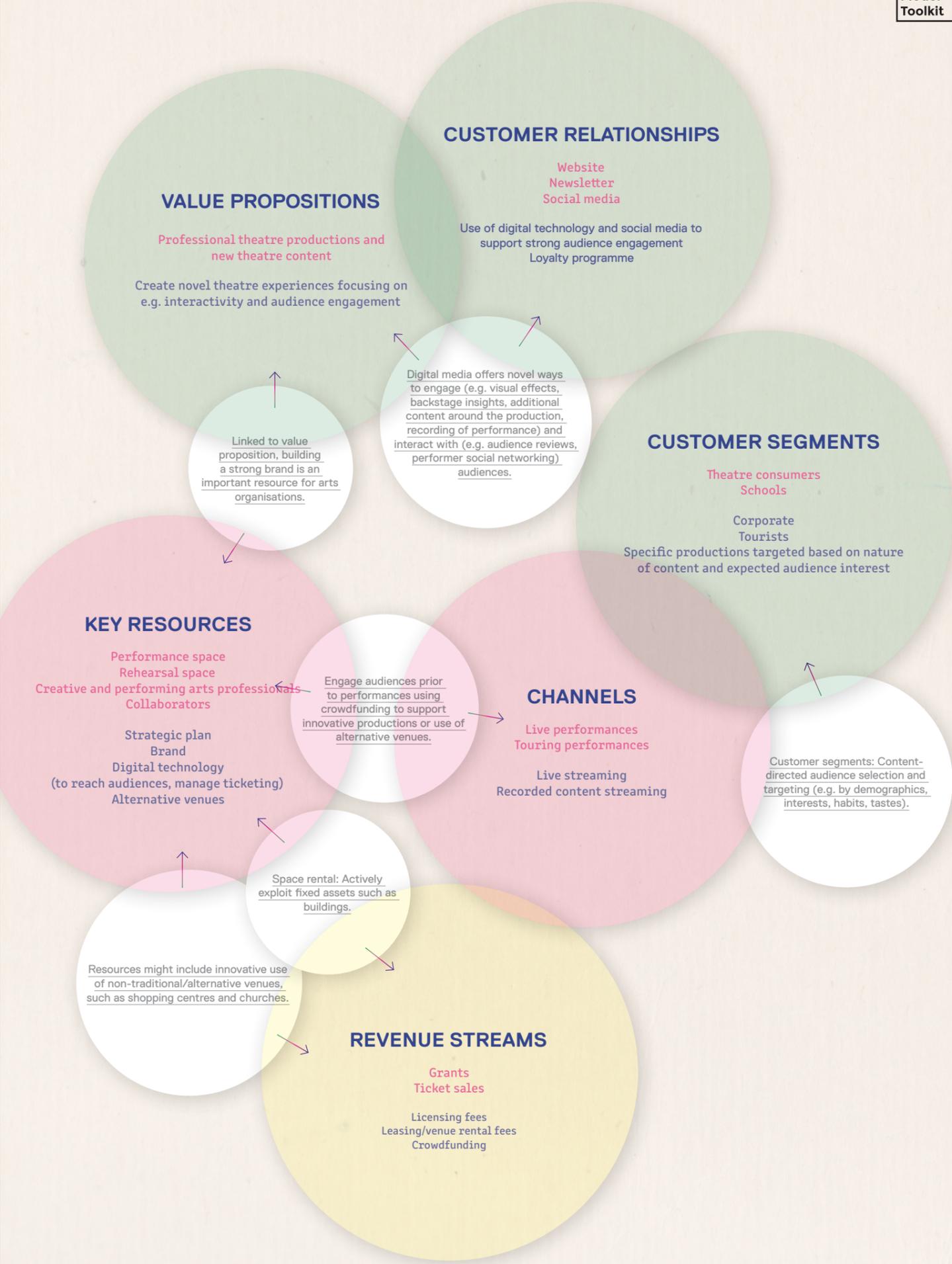


Sample Business Model 3: Independent Theatre Production

KEY:
Elements of traditional business model
Elements of a more diversified, innovative business model

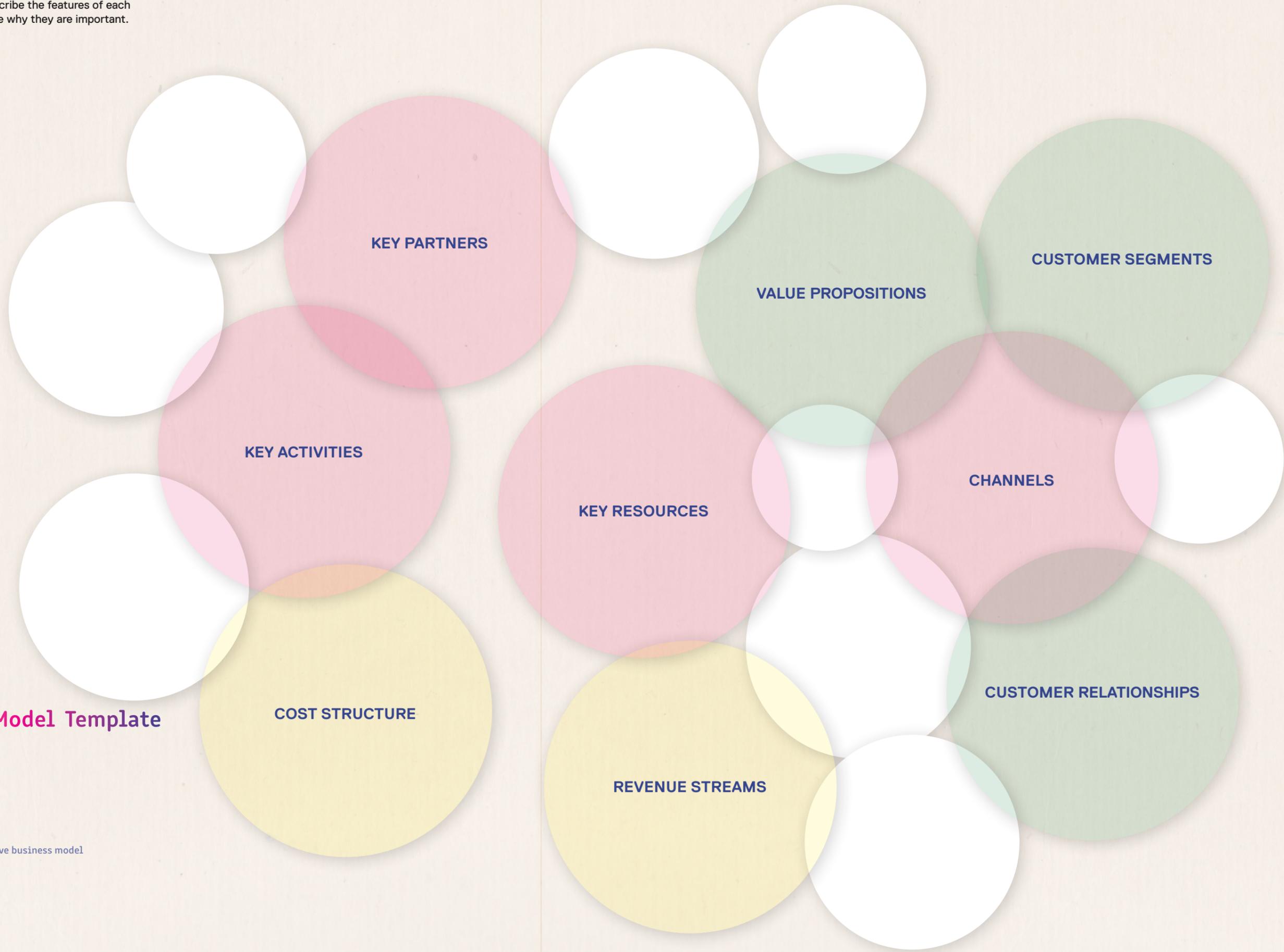
THEMES:
costs
connections
customers

⁵² Sample business model 3 is developed from the experiences of creative professionals interviewed, as well as wider available resources and supporting evidence from: Ballinran Entertainment, 2011; Royce, 2011; Marsland and Krump, 2014 and Nesta, 2015.



4.3.4 Business model template

Use this blank template to analyse your own business model and reflect on possible innovative elements that could diversify your business model.⁵³ Use the table to describe the features of each building block and the boxes to analyse why they are important.



Sample Business Model Template

KEY:
Elements of traditional business model
Elements of a more diversified, innovative business model

THEMES:
● costs
● connections
● customers

⁵³ Template based on the 'Business Model Canvas'. Download original version here: <https://strategyzer.com/canvas/business-model-canvas>