Software Economics

Key Activities
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Describes the most important things a company must do to make its business model work.
Types of Key Activities

Production

- Design, production and delivering products
- Usually in larger quantities and/or superior quality
- Manufacturing firms

- Examples?

- Operations Management (improve production processes)
Types of Key Activities

**Problem Solving**

- Coming up with new solutions
- Usually customized to individual customers

- Examples?
  - Consultancy firms
  - Hospitals
  - Service Organizations

- Knowledge Management
- Training
Types of Key Activities

Platform / Network

- Maintaining and developing the platform or network is the key activity that enables the company to produce value.
- Networks, Brands, Software

- Examples?
  - E-bay (maintain and develop the website and network)
  - Visa or MasterCard (transaction platform for stores, customers and banks)

- Platform Management
- Platform Promotion
Exercise

What key activities does the value proposition, channels and relationships require?

What way are the key activities supporting the creation of value?

- Production
- Problem Solving
- Platform/Network

About 20 min.