LESSON 2:

BUSINESS MODEL GENERAL PROMPTS

BUSINESS MODEL INNOVATION WITH CHATGPT

THE BUSINESS
MODEL ANALYST

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The Business Model Analyst is a website dedicated to analyzing business model types, patterns, and innovations using the business model canvas as its primary tool. The site offers a wide variety of free and premium content, including digital products such as PDF tools, presentations, spreadsheets, ebooks & guides, and much more. **Check it out here.**

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PROMPT 1

Do you know the business model canvas?

PROMPT 2

Please act as a business model canvas consultant and help me design business model canvas of **[COMPANY NAME]** with 9 construction blocks formatted in tables

PROMPT 3

Can you help me come up with new innovative ideas for channels that could help **[COMPANY NAME]** improve its reach and customer base?

PROMPT 4

What if **[COMPANY NAME]** decides to pivot its customer segments, what alternative customer profiles could it successfully target?

PROMPT 5

So let's say that instead of pivoting **[COMPANY NAME]** customer segments, we decide to prioritize improving **[COMPANY NAME]** Value Proposition, which new strategies could **[COMPANY NAME]** use to improve its value creation to its current customer segments?

PROMPT 6

Are there any other additional revenue sources or revenue models that **[COMPANY NAME]** could use to further improve its revenue and profit margins?

PROMPT 7

Can you please expand on the [**SUGGESTED REVENUE SOURCE**] option, describing possible prices and plan names?

PROMPT 8

What [**TYPES OF EQUIPMENT**] would better fit the [**SUGGESTED REVENUE SOURCE**]?

PROMPT 9

How much should [**SUGGESTED REVENUE SOURCE**] charge per mile considering the purchase, maintenance and average costs to run [**TYPES OF EQUIPMENT**]?

PROMPT 10

Ok, let's explore more the Uber premium services by detailing what kind of customer relationship strategies should be used to satisfy such high-level customer profiles.

ABOUT THE AUTHOR

Daniel Pereira is a Brazilian-Canadian entrepreneur that has been designing and analyzing business models for over 15 years. You can read more about his journey as a Business Model Analyst **here**.

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