



Business Model Example
New Pig Corp

Model Version 1

Industrial Cleanup Company

Description:

For the early part of the 1980s, a break-even industrial clean up company

Model "Secret"

None

How did it work?

OK

Model Stopped working because?

Trading time for money

Model Notes

1980-1985



Model Version 2

Invent Pig Blanket

Description:

Noticed that clay was a big cleanup problem so they experimented with corn cob blasting. Turns out it is highly absorbent. They stumbled into a product.

Model "Secret"

High degree of market need combined with new product. Un-served or under-served market.

How did it work?

Well

Model Stopped working because?

Competition

Model Notes

1985-1990



Model Version 3

Add adjacent products

Description:

Cheap imitators enter product and make it hard to sell clients just one single product. Add other industrial cleanup and spill products to round out line

Model "Secret"

Capitalize on existing brand equity as industry leader

How did it work?

Well

Model Stopped working because?

Competition

Model Notes

1990-1999



Model Version 4

Geographic Expansion (Europe)

Description:

Position as industry leader plus unique product offerings not available in Europe meet unserved market.

Model "Secret"

New geography for unserved or underserved market

How did it work?

Well

Model Stopped working because?

Hasn't

Model Notes

1999-Present



Model Version 5

?????

Description:

Model "Secret"

How did it work?

Model Stopped working because?

Model Notes