

# Business model patterns

Add-on

Advertising

Access over ownership

Brand trust production

Certification and compliance

Community building

Customer loyalty

Direct-to-consumer

Disintermediation

eCommerce

Experience

Embedded social enterprises

Flat fee

Fractional ownership

High-quality content

Integrator

Lower barriers to entry

Lead generations

Long-tail

Lock-in

Luxury experience

Marketplace

Peer-to-peer

Pay-as-you-go

Research

Referral

Rent instead of buy

Spare change use

Subscription

White label