

Technology Entrepreneurship

ITS 440 • Fall 2009

-Introductory Paper

Goals

To become familiar with some common entrepreneurial business models, the result of which will inform the class discussions and case studies over the remainder of the semester.

Instructions

Research the following business models and write a paper wherein you describe and note some pros and cons of each:

- Web traffic and ad exposure business model
- Premium business model
- “Razor and Blades” business model
- “Network Effects” business model
- Cutting out the middleman model
- Auction business model
- Low-cost “carrier” business model
- Professional open-source model