

Business Model Engineering

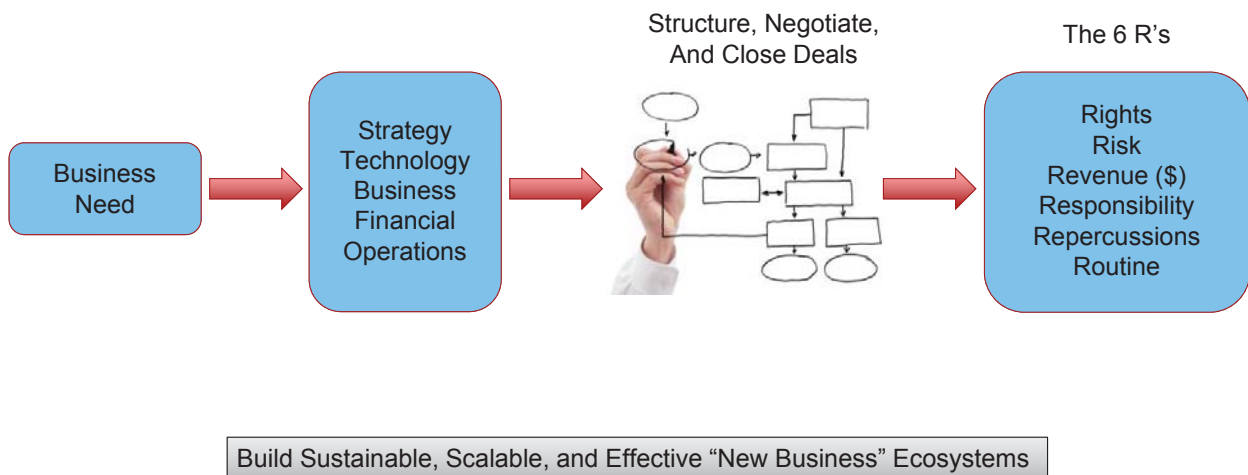
Creating new business and technology, and leveraging them successfully into the market

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***What is Business
Model Engineering?***

What is Business Model Engineering?



Areas of Knowledge/Leadership - Business/Legal/Alliance

Business Areas:

Technology/R&D
 Finance
 Operations
 Manufacturing
 Marketing
 Sales
 IT
 Human Resources
 Legal
 Business GMs
 Logistics
 Quality/Safety
 Comms/PR
 International

Legal Areas:

Commercial
 Corporate
 Litigation
 IP
 Regulatory
 Advertising
 Employment
 Gov Relations
 Immigration
 Insurance
 M&A
 Real Estate
 Tax
 Human Resources

Alliance Areas:

6. Process/ Governance
 6. ECO
 4. Forecasts
 6. Order Process
 5. Termination
 4. Deliverables
 3. Payment Terms
 3. Financials/Pricing
 4. Qual/Reliability
 6. RMA
 4. Testing/FA
 2. Indemnity
 2. Warranty
 2. Limitation of Liability

4. Confidentiality
 5. Dispute Resolution
 1. Exclusivity/Preference
 1. Licenses
 1. IP Ownership/Protection
 4. Reporting
 1. Audit
 4. Non-Compete/Solicit
 2. Insurance
 2. On-Site Liability
 6. Outsourcing
 1. PR/Marketing
 1. Third Party Terms
 4. Scope of Work

1. Rights
 2. Risk
 3. Revenue (\$)
 4. Responsibility
 5. Repercussions
 6. Routine

1. Agency
 4. Legal Compliance
 1. Implied Rights
 6. Entire Agreement
 6. Written Mods
 6. Notice
 1. Assignment
 2. Waiver
 1. Survival
 6. Construction
 6. Language
 2. Force Majeure
 6. Governing Law
 6. Forum
 3. Attorney Fees
 6. Doc Priority

Business Model Engineering – Lawyers Can Make Great Conductors



*Developing a
Technology Supply
Chain and
Ecosystem*

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