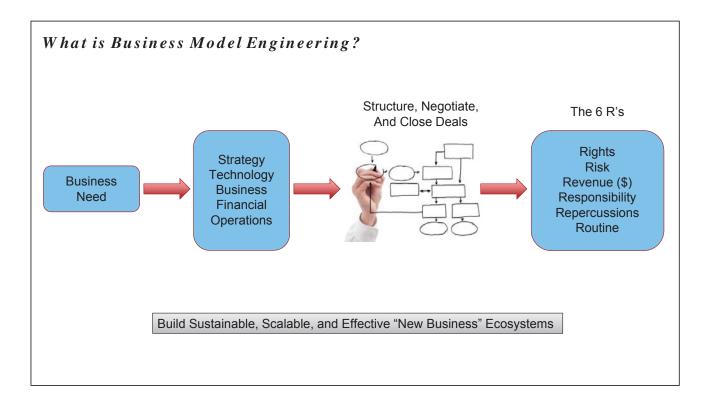
## Business Model Engineering Creating new business and technology, and leveraging them successfully into the market

Keith Witek Ed Cavazos CLE May 2017







Business Areas:	Legal Areas:	Alliance Areas:		<ol> <li>Revenue (\$</li> <li>Responsibili</li> <li>Repercussion</li> <li>Routine</li> </ol>
Technology/ R&D	Commercial	6. Process/Governance	4. Confidentiality	1. Agency
Finance	Corporate	6. ECO	5. Dispute Resolution	4. Legal Compliance
Operations	Litigation	4. Forecasts	1. Exclusivity/ Preference	1. Implied Rights
Manufacturing	IP	6. Order Process	1. Licenses	<ol> <li>6. Entire Agreement</li> <li>6. Written Mods</li> </ol>
Marketing	Regulatory	5. Termination	1. IP Ownership/Protection	6. Notice
Sales	Advertising	4. Deliverables	4. Reporting	1. Assignment
IT	Employment	3. Payment Terms	1. Audit	2. Waiver
Human Resources	Gov Relations	3. Financials/Pricing	4. Non-Compete/Solicit	1. Survival
Legal	Immigration	4. Qual/Reliability	2. Insurance	<ol> <li>Construction</li> <li>Language</li> </ol>
Business GMs	Insurance	6. RMA	2. On-Site Liability	2. Force Majeure
Logistics	M&A	4. Testing/FA	6. Outsourcing	6. Governing Law
Quality/Safety	Real Estate	2. Indemnity	1. PR/Marketing	6. Forum
Comms/PR	Tax	2. Warranty	1. Third Party Terms	3. Attorney Fees
International	Human Resources	2. Limitation of Liability 4. Scope of Work		

Business Model Engineering – Lawyers Can Make Great Conductors





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## Title search: Business Model Engineering: Creating new business and technology, and leveraging them successfully into the market

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