

Business Model Engineering

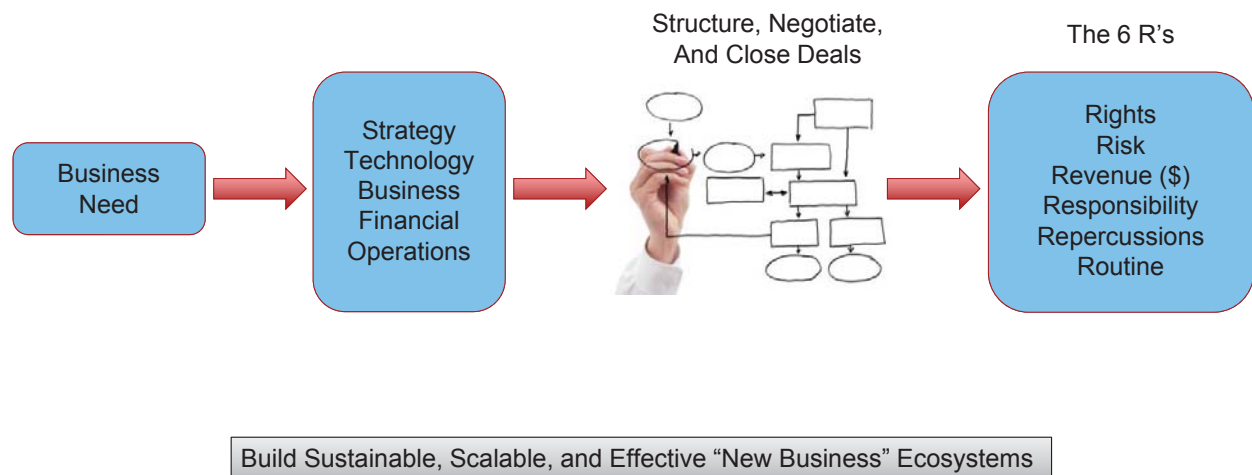
Creating new business and technology, and leveraging them successfully into the market

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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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Title search: Documents Suggesting Incident Response Plans

Also available as part of the eCourse

[2017 Technology Law eConference](#)

First appeared as part of the conference materials for the
30th Annual Technology Law Conference session

"Cyber Security Governance—Addressing Emerging Expectations"