

HI 250: Week 1 Readings

Week 1 Readings

- Topic: Business Models and Business Model Canvas Introduction

Business Model

- [Business Model - Wikipedia](#)
- [What is a Business Model? - HBR](#)
- [13 Business Models: Definition and Examples](#)
- [50 Types of Business Models \(2022\) - The Best Examples of Companies Using It](#)
- *Optional:* [YC Guide to Business Models](#)

Business Model Canvas

- [Business Model Canvas - Wikipedia](#)
- [Business Models: the toolkit to design a disruptive company.](#)
- [Business Model Canvas Explained - Creately.](#)
- [Business Model Canvas: The Definitive Guide and Examples](#)

Attached Reading Material

- **Business Models, Business Strategy and Innovation** by David J. Teece
 - (see Business Model and Strategy.pdf)

Online Videos

- [The Explainer: What is a Business Model?](#)
- *Optional:* [YC Guide to Business Models](#)

Spark Your Imagination

1. What makes a business model different from a business plan?
2. How do digital business models differ from traditional business models?
3. Why do you think the Business Model Canvas has become a popular tool for business analysis?
4. Identify three healthcare companies and describe their basic business models.
5. What challenges might be unique to healthcare IT business models compared to other industries?
6. How does value creation differ in healthcare IT versus consumer technology?

7. Share an example of a healthcare IT company whose business model you admire. Why?
8. What aspects of business modeling do you think are most crucial in healthcare?
9. How has digitalization changed healthcare business models in the last decade?