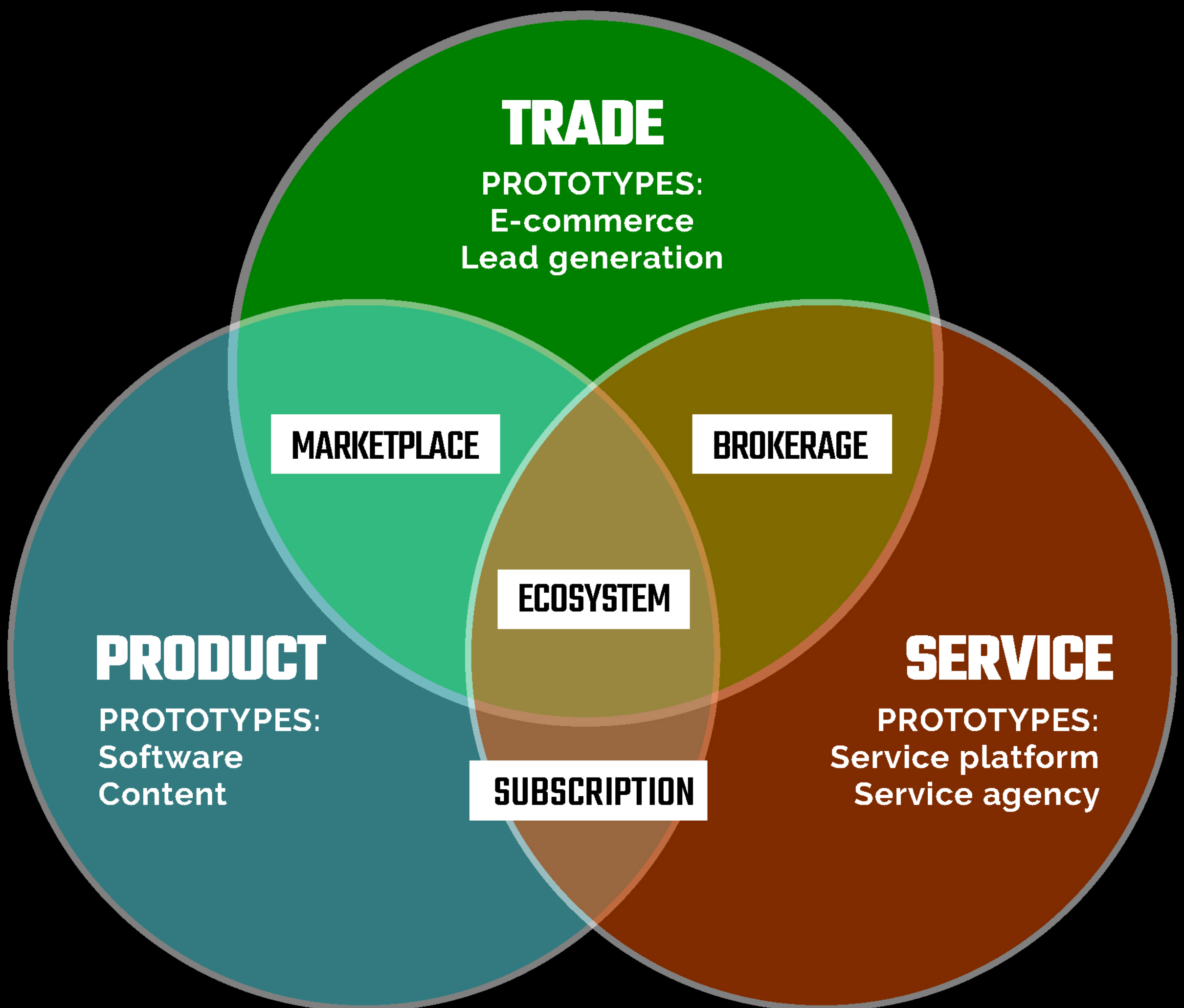


BUSINESS MODEL ARCHETYPES



Source: Cabage & Zhang (2013)