



Advantage Note 25

IPR to Market Offering Value Model

(What are we selling ?)

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Markets, Offerings and Organisations are becoming more and more sophisticated, business model varieties expand daily. The questions continually raised “What is our value proposition? What do we offer the market? What exactly are we selling? Does it meet a market or customer need? “

This model was developed to assist the explanation and the understanding of how the various terms are used and fit together that we use to describe value when talking about an organisations product/service

