

Conventional & Alternative Kiwi Business Models

CURRENT MODEL

TANGIBLE RESOURCES

(land, machinery, processing plant, people, capital, etc)

EXPLICIT KNOWLEDGE

(licences, production programs, quality programs, etc)

IMPLICIT KNOWLEDGE

(experience, "intuition", unrecognised knowledge etc)

**GOODS/
SERVICES**

REVENUE

OPPORTUNITY

**INTELLECTUAL
ASSETS**

Licencing, royalties,
spin-off companies etc

+
Consulting services/
knowledge transfer

**ADDITIONAL
REVENUE
STREAMS**

