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I'm Alex Osterwalder. In my writing, speaking, and the software company I co-founded, I obsess with making strategy, innovation and entrepreneurship simple, practical, and applicable. I invented the Business Model Canvas , co-founded strategyzer.com and lead authored Business Model Generation which sold a million copies in 30 languages.

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The nine "building blocks" of the business model design template that came to be called the Business Model Canvas were initially proposed in 2005 by Alexander Osterwalder based on his earlier work on business model ontology. Since the release of Osterwalder's work around 2008, new canvases for specific niches have appeared.

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Business Model Canvas - Wikipedia

Alexander Osterwalder (born 1974) is a Swiss business theorist, author, speaker, consultant, and entrepreneur, known for his work on business modeling and the development of the Business Model Canvas.

Alexander Osterwalder - Wikipedia

This method from the bestselling management book Business Model Generation is applied in leading organizations and start-ups worldwide. Mastering Business Models A self-paced online course to help you learn how to map, design and test different business models.

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Alexander Osterwalder – “Business Model Generation”

- How a company intends to make money / the logic by which it sustains itself financially
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offerings but different business models

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Business Model Generation Quotes by Alexander Osterwalder

Alex Osterwalder's book is the source of the Business Model Canvas - that one page business snapshot that so many entrepreneurs are now using to plot and shape their start-ups.

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