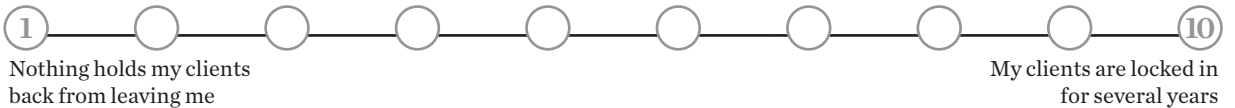


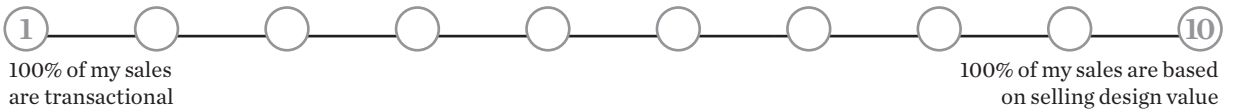
# Seven questions to assess your design business model.

*Tick how your business performs on the scale*

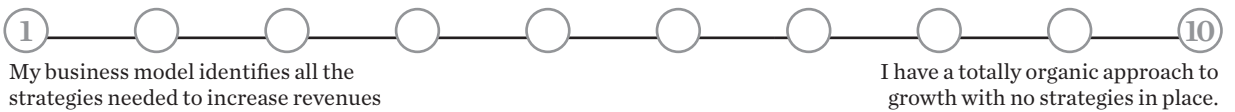
## **Switching costs**



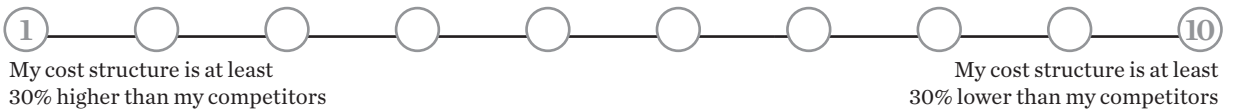
## **Source of revenues**



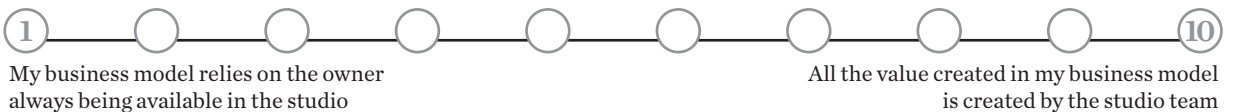
## **Strategy vs organic**



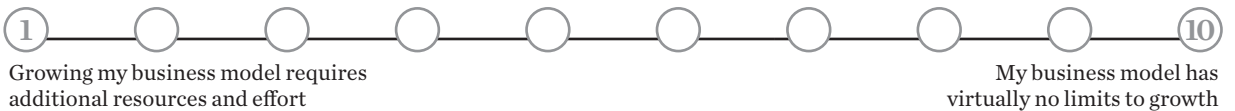
## **Game-changing cost structures**



## **Others who do the work**



## **Scalability**



## **Protection from competition**

