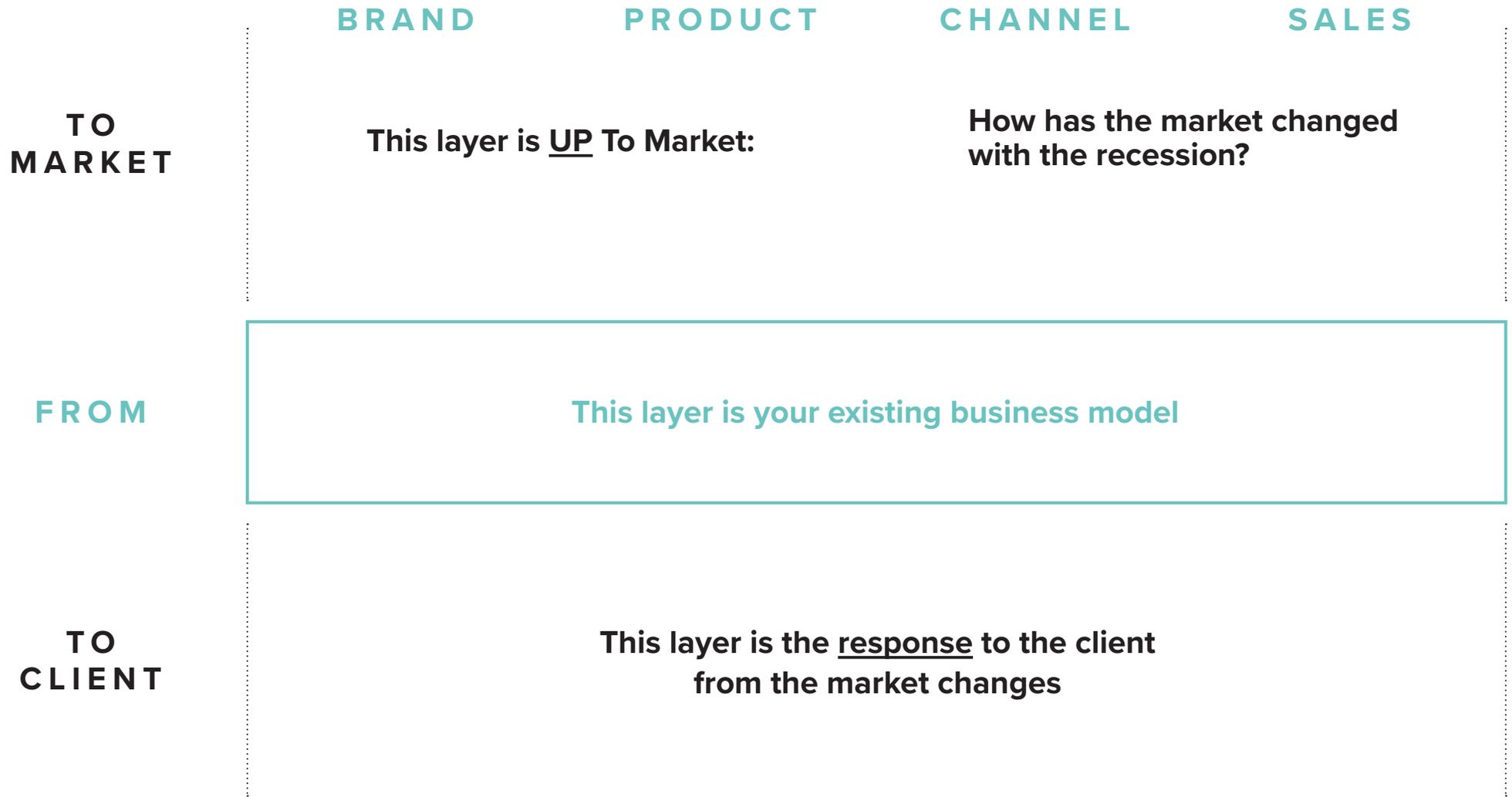


# HAMBURGER MODEL - DEFINITIONS

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# HAMBURGER MODEL - DEFINITIONS

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**TO  
MARKET**

## BRAND

4

Does that require  
change to Company  
Brand/Personal Brand?

## PRODUCT

1

Start with  
Market Need -  
How has it changed?

## CHANNEL

5

Does this open  
up more market  
opportunities

## SALES

7

What campaign  
would support this?

**FROM**

3

Can you turn  
this in to a  
Product Brand?

2

What response does  
this require for the  
client innovation?

6

That you can put into  
your connectivity?

8

How does this change  
your business model -  
Price/Volume

**TO  
CLIENT**