

(54) Title of the invention : Configuration of an Online Market Business Model

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(57) Abstract :  
 [020] This work was dedicated to the application of the basic statistical methodology, through which the formation of the business model was sought and the consequent answer of the main research questions. First the potential customer divisions were distinguished, then the value propositions were formed as collaborative service packages, then the companies were grouped into collaboration profiles based on the value they attach to the alternative collaborative activities. In addition to selecting and presenting the three key components (customer segments, value propositions, and revenue streams), this work includes additional information on the business model of the market. The appropriate market owner is identified, the factors that would affect the success of the model are investigated, and finally, the operation of the market is presented through indicative scenarios of its utilization by companies. Accompanied Drawing [FIG. 1]

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