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ATTENTION SOCIAL, ECONOMIC AND BUSINESS WRITERS AND EDITORS

For Immediate Release

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Industry Leading Business Model Generator Unveiled and Online at:
<http://www.hardstorage.com/bmg/>

Ottawa, Canada /September 14, 2004 – The Business Model Generator Research Group from the Sprott School of Business and the Faculty of Engineering and Design at Carleton University in Ottawa, Canada have unveiled their Business Model Generator (BMG) to the general public and business communities.

This free and easy-to-use service has been launched on **NobleOak.com**. NobleOak.com has been providing business information and start-up services for entrepreneurs, businesses, professionals and students since 2002. The BMG uniquely constructs a one page diagrammed analysis of a business, visually demonstrating how products and services are transformed by a value-added process. It details the flow of money through the company and measures the viability of its marketing dimension.

“One thing we have learned is that if you need heroic measures to find and keep your first customer, your second customer... your *n*th customer, your business is probably not viable,” says Project Leader Mike Kelland. “The BMG can help startups by focusing them on not only



*The BMG Research Group,
Carleton University, Ottawa, Canada
(Left to right): Bruce M. Firestone, Jason Kidd,
Jennifer Schweers, Luke Lorentz, Patrick Cuenco,
Jocques Romain-Butler, Mike Kelland,
Brian Suomela, Alys Ali (not in photo).*

getting their marketing right by using low cost, *guerrilla marketing* techniques but also learning how to use *bootstrap capital*, discovering what their '*pixie dust*' is (i.e., what makes their business models really rev) and, finally, we give them a Business Model Score, which allows them to numerically compare their businesses with others that are household names.”

Business models are essential building blocks for both new *and* established enterprises. In a rapidly changing economy, there is an ever increasing need for businesses as well as other types of organizations to have the discipline required to continually update and revisit their business models to maintain a competitive edge. Even non profits and NGOs are today embracing the need to have a business model and to become more efficient.

Dr. Bruce Firestone, Founder of the Ottawa Senators and an Adjunct Research Professor at Carleton University in Ottawa provided guidance for the BMG Research Group. “Entrepreneurship is one of the keys to pulling people out of poverty everywhere around the planet. It is a force for effective, sustainable use of the planet's resources and gives people more control over their working lives,” said Firestone. “What we have done is give these entrepreneurs, wherever they are, a free tool to help them build their new enterprises. We want them to use scarce resources wisely and efficiently so that they are building businesses where, the harder they work, the more money they will generate together with more jobs, more wealth and more social benefits for all.”

For more information or to arrange a media interview, please contact Mr. Mike Kelland, Project Leader at: mike@mikekelland.com.

