

## Models of Opportunity

Entrepreneurship is changing. Technology and social networks create a smaller world, but widen the opportunity horizon. Today's entrepreneurs build organizations and create value in entirely new ways and with entirely new tools. Rather than just exploit new ideas, innovative entrepreneurs design organizations to make sense of unlikely opportunities. The time has come to overhaul what we know about entrepreneurship and business models. *Models of Opportunity* links scholarly research on business models and organizational design to the reality of building entrepreneurial firms. It provides actionable advice based on a deeper understanding of how business models function and change. The six insights that form the core of the book extend corporate strategy and entrepreneurship in a completely new direction. Case studies of innovative companies across industries demonstrate how visionary entrepreneurs achieve unexpected results. The insights, tools, and cases provide a fresh perspective on emerging trends in entrepreneurship, organizational change, and high-growth firms.

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# Models of Opportunity

How entrepreneurs design firms  
to achieve the unexpected

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AND

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*To Hema, Vivian, and Maegan, who inspire me to achieve  
the unexpected.*

GG

*To my own little hopeful monsters, Taran Lee and  
Kenna Rose.*

AJB

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