# Article information:

Full article: The Innovation Pivot Framework: Fostering Business Model Innovation in Startups  
<https://www.tandfonline.com/doi/full/10.1080/08956308.2016.1208043>

# Article summary:

1. Business model innovation is becoming increasingly important for success, but it remains poorly understood.

2. The Innovation Pivot Framework is a systematic method for developing and analyzing the various possibilities for bringing an innovation to market.

3. The Lean Startup framework and customer development model provide structured processes for testing key business model hypotheses related to markets, customers, channels, and pricing.

# Article rating:

May be slightly imbalanced: The article presents the information in a generally reliable way, but there are minor points of consideration that could be explored further or claims that are not fully backed by appropriate evidence. Some perspectives may also be omitted, and you are encouraged to use the research topics section to explore the topic further.

# Article analysis:

The article provides a comprehensive overview of the importance of business model innovation in today’s competitive environment and how startups can use the Innovation Pivot Framework to design innovative business models. The article also mentions two other frameworks – the Lean Startup framework and customer development model – that can be used to test key business model hypotheses related to markets, customers, channels, and pricing.

The article is generally reliable as it cites relevant research studies from reputable sources such as Johnson et al., Amit & Zott, Wirtz et al., Zott et al., Massa & Tucci, Cavalcante et al., Trimi & Berbegal-Mirabent, Ries, Blank & Dorf, Osterwalder & Pigneur, Gibson & Jetter and Bertels et al. This indicates that the author has done their due diligence in researching the topic before writing this article.

However, there are some potential biases in the article that should be noted. For example, while the author acknowledges that there is not a generally accepted definition even for the concept of the business model itself (Zott et al.), they do not explore any alternative definitions or perspectives on this concept which could have provided additional insight into this topic. Additionally, while the author does mention some potential challenges faced by startups such as lack of knowledge about challenges in areas such as law or finance or trouble attracting sufficient financial and human capital (Cavalcante et al.), they do not explore any potential solutions or strategies for overcoming these challenges which could have been useful information for readers of this article.

In conclusion, overall this article is reliable as it cites relevant research studies from reputable sources; however there are some potential biases that should be noted such as lack of exploration of alternative definitions or perspectives on business models and lack of exploration of potential solutions or strategies for overcoming startup challenges mentioned in the article.

# Topics for further research:

* Strategies for overcoming startup challenges
* Alternative definitions of business model
* Perspectives on business model innovation
* Solutions for attracting financial and human capital
* Strategies for testing business model hypotheses
* Legal challenges for startups

# Report location:

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