

"A man is  
great by  
deeds, not by  
birth"  
-Chanakya

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INDIAN INSTITUTE OF MANAGEMENT KOZHIKODE



Case Study

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**Razor & Blade' Business Model:  
An Iridescent Spectrum of Entrepreneurial Choices**

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## **Razor & Blade' Business Model: An Iridescent Spectrum of Entrepreneurial Choices**

### **Abstract:**

A conclave of seven business model experts from different consulting firms from the industry entailed a brainstorming session of the multitude of entrepreneurial choices in the form of several variants of the 'razor & blade' business model in all possible ramifications and repercussions. They have made their own individual contributions to the discussion duly moderated by a strategy professor from academics. The metaphoric equivalents of the 'razor & blade' business model being put to practice by different firms across diverse industries are collated for comparing and contrasting their nuances and caveats for their application. Thus, an expanded list of entrepreneurial choices for firms contemplating on employing the 'razor & blade' business model is being explored so that they can choose the most suitable variant of the 'razor & blade' business model for exploitation given their unique industrial context and idiosyncratic trajectory of evolution in the respective industry. The professor has endeavoured to connect the dots between the pertinent sizzler and fizzler stories from the world of business across the globe in this regard and various theories and frameworks related to tied-goods, strategy, technology, innovation, business models and marketing. The teaching note strives to bring out the various possible managerial and social implications in this regard in terms of several discussion questions along with answers to these tricky questions. It concludes with various managerial takeaways ranging from interoperable solutions, regulatory support, nurturing the business and innovation ecosystem to appropriate business models.



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