The term business model became popular with the rise of the Internet and electronic businesses as a means to explain how an organization works. With innovations also the way how customers interact with firms and thus with their products has changed, leading to a world, where companies compete on the basis of their business models. This is also reflected in the many facets of today’s business model, ranging from definitions and taxonomies to software supported business model design. This article gives an overview on business model research, discusses trends and suggests a research agenda of particularly interesting domains for future research.