**Outline**

**Introduction**

* “*Inventing Anna*" is a 2022 drama miniseries based on an article about the story of Anna Sorokin.
* She pretended to be an heiress from Germany and scammed many wealthy New Yorkers in the process.
* The miniseries, produced by Shonda Rhimes, illustrates the story of Anna through a series of nine episodes.
* This text will look at the features of Anna's business model and suggest possible ways to improve the execution of her idea.

**The features of Anna’s business model**

* The intention behind Anna’s scamming was to start the Anna Delvey Foundation. The company was to be a private club for multimillionaires where they would meet and discuss their ideas.
* She had a model which she used in her operations.
* This section will look into whether Anna's business model suits the criteria of significance value, durability, marketability, profitability, and scalability.

**Significance value**

* The significant value of a model is the potential it has in delivering the intentions behind the business's operations.
* Looking at Anna's approach, the model was to disguise her image as a German heiress.
* This was valuable since the wealthy people, banks, and financial institutions didn't hesitate to invest their money in her cause as they thought the 'heiress would secure it.'
* However, this turned against her favor as people questioned her intentions, and soon she was convicted of scamming.
* Therefore, the significant value of the business model wasn’t sustainable since it was a get-rich-quick scheme.

**Durability**

* In terms of longevity, Anna’s model isn’t honest, and thus it isn’t durable in the long run.
* Contextually, durability means that the business model sustains the business through supposedly five years and above.
* Anna's scamming lasted for four years, from 2013 to 2017.
* Relating this to the presumed longevity of a business model that suggests anything above five years, Anna's model isn't durable.
* This is because of her manipulative intention that eventually would surface.

**Marketability**

* The image that Anna portrayed was marketable since people believed that she was a German heiress.
* In addition, her supposed business-mindedness was convincing since she knew that the only way she would get the attention of wealthy people was if she proposed an idea that would make a profit.
* As such, her business model was appealing, and its marketability at first was intriguing.
* However, in the long run, the outcomes of her actions portray the bad side of this marketability. The main feature of the marketability of a business is flexibility.
* Looking at Anna’s model, it is based on a persona that isn’t flexible.
* The people she scammed have fixated on the lie that she is a German heiress, and she can’t be successful if she decides to change that persona.

**Profitability**

* The profitability of a business model is that it maintains or raises the potential profit margins.
* Anna’s model is profitable since she uses a persona to make her money.
* Expounding more on this, she doesn’t put in a lot of work in her endeavor. Rather, she blatantly lies to those people she scammed about her intentions.
* Anna made up to $275000 throughout the scam.
* Consequently, the profitability of her model encompasses her operations and the returns. Figuratively, the model would be profitable if she had opened the Anna Delvey Foundation, which didn't end up happening.
* She made a huge amount of cash over scamming. However, it falls out of context in the long run when she ends up being convicted.

**Scalability**

* A scalable business model propagates a company to grow without changing the organization's internal structure.
* This implies that if a business uses a model to launch a new product, the commodity will expand to new markets without interfering with the significant operations of the business.
* Anna’s model doesn’t suit the scalability criteria. This is because of the manipulative approach that she has.
* Anna would have opened the Anna Delvey Foundation if it had been scalable.

**Suggestions to improve Anna’s business model**

* Anna’s proposal was to start the Anna Delvey Foundation, which she claims would have a positive impact on society.
* However, even though her intentions were somewhat good, her manipulation clears out the positivity of her cause. She ends up being in legal trouble after four years of scamming.
* Personally, I would have started a business that would have made me money to open the foundation.
* Since Anna wanted it to be a private club for wealthy people, she should have started a smaller club to expand the operations after a given period of time.
* It is smart for entrepreneurs to start one business with the mind of opening another as it is used to gather the necessary resources.

**Conclusion**

* In conclusion, it is unfortunate how it turned out for Anna in the long run.
* Although she deserved the outcome of her actions, she would have been successful if she had pure intentions and worked hard to achieve her long-term goals.
* Those who aren't truthful in their actions eventually are punished for what they have done.