sociations and properties on aduct, and can increase the ractiveness of the end product

Businessmodelnavigator.com – The world's largest online business model database

The Business Model Navigator aims at better understanding the key drivers of business model success and fostering business model innovation based on a structured approach. Our online database supports innovators, business developers, strategists and anyone with an entrepreneurial spirit to explore the strategies behind the most successful companies.

Microsoft Bosch Intel ideas or concepts opposed to the mainstream. Examples: Swatch Nintendo verse Engineering This pattern refers to obtaining a competitor's product, taking it apart, and using this information to produce a similar or compatible product. Because no huge Hidden Revenue investment in research or development is An integrator is in command of the bulk of Ingredient Branding Robin Hood necessary, these products can be offered The logic that the user is responsible for the steps in a value-adding process. The ngredient branding describes the specific The same product or service is provided to at a lower price than the original product. the income of the business is abandoned. control of all resources and capabilities in tion of an ingredient, component, and 'the rich' at a much higher price than to terms of value creation lies with the instead, the main source of revenue iginating from a specific supplier "the poor". Thus, the main bulk of profits company. Efficiency gains, economies of is from a third party, which cross pe, and lower dependencies from

The benefits of the online database:

- Get inspired by the strategies behind the most successful companies
- Apply successful patterns to create your own business model ideas
- Find ways to improve your existing business model
- Understand which business model patterns are applied in which industry

Beyond the content of "The Business Model Navigator", a global bestseller translated in many languages, and the iconic "55+ Pattern Cards", our database offers interactive access to:

- Specifics of 20 key industries, their most innovative companies and the top 5 patterns applied
- Up-to-date cases of 120 companies including the patterns they applied as well as the pattern occurrence to link similar companies
- A deep analysis of the 60 business model patterns, including the most innovative companies applying them and top industry applications



This unique source for inspiration and practical learning is fully accessible with our yearly subscription plans:

- Single access: 29,90€/year*
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