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This way, various customer segments can be satisfied with the same product. 55 This presentation is adapted and based on working Paper "The St.Gallen Business Model Navigator" by Oliver Gassmann, Karolin Frankenberger,

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Michaela Csik Who What Value How.

Business model navigator 55 business model patterns

In this section, dive into one of the 55 Business Model Patterns, each providing a practical template to help you build new business models from scratch and supercharge your existing business models. A short description is provided, capturing the key concept and underlying mechanisms of the respective business model pattern, as well as ...

Business Model Pattern List | Business Model Navigator

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Business Model Navigator

Over time, we have developed the 55 business model patterns identified into the central ideation tool of our St. Gallen Business Model Navigator

Navigator methodology. St. Gallen Business Model Navigator – www.bmi-lab.ch

4 Fig. 2 The business model innovation map: Every node represents a revolution of an industry.

The St. Gallen Business Model Navigator

The Business Model Navigator introduces 55 successful business model patterns, which can serve as blueprints for any business model innovation effort.

Additional tools are available at:

www.bmi-lab.ch A business model provides a holistic picture of how a company creates and captures value by defining the Who, the What, the How, and the Why of a business.

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"The method, the Business Model Navigator, consists of 55+ successful business model patterns, which can serve as blueprints for your own business model innovation efforts. The present work specifically addresses practitioners and consciously avoids complicated theoretical arguments.

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55 modelos de negocio: Business Model Navigator. En las andanzas que uno hace a la búsqueda de recursos útiles para esa cosa llamada management de vez en cuando te encuentras con herramientas valiosas. Es el caso, desde mi punto de vista, del Business Model Navigator que han desarrollado en el BMI-Lab de Universidad de St. Gallen.

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How?Why? Who? Old Business Model
Internal consistency External
consistency Similarity Principle
Confrontation Principle What?
How?Why? Who? Old Business Model
What? How?Why? Who? New Business

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Model Design Realization 55 Patterns

Source: ITEM-HSG 51.

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