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model patterns This presentation is adapted and based on working Paper “The St.Gallen Business Model Navigator” by Oliver Gassmann, Karolin Frankenberger, Michaela Csik ...

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In this section, dive into one of the 55

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## **Business Model Pattern List | 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™ methodology. St. Gallen Business Model Navigator – [\*Page 15/25\*](http://www.bmi-</a></p></div><div data-bbox=)

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

## **The St. Gallen Business Model Navigator**

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



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Confrontation Principle What?  
How? Why? Who? Old Business Model  
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shades of innovation A new methodology known as The Business Model Navigator has been developed by the Business Model Innovation Lab in St Gallen, Switzerland to help companies innovate their business models, and move from the old to the new.

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A strong business model is the bedrock to business success. But all too often, we fail to adapt, clinging to outdated business models that are no longer delivering the results we need. The brains behind The Business Model Navigator have discovered that just 55 business models are responsible for 90%

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