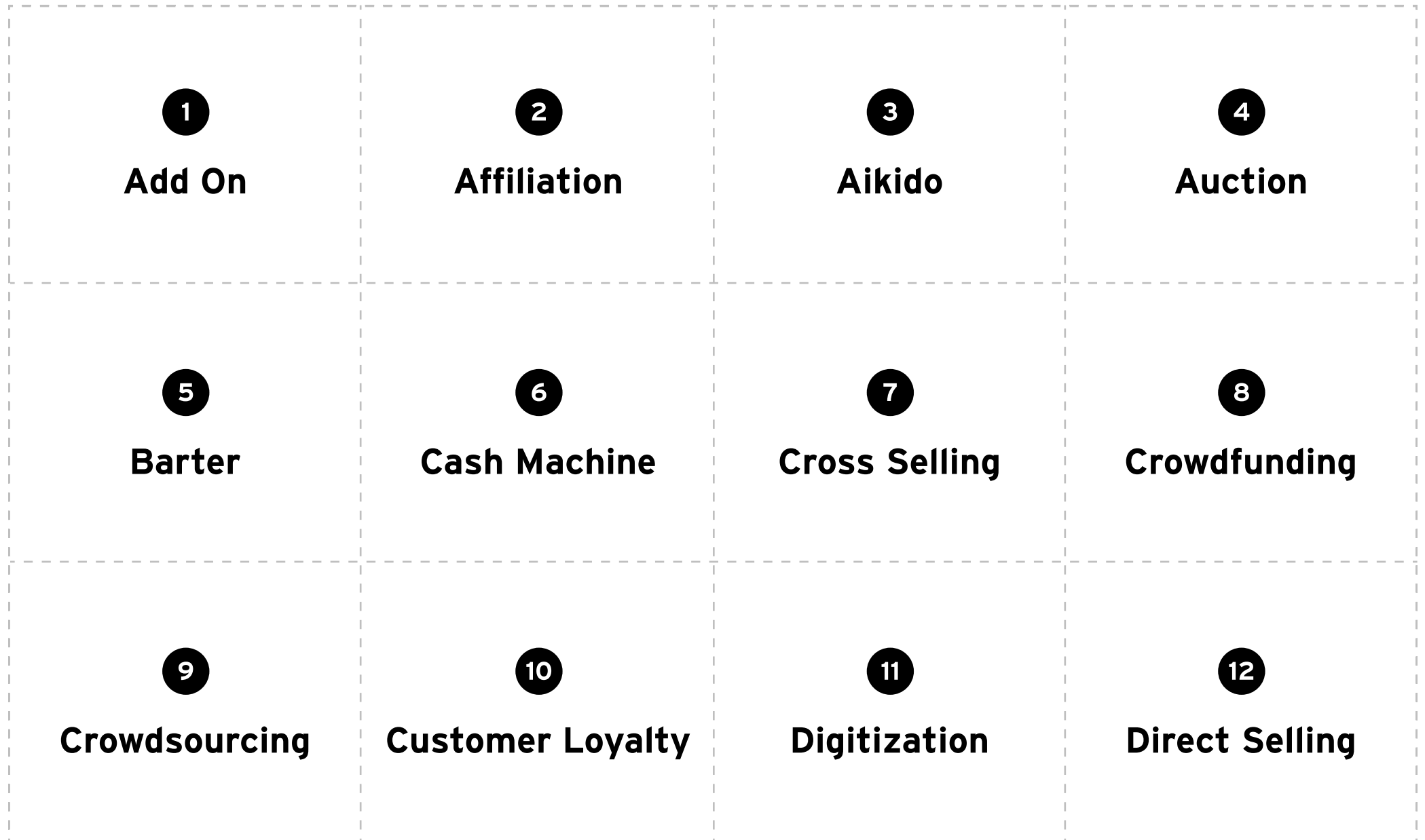


Business Model Navigator



Business Model Navigator

<p>13</p> <p>E-Commerce</p>	<p>14</p> <p>Experience Selling</p>	<p>15</p> <p>Flat Rate</p>	<p>16</p> <p>Fractional Ownership</p>
<p>17</p> <p>Franchising</p>	<p>18</p> <p>Freemium</p>	<p>19</p> <p>From Push-To-Pull</p>	<p>20</p> <p>Guaranteed Availability</p>
<p>21</p> <p>Hidden Revenue</p>	<p>22</p> <p>Ingredient Branding</p>	<p>23</p> <p>Integrator</p>	<p>24</p> <p>Layer Player</p>

Business Model Navigator

<p>25</p> <p>Leverage Customer Data</p>	<p>26</p> <p>License</p>	<p>27</p> <p>Lock-In</p>	<p>28</p> <p>Long Tail</p>
<p>29</p> <p>Make More Of It</p>	<p>30</p> <p>Mass Customization</p>	<p>31</p> <p>No Frills</p>	<p>32</p> <p>Open Business Model</p>
<p>33</p> <p>Open Source</p>	<p>34</p> <p>Orchestrator</p>	<p>35</p> <p>Pay Per Use</p>	<p>36</p> <p>Pay What You Want</p>

Business Model Navigator

<p>37</p> <p>Peer-To-Peer</p>	<p>38</p> <p>Performance-Based Contracting</p>	<p>39</p> <p>Razor And Blade</p>	<p>40</p> <p>Rent Instead Of Buy</p>
<p>41</p> <p>Revenue Sharing</p>	<p>42</p> <p>Reverse Engineering</p>	<p>43</p> <p>Reverse Innovation</p>	<p>44</p> <p>Robin Hood</p>
<p>45</p> <p>Self-Service</p>	<p>46</p> <p>Shop-In-Shop</p>	<p>47</p> <p>Solution Provider</p>	<p>48</p> <p>Subscription</p>

Business Model Navigator

49

Supermarket

50

Target The Poor

51

Trash-To-Cash

52

Two-Sided Market

53

Ultimate Luxury

54

User Designed

55

White Label