Category

Strategy

Strategy for AI-Native Enterprises Playbook

Competing when AI is core to the business model, not bolted onto an existing one

- Executive
- Advanced
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- 4 minute(s)

Overview

A framework for building strategy in businesses where AI is a foundational capability shaping the product, cost structure, and competitive dynamics — distinct from adopting AI tools inside an otherwise unchanged strategy.

What makes a company "AI-native" rather than just an AI adopter?

An AI-native company's core product, cost structure, or competitive moat depends fundamentally on AI capability — remove the AI and the business model doesn't just get less efficient, it stops working. An AI adopter uses AI tools to improve an otherwise unchanged business.

Does an incumbent need to become fully AI-native to compete?

Not always, but incumbents competing against AI-native entrants need to understand which parts of their business the entrant's AI-native advantage actually threatens, and respond specifically to those, rather than treating "adopt more AI" as a sufficient response.

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