Category

Strategy

Strategy for Data-Rich, AI-Driven Business Models Playbook

Designing the business model itself around data and AI, not adding them to an existing model

- Executive
- Advanced
- Template Included

- Mithun A. Sridharan

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- 4 minute(s)

Overview

A framework for designing product, pricing, and revenue models that are inherently data-rich and AI-driven from the ground up, rather than retrofitting AI capability onto a business model designed before it existed.

How is this different from the Data & Analytics Advantage Strategy

Playbook? That playbook identifies which existing data assets could create competitive advantage within your current business model. This one is about designing the business model — product structure, pricing, revenue mechanics — from scratch around data and AI, which is a different and more fundamental design exercise.

Is this only relevant for new businesses or products?

It's most naturally applied to new products or business lines, but established businesses can also use it to redesign a specific product or pricing model around data-rich, AI-driven mechanics rather than layering AI onto an unchanged model.

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Author

Mithun A. Sridharan Thought Leader

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