

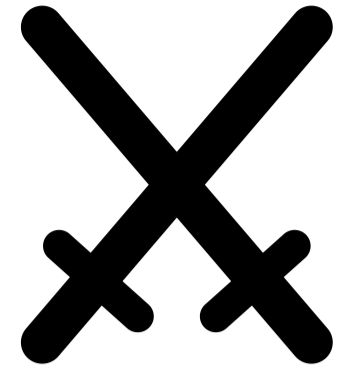
# The Strategic Innovation Canvas

by SOMMERRUST

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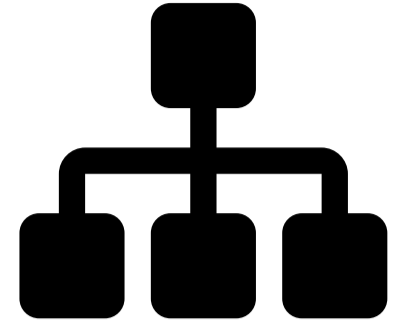
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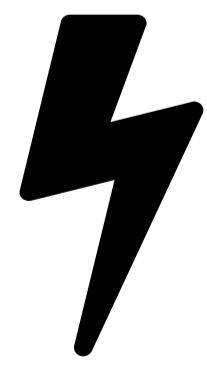
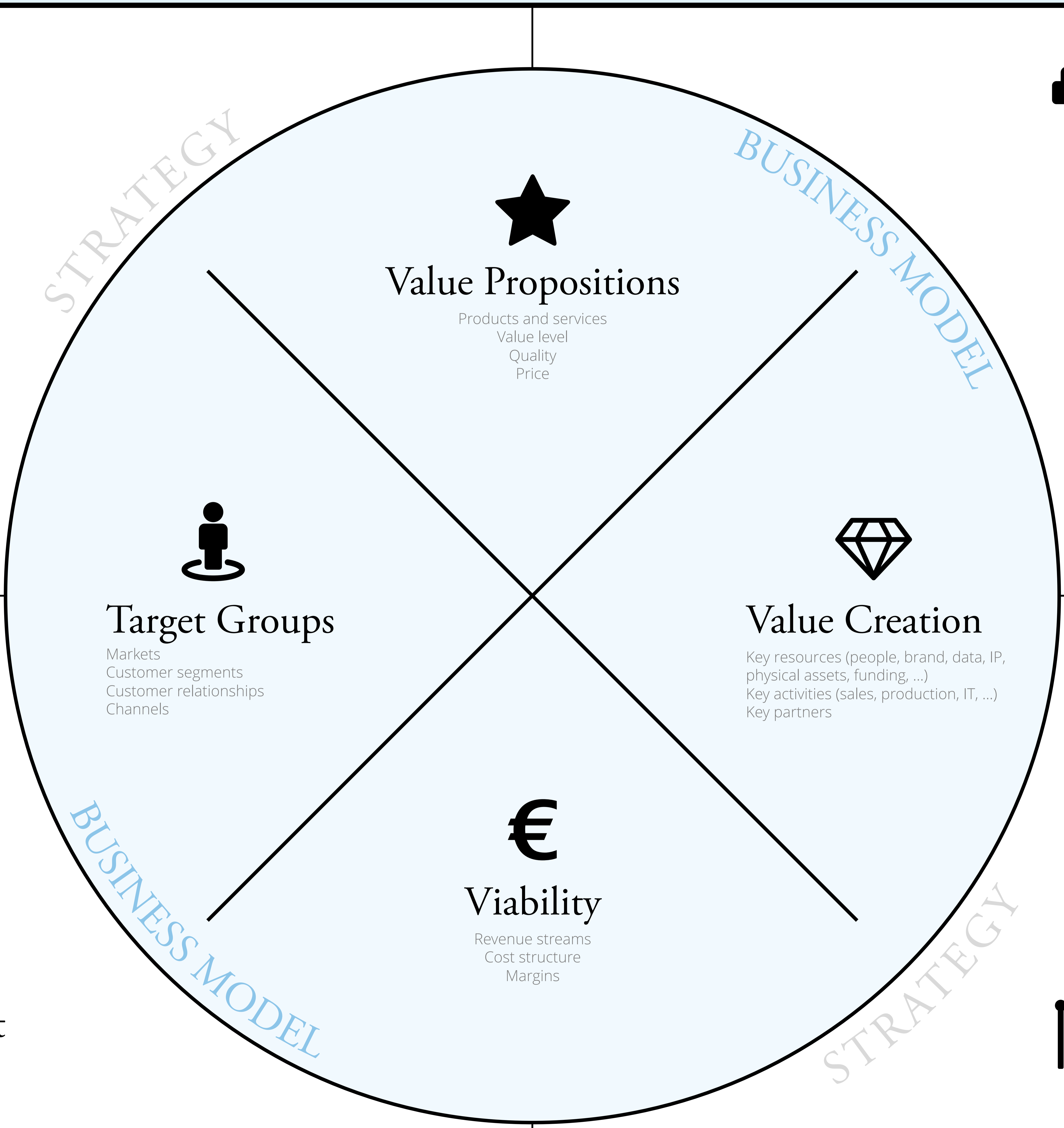
## Competition and Ecosystem

Existing and new competitors  
Adjacent industry sectors  
Relationships to relevant players



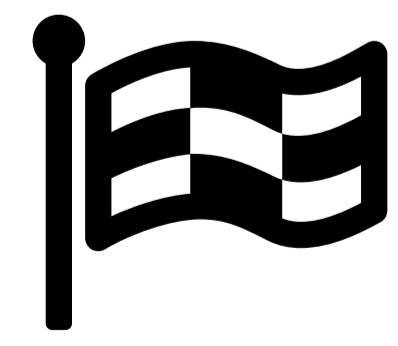
## Organization and Incentives

Regional, functional, product- or customer-oriented organizational structures  
Guidelines, performance measurement, compensation



## Change of Market Conditions

New customer needs  
New technologies  
Economic conditions and regulatory frameworks



## Strategic Goals and Roadmap

Future positioning of the company  
Optimization of existing business models  
Development of new business areas  
Timing and approach of implementation