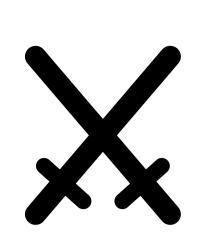
The Strategic Innovation Canvas



Competition and Ecosystem

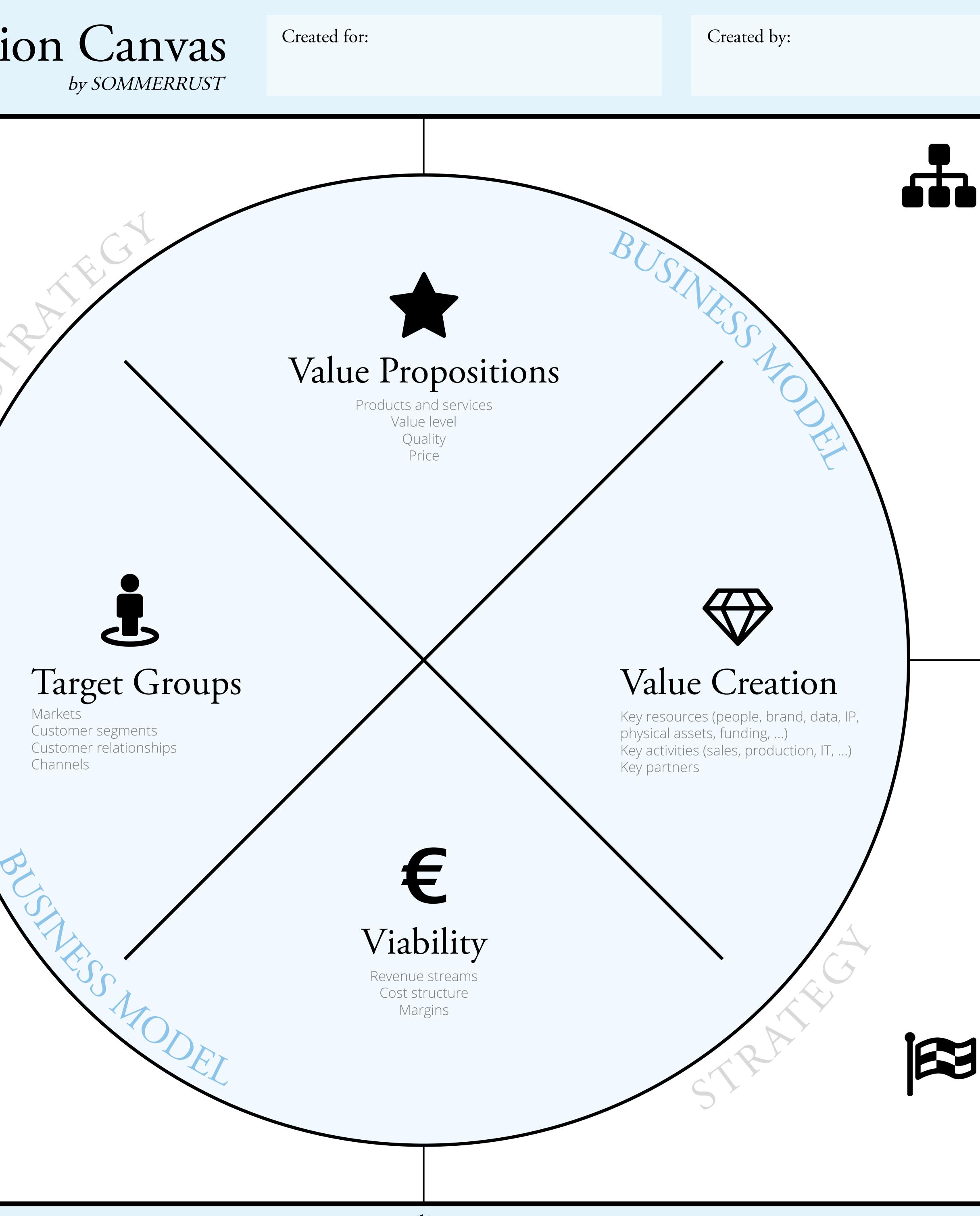
Existing and new competitors Adjacent industry sectors Relationships to relevant players



Change of Market Conditions

New customer needs New technologies Economic conditions and regulatory frameworks

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Organization and Incentives

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

Strategic Goals and Roadmap

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

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