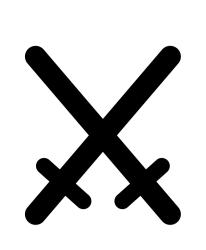
### The Strategic Innovation Canvas



### Competition and Ecosystem

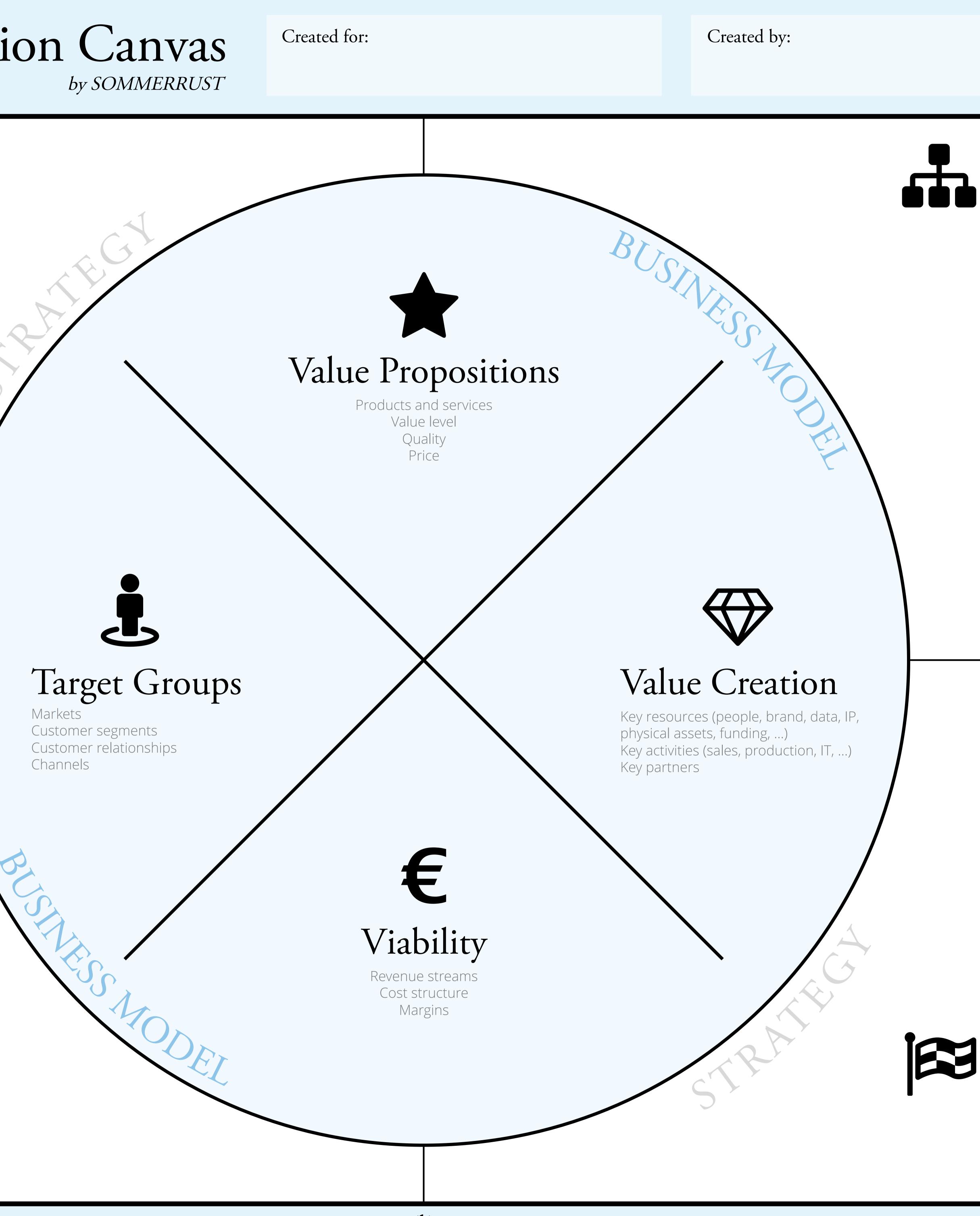
Existing and new competitors Adjacent industry sectors Relationships to relevant players



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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