



KEY TRENDS

Key technology trends
Regulatory trends
Societal and cultural trends
Socioeconomic trends



MARKET FORCES

Market segments
Needs and demands
Market issues
Switching costs
Revenue attractiveness



INDUSTRY FORCES

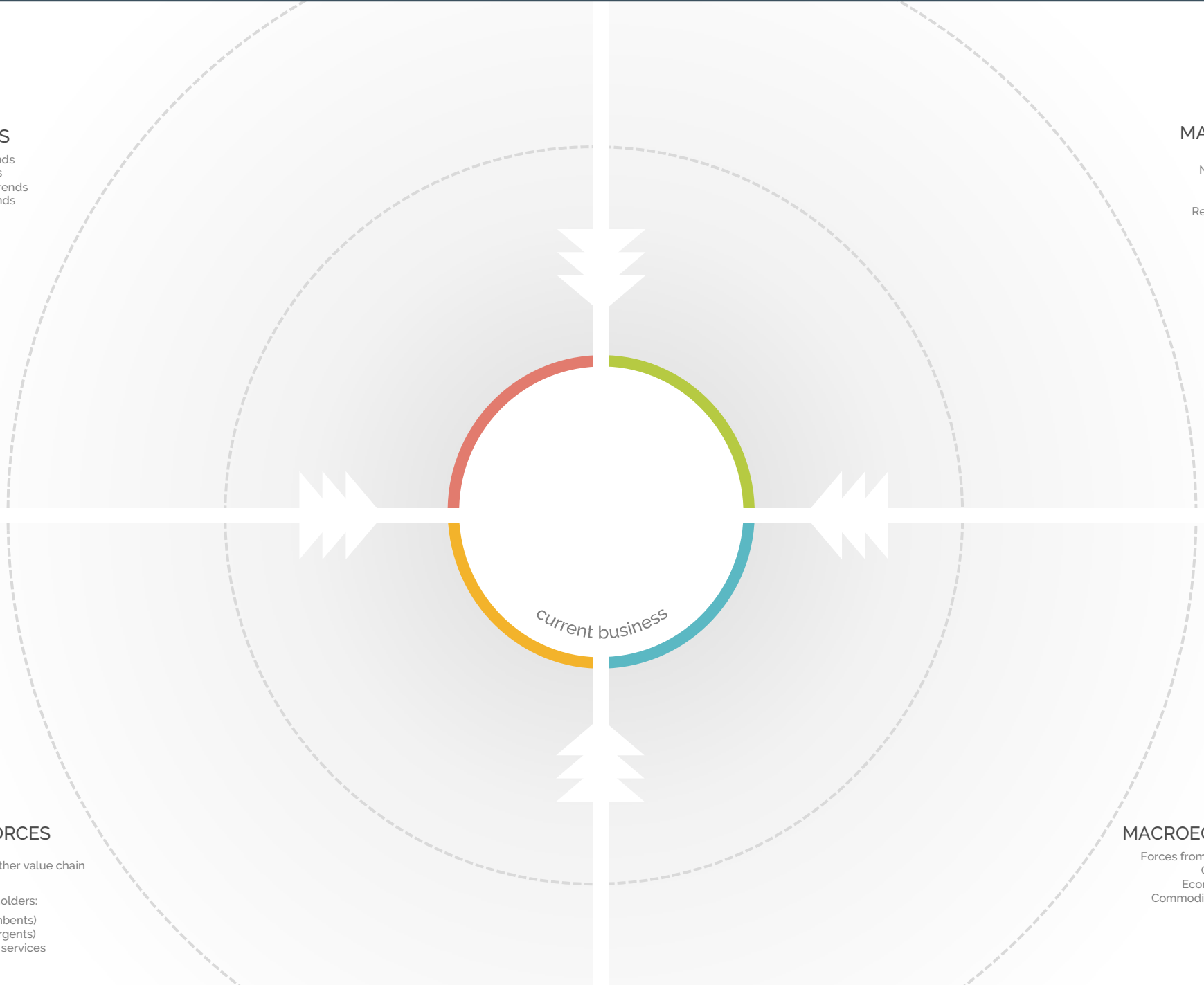
Forces from suppliers and other value chain actors

Examples of stakeholders:
Competitors (Incumbents)
New entrants (Insurgents)
Substitute product & services



MACROECONOMIC FORCES

Forces from global market conditions:
Capital markets
Economic infrastructure
Commodities and other resources



current business

