CONTEXT MAP® CANVAS

DESIGN A BETTER BUSINESS

DEMOGRAPHIC TRENDS

Look for data on demographics, education, employment. Are there big changes that will impact your business?

RULES & REGULATIONS

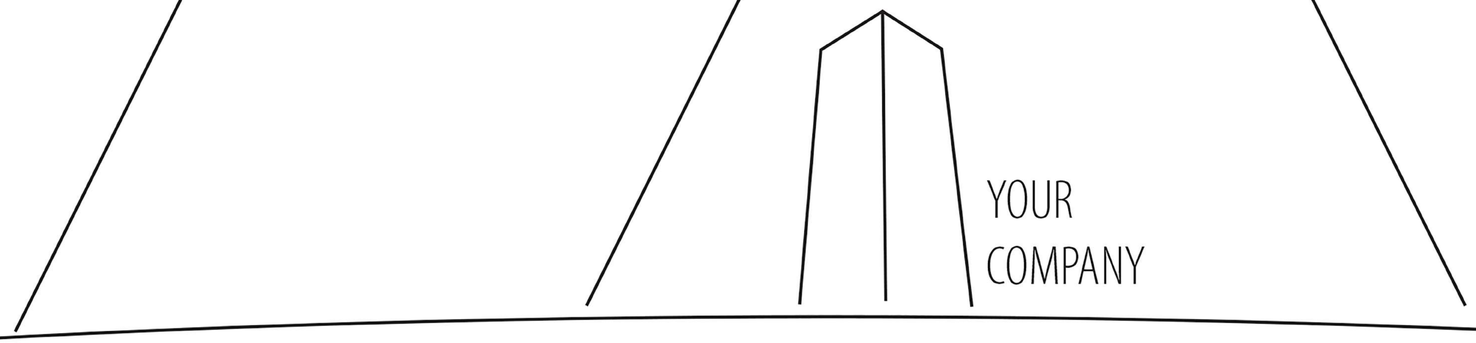
Are there trends in rules and regulations that will impact your business in the near future?

ECONOMY & ENVIRONMENT

What are trends in the economy and in the environment that will impact your business?

COMPETITION

What trends do you see among your competitors? Are there new entries?



TECHNOLOGY TRENDS

What are the big technological changes that will impact your business in the near future?

CUSTOMER NEEDS

What are the big trends in customer needs? How do the expectations of customers develop in the near future?

UNCERTAINTIES

Do you see any big uncertainties? Things that can have a big impact, but it's unclear how or when?

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Based on the Context Map designed by David Sibbet