Innovation Thesis Worksheet
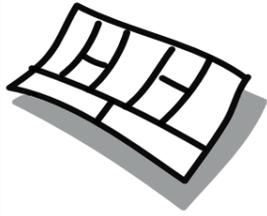
Our current business model(s):

Which products / business units are in decline:

Emerging trends, future tech, markets, customer jobs:

3y

5y

10y

Threat, opportunities, competitors:

3y

5y

10y

How are we going to use innovation to benefit from trends:

Arenas to explore for further growth:

3y	5y	10y	X
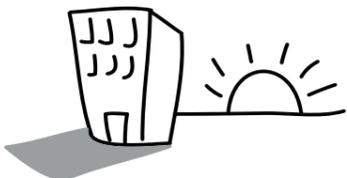
What the company will look like if we succeed:

3y

5y

10y