

Opportunity Space Canvas

LOAD

Trends

Business Tactics

Technologies

Opportunity Space

AIM

Products & Assets

Markets & Customer

Addressed Needs

Used Capabilities

Innovation Potential

High

Medium

Low

Complexity

High

Medium

Low

New

Incremental

Existing

New

Adjacent

Existing

WIN

Strategic Ambition

Markets & Customer

Products & Assets

Recommended Action

Park

Prepare

Act Now

Differentiation Potential

Innovation Potential

High			
Medium			
Low			
	Low	Medium	High

Complexity