

Opportunity Space Canvas



LOAD

Trends

Business Tactics

Opportunity Space

Technologies

AIM

Products & Assets

Markets & Customer

Addressed Needs

Used Capabilities

Innovation Potential

Complexity

WIN

Strategic Ambition

Markets & Customer

Products & Assets

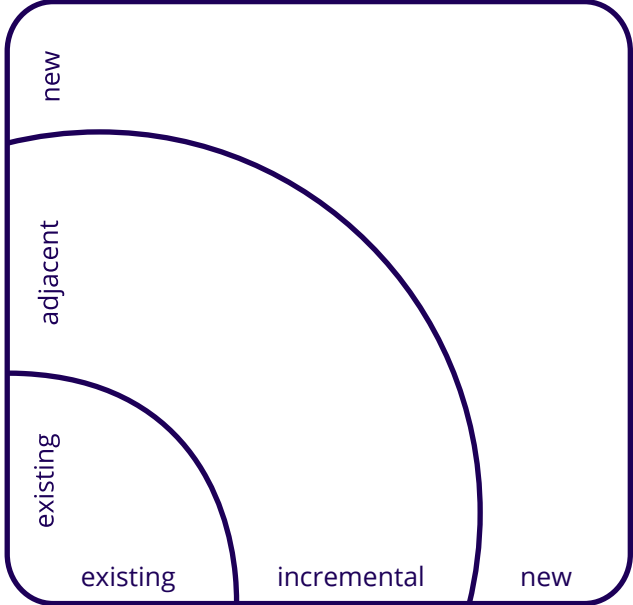
Recommended Action

Differentiation Potential

Innovation Potential

Complexity

New	<input type="checkbox"/>
Incremental	<input type="checkbox"/>
Existing	<input type="checkbox"/>
New	<input type="checkbox"/>
Adjacent	<input type="checkbox"/>
Existing	<input type="checkbox"/>



Recommended Action

Park	Prepare	Act Now
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Innovation Potential	High			
	Medium			
	Low			
		Low	Medium	High