

SCANDINAVIAN GROWTH CREATORS



Context Map template

Possibilities?

Ex. Technologies, new markets

Customers:

Who buys the product or services?

Business partners and suppliers

Competition

The end user:

- Who uses the product and service?
- How do they use the product?
- What value does the product create for the user?

About the company:

- Culture?
- Vision and mission?
- Business strategy?
- Approach to and strategy for innovation

Products and services:

what does the company sell?

Technological and social trends

That could have an impact on the case

Governmental and political factors:

Legislation and regulations

Special considerations

In relation to the case casen