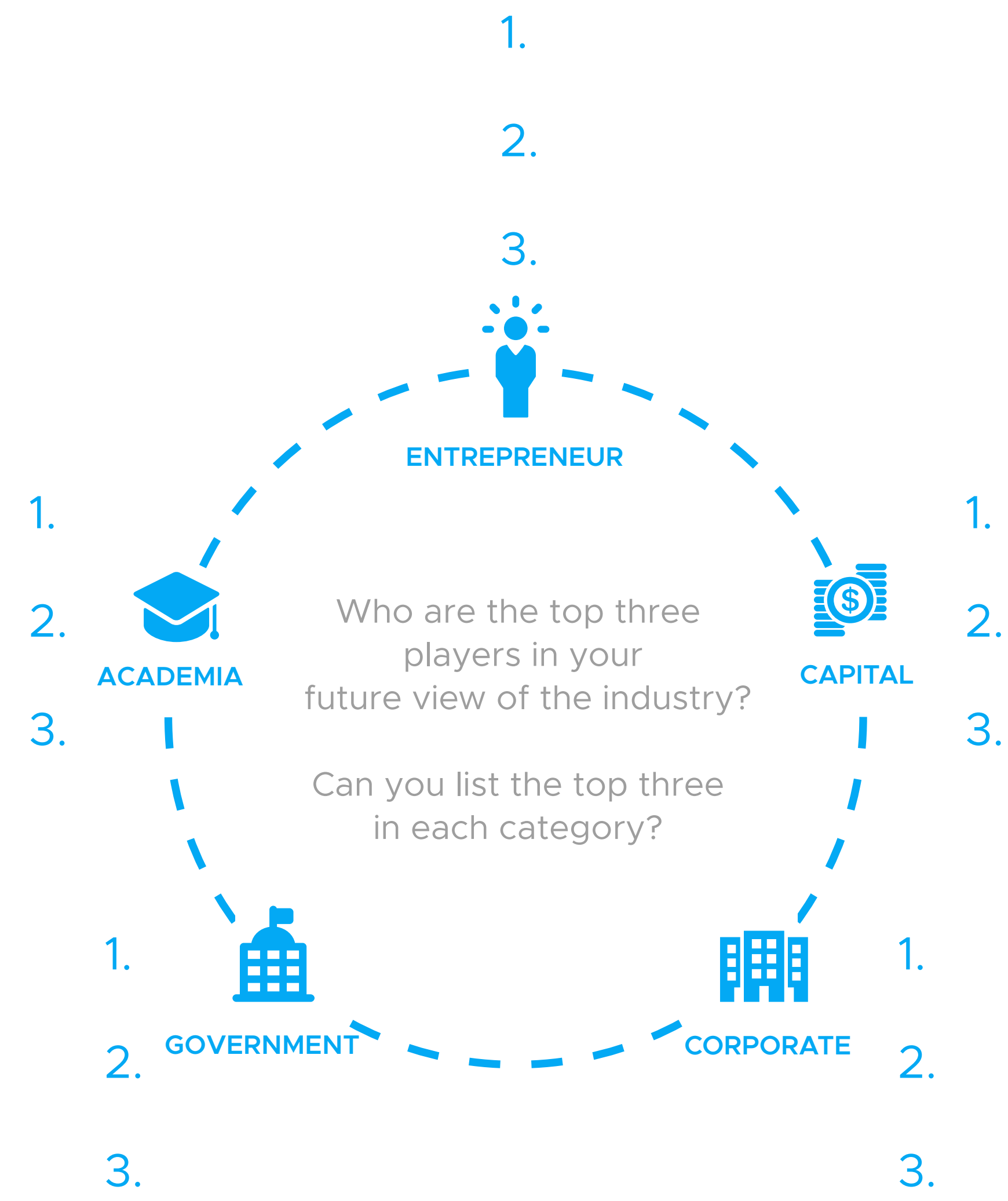


COMPANY: _____

INDUSTRY: _____

DATE: _____



CURRENT KEYWORDS

What key words would you use to describe the industry today?

SPEED OF INDUSTRY CHANGE

1 - 10 SCALE: _____

What are the changes the industry is currently going through?

KEY TRENDS IN THE COMING DECADE

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COMPETITORS

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MACRO TRENDS

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TECHNOLOGY TRENDS

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CUSTOMER NEEDS

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DISRUPTIVE SIGNALS

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DISRUPTIVE PLAYERS

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