

Context map template

Opportunities?

E.g.: ew technologies, new markets?

Customers:

who buys the products and services?

Business partners and suppliers

End-users:

who are the users of the products and services?

How do they use the products or services?

Which value does the product or service offer the users?

Company name:

The case challenge:

About the company

- Organization culture?
- Vision and mission?
- Key resources?
- Business strategy?
- Innovation approach?

Products and services:

what does the company sell?

Competitors

Technological and societal trends:

that may have an influence on the case?

Special considerations

in relation to the case

Governmental and political

factors:

laws and legislation

