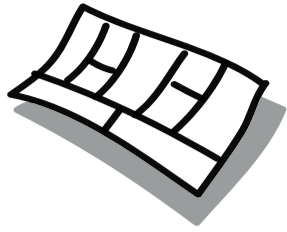


# Innovation Thesis Worksheet



Our current business model(s):



Which products / business units are in decline:



Emerging trends, future tech, markets, customer jobs:

3y

5y

10y



Threat, opportunities, competitors:

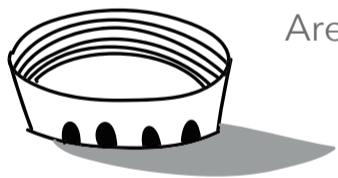
3y

5y

10y



How are we going to use innovation to benefit from trends:



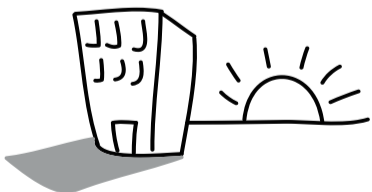
Arenas to explore for further growth:

3y

5y

10y

X



What the company will look like if we succeed:

3y

5y

10y